



# **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**

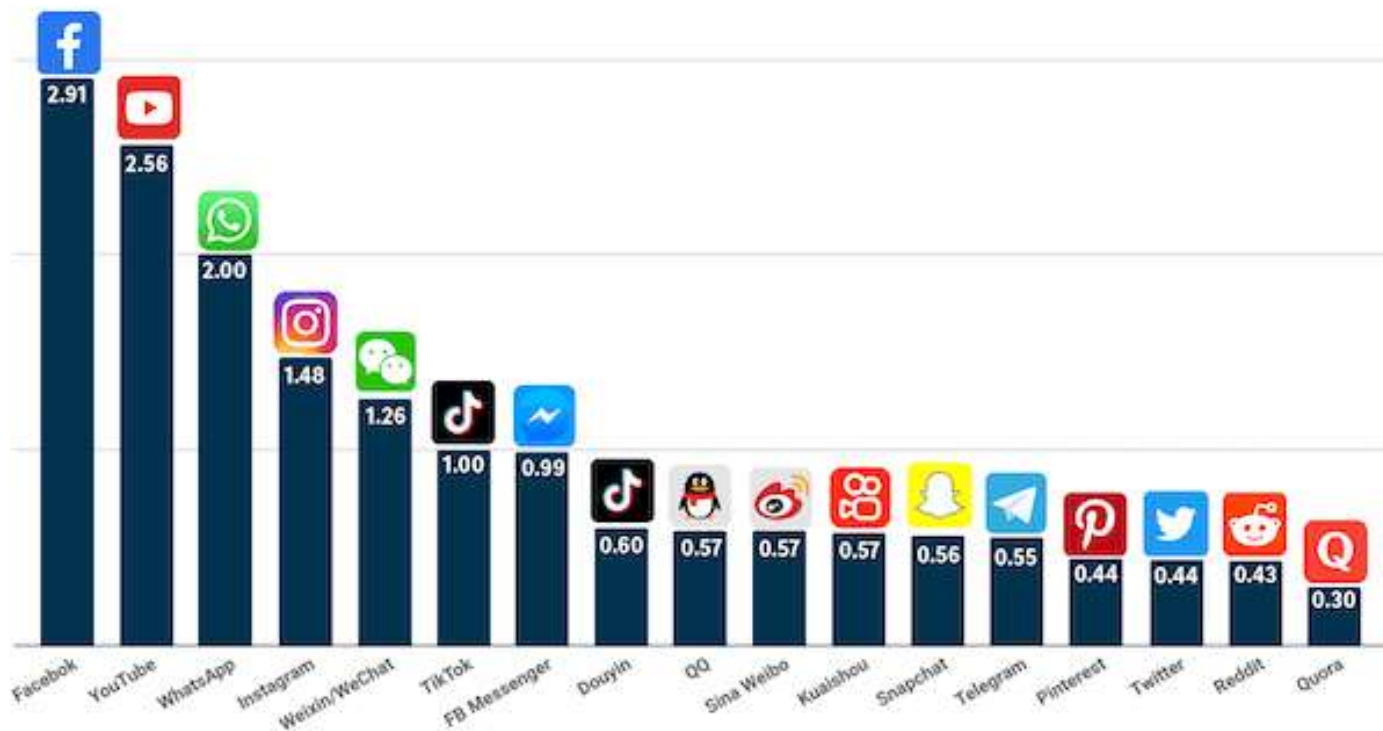


**Pool: Which social media platforms do you use?**



# Most popular social networks worldwide

*By monthly active users, in billions*



Source: 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)**





Question: Which types of mistakes could your social media managers and employees make?





# 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).



# **NBA player Anthony Edwards apologizes for insensitive social media post as league is ‘reviewing the matter’**

By CNN Sport staff

Published 3:59 AM EDT, Tue September 13, 2022





# 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

The Volvo logo is displayed vertically on a white rectangular background. The word "VOLVO" is written in a bold, blue, sans-serif font, oriented vertically from bottom to top.

**VOLVO**

# 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

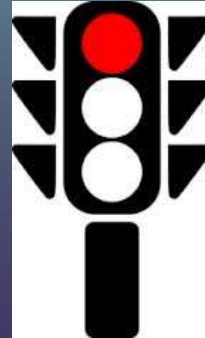
Give value

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](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](http://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](http://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

# 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](http://pic.twitter.com/mE2c3oSmm6)



**cassandra**  
@CassandraRuk

How about featuring the 84yo man they b  
#myNYPD @NYPD  
[pic.twitter.com/31rj](http://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 &

**Jimmy Hunter**  
my10506

Follow

number of Billions of Dollars in fines 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

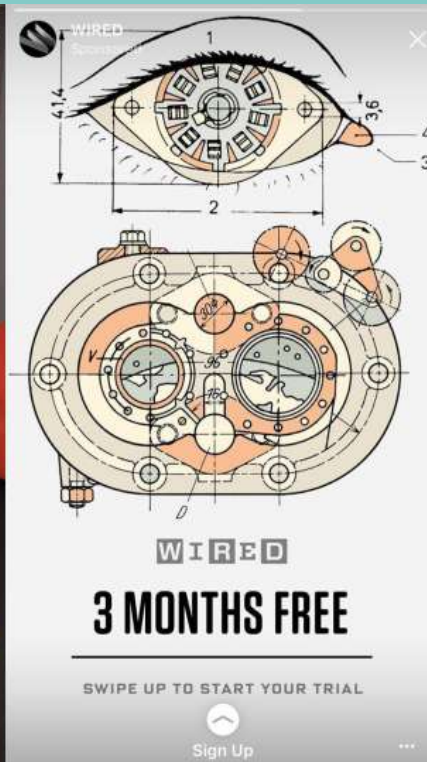


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

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?

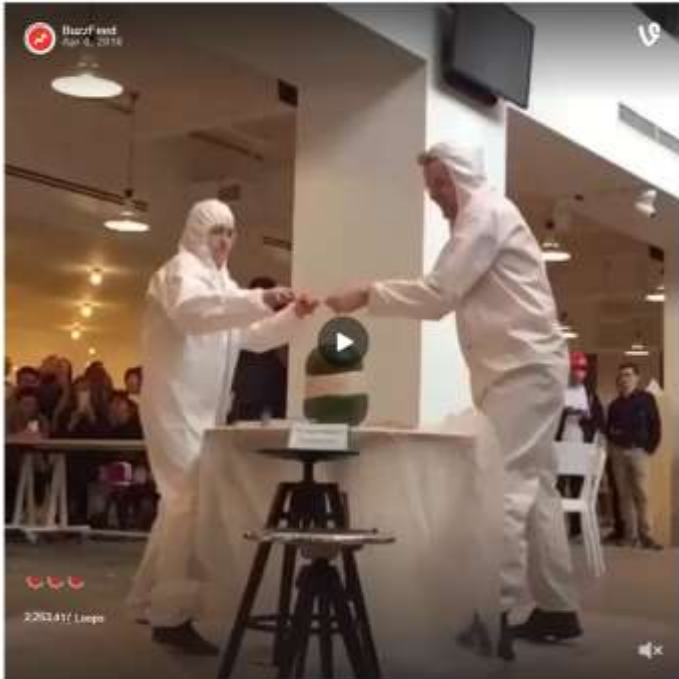
- Check email 
- Create the day's To-Dos 
- Exercise  
- Agenda?! 

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.

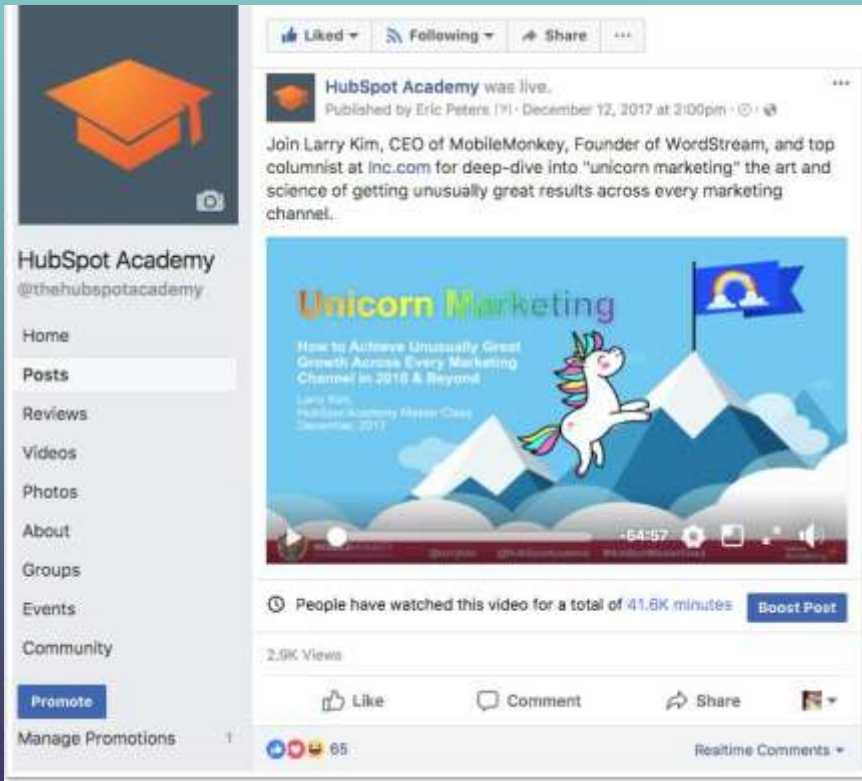


It was a beautiful moment.

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 was live.  
Published by Eric Peters (71) · December 12, 2017 at 3:00pm · 🌐 · 📷

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

2.6K Views

People have watched this video for a total of 41.6K minutes [Boost Post](#)

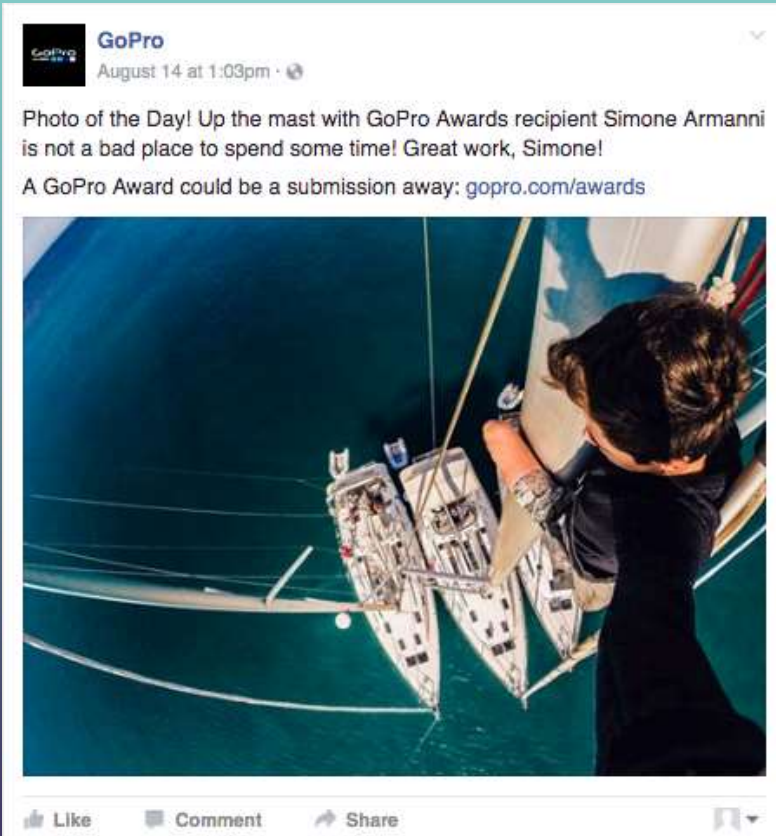
Like Comment Share

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.

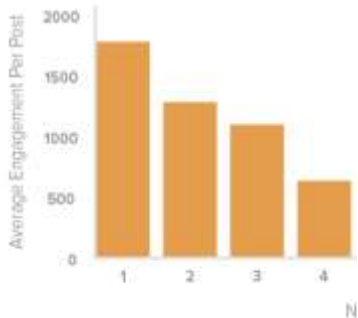
$Y$ : # comments, # shares, # likes.

$X$ : indicator of each type of content

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

# For example, you may find...

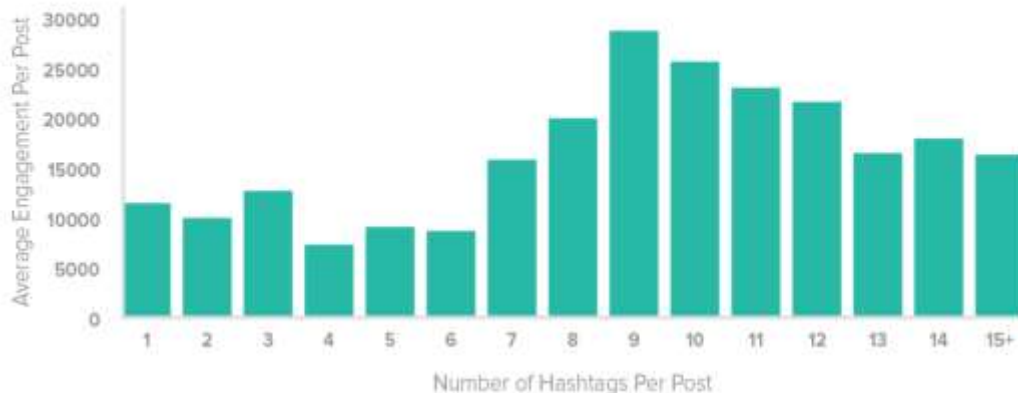
Facebook: Number of Hashtags vs. Average Engagement Per Post



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 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





# Shareable Content: Emotion





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: 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







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 in the top-left and bottom-right corners.

**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 likes
- 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...](http://paper.li/e-1595338728?p...)  
#digitalmarketing #marketing  
2 likes
- 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](http://visualcommunicationplanner.com)  
2 likes
- 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](http://bit.ly/3nRDSsm)  
#location #industry #function #careerchanges #hkuMBA  
[youtu.be/SdAZsSihpiM](http://youtu.be/SdAZsSihpiM)  
2 likes
- M7Admit** @m7admit 6d  
Webinar | How To Nail Your MBA Application—Insider Secrets From HKU Business School [snip.ly/cn8c31](http://snip.ly/cn8c31)  
2 likes
- 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



# Watching the Competition



● **toyota**  
Search term

● **Tesla**  
Search term

+ Add comparison

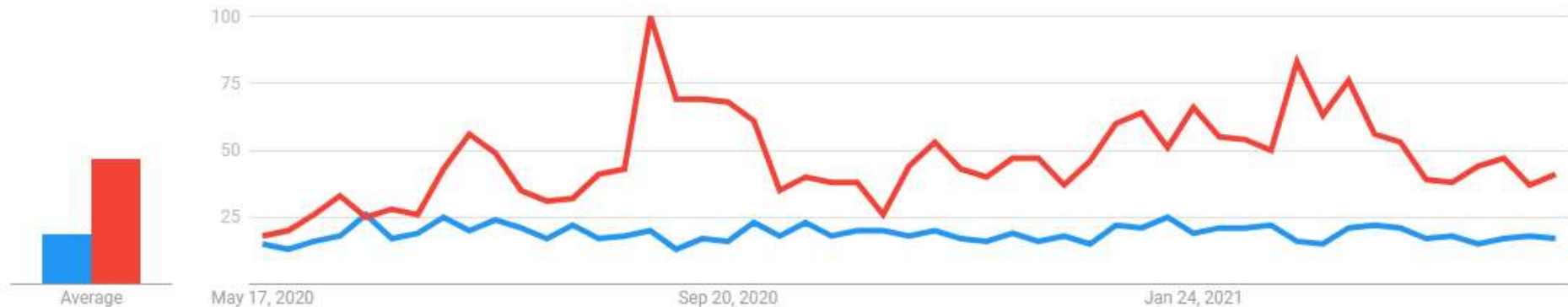
Hong Kong ▾

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 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)!

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

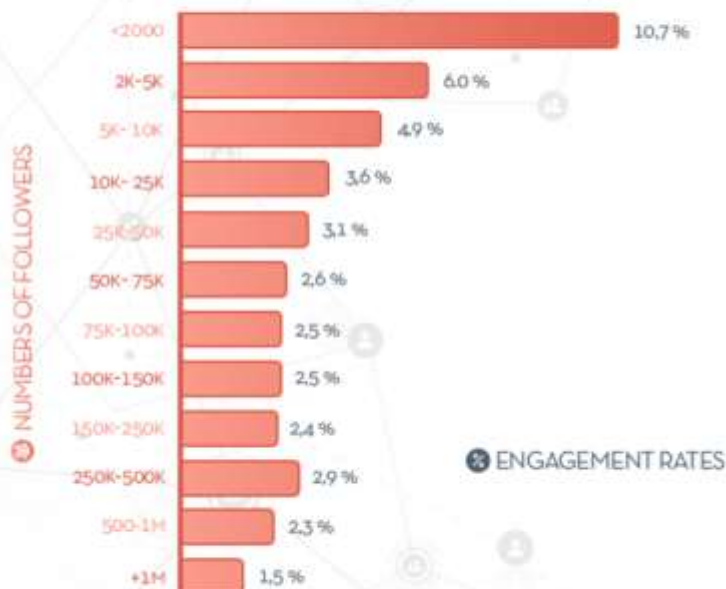
By grace, through faith.

Founder @rarebeauty

[linktr.ee/selenagomez](https://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

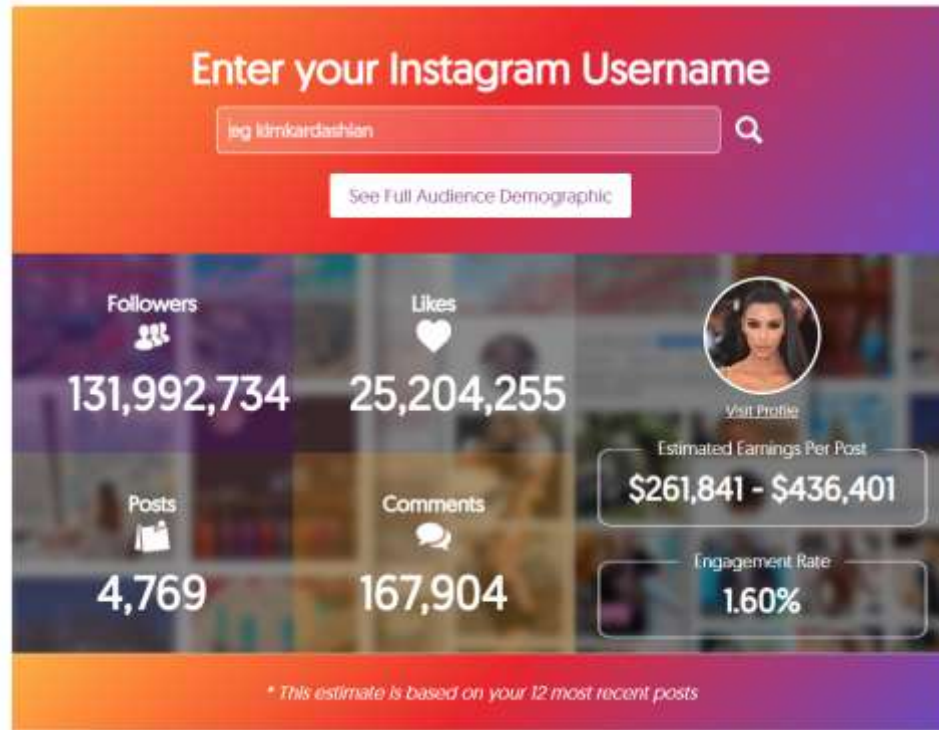
💡 Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.



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

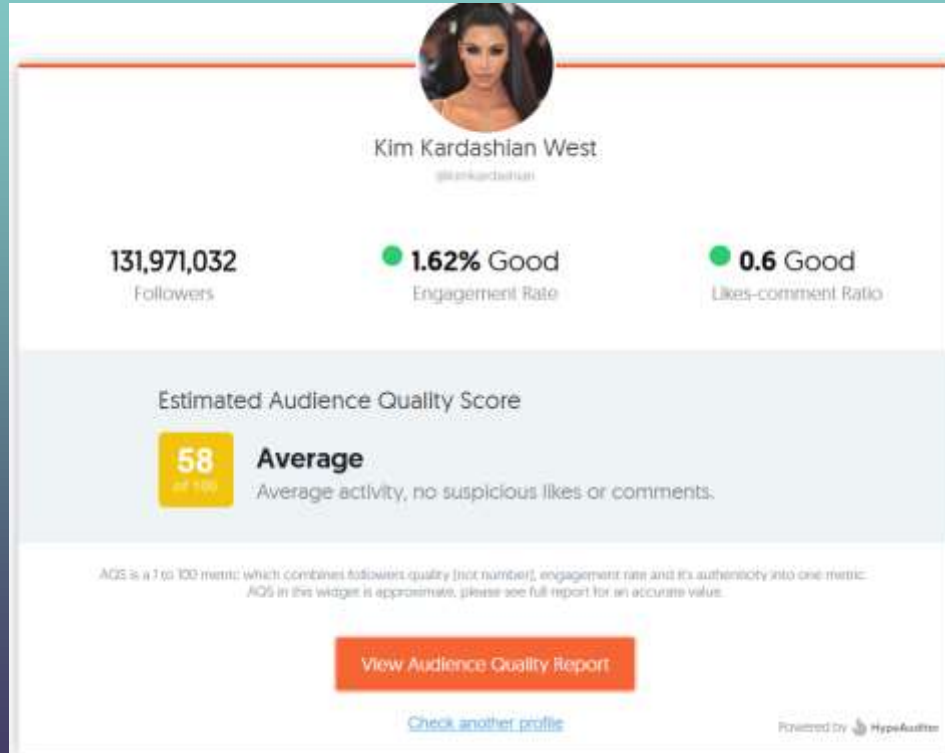
# Instagram Influencer Earnings Calculator

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





# 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**