Content Marketing:
Social Media

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DEMS
Developing E-marketing Skills
for the Business Market

Learning objectives

Pre-requisite for student: Introduction to digital marketing is recommended.

The student is able to

- describe the social media landscape and its development
- understand the benefits of social media marketing
- assess the effectiveness of the social media performance of the organizations
- create engaging content in social media
- create a social media strategy

Topics

- What is social media?
- Social media marketing
- Campaigns in social media
- Content creation
- Assignments

What is social media?

What is social media - Definitions

"Internet-based platforms that allow users to create profiles for sharing user-generated or curated digital content in the form of text, photos, graphics, or videos within a networked community of users who can respond to the content."
(Burns 2017)

"Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)"
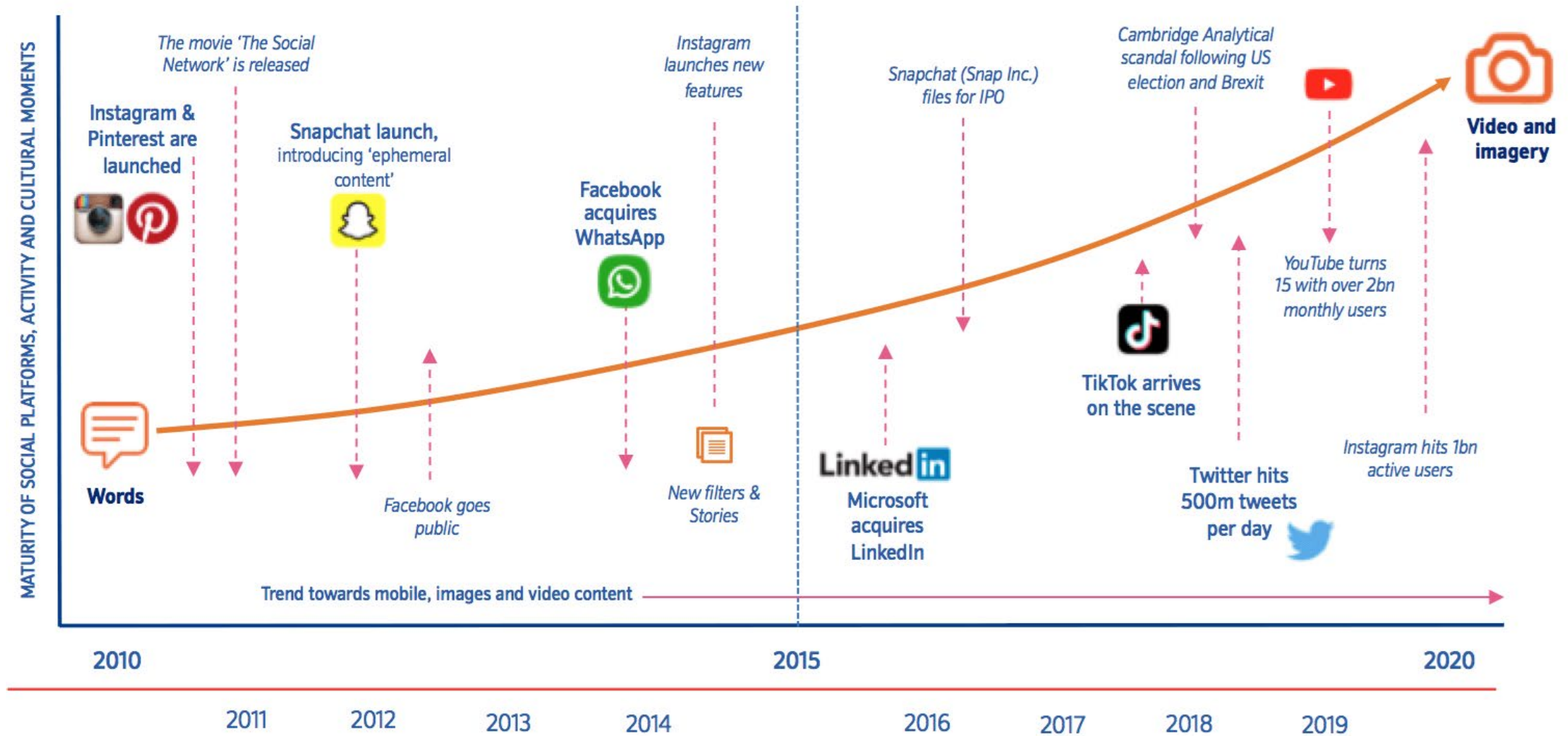
(Merriam-Webster Dictionary)

COMMON TO ALL DEFINITIONS

1) **Web-based**

2) **Users create a profile for themselves**

3) **Possibility to share material with the rest of the community (e.g. text, images, graphics, videos)**

4) **Other users can react to and respond to shared material**

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Social Media under constant change

MATURITY OF SOCIAL PLATFORMS, ACTIVITY AND CULTURAL MOMENTS

The movie 'The Social Network' is released

Instagram launches new features

Snapchat (Snap Inc.) files for IPO

Cambridge Analytical scandal following US election and Brexit

Instagram & Pinterest are launched

Snapchat launch, introducing 'ephemeral content'

Facebook acquires WhatsApp

Video and imagery

YouTube turns 15 with over 2bn monthly users

Words

Facebook goes public

New filters & Stories

Microsoft acquires LinkedIn

TikTok arrives on the scene

Twitter hits 500m tweets per day

Instagram hits 1bn active users

Trend towards mobile, images and video content

2010   2015   2020

2011   2012   2013   2014   2016   2017   2018   2019

https://www.smartinsights.com/ecommerce/ecommerce-strategy/social-commerce-trends/

The numbers of users (2022)

Facebook 2,9 billion users

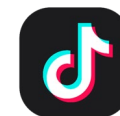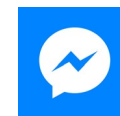YouTube 2,5 billion users

Whatsapp 2 billion users

Instagram 2 billion users

WeChat 1,3 billion users

TikTok 1 billion users

FB Messenger 0,9 billion users

Snapchat 0,6 billion users
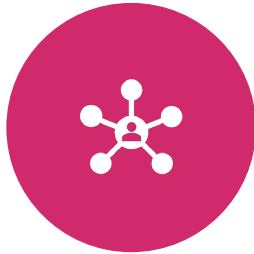
Twitter 0,5 billion users

Pinterest 0,4 billion users

https://datareportal.com/reports/digital-2023-global-overview-report

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Social Media plays a significant role in our everyday lives

THE TYPICAL USER HAS AN ACCOUNT ON MORE THAN 6 DIFFERENT SOCIAL MEDIA PLATFORMS AND SPENDS AN AVERAGE OF CLOSE TO **2½ HOURS** USING SOCIAL MEDIA EACH DAY.

ASSUMING THAT PEOPLE SLEEP FOR BETWEEN 7 AND 8 HOURS PER DAY, THESE LATEST FIGURES SUGGEST THAT PEOPLE SPEND ROUGHLY **15 PERCENT** OF THEIR WAKING LIVES USING SOCIAL MEDIA

THE TYPICAL USER FOLLOWS DIFFERENT TYPES OF SOCIAL MEDIA ACCOUNTS. HOWEVER, **THE ACCOUNTS OF FRIENDS AND FAMILY MEMBERS** ARE THE MOST FOLLOWED.

SOCIAL MEDIA USERS ARE MORE LIKELY TO SAY THEY **HAVE LEARNT PRACTICAL LIFE SKILLS FROM SOCIAL PLATFORMS** (57 %) THAN FROM UNIVERSITY (51%)

https://hootsuite.widen.net/s/gqprmtzq6g/digital-2022-global-overview-report

Main reasons why we use social media

1. Keeping in touch with friends and family 47,6%

2. Filling spare time 36,3%

3. Reading news stories 35,1%

4. Finding content 31,6%

5. Seeing what's being talked about 29,5%

6. Finding inspiration for things to do and buy 27,7%

7. Finding products to purchase 26,3%

8. Sharing and discussing opinions with others 24,5%

9. Making new contacts 23,9%

10. Watching live streams 23,8%

11. Seeing content from your favourite brands 23,1%

In-class activity

Form a group of 4-5 people.
Choose an interesting company or organization, and analyze its social media presence.

Provide the following information:

- A brief overview of the company (e.g. industry, size, products/services)
- Which social media channels it uses?
- What kind of content does the company produce for social media? (posts, videos, competitions, etc.)
- Who do you think their social media content is aimed at?
- Do you think the content is interesting to the company's target group?
- What do you think the company is aiming for with its social media?
- How actively does the company publish on social media?
- What kind of suggestions for improvement would you give the company regarding the use of social media?

Make a presentation about your insights and present them in the class.

Social media marketing

Why to use social media marketing (SMM)

1. To build company's brand & increase brand exposure

2. To reach new customers & engage with the existing ones

3. To grow sales

4. To drive traffic to the website

5. To learn more about your customers

6. To deliver customer service

https://blog.hootsuite.com/smart-social-media-goals/

https://blog.hootsuite.com/social-media-customer-service/

https://www.contentstadium.com/blog/how-to-drive-traffic-from-social-media-to-your-website/

https://buffer.com/library/social-media-goals/

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Organic Post, Ad or Boosted Post?

Organic contents mean the contents published on the **company's own social media channels**.

Organic contents are visible to those who follow the company or brand.

Advertising means **the paid contents** (videos, posts, other contents) which are **targeted to the desired audience**. These are visible also to those who do not follow the company's channels.

Boosted Posts are **organic contents** published on company's social media channels, but by paying they are **shown also to larger audiences**.

Source: https://neilpatel.com/blog/13-secrets-thatll-boost-your-facebook-organic-reach/

Why to use paid ads?

- The business of social media channels is based on advertising ➡️ algorithms don't support organic reach

- The organic reach has declined most in Facebook, but the trend is similar also in Instagram

The average Facebook post will reach just over 5 percent of your followers.

Social Media Influencers

- **Influencer marketing is now a mainstream form of online marketing.**

- **Who is an influencer?**
  - A person who has **the power to affect the purchasing decisions of others** because of his/her authority, knowledge, position, or relationship with his or her audience.

- **A celebrity isn't an influencer.**
  - Most influencers have systematically built a keen and enthusiastic audience à It is not accidental that these people follow influencers rather than a brand.
  - The audience doesn't care about the brand, they only care about the opinions of the influencers.
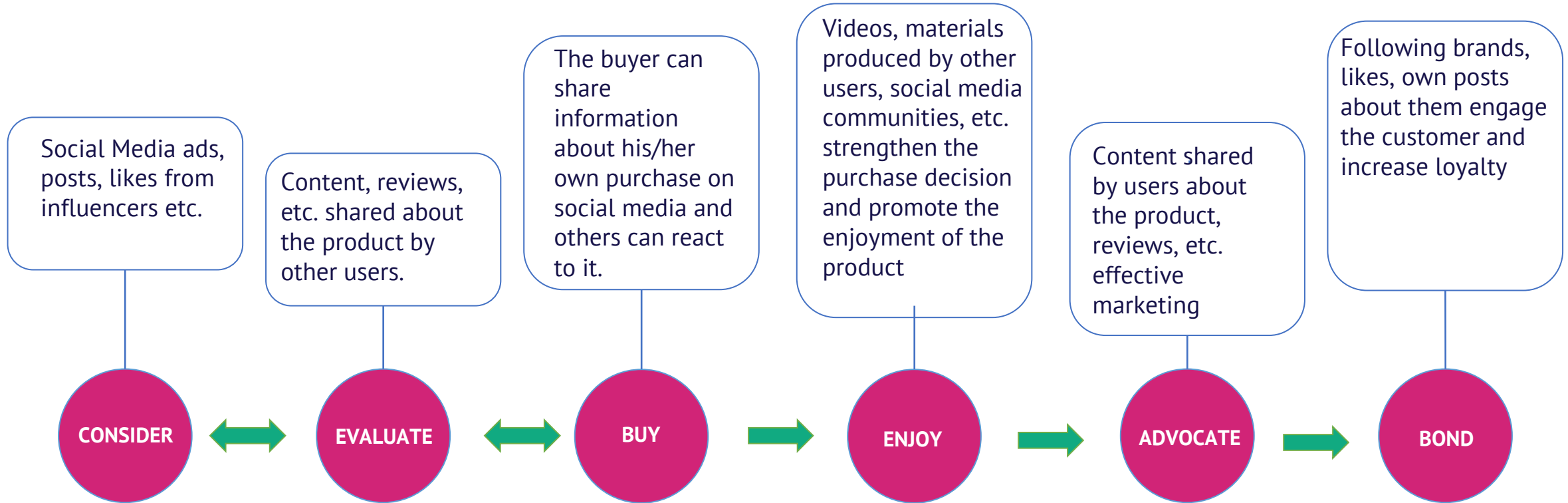
Influencer Marketing

- Influencer marketing is a relationship between a brand and an influencer.

- The influencer promotes the brand's products or services through various media outlets such as Instagram and YouTube.

- Influencer marketing allows brands to locate and advertise directly to their target audience.

- Consumers are becoming increasingly skeptical of brands and their marketing tactics, and building trust is crucial.

- Advertising through influencers allows brands to promote through someone that a niche community watches, engages with and trusts on a daily basis.

10 Benefits of Influencer Marketing

1 Increase Brand Awareness
2 Build credibility and trust
3 Enrich Content Strategy
4 Win-win partnerships
5 Boost SEO & ROI
6 Drive Purchases Decisions
7 Cost-effective & Saves Time
8 Unlimited Sharing Potential
9 Suitable For Any Business
10 Increase sales

ENGAIO | DIGITAL GROWTH COMPANY

https://engaiodigital.com/influencer-marketing/

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Social Media & customer (decision) journey

Social Media ads, posts, likes from influencers etc.

Content, reviews, etc. shared about the product by other users.

The buyer can share information about his/her own purchase on social media and others can react to it.

Videos, materials produced by other users, social media communities, etc. strengthen the purchase decision and promote the enjoyment of the product

Content shared by users about the product, reviews, etc. effective marketing

Following brands, likes, own posts about them engage the customer and increase loyalty

CONSIDER ⟷ EVALUATE ⟷ BUY → ENJOY → ADVOCATE → BOND

(Adapted from: Atherton 2020 Social media strategy : a practical guide to social media marketing and customer engagement.)

Social media strategy

1. Set goals

- The goals have to be linked to the company's overall strategy
- Goals can be e.g.
  - To generate leads
  - To increase sales
  - To raise awareness
  - To increase customer engagement

2. Create buyer personas

- You have to know whom you are reaching for:
  - Age, gender, location, education
  - Which channels do they use? How? When?
  - What are they looking for?
  - What kind of contents do they like?
  - What are their painpoints / goals in which your brand can help?

3. Choose channels and create contents

- Be where your buyer personas are!
- Make a content plan with
  - Timing of the post
  - For which buyer persona is it aimed for
  - Summary of the planned contents
  - In which channel will it be published
  - How will the success be measured
  - Who is responsible for this post?

4. Set the metrics

- How do you know if your SMM is successful or not?
- Possible metrics e.g.
  - Sales, clicks, likes, increased traffic on website
- Set the metrics according to your goals and monitor systematically.

Campaigns in social media

What Makes a Good Social Media Ad (or boosted post)

1. **A clearly defined goal**
   - More fans or likes? Drive website traffic? Event attendance? Leads? Traffic ads or conversion ads? See [video](#)

2. **Target audience**
   - Not too wide! In content marketing sharp targeting is key
   - Keep in mind your buyer personas goals & interests (you cannot target to them, though!)

3. **Grab attention!**
   - "1 second rule" = you have one second to stop the thumb
   - Visuals + heading + copy
   - High quality, eye catching images and videos

4. **Call to action (CTA)! What do you want him/her to do?**
   - to read your blobpost, what is the key benefit for him/her? Why would he/she read it? Tell it!

5. **Make sure your post links to a relevant landing page**

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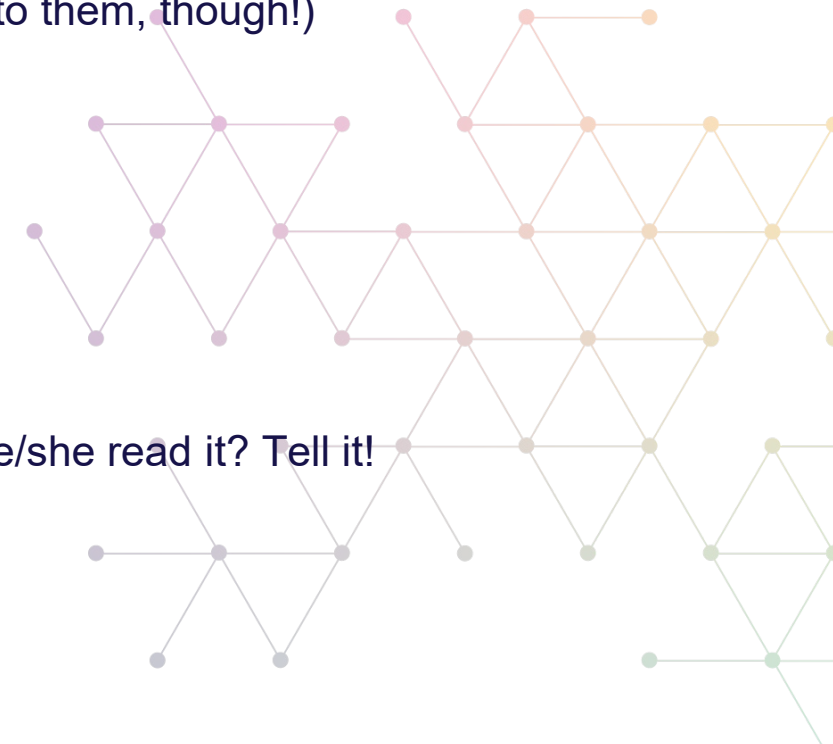
Why SMART?

- They direct your marketing to the right direction. Ie. align with business goals.
- They are measurable. If objectives are not measurable, they're not worth much.
- Good and useful for all objectives in digital marketing

Specific

Measurable

Achievable:

Relevant

Timed

EXAMPLE:

A local garden company (sells plants, garden equipment, etc.) from Turku is expanding their services. **Next year's focus is on a new service, garden planning.**

Which of the following is/are SMART objectives?

- Our objective is to grow by 20%.
- Our objective is to sell garden planning service worth 10 000 € in 2024.
- Our objective is to be the biggest garden planning company in Finland during 2024.

Targeting your ads / boosted posts

- With Meta Business Manager you can create ads and campaigns to
    - Facebook
    - Facebook Audience Network
    - Instagram

- If you want to reach e.g. TikTok or LinkedIn users, you have to create ads to these channels separately

- When choosing targeting criteria for your ads, keep your buyer personas in mind!

Facebook ad targeting criteria e.g.

- **Location**
- **Demographics (age, gender)**
- **Interests**
- **Relationship situation**
- **Education, work**
- **Generation**
- **Life event**.

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Campaign Period

- Typically 2-4 weeks

- You can choose when your ad/boosted post is shown. Day + time of the day.

- Typically Mon-Fri daytimes are very common, because during those hours the traffic in social media is heaviest. BUT so is the competition

- In the evenings and on weekends it is possible to get the best reach and engagement. People have more time then.

- Test!

Budgeting

- Buying method **CPC or CPM**
  - CPC = cost per click
  - CPM = cost per mille = cost per 1000 impressions
- No fixed prices. Bases on the same principles as in Google Ads: the best quality, the lowest CPC.
- Location, timing, business and goal effect, too. "The only true answer is: It depends." See examples
- Instagram: female and 18-34 yo targeted campaigning more expensive than to other target groups.
- You can choose either total budget or daily budget. Even when choosing total budget you can set the maximum daily spend.

Content creation

When planning the contents, keep the AIDA model in mind

Types of Social Media Content that drive most engagement

Entertainment
- Fun Holidays
- Viral Videos
- Jokes
- Memes
- Comics
- Puzzles
- Contests/ Giveaways

Inspiration
- Quotes
- Facts
- Personal stories of success

Education
- Informative blog posts
- Tips and tricks
- Industry research
- Case studies
- Live video training

Conversation
- Questions
- Fill in the blanks
- Caption this photos
- Polls

Connection
- Behind the scenes
- Product reviews
- Employee or customer features

Promotion
- Client testimonials
- Webinars
- Products
- Discounts
- Services

https://mobilemonkey.com/articles/social-media-content-that-drive-most-engagement

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Engagement Tactics

- Run a comment contest
- Ask brand-related questions
- Collect questions via comments
- Share a Shout-Out for Content Created by Your Fans and Customers
- Ask for audience feedback
- Anticipate and Meet Your Community's Needs With Content
- Tap into what's topical
- Talk about community involvement and impact beyond business
- Go live

Variety of content
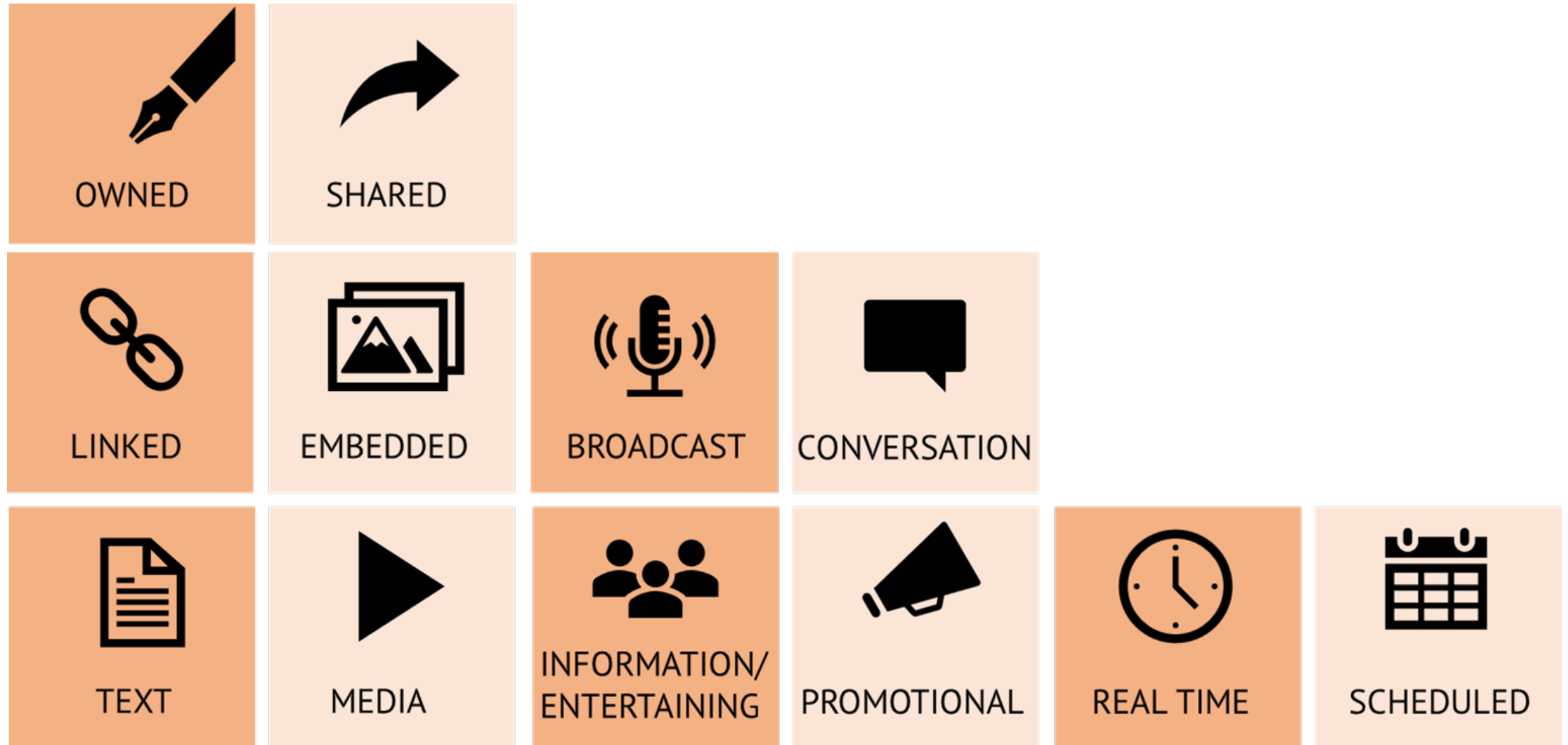
https://www.postplanner.com/blog/types-of-social-media-content
Different Types of Content for Social Media - feedalpha
https://www.cutedigitalmedia.com/blog/en/what-types-of-content-work-best-for-each-social-network/

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How often should you publish in social media?

|					
Minimum	1 time/day	1 time/ week	1 times/week	1 time/day	2 times/week
Ideal	3-4 times/day	1-2 times/day	1 time/day	5 times/day	1 time/day
Maximum	5 times/day	3 times/day	2 /times day	30 times/day	1 time/day

When to post?

- The best time to post on social media is different in different channels
  - Instagram
    - Best times are 6 p.m. - 9 p.m. and 12 p.m. - 6 p.m.
    - Best day for posting is Saturday
  - Facebook
    - Best times are 6 p.m. - 9 p.m. and 12 p.m. - 3 p.m.
    - Best days for posting are Friday and Saturday

- There are differences between businesses and target groups' behavior – test!

Source: https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic
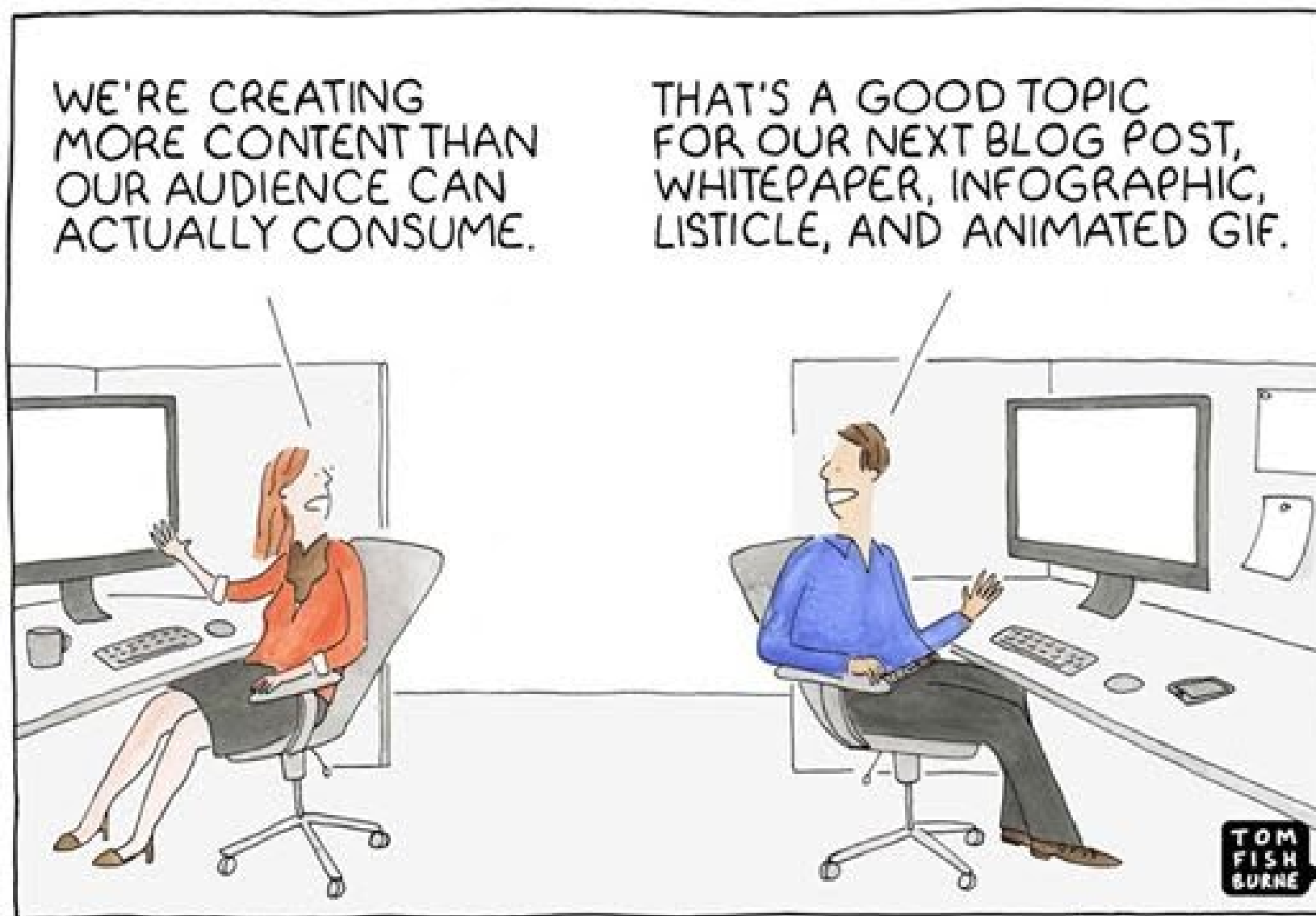
Assignments

Group assignment

➤ **Form a group of 4-5 people.**
➤ **Choose two social media channels and familiarize yourself with them.**

Find out:

- What kinds of content are typical to this channel?
- Number of users in your country? Describe the typical user of the channel.
- Can the channel be used in marketing? How? What is the budgeting based on?
- Most common mistakes made in this channel? How can one avoid these?

Provide a .ppt presentation about your insights. Remember to mention your sources.

Assessment:

Fail:
The work is missing most of the required elements. The use of sources is limited. The work does not show understanding of the use of social media in marketing.

Pass:
The group has studied social media channels but only superficially, and the use of sources is limited. They have some understanding about the possibilities of using social media in marketing.

Outstanding:
The group has studied social media channels thoroughly from different angles. Their work demonstrated profound understanding of the possibilities of using social in marketing.

Individual assignment

Social media trends
The social media landscape is in current transition.

Search information about the latest developments and trends.
- Which channels are losing their popularity
- Which channels are gaining more users
- Which content types (e.g. videos, images) are most popular amongst the users, and which are not
- What kind of content the customers expect from brands?
- What are the most effective ways to use social media in marketing?

Write a short essay (1,5-2 A4) about the social media trends. **Remember to mention the sources.**

Assessment:
Fail:
The work is missing most of the required elements. The use of sources is limited. The work does not show understanding about the social media and the latest trends.
Pass:
The work includes all the required elements, but the analysis is superficial. The use of sources is limited. The work shows some understanding about the social media and its latest trends.
Outstanding:
The student has studied the topic thoroughly from different angles. The work demonstrated profound understanding about the social media and the latest trends.

Group Assignment

Plan social media campaigns for your company

- Justify why you chose the social media channels you chose

- Tell us the goals, objectives and metrics for each campaign

- Write posts, choose pictures. Tell us your targeting. Please also tell us the budget. That is, organic posts are not enough. You will not be able to do ("real" promotions, with for example. Business Manager, to do.)

Assessment:
Fail: several elements of the assignment are missing
Pass: goals, objectives, metrics are mostly correct. Budget and targeting relevant. Posts have been made.
Outstanding: the performance demonstrates expertise; the campaign is professionally planned.

Important Notice

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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