



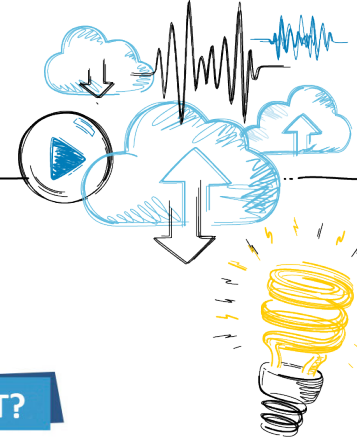
# Social Media Marketing

Things to consider while planning your campaign

April 27<sup>th</sup>, 2017



# What? Who? Where? When?



## Social Media is not a one size fits all medium:

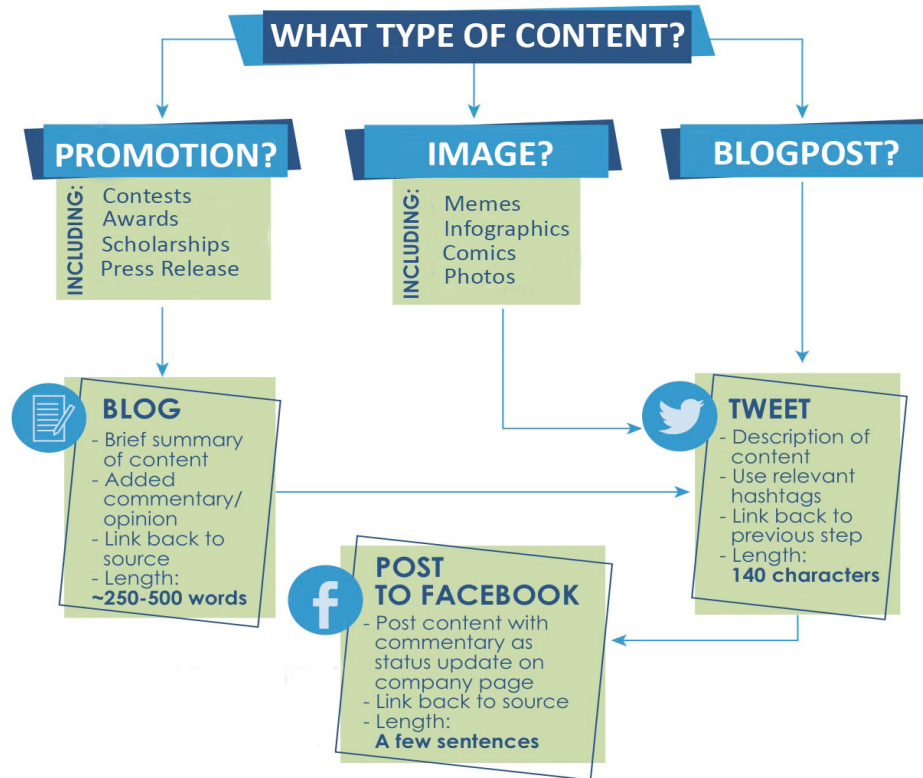
Your recipe for success includes the right message, to the right audience, on the right platform, at the right time.

### Ask yourself:

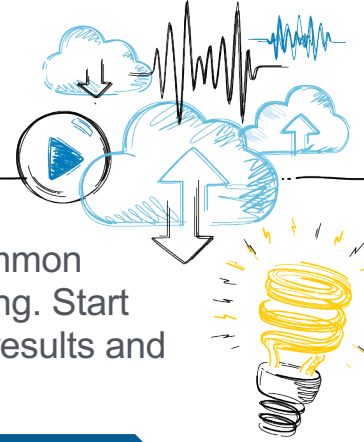
- What am I hoping to accomplish?
- Who is my audience?

### This determines:

- What you will share
- Where you will share
- When you will share



# What Is Your Objective?



Breaking down social media marketing campaigns, you see that they often share some common elements. Social media tactics can and should be cross-leveraged, and this can be confusing. Start by determining what you want to accomplish. Choose a campaign to achieve your desired results and meet your larger marketing objective:

## Brand & Product Awareness

- Top of funnel
- Broad appeal
- Open access
- Generally organic

## Lead Generation & Qualification

- Middle of funnel
- Targeted audience
- Gated access
- Paid support optional

## Direct Sales & Conversion

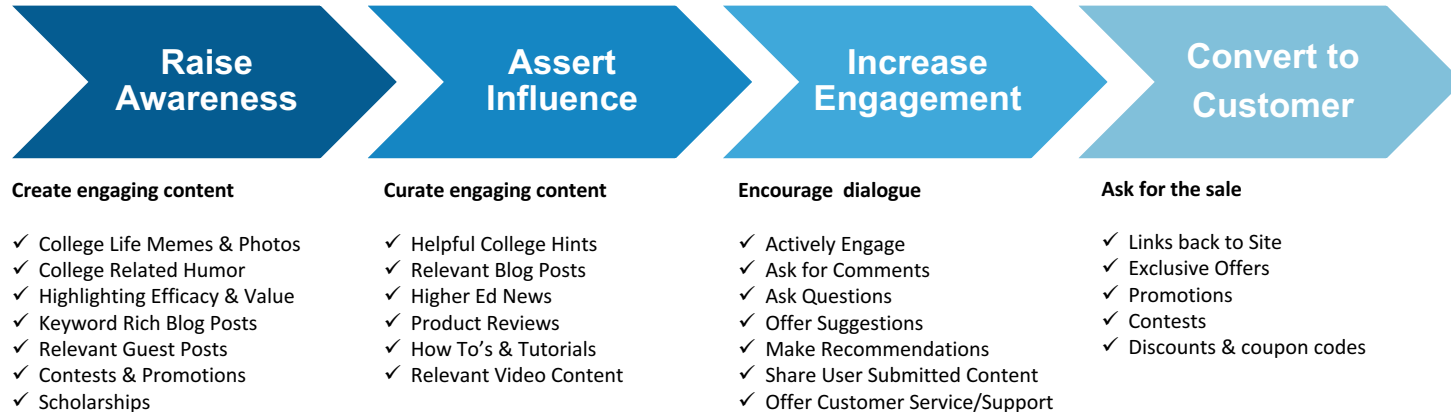
- Bottom of funnel
- Qualified audience
- Open access
- Paid support recommended

# How Will You Achieve Your Objective?



Our primary social media marketing objective for our student facing channels is to increase the size and engagement of our audience, subtly influence their opinion, and ultimately convince them to purchase, activate and use our products.

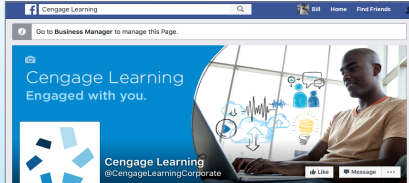
- We achieve this by integrating social media with other digital marketing techniques, implementing a content marketing strategy that builds our brand, and highlights the products and tools featured at CengageBrain.com via multiple channels; social media, blogs, automated marketing, PPC, SEM etc.



# Consider Facebook If...

## Your Goal is:

Give personality and voice to your offering, product or brand while building trust and a good rapport with current and future leads and customers.



## Your Objective is:

- Brand awareness and recognition
- Illustrate value and efficacy
- Showcase product/offering
- Humanize your brand
- Top of the funnel (Unless utilizing paid)

## Your Key Metrics Are:

- Audience size and reach
- Platform & post level engagement
- Referring traffic - CTR
- Lead generation/qualification
- Number of conversions

## Your Tactics Are:

- Focusing on engagement
  - ✓ Respond quickly and positively
  - ✓ Provide resources when able
  - ✓ Encourage UGC
  - ✓ Actively communicate in an authentic way
- Promoting relevant content
  - ✓ Blog posts and articles
  - ✓ Feature value, benefits & efficacy
  - ✓ Mixed media content with a focus on video
- Highlighting news activities and events
  - ✓ Promote upcoming events and activities
  - ✓ Share relevant news, trends and topics
- Paid promotion
  - ✓ Targeted advertisement to qualified leads



# Consider LinkedIn If...



## Your Goal is:

Promote value, efficacy, thought leadership, expertise and influence to a highly targeted audience of current and future leads and customers.



## Your Objective is:

- Brand awareness and recognition
- Thought leadership and expertise
- Illustrate value and efficacy
- Leverage topics and trends
- Generate and qualify leads
- Cross funnel

## Your Key Metrics Are:

- Audience size and reach
- Platform & post level engagement
- Referring traffic - CTR
- Lead generation/qualification
- Number of conversions

## Your Tactics Are:

- Promoting relevant content
  - ✓ Blog posts and articles
  - ✓ White papers and case studies
  - ✓ Webinars, webcasts and podcasts
- Highlighting news activities and events
  - ✓ Promote upcoming events and activities
  - ✓ Share relevant news, trends and topics
- Promoting media mentions
  - ✓ Link to third party media coverage
  - ✓ Feature executive interviews
  - ✓ Showcase product mentions and reviews
- Paid promotion
  - ✓ Targeted advertisement to qualified leads

# Consider Twitter If...



## Your Goal is:

Engage current and future leads and customers *in real time* with a consistent stream of news, content and conversation.



## Your Objective is:

- Brand awareness and recognition
- Thought leadership and expertise
- Discuss value and efficacy
- Identify trends and influencers
- Qualify and nurture leads
- Middle and bottom of the funnel

## Your Key Metrics Are:

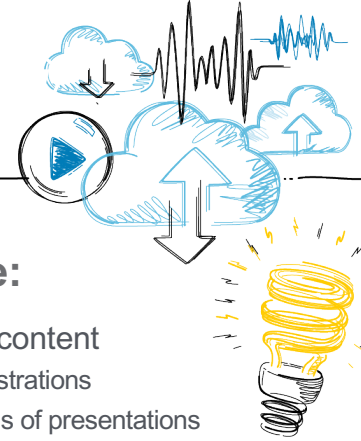
- Audience size and reach
- Platform & tweet level engagement
- Hashtag usage
- Referring traffic – CTR
- Lead qualification
- Number of conversions

## Your Tactics Are:

- Focusing on engagement
  - ✓ Respond quickly and positively
  - ✓ Provide resources when able
  - ✓ Monitor and respond to relevant hashtags
  - ✓ Actively encourage UGC
  - ✓ Actively communicate in an authentic way
- Promoting relevant content
  - ✓ Blog posts and articles
  - ✓ Utilize and respond to relevant hashtags
- Highlighting news activities and events
  - ✓ Promote upcoming events and activities
  - ✓ Monitor and respond to relevant hashtags
  - ✓ Share relevant news, trends and topics
- Paid promotion
  - ✓ Targeted advertisement to qualified leads and influencers



# Consider YouTube If...



## Your Goal is:

Showcase unique value, efficacy, insight, assistance, and thought leadership to current and future leads and customers

## Your Objective is:

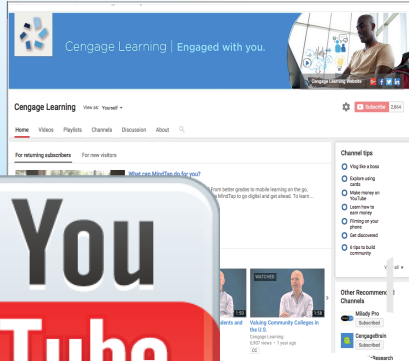
- Brand awareness and recognition
- Thought leadership and expertise
- Illustrate value and efficacy
- Deepen product understanding
- Qualify and nurture leads
- Cross funnel

## Your Tactics Are:

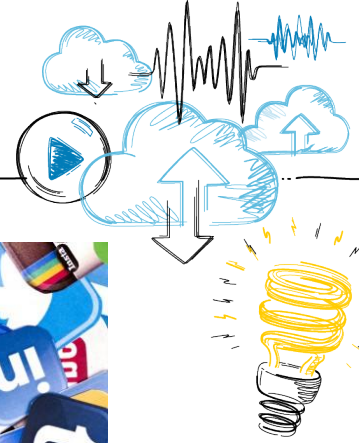
- Promoting relevant content
  - ✓ Product demonstrations
  - ✓ Video recordings of presentations
  - ✓ Interview influencers and executives
  - ✓ Short videos with nuggets of information that your followers will find valuable
  - ✓ Video customer testimonials
  - ✓ Team interviews
  - ✓ “How To” videos to help your customers better use your products and/or services

## Your Key Metrics Are:

- Audience size and reach
- Number of views
- Referring traffic – CTR
- Lead generation/qualification



# What About Emerging Platforms?



## Ask:

- What is being communicated?
- Who is the audience?

## This determines:

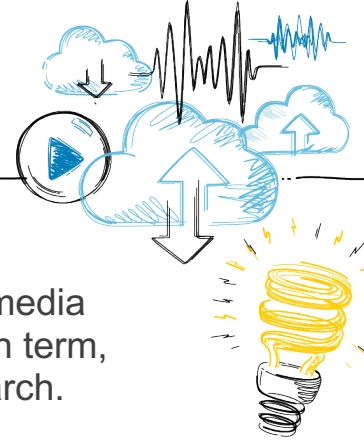
- What will be shared
- Where it will be shared
- When it will be shared

## Then, test and test again

Always be testing



# What About Paid Social Media?



Paid search is a great online advertising medium for driving visitors. ***What if there are no identifiable keywords you can bid on? What about branding and awareness?*** Social media answers these questions nicely. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search.

## Paid social media advertising offers:

- Advanced behavioral targeting options
- Reliable conversion tracking
- Overwhelming mobile presence



# What Are My Paid Options?



## Strengths:

- Largest audience (*1.86B*)
- Advanced targeting/retargeting
- Multiple ad variations
- Large impact relative to spend

## Weaknesses:

- Many ad format restrictions
- Closed/Private network
- Not much help available
- Extensive banner blindness



## Strengths:

- Professional audience (*433M*)
- Advanced targeting/retargeting
- Multiple ad variations
- High CTR and Conversion rate

## Weaknesses:

- Many ad format restrictions
- Closed/Private network
- Not much help available
- Can be costly



## Strengths:

- Engaged/Active audience (*319M*)
- Multiple ad variations
- Open/Public network
- Large impact relative to spend

## Weaknesses:

- Initial setup is a heavy lift
- Targeting is not extensive or intuitive
- Requires daily monitoring/refresh
- Stagnating audience growth



## Strengths:

- Large audience (*1B*)
- Advanced targeting/retargeting
- Second largest search engine
- Traditional SEM platform
- Linked to Adwords

## Weaknesses:

- Video creation can be costly
- Weak conversion rates
- Traditional SEM platform
- Linked to Adwords

# Bringing It All Together!

## Before:

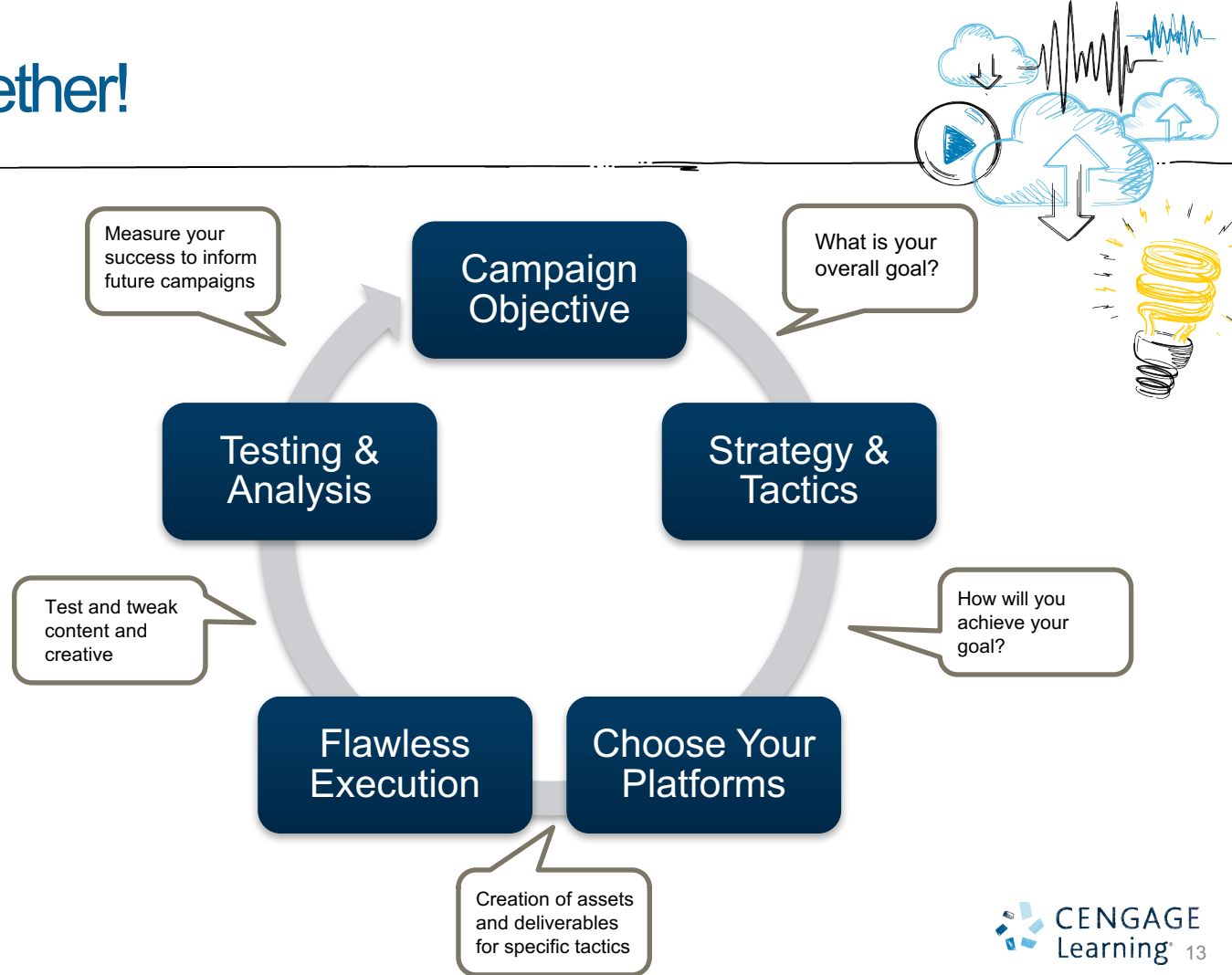
- Determine your objective
- Develop a strategy
- Choose your platforms

## During:

- A/B Test your copy
- A/B Test your creative
- Monitor response

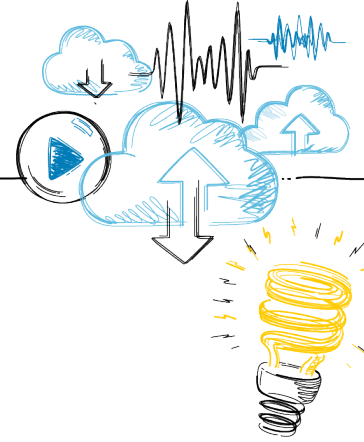
## After:

- Measure your success/failure
- Rinse and repeat



# Partner Success Story

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Kristy Carter, Director of Marketing  
University of Central Arkansas  
Division of Outreach and Community Engagement

- Implementing Social Media
- Current Strategy
- Future Goals/Strategies

Find UCA on Facebook & Twitter @ucaoutreach

# Questions?

