



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.





#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



#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...

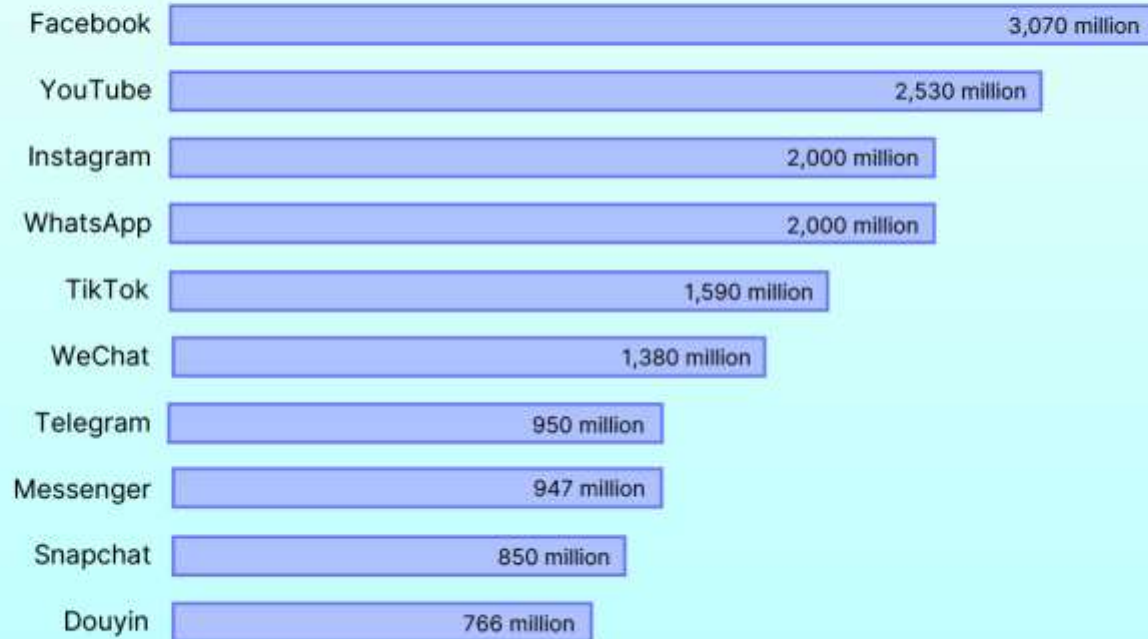
发布



Pool: Which social media platforms do you use?

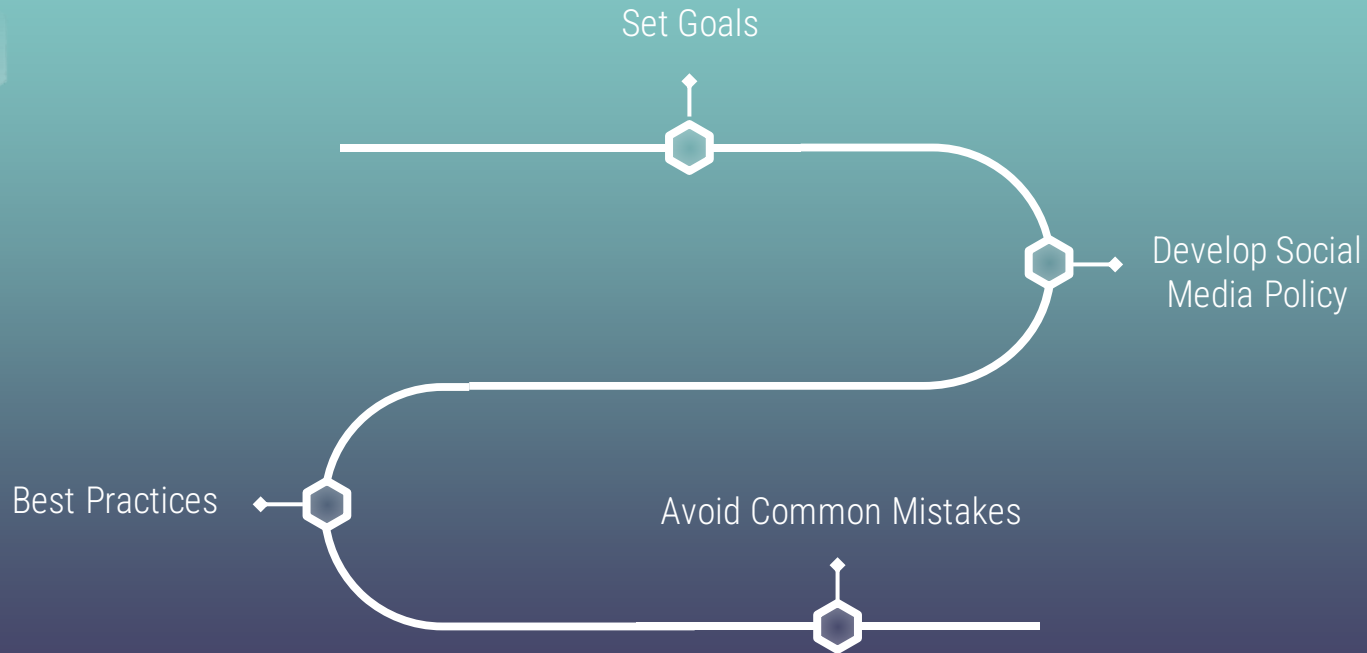


Most Popular Social Media Platforms in 2025



Source: Statista

Get started with Social Media



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?



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

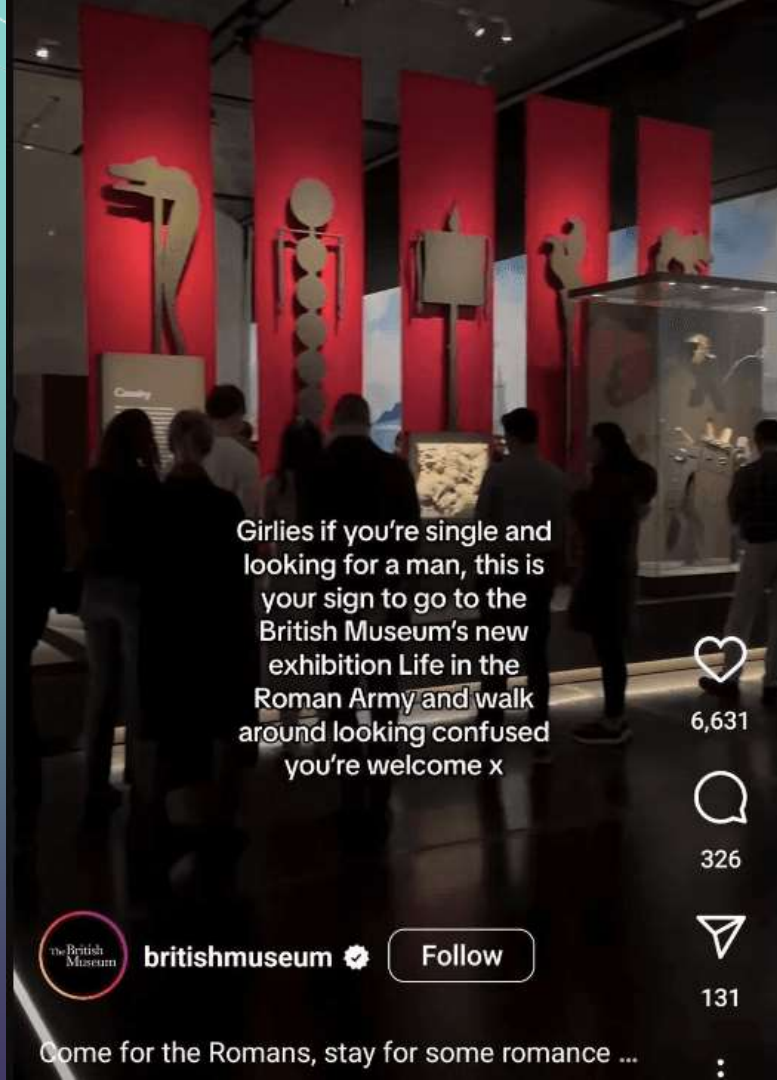
Published 3:59 AM EDT, Tue September 13, 2022





Dove Ad
2017

tle cleansers



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

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



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](#)



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



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 ↓

#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



cassandra

@CassandraRule

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

4:08 PM - 22 Apr 2014



Michael Rosenfeld

@Rsnfld

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



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

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

Nov 2013

110 RETWEETS 95 FAVORITES



Scott Widdifield

@kaiapanateacher

Follow

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

5:41 PM - 15 Nov 2013

5 RETWEETS 8 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

热门话题		换一换
#小米6#	推荐	
#美联航强制乘客下机#	5.8亿	
#吴世勋0412生日快乐#	12.1亿	
#卓伟12年大料#	2744万	



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 · 🌐



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

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.

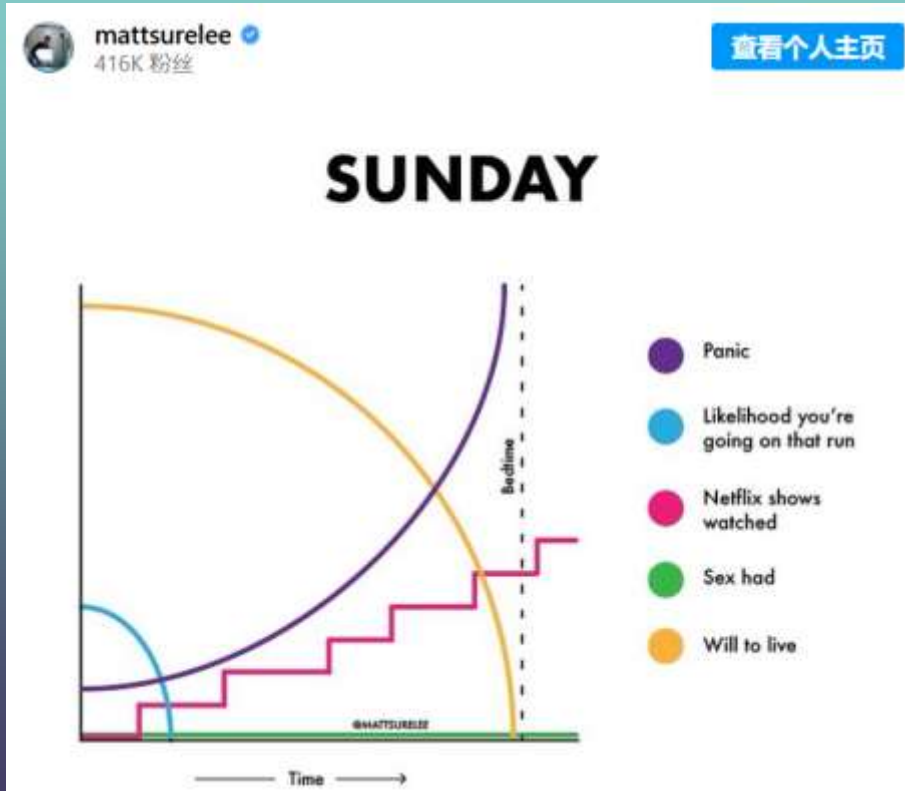


Content Type: Carousels

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

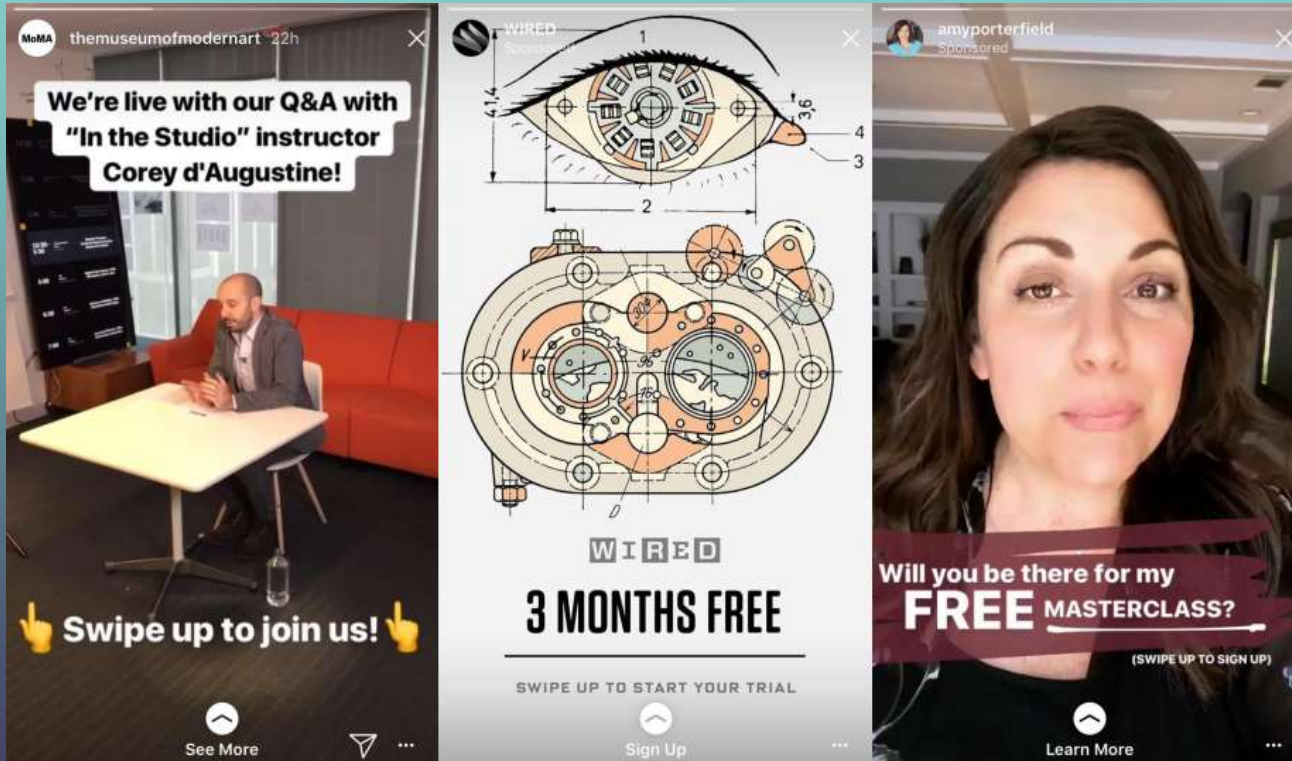


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

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








evernote 
@evernote



Following

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

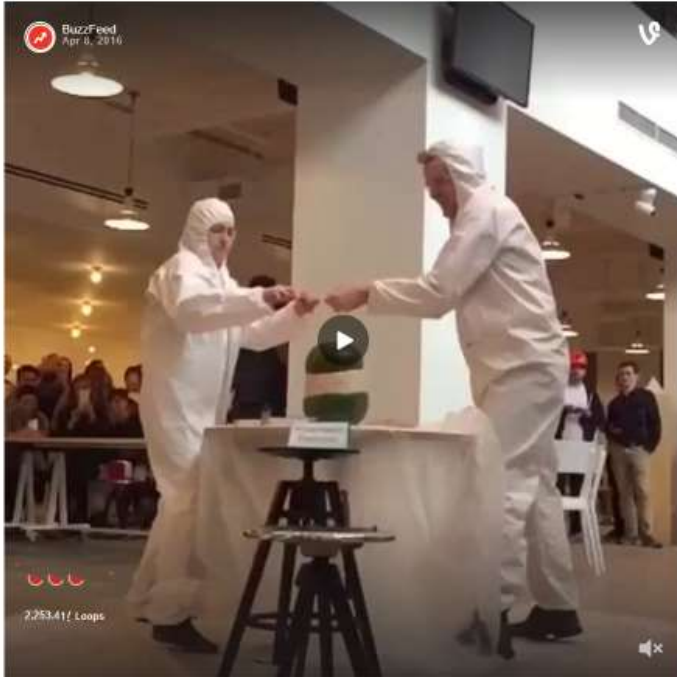
- ☐ Check email 
- ☐ Create the day's To-Dos 
- ☐ Exercise  
- ☐ Agenda?! 

Vote

182 votes • 23 hours left

Content Type: Video & Live Video

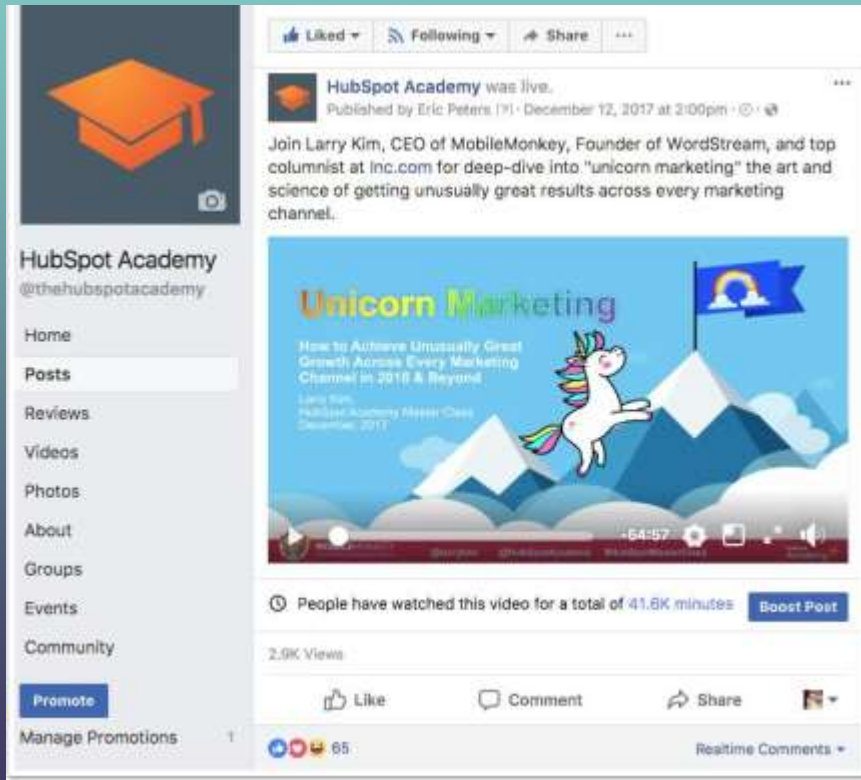
It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.



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.

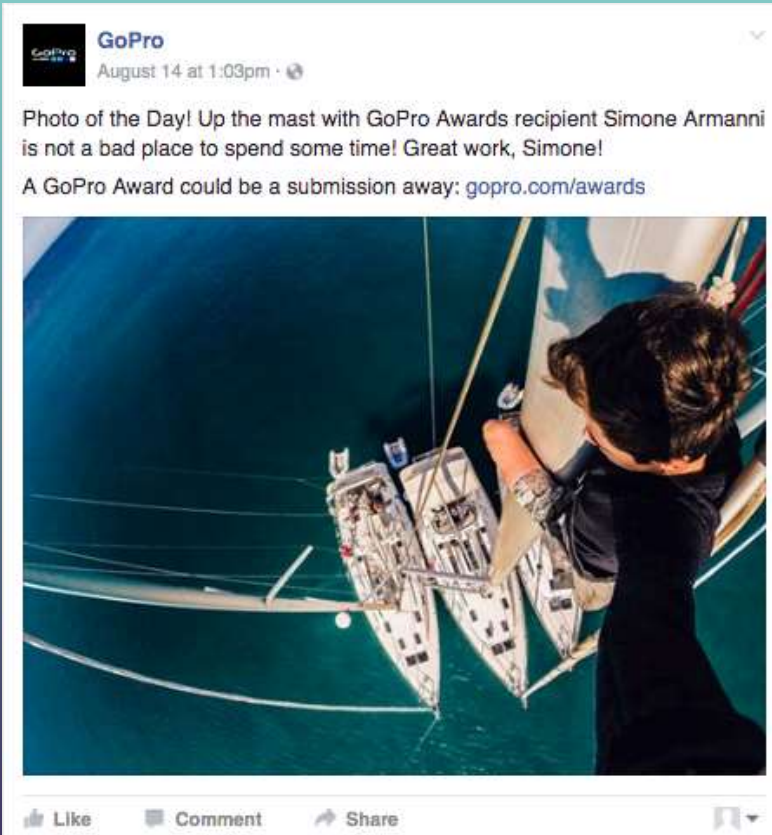
Content Type (by others): Influencers



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.”



LEGO • Follow

LEGO • Skullpted 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)

chelleby4076 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

5w 232 likes Reply See translation

View replies (1)

emilyleiphart Wow, this is just incredible!

2w 1 like Reply See translation

livroseinspired Wow!?? 🌟

3w 1 like Reply

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



206,156 likes

October 4

Add a comment...

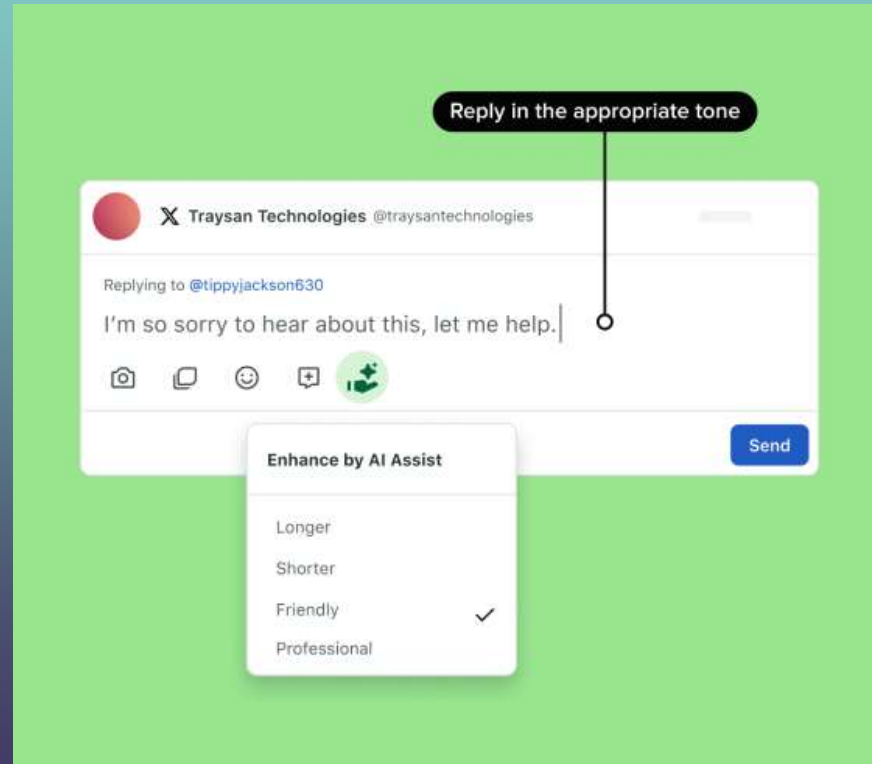
Post

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



View shop



1,877 likes

katespadeny no watering needed. new floral garden prints call for smiles and long afternoon walks with friends. 🌻 #katespadeny

View all 8 comments

13 March



Kate Spade Floral Garden Twill
Blazer, Black - 8

\$428



View on website

Description

of course, black blazers are a forever classic. but why not have a little more fun for spring? read: our floral garden blazer, cut from stretch-cotton twill boasting loads of new blooms. | Kate Spade Floral Garden Twill Blazer, Black - 8

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.

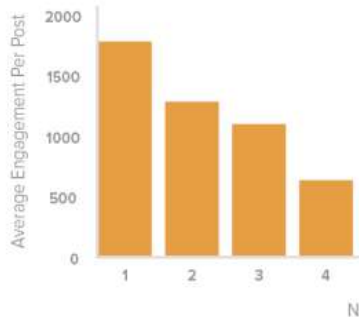
Y : # comments, # shares, # likes.

X : indicator of each type of content

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

For example, you may find...

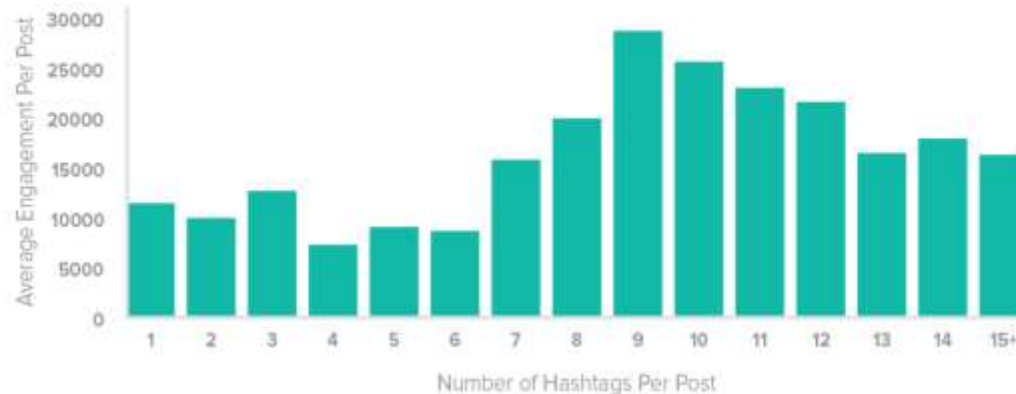
Facebook: Number of Hashtags vs. Average Engagement Per Post



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 AB tests



Use Tagging (@) Carefully

Use Active Language:

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

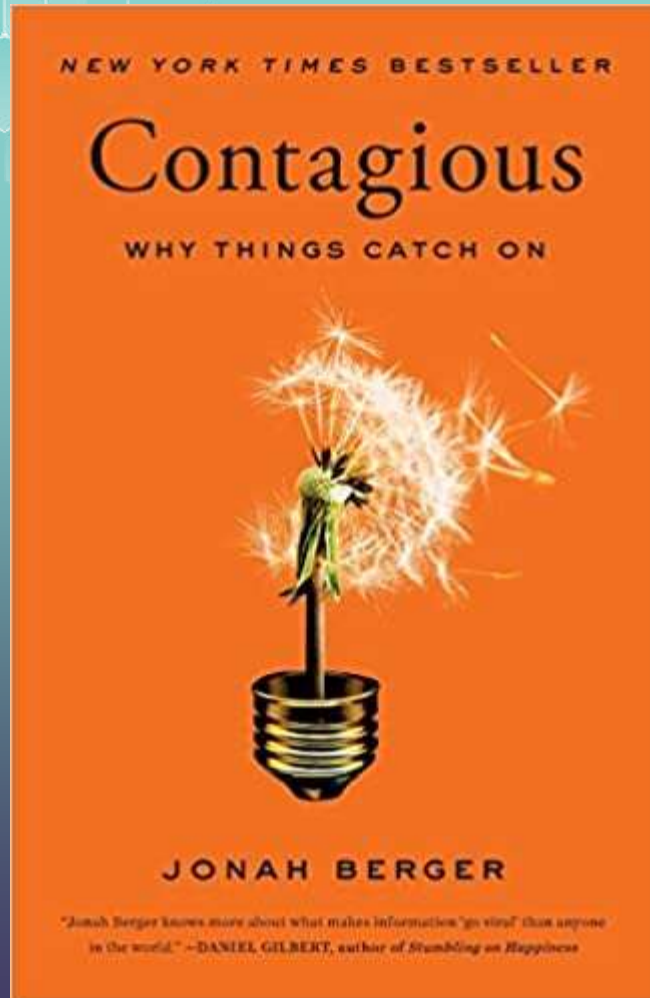
Be Time Sensitive:

- "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.




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 become a popular culture!



Social Currency

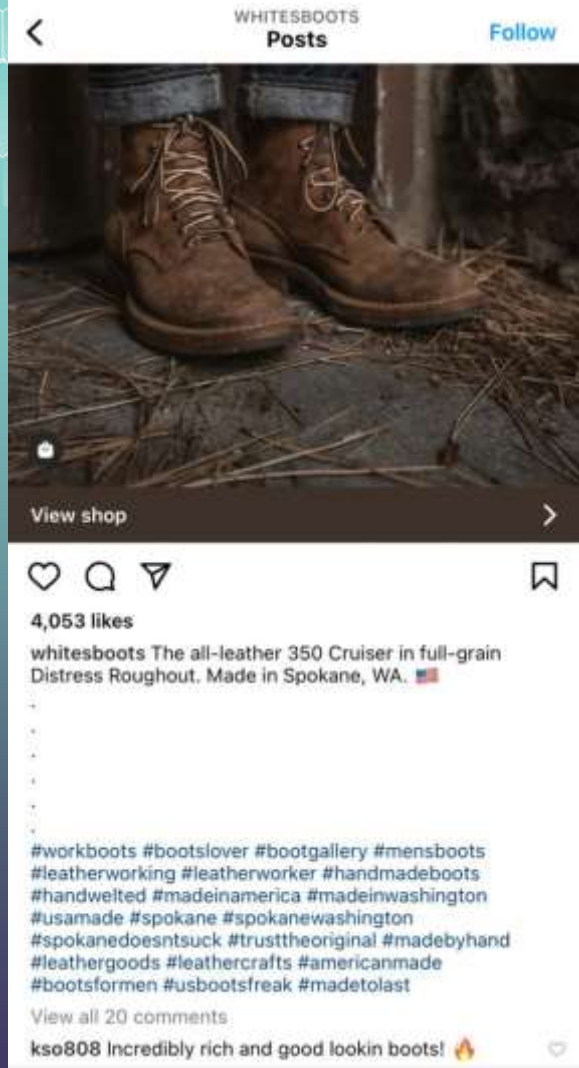


Shareable Content: Triggers

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 be 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.



Demerce 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





BLENDTEC EMPLOYEE'S
CAR KEY FOR

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 100 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 100 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



Google Alert

Alerts

Monitor the web for interesting new content

🔍 HKU



This will create an email alert for xittheory@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.

X Pro (previously TweetDeck)


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](#)




**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...
[#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
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Contact us - 9773402069
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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
[#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** @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

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 تاراجا **TEŞLA**. COM NIKE IS ACTUALLY WHITE . WAYLANO SSENTIALS 95180 A ...



Watching the Competition



● **toyota**
Search term

● **Tesla**
Search term

+ Add comparison

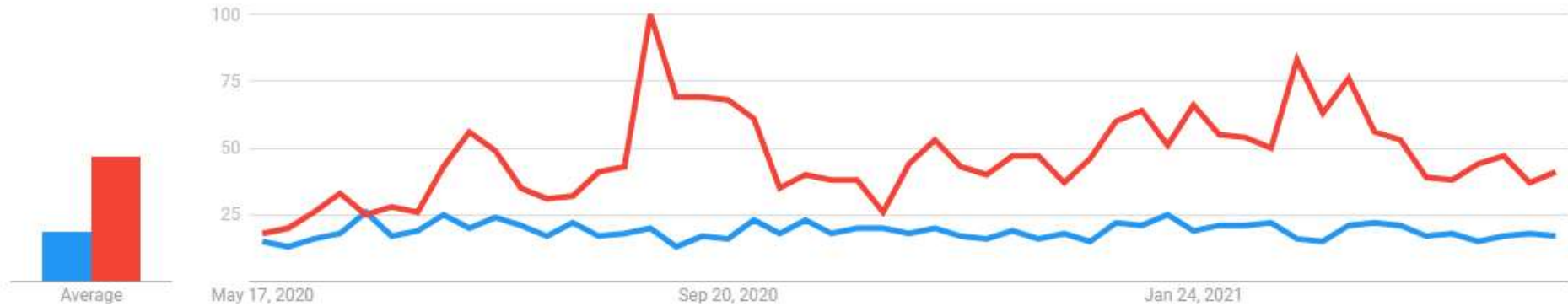
Hong Kong ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



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

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.



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!



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.

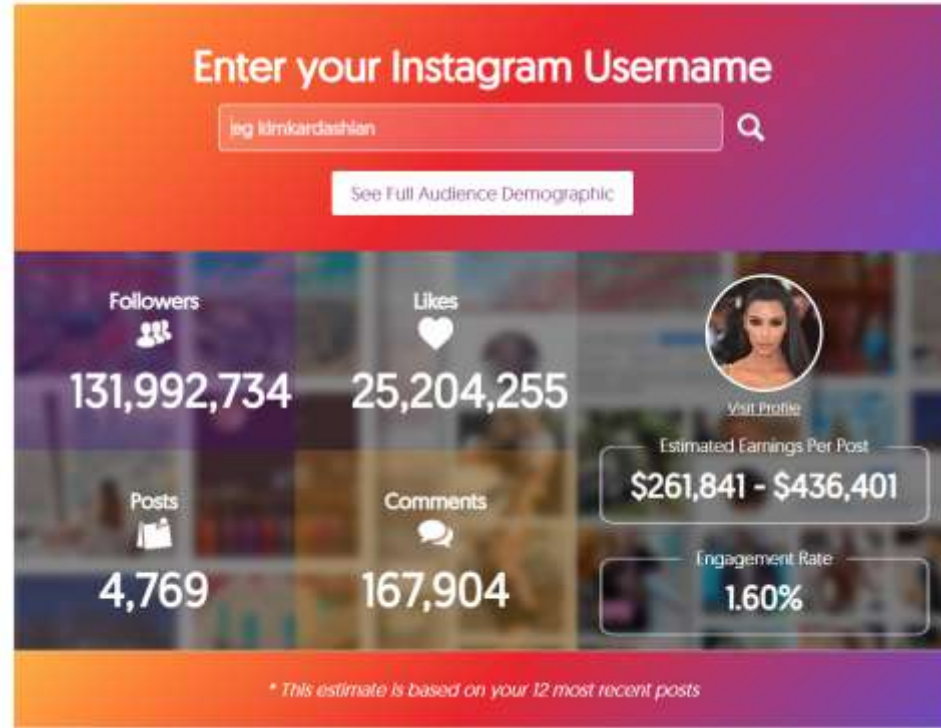


AVERAGE RATE PER SPONSORED POST

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://influencemarketinghub.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

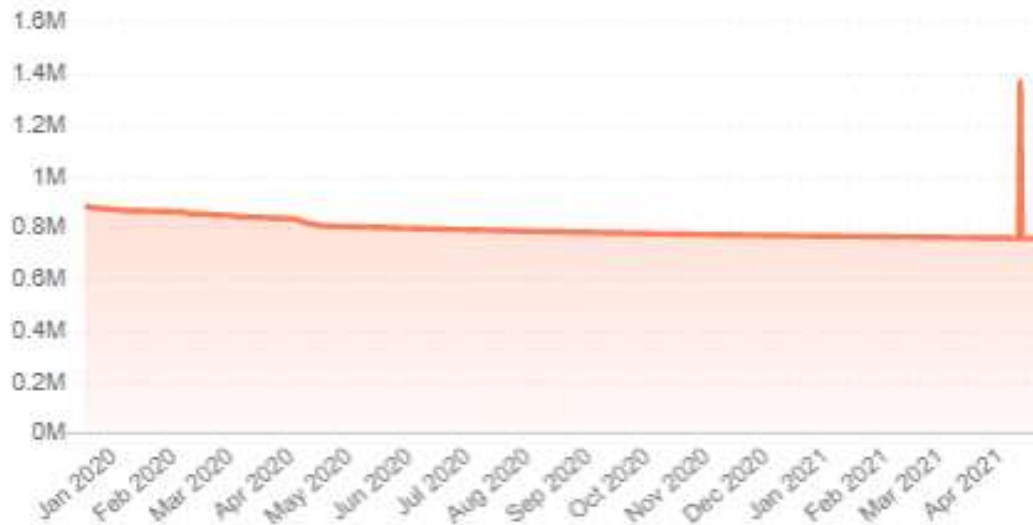
When an influencer's content goes viral, spikes in the number of their followers is a natural result. However, if a creator's follower growth looks more like a staircase or even a straight line instead of a curve, that's a sign you have to look more closely. When you see a big increase in an influencer's 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

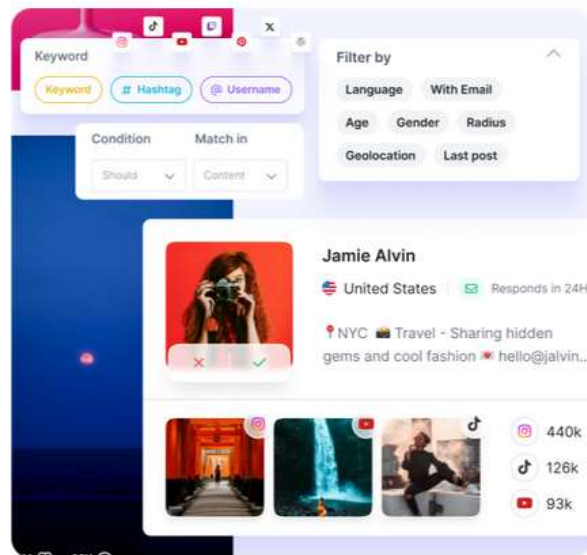


Measure results

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

