

Topic 8: Social Media Marketing

MKT 485

Chapter Objectives

Describe the **virality formula** and use it to increase the likelihood of a social media campaign “going viral.”

Describe the parts of a **social media campaign plan** and use this plan to design an effective campaign.

Determine effective ways to use **Facebook** in a social media campaign.

Describe best practices for performing social media marketing on Facebook, **Twitter**, **Pinterest**, **YouTube**, **LinkedIn**, and **Snapchat**.

Paid/Owned/Earned

Paid Media	Owned Media	Earned Media
Social Media Advertising	Website	Social Media Sharing
Paid Search Marketing	Social Media Profiles	Direct Traffic
Display Advertising	Email Marketing	Search Engine Optimization
Affiliate Marketing		Press Coverage

Doing Social Media

Three main social media activities:

- Posting Content
 - Creating new customers
 - Increasing customer loyalty
 - Boosting SEO efforts
- Paid Advertising
- Reputation Management (Topic 10)
 - Social monitoring
 - Social listening

Loyalty Path



Virality (Viral Marketing)

- “Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate” ([investopedia.com](https://www.investopedia.com/terms/v/viral_marketing.asp) 2021).
- 1 person watching the video = X more views

- $X = p_f * N * p_v$

- p_f is the probability of forwarding

Surprising? Humorous? Nostalgic or emotional? Timely? Useful?
Interesting? controversial?

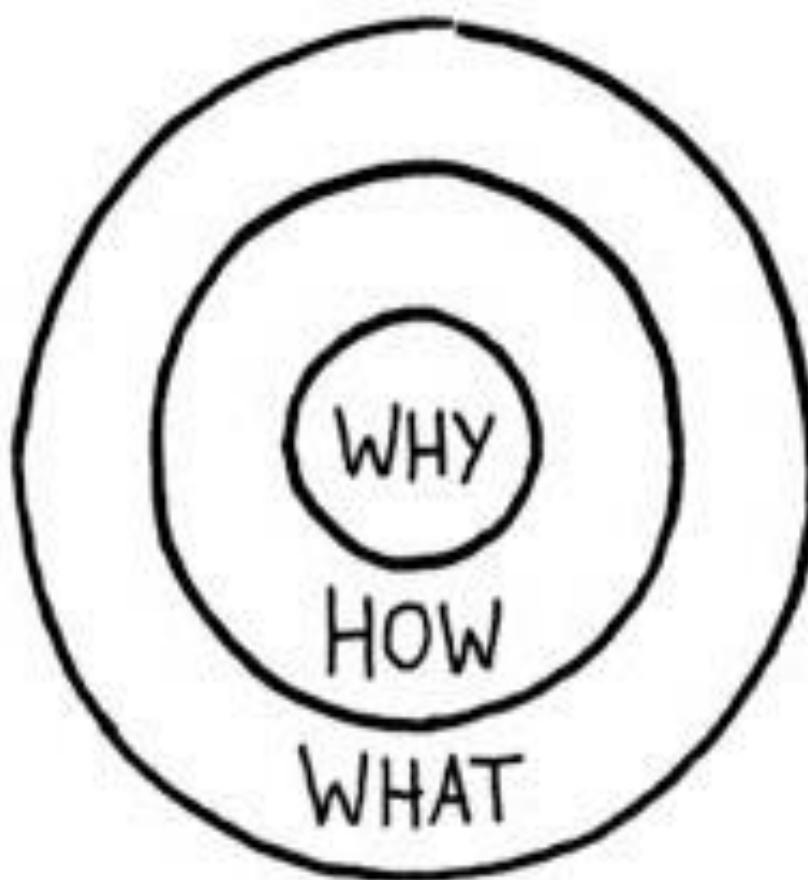
- N is the number who receive or see the forward

Paid ad? Influencers?

- p_v is the probability of viewing the forward

Good thumbnail image for the video? a good title?

Social Media Content Strategy



Virality



Virality



شاورمر | Shawarmer
@ShawarmerSA

علان: مكافأة شاورما مدى الحياة لأي أحد يسمى
نته شاورما أو ولده #شاورمر!



Virality

فوائد النحيفات في البرد

إذا مادفتك وحدة، يدفعونك الثلاث!

منيو الدفا

حرارته ترفيهك



Virality



Virality

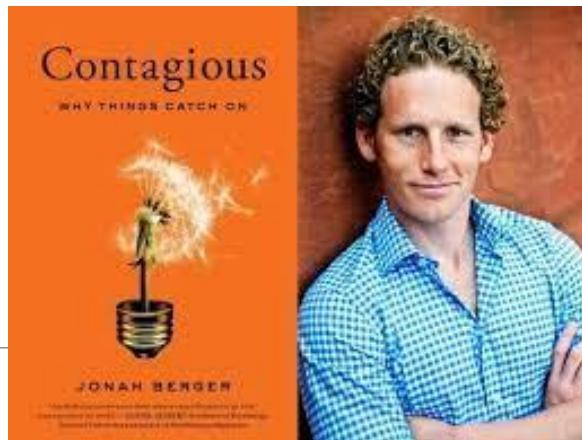


#حلوك_مع_برجتشر

سيجنتشر في اليوم الوطني 88: حلمك - ماجد المهندس

5,850,892 views • Sep 21, 2018

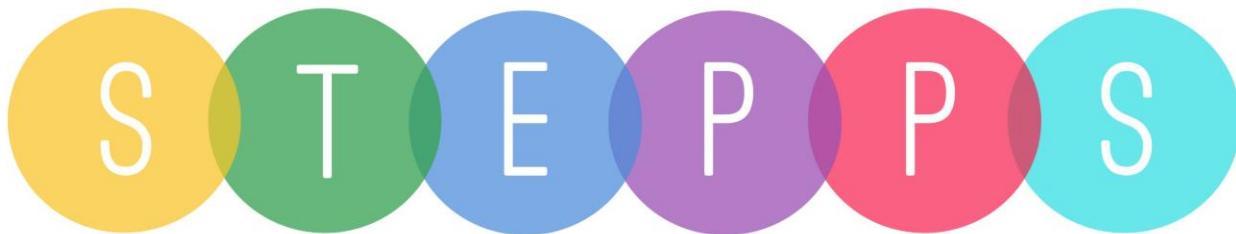
[play] 1.8K 198 SHARE SAVE ...



Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.



SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

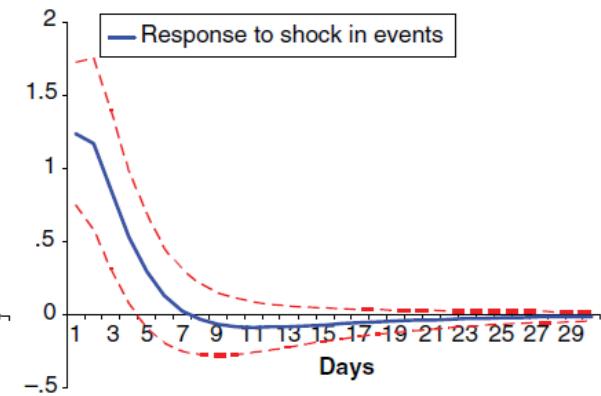
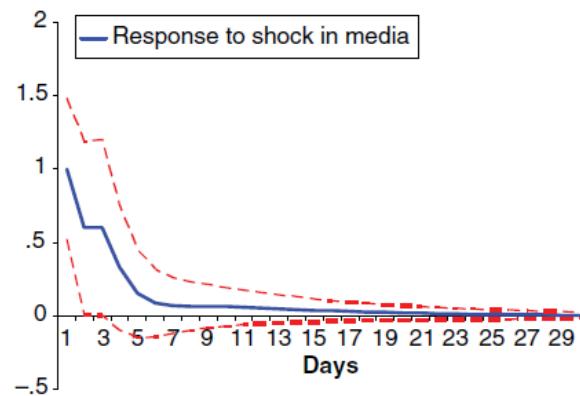
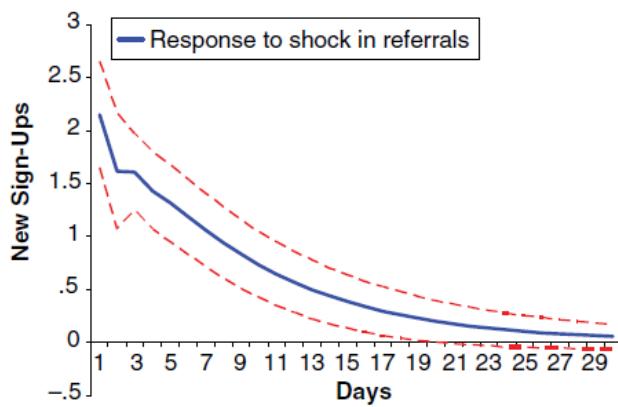
PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

The Effect of Social WOM



Virality vs. Persuasiveness

Viral Video Ad Persuasiveness Test

- Participants watched a viral video ad
 - Video randomly assigned
 - Control/decoy video assigned to half of participants
- Measured purchase intention for brand and a decoy brand (indicates persuasiveness of the video)
- Compared persuasiveness to virality (for 396 different viral videos using 24,367 participants)

Virality vs. Persuasiveness

More Viewed Ads Are Less Persuasive

	Probit	Probit	OLS	OLS
<i>Exposed × LogViews</i>	−0.0153** (0.00747)	−0.0164** (0.00752)	−0.00658** (0.00268)	
<i>Exposed × TotalViews (m)</i>				−0.0153** (0.00722)
<i>Exposed</i>	0.250*** (0.0368)	0.259*** (0.0370)	0.0951*** (0.0134)	0.0738*** (0.00691)
<i>Age</i>	−0.00316*** (0.000965)			
<i>Income (USD,000)</i>	0.00116*** (0.000342)			
<i>WeeklyInternetHours</i>	−0.0000646 (0.000797)			
<i>Male</i>	0.310*** (0.0199)	0.247*** (0.0208)	0.0893*** (0.00747)	0.0893*** (0.00689)
Product controls	Yes	Yes	Yes	Yes
Demo controls	No	Yes	Yes	Yes
Observations	24,367	24,367	24,367	24,367
Log-likelihood	−15,193.8	−14,896.6	−15,687.3	−15,688.4
R-squared			0.121	0.121

This table comes directly from Tucker's paper. It shows the results of four different models measuring how exposure to the video ad affected purchase intention. The third variable (Exposed) shows the effect of seeing the target video ad. The effect is positive, indicating that seeing an ad for the product increased purchase intention. The top variable (Exposed x LogViews) reflects how the virality of the ad affected its persuasiveness. The coefficient is negative, indicating that the more viral the video was, the less persuasive it tended to be.

The explanation of these results is straightforward. The videos that were more likely to go viral were more humorous, outrageous, over-the-top, etc. By making the video more viral, the advertiser had to reduce the persuasive appeals in favor of more share-inducing content.

Tucker's study generated additional insights that advertisers can use to get the best of both worlds. She found that humorous content and visual content tends not to show this tradeoff as dramatically. That is, highly humorous content can still be quite persuasive, as can very visual content. Outrageous content, on the other hand, tends to be less persuasive.

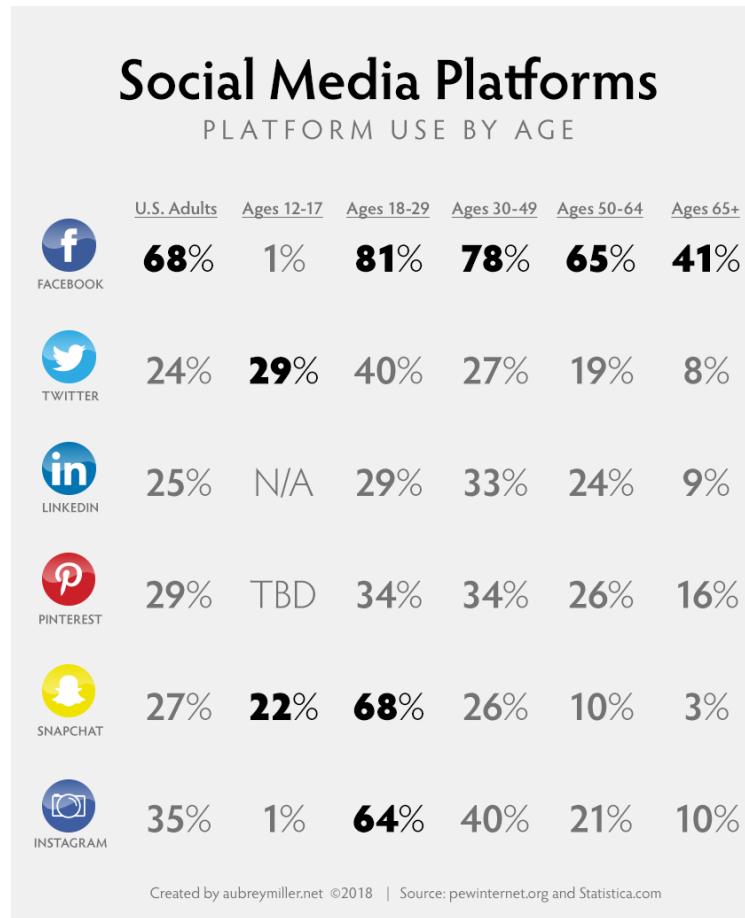
Social Media Plan

1. Determine the objective
2. Choose the platform
3. Plan the content
4. Distribute and promote content
5. Measure success

Social Media Objectives

- (1) Find new customers through social media posts
- (2) Find new customers through social media ads
- (3) Find new customers through search engines (by way of social media)
- (4) Increase customer loyalty through social media posts
- (5) Increase customer loyalty through social media ads
- (6) Increase customer loyalty through social monitoring
- (7) Gain customer insights through social listening

Choosing the platform



Choosing the platform

Objective	Primary	Secondary
First-time customers		
Customer loyalty	  	
SEO		
Advertising	 	
Reputation management	Review websites and industry forums	 

Planning the content

- Content types (e.g., original, curated, user-generated)
- Media types (e.g., video, photos)
- Social media style guide (e.g., tone, format, legal)
- Creating value and engagement (e.g., utilitarian, entertainment)
- Scheduling content

Tone of Voice

- Every social media account has a specific tone of voice i.e. friendly, helpful, humble, funny ...etc.
- Think about the tone of voice of Shawrmer, Alrajhi Bank, Ministry of Health on Twitter, how they are different? Similar?!

Types of Content

1. “Images
2. User-Generated Content
3. Timely Content
4. Real TimeContent
5. Video Content
6. Live Content”

Distribute

Paid Media	Owned Media	Earned Media
Social Media Advertising	Website	Social Media Sharing
Paid Search Marketing	Social Media Profiles	Direct Traffic
Display Advertising	Email Marketing	Search Engine Optimization
Affiliate Marketing		Press Coverage

Measuring success

Measuring Reach

Total Number of Likes/Subscribers/Followers. Total followers should likely not be a KPI, because having millions of followers does not guarantee widespread reach of social media content. In fact, most social media experts consider total followers to be nothing more than a vanity metric. That said, if accumulating engaged followers is the central aim of a company's social media efforts (in the short term—this would not be a good long-term strategy), it will want to track the total number of followers or subscribers it has earned.

Follower Growth. The percent growth or decline in a follower list is a useful metric for tracking efforts at list growth.

Impressions/Views. Even when a company has very engaged followers, its content is not likely to be seen by even half of its followers. First, not every user will use the social media platform frequently enough to see all the content. Second, most social media platforms only show a subset of potential content to users. Tracking how many followers saw each piece of content lets the company know the real reach of its social media content. This tracking can be done in terms of raw numbers or as a percentage of followers who saw the content.

Measuring success

Measuring Engagement

Re-Posts/Re-Tweets/Re-Pins. A reliable measure of the quality of any individual piece of social media content is the number of its followers who like the content enough to post it to their own social media profiles. Re-posts are how a company gains the valuable earned media it strives for.

Likes/Comments. Not to be confused with a “Like” of the company’s Facebook page, this measure refers to likes or comments on a particular piece of content on the company’s social media platform. Though re-posts are more valuable than likes or comments, earning likes and comments are still valuable because they indicate that followers are engaged with a company’s content.

Engagement Rate. Rather than measure engagement with a particular piece of content, the engagement rate measures the percentage of users who have engaged with any piece of content within a given time period. A company might measure the proportion of its followers who have clicked on, liked, commented on, or watched a video of any posted content within the last month, for example. This provides a good indication of the overall level of engagement of a company’s base of followers. Having a large number of followers is not beneficial to the company if this engagement rate is close to 0.

Measuring success

Measuring Loyalty

Conversion Rate. Any content that promotes a particular product should increase the sales of that product directly from the social media platform where that content was posted. Tracking the percentage of users who purchase directly from a piece of social media content is easily done with any analytics package.

Purchase Frequency/Likelihood. If the goal of a social media campaign is to create customers or retain customers through its social media content, then followers of that social media account should purchase more frequently or be more likely to purchase than non-followers. This measure comes with two large caveats, however. First, a higher purchase frequency or likelihood may not be caused by the social media content—it may only reflect the fact that loyal customers are more likely to connect with the company on social media. Second, obtaining the data that make this calculation possible may be difficult. Several software programs enable companies to connect customer purchase data with those customers' social media data, but these connections are often imperfect, meaning this calculation is based on partial data.

Measuring success

Social Listening Measures

Social listening requires the use of a social listening software like Crimson Hexagon, SproutSocial, Nuvi, or one of dozens of others. The first step is to train the listening software on the words and phrases the company wishes to track. Even this first step has pitfalls, as mentioned in Section 1 of this chapter.

Volume. Companies often believe that the total number of social media mentions is a good reflection of their social media performance. After all, earned media is one of the goals of social media activity. However, this line of thinking has two pitfalls. First, not all social media mentions are positive. Second, the total number of social media mentions may not be reflective of overall business performance. BMW may earn more social media mentions than Honda, but Honda earns a much higher profit than BMW.

Sentiment. Social listening software provides automatic sentiment coding. That is, it will score each social media mention as positive, neutral, or negative. The percentage of positive social media mentions can be used by companies as a signal of their performance, but this measure also has pitfalls. First, such automatic encoding can be inaccurate, since the software typically cannot understand sarcasm. Second, some product categories, like airlines, are simply more prone to negative social media mentions, so even a high-performing company may end up with a high percentage of negative social media mentions.

Changes in volume and sentiment. Because of the pitfalls of both volume metrics (total number of social media mentions) and sentiment metrics

Nomatic Backpack

NOMATIC

BAGS | GEAR | KICKSTARTER | OUR STORY | BLOG |   CART



CHOOSE YOUR BAG



NOMATIC 40L TRAVEL BAG

Packs 3-7 Days

 175 Reviews



NOMATIC TRAVEL PACK

Packs 1-3 Days

 168 Reviews



NOMATIC BACKPACK

Everyday use

 149 Reviews

Kiwi Crate



Kiwi Co

OUR LINES ▾ | GIFT ▾ | STORE | Give \$10, Get \$10!

USD ▾ Welcome Jeff ▾

How it Works | Why Our Crates? | What You Get | About Us | Our Fans | Get It »

INSPIRING
makers
Hands-on science and art projects delivered
for ages 0-16+

Get It

How it Works



1 Pick the perfect line!

Find age-appropriate projects that make learning about STEAM fun!

*Not sure? No problem!
You can switch lines at any time!*



2 Delivered every month!

Choose your subscription length and the first crate will ship within 2 days.



3 Hands-on fun & learning!

Your child will tackle new projects that build their creative confidence.

Kids of all ages love receiving mail!

No commitment, cancel anytime.

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- Progressive Dialing
- Audio+Text Broadcasting
- Surveys
- TCPA



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- Call Recording AVRS
- Real-Time Reporting
- CRM Integration



USER FRIENDLY SERVICE+SUPPORT

- Interactive Voice Response IVR
- Automatic Call Distribution ACD
- Intelligent Routing
- Multi-Channel
- CTI



facebook

Facebook Ad Targeting

Edit Audience

All Men Women

Age ⓘ
18 - 65+

Locations ⓘ
United States
📍 United States
Add locations

Detailed Targeting ⓘ
INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

- ▶ Demographics ⓘ
- ▶ Interests ⓘ
- ▶ Behaviors ⓘ

Exclude People

Your audience selection is **broad**. This requires a large budget.

Potential Reach: 220,000,000 people ⓘ

Specific Broad

Cancel Save

Facebook Demographics

INCLUDE people who match at least ONE of the following [?](#)

Add demographics, interests or behaviors | Suggestions | [Browse](#)

▼ Demographics [i](#)

- ▶ Education
- ▶ Financial
- ▶ Life Events
- ▶ Parents
- ▶ Politics (US)
- ▶ Relationship
- ▶ Work

▼ Relationship Status

- Civil Union
- Complicated
- Divorced
- Domestic Partnership
- Engaged
- In a relationship
- Married
- [Open Relationship](#)

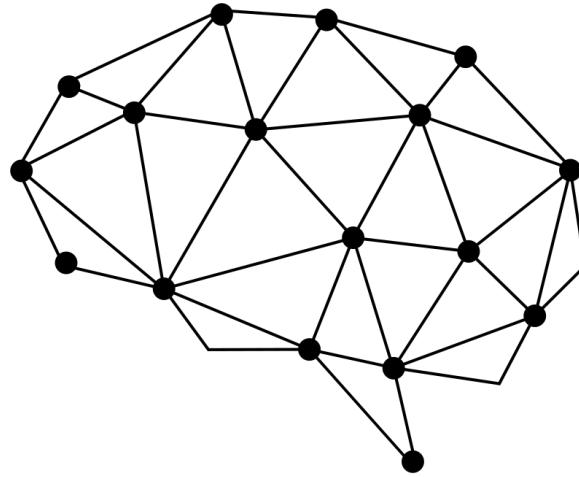
Facebook Interests

Interests	
Business and industry	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>
Family and relationships	<input type="checkbox"/>
Fitness and wellness	<input type="checkbox"/>
Food and drink	<input type="checkbox"/>
Hobbies and activities	<input type="checkbox"/>
Shopping and fashion	<input type="checkbox"/>
Sports and outdoors	<input type="checkbox"/>
Technology	<input type="checkbox"/>

Travel	
Adventure travel	<input type="checkbox"/>
Air travel	<input type="checkbox"/>
Beaches	<input type="checkbox"/>
Car rentals	<input type="checkbox"/>
Cruises	<input type="checkbox"/>
Ecotourism	<input type="checkbox"/>
Hotels	<input type="checkbox"/>
Lakes	<input type="checkbox"/>

Facebook Behaviors

Behaviors	
▶ Mobile Device User	i
▶ Anniversary	
▶ Consumer Classification	
▶ Digital activities	
▶ Expats	
▶ Mobile Device User	
▶ Mobile Device User/Device Use Time	
▶ More Categories	i
▶ Multicultural Affinity	
▶ Purchase behavior	
▶ Soccer	
▶ Travel	
Travel	
Commuters	<input type="checkbox"/>
Frequent Travelers	<input type="checkbox"/>
Frequent international travelers	<input type="checkbox"/>
Returned from travels 1 week ago	<input type="checkbox"/>
Returned from travels 2 weeks ago	<input type="checkbox"/>



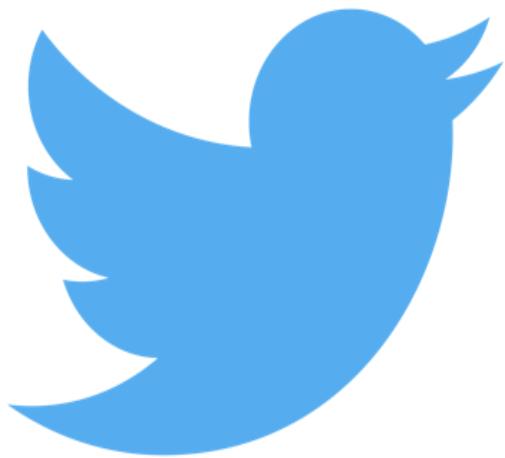
Cambridge
Analytica

Facebook's Knowledge Sources

- Liked pages
- Ad interactions
- Ad hovers
- Installed apps
- Log-ins
- Other Facebook members

What Does Facebook Know About You?

<https://www.facebook.com/ads/preferences/>





12:01 ↗



< Tweet



Carter Wilkerson ✅
@carterjwm

HELP ME PLEASE. A MAN NEEDS HIS
NUGGS



Carter Wilkerson @carterjwm · Apr 5

Yo @Wendys how many retweets for a year of free chicken nuggets?

292

57K

21K



Wendy's ✅ @Wendys · Apr 5

18 Million

87

4.3K

10K



Carter Wilkerson

@carterjwm

Replies to @Wendys

Consider it done

The screenshot shows a mobile Twitter interface. At the top, Carter Wilkerson (@carterjwm) asks for 18 million retweets for a year of free chicken nuggets. Wendy's (@Wendys) replies with "18 Million". Carter Wilkerson then replies with "Consider it done". The interface includes standard Twitter controls like reply, retweet, and favorite.

4/5/17, 8:38 PM

3.5M Retweets 997K Likes



Carter Wilkerson ✅ @carterjwm · 4/6/17

Replies to @carterjwm
@ConanOBrien @jimmyfallon
@TheEllenShow @MeninistTweet

190 2,140 18.3K



Wendy's

@Wendys

Following

The rumors are true [@TheEllenShow](#)! We'll
donate \$100k to [@DTFA](#) supporting adoption
WHEN [@carterjwm](#) breaks your RT record.
[#NuggsforCarter](#)



Ellen DeGeneres

@TheEllenShow

Not today, nugget boy. [@carterjwm](#)

RETWEETS

4,528

LIKES

8,298



4:11 PM - 13 Apr 2017



Wendy's @Wendys · 30 Dec 2016

Our beef is way too cool to ever be frozen. 😎



Fresh beef available in the contiguous U.S., Alaska and Canada.

1.8K 3.5K 25K



KYRUAI

@NHride

Follow

Replying to @Wendys

your beef is frozen and we all know it. Y'all know we laugh at your slogan "fresh, never frozen" right? Like you're really a joke.

9:23 AM - 2 Jan 2017

353 Retweets 720 Likes



33 353 720



Wendy's @Wendys · 2 Jan 2017

Replies to @NHride

Sorry to hear you think that! But you're wrong, we've only ever used fresh beef since we were founded in 1969.

40 763 4.1K



KYRUAI

@NHride · 2 Jan 2017

so you deliver it raw on a hot truck?

8 336 538



Wendy's @Wendys · 2 Jan 2017

Where do you store cold things that aren't frozen?

19 1.2K 5.7K



KYRUAI

@NHride · 2 Jan 2017

y'all should give up. @McDonalds got you guys beat with the dope a■ breakfast

22 378 580



Wendy's @Wendys · 2 Jan 2017

You don't have to bring them into this just because you forgot refrigerators existed for a second there.

372 9.4K 28K



McDonald's @McDonaldsCorp



Black Friday **** Need copy and link****

6:00 AM - Nov 24, 2017

1,476 22,851 72,463



Wendy's @Wendys



When the tweets are as broken as the ice cream machine. [twitter.com/McDonaldsCorp/...](https://twitter.com/McDonaldsCorp/)

4:59 PM - Nov 24, 2017

8,441 287,069 766,309



McDonald's

@McDonalds



Today we've announced that by mid-2018, all Quarter Pounder burgers at the majority of our restaurants will be cooked with fresh beef.

1:16 PM - Mar 30, 2017

Q 1,241 T 5,893 ♥ 8,051



Wendy's

@Wendys



Replies to @McDonalds

@McDonalds So you'll still use frozen beef in MOST of your burgers in ALL of your restaurants? Asking for a friend.

4:00 PM - Mar 30, 2017

Q 7,672 T 73,582 ♥ 182,087



Justin @YsYs0204

13 Feb

Going to In n Out what should I get?@[Wendys](#)



Wendy's 
@Wendys



Out

4:24 PM - Feb 13, 2017

1 29 109





**Ryan ToysReview**

16,229,863 subscribers

SUBSCRIBE 16M

[HOME](#)[VIDEOS](#)[PLAYLISTS](#)[CHANNELS](#)[DISCUSSION](#)[ABOUT](#)[SEARCH](#)

>

**Ryan Toy Hunt for his own toys Ryan's World at Walmart!!!**

8,565,092 views • 1 month ago

Ryan buys his own toys Ryan's World at Walmart!!! Ryan's Family went to Walmart to do a toy hunt for Ryan ToysReview new toys line!!!! There are so many fun kids toys to choose from including giant surprise egg, mystery slime, mystery squishy, clothing, mystery squishy, action figure with vehicles, plushies, along with Combo Panda, and Gus the gummy gator toys!!! Visit your local Walmart store or Walmart.com for all things Ryan's World toys!!!

[READ MORE](#)**RYAN'S WORLD**

EK Doodles

[SUBSCRIBE](#)

Ryan's Family Review

[SUBSCRIBE](#)

VTubers

[SUBSCRIBE](#)

Combo Panda

[SUBSCRIBE](#)

Gus the Gummy Gator

[SUBSCRIBE](#)

The Studio Space

[SUBSCRIBE](#)**Uploads** [PLAY ALL](#)**Ryan Drive Thru Pretend Play with Pizza + Power Wheels**
67K views • 5 hours ago**Magic Tracks Remote Control Toy Cars Challenge!!!! As Seen**
1M views • 1 day ago**Ryan Makes Play Doh Ice Cream Dream Creations with**
1.3M views • 2 days ago**Get Your Hair Done by Ryan! Play Doh Buzz 'n Cut Fuzzy'**
2M views • 3 days ago

YouTube

Some important features of the YouTube ecosystem that affect optimal commercial use of YouTube are:

- (1) YouTube is very fragmented, with lots of niche channels. The above channel just provides reviews of toys from a young kid, and somehow managed to amass over 16 million followers.
- (2) YouTube content creators make money through volumes of content. As you notice from this above profile, new videos are posted every single day.
- (3) It can be very difficult if not impossible for a corporate YouTube account to generate a large organic following. Many companies instead find successful YouTube creators and sponsor them. Walmart sponsors this channel, which gives them access to millions of users, while Walmart's corporate YouTube account has only 25,000 followers, and is geared toward PR efforts.
- (4) Corporations are typically very skittish about where their brand is viewed. Because of YouTube's fragmented nature, it is difficult to verify that all advertising that appears on YouTube only appears with appropriate videos (i.e. that the advertising does not appear as a pre-roll or interstitial ad for an inappropriate video). Multiple times in YouTube's history has advertising revenue seen a dramatic and sudden drop after publicity about inappropriate content on YouTube. This is another reason why major corporations like Walmart seek out popular YouTube creators like Ryan ToysReview. Walmart can easily verify the appropriateness of individual creators' content.



The Tonight Show Starring Jimmy Fallon 17,859,341 subscribers

[SUBSCRIBE 17M](#)

[HOME](#) [VIDEOS](#) [PLAYLISTS](#) [COMMUNITY](#) [CHANNELS](#) [ABOUT](#) [SEARCH](#) >



Musical Genre Challenge with Ariana Grande

33,749,061 views • 4 months ago

Ariana Grande transforms Drake's "God's Plan" into an epic '90s diva hit and Kendrick Lamar's "HUMBLE." into Evanescence-style goth-rock in the latest edition of Musical Genre Challenge.

Subscribe NOW to The Tonight Show Starring Jimmy Fallon:
<http://bit.ly/1nwT1aN>

[READ MORE](#)

FEATURED CHANNELS



NBC

[SUBSCRIBE](#)



Late Night with Seth M...

[SUBSCRIBE](#)



Saturday Night Live

[SUBSCRIBE](#)



Will Smith

[SUBSCRIBE](#)



America's Got Talent

[SUBSCRIBE](#)



The Voice

Featured Videos! [PLAY ALL](#)



Musical Photobomb with Justin Bieber

The Tonight Show Starring Jimmy Fallon 903K views • 3 days ago

Justin Bieber and Jimmy surprise unsuspecting fans at Central Park by lip syncing and dancing to "What Do You Mean?" while in disguise. Subscribe NOW to The Tonight Show Starring Jimmy Fallon:
[CC](#)

YouTube devinsupertramp

DEVIN SUPER TRAMP
NEW VIDEOS WEEKLY

Behind the Scenes

devinsupertramp 5,091,453 subscribers

SUBSCRIBE 5M

Jurassic World Meets Parkour in Real ... 3:26

3,931,525 views • 3 months ago

Jurassic World: Fallen Kingdom doesn't come out until June 22nd, but you can pre-order your tickets TODAY!
<http://fandango.com/jurassicworld>

SUPER THANKS to Universal Pictures for sponsoring this video.
The original Jurassic Park film inspired me to make movies, so working with them was a dream come true.

READ MORE

MY PEEPS! :)

devingraham

Corridor

Dude Perfect

ScottDW

Lindsey Stirling

Peter Hollens

Shonduras

Our MOST POPULAR videos! PLAY ALL

Assassin's Creed Unity Meets Parkour in Real Life - 4K! 3:26

Bike Parkour -Streets of San Francisco! 3:29

Pokémon GO Meets PARKOUR in REAL LIFE! 2:52

Cliff Slip and Slide! 50 Feet! In 4K! 2:54

devinsupertramp 65M views • 4 years ago

devinsupertramp 44M views • 4 years ago

devinsupertramp 29M views • 2 years ago

devinsupertramp 16M views • 4 years ago

YouTube

If you look through the content of DevinSuperTramp's YouTube channel, you'll see that a majority of the videos are sponsored. And the sponsorships are typically more extensive than a simple sponsorship message. The sponsorship determines the content of the video itself. The sponsor/advertiser gets an extended advertisement with an engaged audience (a 5-minute video exposure rather than a 30-second spot). DevinSuperTramp can double-dip with revenue, because the channel can run pre-roll ads for ad dollars in addition to the sponsorship money.

The channel has over 5 million subscribers, but the number of views of each video varies dramatically. Google (which owns YouTube) has a proprietary formula for counting video views, and Google doesn't share the details of how they count it, but what is known is that partial views of a video do not count as a full view, so the videos with few views likely did not keep viewers engaged for the full video. Some videos have more than 5 million views, which means the videos kept people watching and were watched by many non-subscribers. While some of the non-subscriber views could have been the result of viral spreading, the more highly-viewed videos were more likely the result of (1) paid advertising to promote the video (like the Jurassic World video featured on the Channel homepage above) and (2) suggested videos from YouTube. YouTube suggests videos that it believes are likely to engage viewers, so YouTube creators optimize their videos to result in a high level of engagement (on multiple dimensions--not just video views but subsribes, likes, and comments).



Company Pages

LinkedIn Marketing Solutions

Advertising

Company Pages

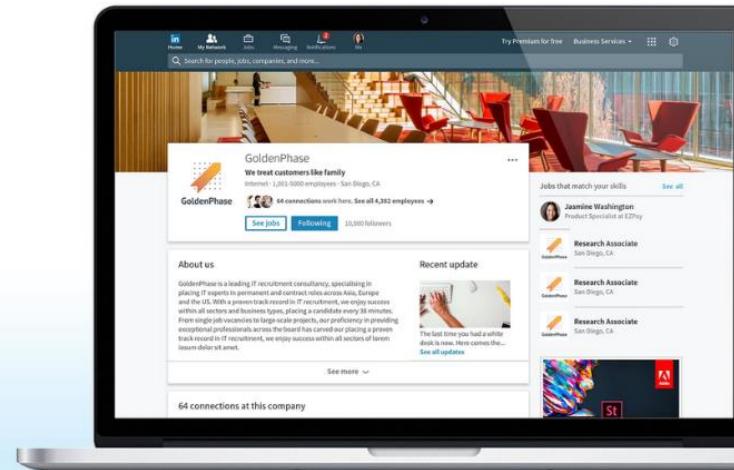
Resources

Customer Stories

Create ad

Get Started
with LinkedIn
Company Pages

Create a Company Page



1

Create a free LinkedIn Company Page

All you need to get started is a LinkedIn account and a verified email address.
We'll verify if you're eligible to create a page on your company's behalf.

Create a Company Page

Company Pages

3

Attract more followers

Add easy links

Promote your LinkedIn Company Page by linking to it from your emails, newsletters, blogs, and other marketing channels. Add a “Follow” button to your website, so it's simple for visitors to click and follow your Company Page.

[Create a Company Page follow button](#)



Follow

625,774

The screenshot shows a LinkedIn company page for "GoldenPhase". At the top, there's a profile picture of a man named Justin Chase, described as a "Social Media Strategist at GoldenPhase". Below the profile, the company name "GoldenPhase" is displayed with a small orange logo consisting of a stylized orange and yellow shape. To the right of the company name, it says "We treat customers like family" and "Internet · 1,001-5,000 employees · Chicago, IL". There are three dots (...). At the bottom of the screenshot, there's a "See jobs" button, a "Following" button, and a "10,000 followers" count.

Engage your colleagues

Your employees are the best place to start adding followers – after all, they're your biggest advocates. Encourage employees to add your company to their personal profiles. By doing so, they automatically become followers who can like, comment, share, and expand your viral reach.

LinkedIn Advertising

LinkedIn is the best social media and advertising platform for companies that are working in B2B industries.

Define who you want to see your ads

Use a matched audience (optional) Hide

Custom targeting options to reach your website visitors, contacts, and target accounts.

Retarget your website visitors ?

Create a target audience based on your recent website visitors.

[Create an audience](#)

include [Start typing to see your website audiences](#) [See full list](#)

Target a list of accounts or contacts ?

Upload a list of companies or email addresses.

[Upload a list](#)

Target by [the audience below](#) [?](#)

What location do you want to target? (required)

include [Start typing a country, state, city, or town...](#) [See full list](#)

include United States [X](#)

Target people who permanently live or work in the selected location(s).
Deliver ads to people who reside in the selected **location(s)** and are not recent visitors

LinkedIn Advertising

Target a list of accounts or contacts X

Audience name
Example: "Current customers"

File guidelines

Account Lists

- To upload a list of companies, download the [account template](#). We recommend uploading at least 1,000 accounts (maximum 300,000 accounts).

Contact Lists

- To upload a list of emails, download the [contact template](#). We recommend uploading at least 10,000 contacts (maximum 300,000 contacts).
- For contact lists, you can upload a list of email addresses (which will be locally hashed in your browser) or hashed emails using SHA-256 hex.

General guidelines

- When uploading your CSV file, include only one account or contact per row. At least one field must be used in each row.
- The maximum file upload size is 20MB.
- After uploading, it can take up to 24 hours for your list to process and up to an additional 24 hours to start delivery.
- You can add this audience to a campaign at any time and it will automatically start serving once ready.

[Learn More](#)

By clicking "Upload file", I agree to [these terms](#).

[Upload file](#)

Next

LinkedIn Advertising

Select specific targeting criteria to zero in on your ideal audience:

Company name



Company industry



Company size



Job title



Job function



Job seniority



Member schools



Fields of study



Degrees



Member skills



Member groups



Member gender



Member age



Years of experience



Company connections



LinkedIn Advertising

What industries do you want to target? x

include ▾ Start typing an industry... Hide list

Agriculture	>	<input type="checkbox"/> Farming
Arts	>	<input type="checkbox"/> Fishery
Construction	>	<input type="checkbox"/> Dairy
Consumer Goods	>	<input type="checkbox"/> Ranching
Corporate Services	>	
Education	>	
Finance	>	
Government	>	
High Tech	>	
Legal	>	
Manufacturing	>	
Media	>	
Medical and Health Care	>	
Organizations and Nonprofit	>	
Recreation, Travel, and Entertainment	>	
Service Industry	>	
Transportation	>	

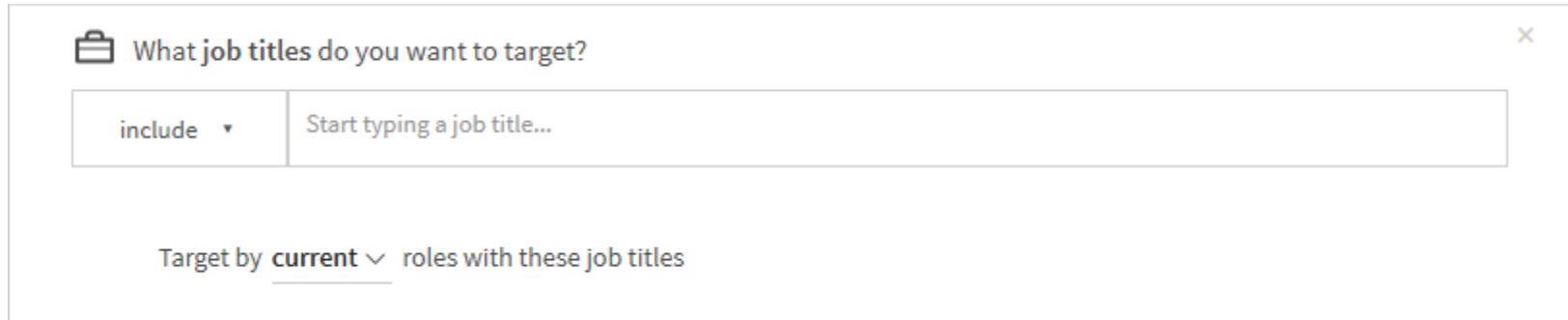
LinkedIn Advertising

 What company sizes do you want to target? X

include ▾

<input type="checkbox"/>	Myself Only	<input type="checkbox"/>	1-10 employees
<input type="checkbox"/>	11-50 employees	<input type="checkbox"/>	51-200 employees
<input type="checkbox"/>	201-500 employees	<input type="checkbox"/>	501-1000 employees
<input type="checkbox"/>	1001-5000 employees	<input type="checkbox"/>	5001-10,000 employees
<input type="checkbox"/>	10,001+ employees		

LinkedIn Advertising



Why targeting people by job title might be beneficial?

LinkedIn Advertising

What companies do you want to target? X

exclude

Target by current roles at these companies

LinkedIn Advertising

What groups do you want to target?

include	marketing CMO Social Media Business Digital
Select specific	Marketing Communication
Company	Marketing, Sales, Social Media and PR Innovation Innovators Network by SOLUTIONSpeople.com
Job service	Marketing & Communication Network
Member experience	Marketing Pros - Largest Marketers Group: Digital Inbound Social Media Content Search Email SEO Jobs
Member skills	Marketing Group - Digital SEO Search Social Mobile App Analytics Internet Media PR Data & Jobs
Market Research Professionals	Marketing Executives Group
Marketing & Networking for Business Professionals & Doctors	Marketing & Social Media for Entrepreneurs, Businesses and Startups Blockchain
Marketing and Sales Operations Professionals	
Marketing Week	
MARKETING&VENTAS 2.0	
Marketing, Publicidad y Comunicación	

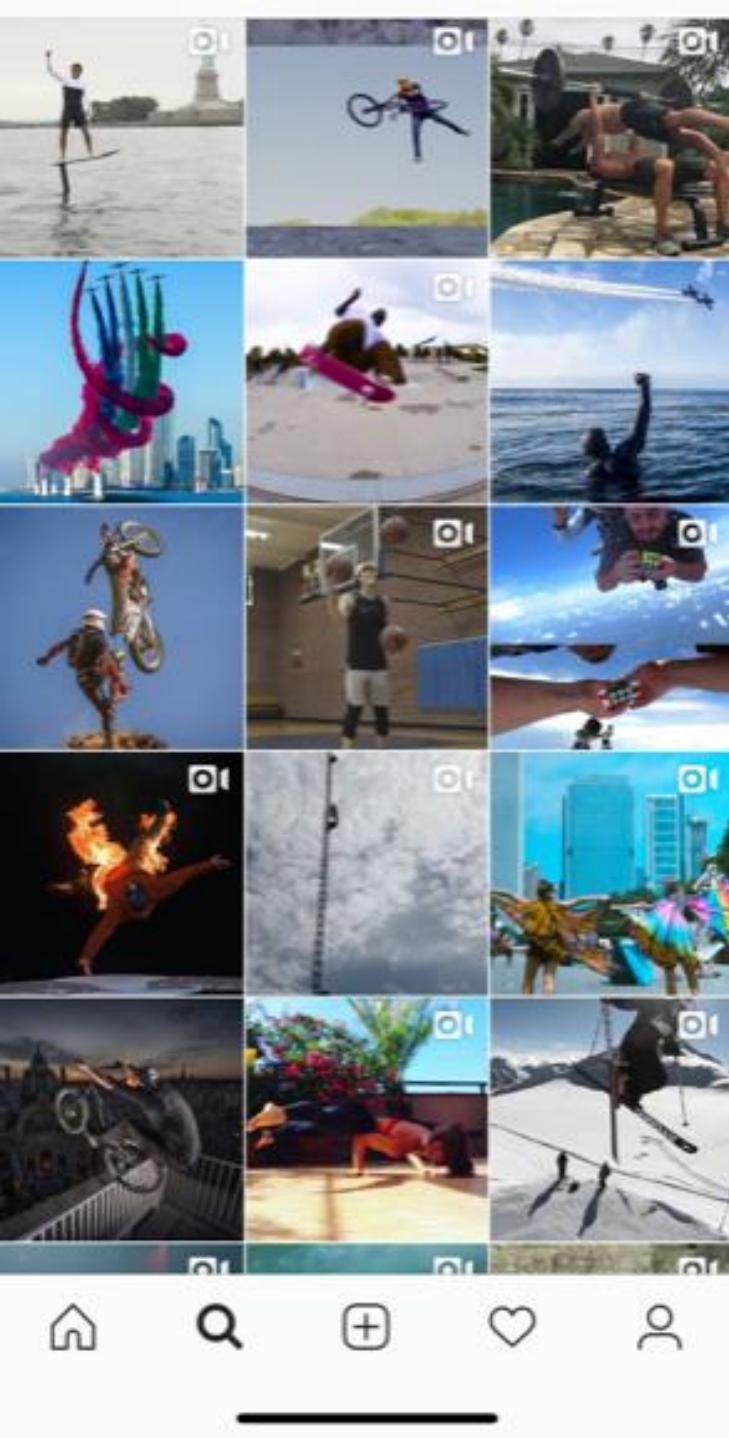
Job function

Member skills

Company connections







Red Bull SM Marketing

A few things to note from a quick perusal of Red Bull's Instagram feed.

- (1) 80-90% of its content is video rather than images. This is a reversal of numbers from only 5 years ago. They have found that video is much more engaging than still images, which could reflect a change in underlying behavior of Instagram users.
- (2) There is very little direct commercial intent. The posts that do promote are promoting Red Bull-sponsored events
- (3) Not all the videos are professionally-produced videos from Red Bull. Red Bull will also post the occasional video clip from a user, which is a way to keep users engaged with the brand.



daziusa

...

1,172
posts62K
followers4,321
following

Follow



DAZI

Shopping & Retail

[daw-zee] High Quality Meets Affordability | UT |
Purchase Online FREE Shipping US Orders of \$40
or more! info@daziusa.com
www.daziusa.com/collections/neckties



DAZI Basics



NEW TIES!



Reviews



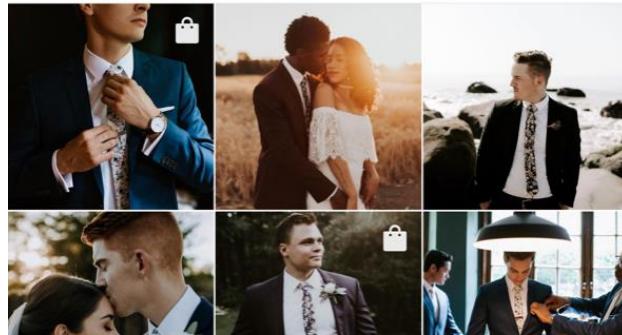
RESTOCKS

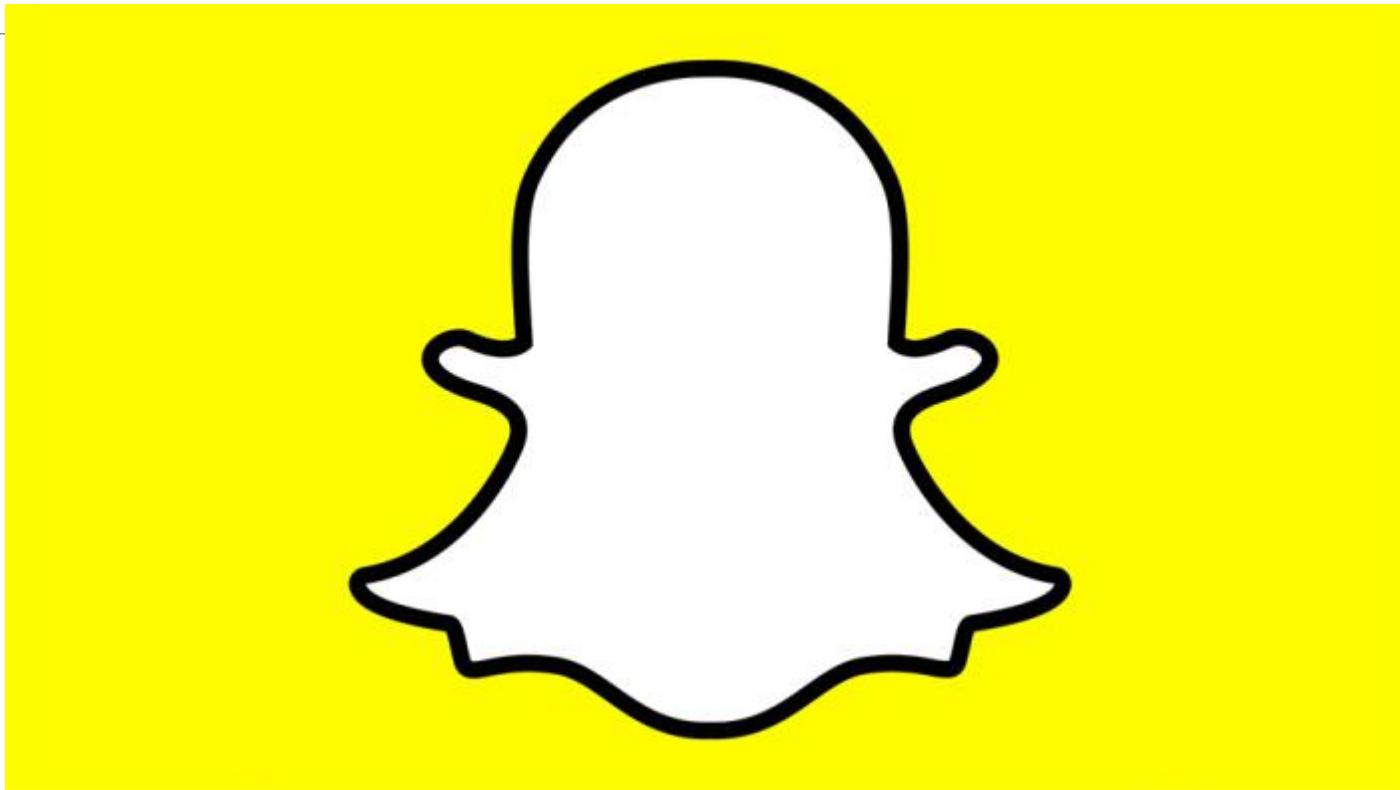


CHILD

Shop

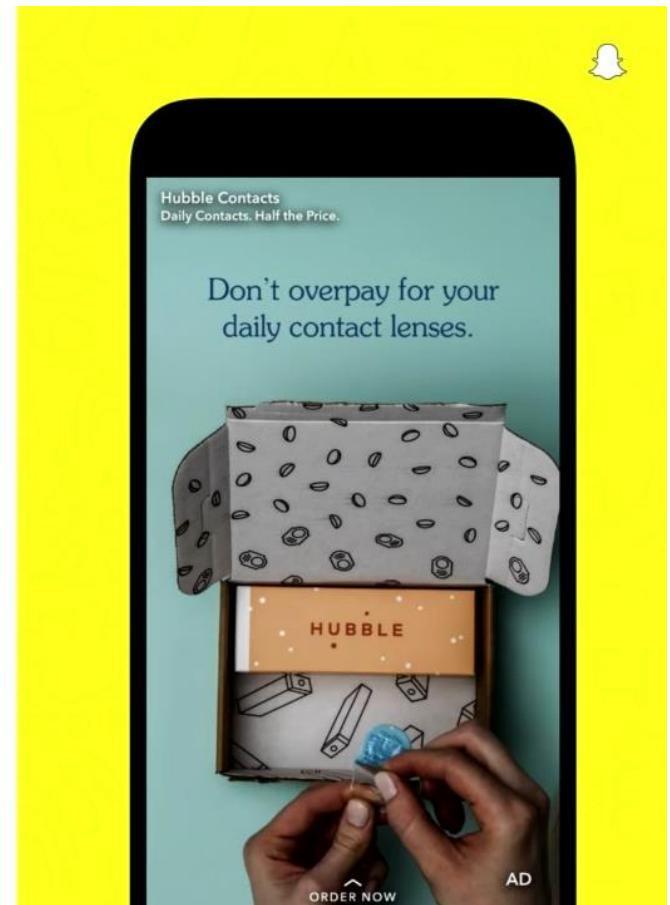
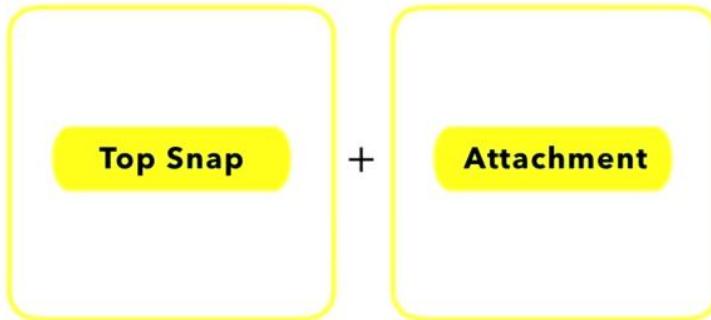
Email





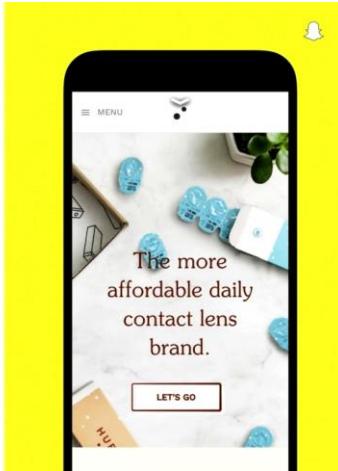
Snap Ads

Snap Ad 101



Snap Ads

Snap Ad 101



Generally, Snapchat's ad performance (at least in terms of overall ad revenue) has been lackluster and disappointing for investors. A few reasons for this poor performance (at least relative to Facebook and Instagram) is that users can skip ads at any time. Because of this, ads have no time to tell a compelling story that might induce further investigation from users. But advertisers who have a product with very apparent appeal to a segment of Snapchat users may find immense success. One major advantage of Snapchat advertising relative to other platforms is that 60% of Snapchat users use the app with sound turned on. Advertisers can make use of sound to enhance their call to action (e.g., a voice-over that says, "Swipe up to save").

Story Ads

Story Ads allow advertisers big and small to say more on Snapchat.

Today we are launching Story Ads – an ad format that allows advertisers to reach their audiences with a branded tile in the Discover feed. With one tap, Snapchatters can jump into a collection of 3-20 Snaps and dive deeper into your new fashion collection, movie release, suite of products, and more. With Attachments, viewers can even swipe up to watch a trailer, install an app, or buy a product. It's the best way to tell a deeper story on mobile.

Social Media Management



	✓	✓	✓
	✓	✓	✓
Extras		 	
App Availability	Android iOS	Android iOS	Android iOS
Paid Versions	Starting at \$9.99/month	\$99/user/month	Starting at \$10/month
Trial	30 days	30 days	7 days
Free versions limitation	5 accounts	No free version	5 accounts

Hootsuite

S Streams

New Post Upgrade my plan ?

My Posts & Mentions x New Tab x freelancer (Facebook Pages) x freelancer (Twitter) x

+ Add Stream + Add Social Network

Streams

My Posts Freelancer

Freelancer 6 days ago

Are you an expert in engineering? Robotics? Programming and cognitive automation? Airbus needs you! Design an Intelligent Vision System to...

Read More

AIRBUS DESIGN CHALLENGE - AERONAUTICAL CHALLENGES - ENTER NOW

Design an Intelligent Vision System (IVS)

freelancer

Boost Post

1 like 40 8 comments 1 share 1 embed

Write a comment...

Mentions Freelancer

1 day ago

While our Freelancer Co-Pilot sets up @ElmhurstBank Simulation's 24-hour dev cycle I set up Google Earth so it syncs with Maps and we'll always know...

Read More

Company Updates Freelancer

Freelancer.com @freelancer.com Jul 24

Research has found that 46% of all searches on Google are for local information. Add to this the fact that 88% of consumers who search a local...

10 local SEO tips you can't afford to ignore | Freelancer.com

1,834 views 16 comments 2 shares 4 likes 1 embed

Write a comment...

Home freelancer

OSCURO retweeted 9 mins ago

* R E K * @RekkaBell

Got a free couch or two? Looking for some places to crash in Vancouver! Devine & I will be there from August 20th-September 4th! (We're covered for the first few days of our stay.)

Looking forward to it :D

Show Conversation

In reply to supersesss

Freelancer.com @freelancer 21 hours ago

Hi, Sessel. We would like to assist you. Feel free to DM us.

My Tweets freelancer

In reply to supersesss

Freelancer.com @freelancer 21 hours ago

Hi, Sessel. We would like to assist you. Feel free to DM us.

Show Conversation

In reply to joepie91 and 3 more

Freelancer.com @freelancer 4 days ago

Hi everyone! The current Airbus contests have Guaranteed prizes. Moreover, participants who have been contacted by Airbus can view the company's project history on Freelancer, including the high-value project Airbus completed prior to these contests.

The Washington Post @washingtonpost 8 mins ago

Analysis: Trump's decision to tie his performance to the markets isn't looking so hot wapo.st/2z1dcg

1 like 2 shares 4 likes 1 embed

Show Conversation

Canal de la Ciudad @CanalCiudadBA 9 mins ago

¿Por qué hoy es tan difícil hacer #HumorPolítico? 😊 "Un poco se debe a que con la llegada de #Tinelli y #CQC los políticos empezaron a hacer humor ellos mismos", @papiroigal, autor de "#LaNoticiaRebelde. Una biografía". #CuatroCarasBonitas @SucaDiego @acherubito @PolloCervino

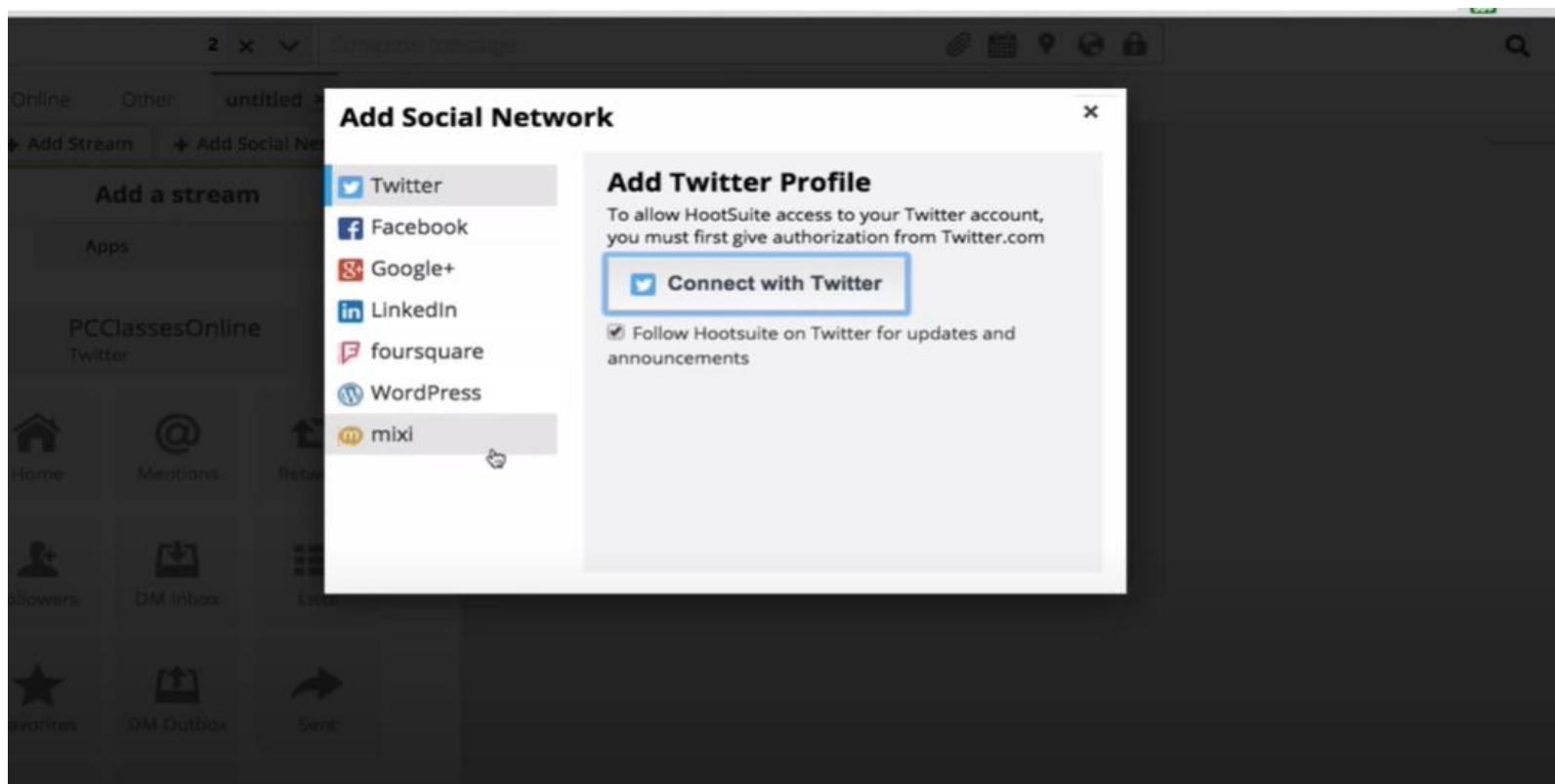
In reply to pulkitjain1806

Freelancer.com @freelancer 4 days ago

Hi there, please send us a Direct Message for further assistance.

+

Hootsuite



Hootsuite

The screenshot shows the Hootsuite interface. On the left, there's a sidebar with various icons and a search bar labeled "Find profile...". Below the search bar, several social media profiles are listed: "PCClassesOnline" (Twitter), "PC Classes Online" (Twitter), "David A. Cox" (Facebook), and "David A. Cox" (LinkedIn). There's also a link to "Add social network". The main dashboard area has a search bar with the placeholder "as i type |". Below it is a section titled "AutoSchedule" with a sub-section "AutoSchedule your message for optimal impact." It shows a calendar for March 2015 with the date "2015-03-28" selected. The time is set to "10 : 40 AM". There's an option to "Email me when message is sent" and a button to "View date in Publisher". A note at the bottom suggests using the bulk message uploader. At the bottom of this section, there's a link to "Attaching url http://ow.ly/KV571". The bottom navigation bar shows "131" for Twitter and "1991" for Facebook, along with a "Schedule" button. To the right, there's a sidebar with a search bar and buttons for "List", "Day", "Week", and "Month". Below these are three yellow-highlighted items with the text "... If you're already using it, what ar...".

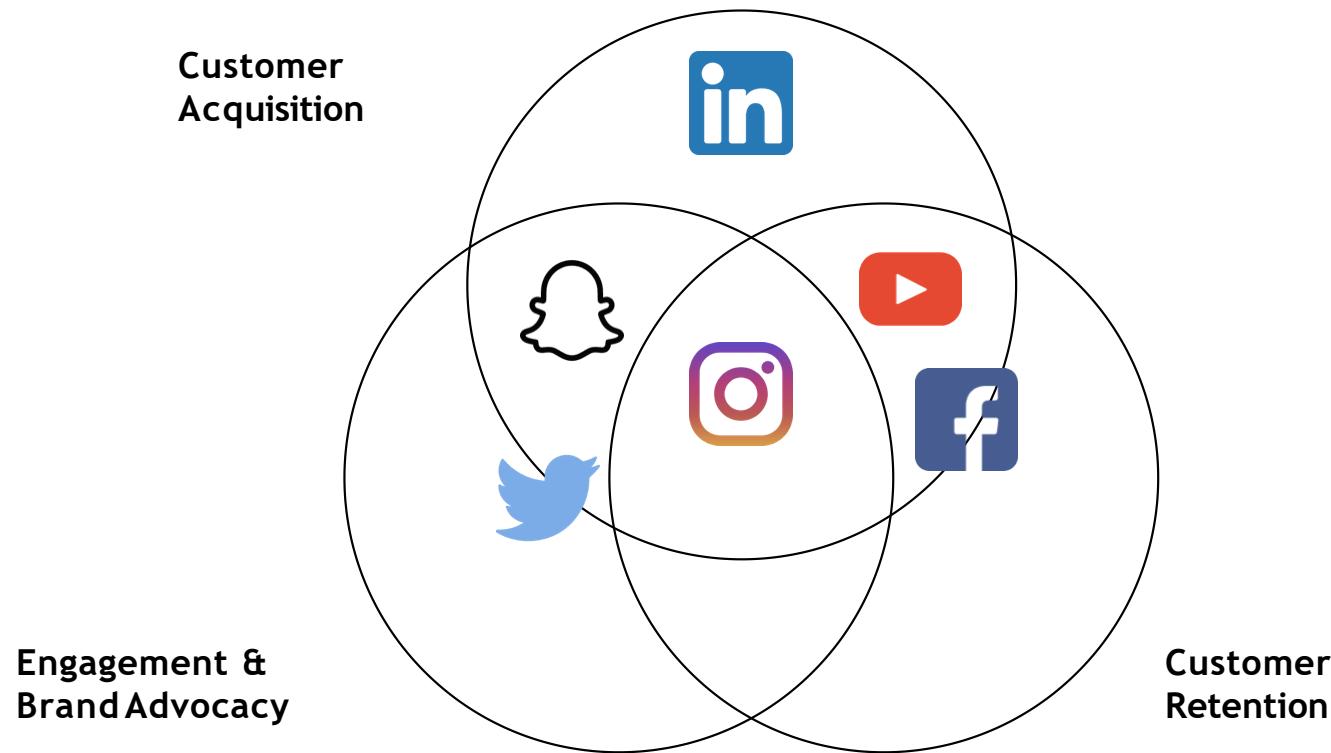
Hootsuite

The screenshot shows the Hootsuite desktop application interface. On the left, there's a sidebar with various navigation links like 'publisher', 'content', 'Suggestions', 'Scheduled', 'Require Approval', 'Expired Approvals', 'Rejected', 'Last Scheduled', 'Content Sources', 'RSS Feeds', and 'Bulk Message Upload'. Below these are links for 'Get the Hootsuite extension' and 'Install Extension'. At the bottom left, it says 'Mar 28, 11:18 am' and 'EST (New York)'. The main area has a dark header with 'Settings' and a search bar. A sub-menu titled 'Alerts and Notifications' is open, listing several notification categories with checkboxes:

- Conversations**
 - When someone likes one of my posts
 - When someone comments on one of my posts
 - When someone comments on a post I commented on
 - Send me a daily email digest of recent Conversations
- Scheduled Messages**
 - When a scheduled message I wrote fails to send
- Organization and Teams**
 - When a message is created that requires approval
 - When a message is rejected in pre-review
- Suggested Content**
 - Be notified when your queue is empty

On the right side of the main window, there are buttons for 'Day', 'Week', and 'Month'.

Understanding Social Platforms



Other Social Media Techniques

“Publicity Stunts: A publicity stunt is a planned event designed to attract the public's attention to the event's organizers or their cause

<https://twitter.com/flyadeal/status/1074283280080519168>

Hijack marketing: is the practice of companies affiliating themselves with an event or story that already has an existing audience.”

<https://www.buzzfeednews.com/article/alisonvingiano/this-is-how-a-womans-offensive-tweet-became-the-worlds-top-s>

<https://www.youtube.com/watch?v=6CyHHBI2umY>

Click-baiting

“Click-baiting is a text or thumbnail link that is designed to entice users to follow that link and read, view, or listen to the linked piece of online content.”

YES or NO ?

Rights retained to STUKENT and other sources used in developing this content.

