



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

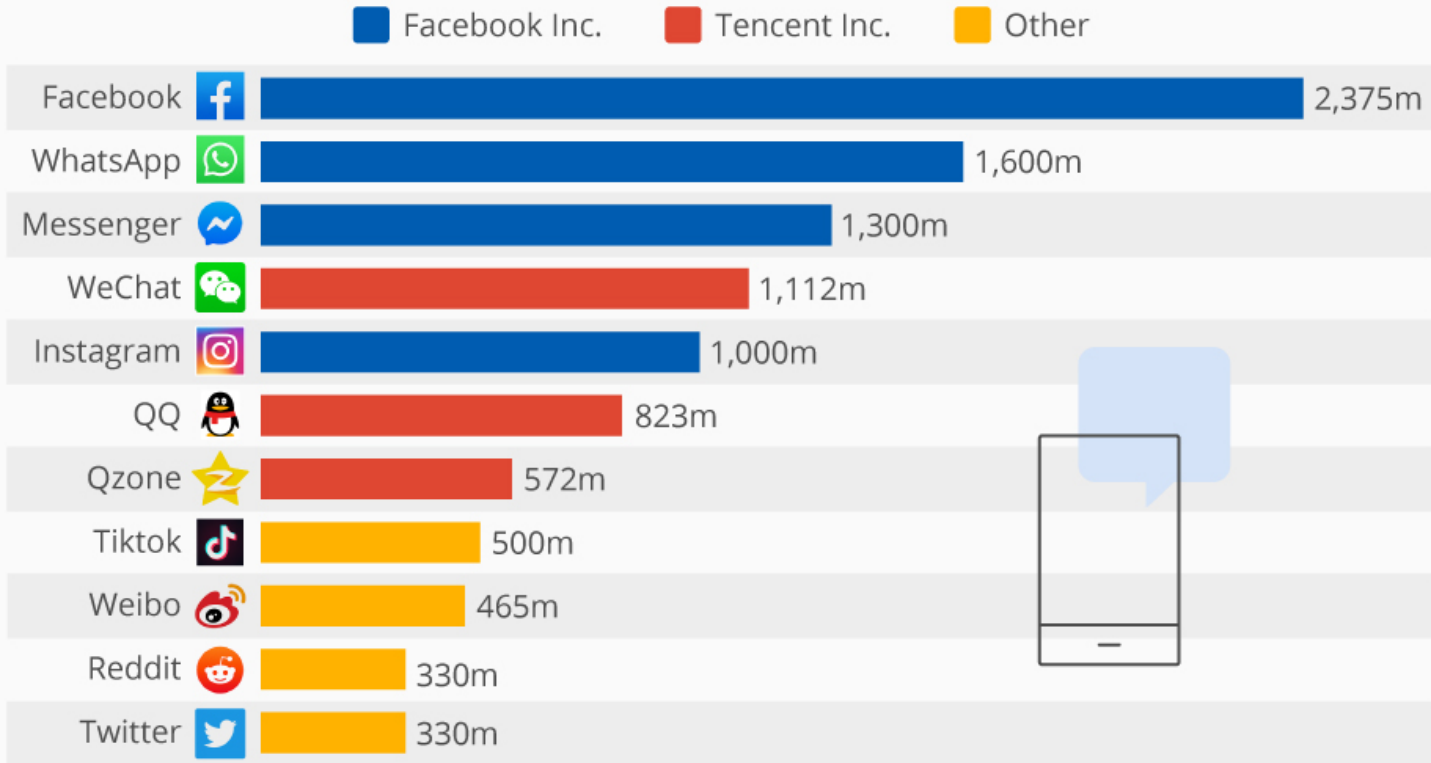


Pool: Which social media platforms do you use?



Facebook Inc. Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services worldwide*



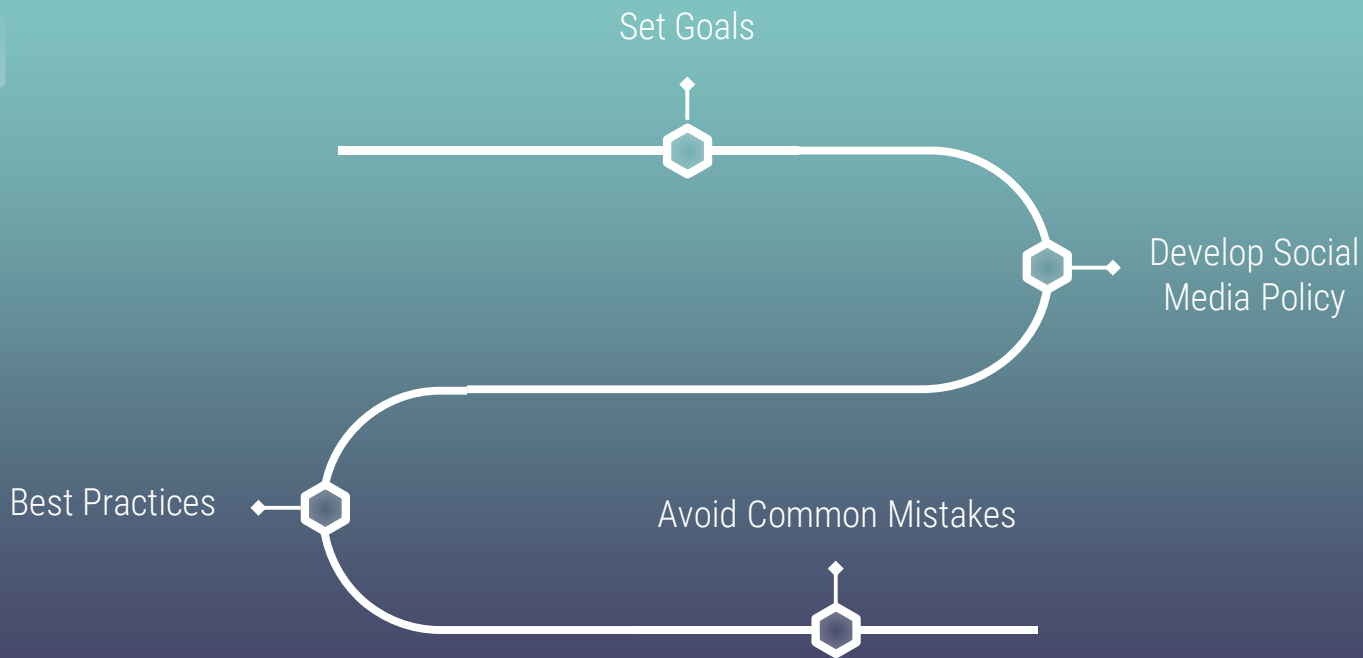
@StatistaCharts

* July 2019 or latest available

Source: Company data via DataReportal Q3 Global Digital Statshot

statista

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)**



Employees could cause damage



In 2015, the Houston Rockets fired their social media manager for tweeting an inappropriate message to the Dallas Mavericks during one of their games. (The horse emoji represents the Mavericks' mascot).

Bad news often comes unexpectedly



Alyssa Milano ✓

@Alyssa_Milano

Follow



A moment can create a movement. This is our moment. This is our movement. #MeToo

Kyle Griffin ✓ @kylegriffin1

In the last 24 hours, the hashtag #MeToo has been tweeted nearly half a million times. CC @Alyssa_Milano theatlantic.com/entertainment/...

2:42 PM - 16 Oct 2017

508 Retweets 1,723 Likes



139

508

1.7K



Role of Social Media Policies & Training

Social media policies & employees training will help:

- Outlines 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

The Volvo logo, consisting of the word "VOLVO" in a bold, blue, sans-serif font, oriented vertically on a white background.

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



What guidelines should have prevented





Step 3: Best Practices



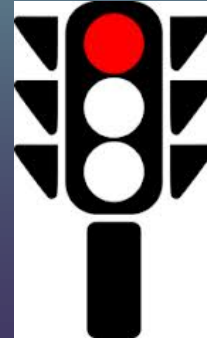
Best Social Media Etiquettes

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!



Ross Sheingold @RossSheingold 9m
It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: yfrog.com/od71yxp
Retweeted by Ian Schafer
Hide photo Reply Retweet Favorite More

AmericanAir 1 hour
@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. bit.ly/ARRIVING

murphmarkd 2 hours
Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

YFrog Flag this media

6 RETWEETS 2 FAVORITES

9:03 AM - 14 Feb 13 · Details



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



Question
or request?



We expect to reply within:

17 min.

Updated every 5 minutes



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 732K FOLLOWING 65.3K FOLLOWERS 2.03M LIKES 153 LISTS 1



Follow

Tweets Tweets & replies Photos & videos



Pinned Tweet



Royal Dutch Airlines @KLM · Feb 18

Coming soon! #Layoverwithalocal

Who to follow · Refresh · View all



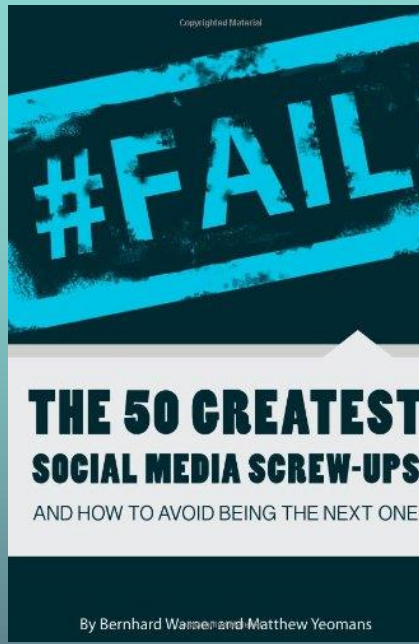
Jones Angell @JonesAngell

Follow



Brian Barbour @tarheelblog

Follow



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

Search “diet coke and mentos” on YouTube



Know your audience!

#MyNYPD ↓

#AskJPM →



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

@CassandraRuk

How about featuring the 84yo man they b
#myNYPD @NYPD
pic.twitter.com/31rj

4:08 PM - 22 Apr 2014



Michael Rosenfeld

@Rsnfld

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

Follow



J.P. Morgan

@jpmorgan

Follow

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

Jimmy Hunter

@jimmy10506

Follow

Number of Billions of Dollars in fines no longer be profitable to run your enterprise? #askjpm

Nov 2013

110 RETWEETS 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







Question

What should do you when you have a social media crisis such as the United Airline crisis?



Tips for Social Media during a Crisis

Pause scheduled social media posts

Pause paid ads on social media channels

Pause marketing emails

Provide talking points for executives

Check all content for relevant references that could be perceived as offensive or rude in light of the event

Create plan for employee communications as needed

Communicate issues with customer support via social media

Notify folks speaking that day on need to address (or not)



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






 **Wistia**
January 29 at 12:07pm · 🌐



Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.



Choosing a Microphone
Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

WISTIA.COM

 Like  Comment  Share  Buffer 

  8

Visual images usually consist of, but are not limited to, photos, infographics, animated gifs, and illustrations.

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. Twitter also allows for multiple photo uploads per post.

Content Type: Animated Gifs

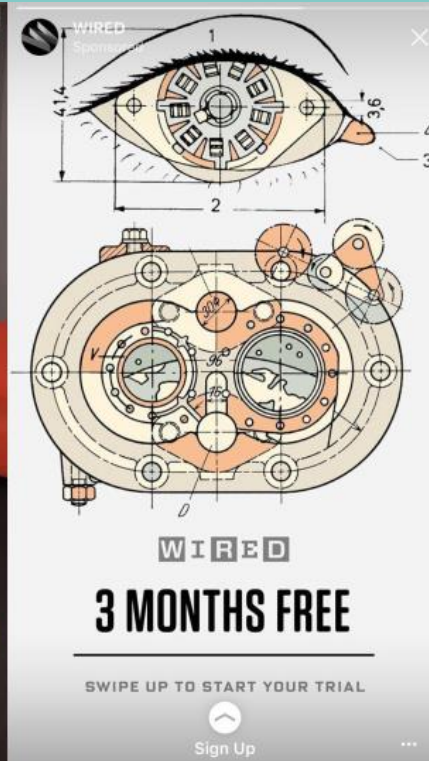


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

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



evernote 
@evernote



Following

Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

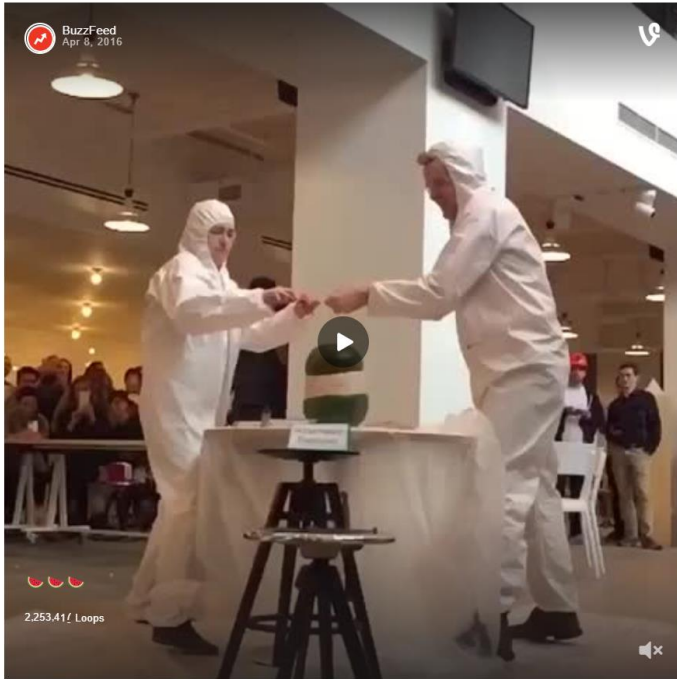
- Check email 📧
- Create the day's To-Dos 📝
- Exercise 🏃, 🏠
- Agenda?! 😊

Vote

182 votes • 23 hours left

Content Type: Video & Live Video

It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.

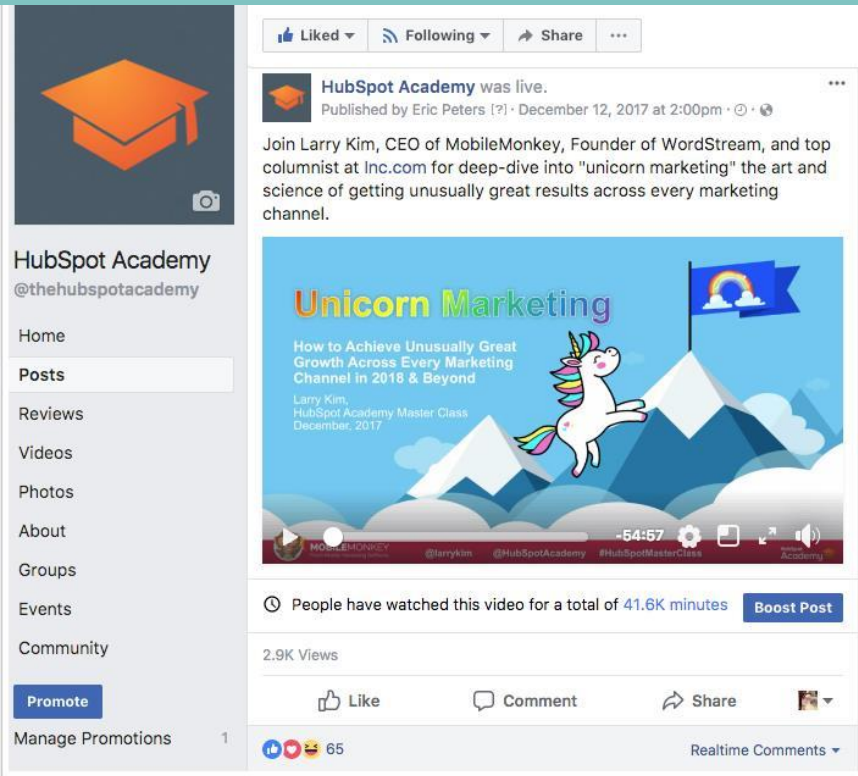


vint.co

It was a beautiful moment.

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



HubSpot Academy
@thehubspotacademy

Home
Posts
Reviews
Videos
Photos
About
Groups
Events
Community

Promote

Manage Promotions 1

Liked Following Share ...

HubSpot Academy was live.
Published by Eric Peters (?) · December 12, 2017 at 2:00pm · 🌐 · 🌐

Join Larry Kim, CEO of MobileMonkey, Founder of WordStream, and top columnist at Inc.com for deep-dive into "unicorn marketing" the art and science of getting unusually great results across every marketing channel.

Unicorn Marketing
How to Achieve Unusually Great Growth Across Every Marketing Channel in 2018 & Beyond
Larry Kim,
HubSpot Academy Master Class
December, 2017

MOBILEMONKEY @larrykim @HubSpotAcademy #HubSpotMasterClass

People have watched this video for a total of 41.6K minutes **Boost Post**

2.9K Views

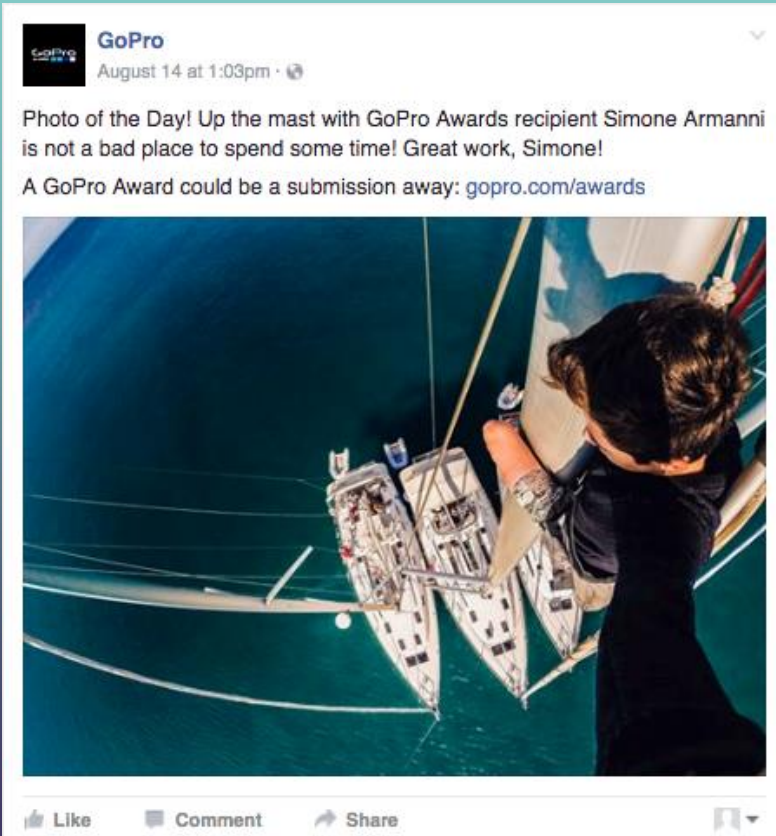
Like Comment Share

👍❤️😂 65 Realtime Comments

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.”

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)

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.

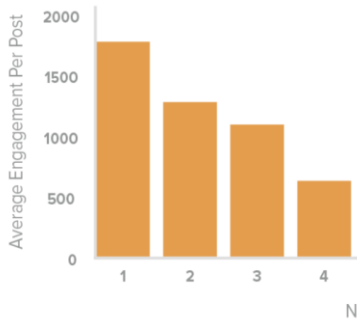
Y : # comments, # shares, # likes.

X : indicator of each type of content

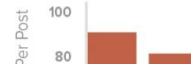
Caution: insights obtained from one platform might not apply to other platforms!

For example, you may find...

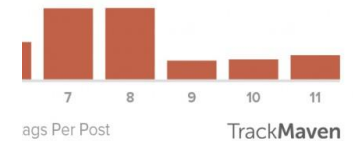
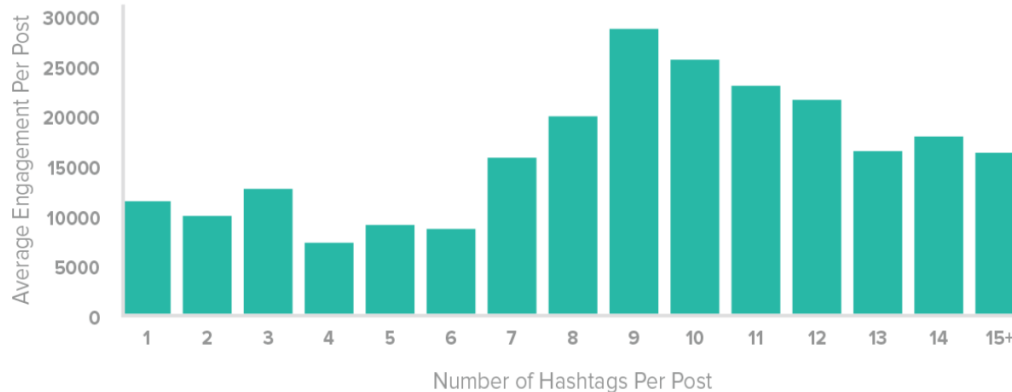
Facebook: Number of Hashtags vs. Average Engagement Per Post



Twitter: Number of Hashtags vs. Average Engagement Per Post



Instagram: Number of Hashtags vs. Average Engagement Per Post



Avoid using too many Hashtags; Instagram seems most # friendly

Use Tagging (@) Carefully

Use Active Language:

- Download
- Like
- Buy
- Register
- Subscribe
- Donate
- Share
- Comment
- Secure
- Watch

Be Time Sensitive:

- "TODAY ONLY"
- "ENDS AT MIDNIGHT"
- "FOR THE NEXT 24 HOURS"

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.

NEW YORK TIMES BESTSELLER

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." — DANIEL GILBERT, author of *Stumbling on Happiness*

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.



Question:
What makes content shareable?





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: Triggers

Stimuli prompt people to think of related things

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





impress a french girl

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



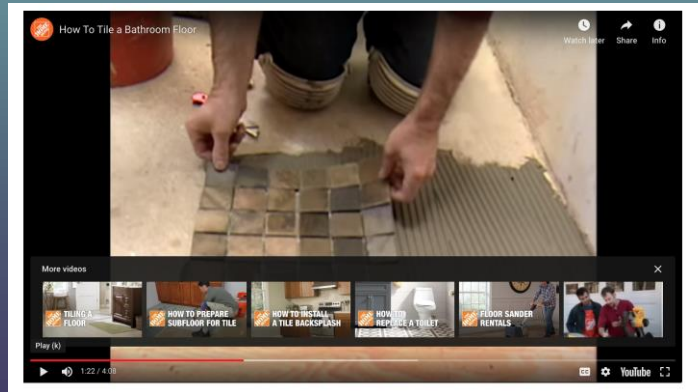
Shareable Content: Practical Value

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





**BLENDTEC EMPLOYEE'S
CAR KEY FOB**





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



AB Testing is your best friend!



Every social platform audience is different—**test** to see what works best.

Facebook

1

Low

1

POST PER DAY

Recommended

2

High

WHEN?

POST 1

1:00pm - 4:00pm

Analogy suggests that posting to Facebook no more than once a day is best or you'll start to feel spammy.

Curate or reshare a post every other day

Twitter

1

Low

15

TWEETS PER DAY

Recommended

51

High

Quick Sprout found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best.

WHEN?

TWEET 1	2:00am	TWEET 6	10:00am	TWEET 11	3:00pm
TWEET 2	3:00am	TWEET 7	11:00am	TWEET 12	5:00pm
TWEET 3	6:00am	TWEET 8	12:00pm	TWEET 13	6:00pm
TWEET 4	7:00am	TWEET 9	1:00pm	TWEET 14	9:00pm
TWEET 5	9:00am	TWEET 10	2:00pm	TWEET 15	10:00pm

Retweet or curate about seven tweets a day

Pinterest

3

Low

11

PINS PER DAY

Recommended

30

High

Alahogy sees the best results with 15-30 Pins per day when spread out throughout the day.

WHEN?

PIN 1

2:00am

PIN 5

2:00pm

PIN 9

9:00pm

PIN 2

3:00am

PIN 6

3:00pm

PIN 10

10:00pm

PIN 3

4:00am

PIN 7

4:00pm

PIN 11

11:00pm

PIN 4

1:00pm

PIN 8

8:00pm

Some suggest sharing 80% of your Pins from other sources than your own blog, which would be about 9 Pins out of your 11

Repin or curate at least five pieces of content from others every day

LinkedIn



LocalVox says that once a day should be the most you share to LinkedIn.

WHEN?

POST 1

10:00am-11:00am

*Curate or
reshare a post
every other day*

Instagram



Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.

WHEN?

POST 1

8:00am-9:00am

POST 2

2:00am

Curate posts only when necessary and beneficial to your audience.

Takeaways

An optimal brand engagement strategy involves a careful choice of contents and timing.

Firms can use data analysis to fine tune their brand messages and promotions on social media.

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

Alerts

Monitor the web for interesting new content

🔍 HKU



This will create an email alert for xitheory@gmail.com.

Create Alert

Show options ▼

Alert preview

NEWS

Editorial: **HKU** head should be revoked honorary title for suppressing students | Apple Daily Taiwan

蘋果日報

Zhang suppressed **HKU** Students' Union. Zhang Xiang, a Chinese-born American, is an internationally renowned expert in materials science. His great ...

Hong Kong researchers say hepatitis C drug can prevent coronavirus from replicating, might help ...

South China Morning Post


... and overseas laboratories, led by two professors from Chinese University (CUHK) and the University of Hong Kong (**HKU**) has begun animal trials.

TweetDeck

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

The image shows a screenshot of a TweetDeck interface with three columns of tweets. The background is a teal color with a hexagonal pattern on the left and right sides.

Column 1: Search "HKU marketing"

- HKU Business School — MB...** Apr 20
Industry-focused alumni panel: [#Industryinsights](#) & [#careerdevelopment](#) in [#marketing](#). Our alumni shared their personal development stories and [#opportunities](#) within the marketing industry. [#socialmediamarketing](#) [#eCommerce](#) [#hkuMBA](#) [#alumni](#) [#students](#)

2
- Štefan Auer** @stefanauer_hku Mar 4
"As universities were forced to compete with each other for funds and students ... university managers put teaching faculties through restructure after restructure to reduce their costs, diverting teaching revenue to fund research, executive

Column 2: Search "Digital marketing"

- Pigtail Pundits** @pigtailp now
The latest The digital marketing Daily! paper.li/e-1595338728?p... [#digitalmarketing](#) [#marketing](#)
2
- Gabriele Carboni | Top5 Market...** @FelthamLuke 8s
I have created this tool as a community give back. A contribution to the marketers entrepreneurs and managers sharing with me the path so far. This canvas simplifies the fundamental of a digital marketing strategy: visualcommunicationplanner.com
2
- Digital Sukesh (Digital Market...** 20s
Digital Marketing Tips & Techniques
If you want to grow your business via Digital Marketing
📞 Book a FREE DISCOVERY Call
Contact us - 9773402069
[#digitalmarketing](#)
[#digitalmarketingagency](#)
[#digitalmarketingtips](#)
[#digitalmarketingstrategy](#)

Column 3: Search "HKU Business"

Filter your search for better results

- HKU Business School — MBA ...** 5d
Are you ready to achieve the 3 career changes? Hear from our alumni about their experience. Sign up for our [#fulltimeMBA](#) [#webinar](#) on 11th May to learn more: bit.ly/3nRDSsm [#location](#) [#industry](#) [#function](#) [#careerchanges](#) [#hkuMBA](#) youtu.be/SdAZsSihpiM
2
- M7Admit** @m7admit 6d
Webinar | How To Nail Your MBA Application—Insider Secrets From HKU Business School snip.ly/cn8c31
2
- HKU Business School** @HKUFBE 6d
Please give a big round of applause 🙌 to Pak Hin Cheung, our BEcon&Fin Year 4 student for winning the team championship in the "International Business Agility Labs: Supply Chain

2%
strength

2:1
sentiment

66%
passion

14%
reach

6 hours avg. per mention

last mention 12 hours ago

21 unique authors

0 retweets

Sentiment



Top Keywords

building	<div style="width: 100%;"></div>	27
knowles	<div style="width: 100%;"></div>	27
11408195e	<div style="width: 100%;"></div>	27
2216597n	<div style="width: 100%;"></div>	27

Mentions about HKU

Sort By: Results:

Results 1 - 15 of 73 mentions.

• [Is weiboscope down?](#)

Weiboscope (<https://weiboscope.jmsc.hku.hk/wsr/>) is not updating since 19.04.2021. Is it down? submitted by /u/hwss28 to r/China [link] [comments] https://www.reddit.com/r/China/comments/n92yh8/is_weiboscope_down/ 12 hours ago - by /u/hwss28 on [reddit](#)

•• [HKU 361W Finningley 17-9-83 \(1262\)](#)

HKU 361W Leon of Finningley Leyland Fleetline Alexander at Finningley 17-9-83. This bus still exists in a yard by Blaxton railway crossing which is not very far from... www.flickr.com/photos/34194390@N02/51169640061/ 15 hours ago - by [marktriumphman](#) on [flickr](#)

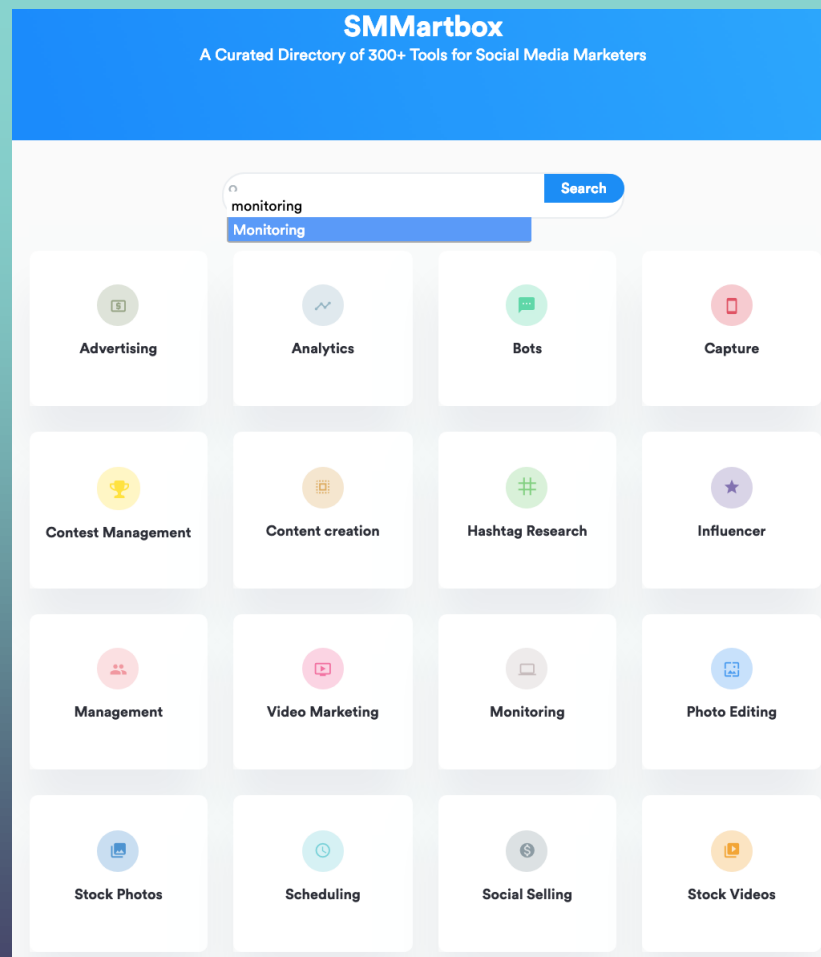


• [expectations on hearing back?](#)

I applied for first year admissions at HKU in late March and just had a group interview this past week. They should be getting my SAT report very soon as well. I am ... https://www.reddit.com/r/HKUniversity/comments/n8vsud/expectations_on_hearing_back/ 20 hours ago - by /u/LsftWr on [reddit](#)

• [1](#)

More social media tools (both free & paid) can be found:
<https://smmartbox.iconosquare.com/>



SMMartbox
A Curated Directory of 300+ Tools for Social Media Marketers

Search: monitoring
Monitoring

Advertising	Analytics	Bots	Capture
Contest Management	Content creation	Hashtag Research	Influencer
Management	Video Marketing	Monitoring	Photo Editing
Stock Photos	Scheduling	Social Selling	Stock Videos

The screenshot displays the SMMartbox website interface. At the top, a blue header contains the logo 'SMMartbox' and the tagline 'A Curated Directory of 300+ Tools for Social Media Marketers'. Below the header is a search bar with the text 'monitoring' and a 'Search' button. A dropdown menu shows 'Monitoring' as the selected result. The main content area features a grid of 16 white cards, each with a colored icon and a category name. The categories are: Advertising, Analytics, Bots, Capture, Contest Management, Content creation, Hashtag Research, Influencer, Management, Video Marketing, Monitoring, Photo Editing, Stock Photos, Scheduling, Social Selling, and Stock Videos.



Watching the Competition



● **toyota**
Search term



● **Tesla**
Search term

+ Add comparison

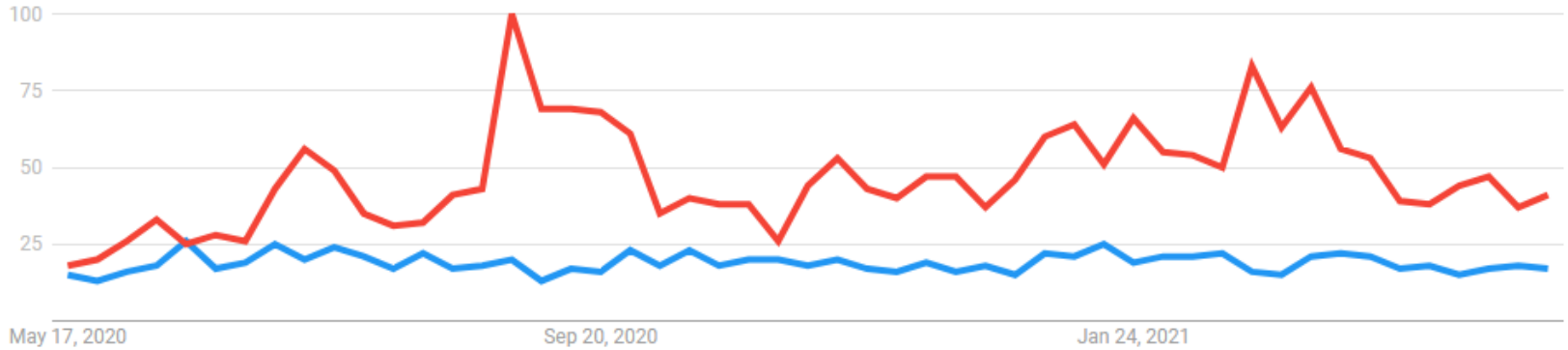
Hong Kong ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time



Compare with your competitor on [Google Trends](#)



Honda
@Honda



Analyzing tweets from
Apr 27 - May 11, 2021



Tesla
@Tesla

1.06M
FOLLOWERS

1
TWEETS PER DAY

579

ENGAGEMENT PER TWEET

vs

46.0k

ENGAGEMENT PER TWEET

9.46M
FOLLOWERS

0.14
TWEETS PER DAY

Key Insights



Tesla takes the trophy for receiving 79x more engagement per tweet than **Honda**.



Tesla wins the day with 9x as many followers and higher engagement — **Honda** has their work cut out for them.



Crushing it! **Tesla** received 46x more retweets per tweet than **Honda**, which explains how they're leading the pack in tweet engagement.

Head-to-head comparison



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)!

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.

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

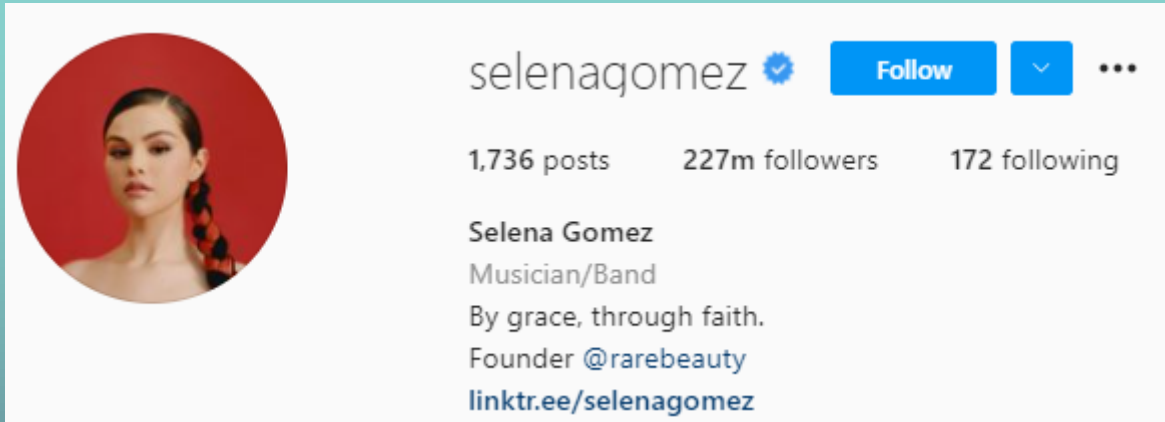
Gift card

Per click

Cost per engagement

Invitations to events





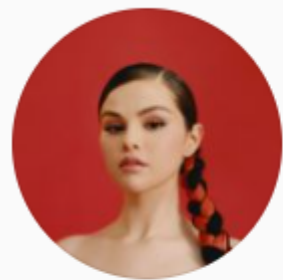
Selena Gomez is the highest paid Instagram influencer.

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

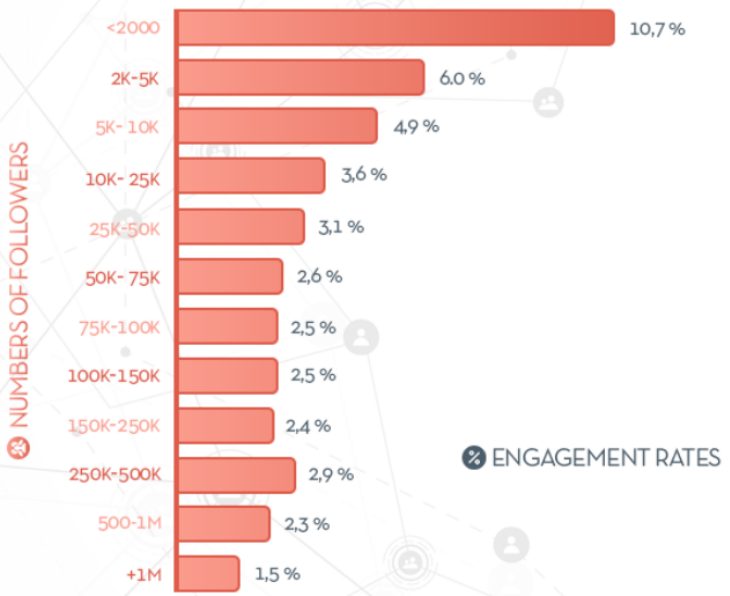
By grace, through faith.

Founder @rarebeauty

linktr.ee/selenagomez

INSTAGRAM INFLUENCER AVERAGE ENGAGEMENT RATES BY FOLLOWERS

💡 Influencers with smaller followings have higher engagement rates.

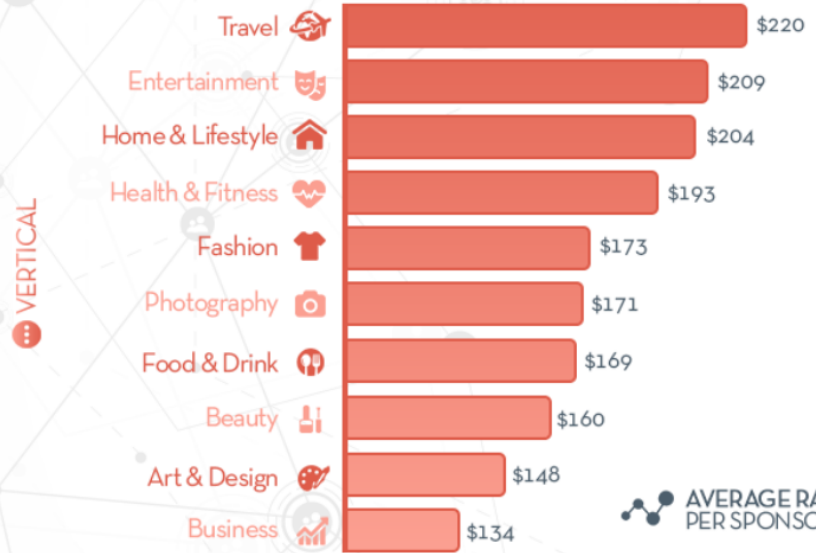


Source: influencer.co's Influencer Rate and Engagement Report



AVERAGE RATE PER INSTAGRAM SPONSORED POST BY INFLUENCER VERTICAL

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

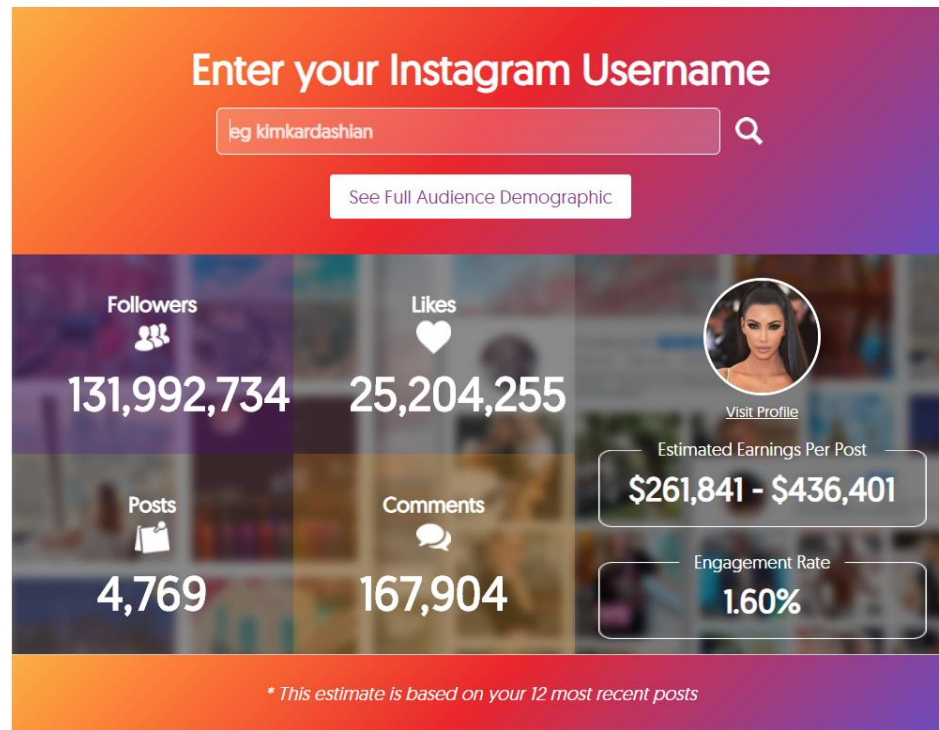


AVERAGE RATE PER SPONSORED POST

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


Instagram Influencer Earnings Calculator

The tools below are not official Instagram tools and not in any way associated or endorsed by Instagram. This tool was developed to provide earning potential guidelines to influencers.



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

Check extent of fake followers



Kim Kardashian West
@kimkardashian

131,971,032 Followers	1.62% Good Engagement Rate	0.6 Good Likes-comment Ratio
---------------------------------	--------------------------------------	--


Estimated Audience Quality Score

58
of 100 **Average**
Average activity, no suspicious likes or comments.

AQS is a 1 to 100 metric which combines followers quality (not number), engagement rate and it's authenticity into one metric. AQS in this widget is approximate, please see full report for an accurate value.

[View Audience Quality Report](#)

[Check another profile](#)

Powered by  HypeAuditor

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

Influencer Networks

revfluence

HYPETAP



LINQIA

VIRAL
NATION



FANBASE

MAVRCK 

 tapinfluence

 Upfluence



SOCIALYTE

insta  BRAND



Firm generated online WOM



Harnessing online WOM

If WOM has awareness generation properties, shouldn't marketers focus on planting the WOM seed and initializing online discussions/mentions?





Harnessing online WOM

If WOM has awareness generation properties, shouldn't marketers focus on planting the WOM seed and initializing online discussions/mentions?

Question: What can a brand do to plant the WOM seed and initialize online WOM?



Example: NBC

In September 2005, NBC launched the second season of its reality show about weight loss, *The Biggest Loser*.

In preparation for the new season, NBC ran ads in early August asking viewers to fill out a survey at a website. Out of all the applicants, 1,000 “biggest” fans were chosen to throw parties during an advanced screening of the show’s premiere. The hope was that this, along with the resulting word of mouth (WOM), would generate interest in the show (O’Malley 2005).



Example: POX

Hasbro in 2001 launched a new handheld video game called POX. To do so, they ran surveys in Chicago area elementary schools to find the “coolest” kids in each school. Once 1,600 kids were chosen, they were each armed with a backpack filled with samples of the game to be handed out to their friends





User Generated Content Fuel of Online WOM



Types of WOM

Offline:

- face to face
- phone

Online:

- email
- blog/tweet
- posting on website/social network
- reviewer comments
- tagging (like, etc.)
- Votes (thumbs up or down)



Larger Reach

Thank you!

End of class survey:

https://hku.au1.qualtrics.com/jfe/form/SV_a36FcNNCCRGNiMS

