

Social Media Marketing

by Kalina Pulit

London College of Communication

July 2018

What is social media strategy?

Targeted, measurable, interactive marketing activities that utilise social media platforms to convert new customers and retain existing ones

Social media marketing provides companies with a way to reach new customers and engage with existing customers

Source: Lynsey Fox & Investopedia

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Social media marketing

A few years ago, the White House Office of Consumer Affairs pointed out it's **six to seven times more expensive** to acquire new customers than to retain existing customers. Market Metrics confirmed this in a study with its own research, indicating it's 60% to 70% easier to convert an existing customer than a prospect.

What it does suggest is that you should **dedicate a lot of energy toward retaining existing customers**. The return on that investment will probably be substantially higher than efforts to attract new customers in an increasingly crowded market.

Source: Social Media Examiner

Social media marketing

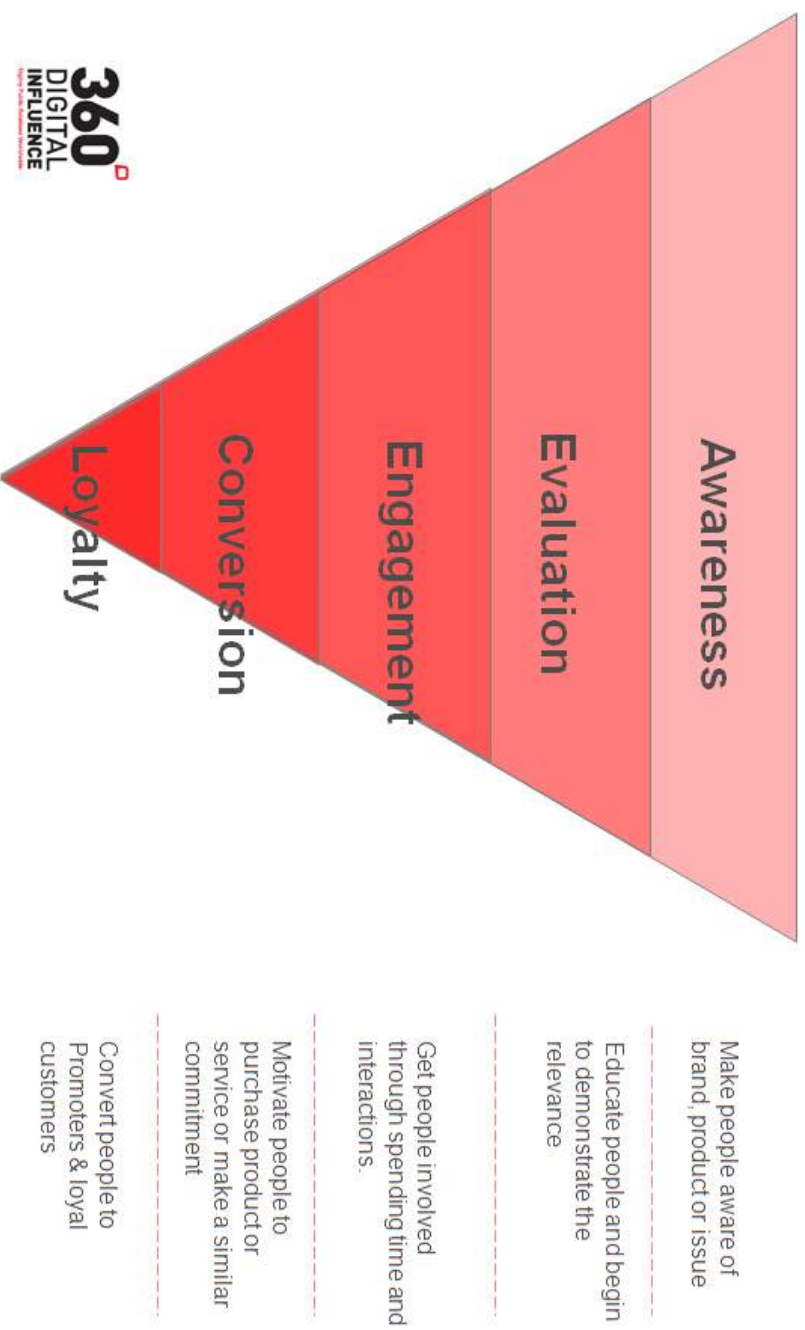
One of the more effective ways to retain existing customers is through social media. The reason for this is social media is a **deeply personal platform** that delivers deep insights into customers' behaviours and preferences.

Social media marketing is an effective way to deepen your relationships with existing customers and persuade them to continue using your solutions into the future.

Source: Social Media Examiner

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Traditional Sales Funnel



Source: Lynsey Fox

Global Digital Landscape

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JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS



SOURCES: POPULATION: UNITED NATIONS; US: CENSUS BUREAU; INTERNET: INTERNETWORLDSSTATS; IUI: EUROSTAT; INTERACTIVESTATS; CIA WORLD FACTBOOK; MEGASTATMEDIA.ORG; FACEBOOK: GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUBLIC MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA; FACEBOOK; TENCENT; VONTAGATE; KAKAO; NAVER; DMC; TECHBASE; SIMILARWEB; KEYPOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEYPOS ANALYSIS; NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Source: We Are Social

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**JAN
2018**

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION

we
are
social



we
are
social



we
are
social

Source: We Are Social

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JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



41

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.

 Hootsuite™  we are social

Source: We Are Social

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JAN
2018

SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
ANDROID DEVICES



73.5%



statcounter

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
APPLE IOS DEVICES



19.9%



statcounter

PERCENTAGE OF MOBILE WEB
REQUESTS FROM OTHER
MOBILE OPERATING SYSTEMS



6.6%



statcounter

we
are
social

113

SOURCE: STATCOUNTER, JANUARY 2018.

**JAN
2018**

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



42%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



2.958
BILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



39%

we
are
social

we
are
social

51

SOURCES: FACEBOOK, TENCENT WOXIANTKE, KAKAO, NAVER, DING, TECHASA, SMIARWER, REPOD ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION REGARDLESS OF AGE.

JAN 2018

SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



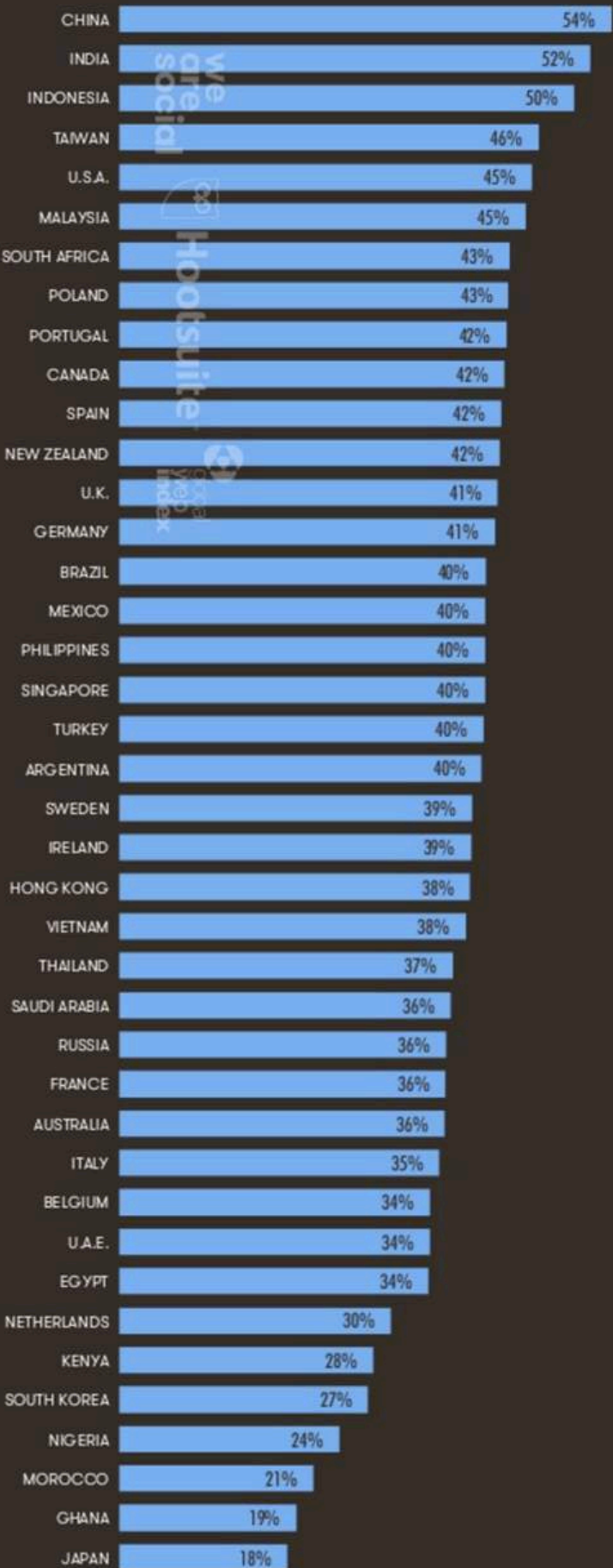
Source: We Are Social

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JAN 2018

USE OF AD-BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT



47

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. NOTE: USERS OF AD-BLOCKERS MAY NOT USE THEM ALL THE TIME, OR USE THEM ON ALL THE DEVICES THEY USE TO ACCESS THE INTERNET.

 Hootsuite™
We are social

Source: We Are Social

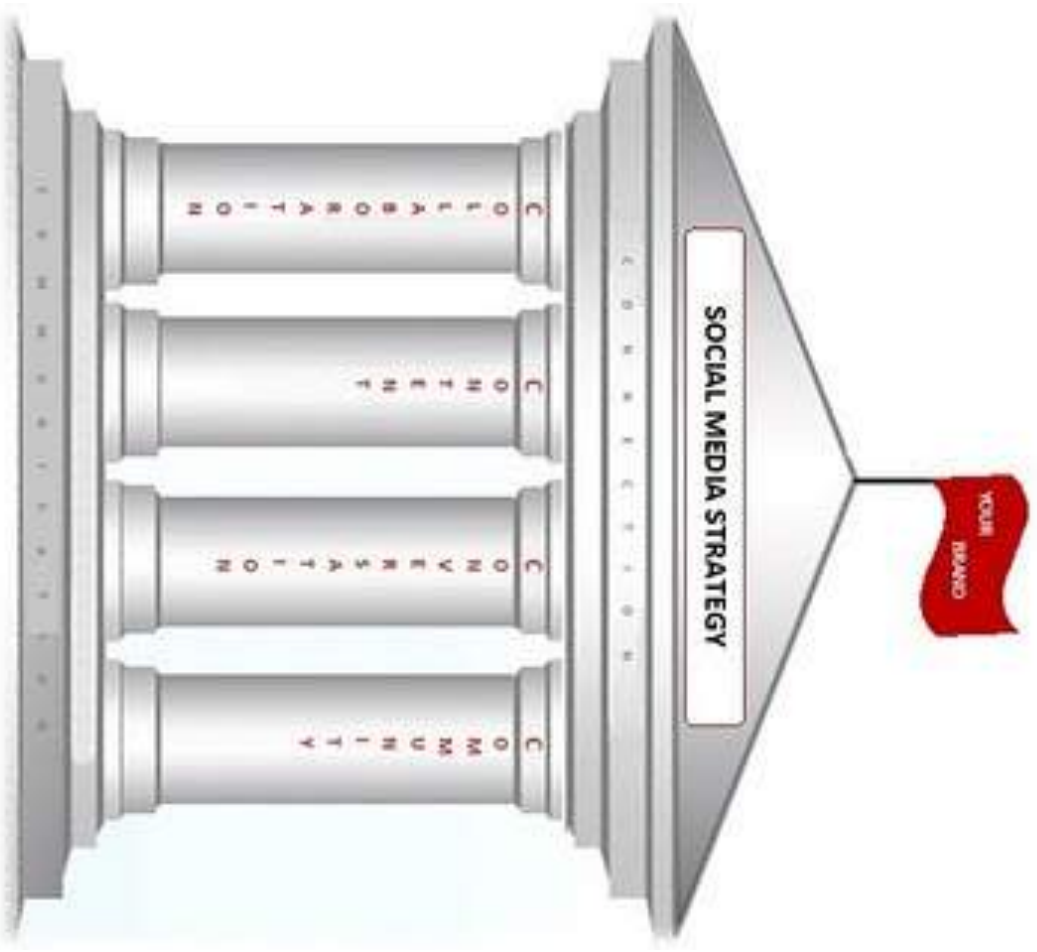
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Social Media Platforms

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4Cs of Social Media

- Collaboration
- Content
- Conversation
- Community



Source: Mr Social

4Cs of Social Media

- Collaboration - the spirit: participation, sharing, engagement
- Content – the tool of communication
- Conversation - feeds, updates, tweets, re-tweets, comments, likes, share bars, embed codes, reviews, ratings, links
- Community - the point of it all: making the connection

Source: Mr Social

Overview of Social Media Platforms

Best Practices for posting on

SOCIAL MEDIA

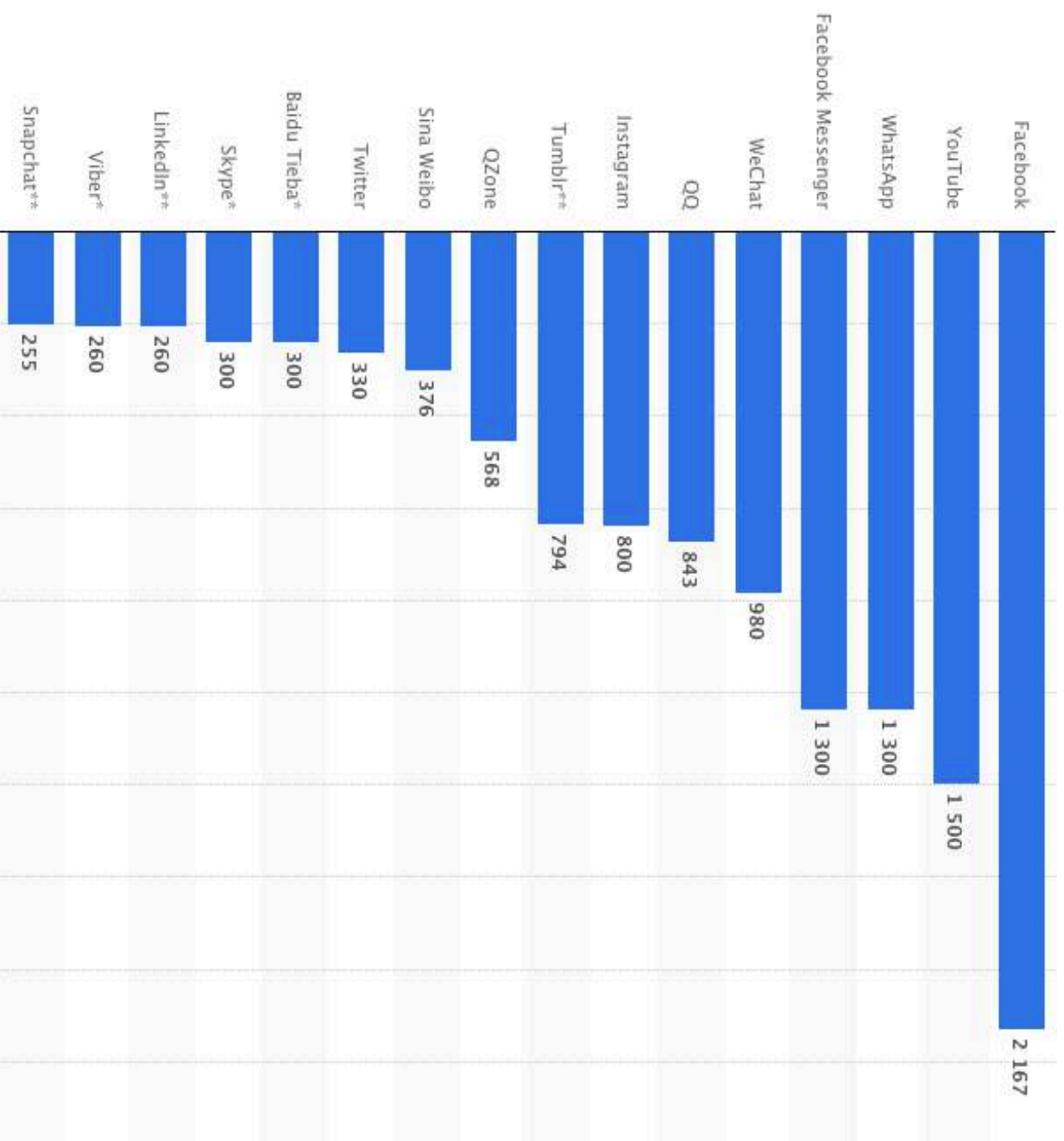
 AddThis



 Emotional Posts; Photos	 B2B Content; Industry Updates	 Social
 Photos; Videos (only 10%)	 Recipes; Fashion; Food; Decor	 News

Source: AddThis

Most famous social network sites worldwide as of January 2018, ranked by number of active users (in millions)



Source: Statista

Facebook

- Total Number of Monthly Active Users: 2.072 billion
- Facebook users are 53% female and 47% male.
- 87% of online users of age 18-29 are on Facebook
- The average time spent on Facebook per visit is 20 minutes making the average monthly time spent to 600 minutes
- Percentage of 18-34 year old who check Facebook when they wake up is 48%
- Thursdays and Fridays between 1 p.m. and 3 p.m. are considered by many to be the best times to post on Facebook.
- Facebook Pages posts average 2.6% organic reach
- 57% of consumers say social media influences their shopping, led by Facebook at 44%

Source: Omnicore and Wordstream

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Instagram

- Total Number of Monthly Active Instagram Users: 800 million
- 68% of Instagram users are Females
- 59% of 18-29 Year Olds Use Instagram
- 33% of 30-49 Year Olds Use Instagram
- Instagram is used by 48.8% of brands
- Posts with at least one hashtag average 12.6% more engagement
- Posts With a Location Get 79% More Engagement
- 70% of Instagram Posts Don't Get Seen
- Instagram Users Engage More on Weekdays
- 65% of Top-Performing Instagram Posts Feature Products
- Photos With Faces Get 38% More Likes

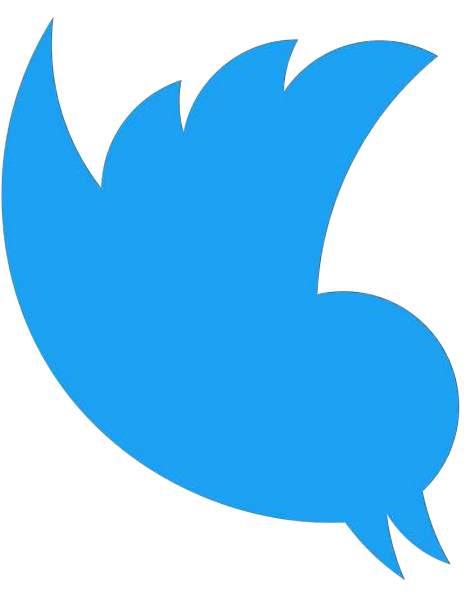
Source: Omnicore and Sprout Social

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Twitter

- Total Number of Monthly Active Twitter Users: 330 million
- 24% of All Internet male users use Twitter, whereas 21% of All Internet Female users use Twitter
- 37% of Twitter users are between ages of 18 and 29
- 25% users are 30-49 years old
- More than 100 million tweets contained GIFs in 2015
- 83% of the world's leaders are on Twitter
- 77% of Twitter users feel more positive about a brand when their Tweet has been replied to
- 80% of Twitter users have mentioned a brand in a Tweet
- The last two years have seen a 2.5x increase in customer service conversations on Twitter



Source: Omnicore & Brandwatch

YouTube

- Total Number of Monthly Active YouTube Users: 1.57 billion
- YouTube TV Paying Subscribers: 300,000
- Average Viewing Session: 40 minutes, up 50% year-over-year
- 62% of YouTube users are Males
- 9% of small businesses are on YouTube
- 35+ and 55+ age groups are the fastest growing YouTube demographics
- 75% of adults turn to YouTube for nostalgia rather than tutorials or current events
- Millennials prefer YouTube two to one over traditional television
- 37% of the coveted 18 – 34 demographic are binge-watching
- 20% of users will leave a video if it hasn't hooked them in the first 10 seconds
- YouTube is technically the second largest search engine in the world



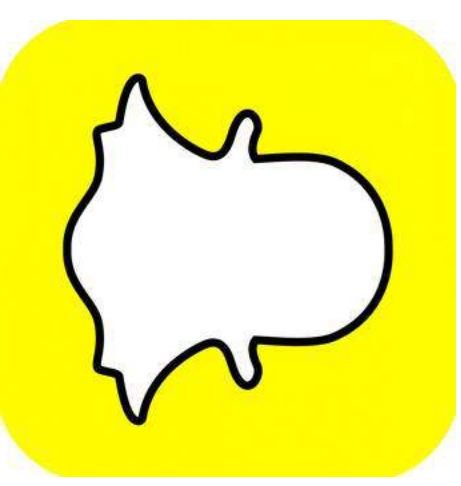
Source: Omnicore

Snapchat

- Total Number of Monthly Active Users: 300 million+
- Average Time Spent per User on Daily Basis: 30+ minutes
- 71% of Snapchat users are under 34 years old
- Roughly 70% of Snapchat users are female
- People under the age of 25 use Snapchat for 40 minutes on average every day, more than Instagram's latest stat for same demographic
- 45% of Snapchat users are aged between 18-24
- 50% of Male College students share selfies on Snapchat, the number is higher in Female college students. 77% to be precise
- Active Snapchatters open the app 18+ time every day
- The average daily user of Snapchat creates more than 20 messages, or "snaps," per day

Source: Omnicore

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Pinterest

- Total Number of Monthly Active Pinterest Users: 175 million
- 81% of Pinterest users are actually Females
- Men account for only 7% of total pins on Pinterest
- Millennials use Pinterest as much as Instagram
- Median age of a Pinterest user is 40, however majority of active pinners are below 40
- 87% of Pinners have purchased a product because of Pinterest
- 72% of Pinners use Pinterest to decide what to buy offline
- Two-thirds of pins represent brands and products
- Food & Drink & Technology are the most popular categories for men
- Average time spent on Pinterest per visit is 14.2 minutes



Source: Omnicore

LinkedIn

- Total Number of LinkedIn Users: 500 million
- There are 57% of male users and 44% female users on LinkedIn
- 13% of Millennials (15-34 Years old) use LinkedIn
- 44% of Linked users earn more than \$75,000 in a year
- There are over 39 million students and recent grads on LinkedIn
- An average user spends 17 minutes monthly on LinkedIn
- The most overused profile word continues to be “Motivated” – which also topped 2014 and 2015



Source: Omnicore

Google +

- Total number of Google+ active members: 395 million
- 28% of people age 15-34 use Google Plus
- 26.3% of users are female
- 73.7% of users are male
- 40% of marketers use Google+
- 70% of brands have a presence on Google+
- Top countries using Google+: United States (55%), India (18%), Brazil (6%), United Kingdom (5%), Canada (4%)
- Google+ presence helps with SEO



Source: Statistic Brain

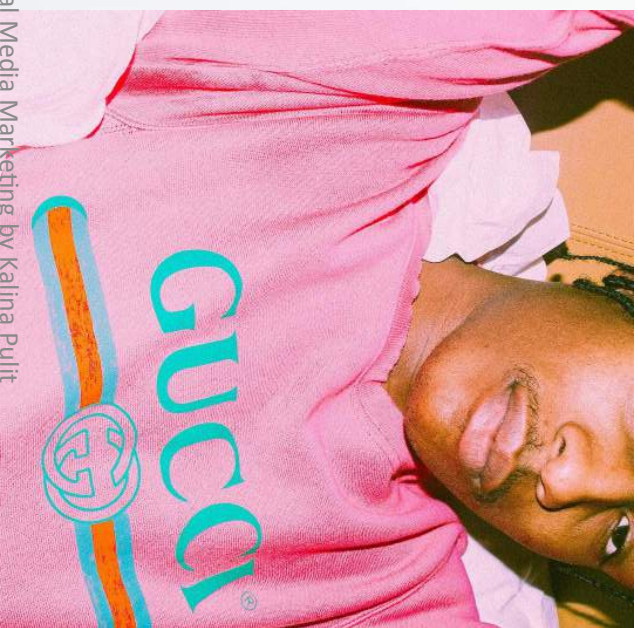
Brand identity

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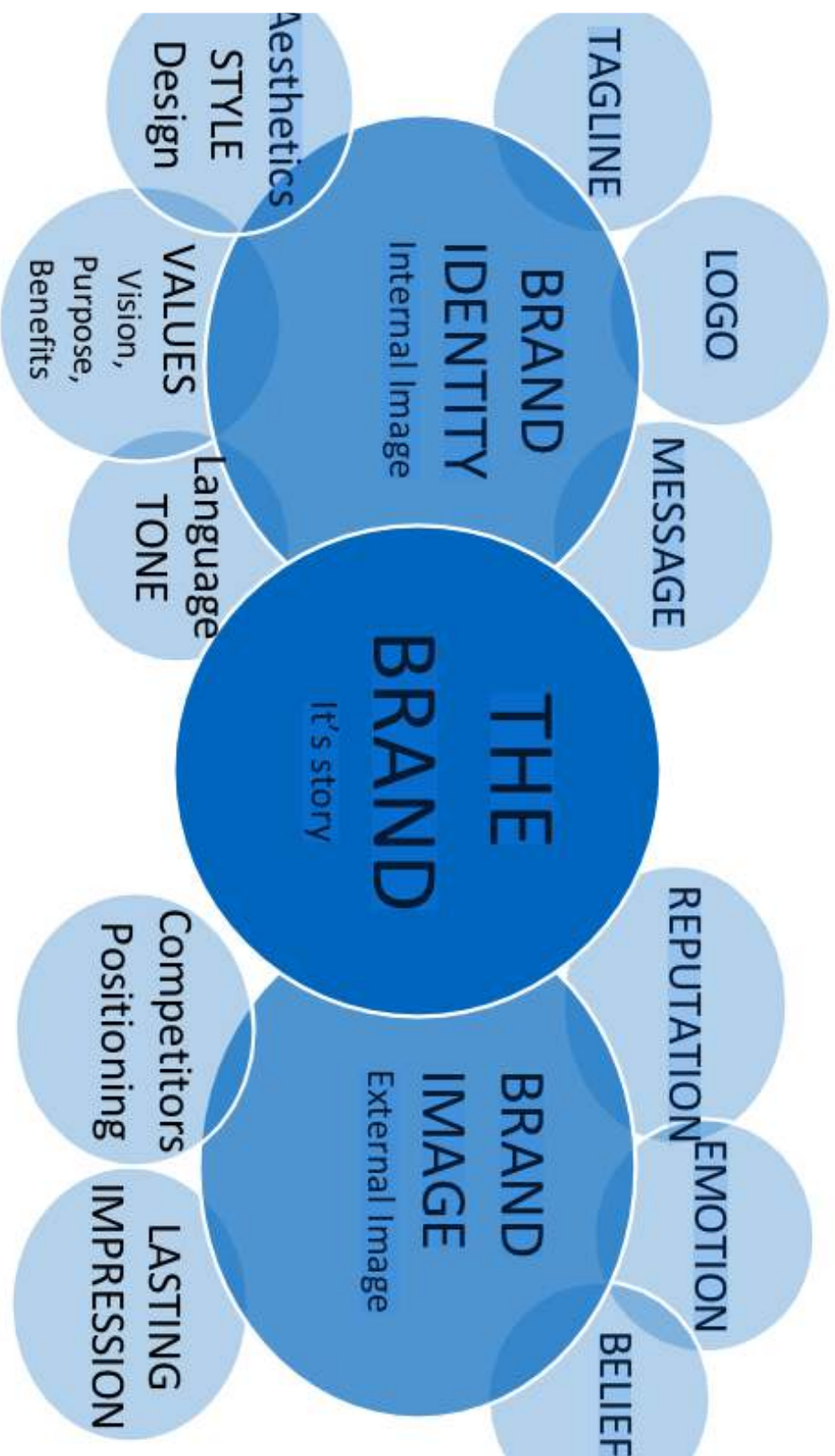
Branding

Branding is about identity

We affiliate ourselves with brands whose ideology mirrors our own

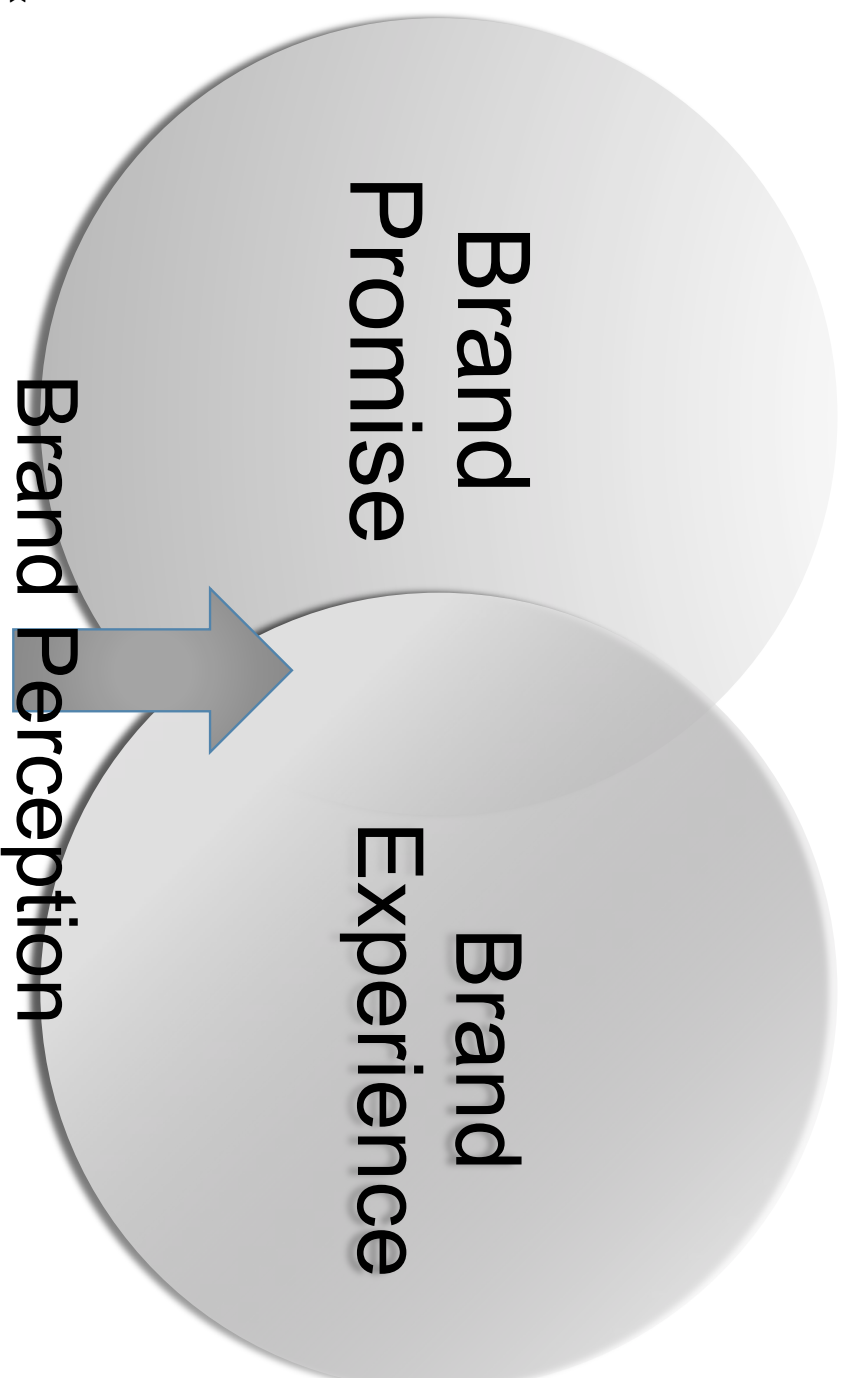


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Source: Lynsey Fox

Reality of brand image



Source: Lynsey Fox

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Your product

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Activity

Define your product / idea

(an actual one or a fake one for the purpose of the course)

What it is that you're trying to promote / communicate to your target audience?

Is it luxury product? Ready-to-wear? Streetwear?

Is it exclusive / widely available?

Is it connected to a certain location, lifestyle, subculture, sport discipline?

Target audience

Why segment your customers?

- Many social networks allow users to provide detailed geographical, demographic, and personal information, which allows marketers to tailor their message to what is most likely to resonate with the user. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target

Source: Investopedia

Customer personas

Customer personas are fictional, generalised representations of your ideal customers.

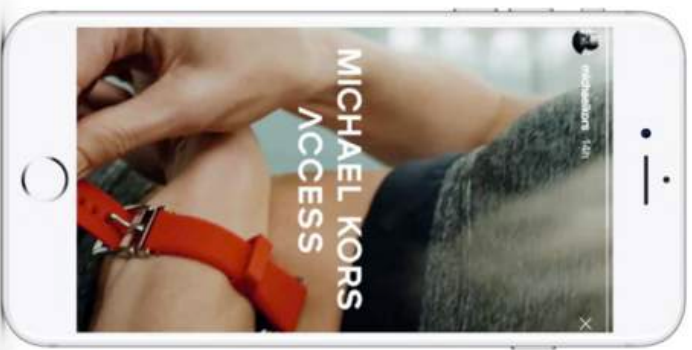
Personas help in marketing, sales, product, and services.

Having a deep understanding of your customers persona(s) is critical to driving content creation, product development, sales follow up, and really anything that relates to customer acquisition and retention.

Source: Hubspot blog

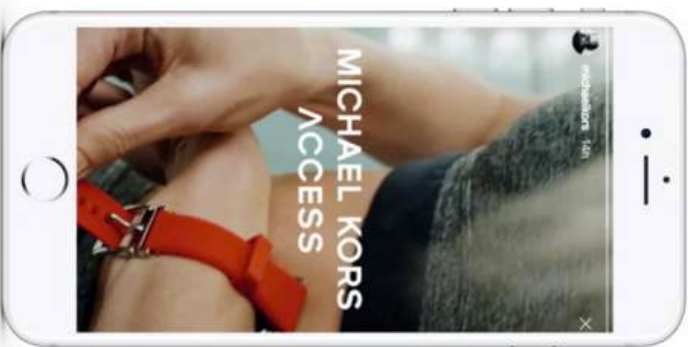
Case study: Michael Kors

Earlier this year, accessible luxury giant Michael Kors sought to drive sales of its recently launched smartwatch range by creating video content of model Martha Hunt wearing the watch in different locations around New York. The creative concept targeted the brand's most engaged consumer demographic: professional, millennial women



Source: BoF

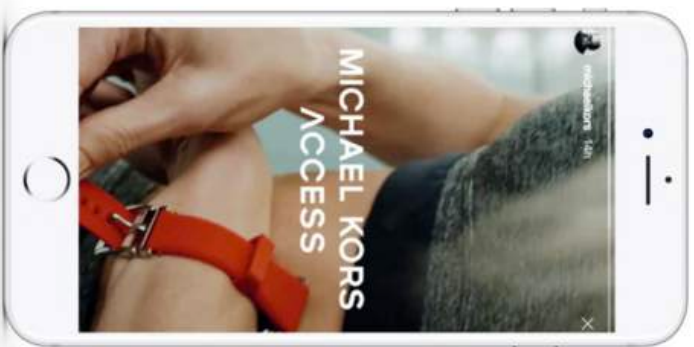
Case study: Michael Kors



Source: BoF

Having shot the full 2-minute video, which was specifically designed in vertical format for Instagram Stories dimensions, the brand tested the responses of different segments of consumers to varying length Instagram Stories ranging from 2 to 15 seconds. To determine the effectiveness of these shorter video lengths, the fashion brand segmented one of its key audiences — women aged 18 to 54 — into four random groups.

Case study: Michael Kors



Source: BoF

Each of these groups was exposed to one of the four video segments in their Instagram Stories, the results of which informed the campaigns continuing rollout and that of future initiatives. By optimising its campaign, the Michael Kors brand was able to drive a 24-point lift in ad recall, and the brand's Instagram Stories delivered an almost 9-point increase in favourability, which equates to ten times the industry standard

Who do we follow? Online community

Activity

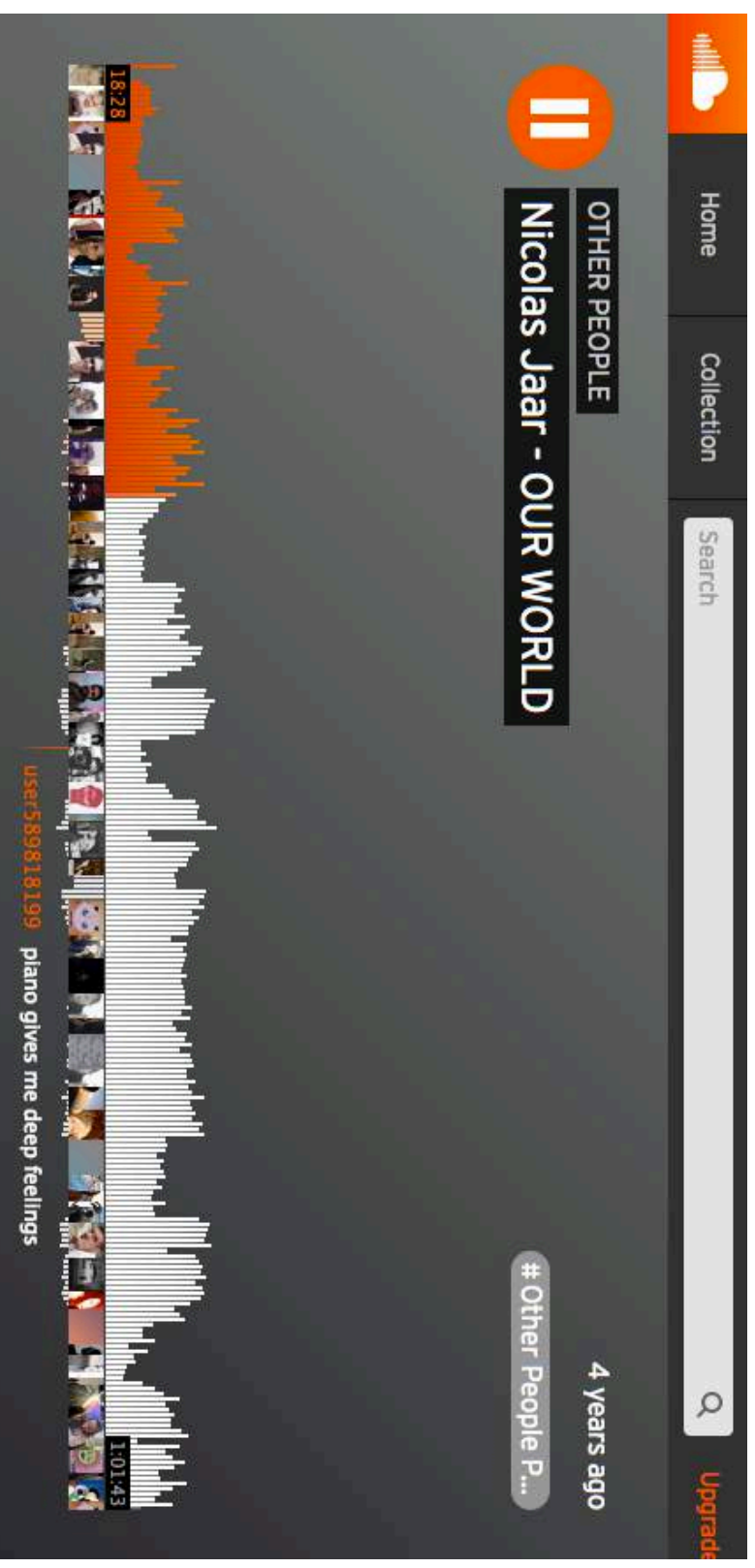
- Who do you follow online?
- Who do you want to connect with?
- If you could describe your ideal online community using 5 words what would they be?

Psychology of sharing

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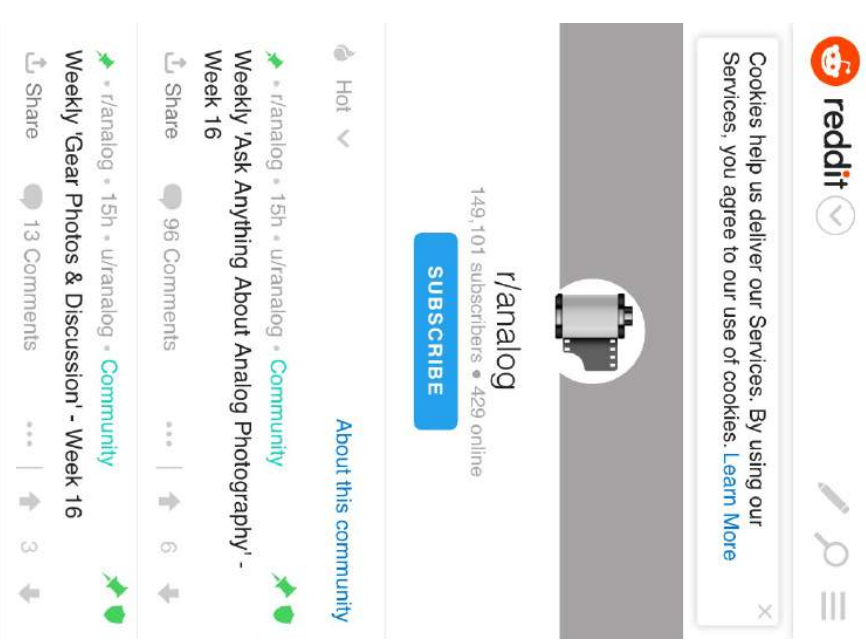
Why do consumers share content?

- Emotion
- Status



Why do consumers share content?

- To bring valuable and entertaining content to others
- To define ourselves to others
- To grow and nourish our relationships
- Self-fulfillment
- To get the word out about causes or brands



The screenshot shows a Reddit interface. At the top, there is a cookie consent banner from reddit. Below it is the subreddit header for r/analog, which includes a profile picture of a camera, the name 'r/analog', and statistics: '149,101 subscribers' and '429 online'. A blue 'SUBSCRIBE' button is visible. The main content area shows a post titled 'Weekly 'Ask Anything About Analog Photography' - Week 16' with 96 comments. Below this is another post titled 'Weekly 'Gear Photos & Discussion' - Week 16' with 13 comments. The bottom of the screenshot shows a user profile for 'Moving to Los Angeles [Contax T2 / Eklatar 100]' with a profile picture of a woman.

Source: Everyonesocial

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Why do consumers share content?

- **Social Currency:** We share things that make us look good
- **Triggers:** Easily memorable information means it's top of mind and tip of the tongue.
- **Emotion:** When we care, we share.
- **Public:** Built to show, built to grow.
- **Practical Value:** News people can use.
- **Stories:** People are inherent storytellers, and all great brands also learn to tell stories. Information travels under the guise of idle chatter

Source: Everyonesocial

Set your goals

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What are you trying to achieve?

Setting achievable, measurable, realistic goals for you digital media strategy is a key starting point

Examples:

- Product promotion
- Attract attention and generate leads
- Increase brand awareness or credibility
- Expand customer base
- Generate or increase online sales
- Engage an online community of users (!)

SMART objectives

SMART GOALS – DEFINITION



SPECIFIC

What exactly do you want to achieve?



MEASURABLE

Establish clear definitions to help you measure if you're reaching your goal.



ATTAINABLE / ACTION-ORIENTED

What steps can you take to reach your goal? Outline the exact steps to accomplish your goal.



RELEVANT / REALISTIC

How will meeting this goal help you? Does your goal relate to your mission?



TIME-BOUND

How long will it take to reach your goal?

SMART objectives

Specific	Clear, defined and specific for anyone to be able to be able to pick it up.
Measurable	Know if the goal is obtainable and how far away completion is. What do you need to monitor to prove or achieve your specific goal? How will you measure this?
Achievable/ Agreed Upon/ Action-orientated	Be realistic. Do you have the resources (stakeholders) to do it? Will you need to bring it in? Outsource?
Realistic	Practicality of progress (realistically attainable) within resources, knowledge and timing.
Timing	When do you want to achieve it by? Do you have enough time? Create practical benchmarks

Source: Lynsey Fox

Example: SMART Objectives : Hipster Ezine App - *What's Ap'ning*

They sell advertising space and sponsorship for Y Generation events.

Specific	Need to increase advertising revenue to £50,000 p/month. To satisfy advertisers, so need to reach 50,000 new subscribers
Measurable	Measure how many people sign up vs how many unsubscribe, and which locations and content are doing better than others.
Achievable	We have few in-house writers. May need to increase this over time next 3 months.
Realistic	It can be achieved, but need to look at revenue every month to see if we can increase writers to increase content
Timing	Aim to achieve this in 6 months, with monthly reviews end of each month.

Source: Lynsey Fox

Content marketing

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Content marketing

Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online

Content communicates brand's story / narrative

Engages your audience

Helps to build trust

Increase brand awareness and sales (mostly indirectly)

Content marketing

The idea central to content marketing is that a brand must give something valuable to get something valuable in return. Instead of the commercial, be the show. Instead of the banner ad, be the feature story.

Source: Mashable

Content marketing

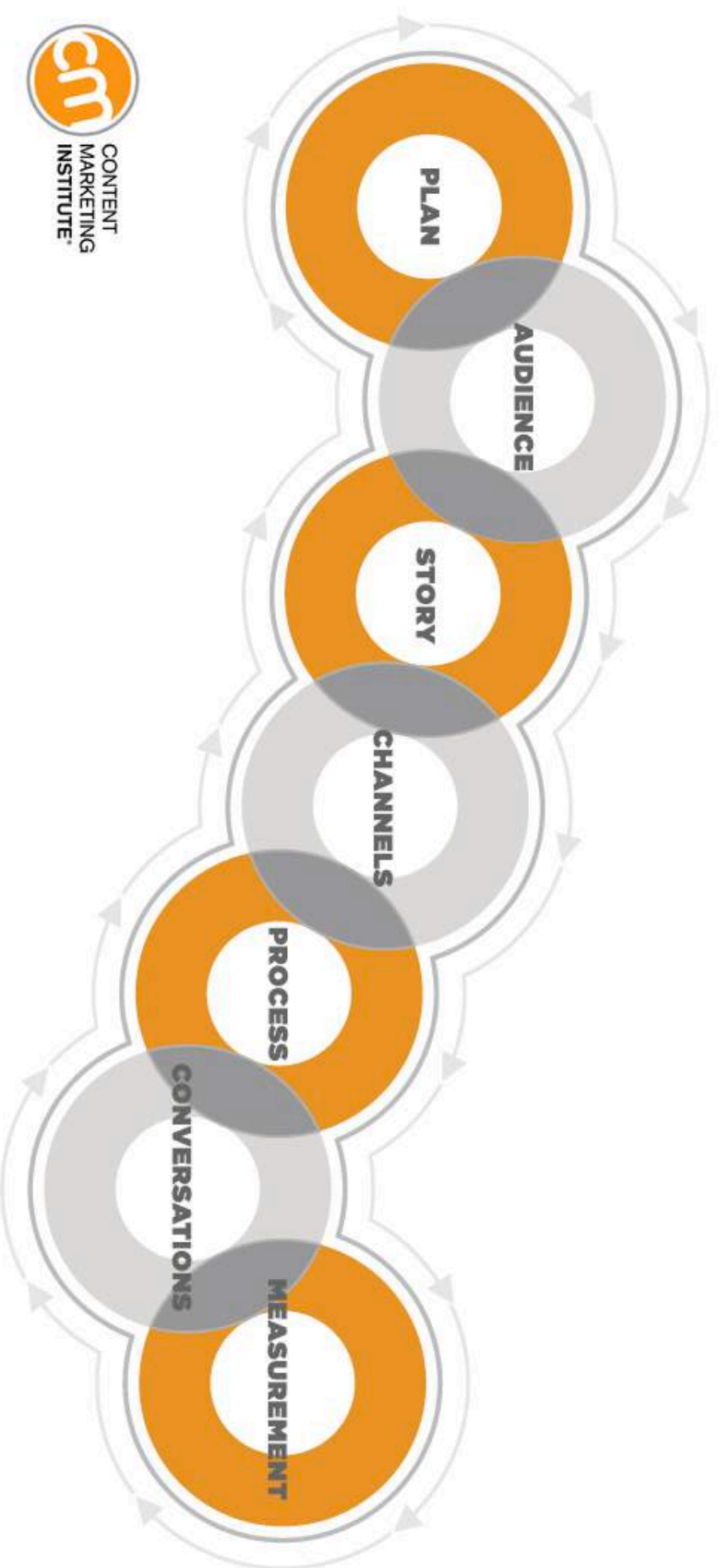
Content is everything & everything is content

Content is the primary driver that will convert your audience into the customer

Source: Growth Funnel

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Content marketing framework



Source: Content Marketing Institute

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Types of content

- Inspiration, research
- Imagery connected to the lifestyle that your product taps into
- Behind the scenes / the making of
- Vlogs / interviews
- Swatches, materials and sourcing them
- Final product – product shots
- Final product – worn by a celebrity/social media influencers/
customer

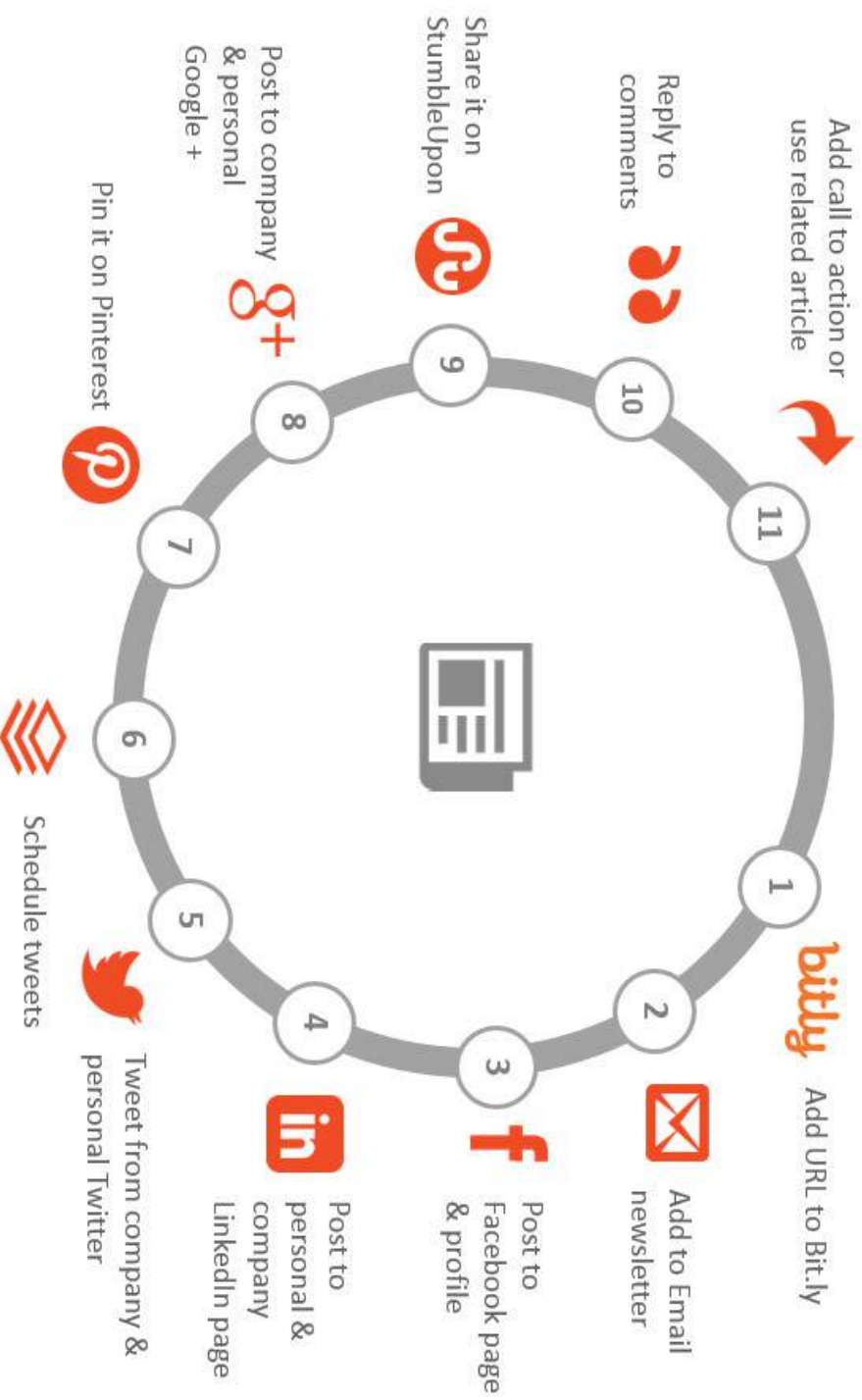
Types of content

- Memes
- Videos
- Blogs
- 'How to' guides
- Podcasts
- Research-based data
- Anything that might be of interest to your target audience

Content creation tools

- Photos, photo galleries
- Videos, slow motion, time lapse / stop frame
- GIFs, Boomerangs, live photos
- Insta stories, Snapchats
- Text – copy in caption or within the image
amongst others

How to promote your content after you hit publish



Source: Content Marketing Institute

Editorial calendar

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What do I do with it

Know what's happening and make use of it

- Fashion weeks, art fairs, sport events, cultural events, bank holidays, Black Friday, world kindness days, TV series premiere – anything relevant and important for your target audience will make you connect and engage with it more
- Use it to generate relevant content or to regram, repost, comment on already published content

User generated content

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Benefits

- Free content for a brand
- Reaches general public directly
- It promotes inclusivity
- Encourages user engagement
- Creates a buzz, spreads the word

Source: Mashable

Case study

<https://www.instagram.com/polerstuff/>



polerstuff

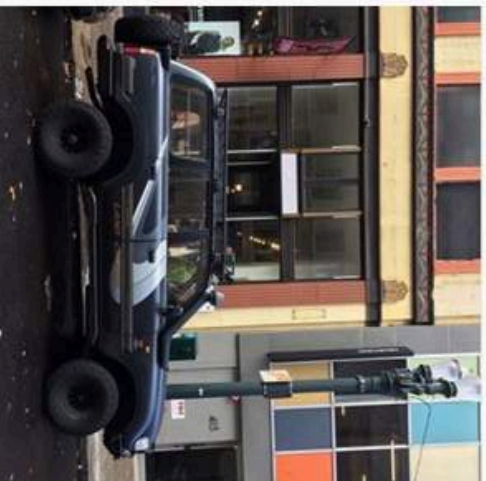
Follow

8,139 posts

431k followers

2,591 following

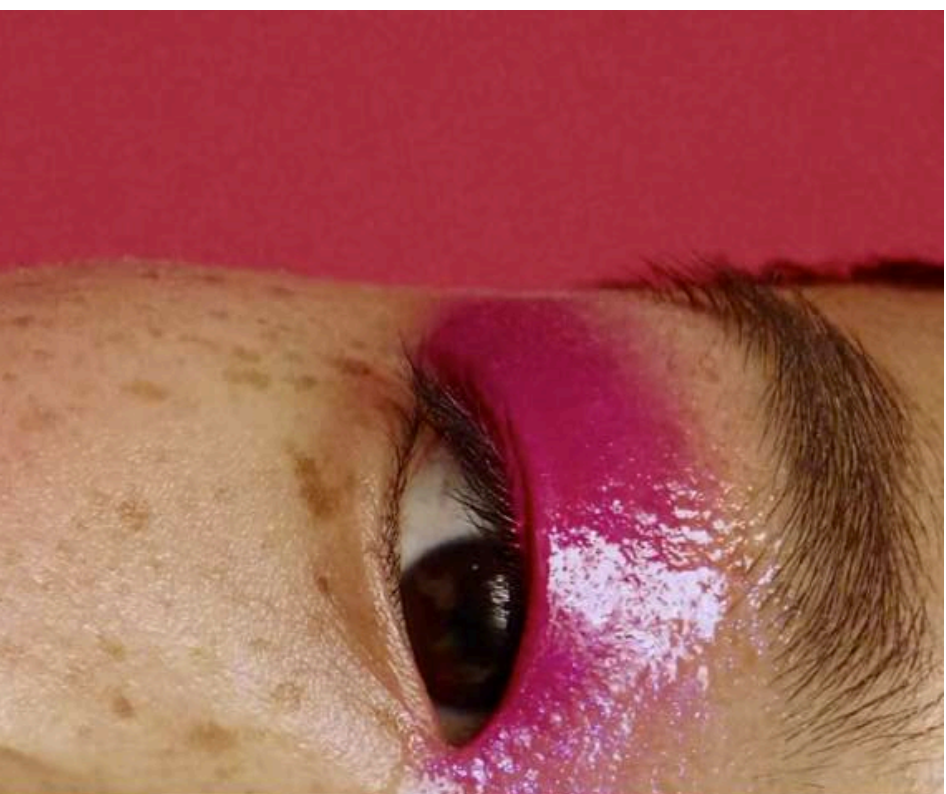
Poler Outdoor Stuff Free Shipping and Free Returns on orders over \$100 (in the lower 48 states) shop online for #campvibes 🏡 www.polerstuff.com



Case study



#ASOSGoPlay



asos_faceandbody

Follow

asos_faceandbody Go play with colour!

For your chance to win a year's supply of Face + Body products. Create your own colourful look and share it with us using #ASOSGoPlay Entries close Wednesday at 20:59. For full Ts&Cs see: <http://asos.do/5W/H0v>

carissecontagious Did you get my entry? jemberrylord Is this UK residents too?

st.arfu.cks Look at @ellieaddis entry 🤔🤔
sadelolita Look at @ellieaddis entry OMG 🤔🤔



3,242 views

SEPTEMBER 20

1

Case study

#CraveKurtGeiger



kurtgeiger

Follow

kurtgeiger WIN the Christmas accessories you CRAVE.

For the chance to win the Kurt Geiger accessories you are craving, simply share the images of the styles you'd love to get for Christmas using #CraveKurtGeiger.

The more styles you crave and share with us the better your chances of winning.

For more inspiration visit our Christmas Gift Guide.

5 winners will be announced every Wednesday until 22nd November 2017.

Good Luck!

T's&C's apply please visit kurtgeiger.com for more info.

Load more comments

jenbunnyd #CraveKurtGeiger @kurtgeiger

[@jenbunnyd shared this on littralluvination](#)

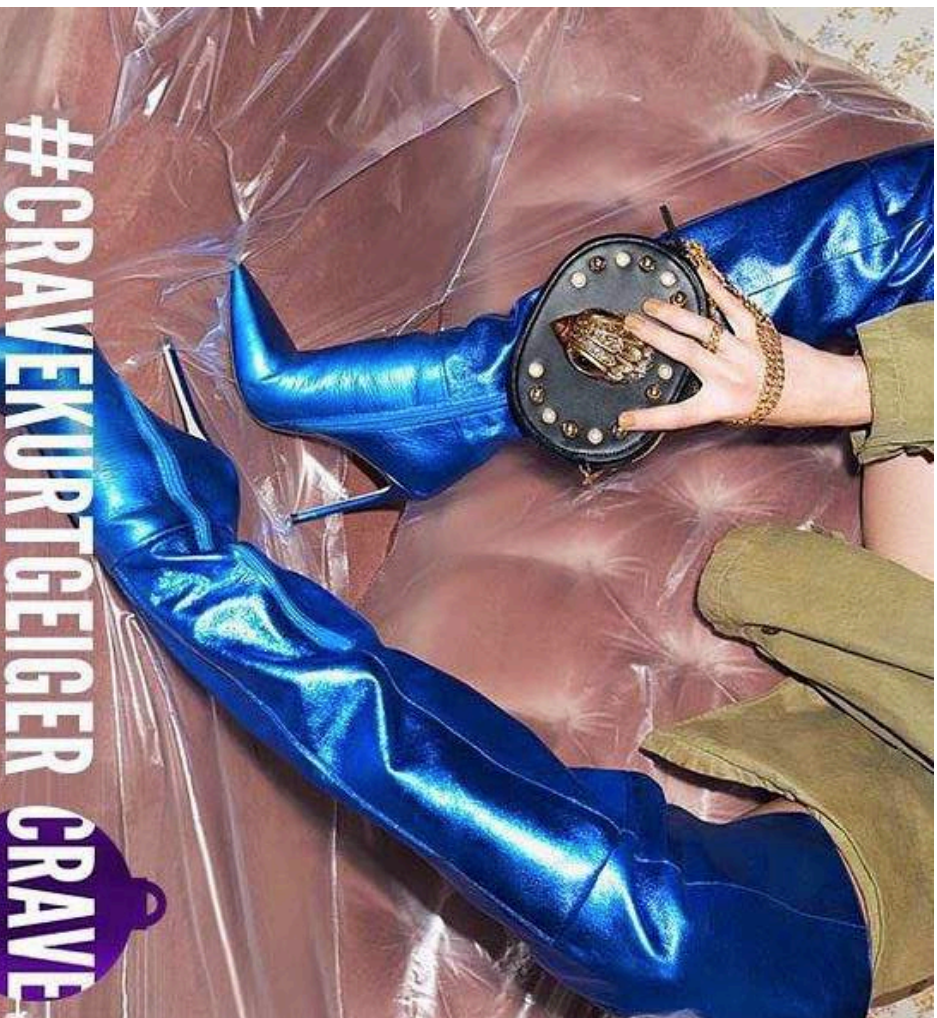


3,600 views

NOVEMBER 2

Case study

#CraveKurtGeiger



kurtgeiger

Follow

kurtgeiger Congratulations to...

@jess_malone

@vbnails__

@tiddles12

@elaineravenhall

@nashath18

On winning our #CraveKurtGeiger competition! Please check your DM's to claim your prize. 🏆

View all 31 comments

prettylittlethings32 @elaineravenhall congratulations 🎉🎉

prettylittlethings32 @tiddles12 congrats 🎉🎉🎉

prettylittlethings32 @vbnails__ congrats 🎉🎉

prettylittlethings32 @nashath18 congratulations 🎉🎉🎉



630 likes

6 DAYS AGO

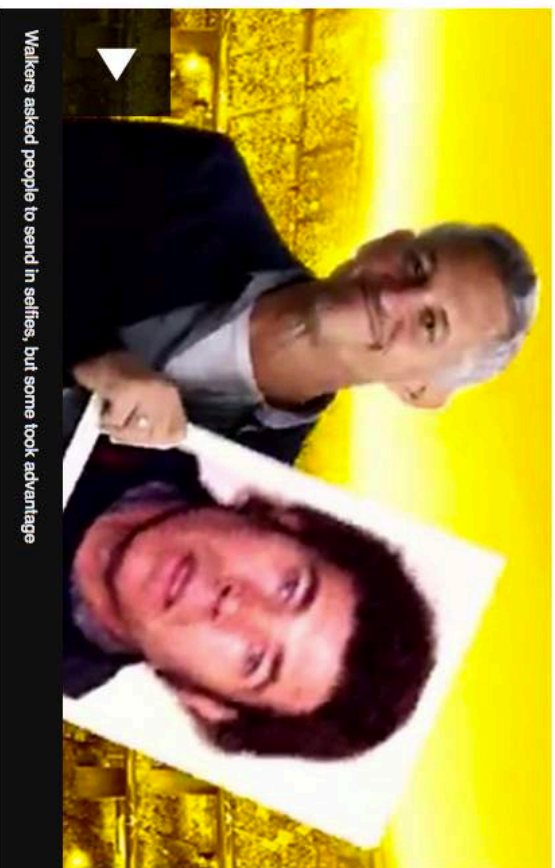
Case study

#WalkersWave

Walkers Crisps Gary Lineker campaign suffers Twitter sabotage

🕒 25 May 2017

f 🐦 🌐 ✉️ 🔄 Share



Walkers asked people to send in selfies, but some took advantage



Want to win tickets to the UEFA Champions League final*? Just reply with your selfie & #WalkersWave. *T&Cs apply: bit.ly/2rzgghyd



In response, **Gary Lineker tweeted**: "Had an unusual day in some very strange company. I'm sure we'll wave goodbye to them all by tomorrow."

Online campaigns

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Case study

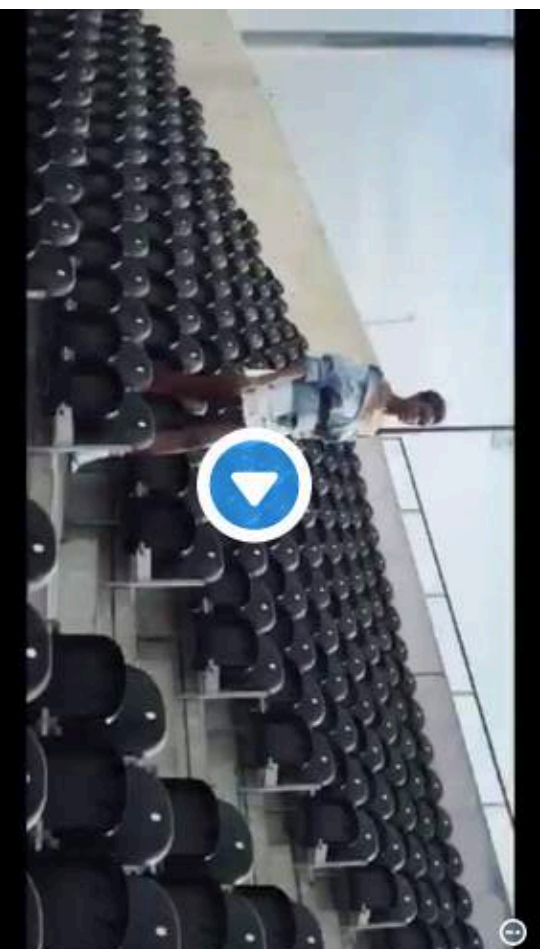
#LikeAGirl [Video](#)





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Case study

#AllGirls [Video](#)



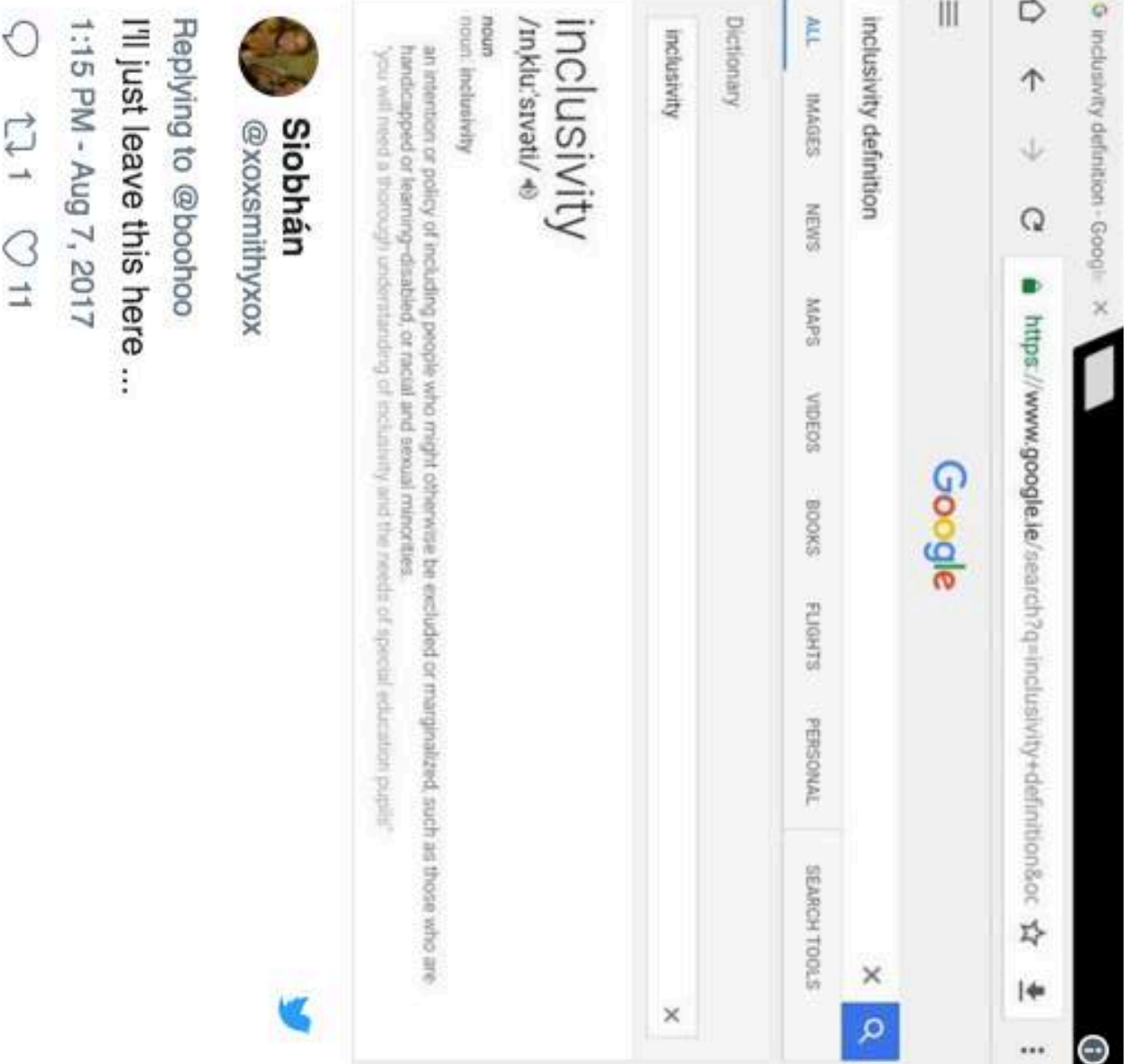
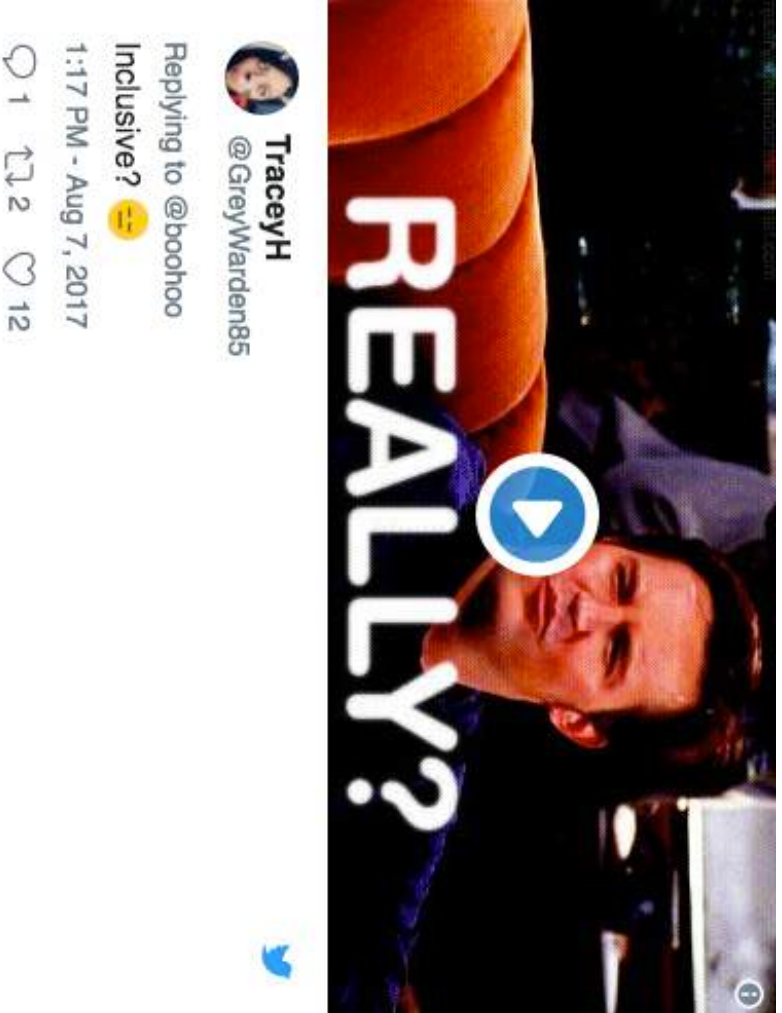
 **boohoo.com** 
@boohoo

#ALLGIRLS has dropped and it's all about inclusivity and girl power, created by an ALL girl crew  boohoo is for all girls  #allgirls

8:39 AM - Aug 7, 2017

 156  68  238

Case study



Case study

#DeleteUber

By Mike Isaac

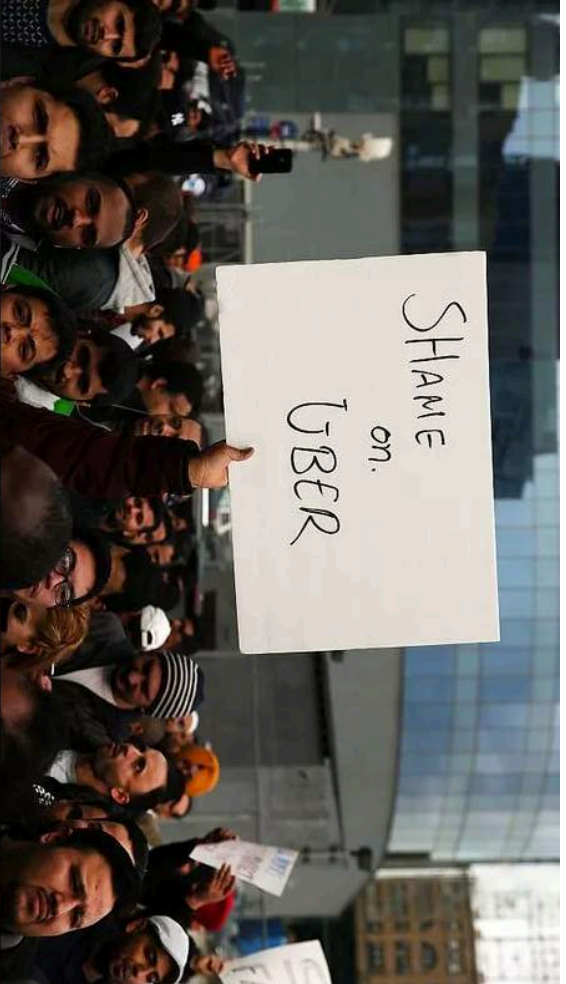
Jan. 31, 2017



If you've been paying attention to Twitter for the past few days, you may have noticed a trending hashtag: #DeleteUber.

That's because there has been a backlash against Uber in response to accusations that the ride-hailing service intended to profit from a protest on Saturday against President Trump's [executive order banning refugees and immigrants](#) from certain countries from entering United States.

Uber maintains that its intentions were misunderstood. That hasn't stopped the online movement — spurred almost entirely through Twitter — of people deciding to delete their Uber accounts.



The New York Times then reported, via three anonymous sources with access to the internal metrics, that about 500,000 people had requested to delete their accounts in the week following the [campaign's origin](#).

Source: NY Times

Influencer marketing

Social Media Marketing by Kalina Puit

Influencer marketing

Influencer marketing is designed to tap into an existing community of engaged followers on social media. Influencers are specialists in their niches. These individuals have influence over an audience you might be trying to reach, and can be helpful marketing to those buyers

Source: Hubspot

Micro influencers

Micro influencers are often real people, with much smaller followings (10,000 – 90,000 rather than hundreds of thousands), they may be limited by their initial amount of reach, however, in the long run they offer brands more specific benefits

Source: Revolution Digital

Micro influencers

A key benefit to micro-influencers is the personal nature of these accounts. By utilizing micro-influencers, they often have more focused content on their page rather than macro influencers. This allows them to offer more relatable and attainable content than macro influencers, thus allowing brands to identify and engage more distinct audiences.

The use of micro influencers also results in a significantly higher engagement rate than when using macro-influencers, particularly with the millennial target that see micro-influencers more as peers than celebrities

Source: Revolution Digital

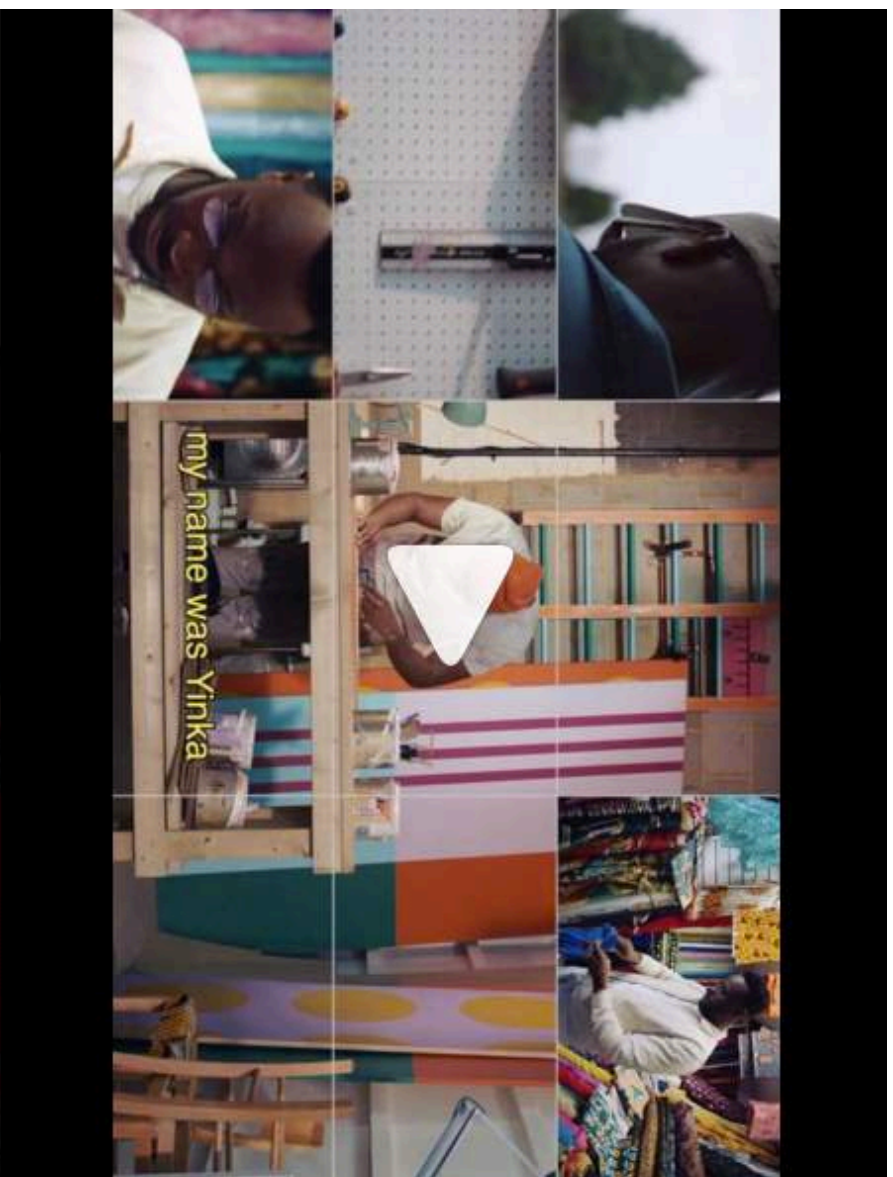
Micro influencers

According to a recent Ad Age study, Instagram accounts with less than 1,000 followers have a “like” rate of approximately 8%, while accounts with 1,000 to 10,000 followers have a rate of 4%. Since the engagement rate is much higher when using micro-influencers and the cost is much lower than engaging a macro-influencer, it is a safe assumption to claim that the ROI of the partnership will likely be higher with the micro approach

Source: Revolution Digital

Case study

<https://www.instagram.com/p/Bg6zi0IhSb5/?hl=en&taken-by=aceandtate>



aceandtate • Follow

aceandtate We present to you six complex and incredibly unique characters and the different sides of their identities.

Get inspired to use our frames to be

whoever you want to be, whenever you

feel like. #aceandtate Link in bio

imanwhitfield

mrkvrnk

camillesha

m_qvst



5,109 views

MARCH 29

Log in to like or comment.



Case study

ASOS Insiders



@ASOS_Olive



@ASOS_Ashley



@ASOS_Lotte

Social Media Marketing by Kalina Puit

Macro influencers

Although the engagement rate is lower than what micro-influencers get, macro-influencers can reach up to 10 times more people. This results in more exposure towards your brand and people talking about the product you are promoting.

Macro influencers following ranges between 100,000 - 1 million.

Source: We Are Anthology

Mega influencers

These influencers could be a social media celebrity or a celebrity with a social media account. They have over 1 million followers but only receive around 2% - 5% engagement

Source: We Are Anthology

Mega influencers

There is some overlap between celebrity endorsements and influencer marketing campaigns. But fans of influencers trust that their endorsement of a product or brand comes from a well-researched, more holistic place, rather than something as simple as a signed contract between a brand and a person of influence

And while there is often a formal agreement in place between both parties, influencers tend to be more selective about their affiliations, choosing to partner with brands that reflect their unique personal brands and won't alienate their followers

Source: Hubspot

Case study

Zoella [Video](#)



Case study

Riz Ahmed | [Twitter](#)



The screenshot shows a Twitter thread by Riz Ahmed (@rizmc) from May 22. The thread consists of three tweets. The first tweet is a text-based tweet with 2 replies, 69 retweets, and 138 likes. It contains a link to a video on theatlantic.com and a hashtag #ForeverWelcome. The second tweet is a text-based tweet with 2 replies, 11 retweets, and 59 likes. It contains a link to an article on thefader.com. The third tweet is a text-based tweet with 2 replies, 11 retweets, and 59 likes. It contains a link to a video on youtube.be. The tweets are displayed in a vertical list with a light gray background and a white border. The user's profile picture is a globe icon. The text is in a sans-serif font, with links in blue and the user's name in bold. The engagement metrics are shown in a smaller font below the tweet text.

Riz Ahmed @rizmc · May 22
WATCH AND SHARE THIS SHORT DOC ON HATE CRIMES IN THE USA -
theatlantic.com/video/index/56...
#ForeverWelcome @capitalpics

A Devastating Story of Hate and Murder
After her husband was killed in a hate crime in Kansas, an American immigrant reevaluates her dream of the country.
theatlantic.com

Riz Ahmed @rizmc · May 17
Sick track and Video from the G @kamaalwilliams

The FADER @thefader
Wanna take a warm, jazzy trip through Marrakech?
thefader.com/2018/05/15/kam...

Riz Ahmed @rizmc · May 17
In light of disruptive opening of US embassy in Jerusalem & murder of 55 unarmed Palestinian protestors, this @CBSNews interview w @4noura is required viewing for Palestinian perspective on an irresponsibly & needlessly de-railed peace process. youtube.be/FfFuCagqCY RT

How are Palestinians reacting to the U.S. embassy i...

Working with influencers

- **Expertise:** Would the content of your campaign be appropriate coming from this influencer, given what he or she is famous for?
- **Reach:** Can this influencer engage your audience? Does she specifically have reach on the social media channels where your audience spends its time?
- **Demographic:** Is this person's following similar to your company's buyer persona? Does he or she affect the same people?
- **Notoriety:** Is this influencer well liked? Is his/her fame split between admiration and condemnation, or are they a person of mass appeal?

Source: Hubspot

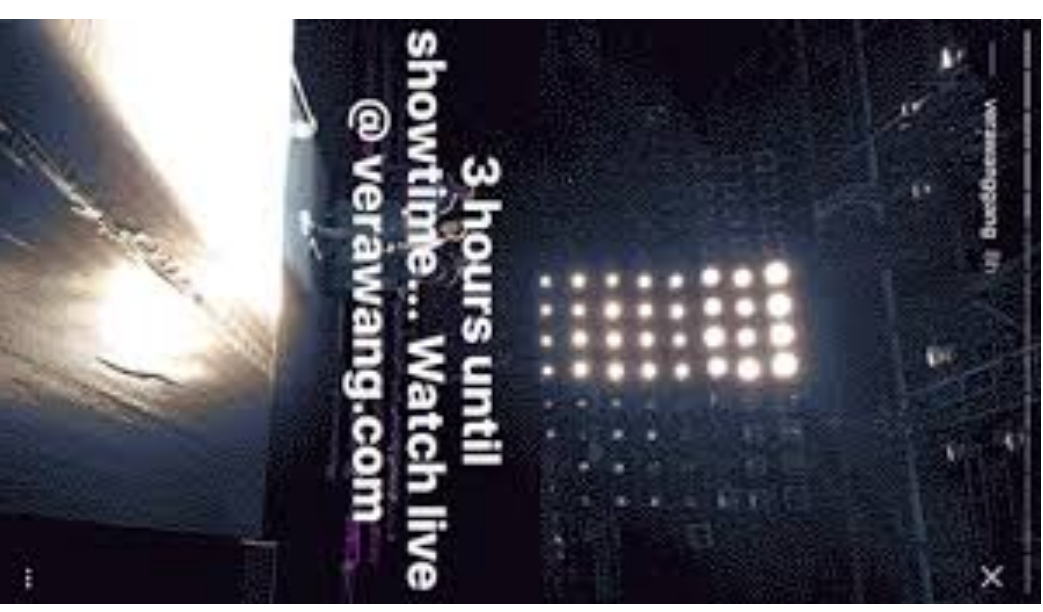
Events and LIVE mode

Social Media Marketing by Kalina Puit

Sharing events online

When you are holding an event:

- Make sure you make wifi network / password notification visible at the venue
- Make sure you advertise event's hashtag loud and clear
- Engage people who attend to share their experience – use the opportunity to get a lot of user generated content
- Consider giveaways – it might help generating content



LIVE mode

Going live online adds two unique elements to a video:

urgency and interactivity

Even if a live video is saved on a platform for future viewers, the unique experience offered by live video is available only at the time of broadcast

It's an event during which anything can happen

Source: Social Media Examiner



LIVE mode

Live video also has a benefit that even television lacks: the audience can participate.

Viewers watching a live stream on an online platform can write in their comments.

The broadcaster can then read and reply to comments, and allow the audience to influence the content of the live video as it's being created.

It allows the broadcaster to **reach audiences directly in real time**

It helps building community online and creates space for live interaction.

Source: Social Media Examiner

Social Media Marketing by Kalina Puit

Facebook live

- Facebook Live is good for face-to-camera videos, as well as live-action shots from events and staged studio broadcasts
- Use Facebook Live when you want to reach a lot of people, script a marketing message, experiment, and track results
- Facebook Live gives you the ability to **choose an audience**, so marketers can segment their follower lists and **create unique content for each group**. The detailed analytics are vital for tracking results and experimenting with different content
- The biggest benefit, though, is the size of the audience. Facebook can give you the largest audience of any social media platform

Source: Social Media Examiner

Twitter live

- Twitter is great for short, spontaneous videos when something catches your eye
- Broadcast at conferences, launches, or events, but think of it as live video news that shows what's happening
- Live Twitter videos appear as tweets and remain in your timeline as recorded videos after your broadcast ends
- The relationship between Periscope and Twitter gives Twitter extra discoverability. In addition to broadcasting to your followers, your video will be available on a different stand-alone app. Allow Twitter to access your **location data** and it will also appear on Periscope's map, which will **make it easy for local users to find you**

Source: Social Media Examiner

Instagram live

- The live video feature is part of Instagram Stories is used by about 100 million people daily
- Because the videos are going out on a platform best known for photography, you'll want to make your Instagram live streams colourful
- Instagram live videos can last up to an hour, and followers might receive a notification when you're live
- As on Facebook and Twitter, you'll be able to see comments and reactions from viewers. You can also pin a comment, helping to guide the conversation
- You'll struggle to win new audiences or large audiences, but Instagram live video **will help to cement the audience you've already built**

Source: Social Media Examiner

Conversational commerce

Social Media Marketing by Kalina Puit

Conversational commerce

- Aiming to be more than a place to chat
- Instant access
- Eco system
- Facebook messenger, WhatsApp, WeChat (China)

Source: Lynsey Fox

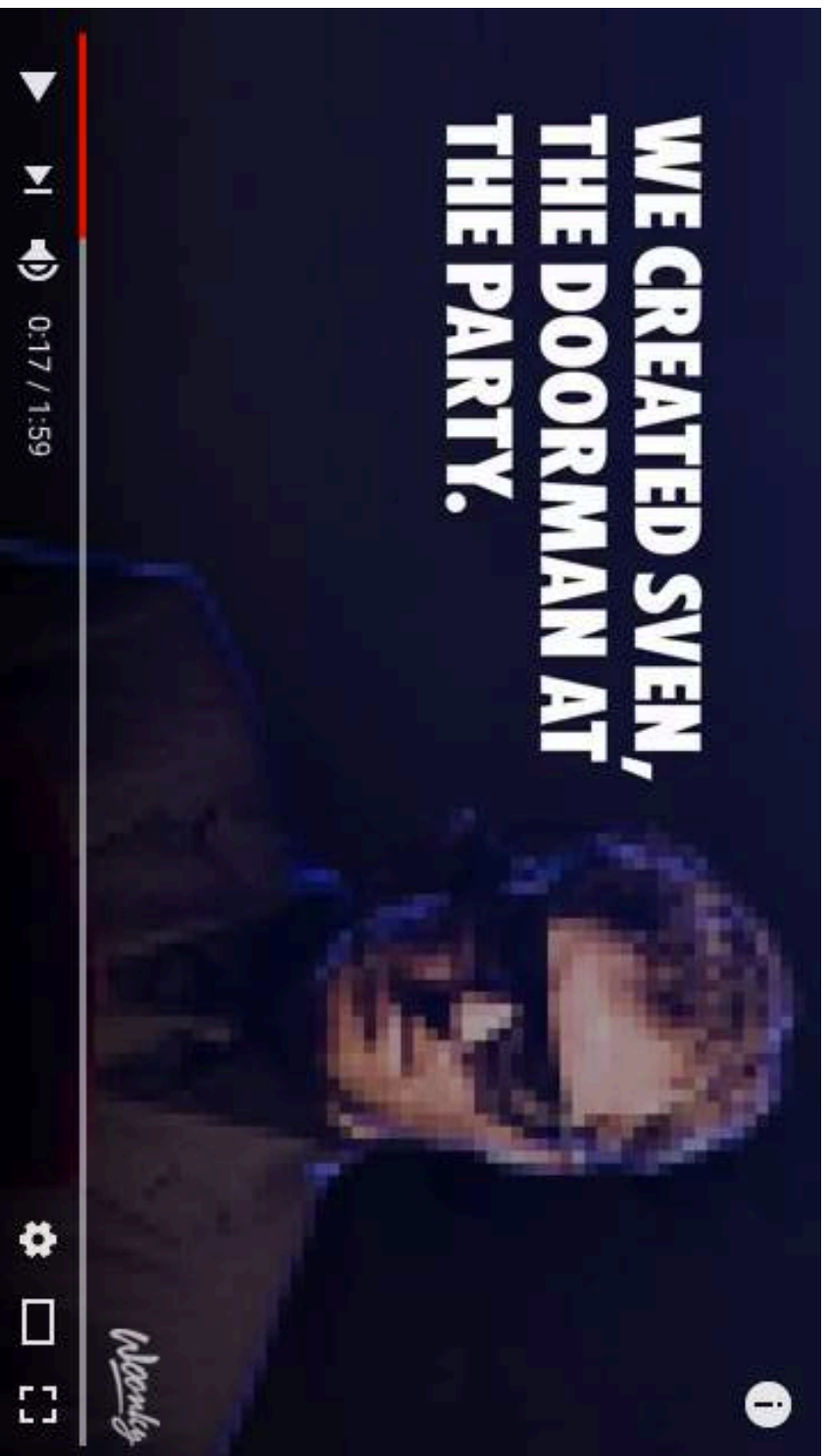
Marketing via Whatsapp

- It's free
- It lets you send images, ebooks, brochures, and catalogues
- Survey tool: Ask for feedback directly from customers
- You can use it for group discussions and meetings
- As a messaging app, it lets you send alerts about new events and sales
- Messages won't be lost: offline message alerts ensure users know when a message is waiting

Source: Kathryn Aragon

Case study

Absolut Unique Access x WhatsApp | [Video](#)



Social Media Marketing by Kalina Puit

SEO and social media

Social Media Marketing by Kalina Puiit

SEO

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers

SEO and social media

- Social media can boost your SEO in more ways than just simple content promotion
- Social media is one of the best ways to get backlinks and is a method that can be used to drive social shares and get content in front of high-profile sites
- Social sharing and SEO is less about the amount of shares and more about the impact *of those shares*
- Meaning that you could get 1,000 shares on social media, but if 999 of those are from low-profile sites, it doesn't really make an impact
- The goal of social media to get backlinks is getting your content in front of those hard-to-reach people (i.e. bloggers that generate million views) by mentioning them

Source: Neil Patel

SEO and social media

- Make sure to optimise your profiles. It's critical that your social profiles communicate the same information as your company site
- Be sure to optimise content for social shares, too. If your content isn't getting natural shares, Google will know that it's not worth ranking high
- Make sure your social media profile bio has all the relevant info: web link and bio including relevant keywords
- Keep it consistent - use the same image / logo as your profile picture
- Stop worrying about your follower count. Follower counts aren't a ranking factor
- Shares on your content are a social signal on the other hand, and they are valuable for generating links

Source: Neil Patel

Data protection

Social Media Marketing by Kalina Puit

GDPR

<https://www.eugdpr.org/key-changes.html>



[EUGDPR.org](#) [The Regulation](#) [The Process](#) [Our Partners](#)

The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years - we're here to make sure you're prepared.

GDPR

Consent

The conditions for consent have been strengthened, and companies will no longer be able to use long illegible terms and conditions full of legalese, as the request for consent must be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent. Consent must be clear and distinguishable from other matters and provided in an intelligible and easily accessible form, using clear and plain language. It must be as easy to withdraw consent as it is to give it.

Campaign performance

Social Media Marketing by Kalina Puit

Approach A

Measuring

Social media is one of the toughest areas of marketing to justify to executives in terms of spend. That's because most marketers don't know how to calculate real ROI of social media beyond just surface level metrics such as "likes" or "favorites."

The first question to ask yourself when calculating social media ROI is: what are your end goals? What do you ultimately want to achieve through social? Maybe you want to maximize the amount of traffic that you drive to a specific page.

Maybe you want people to fill out their contact information through Twitter cards

Source: Single Grain

Measuring

Goals you could track:

- New followers
- Clicks on the link in update
- Online purchases
- Filling out contact form
- Signups for newsletter
- Downloads of .PDF file
- Time spent on important web page

Source: Buffer

Measuring

The next step is to actually track your chosen goals. You can track website actions (i.e. sales, downloads, signups) in Google Analytics, or use more sophisticated tools like KISSmetrics to get more data on who exactly is visiting your site and completing a set of actions.

Source: Single Grain

Measuring

Next, you need to assign a monetary value to the actions completed. Here are a few options:

- Lifetime value — this is the average dollar amount you earn per customer
- Lifetime value x conversion rate — this number tells you how much each potential visit is worth
- Average sale — this is the average purchase through your site
- PPC costs — this number represents how much you'd pay to use ads to achieve the same social media actions

Source: Single Grain

Measuring

Here's an example of a chart that shows the ROI of a variety of different channels:

Source/Medium	Goal Completions	Goal Value
google / organic	5,388	\$37,162.00
(direct) / (none)	3,174	\$21,323.00
econsultancy.com / referral	579	\$3,977.00
plus.url.google.com / referral	202	\$1,386.00
t.co / referral	198	\$1,366.00
google / cpc	176	\$1,218.00
business2community.com / referral	164	\$1,120.00
Dashboardjunkie.com Newsletter / email	132	\$922.00
5tarnet.com / referral	97	\$659.00
portent.com / referral	86	\$586.00

Source: Think Digital

Social Media Marketing by Kalina Pult

Measuring

One way to measure the ROI of your organic social media follower count, likes, etc., is by calculating how much it would take for you to get the same number via paid ads. For example, if you have to pay \$0.25 per follower, and you have 1,000 followers, then that's a return of \$250.

You can subtract the cost of your time, the cost of the tools you use, and your ad spend from that number to see the real return on investment that goes to the bottom line.

Source: Buffer

Measuring

Here are some benchmarks on how much each social media platform costs based on their results:

- Facebook like average — \$0.50 per page like
- Facebook reach average — \$0.59 per thousand impressions
- Facebook click average — \$0.50 per click
- Promoted tweet — \$3.50 per thousand impressions
- LinkedIn — \$2.00 per click

Source: Buffer

Approach B

Measuring

There are many management theories about how best to create clear objectives, but one of the most useful is to insist upon SMART objectives, where the desired outcomes are:

- Specific
- Measurable
- Achievable
- Realistic
- Time-related

Using this SMART Framework makes it much easier to translate general campaign activities, which clearly contribute to the organization's objectives. For example:

- Improving customer service satisfaction
- Promoting specific deals and driving traffic to a specific website landing page
- Managing relationships with journalists, politicians and trade bodies online
- Maintaining strong brand awareness against a competitor
- Researching customers' views on a potential new product launch
- Building and growing a community who will talk about us among our target audience

Source: Brandwatch

Outputs, outtakes and outcomes

THE THREE CAMPAIGN MEASUREMENT CATEGORIES – OUTPUTS, OUTTAKES AND OUTCOMES

There is such a thing as too much information.

As we mentioned in the introduction, the sheer volume of data that can be tracked can seem daunting. The best measurement frameworks get to the heart of what are the best sets of data to collect to indicate whether a particular objective has been met or not.

That data tends to fall within three clear categories:

1. **Outputs:** Measures of what the organization has done or created
2. **Outtakes:** How people have reacted to an organization's activity
3. **Outcomes:** How people behave differently as a result of that activity

Source: Brandwatch

Outputs, outtakes and outcomes

For most organizations, Outcomes will be the most important campaign measurements.

They are generally the most scrutinized Management Information. Example Outcome metrics include:

- How many people purchased something
- How many people and how much was donated to a good cause
- How many people pledged to change their behavior (e.g., to quit smoking or to microchip their pet)
- How many people attended an event

Before we look at a framework for measuring Outcomes, we should first consider how to measure Outputs (which tend to be an indication of how a campaign is performing) and Outtakes (which tend to indicate how campaigns are performing over time).

Source: Brandwatch

Outputs

MEASURING OUTPUTS

A campaign's Outputs are defined as everything that the campaign team is 100% responsible for.

These measures further subdivide into operational, content, and response. They are all typically benchmarked and reported on daily/weekly/monthly/quarterly

Different organizations will obviously set different benchmarks for these outputs, depending on what is most relevant to their business. Here are some examples:

Operational

- Hours of operation/response
- Number of social media posts per day
- Time of day/frequency of posting

Content

- % of social media posts with video or audio attached
- % of posts that are created vs curated
- % of posts that contain one or more key messages

Response

- % of social media posts responded to
- % of questions responded to
- Speed of response (fastest/slowest/average) to social media comments

Source: Brandwatch

Outtakes

MEASURING OUTTAKES

Outtakes refer to how the world outside the organization reacts to the campaign activity—in short, how the organization's campaign activity is being perceived.

Most of the leading measurement tools have specific features to help present these measures.

Outtake measurements might include:

- Sentiment associated with the organization or keywords that the organization is tracking
- Share of the conversation in which the organization or tracked keywords feature
- Increases in an 'influencer' scoring metric
- Reach of particular posts, including number of shares
- Numbers of followers/likers/subscribers

#Brandwatchtips

It is far more insightful to track conversation about a campaign in relation to a brand, rather than simply the campaign or the brand, to gather a richer picture of how the campaign is doing.

Source: Brandwatch

Outcomes

MEASURING OUTCOMES

Outcome measurements illustrate what people think, say or do as a result of campaign activity.

Organizations focus on the outcomes of campaign activity as they can illustrate the impact of campaign activity on the organization's core purpose.... and its bottom line.

When measured appropriately, they can demonstrate:

- Campaign activity improving branding/reputation
- Campaign activity generating sales or behavior change
- Campaign activity reducing costs

Outcomes are typically divided into two further categories for measurement:

1. 'Communications/Branding Outcomes' - to illustrate how campaigns perform over time and the impact on the brand
2. 'Business Outcomes' – to illustrate the financial impacts of campaigns for the whole business

In practice, the two categories are clearly very tightly interwoven. We'll now look at both aspects in detail.

Source: Brandwatch

ROI

RETURN ON INVESTMENT (ROI)

When a campaign's SMART objectives are very clearly marketing and sales focused, it is possible to track the specific contribution that paid, owned and earned media campaign activity made in generating sales.

ROI is usually defined as:

$$\frac{\text{(value of outcomes – cost of delivery)}}{\text{cost of delivery}}$$

However, some ROI measurements undervalue the contribution that content, communications, social media and customer service make in the middle to long term, because campaign ROI tends to focus on immediate results.

Where possible, accurate ROI calculations for campaigns should also factor in the longer-term value and correlation analysis of social media, customer service and PR, which includes many imputed benefits; for example, a value afforded to:

- Increased brand reputation
- Increased propensity to recommend the brand/product
- Increased propensity to brand loyalty
- Increased propensity to repeat or higher value purchases

Source: Brandwatch

Case study

Mercedes Benz CLA | Take The Wheel [Video](#)



Case study

Mercedes Benz CLA| Take The Wheel [Video](#)

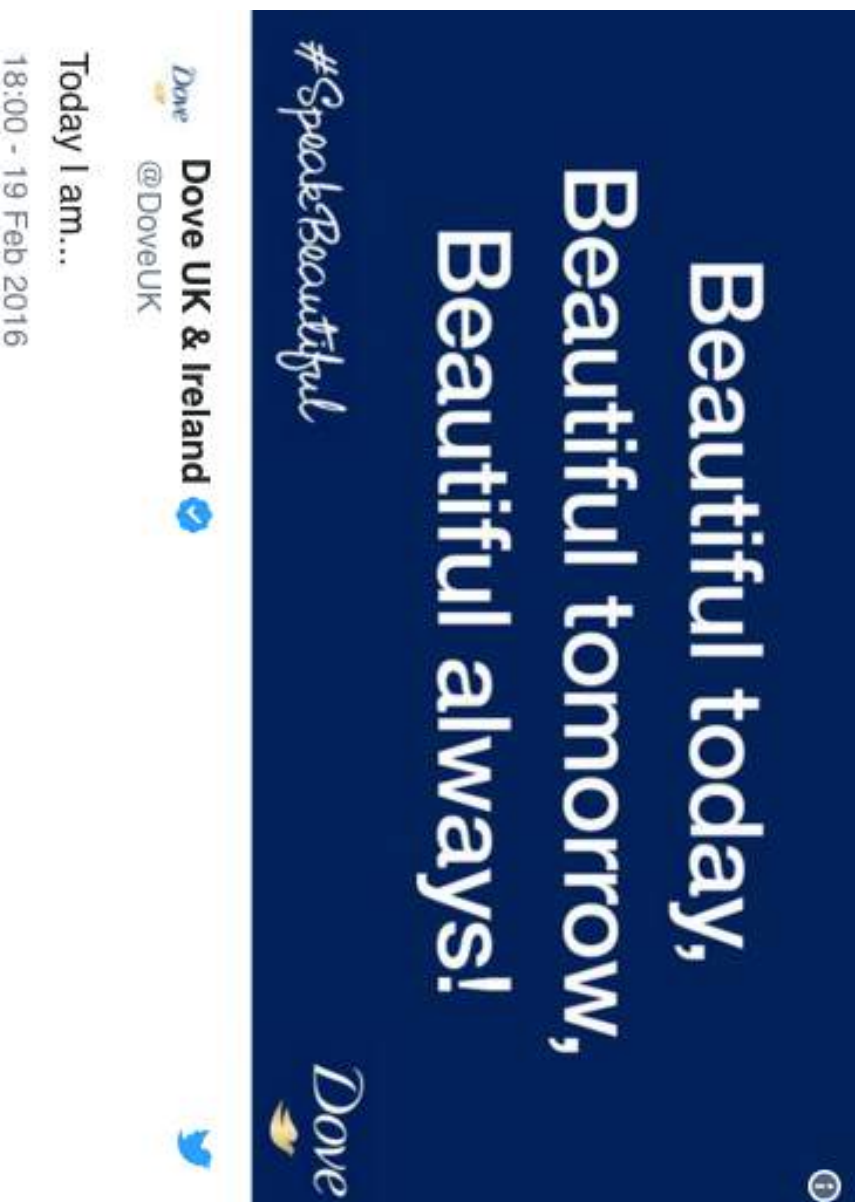
Mercedes wanted to reach out to the younger audience so they hired five top Instagram photographers to each take the wheel of a new Mercedes CLA. Whoever got the most likes got to keep the car – so they all really worked at it

By the end of the campaign, Mercedes has received:

- 87,000,000 organic Instagram impressions
- 2,000,000 Instagram likes
- 150 new marketing assets (stunning photos)

Case study

Dove | #SpeakBeautiful



Case study

Dove | #SpeakBeautiful

Dove did some research and found that 80 percent of women came across negative chatter on social media. Dove's goal was to change that and make social media a more positive experience. As a result, Dove teamed up with Twitter and built a tool to launch the #SpeakBeautiful Effect, that breaks down which body-related words people use the most and when negative chatter appears during the day.

According to Dove, women were inspired by their message.

- #SpeakBeautiful was used more than 168,000 times
- Drove 800 million social media impressions of the campaign

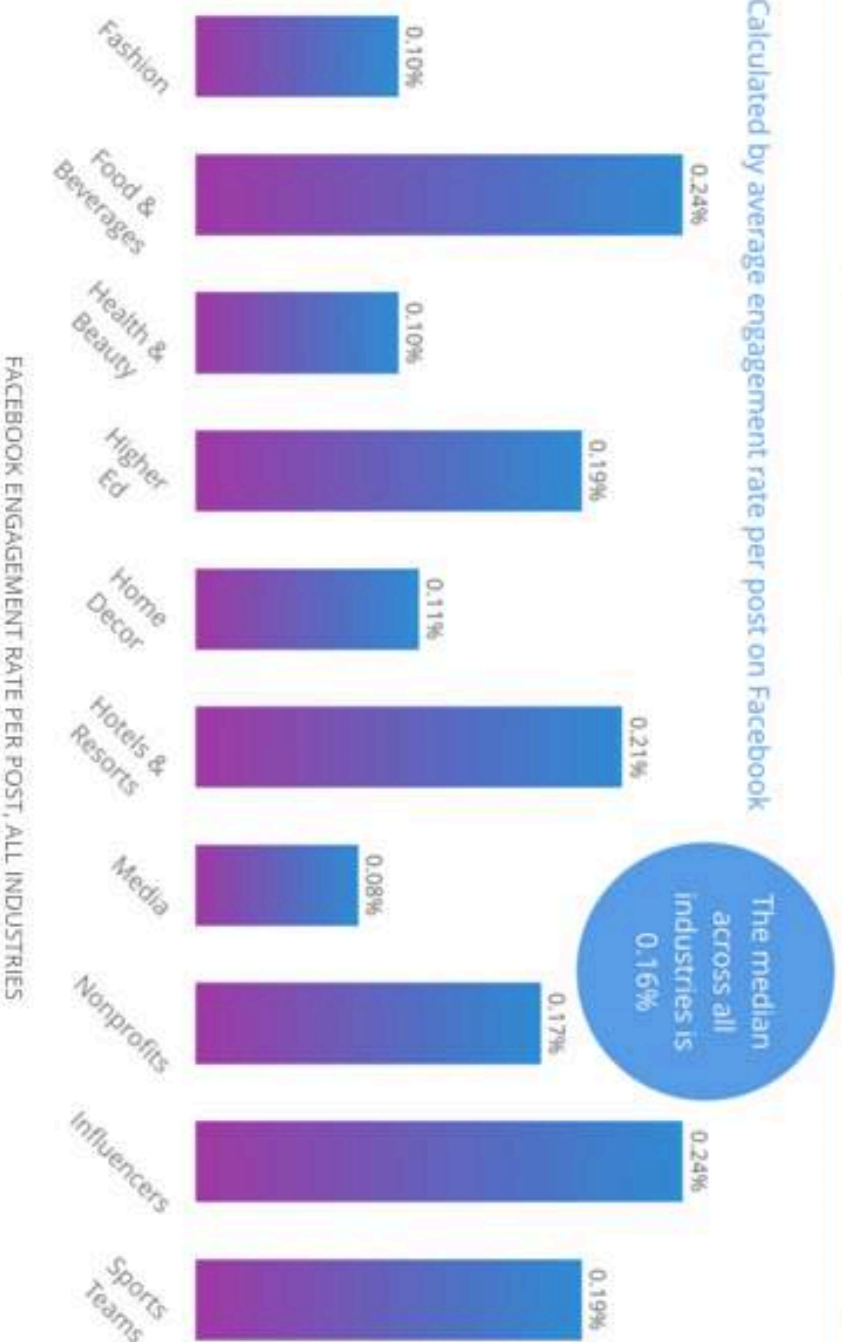
Social media industry benchmark

Social Media Marketing by Kalina Puit

FACEBOOK ENGAGEMENT



Calculated by average engagement rate per post on Facebook



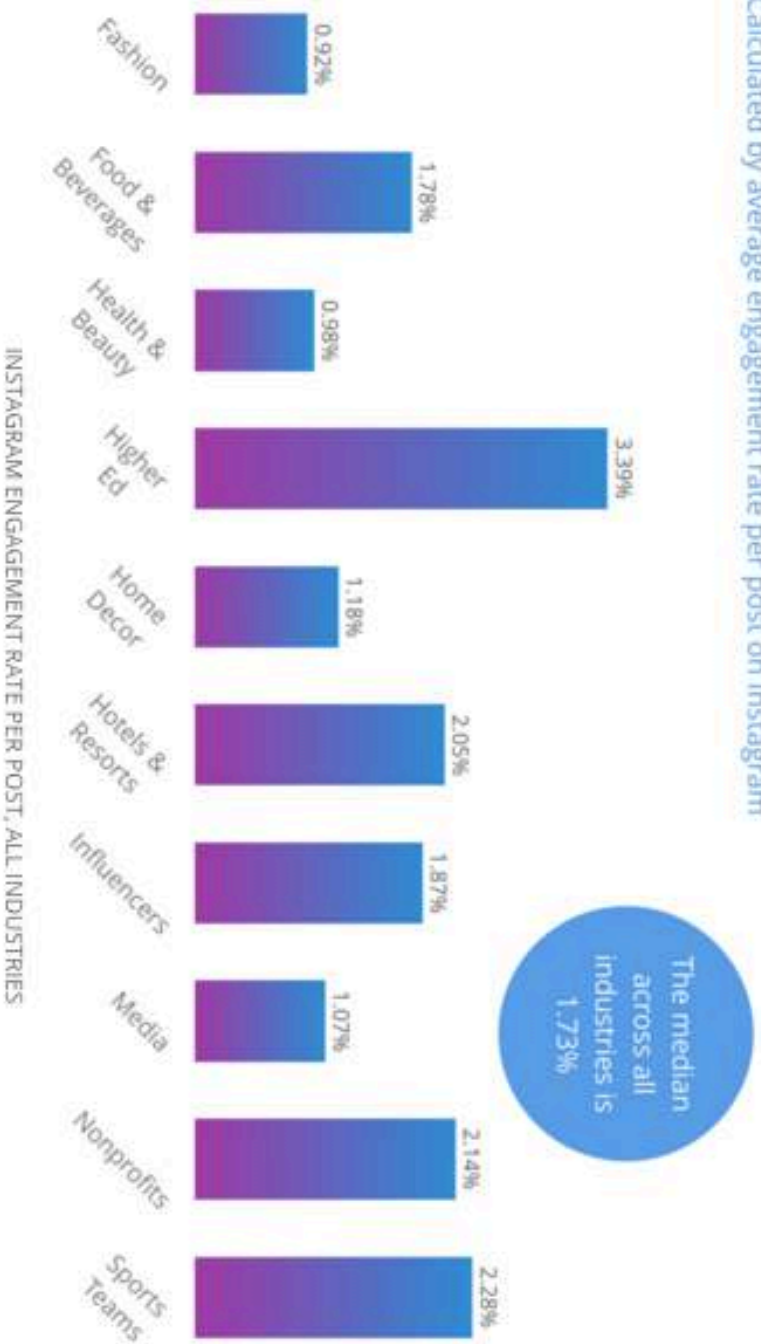
Source: Rivaliq

Social Media Marketing by Kalina Puit

INSTAGRAM ENGAGEMENT



Calculated by average engagement rate per post on Instagram



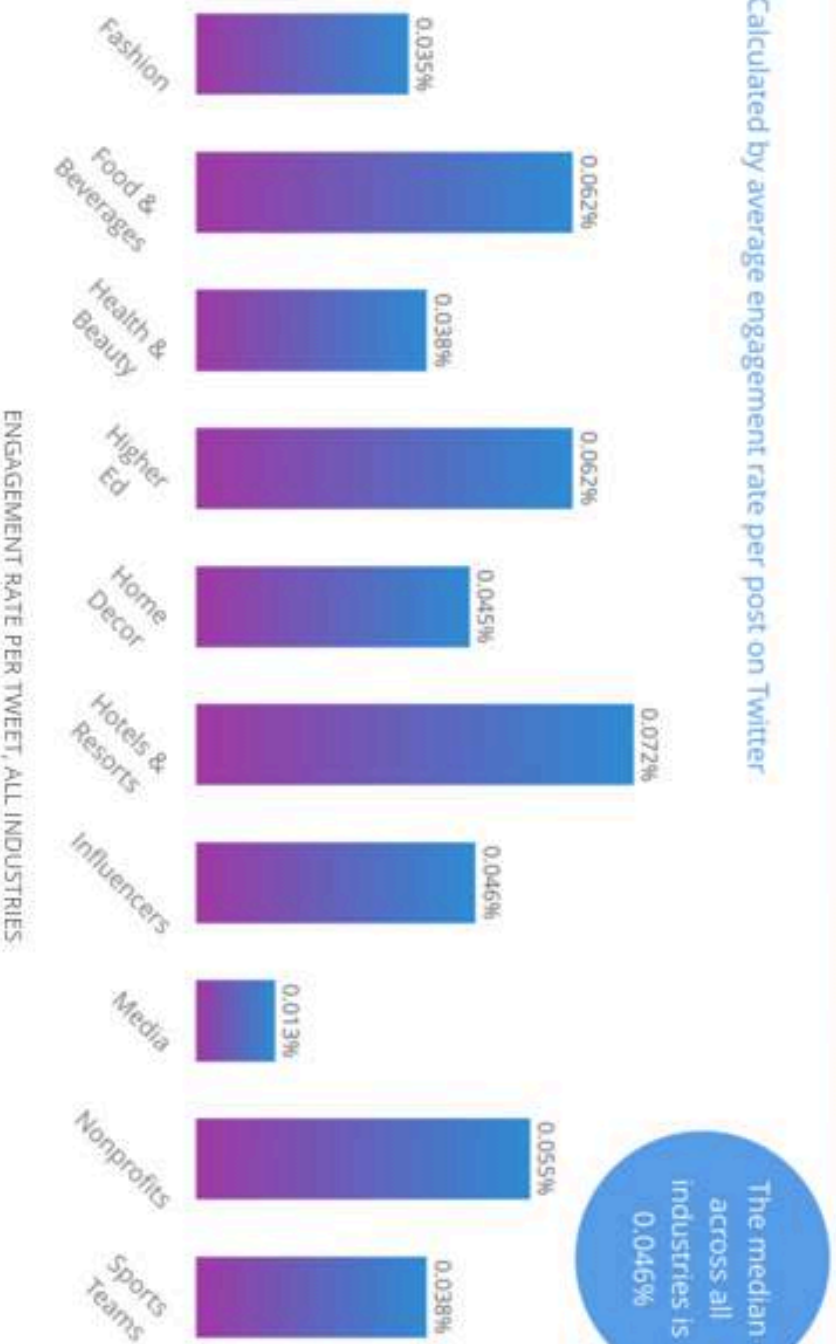
Source: Rivaliq

Social Media Marketing by Kalina Puit

TWITTER ENGAGEMENT



Calculated by average engagement rate per post on Twitter



Source: Rivaliq

Social Media Marketing by Kalina Puit

FASHION

 FACEBOOK POSTS PER DAY 0.9	 INSTAGRAM POSTS PER DAY 1.1	 TWEETS PER DAY 0.5
FACEBOOK ENG RATE / POST 0.10%	INSTAGRAM ENG RATE / POST 0.92%	TWITTER ENG RATE / TWEET 0.035%



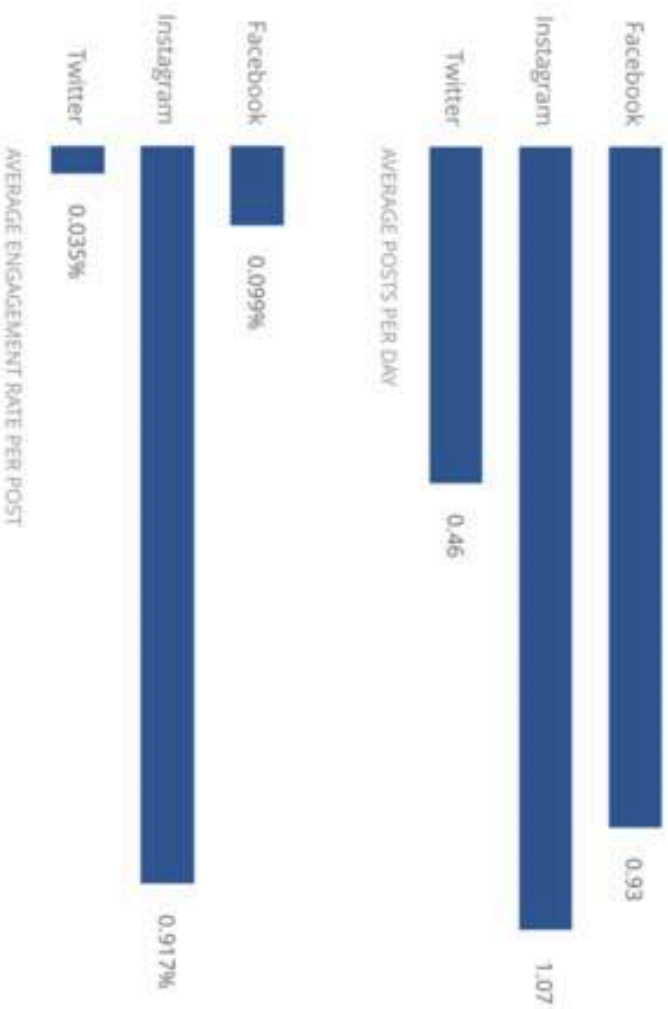
A few examples from Fashion Companies:

OVERVIEW OF ALL BENCHMARKS FOR FASHION

Source: Rivaliq

Social Media Marketing by Kalina Puit

FASHION: POSTS PER DAY & ENGAGEMENT RATE



POSTS PER DAY AND ENGAGEMENT RATE PER POST, FASHION BRANDS

Source: Rivaliq

FOOD & BEVERAGES



OVERVIEW OF ALL BENCHMARKS, FOOD & BEVERAGES

A few examples of Food & Beverage Companies



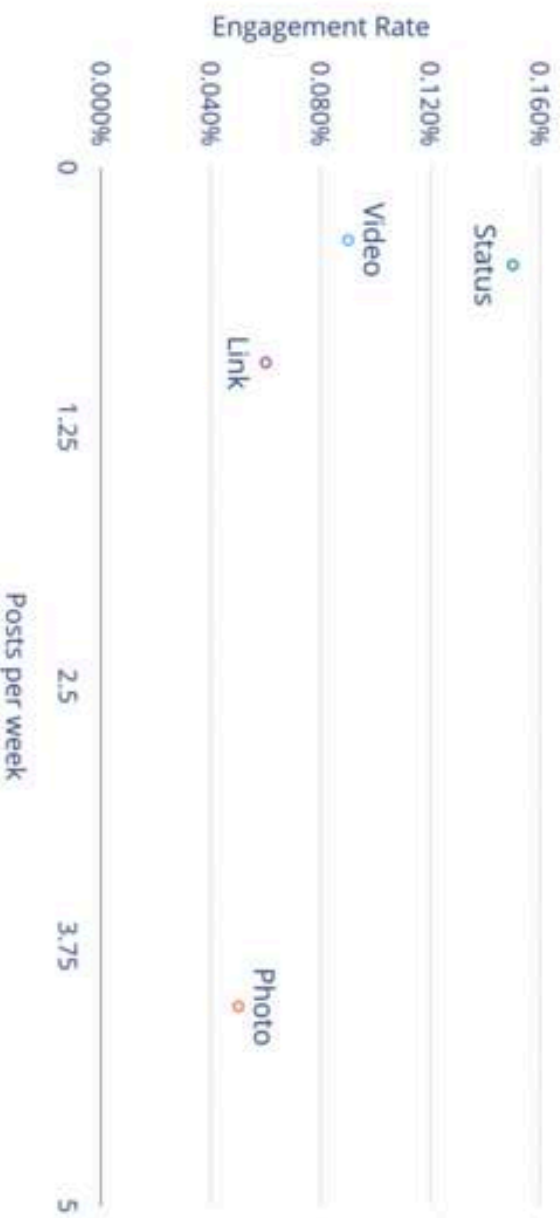
Source: Rivaliq

Social Media Marketing by Kalina Puit

FOOD & BEVERAGES: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



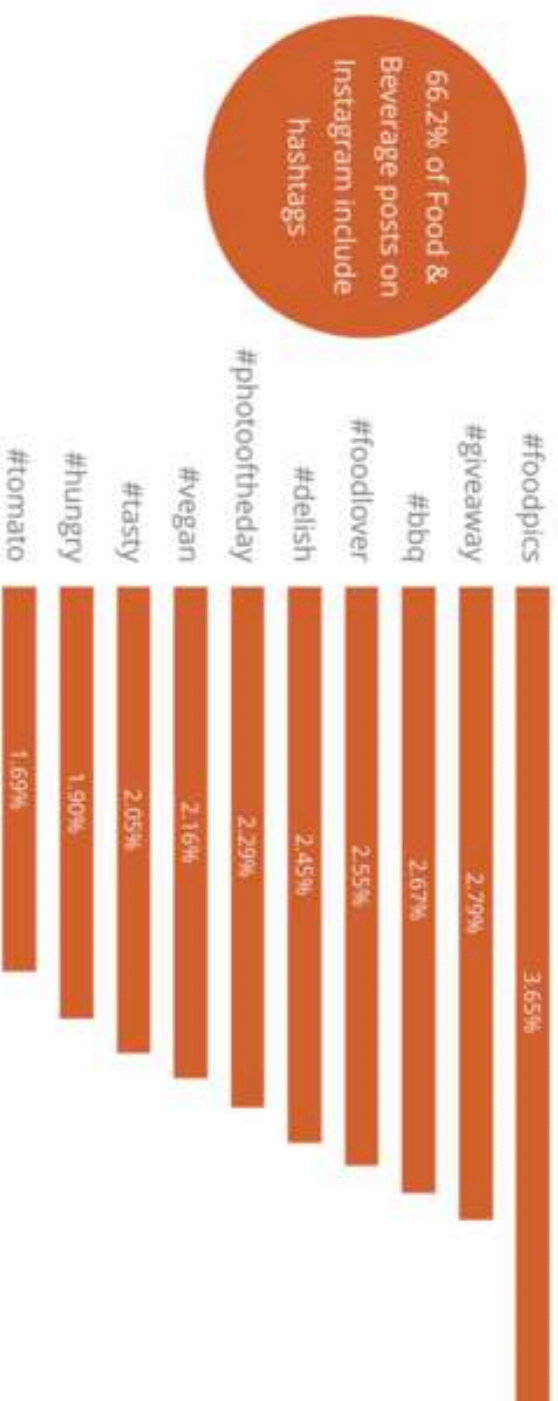
TWEETS PER WEEK VS. ENGAGEMENT RATE PER TWEET, FOOD & BEVERAGES

Source: Rivaliq

FOOD & BEVERAGES: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

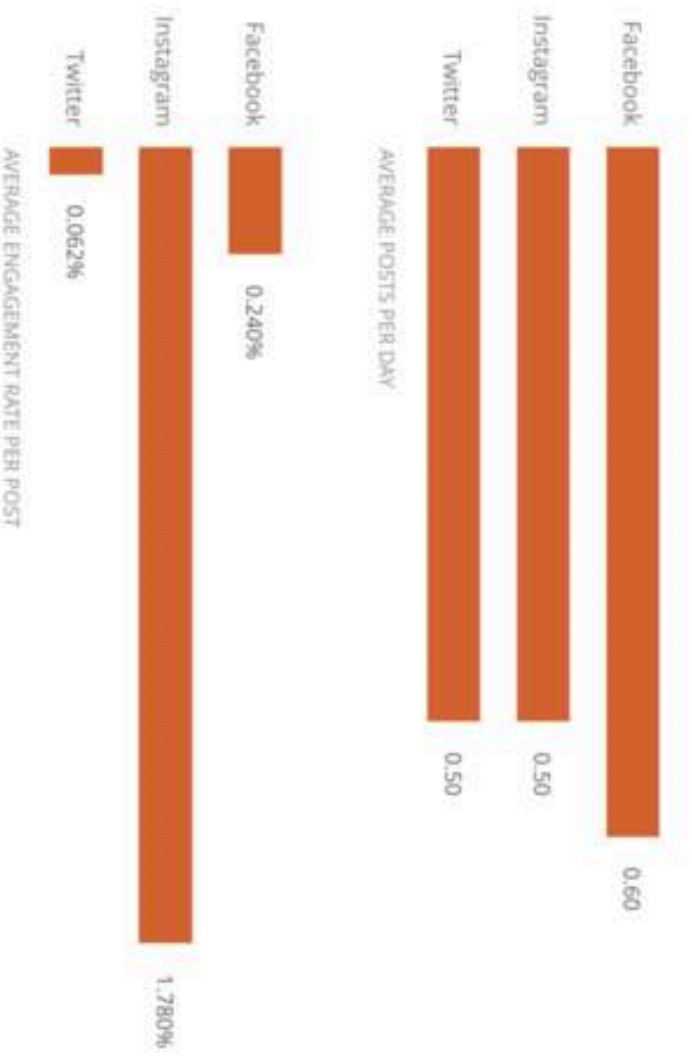


INSTAGRAM TOP HASHTAGS BY ENGAGEMENT RATE PER POST, FOOD & BEVERAGES

Source: Rivaliq



FOOD & BEVERAGES: POSTS PER DAY & ENGAGEMENT RATE



POSTS PER DAY AND ENGAGEMENT RATE PER POST, FOOD & BEVERAGES

Source: Rivaliq

Full report

<https://www.rivaliq.com/blog/2018-social-media-industry-benchmark-report/>

Source: Rivaliq

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Analytics and useful tools

Social Media Marketing by Kalina Puit

Analytics

- **Web analytics:** traffic, website performance, bounce rate, unique visitors
- **Digital marketing analytics:** richer data to understand the impact of their marketing campaigns on conversion rates and a person's journey through the marketing and sales funnel

Source: Hubspot

Tools:

- HootSuite - content scheduling and management, paid
- Hubspot - publishing content, closed-loop reporting data
- MeetEdgar - automatically re-sharing content
- TweetDeck - free scheduling and analytics for Twitter
- IFTTT - links social media platforms, apps and websites together based on a trigger and an action
- Buffer - allows to individually customise each post for all of the different platforms it gets posted to. Shares your content at the best possible times throughout the day and tracks links

Source: Forbes

Tools:

- Sprout Social
- Google Analytics
- Hotjar – heat maps
- A Content Calendar - use Google Docs or Microsoft Word
- Raven
- SocialFlow
- Iconosquare - in-depth analytics for Instagram
- KnowEm
- Humans - a dedicated human that will make sure your content is relevant and connects with your audience

Source: Forbes

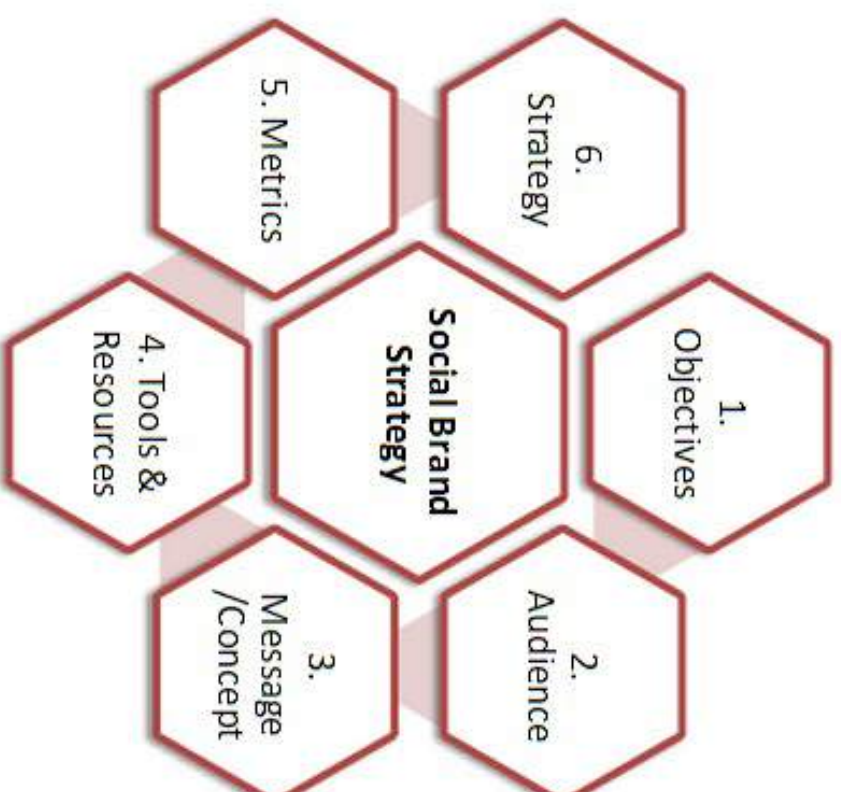
Strategy

Strategy

Consider for each platform separately:

- Audience
- Type of content
- When to post it and how often

Strategy



Source: Lynsey Fox

Social Media Marketing by Kalina Puit

Summary

- Identify your goals
- Set objectives
- Identify ideal customers / target audience
- Research competition
- Decide on your digital media channels and tactics
- Create a content strategy
- Allocate budget
- Assign roles
- Measure, analyse, report, optimise

Good practice

Social Media Marketing by Kalina Puit

What to do:

- Understand what your audience is looking for
- Make it creative, inspiring, appealing
- Make it diverse
- And to the point – our attention spans are increasingly shorter
- Have a point of focus – communicate one thing as a time rather than multiple messages
- Engage your audience
- Promote your content
- Research and track your audience
- Measure and analyse data

Source: Growth Funnel

Try to avoid:

- Not knowing who you're talking to – your audience
- Not giving importance to the title / headline
- Ignoring your audience
- Not focusing on promotion
- Not publishing enough content
- Publishing too much content
- Underestimating the power of various formats

Source: Growth Funnel

Thank you