

Social Media Marketing

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

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.

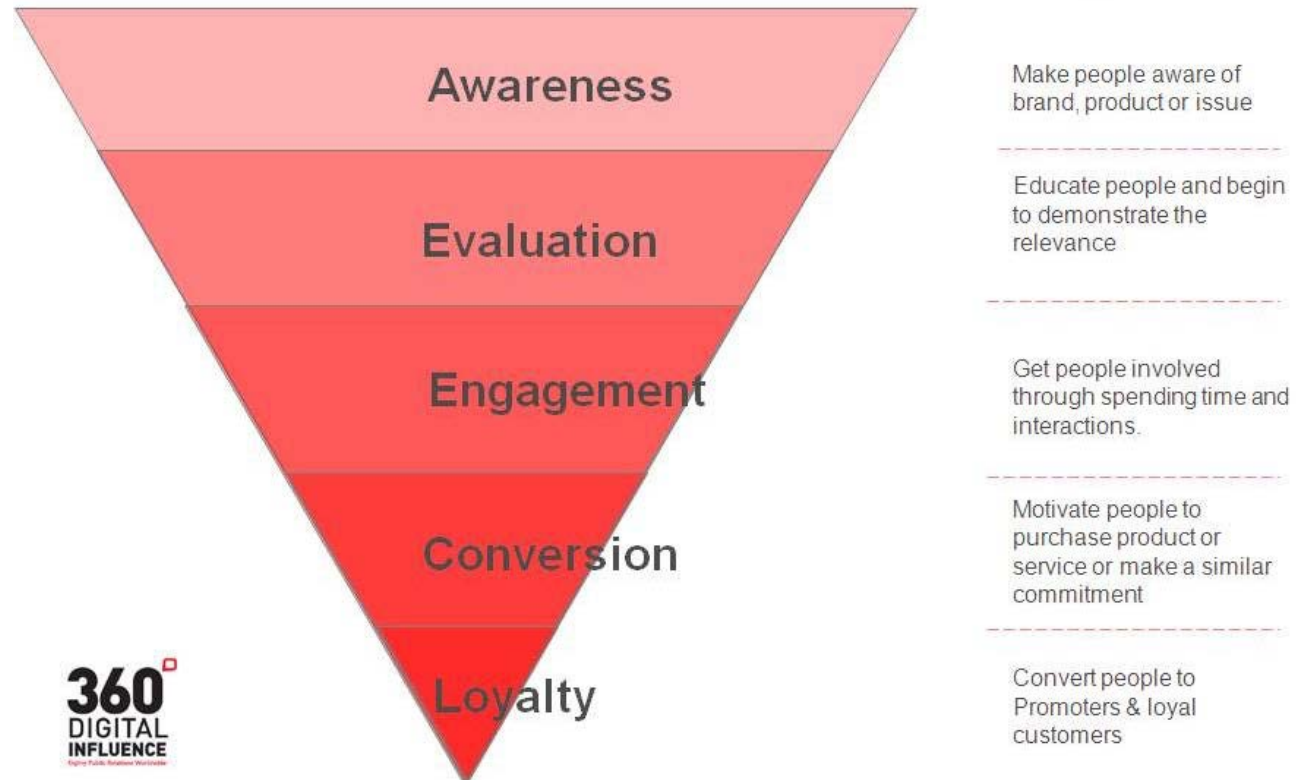
Source: Social Media Examiner

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.

Traditional **Sales** Funnel



Source: Lynsey Fox

Spend 5 minutes to think of some examples of brands that you would consider yourself loyal to

Why would you regard yourself as loyal to them?

What makes this company special in comparison to others?

Global Digital Landscape

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

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

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVE STAT & CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK, TENCENT, VKONTAKTE, KAKAO, NAVER, DING, TECHRASA, 91MILARWEB, KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we
are
social

Source: We Are Social

JAN
2018

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are
social

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



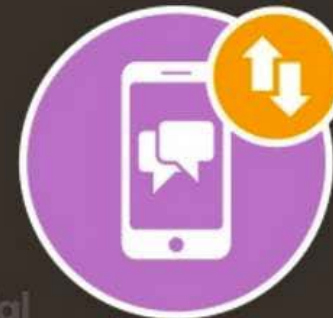
we
are
social

+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION

8

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSM.A INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.



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Source: We Are Social

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

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

LAPTOPS &
DESKTOPS



43%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE
PHONES



52%

YEAR-ON-YEAR CHANGE:

+4%

TABLET
DEVICES



4%

YEAR-ON-YEAR CHANGE:

-13%

OTHER
DEVICES



0.14%

YEAR-ON-YEAR CHANGE:

+17%

41

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.



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Source: We Are Social

**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



we
are
social

73.5%

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
APPLE IOS DEVICES



statcounter

19.9%

PERCENTAGE OF MOBILE WEB
REQUESTS FROM OTHER
MOBILE OPERATING SYSTEMS



statcounter

6.6%



113

SOURCE: STATCOUNTER, JANUARY 2018.

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Source: We Are Social

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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

we
are
social

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



42%



TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



2.958
BILLION

we
are
social

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



39%

51

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

 **Hootsuite**™ we
are
social

Source: We Are Social

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2018

SOCIAL MEDIA PENETRATION BY REGION

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



GLOBAL
AVERAGE:
42%

SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS.
NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

52



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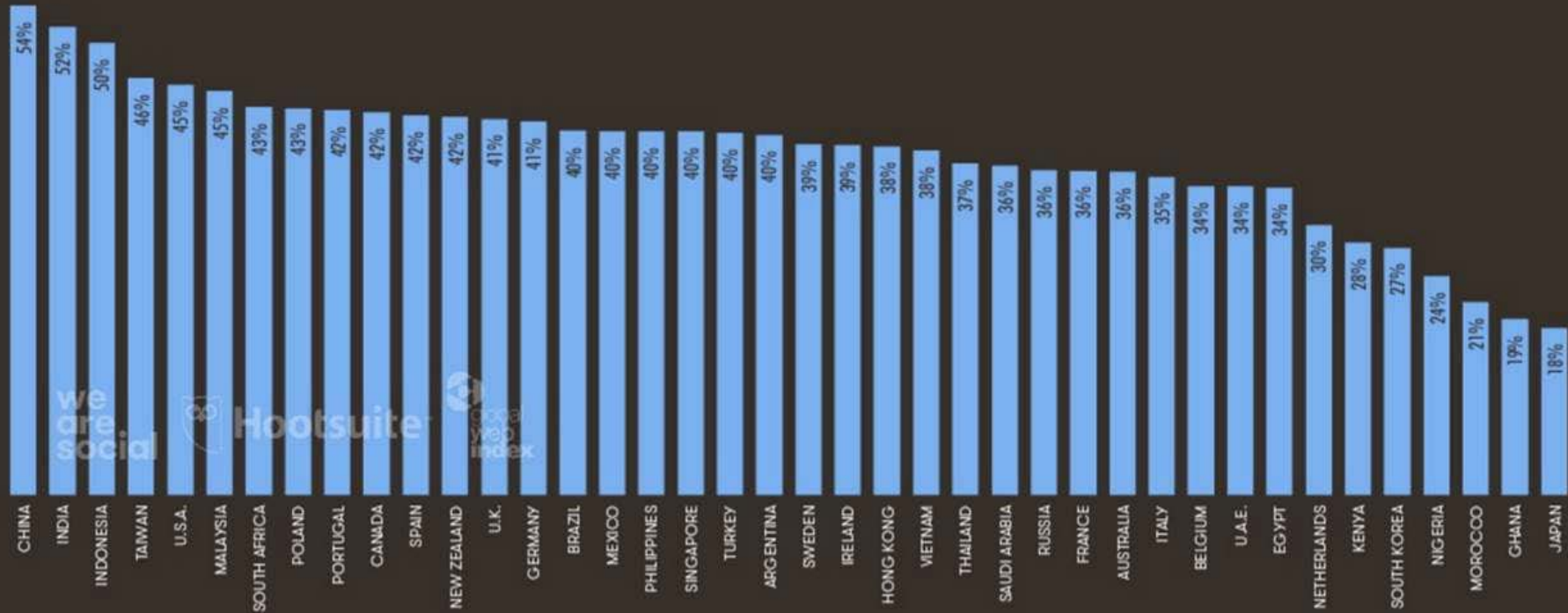
we
are
social

Source: We Are Social

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2018

USE OF AD-BLOCKERS

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



Source: We Are Social

Social Media Platforms

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

4Cs of Social Media

5 minutes to think about

- Collaboration –what do you collaborate on within social media?
- Content – What content do you provide/consume?
- Conversation- what feeds do you follow?, which retweets? What comments make you respond?
- Community- what communities are you part of in social media?

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

Overview of Social Media Platforms

In ten minutes consider

Facebook, LinkedIn, Snapchat, Instagram, Pinterest, Twitter, TikTok, WhatsApp, YouTube

Which of these do you use?

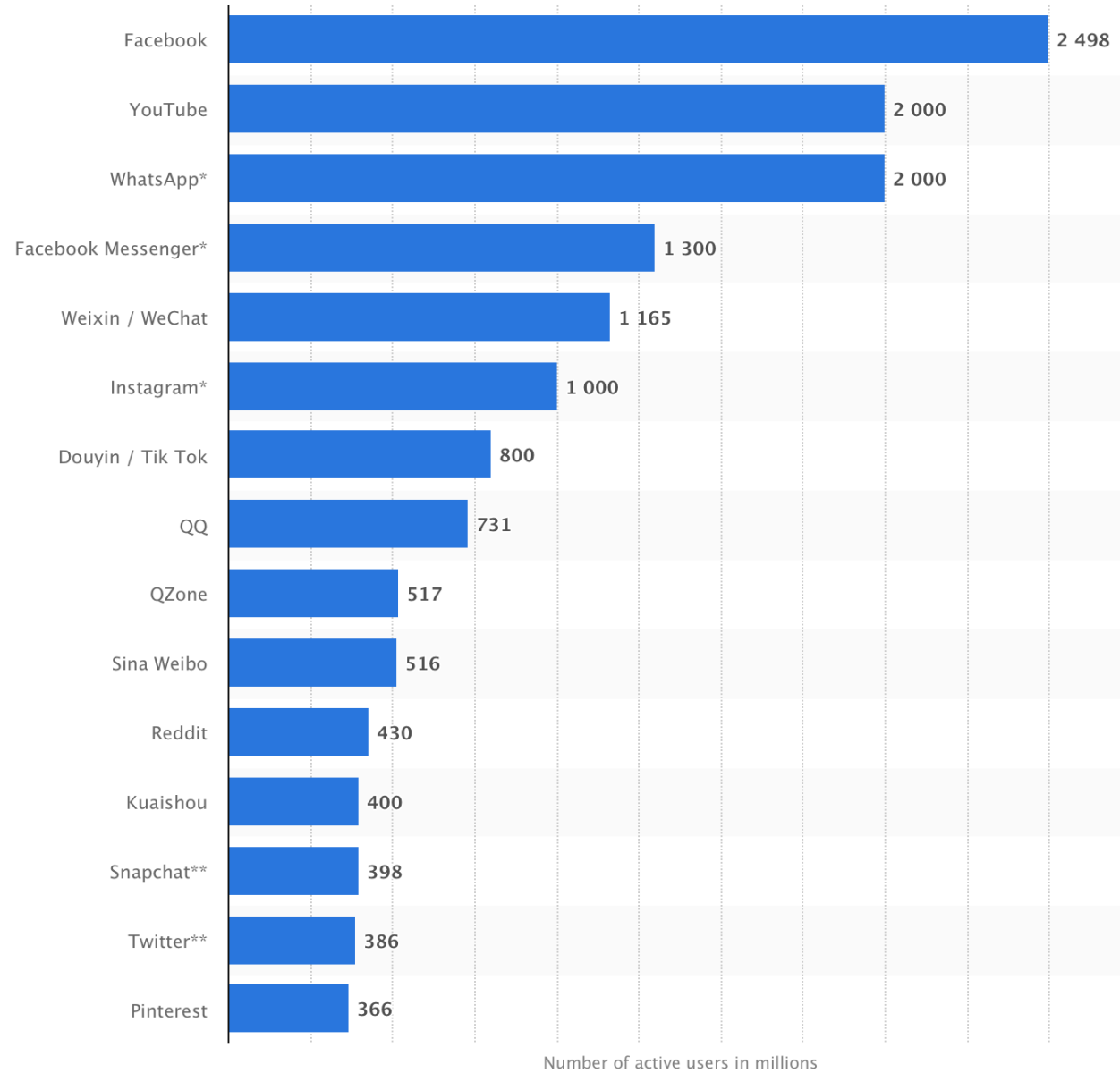
How and why do you use them?



Most famous social network sites worldwide as of April 2020, ranked by number of active users (in millions)

Facebook 2.5 Billion
Vs
Pinterest 366 Million

LinkedIn is missing, 575 Million



Source: Statista

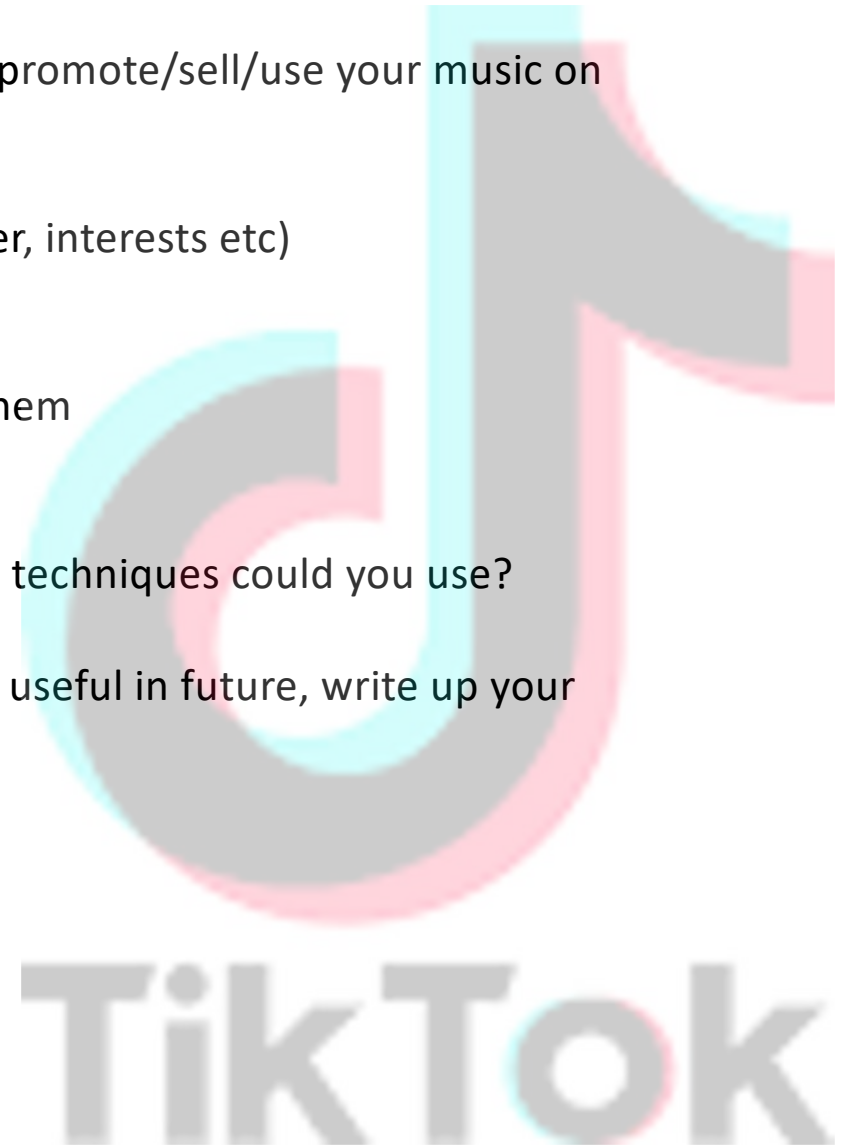
Read through the next 7 slides

Think about what social media sites might be the best to promote/sell/use your music on

- Think about the amount of users
- Who they are, their demographic (location, age, gender, interests etc)
- How they use it
- Why they use it
- Why your music might be promoted/sold or used by them
- When might be the best time to post? Why?

Think about how you might promote on these sites, what techniques could you use?

Spend 30 minutes analysing the above points, this will be useful in future, write up your ideas on digital space



Facebook

- Total Number of Monthly Active Users: 2.4 billion
- Facebook users are 53% female and 47% male.
- 88% of online users of age 18-29 are on Facebook
- The average time spent on Facebook per visit is 35 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%
- Facebook has over 5 million advertisers as of 2017.
- 20% of Facebook's mobile ad revenue comes from Instagram.

Source: Omnicore and Wordstream



Instagram

- Total Number of Monthly Active Instagram Users: 1 Billion
- 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
- The most popular hashtags on Instagram are #Love, #Instagood, #Me, #Cute, and #Follow.

Source: Omnicore and Sprout Social



YouTube

- Total Number of Monthly Active YouTube Users: 2 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

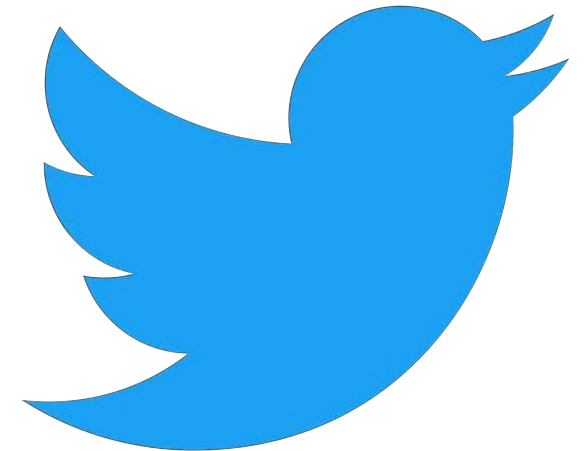
Source: Omnicore



Twitter

- Total Number of Monthly Active Twitter Users: 386 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

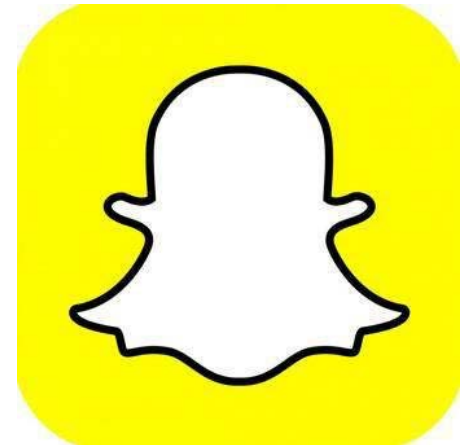
Source: Omnicore & Brandwatch



Snapchat

- Total Number of Monthly Active Users: 398 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+ times every day
- The average daily user of Snapchat creates more than 20 messages, or "snaps," per day

Source: Omnicore



Pinterest

- Total Number of Monthly Active Pinterest Users: 386 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
- TwoVthirds 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: 575 million
- There are 57% of male users and 44% female users on LinkedIn
- 13% of Millennials (15-34 Years old) use LinkedIn
- 44% of LinkedIn 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

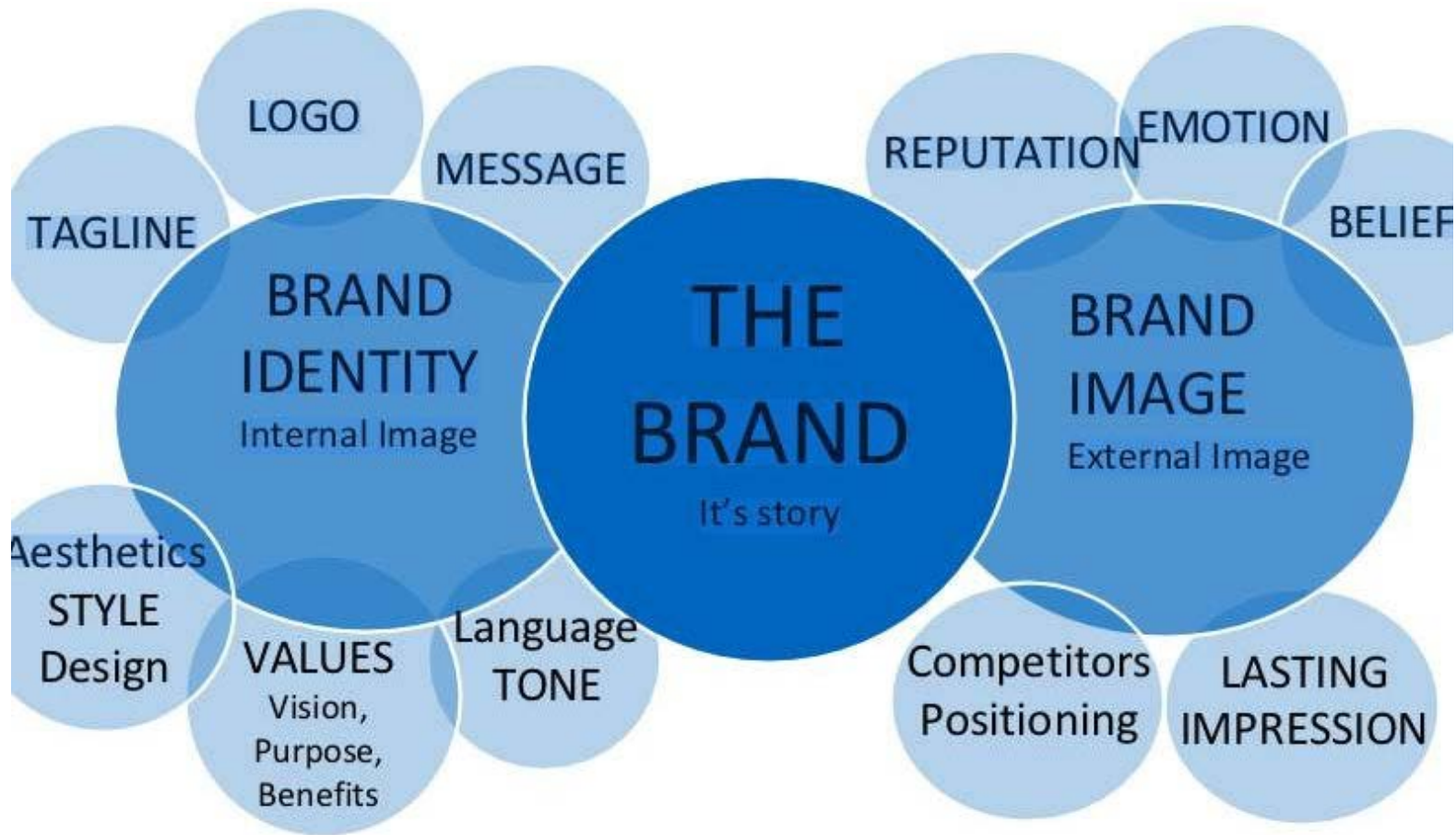
Brand identity

Branding

Branding is about identity

We affiliate ourselves with brands whose ideology mirrors our own





How the company define the brand

How consumers perceive the brand

WORKSHEET



How the company define the brand

How consumers perceive the brand