



# **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**



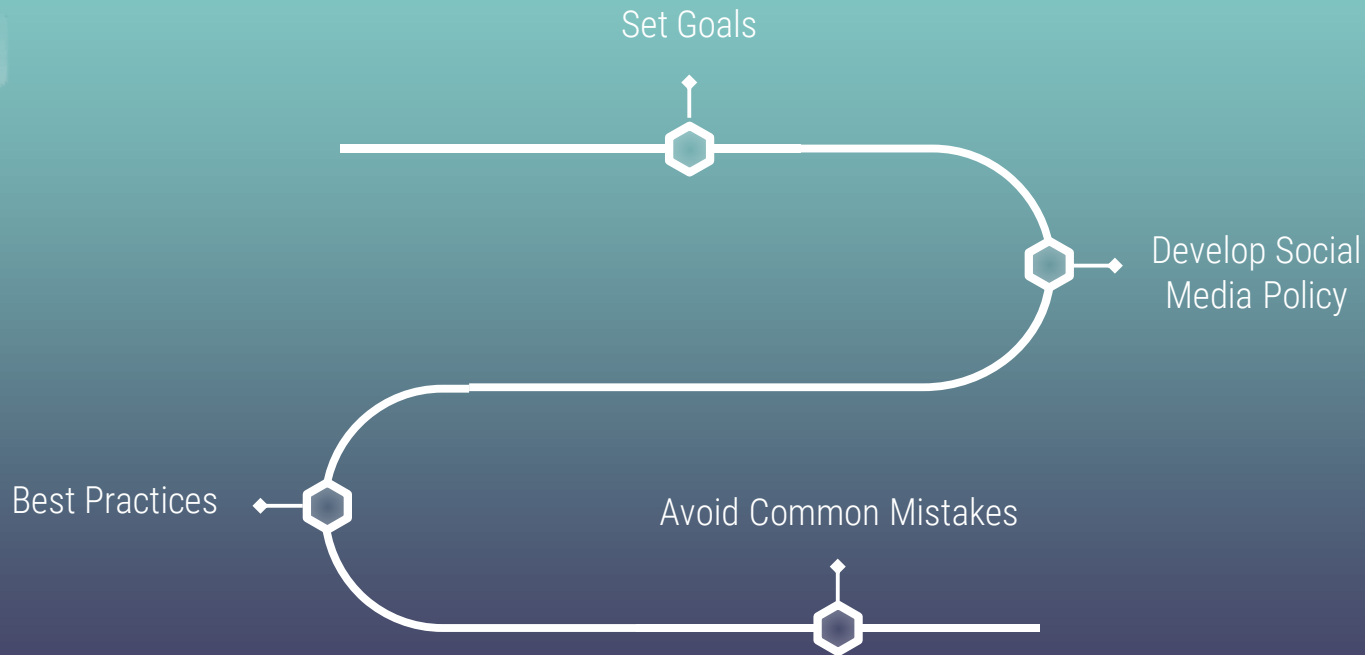
**Listening**



**Pool: Which social media platforms do you use?**



# Get started with Social Media



Sales Product  
Feedback

Service  
Customers

Manage  
Reputation

Brand  
Awareness

Lead  
Generation

Monitor  
Conversations

Public  
Relations

Recruit New  
Employees

Solicit Product  
Feedback

Educate/Share  
Information

What are you trying  
to accomplish?

*'Social Media'  
is not a goal  
in itself!*

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





Question: Which types of mistakes could your social media managers and employees make?





# Role of Social Media Policies & Training

Social media policies & employees training will help:

- Outline 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

The Volvo logo, consisting of the word "VOLVO" in a bold, blue, sans-serif font, oriented vertically.

# 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





## **Step 3: Best Practices**



# Best Social Media Etiquettes

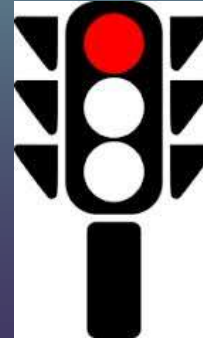
## Dos:

- 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](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](http://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](http://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](#)



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  
732K

FOLLOWING  
65.3K

FOLLOWERS  
2.03M

LIKES  
153

LISTS  
1



Follow

Tweets

Tweets & replies

Photos & videos



Pinned Tweet



**Royal Dutch Airlines** @KLM · Feb 18

Coming 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

# Know your audience!

#MyNYPD ↓

#AskJPM →



**J.P. Morgan** ✓  
@jpmorgan

Follow

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



**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](http://pic.twitter.com/mE2c3oSmm6)



**cassandra**  
@CassandraRuk

How about featuring the 84yo man they b  
#myNYPD @NYPD  
[pic.twitter.com/31rj](http://pic.twitter.com/31rj)

4:08 PM - 22 Apr 2014



**Michael Rosenfeld**  
@Rsnfld

Follow

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



**my Hunter**  
my10506

Follow

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

Nov 2013

110 RETWEETS 95 FAVORITES



**Scott Widdifield**  
@kalapanateacher

Follow

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

5:41 PM - 15 Nov 2013

5 RETWEETS 8 FAVORITES









# 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

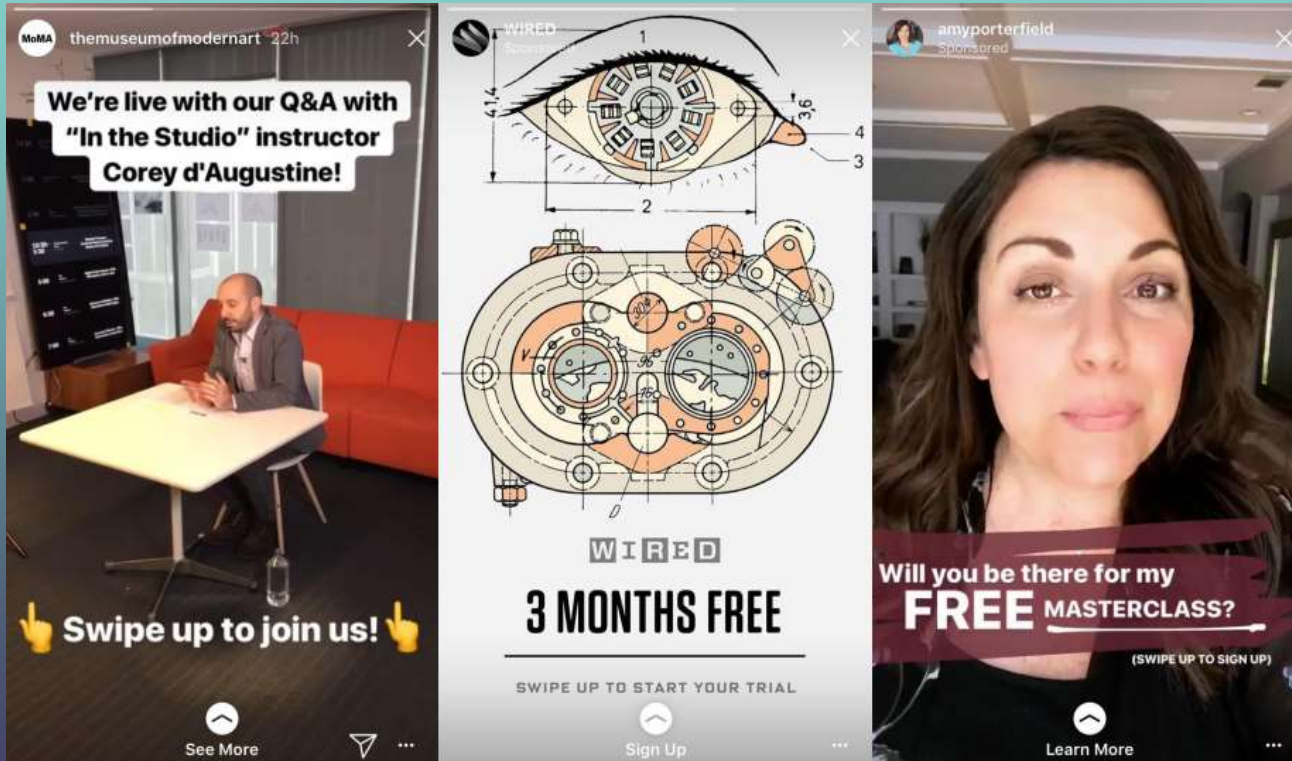


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

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?

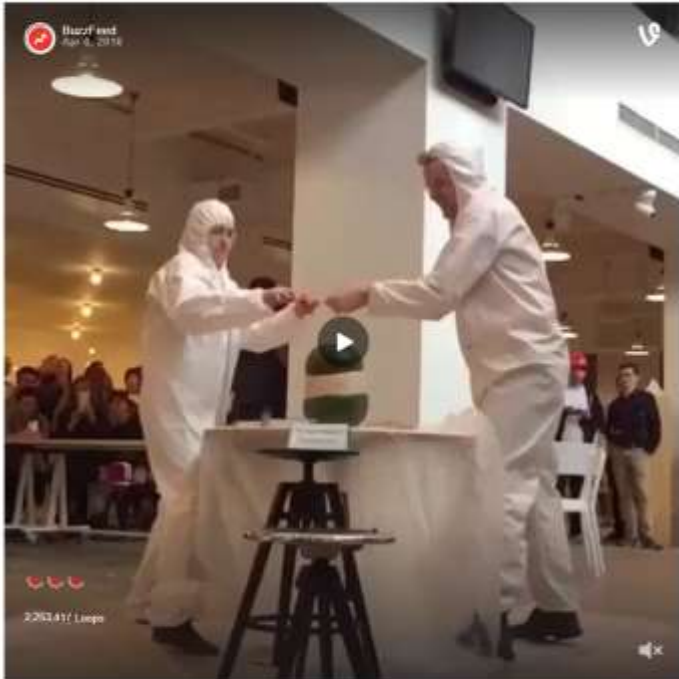
- ☐ Check email 📧
- ☐ Create the day's To-Dos 📝
- ☐ Exercise 🏃, 🏠
- ☐ Agenda?! 😬

Vote

182 votes • 23 hours left

# Content Type: Video & Live Video

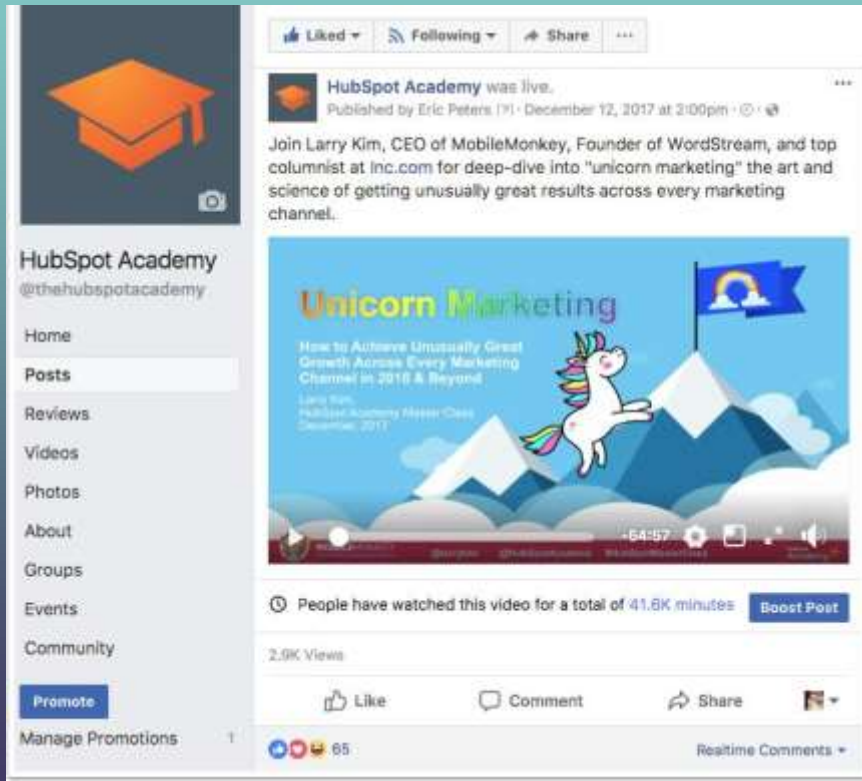
It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.



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.

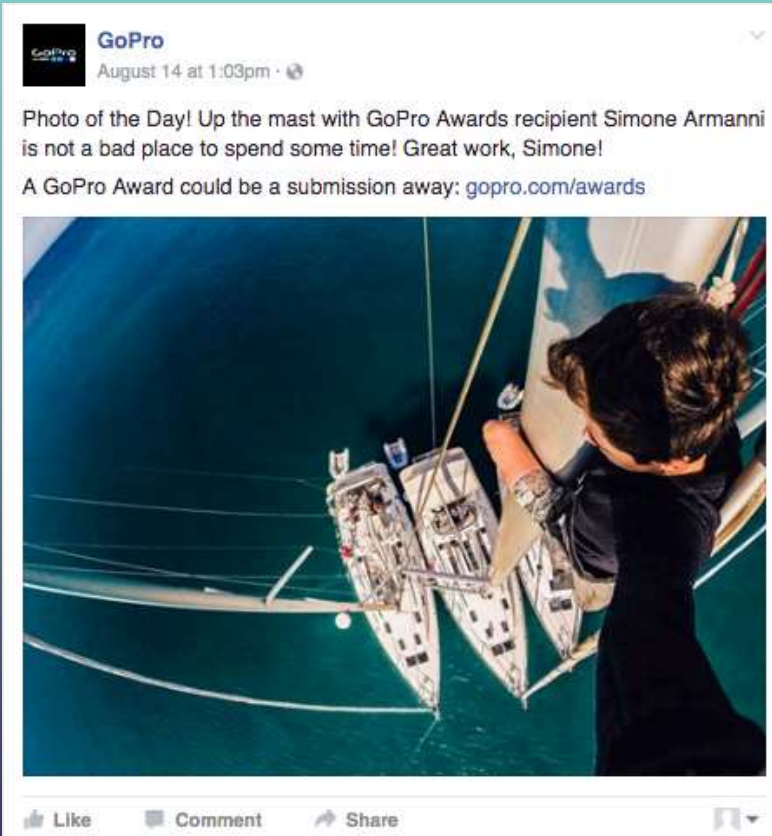
# Content Type (by others): Influencers



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.

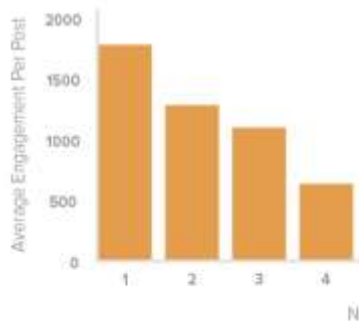
Y: # comments, # shares, # likes.

X: indicator of each type of content

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

# For example, you may find...

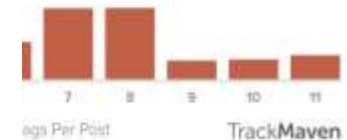
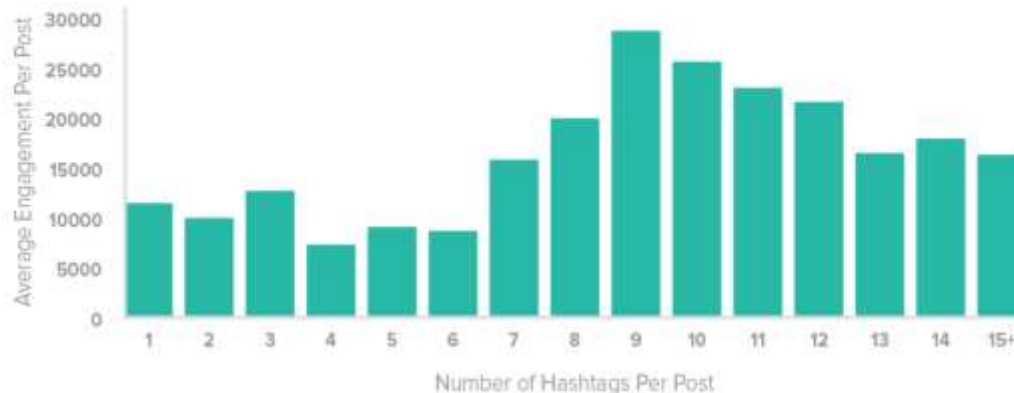
Facebook: Number of Hashtags vs. Average Engagement Per Post



Twitter: Number of Hashtags vs. Average Engagement Per Post



Instagram: Number of Hashtags vs. Average Engagement Per Post



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:

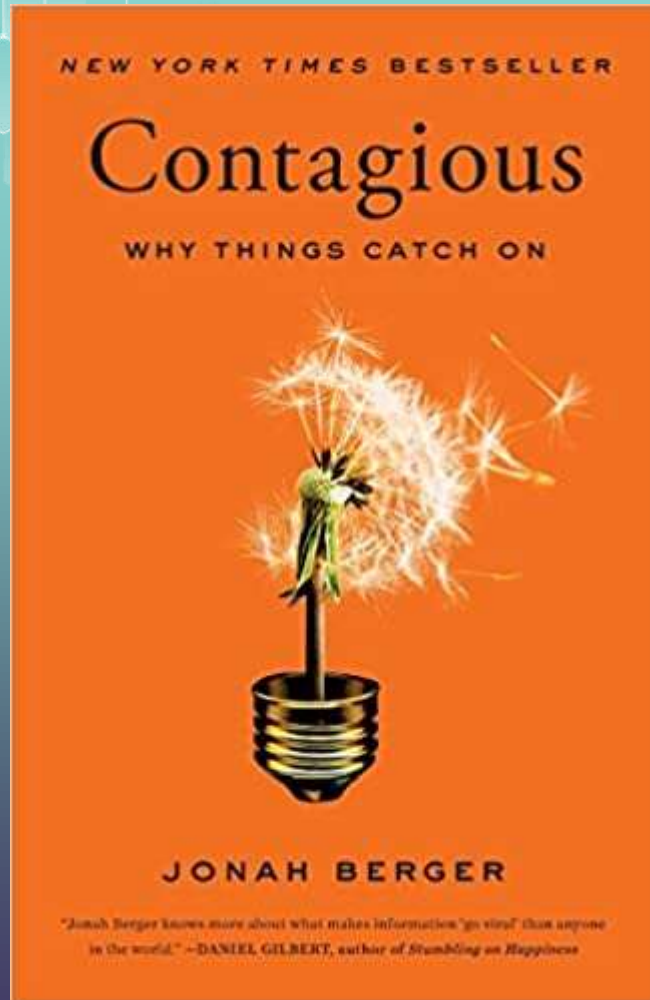
- "TODAY ONLY"
- "ENDS AT MIDNIGHT"
- "FOR THE NEXT 24 HOURS"

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?**







impress a french girl



WILL IT BLEND?  
BLENDTEC EMPLOYEE'S  
CAR KEY FOR



# 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



## Google Alert

# Alerts

Monitor the web for interesting new content

🔍 HKU



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

Create Alert

Show options ▼

## 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>


Q HKU marketing

**HKU Business School — MB...** Apr 20  
Industry-focused alumni panel:  
[#Industryinsights](#) &  
[#careerdevelopment](#) in [#marketing](#).  
Our alumni shared their personal  
development stories and  
[#opportunities](#) within the marketing  
industry. [#socialmediamarketing](#)  
[#eCommerce](#) [#hkuMBA](#) [#alumni](#)  
[#students](#)








2

**Stefan Auer** @stefanauer\_hku Mar 4  
"As universities were forced to  
compete with each other for funds  
and students ... university managers  
put teaching faculties through  
restructure after restructure to reduce  
their costs, diverting teaching  
revenue to fund research, executive

Q "Digital marketing"


**Pigtail Pundits** @pigtailp now  
The latest The digital marketing Daily!  
[paper.li/e-1595338728?p...](http://paper.li/e-1595338728?p...)  
[#digitalmarketing](#) [#marketing](#)


**Gabriele Carboni | Top5 Market...** 8s  
[@FelthamLuke](#) I have created this  
tool as a community give back. A  
contribution to the marketers  
entrepreneurs and managers sharing  
with me the path so far. This canvas  
simplifies the fundamental of a digital  
marketing strategy:  
[visualcommunicationplanner.com](http://visualcommunicationplanner.com)


**Digital Sukesh (Digital Market...** 20s  
Digital Marketing Tips & Techniques  
If you want to grow your business via  
Digital Marketing  
📞 Book a FREE DISCOVERY Call  
Contact us - 9773402069  
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[#digitalmarketingagency](#)  
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[#digitalmarketingstrategy](#)

Q "HKU Business"

Filter your search for better results

**HKU Business School — MBA ...** 5d  
Are you ready to achieve the 3 career  
changes? Hear from our alumni  
about their experience. Sign up for  
our [#fulltimeMBA](#) [#webinar](#) on 11th  
May to learn more: [bit.ly/3nRDSsm](http://bit.ly/3nRDSsm)  
[#location](#) [#industry](#) [#function](#)  
[#careerchanges](#) [#hkuMBA](#)  
[youtu.be/SdAZsSihpiM](http://youtu.be/SdAZsSihpiM)

**M7Admit** @m7admit 6d  
Webinar | How To Nail Your MBA  
Application—Insider Secrets From  
HKU Business School [snip.ly/cn8c31](http://snip.ly/cn8c31)

**HKU Business School** @HKUFBE 6d  
Please give a big round of applause  
👏 to Pak Hin Cheung, our BEcon&Fin  
Year 4 student for winning the team  
championship in the "International  
Business Agility Labs: Supply Chain



# Watching the Competition



● **toyota**  
Search term

● **Tesla**  
Search term

+ Add comparison

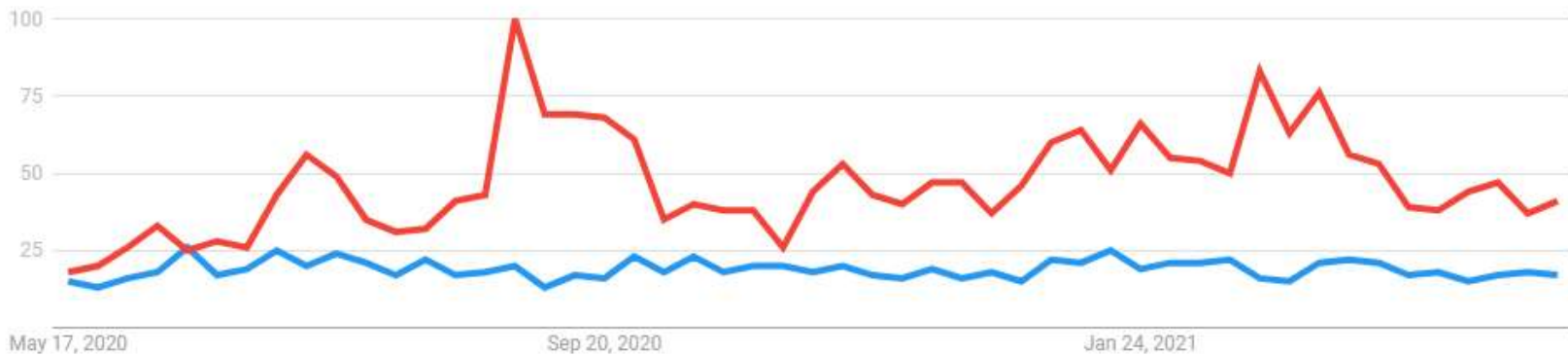
Hong Kong ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ?



Compare with your competitor on [Google Trends](https://trends.google.com)

**Honda**  
@Honda



Analyzing tweets from  
Apr 27 - May 11, 2021



**Tesla**  
@Tesla

1.06M  
FOLLOWERS

1  
TWEETS PER DAY

579

ENGAGEMENT PER TWEET

vs



46.0k

ENGAGEMENT PER TWEET

9.46M  
FOLLOWERS

0.14  
TWEETS PER DAY

### 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 on RivalIQ



# **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.

# 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

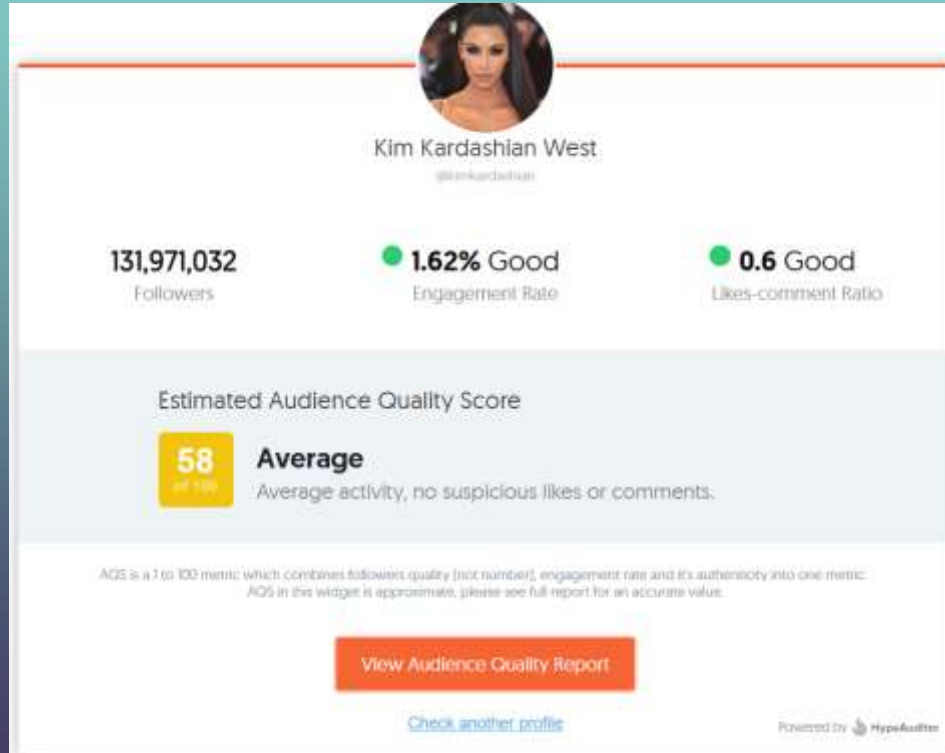
💡 Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.



AVERAGE RATE PER SPONSORED POST

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

# Check extent of fake followers



# 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

—revfluence—

**HYPETAP**



**LINQIA**

**VIRAL**  
NATION



**FANBASE**



**MAVRCK** 

 **tapinfluence**

 **Upfluence**



**SOCIALYTE**

insta **BRAND**