

WELCOME

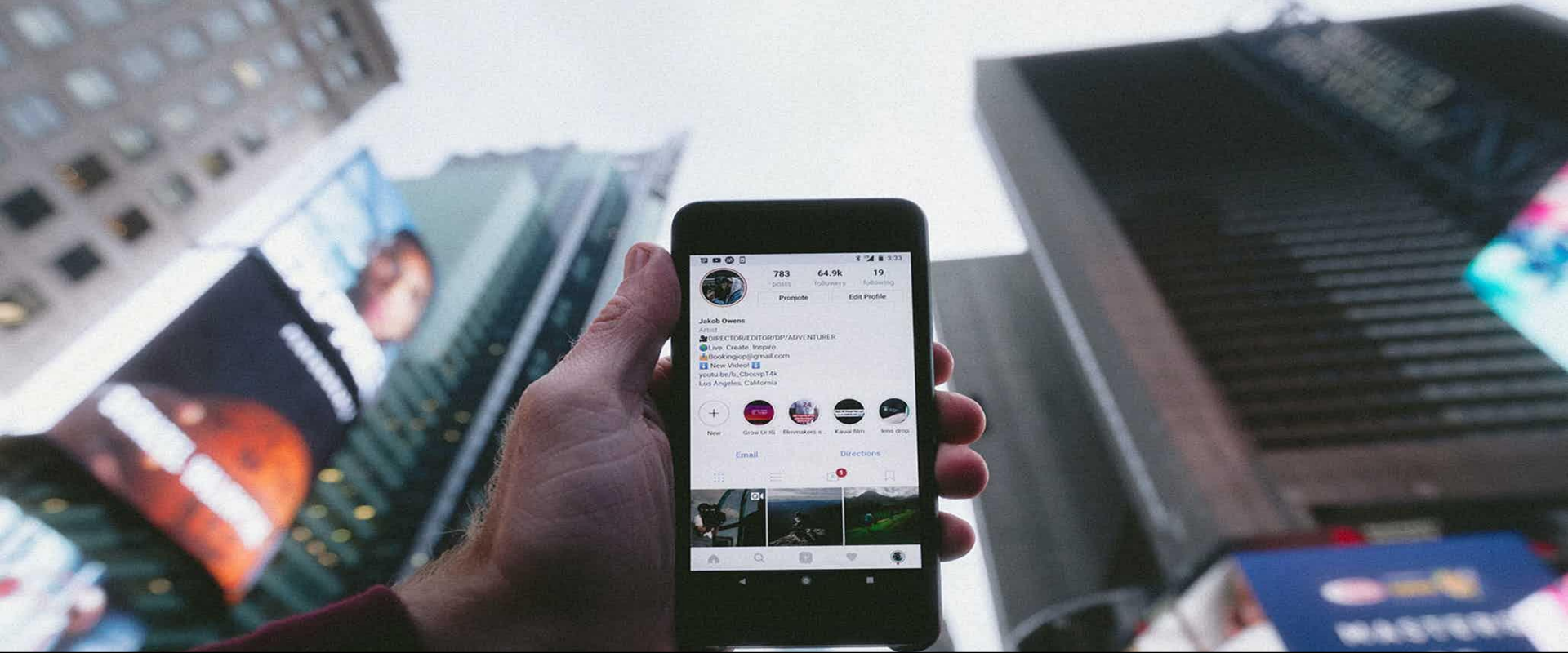
DAY 67/100

DIGITAL MASTERY CHALLENGE

DATE: SEPTEMBER 22, 2020, TUESDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR



SOCIAL MEDIA CHANGED THE WORLD

JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



we
are
social

5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:
49%





MORE THAN HALF OF THE HUMAN RACE

IS UNDER 30 YEARS OLD





*They have never known
life without the internet*



***Guess, what do they feel
about Social Media?***

Last Year, **1 in 6** marriages
were between people who met
through **SOCIAL MEDIA**



**1/3 of women
(18-34) checks
facebook as
soon as they
wake up.**



A group of nine diverse young adults, including men and women of various ethnicities, are standing in a line against a brick wall. Each person is looking down at their smartphone, suggesting they are all engaged with mobile technology. The group is diverse in age and appearance, representing a cross-section of Millennials. The background is a simple, textured brick wall, and the ground is a light-colored pavement.

**95% OF MILLENNIALS HAVE JOINED
SOCIAL NETWORK**



77.5% of Generation X

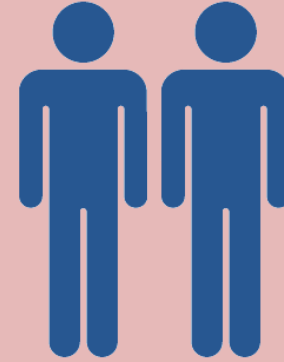


48.2% of Baby Boomers

ARE ACTIVE SOCIAL MEDIA USERS

And those are your

**consumers
co-workers
CEOs
Decision-makers**



**81% of B2B companies have
accounts on social media sites.**

**93% of all business buyers
are social media advocates.**



**Radio took
38 years**

To reach 50 million users



**Television took
13 years**

To reach 50 million users



The Internet Took

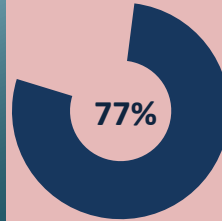
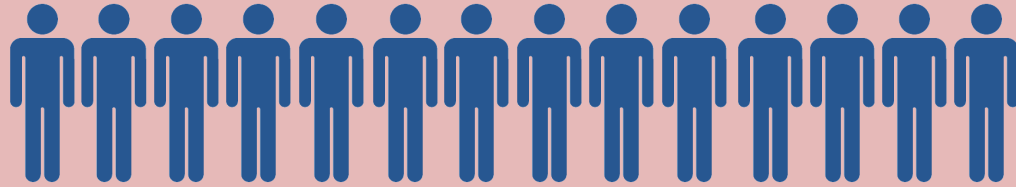
4 years

To reach 50 million users



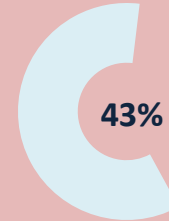
2.7 BILLION

Monthly active Facebook users



77%

Of B2C
companies



43%

Of B2B
companies

Acquired customers from Facebook

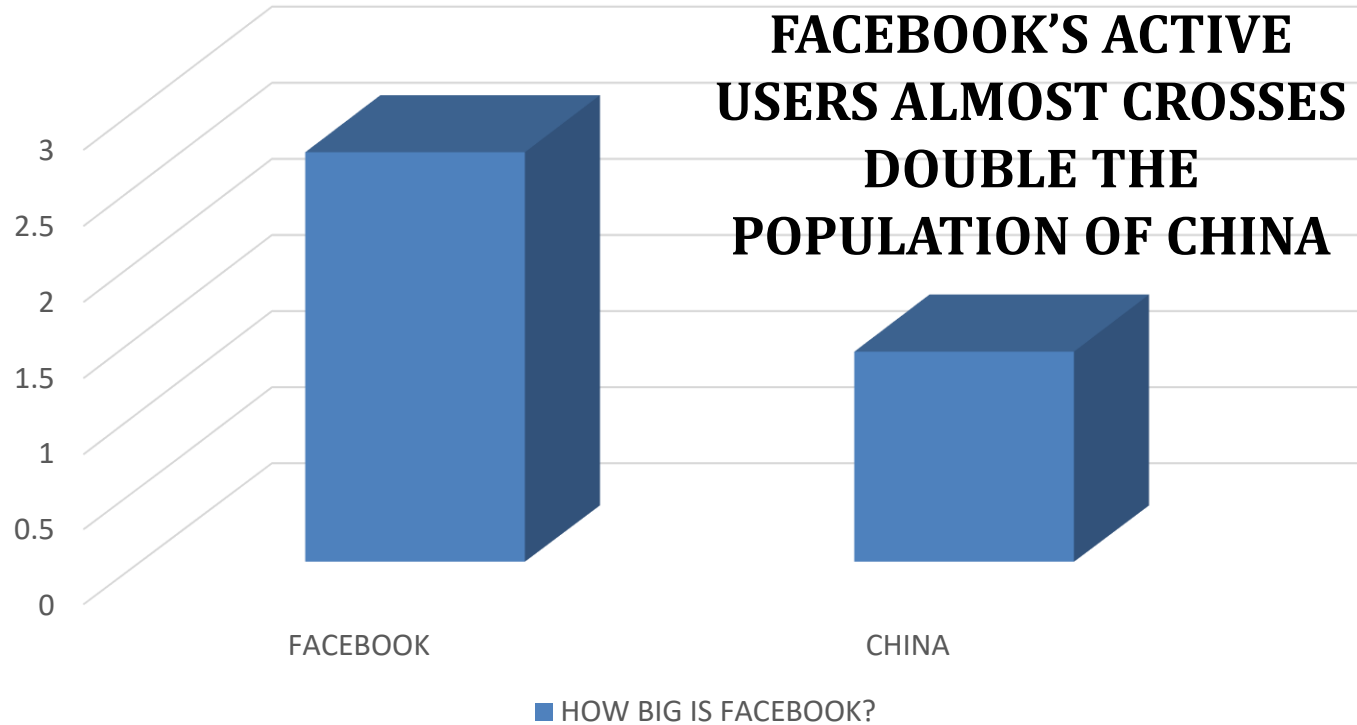


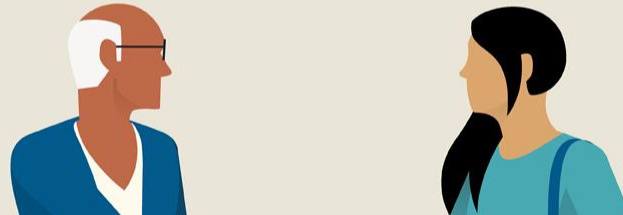
If Facebook were a country



It would be Bigger Than The Largest Country On Earth

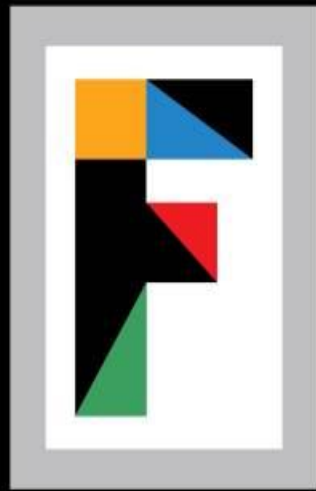
HOW BIG IS FACEBOOK?





**LINKEDIN RECEIVES OVER 15 MILLION
UNIQUE VISTORS EVERYDAY**

**EXECUTIVE FROM ALL FORTUNE 500
COMPANIES ARE ON LINKEDIN**



500



**There are more
than
600 million
search on
Twitter**

Top 3 Countries On Twitter:

U.S.A

107 million



BRAZIL

33 million



JAPAN

30 million



34%
Of marketers
have generated
leads using
Twitter

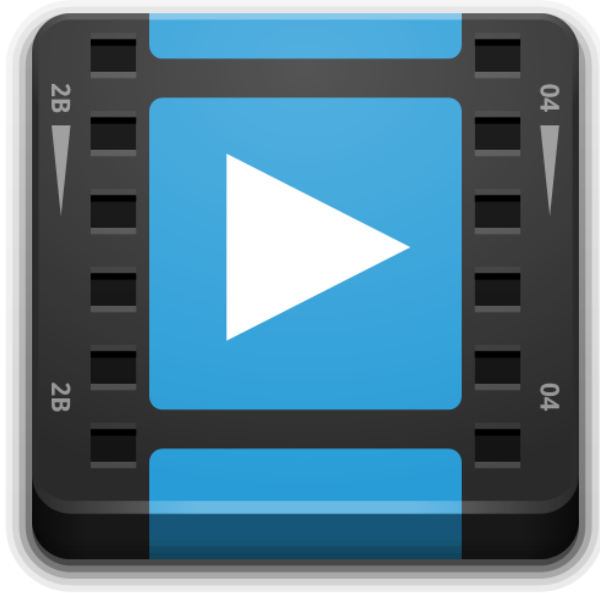
77%
Of Fortune
Global 100
companies have
a twitter
account



Search



30,000 HRS of video
uploaded to
YOUTUBE every HOUR



**There are 2 billion
videos viewed each
day on**





uses the same
bandwidth now that
the entire internet
used in 2000.



You would need to live 1,000 years to
watch all the videos currently on
YOUTUBE



Traditional Media depends on intercepting the consumers



Cutting through  **clutter**

Getting attention

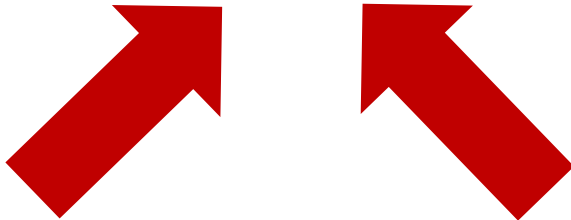
It's no longer about
shouting the loudest





Only 14%
of consumers
trust advertising

New Face Product





Today, people get their information online



**SOCIAL MEDIA IS A WAY OF
THINKING... AND MARKETING!**



**IT IS ALL ABOUT BUILDING A
DIALOGUE...
WITH YOUR CUSTOMERS, CO-
WORKERS, AND POTENTIAL
HIRERS**

A man in a dark suit is shown from the chest up, looking upwards and to the right with a thoughtful expression, his right hand resting on his chin. The background is a dark, chalkboard-like surface with a complex network of white, hand-drawn lines radiating from behind the man's head. Several lightbulbs are drawn within this network, with one central lightbulb glowing brightly in yellow and orange, symbolizing an idea or insight. The overall composition suggests a state of deep thought or creative problem-solving.

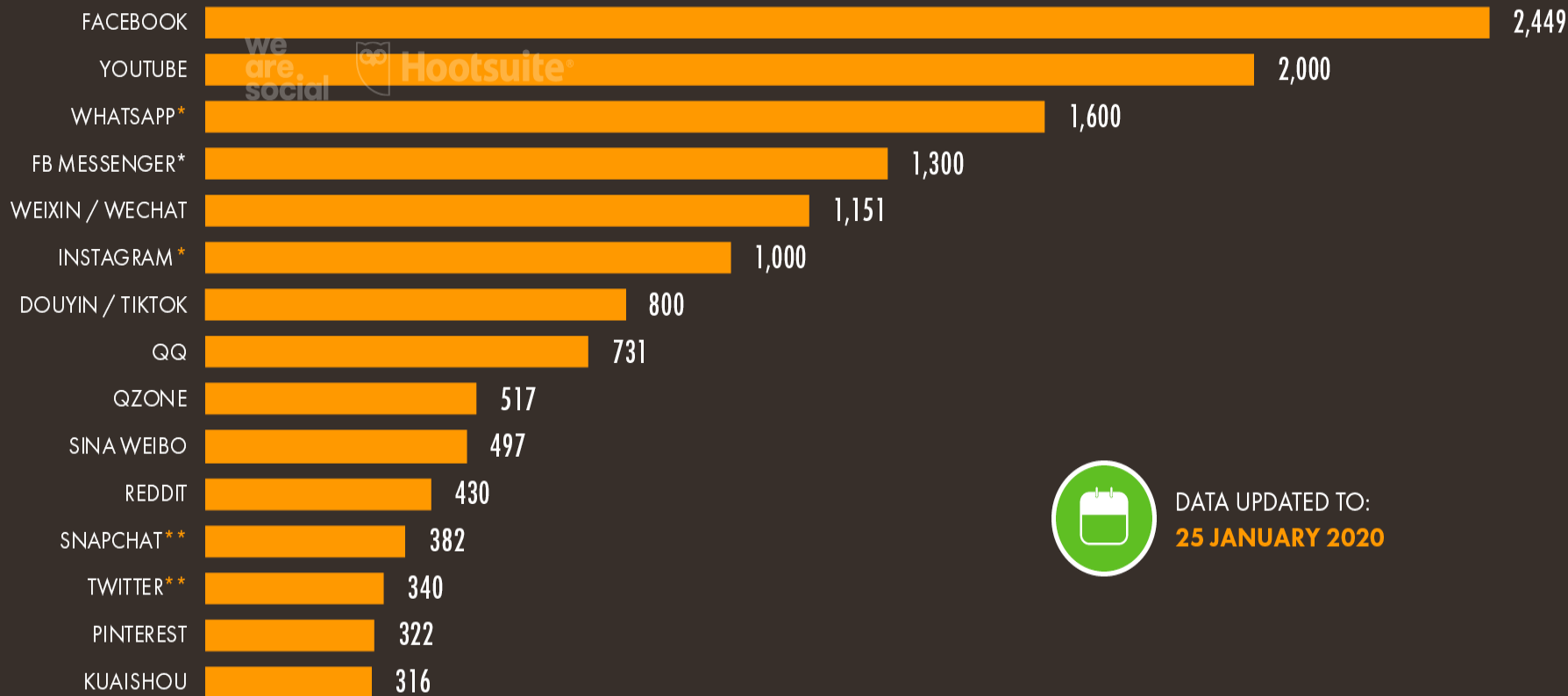
**Still don't think social media
will affect your business ?**

**IT ALREADY
HAS!**

JAN
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



Daily Time Spent on Social Media

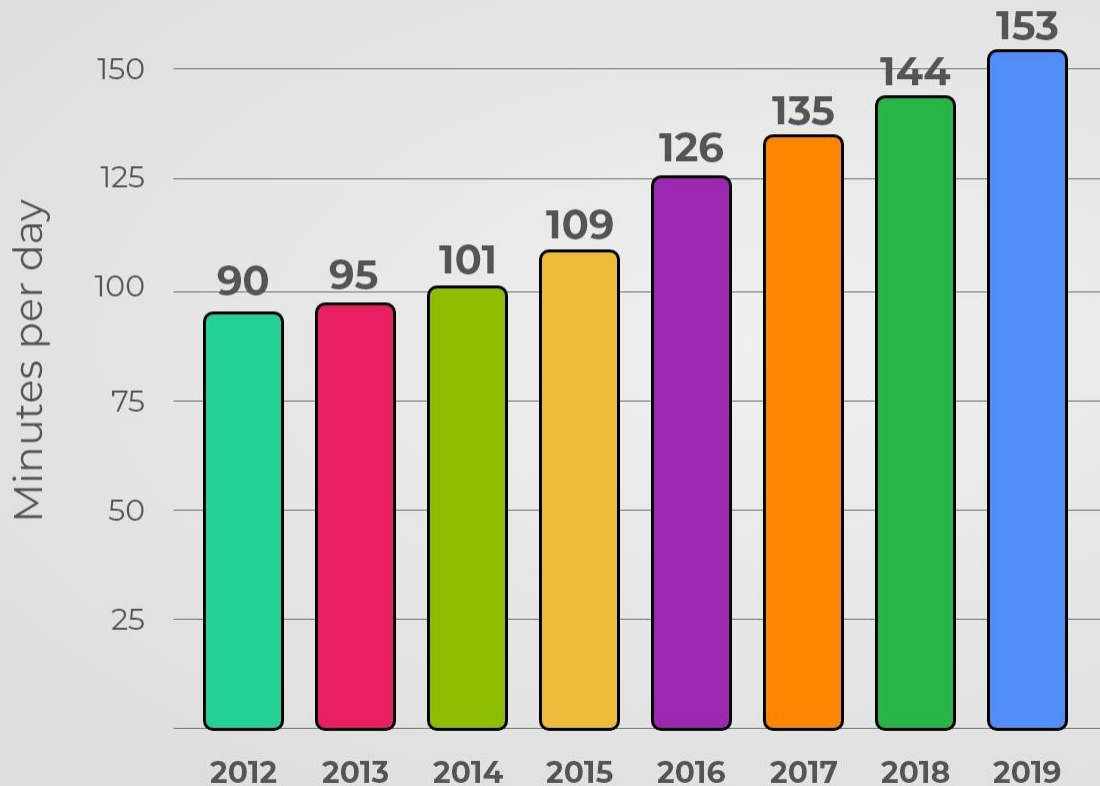
Average **h:mm** spent connected to social networks during a typical day



16-24 yrs old spend **3 hours** per day on social media

Daily Time Spent On Social Networking

2012-2019 (in minutes)



**91% of
mobile
Internet
access is for
social
activities.**



More
than 3.2
billion image
s are shared
on social
media posts
in one day.



MOST POPULAR SOCIAL MEDIA IN THE WORLD



SOCIAL NETWORKING SITES



facebook



Instagram

twitter 



YouTube



WhatsApp



Snapchat



Linked





reddit

XING 

STREAMING VIDEOS SITES

You  Tube

 metacafe

ve  h

 vimeo

BLOGS

THE
HUFFINGTON
POST

TMZ



MICRO-BLOGS

 posterous®
 SPACESSM

 friendfeed

 tumblr.

 dailybooth

WIKIS



WIKIPEDIA
MIKIPEIDIV

wikiHow
to do anything
to do anything

MIKIHOW



WIKINEWS

INSTANT MESSENGERS



WhatsApp





Webinars
OnAir

WEBINARS



GoToMeeting

zoom



WHY ARE
BRANDS AND
COMPANIES
USE SOCIAL
MEDIA?



**HUMANIZES
THEIR BRAND**

**GIVES THE OPPORTUNITY TO CONNECT
WITH FANS AND FOLLOWERS.**



INCREASE WEBSITE TRAFFIC



A close-up photograph of a hand hovering over a futuristic control panel. The panel is dark with two prominent buttons. The upper button is illuminated with a bright blue glow and has the text 'GENERATE LEADS' written on it in white, bold, sans-serif capital letters. The lower button is not illuminated and has the text 'CONVERT LEADS' written on it in the same style. The hand is positioned as if about to press the 'GENERATE LEADS' button.

**GENERATE
LEADS**

**CONVERT
LEADS**

BOOST SALES



**PROMOTE
CONTENT**





**CONTENT SHOWS AN EXISTING
CONNECTION AND CAPTURES AUDIENCE**

SOURCE IDEAS FROM FOLLOWER





**REPUTATION
MANAGEMENT**



CRISIS COMMUNICATION



CUSTOMER AND AUDIENCE ENGAGEMENT

**PARTNER
WITH
INFLUENCE
RS**



CUSTOMER SERVICE AND CUSTOMER SUPPORT





MONITOR CONVERSATIONS THAT ARE RELEVANT TO THEIR BRAND

LEARN MORE ABOUT THEIR CUSTOMERS



TO KEEP AN EYE ON THE COMPETITION





**TO STAY
INFORMED
ABOUT
UPCOMING
CHANGES TO
THE BRAND**



TO PROMOTE THE BUSINESS

RETARGETING

USERS

YOUR WEBSITE

USERS LEAVE

RETARGETED AD

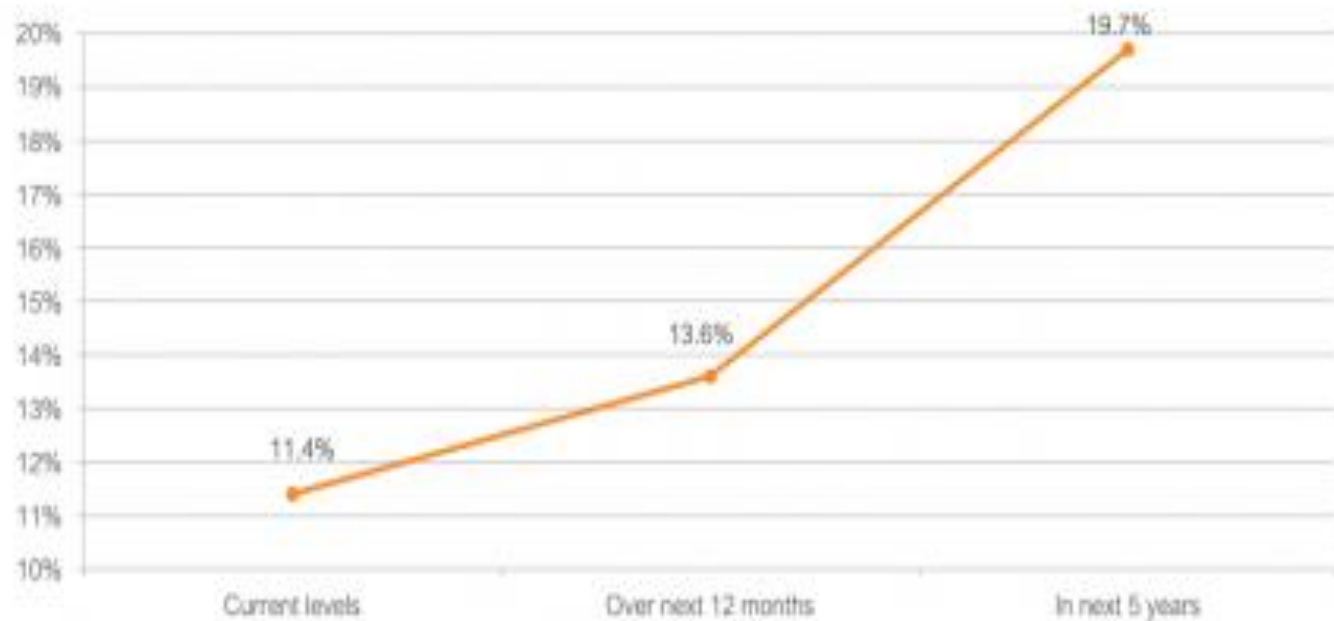




COMPANIES ARE SPENDING MAJOR PORTION
OF THEIR TOTAL MARKETING BUDGETS ON
SOCIAL MEDIA

But social media spending expected to rise by 73% over five years

Social media spending as percent of marketing budget



Economic Sector

Expected Five-Year Growth

B2B Product: 16.6

B2B Services: 20.5

B2C Product: 20.9

B2C Services: 24.7



BRANDS ARE SET TO
SPEND UP TO
\$15 BILLION ON
INFLUENCER MARKETING
BY 2022

INTRODUCTION TO



SOCIAL MEDIA

WHAT IS SOCIAL MEDIA?

A social media website constitutes content created by people using highly scalable and accessible technologies.



You have probably seen a lot of prominent social media examples today



WHY



Social Media?



SOCIAL MEDIA

SOCIAL MEDIA STRATEGIES



Topic

S:

- **Social Media Objectives**
- **Social media Strategies**
- **Social media Social Media Marketing**
- **Social media Management**



The image features a central white horizontal band with the text "Social Media Objectives:". Behind this band is a network of blue circular icons connected by thin lines. The icons include the Facebook 'f', YouTube logo, a share icon, a speech bubble with a slash, a speech bubble with an equals sign, a speech bubble with an 'S', a speech bubble with a 'b', a speech bubble with 'g+', a speech bubble with a Wi-Fi symbol, a speech bubble with a 'p', and a speech bubble with 'Y!'. A hand is shown pointing upwards towards the Twitter bird icon, which is also part of the network.

Social Media Objectives:



BRANDING



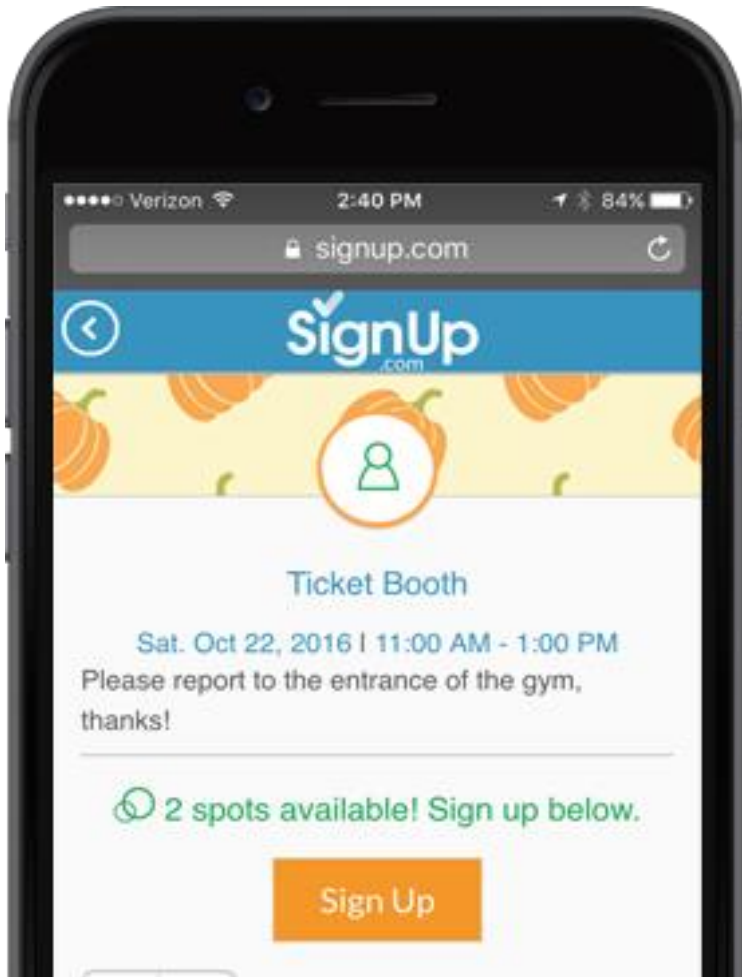
AWARENESS



ENGAGEMENTS

TRAFFIC

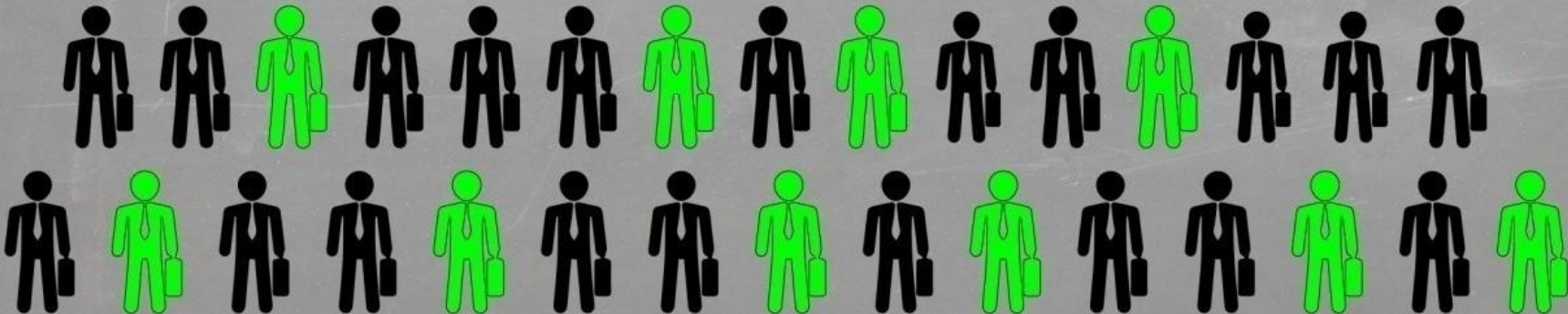




Sign-up



LEAD GENERATION



SALES



CUSTOMER ACQUISITION





Customer Support & Others

Your business goals and your social media goals

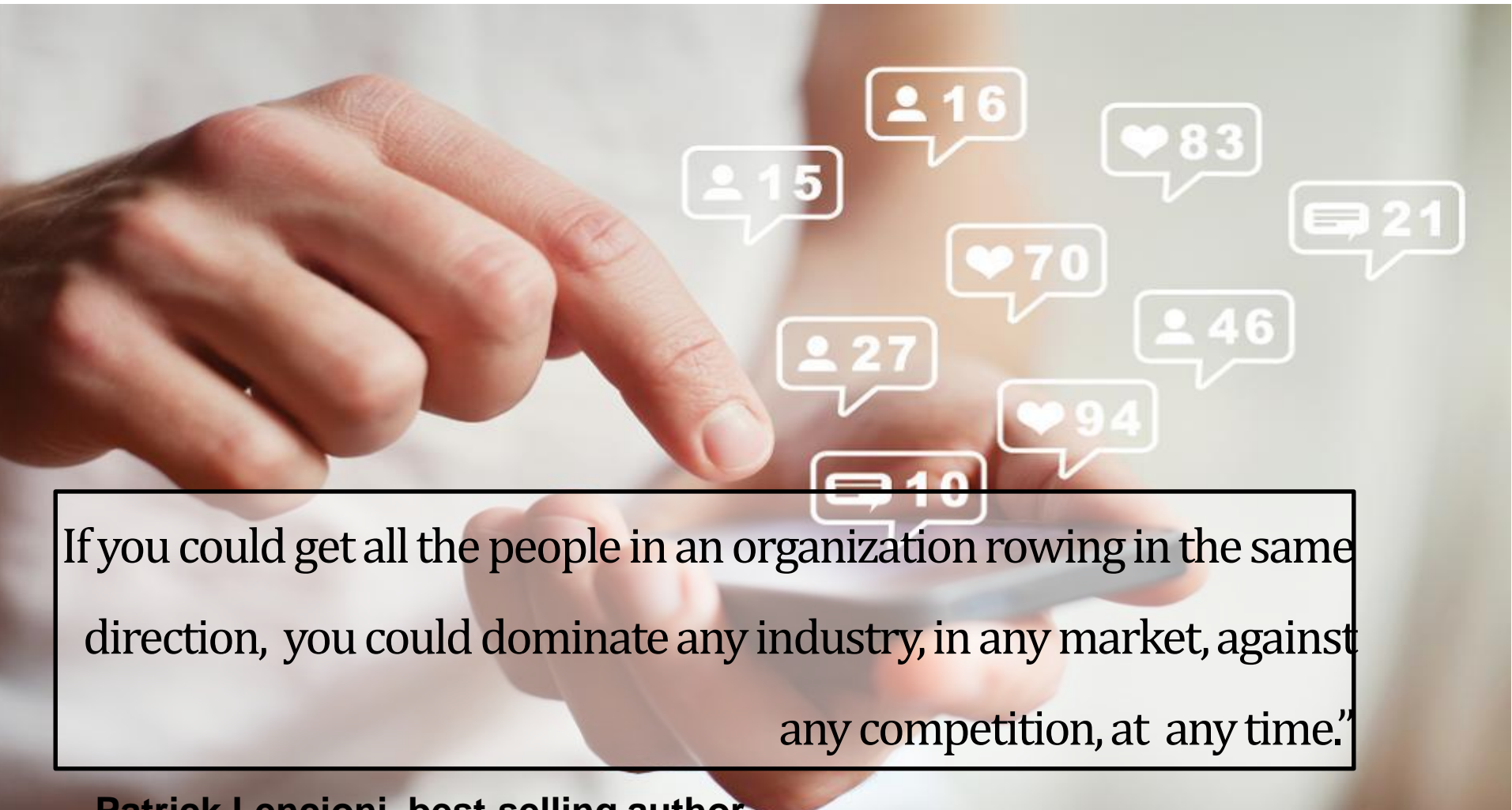


If we want our social media activities to have the biggest impact, it's important that they're **aligned with our overall business goals and objectives**

“**Not** finance. **Not** strategy. **Not**


technology... Teamwork remains the
ultimate competitive advantage...



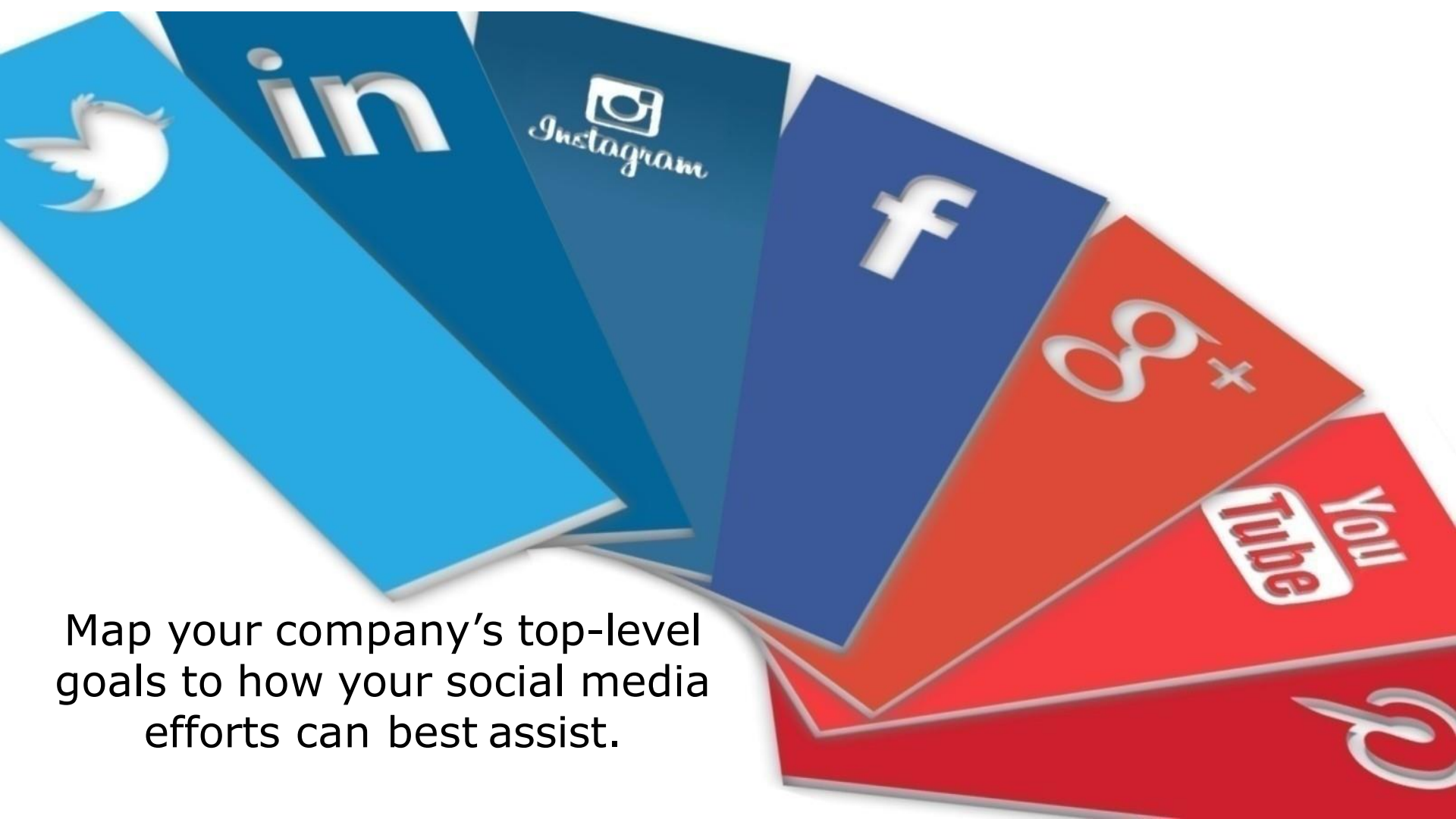


If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.”

Patrick Lencioni, best selling author



As you're setting your social media goals it's important to zoom out and look at the big picture: how can social media impact your *whole business*, rather than just social media goals?



Map your company's top-level goals to how your social media efforts can best assist.

TOP 3 COMPANY GOALS

Expand in to New market Segment

Improve your website valuation

Make at least 3 sales everyday



 FRIENDS



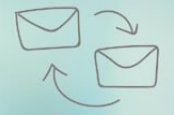
FOLLOW 

How can social media help us accomplish our company goals?

COMMUNITY

SOCIAL MEDIA

NETWORKING



 SHARING



BLOG





In order to **expand into a new market segment**, we could:

1. Discover and build relationships with influencers who can amplify our message within the new target market

SOCIAL MEDIA INFLUENCER



A **Social Media Influencer** is a user on social media who has established credibility in a specific industry. A **social media influencer** has access to a large audience and can persuade others by virtue of their authenticity and reach



2. Partner with influencers and brands to leverage and grow our audience within the new target market.



3. Create and promote quality content that drives good traffic with in the new market and positions our website as a best option.

High Quality Content

TO ACHIEVE 3 SALES EVERY DAY :



example :

- ❑ Run social media campaigns to promote product launches
- ❑ Raise awareness around and drive engagement of new features



**Expand in to New
market Segment**

**Make at least 3 sales
every day**

**Improve your website
valuation**

Social media
can help by:

1) Discovering and building relationships with influencers in the new market segment

2) Partnering with influencers to grow our reach with a new audience

3) Promoting content to drive TOFU growth and positioning our product in the market

1) Running social media campaigns to promote product launches

2) Raising awareness and driving engagement for new features

4. Expand in to New market Segment

Few ideas for social media goals and metrics you could focus on that would likely be aligned with your marketing efforts:






1. Increase brand awareness — Follower count for your social profiles, reach of your social media posts, mentions, shares, and re-tweets.

A man in a dark suit and tie is shown from the chest up, holding a glowing orb of light. Inside the orb are several white icons of people, representing social media users. The background is dark, and the lighting is focused on the man's hands and the glowing orb.

2 . Drive traffic to your website — Referral traffic from social media, share of overall traffic, bounce rate of social media traffic, and clicks on your social media posts



3.Generate new leads — New leads collected through social media, downloads of your gated content, clicks on your lead-gen social media posts, and conversion rate of leads from social media



4. Grow revenue — Signups, sales revenue, or revenue from social ads

Comment

Like

Share

Share

Share

Like

Comment

Share

Like

Like

Comment

5. Boost brand engagement — Likes, shares, comments per post, mentions, and replies



6. Build a community around your business —

Number of posts, likes, and comments for Facebook groups.

Number of participants and tweets per participant for Twitter chats. Number of daily active users

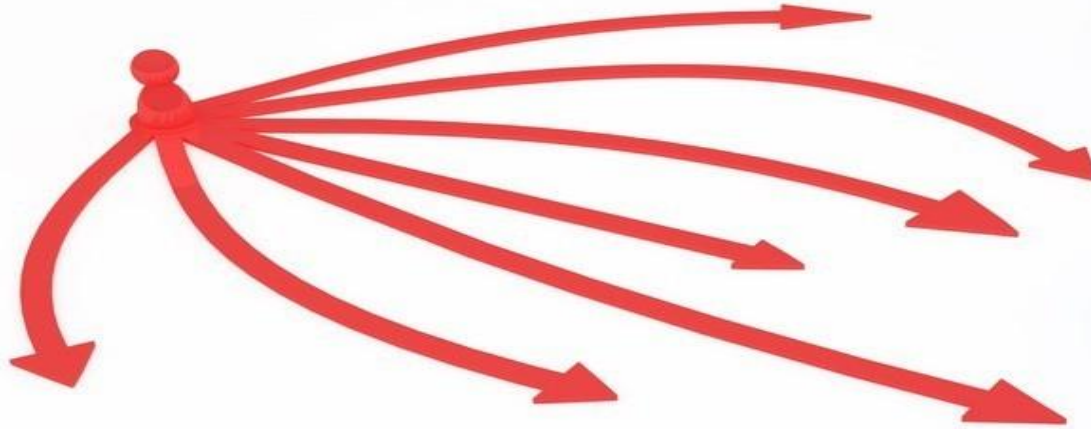


7. Increase mentions in the press —

Potential reach, shares and mentions, influencers talking about your content, and number of people reaching out to ask about industry-related questions



Find your
Social Mentions



8. Research and learn about your customers — Number of conversations with customers on social media, suggestions or feedback, and product/content improvements made from those suggestions

A network diagram of various social media icons connected by thin grey lines. The icons include Snapchat (yellow), Pinterest (red), X (teal), Share (orange), S (blue), YouTube (red), Instagram (blue), S (blue), YouTube (red), in (blue), t (dark blue), a speech bubble (blue), v (blue), Bē (blue), a thumbs up (blue), and a sailboat (dark green). A central white box with a black border contains the text "CHOOSE THE RIGHT PLATFORMS FOR YOUR NICHE TO ACHIEVE GOALS".

**CHOOSE THE RIGHT PLATFORMS FOR
YOUR NICHE TO ACHIEVE GOALS**

Facebook



Instagram



LinkedIn



Twitter



Youtube



Google plus



Pinterest



WhatsApp



Skype



Wechat



Snapchat





1. Establish SMART social media goals

2. Audit your social media presence

3. Develop a content strategy

4. Measure your progress

5. Refine your strategy

Aligning Social Goals to Business Goals

Business Goals	Social Goals
Brand Awareness	Reach
Word of Mouth	Shares, Retweets
Leads	Actions
Sales	Conversion

ESTABLISH SMART SOCIAL MEDIA GOALS

- Input your social media goals

PRO TIPS



- Make your goals specific, measurable, attainable, relevant and time based
- Avoid goals that focus just on vanity metrics like Likes and Followers



<Your Company's> Social Media Goals

MY SOCIAL MEDIA GOALS ARE:		
Goal #1:	Goal #2:	Goal #3:



**DEFINE YOUR
TARGET AUDIENCE:**
your customer
profiling

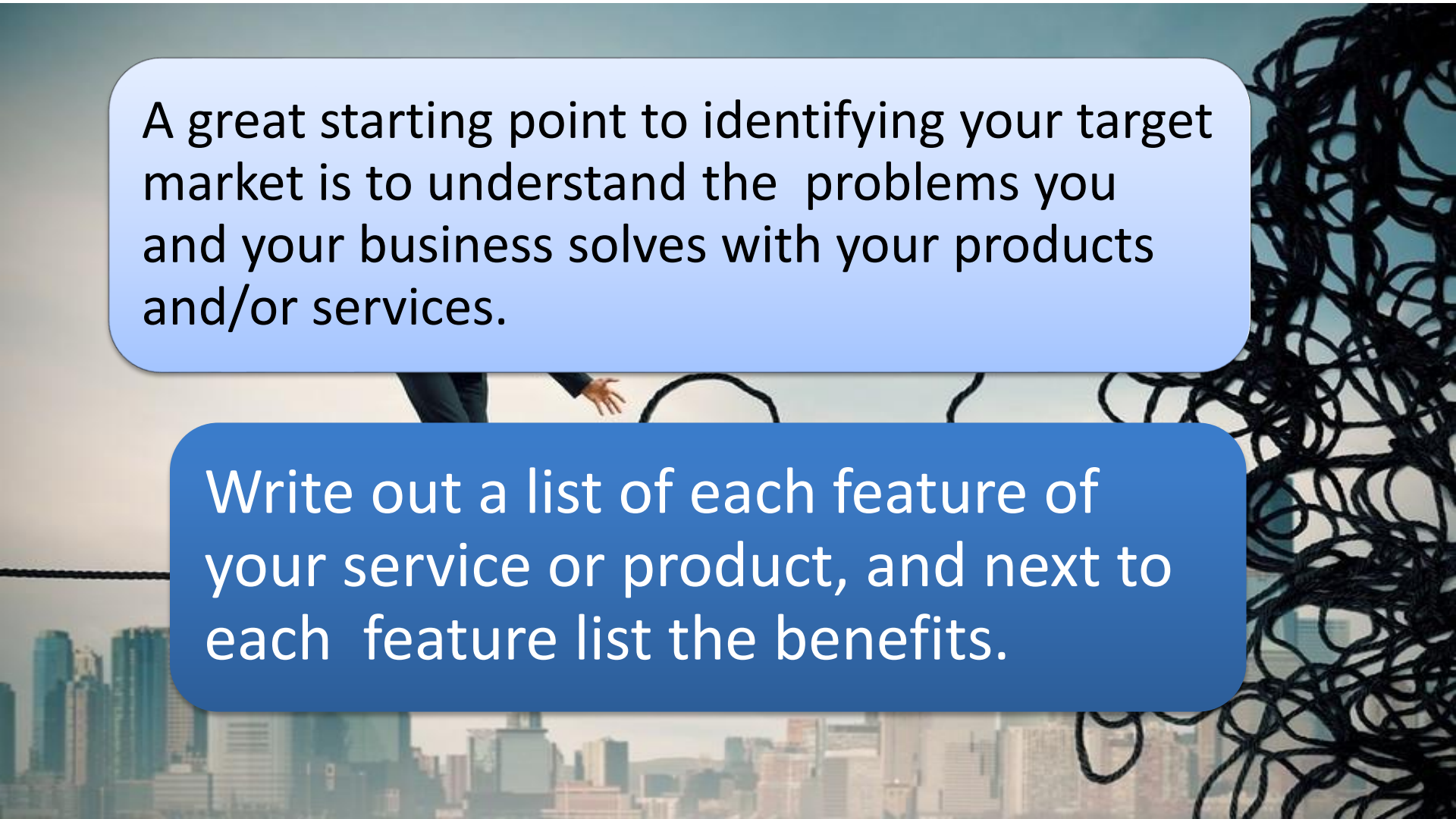


6 Steps to Identifying Your Target Market





STEP ONE: IDENTIFY THE PROBLEMS YOU SOLVE



A great starting point to identifying your target market is to understand the problems you and your business solves with your products and/or services.

Write out a list of each feature of your service or product, and next to each feature list the benefits.



Once you have a good idea of what problem your business solves, you can move on to start working out who is suffering from these problems.

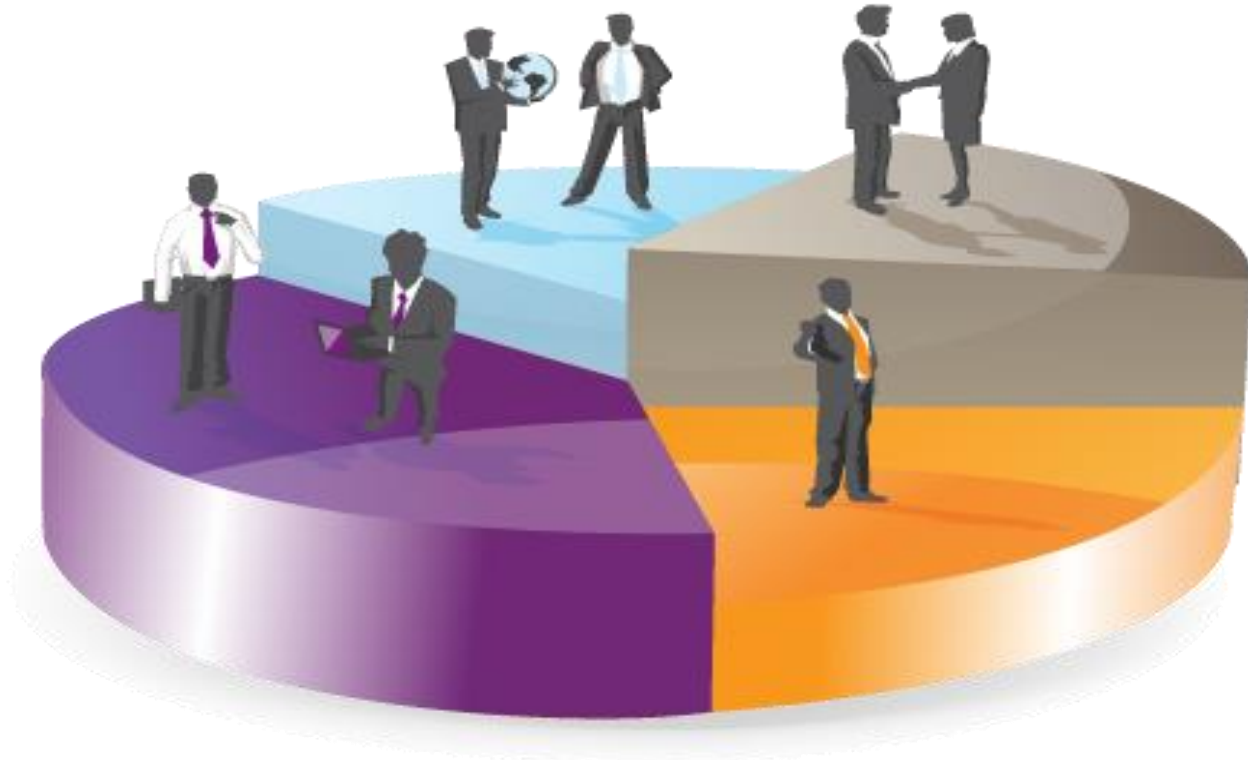
Step Two: Check
Out Your
Current
Customer Base




STEP THREE: RESEARCH THE COMPETITION



STEP FOUR: DECIDE ON SPECIFIC DEMOGRAPHICS TO TARGET



A person is seen from behind, standing on a dark surface and looking out over a vibrant, futuristic cityscape at night. The city is illuminated with various colors, including purple, blue, and yellow. Overlaid on the scene are several circular icons connected by lines, representing different aspects of technology and data. The icons include a smartphone, a cloud, a Wi-Fi symbol, a gear, a house, and a document. The overall atmosphere is one of high-tech innovation and digital connectivity.

Factors like age, gender, income level, education level, ethnic background, marital status , occupation are all important factors that will help you identify that key target market for your business.

Step Five: Take Account of Your Target Market's Psychographics.



Psychographics is the classification of people according to their attitudes or aspirations. These are the more personal characteristics like attitudes, values, hobbies, and behavior and they have a huge impact on identifying your target market.



What Are Psychographics?

Psychographics are kind of like demographics. Psychographic information might be your buyer's habits, hobbies, spending habits and values



Demographics explain “who” your buyer is, while psychographics explain “why” they buy.



You can only effectively reach your target audience when you understand both their demographics and psychographics. The combination of both sets of data starts to form your buyer persona – a detailed picture of the people you work with now, and would like to work with in the future.





Eg: Let's create a very basic buyer persona based upon what we know about the ideal customer for a nutritional counselor.

Demographic Information:

- Female
- Aged 45-65
- Married, with children
- Dealing with issues of weight gain, diabetes lack of energy or hormonal imbalance
- Household income \$100K+



Psychographic Information:

- Concerned with health and appearance
- Wants a healthy lifestyle, but doesn't have much time
- Enjoys going online in the evenings
- Big fan of Pinterest
- Tends to favor quality over economy
- Finds fulfillment in her career and family
- Values time with a small group of friends



Audit Your Social Presence

- Inventory all profiles representing your company
- Search and note all official and unofficial pages representing your company including fan pages, rogue employee accounts and poser accounts



Survey Your Target Audience

- Tally results about your audience on the next slide



- Distribute audience surveys in-store, via email and on social media
- Consider offering an incentive for completion of the survey like a discount

Survey of <Your Company's> Target Audience

# of Respondents	Average Age	% Male	% Female	% on Facebook	% on Twitter	% on LinkedIn	% on Other

Know Your Competition

- **Investigate what your company's competition is doing on social media and track observations on the next slide**

- Compare your competitors' social footprint and content against yours

- Look at what type of content they are creating and sharing, how often and what influencers they are interacting with

Pro Tips



TAKE ACTION POST AUDIT

- Make recommendations to optimize your company's social presence



Social Media for Small Businesses

As a small business you have a limited amount of resources. Don't spread yourself thin trying to make an appearance on all the social networks out there. Find your audience, match your brand and pick the best fit(s).



Facebook

A central hub for brand news, users can create a fan page to share pictures, status updates and events.

Offers an easy way for brands to engage with users and comment on activity or updates.



Twitter

A microblogging service, twitter lets users send 140-character updates.

Great for news and customer questions – the fastest way to share and engage with consumers in real time



Pinterest

A social bookmarking site where users collect and share photos of their favorite events, interests and hobbies.

The third largest social networking site, Pinterest helps spread visual content quickly.



LinkedIn

A professional network that lets users connect with top industry influencers.

A great place to find likeminded professionals, discuss trends, search job boards and network.



YouTube

The go-to site for video on the web.

Dominated by user generated content, video clips, musical artists and micro bloggers, youtube emphasizes "channels" for branded content.



Instagram

A mobile photo sharing app which lets users share on Twitter, Facebook, Tumblr and Flickr.

Recently introduced brand promoted posts.

SOCIAL AUDIT LEARNING'S

I will consider consolidating the following accounts to simplify our social presence:

The gaps in our social presence based on audience survey and competitor analysis are:

Key takeaways learned from competition that I can apply to our company are:



DEVELOP YOUR CONTENT STRATEGY

Develop <Your Company's> Content Strategy

The type of original content that we will create and post is:

The type of content we will share is:

We will post to the following channels this frequently: X channels / X times a day



Develop <Your Company's> Content Strategy

4. The different audiences that we need to tailor content to are:



Measure Your Progress

- **Use analytics tools to see how your content is performing and track**
 - Examine data that measures progress towards reaching your goals
 - Use the following go-to tools: Hootsuite Analytics (advanced analytics & custom reports), Facebook Insights & Google Analytics (who, when and how many people are viewing and interacting)

Pro Tips



Refine Your Strategy



<Your Company's> Learning's

What worked well?

What didn't work well?



<Your Company's> Learning's

3. Our new goals for the next period/quarter are:

Goal #1:

Goal #2:

Goal #3:

4. Changes we will make to our strategy based on learning's are:

SOCIAL MEDIA MANAGEMENT



Facebook

Gmail



Instagram



An illustration of three diverse business professionals standing in a circle. On the left is a man with dark hair and glasses, wearing a grey suit jacket and a white shirt. In the center is a woman with dark hair in a bun, wearing a blue top and a white collar. On the right is a woman with dark hair, wearing a grey suit jacket and a white shirt. The background is a light blue circle with a white border.

YOUR SOCIAL MEDIA MANAGER

YOUR SOCIAL MEDIA TEAM





Social Media Manager

Social Media Team Manager



Set Up Master



Researcher



Engager



Designer



Writer



Monitor

SET UP MASTER AND DESIGNER

Social media accounts and settings
Graphical requirements



**Researcher does
research on your
company, brand
and products for
your Target
Market**



RESEARCHER



WRITER

Write about your business and fills up the information required in your social media accounts by targeting your market.

The background is a dark blue field filled with various social media icons and emojis. These include blue circles with white thumbs-up icons (likes), red circles with white hearts, yellow circles with various facial expressions (surprised, laughing, sad, angry), and white hearts on red circles. The icons are scattered across the entire frame.

ENGAGER

The engager and monitor main job function is to seek out targeted prospects to make “friend”, “ follow”, “ Likes”, etc.

MONITOR

Monitor carefully watch the entire activity in social media

Respond to the Tweets, Fan Wall Posting etc.

Address the Negative comments

Alert and Report to the Social Team Manager

SOCIAL MEDIA TEAM MANAGER

This would be the
business owner or some
one you appoint to
manage the 3 types of
workers.





Social Media Team Manager

To ensure that your social media objectives are met and everything is properly set up and run in the months ahead.

SMTM will check the progress, answer questions from his workers, provide instructions to them on what to do and more.





SMTM – MARKETING DEPARTMENT

SMTM must closely work with your marketing department to ensure social media team's activities meet the objectives set.



Social Media Manager



Set Up Master



Researcher



Engager



Designer



Writer



Monitor



An illustration of a man with brown hair, wearing a blue shirt, looking upwards with a slight smile. He is holding a smartphone in his left hand. Surrounding him are several social media icons: Instagram, YouTube, Facebook, Twitter, and a purple and green checkmark icon. The background is a solid light green color.

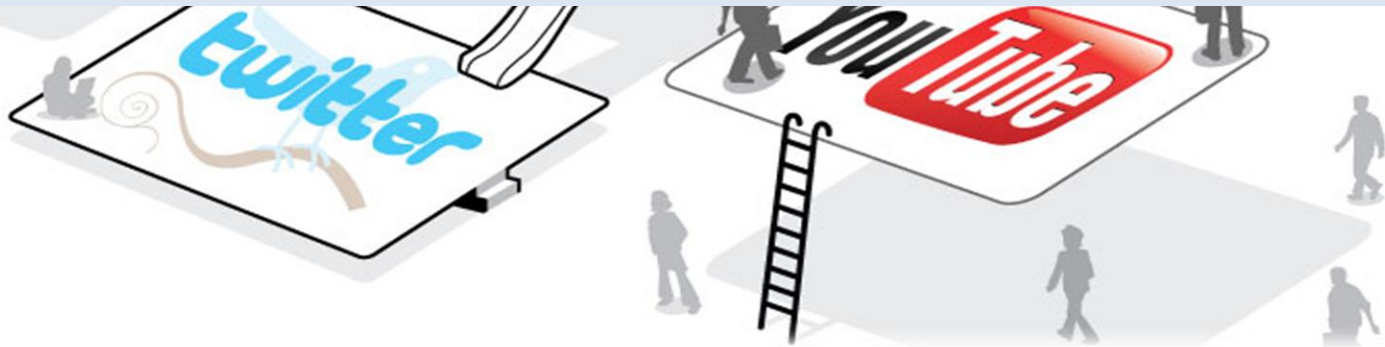
SOCIAL MEDIA OPTIMIZATION

An illustration depicting social media optimization. It features four large, tilted rectangular platforms representing social media sites: Flickr (top left), Facebook (top right), Twitter (bottom left), and YouTube (bottom right). Each platform has silhouettes of people interacting with it, such as climbing ladders, standing on top, or using tools like a magnifying glass. The central text is overlaid on a light blue rectangular background.

WHAT IS SOCIAL MEDIA OPTIMIZATION?



SMO (social media optimization) is a set of methods to generate traffic and publicity through use of social media platforms





Internet marketers and small and medium enterprises have used Social Media very often to reach out to their pool of buyers, expand their marketing presence and get in more traffic

The background of the image is a dense field of red, heart-shaped buttons, similar to those found on a social media platform. Each button has a white number on it, representing a count or value. The numbers are scattered and partially obscured by the overlapping nature of the buttons. The overall color scheme is dominated by red, with the text boxes providing contrasting colors of green, teal, and purple.

Conventional Traffic Methods

Vs.

Social Media Traffic

Conventional Traffic Methods

Conventional Traffic Methods are PPC, Email marketing, Affiliate marketing etc.

These traffic methods are usually sales oriented.

SOCIAL MEDIA TRAFFIC

Social Media Traffic focuses on Consumer to Consumer Communication and endorsement.

Social Media free to use yet network leverage potentially limitless.



If you are just starting your venture with limited budget

You don't have a lot of money to spend on traffic



**You don't want to use
slow ways of getting
traffic like SEO**

**You don't have the
money to spend on
Pay Per Click**

**SOCIAL
MEDIA IS
THE BEST
WAY FOR
YOU!**



The background of the entire image is a dense pattern of red hearts. Each heart contains a white number, such as 50, 108, 135, 500, 400, 00, 5, and 3. The hearts are scattered and overlap, creating a textured, vibrant background.

There's nothing stopping you from using Social Media Traffic Methods because

It improves your Search Engine Ranking

There is no better way to tap into a pool of buyers instantly and more targeted than using social media traffic methods



EFFECTIVE WAY OF USING SOCIAL MEDIA

State your
Social Media
Objectives

Social Media
Strategies

Social Media
Marketing

Social Media
Management



OUR SOCIAL MEDIA OBJECTIVES

Increase leads
to our
websites/stores.

Branding
/awareness.

Customer
support.



OUR SOCIAL MEDIA OBJECTIVES

Customer retention.

Monitoring.

Crisis Management.



INCREASE LEADS

Create high quality content.

Treat everyone like an individual.

Invite people to your website and retail location.

The background features a light-colored map grid with various social media icons connected by dashed lines. The icons include a red speech bubble, a green globe, a yellow shopping cart, a blue '@' symbol, a blue smartphone, a red phone receiver, a yellow envelope, a blue thumbs up, a pink camera, and a yellow speech bubble.

INCREASE LEADS

Maximize your posts by tracking the best times to post on various social media sites.



BRANDING

Capitalize on Major Events and Holidays

Crowd source for New Feature/Product Ideas

Show Your Fans The Fun

BRANDING

Follow the 70/20/10 Rule

Post Consistently

Respond To Everyone

Most Who Use Social Media For Customer Service Expect A Very Quick Response

“In general, how soon after you contact a brand, product or company on social media do you expect to receive a response?”



CUSTOMER SUPPORT

CARE AND HONESTY



CUSTOMER RETENTION

Engage your customers and turn a negative into a positive

Admit an error and rectify it by offering a value added incentive



skype™

facebook.

twitter

MONITORING

51%

want to talk about
companies in social media
without them listening...

43%

think listening
in social media
intrudes on privacy





HARNESS YOUR EMPATHY



CRISIS MANAGEMENT

Social media and the online world play an undeniable role in organizational crises and issues these days.



KitchenAid

@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics



KitchenAid @KitchenAidUSA

11h

@Mashable My name is Cynthia Soledad, and I'm the head of KitchenAid. I'd like to talk on record about what happened. Please DM me. Thanks.

Expand



KitchenAid @KitchenAidUSA

11h

That said, I take full responsibility for my team. Thank you for hearing me out.

Expand



KitchenAid @KitchenAidUSA

12h

It was carelessly sent in error by a member of our Twitter team who, needless to say, won't be tweeting for us anymore.

Expand



KitchenAid @KitchenAidUSA

12h

I would like to personally apologize to President @BarackObama, his family and everyone on Twitter for the offensive tweet sent earlier.

Expand



KitchenAid @KitchenAidUSA

12h

Hello, everyone. My name is Cynthia Soledad, and I am the head of the KitchenAid brand.

Expand



KitchenAid @KitchenAidUSA

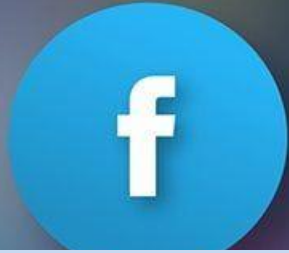
14h

Deepest apologies for an irresponsible tweet that is in no way a representation of the brand's opinion. #nbcpolitics

Expand

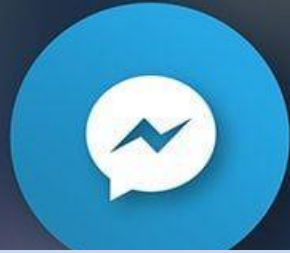
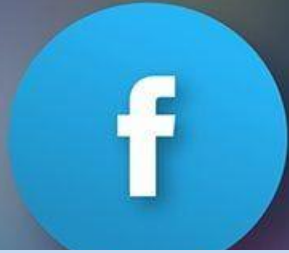


SOCIAL MEDIA & SOCIAL MEDIA MARKETING (SMM)

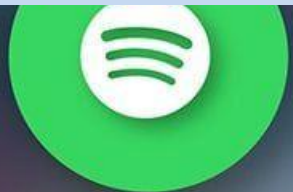


Social media comprises of websites and applications that enable users to create and share content or to participate in social networking.





Social media simply means media that enables us to talk to our prospects even as we are using them to promote our product.



WHAT IS SMM

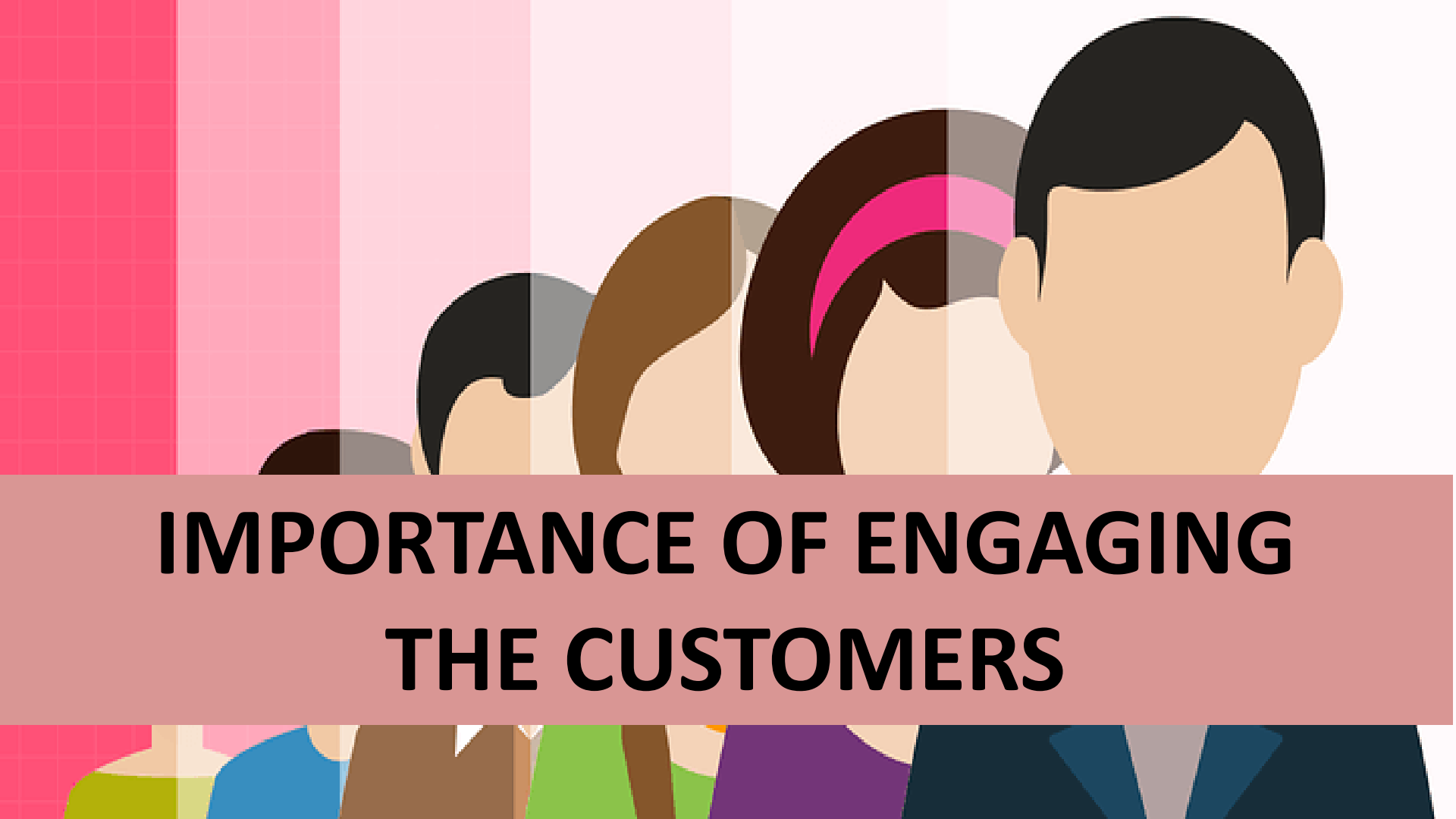
Social media marketing (SMM) uses social media portals to positively influence consumers toward a website, company, brand, product, service or a person.

Typically, the end goal of social media marketing is a “conversion”, such as the purchase of a product, subscription to a service, registration in an online community or some other desirable consumer action.





In traditional media like TV ads, newspaper ads, we just broadcast our messages but in social media we are engaging in conversation with our prospects.

The image features a stylized illustration of a diverse group of people's heads and shoulders, arranged in a line from left to right. The individuals have various hair colors (black, brown, dark brown with a pink streak) and are wearing different colored clothing (green, blue, brown, purple, dark blue). The background consists of vertical stripes in shades of pink and red. A semi-transparent pink banner is overlaid across the middle of the image, containing the text.

IMPORTANCE OF ENGAGING THE CUSTOMERS



MEDIA

INTERNET

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

TOTAL MEDIA DOMINATION

Both traditional media & social media have their strengths.

To dominate our niche industry we have to combine traditional media & social media.

THE INTERNET IS SOCIAL



When INTERNET went mainstream, right from that time we had tools that enabled us to socialise with each other online .

TOOLS FOR SMM CAMPAIGNS



Email

Discussion forums

Instant messaging
systems

E.g. : We chat,
WhatsApp

Social media
networks (twitter,
blogs, Facebook ,
LinkedIn etc.)



3 KEYS TO SUCCEED WITH SOCIAL MEDIA

**Befriending/
Following.**

**Regular
Updating.**

**Regular
engagement.**

BEFRIENDING/ FOLLOWING

A smartphone is shown at the bottom of the frame, with a variety of glowing social media and communication icons floating above it. These icons include speech bubbles, a game controller, a download arrow, a music note, a globe, and a coffee cup. The background is a blurred city street at night with bokeh light effects.

Our “status” on social networks is determined by how many friends, followers or connections we have.

Regular Updating





I will constantly update my website with new internet marketing strategies and monitor webpages / accounts that were created.

REGULAR ENGAGEMENT

WE ENGAGE WITH OUR PROSPECTS IN TWO WAYS :

- We comment on other user's updates.
- We respond to a comment on our update .

“OUR” Social Media Accounts

FACEBOOK FAN PAGE(BUSINESS)





Twitter
for Business

You  **Tube**

for business



BLOG (BUSINESS)

MAILING LIST (BUSINESS)

LINKED IN

THE MYTHS OF SOCIAL MEDIA MARKETING





SOCIAL MEDIA IS JUST A FAD

**Social
Media
is Free**



**There is No
Return in
Social Media
Marketing**



Social Media is Just for the Younger Generation



**Social Media
Marketing is
Too Time-
Consuming**



Social Media Marketing is New



SOCIAL MEDIA EXPLAINED

- | | |
|-------------|---|
| TWITTER | I'M EATING A #DONUT |
| FACEBOOK | I LIKE DONUTS |
| FOUR SQUARE | THIS IS WHERE
I EAT DONUTS |
| INSTAGRAM | HERE'S A VINTAGE
PHOTO OF MY DONUT |
| YOU TUBE | HERE I AM EATING A DONUT |
| LINKED IN | MY SKILLS INCLUDE DONUT EATING |
| PINTEREST | HERE'S A DONUT RECIPE |
| LAST FM | NOW LISTENING TO "DONUTS" |
| G+ | I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS. |



HOW TO GET MORE LEADS ON SOCIAL MEDIA: **7 EFFECTIVE TACTICS**



Social media lead generation is part of every marketer's strategy—whether they know it or not.





For marketers ready to move beyond brand awareness and engagement, social media lead generation is a good next step.



Collecting leads on social media

LEADS »»

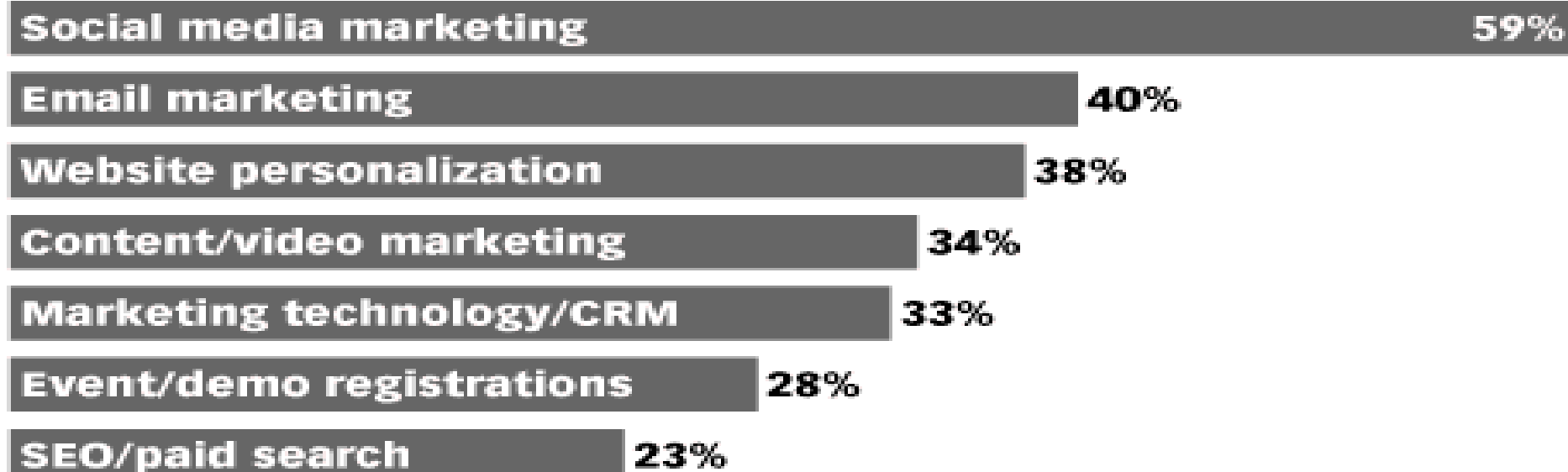
*will help you find people
interested in your company.*

**More importantly,
these leads will help
you keep in touch
with potential
customers**



What Are the Most Effective Tactics Used for Improving Lead Generation Quality According to Marketers Worldwide?

% of respondents, Aug 2019



Source: Ascend2, "Strategies, Tactics and Trends for Lead Generation Quality," Aug 26, 2019

LEADS



**WHAT IS A SOCIAL MEDIA
LEAD?**

A hand in a white shirt and red tie points towards the word 'LEADS'. The background is a blurred office scene. Overlaid on the image is a white network diagram consisting of interconnected hexagons and circles. One hexagon contains an envelope icon, another contains a calendar icon with the number '12', and a third contains a magnifying glass icon. The overall color scheme transitions from blue on the left to orange on the right.


LEADS

A lead is any information someone shares that you can use to follow up with them.


A hand in a white shirt and red tie points towards the word "LEADS". The background is a blurred office scene. Overlaid on the image is a white network diagram consisting of interconnected hexagons and lines. One hexagon contains an envelope icon, another contains a calendar icon with the number "12", and a third contains a magnifying glass icon. The word "LEADS" is written in large, bold, white capital letters across the center of the image.

LEADS

That includes names, email addresses, occupations, employers, or any other information that a social media user shares with you.

A 3D rendered scene with a blue background. In the foreground, a large red cylindrical object is partially visible, with the words 'LEAD' and 'GEN' written in white, bold, sans-serif capital letters on its top surface. In the center, a semi-transparent pink rectangular box contains the text 'SOCIAL MEDIA LEAD GENERATION' in bold, black, sans-serif capital letters. In the background, a crowd of stylized, metallic-looking human figures is gathered, some appearing to be in motion or interacting. The overall aesthetic is modern and digital.

SOCIAL MEDIA LEAD GENERATION



Put simply, social media lead generation is any activity undertaken on social to collect new leads.



SOCIAL MEDIA LEAD NURTURING




Once a social media lead is generated, good marketers will nurture their leads. This includes taking them through the customer journey, or as marketers would say: through the sales funnel.






SOCIAL MEDIA LEAD CONVERTING





The final stage of collecting social media leads is converting. This is the process of turning potential customers into paying customers.



WHAT'S A **QUALITY** SOCIAL MEDIA LEAD?

LEAD

CUSTOMER



Generally speaking, a quality lead will include useful information and clear signs of intent engage with your business.





It's worthwhile to remember that when it comes to generating social media leads, quality often matters more than quantity.

Tactics for Achieving Lead Generation vs. Lead Nurturing Strategies According to B2B Marketers Worldwide, July 2019

% of respondents

Email marketing



Content or video marketing



Search engine optimization



Event or demo registrations



Social media marketing



Paid search or display ads



Web personalization



■ Lead generation

■ Lead nurturing

Source: LeadCrunch, "B2B Perspective on Generating and Nurturing Leads to Create Demand" conducted by Ascend2, Aug 26, 2019



What is the best social media platform for generating leads?





The best platform for generating leads is the platform your customers use.

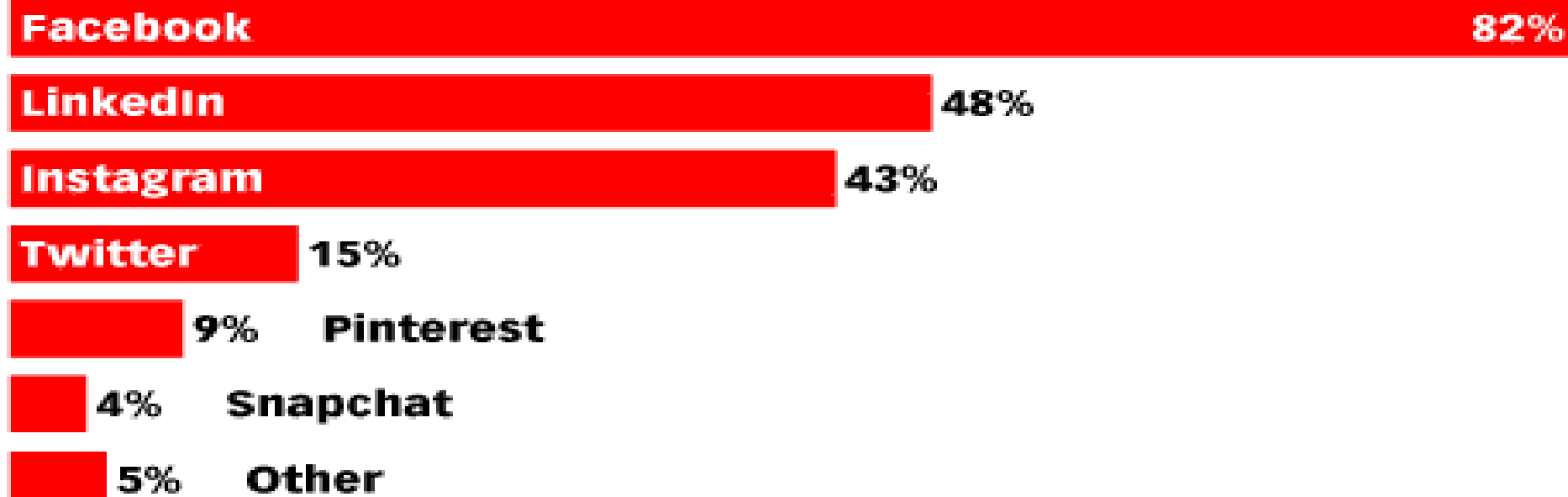




That said, most agree that Facebook is the best site for social media lead generation.

Best Social Media Platforms for Lead Generation According to US B2B Marketers , Sep 2019

% of respondents



Source: Social Media Today and Sharpspring, "State of Social Lead Generation," Nov 4, 2019



For starters, more than 2.45 billion people use Facebook every month—making it the social media platform with the largest population.



Facebook also offers some of the sharpest tools to collect leads on its platform.



Before starting a social media lead campaign, make sure you are familiar with the demographics of the different platforms.

SOCIAL MEDIA

Demographics 2020





Facebook

MONTHLY ACTIVE USERS

2.44 billion

AGE*

25-29

GENDER**

75 % Women

63 % Men

TOP COUNTRY***

India



YouTube

MONTHLY ACTIVE USERS

2 billion

AGE*

15-25

GENDER**

68 % Women

78 % Men

TOP COUNTRY***

U.S.



Instagram

MONTHLY ACTIVE USERS

1 billion

AGE*

18-24

GENDER**

43 % Women
31 % Men

TOP COUNTRY***

U.S.



Twitter

MONTHLY ACTIVE USERS

330 million

AGE*

18-24

GENDER**

21 % Women
24 % Men

TOP COUNTRY***

U.S.



LinkedIn

MONTHLY ACTIVE USERS

303 million

AGE*

25-29

GENDER**

24 % Women
29 % Men

TOP COUNTRY***

U.S.



Snapchat

MONTHLY ACTIVE USERS

210 million (daily****)

AGE*

18-24

GENDER**

24 % Women
24 % Men

TOP COUNTRY***

U.S.



HOW TO GET MORE LEADS ON SOCIAL MEDIA



1. OPTIMIZE YOUR PROFILE





Before you plan your next social media lead campaign, make sure everything is in place for you to collect leads organically.

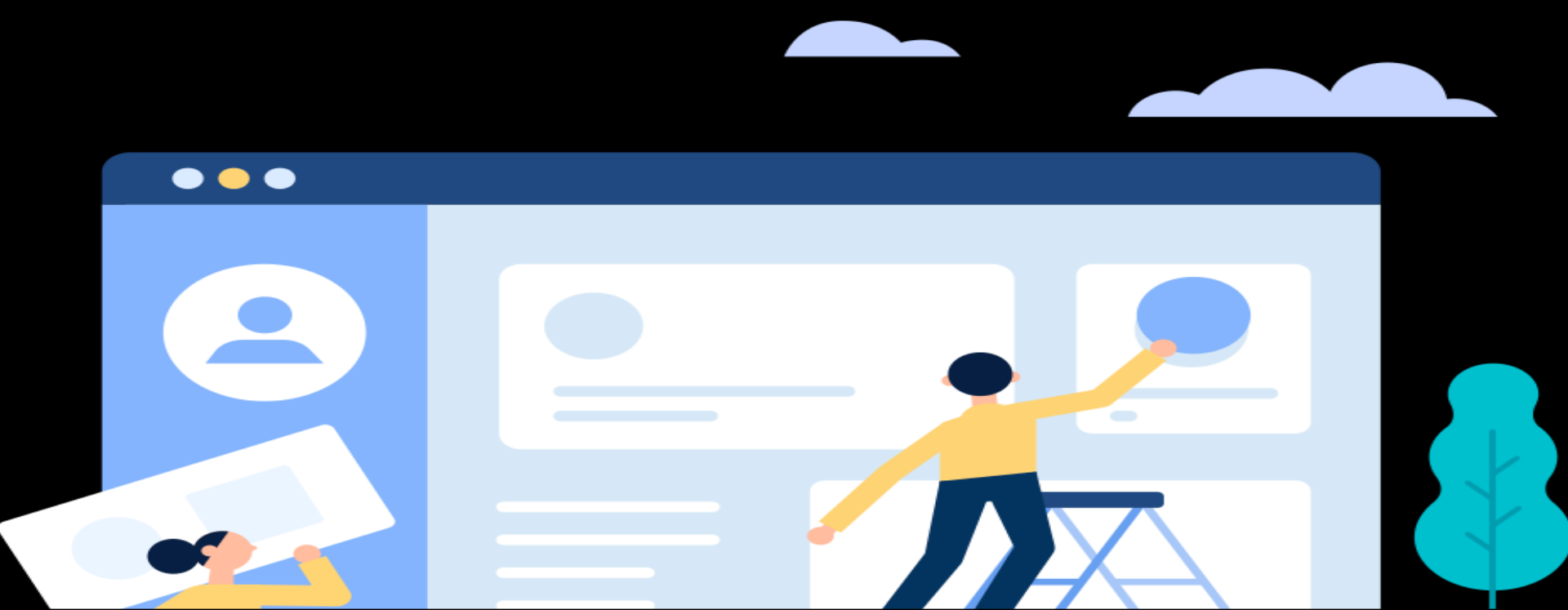




Your profile should provide the means for customers to contact you, sign up for your newsletter, shop, and more.



**PROVIDE CONTACT
INFORMATION**



CREATE CALL-TO-ACTION BUTTONS

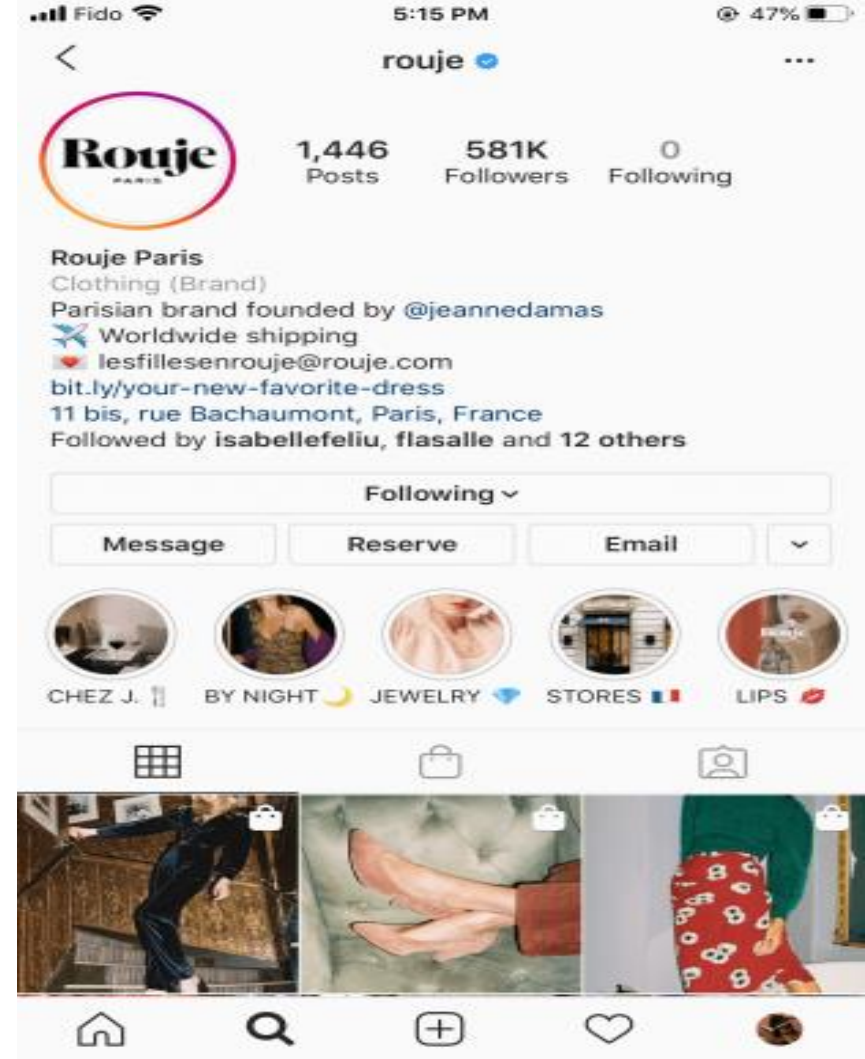




If you're looking for appointment, restaurant, or consultation bookings, add Book, Reserve, or Get Tickets action buttons to your Instagram or Facebook profiles.



**Add a link
to your bio**



2. CREATE CLICKABLE CONTENT



**Remember, everyone on
social media**

ATTENTION.

is competing for attention.



With click-worthy content, you'll want to make sure people have a place to click.





Wherever possible, make sure each post has a clear link and tempting call-to-action.





**Here are some more clickable options
available across different platforms:**





**TAG PRODUCTS IN YOUR
FACEBOOK SHOP**



**SWIPE UP ON
INSTAGRAM
STORIES**



Shoppable Instagram posts and stories



**Shop the Look Pins on
Pinterest**

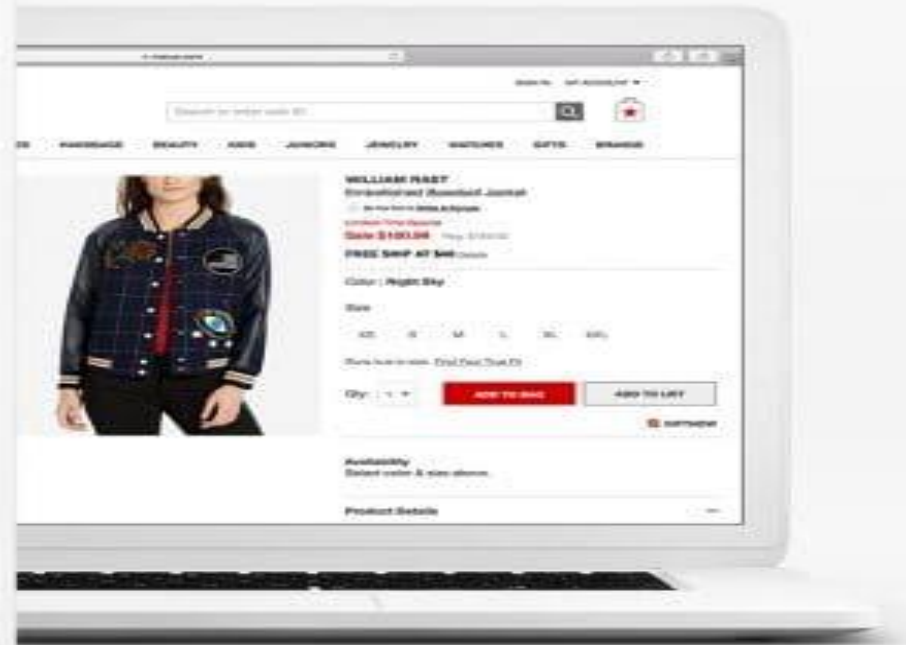
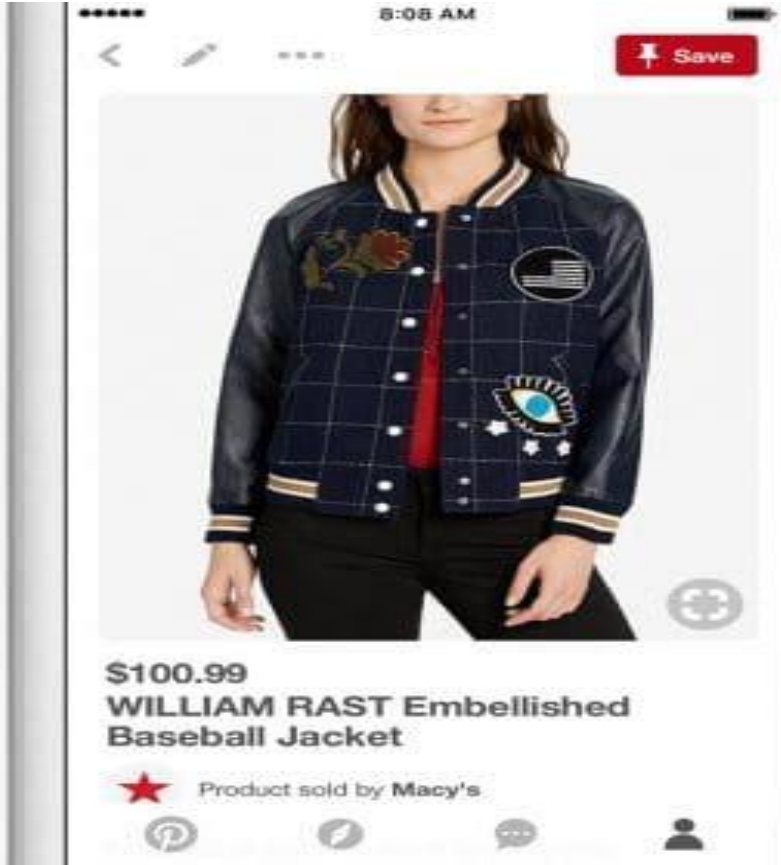
YouTube Cards



YouTube

and end screens

3. Design user-friendly landing pages





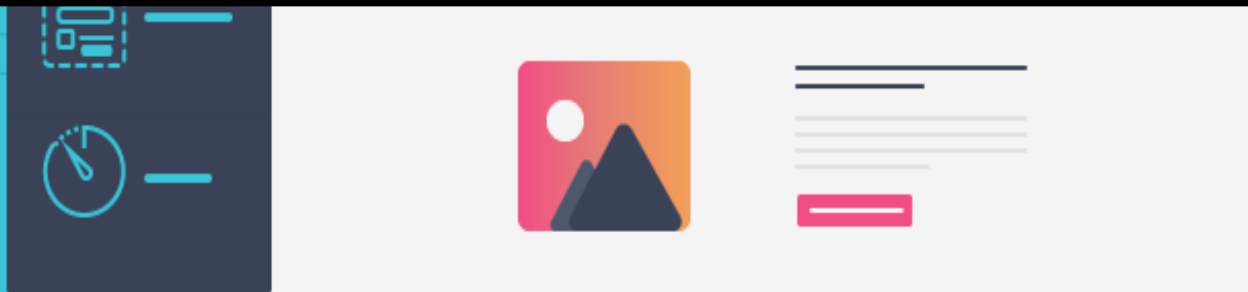
If you've convinced someone to click on your link, don't disappoint them with a sloppy landing page.



**For starters, the landing page
must be relevant.**



If someone is expecting to find a certain product or specific information when they click on your link, it better be there.

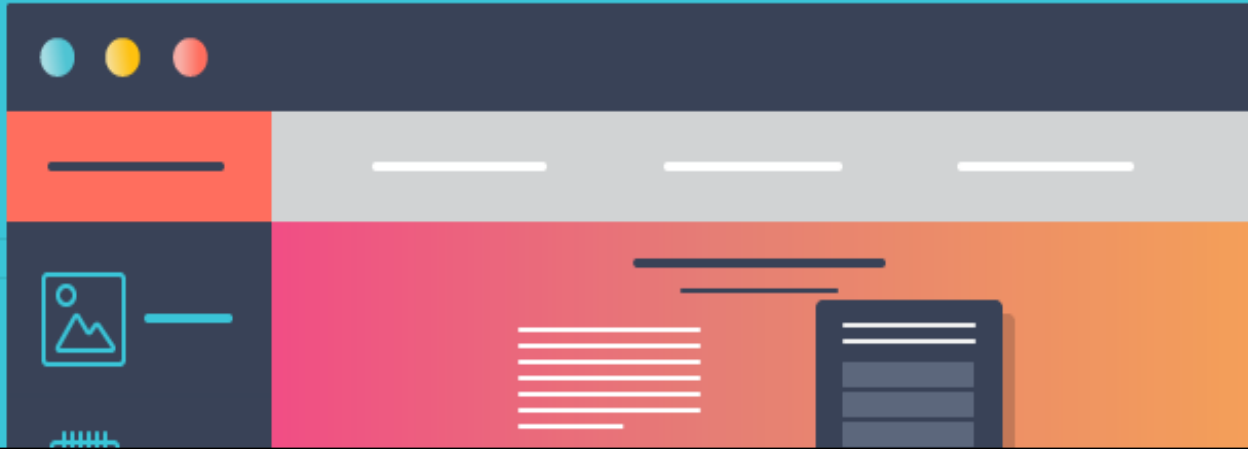




Without the corresponding content, it's easier for someone to close a window or forget why they clicked in the first place.



A good landing page will be visually seamless and easily scannable. It should provide users with a clear path, and attempt to be as personal as possible.



If your landing page involves a form, keep it simple. Each question you add reduces the odds of someone finishing it.



4. USE SOCIAL LEAD ADS

When you've exhausted organic lead collection measures, or if you would like to boost those efforts, there's social lead ads.



Facebook Lead Ads






Facebook offers a specific lead ad format for marketers.



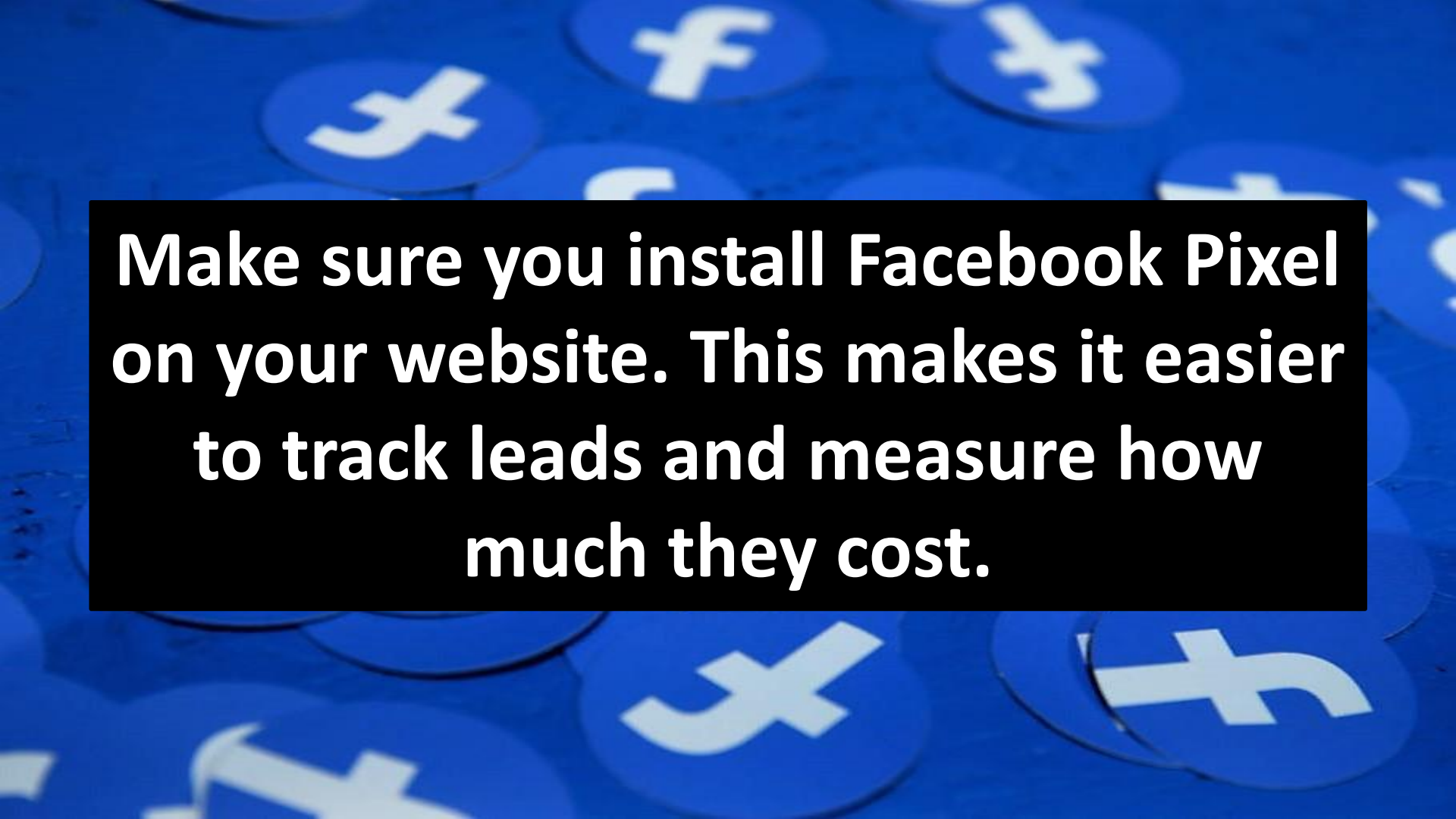
Lead ads on Facebook are basically promoted forms.



Leads collected by these ads can be synced directly to your customer management system or downloaded so your sales team can follow up as needed.



Facebook's retargeting tools are especially handy when it comes to lead nurturing.



Make sure you install Facebook Pixel on your website. This makes it easier to track leads and measure how much they cost.




INSTAGRAM LEAD ADS



Much like Facebook, Instagram offers lead ads designed to help marketers collect information.

A black smartphone is shown at an angle, displaying the Instagram logo on its screen. The logo consists of a white camera outline with a purple-to-pink gradient. The phone is set against a background of yellow and orange geometric shapes. A black rectangular box is overlaid on the phone's screen, containing white text.

Like Facebook, Instagram offers the option to partially pre-fill forms.



Email address, full name, phone number, and gender sections can all be pre-completed in these ads.

LinkedIn Lead Gen Forms





LinkedIn also offers an ad format just for lead generation, which it calls Lead Gen Forms.



These ads are now available as Message Ads and Sponsored InMail on the platform.



The average conversion rate on a LinkedIn Lead Gen Form is 13%.





That's high considering a typical website conversion rate is 2.35%, according to Wordstream.






LinkedIn Dynamic Ads also feature direct call-to-actions that can help generate leads.




A large red rounded rectangle with a white play button icon in the center. The play button is a white triangle pointing to the right, centered within a white square. The text is overlaid on a black horizontal bar that spans across the middle of the play button.


**YOUTUBE TRUEVIEW FOR
ACTION ADS**

The image features a large red rounded rectangle with a white play button icon in the center. The play button is composed of two white triangles pointing towards each other, forming a central square. Below the play button, there is a black rectangular box containing white text.

This format on YouTube is designed to help advertisers drive a specific action— including generating leads.



These ads have prominent call-to-action buttons that can link to a site of your choice.

The image features a large red rounded rectangle with a white play button icon in the center. The play button is a white triangle pointing to the right, with a vertical bar in the middle. A black horizontal bar is positioned across the middle of the red rectangle, containing white text.

When creating these ads, simply select
“Leads” as your goal.



Other sites, such as Pinterest and Twitter, don't have specific formats for lead ads per se.



However, both platforms offer ad options that can boost social media lead generation.

An illustration of a person in a teal shirt and dark pants, jumping joyfully with one arm raised holding a large golden trophy. The background is light blue with diagonal rays and falling confetti. The text '5. OFFER THE RIGHT INCENTIVE' is overlaid in the center.

**5. OFFER THE RIGHT
INCENTIVE**



INCENTIVE

Depending on the type of lead you're looking to collect, there are different incentives you can offer to sweeten the deal.

Contests or sweepstakes



Holding a social media contest is a great way to collect leads. For entry, ask participants to share whatever information you'd like to learn.

DISCOUNT CODE






Many brands offer customers a discount code in exchange for a newsletter sign-up.




If you plan to offer one, have a strategy in place for not just generating leads, but also nurturing and converting them.

Gated content





Depending on your industry, gated content such as whitepapers, invite-only webinars, or even access to private Facebook Groups make for compelling incentives.





A recent study by Demand Gen Report asked US marketers to rate tactics that drive the best results for lead nurturing. Here are the results:

Webinars 35%

Email newsletters 29%

Thought leadership articles 28%

Whitepapers 26%

Customer content (case studies, reviews, etc.) 25%

Sales emails 21%



Contests, discount codes, and exclusive content are great rewards. But remember, you should have a good reason to collect customer information.

The background is a vibrant red with various abstract geometric elements. There are several circles, some with diagonal hatching, and some with solid colors like purple and orange. There are also several elongated, rounded rectangular shapes in shades of orange and purple. The overall aesthetic is modern and dynamic.

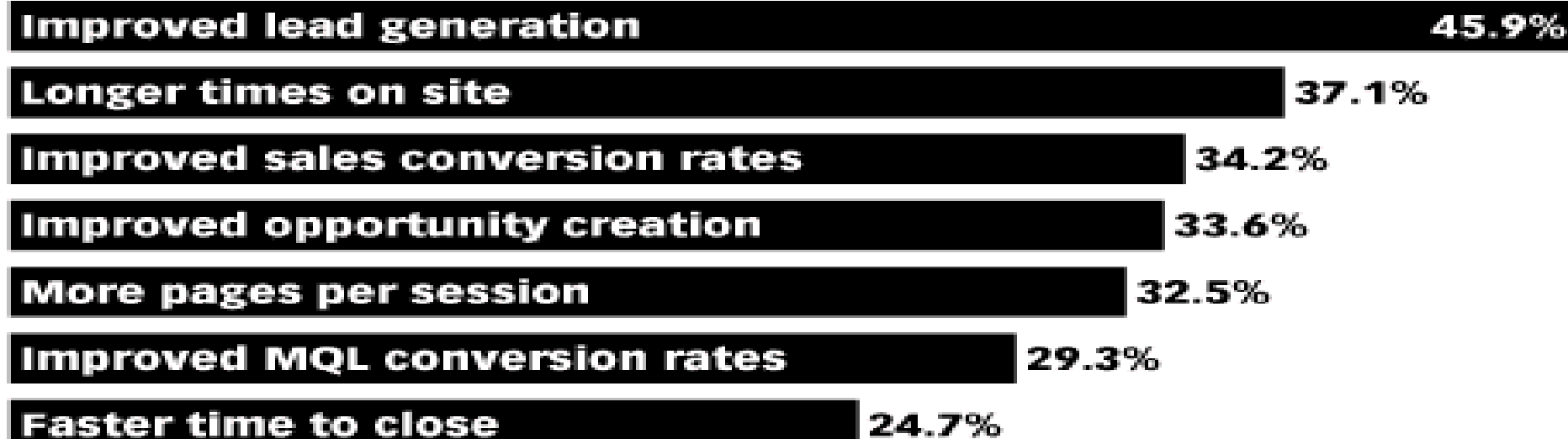
6. PERSONALIZE YOUR OFFER

A little personalization can go a long way, especially when it comes to social media lead generation.



What Effect Does Content Personalization Have on Marketing Performance According to B2B Marketing Leaders Worldwide?

% of respondents, June 2019



Source: Heinz Marketing and Uberflip, "The New Marketing Standard: How Today's Successful B2B Marketers Accelerate the Buyer's Journey with Content," Aug 19, 2019

Another study found that most marketers are putting personalization first when it comes to improving the quality of leads.



But that doesn't make it easy: 44% of respondents peg personalization as a challenge.



Objectives vs. Challenges to Generating Higher Quality Leads for Companies Worldwide, Aug 2019

% of respondents

Improving the personalization of marketing efforts



Improving content & content engagement



Improving data management tools/platform



Improving third-party lead sources



Improving lead quality metrics used



Improving the data cleaning process




Improving AI and prediction technology



■ Objectives

■ Challenges


Source: Ascend2, "Strategies, Tactics and Trends for Lead Generation Quality," Aug 26, 2019




But that doesn't make it easy: 44% of respondents peg personalization as a challenge.



Take advantage of the targeting tools available on Facebook, LinkedIn and other platforms to reach the right audience.



Run separate campaigns for different audiences so you can tailor your message accordingly.





According to LinkedIn, ads that directly address someone have a 19% higher click-through rate and 53% higher conversion rate than ads that don't.

The inbox is another good place for personalization. Whether you create a Facebook Messenger Bot or a LinkedIn InMail campaign, make the information you already have count.

Ad ...

Get the latest jobs and industry news by joining us on LinkedIn





Theresa, explore opportunities from Golden Phase

[Follow](#)

Ad ...

Get access to 100+ consultants worldwide



Donald, get the business advice that matters 24/7

[Request demo](#)

7. Measure and refine with analytics






If you're collecting social media leads, you need to be collecting analytics insights, too.



Set up goals in Google Analytics to track leads on your website.



This will allow you to monitor which social media platform is the best source for your business.



ONLINE: USER_A
08:54:30
VOICE FEES: NETWORK 152-38-75

PROFIT: Evolution

ANALYTICS DASHBOARD

SECURITY

PROJECT


MISSION

POWER: ON / OFF

TIME-DATE 00:38:29


Customers Satisfaction

Social analytics tools also allow you to identify the type of creative and messaging that performs best.



Use Hootsuite Inbox to engage with leads and respond to messages from all your social channels in one place.

Customers Satisfaction



You'll get full context around each message, so you can respond efficiently and focus on strengthening your relationships with potential customers.

GET STARTED

A string of nine colorful paper strips is hanging against a dark wooden background. Each strip is held in place by a small wooden clothespin. The strips are arranged to spell out the words 'THANK YOU' in a simple, hand-drawn font. The colors of the strips are: red for 'T', light blue for 'H', light green for 'A', light blue for 'N', yellow for 'K', light green for 'Y', yellow for 'O', and light green for 'U'.

THANK YOU