

# EFFECTIVE DIGITAL MARKETING

WEEK 2 ASSIGNMENT

# CONTENTS

- I. social media
  - a. platform comparison
- II. data analysis
  - a. user engagement
  - b. content
- III. case studies
  - a. facebook
  - b. instagram
  - c. twitter
  - d. youtube
- IV. conclusion

# social media



# SOCIAL MEDIA

	content	region	size	demographic
	  	  	<b>1.65 billion</b>	35 – 54
				
				
				

SOCIAL MEDIA

DATA ANALYSIS

CASE STUDIES

CONCLUSION

# SOCIAL MEDIA

	content	region	size	demographic
	  	 	1.65 billion	35 – 54
	 	 	400 million	16 – 24
				
				

SOCIAL MEDIA

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# SOCIAL MEDIA

	content	region	size	demographic
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SOCIAL MEDIA

DATA ANALYSIS

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# SOCIAL MEDIA

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			310 million	18 – 29
			1 billion	18 – 29

SOCIAL MEDIA

DATA ANALYSIS

CASE STUDIES

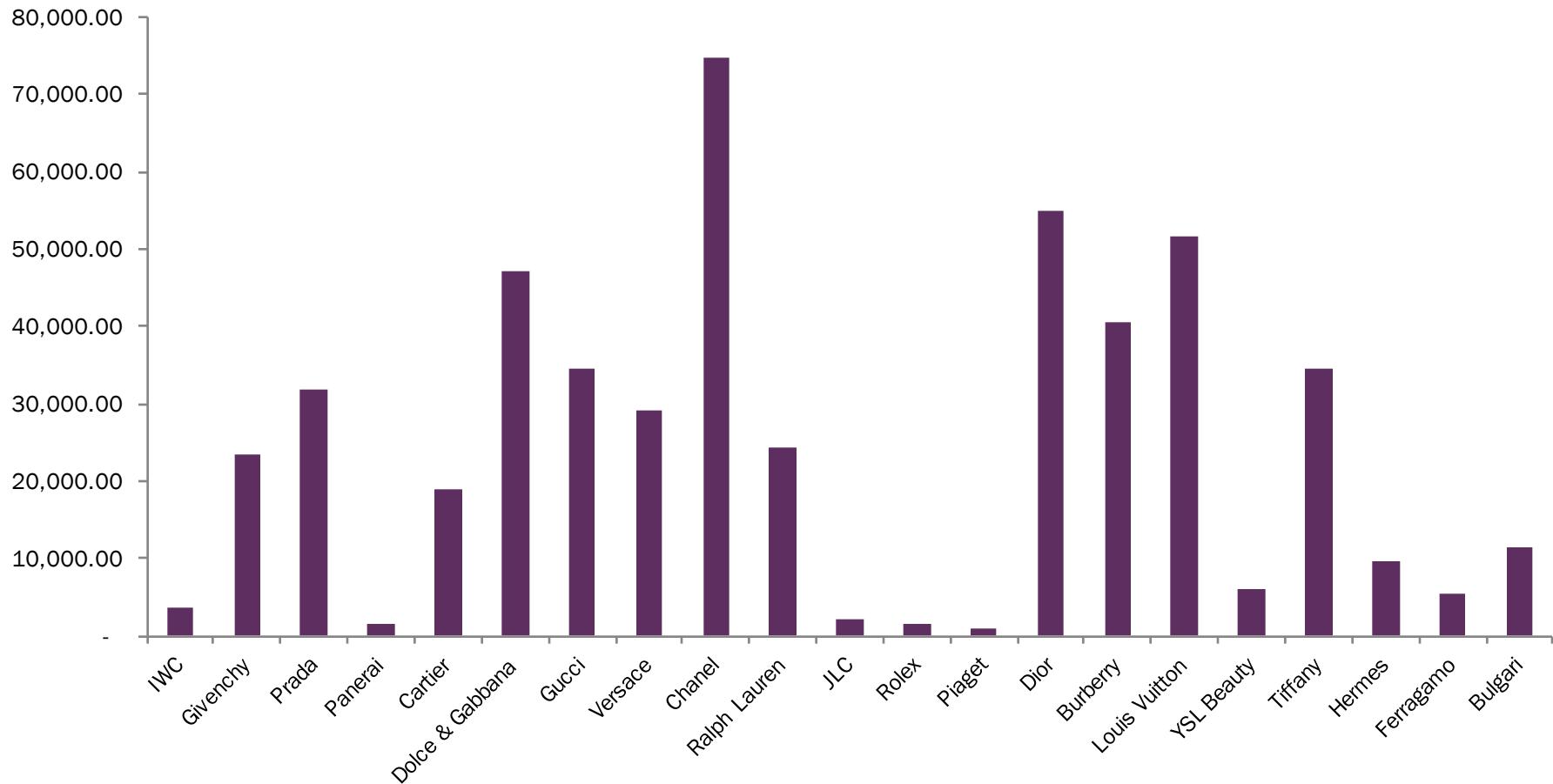
CONCLUSION

# data analysis



# INSTAGRAM

## AVERAGE LIKES PER POST



SOCIAL MEDIA

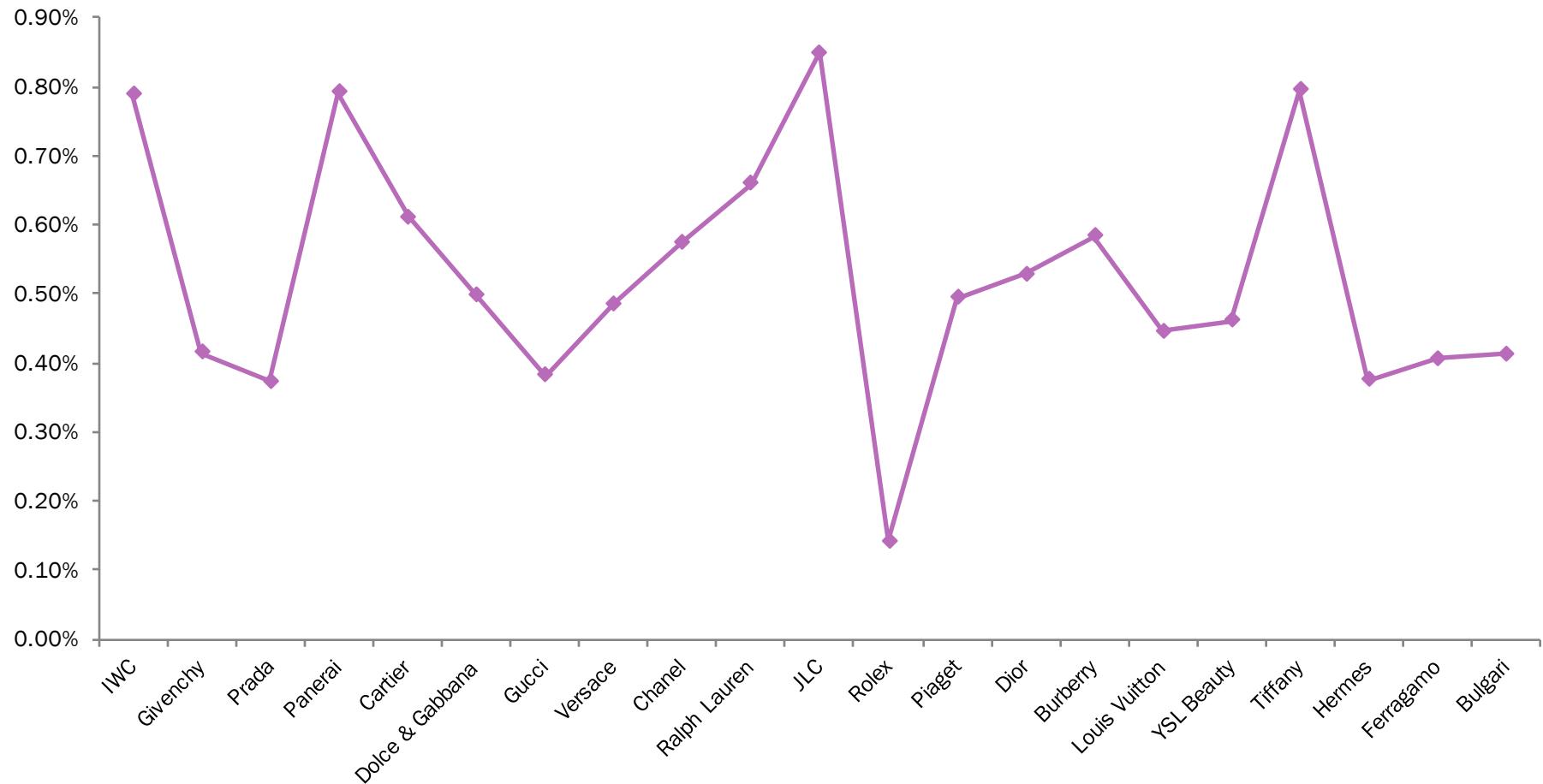
DATA ANALYSIS

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# INSTAGRAM

## AVERAGE LIKES/POST/FOLLOWER



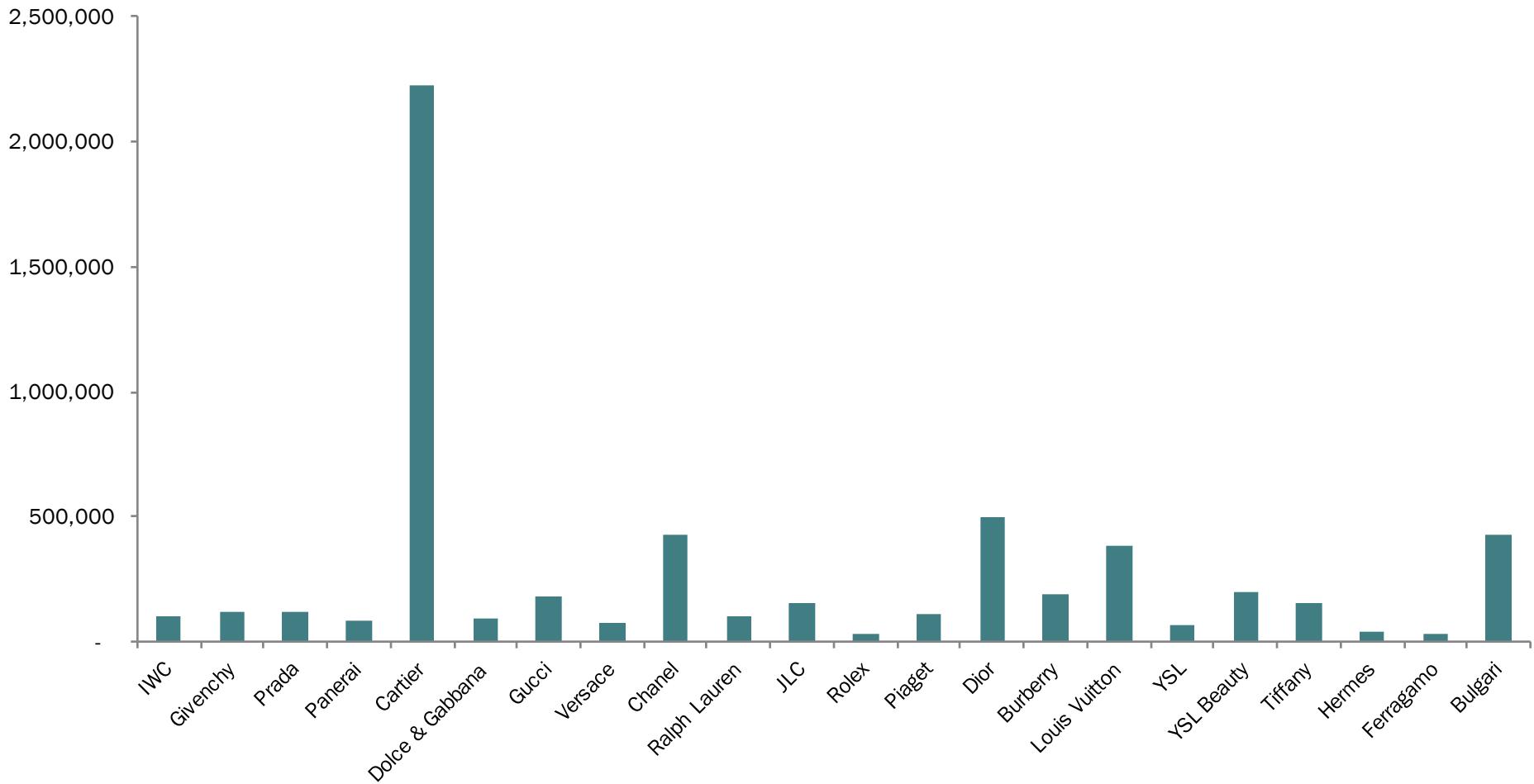
SOCIAL MEDIA

DATA ANALYSIS

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## AVERAGE VIEWS PER VIDEO



SOCIAL MEDIA

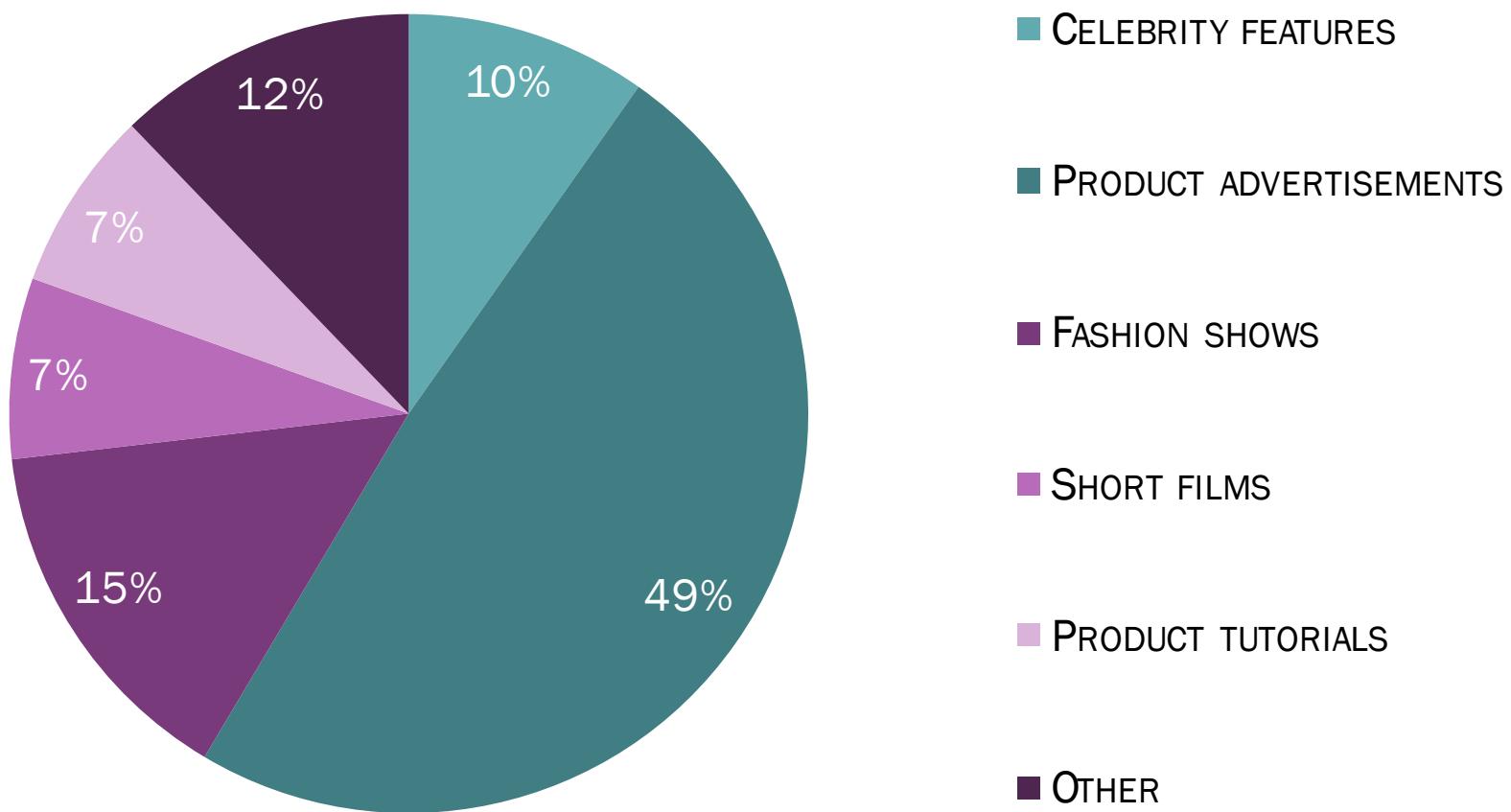
DATA ANALYSIS

CASE STUDIES

CONCLUSION

# YOUTUBE

## TYPES OF CONTENT



SOCIAL MEDIA

DATA ANALYSIS

CASE STUDIES

CONCLUSION

# case studies



# FACEBOOK

## REGION-SPECIFIC

having region or country-specific Facebook pages helps brands stay in touch with specific groups within their target market



SOCIAL MEDIA

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CONCLUSION

# FACEBOOK

## REGION-SPECIFIC

having region or country-specific Facebook pages helps brands stay in touch with specific groups within their target market



SOCIAL MEDIA

DATA ANALYSIS

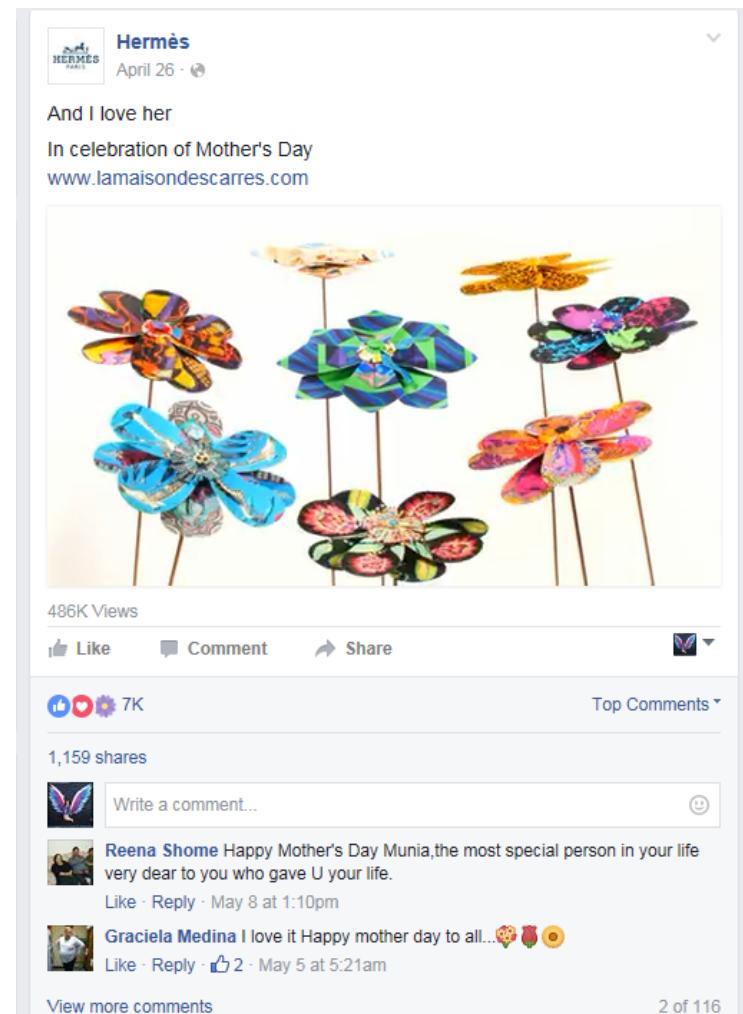
CASE STUDIES

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# FACEBOOK

## VARIED CONTENT

content other than product photos--videos, celebrity endorsements, event sponsor recaps--often times garnered more attention to help spread brand awareness



SOCIAL MEDIA

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# FACEBOOK



## TOO WORDY

posts with too many words and not enough interesting visual content deter viewers from engaging with the content

SOCIAL MEDIA

DATA ANALYSIS

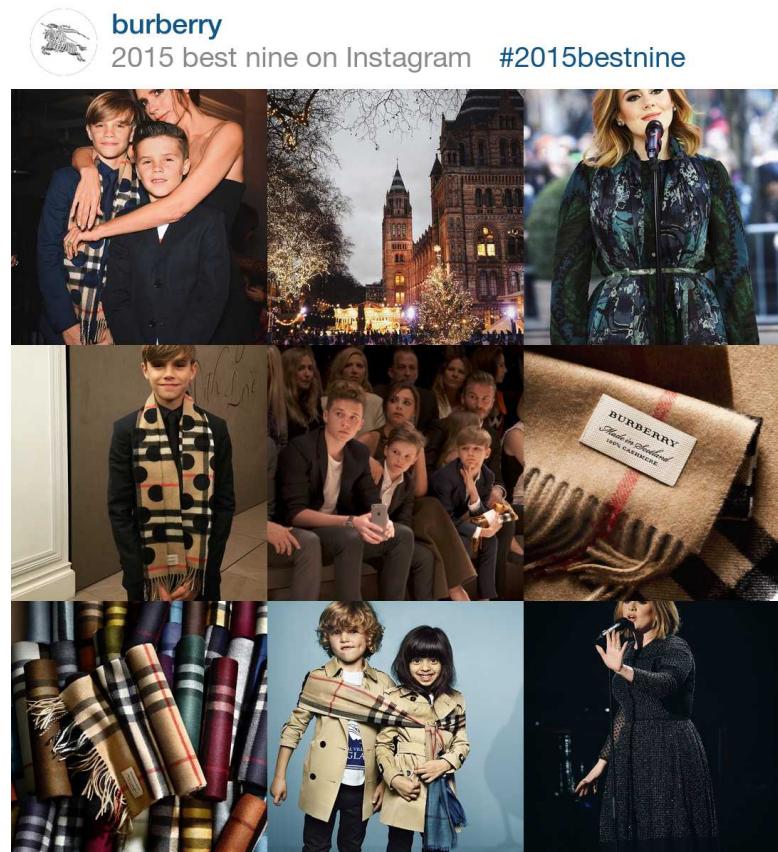
CASE STUDIES

CONCLUSION

# INSTAGRAM

## THEMED

Instagram users love an aesthetically pleasing feed with clever plays on color and composition



26,339,592 Likes to 648 posts in 2015  
burberry Thank you for your likes!

SOCIAL MEDIA

DATA ANALYSIS

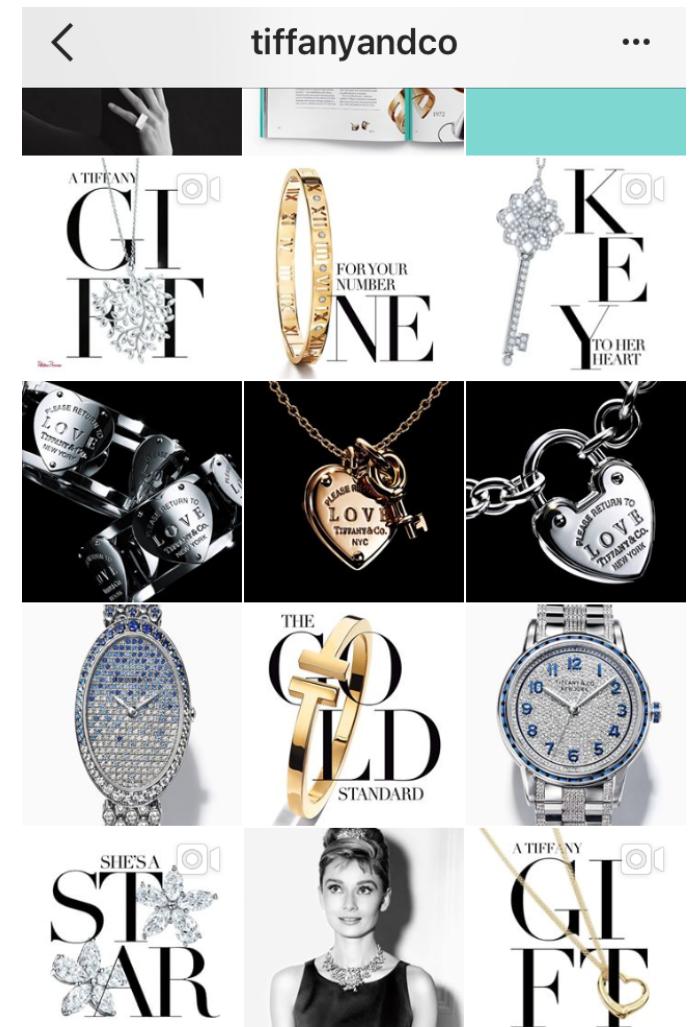
CASE STUDIES

CONCLUSION

# INSTAGRAM

# MINIMALISTI C

white-black contrast and simple images create a clean look that grabs viewers' attentions



SOCIAL MEDIA

DATA ANALYSIS

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CONCLUSION

# INSTAGRAM



rolex

2015 best nine on Instagram #2015bestnine



347,773 Likes to 211 posts in 2015

rolex Thank you for your likes!

# TOO PREDICTABLE

while a theme helps create a look for the brand, having too many similar, product-focused photos can be too boring

SOCIAL MEDIA

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# TWITTER

## BEHIND-THE-SCENES

live-tweeting allows for  
quirkier behind-the-scenes  
posts that make viewers feel  
more connected to brands



SOCIAL MEDIA

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# TWITTER

## FAMILIAR ENDORSEMENTS

posting about celebrity endorsements works, but only more popular social media-dominating figures will stand out



# TWITTER

## FAMILIAR ENDORSEMENTS

having endorsers post on their own accounts can often get greater views and engagement

IWC Watches Retweeted

 Fabian cancellara @f\_cancellara · Jun 19  
Be on time to watch soon the football game on TV #switzerland vs. #france #hoppschwiiz #EURO2016 🇨🇭 @IWC #B\_Original



49 342

SOCIAL MEDIA

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# TWITTER



4 13 ...  
Jaeger-LeCoultre @jaegerlecoultre · Jun 23

Unveiling the #AtelierReverso! More: [bit.ly/AtelierReverso](http://bit.ly/AtelierReverso) #JLCinParis  
#MyReverso



2 9 ...  
Jaeger-LeCoultre @jaegerlecoultre · Jun 23

Welcome to the largest Boutique

## STATIC IMAGES

live tweeting should play up the excitement of events as they unfold through eye-catching photos

SOCIAL MEDIA

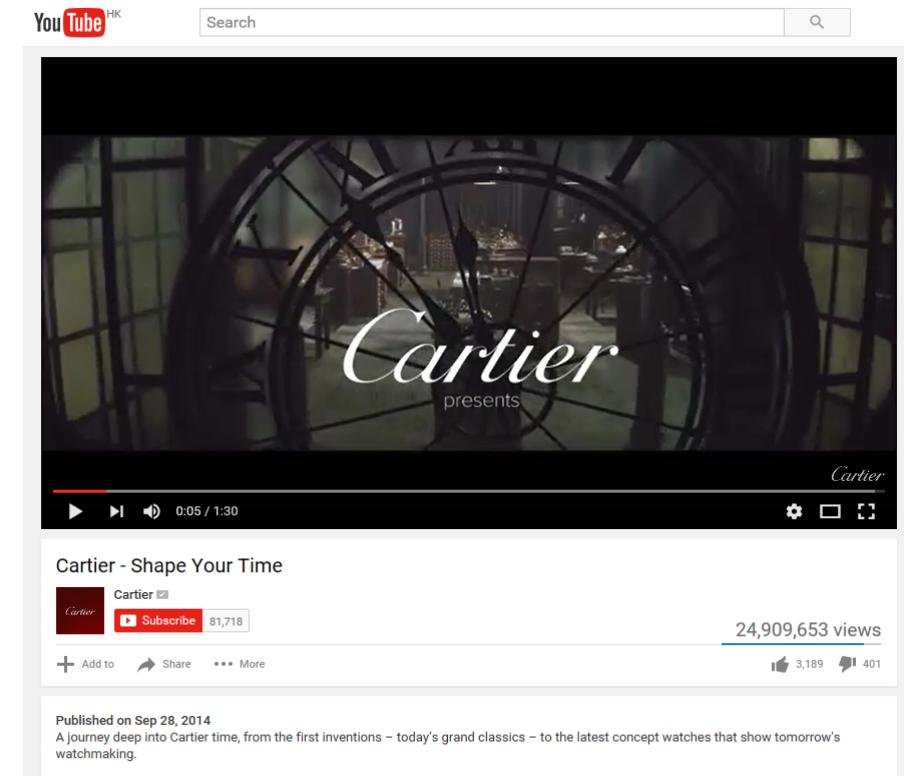
DATA ANALYSIS

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## THE POWER OF STORYTELLING

short films engage the viewer by relating their product line through a story rather than through an advertisement



SOCIAL MEDIA

DATA ANALYSIS

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CONCLUSION

# YOUTUBE

## THE POWER OF STORYTELLING

### AVERAGE VIEWS PER VIDEO:

short films engage the viewer by relating their product line through a story rather than through an advertisement

**2,226,062**



SOCIAL MEDIA

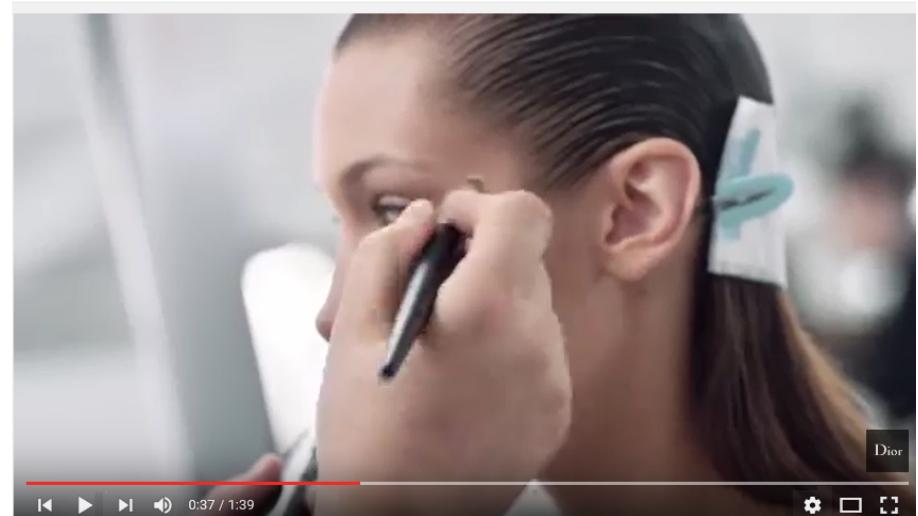
DATA ANALYSIS

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## PRODUCTS IN USE

product tutorials allow a brand to connect with their consumers beyond the purchase, increasing the likelihood of customer retention



The Backstage - Dior Cruise at Blenheim Palace, starring Peter Philips & Bella Hadid  
Christian Dior  
Subscribe 272,512  
385,084 views  
Add to Share More  
Published on Jun 6, 2016  
More on: <http://www.dior.com/>  
On Tuesday 31st May, the House of Dior presented its Cruise Collection 2017 at Blenheim Palace.

SOCIAL MEDIA

DATA ANALYSIS

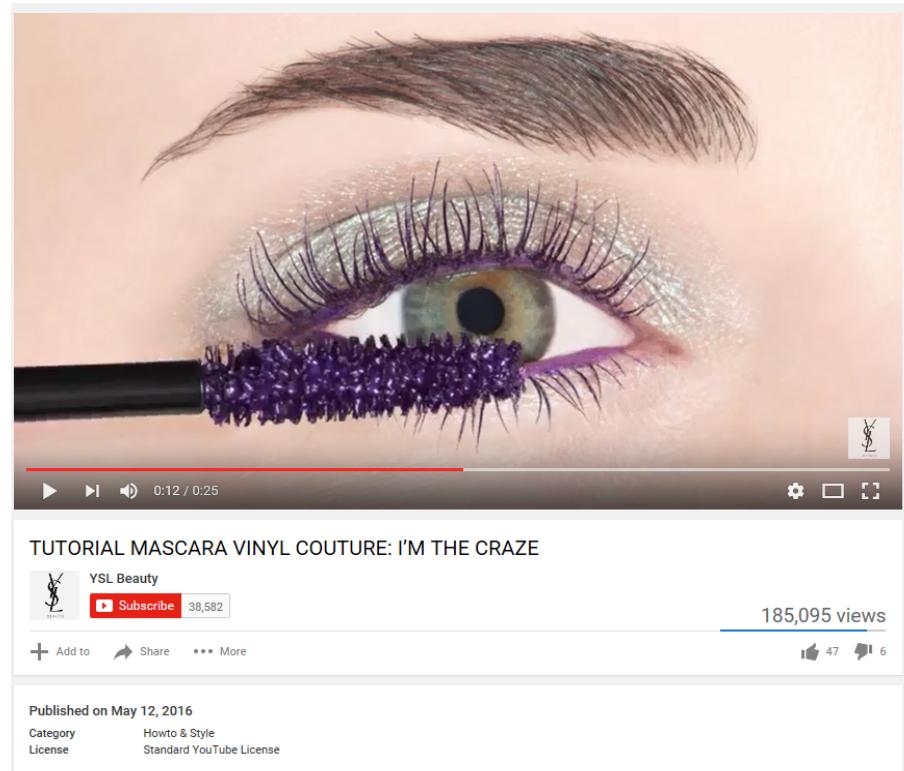
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# YOUTUBE

## PRODUCTS IN USE

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SOCIAL MEDIA

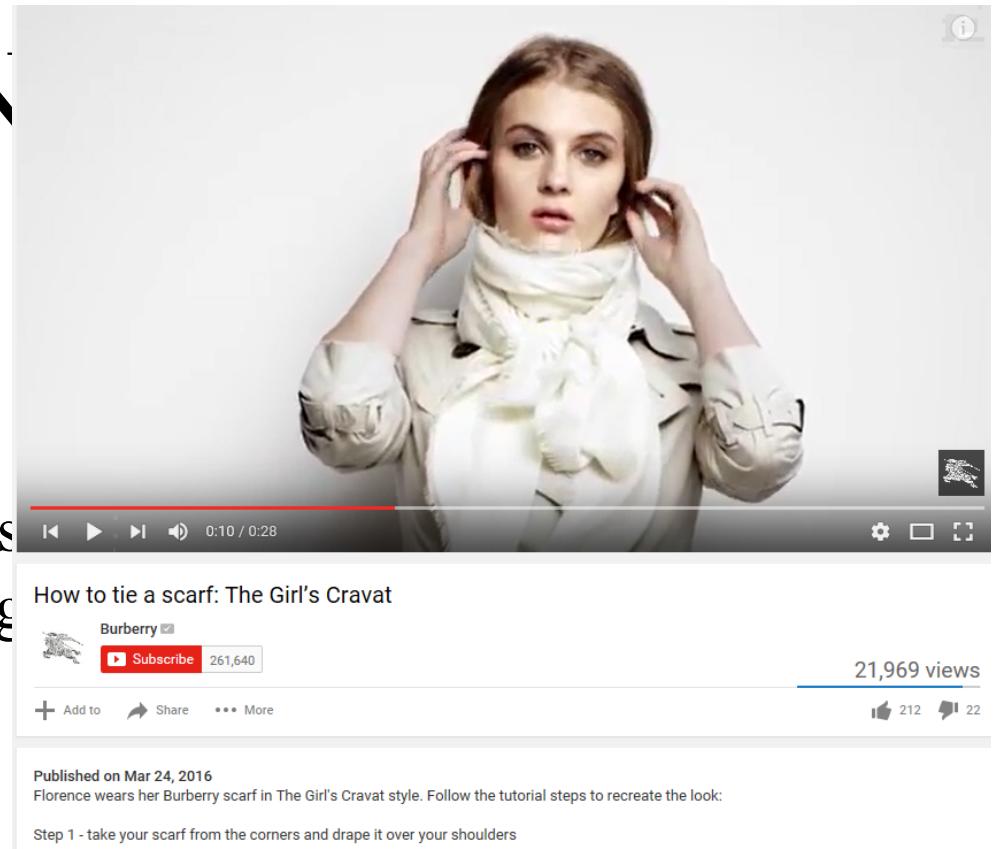
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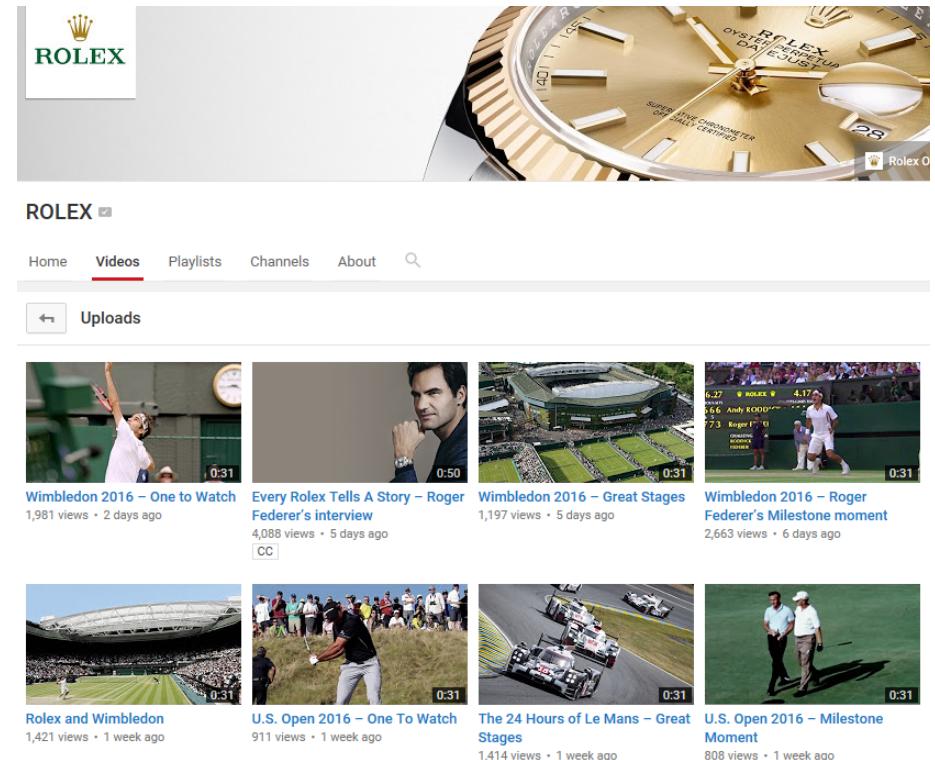
# PRODUCTS IN USE

product tutorials allow a brand to connect with their consumers beyond the purchase, increasing the likelihood of customer retention



# ESTABLISHING AN IMAGE

brands partner with events and celebrities to establish a certain image for themselves



# YOUTUBE



#IWCTalksTo: Adriana Lima

IWC WATCHES  
[Subscribe](#) 20,855

+ Add to Share \*\*\* More

Published on Apr 25, 2016

We continue our #IWCTalksTo series with a talk to the model and IWC Schaffhausen Brand Ambassador Adriana Lima. Moderator of this #IWCTalksTo is Kinvara Balfour.

## CELEBRITY ENDORSEMENT

brands harness the notoriety of celebrities to attract a wider demographic of viewers to their page

SOCIAL MEDIA

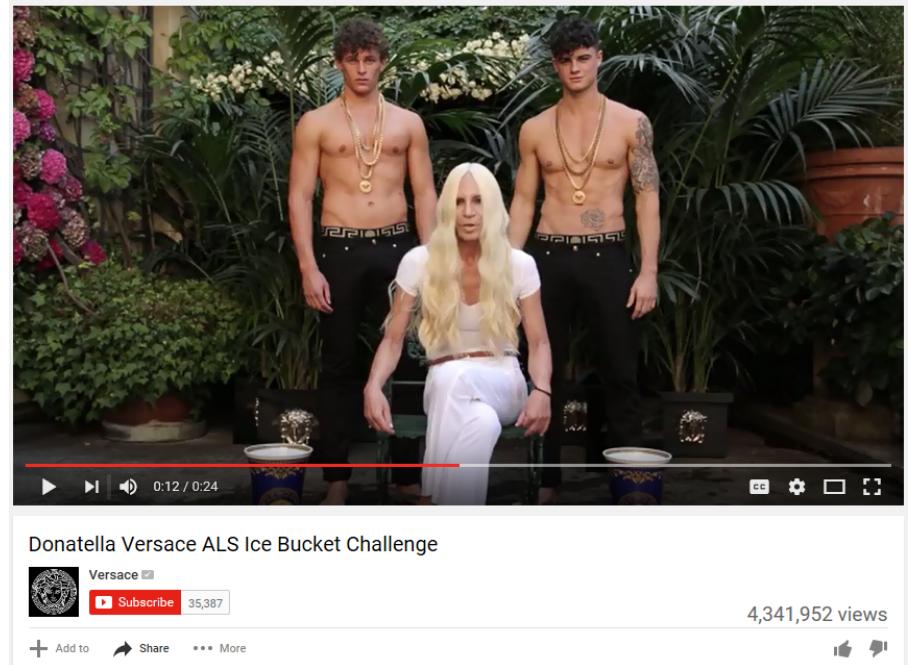
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## CONNECTING TO YOUR AUDIENCE

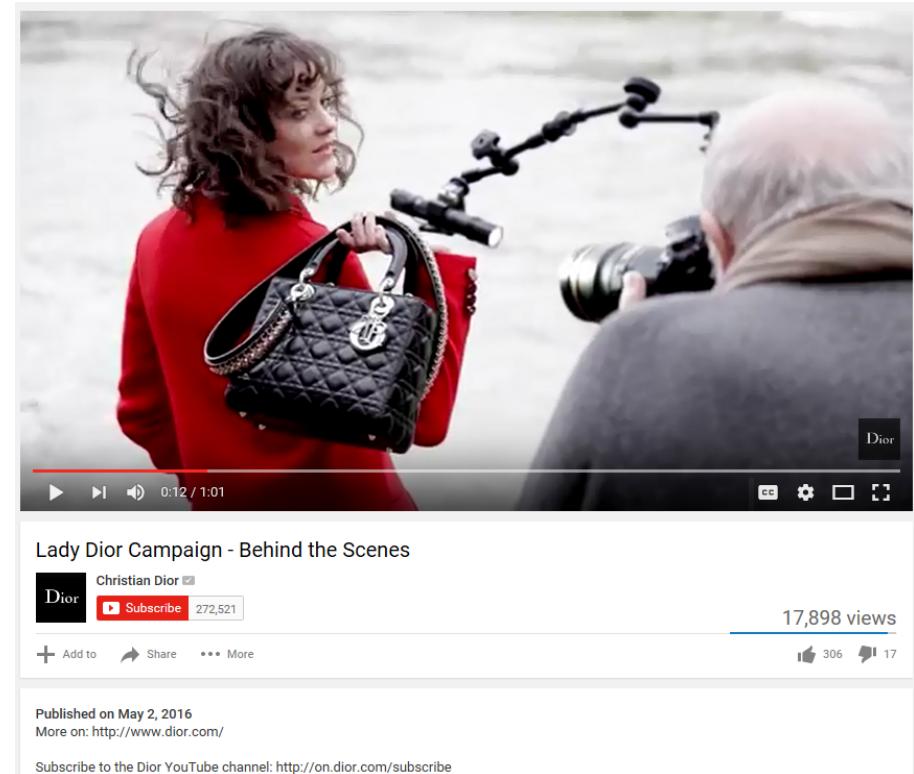
more personal content can help an audience feel more connected to the *brand* rather than just the product



# YOUTUBE

## CONNECTING TO YOUR AUDIENCE

more personal content can help an audience feel more connected to the *brand* rather than just the product



SOCIAL MEDIA

DATA ANALYSIS

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# conclusion



# CONCLUSION

M

Minimalistic  
Image-heavy  
Clean

SOCIAL MEDIA

DATA ANALYSIS

CASE STUDIES

CONCLUSION

# CONCLUSION

M

Minimalistic  
Image-heavy  
Clean



Variety  
Out-of-the-box  
Eye-catching



# CONCLUSION

M

Minimalistic  
Image-heavy  
Clean



Video content  
Storytelling  
Live updates



Variety  
Out-of-the-box  
Eye-catching



# CONCLUSION

M

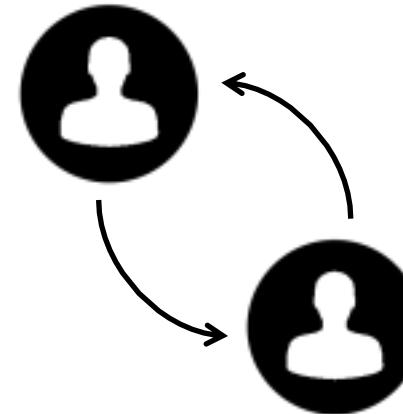
Minimalistic  
Image-heavy  
Clean



Video content  
Storytelling  
Live updates



Variety  
Out-of-the-box  
Eye-catching



Personal  
Familiar  
Native advertising





The background features a white rectangular area with a diagonal line from the top-left to the bottom-right. This line is overlaid by two large, semi-transparent triangles. One triangle is purple and starts at the top-left corner, while the other is teal and starts at the bottom-left corner. The text 'THANK YOU' is positioned on the white area between these triangles.

THANK YOU