

# Social Media Marketing

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## Abstract

Social media provides the way people share ideas, contents, thoughts and relationships online. Social media can take the form of text, audio, video, images and communities.

- Social networking
- Blogging
- Rating/reviews
- Sharing content - Social Currency -tell me something I don't know
- Skills of social media
- People trust people

Social media is affecting the ways in which people communicate, both on a personal and global scale. Technology changes, but the human desire to listen and communicate remains. Communication is communication, whether it happens through a social media platform, or through face-to-face interaction between individuals.

For businesses, the ability to involve the target audience online can mean the difference between success and failure.

Social media platforms are like a galaxy; every day we learn a little more about it, and every day it moves a little further away. Social media is, at its core, social. Online communication comes with rules, lessons, and messages just like face-to-face communication does. The key to effective online communication is to understand the signals you send and receive.

Social media marketing is a term that describes use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relations and customer service.

In “social” people interact with people, and the interpersonal interaction forms the core of the website or the application.

Today's social channels:

- Are very different from traditional media - old lessons don't apply well
- Are very fast moving, with broad, rapid adoption
- Generate immense volumes of unstructured, community-generated content that must be analyzed to produce any value
- Feature an overwhelming number of varied contributors – not all known

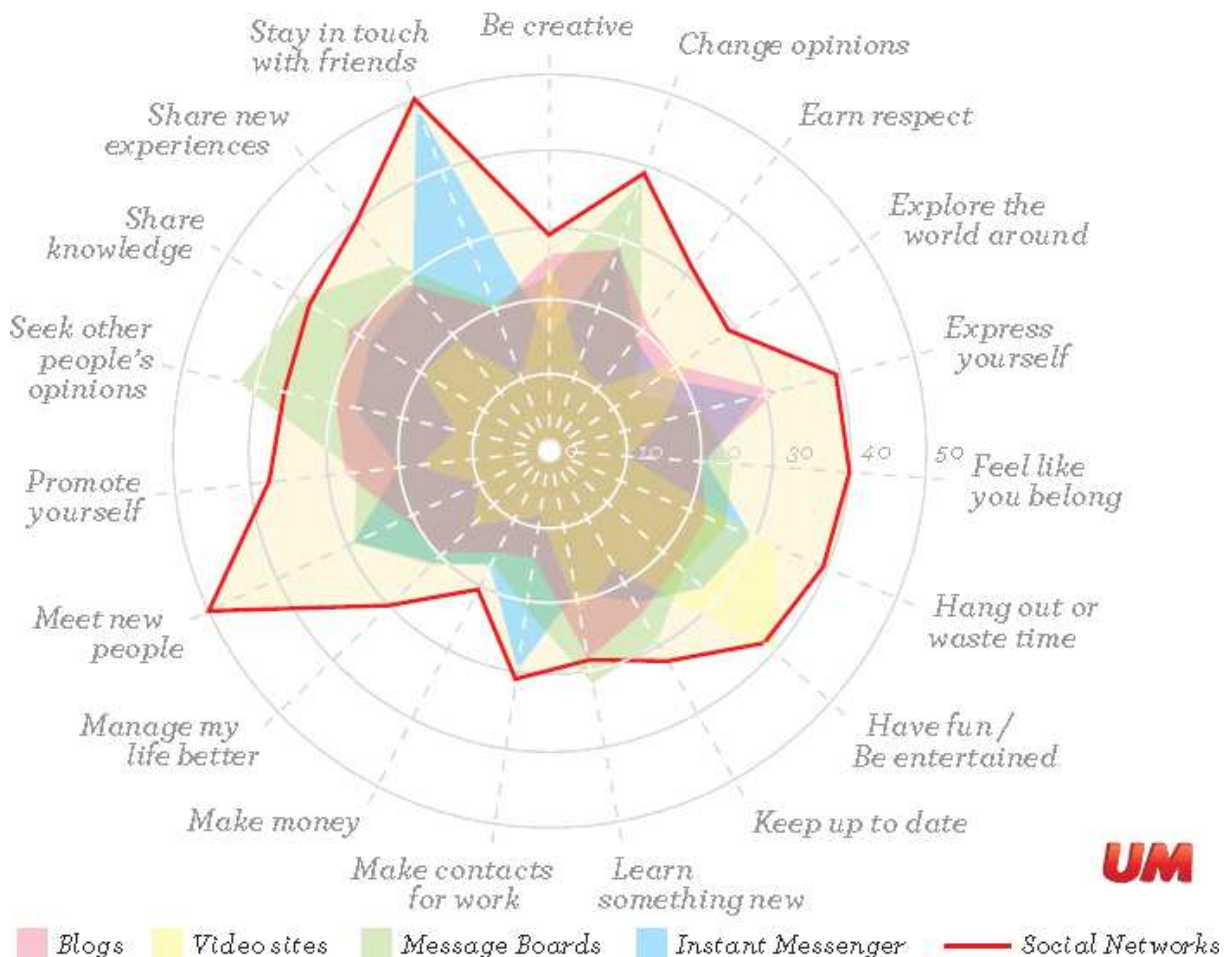
Managing corporate communication and brand diffusion across these new communication channels is quite different from what they were used to. It is very difficult and costly to maintain a unified voice across all channels and to control information flows to the outside world (particularly for technology companies, whose employees are likely to be Twitter or tech blog stars).

Towards marketing

- Verbal programming
  - Modelling
  - Specific incidence
  - Working with symptoms
- are also important.

Successful marketing starts by identifying what you need to do and analyzing what areas you need help with and how you can help others.

Figure 4: "Which of the following do a good job when you want to..."



Social Media Marketing Work Flow



Listen



Here are some good questions to start asking about your social landing pages and listen the conversation accordingly:

- What content topics generate the most engaged visitors?
- Will more visitors comment if you simply ask them to?
- Where should your conversion beacons be: in the sidebar column, before or after the post or in the copy?
- What offers draw more clicks on your conversion beacons?

To find out about the answers customers, employees, fans, critics of course investors should be listen.. Listening what has been saying about the brand and the product is also important for preparing innovation of the product and improving conversation about the brand, .

There is also a need to display that your listening by responding non-generically, and it is important to be selective.

*Some are playing defense* – monitoring existing customer conversations in social media, responding to some and promoting others.

*Playing offense*, giving employees and customers the tools that let them create new stories and spread the word.

Herbert Simon noted in the early 1970s that we, as a society, were beginning to experience information overload. People were bombarded by so many messages and ideas that the attention they could give each one was being substantially diminished. This information overload gave rise to an attention scarcity -- there's more information than attention to receive it. The problem wasn't so much getting your message out there, but filtering out everybody else's. You're battling for people's attention. The number of viewers matters. Your ratings matter. This is an attention economy.

The power of defining and controlling a brand which is shifting from corporations and institutions to individuals and communities.

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words, audios, images and videos.

Minty-fresh explosive marketing.. 200 liters of diet coke and 500 Mentos mints- when you combine them ? In 3 weeks 4 million people viewed.. Hundered of bloggers wrote about it. Then mainstream media jumped in, with Grobe and Voltz appearing on Late night with David Letterman and the today show. And millions of Mentos exposures at no cost..For marketers, one of the coolest things about the Web is that when an idea takes off, it can propel (iləriye itmek) a brand or company to fame and fortune for free.

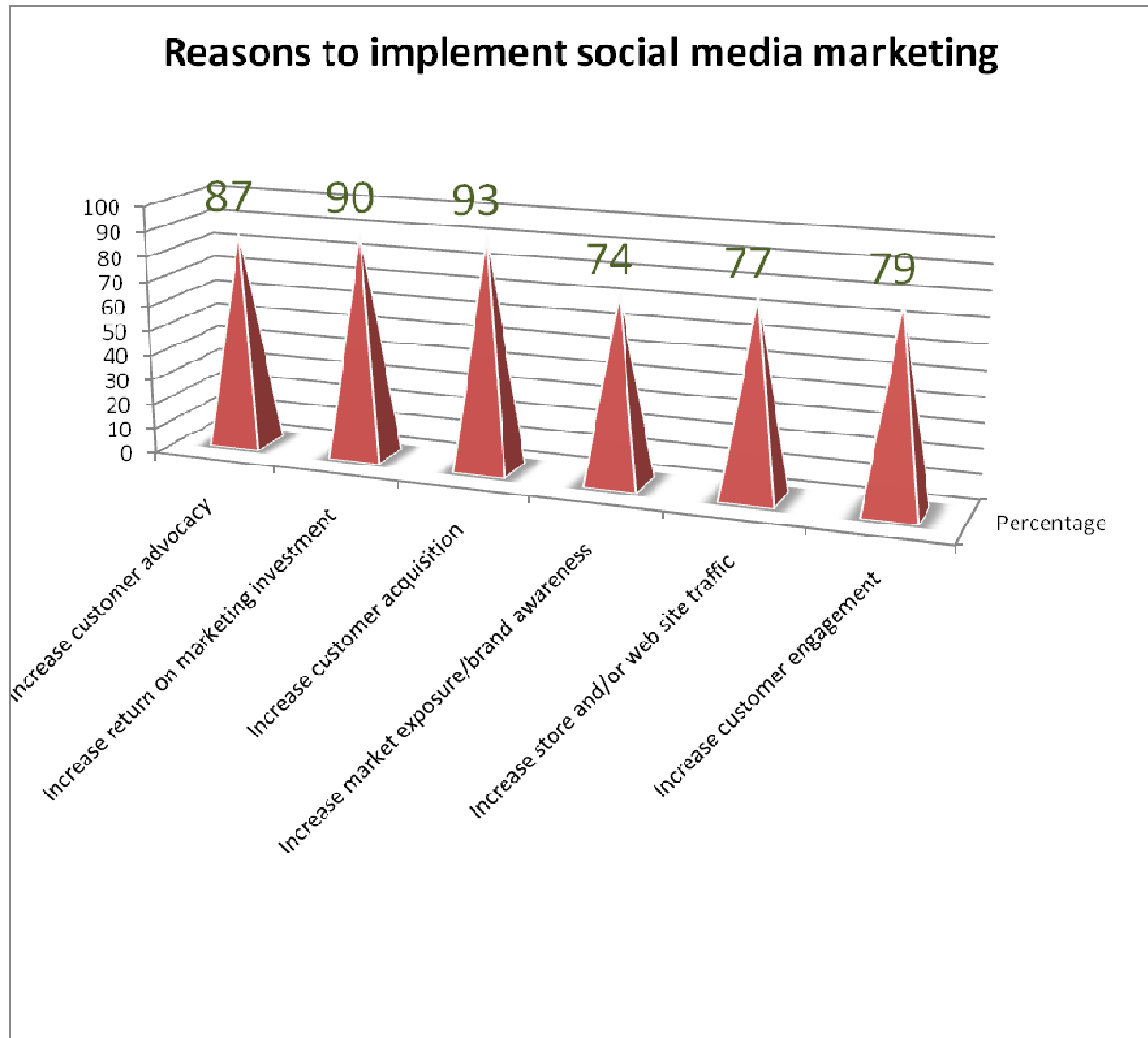
To use social media marketing effectively, businesses have to be perceived as members of the social media community, willing to interact with other members.

Please take in consideration that;  
%73 of active online users have read a blog  
%45 have started their own blog  
%39 subscribe rss feed  
%57 have joined a social network  
%55 have uploaded photos  
%83 have watched video clips

A new survey by **Harvard Business Review Analytic Services** and sponsored by SAS found that out of 2,100 companies who participated:

- Three-quarters (75%) of the companies in the survey said they did not know where their most valuable customers were talking about them
- Nearly one-third (31%) do not measure effectiveness of social media
- Less than one-quarter (23%) are using social media analytic tools
- A fraction (7%) of participating companies are able to integrate social media into their marketing activities
- 67% integrated social media monitoring solutions with other marketing solutions
- Only half (51%) said they were aware of the term social media analytics, which are the tools used for measuring, analyzing and interpreting the results of interactions between brands and consumers across digital channels.

According to top performers, based on 284 qualified survey responses to the Q3 2010 Gleanster Voice of the customer survey:



### Social Media Marketing Tools

Facebook, Twitter, LinkedIn and other platforms are free, as is widely known. There's no cost to register, pop up a profile photo and let the world know what you think. Blogging can be virtually free, as well, if you use a hosted service such as WordPress.com or Blogger. There may be some small design costs – for themes and backgrounds, for example – but companies with in-house designers won't notice the costs, and even external design expenses tend to be manageable. The explicit costs, therefore, aren't intimidating. Rather, it's people that generate the expense.

The primary issue is the content: you need to be able to publish blog posts, tweets and status updates. Depending on the nature of your organization, content development may require the collaborative efforts of a writer and internal subject matter experts.

In addition to content development, you need to think about content promotion – i.e., getting people know about and read your content. There can be public relations efforts, search engine optimization and community development and management involved.

Marketers can participate in the conversation and affect the way consumers interact with one another and with their brands. Today's social media tools allow marketers to engage with customers who are active online and on mobile devices, in the hope not only of securing their business, but also, importantly of spurring them to recommend the brand to others in their network.

Marketers are discovering that different kinds of content drive different kinds of results – and different social networks respond in different ways.

Social Analytics is changing the way organizations monitor online conversations, mine data for insights, and communicate online. It is a business practice that spans social media monitoring and analysis, predictive analytics, ontology-based knowledge discovery, social network analysis, and social customer relationship management.

### How to use tools?

Before beginning to setup social media tools setting the goal is necessarily requirement.

To build truly interactive, customer- and behavior-driven campaigns, first you need a complete customer profile that includes:

- Website behavior data such as how visitors found your site, what interested them, what they looked for – and maybe even what frustrated them
- Customer responses to search ads, website promotions, email offers, and more that reveal important insights on individual interests
- Social media activity such as product rating tools, social networks, blogs, photo and video sharing sites, community platforms, etc., that engage customers and can improve your marketing precision.

Then you need to form an address book or a contact list.

For some tools you may also need to setup a page or a group, then invite people to join and become a member.

And you should not forget to join in groups which may lead you to increase your contacts.

After building such a network, following up may help you to improve developing any kind of relationships. As a result you may face up innovating your product or brand.

While doing every step content management plays a very high role. After deciding the goal content management takes place at every step.

Let's take a look what is needed for setting up different tools, here are some examples;

### **Linkedin**

#### Setup

- Complete profile
- Import address book
- Join groups

#### Maintenance

- Introduce yourself & ask for introductions – tell your organization story directly
- Get recommendations
- Answer/Ask business questions – content and thought leadership
- Follow up with after networking

### **Facebook**

#### Setup

- Configure a Page
- Content and app strategies – know the goals and let content drive action
- Invite friends to become a member

#### Maintenance

- Produce content – think like a publisher
- Develop relationships
- Interact with groups

### **Tweeter**

#### Presence information

- Response to others
- Sharing links
- Retweeting
- Direct messages
- Best practises
  - Get your user account
  - Tweet constantly
  - Provide value to your community
  - Increase signals by using #hashtags

#### Setup

- Setup account page
- Follow up people
- Content/Value strategy

#### Maintenance

- Listen& respond
- Follow & un follow

#### Key strategies

- Use search to find costumers
- Provide exclusive deals
- Provide links
- Gather feedback
- Identify influencers

### **Foursquare**

Places, people and tips

On mobile phones: Blackberry, Androids, Iphones, Nokia, Palm, Windows phone..

#### Setup

- Setup account info
- Setup contact information, privacy profile and linked accounts

## Maintenance

- Add friends & venues
- Mark favorite places
- Check in from your mobile
- Become a mayor
- Unlock badges

## Key strategies

- Provide tips into your to-do-list
- Shout from mobile for check in

## Blogs

4 different ways of usage:

1. To easily monitor what millions of people are saying about you, the market you sell into, your organization and its products
2. To participate in those conversations by commenting on other people's blogs
3. To work with bloggers who write about your industry, company, or products
4. To begin to shape those conversations by creating and writing your own blog

Managing corporate communication and brand diffusion across these new communication channels is quite different from what they were used to. It is very difficult and costly to maintain a unified voice across all channels and to control information flows to the outside world (particularly for technology companies, whose employees are likely to be Twitter or tech blog stars).

And there are some video channels too, like Youtube. Some of the most effective social media marketing strategies center around YouTube and the viral video. While often more time-consuming and expensive, YouTube can easily become the centerpiece of a larger social media campaign. After creating a profile like any other social site, don't forget to change your account type. Create Short Form Viral Content, tag and categorize your videos. After creating targeted playlist promote your video. Do not forget to join in groups.

## Strategy

The hardest decision to take:

- 1. Do you create a branded community which is fully integrated into your website, bringing you search engine traffic and new customers,
- 2. Or are you going to have an unbranded but industry relevant community, which will also granting you access to your competitor's knowledge exchange?

When starting a community around your brand you want to start thinking about the touching points you have with your customers.

- Do you have a customer-self-service concept in form of a discussion group you could use to engage?
- How strong is your brand in context to social media and how visible and active are you on Facebook, Twitter, LinkedIn et. al?
- How big is the list of active customers in your CRM which you could potentially inform about the new approach you're taking?



Social media marketing platforms and programs here can be categorized into below themes:

- Inviting consumers to interpret the brand.
- Inviting experts to curate content for the community
- Creating a community around a social heartbeat.
- Creating an immersive social experience with strong storytelling.
- Crowd-sourcing product and process design innovation.
- Mobilizing citizens to support a cause.
- Aggregating conversations from social Networks.
- Creating a web-based talent hunt or reality show.
- Inviting consumers to submit and support causes for funding.
- Integrating social into the sales or support process
- Inviting customers to share their brand experiences
- Creating an immersive online-offline social experience.
- Engaging employee leverages business context and communications with colleagues and customers to improve performance and align with the needs or the organization.

Metrics

As with any marketing activity, measurement is necessary – otherwise, you’ll never gauge the true impact of your efforts. Google Analytics, Facebook Insights and time with the likes of bit.ly and Topsy, though free, require someone to look at them, crunch the numbers and draw conclusions. And, all of this has to be integrated into your broader marketing strategy.

Some free sites about analyzing your metrics: [www.twitanalyzer.com](http://www.twitanalyzer.com), [www.trendistic.com](http://www.trendistic.com), [www.klout.com](http://www.klout.com), [www.socialmention.com](http://www.socialmention.com), [www.omniture.com](http://www.omniture.com), [www.kontagent.com](http://www.kontagent.com), <http://www.webtrends.com/>, [www.ubervu.com](http://www.ubervu.com)

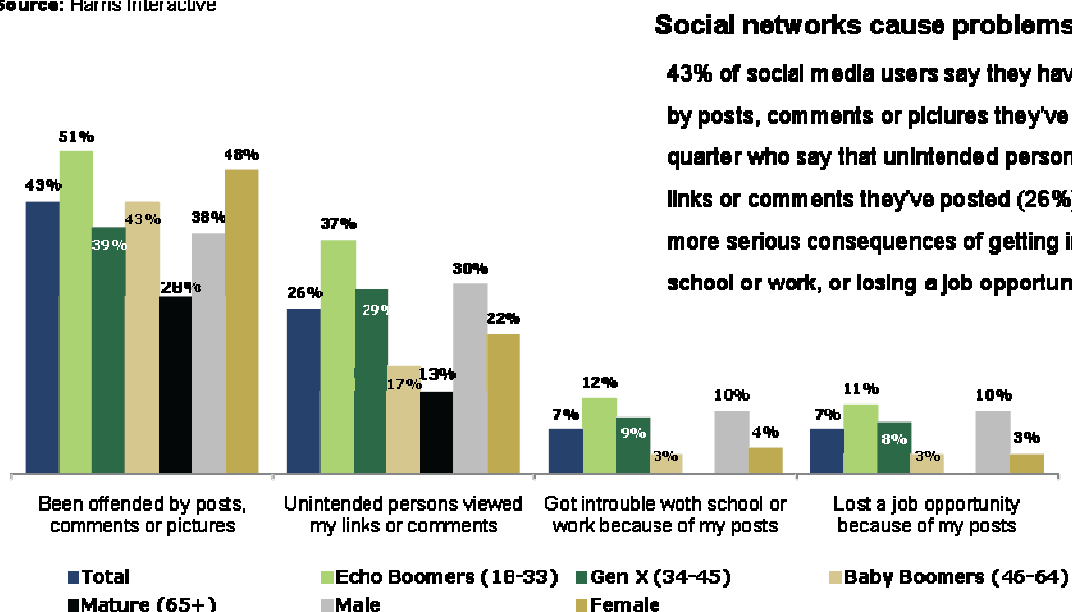
The cost-per-click on a google aswords is a finite number, but it gets trickier to measure the cost-per-conversation on facebook or twitter.

There are 4 major categories of measurement: distribution, interaction, influence and action.

Benefits of Social media marketing

**Benefits of Social Media**

January 2011, US adults, answered "yes, frequently" or "yes, occasionally"  
**Source:** Harris Interactive



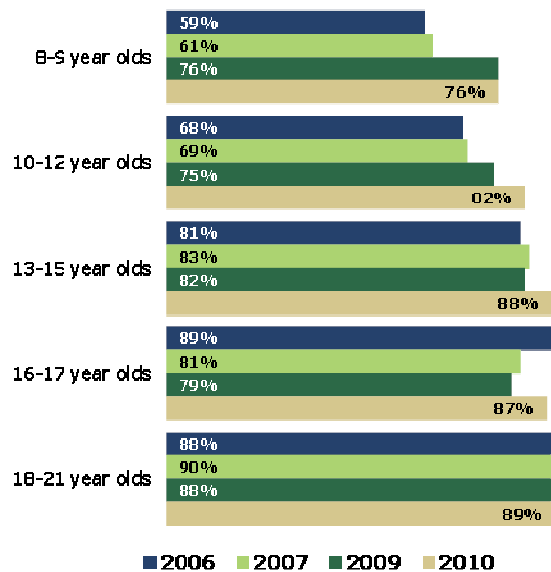
**Social networks cause problems for some**

43% of social media users say they have been offended by posts, comments or pictures they've seen, and the quarter who say that unintended persons have viewed links or comments they've posted (26%). Some reported more serious consequences of getting in trouble with school or work, or losing a job opportunity. (7% for both).

### Internet Usage by Youth

2006-2010, Base: US youth ages 8-21, Online more than 1 hr "yesterday" 2008-2010

Source: Harris Interactive



### Every day, youth spend an hour-plus online

A Harris Interactive study on the [Internet habits of youth](#) found that eight in 10 8-to-12-year-olds (79%) and nine in 10 13-to-24-year-olds (88% of 13-to-17-year-olds, 90% of 18-to-24-year-olds) spend an hour or more online on a typical day.

The average number of hours spent online daily increases with age, rising from 1.9 hours among 8-to-12-year-olds to 3.5 hours among 13-to-17-year-olds, topping at 4.5 hours among 18-to-24-year-olds.

### Twitter use by demographic group

% of internet users in each group who use Twitter

<b>All Internet Users</b>	<b>8%</b>
<b>Gender</b>	
Men	7
Women	10
<b>Age</b>	
18-29	14
30-49	7
50-64	6
65+	4
<b>Race/Ethnicity</b>	
White, non-Hispanic	5
Black, non-Hispanic	13
Hispanic	18
<b>Household Income</b>	
Less than \$30,000	10
\$30,000-\$49,999	6
\$50,000-\$74,999	10
\$75,000+	6
<b>Education level</b>	
Less than High School	n/a
High School Diploma	5

Those are good graphics to talk about the benefits of social media marketing, because social media marketing is depending on how people are using the social media.

Facebook has become one of the most popular web properties worldwide and more recently has also gained recognition for the large photo-sharing site it has become.

Online games based on virtual worlds are proving popular; Zynga's YoVille and Farmville, accessed via Facebook, now have millions of users each month.

Short adverts placed at the start of humorous or popular videos are becoming more common. These short videos gain notoriety by circulating the world via sites like Facebook, YouTube and television programmes.

Australian's spends some of the largest number of hours on social networks, as do Britain, Italy and the US.

South Africa has more Twitter users than Japan, China, Spain and the Netherlands.

Online entertainment is growing strongly in the Middle East, despite battling for user attention and advertising dollars with the phenomenon that is Arab pan-regional FTA DTH satellite TV. The local industry gained much greater prominence in the region and world-wide with the purchase by Yahoo! of Jordanian company Maktoob in 2009.

During 2009 over 1.4 million New Zealanders shopped on-line, a 2.4% increase over 2008.

Online entertainment in North America continues to grow rapidly, both in terms of choice of online entertainment available and numbers of users. For instance, in early 2010 an estimated 90 million US Internet users were accessing online gaming sites on average at least once a month.

#### In conclusion

Being an innovator in ways to channel the power of today's social collaboration tools

- Creating intuitive, people-centric approaches to collaboration is essential, compared with traditional document-centric collaboration
- Using open, modern technologies that support solutions that can be tailored to your specific business needs

Given ongoing developments in cloud computing, money saving opportunities and computing models have arisen. Moving to the cloud brings advantages because it lets you reduce the amount of cumbersome hardware you manage, the near elimination of complicated installations and upgrades, while providing improved access to collaboration capabilities for workers distributed beyond the office. Additional benefits of cloud computing include potentially significant cost savings related to maintenance, repair and energy consumption, potentially fewer IT support issues and faster startups. Therefore, with cloud computing you can also fail faster.

Social media measurement is still the biggest marketing challenge. In 2009, the top metrics tracked for social media initiatives included site traffic, number of page views, and number of fans. In 2010, Chief of Marketing Officers (CMOs) expect top metrics to track more closely to P&L business goals – not just web-related goals. The fastest-growing metrics tracked in 2010 include revenue, conversion, with CMOs stating that conversion and site traffic are the top metrics for 2010.

This shift in measurement expectation is significant. More companies will track social media's direct impact on revenues. In 2009, only 36% of CMOs measured social media's impact on conversion, and only 22% measured social media's impact on revenues, as compared to those who measured social media's impact in 2010. It's clear: it's time for social media to show its true business value.

Don't forget, in a social media marketing world you need to be engaged, transparent and agile.

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Cio White Papers – Social media tips

Why be social? IBM's virtual event

Facebook

Twitter

Linkedin

Foursquare