



Social Media Marketing

What is Social Media Marketing (SMM)?

Social media marketing facilitates a two-way stream of communication between brands and consumers.

In the past, two-way streams of communication were limited to sales force, customer service call centers, & in-store interactions.

But social media interactions are on public record.



Engaging

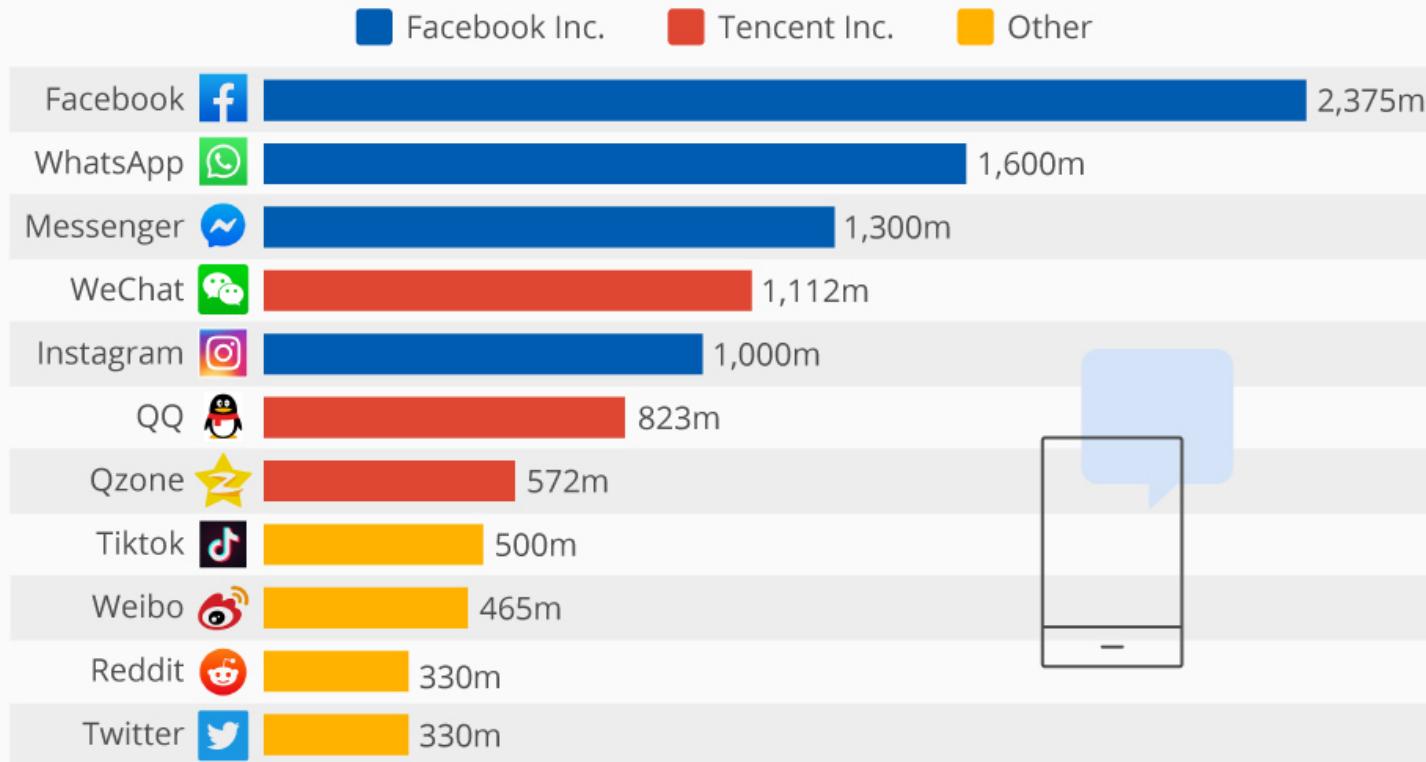


Listening

Pool: Which social media platforms do you use?

Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services worldwide*



Get started with Social Media





What are you trying
to accomplish?

'Social Media'
is not a goal
in itself!

Step 2: Formulate guidelines for social media policy (lifeguard mode)



Employees could cause damage



In 2015, the Houston Rockets fired their social media manager for tweeting an inappropriate message to the Dallas Mavericks during one of their games. (The horse emoji represents the Mavericks' mascot).

Bad news often comes unexpectedly

Alyssa Milano

@Alyssa_Milano

Follow

A moment can create a movement. This is our moment. This is our movement. [#MeToo](#)

Kyle Griffin @kylegriffin1

In the last 24 hours, the hashtag #MeToo has been tweeted nearly half a million times.
CC @Alyssa_Milano [theatlantic.com/entertainment/...](http://theatlantic.com/entertainment/)

2:42 PM - 16 Oct 2017

508 Retweets 1,723 Likes

139 508 1.7K

Role of Social Media Policies & Training

Social media policies & employees training will help:

Outlines how an organization and its employees should conduct themselves on social media

Mitigate certain risks:

Inappropriate post that leads to PR crisis; Slow/no crisis response; Leaks of confidential information; Providing too much info to competitors

Key components of social media policies

Who can speak for your company

Addressing customer complaints

PR inquiries

Stock and investor relations

Copyright infringement

Do's and don'ts for personal contact

How to address conflict situations

Outline what information employees can share, the privacy risks and the compliance rules

Sample guidelines: Coca-Cola

Get in-house Social Media Certification

Fully disclose affiliation with company

Keep records

When in doubt, don't post

Don't plagiarize

Be responsible

Be aware that posts may be permanent, and spread worldwide



Sample guidelines: Volvo

Be personal without getting private
Be open, link, and refer to other blog
comments
Do not reveal business secrets
Treat competitors with respect
Do not comment on legal issues



Sample guidelines: BBC

Reviewed by peer(s)

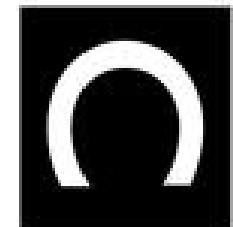
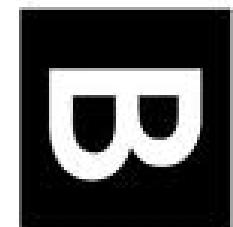
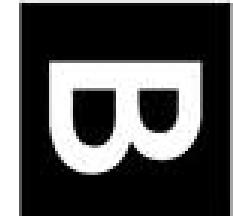
Think through editorial purpose

Login names and passwords

Store in secure location

Share with team members

Social media accounts should look and feel consistent



What guidelines should have prevented

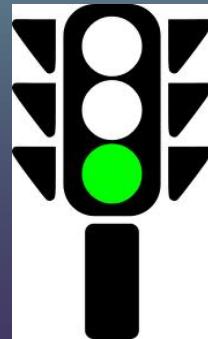


Step 3: Best Practices

Best Social Media Etiquettes

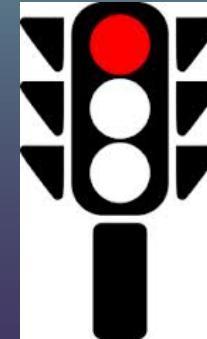
Dos:

- Message personalization
- Participate often
- Listen
- Give value



Don'ts:

- Sales spam
- Show impatience
- Pretend to be something you're not



Example: Be Authentic & Transparent



Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report



John Wilk sounds like you are trying to save your job at Honda ?

6 minutes ago · Report



Akitomo Sugawara Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

<http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4>

http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html
about a minute ago · Report



Kylie Jenner

@KylieJenner

Follow

last night i had cereal with milk for the first time. life changing.

6:12 PM - 18 Sep 2018

29,929 Retweets 209,004 Likes



11K



30K



209K



Joseph Shepherd @JosephAShepherd · 19 Sep 2018

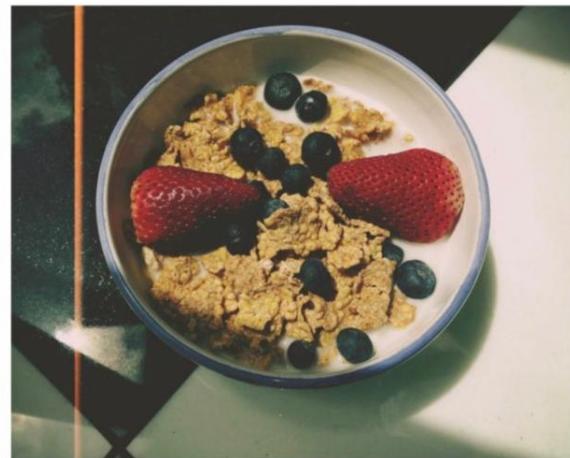
Replying to @KylieJenner

Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.



kyliejenner

...



147

1.2K

6.4K

Use social media to provide customer service

According to J.D. Power, 67% of consumers have used a company's social media channel for customer service.

And when they do, they expect a fast response. Research cited by Jay Baer tells us that 42% of consumers expect a response with 60 minutes.

Don't rely too much on automation!

 **Ross Sheingold** @RossSheingold 9m
It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: yfrog.com/od71yxp

 Retweeted by Ian Schafer
 Hide photo  Reply  Retweet  Favorite  More

 **AmericanAir** 1 hour
@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. bit.ly/ARRIVING

 **murphmarkd** 2 hours
Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

 YFrog Flag this media

6 RETWEETS	2 FAVORITES
------------	-------------



9:03 AM - 14 Feb 13 · Details



Ryan Michael Lazo @RMLazo13

2h

Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue

[Details](#)



JetBlue Airways @JetBlue

1h

@RMLazo13 Please send us your flight number and we'll try to get an update for you.

[Details](#)



Ryan Michael Lazo

@RMLazo13



[Follow](#)

@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:09 AM - 1 Jul 13

[Reply to @RMLazo13 @JetBlue](#)



JetBlue Airways  @JetBlue

1h

@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.

[Details](#)

[Home](#)[Moments](#)[Notifications](#)[Messages](#)

Search Twitter



Tweet

Question or request?



We expect to reply within:

17 min.

Updated every 5 minutes

**Royal Dutch Airlines**

@KLM

Official global account of KLM. We are here 24/7 for service in 13 languages. Share personal details only in private messages! [#happytohelp](#)

Amsterdam, the Netherlands

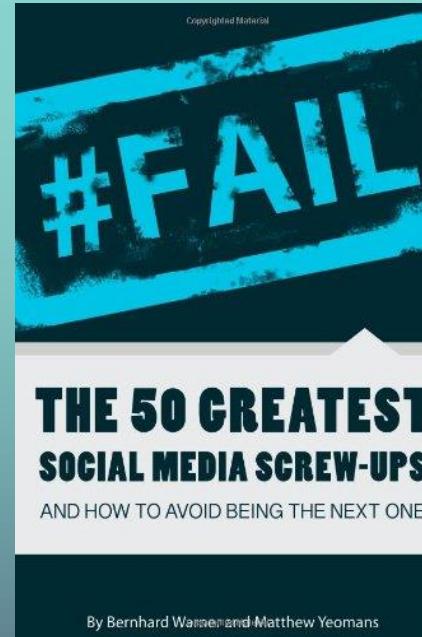
TWEETS
732KFOLLOWING
65.3KFOLLOWERS
2.03MLIKES
153LISTS
1[Follow](#)[Tweets](#)[Tweets & replies](#)[Photos & videos](#)

Pinned Tweet

**Royal Dutch Airlines** @KLM · Feb 18Coming soon! [#Layoverwithalocal](#)

Who to follow · Refresh · View all

**Jones Angell** @JonesAngell[Follow](#)**Brian Barbour** @tarheelblog[Follow](#)



Step 4: Avoid Common Mistakes

Social Marketing Risks

Users are not looking for marketing messages

Messaging needs to be highly relevant or entertaining

High-maintenance

Advertisers need to dedicate time and resources to monitoring sites and conversations

(A)symmetry in social media

Symmetry: allows regular people to interact with powerful brands & public figures

Asymmetry: only the powerful (e.g. brands) bear the consequences for bad behavior

(Loss of) Control

Social media marketing is scary!

Advertisers cannot control content

Open to user comments, criticisms, ridicule

Users don't want to be edited or controlled, will reject brands that do so

But, you are still the brand manager. You need to stay in control of what the brand/company says

Remember: Consumers talk about your brand *whether or not* you engage them

Search “diet coke and mentos” on YouTube



Know your audience!

#MyNYPD ↓

#AskJMP →

NYPD NEWS @NYPDnews 22 Apr
Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.
pic.twitter.com/mE2c3oSmm6

cassandra @CassandraRule


How about featuring the 84yo man they b
#myNYPD @NYPD
pic.twitter.com/31rj

4:08 PM - 22 Apr 2014



J.P. Morgan 
@jpmorgan



\$JPM VC Jimmy Lee is taking over @JPMorgan on 11/14 at 1pm ET. Tweet Qs using #AskJPM &



Jimmy Hunter
my10506



number of Billions of Dollars in fines
longer be profitable to run your
enterprise? #askjpm

Nov 2013

110 RETWEETS 95 FAVORITES



Michael Rosenfeld
@Rsnfld



Rule #1: Don't engage the crowd when the crowd
HATES you! #Social101 #socialmedia #FAIL
#askJPM



Scott Widdifield
@kalapanateacher



Is it true you actually weigh less without a
soul? #AskJPM

5:41 PM - 15 Nov 2013

5 RETWEETS 6 FAVORITES





Question

What should do you when you have a social media crisis such as the United Airline crisis?

Tips for Social Media during a Crisis

- Pause scheduled social media posts
- Pause paid ads on social media channels
- Pause marketing emails
- Provide talking points for executives
- Check all content for relevant references that could be perceived as offensive or rude in light of the event
- Create plan for employee communications as needed
- Communicate issues with customer support via social media
- Notify folks speaking that day on need to address (or not)

Engaging Users

Agenda

- How can firms engage with the audience on social media?
- What type of contents should firms create?
- How frequently should firms engage?



Social Media Contents: Basics

Why do people consume contents on social media?

There are three main reasons why people use social media. They want to be:



INFORMED

ENTERTAINED

CONNECTED

Content Type: Visual Images

Wistia
January 29 at 12:07pm · [•](#)

Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.

Choosing a Microphone

Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

[WISTIA.COM](#)

Like Comment Share Buffer [▼](#)

8

Visual images usually consist of, but are not limited to, photos, infographics, animated gifs, and illustrations.

You can share more than a single photo in many cases. For example, on Facebook and Instagram, you can create galleries and use photo carousels. Twitter also allows for multiple photo uploads per post.

Content Type: Animated Gifs

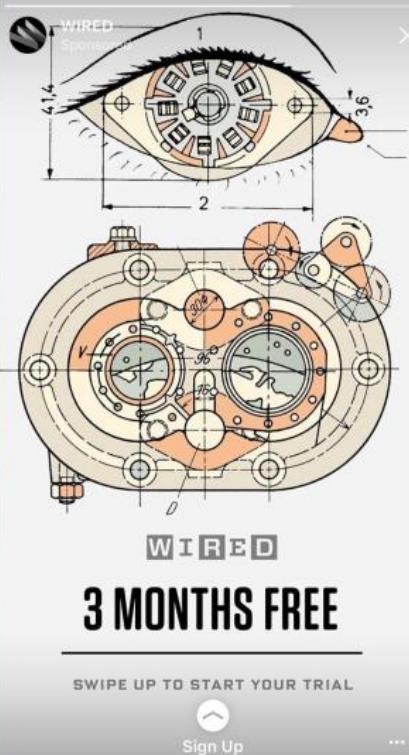


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

They can also help you demonstrate complex concepts quickly and easily

You can make animated gifs in Photoshop or online at a variety sites, of which giphy.com is the most popular

Content type: Stories



250,000,000 people a day view Instagram Stories! Source: Facebook 2017

Content type: Quizzes, Surveys, and Polls

evernote 
@evernote

Following

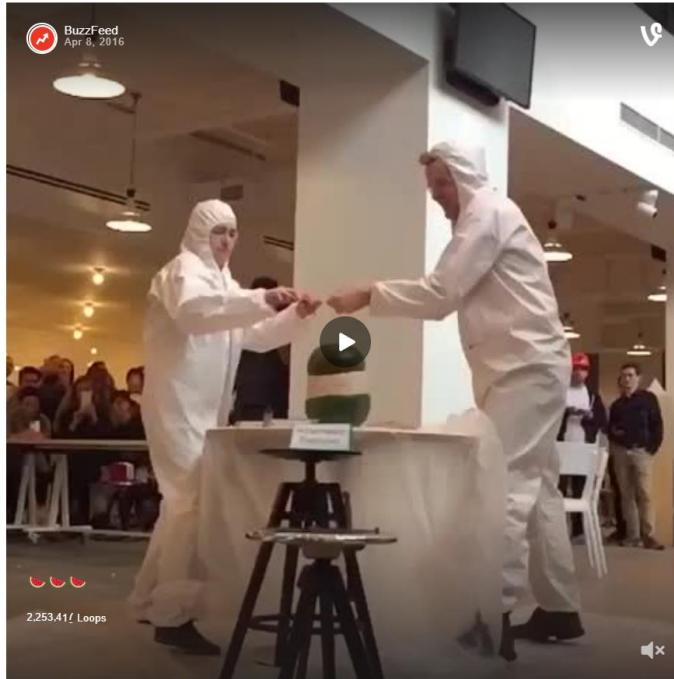
Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

- Check email 
- Create the day's To-Dos 
- Exercise 
- Agenda?! 

[Vote](#) 182 votes • 23 hours left

Content Type: Video & Live Video

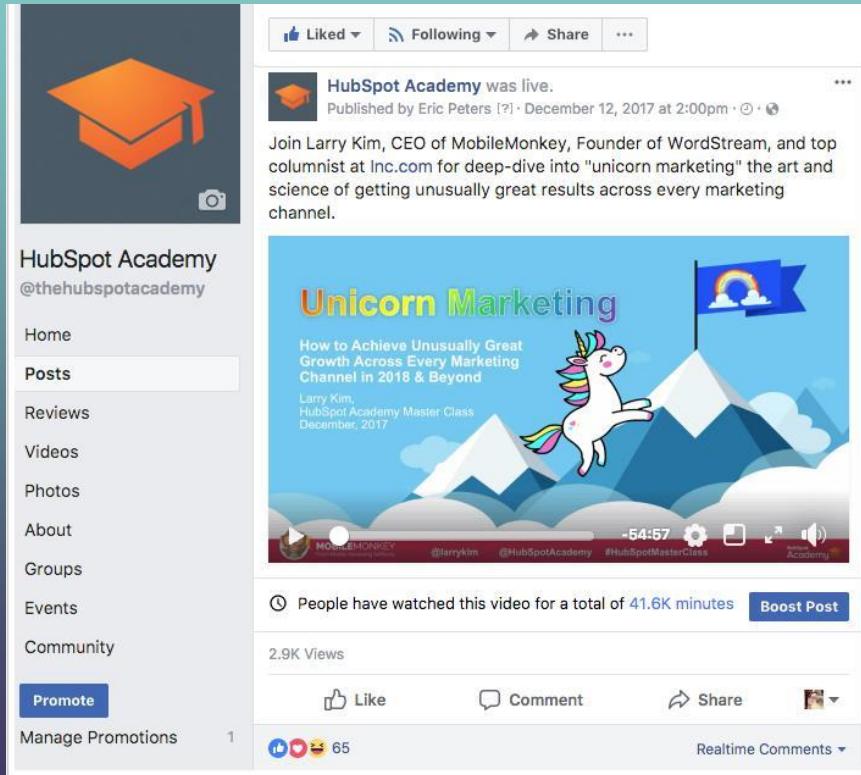
It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.



It was a beautiful moment.

Buzzfeed doesn't sell products or services like most businesses, so it doesn't have any new products to launch or any services to show off in a live video. Instead, they make money through advertising and specialize in getting attention with content.

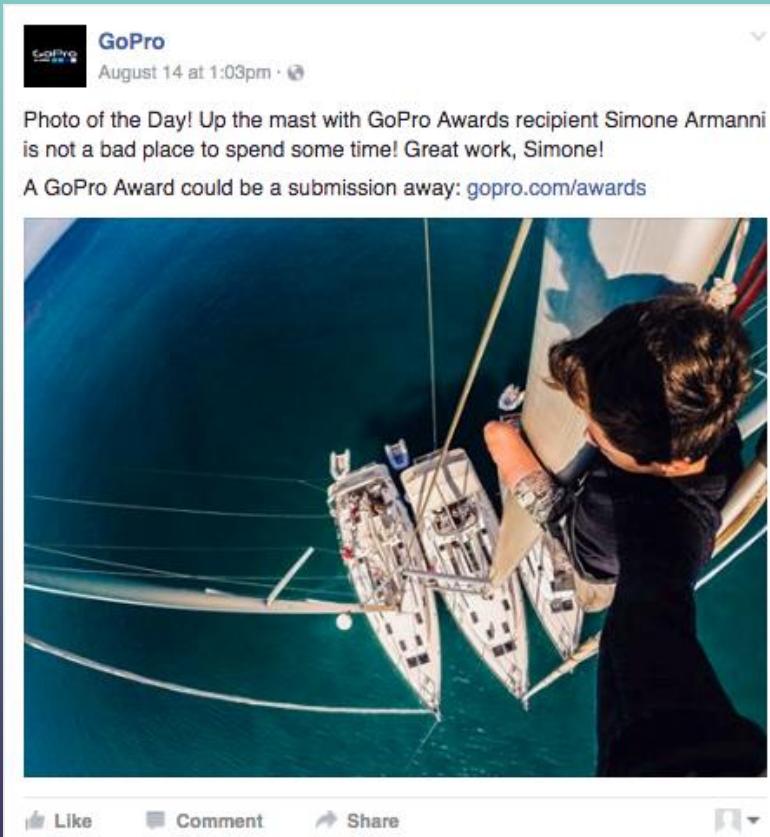
Content Type (by others): Influencers



You can find influencers including working with companies such as **FanBase**, **TapInfluence**, **Influenz**, **Speakr**, or **Hypefactory** who will book individuals to develop or share your material.

You can also build relationships with budding influencers who are creating amazing content and can help you stand out among the crowd.

Content type (by others): User-generated content



UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

According to Nielsen, “92 percent of consumers around the world say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.”

Content type (by others): User-generated content



Firms can influence the creation of UGC by offering rewards, contests or giveaways, (e.g., a photo or design contest). Or, create a quiz and have people share their results. And finally, you can get creative with hashtags (e.g., Starbucks' #RedCupArt Campaign)

Research what content performed the best on which channel based on historical data

Regression analysis is a statistical process for estimating the relationships among variables. What is the relationship between X and Y?

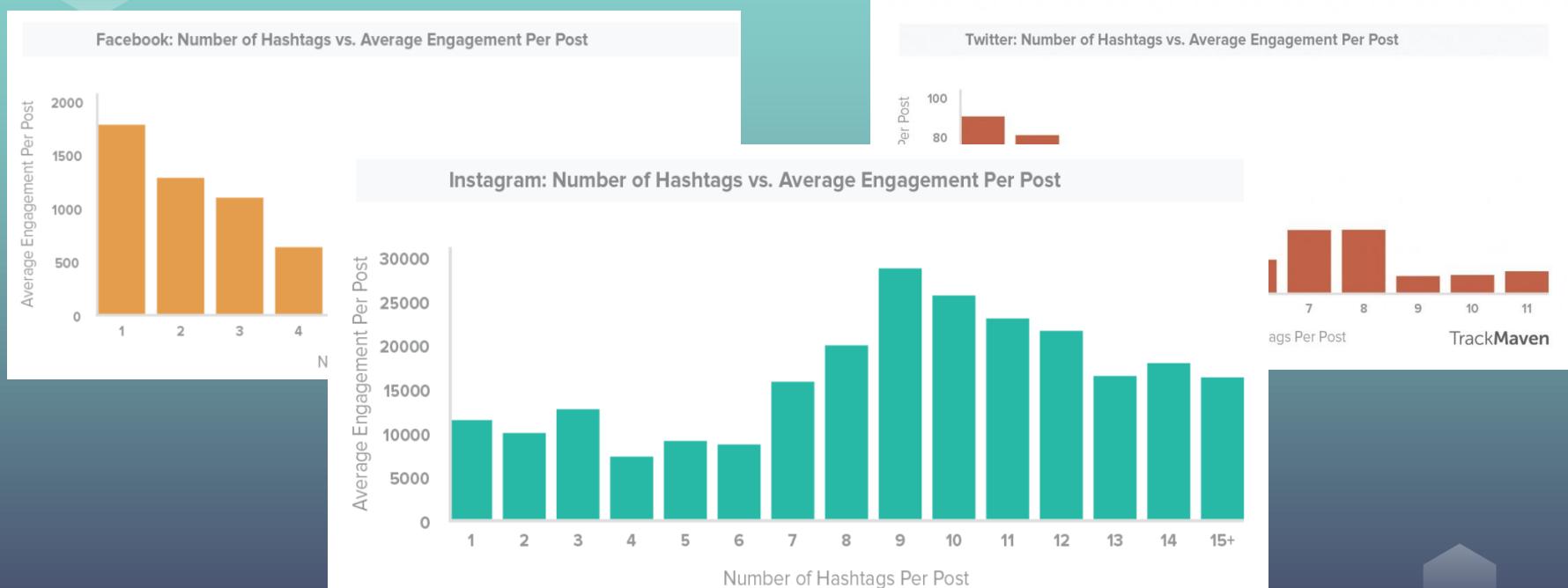
Use regression to identify the top performing posts for each channel.

Y: # comments, # shares, # likes.

X: indicator of each type of content

Caution: insights obtained from one platform might not apply to other platforms!

For example, you may find...



Avoid using too many Hashtags; Instagram seems most # friendly

Use Tagging (@) Carefully

Use Active Language:

- Download
- Like
- Buy
- Register
- Subscribe
- Donate
- Share
- Comment
- Secure
- Watch

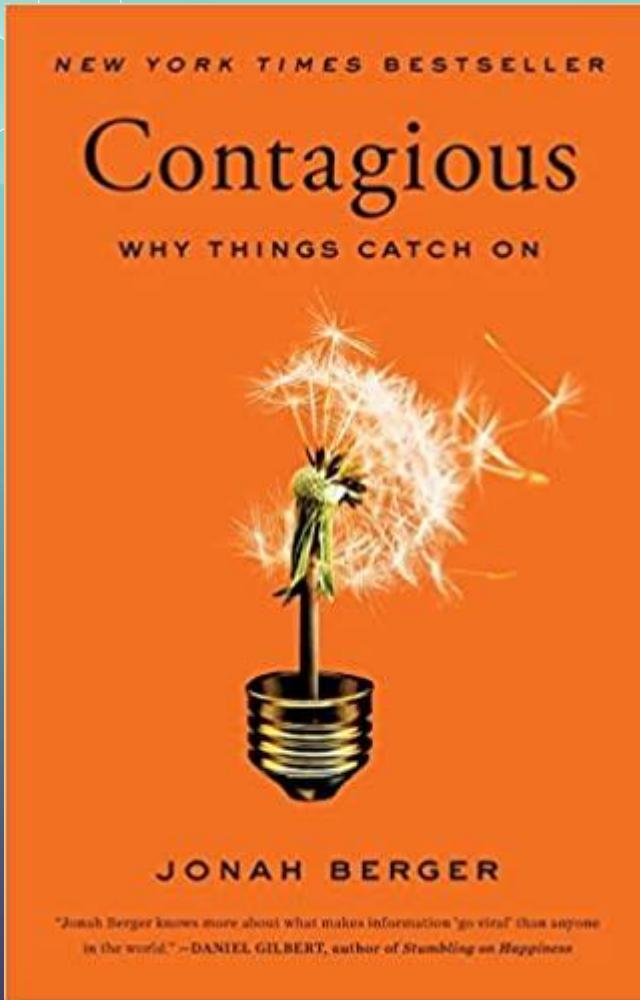
Be Time Sensitive:

- "TODAY ONLY"
- "ENDS AT MIDNIGHT"
- "FOR THE NEXT 24 HOURS"

Tagging your posts can also be beneficial to help you extend your reach if your content is in conjunction with a partner, customer, or another brand.

Asking for permission when tagging private individuals

Tagging are mostly beneficial on Facebook, Instagram and Twitter.



The New York Times bestseller that explains why certain products and ideas become popular.

The author, Jonah Berger, is Associate Professor of Marketing at the Wharton School, University of Pennsylvania.



Question:
What makes content shareable?

Shareable Content is Social Currency

Make people feel smart, cool and savvy

On next slide we are watching a video. The video went viral on the web and was viewed 28 million times in the first week. There was significant chatter across the web around whether it was real or not, with users sharing the content on social channels across the web.



Shareable Content: Triggers

Stimuli prompt people to think of related things

Example: People triggered to think about color orange on days leading up to Halloween





impress a french girl

Shareable Content: Public

People tend to mimic those around them

Making things more observable makes it easier for others to imitate

Should make products and ideas more public

Designing products and ideas that advertise themselves

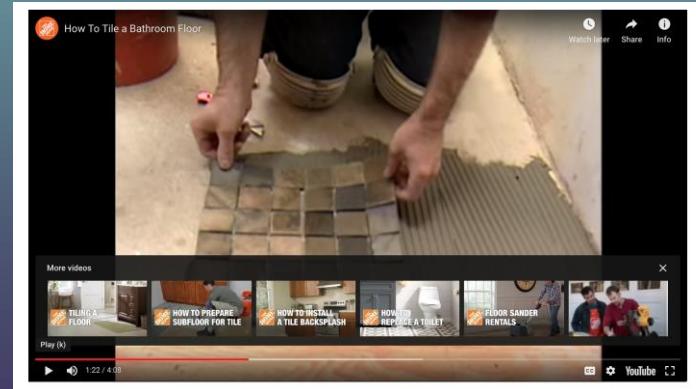


Shareable Content: Practical Value

Content that helps people more likely to be shared

Demonstrate that products or ideas can save time, improve health or save money

This information needs to be packaged so that it is easily shareable
Example: Home Depot's "How To" video series



Shareable Content: Stories

Stories are often shared in normal conversations

Provide wider narrative

Should embed products and ideas into stories that people want to tell

Example: Blendtec's "Will It Blend" video series



Tips of creating sharable contents (STEPPS): Social currency,
Triggers, Emotion, Public, Practical value, Stories.

AB Testing is your best friend!



Every social platform audience is different—**test** to see what works best.

Facebook

1

Low

1

POST PER DAY

Recommended

2

High

WHEN?

POST 1

1:00pm - 4:00pm

Ahalogy suggests that
posting to Facebook no more
than once a day is best or you'll
start to feel spammy.

*Curate or
reshare a post
every other day*

Twitter

1

Low

15

TWEETS PER DAY

51

High

Recommended

Quick Sprout found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best.

WHEN?

TWEET 1	2:00am	TWEET 6	10:00am	TWEET 11	3:00pm
TWEET 2	3:00am	TWEET 7	11:00am	TWEET 12	5:00pm
TWEET 3	6:00am	TWEET 8	12:00pm	TWEET 13	6:00pm
TWEET 4	7:00am	TWEET 9	1:00pm	TWEET 14	9:00pm
TWEET 5	9:00am	TWEET 10	2:00pm	TWEET 15	10:00pm

Retweet or curate about seven tweets a day

Pinterest

3

Low

11

PINS PER DAY

30

High

Recommended

Ahalogy sees the best results
with 15–30 Pins per day when
spread out throughout the day.

WHEN?

PIN 1	2:00am	PIN 5	2:00pm	PIN 9	9:00pm
PIN 2	3:00am	PIN 6	3:00pm	PIN 10	10:00pm
PIN 3	4:00am	PIN 7	4:00pm	PIN 11	11:00pm
PIN 4	1:00pm	PIN 8	8:00pm		

Some suggest sharing 80% of
your Pins from other sources than
your own blog, which would be about
9 Pins out of your 11

Repin or curate
at least five
pieces of
content from
others every day

LinkedIn

0

Low

1

POSTS PER DAY

Recommended

1

High

LocalVox says that once a day should be the most you share to LinkedIn.

WHEN?

POST 1

10:00am-11:00am

Curate or reshare a post every other day

Instagram



Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.

WHEN?

POST 1

8:00am-9:00am

POST 2

2:00am

Curate posts only when necessary and beneficial to your audience.

Takeaways

An optimal brand engagement strategy involves a careful choice of contents and timing.

Firms can use data analysis to fine tune their brand messages and promotions on social media.

Tips of creating sharable contents (STEPPS): Social currency, Triggers, Emotion, Public, Practical value, Stories.

Social Listening

Social listening is how a firm track, analyze, and respond to conversations across the Internet

How do firms “listen” to customers traditionally?

How do firms benefit from social listening?

Monitoring Brand Mentions

Alerts

Monitor the web for interesting new content

 HKU X

This will create an email alert for xitheory@gmail.com.

[Create Alert](#)

[Show options ▾](#)

Google Alert

Alert preview

NEWS

Editorial: **HKU** head should be revoked honorary title for suppressing students | Apple Daily
Taiwan

蘋果日報

Zhang suppressed HKU Students' Union. Zhang Xiang, a Chinese-born American, is an internationally renowned expert in materials science. His great ...

Hong Kong researchers say hepatitis C drug can prevent coronavirus from replicating, might help

...

South China Morning Post

... and overseas laboratories, led by two professors from Chinese University (CUHK) and the University of Hong Kong (**HKU**) has begun animal trials.

TweetDeck

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

The screenshot shows three columns of tweets in the TweetDeck interface:

- #HKUmarketing Stream:** A tweet from "HKU Business School — MB..." dated April 20, 2021, about an industry-focused alumni panel. It includes hashtags #Industryinsights, & #careerdevelopment, and #marketing. Below the tweet are two small images: one of a group of people talking and another of a group of people at a booth.
- #Digitalmarketing Stream:** A tweet from "Pigtail Pundits @pigtailp" dated now, advertising the latest issue of "The digital marketing Daily!" It includes hashtags #digitalmarketing and #marketing. The tweet has 2 likes.
- #HKU Business Stream:** A tweet from "HKU Business School — MBA ..." dated 5 days ago, encouraging users to achieve career changes. It includes hashtags #fulltimeMBA, #webinar, #location, #industry, #function, #careerchanges, and #hkUMBA. The tweet has 2 likes. A blue banner above this stream says "Filter your search for better results".
- #HKU Business Stream (Continued):** A tweet from "Gabriele Carboni | Top5 Market..." dated 8 seconds ago, sharing a tool for marketers, entrepreneurs, and managers to share their digital marketing strategy. It includes a link to visualcommunicationplanner.com. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "Digital Sukesh (Digital Market..." dated 20 seconds ago, sharing tips and techniques for digital marketing. It includes hashtags #digitalmarketing, #digitalmarketingagency, #digitalmarketingtips, and #digitalmarketingstrategy. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "M7Admit @m7admit" dated 6 days ago, advertising a webinar on how to nail an MBA application. It includes a link to snip.ly/cn8c31. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "HKU Business School @HKUBFE" dated 6 days ago, congratulating a student named Pak Hin Cheung for winning a team championship. It includes hashtags #internationalbusiness, #agility, #supplychain, and #logistics. The tweet has 2 likes.

Socialmention

socialmention*

Blogs Microblogs Bookmarks Images Video All

HKU

Search

Advanced Search
Preferences

2%
strength

2:1
sentiment

66%
passion

14%
reach

6 hours avg. per mention

last mention 12 hours ago

21 unique authors

0 retweets

Sentiment



Top Keywords

building	27
knowles	27
11408195e	27
2216597n	27

Mentions about HKU

Sort By: Date Results: Anytime

Results 1 - 15 of 73 mentions.

• 📺 Is weiboscope down?

Weiboscope (<https://weiboscope.jmsc.hku.hk/wsr/>) is not updating since 19.04.2021. Is it down? submitted by /u/hwss28 to r/China [link] [comments] https://www.reddit.com/r/China/comments/n92yh8/is_weiboscope_down/ 12 hours ago - by /u/hwss28 on reddit



• • HKU 361W Finningley 17-9-83 (1262)

HKU 361W Leon of Finningley Leyland Fleetline Alexander at Finningley 17-9-83. This bus still exists in a yard by Blaxton railway crossing which is not very far from... www.flickr.com/photos/34194390@N02/51169640061/ 15 hours ago - by marktriumphman on flickr

• 📺 expectations on hearing back?

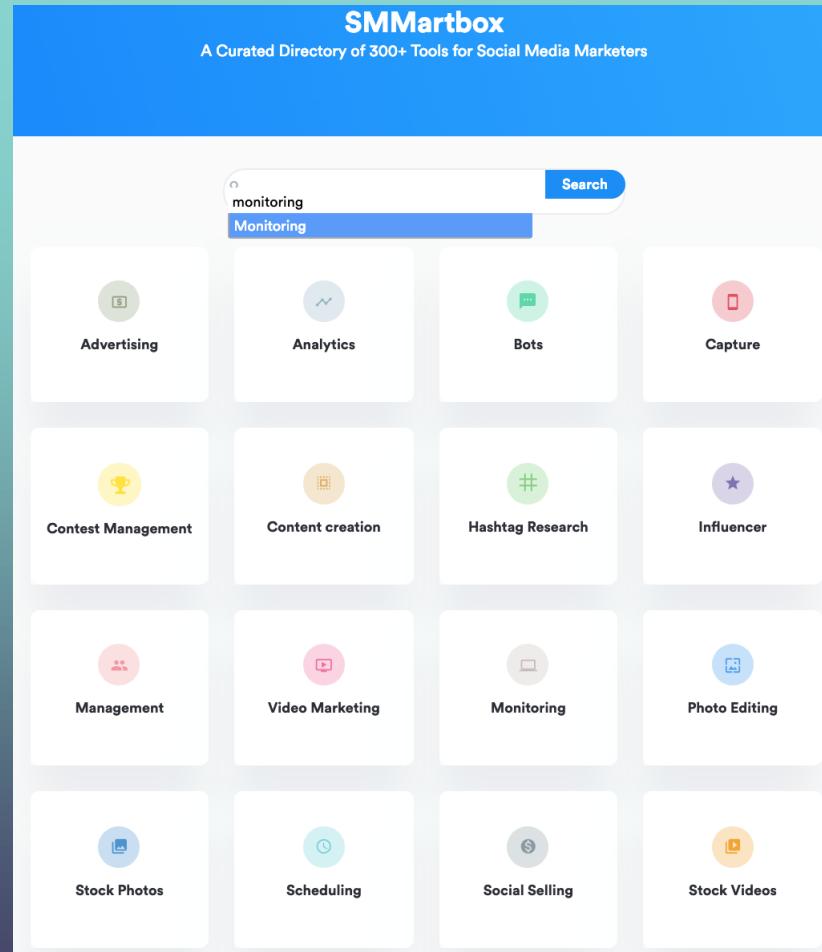
I applied for first year admissions at HKU in late March and just had a group interview this past week. They should be getting my SAT report very soon as well. I am ...

https://www.reddit.com/r/HKUniversity/comments/n8vsud/expectations_on_hearing_back/ 20 hours ago - by /u/LsftWr on reddit

• 📺 1

MONDAY 2021-04-19 10:27:44 UTC+00:00 11:27:44 UTC+00:00 12:27:44 UTC+00:00 13:27:44 UTC+00:00 14:27:44 UTC+00:00 15:27:44 UTC+00:00 16:27:44 UTC+00:00 17:27:44 UTC+00:00 18:27:44 UTC+00:00 19:27:44 UTC+00:00 20:27:44 UTC+00:00 21:27:44 UTC+00:00 22:27:44 UTC+00:00 23:27:44 UTC+00:00 24:27:44 UTC+00:00 25:27:44 UTC+00:00 26:27:44 UTC+00:00 27:27:44 UTC+00:00 28:27:44 UTC+00:00 29:27:44 UTC+00:00 30:27:44 UTC+00:00 31:27:44 UTC+00:00 32:27:44 UTC+00:00 33:27:44 UTC+00:00 34:27:44 UTC+00:00 35:27:44 UTC+00:00 36:27:44 UTC+00:00 37:27:44 UTC+00:00 38:27:44 UTC+00:00 39:27:44 UTC+00:00 40:27:44 UTC+00:00 41:27:44 UTC+00:00 42:27:44 UTC+00:00 43:27:44 UTC+00:00 44:27:44 UTC+00:00 45:27:44 UTC+00:00 46:27:44 UTC+00:00 47:27:44 UTC+00:00 48:27:44 UTC+00:00 49:27:44 UTC+00:00 50:27:44 UTC+00:00 51:27:44 UTC+00:00 52:27:44 UTC+00:00 53:27:44 UTC+00:00 54:27:44 UTC+00:00 55:27:44 UTC+00:00 56:27:44 UTC+00:00 57:27:44 UTC+00:00 58:27:44 UTC+00:00 59:27:44 UTC+00:00 60:27:44 UTC+00:00 61:27:44 UTC+00:00 62:27:44 UTC+00:00 63:27:44 UTC+00:00 64:27:44 UTC+00:00 65:27:44 UTC+00:00 66:27:44 UTC+00:00 67:27:44 UTC+00:00 68:27:44 UTC+00:00 69:27:44 UTC+00:00 70:27:44 UTC+00:00 71:27:44 UTC+00:00 72:27:44 UTC+00:00 73:27:44 UTC+00:00

More social media tools (both free & paid) can be found:
<https://smmartbox.iconosquare.com/>



Watching the Competition

● toyota
Search term

● Tesla
Search term

+ Add comparison

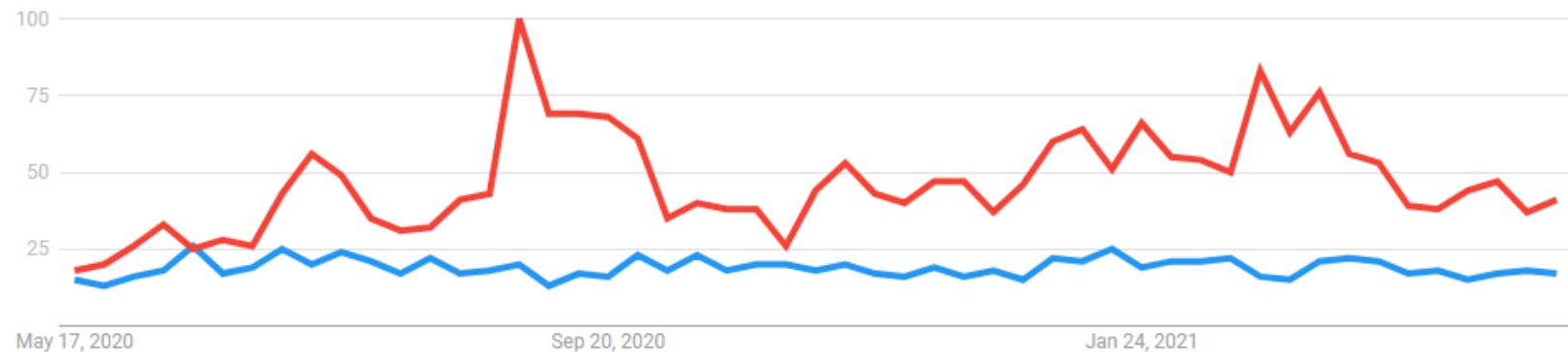
Hong Kong ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ?



Average

May 17, 2020

Sep 20, 2020

Jan 24, 2021

Compare with your competitor on [Google Trends](#)





Honda
@Honda



1.06M
FOLLOWERS

1
TWEETS PER DAY

579

ENGAGEMENT PER TWEET

Analyzing tweets from
Apr 27 - May 11, 2021

Tesla
@Tesla

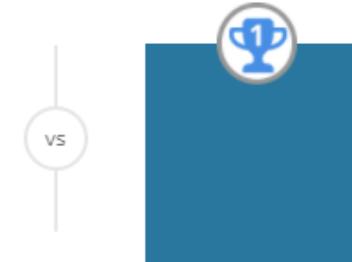


9.46M
FOLLOWERS

0.14
TWEETS PER DAY

46.0k

ENGAGEMENT PER TWEET



Key Insights



Tesla takes the trophy for receiving 79x more engagement per tweet than **Honda**.



Tesla wins the day with 9x as many followers and higher engagement — **Honda** has their work cut out for them.



Crushing it! **Tesla** received 46x more retweets per tweet than **Honda**, which explains how they're leading the pack in tweet engagement.

Head-to-head comparison



Social Network: Amplifying

Amplifying

How to leverage influencer marketing?

User-generated content

Influencer marketing is about building trust

Who are influencers: someone whose opinions are trusted by those that follow them

Could be a celebrity, a blogger, a sport personality, even a pet or fictional character (e.g., Kellogg's Tony the Tiger)!

Influencer marketing: when brands utilize influencers to promote their product



Back to 1890



The Davis Milling Company was one of the first companies - if not THE first company - to introduce an influencer into their marketing efforts. This influencer was called Aunt Jemima, a jovial woman with a big grin who appeared on all their packaging and advertisements, even to this day.

To further personify their brand, they brought in Ms. Nancy Green to act as a real-life Aunt Jemima for the company. Ms. Green continued to play this role for over 30 years, until her death in 1923. There have since been a string of different women hired to portray the now well-loved character, with the last making appearances as late as the 1960's.

Types of Influencers

Celebrity influencers

Need to go through agencies, length contracts, and strict rules
Care more about \$, also expensive

Industry influencers

People with celebrity status within a specific industry
Care about ways to build their own influence as well as \$

Micro influencers

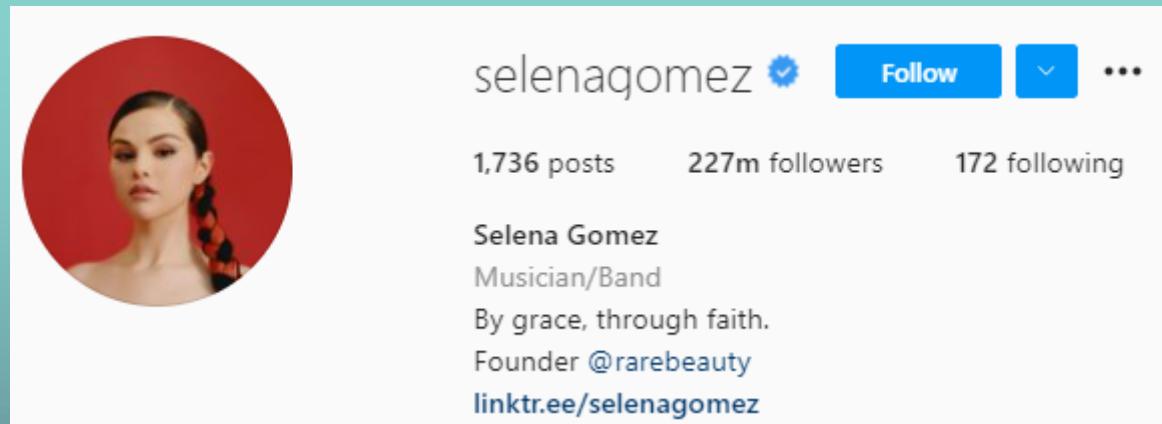
Everyday people with large and passionate audiences
Relatively cheap to work with
Can be found through influencer network

Local influencers

Local news anchor, local band, local sports figure, etc.
High chance to be free

How influencers are paid

- Commission
- Upfront fee
- Gift card
- Per click
- Cost per engagement
- Invitations to events



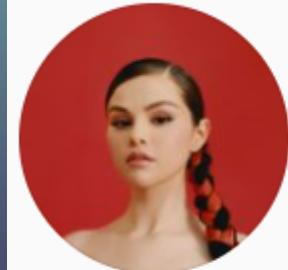
Selena Gomez is the highest paid Instagram influencer.

Guess how much you need to pay her for each sponsored post.

Social Media Influencer Cost to Advertise on Instagram:

- 2,000 to 10,000 Instagram followers: \$75 to \$250 per post
- 10,000 to 50,000 Instagram followers: \$250 to \$500 per post
- 50,000 to 100,000 Instagram followers: \$500 to \$1,000 per post
- 100,000 to 500,000 Instagram followers: \$1,000 to \$3,000 per post
- 500,000+ Instagram followers: \$3,000+ per post

[Selena Gomez](#) is said to be the highest paid Instagram influencer with 122 million followers on her Instagram account. Her Instagram sponsored posts cost brands \$550,000 per post!



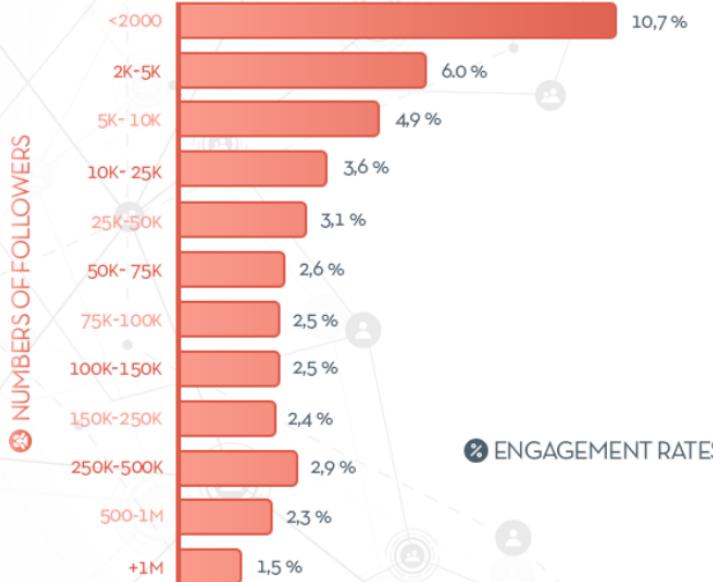
selenagomez  [Follow](#)  

1,736 posts 227m followers 172 following

Selena Gomez
Musician/Band
By grace, through faith.
Founder @rarebeauty
linktr.ee/selenagomez

INSTAGRAM INFLUENCER AVERAGE ENGAGEMENT RATES BY FOLLOWERS

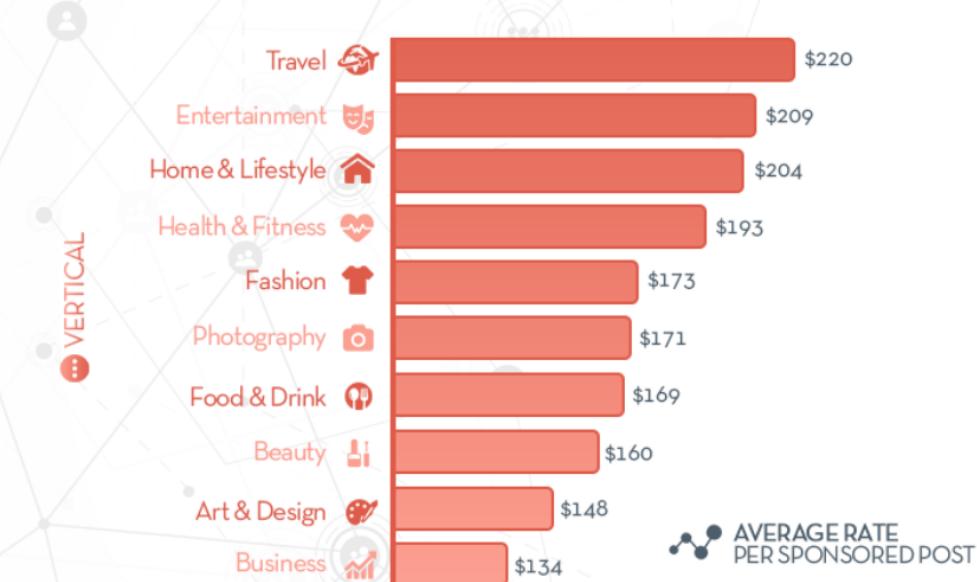
💡 Influencers with smaller followings have higher engagement rates.



Source: influencer.co's Influencer Rate and Engagement Report

AVERAGE RATE PER INSTAGRAM SPONSORED POST BY INFLUENCER VERTICAL

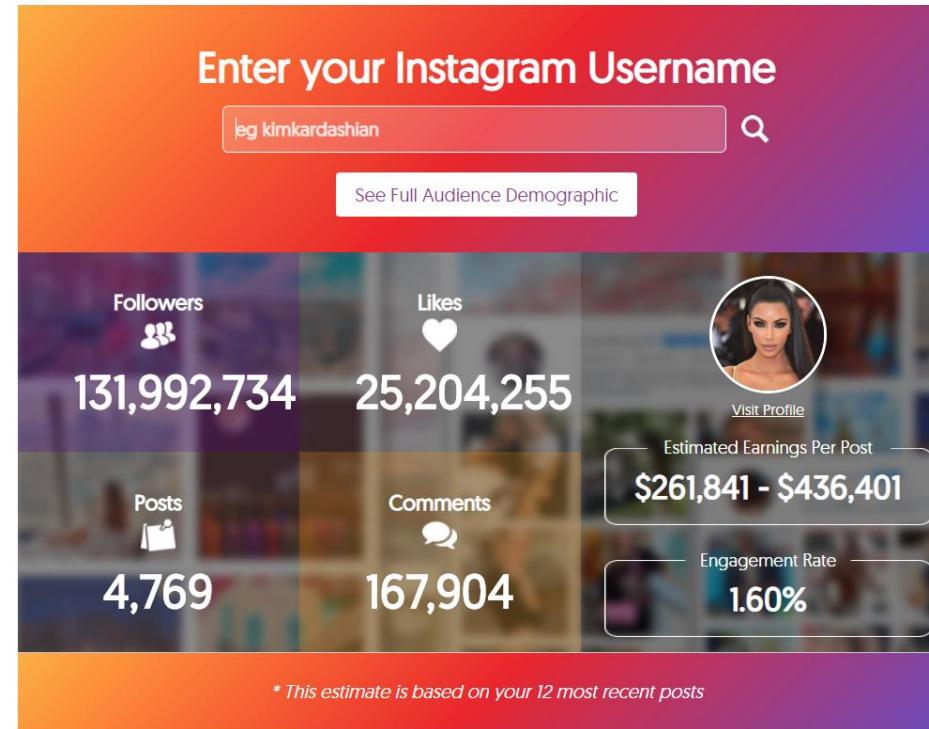
💡 Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.



Source: influencer.co's Influencer Rate and Engagement Report

Instagram Influencer Earnings Calculator

The tools below are not official Instagram tools and not in any way associated or endorsed by Instagram. This tool was developed to provide earning potential guidelines to influencers.



<https://influencermarketinghub.com/instagram-money-calculator/#toc-0>

Check extent of fake followers



Kim Kardashian West
@kimkardashian

131,971,032
Followers

1.62% Good
Engagement Rate

0.6 Good
Likes-comment Ratio

Estimated Audience Quality Score

58
of 100

Average
Average activity, no suspicious likes or comments.

AQS is a 1 to 100 metric which combines followers quality (not number), engagement rate and it's authenticity into one metric.
AQS in this widget is approximate, please see full report for an accurate value.

[View Audience Quality Report](#)

[Check another profile](#)

Powered by  HypeAuditor

How can influencers work with your brand?

Share brand content you've created

Share brand content they've created

Sponsored posts that feature the influencer

Contests/competitions

Live streaming events with face-to-face contact with influencer

Interview influencers and include their commentary or quotes

Influencer Networks

HYPETAP

VIRAL
NATION

MAVRCK ➤

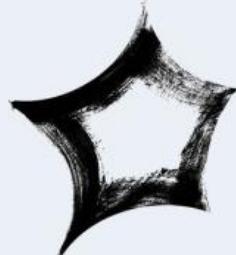
 Upfluence



LINQIA



FANBASE



SOCIALYTE

revfluence



 tapinfluence

insta  BRAND

Firm generated online WOM

Harnessing online WOM

If WOM has awareness generation properties, shouldn't marketers focus on planting the WOM seed and initializing online discussions/mentions?



Harnessing online WOM

If WOM has awareness generation properties, shouldn't marketers focus on planting the WOM seed and initializing online discussions/mentions?

Question: What can a brand do to plant the WOM seed and initialize online WOM?

Example: NBC

In September 2005, NBC launched the second season of its reality show about weight loss, *The Biggest Loser*.

In preparation for the new season, NBC ran ads in early August asking viewers to fill out a survey at a website. Out of all the applicants, 1,000 “biggest” fans were chosen to throw parties during an advanced screening of the show’s premiere. The hope was that this, along with the resulting word of mouth (WOM), would generate interest in the show (O’Malley 2005).



Example: POX

Hasbro in 2001 launched a new handheld video game called POX. To do so, they ran surveys in Chicago area elementary schools to find the “coolest” kids in each school. Once 1,600 kids were chosen, they were each armed with a backpack filled with samples of the game to be handed out to their friends



User Generated Content Fuel of Online WOM

Types of WOM

Offline:

- face to face
- phone

Online:

- email
- blog/tweet
- posting on website/social network
- reviewer comments
- tagging (like, etc.)
- Votes (thumbs up or down)



Larger Reach

Thank you!

End of class survey:

https://hku.au1.qualtrics.com/jfe/form/SV_a36FcNNCCRGNiMS

