

# Digital Marketing

## Social Media Marketing

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Social Consumer Insights



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## Lesson Goals

- Identify key social media consumer metrics.



## Social Media Functionality



# Social Media Goals & Benefits



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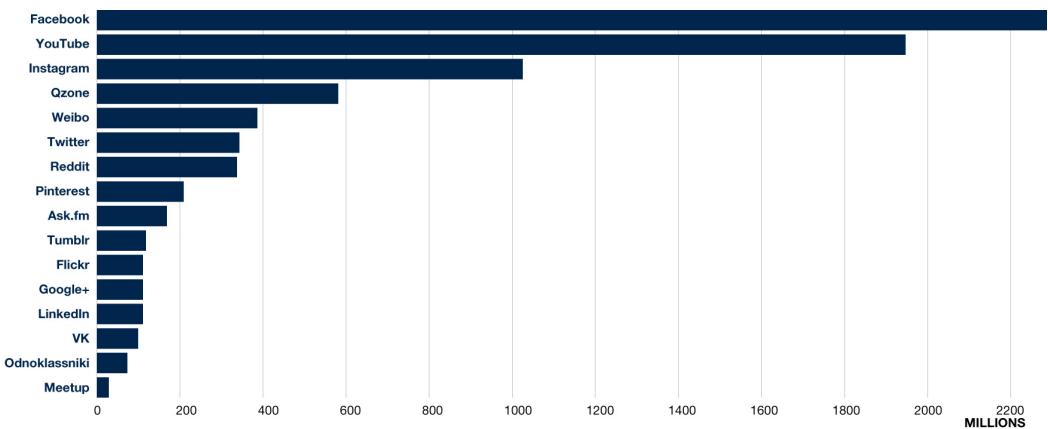
# Average Daily Time Spent on Social



Asano, E. (2017, January 04). How Much Time Do People Spend on Social Media? [Infographic]. Retrieved September 10, 2018, from <https://www.socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic>

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## Most Popular Social Sites Globally



Kallas, P. (2018, August 02). Top 15 Most Popular Social Networking Sites and Apps [August 2018] @DreamGrow. Retrieved September 10, 2018, from <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>



## Demographic Composition of Leading Social Sites

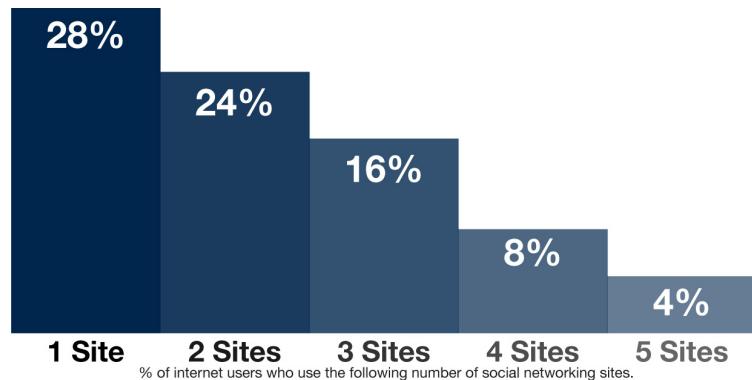
US Adults' Social Platform Use, by Demographic Group

% of US adults who use:	YouTube	Facebook	Instagram	Pinterest	Snapchat	LinkedIn	Twitter	Whatsapp
Total	73%	68%	35%	29%	27%	25%	24%	22%
Men	75%	62%	30%	16%	23%	25%	23%	20%
Women	72%	74%	39%	41%	31%	25%	24%	24%
White	71%	67%	32%	32%	24%	26%	24%	14%
Black	76%	70%	43%	23%	36%	28%	26%	21%
Hispanic	78%	73%	38%	23%	31%	13%	20%	49%
Ages 18-24	94%	80%	71%	31%	78%	25%	45%	25%
Ages 25-29	88%	82%	54%	39%	54%	34%	33%	31%
Ages 30-49	85%	78%	40%	34%	26%	33%	27%	32%
Ages 50-64	68%	65%	21%	26%	10%	24%	19%	17%
Ages 65+	40%	41%	10%	15%	3%	9%	8%	6%
HHI: <\$30k	68%	66%	30%	20%	23%	13%	20%	20%
HHI: \$30k-\$50k	78%	74%	42%	32%	33%	20%	21%	19%
HHI: \$50-\$75k	77%	70%	32%	34%	26%	24%	26%	21%
HHI: \$75k+	84%	75%	42%	39%	30%	45%	32%	25%
High school or less	65%	60%	29%	18%	24%	9%	18%	20%
Some college	74%	71%	36%	32%	31%	22%	25%	18%
College+	85%	77%	42%	40%	26%	50%	32%	29%
Urban	80%	75%	42%	29%	32%	30%	29%	28%
Suburban	74%	67%	34%	31%	26%	27%	23%	19%
Rural	59%	58%	25%	28%	18%	13%	17%	9%

Social Networking Platforms' User Demographics Update 2018. (2018, March 12). Retrieved September 10, 2018, from <https://www.marketingcharts.com/digital/social-media-82642>



## Number of Social Sites Used



Forer, L. (2017, March 03). Demographics of the Top 7 Social Networks [Infographic]. Retrieved September 10, 2018, from <https://www.marketingprofs.com/chirp/2017/31688/demographics-of-the-top-7-social-networks-infographic>



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Social Media Marketing Benefits &  
Common Business Usage

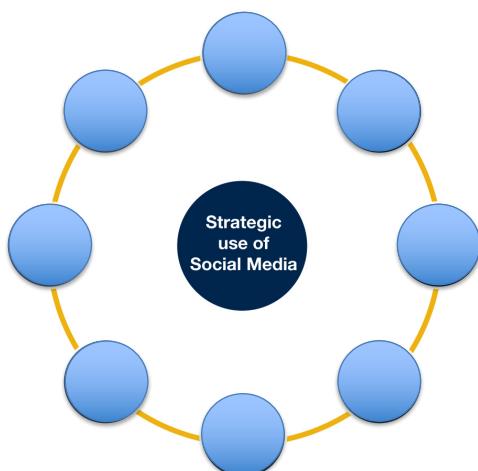


## Lesson Goals

- Understand the high-level benefits associated with social media marketing.
- Discuss the ways marketers are leveraging social media to support business goals.



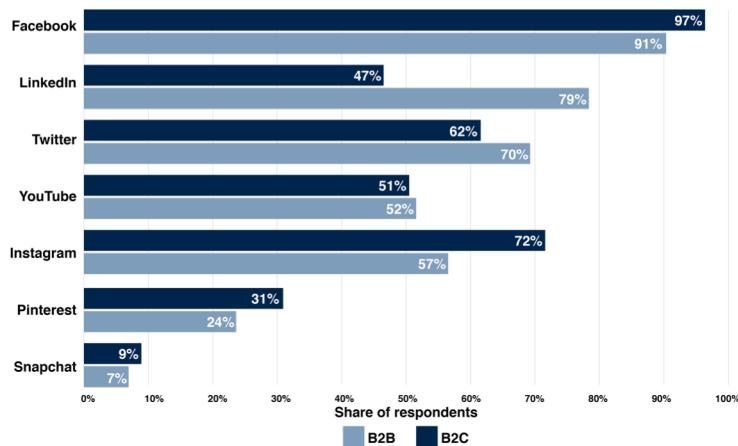
## Benefits of Social Media Marketing



Stokes, R. (2018). *E-Marketing: The Essential Guide to Marketing in the Digital World*(6th ed.). Retrieved September 15, 2018, from <https://www.redandyellow.co.za/textbook/> (pg. 445)



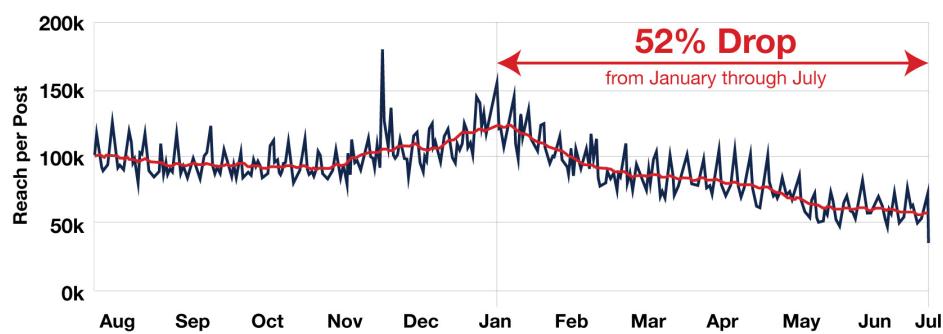
## Platforms Used by B2B vs. B2C



Social media platforms used by B2B and B2C marketers worldwide 2018 | Statistic. (n.d.). Retrieved September 10, 2018, from <https://www.statista.com/statistics/259382/social-media-platforms-used-by-b2b-and-b2c-marketers-worldwide/>



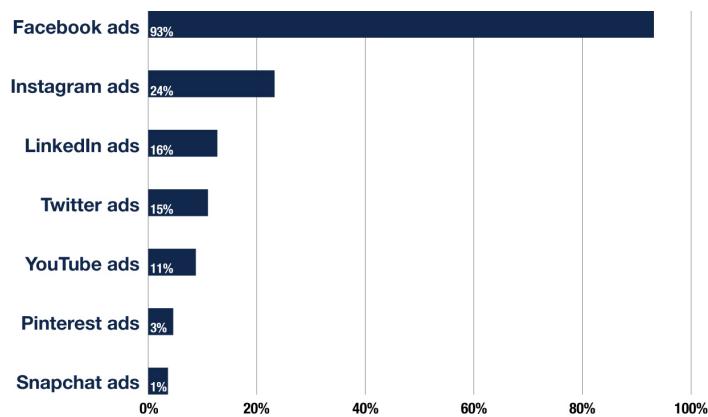
## Organic Social Reach



Kirkpatrick, D. (2016, June 06). Facebook's new algorithm causing publishers to reach 42% fewer people. Retrieved September 10, 2018, from <http://www.marketingdive.com/news/facebook-s-new-algorithm-causing-publishers-to-reach-42-fewer-people/420374/>  
 Lazauskas, J. (2017, February 17). 7 Ways Facebook's Big Algorithm Change Will Affect Marketers and Publishers. Retrieved September 10, 2018, from <https://contently.com/strategist/2016/06/29/7-ways-facebook-s-big-algorithm-change-will-affect-marketers-and-publishers/>



## Paid Social Media Regularly Used



Osman, M. (2018, June 07). 28 Powerful Facebook Stats Your Brand Can't Ignore in 2018. Retrieved September 10, 2018, from <https://sproutsocial.com/insights/facebook-stats-for-marketers/>



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Social Media Marketing Best  
Practices



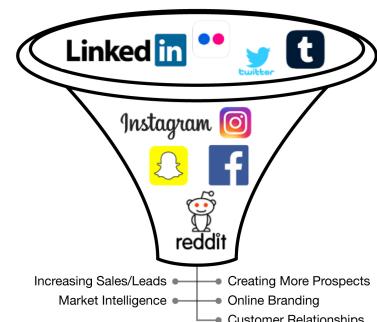
## Lesson Goals

- Understand best practices associated with social media marketing.



## Establish Social Media Goals

- What are you attempting to accomplish?
  - Gain more customers
  - Increase revenue
  - Generate awareness
  - Enhance customer service
  - Reduce operating expenses
  - Develop new products
- Create one or more specific, measurable, attainable, relevant, time-bound (SMART) objectives
- Tie social media objectives to organizational objectives



## Know Your Audience

- Listen to your target audience – monitor conversations
- Select keywords related to your market/business and search social networks to learn what is being said about you and your industry
- Segment your audience and define their online characteristics



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## Know Your Audience

- Who are they?
  - Customers
  - Suppliers
  - Content creators
  - Product reviewers
- What are their demographics (age, gender, location, etc.)?



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# **Know Your Audience**

- What are their behaviors?
    - What sites do they visit?
    - Do they use mobile technology or are they laptop/desktop only?
    - What do they look for?
  - What information can we gather *internally* (emails, contact us forms, online comments, telephone calls, etc.)?
  - What information can we gather *externally* (blogs, forums, online news feeds, tweets, etc.)?



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# **Establish a Strategic Presence**

- Identify content that will appeal to and engage your audience segments.
  - Identify key participants and influencers to showcase your products/services to
  - Identify ways to participate and engage in ***dialogue***



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## Social Media Landscape



Cavazza, F. (2018, June 20). Panorama des médias sociaux 2018. Retrieved September 10, 2018, from <https://fredcavazza.net/2018/05/05/panorama-des-medias-sociaux-2018/#more-30670>



## Engage Your Audience

- Provide compelling content that stimulates positive conversation about your brand
- Answer questions that lend to a positive customer experience and demonstrates you are listening

Is there transparency?



Are you listening?

How can you help?

Who cares?



## Consider Content Size & Type

Consumer demand for on-the-go information has made catchy, bite-size pieces of content more popular than ever.



**65%**  
percentage of people who  
are primarily visual learners



**8 seconds**  
average attention span of  
an adult online



**3,000**  
number of brand impressions  
people face each day

Snackable content is made for the on-the-go consumer who needs answers to their questions at a moment's notice. When done right, snackable content leaves the consumer hungry and eager for more.

Travaline, P. (2016, May 27). Insight from the Content Marketing Summit: The Three S Model for Content Success. Retrieved September 10, 2018, from <http://www.smartbrief.com/original/2013/03/insight-content-marketing-summit-three-s-model-content-success>



## Transparency & Credibility

- Be honest about who you are
- Allow for both positive and negative comments – an opportunity to respond to both
- Respect everyone – remember: once it's written and out there, you can't take it back



## Invest the Time

- You get out of it what you put into it
- Consider resource allocation for various tasks and establish a structured approach for consistency
- Experiment to determine what investments provide the greatest returns

### Social Media Takes Time

Monitor 15 min/day	Target 20 min/day	Engage 30 min/day	Publish 3-5 hrs/wk	Build Community 5-10 hrs/wk
Google Alerts socialmention*	digg BizSugar	facebook LinkedIn	Blogger WORDPRESS	facebook LinkedIn
ATTENSYTY	Ping	Hootsuite	Everystoredel	Twitter
SCOUTLABS	sharethis AddThis divr.it	Seesmic	flickr	Everystoredel
radian6		TweetDeck	YouTube	NING MerchantStories

Social Media Takes Time. (2012, July 30). Retrieved September 10, 2018, from <https://sectorlearning.wordpress.com/2012/07/30/social-media-takes-time/>



## Measurement & Adjustment

- Metrics – determine which platforms are performing the best & focus efforts there
- Try new channels/tactics
- Know that user behaviors and interests change over time

BUYER'S JOURNEY	GOAL	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, ToMA
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Post, promotions	Link clicks	Conversions (purchases lead submissions, app downloads, etc.)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics, (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreachs to influencers, reshares	Earned impressions, earned reach, Social UGC	Referrals, influencer activity, positive word of mouth, NPS

Metrics for social media advertising. (2016, November 29). Retrieved September 10, 2018, from <https://blog.socioboard.com/5-practices-follow-social-media-advertising/screen-shot-2016-03-11-at-9-23-22-am/>



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Introduction to the Social Media  
Implementation Examples



## Lesson Goals

- Become familiar with key social media marketing campaign success factors through implementation examples.



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## Video Marketing

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Social Media Implementation  
Example #1



## Social Media Implementation Example #1



# Digital Marketing

## Video Marketing

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Example #2



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## Social Media Implementation Example #2



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# Digital Marketing

## Video Marketing

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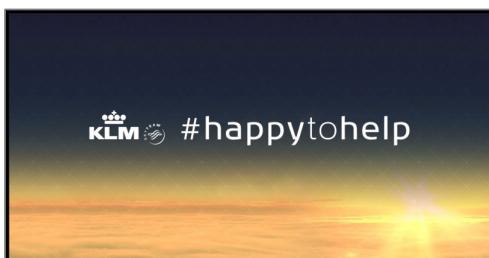
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Social Media Implementation  
Example #3



## Social Media Implementation Example #3



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## Video Marketing

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Social Media Implementation  
Example #4



## Social Media Implementation Example #4



# Digital Marketing

## Video Marketing

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Social Media Implementation  
Example #5



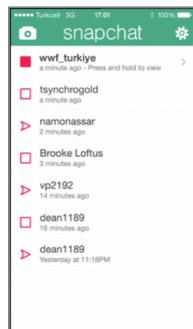
## World Wildlife Federation



- Goals:
  - Reach and engage millennials
- Objectives:
  - Reach 10,000,000 global social media users
  - Increase social shares 5x across 3+ social media channels
  - Triple monthly fundraising donations for 3 months following campaign launch
- Strategic Presence?
- Platforms/Tools?
- Tactics for Engagement?



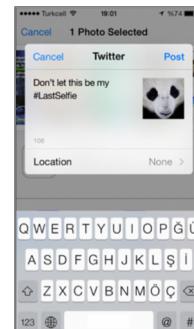
## WWF #LastSelfie Campaign



WWF Snapchat followers got a #LastSelfie



Users needed to take a screen capture of the image before the image disappeared after the countdown

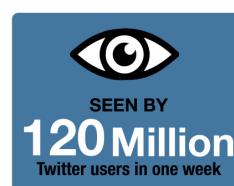
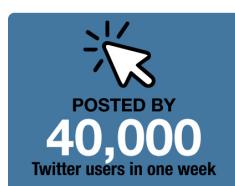


The captured image was shared amongst the user's personal social networks, like Snapchat, Twitter, Instagram, and Facebook

#LastSelfie. (n.d.). Retrieved September 14, 2018, from <http://www.justforthis.com/>



## Results of the #LastSelfie Campaign



#LastSelfie. (n.d.). Retrieved September 14, 2018, from <http://www.justforthis.com/>



## Reactions to the #LastSelfie Campaign



"Here's hoping it helps spark a new generation of engagement and not just another round of casual slacktivism." – Co.CREATE



"You may have nothing but time to procrastinate sending selfies, but these animals don't..." – OGP

"Selfies just got real." – ADWEEK

#LastSelfie. (n.d.). Retrieved September 14, 2018, from <http://www.justforthis.com/>

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## Lesson Wrap-Up

Head Shot

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