



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

How Social Media Can Help Your Business?

#1: Increase brand awareness

Using social media for business offers an opportunity to create and share content to raise awareness about your brand. Consistently post relevant and engaging content, and word may just trickle out across the internet about all the cool things you're doing.

Example: GoPro encourages users to share videos taken with their cameras. The brand often features these videos on its social media channels, showcasing real-life adventures. This strategy has boosted brand awareness and community engagement, making GoPro a leader in the action camera market.



#2: Engage with your customers

Social media platforms can provide a direct line of communication between companies and their customers.

Sunwing Vacations's Post

Katrina O'Brien
Would love to if prices came down some. Jeppers, can't afford to travel.

2d Like Reply

Sunwing Vacations Author
Hi Katrina, I would highly suggest that you take a look at our Best Buy Calendar. This convenient tool is updated daily and offers you the lowest prices available at time of booking. This way you can also see vacation packages that fit within your budget and your preferred travel dates!
<https://www.sunwing.ca/en/lowest-price-calendar/-AJ> 😊

#3: Conduct Market Research

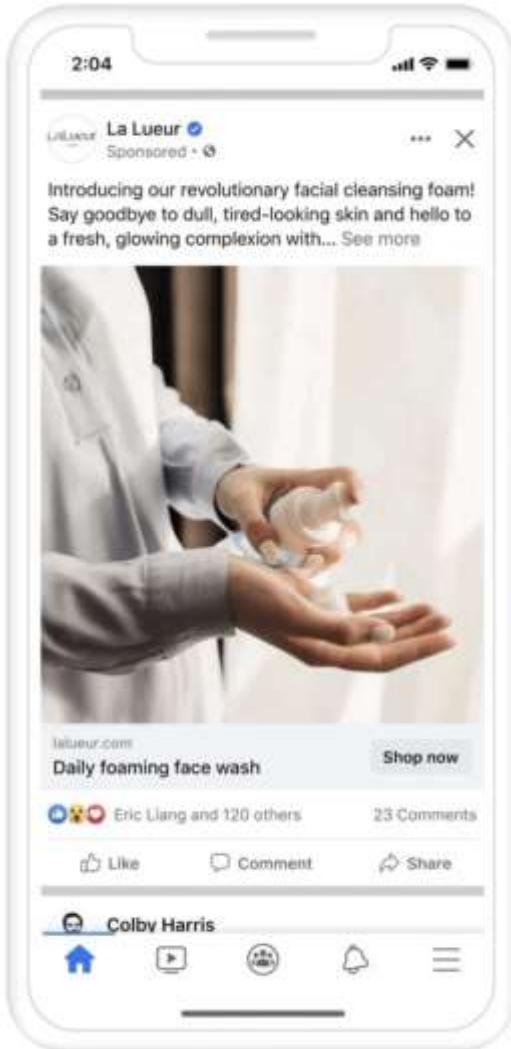
Social media can provide insights into customer preferences, opinions, and behavior, so that you can make informed decisions (online and offline!) about your products and services.

#3: Conduct Market Research

Example: PopMart

王宁PopMart V 🎖️
2016-1-9 20:08 来自 iPhone 6
大家除了喜欢收集sonny angel还喜欢收集其他什么呢? 😊 ⚡ 北京 · 酒仙桥

收藏 12 139 24



#4: Target users with ad

#5: Promote Your Content

Think of social media as your own personal publishing outlet. Use your Facebook account to drive traffic to blog posts, share an article on your X account, and distribute a video via TikTok.

Let us check the HKU Business School accounts!



hkufbe • 关注

...

hkufbe What are AI hallucinations? 😱

Large Language Model (LLM) "hallucinations" — when AI inadvertently generates false information — are a major hurdle for professional and academic use. So, which models out there are the most reliable?

New research from HKU Business School's Artificial Intelligence Evaluation Lab (AIEL) provides the answer. Led by Prof. Jack JIANG, HKU Business School's Professor of Innovation and Information Management and the Padma and Hari Harilela Professor in Strategic Information Management, his team just released the "LLM Hallucination Control Capability Evaluation Report," a specialised assessment of 37 leading LLMs.

Key insights from the report 🌟:

- ◆ The Best in Class: GPT-5 (Thinking) and GPT-5 (Auto) rank

9次赞

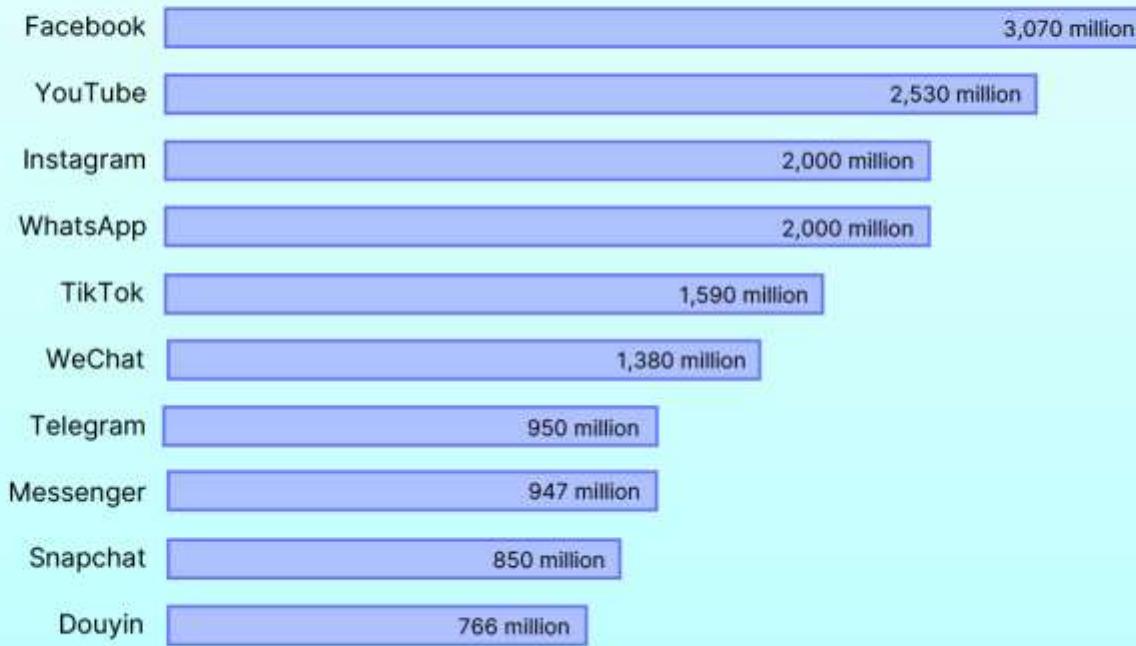
9月10日

添加评论...

发布

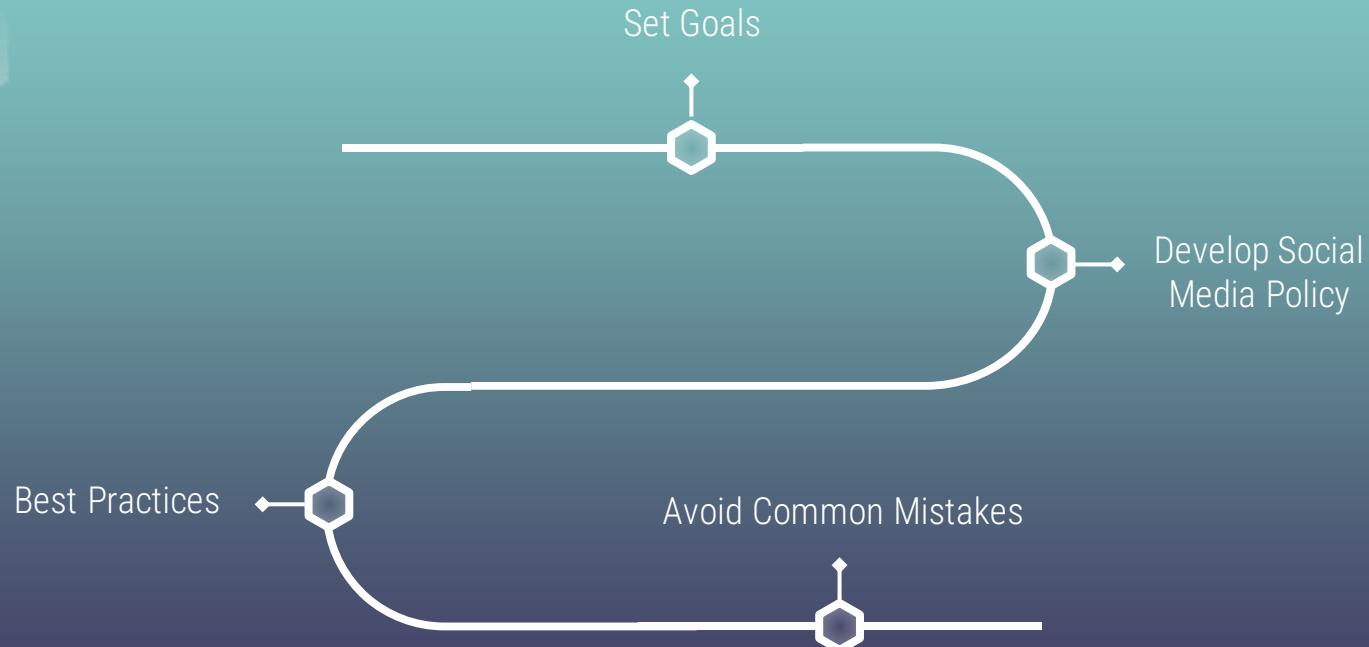
Pool: Which social media platforms do you use?

Most Popular Social Media Platforms in 2025



Source: Statista

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)



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

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).



NBA player Anthony Edwards apologizes for insensitive social media post as league is 'reviewing the matter'

By CNN Sport staff

Published 3:59 AM EDT, Tue September 13, 2022

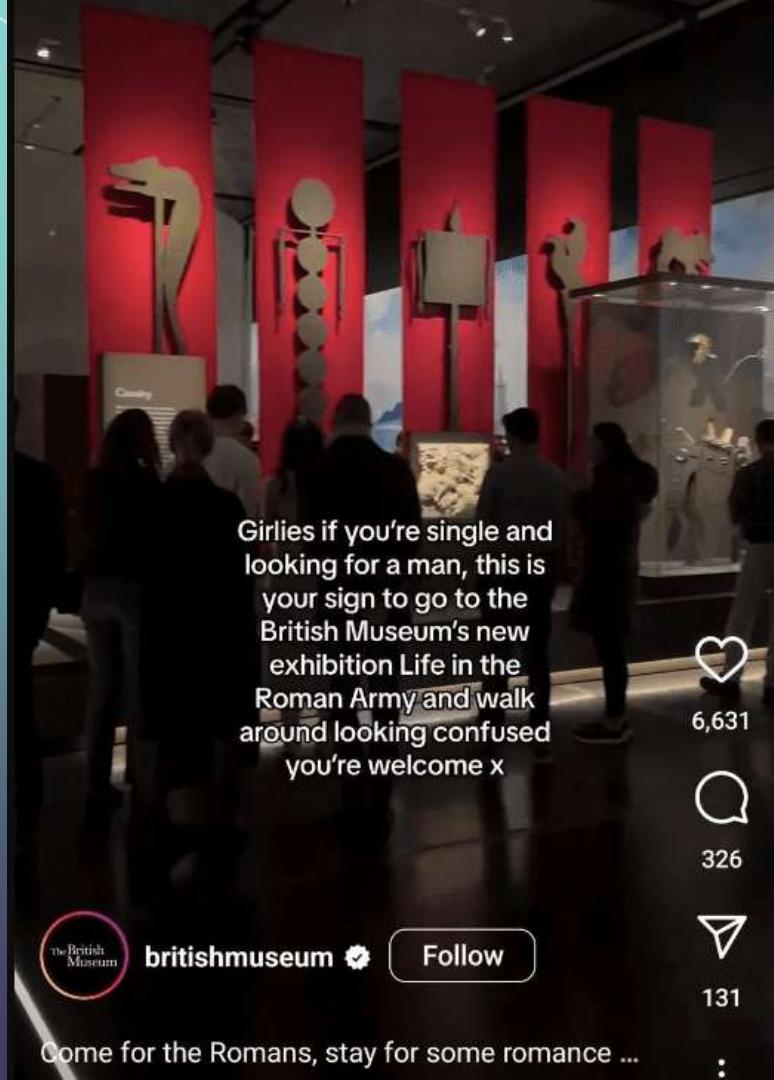




tile cleansers

Dove Ad
2017





British Museum 2024

The post suggested "girlies" visit their Roman Army exhibition to find men by "looking confused." It was meant to riff on a TikTok trend about men pondering the Roman Empire. But social media users, especially academics, criticized the post as sexist and unprofessional.

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



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

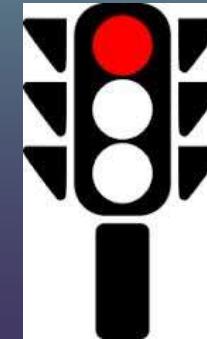
Dos:

- 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

Tweets
732KFollowing
65.3KFollowers
2.03MLikes
153Lists
1[Follow](#)**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](#)[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 @tarheeliblog

[Follow](#)



Sein @annetelzinga · Feb 19

@AirbnbHelp Hi, I want to make someone else owner of my account (instead of co-host) How do I change that?



Airbnb Help @AirbnbHelp · Feb 19

Hi Sein, thank you for reaching out. Unfortunately this is not possible. They would have to create a new account and also create any listings they would like to take over. We hope this answers your question. Please let us know if there's anything else we can do for you. Thanks.



Sein @annetelzinga · Feb 19

Oh that's a shame :-(And is it also not possible to connect the bank-account to the account of a co-host? Because that's my problem, I am owner, but the money has to go to the co-host.



Airbnb Help @AirbnbHelp

Follow

Replying to @annetelzinga

This is possible, Sein. You can add a new payout method or add a routing rule to your payout. You can read more about this here: abnb.co/mDU2Lb. If you have any more questions or queries, feel free to DM us. We are here to help.



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 ↓



NYPD NEWS @NYPDnews

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

22 Apr



cassandra

@CassandraRule

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

4:08 PM - 22 Apr 2014



#AskJMP→



J.P. Morgan

@jpmorgan

Follow

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

my Hunter

@my10506

Follow

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

Nov 2013



114 RETWEETS 95 FAVORITES



Michael Rosenfeld

@Rsnfld

Follow

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

114 RETWEETS 95 FAVORITES



114 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 6 FAVORITES







In 2017, United Airlines faced a massive social media crisis when a passenger was forcibly removed from an overbooked flight. The video of the incident went viral, leading to widespread outrage and significant damage to the airline's reputation. [Video](#)



Eugene Gu, MD
@eugenegu

Follow

Hey [@united](#), if we get 18 million RTs, will you re-accommodate your CEO? [#United](#)



United @united · 2d

If you get the 18 million RTs, we'll give you a free **flight** to take you to any [@Wendys](#) in the world in a city we serve.
Good luck!

Question

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

This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened.

We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines





The CEO of **United Airlines** has issued a second public apology about the man who was forcibly removed from a flight on Sunday, calling the incident “truly horrific”.

“No one should ever be mistreated this way,” Oscar Munoz wrote in a note to employees Tuesday, one day after video posted by fellow passengers showing police dragging the man off the plane **went viral**.



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 · [Edit](#)

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 [More](#)

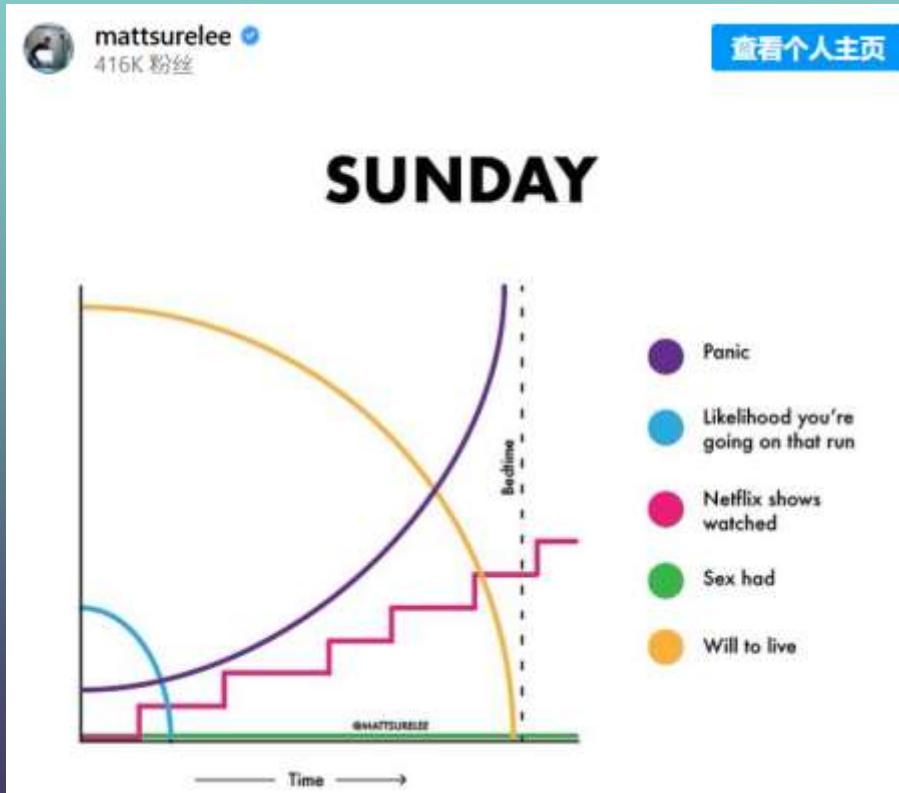
2 8

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. X also allows for multiple photo uploads per post.

Content Type: Carousels

Carousels enable you to show multiple images, they're ideal for progress posts and **before-and-afters**—perfect for construction businesses who want to showcase the progress of their builds. Additionally, carousel posts are also well-suited to promoting large or multi-faceted products, such as property. With a single post, a realtor can display nearly every room in a house they're selling, making it easier to pique a potential buyer's interest.

Content Type: Infographics



Infographics are a mix of graphics or illustrations and text. Their intention is to explain information in a visual way. Infographics are great for presenting complex data or showing how to do something.

Content Type: Animated Gifs

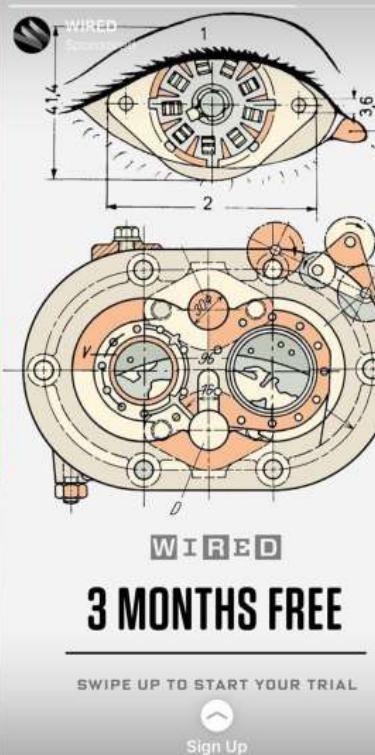


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

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

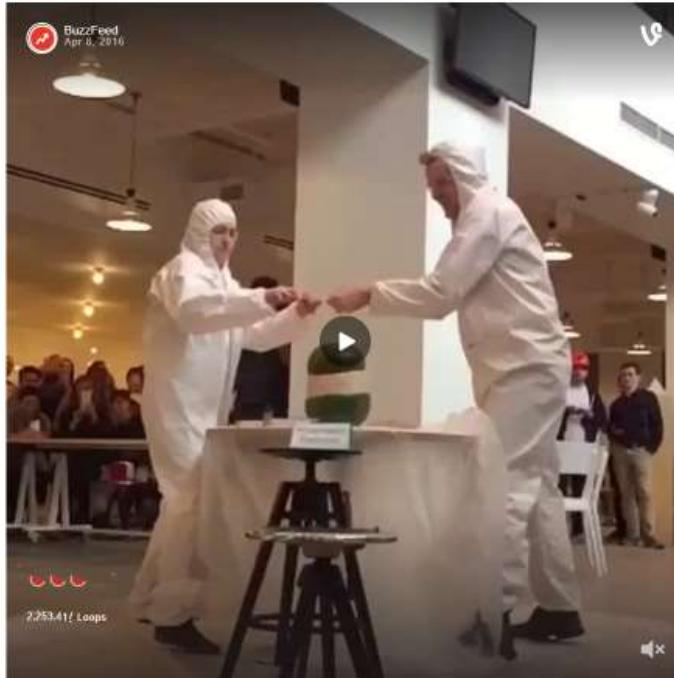
The image shows a tweet from the official Evernote account (@evernote) on Twitter. The tweet reads: "Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?". Below the text is a poll with four options, each preceded by a radio button:

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

At the bottom of the poll interface, there is a "Vote" button and the text "182 votes • 23 hours left".

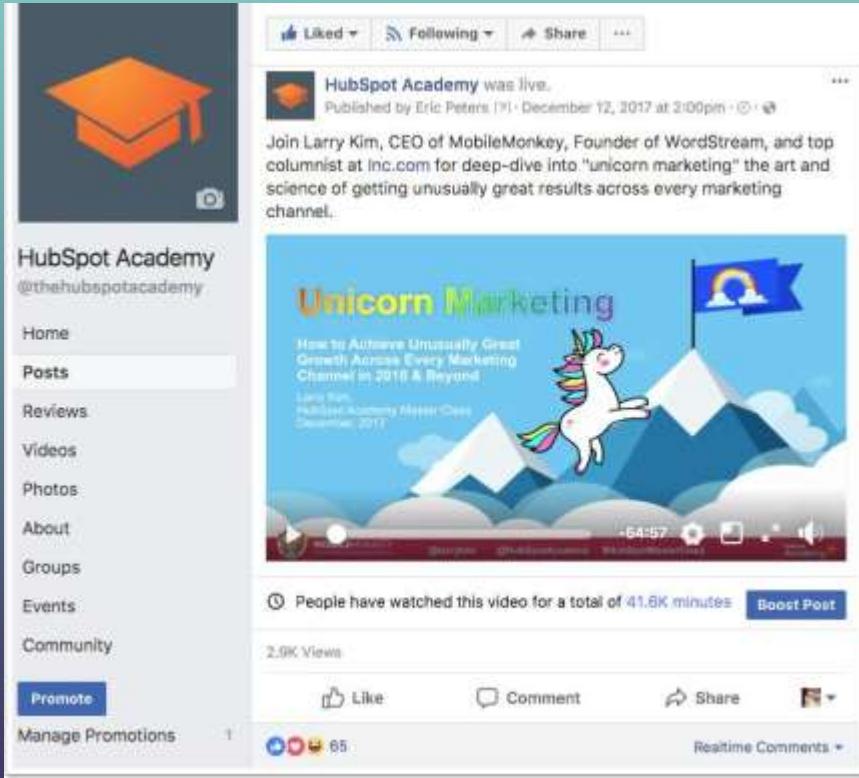
Content Type: Video & Live Video

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



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.

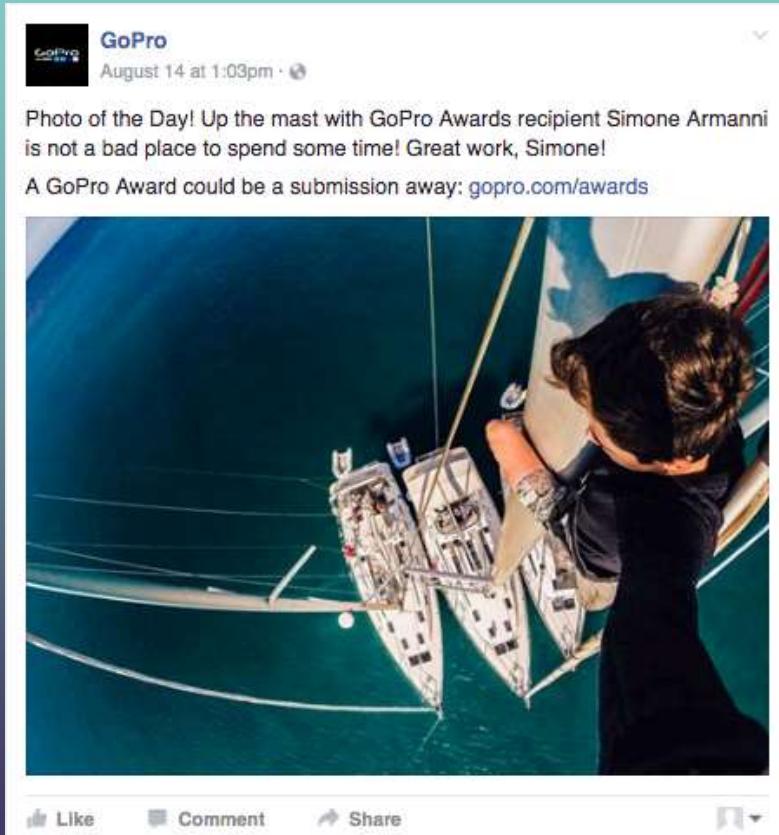
Content Type (by others): Influencers



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.”



lego • Follow



lego • Skulpted to perfection ✨

Created by LEGO fan Alan Perkins

#LEGO #halloweendecor #sculpture

3w



joelhays4999 we love companies that support their fans celebrating and appreciating their products 🔥

3w 219 likes Reply See translation

— View replies (2)



chelleyb4076 I'm so glad you shared this!!! I've seen him working on it in a LEGO group online and it deserves to be seen by the world 🤩

3w 501 likes Reply See translation

— View replies (9)



leg.ny This is staying up year round. Haha

3w 232 likes Reply See translation

— View replies (1)



emily.leiphart Wow, this is just incredible!

3w 1 like Reply See translation



livroseinspired Wow??!! ✨

3w 1 like Reply



lego_nonna I'm not a fan of the purchased giant skeletons ... but this one, wow! Such creativity & craftsmanship 😊



206,156 likes

October 4

Add a comment...

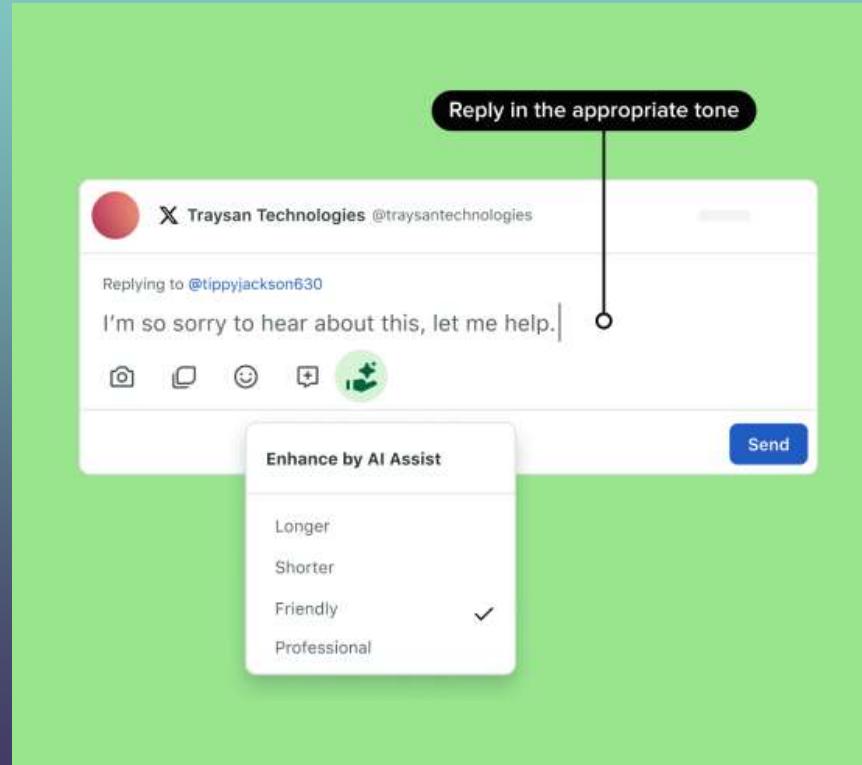
Post

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)

New Trend: AI Generated Content



AI Generated Content is part of our popular culture

New Trend: Shoppable Content

The image displays two side-by-side Instagram posts from the account **katespadeny**. Both posts feature a man and a woman laughing joyfully in a lush, colorful garden setting.

Post 1 (Left): This post shows a man in a blue rib-knit crewneck sweater and a woman in a black floral blazer. A callout box highlights the items: "Kate Spade Rib-Knit Crewneck Sweater..." and "Kate Spade Floral Garden Twill Blazer...". Below the image are interactive icons for "View shop" and a navigation arrow. The post has 1,877 likes and 8 comments, and was posted on March 13.

Post 2 (Right): This post shows the same couple laughing. It features a callout for the "Kate Spade Floral Garden Twill Blazer, Black - 8" at \$428, with a "View on website" button. Below the image are interactive icons for a heart, a magnifying glass, a share icon, and a bookmark. The post has 1,877 likes and 8 comments, and was posted on March 13.

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?

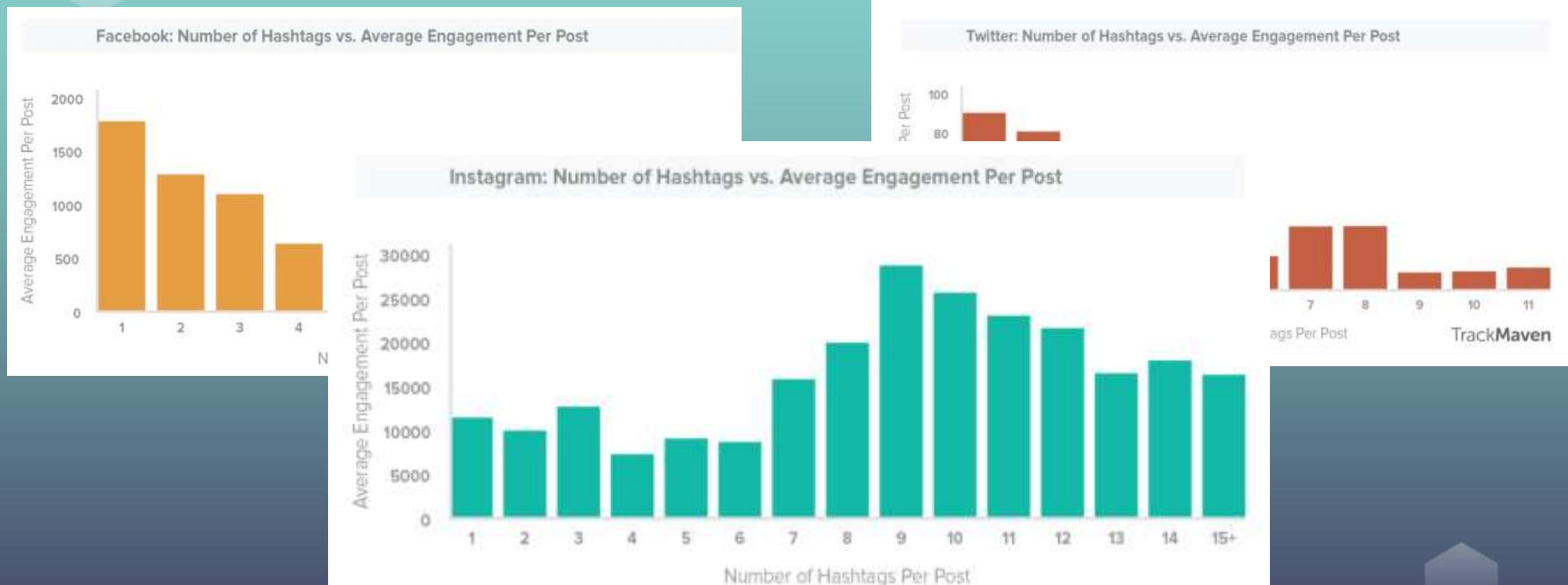
Use regression to identify the top performing posts for each channel.

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 AB tests



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.

NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." —DANIEL GILBERT, author of *Stumbling on Happiness*

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.

Suppose that you want to design a video that promotes Google's search engine, how would you design it?

**Suppose that you want to design a video for a
blender, how would you design it?**

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 is Social Currency

Snapple, a US soda company, came up with a long list of clever trivia facts and began putting them under the caps—visible only after customers have purchased and opened the bottles. They soon became a popular culture!

Social Currency



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





Many businesses try to create an association between themselves and some other concept, such as quality. In social media, this can as simple as the use of a consistent hashtag that links their brand with the topic. In this case of White's Boots, it's the equation of hand-made, quality boots with the company brand.

Shareable Content: Emotion



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



Our Customers Are Amazing

We're Committed to Five Star Service in Houston, TX

Rodin C

The sells men and install team was the absolute definition of professionals. Luis, John, Devin, Julio and Beth are the people I'm talking about so the the staff these are the people to look up to. Now let the church say Amen. Thanks again.



Rodin C Google



Tracie C

Love this company water is much better thank you



Tracie C Google



Demerce D

The sales team was very informative ,answered all my questions and concerns. Installation team was very professional, and early for the appointment.



Dmerce D Google



Gerardo C

Great experience from the get go with the Houston Water solutions team! Marvin and Byron did a great job informing us of the product and what they had to offer. The install team consisting of Devin, Julio & Luis were punctual to the appointment and... [Read more](#)



Gerardo C Google



Marcus H

These guys were quick and very professional. Devin was very knowledgeable, courteous and willing to talk me thru the process and explain all details.



Marcus H Google



Diana W

Robert was great ...he installed it quickly and explained everything



Diana W Google



Shareable Content: Public

You are more likely to follow your neighbors and buy their cars: You can see what your neighbors are driving!

However, you are less likely to follow your neighbors and buy their socks: You do not see what socks your neighbors are wearing!

How to make invisible behavior public?

Shareable Content: Public

How to make invisible behavior public? Adding visible elements.

Example: Donation is invisible. But the Ice Bucket Challenge makes it visible.



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



10:39



Gagan Biyani
@gaganbiyani

Nobody talks about failure in Silicon Valley, yet 90% of startups fail.

Why?

3 yrs ago, @neerajberry and I shut down @Sprig, which raised \$60M from @GreylockVC + @socialcapital & grew to \$20m revenue.

Then, it all fell apart.

For an honest story about failure,

****Read on****

5:22 PM · 5/27/20 · Twitter Web App

5,186 Retweets · 929 Quote Tweets · 16.6K Likes



Gagan Biyani @gaganbiyani · 5/27/20 · ...
Replying to @gaganbiyani

In 2013, I was @lyft, envious of how fast it was growing!

Tweet your reply



The Power of Storytelling

In 2009, Rob Walker and Joshua Glenn, two journalists, bought 100 cheap items in garage sales in American. The total cost of these 100 items is \$128.74.



\$1.99



\$1



\$0.99

The Power of Storytelling

They invited 00 creative writers to invent stories around them. Each wrote a few stories and they choose the best story for each of the item, and then listed and sold them in eBay through auctions.

The Power of Storytelling

They invited 00 creative writers to invent stories around them. Each wrote a few stories and they choose the best story for each of the item, and then listed and sold them in eBay through auctions.

\$128.74 was spent.

With stories attached, they sold for \$3,612.51.

If you want to learn about the stories, visit their project website [here](#).



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.

X Pro (previously TweetDeck)

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



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

"Digital marketing"

Pigtail Pundits @pigtailp now
The latest The digital marketing Daily!
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

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
#digitalmarketing
#digitalmarketingagency
#digitalmarketingtips
#digitalmarketingstrategy

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
#location #industry #function
#careerchanges #hkumBA
youtu.be/SdAZsSihpiM

M7Admit @m7admit 6d
Webinar | How To Nail Your MBA Application—Insider Secrets From HKU Business School snip.ly/cn8c31

HKU Business School @HKUBFE 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 Management" competition.

Social Searcher

[Tesla Model Y Test Drive Review: Features, Safety, and Comfort](#)

Instagram › reel



3 days ago ... Finally I got to test drive model Y of **Tesla** in Delhi. First of all cameras, this car has eight cameras with eight megapixel with HDR sensor ...

[Tesla Model Y Standard! Did they remove too much? - Instagram](#)

Instagram › reel



7 Oct 2025 ... It's just all metal straight through. Again, I think it looks kind of better. A couple downsides though, you can see it has a glass roof on here ...

[Exploring the Tesla Model 3 Performance - Instagram](#)

Instagram › reel



3 days ago ... Give **Tesla** a thumbs up or give it a pass. OCR. BLAN ITALS 20 . 20 95180 !!! TE\$LA.COM NIKE IS ACTUALLY WHITE , WAYLANDO SSENTIALS 95180 A ...

Watching the Competition

● toyota
Search term

● Tesla
Search term

+ Add comparison

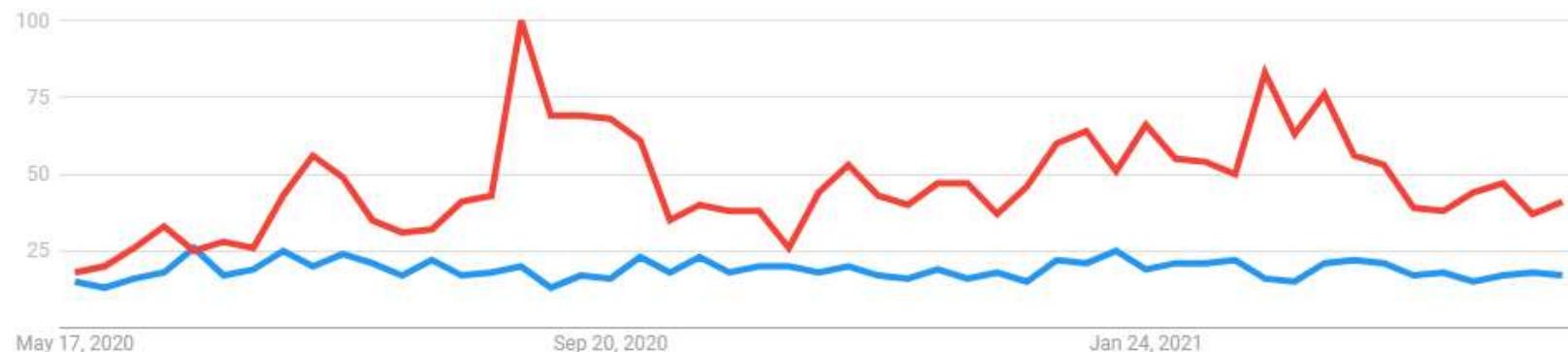
Hong Kong ▾

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 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), or even AI!

Influencer marketing: when brands utilize influencers to promote their product



AI Influencers

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

**Guess: What is the most popular platform for
influencer marketing?**

Most Popular Platforms

Instagram is the most popular platform for influencer marketing. It has a significant impact on influencer marketing, transforming it into a thriving industry. Instagram also provides analytics for business accounts that allows influencers and brands to track engagement, reach, impressions, and audience demographics.

Most Popular Platforms

FACEBOOK Instagram is followed by social media giant Facebook, which is also owned by parent company Meta. According to HubSpot, 52 percent of marketers used Facebook for influencer marketing campaigns, and influencer videos accounted for 60 percent of video views on Facebook in the United States.

You can amplify your reach by combining your influencer marketing videos with Facebook Ads to better target your video to your desired audience.

Most Popular Platforms

TikTok is used by 50 percent of marketers as an influencer marketing platform. TikTok has an average engagement rate of 13.7 percent, more than ten times higher than Instagram.

Most Popular Platforms

YouTube is the largest video-sharing site on the Internet with over 2.7 billion logged-in users active on the site each month. As an influencer marketing platform, it's behind Instagram, Facebook, and TikTok. However, YouTube has a higher influencer engagement rate than Instagram with influencers who have over 5,000 followers.

Most Popular Platforms

LinkedIn is gaining interest from influencers, especially those who promote business-to-business (B2B) products and services, in part because LinkedIn feels more legitimate compared to other platforms.

LinkedIn influencers typically portray themselves as subject matter experts in a specific niche such as product development, leadership, content marketing, and advertising.

**Guess: Which product category collaborates most
with influencers?**

Four Areas for Influencer Marketing

Health care

Fashion and beauty

Travel and lifestyle

Technology

How influencers are paid

Commission

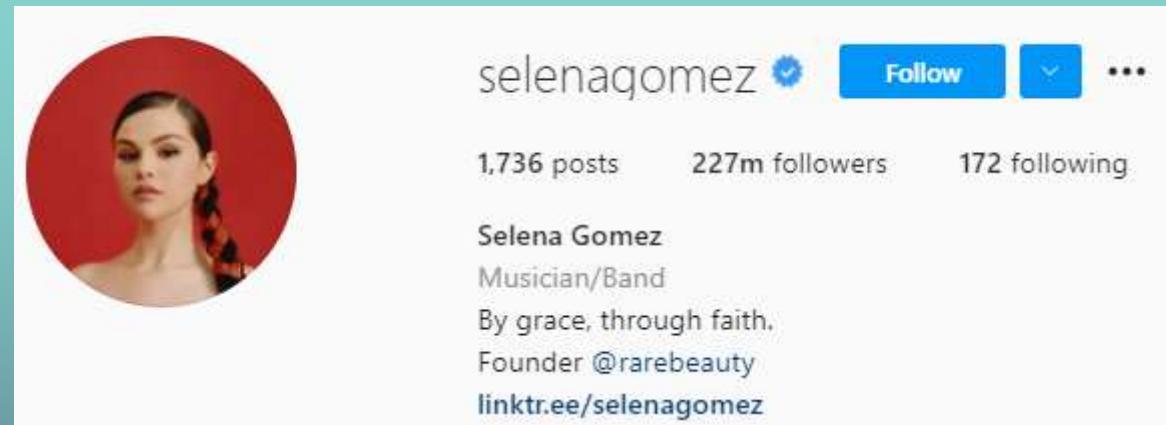
Upfront fee

Gift card

Per click

Cost per engagement

Invitations to events



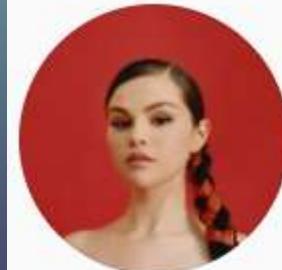
Selena Gomez is the highest paid Instagram influencer.

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!



A circular profile picture of Selena Gomez with dark hair in a braid, set against a red background.

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

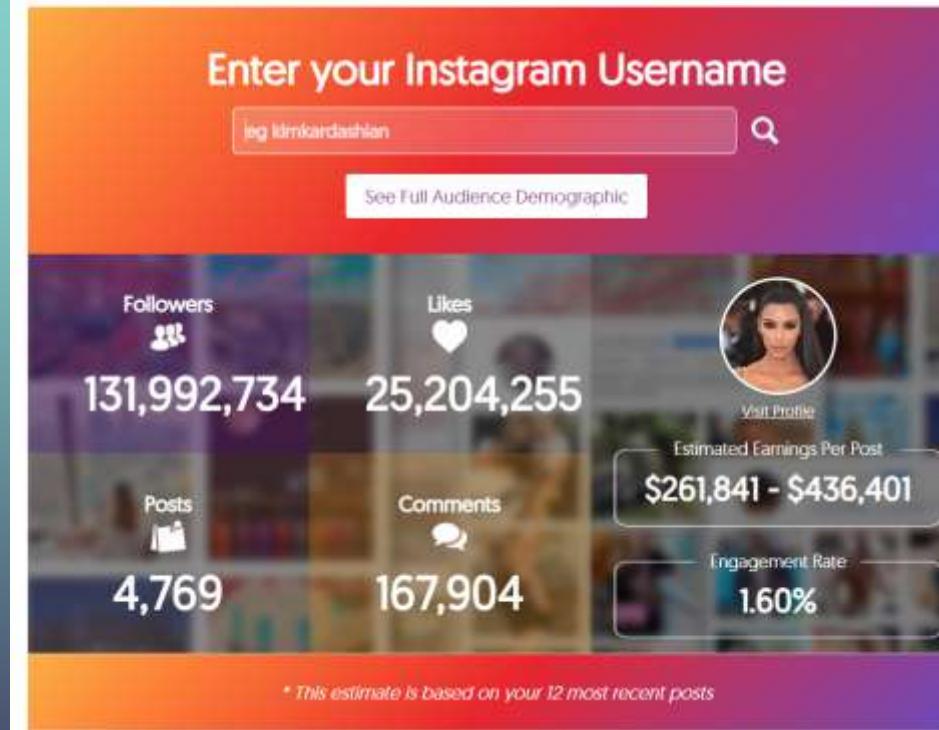
Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.



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>

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

Beware of Influencers with Fake Followers

In the case of influencer marketing, cheaters buy followers and likes to appear as legitimate influencers and deceive you into spending your money on them.

Question: How can you spot influencers with fake followers?

#1: Spike in Influencer Growth

When an influencer's content goes viral, spikes in the number of their followers is a natural result. However, if a creator's follower growth looks more like a staircase or even a straight line instead of a curve, that's a sign you have to look more closely. When you see a big increase in an influencer's follower count and there isn't clear evidence why, that usually means the influencer is hiding the evidence that they've purchased their followers.

#1: Spike in Influencer Growth

-2.290 followers in the last 4 weeks ↘

Followers Growth ⓘ



#2: Many Likes, No Comments

At first glance, posts with a lot of likes look good, but look at the comments to see if there are any meaningful comments. If you see a lot of comments that are one-word responses like “love” and/or have a lot of emojis, the lack of meaningful engagement is a clear sign that the followers are not genuine.

#3: Low Quality and Limited Content

As you research influencers, you may find yourself asking why an influencer posts a terrible picture or has no point to the post except to post something.

What's more, many influencers are active on more than one social media site. If the influencer is only on one social media site and there isn't a good reason for that, then that's a good reason to move along.

#4: How did they get famous?

Every influencer becomes well-known to their audience for a reason, such as being a trusted resource for technology advice.

If you can't figure out why that person is famous from their posts or if you can't answer that question from their posts, audio, and/or video, it's time to throw that influencer's name in the round file.

#5: No Available Analytics

Don't forget to ask the influencer for the analytics of all their social media accounts. All major influencer platforms have audience statistics available for influencers that they can bring up and make available. If the influencer refuses to do this, then end the conversation.

Finding an influencer

Upfluence is a platform that focuses on bloggers and allows you to search for influencers based on their interests, demographics, and reach. You can connect with influencers as well as negotiate and finalize contracts directly in the platform. And you can use Upfluence to track the performance of your influencer marketing campaigns.

Streamlined Influencer Marketing

Find creators

Contact Creators

Match with Creators

Pay influencers

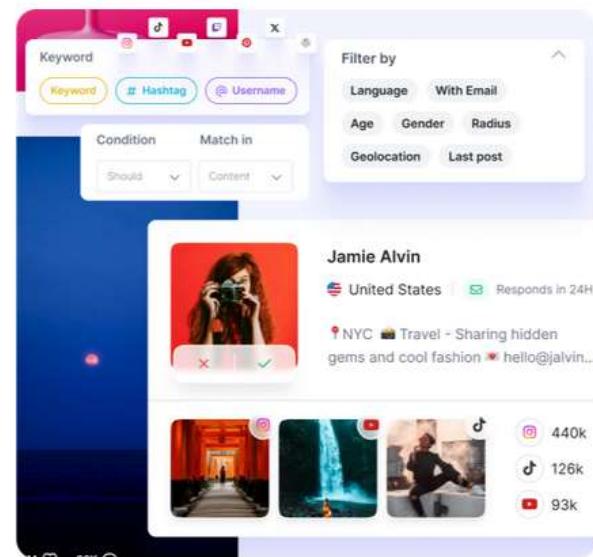
Affiliate Marketing

Measure results

Swipe Right To Right Influencers For Your Brand

- ✓ Find the creators and affiliates that align with your target customers in minutes using Upfluence's AI-powered search.
- ✓ Access 11M+ influencers across top social platforms like Instagram, TikTok, Twitch, Pinterest, X/Twitter or Youtube.
- ✓ Filter by creator performance data and advanced campaign metrics to maximize your program's impact.

Get Started



Finding an influencer

#paid has developed an effective alternative method for quickly launching campaigns, matching businesses with the best creators, and whitelisting creator content. To determine their ideal influencers, brands can create campaign briefs describing campaign goals and the scope of the desired content, as well as describe their ideal creator. What's more, brands can go further by whitelisting specific creators and content for use with paid Facebook and Instagram ads.

Finding an influencer

Social media platforms, including Instagram, TikTok, and YouTube can be valuable resources for finding influencers. Platforms have built-in search functions that allow you to discover influencers based on keywords, hashtags, and audience size. You can identify potential influencers by exploring relevant hashtags, engaging with their content, and following industry-specific accounts.

Final Exam

Open-book open-note, calculators allowed (but not needed). No electronic devices.

50 multiple choice questions (single answer)

Dec 1 (Monday) 1000 – 1200. Venue TBC.

Final Project

Details can be found [here](#).

<https://ximarketing.github.io/class/DM/6c8b8d614dbc9ef7495e200548cdc4116f7e4d4e/project/>

Final Project

12 minutes for presentation and 3 minutes for QA.

Order is determined by lottery draw on Nov 24. You will either present on Nov 24 or Nov 27.

Submit your slides by 10 am on Nov 24.

Submit your report by 23.59 pm on Nov 28.

Presentations in Class A

A Rangers
APP (A plus please)
Bonnie and Friends
DMGP
Edge Inc.
Prime Six
Visionaries
Digital Diva

Presentations in Class B

Ace
Challengers
Fantastic Six
GGPLOT4.3
market maker
Marketing A+
Pixel Pushers