# MGT 6311

# Week 11: Social Media Marketing

## Lesson 11.1: Social Consumer Insights

>> Welcome to the module on Social Media Marketing. Social is vast, and it's far from being a solved channel within digital. The pace of technological change in concert with consumer behavior changes, requires marketers to be incredibly nimble. I tip my hat to the authors in the eMarketing textbook, with respect to addressing capabilities, in common themes across the major social platforms, as well as addressing paid advertising on social along with the data that can be collected.

Within this module, however, I want to focus primarily on social strategy, and the opportunities and challenges that are common place in the realm of social media marketing. In this initial lesson, I want to share some insights related to consumer engagement with social media, and how it is been changing over time.

Think about how the consumer metrics I talk about, combined with existing consumer behaviors on social media, can impact on social strategy. Often times, people think about social media through the lens of functional actions, such as making a post, liking a page, retweeting, liking a comment, and so forth.

Which is certainly what happens across social media, there's no denying these actions take place. What I'd like for you to consider, however, is why these actions take place. Users of social media have a purpose behind their actions. Fundamentally, the users have certain goals and benefits they are seeking.

This includes transmitting ideas, indicating support for other people's beliefs, weighing in on products and services, and experiencing a sense of connectedness. The point I'm making, is that the engagement of consumers is grounded in the emotional benefits, and purpose the translates to their array of actions. Therefore, as I share with you some of the key insights related to consumer behavior in the realm of social media marketing, be conscientious about the underlying reasons for these behaviors, so you can better understand the strategic implications associated with social media marketing.

I'm sure it comes as no surprise to know that consumers are heavily engaged with social media. The amount of time people spend on social media is constantly increasing. A recent research study indicates teens now spend up to nine hours a day on social platforms. While 30% of all time spent online, is now allocated to social media interaction.

And the majority of that time is on mobile, 60% of social media time spent is done on a mobile device. The average person spends nearly two hours on social media each day. To this last point, let me say something that is important to consider when thinking about bias as a marketer.

On a personal level, you may be saying to yourself, I don't spend an average of two hours a day on social media. Or maybe you tell yourself, this is just a teenager phenomenon. I simply wanna recommend that you be careful about making personally biased assumptions, when taking about the strategies and tactics to pursue as a marketer.

Knowing that the average consumer is spending a considerable amount of time on social media each day, is probably intuitive and only paints part of the picture. It makes sense we also wanna keep a pulse on where consumers are spending their time, what trends we see in social media platform engagement, and also be thoughtful about the global implications of consumer behaviors.

Depicted here is a graph of the top 15 social networking sites in the world. As you can see, Facebook is currently leading the pack with YouTube, taking the second most popular spot. Then there's a very sizeable gap to Instagram, which is in third place. Strategically, an organization should consider its target audience segment's demographic characteristics.

Shown here, is demographic data for the US across some of the most popular social platforms. Social platform use is becoming more and more ubiquitous across age groups with each passing year. Logically, it’s important for marketers to align their use of social platforms with their target demographics behaviors. With so many generally popular social media sites that come to mind, you may think that the average consumer is using many of these sites on a regular basis.

The data, however, shows otherwise. As we can see here, the majority of consumers use two or fewer social sites, and two-thirds of consumers use three or fewer social sites. This data suggest its critical than an organization focus on the key social platforms for reaching their audiences, as well as coordinating a strategic content strategy across each social networking site.

There are of course, many other attributes of consumer behavior that a marketer wants to explore based upon target audience considerations, is include the behavioral RFM, psychographic, etc., variables that help define customer personas. There's a significant amount of third party research that can be combined with an organizations proprietary market research, to define a more concrete understanding of target audience behaviors.

So this concludes the lesson on consumer insights related to social media. In the next lesson, I'll focus on core social media benefits, and some of the common ways marketers are leveraging social media marketing to optimize their goals.

## Lesson 11.2: Social Media Marketing Benefits and Common Business Usage

>> As I referenced in the previous lesson, social media engagement provides an array of consumer benefits that marketers can capitalize on to differentiate their brand while adding meaningful value to their prospects and customers. Within this lesson, I want for you to understand the high level benefits associated with social media marketing from the marketers’ perspective.

While also having familiarity with the ways marketers are leveraging social media to support their business goals. When we consider the strategic use of social media to advance marketing goals, there are several ways marketers can leverage this channel. A fundamental aspect of social media is that it provides the opportunity for two way communication between the brand and consumers.

Therefore, organizations can leverage this channel to support its promotional activities. Of course, paid media can be used across social for advertising purposes, to help create net-new brand awareness, as well as top of mind awareness for consumers. Social is also conducive to filling the sales funnel via lead generation initiatives that translate to direct sales for an organization.

Some organizations are savvy enough to use social channels as a way to obtain customer insights and market research. These insights can help the marketer make product modifications that better align with customer needs, identify new product and service offerings, better position and promote current offerings, and so forth. There are marketing technologies that help marketers assess insights, such as the number of brand mentions, brand sentiment, trending industry topics, and influencer analysis.

There are several tools in the marketplace by providers such as Meltwater, Crimson Hexagon, Hootsuite, and Brand Watch that help provide these insights. Building, maintaining, and managing communities of prospective customers, existing customers, industry influencers and experts, and others that can help an organization maximize its goals, is at the heart of social media marketing.

Keep in mind these communities may already exist or the marketer can build them. In either case, participation is a paramount importance. Marketers understand the growing importance of creating opportunities for customers to advocate on behalf of the brand. Finding brand evangelists and encouraging them to support the brand is a common goal with community management.

Creating brand trust and credibility through thought leadership is also a common goal. Part of the overall customer experience includes both pre sales and post sales support. Social media can be used to engage customers pre-sales to answer questions and help the customer make a confident buying decision. In a post-sale scenario, social media can also be used to answer customer questions, direct them to self-service options, and address their issues in real time or near real time.

For many consumer product goods companies and services companies such as mobile carriers and cable providers, they realize an opportunity to use social media as a direct communicate channel to help customers in these various ways. Social media lends itself to being a channel of open communication, expressing positive and negative comments.

Therefore, part of brand and reputation management includes monitoring social media for brand mentions and having a plan to correct brand attacks if and when they occur. There are several examples of this occurring, including instances where the brand attacks were not even grounded in actual truth. Enter a search for Stoli Vodka social media brand attack and you can read about this exact situation.

The point is, brands need to be prepared to respond to negative consumer comments, whether they are real or artificial. It's important to recognize decision dimensions regarding timeliness of response, deciding whether to respond or not. Standard response language, such as acknowledging the issue, and frequency of social communication. In some instances, brand supporters come to the rescue of an organization and the brand remains silent.

These are decisions the strategic social media manager should be contemplating before issues arise, as well as continuously assessing over time. As noted in earlier module, social also has an impact on SCO. Social links and measures of engagement, such as likes and comments, can have a positive impact on an organization's SCO efforts.

Each of these strategic uses for social media must be considered through the lens of the overarching marketing goals that are aligned with the business goals. When we consider each of these areas, it's easy to take a position of saying, all of these uses for social media makes sense, and the organization should do all of them.

The reality of companies, however, is that they don't have infinite resources. And each of these uses requires careful planning and on going investment to maintain. It's interesting to look at the platforms that are being used by marketers and which ones are being prioritized in B2B versus B2C scenarios.

Remember, this simply indicates what is begin done, based upon the sample in this research situation. It does not, of course, validate or otherwise indicate a wise approach at an individual organizational level. Once again, the best decisions for social platform selection will be based upon thoughtful consumer analysis. For many years, marketers have focused considerable energy on organic social efforts.

Meaning, the content they would post through their own social account without putting paid or sponsored dollars behind it. Facebook, given its broad reach, has been a favorite for many marketers. But they changed their algorithm back in 2016 to intentionally show fewer posts from organizations versus posts from individuals, even if the consumer likes the organization.

As such, brands have been forced to spend more working dollars to reach their audiences. Facebook is by far the most popular social media advertising channel at this current time. According to Social Media Examiner's 2017 Social Media Industry Report, 93% of social media advertisers use Facebook ads. The next closest social network is Instagram with 24%, which is also part of the Facebook platform.

This concludes the lesson on social media marketing benefits and the ways marketers are using social to achieve their marketing goals. In the next lesson, I'll focus on best practices related to social media marketing.

## Lesson 11.3: Social Media Marketing Best Practices

>> Welcome to the lesson focused on social media marketing best practices. Within this lesson I want to highlight some of the most significant best practices associated with social. Although I will be covering certain elements that are regarded as best practices in this channel, keep in mind, there has been tremendous variants in social.

And marketers are continuing to analyze this digital channel for new patterns and insights. The first aspect of building out a strong and effective social media marketing strategy is to begin by determining the goals associated with this digital channel. An initial and high level question to consider is what are you attempting to accomplish.

Is it to gain more customers, or possibly about driving increased revenue, and more specifically driving that revenue via online channels? For a new brand offering or a new brand in general a goal to generate awareness within the discovery phase of the buyer journey is appropriate. An organization that is holistic and thinking about its customers, will be thinking about how to enhance customer service to increase the likelihood for advocacy and retention.

When thinking about how marketing can support organization with efficiencies, a focus on reducing operating expenses maybe a broad base goal. Leveraging technologies that accelerate decision making, reduce overhead and enhance effectiveness are common considerations for doing so. From a creation perspective, the organization should always be looking for new and innovative ways to meet customer needs at once.

Analyzing customer comments and feedback on existing offerings, can help an organization develop new products. From there, we want to start thinking about key performance indicators. And specific measurable, attainable, relevant, and time-bound, also known as smart, objectives. And naturally, we want to tie social media objectives to broader organizational objectives.

The goal setting referenced in the previous slide should certainly be a function of the target audience. In general, the marketing team should be listening to their target audience and monitoring conversations to assess opportunities. This can be done by selecting keywords related to the market the organization is operating in, and then searching social networks to learn about what is being said about the brand, as well as the industry.

As more and more data is collected, the marketer should be segmenting their audience into finding their online characteristics. Through the process of segmentation, the target audience can be isolated based upon their strategic role, such as customer or supplier, as well as their level of engagement, such as being content creators or product reviewers.

Understanding the target audience's basic demographics such as age, gender and location can also help in the segmentation process. Beyond the core demographic data used for segmentation, it's important to also drill into behaviors such as social platforms of choice, frequency of engagement, and where they are in the buyer journey, as well as how they are using mobile for social media purposes.

Gathering, analyzing and grouping internal information, through email marketing efforts, contact us forms, online comments, telephone calls, etc., in conjunction with external information, going through blogs, forums, online news feeds, tweets and so forth can all be used to better understand market segments. Consumers engage with social media because of the content that's available.

Identifying content that will appeal to and engage audience segments is a critical aspect of social media marketing best practices. From an impact and efficiency perspective, identifying key participants and influencers to showcase products and services helps establish credibility and awareness through the advocacy of brand evangelists. It's also important to assess ways to participate and engage in dialogue with the target audience.

Keep in mind, this might be very different from one social platform to another and/or from one target segment to another. Although not an exhaustive depiction of social platforms, these are some of the more common ones aligned with their respective usage categories such as sharing, messaging, discussing etc. The point being made here is to think about how certain platforms have been adopted by consumers to serve certain purposes.

Therefore, the marketer and wants to select and prioritize social sites based upon alignment with consumer interests and marketing related goals. And the content being provided via the selected channels should also align with consumer expectations. As noted earlier, providing compelling content that stimulates positive conversation about the brand its the hardest of social media marketing.

This can take can be in form of simple post or may be more robust such video or white papers. Again, they key is to find ways to provide meaningful value to your target audience. Answering questions that lend to a positive customer experience. It demonstrates the brand is listening and also helps address a core customer need associated with transparency and overall brand experience.

Grabbing a consumers attention and holding it is as challenging as it's ever been. A couple of data points here to guide the thought process when assessing content types. Research indicates two and three people are primarily visual learners. The average attention span of adult online users is roughly 8 seconds.

And consumers are bombarded with about 3,000 brand impressions each day. Therefore it's super important for marketeers to consider how consumers are typically digesting content. Making written copy easy to scan through bullet points, shortening promotional messages that focus on just one or two things. And grabbing the user's attention in the first few seconds are all best practice considerations related to content marketing.

I made a comment earlier about transparency as well, and consumer behavior research and practitioner experience in social media, marketing, indicates consumers have high expectations for brands to be honest about who they are, what they support and how they do business. It's important to allow for both positive and negative comment on social.

Consider this an opportunity to respond in both situations. And remember, research also indicates that a consumer that has had a poor brand experience that is subsequently addressed to their satisfaction is actually more likely to be brand loyal every time. Consumers understand organizations make mistakes. When they happen, however, the customer expects the organization to handle it in a timely and thoughtful manner.

Keep in mind that once something is written or posted on social, the brand can't take it back. Having a proactive policy or being respectful and having respectful dialogue and a consistent position, on sensitive topics can help ensure the brains reputation remain strong in the minds of the target audience.

The point here is to do the planning ahead of time. Social media marketing is very similar to personal relationship in the sense that you get out of it what you put to it. Determining how much effort should be invested in social is an important consideration. Thinking about and planning resource allocation for various tasks and establishing a structured approach for consistency will help ensure customer expectations are met.

The only way to improve within social is to experiment to determine what investments provide the greatest returns. This is where it's important to look back at the goals of social and think about the various consumer oriented hypotheses that align with marketing initiatives. Finally, it's essential to assess the core metrics that are available to determine which platforms, content types, frequency, etc., are performing the best and focus efforts accordingly.

Over time, an organization can try new channels and tactics based upon an understanding of target audience segment behaviors. And knowing that user behaviors and interests change over time suggests an organization should revisit Its social media marketing strategy with some degree of frequency. Say, for example, twice per year.

So this concludes the lesson on social media best marketing practices. Consider this as a framework that should be managed with a fluid, dynamic mindset. In the next lesson, I'll highlight some examples of highly effective social media marketing campaigns.

## Lesson 11.4A: Introduction to the Social Media Implementation Examples

>> Welcome to the lesson, highlighting various social media campaigns that have achieved a high level of success. The following examples are intended to provide insights in the highly effective social media campaigns. Hopefully, you'll recognize certain variables that lend themselves to producing great results. At the end of this lesson, I'll provide a scenario that challenges you to think about what you might do on behalf of an organization, looking to leverage social to achieve their goals.

In this first video, we'll look at how the Oreo brand seized on a particular moment in time to capitalize on social media.

## Lesson 11.4B: Social Media Implementation Example #1 (Oreo)

>> So when we look at the results of the Oreo tweet, it's very easy to realize that it had a tremendous impact. If we back up a little bit and think about what made this even an opportunity to begin with, it's important to think about all of the resources that come to bear.

So for example, this was during the Super Bowl. Most people are not actually working during the Super Bowl. In this case here, what happened was that the social media and marketing team representing Oreo spent time with their agency partners to be prepared to be active across social media during the Super Bowl.

Now of course, they didn't realize that there was going to be some moment where the lights went out and they had an opportunity to capitalize on that. But they probably had other ideas in mind that they could benefit from or bring their brand into the fold during the Super Bowl.

My point here is that, there is quite a lot of planning and preparation that went into making this a reality. And if you look at the actual physical semantics of the post itself, what you see is that there was most likely a creative designer involved, probably a copywriter that was involved.

I wouldn’t be surprised for a brand of this size that someone from legal was involved to make sure that the copy wasn't infringing upon any sort of trademarks or copyrights, etc. And then of course, the social media marketing manager had to have authority to push this tweet out in real time.

Now what we see though, from the marketplace's perspective is that, when a brand is able to take advantage of a scenario in real time, and to come up with something that's clever, it's appealing to their target audience, we see a recipe for success. It's actually very much appreciated by consumers.

## Lesson 11.4C: Social Media Implementation Example #2 (Taco Bell)

>> in the quick service restaurant domain, Taco Bell has an active social media presence. As you can see here through this gif, this is a scenario where Taco Bell shattered a snap chat record. In 2016 the brand launched a sponsored lens campaign that turned consumers heads into a giant Taco shell to celebrate Cinco de Mayo.

Now this might seem kind of silly on a personal level but this resulted in 224 million views in a single day. The average user played with Taco Bell’s ad for 24 seconds before sending it as a snap. And in terms of unique plays or the number of times individual people interacted with the ad, the campaign generated 12.5 years worth of play in a single day according to Snapchat.

So Taco Bell spent about $750,000 to make this a reality but at a cost of just $0.3 per view. Again, what you see here is a way that a brand is trying to take advantage and leverage a relatively new social platform and to get consumers engaged. One of the things that we know about social media marketing at a core level is that it's a great opportunity to engage consumers.

And wherever a brand can give a consumer some power, and hopefully encourage them to keep the brand top of the line, and to have a positive brand assessment or positive belief in the brand, that's also part of the recipe for success.

## Lesson 11.4D: Social Media Implementation Example #3 (KLM)

>> KLM wanted to pursue options for leveraging social media to create positive brand affiliation and advocacy. Take a moment to check out their video.

## Lesson 11.4E: Social Media Implementation Example #4 (PaperMate)

>> So as you see in this example, not only is the PaperMate team activating a very intentional social media campaign. But they are also using other media types. Certainly the role of television in this example played a huge role in terms of the overall outcome of the campaign's results.

What I wanted you to see in this example, however, is how social can be used as a component of a much broader or thus omni channel marketing campaign. Clearly the organization had to be very astute with regard to understanding the target audience and what their interests and beliefs are.

Also how they were differentiating themselves, and additionally what you saw was some contextual application of this campaign as well.

## Lesson 11.4F: Social Media Implementation Example #5 (WWF)

>> So in this last example, I want for you to think about certain decisions associated with the social media campaign process. So the organization you'll be thinking about here is the World Wildlife Federation. And to set this up at a high level, the goal is to reach and engage millenials.

So what we're defining is a certain age group, in terms of target audience. And the objectives that have been defined are to reach 10 million global social media users, increase social shares 5x across 3+ social media channels. So, what they're trying to do is get a significant lift, 5x in terms of social channel shares.

And then also the third aspect of this is to triple monthly fundraising donations for three months following the campaign launch. Again, somewhat high level objectives, but important to have very specific targets here. So what I'd like for you to think about is, what should their strategic presence be?

What platforms and tools make most sense for a campaign that is going to target these goals and objectives? And then also think about the tactics for engagement. So this is the time where were I like to you for you to hit pause button, and be very methodical about defining out a strategic presence, determining what social platforms that you want to target for this campaign.

And then also thinking tactically. So down to the level of, what copy is associated with your campaign? What sort of imagery is associated with it? Are there any calls to action associated with the campaign? Take some time to actually step through this, because as we move forward it'll be easy to look at this through the lens of hindsight being 20/20.

But take some time to think about it for yourself.