



Leveraging the Power of Social Media Favorites

Navigating New and
Emerging Platforms

Ice, Ice Baby

As a table:

- Share a 'win' with social media
- What is your biggest concern about implementing social media?
- What is your favorite SM platform?
- Why are you avoiding platform ____?





Building and Maintaining Mutually
Beneficial Relationships Through

Social Media Strategy

Scale and Scope of Social Media

- **User-centric:** more control, choices, or flexibility where the needs, wants and limitations of end user are taken into consideration
 - This shift in power most evident in journalism
 - Rise in new technology didn't create a rise in our desire for social interaction
 - Video of [Evolution of Social Media](#)



CALENDAR
75 YEARS



CALENDAR
38 YEARS



CALENDAR
13 YEARS



CALENDAR
4 YEARS



CALENDAR
3.5 YEARS



CALENDAR
3 YEARS



CALENDAR
2.5 YEARS



CALENDAR
50 DAYS



CALENDAR
35 DAYS

Reaching 50 Million users

It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?

Scale and Scope of Social Media

- Budgets were deciding factor in brand's share of voice in past
- Keys to interactive marketing
 1. Two way communication
 2. User control is a key characteristic of interactivity
 3. Perception of interactivity (time and speed)



Decline of Push Marketing

- **Social Interaction:** process of reciprocal stimulation or response between two people
 - Being social is central to humans!
 - Stories are a powerful device
 - Social is a great platform to tell stories
 - Brand participation in social can provide powerful tool to help tell brand story

Shifting Influences and the Decline of Push Marketing



- Create riveting conversations with consumers
- Harder and harder to **buy** people's time and space
 - KEY: Outside Super Bowl, mass audience rarely exists in TV anymore
 - Attention is hard to get
 - Divided attention is common
 - Traditional one-way "push-marketing" channels are disappearing or dividing

Shifting Influences & Decline of Push Marketing



- Push vs. Pull
- WOM is one of oldest forms of marketing
 - Definition of “friend” has changed over years
 - On FB- average of 224 “friends”

Shifting Influences and the Decline of Push Marketing

- Super Fans
 - Company's most active online consumer
 - Case Study on Sony Superfan and [Video](#)



Questions for your Business or Your Brand

1. Is the communication company-focused or consumer-focused?
2. Is the information useful, newsworthy, entertaining, or valuable?
3. Do consumers perceived the message as an unwanted interruption or a welcomed message?
4. Take an inventory of all brand marketing and advertising activities and rate the “pushiness” of the brand communication, Is the brand over-reliant on traditional media? Are they using social media as more of a one-way communication channel? On a scale of 1-10, how much is the brand contributing to media clutter?



A Marketer's Point of View

- Social media is a different medium where users have very different expectations
 - Must be integrated into traditional marketing promo
 - Social media strategy affects entire business organization – must integrate all business units
 - Move from old school control to new school of engagement



A Marketer's vs. IMC Point of View

Four P's

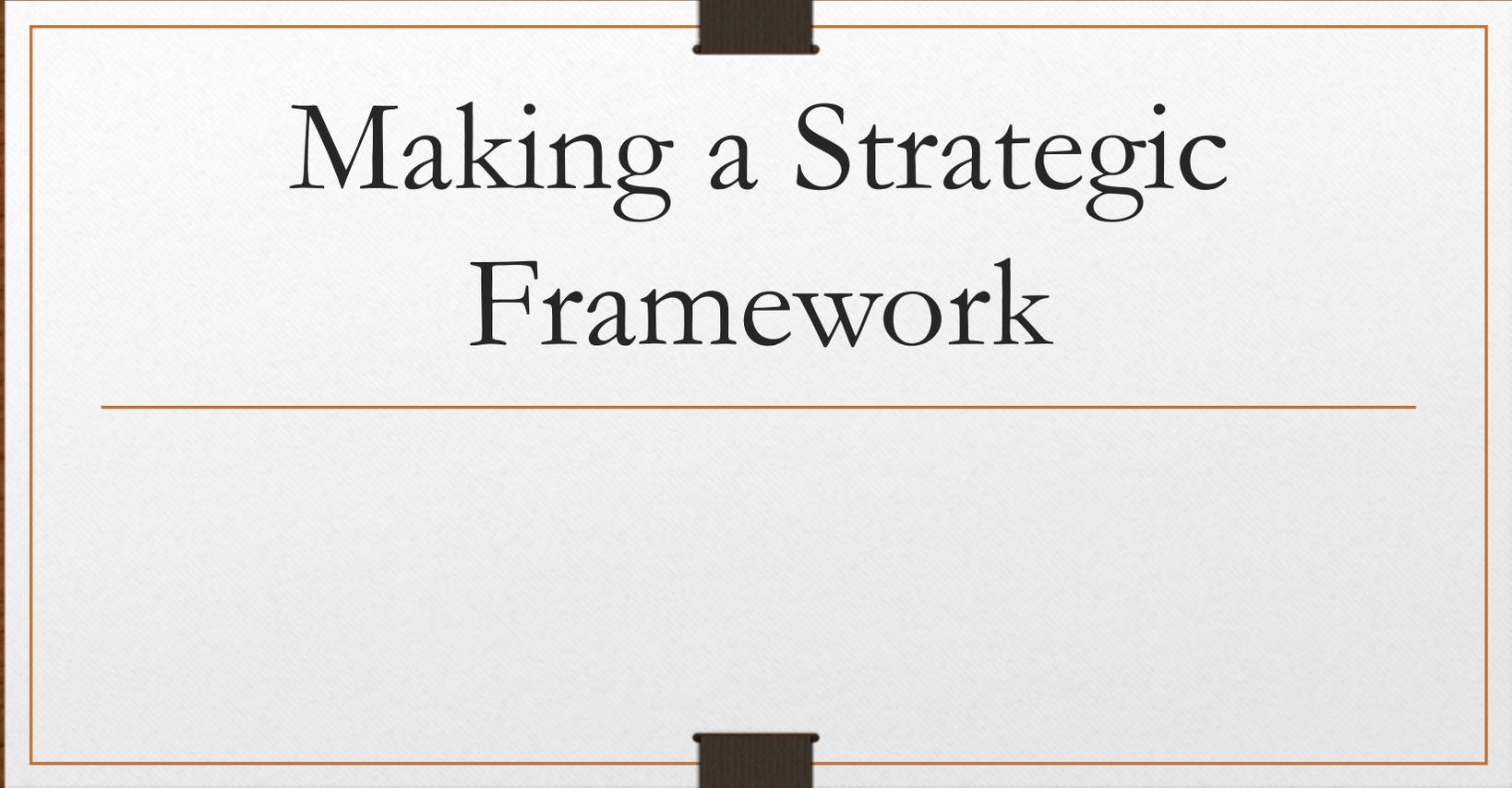
- Product
- Price
- Promotion
- Place

vs

Four C's

- Concept
- Channels
- Costs
- Communication

IMC seeks to align and coordinate all marketing communications delivered to consumers to present cohesive whole



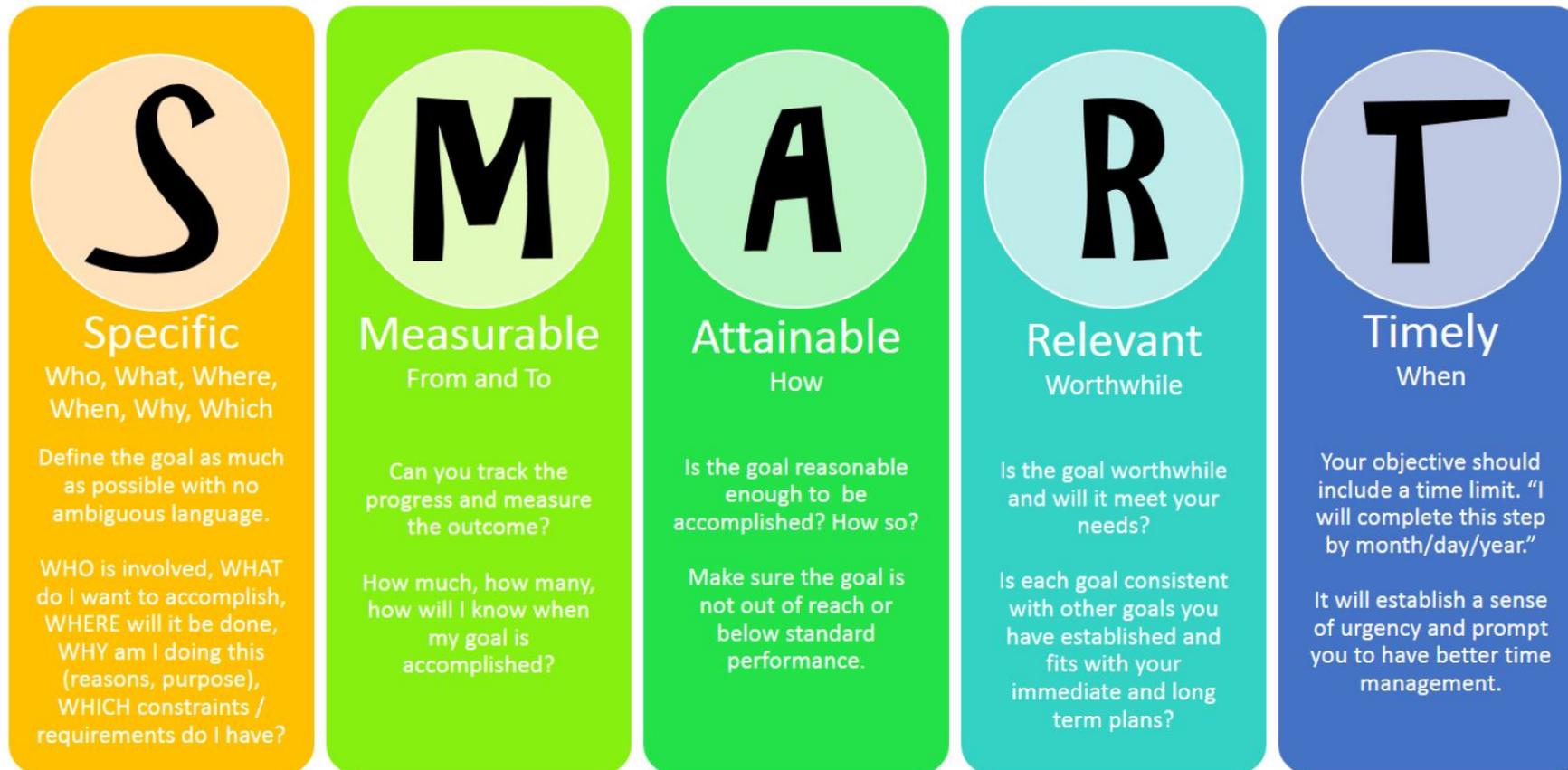
Making a Strategic Framework

Lay a Foundation, Frame the Conversation



- Having specific written goals is important
- Having a social media page and using that page effectively is entirely different
 - Need effective strategy
 - CEO's surveyed said weren't prepared to deal with data explosion of social or cope with social

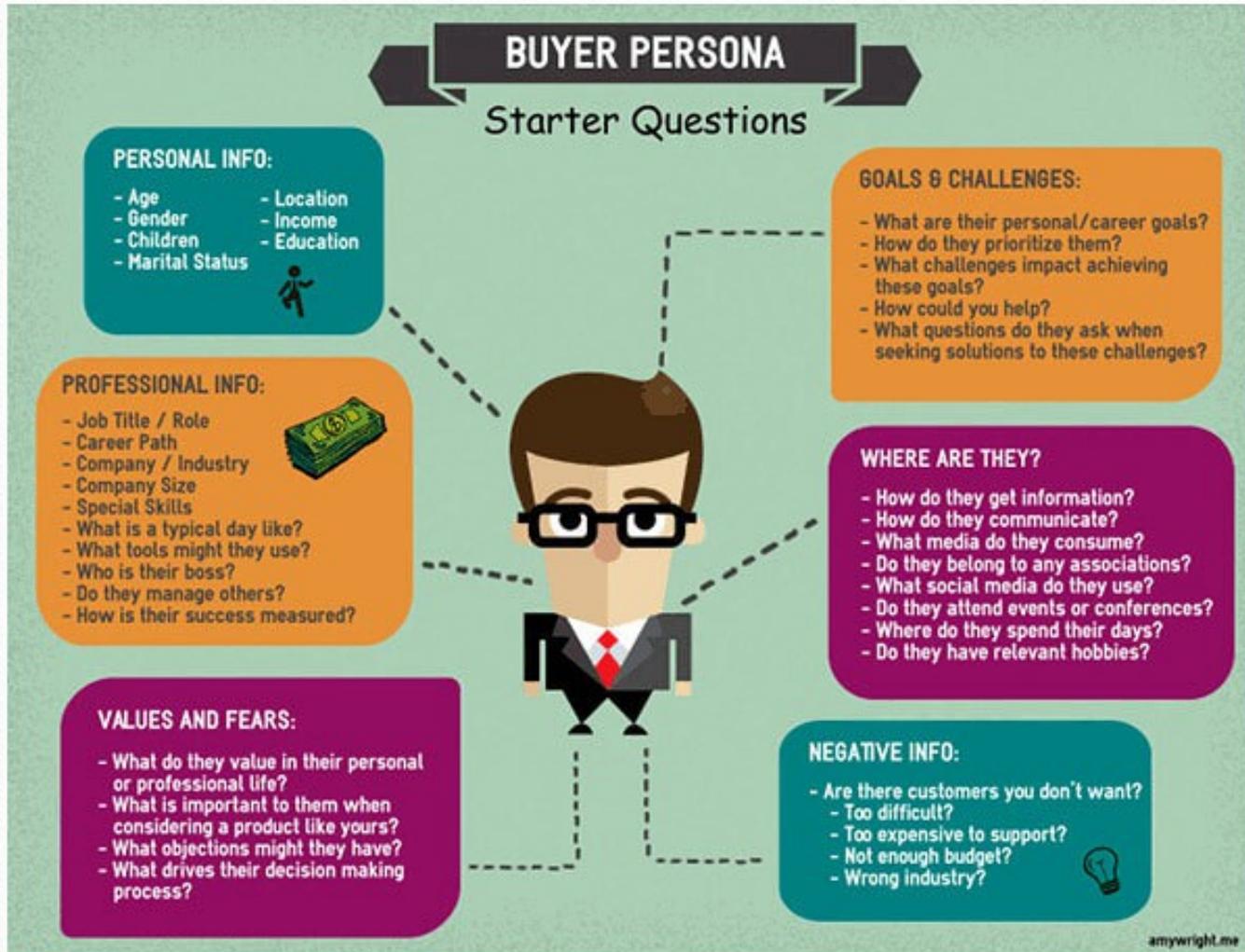
Lay a Foundation, Frame the Conversation



Lay a Foundation, Frame the Conversation

- Gather data about:
 - History of the organization
 - Product and/or service description
 - Current marketing campaign/efforts
 - Recent sales/performance history
 - Industry overview/trends
 - Key competitor actions

Lay a Foundation, Frame the Conversation



- Mission Statement
 - Written declaration of an organization's core purpose and focus that tends to be unchanged over time.
- Must know
 - Target audience/market (and difference between!)
 - Demographic and psychographic variables of target audience
 - Buyer persona

What is a Social Media Command Center?



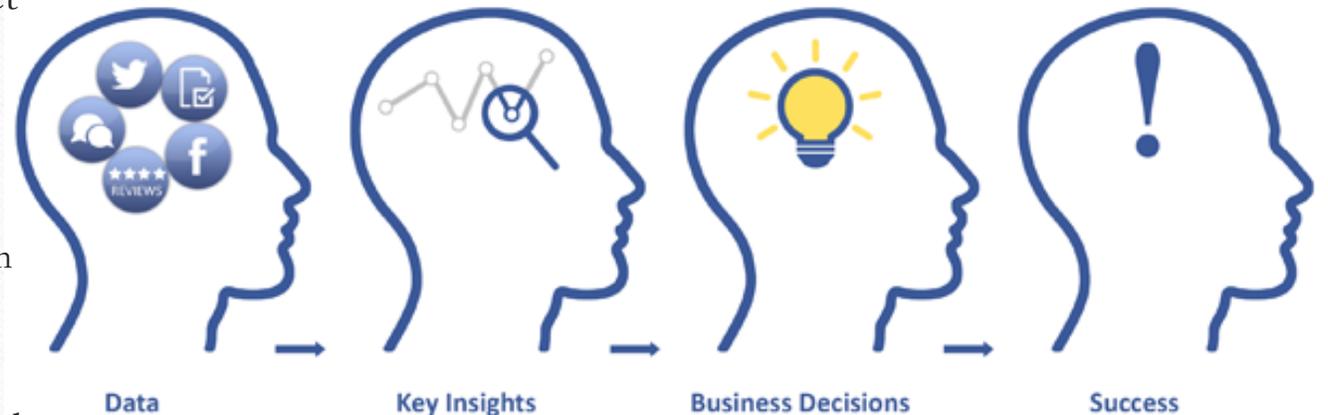
- Monitoring
 - Difference between homegrown and professional?
 - Can you do one or the other?
- Social Media Command Center
- After audit complete, make sure to examine and formulate a judgement
 - Make repairs first to show you are listening

Make Repairs and Jumpstart the Conversation

- Must monitor
 - Social media listening will uncover problems
- Silo Syndrome: when a department or function develops its own culture and has trouble working with others.
 - Sum will always be greater than all the parts!
 - Collaboration a must in social media
 - When feedback provided make sure it fits into the cycle and gets to the appropriate person

Make Repairs and Jumpstart the Conversation

- **Actionable Insight:** true understanding of people or situation that can be used to meet objectives of a marketing effort
 - Insight can be emotional pull
 - Insight can be people's reaction to specific situation
 - Insight can be a common problem or solution to a problem
- Actionable insight can lead to **BIG IDEA**
- Tease out 'gut feeling' with data and research to justify
- Ads can buy attention, but social must EARN attention



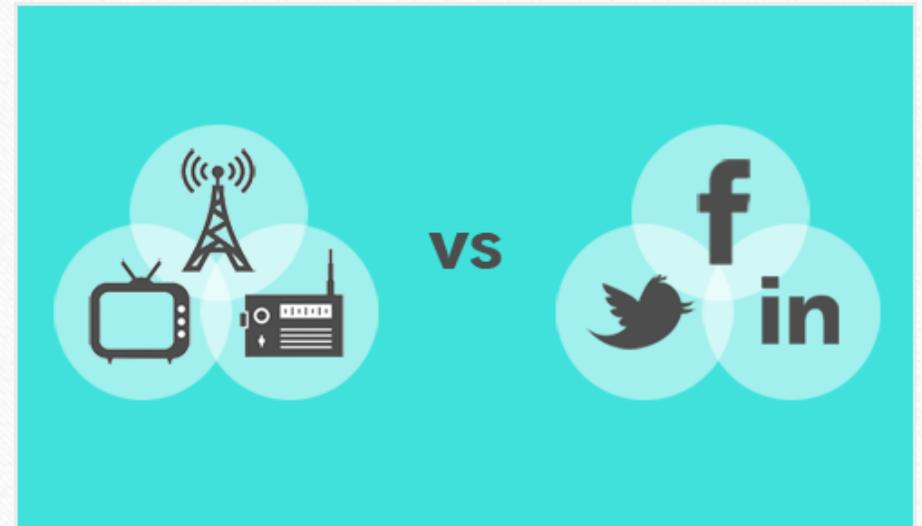
Mini Case Study



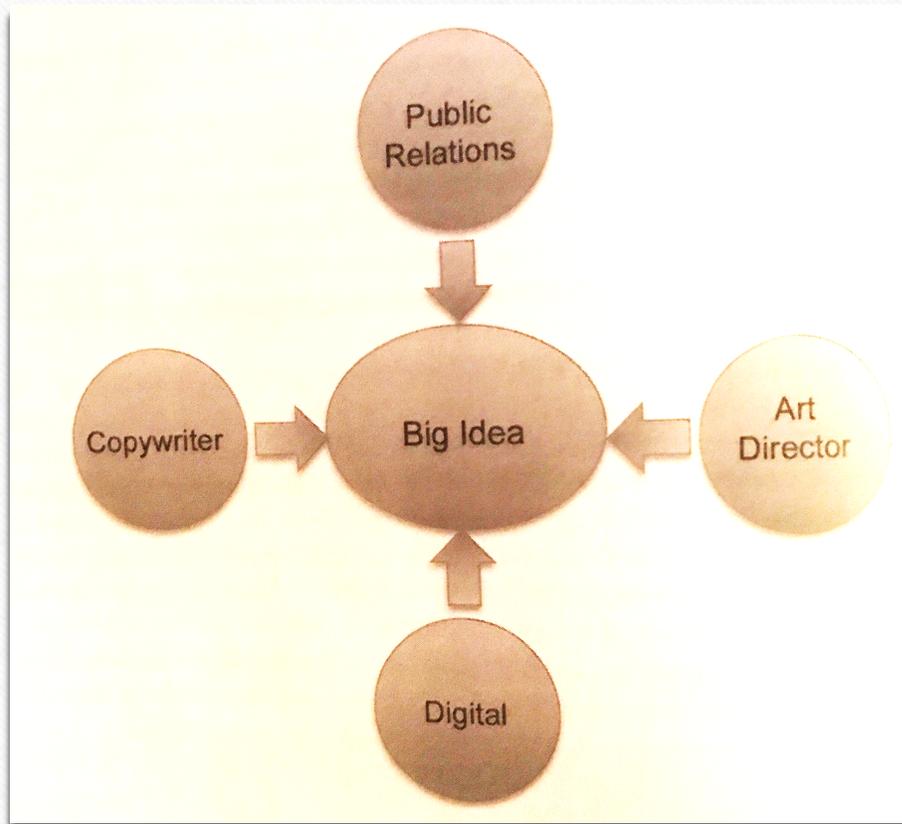
- Chipotle
 - Prevented negative social media by improving their product and then talking about the issue

Integrating Social, Marketing and PR

- Successful marketers are investing in multiple media buys filled with converged content
- So our SM plan **MUST** consider all communication activities throughout the organization
 - Traditional tools still exist and are effective
 - Must break down barriers for cross-channel integration
 - Seldom use a single tool but instead combine traditional with digital

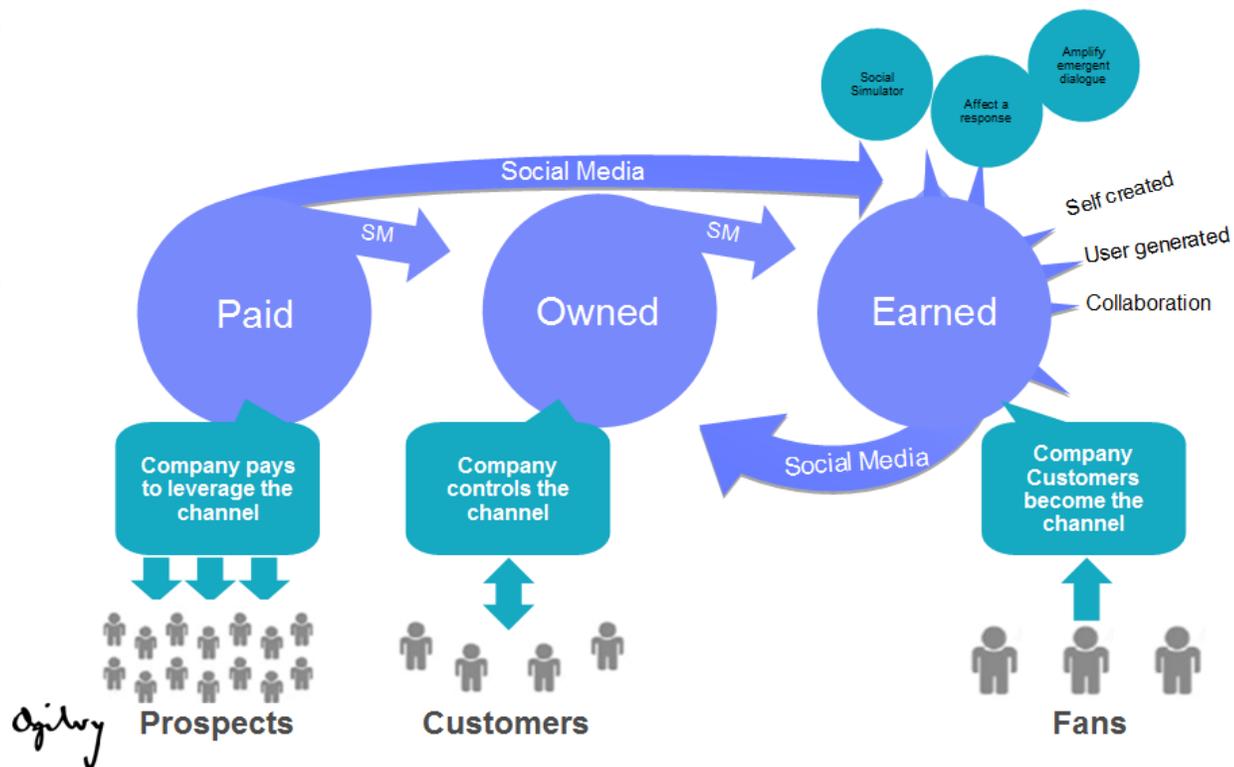


Integrating Social, Marketing and PR



- SM in glue that holds all together
 - Needs to be integrated into the big idea from beginning- not an off-spin
 - PR peeps should have idea that spans beyond that first launch- sustained attention is profitable
- Facebook stats
 - 2014 seeing 1,500 stories
 - Now seeing 300 stories
 - Drops organic reach for many businesses pages to 3%!

Choosing the best Social Networks, Blogs and Forums



- Look for the best place and way to tell a story
 - What would motivation be for consumers to create and share content?
 - Look for channels that deliver right message to right people
- Social Media Marketing is Earned Media

Choosing the best Social Networks, Blogs and Forums

- Facebook
 - 30-49 years old (36%), 18-29 yo (27%), 50-64 yo (25%), 65 and older (12% but largest growth)
 - College roots strong- 66% have at least some college education and 37% have a college degree
 - Most appealing to young and early middle-age women
 - What is Organic Reach?
 - Early strategy should focus on building fans/likes
 - Visuals garner most views and engagement
- Cool Fact- behind Google Maps, Facebook is the 2nd-most used app on smartphones
- Facebook Insights is great for measurement





Page

Inbox

Notifications

Insights

Publishing Tools

Promotions

Settings

Help ▾

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages

Results from Oct 05, 2017 - Oct 11, 2017

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

October 4 - October 10



We don't have data to show you this week.



Page Views

October 4 - October 10

16

Total Page Views ▲433%



Page Previews

October 4 - October 10

6

Page Previews ▼14%



Page Likes

October 4 - October 10

2

Page Likes ▲100%



Reach

October 4 - October 10

527

People Reached ▲39%



Post Engagements

October 4 - October 10

43

Post Engagement ▼23%



Videos

October 4 - October 10

1

Total Video Views ▼50%



Page Followers

October 4 - October 10

2

Page Followers ▲100%



- Stats

- Launched in 2010, but has more than 300 million active users
-

- Top photo site for those ages 12-17

- 18-29 year olds (48%), 30-49 (40%)

- Unique with the first to apply digital filters and share on other social sites

- Started as a mobile only app and not an online website



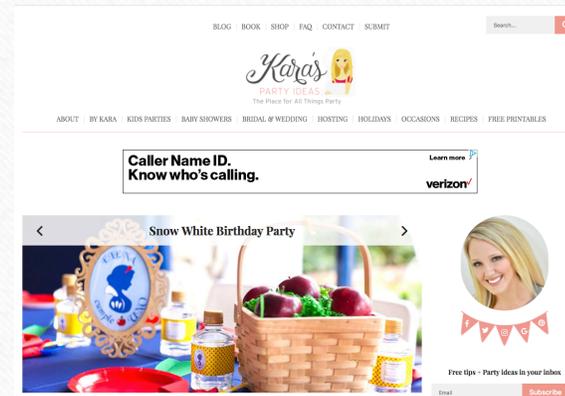
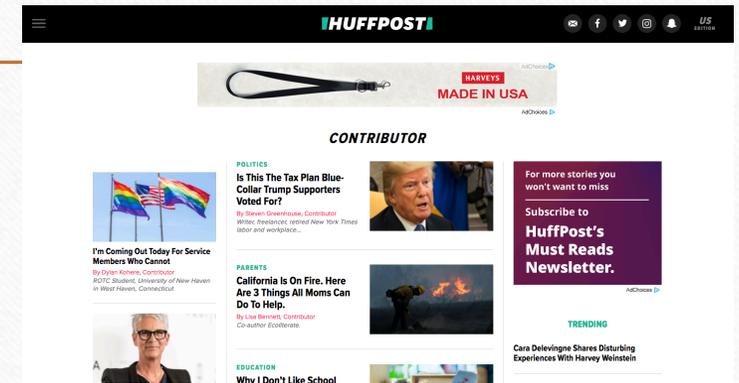
Instagram

Linked

- A quarter of the US population is on LinkedIn
- 30-64 year old (72%) prime working years and prime users
- 91% having some college education or a degree
- LinkedIn Publishing is platform with basic blogging capabilities available via posts
 - To grow connections publish quality content in blog like posts
 - Consider native advertising option of purchasing audience reach with targeted sponsored updates in the LinkedIn Feed

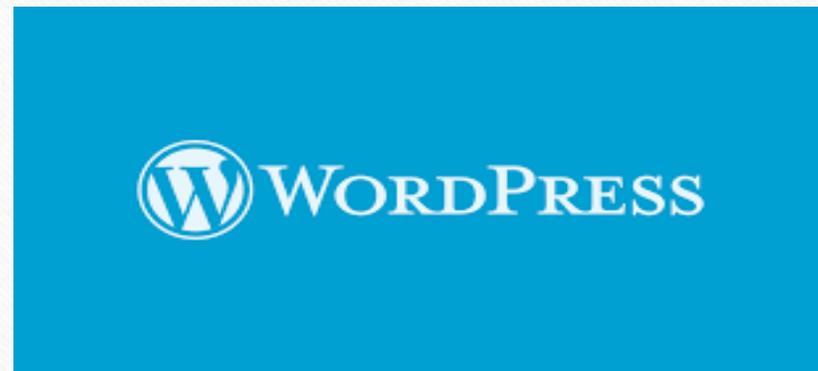
Blogs- more than online diaries

- Top blogs have mass media appeal
 - The Huffington Post blog
 - pulls in 54 million unique views a month
 - Secured coveted seat in the White House briefing room
 - Mommy blogging is a thing!
- Major blogging Platforms
 - Blogger
 - WordPress
 - Tumblr





- Free user accounts at subdomain of blogspot.com (owned by google)
- Oldest of 3 major blogging platforms
- Seems to attract bloggers who are talking about parent-related subject and engage coupon and discount seekers



- 48% of top 100 blogs world-wide hosted by WordPress
- 30% of views coming from mobile devices
- Known for its flexibility to customize

tumblr.

- Average stays on this website is twice that of blogger and wordpress.
- Focus on simple, quick posts highlighting visuals-focused on games and memes
- Of top 3 blogging sites, it has the most social networking features

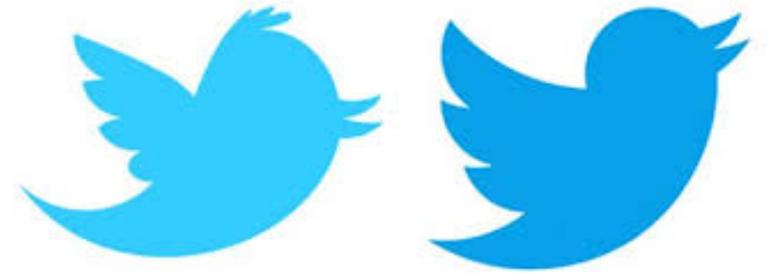
Most clear and concise communication is often
the most powerful and memorable

- “Standing beneath the serene sky, overlooking these broad fields now reposing...” (2 hours)

Or

- “Four score and seven years ago our fathers brought forth...” (2 min)

twitter



- ## Stats

- 300 million monthly active users
- 18-49 years old (73%) and highly educated (71%) w/college degree
- 60% of journalist worldwide use Twitter and 50% use it to gather new stories
 - PR can use to garner earned media coverage

- ## Features

- Usernames Vary
- Organizations can open Twitter accounts with profiles
- A mention is using the @ symbol before the person's username
- Hashtags (#) are used for search/ to categorize tweets
- RT is a retweet or a share
- Main Attraction of Twitter is the real-time reporting



Alisa Agozzino

169 Followers

86 Following

holdmycape.blogspot.com
Ohio / Grew up small town, ran 5 marathons, love social media, red pen queen, mom of 2 really cute kids, athlete, chef, photographer, oh and occasional super hero



Boards Pins Tried



Create board



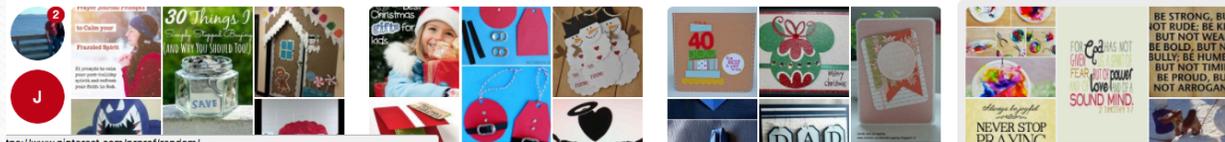
Recipes
118 Pins



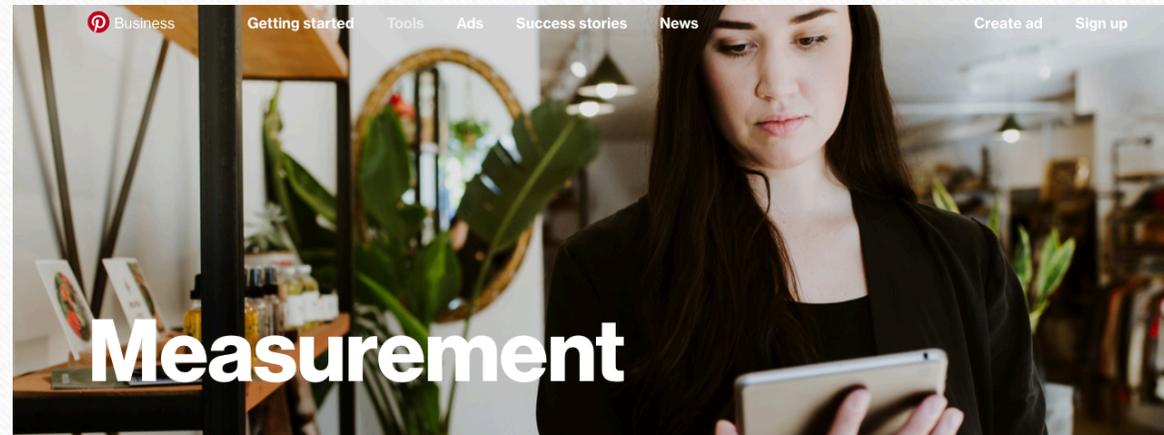
Clothes I long for
42 Pins



Home Ideas
140 Pins

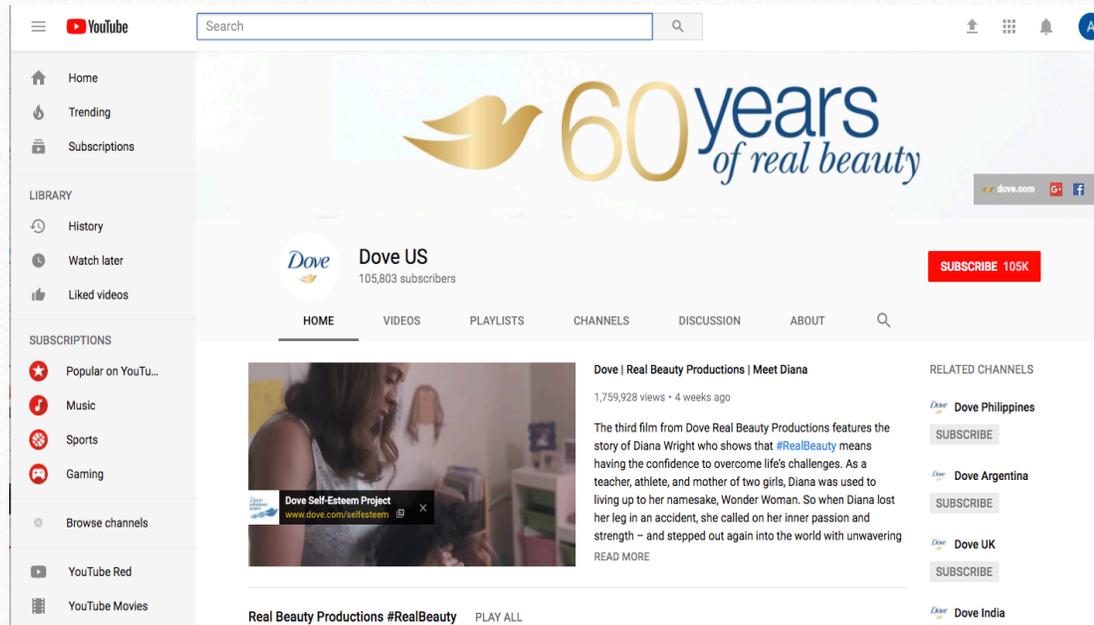


- Focused on products, designs, and ideas
 - Highly visual
 - Some of the numbers
 - 70% of online consumers have found an item they have bought or wanted to buy on Pinterest vs. 40% on Facebook
 - 30-49 years old (42%), 18-29 (25%), 50-64 (27%)
 - Mostly women (85%)
-
- Provides robust web analytics system for business



Understand the impact of your campaigns

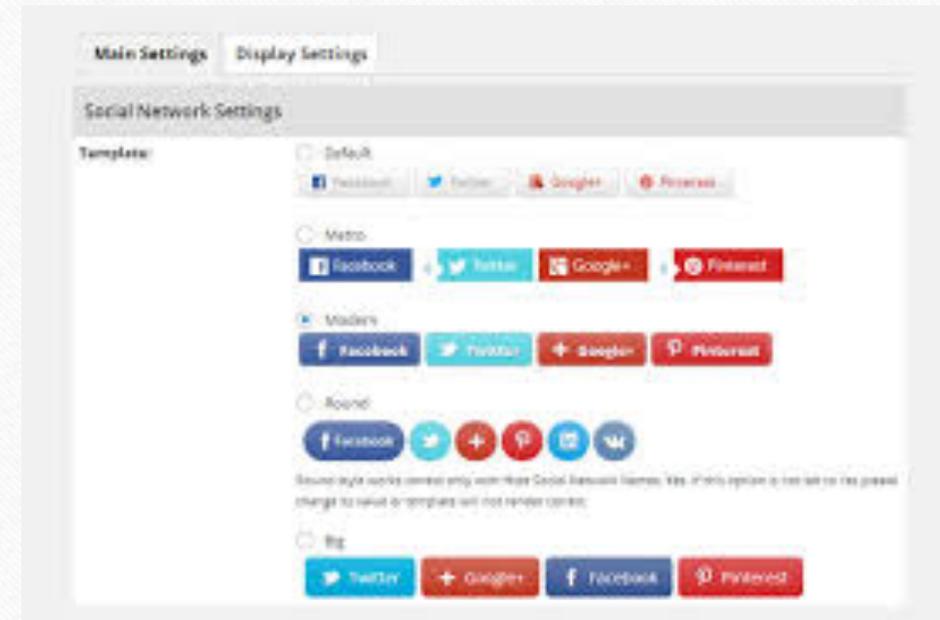
You can use our [self-serve tools](#) to see how Promoted Pins grow your business. We also work with third party measurement partners who can help you dig deeper into your campaigns. These partners cover three specialties: tracking and validation, resonance and online/offline conversions.



- Stats
 - Founded in '05 bought out by Google in '06
 - More than 1 hour of video is uploaded to YouTube every second
 - 41% of audience is 12-34 y olds
- More than video-hosting site also has features of social network
 - Can mark videos as public or private
 - Can have channels
 - Dove Channel
- What are trolls?
- Vloggers do a type of web tv

Media Sharing

- Pictures are the most popular type of content shared by 43% of Internet users
- Video clips may be the 10 most likely type of content users share, but video is popular in terms of view and message
- Make it easy to share by adding social media share buttons



Key Takeaways

- Slow and Steady Wins the Race
 - Day to day posting, monitoring, content generation and curation can be grueling-hang in there!
- It's **NOT** cheap and easy
 - Need a strategy and the manpower to do it, or don't do it at all
- Tell your story
 - Be authentic and transparent

