

Unit-2

- Social Media Marketing
 - What is Social Media
 - Forms of Social Media
 - Social Media Platforms
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 - Social Media Plan
 - Social Media Advertisement
 - Marketing on Social Media

INTRODUCTION

- Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.
- This *involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.*
- The major social media platforms (at the moment) are **Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.**
- There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above.

INTRODUCTION



What is Social Media?

- Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information.

FACT

Over one-fifth of an individual's online time is spent on social media.

Forms of Social Media



Forms of Social Media

- **Social Networking Sites**
- **Social Review Sites**
- **Image Sharing Sites**
- **Video Hosting Sites**
- **Community Blogs**
- **Discussion Sites**
- **Sharing economy networks**

Social networking sites

- Most of us are familiar with social networking sites like Facebook, Twitter, and LinkedIn.
- These platforms help us connect with friends, family, and brands.
- They encourage knowledge-sharing and are all about personal, human-to-human interaction.
- How they will help?
 - Reach a target audience through ads
 - Network
 - Research

Image sharing sites

- Visual content like images, infographics, and illustrations capture our hearts, eyes and imaginations.
- Social media platforms like Instagram and Snapchat are designed to amplify the power of image sharing.
- Use these sites to:
 - Encourage user-generated content
 - Create inspiration

Video hosting sites

- YouTube revolutionized the way we watch, create, and think about video.
- It transformed the medium into something accessible.
- Recent improvements in tech and connectivity helped video go the rest of the way.
- Use video hosting sites to:
 - Share phenomenal content
 - Engage

Community Blogs

- Shared blogging platforms like Medium and Tumblr give people a space to express their thoughts and help connect them with readers.
- These community blog sites provide an audience while allowing plenty of room for customization and self expression.
- Use them to:
 - Develop your voice
 - Syndicate content

Discussion Sites

- While most of us have seen many a heated discussion happen on Facebook, discussion sites like Reddit and Quora are specifically designed to spark a conversation.
- Anyone is free to ask a question or make a statement, and this attracts people with shared interests and curiosities.
- So how can these platforms help your business?
 - Research
 - Answer Questions

Social review sites

- Review sites like Yelp and TripAdvisor display reviews from community members for all sorts of locations and experiences.
- Businesses can really benefit from studying their reviews, the good and the bad. It helps them:
 - Understand the customer's perspective
 - Solve problems

Sharing economy networks

- Sites like AirBnB and Rover aren't just a cool place to find cheap holiday rentals or a pet sitter.
- Sharing economy networks bring people who've got something they want to share together with the people who need it.

Social Media Platforms



Social Media Platforms

- The 10 most popular social media sites in 2019

Note: (MAUs stands for Monthly Active Users)

1. Facebook – 2.23 billion MAUs
2. YouTube – 1.9 billion MAUs
3. WhatsApp – 1.5 billion MAUs
4. Messenger – 1.3 billion MAUs
5. WeChat – 1.06 billion MAUs
6. Instagram – 1 billion MAUs
7. Tumblr – 642 million MUVs
8. Tik Tok – 500 million MAUs
9. Twitter – 335 million MAUs
- 10.Reddit – 330 million MAUs

Facebook

- Facebook is the biggest social media site around, with more than two billion people using it every month.
- That's almost a third of the world's population! There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.
- It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos, and Stories.

YouTube

- YouTube is a video-sharing platform where users watch a billion hour of videos every day.
- To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share.
- Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google.

WhatsApp

- WhatsApp is a messaging app used by people in over 180 countries.
- Initially, WhatsApp was only used by people to communicate with their family and friends.
- Gradually, people started communicating with businesses via WhatsApp.
- WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases.

Messenger

- Messenger used to be a messaging feature within Facebook, and since 2011, Facebook has made Messenger into a standalone app by itself and greatly expanded on its features.
- Businesses can now advertise, create chatbots, send newsletters, and more on Messenger.
- These features have given businesses a myriad of new ways to engage and connect with their customers.

WeChat

- WeChat grew from a messaging app, just like WhatsApp and Messenger, into an all-in-one platform.
- Besides messaging and calling, users can now use WeChat to shop online and make payment offline, transfer money, make reservations, book taxis, and more.
- WeChat is most popular in China and some parts of Asia.

Instagram

- Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos.
- It has also recently launched IGTV for longer-form videos.
- As a brand, you can have an Instagram business profile, which will provide you with rich analytics of your profile and posts and the ability to schedule Instagram posts using third-party tools.

Tumblr

- Tumblr is a microblogging and social networking site for sharing text, photos, links, videos, audios, and more.
- People share a wide range of things on Tumblr from cat photos to art to fashion.
- On the surface, a Tumblr blog can look just like any other websites.
- So many blogs that you come across online might be using Tumblr!

Tik Tok

- Tik Tok (also known as Douyin in China) is a rising music video social network.
- It was the world's most downloaded app in the first quarter of 2018, beating Facebook, Instagram, and other social media apps.
- My initial impression is that it looks like Instagram for short music videos .
- Users can record videos up to 60 seconds, edit them, and add music and special effects.

Twitter

- Twitter is a social media site for news, entertainment, sports, politics, and more.
- What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information — **things that are happening right now.**

Reddit

- Reddit, also known as the **front page of the Internet**, is a platform where users can submit questions, links, and images, discuss them, and vote them up or down.
- There are subreddits (i.e. dedicated forums) for pretty much anything under the sun.
- Subreddits, however, have different levels of engagement so it's great to research to see if there are popular subreddits that your brand can be part of.

Reddit

The screenshot shows a Firefox web browser window with the URL <https://www.reddit.com/r/india/>. The page features a large banner with the word "INDIA" in a stylized font, where the "O" is replaced by a colorful circular pattern. Below the banner, there are tabs for "Posts", "Scheduled threads", "Twitter", and "Discord". The "Posts" tab is selected, showing a list of posts. The top post is titled "CAB Bill 2019 - News/Protests/Editorials Megathread" and is posted by u/IAMMohit. It has 1.4k upvotes and is marked as a "Politics" post. The post content includes a list of links and resources related to the CAB Bill 2019, such as "PROTESTS PLANNED FOR SATURDAY, 28TH DECEMBER", "What Is The CAA-NPR-NRC Link? Explainer by LiveLaw.in", and "Protest Venues and Times". On the right side of the page, there is a "COMMUNITY DETAILS" section for the r/india subreddit, showing 278k members, 1.6k online users, and a creation date of Jan 25, 2008. It also includes buttons for "JOIN" and "CREATE POST".

Activities Firefox Web Browser Sun Dec 29, 8:24 PM India: United We Stand - Mozilla Firefox

reddit - Google Search India: United We Stand

https://www.reddit.com/r/india/

Most Visited WhatsApp Faculty of Computer ... Gmail Google GLs Education Applica... Shree Tripada Sms - L... YouTube Yahoo - login

reddit r/india Search r/india LOG IN SIGN UP

INSIA

Posts Scheduled threads Twitter Discord

VIEW SORT HOT

Posted by u/IAMMohit Bigotry begets Bigotry 16 days ago 4

1.4k Politics CAB Bill 2019 - News/Protests/Editorials Megathread

- PROTESTS PLANNED FOR SATURDAY, 28TH DECEMBER
- What Is The CAA-NPR-NRC Link? Explainer by LiveLaw.in
- Protest Venues and Times via u/Crantankerous
- Cheatsheet for responding to state propaganda on CAA/NRC
- Awesome Resource Listing Doctors, Lawyers, Missing Persons etc via @purpultat on Twitter
- Important First Aid Information for Protesters and Others. Written by a Doctor. via @somesjh7 on Twitter
- Fake News Correction - MegaThread via u/neglectedsince1994
- FAQ about Citizenship Amendment Act via u/rahuilthwall

COMMUNITY DETAILS

r/india

278k Members 1.6k Online Jan 25, 2008 Cake Day

The Official Subreddit for India

JOIN

CREATE POST

ADVERTISEMENT

Social Media Marketing Strategies



Specific	Measurable	Attainable	Relevant	Time-Bound
Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.	You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.	Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.	This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.	Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

14 MOST IMPORTANT METRICS TO FOCUS IN YOUR DIGITAL MARKETING CAMPAIGN

PRESENTED BY
 Digital Marketing
PHILIPPINES

In the digital marketing age, not only are measurable metrics and other analytical data are possible and available in real-time, the need to measure these data is paramount as evidence to success. Every digital marketing tool available has some means of measuring success made available through the various metrics business owners can obtain.

The following can show 14 of these metrics that proved to be most important for your digital marketing campaign. These metrics are categorized into three groups, according to the simplified flow of any digital marketing campaign:



**TRAFFIC
GENERATION**

CONVERSION

REVENUE



TRAFFIC GENERATION

These metrics are very important for both Search Engine Optimization (SEO) and Pay-Per-Click (PPC) digital marketing techniques.

OVERALL SITE TRAFFIC



When measuring site traffic, don't just focus on page views but also on **how many unique visitors** your website get per week or per month.

TRAFFIC SOURCES



Knowing your **source of traffic and keywords** that brought them there can help you strategize your digital marketing campaign.

MOBILE TRAFFIC

More and more people are accessing the internet through their smartphones and tablets, which gives internet marketers **more revenue sources**.



CLICK THROUGH RATE (CTR)



Each time your ad is viewed an "impression" is made and Click Through Rates (CTR)

measure how many people actually clicked on your Ads.

The higher the CTR, the better your Quality Scores will be, allowing you to lower your PPC costs by receiving pricing discounts from Search Engine Marketing platforms like Google Adwords.

COST PER CLICK (CPC)



CPC value depends on how popular your chosen keywords are, your Quality Scores as influenced by Click Through Rates (CTR), and the standard prices search engines initially set.

If you're measuring cost per click (CPC) Facebook advertising costs on average about \$0.27(20 rs) per click.



CONVERSION METRICS

Converting website traffic into business leads or outright sales is the primary purpose for your digital marketing campaign

CONVERSION RATE (CVR)



Whether your goal is to gather valuable information about your website visitors and potential customers or convert site visits into sales, monitoring your Conversion Rates can define your digital marketing success.

COST PER LEAD (CPL)



Cost Per Lead (CPL) is a metric that defines the lead conversion ratio of a particular campaign and corresponding cost, giving insights to the business owner or marketer on how profitable their campaign is or not.

BOUNCE RATE



Some visitors immediately leave or "bounce" should they find your content irrelevant to their needs.

AVERAGE PAGE VIEWS PER VISIT



The more page views generated from each visit the more chances for engagement with website visitors, eventually influencing them to get converted into leads or paying customers.

AVERAGE COST PER PAGE VIEW



Your cost per page view should be significantly lower than the revenue you can generate from the page in order to gain profit from your campaigns.

AVERAGE TIME ON SITE



This is important for gauging what content is relevant and would drive results from site visitors, gaining their valuable trust so they would eventually convert.

RATE OF RETURN VISITORS



Website popularity is not only defined by the amount of traffic your site is generating, but also by the rate of return visitors that keep coming back to partake more of what you can showcase with your content. Knowing your Rate of Return Visitors can give you an insight on how you can improve your content to entice site visitors who have not converted yet as leads or paying customers – to finally do so.



REVENUE METRICS

These will tell you if a particular campaign is profitable or not so you can make adjustments on how you can improve your content for better engagement, higher conversion and bigger revenues.

RETURN ON INVESTMENT (ROI)



This helps you identify which area in your digital marketing campaign is driving sales and revenue, and which areas should be given more room for improvement.

COST TO ACQUIRE A CUSTOMER (CAC)

total of your
**marketing and
advertising costs**
for a particular time
period



how many **new
paying customers**
were generated during
that same period



Each focuses on a particular area and stage in your digital marketing campaign, so it would be best to make use of these tools as a whole. The key here is to make use of the data you can extract from these metrics, providing you with an opportunity to identify which digital marketing components work and which ones do not – allowing you to make improvements and establish a better and more profitable digital marketing campaign.

Prosumers



- As the social web has grown and tools like Twitter, blogs, Facebook and YouTube have allowed communications to flow faster and farther than ever before.
- Those changes affect most aspects of our daily lives, including our roles as individuals with buying power, and that's a shift that businesses and their employees need to understand if they want to stay profitable in the future.
- In simplest terms, people have moved from being **CONsumers** to **PROsumers** with far more influence than ever before.

Prosumers

- The term “prosumer” isn’t a new one. It’s been around the marketing world for years, but in today’s world of the social web, it has taken on a new importance that business leaders and marketers can’t ignore.
- The term “prosumer” has transformed from meaning **“professional consumer”** to meaning **“product and brand advocate.”**
- Rather than simply “consuming” products, people are becoming the voices of those products and significantly impacting the success or failure of companies, products, and brands, particularly **through their involvement on the social web.**

Prosumers

- A prosumer is a professional and consumer.
- An individuals who are more than just regular consumers and who also may have a professional interest in a company or its products and services.
- In general, someone might talk about a prosumer as a person who has certain professional skills or interests.
- **Example:** A general consumer might choose a digital camera based on convenience and other general features, where as a prosumer might choose that camera based on professional experience, such as selecting advanced features or favoring a design that serves professionals well.

Community Managers

- A Community Manager is an expert on Social Networks and the person in charge of digital strategies.
- Community Manager must establish a strategy and goals focused on the company's social media.
- To do so, CMs work on different areas:
 - **Creation and management** of content
 - **Monitorization** of social networks
 - Social media **analytics**
 - Action Plan for **digital marketing**
 - **Connection** with the community
- To summarize, a Community Manager oversees the communication and reputation of a company in the digital area.

Social Media Plan

- A social media plan is an essential part of their growth stacks, which includes a planned out content calendar, an arsenal of automation tools, tools for tracking performance metrics and more.
- Each post they share is designed in advance to maximize their success on social media.

Social Media Plan

HOW TO CREATE A SOCIAL MEDIA PLAN



do some
research



put it into
action



survey your
audience



write it down



MAKE SOME
DECISIONS



develop some
overall policies



do some
analysis



set some goals

credit: Sarah Marczynski

Social Media Plan



Social Media Advertisement

- Social network advertising, also social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services.
- One of the major benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately.
- Social media targeting combines current targeting options (such as geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Social Media Advertisement

- Social network advertising is not necessarily the same as social media targeting.
- Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users.
- Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser.

Marketing on Social Media





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



79% OF USERS
ARE 35
OR OLDER

240
MILLION
ACTIVE USERS