Social Media Marketing

What is Social Media Marketing (SMM)?

Social media marketing facilitates a two-way stream of communication between brands and consumers.

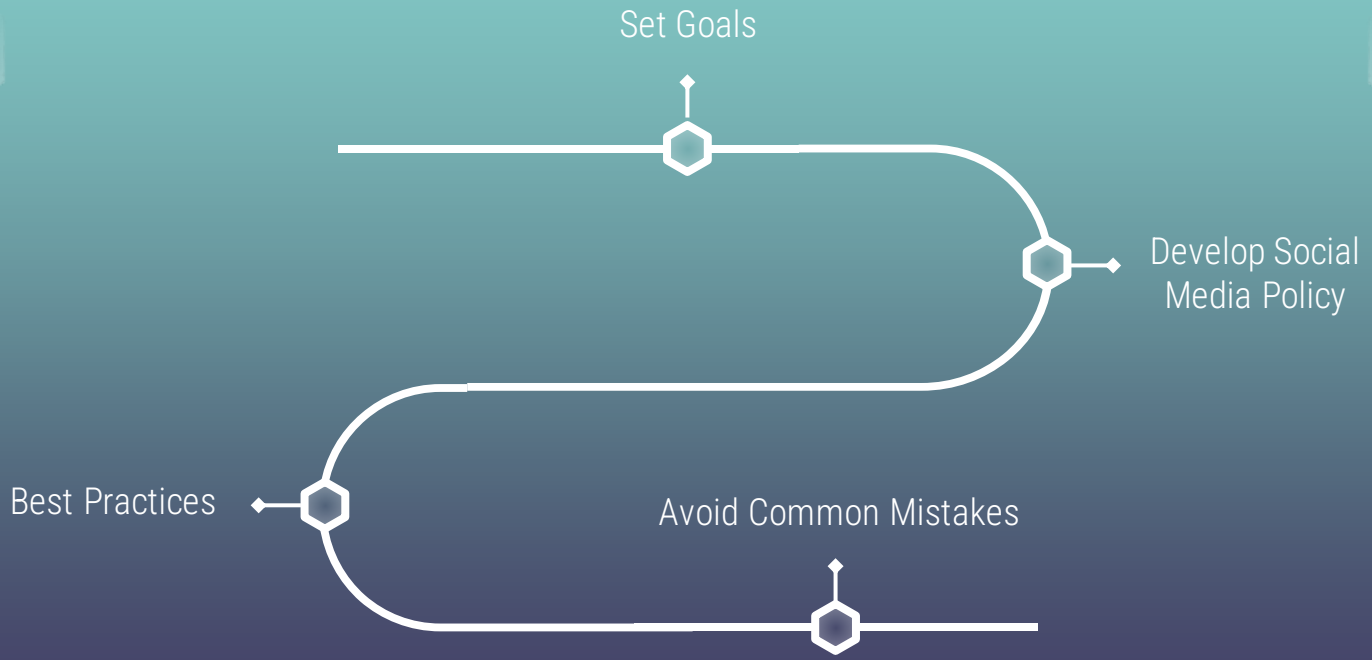
In the past, two-way streams of communication were limited to sales force, customer service call centers, & in-store interactions.

But social media interactions are on public record.

Engaging

Listening

Get started with Social Media



Sales Product Feedback
Service Customers
Manage Reputation
Brand Awareness
Lead Generation
Monitor Conversations
Public Relations
Recruit New Employees
Solicit Product Feedback
Educate/Share Information
What are you trying to accomplish?
'Social Media' is not a goal in itself!

Step 2: Formulate guidelines for social media policy (lifeguard mode)

Role of Social Media Policies & Training

Social media policies & employees training will help:

- Outline how an organization and its employees should conduct themselves on social media
- Mitigate certain risks:
  - Inappropriate post that leads to PR crisis; Slow/no crisis response; Leaks of confidential information; Providing too much info to competitors

Key components of social media policies

Who can speak for your company
Addressing customer complaints
PR inquiries
Stock and investor relations
Copyright infringement
Do's and don'ts for personal contact
How to address conflict situations
Outline what information employees can share, the privacy risks and the compliance rules

Sample guidelines: Coca-Cola

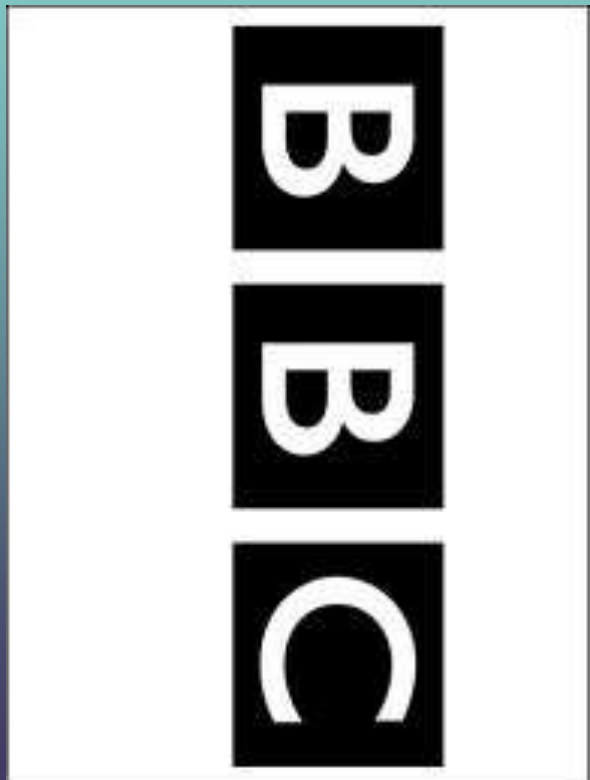
Get in-house Social Media Certification
Fully disclose affiliation with company
Keep records
When in doubt, don't post
Don't plagiarize
Be responsible
Be aware that posts may be permanent, and spread worldwide

Sample guidelines: Volvo

Be personal without getting private
Be open, link, and refer to other blog comments
Do not reveal business secrets
Treat competitors with respect
Do not comment on legal issues

Sample guidelines: BBC

Reviewed by peer(s)
Think through editorial purpose
Login names and passwords
    Store in secure location
    Share with team members
Social media accounts should look and feel consistent



Step 3: Best Practices

Best Social Media Etiquettes

Dos:

Message personalization
Participate often
Listen
Give value

Don’ts:

Sales spam
Show impatience
Pretend to be something you’re not

Example: Be Authentic & Transparent

Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report

John Wilk sounds like you are trying to save your job at Honda ?

6 minutes ago · Report

Akitomo Sugawara Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4

http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html

about a minute ago · Report

Kylie Jenner ✓
@KylieJenner

Follow

last night i had cereal with milk for the first time. life changing.

6:12 PM - 18 Sep 2018

29,929 Retweets **209,004** Likes

11K 30K 209K

Joseph Shepherd @JosephAShepherd · 19 Sep 2018
Replying to @KylieJenner
Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.

kyliejenner

147 1.2K 6.4K

Use social media to provide customer service

According to J.D. Power, 67% of consumers have used a company's social media channel for customer service.

And when they do, they expect a fast response. Research cited by Jay Baer tells us that 42% of consumers expect a response with 60 minutes.

Don’t rely too much on automation!

Ryan Michael Lazo @RMLazo13 2h

Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue

Details

JetBlue Airways @JetBlue 1h

@RMLazo13 Please send us your flight number and we'll try to get an update for you.

Details

Ryan Michael Lazo

@RMLazo13

Follow

@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.

Reply Retweet Favorite More

9:09 AM - 1 Jul 13

Reply to @RMLazo13 @JetBlue

JetBlue Airways @JetBlue 1h

@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.

Details

Home
Moments
Notifications
Messages
Search Twitter
Tweet
Question or request?
KLM
Royal Dutch Airlines
We expect to reply within:
17 min.
Updated every 5 minutes
TWEETS 732K
FOLLOWING 65.3K
FOLLOWERS 2.03M
LIKES 153
LISTS 1
Follow
Royal Dutch Airlines
@KLM
Official global account of KLM. We are here 24/7 for service in 13 languages. Share personal details only in private messages! #happytohelp
Amsterdam, the Netherlands
Tweets
Tweets & replies
Photos & videos
Pinned Tweet
Royal Dutch Airlines @KLM · Feb 18
Coming soon! #Layoverwithalocal
Who to follow · Refresh · View all
Jones Angell @JonesAngell
Follow
Brian Barbour @tarheelblog
Follow

Sein @annetelzinga · Feb 19

@AirbnbHelp Hi, I want to make someone else owner of my account (instead of co-host) How do I change that?

1

Airbnb Help @AirbnbHelp · Feb 19

Hi Sein, thank you for reaching out. Unfortunately this is not possible. They would have to create a new account and also create any listings they would like to take over. We hope this answers your question. Please let us know if there's anything else we can do for you. Thanks.

1

Sein @annetelzinga · Feb 19

Oh that's a shame :-(And is it also not possible to connect the bank-account to the account of a co-host? Because that's my problem, I am owner, but the money has to go to the co-host.

1

Airbnb Help

@AirbnbHelp

Follow

Replying to @annetelzinga

This is possible, Sein. You can add a new payout method or add a routing rule to your payout. You can read more about this here: abnb.co/mDU2Lb. If you have any more questions or queries, feel free to DM us. We are here to help.

Step 4: Avoid Common Mistakes

Social Marketing Risks

Users are not looking for marketing messages
- Messaging needs to be highly relevant or entertaining

High-maintenance
- Advertisers need to dedicate time and resources to monitoring sites and conversations

(A)symmetry in social media
- Symmetry: allows regular people to interact with powerful brands & public figures
- Asymmetry: only the powerful (e.g. brands) bear the consequences for bad behavior

(Loss of) Control

Social media marketing is scary!

- Advertisers cannot control content
  - Open to user comments, criticisms, ridicule
  - Users don't want to be edited or controlled, will reject brands that do so

But, you are still the brand manager. You need to stay in control of what the brand/company says

Remember: Consumers talk about your brand *whether or not* you engage them

Know your audience!

#MyNYPD

#AskJMP

NYPD NEWS @NYPDnews 22 Apr
Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.
pic.twitter.com/mE2c3oSmm6

cassandra
@CassandraRul
How about featuring
the 84yo man they b
#myNYPD @NYPD
pic.twitter.com/31rj
4:08 PM - 22 Apr 2014

Michael Rosenfeld
@Rsnfld
Follow

Rule #1: Don't engage the crowd when the crowd HATES you! #Social101 #socialmedia #FAIL #askJPM

J.P. Morgan
@jpmorgan
Follow

$JPM VC Jimmy Lee is taking over @JPMorgan on 11/14 at 1pm ET. Tweet Qs using #AskJPM &

y Hunter
my10506
Follow

umber of Billions of Dollars in fines
longer be profitable to run your
enterprise? #askjpm
ov 2013
95 FAVORITES

Scott Widdifield
@kalapanateacher
Follow

Is it true you actually weigh less without a soul?#AskJPM
5:41 PM - 15 Nov 2013
5 RETWEETS 6 FAVORITES

In 2017, United Airlines faced a massive social media crisis when a passenger was forcibly removed from an overbooked flight. The video of the incident went viral, leading to widespread outrage and significant damage to the airline's reputation. Video

Eugene Gu, MD
@eugenegu
Follow
Hey @united, if we get 18 million RTs, will you re-accommodate your CEO? #United
United @united · 2d
If you get the 18 million RTs, we'll give you a free flight to take you to any @Wendys in the world in a city we serve. Good luck!

Engaging Users

Agenda

How can firms engage with the audience on social media?

What type of contents should firms create?

How frequently should firms engage?

Social Media Contents: Basics

Why do people consume contents on social media?

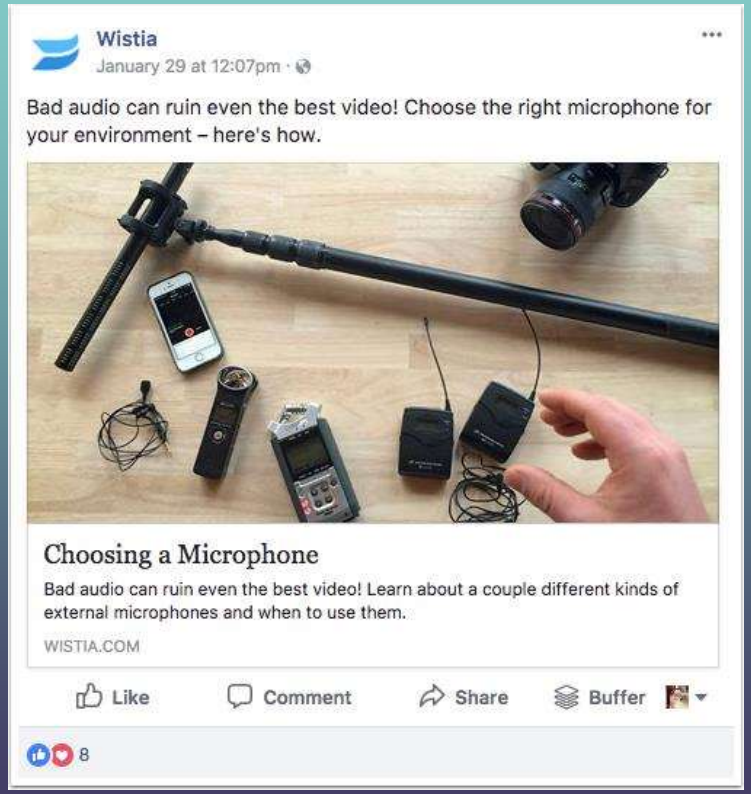
There are three main reasons why people use social media. They want to be:

INFORMED

ENTERTAINED

CONNECTED

Content Type: Visual Images

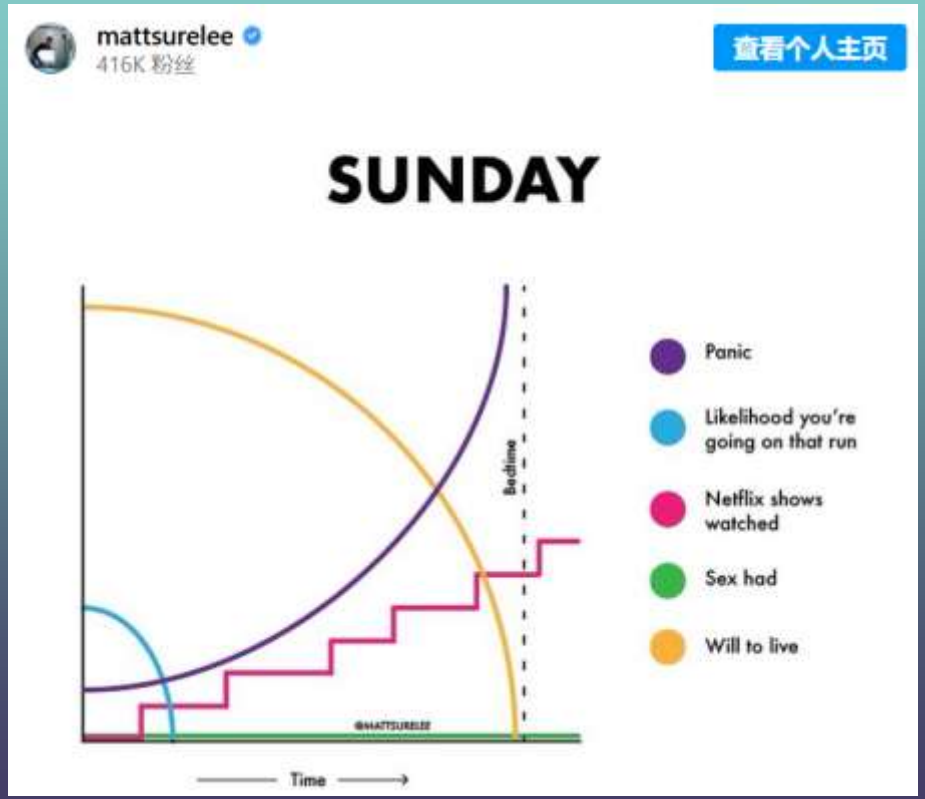


You can share more than a single photo in many cases. For example, on Facebook and Instagram, you can create galleries and use photo carousels. X also allows for multiple photo uploads per post.

Content Type: Carousels

Carousels enable you to show multiple images, they're ideal for progress posts and before-and-afters—perfect for construction businesses who want to showcase the progress of their builds. Additionally, carousel posts are also well-suited to promoting large or multi-faceted products, such as property. With a single post, a realtor can display nearly every room in a house they're selling, making it easier to pique a potential buyer's interest.

Content Type: Infographics



Infographics are a mix of graphics or illustrations and text. Their intention is to explain information in a visual way. Infographics are great for presenting complex data or showing how to do something.

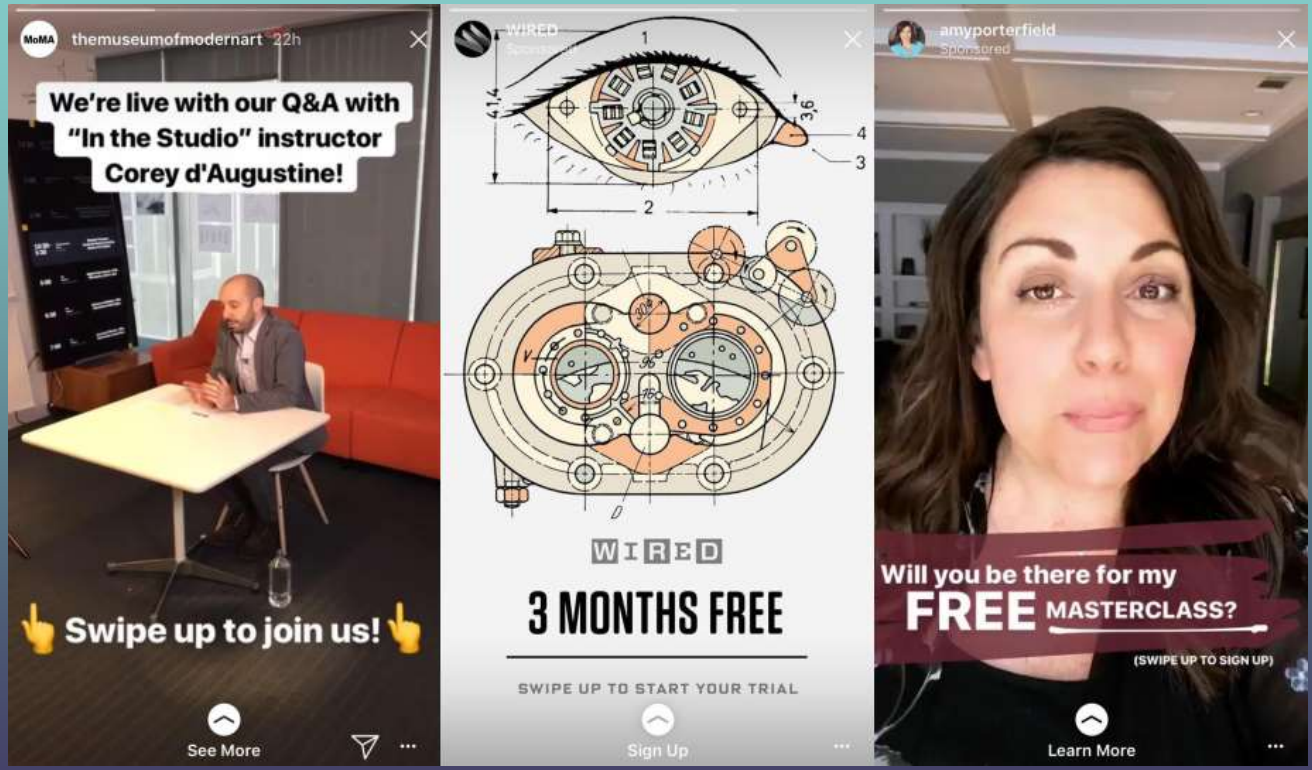
Content Type: Animated Gifs

Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

They can also help you demonstrate complex concepts quickly and easily

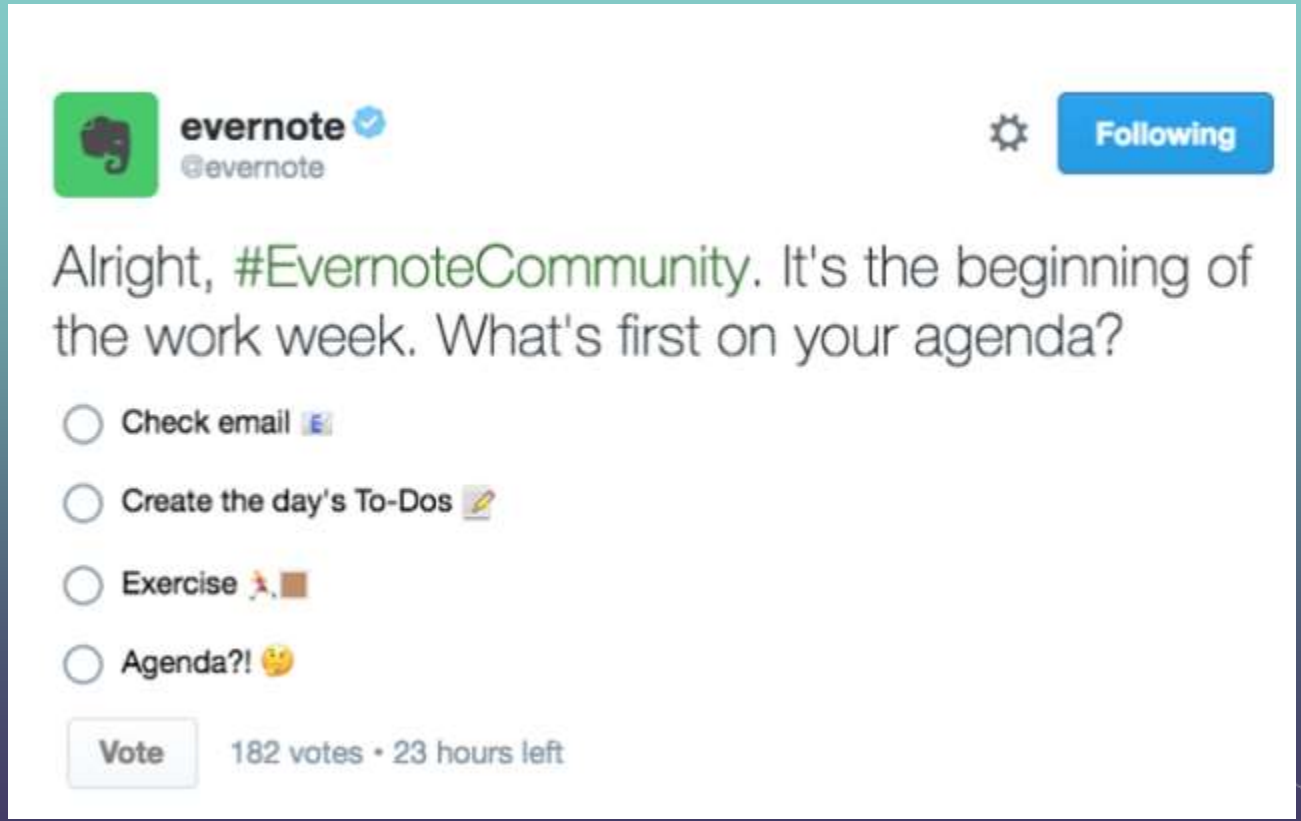
You can make animated gifs in Photoshop or online at a variety sites, of which giphy.com is the most popular

Content type: Stories

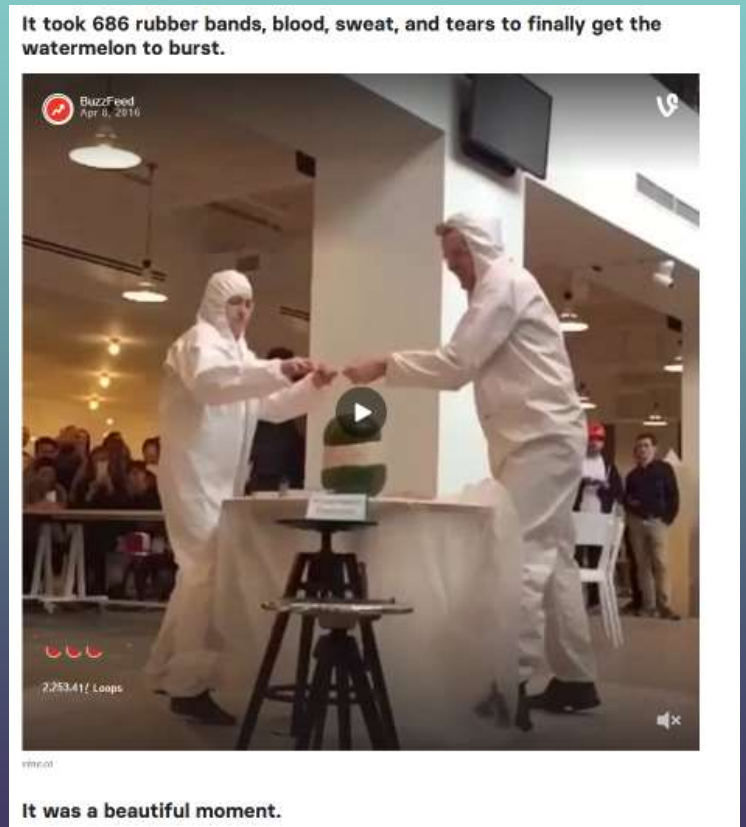


250,000,000 people a day view Instagram Stories! Source: Facebook 2017

Content type: Quizzes, Surveys, and Polls

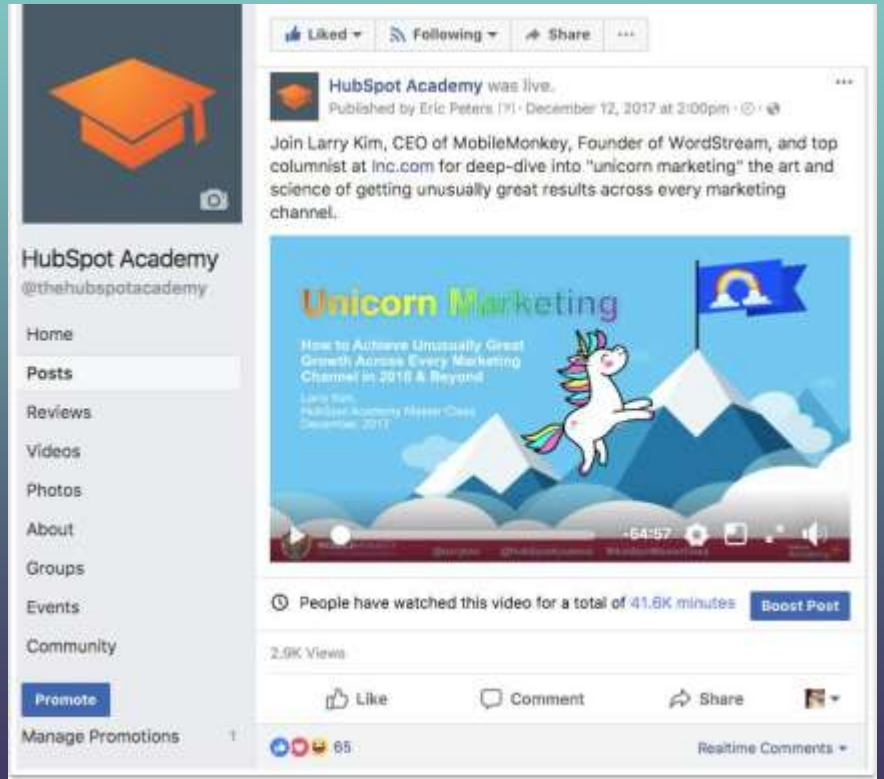


Content Type: Video & Live Video



Buzzfeed doesn't sell products or services like most businesses, so it doesn't have any new products to launch or any services to show off in a live video. Instead, they make money through advertising and specialize in getting attention with content.

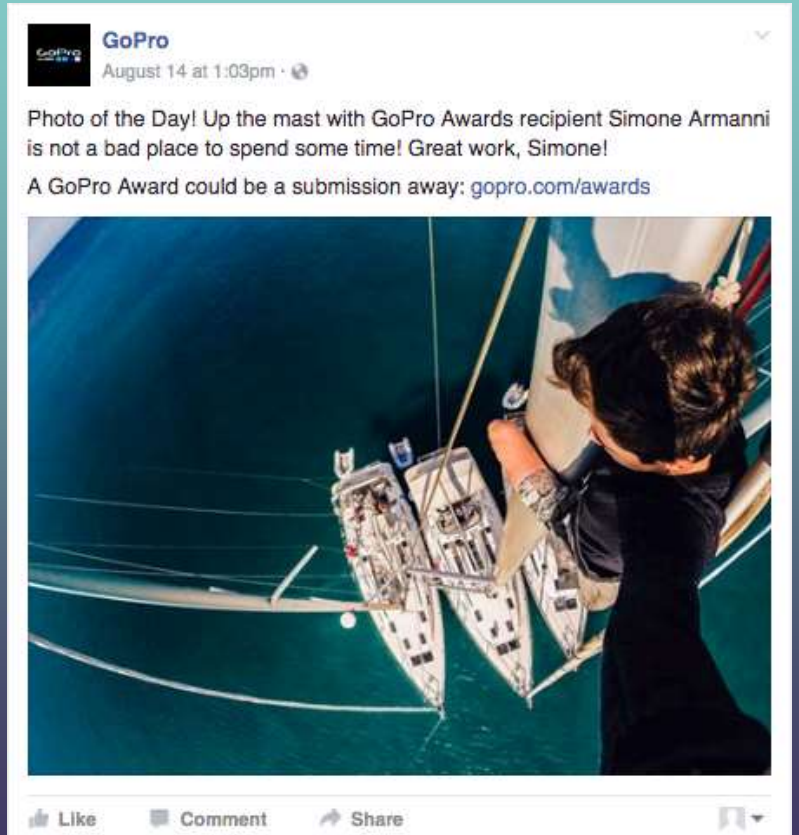
Content Type (by others): Influencers



You can find influencers including working with companies such as FanBase, TapInfluence, Influenz, Speakr, or Hypefactory who will book individuals to develop or share your material.

You can also build relationships with budding influencers who are creating amazing content and can help you stand out among the crowd.

Content type (by others): User-generated content



UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

According to Nielsen, "*92 percent of consumers around the world say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.*"

lego • Follow

lego Skullpted to perfection 👀

Created by LEGO fan Alan Perkins

#LEGO #halloweendecor #sculpture

3w

joelhays4999 we love companies that support their fans celebrating and appreciating their products 🔥

3w 219 likes Reply See translation

View replies (2)

chelleyb4076 I'm so glad you shared this!!! I've seen him working on it in a Lego group online and it deserves to be seen by the world 🧡

3w 501 likes Reply See translation

View replies (9)

leg.ny This is staying up year round. Haha

5w 232 likes Reply See translation

View replies (1)

emily.leiphart Wow, this is just incredible!

2w 1 like Reply See translation

livroseinspired Wow!?? 👀

3w 1 like Reply

lego_nonna I'm not of fan of the purchased giant skeletons .... but this one, wow! Such creativity & craftsmanship 👏

206,156 likes

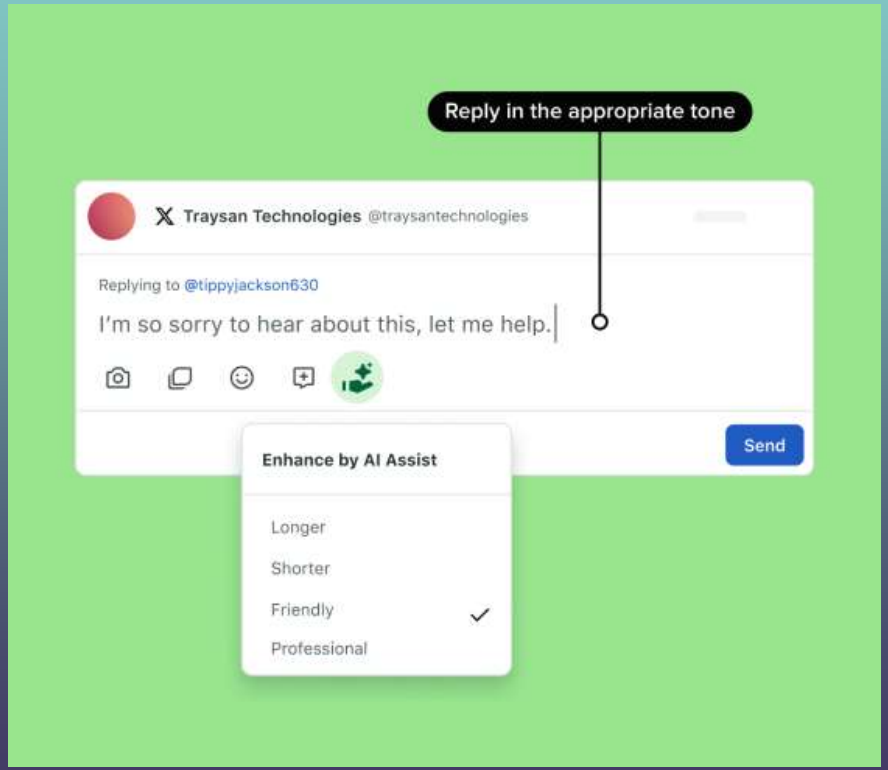
October 4

Add a comment... Post

Content type (by others): User-generated content

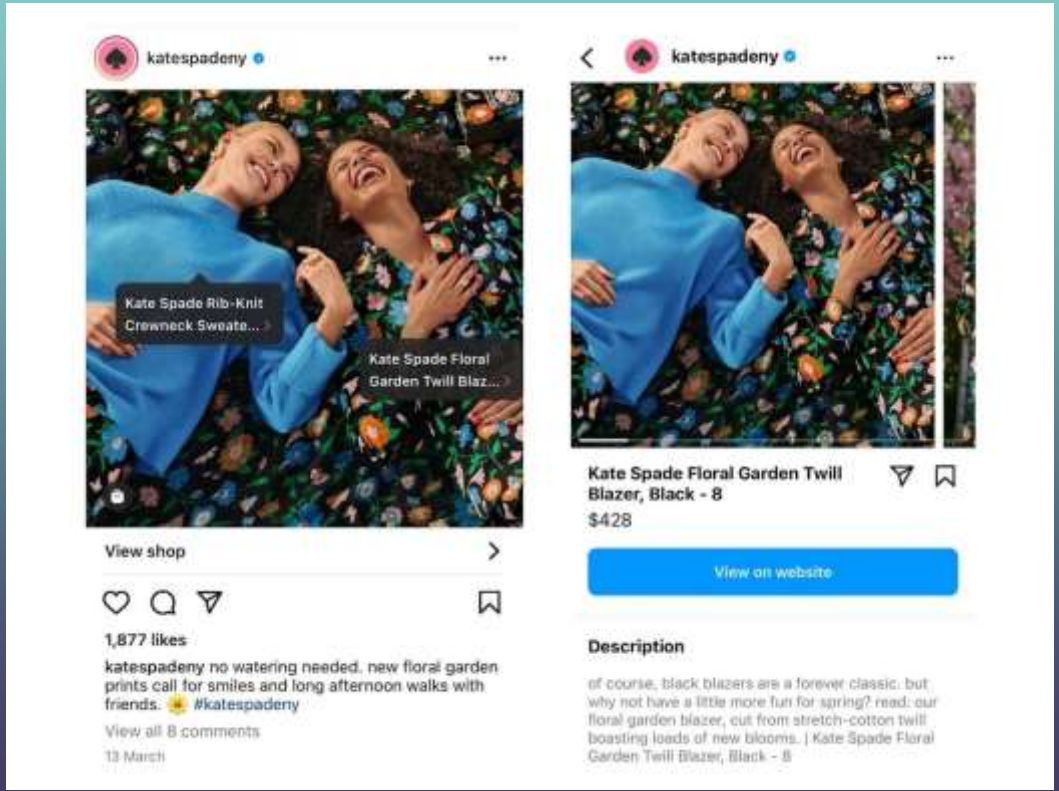
Firms can influence the creation of UGC by offering rewards, contests or giveaways, (e.g., a photo or design contest). Or, create a quiz and have people share their results. And finally, you can get creative with hashtags (e.g., Starbucks' #RedCupArt Campaign)

New Trend: AI Generated Content



AI Generated Content is part of our popular culture

New Trend: Shoppable Content



Research what content performed the best on which channel based on historical data

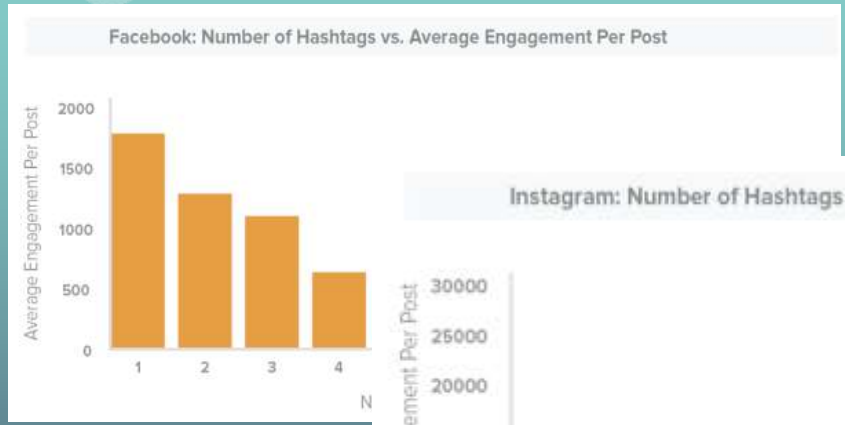
Regression analysis is a statistical process for estimating the relationships among variables. What is the relationship between X and Y?

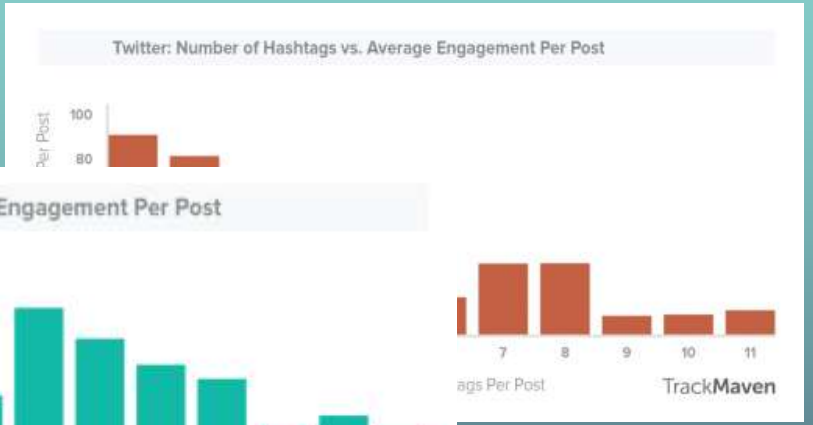
Use regression to identify the top performing posts for each channel.

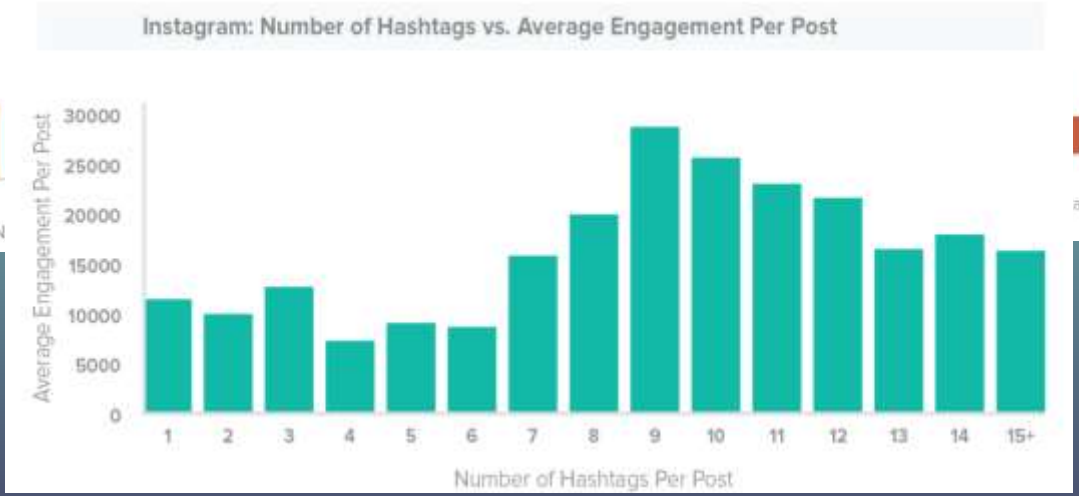
- Y: # comments, # shares, # likes.
- X: indicator of each type of content

Caution: insights obtained from one platform might not apply to other platforms!

For example, you may find . . .







Avoid using too many Hashtags; Instagram seems most # friendly

Use AB tests

IKEA
@IKEA
Big challenges call for big solutions. Tune in to #OHOP21 on 9 November to hear thinkers, doers and leaders discuss the global response to climate change. Watch the event, get inspired and discover how we can take action ingka.com/one-home-one-p... #AssembleABetterFuture #COP26
ONE HOME, ONE PLANET
0:19 · 461 views

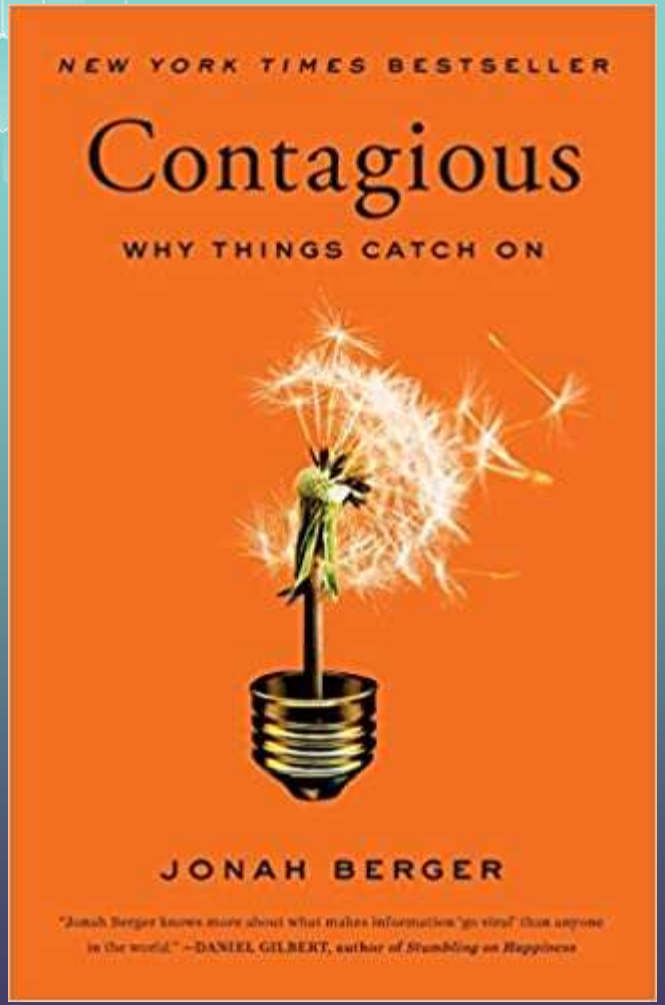
IKEA
@IKEA
Big challenges call for big solutions. Tune in to #OHOP21 on 9 November to hear thinkers, doers and leaders discuss the global response to climate change. Watch the event, get inspired and discover how we can take action ingka.com/one-home-one-p... #AssembleABetterFuture #COP26
ONE HOME, ONE PLANET
0:19 · 461 views

Use Tagging (@) Carefully

Tagging your posts can also be beneficial to help you extend your reach if your content is in conjunction with a partner, customer, or another brand.

Asking for permission when tagging private individuals

Tagging are mostly beneficial on Facebook, Instagram and Twitter.



The New York Times bestseller that explains why certain products and ideas become popular.

The author, Jonah Berger, is Associate Professor of Marketing at the Wharton School, University of Pennsylvania.

Suppose that you want to design a video that promotes Google's search engine, how would you design it?

Suppose that you want to design a video for a blender, how would you design it?

Shareable Content is Social Currency

Make people feel smart, cool and savvy

On next slide we are watching a video. The video went viral on the web and was viewed 28 million times in the first week. There was significant chatter across the web around whether it was real or not, with users sharing the content on social channels across the web.

Shareable Content is Social Currency

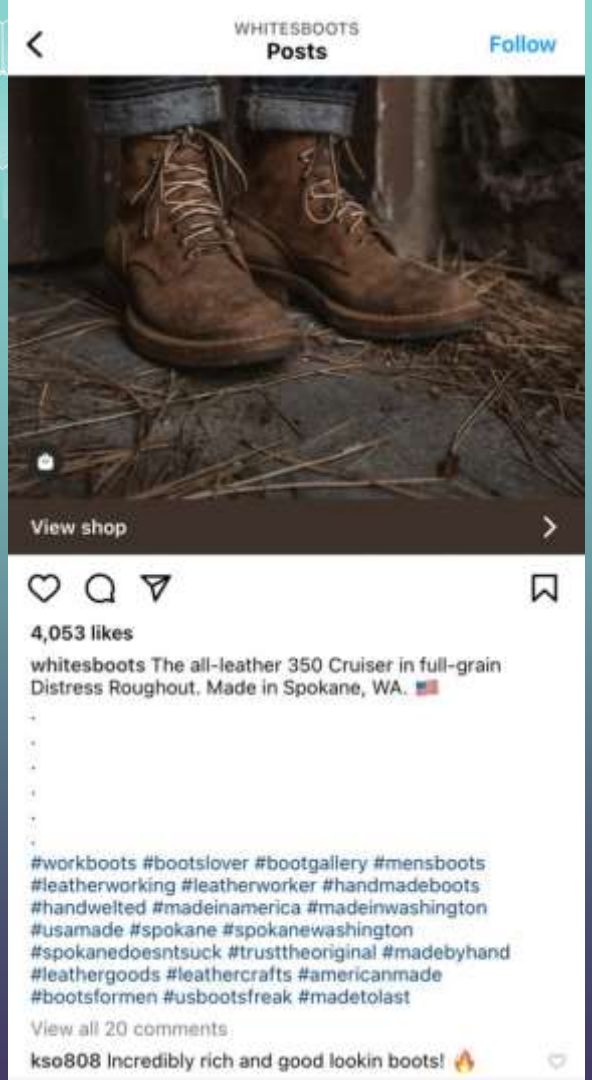
Snapple, a US soda company, came up with a long list of clever trivia facts and began putting them under the caps—visible only after customers have purchased and opened the bottles. They soon become a popular culture!

Social Currency

Shareable Content: Triggers

Stimuli prompt people to think of related things

Example: People triggered to think about color orange on days leading up to Halloween



Many businesses try to create an association between themselves and some other concept, such as quality. In social media, this can as simple as the use of a consistent hashtag that links their brand with the topic. In this case of White's Boots, it's the equation of hand-made, quality boots with the company brand.

Shareable Content: Emotion

Shareable Content: Public

People tend to mimic those around them

- Making things more observable makes it easier for others to imitate
- Should make products and ideas more public
- Designing products and ideas that advertise themselves

Our Customers Are Amazing

We're Committed to Five Star Service in Houston, TX

Rodin C

The sells men and install team was the absolute definition of professionals. Luis, John, Devin, Julio and Beth are the people I'm talking about so the the staff these are the people to look up to. Now let the church say Amen. Thanks again.

Rodin C Google

Tracie C

Love this company water is much better thank you

Tracie C Google

Demerce D

The sales team was very informative ,answered all my questions and concerns. Installation team was very professional, and early for the appointment.

Demerce D Google

Gerardo C

Great experience from the get go with the Houston Water solutions team! Marvin and Byron did a great job informing us of the product and what they had to offer. The install team consisting of Devin, Julio & Luis were punctual to the appointment and... Read more

Gerardo C Google

Marcus H

These guys were quick and very professional. Devin was very knowledgeable, courteous and willing to talk me thru the process and explain all details.

Marcus H Google

Diana W

Robert was great ...he installed it quickly and explained everything

Diana W Google

Shareable Content: Public

You are more likely to follow your neighbors and buy their cars: You can see what your neighbors are driving!

However, you are less likely to follow your neighbors and buy their socks: You do not see what socks your neighbors are wearing!

How to make invisible behavior public?

Shareable Content: Public

How to make invisible behavior public? Adding visible elements.

Example: Donation is invisible. But the Ice Bucket Challenge makes it visible.

Shareable Content: Practical Value

Content that helps people more likely to be shared

- Demonstrate that products or ideas can save time, improve health or save money
- This information needs to be packaged so that it is easily shareable
- Example: Home Depot's "How To" video series

Shareable Content: Stories

Stories are often shared in normal conversations

- Provide wider narrative
- Should embed products and ideas into stories that people want to tell
- Example: Blendtec's "Will It Blend" video series

10:39
Gagan Biyani
@gaganbiyani
Nobody talks about failure in Silicon Valley, yet 90% of startups fail.
Why?
3 yrs ago, @neerajberry and I shut down @Sprig, which raised $60M from @GreylockVC + @socialcapital & grew to $20m revenue.
Then, it all fell apart.
For an honest story about failure,
Read on
5:22 PM · 5/27/20 · Twitter Web App
5,186 Retweets 929 Quote Tweets 16.6K Likes
Gagan Biyani @gaganbiyani · 5/27/20
Replying to @gaganbiyani
In 2013, I was @lyft, envious of how fast it was growing!
Tweet your reply

The Power of Storytelling

In 2009, Rob Walker and Joshua Glenn, two journalists, bought 100 cheap items in garage sales in American. The total cost of these 100 items is $128.74.

$1.99

$1

$0.99

Tips of creating sharable contents (STEPPS): Social currency, Triggers, Emotion, Public, Practical value, Stories.

Social Listening

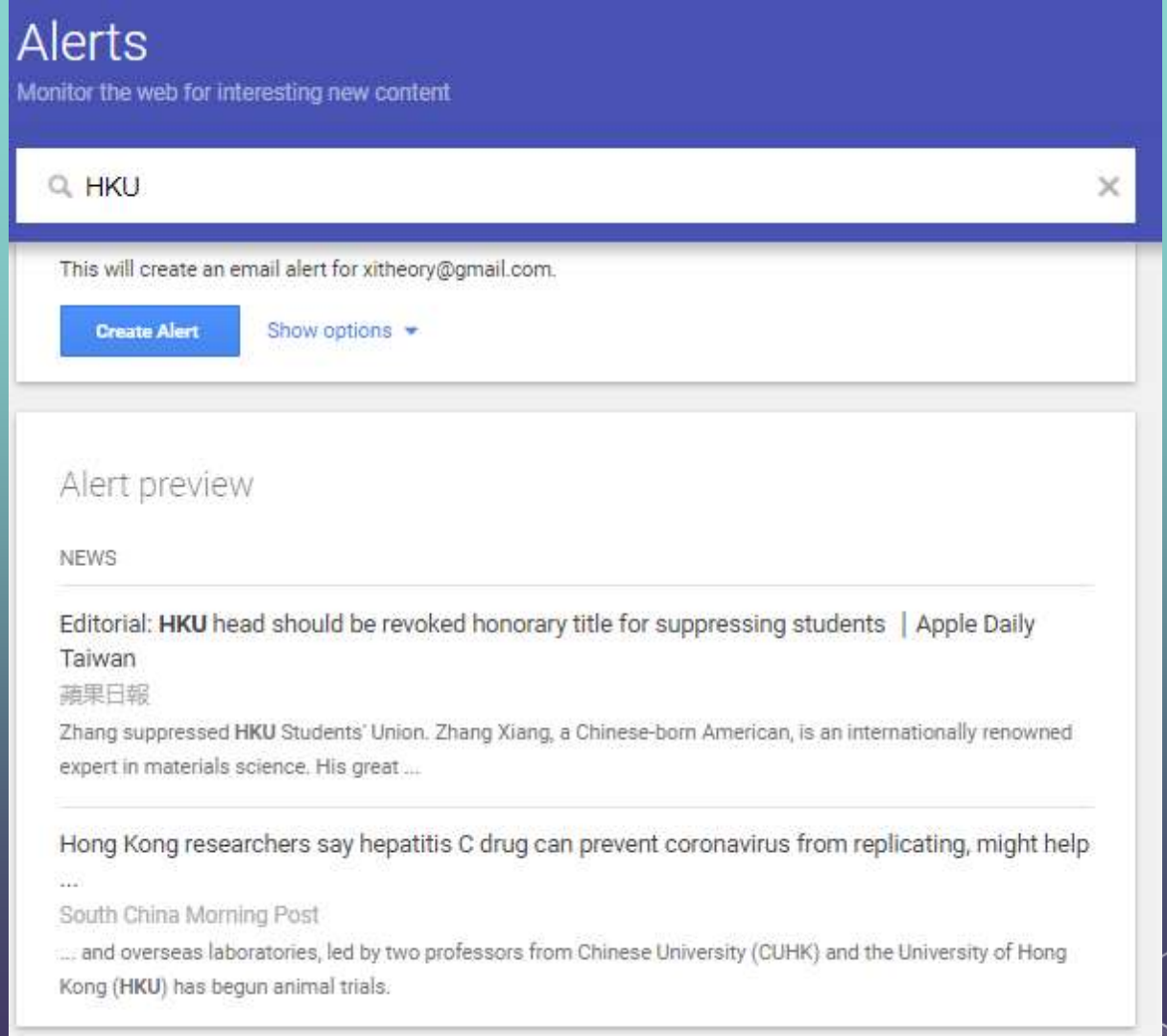
Social listening is how a firm track, analyze, and respond to conversations across the Internet

How do firms “listen” to customers traditionally?

How do firms benefit from social listening?

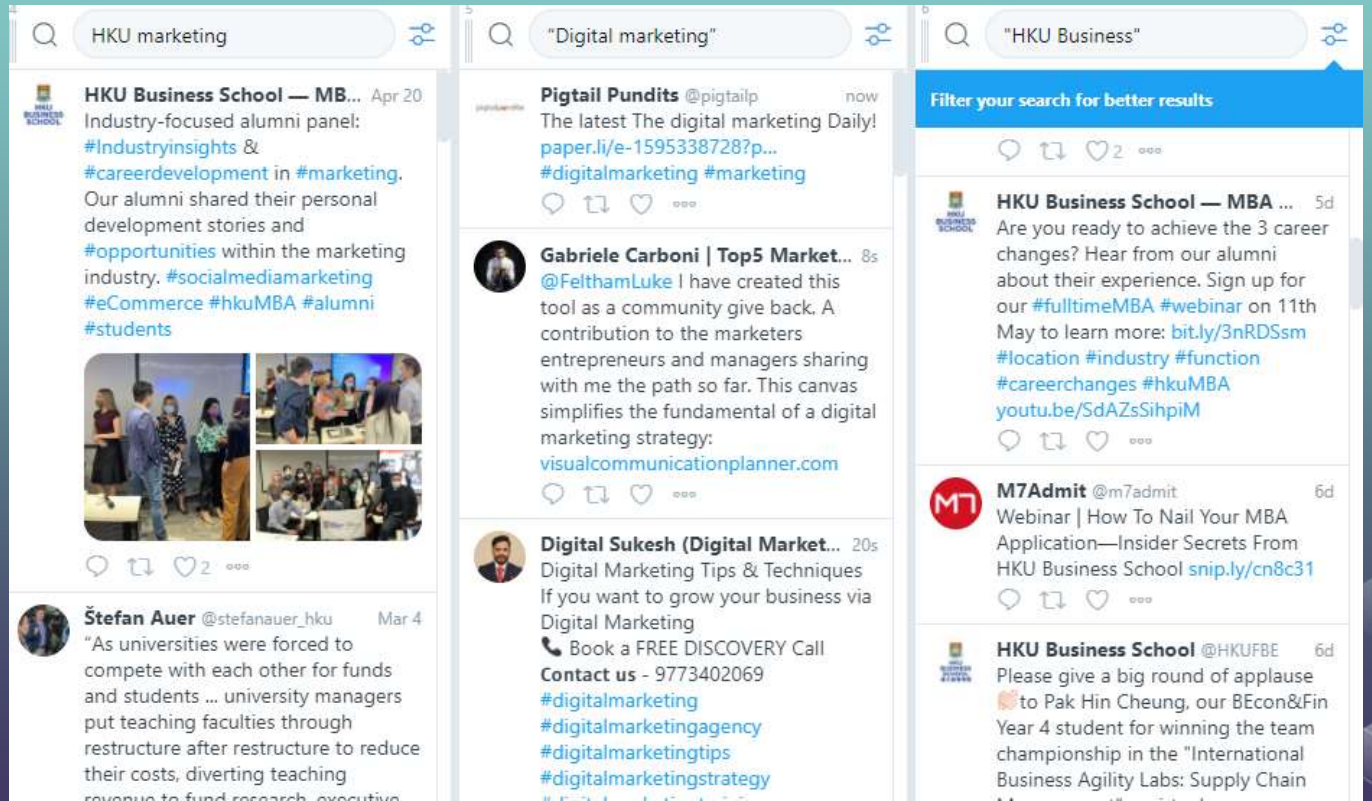
Monitoring Brand Mentions

Google Alert



TweetDeck

https://www.youtube.com/watch?v=gnRUsQVtxas



Social Searcher

Tesla Model Y Test Drive Review: Features, Safety, and Comfort
Instagram › reel

3 days ago ... Finally I got to test drive model Y of **Tesla** in Delhi. First of all cameras, this car has eight cameras with eight megapixel with HDR sensor ...

Tesla Model Y Standard! Did they remove too much? - Instagram
Instagram › reel

7 Oct 2025 ... It's just all metal straight through. Again, I think it looks kind of better. A couple downsides though, you can see it has a glass roof on here ...

Exploring the **Tesla** Model 3 Performance - Instagram
Instagram › reel

3 days ago ... Give **Tesla** a thumbs up or give it a pass. OCR. BLAN ITALS 20 . 20 95180 **TESLA**.COM NIKE IS ACTUALLY WHITE . WAYLANO SSENTIALS 95180 A ...

Watching the Competition

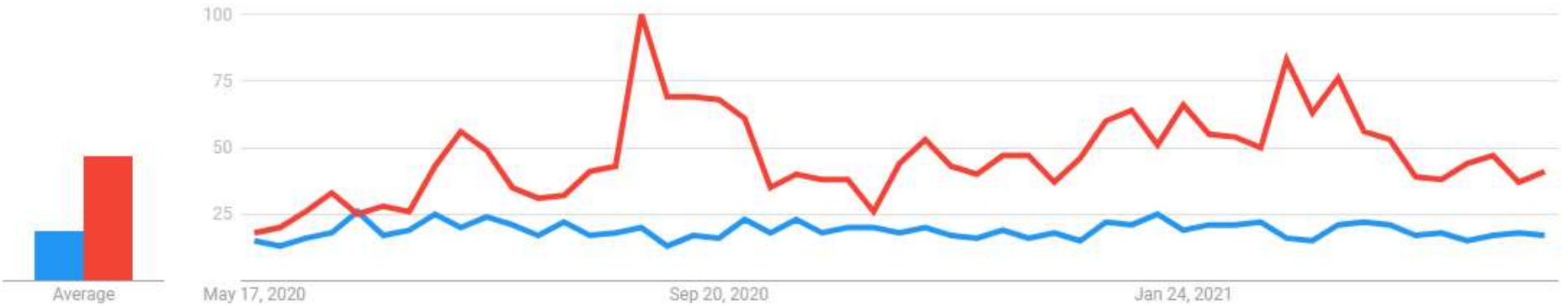
toyota
Search term

Tesla
Search term

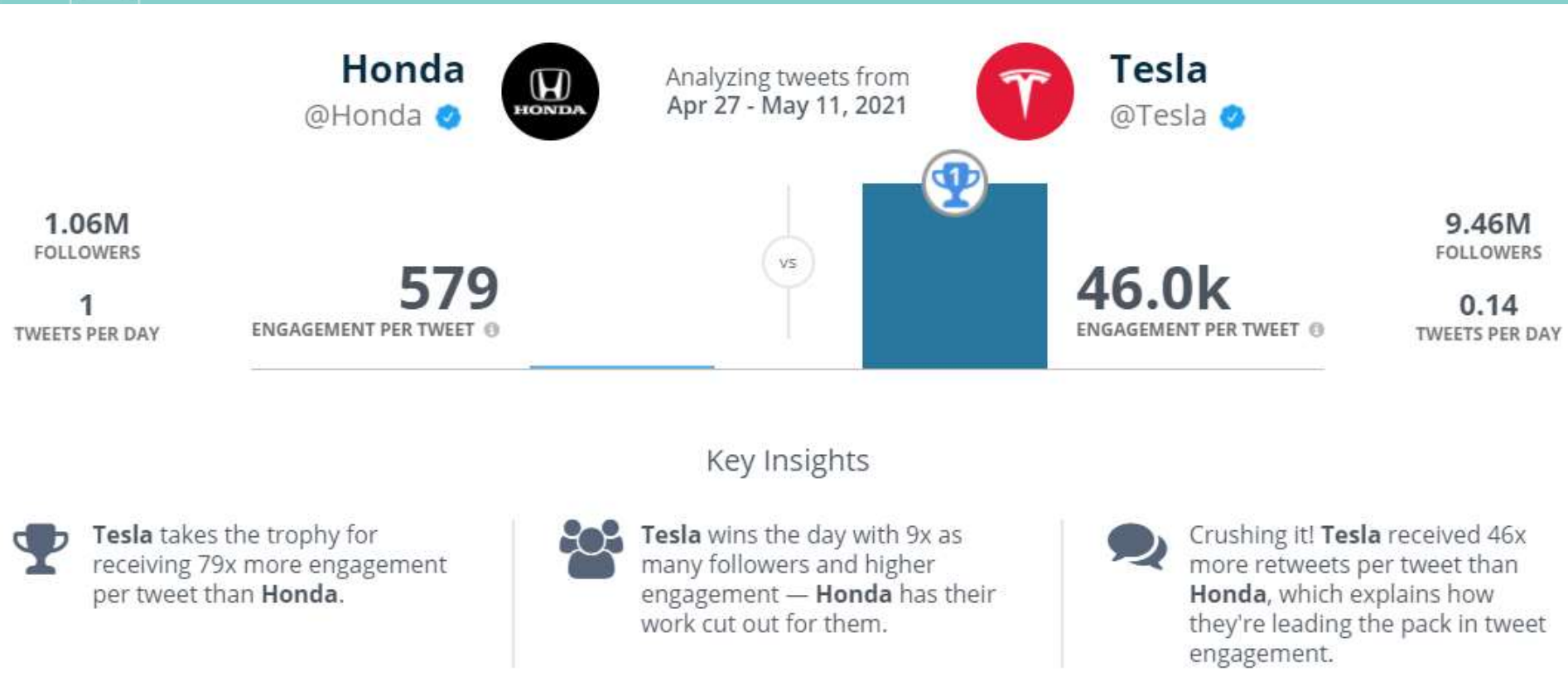
+ Add comparison

Hong Kong | Past 12 months | All categories | Web Search

Interest over time



Compare with your competitor on Google Trends



Head-to-head comparison on RivalIQ

Social Network: Amplifying

Amplifying

How to leverage influencer marketing?

User-generated content

Influencer marketing is about building trust

Who are influencers: someone whose opinions are trusted by those that follow them

Could be a celebrity, a blogger, a sport personality, even a pet or fictional character (e.g., Kellogg's Tony the Tiger), or even AI!

Influencer marketing: when brands utilize influencers to promote their product

Back to 1890

The Davis Milling Company was one of the first companies - if not THE first company - to introduce an influencer into their marketing efforts. This influencer was called Aunt Jemima, a jovial woman with a big grin who appeared on all their packaging and advertisements, even to this day.

To further personify their brand, they brought in Ms. Nancy Green to act as a real-life Aunt Jemima for the company. Ms. Green continued to play this role for over 30 years, until her death in 1923. There have since been a string of different women hired to portray the now well-loved character, with the last making appearances as late as the 1960's.

AI Influencers

Types of Influencers

Celebrity influencers

- Need to go through agencies, length contracts, and strict rules
- Care more about $, also expensive

Industry influencers

- People with celebrity status within a specific industry
- Care about ways to build their own influence as well as $

Micro influencers

- Everyday people with large and passionate audiences
- Relatively cheap to work with
- Can be found through influencer network

Local influencers

- Local news anchor, local band, local sports figure, etc.
- High chance to be free

How influencers are paid

Commission
Upfront fee
Gift card
Per click
Cost per engagement
Invitations to events

Selena Gomez is the highest paid Instagram influencer.

Guess how much you need to pay her for each sponsored post.

Social Media Influencer Cost to Advertise on Instagram:

- 2,000 to 10,000 Instagram followers: *$75 to $250 per post*
- 10,000 to 50,000 Instagram followers: *$250 to $500 per post*
- 50,000 to 100,000 Instagram followers: *$500 to $1,000 per post*
- 100,000 to 500,000 Instagram followers: *$1,000 to $3,000 per post*
- 500,000+ Instagram followers: *$3,000+ per post*

Selena Gomez is said to be the highest paid Instagram influencer with 122 million followers on her Instagram account. Her Instagram sponsored posts cost brands $550,000 per post!

selenagomez Follow

1,736 posts 227m followers 172 following

Selena Gomez
Musician/Band
By grace, through faith.
Founder @rarebeauty
linktr.ee/selenagomez

INSTAGRAM INFLUENCER AVERAGE ENGAGEMENT RATES BY FOLLOWERS

Influencers with smaller followings have higher engagement rates.

Source: influencer.co's Influencer Rate and Engagement Report

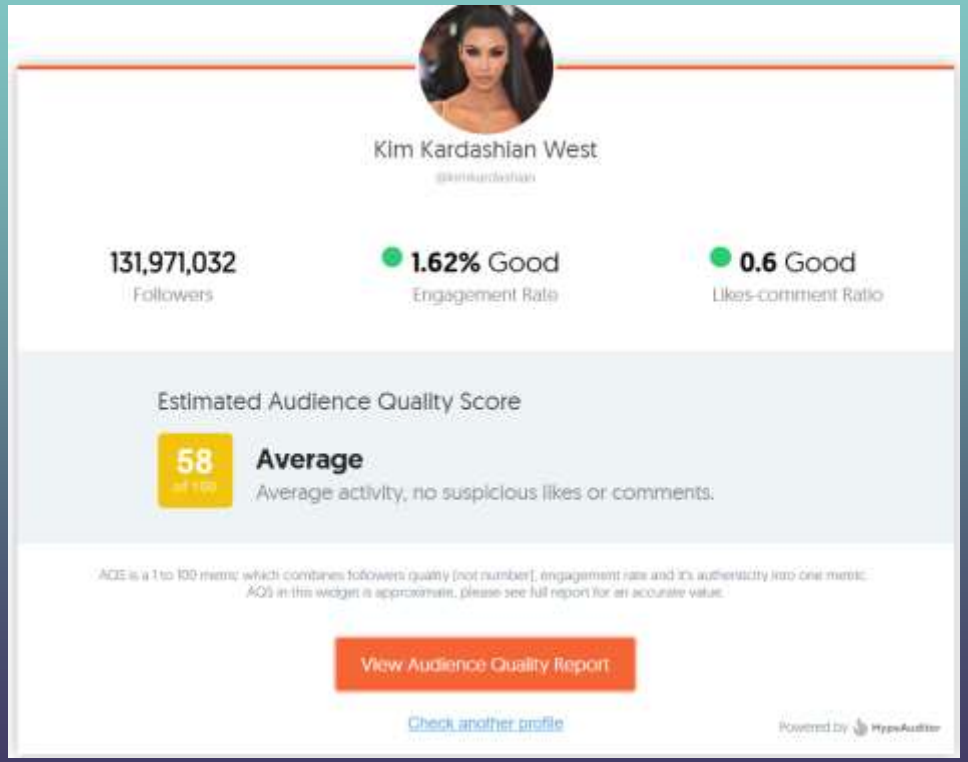
AVERAGE RATE PER INSTAGRAM SPONSORED POST BY INFLUENCER VERTICAL

Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.

Source: influencer.co's Influencer Rate and Engagement Report

https://influencermarketinghub.com/instagram-money-calculator/#toc-0

Check extent of fake followers



How can influencers work with your brand?

Share brand content you've created
Share brand content they've created
Sponsored posts that feature the influencer
Contests/competitions
Live streaming events with face-to-face contact with influencer
Interview influencers and include their commentary or quotes

Finding an influencer

Upfluence is a platform that focuses on bloggers and allows you to search for influencers based on their interests, demographics, and reach. You can connect with influencers as well as negotiate and finalize contracts directly in the platform. And you can use Upfluence to track the performance of your influencer marketing campaigns.

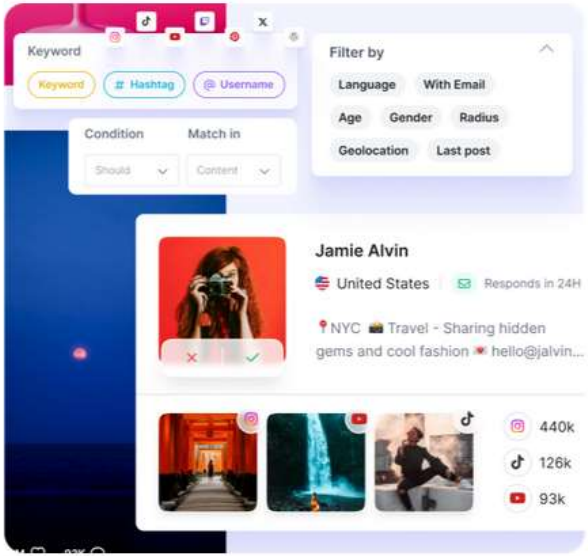
Streamlined Influencer Marketing

Find creators | Contact Creators | Match with Creators | Pay influencers | Affiliate Marketing | Measure results

Swipe Right To Right Influencers For Your Brand

- Find the creators and affiliates that align with your target customers in **minutes** using Upfluence's **AI-powered search**.
- Access **11M+ influencers** across top social platforms like **Instagram, TikTok, Twitch, Pinterest, X/Twitter or Youtube**.
- Filter by creator performance data and **advanced campaign metrics** to maximize your program's impact.

Get Started



Finding an influencer

#paid has developed an effective alternative method for quickly launching campaigns, matching businesses with the best creators, and whitelisting creator content. To determine their ideal influencers, brands can create campaign briefs describing campaign goals and the scope of the desired content, as well as describe their ideal creator. What's more, brands can go further by whitelisting specific creators and content for use with paid Facebook and Instagram ads.

Finding an influencer

Social media platforms, including Instagram, TikTok, and YouTube can be valuable resources for finding influencers. Platforms have built-in search functions that allow you to discover influencers based on keywords, hashtags, and audience size. You can identify potential influencers by exploring relevant hashtags, engaging with their content, and following industry-specific accounts.