Social Media Marketing

DEMKT805

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Social Media Marketing

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Unit 01: Understanding Social Media Marketing

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Objectives

After studying this unit, you will be able to:

- Understand the social media concept.
- Explain the relevance of social media marketing.
- Describe "Social media influences, their types and role"
- Discuss the changing role of social media marketer.
- Understand and differentiate the importance of social media marketing and other marketing efforts.

Introduction

Social media in current digital era is the new and effective medium of communication. Social media usage has been exponentially increasing, as of April, 2023, there are 4.8 billion social media users worldwide and that amounts to 59.90 per cent of world's population. China has largest number of social media users followed by India and United States.

Social media refers to a collection of online platforms and applications that enable users to create, share, and interact with content in a virtual, social environment. These platforms facilitate communication, information sharing, and networking among individuals and communities across the internet. Social media has become an integral part of modern society, profoundly impacting the way people communicate, access news, and share their thoughts and experiences with others.

Some common characteristics and features of social media platforms include:
1. **User-generated content**: Users can create and share various types of content, such as text posts, images, videos, and links.
2. **Interactivity**: Social media encourages interaction among users through likes, comments, shares, and other engagement features.

3. **Profiles and connections**: Users typically have individual profiles that showcase their information and interests. They can connect with others by sending friend requests or following accounts.
4. **Real-time updates**: Social media platforms often provide real-time updates on content, ensuring users receive the latest information and trends.
5. **Public visibility**: Most social media content is publicly visible, allowing users to reach a broad audience.
6. **Hashtags and trends**: Hashtags are used to categorize content, and trending topics highlight popular discussions and events.
7. **Social networking**: Social media allows users to connect with friends, family, colleagues, and other individuals or groups with shared interests.

Some well-known social media platforms are Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, YouTube and others. Each platform caters to different types of content and audiences, and they continue to evolve as technology and user preferences change. Social media has had a significant impact on communication, marketing, activism, and various aspects of modern life.

1.1 Importance of Social Media

Social media has become an integral part of modern life, and its importance stems from various aspects that impact individuals, businesses, and society as a whole. Here are some key reasons why social media is important:

1. **Communication and Connectivity**: Social media enables people from all over the world to connect and communicate with one another instantly. It breaks down geographical barriers and allows individuals to maintain relationships, share experiences, and stay updated with friends, family, and colleagues.
2. **Information Sharing and News Dissemination**: Social media serves as a vital platform for spreading information and news rapidly. It allows users to stay informed about current events, trends, and developments in real-time, fostering a more informed global community.
3. **Networking and Professional Growth**: Platforms like LinkedIn have become essential tools for professionals seeking job opportunities, networking with peers, and building their personal brand.
4. **Business and Marketing**: Social media provides businesses with an effective and cost-efficient way to reach and engage with their target audience. It allows companies to build brand awareness, conduct market research, run advertising campaigns, and provide customer support.
5. **Education and Learning**: Social media can be utilized as a valuable educational tool, facilitating knowledge sharing and collaboration among students and educators. It can also offer access to online courses, tutorials, and resources for self-improvement and skill development.
6. **Social Movements and Activism:** Social media has played a significant role in promoting social causes, raising awareness about important issues, and mobilizing people for social and political change.
7. **Creativity and Expression**: Social media platforms empower users to showcase their creativity, talents, and ideas through various forms of content, such as videos, artwork, and written posts.
8. **Customer Feedback and Insights**: Businesses can gather valuable feedback and insights from customers through social media, helping them improve products and services based on user preferences and opinions.
9. **Entertainment and Leisure**: Social media offers a wide range of entertainment content, including videos, memes, and games, which users can enjoy during their leisure time.
10. **Influencing Public Opinion**: Social media has the power to shape public opinion and influence attitudes on various topics, making it a critical platform for public discourse and debate.

Further in the context of marketing, social media has become an indispensable tool in the marketing domain due to its significant impact on consumer behavior and its ability to reach a vast and

diverse audience. The relevance of social media in marketing can be summarized in several key points:

1. **Wide Reach and Audience Targeting**: Social media platforms have billions of active users worldwide, making them an ideal channel to reach a broad audience. Additionally, these platforms offer sophisticated targeting options, allowing marketers to tailor their content to specific demographics, interests, and behaviors, ensuring their messages reach the right people.

2. **Brand Awareness and Visibility**: Establishing a strong presence on social media helps enhance brand visibility and awareness. Consistent and engaging content can familiarize consumers with a brand, leading to increased recognition and top-of-mind recall.

3. **Customer Engagement and Relationship Building**: Social media enables two-way communication between brands and consumers. Engaging with followers through comments, messages, and posts fosters a sense of community and builds stronger relationships with customers.

4. **Content Marketing and Storytelling**: Social media provides an excellent platform for content marketing and storytelling. Brands can share compelling stories, visuals, and videos to captivate their audience and create an emotional connection with potential customers.

5. **Real-Time Feedback and Market Research**: Marketers can gather real-time feedback from customers through social media comments and direct messages. This instant feedback loop can inform marketing strategies, product development, and customer service improvements.

6. **Influencer Marketing**: Social media influencers have a significant impact on consumer behavior. Partnering with influencers can help brands reach a more targeted and engaged audience, leveraging the influencers' credibility and authority in specific niches.

7. **Cost-Effectiveness**: Compared to traditional advertising channels, social media marketing often offers a more cost-effective approach. Brands can run targeted advertising campaigns with budgets that suit their needs and objectives.

8. **Measurable Results**: Social media platforms provide robust analytics tools that allow marketers to track the performance of their campaigns in real-time. Marketers can measure engagement, clicks, conversions, and other key metrics to assess the effectiveness of their marketing efforts.

9. **Trendspotting and Competitive Analysis**: Social media provides valuable insights into industry trends and competitor activities. Monitoring conversations and engagements can help marketers identify emerging trends and stay ahead of the competition.

10. **E-commerce Integration**: Many social media platforms now offer e-commerce integration, enabling brands to sell products directly to consumers within the platform, streamlining the customer journey.

To leverage the relevance of social media in marketing, businesses need to develop a well-thought-out social media strategy aligned with their overall marketing goals. It requires consistent, valuable, and authentic content that resonates with the target audience and encourages engagement. Moreover, understanding and adapting to the evolving landscape of social media platforms are crucial for staying relevant and effective in the marketing domain.

1.2   Changing Role of Social Media Marketer

Once upon a time, in the world of social media, there was a marketer named Richa. Her role was simple, crafting engaging content for the brand she represented, sharing it beautifully on a single platform. But as the digital landscape shifted and consumer preferences evolved, Richa's journey

took a different turn. Richa's quest began with a desire for multi-platform expertise. No longer confined to one domain, she ventured into uncharted territories, learning the art of content creation across various social media realms. With each new platform, she discovered diverse audiences craving unique content forms. The marketer adapted her craft, not only creating written content but also mastering visuals, videos, and interactive threads.

Data and analytics soon became her magical guides. Richa learned to decipher insights, enabling her to create personalized content tailored to different audience segments. She began listening intently to the whispers of social media, using feedback to shape her messages and engage with the community she fostered around the brand. In this evolving journey, Richa's path intersected with the rise of influencers, powerful characters with their own impact. Collaborating with them, she expanded her brand's reach, immersing it in niche communities previously beyond her grasp. With the advent of paid advertising, our marketer donned a new cloak. She wielded this tool to boost visibility, carefully allocating resources to maximize impact. Agile and adaptable, she danced with algorithms, embracing each change as an opportunity to redefine her content strategy.

As the chapters unfolded, Richa's journey transcended mere marketing. She became a guardian of the brand's reputation, listening and addressing the concerns of its followers, building lasting relationships through exceptional customer service. User-generated content emerged as an enchanted realm where fans contributed to the brand's narrative. Richa embraced the power of authenticity, incorporating user-generated content into her messaging, strengthening the bond with the community. In the world of social media, content creation became not just a craft but a powerful force. Purpose-driven marketing imbued Richa's messages, connecting the brand to its audience on a profound level. Her content resonated with the heart of the people, aligning with social causes that sparked the flames of change.

Richa's tale of transformation extended beyond the digital realm. She harmonized her social media efforts with the grand symphony of the brand's overall marketing strategy, contributing to its success in the vast marketplace. So Richa, continued her journey. Ever-evolving, ever-adapting, she embraced each new challenge, creating content that captivated and inspired, leaving a lasting impression on the hearts and minds of those who interacted with the brand. The changing role of the social media marketer became a timeless legend, a testament to the power of content creation in the digital age.

The above discussed story of the marketer unfolds the role of a social media marketer that has evolved significantly over the years due to advancements in technology, shifts in consumer behavior, and the ever-changing landscape of social media platforms. Some key aspects that highlight the changing role of a social media marketer include:

1. **Multi-Platform Expertise**: In the past, social media marketers might have focused on one or two dominant platforms. Today, they need to be well-versed in multiple social media channels, each with its unique audience, content formats, and algorithms.

2. **Content Diversification:** Social media marketers now need to create diverse content types, including text, images, videos, live streams, Stories, and interactive content, to keep up with users' preferences and platform trends.

3. **Data-Driven Decision Making**: Marketers are increasingly relying on data and analytics to inform their strategies. They use social media analytics tools to measure engagement, track key performance indicators (KPIs), and gain insights into audience behaviour.

4. **Personalization and Audience Segmentation:** Successful social media marketers tailor content to specific audience segments, taking advantage of targeting options on platforms to deliver relevant messages.

5. **Customer Service and Relationship Management**: Social media is not just a marketing channel; it's also a platform for customer service and relationship management. Social media marketers must respond to inquiries, address concerns, and maintain a positive brand image.

6. **Influencer Collaboration**: Working with influencers has become an essential aspect of social media marketing. Social media marketers often engage with influencers to expand their reach and tap into niche communities.

7. **Social Listening and Reputation Management**: Social media marketers must engage in social listening, monitoring conversations about their brand, products, and industry. They address negative feedback and manage the brand's online reputation.

8. **Paid Advertising Expertise**: With increasing competition and evolving algorithms, social media marketers often use paid advertising to boost visibility and reach specific goals. This requires a good understanding of ad targeting, budget management, and campaign optimization.

9. **Community Building and User-Generated Content:** Social media marketers foster communities around their brands and encourage user-generated content (UGC), leveraging the power of authentic recommendations and social proof.

10. **Agility and Adaptability**: The social media landscape is constantly changing, and marketers must be adaptable and agile in responding to algorithm updates, new features, and emerging trends.

11. **Brand Storytelling and Purpose-driven Marketing**: Successful social media marketers focus on brand storytelling and purpose-driven marketing, connecting with audiences on an emotional level and aligning with social causes.

12. **Integration with Overall Marketing Strategy**: Social media marketing is now an integral part of the overall marketing strategy. Marketers must align social media efforts with broader business objectives to maximize impact.

In summary, the modern social media marketer needs to be a multi-faceted professional who can navigate various platforms, analyze data, engage with audiences, and stay up-to-date with the latest trends and technologies. The role goes beyond posting content; it involves managing relationships, building communities, and contributing to the brand's overall success.

1.3 Social media influencer and some common types

Influencers on social media are individuals who have established a significant and engaged following on various platforms. They wield the power to influence the opinions, behavior, and purchasing decisions of their followers due to their credibility, expertise, or popularity in specific niches. Influencers come from diverse backgrounds and can be categorized into several types based on their content, platform, and audience, follower count, niche expertise, and the level of influence they hold. Here are some common types of influencers:

1. Mega-Influencers: These influencers have an extensive following, often in the millions, on social media platforms. They are typically celebrities, athletes, or well-known public figures. Mega-influencers can offer massive reach but may have less engagement compared to smaller influencers.

2. Macro-Influencers: Macro-influencers have a significant following, but not as large as mega-influencers. They usually have tens of thousands to a few million followers. Macro-influencers may include industry experts, popular bloggers, or social media creators with a wide appeal.

3. Micro-Influencers: Micro-influencers have a smaller but highly engaged following, typically ranging from a few thousand to tens of thousands of followers. They often focus on niche topics, allowing them to have more meaningful interactions with their audience.

4. Nano-Influencers: Nano-influencers have a small but dedicated following, typically ranging from a few hundred to a few thousand followers. They are highly influential within their close-knit community and can be effective in driving targeted engagement.

5. Industry Experts and Thought Leaders: These influencers are known for their expertise in a particular industry or niche. They may not have a massive following, but their knowledge and authority in their field make them influential among their peers and followers.

6. Brand Advocates: Brand advocates are loyal customers or brand enthusiasts who promote a brand or product they genuinely love. They may not have a large following, but their authentic advocacy can positively impact the brand's reputation and customer loyalty.

7. Specialized Niche Influencers: These influencers focus on specific interests or niches, such as travel, fitness, fashion, beauty, food, technology, parenting, and more. They connect with their audience by sharing content relevant to their niche and building a loyal following around it.

8. Local Influencers: Local influencers have a strong influence within a specific geographic location or community. They can be effective for location-based marketing campaigns and connecting with a local target audience.
9. Social Media Creators: Social media creators produce engaging and entertaining content on platforms like TikTok, YouTube, and Instagram. While they may not be experts in a particular field, their creativity and relatability attract a dedicated audience.
10. Affiliate Influencers: Affiliate influencers earn commissions or incentives for promoting products or services through affiliate marketing programs. Their influence drives sales and conversions for the brands they endorse.

Influencers play a crucial role in modern marketing strategies, as brands collaborate with them to promote products or services to their dedicated and engaged audiences. They can bridge the gap between brands and consumers, making influencer marketing a powerful and effective tool for reaching target audiences in an authentic and relatable way.

Each type of influencer offers unique advantages, and the choice of the right influencer depends on the brand's marketing goals, target audience, and campaign objectives. Partnering with the right influencers can help brands reach their desired audience in a more authentic and effective way, fostering engagement and driving brand awareness.

1.4 Understanding the role of influencers in social media marketing

The role of influencers in social media marketing is to leverage their credibility, authenticity, and engaged audience to promote products, services, or brands on various social media platforms. Influencers act as brand advocates, using their influence and personal connection with their followers to endorse and recommend products or services to their audience. Here are the key roles influencers play in social media marketing:

1. Brand Awareness: Influencers can significantly increase brand awareness by exposing a brand or product to their large and dedicated following. Their endorsement helps introduce the brand to a new audience and generate interest and curiosity.
2. Authenticity and Trust: Influencers are seen as authentic and trustworthy by their followers, which can positively impact the perception of the endorsed brand. Their genuine enthusiasm for a product or service can influence consumer trust and encourage engagement.
3. Targeted Reach: Different influencers cater to specific niches or demographics, allowing brands to reach their target audience more effectively. Brands can collaborate with influencers whose followers align with their ideal customer profile.
4. Engagement and Interaction: Influencers foster engagement with their content, encouraging conversations, comments, and shares. By interacting with their audience, influencers create a sense of community and strengthen the bond between the brand and consumers.
5. Content Creation: Influencers are skilled content creators, producing high-quality and engaging content. Brands can benefit from collaborating with influencers to create creative and compelling branded content.
6. Product Recommendations: Influencers can provide authentic product reviews and recommendations, which can influence purchase decisions. Their first-hand experiences and testimonials carry more weight than traditional advertising.
7. Influencer Challenges and Campaigns: Influencers often initiate challenges, contests, or special campaigns, encouraging their followers to participate. Brands can partner with influencers to run co-branded challenges that boost brand visibility and user-generated content.
8. Influencer Events and Launches: Influencers can be invited to brand events or product launches, providing real-time coverage and generating buzz around the brand.
9. Social Proof and Conversions: Influencers act as social proof, demonstrating that others have tried and enjoyed the brand's offerings. This social proof can positively impact purchase intent and lead to increased conversions.
10. Tracking and Analytics: Many influencers provide brands with data and analytics on the performance of their sponsored content. Brands can evaluate the success of influencer campaigns based on metrics like engagement, reach, and conversions.

Influencer marketing has proven to be an effective strategy for brands to connect with their target audience, increase brand visibility, and drive consumer action. However, successful influencer partnerships require careful selection, clear communication, and alignment between the influencer's values and the brand's message to ensure an authentic and meaningful collaboration.

1.5   Comparing Social Media Marketing with other Marketing Efforts

Social media marketing and other marketing efforts have distinct characteristics, advantages, and limitations. Here's a comparison between social media marketing and some traditional marketing channels:

1. **Reach and Audience Targeting:**
   a. Social Media Marketing: Social media platforms offer extensive reach with billions of active users, allowing marketers to target specific demographics, interests, and behaviors for precise audience targeting.
   b. Traditional Marketing: Traditional channels like television, radio, or print media also have broad reach, but audience targeting can be less precise, making it challenging to reach a specific segment.

2. **Cost-Effectiveness:**
   a. Social Media Marketing: Social media marketing is often more cost-effective, especially for small businesses, as it allows for flexible budget allocation and performance-based advertising.
   b. Traditional Marketing: Traditional marketing, such as TV or radio ads, can be costly, and there's limited control over the budget, making it less suitable for businesses with limited resources.

3. **Engagement and Interaction:**
   a. Social Media Marketing: Social media enables direct interaction between brands and consumers, fostering engagement, feedback, and relationship-building.
   b. Traditional Marketing: Traditional marketing lacks the same level of interactivity, providing a one-way communication flow from the brand to the audience.

4. **Real-Time Feedback and Analytics:**
   a. Social Media Marketing: Social media platforms provide real-time feedback and detailed analytics, allowing marketers to measure campaign performance, engagement, and conversions.
   b. Traditional Marketing: Traditional channels may offer limited feedback and delayed analytics, making it challenging to track the immediate impact of marketing efforts.

5. **Content Format and Creativity:**
   a. Social Media Marketing: Social media platforms allow for various content formats like images, videos, live streams, Stories, and interactive content, enabling more creativity in campaigns.
   b. Traditional Marketing: Traditional channels often have more limited content formats, such as TV commercials, radio spots, or print ads, which may restrict creativity.

6. **Global vs. Local Reach:**
   a. Social Media Marketing: Social media allows businesses to reach a global audience, making it ideal for brands with international markets.
   b. Traditional Marketing: Traditional channels might be more suitable for local businesses targeting specific geographical areas.

7. **Influencer Marketing:**
   a. Social Media Marketing: Social media is a fertile ground for influencer marketing, allowing brands to collaborate with influencers to reach targeted audiences and boost credibility.

b. Traditional Marketing: Traditional channels may have limited opportunities for influencer collaboration and may rely more on celebrity endorsements.

Overall, both social media marketing and traditional marketing have their strengths and weaknesses. The effectiveness of each approach depends on the brand's objectives, target audience, budget, and the message being conveyed. Many modern marketing strategies now incorporate a mix of both social media and traditional marketing to leverage the advantages of each channel and create a more comprehensive and impactful marketing campaign.

Other marketing efforts and strategy also need to combine with social media marketing efforts to get optimal output.

Here are some mainly important communication channels and strategies that need to be maintained with social media marketing:

1. **Direct mail** - Social media marketing and direct mail are two distinct approaches to reaching and engaging with target audiences. Social media marketing leverages the power of digital platforms to connect with a vast and diverse global audience. It offers real-time engagement, precise audience targeting, and opportunities for creativity through various content formats. On the other hand, direct mail involves physically sending printed materials to specific addresses, allowing for more personalized and tactile communication. While social media marketing is cost-effective and provides detailed analytics, direct mail offers a tangible and potentially more memorable experience. Both methods have their strengths: social media excels in broad reach and interactivity, while direct mail can create a deeper connection with recipients. Integrating both approaches in a marketing strategy can yield a well-rounded approach, providing broader reach and engagement while nurturing relationships with a more personalized touch.

2. **Public relations -** Social media marketing and public relations (PR) are essential components of a comprehensive marketing strategy, each contributing unique strengths to engage with audiences and shape brand perception. Social media marketing harnesses the power of digital platforms, enabling real-time audience interactions, interactive content, and precise targeting based on demographics, interests, and behaviors. It fosters authentic connections with followers, building a sense of community and loyalty. Social media also offers detailed analytics and performance data, providing valuable insights for optimizing campaigns.

On the other hand, PR focuses on building and managing relationships with media outlets, influencers, and key stakeholders. It utilizes media outreach, press releases, interviews, and thought leadership to earn media coverage and endorsements from respected sources. PR emphasizes strategic storytelling and reputation management, aiming to shape public perception and build brand credibility over the long term. While social media marketing excels in immediate feedback, real-time engagement, and granular targeting, PR emphasizes the art of crafting compelling narratives and managing brand reputation. Both strategies work in tandem to create a cohesive marketing approach. Social media marketing generates buzz and fosters direct connections with the audience, while PR bolsters brand credibility through earned media and third-party endorsements. Integrating social media marketing and PR allows businesses to benefit from a well-rounded strategy, reaching a wide audience, fostering engagement, enhancing brand trust, and influencing public perception for long-lasting success.

3. **Online advertising -** Social media marketing and online advertising are two essential components of digital marketing, each serving distinct purposes and offering unique advantages. Social media marketing involves promoting brands, products, or services on popular social media platforms like Facebook, Instagram, Twitter, and LinkedIn. These

platforms have billions of active users, providing a vast and diverse global reach. Social media marketing excels in audience targeting, offering advanced options to segment audiences based on demographics, interests, behaviors, and online activities. This precise targeting ensures that the content reaches the most relevant users, increasing the effectiveness of the marketing efforts. One of the strengths of social media marketing lies in its diverse content formats, such as images, videos, carousels, Stories, and live streams. These formats allow for creative and engaging visual storytelling, fostering authentic connections with the audience. Social media platforms also encourage direct engagement with the audience through comments, likes, shares, and direct messaging, creating a two-way communication flow and building a sense of community.

On the other hand, online advertising encompasses various digital channels, including display ads, search engine ads (e.g., Google Ads), native ads, video ads, and more. These ads can reach users across websites, search engines, and other online platforms. While online advertising also allows for audience targeting, it may not offer the same level of granularity as social media platforms. However, search engine ads can target users based on search intent and keywords, increasing relevancy. Online advertising comes in different formats, such as banner ads, text ads, video ads, and interactive ads. These formats can effectively convey messages, but they may not have the same level of interactivity and creativity as social media content. Online ads typically lack direct engagement features, and the interaction is often limited to a one-way communication flow, leading users to click through to a website or landing page.

Both social media marketing and online advertising offer comprehensive analytics and tracking, allowing marketers to measure the effectiveness of their campaigns and make data-driven decisions. Social media platforms provide detailed analytics and real-time data on campaign performance, audience engagement, and conversions, while online advertising offers insights into click-through rates (CTR), conversion rates, and other key performance indicators.

4. **Promotion -** Promotion on the web and social media marketing are two distinct approaches to reaching and engaging with audiences in the digital landscape. Promoting on the web refers to a broader strategy that includes various online channels, such as websites, blogs, search engines, online directories, and online advertisements. It aims to increase online visibility, drive traffic, and create a digital presence for a brand or business. Web promotion relies on search engine optimization (SEO) to improve organic search rankings and attract relevant visitors to a website.

On the other hand, social media marketing focuses specifically on leveraging social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to engage with target audiences. It involves sharing content, interacting with followers, running social media ads, and building a community around the brand. Social media marketing emphasizes authenticity, two-way communication, and building brand loyalty through creative and interactive content. One key difference between web promotion and social media marketing lies in the scope and targeting. Web promotion covers a wide array of online channels and strategies, aiming to attract users across various platforms and websites. It can leverage search engine marketing (SEM) and display advertising to target specific keywords and reach broader audiences. Social media marketing, on the other hand, targets users specifically on social media platforms based on demographics, interests, behaviors, and online activities, allowing for more precise audience segmentation. Another distinction is the nature of engagement and communication. Web promotion focuses on providing valuable information, product/service details, and contact options on a website or blog. Users can visit the site, learn about the brand, and initiate

interactions through forms or emails. Social media marketing fosters more immediate engagement, where users can comment, like, share, and direct message the brand directly on social media posts. Both approaches offer valuable analytics and tracking to measure performance and engagement. Web promotion provides insights into website traffic, conversion rates, and user behavior through tools like Google Analytics. Social media marketing platforms offer detailed analytics on post reach, engagement, and audience demographics, helping marketers refine their strategies and content.

In conclusion, web promotion encompasses a broader range of online channels to increase visibility and attract traffic to a website, while social media marketing focuses on building brand loyalty and engagement through social media platforms. Businesses often integrate both strategies in their digital marketing efforts, leveraging the strengths of each to create a comprehensive approach that maximizes online presence, engages with audiences across various platforms, and drives meaningful interactions with potential customers.

Summary

Social media marketing emerged as a powerful tool for enhancing brand awareness, engaging with customers, and generating leads. The role of social media marketers has evolved to encompass storytelling and personalization, allowing them to create impactful campaigns that resonate with their target audience. While social media marketing excels in real-time engagement and precise audience targeting, direct mail offers a more personalized touch, allowing businesses to create tangible connections with their audience. By integrating both methods, companies can implement a well-rounded marketing strategy that maximizes reach and engagement across different channels. Leveraging influencer marketing can significantly boost brand visibility and credibility, particularly among niche audiences.

In conclusion, digital marketing is a dynamic landscape where various strategies converge to create a holistic approach. Social media marketing, direct mail, influencer marketing, and public relations all contribute unique strengths to engage with audiences and shape brand perception. Integrating these methods allows businesses to maximize brand visibility, foster authentic connections with their audience, and effectively manage brand reputation in the ever-evolving digital era. Staying adaptable and innovative is essential for marketers to succeed in the competitive digital marketing landscape.

Keywords

- Social Media
- Social Media Marketing
- Audience Targeting
- Content Strategy
- Customer Engagement
- Influencer Marketing
- Paid Advertising
- Brand Awareness
- User-Generated Content
- Brand Advocates
- Affiliate Marketing.

Self Assessment

1. What is the primary purpose of social media marketing?

A. Enhancing brand visibility

B. Generating offline sales

C. Print advertising

D. Customer support

2. Which social media platform is known for its short-lived, disappearing content format called "Stories"?

A. Facebook

B. LinkedIn

C. Twitter

D. Instagram

3. Which term refers to individuals with a significant following on social media, who have the power to influence their audience's opinions and behaviors?

A. Social Media Managers

B. Brand Advocates

C. Influencers

D. Trendsetters

4. What is the primary benefit of using hashtags in social media marketing?

A. Improve website traffic

B. Increase brand loyalty

C. Enhance post reach and discoverability

D. Boost offline sales

5. What is the purpose of social media listening in marketing?

A. Scheduling posts on social media platforms

B. Monitoring and analyzing social media conversations related to a brand or topic

C. Creating paid advertising campaigns

D. Tracking website analytics

6. Which type of marketing involves collaborating with influencers to promote products or services to their engaged audience?

A. Content Marketing

B. Social Media Advertising

C. Email Marketing

D. Influencer Marketing

7. Which social media metric indicates the percentage of followers who interact with a brand's content through likes, comments, shares, etc.?

A. Click-Through Rate (CTR)

B. Engagement Rate

C. Conversion Rate

D. Impressions

8. What does CTA stand for in the context of social media marketing?

A. Click-To-Action

B. Customer Testimonial Analysis

C. Content Targeting Approach

D. Call-To-Action

9. Which term refers to the process of creating a plan outlining social media goals, content approach, and key performance indicators (KPIs)?

A. Social Media Engagement

B. Content Strategy

C. Brand Identity

D. Viral Marketing

10. Which social media platform is more suitable for sharing long-form professional content and industry insights?

A. Facebook

B. Instagram

C. LinkedIn

D. Twitter

11. Which social media platform allows users to "retweet" content, facilitating the rapid sharing of posts with their own followers?

A. Facebook

B. LinkedIn

C. Twitter

D. Instagram

12. What is the term used for content created by users and shared on social media that showcases their experiences with a brand or product?

A. User-Generated Content (UGC)

B. Viral Content

C. Sponsored Content

D. Branded Content

13. Which type of social media advertising allows businesses to set flexible budgets and target specific audiences based on demographics and interests?

A. Display Advertising

B. Native Advertising

C. Search Engine Marketing (SEM)

D. Paid Social Media Advertising

14. What does SEO stand for in the context of social media marketing?

A. Social Engagement Optimization

B. Search Engine Optimization

C. Social Email Outreach

D. Social Events Organization

15. Which metric is used to measure the percentage of users who click on a specific link or call-to-action in a social media post or ad?

A. Conversion Rate

B. Engagement Rate

C. Click-Through Rate (CTR)

D. Impressions

Answers for Self Assessment

1.	A	2.	D	3.	C	4.	C	5.	B
6.	D	7.	B	8.	D	9.	B	10.	C
11.	C	12.	A	13.	D	14.	B	15.	C

Review Questions

1. How can businesses utilize social media to enhance brand awareness and reach a wider audience?

2. What are the key benefits of engaging with the audience through social media platforms?

3. Explain the concept of influencer marketing and its role in social media marketing campaigns.

4. How can a social media marketer effectively engage with the audience and build a sense of community?

5. How has the role of a social media marketer evolved over the years, and what new skills are required in the current digital landscape?

6. Explain the various types of influencers in influencer marketing and how they differ in terms of reach, audience engagement, and influence. Discuss how brands can strategically collaborate with different types of influencers to maximize their marketing efforts and achieve diverse marketing goals effectively.

7. Compare and contrast social media marketing with other traditional marketing efforts, such as print advertising, direct mail, and television commercials. Analyze the strengths and limitations of each approach and discuss how businesses can integrate these marketing efforts to create a cohesive and effective marketing strategy in the digital age.

Further Readings

Social Media Marketing for Dummies by Shiv Singh and Stephanie Diamond

Social Media all-in-one for Dummies by Jan Zimmerman and Doug Sahlin

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Unit 02: Social Media Competitors

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Objectives

After studying this unit, you will be able to:

- Understand the concept "social media competitors"
- Understand the evaluation parameters in social media competitors
- Classify consumers' activities on social media
- Identify and generate personas
- Evaluate competitor's efforts on social media platforms

Introduction

Social media competitors are other companies or platforms that are vying for a similar target audience and market share in the field of social media. These competitors aim to attract users and engagement to their platforms by offering unique features, user experiences, and content formats. In the context of social media, competition is fierce as various companies strive to capture users' attention, time, and data. Each social media platform usually has its own distinct focus, features, and user demographics, which helps differentiate them from their competitors.

The competition among social media platforms can lead to innovations, improvements in user experiences, and the introduction of new features to stay ahead in the market. The landscape of social media competitors can change rapidly as new platforms emerge, and existing ones adapt to changing user trends and demands. Staying competitive in the social media industry requires constant innovation, a deep understanding of user behavior, and the ability to adapt to evolving market dynamics.

2.1   Social Media Competitor's Analysis

1. **Atapi and Vatapi Cafe:**

Once upon a time, in the picturesque town of Shimla, there were two rival cafes - "Atapi" and "Vatapi." Both cafes were known for their delightful coffee blends and cozy ambiance, but they were constantly trying to outdo each other in attracting customers.

One day, the owner of Atapi cafe, Mr. Giri, decided to conduct a competitor analysis to gain an edge over Vatapi cafe. He enlisted the help of his marketing team to delve into the social media strategies of their rival. They wanted to understand what worked for Vatapi and how they could improve their own social media presence.

The marketing team began by analyzing Vatapi's social media platforms - Facebook, Instagram, and Twitter. They noticed that Vatapi had a larger following on Instagram, where they posted captivating photos of their coffee creations, charming interior, and engaged with their followers through polls and contests. On the other hand, Atapi had a stronger presence on Facebook, where they shared informative articles about coffee trends and conducted live Q&A sessions with their baristas. The team also analyzed the use of hashtags by both cafes. They discovered that Vatapi used trendy and popular hashtags to reach a wider audience, while Atapi stuck to more niche hashtags related to coffee connoisseurs and local events.

Next, the team delved into customer reviews and feedback on various platforms. They found that both cafes had positive reviews, but Vatapi excelled in responding promptly to customer inquiries and addressing any concerns, which boosted their reputation for exceptional customer service.

Armed with these insights, Mr. Giri and his team devised a new social media strategy for Atapi. They decided to focus on Instagram, leveraging captivating photos and engaging content to showcase their unique coffee blends and daily specials. They also planned to introduce contests and giveaways to attract more followers and boost engagement.

To improve their customer service, Atapi invested in training their staff to respond promptly to customer inquiries on social media and resolve any issues efficiently. As weeks passed, Atapi implemented their new social media strategy, and the results were impressive. Their Instagram following grew significantly, and the cafe saw an increase in foot traffic from social media-driven promotions. Customers praised their responsiveness and engaging content, and Atapi began to rival Vatapi in terms of social media presence.

The competitor analysis had not only helped Atapi improve their social media game but also fostered healthy competition between the two cafes. Both cafes continued to innovate and create delightful experiences for their customers, making Shimla an even more vibrant and coffee-loving town.

Conclusively, the story of "Atapi" and "Vatapi" taught the importance of competitor analysis in social media marketing. By understanding their rival's strategies and leveraging unique strengths, businesses can find new ways to engage with their audience and build a loyal customer base in the competitive world of social media.

2. TikTok vs. Instagram vs. Snapchat vs. YouTube:

TikTok gained immense popularity by focusing on short-form videos, usually set to music or audio clips. Its algorithm quickly became known for its accuracy in recommending content that users are likely to enjoy, leading to high user engagement. TikTok's user base grew rapidly, particularly among younger demographics, and it became a cultural phenomenon.

Instagram: In response to TikTok's success, Instagram, owned by Facebook, launched "Instagram Reels." This feature allows users to create and share short-form videos, directly competing with TikTok's core offering. By integrating Reels into the existing Instagram app, they aimed to retain users who might have been drawn to TikTok.

Snapchat: Snapchat, known for its disappearing photo and video messages, faced competition from both TikTok and Instagram's Stories feature. While Snapchat continued to innovate and offer unique augmented reality experiences, the other platforms' similar features posed challenges to its growth in certain markets.

YouTube: YouTube, a platform originally focused on longer video content, also recognized the potential of short-form videos. In response to the popularity of TikTok and short-form video content, YouTube launched "YouTube Shorts," a feature that allows users to create and watch short videos on the platform.

In this example, TikTok's success in the short-form video space led to its competitors incorporating similar features into their platforms to retain or attract users. This kind of competition drives innovation and ensures that social media platforms are constantly evolving to meet users' preferences and demands.

2.2   Classifying Consumer Activities

To analyze competitor's strategies, one should understand the purpose and intentions of consumers to use these social media platforms and evaluate activities performed. Broadly, some common intention and activities of consumers on social web are as follows:

Information seeking:
Consumers' active pursuit of knowledge, answers, or resources to satisfy their informational needs. In the vast and interconnected world of social media and online platforms, individuals engage in information seeking to stay informed, gain insights, research topics of interest, solve problems, and make informed decisions. They may turn to search engines, social media search features, or engage with content shared by others to find relevant information. Hashtags, trending topics, and online communities serve as valuable tools in this process, allowing users to discover and explore content related to their queries. Information seeking activity on the social web fosters knowledge sharing, enables continuous learning, and empowers users to access a diverse range of perspectives and resources. However, it also calls for critical evaluation of sources and information, as the openness of the internet can lead to encountering both accurate and misleading content.

When individuals are actively seeking information, they are more likely to pay attention to marketing campaigns that align with their interests and needs. Marketing campaigns, when well-targeted and relevant, can offer valuable information and solutions that consumers are actively looking for. This alignment increases the chances of engaging the information seekers, as the content provided by the marketing campaigns directly addresses their queries or requirements.

News reading:
The purpose of reading news on social media is to stay informed with real-time updates, access diverse perspectives, engage with content, and raise awareness about important issues. It offers convenience, personalization, and the opportunity for community interaction while encouraging media literacy and fact-checking.

When placing advertisements on social web news reading platforms, it is crucial to consider several key aspects for a successful and ethical campaign. Firstly, ensure that ads are relevant to the content being consumed to avoid appearing intrusive or irrelevant to the audience. Transparency is essential, clearly labeling advertisements as "sponsored" or "promoted" to maintain honesty with users. Avoid promoting false or misleading information and respect user privacy by adhering to data regulations and obtaining proper consent. Carefully consider ad placement to avoid disrupting the reading experience and optimize ads for mobile devices since many users access news on smartphones. Engage the audience with compelling content, conduct A/B testing to refine ad performance, and measure ROI to assess effectiveness. Lastly, be mindful of ad blockers and avoid associating ads with controversial topics. Adhering to these best practices fosters a positive user experience and builds trust in both the advertiser and the social web news platform.

Communication:
The social web serves as a powerful medium for communication, facilitating seamless and instant interactions between individuals and groups. Its primary usage intention for communication is to connect people worldwide, enabling them to engage in real-time conversations with family, friends, colleagues, and even new acquaintances. Through social media platforms, users can share personal updates, life moments, photos, and videos, keeping their network informed and engaged. These platforms also promote social networking, allowing users to discover and connect with like-minded individuals based on shared interests. Additionally, the social web hosts various communities and interest-based groups, fostering discussions and knowledge exchange. For businesses, it offers a channel for customer support and interaction, responding to inquiries and feedback promptly. Moreover, the social web serves as a space for promoting events, fundraisers, social causes, and online advocacy, enabling users to raise awareness and garner support. Overall, the communication aspect of the social web empowers individuals and organizations to express themselves creatively, share information, and participate in meaningful interactions, transforming the way we connect and communicate in the digital era.

Communities:

Social media marketing in online communities presents a valuable opportunity for brands to connect with highly engaged and targeted audiences. These niche-specific communities gather on social platforms to share common interests and passions, making them an ideal space for reaching potential customers. By targeting these communities, brands can engage with a relevant audience that is more likely to be interested in their products or services. Genuine interactions within these communities foster trust and credibility, helping brands build a positive reputation and gain the trust of community members. Positive experiences shared within online communities can lead to organic word-of-mouth marketing, further amplifying the brand's reach. Moreover, personalized engagement, user-generated content, and community partnerships enhance the brand's authenticity and effectiveness in the marketing efforts. By participating in discussions, brands can create meaningful connections and gain valuable feedback and insights from potential customers. However, it is crucial for brands to approach marketing in online communities with sensitivity, transparency, and genuine interest in the community's values and needs to foster long-lasting relationships and successful marketing outcomes.

E-commerce:

Consumers engage in a wide range of ecommerce-related activities on social media platforms, making these channels crucial for exploring, interacting, and making informed purchasing decisions. They utilize social media to research products, read reviews, and gather information about brands before making buying choices. Social media serves as a discovery platform, introducing consumers to new products, brands, and online stores through sponsored ads, influencer promotions, and user-generated content. Consumers actively engage with brands on social media, seeking customer support, asking questions, and providing feedback. They also stay updated about promotional offers, discounts, and exclusive deals by following brands and ecommerce pages. With the advent of social commerce features, consumers can now make direct purchases through social media, simplifying the buying process. Social media's influence extends to sharing shopping experiences and product recommendations, affecting the purchasing decisions of their social network. Participating in contests, engaging with user-generated content, and seeking influencer recommendations further contribute to consumer involvement in ecommerce on social media. Brands utilize social media to foster brand loyalty through rewards and exclusive perks for loyal customers. Additionally, consumers seek and provide recommendations to their social circle, enhancing brand advocacy. By monitoring social media conversations, brands gain valuable insights into customer sentiment, needs, and preferences, empowering them to tailor marketing strategies. Interactive advertising formats on social media drive higher engagement and conversion rates. The accessibility of social media on mobile devices also encourages mobile shopping behavior. In conclusion, ecommerce-related activities on social media profoundly impact consumer behavior, shape brand perception, and play a vital role in the success of modern businesses in the competitive digital landscape.

Entertainment:

Social media has become a prime destination for consumers seeking entertainment, engaging in various activities that provide enjoyment, amusement, and relaxation. The platforms offer a diverse range of entertainment options, catering to different interests and preferences. Users indulge in watching entertaining videos, funny clips, and viral challenges, often shared by friends or favorite creators. Memes and humorous content create a shared sense of amusement, connecting users through relatable humor. Consumers explore creative content like art, photography, and creative writing, shared by artists and influencers. They follow their favorite celebrities and influencers to stay updated with their latest posts, finding inspiration and entertainment. Interactive live streaming allows users to participate in virtual concerts, Q&A sessions, and interactive events. Gaming, challenges, and podcasts offer additional avenues for entertainment, fostering a dynamic and engaging social media experience. Social media also hosts virtual events and watch parties, allowing users to collectively enjoy movies and live sports, promoting a sense of community and shared enthusiasm. Augmented reality (AR) filters and lenses add a playful element to users' posts, enhancing the entertainment value. Social media polls, quizzes, and entertaining articles further contribute to users' enjoyment and engagement. As the social media landscape continues to evolve, emerging virtual reality (VR) content offers users immersive and interactive experiences, taking entertainment to new heights. Overall, consumers' entertainment intentions on social media create a lively and vibrant online community, providing a never-ending stream of amusement and engagement.

Services:

Consumers actively utilize social media to access various services, enhancing their efficiency and productivity in daily tasks. From paying bills and checking bank balances to finding job opportunities and apartment listings, the internet and social media platforms have become essential tools for leading a more organized and streamlined life. Businesses, including banks and airlines, offer their services on social media, catering to consumers' increasing demand for convenient online access. When engaging with services on social media, consumers adopt a task-oriented approach, seeking quick and hassle-free interactions without distractions from advertising or social media marketing campaigns. The focus is solely on leveraging social media as a valuable tool to access and manage essential services seamlessly.

Business:

Social media has revolutionized the way businesses conduct their operations and connect with their target audience. It has become a crucial platform for marketing and advertising, allowing businesses to promote their products and services, run targeted campaigns, and engage directly with potential customers. Building brand awareness and managing reputation is facilitated through social media, where businesses can share their values and respond to customer feedback. Customer engagement and support are strengthened as companies interact with clients, addressing inquiries promptly, leading to increased customer satisfaction. Social media serves as a valuable tool for lead generation, content marketing, and market research, offering insights into customer preferences and behaviors. Moreover, businesses collaborate with influencers and leverage social media for recruitment and employer branding. From announcing product launches to organizing events and competitions, social media is an effective platform for creating buzz and fostering brand loyalty. Additionally, companies can analyze competitors' strategies and establish partnerships through social media. With the integration of e-commerce and social commerce features, businesses provide seamless purchasing experiences for customers. Overall, the multifaceted usage of social media empowers businesses to enhance their reach, build strong relationships with customers, and drive growth in the digital landscape.

Further, to classify consumer activities for the purpose of understanding their engagement and preferences on social media platforms, we can categorize them into different types of interactions and actions. Here are some common consumer activities relevant to social media:

Content Creation: This involves users creating and sharing content on the platform, such as posting photos, videos, text updates, or other forms of media.

Content Consumption: This refers to users consuming content created by others, such as watching videos, scrolling through feeds, reading articles, or viewing images.

Likes and Reactions: Users often express their engagement with content through likes, hearts, thumbs-ups, or other reaction buttons provided by the platform.

Comments and Replies: Interactions in the form of comments and replies allow users to engage in conversations with other users or content creators.

Shares and Retweets: When users find content interesting or valuable, they may share it with their followers, extending its reach to a broader audience.

Follows and Subscriptions: Users may follow or subscribe to specific accounts or channels to receive updates and stay connected with their preferred content creators.

Hashtags and Trends: Interacting with hashtags and trends allows users to discover and engage with content related to specific topics or events.

Live Streaming and Stories: Participation in live streams or viewing stories (temporary content) provides a more real-time and interactive experience.

Profile Editing and Customization: Users may personalize their profiles, add bios, profile pictures, and other customization options.

Messaging and Direct Communication: Engaging in private or direct messages with other users or businesses for one-on-one communication.

Participation in Groups or Communities: Joining and engaging with groups or communities centered around specific interests or topics.

Shopping and E-commerce Activities: Some social media platforms integrate shopping features, allowing users to explore products, make purchases, or access shopping-related content.

Ad Interactions: Users may engage with sponsored or promoted content, click on ads, or take actions based on advertising campaigns.

Platform Engagement and Time Spent: The amount of time users spend on the platform and their overall engagement metrics, such as daily or monthly active users.

These are just a few examples of consumer activities on social media platforms. The classification of activities can vary based on the specific platform and its features. Analyzing and understanding these activities can help social media companies tailor their services, improve user experiences, and devise effective marketing and advertising strategies

2.3   Identification of Personas

Identifying personas is a process used in marketing and user experience design to create fictional characters that represent different segments of a target audience. These personas are based on research, data, and insights gathered about the actual users or customers. The goal is to humanize the target audience and understand their needs, preferences, behaviors, and pain points. By developing personas, businesses and designers can empathize with their audience and tailor their products, services, and marketing efforts to better meet their specific needs. Personas are typically given names, ages, backgrounds, and other characteristics that make them relatable and help stakeholders better understand and address the diverse range of users they are targeting. The process of identifying personas involves collecting data through surveys, interviews, analytics, and customer feedback, and then segmenting the information to create distinct profiles that represent different user types. These personas serve as a valuable tool in decision-making, ensuring that products and marketing strategies align with the needs and expectations of the target audience.

1. Creating personas:

Generating a good customer persona requires gathering relevant and insightful information about the target audience. The information needed typically includes:

Demographic Details: Age, gender, location, marital status, education level, occupation, and household income are essential demographic factors that provide a basic understanding of the customer's background.

Psychographic Characteristics: This includes personality traits, values, attitudes, interests, and lifestyle choices. Understanding the customer's motivations, aspirations, and preferences helps tailor marketing messages effectively.

Behavioral Patterns: This involves analyzing the customer's buying behavior, brand loyalty, shopping habits, and interactions with products or services. Insights into how they research, evaluate, and make purchase decisions are valuable.

Needs and Pain Points: Identifying the customer's challenges, pain points, and unmet needs helps create products and services that address their specific problems.

Goals and Objectives: Knowing the customer's goals and objectives in relation to your product or service helps align marketing efforts to cater to their desired outcomes.

Media Consumption Habits: Understanding the channels and platforms the customer uses to gather information, such as social media, blogs, or traditional media, allows for targeted marketing.

Communication Preferences: Identifying how the customer prefers to be communicated with (e.g., email, social media, phone calls) ensures that messages reach them effectively.

Purchase Influencers: Recognizing the factors that influence the customer's purchasing decisions, such as reviews, recommendations, or expert opinions, helps refine marketing strategies.

Technological Proficiency: Understanding the customer's comfort level with technology and online platforms informs the design of user interfaces and customer support options.

Feedback and Reviews: Analyzing customer feedback, reviews, and complaints provides insights into their experiences and satisfaction levels with products or services.

Competitor Analysis: Comparing the customer's interactions with competitors can highlight your unique selling points and opportunities for improvement.

Customer Journey Mapping: Mapping the customer's journey from awareness to purchase and post-purchase can help identify pain points and opportunities for engagement.

Conducting surveys, interviews, data analysis, and market research are effective methods to collect this information. The more comprehensive and accurate the data, the better the customer persona, enabling businesses to create tailored marketing strategies and provide exceptional customer experiences.

2. Possible customer persona for targeting venture travelers:

Customer Persona: Pinnika

Demographic Details:

Age: 28

Gender: Male

Location: Chennai, India

Occupation: Graphic designer

Annual Income: 8,00,000 INR

Marital Status: Single

Psychographic Characteristics:

Adventurous: Pinnika is an avid adventure traveler who seeks unique and thrilling experiences during his vacations.

Nature Enthusiast: He loves exploring natural landscapes, hiking, and engaging in outdoor activities.

Tech-Savvy: Being a software engineer, Pinnika is comfortable with technology and uses it extensively during his travels.

Socially Conscious: He values sustainable and eco-friendly tourism and prefers to support responsible travel initiatives.

Behavioral Patterns:

Travel Frequency: Pinnika takes two to three trips per year, with at least one long international vacation.

Trip Planning: He thoroughly researches destinations, accommodations, and activities online before making travel decisions.

Booking Preferences: Pinnika prefers booking flights and accommodations through online travel agencies and using travel apps for convenience.

Adventure Activities: He enjoys activities like trekking, rock climbing, scuba diving, and exploring off-the-beaten-path destinations.

Needs and Pain Points:

Immersive Experiences: Pinnika seeks authentic and immersive experiences that allow him to connect with the local culture and nature.

Convenience and Efficiency: He values travel services that offer seamless online booking and convenient mobile access to travel information.

Safety and Support: When engaging in adventurous activities, Pinnika expects safety measures and access to local guides for support.

Goals and Objectives:

Broadening Horizons: Pinnika's goal is to explore diverse cultures and landscapes, broadening his understanding of the world.

Creating Memories: He wants to create unforgettable memories and capture breathtaking moments during his adventures.

Stress Relief: Traveling allows Pinnika to unwind from his busy work life and experience a sense of freedom and escapism.

Media Consumption Habits:

Online Research: Pinnika extensively uses travel websites, blogs, and social media platforms to research destinations and gather travel tips.

Travel Forums: He actively participates in online travel communities and forums to exchange travel experiences and recommendations.

Mobile Apps: Pinnika relies on travel apps for navigation, language translation, and booking activities on the go.

Communication Preferences:

Email and Social Media: Pinnika prefers receiving updates and promotions through email newsletters and social media platforms.

Purchase Influencers:

Reviews and Recommendations: He highly values reviews from fellow adventure travelers and seeks recommendations from friends and influencers.

Sustainability Initiatives: Pinnika is more likely to choose tour operators and accommodations with strong eco-friendly and sustainable practices.

Customer Journey Mapping:

Awareness Stage: Pinnika becomes aware of new travel destinations and adventure activities through social media and travel blogs.

Consideration Stage: He researches and compares travel options, reads reviews, and explores the itineraries offered by various adventure travel companies.

Decision Stage: Pinnika books his adventure trips online after comparing prices, services, and sustainability practices of different tour operators.

Post-Purchase Stage: He shares his travel experiences on social media, providing feedback and recommendations to fellow adventure enthusiasts.

By understanding Pinnika's preferences, interests, and motivations, the tourism company can tailor its offerings, marketing messages, and customer support to appeal to adventurous travelers like him.

2.4   Analyzing Competitor's Efforts

Analyzing competitors' efforts in social media marketing is a valuable strategy for gaining insights, identifying opportunities, and refining your own social media strategies. Here are key aspects to consider in the competitor analysis:

Platforms Presence: Examine which social media platforms your competitors are active on. Assess their presence, frequency of posting, and the type of content they share on each platform.

Content Strategy: Analyze the type of content your competitors are creating. Look at the mix of text, images, videos, and other media they use. Pay attention to the themes, tone, and messaging they employ in their posts.

Engagement and Interactions: Evaluate how well their audience engages with their content. Look at the number of likes, comments, shares, and reactions their posts receive.

Follower Growth: Monitor the growth rate of their followers. Identify periods of rapid growth or decline and try to understand the factors influencing these trends.

Competitive Benchmarking: Compare your competitors' social media metrics to your own. Assess their performance against industry benchmarks to identify areas of improvement.

Influencer Partnerships: Look for influencer collaborations your competitors engage in. Assess the impact of these partnerships on their reach and engagement.

Paid Advertising: Investigate if your competitors are using paid social media advertising. Analyze the types of ads they run, their target audience, and the platforms they advertise on.

Customer Feedback and Responses: Monitor how your competitors handle customer feedback and complaints on social media. Assess the effectiveness of their customer support efforts.

Campaigns and Promotions: Identify any social media campaigns or promotions your competitors run. Analyze their performance and how they resonate with their audience.

Social Listening: Utilize social listening tools to monitor mentions of your competitors and their brand sentiment across social media platforms.

Social Media Trends: Keep an eye on any emerging social media trends or strategies your competitors adopt and evaluate their impact.

Content Calendar and Posting Schedule: Observe the frequency and timing of your competitors' posts. Look for patterns in their content calendar.

The goal of competitor analysis is not to copy their strategies but to identify gaps, opportunities, and unique value propositions as discussed previously with a discussion on (Two cafes in Shimla). Use the insights gained to refine your social media marketing efforts, differentiate your brand, and create content that resonates with your target audience. Remember to stay flexible and continually adapt your social media strategy based on the changing social media landscape and consumer preferences.

Summary

Understanding social media competitors and consumer activities is vital for businesses operating in the digital age. The dynamic and competitive nature of social media requires businesses to constantly adapt and innovate to capture and retain their target audience's attention. Classifying consumer activities and identifying personas provide valuable insights into user behaviors and preferences, enabling personalized and effective marketing strategies. Analyzing competitor efforts helps businesses stay informed about industry trends, benchmark their performance, and make data-driven decisions to enhance their social media presence.

Overall, these concepts equip businesses with the knowledge and tools needed to navigate the social media landscape, engage with their audience effectively, and maintain a competitive edge in the ever-changing digital world.

Keywords

- Social media competitors
- Social media marketing
- Consumer activities
- consumers 'Persona
- Competitor analysis
- SEO
- Content strategy

Self Assessment

1. What do social media competitors vie for in the market?
A. Larger office spaces
B. Similar target audience and market share
C. Lower prices for their products

Social Media Marketing

D. None of these

2. How do social media competitors attract users to their platforms?
A. By offering unique features and content
B. By reducing their company's workforce
C. By investing in traditional advertising only
D. None of these

3. Which of the following is a result of competition among social media platforms?
A. Lower user engagement across all platforms
B. Stagnation in social media features and experiences
C. Innovations and improvements in user experiences
D. None of these

4. Which of the following is an example of content consumption on social media?
A. Sharing a photo on Instagram
B. Liking a post on Facebook
C. Watching a video on YouTube
D. None of these

5. How can classifying consumer activities on social media benefit businesses?
A. Tailoring marketing strategies based on user preferences
B. Identifying potential competitors
C. Reducing their product prices
D. None of these

6. Which of the following is an example of a consumer activity related to communication on social media?
A. Posting a hashtag on Twitter
B. Sending a direct message on Instagram
C. Uploading a video on YouTube
D. None of these

7. What are personas in marketing and user experience design?
A. Real-life customers with personal information disclosed
B. Fictional characters representing different segments of the target audience
C. Social media influencers promoting products
D. None of these

8. Why is identifying personas important for businesses?
A. To humanize the target audience and understand their needs
B. To increase social media followers
C. To create real-life customer profiles
D. None of these

9. What type of information is included in a customer persona?
A. Social security number and address
B. Demographic details, interests, and behaviors
C. Personal email and phone number
D. None of these

10. How can analyzing competitor efforts in social media marketing benefit businesses?
A. To identify opportunities for improvement in their own strategies
B. To copy their competitor's strategies directly
C. To reduce their marketing budget
D. None of these

11. Which of the following aspects might businesses analyze about their competitors?
A. Their customer's personal information
B. Their engagement metrics on social media
C. Their financial reports
D. None of these

12. What is the purpose of benchmarking competitor social media metrics?
A. To compete directly with competitors' strategies
B. To measure customer satisfaction
C. To gauge performance and set goals for improvement
D. None of these

13. Which activity allows businesses to gain insights into customer sentiment on social media?
A. Posting engaging content regularly
B. Analyzing customer feedback and reviews
C. Hiring influencers for promotion
D. None of these

14. How can businesses utilize competitor analysis to gain a competitive edge?
A. By copying competitor strategies without any modifications
B. By identifying gaps and opportunities for improvement
C. By reducing their marketing efforts
D. None of these

15. Which type of content can be analyzed in competitor efforts to understand user preferences?
A. Internal company emails
B. Social media posts and advertisements
C. Printed brochures
D. None of these

Answers for Self Assessment

1.	B	2.	A	3.	C	4.	C	5.	A
6.	B	7.	B	8.	A	9.	B	10.	A
11.	B	12.	C	13.	B	14.	B	15.	B

Review Questions

1. What are social media competitors, and how do they compete for market share and user engagement?

2. Explain the importance of classifying consumer activities on social media for businesses. How can businesses benefit from understanding consumer behavior on these platforms?

3. Describe the process of identifying personas in marketing and user experience design. Why is it essential to create personas, and how can businesses use them to improve their strategies?

4. Discuss the significance of analyzing competitor efforts in social media marketing. How can businesses gain valuable insights and a competitive advantage by studying their competitors' social media activities?

5. Provide examples of consumer activities on social media related to communication, content consumption, and engagement. How do these activities impact social media platforms and the users themselves?

6. In what ways can businesses use competitor analysis to refine their social media strategies and content creation? How can understanding competitor tactics help in developing unique and appealing content for the target audience?

7. Describe the role of customer feedback and reviews in competitor analysis. How can businesses leverage this information to enhance their own customer service and brand reputation on social media?

8. Discuss the challenges businesses may face when identifying and creating personas. How can these challenges be overcome to ensure accurate and effective persona development?

9. Explain the potential benefits of analyzing consumer activities on social media for businesses. How can this analysis guide decision-making and customer engagement strategies?

10. Describe how businesses can use personas in social media marketing campaigns. Provide practical examples of how personas can influence content creation and targeting.

Further Readings

Social Media Marketing for Dummies by Shiv Singh and Stephanie Diamond

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Web Links

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Unit 03: Social Media Marketing Strategy

Objectives

After studying this unit, you will be able to:

- Understand the social media concept.
- Explain the relevance of social media marketing.
- Discuss the impact of social media marketing on brand marketing.
- Understand the social media marketing relationship.

Introduction

Social media marketing is the new era of digital platforms used for various purposes. It is considered as best platform for communication and creating awareness among consumers and non-consumers in a single period of time. As, India is a highly populated country in the world that always has a high demand for social media platforms and currently, there are 480 million active users in our country which is growing day by day.

This social media platform is useful for various businesses whether it is B2B or B2C. Nowadays, not any business whether it is a tiny or large house to run without this platform. This platform become the backbone for every business house just like finance is the bloodline of any business.

The tremendous expansion of interactive digital channels propelled social media to levels that even challenged the reach of television and radio in the 18 years between 2004 (when My Space became the first social media site to surpass one million subscribers) and 2022. Over 59% of the world's population, or 4.76 billion people, used social media at the beginning of 2023. More than 80% of consumers say that social media, particularly influencer content, has a significant impact on their purchasing decisions. As a result, marketers from various industries are advancing social media marketing (SMM) from a single tool to a multifaceted source of marketing intelligence for a growing and important audience.

This table shows the monthly active users of social media globally and it is growing day by day

Social Networks	Active users, Monthly
Facebook	2.28 billion
Instagram	Over 1.2 billion
Tik Tok	828 million
Twitter	330 million
LinkedIn	300 million
Pinterest	320 million

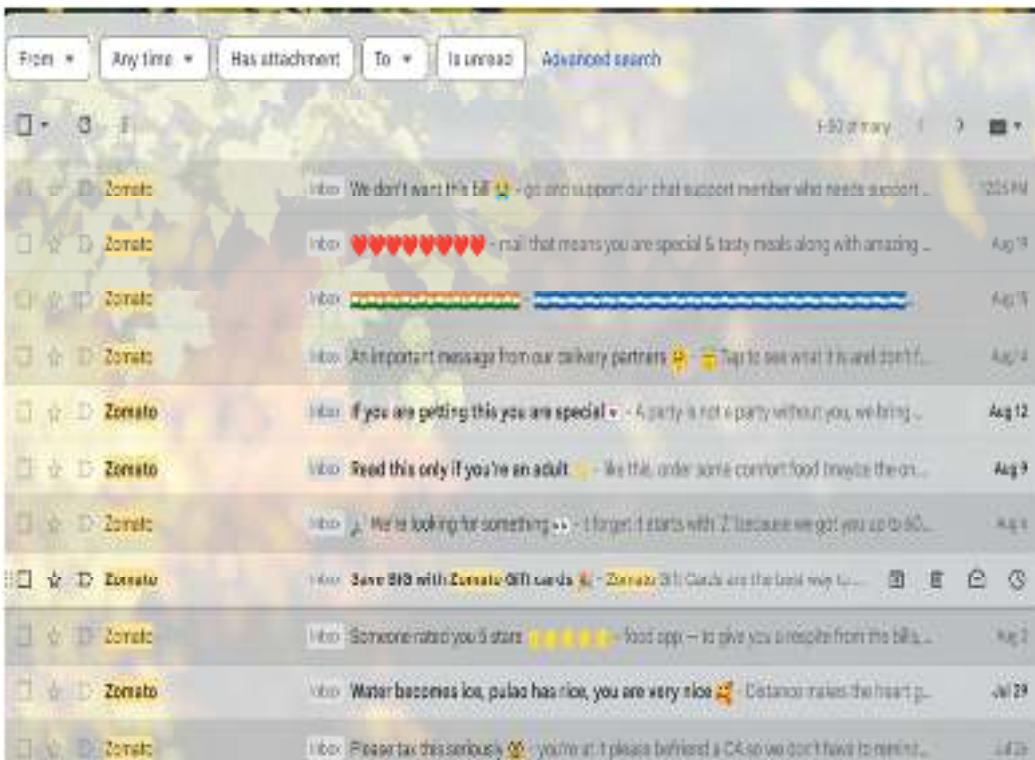## 3.1 Strategy Planning and Social Media Marketing

Being a social media marketer it's always exciting to evolve the business to a new level through social media platforms and every day new strategies need to be implemented. If it does not then it's deadly sure that the business will move to the death stage of its life cycle and will not be able to handle the cutthroat competition of the market. Here are a few steps, that need to be understood before implementing a social media marketing strategy.

1. **Audit your current social position:** The first and foremost step is to identify "what is your current position in the market" and which are the strong and weak spots. Moreover, it is necessary to identify the most potential profit horizons and comparison with other competitors.

2. **Search who is your prospective customer:** The next step is to search for the most prospective and loyal customers who will always be retained with your brand. For, this segmentation can be used for example- demographic segmentation, physiological segmentation, behavioral segmentation, lifestyle segmentation, and many more.

3. **Create a mission statement for social media strategy:**
   "What makes you weird, makes you unique and therefore makes you stand out." – Dan Schawbel
   Mission statements are very important because they drive the organization's goals and future actions. For example, ABC organization has a mission statement "to educate the customers about digital marketing through social media platforms now, from this what to share and create it is properly cleared.

4. **Identify the success benchmarks:** Benchmarks are made to achieve the standards and also provide insights regarding the investment that is made. For example- reach area, conversion rate, time spent on social media, brand mentions, total shares, and many more.

5. **Create alluring content:** This is a very significant step to create attractive or alluring content that becomes an eyecatcher for customers and they can't resist. For example, Blogs, influencers, viral marketing, buzz marketing, infographics, videos, etc.

For example: in this social media marketing of ZOMATO we can see how alluring their content is which attracts customers and non-customers and it helps create positioning in the mind of customers.

6. **Invest in social media market tools:** To be ahead in the market a company needs to be one step ahead in its content posting. Always be sure your content posting must align with your content calendar.

7. **Track, Analyze, and Optimize:** *"If you cannot measure it you cannot improve it." – Lord Kelvin*

The best way to make your benchmarks on top is to track because even the best social media marketer is on trial and error. So, to control and measure the performance and all the previous steps it is necessary to track analyze, find the deviations if exist, and take the desired corrective measures to remove them.

Social Media SWOT Analysis of Nestle

Strengths	Weakness
• Loyal customers • Qualitative products • Brand equity ability	• To save the reputation from tarnishing (e.g.: Maggi Incident) • Standing out in the competitive industry
Opportunities	**Threat**
• Social media is a cost-efficient platform for promote • Growth in social entertainment and influencing options	• Change in taste and preferences • Strong brand competition from existing competitors • New trends in the market

Here, is the social media SWOT analysis of Nestle which shows that customers are loyal retain their taste, and prefer the same product again and again which shows their loyalty towards the brand because of its quality, and affordability of the product. Nestle has many social media strategies to grow more and sustain itself for a long in the market. But, due to Maggi's history, it also tarnishes the image of the organization which has been gained after some time through these social media and other advertising strategies. Nestle also faces a threat from competitors' strategies and new tastes and preferences of customers which can be analyzed through social media platforms and help in framing counter strategy as well.

Case Study of Dove

Do all the Dove marketing advertisements make you cry, or is it just me? You'll recognize what I mean if you've seen their Real Beauty drawings campaign. Dove's mission is to improve women's self-esteem. They produce content that presents a story that appeals to women since they know their target audience.

According to a study by Dove, 80% of women have seen unfavorable comments on social media. Dove wanted to alter that and improve the experience of using social media. Dove and Twitter collaborated to create the #SpeakBeautiful Effect tool, which deciphers the body-related terms people use most frequently and the times of day when negative talk is most prevalent.

Dove claims that their message inspired women.

Over 168,000 people have used the hashtag "#SpeakBeautiful

drove 800 million impressions on social media for the campaign.

Dove is aware of their market. Only by being aware of your audience, you can effectively communicate with them. Personas are the most effective method for this. You will undoubtedly benefit from knowing your audience's life stage, employment status, areas of interest, and other details when developing content. Then, to produce something as effective as Dove's campaign, consider connecting your audience to your brand values.

3.2 Deepening Social Media Marketing Relationship

Utilizing social media sites like Facebook, Instagram, Twitter, LinkedIn, and TikTok allows businesses to efficiently reach a larger audience and interact with clients. The chance to humanize your brand and increase website traffic is one that effective social media marketing for small businesses offers you. In addition to generating leads and revenue, social media advertising may raise brand awareness. Any small business marketing strategy must include social media marketing, necessitating a comprehensive approach. Customers anticipate interesting information and have the ability to interact with you directly through comments and direct messaging.

How to create strong and deepening social media marketing relationships:

- **Define your objectives:** You must know exactly what you want to accomplish before you start posting on social media. Do you want to attract more followers, provide more leads, enhance sales, or foster stronger ties with your patrons? Make sure your goals are

SMART—specific, measurable, achievable, relevant, and time-bound—no matter what they are.

For instance, "I want more followers" rather than "I want 500 new Instagram followers by the end of the month."

- **Know your audience:** Finding out who and where your ideal clients hang out online is the next step. To learn more about your current followers and website visits, you can utilize tools like Google Analytics, Facebook Insights, or Twitter Analytics. Buyer personas, which are fictionalized representations of your typical customers, can also be developed based on their requirements, preferences, difficulties, and motivations. Knowing your audience will help you create content, tone, and style that will appeal to them and meet their needs.

- **Choose your platforms:** Not every social networking platform is made equal, and you are not required to use them all. Some platforms may be more appropriate and effective than others depending on your goals, audience, and industry.

  For instance- if your business is B2B, you might want to concentrate on LinkedIn, where you can develop connections with industry experts and decision-makers. If you run a fashion firm, you might want to use Instagram to promote your goods and provide your fans with visual inspiration. Goals, audience, content, and resources should all be taken into account when selecting your platforms.

- **Create and share valuable content:** The core of social media marketing is content, and it must be pertinent, interesting, and practical for your audience. You can produce a variety of material and distribute it on your social media channels, including blog articles, videos, infographics, podcasts, e-books, and webinars. The secret is to not just advertise your goods or services but to also add value and address your audience's problems.

- **Measure and optimize the results:** The last stage is to monitor and assess your social media performance to determine whether your goals are being met. To gauge your success, you may utilize a variety of measures, including reach, impressions, engagement, clicks, conversions, and ROI. You can determine what works and what doesn't by monitoring your outcomes and modifying your plan as necessary.

  For instance- To track and report your statistics, you can also utilize programs like Google Analytics, Hootsuite, or Buffer.

3.3 <u>Difference between Social Media Marketing and Brand Marketing</u>

Utilizing social media websites and platforms to advertise a good or service is known as social media marketing. The majority of social media networks offer integrated data analytics tools that let businesses monitor the development, effectiveness, and engagement of marketing initiatives. Moreover, it helps in:

- Building the company brand
- Increase the sales
- Driving website traffic
- Engage the audience
- Study the competition
- Improve search engine result page presence
- Reaching the mass
- Creating the positioning
- Attract top-of-funnel leads

- Boost website traffic
- Greater return on investment
- Gain knowledge about customers
- Building strong relationships
- Retargeted missed audience
- Acquisition of talent
- Building the partnerships

For example: Facebook, Instagram, Youtube

Promoting a company's goods or services in a way that strengthens the brand as a whole is known as brand marketing. It entails developing and upholding relationships between a brand and its customers as well as marketing brand attributes, or the characteristics that come to mind when someone thinks of a specific brand.

Building and maintaining a relationship between a brand and consumers is called brand marketing. Brand marketing promotes the complete brand rather than just a specific product or service, using the products and services as evidence of the brand's promise. Building a brand's value, and ultimately the value of the business is the aim of brand marketing.

The strength of the bond between a brand and its customers is known as the brand-consumer relationship, also known as the consumer-brand or brand relationship. Is the link strong or weak? Positive or unfavorable connections? Do consumers have an emotional connection to the brand or are they merely functionally connected? The strongest, most uplifting, and most emotionally anchored brand ties exist. These relationships aid in transforming customers from one-time consumers into ardent brand defenders.

For example: Some brands that work with Amazon Ads use Sponsored Brands and Stores together with Sponsored Products to connect with consumers who are shopping for the types of products they sell – and keyword targeting to reach audiences with interest and intent who are shopping for products like theirs.

Parameters	Social Media Marketing	Brand Marketing
Meaning	It is a form of digital marketing that is used to awareness and communicate with the masses.	Promoting a company's goods or services in a way that strengthens the brand as a whole is known as brand marketing.
Example	Instagram, Blogs, Snapchat	Apple, Coca-Cola, Starbucks
Costly Affair	Social media marketing is cost-effective and can reach a large audience at large without breaking the bank.	While brand marketing is quite costly and usually requires high investment for marketing purposes.
Focal Point	It focuses on creating awareness and positioning in the market.	It focuses on establishing and growing a relationship between brand and consumer.
Fabricate	It helps in fabricating the reach and mass coverage.	It fabricates the loyalty and retainment of consumers.
Centre of Attention	In social media center of attention are both consumer and non-consumers.	In brand marketing main centre of attention is only consuming customers.
Bundling Advertisement	In social media marketing, there is no such agenda.	Brand Marketing makes marketing of all products whole collectively.
Purpose	The purpose of social media marketing is to communicate which helps in creating hype and reach to number of people at a single point in time.	Here, the purpose is to establish and maintain the relationship between the brand and the consumer.
Elements or Classification	- Social publishing - Social networking - Photo-based social networking	- Brand identity - Brand image - Brand position - Brand equity

Summary

In conclusion, social media marketing emerges as a very powerful tool for creating awareness, communication, consumer engagement, getting leads, and generating sales. But social media also dares to destroy or tarnish any brand or product. So, it is very much necessary to use this powerful tool wisely. It acts as an analyzer also to know about the tastes and preferences of customers. Social media has legitimate power to switch the customer to the substitute and also helps in, maintaining brand loyalty and equity also. It helps in creating, maintaining, fixing, and deepening the relationship with customers and non-customers. It creates an emotional bondage with consumers which helps to retain them for a long time and leads to the growth of the organization.

Keywords

- Social Media
- Social Media Marketing
- Positioning
- Content Strategy
- Brand Marketing
- Brand Loyalty
- Strategy
- Relationship
- Retention
- Brand

Self Assessment

1. What is the primary purpose of brand marketing?

A. Creating paid advertising campaigns

B. Generating offline sales

C. Establishing and maintaining relationships with customers

D. Customer support

2. Which social media platform is known for professional insights?

A. Facebook

B. LinkedIn

C. Twitter

D. Instagram

3. What are the elements of brand marketing?

A. Brand loyalty

B. Awareness

C. Influencers

D. Brand rebuilding

4. Nowadays, which social media platform is best for new or tiny businesses?

A. Facebook

B. Youtube

C. Snapchat

D. Instagram

5. Which of the following is not a social media platform?

A. Twitter

B. Google

C. Snapchat

D. Instagram

6. The practice of exchanging images on social networking platforms is referred to as.

A. Social networking

B. Social publishing

C. Social marketing

D. Photo-based social networking

7. SMM helps in improving.

A. Product Visibility

B. Brand awareness

C. Both A and B

D. None of the Above

8. Which is the most popular social media platform of 2023?

A. Twitter

B. Instagram

C. Facebook

D. Snapchat

9. What is the maximum length of a video that can be uploaded on Instagram reels?

A. 30 seconds

B. 60 seconds

C. 90 seconds

D. 120 seconds

10. Which social media platform is best for brand building?

A. Facebook

B. Snapchat

C. Instagram

D. Twitter

11. Which social media platform is best for people engagement?

A. Facebook

B. LinkedIn

C. Twitter

D. Instagram

12. Which social media is also called influencer marketing?

A. Facebook

B. LinkedIn

C. Twitter

D. Instagram

13. Maximum which social media is used for visual content marketing?

A. Instagram

B. Google

C. Search Engine Marketing (SEM)

D. Snapchat

14. What does SEO stand for in the context of social media marketing?

A. Social Engagement Optimization

B. Search Engine Optimization

C. Social Email Outreach

D. Social Events Organization

15. Which technique is used through word of mouth for creating hype?

A. Viral marketing

B. Click-Through Rate (CTR)

C. Buzz marketing

D. Campaigns

Answers for Self Assessment

1.	C	2.	B	3.	A	4.	D	5.	B
6.	D	7.	C	8.	B	9.	B	10.	C
11.	A	12.	D	13.	A	14.	B	15.	C

Review Questions

1. Discuss a strategy plan for social media marketing development.

2. Explain the process to build up a strong social media marketing relationship.

3. State the difference between social media marketing and brand marketing.

4. Discuss the strategies for deepening the relationship between the social media market and customers.

5. What is the relationship between social media marketing and brand marketing?

6. If you have a business on a small scale then which social media platform you will prefer and why?

7. What are the pros and cons of using social media marketing and brand marketing for business?

8. What are the key elements responsible for the peak of growth of social media marketing?

Further Readings

Social Media Strategy by Keith A. Quesenberry

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Social Media All-in-one for Dummies by Jan Zimmerman and Doug Sahlin

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Unit 04: Social Media Marketing Campaign

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Objectives

After studying this unit, you will be able to:

- Understand the social media marketing campaign concept.
- Understand the characteristics and types of campaigns.
- Understand the role of campaigns in social media marketing.
- Discuss the planning for the market campaign.

Introduction

Advertising campaigns spread the word about items via a variety of media, including print, radio, television, and online platforms. Campaigns can use demos, video conferencing, and other interactive approaches in addition to traditional advertising. Franchisees and businesses operating in highly competitive marketplaces may frequently launch marketing campaigns and invest significant resources in building brand awareness and driving sales.

Marketing campaigns can be created with various objectives in mind, such as strengthening a brand's reputation, introducing a new product, boosting sales of an existing product, or even lessening the impact of bad news. How much marketing is required and which media are most effective for targeting a particular demographic are often determined by the campaign's goals.

Think about who your target market is and what you hope to achieve. Your messaging and vision should be driven by a single, distinct goal. Large businesses with numerous product lines frequently run multiple active marketing campaigns. For instance, a business might be running a national campaign to raise brand awareness while its affiliate outlets are concentrating on advertising a forthcoming seasonal sale.

Case Study: Panasonic B2B marketing campaign

Panasonic, a manufacturer of consumer goods and technology, adopted a B2B marketing campaign strategy to unite teams and increase sales. Product groupings that had previously run as separate businesses had been combined by the company. The issue? Teams from sales and marketing departments for various products struggled to engage the market as a whole Adopting a comprehensive B2B marketing solution aided in coordinating marketing initiatives and audience engagement plans for various product categories. The results were astounding: in less than four years, marketing's share of the company's overall revenue increased from less than 10% to 26%. Without adding any more funds or resources, the effectiveness of marketing initiatives also increased by a factor of five. It's an obvious illustration of how the proper marketing plan when in line with KPIs, can upend teams and produce outcomes.

4.1 Types of Campaigns

A marketing campaign strategy is the component of your overall marketing plan that is related to a particular campaign. It provides the logical and theoretical foundation for your company's marketing initiatives. Campaign strategy enables you to link imaginative concepts to concrete goals and determine the optimal path for your business objectives. Plans with a B2B focus may require different execution than B2C campaigns since lead generation strategies map onto very different marketing channels than engagement-focused strategies.

You can choose from a wide variety of media when creating your marketing campaign strategy. A campaign may use a variety of media outlets or just one. The idea is to choose media that appeals to your target demographic. Following are the different types of campaigns.

- **Email Marketing Campaign:** One of the finest methods to communicate with new and existing consumers is through an email marketing campaign. Each email is a component of a larger marketing plan with the single objective of encouraging your prospects to take action. Personalization makes the difference between emails that subscribers open and those that are deleted. Speak to your audience, not to them, to produce an effective email marketing campaign. From the subject line to the call to action, you want readers to feel a connection to your brand.

- **Social Media Marketing Campaigns:** Customers may interact with your social media platforms at different points during the purchasing process. Using social media can help you acquire both quantitative and qualitative consumer feedback as well as move customers down your sales funnel. To promote, inform, and engage your customers, social media marketing campaigns typically combine organic and paid techniques. It is advisable to concentrate on the platforms that support the goals of the campaign.

- **Direct Mail Marketing Campaigns:** With direct mail, you can give your clients an interactive experience by sending out samples or promotional materials that put your business right at their door. Direct mail is memorable due to the limitless creative opportunities and freshness, achieving the third-highest ROI of any campaign medium after social media and email. By utilizing coupons, contests, and incentives that bring consumers to their platforms, local and internet businesses can both gain from direct mail.

- **Pay-per-click Marketing Campaigns:** Pay-per-click (PPC) marketing involves internet ads that cost money each time a prospective customer clicks on them. A bidding process in which you select a price per keyword is used to determine where your ads will appear on websites like Google and Bing. PPC will be most effective for businesses that have a good understanding of their target demographic and how they behave online. It will be simpler to get quality leads from people who are already looking for your product or service the more you understand your target market.

- **Event Marketing and Trade Show:** It gives your company a range of chances to interact with potential clients and business partners. You can create connections with people who have both short- and long-term earning potential by conducting a workshop, getting a table to exhibit your products at, or giving a series of seminars.

- **Publicity-Focused Marketing Campaigns:** Through news stories and mentions in the media, publicity develops brand awareness and social proof. As your company expands, you might think about working with a publicist. Newsjacking, or the act of inserting your brand into a breaking news item so your business may ride the wave, is a component of publicity-focused marketing initiatives. It might also entail sending press releases to journalists and outside websites.

4.2 Characteristics of Good Campaigns

- **Structured Communication:** Successful campaigns have incredibly well-managed communication systems with highly understood listeners who are specifically targeted. Both internally (with their structure and content) and over time (with consistency and evolving tales), messages are managed. Who can say what is strictly regulated, and any loose cannons in the camp are controlled? Before being sent through designated channels, every message is carefully examined.

- **Credibility:** Successful campaigns prioritize building credibility and a sense of rightness and truth in everything they do. All people, things, and concepts seem rational, doable, competent, reliable, expert, etc. It is simple to believe what is said as true and challenging to accuse someone of lying or deceit.

- **Aligned Climate:** The campaign's message is carefully coordinated with current events, popular opinion, and the prevailing atmosphere. Water isn't being pushed uphill in any practical way. To make messages appear original, messages may be given new twists, but no major modifications in public opinion are intended.

- **Target Opinion Leaders:** Individuals who will genuinely repeat messages to others are individuals who are targeted in particular by messages. Once enthused, these social leaders will not only become effective advocates but also be respected by their sizable community. The message is successfully transmitted to the actual targets through this "two-step" process, which bounces it off the opinion leader.

- **Turning the Common Practice into Fascinating:** The campaign may transform relatively everyday objects, like soap powder or a well-known societal concern, into exciting topics that pique interest and attract people further. The topic is discussed in depth and with great fascination. There are strong values associated with it. Regular people are interested in it.

- **Positive Message:** You probably want to flee from a message that makes you feel horrible. Contrarily, you are drawn to messages that make you feel good because you want to experience more of those positive emotions. Thus, campaigns aim to foster the warmth, joy, and excitement that individuals find alluring and desirable.

- **Playing to what's There:** Instead of attempting to teach individuals new skills, the target audience's mental models, beliefs, and memories are mined and cued. To arouse comfort and understanding, existing concepts and experiences are presented, and only then they are subtly different angles added to slightly alter viewers' perceptions.

- **Include a Call of Action:** Your advertisement has just been seen by your target market. They acquired all the necessary product knowledge. What's next? Keep your audience engaged! Always include a call to action at the end of your advertising. Should your target audience make a call and dial a number? Your advertisement should be created to inspire a quick reaction.

- **Campaign must be Related to Brand:** Your advertisement should showcase your brand's visual identity, including your logo, colors, style, and images. The pictures or videos you use in your commercial should accurately represent your brand's personality. How can you tell whether you've done something well? See if your audience can correctly identify your brand by removing your logo and company name from the advertisement.

- **Concise & Sweet:** People have a lower attention span than goldfish, according to a Microsoft Corporation study. After 8 seconds, we start to lose focus. Because of this, all commercials should be succinct, straightforward, and memorable. Avoid overcrowding the advertisement with details that can distract viewers from your main point. Understand the appropriate level of information.

- **Easy to remember:** Companies must discover strategies to permanently imprint their goods and services in the minds of consumers because the majority of customer decisions are memory-based. By adding a surprise element, perhaps a catchy melody, or even featuring an influencer, you may make your campaign memorable. Be imaginative. Create an engaging, entertaining, and memorable advertisement. Your advertisement needs to spark conversation! The bottom line of your company might be improved by effective advertising initiatives. However, be sure that your marketing plan for your business is in line with your advertising campaign. Marketing Eye can create thorough plans that are appropriate for your company.

- **Draws Attention:** The average person is exposed to between 5,000 and 14,000 adverts per day, claim experts in digital marketing. The viewers should be drawn in by your advertisement. You've just improved your chances of being seen if you choose the correct audience to target. People should be motivated to read, watch, or hear your marketing message overall by your advertisement. Keep in mind that the more attention you give to your brand, the less attention your competitors will receive.

- **Appeal to Right Audience:** Determine which market niche needs the product you are promoting. You may tailor a message precisely for that market and choose how much media to use by knowing who your audience is. It's a tremendous error to try to appeal to the mainstream masses because marketing is a very specialized and concentrated activity. An effective ad targets the appropriate audience on the appropriate platform at the appropriate moment.

4.3   Planning for Marketing Campaign

Components Used for Campaign Planning

- Goals: What is the goal of your campaign? These can be related to a bigger marketing plan.

- Message or Purpose: The motivation behind your marketing strategy.
- Valuable Assets: As an email copy or a report that can be downloaded. Since you'll require different materials for press campaigns and trade exhibits, you'll need to specify the channels you plan to employ.
- Target: You can use analytics and KPIs (key performance indicators) to measure these activities, which are rooted in the objectives of your marketing campaign.
- Project and Budget: A project plan, which accounts for resources and external costs, is also a good idea.

The main Key Points used in marketing campaigns are:

- Sales revenue
- Customer retention
- Return on investment, or ROI
- Cost per lead, or CPL
- Marketing qualified leads (MQLs)
- Cost per acquisition
- Brand lift

Example of Burt's Bees

Structure: Visitors who are about to leave a website are the target audience for this campaign. To sign up for email and text marketing, the campaign offers a discount. It could seem less intrusive to ask for someone's name when there are only two fields for their phone number and email.

Design: The layout is straightforward, using only the two brand colors on a white background. With no filler or other distractions, a one-column layout draws the viewer's attention directly to the optin fields.

Copy: "Can We Get Your Number?" is a lighthearted title that solicits their consent to contact them. The button copy "Get $5 Off" is more persuasive than "Subscribe" or "Sign Up" since it reminds users what they get in return.

Display Rule: Exit-Intent Technology from OptinMonster is perfectly demonstrated by this campaign. A less disruptive surfing experience is guaranteed by delaying the popup display until consumers are prepared to leave.

Fundamentals for Successful Planning of Marketing Campaign

- **Clearly Define your Target Audience:** Who are you targeting should be your first consideration for a good marketing strategy. You must make sure that every ad you launch is directed towards your ideal client or consumer. "Talk to everyone but no one will buy from you." How do you specify your goal?

    You must first ask yourself what the aim of your service or product is. What issue is your solution attempting to address? The second step is to identify the people your good or service would benefit. In essence, you must identify your personas, also known as your ideal clients or customers.

- **Establish Your Goals:** You must ascertain your expectations for this marketing effort before you get started. What do you hope to achieve? What does it accomplish? Do you want to boost your visibility, close more sales of a specific good or service, re-engage old customers (and have them connect with your brand), generate leads, close new customers, increase website traffic, or any other of these things? Before your marketing strategy even starts, you must establish attainable, reasonable goals. You can then determine whether it was a success in this manner. You must set Key Performance Indicators (KPIs) that are pertinent to your objectives to do that.

- **Define your Targets:** You must be aware of how much you are willing to put into your marketing efforts if you are to achieve your objectives. Consider all the expenses you'll

need to account for in advance, such as those related to the actual campaign creation, the internal or external resources required for it, the timing, the promotion etc.

- **Create Targeted Content:** You can begin developing your campaign once you have a clear understanding of your target market and your objectives. It's difficult to consistently come up with creative campaign concepts. Finding the winning campaigns of your well-known competitors can help if you lack creativity. You'll have a good notion of what your audience would find appealing from this. Never imitate a competitor's work; instead, utilize it as a springboard for your own, improving it with your creative flair, unique voice, and unique selling offer.

- **Engage with your Audience:** Encourage participation in your campaign from your audience. The simplest approach to increase participation is to offer a special award, especially one associated with your company. You can also spend money on eye-catching visuals like infographics, films, and photos. Utilizing gamification is another option. Everyone enjoys playing. And the secret is to give your audience amusing and engaging experiences. You may better engage your audience and boost engagement by inviting them to participate in a quiz, memory game, jackpot, or other entertaining campaign.

- **Offer something Valuable:** Not everyone who views one of your advertisements will go on to purchase your goods or use your services. Use each campaign as a chance to highlight your services or your expertise and provide potential customers with a better understanding of you. Here, the call to action is crucial. To set yourself apart from the competition and offer them the chance to ask for more information, provide them with something that is free, really valuable, and unique.

- **Raise your Chances of getting Viral:** Make it simple to share your campaign. Your campaign's potential is limited if it isn't created to be shared. It must be simple to post on various social media platforms for a marketing campaign to be successful. Giving participants an additional chance to win will entice them to share your campaign on their social media networks. Participants must be able to simply encourage their friends to join your campaign and share it with them. Allowing your audience to vote, take photos, record videos, remark, and other actions will encourage the discussion

- **Distribute and promote your Campaign:** Now that you've created your marketing campaign, it's time to promote it. You need first to choose the right canal to reach your target audience. It doesn't make any sense to create a fantastic campaign if nobody is seeing it. There are tons of ways to diffuse your campaign:

  Share it on social media. Send an email to your subscribers notifying them of your marketing campaigns or include an image that promotes your campaigns in your newsletter. Publish a press release. Spend a bit of money on advertising. Update your social media with your campaign.

- **Measure Return on Investment:** You must evaluate the effectiveness of each marketing campaign you run after it is over. If you are not monitoring your campaigns' performance, then it has no use. Using your goals as a guide, ask yourself the following questions: How many new subscribers did you gain? How many leads did your campaign generate? Did your call to action achieve its goal? Gather, examine, and take into account the outcomes of all of this data. This will enable you to later modify the budget or creative aspects of your campaign and produce more pertinent marketing efforts. You can test, improve, learn, and act rapidly using objective metrics.

- **Evaluate and Follow:** You may now start nurturing those leads because you have established a relationship with new prospects. Keep tabs on the channels that brought them to you, send them pertinent information, tell them more about your company, etc. To achieve that, you must continue to gather data so that you can get to know your users better and offer them individualized content.

Summary

In conclusion, the campaign is one of the most vibrant tool for communicating with the public. It provides a bigger platform to cover the high reach at create awareness. To make the campaign effective the footsteps followed by the organization must be in order and correct only then a successful campaign can be run. So, keep the message of the campaign concise, clear, simple, understandable, and target the right audience for delivering the message. There are various types which are explained above used for communicating and business organizations choose the tool for a campaign after analyzing all the pros and cons and key points also which make it successful in the market.

Keywords

- Campaign
- Planning
- Marketing
- Advertising
- Social Media
- Social Media Marketing
- Communication

Self Assessment

1. What is a PPC campaign's landing page?

A. Webpage where the PPC ad is displayed

B. Webpage where the PPC ad is created

C. Webpage where the PPC ad budget is set

D. Webpage that the user is directed to after clicking on a PPC ad

2. Which of the following elements can affect a PPC campaign's cost per click (CPC)?

A. Quality score of the ad

B. Amount of bidding

C. Competition for keywords

D. All of the above

3. What is a negative keyword in a PPC campaign?

A. If the keywords are misspelled

B. If the keywords are misleading

C. If keywords are highly competitive

D. If keywords are not relevant to the ad

4. How can you surpass your customers' expectations?

A. By providing qualitative services

B. By making the product more appealing

C. By getting positive reviews from customers

D. By providing discounts

5. On mobile apps, Google Analytics is unable to identify repeat users.

A. True

B. False

C. Can't be defined

D. Can be true or false

6. What is the full form of SEO?

A. Search Engine Optimization

B. Seasoned Equity Offering

C. Search Equity Offering

D. None of the Above

7. In SMM it is used to analyze the ROI of a campaign. What does it stand for?

A. Return on Income

B. Risk on Investment

C. Return on Investment

D. None of the Above

8. Which of the following is the correct depiction of Digital Marketing?

A. Social Media Marketing

B. E-mail Marketing

C. Web Marketing

D. All of the above

9. For holding the promotion of a movie which marketing campaign is most preferred?

A. E-mail Marketing

B. Pay-Per-Click Marketing Campaign

C. Event Marketing Campaign

D. None of the Above

10. _____marketing involves internet ads that cost money each time a prospective customer clicks on them.

A. E-mail Marketing

B. Pay-Per-Click Marketing Campaign

C. Event Marketing Campaign

D. None of the Above

11. Political campaigns are generally examples of _____.

A. Digital Marketing

B. Person Marketing

C. E-mail Marketing

D. Event Marketing

12. _____ is the foundation of any marketing campaign.

A. Media planning

B. Social Media Marketing

C. Creative brief

D. Research

13. A series of messages that divide into single ideas that make up an integrated marketing communication is called _____.

A. Advertising Campaign

B. Advertisement

C. Search Engine Optimization (SEO)

D. None of the Above

14. An offer is a value for money that the _____ campaign offers.

A. Direct

B. Mass

C. Advertising

D. Media

15. Developing _____ involves a series of decisions for planning, creating, delivering, and evaluating an advertising effort.

A. Advertising message

B. Marketing plan

C. Advertising campaign

D. None of the above

Answers for Self Assessment

1.	D	2.	D	3.	D	4.	A	5.	B
6.	A	7.	C	8.	D	9.	C	10.	B
11.	B	12.	C	13.	A	14.	A	15.	C

Review Questions

1. Explain the concept of a social media marketing campaign in detail.

2. What are the characteristics of good campaign?

3. What are the key indicators required for making a campaign successful?

4. Discuss the process for an effective campaign.

5. Explain the different types of campaigns.

6. What are the prerequisites and components required for planning of marketing campaign?

7. Being a culture head of your educational institute you have the responsibility of organizing the campaign for talent hunt activities which campaign you will choose and why?

8. Explain the different market phases of the campaign.

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Unit 05: Developing Social Media Marketing Voice

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Objectives

After studying this unit, you will be able to:

- Understand the social media marketing voice concept.
- Discuss the importance and characteristics of social media marketing voice.
- Understand the difference between social media marketing voices and brand choices.
- Discuss the objectives of social media marketing voice.
- Understand the selection of an owner for the organization's social media marketing voice.

Introduction

Social media has completely changed how we interact with one another, from personal communication to business marketing. To stand out from the crowd and effectively communicate your message to your audience, you must determine your tone of voice on these platforms. So, in terms of social media, it is how you communicate in writing. Your messages, postings, and comments showcase your sense of fashion, attitude, and personality.

The persona of your social media accounts is referred to as your social media tone of voice. People's perceptions of your business are influenced by how you visually and verbally represent your brand to your audience.

A social media tone of voice guide should be customized for your target audiences to encourage emotional connections with your audience. If done well, it creates an impression of your brand in the minds of your audience that endures longer than the message itself.

It's crucial to keep in mind that your voice tone affects how people interpret your message. For instance, if you speak in a mocking or patronizing manner, your message may come out as impolite or disrespectful. On the other hand, your message is more likely to be well received if you speak cheerfully and energetically.

5.1   Importance and Characteristics of Social Media Marketing Voice

Importance of Social Media Marketing Voice

- **Understanding your Audience:** You must understand your target audience, their interests, and the things they look for from you. You may adjust your tone of voice to match the requirements and expectations of your audience by being aware of who they are. For instance, if your company caters to a younger audience, you might speak in a more relaxed and approachable manner.

- **Build a Stronger Connection with Audience:** If your message emanates from a place of honesty, a strong brand voice can assist you in forging sincere connections. Authenticity inspires confidence. A company with an authentic brand voice will have a better chance of closing a deal than one with a less reliable reputation in the marketplace.

- **Authenticity:** Be truthful in all of your content. A brand story or mission statement lacking in the marketing of a great number of goods and services. Although there is still a potential that these goods and services will succeed, those odds may not be great. In any case, you probably face rivalry from these companies. Relaying an authentic message will go a long way because a product or service that has a strong brand voice and tone is more likely to resonate with consumers than one that doesn't.

- **Build Consistency:** The thoroughness of your style guide will greatly influence your ability to be consistent. Regardless of whether it's for your website, employees, or social media, your content needs to have a consistent voice. With your staff, you normally interact differently than you would with customers. Therefore, the tone of an internal message may differ from that of an email marketing campaign. Because you need your staff to trust and believe in your business so that customers and clients can too, everything must have the same brand voice.

- **Speak directly to Audience:** A strong brand voice that is tailored to the correct consumers can talk to them directly in a manner that is pertinent to the lifestyle that the product or service is tied to. A strong brand voice helps you differentiate yourself from rivals and makes communication with customers more genuine. For instance, REI, a retailer of outdoor recreational equipment, will appeal to its target market's lifestyle while connecting it to the things they are selling.

- **Sales and Growth:** A strong social media marketing voice leads to sales and growth of the organization which ultimately leads to strong brand building, more profits, sustainability and create competitive edge.

Characteristics of Social Media Marketing Voices

- **Helps in establishing the Goals:** To determine which individual characteristics will benefit your brand the most, choose platforms based on your business objectives. Choose a platform with shopping functionality, for instance, if your objective is to enhance sales. Use lead-generation features if expanding your email list is your objective.

- **Know your Target Audience:** Helps in identifying the target audience and their behavior by the time they are spending on media, what kind of content they prefer, what kind of accounts they interact with, and also how competitors are interacting.

- **Collaboration Features:** You can co-create content with other brands or creators thanks to the recent availability of collaboration tools in some social media platforms. Brands will have the opportunity to reach each other's devoted audiences by having a collaborative post appear on both individuals' accounts.

  For example: the Instagram partnership

  Paid collaborations in Reels

  Facebook Partnership message folder

  Facebook Brand Collabs Manager

  TikTok Duet

- **Reputation Management:** It helps in building the reputation of the brand in the market by positive voices. But, if there is some negative word of mouth or comments, resolve it on a priority basis. Otherwise, it carries that much capacity to bring the image down.

- **Provide Analytics and Reporting:** Social media marketing voices help in providing the analytics from various apps and reports on how well their content is performing as well as demographic information about your audience.

- **Helps in Stand Out:** How well-known a brand is among consumers can be determined by its recognizability. Being well-known is a good thing because it shows that customers have grown accustomed to your brand name. Like Procter & Gamble, Johnson & Johnson, and Clorox, the familiarity of a brand name has the potential to become a well-known

household name. Customers are far more inclined to choose a product or service from a brand they trust than from a rival.

5.2 Difference between Social Media Marketing Voices and Brand Choices

A brand's spoken persona is referred to as its "voice." It's a brand's personality expressed in language. A clearly defined brand voice guarantees consistency in your marketing messages, aids in customer relationship development, and even safeguards your company against social media gaffes. Your brand voice should be described broadly at first and subsequently in great depth. Your overall tone is defined by the broad strokes; it may be formal, amiable, lighthearted, or serious. You could want to incorporate certain words or phrases that should or shouldn't be utilized in your brand communications at the fine details level.

For Example, Apple is a great illustration of a brand voice. Their solution allows customers to streamline their work, whether it is for personal or professional use. The iPhone and iPad were designed ingeniously by the firm, for which it is well known. Although the text on their Small Business page is brief, the visual representation remains true to their identity. They employ the same icons found in the apps seen on iPhones and iPads to illustrate their functionalities. By becoming familiar with these indicators, Apple users may be sure that these functionalities are dependable and will suit their business demands.

Establishing and honing your social media marketing tone and voice—the two components of how you represent yourself in social media communication—is necessary for effective and consistent communication across platforms, audiences, and settings.

Voice: Your postings' general personality and tone, should be consistent with your company's core beliefs. For instance, be vivacious, upbeat, cynical, or professional.

Tone: A division of your social media marketing voice is its tone. Your voice takes on a distinct emotion depending on the audience, setting, and channel. Your tone, on the other hand, may be formal, informal, or enthusiastic while your voice, for instance, might be pleasant, professional, or hilarious.

Basis	Social Media Marketing Voices	Brand Choices
Meaning	The persona of your social media accounts is referred to as your social media tone of voice helps in creating a perception and emotional connection with the audience.	A brand's spoken persona is referred to as its "voice." It helps in maintaining customer relationships and even safeguards your company against social media gaffes.
Purpose	Its purpose is to create hype about	Brand choice's purpose is to give the

	the product or brand.	reason why us.
Accessibility	It makes use of words and language which gives a vibe and a direction to the audience.	Brand choice helps in defining the words and language that will be used as a voice for a target audience.
Objective	Social media marketing voice provides a channel to put the stuff for a target audience.	While brand choice focuses on planning and formulating what is said and why it is said.
Role	It increases the amount of exposure for a brand or product.	Whereas, the brand's role is to receive and increase the traffic.
Example	Swiggy "Voice of Hunger" Spotify India: "There's a Playlist for That"	Apple is a great illustration of a brand voice Mamaearth

5.3 Social Media Marketing Voice Objectives

- **Generate New Leads:** Social networking can assist you in generating new leads for your company. To engage with people in your target market, you must expand your marketing outreach to generate new leads. Expanding your market and increasing the possibility of more sales conversions are two benefits of lead generation. Examine your social media plan for obtaining new followers and look at other ways to increase your reach to achieve this goal.

- **Gain Insight of Customer Feedback:** You may get customer feedback by using social media. You may read what clients have to say about a company's goods or services online. You may use this feedback to find out what aspects of your company people prefer or where you can make improvements. You may increase the effectiveness of obtaining and analyzing customer reviews by implementing particular Key points to measure consumer feedback.

- **Increase Online Social Community:** Creating new online social networks or growing current ones should be another objective for your social media strategy. Building online communities is a terrific method to interact with present or potential customers. People with similar interests can interact with one another in these groups. The number of brand supporters for a business can be increased by creating online community spaces.

  For instance, when devoted customers engage with your business online, they could recommend your goods and special offers to people in their social networks, thus extending the reach of your brand's online community.

- **Brand Attention Creator:** One goal of your social media strategy may be to increase awareness of your brand among members of your target audiences. As many users interact with social media daily, these platforms can be a great opportunity to promote brand-related content that attracts the attention of users. Simply by having an online social media presence, company leaders can raise public awareness of their company's brand.

  Raising brand awareness can have benefits like:

  Shortening the sales process

  Increasing market share

  Improving brand positioning in its sector

- **Incorporating Engagement Strategies for Enhancing Customer Loyalty: T**he primary objective here is to create a long-lasting relationship between the target audience and the brand. It's necessary to engage with social media followers who have a certain level of credibility or influence among the target audience.

  For example, if your target audience is football fans, an NFL player would have social influence among this demographic. The influencer doesn't necessarily need to be massively influential on a global level - sometimes a smaller, very active community is more effective than a larger, more passive community.

5.4 Selection of Owner of Organization's Social Media Marketing Voice

The following are the factors helpful in selecting of owner for the organization's social media marketing voice:

- Character/ Persona: How does your company sound? If you think of your social brand as a person (or character), this is where you can give details that fit the online persona you wish to project.
- Tone: What is the vibe of your brand? On the offered products and services and target audience it depends which tone to be used.
- Language: What kind of words are used in voice? Make sure that language and words must be simple and understandable.
- Message: The message that has been framed for social media voice must be surreal, concise, simple, and understandable.
- Purpose: What is the purpose of joining social media voice? If the purpose is clear then it is easy to frame and align with the message.
- Respectful and Responsible: Be careful not to insult or alienate your audience. Always be kind and respectful to your audience using your voice and body language. Accept responsibility for your message and refrain from making exaggerated or misleading statements. Ensure you thank your audience for their comments or criticism, accept any criticism, and remedy any errors.

Three C's for social media marketing voice

- Culture: What values does your business uphold? What distinguishes you from the other companies vying for the same clientele? Your culture is remarkable because of your distinctive characteristics, which should support your voice development.

- Community - Listening can help you communicate more effectively with and to members of your community by revealing the language they use. They will accept you on their terms if you speak their language.

- Conversation: Here, genuineness and personality are crucial. What do you wish to contribute to the discussion? You'll begin to have a clearer sense of where your voice might fit as you consider what you have to offer.
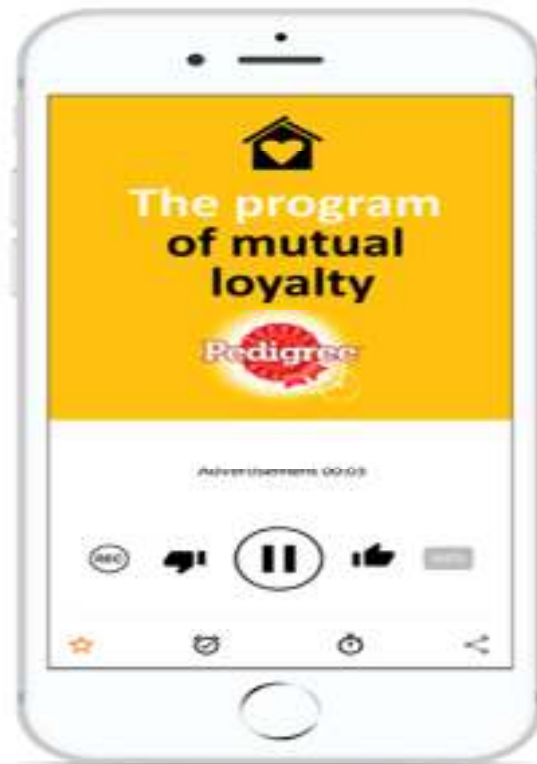

Case Study of Pedigree

Pedigree wanted to bring attention to a social project that aimed to adopt dogs from shelters as part of its campaign "The Programme of Mutual Loyalty," as well as to the problem of homeless canines. With a Pedigree care package, the team hoped to debunk misconceptions and encourage people who have chosen to adopt a new pet from a shelter. To attract music streaming users, the pet food division of Mars, Inc. deployed interactive audio advertising technology. The commercial told listeners that a shelter pet's devotion is the only kind of loyalty that matters and that Pedigree will facilitate a tighter bond between a pet's own A welcome home care kit from Pedigree will be given as a present to owners of adoptable pets as part of the campaign's message that the only loyalty that matters is the kind that comes from a shelter pet.

The final question in the advertisement asked if the viewer could comprehend spoken responses from viewers and if they were interested in knowing what was included in the gift set. A full explanation was given to those who exhibited interest, and they were then sent to the landing page. For any additional responses, the advertisement provided a quick explanation of how to support animals in shelters before directing the listener back to their music.

Stas Tushinskiy, CEO of Instreamatic (the interactive audio advertising platform utilized by Pedigree), commented on the campaign's tone and style, saying it "reinforced the brand's long-standing commitment to the importance of pet adoption using an approachable but energetic voice."

Companion banner to the interactive audio ad: 13.57% of the audience started a conversation after hearing the advertisements, and 35.33% of all spoken comments showed interest.

Summary

In conclusion, social media marketing voice is a persona or a character used to create a voice that can create perception and an emotional connection among the target audience. It also helps in creating a vibe and gives a direction to the audience which helps in creating an inclination towards the brand. So, it is very much necessary the voice has the power to create such words and language that carry a concise, logical, and meaningful message. The tone of the voice depends upon the target audience, goal, agenda, or brand. On the other hand, brand choice is used to maintain the customer relationship and to let them know why us and to retain them. So, they both are influential tools that help to draw the attention of the audience and make a place for voice and product in their mind why us.

Keywords

- Brand
- Social Media Marketing Voice
- Social Media
- Social Media Marketing
- Organization
- Brand Choice
- Culture
- Message

Self Assessment

1. While creating a brand image for the public, you envision

A. Benefits

B. Features

C. Obsessions

D. All of the above

2. The most significant factor in brand management is your _____ must be matching with brand perception.

A. Brand equity

B. Brand loyalty

C. Brand Persona

D. Brand association

3. Which of the following helps in increasing the traffic?

A. Brand association

B. Brand Choice

C. Brand loyalty

D. Brand rebuilding

4. _____ helps in building the emotional connectivity with the audience.

A. Social media marketing voice

B. Brand Choice

C. Social networking

D. Instagram

5. Which of the following is not a social media platform?

A. Twitter

B. Google

C. Snapchat

D. Instagram

6. Social networks are organized primarily around

A. Brand

B. People

C. Events

D. None of the Above

7. Characteristics of voice or tone have significance in _____.

A. Product Visibility

B. Events

C. Social media marketing voice

D. None of the Above

8. The sole purpose of brand choice is _____.

A. Maintaining the relationships

B. Creating the hype

C. Market Visibility

D. None of the Above

9. Which of the C's is used for social media marketing voice?

A. Culture

B. Community

C. Conversation

D. All of the above

10. Mamaearth is the best suitable example for.

A. Brand choice

B. Brand equity

C. Social media marketing

D. Campaign

11. _____ is helpful in constructive positioning of product.

A. Influencers

B. Social media marketing

C. Brand association

D. All of the above

12. OnePlus India "#YourBestShot" is the best suitable example for _____.

A. Brand choice

B. Brand equity

C. Social media marketing

D. Campaign

13. Effective use of social media marketing voice increases conversion rates of _____.

A. Customer to buyers

B. Retailer to customers

C. One buyer to another buyer's

D. Direct contact of marketer

14. _____ helps generate the new leads.

A. Social media marketing

B. Click-Through Rate (CTR)

C. Social Email Outreach

D. All of the above

15. Pedigree has used audio voice messages to draw the attention of the audience for sheltering the dogs is an example of _____.

A. Viral marketing

B. Brand choice

C. Buzz marketing

D. Social media marketing voice

Answers for Self Assessment

1.	D	2.	C	3.	B	4.	A	5.	B
6.	B	7.	C	8.	A	9.	D	10.	A
11.	B	12.	C	13.	A	14.	A	15.	D

Review Questions

1. Discuss the concept of social media marketing voice. What is its significance in the advertising industry?

2. Discuss the importance of social media marketing voice.

3. State the difference between social media marketing voice and brand choices.

4. What are the characteristics of social media marketing voice that make it powerful?

5. What is the relationship between social media marketing voice and brand choices?

6. How will you choose the owner of the organization's social media marketing voice?

7. What are the new trends followed in the industry for social media marketing voice?

8. What are the features desired for the success of social media marketing voice?

9. What are the components required to become an owner of the organization's social media marketing voice?

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Unit 06: Finding the Right Platforms

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Objectives

After studying this unit, you will be able to:

- Understand how to choose the right social media platform for business.
- Discuss the evaluation of resources used for the social media platform
- Understand which platform to use as an audience research tool

Introduction

Social media may assist you in achieving all of your goals, whether you want to connect with experts, engage with users' aspirational and creative sides through photographs and videos, improve customer service, or add expertise on a topical topic. As a new business owner, you are aware that attracting clients is the only method to generate sales and orders. Additionally, you are aware that a "make and wait" strategy is ineffective and will destroy your company. It is much more crucial to start marketing on social media now that we can interact with our customers, both existing and potential, online.

Social media is used by 4.65 billion people worldwide. That is 58.7% of the world's population, a large portion of whom heavily rely on social media for knowledge. These are not just eye-catching numbers; they are potential customers for marketers. Additionally, if you have a solid social media

strategy, they might become paying customers. You need a strategy if you want to build your brand's recognition, connect with new customers, and engage your audience. The key to doing that is being in the right place.

For instance, TikTok probably isn't the place for you if you're selling retirement homes as 47.4% of users are under 30.

If in India you want to target the old age as your audience then you can't find them on Instagram and Snapchat because above 50% are still using Facebook. So, Facebook is the most righteous social platform to be used.

Serial No.	Social Media Platform	Monthly Active Users Worldwide	Revenue	Launched	Headquarter
1	Facebook	2.9 billion	$85.96 billion	2004	Menlo Park, CA
2	YouTube	2.2 billion	$28.8 billion	2005	San Bruno, California
3	WhatsApp	2 billion	$5.5 billion	2009	Menlo Park, California
4	Instagram	2 billion	$24 billion	2010	Menlo Park, CA
5	TikTok	1 billion	$11 billion	2016	Culver City, CA
6	Snapchat	538 million	$1.06 billion	2011	Los Angeles, CA
7	Pinterest	444 million	$575 million	2005	San Francisco, CA
8	Reddit	430 million	$289.9 million	2010	San Francisco, CA
9	LinkedIn	250 million	$12. 4 billion	2006	San Francisco, CA
10	Twitter	217 million	$5.42 billion	2003	Mountain View, CA

6.1   Choosing Social Media Platforms

Social networking is one of the strongest marketing tactics available to small businesses. But not all social media sites are created equal. Each platform has a unique user base that engages with the content in a different way. Businesses need to be aware of these nuances when deciding whether to invest in social media marketing on a platform because they could have an effect on the success of their marketing operations.

- **Examine the nature of business:** Whether a company is business-to-business (B2B) or business-to-consumer (B2C) will determine this. Facebook and Instagram assist B2C businesses in increasing visibility, engaging customers visually, and fostering interaction. LinkedIn aids in B2B targeting by establishing a personal relationship with both present and potential customers.

- **Spotlight on target audience:** Small businesses must make sure that their advertising expenditure is effective because they cannot afford to fail frequently. They should take the time to properly understand their audience and where they can be found, rather than

chasing the newest social media property. Google search will frequently yield the greatest results; but, Facebook or Instagram may also occasionally do so.

- **Analyze demographics of clients:** What do you know about the demographics of your customers? Are they masculine, female, older, or younger? Start by researching this a little. Demographic research will help you focus on your platform and choose which is most advantageous to pursue. Whatever you decide, give it some thought and effort. Avoid overextending yourself by attempting to oversee several platforms at once.

- **Go where your valued customer is:** Less about your company and more about where your ideal customer spends their time is important when selecting a social media platform. Go to LinkedIn for B2B, for instance, or Instagram for e-commerce. Once you've determined where your customer is located, you can be persistent and helpful to completely grasp your chosen social media platform. You want to be visible.

- **Research most righteous channels:** I'd advise the marketing team to spend their time developing champions, both directly and through social media, rather than concentrating on a particular publication source or social media platform. You'll be able to identify where these brand advocates receive the greatest traction by focusing your efforts here rather than on social media brand promotion, which will help you better target your efforts as your company expands.

- **Research your competitors:** Study all of your main rivals. Look at the content that each of their social media pages is posting, how frequently they do so, and how many people are engaging with it. Decide which social networking site is producing the best results once you've come to that conclusion. To begin with, you should create objectives and KPIs that correspond to those objectives.

- **Focus on the backbone of your digital footprint:** The foundation of your digital communications and presence is your website. Emails, business cards, and search engines all include links to websites. Before purchasing an automobile or beach property, consider it your home. Make it wonderful, add some excellent material, and give it a nice look. Add blogs and social media sites over time that you can link to.

		MAU*
1	Facebook	2.9 billion
2	YouTube	2.2 billion
3	WhatsApp	2 billion
4	Instagram	2 billion
5	TikTok	1 billion
6	Snapchat	538 million
7	Pinterest	444 million
8	Reddit	430 million
9	LinkedIn	250 million
10	Twitter	217 million

MAU- Monthly active users

- **Match social media platform with target audience:** It doesn't always follow that your business should have an Instagram page just because it could. Review the objectives of your business, choose the appropriate target market, look into the user demographics of various social media platforms, and then create an account where your material will be most effective. Small businesses frequently commit the error of spreading themselves too thin by publishing content on every channel accessible.

- **Build consistent, logical, rational strategy across all levels:** Maximizing reach with the least amount of work is crucial for small businesses. Therefore, developing a consistent social content strategy that is maintainable and distributing that information across all major platforms is more crucial than concentrating on a single social media platform. One or two postings each week can be easily scheduled and distributed to numerous locations using one of the many free scheduling programs that are readily available.

- **Understand and align your social goals:** Understanding your social media objectives is necessary for selecting a platform to concentrate on. Given that Twitter is a top venue for client feedback, giving it a priority to improve customer service may be advantageous. Brands in the tourism and hospitality sectors may think about using Instagram to visually enticingly exhibit their products and properties. The idea is to match platform advantages with corporate objectives.

- **Let your product or service guide you:** Being functionally lean and concentrating on the tasks that will yield the highest return on investment is essential when a small business first starts off. Let your product or service be the determining factor in which content platform you choose to concentrate on. For instance, start with Instagram if you're creating a tiny, consumer-facing brand. Post useful content on LinkedIn if you want to attract excellent leads.

- **Participate in forum discussion:** We have the chance to post our work on our blog, Medium, LinkedIn, and Reddit and reach a large audience. However, don't abuse this privilege by sharing poor-quality, uninteresting stuff. My recommendation Put your self-promotional hat away, consider your audience, come up with a creative title, and engage in discussions frequently.
- **Start with email software:** The majority of industries and demographics benefit from email marketing. An email address is a need to have a social networking account. Email marketing is a terrific way to locate prospects in addition to being a great tool for engaging with your clients. It's valuable to have an email address. In contrast to social media followers, who might stop following you at any point, if you can gather them, they are yours forever!

Case study of Swiggy India

Swiggy has over 35,000 restaurant partners and 40000 delivery executives across 15 cities in India. The company's app is the first efficient application that gives an easy and consistent delivery experience to customers.

Goal: Bolster its customer base

Maximum mobile application installation

Expand the reach

Solution: Swiggy started creating creative stories on Instagram which increased its customer base and made the users install the mobile application and also tested the performance.

Results: Swiggy is the first Indian app to implement its ad on Instagram stories and successfully attracted new users.

Moreover, Advertising on Instagram stories reduced the cost per installation by 30%

Instagram story ads lead to an increase in app installation by 17%

6.2 Evaluation of Resources

Using the data from each social media site can complement your study, especially if you're searching for thorough analytics across your accounts, even though social media management solutions are a great starting point. Consider using social media analytics tools to collect data for your competitive analysis when trying to keep one step ahead of the competition. You can track your reach and engagement on each social media network, calculate your return on investment, and even optimize your content for increased performance by gathering data. Making judgments based on data and staying current with your research are made easier with the aid of these tools.

- **Meta Business Tools:** It controls your company's visibility on Facebook, Instagram, and Messenger using a collection of tools offered by Meta (formerly Facebook). It offers tools for managing ads, scheduling posts, viewing insights, and interacting with customers, which makes it a crucial tool for companies using these platforms.

- **X Analytics:** Users of Twitter can monitor the effectiveness of their tweets and get a better understanding of their readership. You may access specific information on tweet impressions, engagements, follows, and more to help you produce more impactful content.

- **Google Review:** It is a tool offered by Google that enables users and customers to write and publish reviews on Google about their interactions with brands or products. Based on these ratings and comments, other users can then make educated selections. When someone searches for your company on Google, these come up in the results.

- **Reddit:** It is a social news aggregation, content rating, and debate platform where registered users upload links, text posts, and photographs. Members then vote these submissions up or down. You may utilize this as a business owner to look at social and market trends and find out if people are mentioning your products.

- **Google Analytics:** In this website traffic, conversions, user interaction, and other important website data are tracked and reported. It is frequently used for marketing and Search Engine Optimization (SEO).

6.3 Use of Platforms as Audience Research Tools

Platforms for audience intelligence gather and analyze public data from online sources to help businesses gain a deeper understanding of their target markets. Marketers conduct market research, pinpoint influencers, create clientele groups, and use the information gleaned from numerous sources to inform choices. This type of software gives businesses immediate access to audience analytics and analysis so they can make quick, educated decisions about brand marketing, content strategy, advertising, and product development.

Your target audience may consist of both current and potential customers; however, audience research is much more than just identifying who your ideal customers are; it also identifies the journeys your ideal customers take to get to their final destination.

Social Listening Tools: Keeping an eye on what they are saying online is another technique to research your audience. To monitor and assess mentions about your company, sector, competitors, or keywords across different social media sites, utilize social listening tools like Hootsuite, Sprout Social, or Mention. Additionally, you can interact with your audience by joining relevant forums, organizations, or communities. From their remarks, inquiries, gripes, and compliments, you can gain a lot of knowledge.

Analytic Tools: You can gather and analyze information about the behaviours, interactions, and preferences of your audience using analytics tools like Google Analytics, Facebook Insights, or Twitter Analytics. You can see where they come from, how long they spend on your pages, what links they click on, what they share, and what actions they take after viewing your material. Additionally, you can divide your audience into distinct groups based on factors like geography, gender, age, and device.

Google Customer Match: If you haven't yet launched social media or paid search marketing, Google Customer Match is a fantastic approach to learning more about your customers. Customers' gender, age, parental status, geography, and pertinent Google Audiences can all be seen when you load in a customer email list. These are fantastic choices that you can add to your campaigns to gather more information and maybe increase your bids on these users or that you can target and bid on in a different campaign to remain competitive on broader terms that could be too pricey.

Persona Tools: Synthesizing and visualizing your data to investigate your audience. Buyer personas that represent your ideal consumers can be created and shared using persona solutions like HubSpot, Xtensio, or Userforge. Names, photographs, bios, backgrounds, objectives, problems, reasons for doing something, and preferences are all acceptable. To develop and present infographics that summarize and convey your audience research, utilize tools like Canva, Piktochart, or Infogram.

In Platform Insights: If you currently have a LinkedIn Ads account, especially if your company generates leads for B2B clients, you have a fantastic opportunity to learn more about your target market. You must include the LinkedIn insight tag on your website to collect data on your target audience. Once the tag has been added, you can begin extracting audience information from the website's demographics tab. Location, country, job function, job title, business, business sector, job

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seniority, and business size are just a few of the details offered. By generating website audiences, you can view the website as a whole or on particular pages. The various audiences you have established can also be compared.

Content Tools: Exploring what your audience consumes and creates online is a fourth way to learn more about them. You can use content tools like BuzzSumo, Quora, or AnswerThePublic to learn what subjects, questions, and trends are well-liked and pertinent to your audience. You can also use tools like Grammarly, Hemingway, or CoSchedule Headline Analyzer to enhance your writing style, readability, and appeal. You can also examine your competitors' content to see what works and what doesn't.

Internal Data Sources Insight: Even if your CRM system doesn't have a lot of data, you can still learn about your customers. Think about segmenting your data into different groups, such as top clients, disqualified leads, clients with the greatest AOVs, and clients with the highest lifetime values. You can determine your most and least desirable customer groups and bid or target them once you've defined those segments.

Competitor Research: You can use a few resources other than search engines and internal data sources to perform competitive research for paid search and paid social. You may learn a lot about the search terms you are appearing for organically by using SEMrush and SpyFu. With the help of these tools, you can also perform some competitive analysis to find out what keywords, ad copy, and search terms your rivals are bidding on. You can learn more about how your target customer is interacting with your brand on the SERP by using any or all of these. To learn more about how your competitors are representing their brands on Facebook and the Google Display Network (GDN), check out MOAT and AdEspresso. You can use these tools to see the current advertisements.

Alignment Tool: The last is to match your social media goals with their demands using the information from your audience study. You can customize your content, offers, and messages based on survey results, identify and participate in conversations that are relevant to your audience based on social listening results, optimize content, channels, and timing based on analytics results, create and curate content that enlightens, engages, and helps your audience solve problems based on content results, humanize your brand and personalize communication-based on persona results, and set SMART goals for your social media campaigns. The impact and progress can be monitored in this way.

You have options whether you're just beginning a digital marketing campaign or want to take a step back to better understand your target market without the aid of a sizable expenditure. Investigate the topics covered in this piece, and make sure that, however, you're dividing up your audience, your ads and messaging are speaking most directly to those divisions.

Summary

In conclusion, social media is a platform that is used in the business industry as a market tool for creating awareness and communication purposes. For this first thing to do is to choose the righteous social media platform by analyzing your business, product, need, goal, audience, and many more. There are several techniques available that can be used for audience research tools such as competitor research, content tool, persona tool, and many more which help in researching what audience preferences and what they see on social media and how it can be useful for our business.

Keywords

- Social Media Marketing
- Social Media Platform
- Resources
- Audience
- Target
- Techniques and tools
- Evaluation

- Platform
- Swiggy

Self Assessment

1. Which of the following is not a Social Media Platform

A. Twitter

B. Google

C. Snapchat

D. Instagram

2. We design our online communication platforms in _____ so that we can exchange information, photographs, thoughts, audio and video files, and other content with our friends, family, and coworkers.

A. Google search

B. Instagram

C. Social Persona

D. Social Media

3. How many Social Media Classification tools are there?

A. 1

B. 2

C. 3

D. None of the above

4. Which of the following is a Social Media Classification tool?

A. Social Publishing

B. Social Networking

C. Photo-based Social Networking

D. All of the above

5. Facebook was founded in the year.

A. 2004

B. 2005

C. 2006

D. 2007

6. _____ character limits are a drawback of using Twitter.

A. 140

B. 180

C. 240

D. 280

7. Which of the following is the second largest search engine?

A. YouTube

B. Google

C. Yahoo

D. None

8. Through their Facebook page, _____ adopted a technique that enables customers to suggest new variations of their current goods. As a result, customers may interact with Facebook users in real time in addition to enjoying click-ins and images from marketers.

A. Starbucks

B. Youtube

C. Instagram

D. Snapchat

9. Globally which of the following is the most active social media platform of 2023?

A. Instagram

B. Facebook

C. Snapchat

D. Twitter

10. _____ is the first Indian app to implement its ad on Instagram stories.

A. Zomato

B. Blinkit

C. Swiggy

D. Domino's

11. Who is the founder of Instagram?

A. Mark Zuckerberg

B. Kevin Systrom

C. Both A and B

D. None of the above

12. Which social network platform is considered most popular for B2B marketing?

A. Facebook

B. Instagram

C. LinkedIn

D. YouTube

13. Social media platforms are primarily organized around _____.

A. Interest

B. Demand

C. People

D. Brand

14. Identify different types of E-commerce.

A. B2B

B. B2C

C. C2B

D. All of the above

15. _____ is a popular tool to block social-media websites to track your browsing activities.

A. Blur

B. Fader

C. Ad-blocker

D. Social media blocker

Answers for Self Assessment

1.	B	2.	D	3.	C	4.	D	5.	A
6.	D	7.	A	8.	A	9.	B	10.	C
11.	B	12.	C	13.	C	14.	D	15.	A

Review Questions

1. Write down the process for choosing a social media platform for business.

2. If you have a tiny business of hand-making jute bags then which social media platform you will prefer and why?

3. What are the factors you will consider as an entrepreneur while choosing a social platform for your business?

4. Explain the techniques that are beneficial for audience research.

5. Discuss the use of social platforms for audience research tools.

6. Take the example of any global brand which have used social media platform to expand its reaching and to increase its business.

7. How resources can be evaluated while choosing a social media platform?

8. Explain the significance of resources in social media platforms.

Further Readings

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Unit 07: Marketing on Facebook

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Objectives

After studying this unit, you will be able to:

- Understand the concept of Facebook marketing
- Discussed the concept of Facebook basics
- Discussed the significance and benefits of Facebook groups and Facebook pages
- Understand the concept of Facebook events
- Discussed the Facebook application and Facebook connects concept and usage

Introduction

Facebook marketing is the methodical use of the Facebook platform to advertise a company or brand. Marketing on Facebook may increase brand recognition, grow your online following, gather leads, and increase sales of goods and services. Facebook marketing is the process of using a business page on Facebook to advertise a company, its goods, and its services. Brands can turn their company page into a type of second website and even conduct sales thereby completely optimizing it.

7.1   Facebook Basics

Facebook is a well-known social networking site that enables users to communicate with friends and family, share material, and engage in online conversation. Here, are the basics of Facebook:

- **Profile:** Your profile is created when you sign up for Facebook. This includes the details you choose to disclose about yourself, such as your name, profile image, cover photo, and others.
- **News feed:** The focal point of your Facebook experience is the News Feed. It shows a stream of posts from the pages you follow and your friends that are continually changing. You can share, like, and comment on these posts.
- **Pages:** Facebook Pages, which are utilized by companies, organizations, and public personalities to engage with their audience in addition to personal profiles, are another option. To receive updates from these pages, you can follow them.
- **Privacy:** Facebook has privacy options that let you manage who may view your posts, make you friend requests, and look you up using your phone number or email address. Review and modify your privacy settings as necessary to fit your interests.
- **Timeline:** Similar to your profile page, your timeline shows all of your posts, pictures, and activities in reverse chronological order. Who may see it and what shows on your timeline are both customizable.

- **Notifications:** Facebook notifies you of a variety of events, such as when someone likes your post, writes to you, or extends an invitation to an event. To control what you get, you can change your notification settings.
- **Ads:** Facebook shows you ads based on your online activities and interests. You can alter your ad choices and block adverts that don't appeal to you.
- **Messenger:** With the help of Facebook Messenger, a different messaging service, you can have private conversations with your pals. You can exchange photographs and videos, send text messages, and hold voice and video calls.
- **Safety & security:** Be careful who you connect with and what you share on Facebook. Set up two-factor authentication, use strong passwords, and report any questionable activity or content.
- **Marketplace:** A platform for purchasing and selling things in your neighborhood is Facebook Marketplace. You can go through postings, communicate with sellers, and set up transactions.
- **Events:** On Facebook, events can be scheduled and RSVPs accepted. This is a practical way to schedule events and keep tabs on approaching activities.

To get the most out of your experience on Facebook and to keep up with any changes to the way the site operates, it's a good idea to routinely explore its features and settings.

7.2 <u>Facebook Pages</u>

Facebook Pages are a tool that enables companies, groups, celebrities, and enterprises to create an official presence on the social networking site. Following are the key points of Facebook pages:

- **Profile:** For organizations other than individual users, a Facebook Page acts as a public profile. It can stand in for a wide variety of things, including corporations, charities, public figures, and more.
- **Creation:** A Facebook Page can be easily created. You can accomplish it by clicking "Create" in the "Pages" part of the left-hand menu from your own Facebook account. You must include details about the organization you are making the Page for, such as its name, category, and profile image.
- **Customization:** After it has been made, you can add a cover photo, further profile information, and information about your company or group to your Page. Additionally, you can add tabs for particular features like reviews, events, and more.
- **Posting:** You can interact with your audience by posting updates, images, videos, and other content on Facebook Pages. These posts show up on the timeline of your Page and in followers' feeds.
- **Audience engagement:** To follow you and see your updates in their news feeds, people can "like" your Page. Additionally, they can send private messages to your Page post comments, and share your material.

- **Insights:** Facebook gives Page managers analytical resources called Page Insights that let them monitor the effectiveness of their Page. This contains information on audience demographics, post-engagement, and other things.
- **Advertising:** To reach a larger audience, Facebook Pages can be utilized in conjunction with Facebook Ads. Ad campaigns that promote your Page, posts, or certain goods or services can be created and managed by you.
- **Messenger integration:** To communicate with clients through Facebook Messenger, many companies use Facebook Pages. This may entail responding to inquiries, offering customer service, or even automated responses with chatbots.
- **Verification:** High-profile Pages, especially those of famous people and brands, might go through a verification process to display a blue checkmark emblem confirming their legitimacy.

- **Call to action:** A "Call to Action" button that encourages visitors to do something specific, such as get in touch with a company, book a reservation, or go to a website, can be added to pages.

For companies and groups wishing to create an online presence, engage with their audience, and advertise their goods, services, or causes on the platform, Facebook Pages are an invaluable resource. They give you a means to communicate with a variety of Facebook users and can play a crucial role in your social media marketing plan.

7.3 Facebook Groups

A Facebook group is a digital gathering place where people with similar interests may assemble to share information, have discussions, and engage in social interaction. Depending on the group's settings, Facebook groups might be open, closed, or private. Here are some key features and characteristics of Facebook groups:

- **Membership:** Users can request to join a closed or private group or join a public group if it is available. Admins of a group may also extend invitations to join.
- **Search & Discovery:** Users can browse categories, and use keywords or hobbies to search for groups. Based on users' activities and interests, Facebook also recommends organizations that might be of interest to them.
- **Announcement:** Important notifications made by admins to the group can be seen at the top of the group feed.
- **Admins & moderators:** Admins of groups often have power over group settings, membership approval, and the deletion of posts or members. To assist in running the group, admins can also give other users moderator roles.
- **Discussion & sharing:** Members of a group can upload text, photographs, videos, links, and other sorts of content that are relevant to the theme of the group. They can additionally respond to and comment on posts.

Benefits of Facebook Groups

- **Community building:** Facebook groups enable individuals with similar interests, objectives, or life experiences to connect and create a sense of community. Users may be able to do this to meet others who share their interests and feel a sense of community.
- **Information sharing:** Groups provide members with a forum for exchanging data, know-how, and experience on particular subjects. Groups enable the exchange of useful information, whether it be professional insights, local recommendations, or hobby-related guidance.
- **Networking:** Groups offer chances for networking and building new relationships. Groups can assist you in growing your network whether you're seeking possible collaborators, business contacts, or buddies with like-minded hobbies.
- **Support & advice:** To provide assistance and advice, a lot of Facebook groups are founded. This could be aid with specific issues or difficulties, parenting counsel, health-related guidance, or emotional support for those going through difficult times.
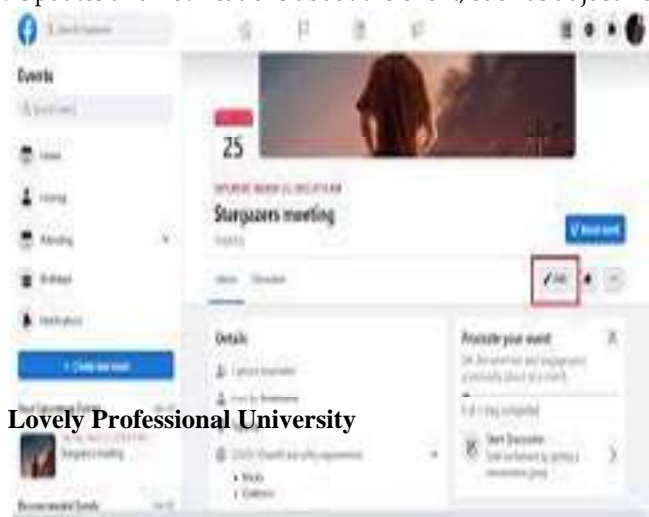

Facebook Groups

- **Promotion & marketing:** To reach a specific demographic, businesses, and organizations frequently utilize Facebook groups to advertise their goods and services. It may be a useful strategy for interacting with potential clients and getting feedback.

- **Event organization:** Events can be planned by groups both offline and online. This makes it simpler to plan events, get-togethers, and meetups with people who share your interests.

- **Privacy & control:** The privacy settings for the group are managed by the group administrators. To provide for different levels of privacy and exclusivity, they can opt to make the group open, closed (requiring approval to join), or secret (invitation-only).

- **Focused discussions:** Groups provide an environment for more focused and pertinent discussions as opposed to the frequently noisy and cluttered Facebook news feed. Users may access relevant content without being diverted by irrelevant posts.

- **Learning outcomes:** Many groups are dedicated to learning and education. They provide a platform for members to share educational resources, ask questions, and engage in discussions to expand their knowledge.

- **Sense of identity:** Joining a group with members who share a common interest or affiliation might help people feel more like they belong to the Facebook community.

- **Engagement & activity:** Compared to individual profiles or pages, groups frequently have higher engagement rates. As a result, discussions become more lively and engaging since users are more inclined to participate with and respond to posts within a group.
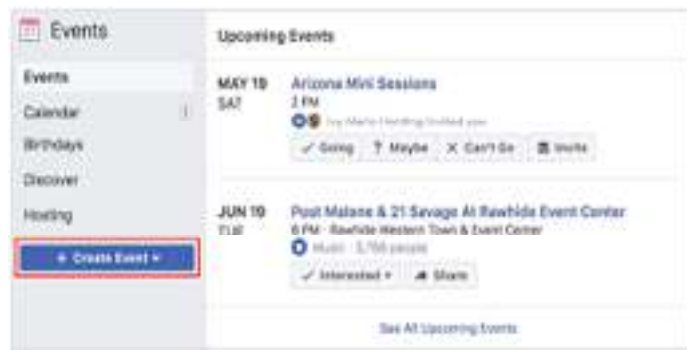
7.4 Facebook Events

Users can create, advertise, and RSVP to events using the Facebook Events function on the social media site. Whether they are physical events, online events, or hybrid events that mix in-person and virtual participation, it's a practical approach for people, businesses, organizations, and communities to plan meetings. Here are some key features and aspects of Facebook Events:

- **Creating an event:** By choosing the "Events" option on the Facebook home page or mobile app, users can create events. They can offer information like the event's title, date, time, and location, as well as its description and cover image. Events may be for general audiences, particular audiences, or both.

- **Event types:** Parties, fundraising events, concerts, workshops, conferences, and more are just a few examples of the various sorts of Facebook Events that can be categorized. Users can find events that meet their interests thanks to the selected type.

- **Invitations & RSVP:** Event organizers have the option of inviting friends, followers, and members of particular organizations. Those who have been invited can reply to the invitation by marking whether they will be attending or not (marked as "Interested" or "Going"). The Facebook calendars of the attendees are updated with event information.

- **Event updates:** Updates and notifications about the event, such as adjustments to the time or place, new information, and reminders, can be posted by the hosts. Attendees and those with an interest in the event can see these updates.

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- **Promotion:** Events can be advertised by hosts by sharing them on their timelines, in groups, or via the use of advertisements. This makes the event more visible and reaches a larger audience.
- **Online & hybrid events:** Facebook made it possible to arrange online events, which is especially useful when people are geographically separated. With the help of this functionality, hosts can immediately arrange and live-stream events on the site, opening it up to a large audience.
- **Event discussion**: Through the event pages, attendees can converse and connect. This creates a forum for inquiries, feedback, and discussion about the occasion.

- **Event analytics:** Event hosts have access to metrics and insights about their events, including the number of attendees, interest levels, and social media reach.
- **Privacy settings:** To limit who can view and participate in their events, hosts can alter the privacy settings for each one. Access might also be restricted to certain areas or age groups.
- **Ticketing:** For some events, Facebook has integrated a ticketing tool that enables hosts to sell tickets directly through the website.
- **Calendar integration:** Users' Facebook calendars can be updated with events and synchronized with calendars on their computers or mobile devices.

7.5   Facebook Applications and Facebook Connect

Both the Facebook Application and Facebook Connect concepts, which both entail incorporating Facebook functionality into other websites or applications, are similar but separate ideas inside the Facebook ecosystem. Both have been explained as follows:

Facebook Application

Frequently referred to as a "Facebook App," a Facebook Application is a program or service that utilizes the Facebook platform. They can include social media plugins, productivity tools, gaming, and more. They are intended to deliver more features and functionalities or to improve the Facebook user experience. The Facebook website or mobile app can be used to access Facebook apps. The Facebook Developer platform, which offers tools, APIs, and documentation for developing and integrating apps with Facebook, must be used by developers to create a Facebook application.

For example: Games like FarmVille, productivity programs like Buffer, and social plugins like Facebook Comments, which let website visitors comment using their Facebook profiles, are typical examples of Facebook applications.

Facebook Connect

A tool called Facebook Connect, commonly referred to as "Login with Facebook" or "Facebook Single Sign-On (SSO)," enables users to log in or register for third-party websites or applications using their Facebook credentials. Users' registration and login processes are made easier because they are relieved of the burden of coming up with new usernames and passwords for every service they use.

- A user is taken to Facebook's login page when they opt to check in with their Facebook account on a third-party website or app.
- With their Facebook account and password, the user then signs in.
- After successful authentication, the user's Facebook information may be utilized (with their consent) to customize their experience on the third-party website or mobile application. Depending on the permissions sought by the program, this can involve accessing their public profile information, buddy lists, and other information.

Because it can facilitate user registration, boost user adoption, and access some user data to improve the user experience, Facebook Connect is advantageous for developers. To safeguard user privacy and data security, developers must follow Facebook's policies and standards when integrating Facebook Connect.

In conclusion, Facebook Connect is a feature that enables users to log in to third-party websites and applications using their Facebook credentials, streamlining the authentication process. A Facebook Application is a separate program or service hosted on the Facebook network. These two parts can be integrated with Facebook's services because they are both a part of the social media company's developer ecosystem.

Summary

In conclusion, Facebook marketing is the practice of using one of the biggest social media networks in the world, Facebook, to advertise goods, services, brands, or content to a specific audience. It includes a broad range of approaches and strategies meant to accomplish particular marketing objectives. Keep in mind that Facebook's marketing success involves constant effort and adjustment. Success depends on remaining up to date with market trends and adapting your methods to reflect changes in the platform's algorithms, features, and user behaviors. Businesses may use Facebook marketing as a potent tool to connect with their target demographic, increase brand recognition, and boost sales. It does, however, necessitate careful planning, constant improvement, and adaptation to platform and environment changes in digital marketing. While using Facebook for marketing, businesses should also be aware of privacy laws and changing customer preferences.

Keywords

- Social Media Marketing
- Facebook
- Marketing
- Facebook pages
- Groups
- Events
- Facebook basics
- Facebook application
- Facebook Connect

Self Assessment

1. What is the primary goal of Facebook marketing?

A. Increasing website traffic

B. Building brand awareness

C. Generating leads

D. All of the above

2. What is the minimum age requirement for creating a Facebook Page?

A. 13 years old

B. 16 years old

C. 18 years old

D. 21 years old

3. Which Facebook advertising objective is best suited for businesses looking to increase online sales and drive conversions?

A. Brand Awareness

B. Engagement

C. Conversion

D. Reach

4. What is the relevance score in Facebook advertising?

A. A measure of how often your ad is shown

B. A score based on the quality and relevance of your ad to your target audience

C. The number of clicks your ad receives

D. The total budget spent on your ad campaign

5. What is the term for the practice of promoting your Facebook Page to increase the number of people who like and follow it?

A. Page optimization

B. Page engagement

C. Page boosting

D. Page promotion

6. Which Facebook feature allows businesses to provide automated responses to frequently asked questions and interact with customers 24/7?

A. Facebook Messenger

B. Facebook Groups

C. Facebook Events

D. Facebook Stories

7. What is the recommended image size for a Facebook Page cover photo?

A. 800 x 200 pixels

B. 1200 x 628 pixels

C. 1080 x 1080 pixels

D. 851 x 315 pixels

8. How can businesses target their Facebook ads to specific demographics, interests, and behaviors of users?

A. Through organic reach

B. By boosting all posts

C. Using Facebook Ads Manager's targeting options

D. By posting at specific times of the day

9. Which Facebook advertising objective is best suited for businesses looking to increase online sales and drive conversions?

A. Brand Awareness

B. Engagement

C. Conversion

D. Reach

10. Which of the following is a Facebook ad-targeting option?

A. Age

B. Gender

C. Interests

D. All of the above

11. Which of the following is a metric for measuring ad relevance on Facebook?

A. Click-through rate (CTR)

B. Conversion rate

C. Cost per click (CPC)

D. Impressions

12. Which of the following is a Facebook ad bidding strategy?

A. Cost per click (CPC)

B. Cost per acquisition (CPA)

C. Cost per thousand impressions (CPM)

D. All of the above

13. What is the maximum number of characters for a Facebook ad headline?

A. 25

B. 50

C. 75

D. 100

14. Which of the following is a metric for measuring ad performance on Facebook?

A. Impressions

B. Likes

C. Shares

D. All of the above

15. What is the maximum image file size for a Facebook ad image?

    A.   1 MB

    B.   2 MB

    C.   3 MB

    D.   4 MB

Answers for Self Assessment

1.	D	2.	A	3.	C	4.	B	5.	D
6.	A	7.	D	8.	C	9.	C	10.	D
11.	A	12.	D	13.	B	14.	D	15.	C

Review Questions

1. Discussed the concept of Facebook marketing in detail.
2. Explain the Facebook basics.
3. State the features of Facebook groups.
4. Discuss the basic key points of Facebook pages.
5. What are the benefits of Facebook groups?
6. What are the features of Facebook events?
7. Explain the Facebook applications and Facebook Connect.
8. If you have to market the event through Facebook event then how you will do it? Explain

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Unit 08: Marketing on Twitter

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Objectives

After studying this unit, you will be able to:

- Understand the concept of Twitter marketing
- Discussed the basics and handling of Twitter
- Explain the following and followers of Twitter and its importance
- Discussed Twitter using promoted accounts
- Understand the concept of sponsored tweets

Introduction

For companies and creators, Twitter is a fantastic medium. It's ideal for sharing business updates, participating in hot topics, finding your brand's voice, and generating web traffic. All of these businesses use Twitter marketing to expand their reach, interact with their customers, create communities, and develop their businesses. With more than 217 million active users every day, Twitter should play a significant role in your marketing plan. In addition to having a sizable user base, Twitter is also the sixth most popular network in the world and is predicted to have over 340 million active users by 2024.

There are several benefits to using Twitter in your company's social media strategy in the context of the increasingly congested social media market. Because Twitter has a greater audience than most other platforms, advertising on it is particularly appealing. Nearly three times as many individuals visit Twitter every month as there are registered users.

8.1 Twitter Basics

Twitter is a well-known social media site that enables users to communicate with their followers by sending them brief messages known as "tweets". Here are some basics to help you get started with Twitter:

- **Creating an account:** You must register for an account to use Twitter. Visit the Twitter website or download the mobile app to do this. To create your account, you must supply a special username (sometimes referred to as a handle), a password, and an email address.

- **Profile setup:** Once you've registered, you may edit your profile. This entails including a profile photo, header image, and a brief biography. Your bio, which is a short statement about you or your hobbies, is visible on your profile page.

- **Followers & Following:** You can follow other people on Twitter so that you can view their tweets on your timeline. The tweets of people you follow will show up in your Twitter feed. Similar to how you can follow other people, their feeds will display your tweets.

- **Tweets:** The primary unit of material on Twitter is the tweet. They are brief communications with a character count cap of 280 (as to my knowledge, the cutoff date is in September 2021). Your tweets can contain text, graphics, GIFs, videos, and links. You can interact with a tweet by liking it (by clicking the heart icon), retweeting it to your followers, or leaving a reply.

- **Hashtags:** Using the "#" mark before a word or phrase designates it as a hashtag. They are used to group tweets into categories and make them more accessible to a larger audience. Users who search for or follow that hashtag, such as #Travel, can find your tweet if you include it in your tweet.
- **Mentions:** Use the "@" sign and the user's username to mention other users in your tweets. Their username turns into a clickable link and they receive a notification as a result. For instance, if you use the handle @JohnDoe in your tweet, John Doe will see it and other users can click on it to view his profile.
- **Direct messages:** You can communicate privately with other people on Twitter. Direct messages (DMs) are what they are called. Users who follow you back cannot be DM's.
- **Privacy & settings:** Twitter offers several privacy settings and tools to manage who can reply to your tweets, send you direct messages, and more. Through your account settings, you have access to these options.
- **Trends:** Trending topics are displayed on Twitter. These are well-liked hashtags, phrases, or keywords that are widely used right now.
- **Explore & moments:** You may find trending topics, popular tweets, and personalized recommendations by using Twitter's "Explore" area. "Moments" are carefully crafted groups of tweets and other material related to a particular subject or event.
- **Notifications:** When someone follows you, likes, retweets, or reacts to one of your tweets, or when you are mentioned in another user's tweet, Twitter notifies you.

It's important to keep in mind that Twitter's features and policies are subject to change, so it's a good idea to review the most recent revisions and instructions on the Twitter website or app.

8.2 Twitter Handle

There's a good likelihood that someone else already has your handle on Twitter as there are millions of users there. Don't be upset if you can't access your ideal handle. Asking the person who owns your Twitter account if you can use it is one method. Alternatively, file a complaint with Twitter if your company name is protected by a trademark.

It would help if you gave your Twitter handle additional thought for the following reasons:

- Makes it simpler to find your account
- Exhibits professionalism
- Simpler to recall

The most important part of your Twitter profile is your handle. You must choose a username that will promote your business while also making it simple for others to discover you on Twitter. Additionally, you shouldn't only choose the one that Twitter suggests.

Your Twitter username has the power to create or destroy how people see you as a brand. Therefore, choosing the ideal Twitter account for your page requires time and effort. Your ability to be recognized on the platform and your appearance as an authentic person will both be improved by a strong Twitter handle.

Your Twitter handle is the name you use when you sign up for the service. It begins with @ and is also referred to as the Twitter username.

It serves as an account identification and is particular to each Twitter user. Therefore, nobody else on the platform can use your Twitter handle or account. Your ID also shows up at the end of your Twitter URL when you check in via a web browser.

For instance, the ID will display @statusbrew if the Twitter username is "statusbrew."

Having a Twitter account is crucial for your profile. It is important for the social media marketing of your company. Here are some reasons it's important to choose an acceptable Twitter username:

- A proper handle demonstrates professionalism
- Facilitates finding or mentioning your Twitter profile
- Gives printed marketing materials a tidy appearance
- Enables your fans to quickly memorize and remember your Twitter handles when looking up your profile.

Twitter Display Name

- Limit of four minimum characters
- Character count cap: 15
- It must distinguish itself from other users.
- Except for underscore, capital and lowercase letters, and numerals, it cannot contain spaces or other symbols.
- For instance, @username
- Minimum characters limit: 2
- Maximum characters limit: 50
- It can be similar to other Twitter users
- It can contain space for special characters like @, #, >, %, etc.
- For example, Display Name

Here are some potential explanations for why you might be unable to claim a username that appears to be open:

- It is prohibited to claim handles that contain the words "Twitter" or "Admin" unless they belong to legitimate Twitter accounts.
- There is a 15-character limit on the length of your Twitter handle. For ease of use, usernames are kept short, but your display name can be longer (up to 50 characters).
- Except for underscores, a Twitter handle can only contain alphanumeric characters (that is, letters A-Z, digits 0-9). There must be any spaces, dashes (other than underscores), or symbols in your username.
- It is not possible to claim the username of a suspended or inactive Twitter account. You will need to choose a different username since suspended or deactivated usernames are not instantly usable. You will get a notification indicating suspension or deactivation if you navigate to a suspended or deactivated Twitter user's profile.

8.3   Following and Followers

Twitter may be a social network, but until you start attracting an audience, you'll only be talking to yourself. When someone follows you, they see what you have to say. When you follow others, the information they share automatically enters your account. Twitter doesn't compel a connection between the two even though its following and follower features encourage two-way communication. For instance, you don't have to follow an account for it to follow you, and vice versa. To receive and see someone's tweets or messages in your feed, you must follow them on Twitter. You follow a user if you want to keep up with what they are tweeting in real-time. Then, when you log into Twitter, their comments as well as the tweets of the people you've selected to follow appear in your feed. When you follow someone on Twitter, you are also giving them access to send you direct messages, which are private tweets.

People who subscribe to or follow another person's tweets on Twitter are known as followers. For instance, whatever you tweet will appear in the feeds of your followers. If you select to receive notifications when PersonX tweets, you will be able to view PersonX's tweets in your feed. Twitter has given the phrase a new meaning, even though its original definition includes an element of allegiance or support for a person, doctrine, or cause. Anyone who has selected the Twitter Follow button to subscribe to another user's message is referred to as a follower in today's jargon. It just means that the follower wants to stay up to date with what the person posts and does not necessarily mean that they agree with or support the person being followed.

Twitter may not have as many users as websites like YouTube and Facebook, but it has a unique ability to connect with business people. Additionally, follower quantity is important on all social media networks. It matters because

Credibility

Assurance

Natural reach

A lot of followers on an account increases the likelihood that someone may interact with it and follow it. Additionally, because Twitter favors posts from accounts with a large number of followers over those with fewer followers, people are more likely to see your content in their timelines.

Importance of followers & followings:

- **To increase brand awareness:** What company wouldn't want to boost its brand exposure by gaining more Twitter followers? It increases the amount of people who are aware of and interested in your company's goods and services on a global scale.

- **To improve organic search engine optimization:** When you have a sizable following on Twitter, Twitter assists in spreading your material more quickly and widely. The likelihood that your material will go viral or become more visible online increases with the

number of shares it receives. This enhances link building to your website, which boosts the natural SEO of your website.

- **To increase web traffic:** The number of individuals visiting your blog or website considerably rises as more and more people read the tweets you post about your blog posts. In the end, this increases lead generation and conversions.
- **Promote products & services:** What could be better than Twitter, where you can advertise your business with no effort? You only need to Tweet, and then watch for content sharing from your followers. The process of product promotion gets incredibly simple if you have a huge number of Twitter followers.
- **To have better user engagement:** Users are kept interested by sharing high-quality content and visually appealing infographics that are relevant to your brand. It is beneficial for your brand if users share or read more of your posts.
- **To increase sales:** For a firm, increasing sales is just as crucial as marketing or product introduction. Increased sales of your product or service translate into more money coming in for your company.

8.4 Using Promoted Accounts

Ordinary Posts that have been purchased by advertisers who wish to reach a larger audience or encourage interaction from their current followers are known as Promoted Ads. When an advertiser pays for their placement on X, all Promoted Ads are distinctly marked as "Promoted". Promoted Ads can be Reposted, commented on, liked, and more just like ordinary Posts in every other way.

On the microblogging site, promoted accounts operate according to an algorithm that determines which accounts to show you based on the accounts you are presently following, the web searches you make, and your other Twitter activity. Twitter may make a recommendation to the user for the Promoted Account. The strategy will work in a variety of situations and problems. You can be sure

that your marketing efforts are reaching the appropriate market in this way and not simply random people with interests dissimilar to your own.

The best way to advertise to users on Twitter and its partner networks is through Twitter Ads. Additionally, using digital marketing techniques is a crucial chance to expand an internet firm. You may advertise on Twitter to those who are likely interested in what your brand has to offer while also reaching new consumers. A company can construct a campaign to match the growth objectives of the company by using a variety of advertising with varied campaign objectives thanks to the many different ad kinds available.

8.5   Sponsored Tweets

An example of advertising on the social networking site Twitter is sponsored tweets. These tweets are sponsored advertisements or brand promotions that advertisers or brands publish to reach a larger audience and advertise their goods, services, occasions, or content.

- **Advertiser & Twitter:** A business or advertising chooses to support a certain tweet or campaign. They set up and oversee their sponsored tweet campaign using the Twitter advertising platform.
- **Target audience:** Advertisers have the option of defining the target audience for their sponsored tweets based on a variety of factors, including location, interests, and demographics. This makes sure that the tweet is seen by the people who matter most to its goals.
- **Budget & bidding:** Advertisers decide on a campaign budget and may place bids on particular keywords or audience subsets. Based on variables like audience size and competition for the chosen targeting criteria, the cost of a sponsored tweet campaign can change.

- **Tweet creation:** The tweet that advertisers wish to promote is made by them. Like regular tweets, this one can contain text, images, videos, and links. Only a "Promoted" label identifying it as a sponsored tweet will make it different from other tweets.
- **Campaign launch:** The sponsored tweet is launched after the campaign specifics have been established. Users who fit the targeted criteria will see it in their Twitter feeds.
- **Performance tracking:** Advertisers have access to real-time reporting on the effectiveness of their sponsored tweet initiatives. They can monitor statistics such as impressions, engagement (likes, retweets, and comments), click-through rates (CTR), and conversions (where relevant).

Businesses and companies can effectively use sponsored tweets to tap into Twitter's user base for marketing objectives. They can be used to promote goods or services, raise brand awareness, improve website traffic, or fulfill other marketing goals. To maintain a great user experience and compliance with platform rules, advertisers must follow Twitter's advertising standards and guidelines while developing and managing sponsored tweet campaigns. To keep the audience's trust, the commercial character of the tweet must be disclosed and transparently communicated.

Summary

In conclusion, It can be difficult to come to a judgment regarding Twitter because it is a dynamic platform with many different factors to take into account. With millions of active users, Twitter is still a major social media network on a global scale. It still has a big influence on how the public discourse is shaped and how communication is facilitated. Because of its reputation for being real-time, Twitter is a great place to find breaking news, updates, and discussions on a variety of subjects. It has developed into a vital instrument for speedy information sharing among citizens, lawmakers, and journalists. It's important to remember that Twitter's environment is always changing and that since my previous knowledge update in September 2021, the platform may have seen substantial adjustments and developments. As a result, it's wise to check more recent sources and keep up with current events.

Keywords

- Twitter
- Followers
- Following
- Sponsored
- Tweets
- Social media marketing
- Twitter basics

- Twitter handle

Self Assessment

1. What is the character limit for a single tweet on Twitter?

A. 100 characters

B. 140 characters

C. 280 characters

D. 320 characters

2. What is the term for using a "#" symbol before keywords or phrases in tweets to categorize and make them discoverable?

A. Mention

B. Retweet

C. Hashtag

D. Trending

3. Which Twitter feature allows you to schedule tweets in advance?

A. Twitter Analytics

B. Tweet Deck

C. Twitter Ads

D. Twitter Moments

4. What is the maximum number of characters allowed in a Twitter username (handle)?

A. 10 characters

B. 15 characters

C. 20 characters

D. 25 characters

5. What type of content on Twitter is often used to share real-time updates or news?

A. Videos

B. GIFs

C. Polls

D. Tweets

6. Which metric measures the number of times a tweet has been shared by other users on Twitter?

A. Impressions

B. Click-through rate (CTR)

C. Retweets

D. Engagement rate

7. Which of the following is a Twitter advertising format that allows advertisers to promote a tweet to a wider audience?

A. Twitter Lists

B. Twitter Moments

C. Twitter Cards

D. Promoted Tweets

8. What is the recommended image size for a Twitter header (cover photo)?

A. 800 x 200 pixels

B. 1500 x 500 pixels

C. 1200 x 600 pixels

D. 1024 x 512 pixels

9. Which Twitter feature allows you to pin a specific tweet to the top of your profile?

A. Twitter Lists

B. Twitter Moments

C. Pinned Tweet

D. Twitter Moments

10. What is the main purpose of Twitter Analytics?

A. To schedule tweets

B. To track the number of followers

C. To analyze the performance of tweets and account

D. To create Twitter Moments

11. What should be included in the creative elements of a promoted tweet?

A. A long list of hashtags

B. A compelling image or video

C. A link to a competitor's website

D. Emojis and GIFs only

12. How do you pay for Twitter advertising campaigns?

A. By bidding on the number of followers you want

B. With a fixed monthly fee

C. By paying per click, engagement, or impression

D. By trading retweets with other users

13. Which type of Twitter ad campaign is designed to increase your followers?

A. Website Clicks or Conversions

B. Promoted Trends

C. Followers Campaign

Social Media Marketing

D. Promoted Video

14. What is the benefit of using Twitter Analytics when promoting content?

A. It helps you schedule tweets automatically.

B. It provides insights into the performance of your promoted tweets.

C. It allows you to create custom Twitter emojis.

D. It offers a free advertising budget.

15. How can you target specific demographics and interests when promoting content on Twitter?

A. By using hashtags

B. By choosing the right time to tweet

C. By creating engaging visuals

D. By using Twitter's ad targeting options

Answers for Self Assessment

1.	C	2.	C	3.	B	4.	C	5.	D
6.	C	7.	D	8.	B	9.	C	10.	C
11.	B	12.	C	13.	C	14.	B	15.	D

Review Questions

1. Discussed the concept of Twitter marketing in detail.

2. Explain the Twitter basics.

3. Discuss how to handle the Twitter account.

4. Explain the importance of followers and following on Twitter.

5. How the sponsored tweets are useful. Explain.

6. What is the use of promoted accounts?

7. What are the basics of the Twitter account?

8. If you have to promote the event through Twitter then how you will do it? Explain

Further Readings

Social Media – The Art of Marketing by Calvin Kennedy

Social Media Marketing by Tracy L. Tuten and Michael R. Solomon

Social Media All-in-one for Dummies by Jan Zimmerman and Doug Sahlin

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Unit 09: Instagram Marketing

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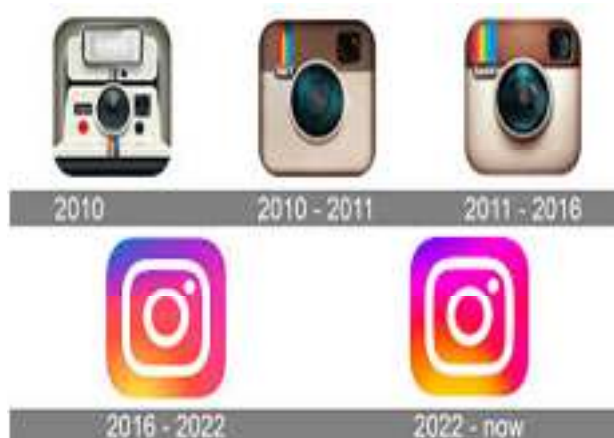After studying this unit, you will be able to:

- Understand the concept of Instagram marketing
- Discussed the basics of Instagram
- Explained the concept of engagement in Instagram
- Discussed the concept of Instagram Ads
- Understand the significance of Instagram stories

Introduction

Instagram marketing involves using the platform to increase your brand's visibility, audience, leads, and sales. Instagram is a highly successful marketing channel for companies, business owners, and creators as it is the preferred social networking site for users between the ages of 16 and 34.

Marketing techniques for Instagram include:

- Organic content: posts with pictures, videos, or carousels Reels, Stories
- Instagram ads, such as Stories ads, Shopping ads, and more are considered paid content.
- Using influencers
- Shop tab, product tags and catalog, live shopping, Instagram Checkout, and shopping advertisements are some of the shopping capabilities.

9.1   Instagram Basics

Instagram is a well-known social networking site where users may publish pictures and videos, interact with followers and friends, and find new material. Keep in mind that Instagram is a visually-driven site, so success depends on having excellent photos and interesting content. On the platform, explore, interact, and enjoy finding new material, connecting with friends, and having fun. Following, are the basics of Instagram:

- **Creating an account:** From the iOS or Android app store on your device, download the Instagram app.

  Launch the app, then select "Sign Up."

  You can register using your phone number, email address, or by connecting your Facebook account.

  Select a handle, often known as a username, that accurately describes you. Your distinct Instagram persona will be this.

- **Setting up your profile:** You can tell others more about yourself by adding a profile photo and a succinct bio after creating your account. Additionally, you can provide your website link (if applicable) and contact details.

- **Privacy settings:** For your account, Instagram offers a variety of privacy settings. You have the option of making your account either public where anybody can see it or private where only people you approve can follow you.
- **Following & Followers:** You must follow other users in order to see their content. Posts from people you follow will show up in your feed. When someone follows you, their newsfeed will display your postings.

- **Posting Content:** Tap the "+" icon in the bottom center of the app to share a picture or a video. You have the option of taking a fresh photo or video or selecting one from your device's gallery. Your post should include filters, captions, and hashtags. Hashtags assist in expanding the audience for your material.
- **Interacting with content:** Double-tapping a post or selecting the heart icon will indicate that you like it. Engage other people by leaving comments on their posts. By tapping the bookmark symbol, you may save articles to collections.
- **Instagram stories:** Stories are brief images or films that vanish after a day. To your Stories, you can add stickers, text, and drawings. Tap someone's profile photo in the Stories bar at the top of your feed to view their tale.
- **Explored messages:** Based on your interests and the people you follow, the Explore tab can help you find fresh material and profiles.
- **Direct messages:** Through Instagram Direct, you may communicate other people privately. Tap the paper aircraft icon in the top right corner of your screen to access your messages.
- **Notifications:** When someone likes, comments on, or mentions you in a post, Instagram will let you know. In the app's settings menu, you can change the notification settings.
- **Business accounts:** For businesses and creators, Instagram offers business profiles with analytics and extra functionality.
- **Safety & privacy:** Be careful what you post and take the privacy of your content into account. Users who engage in inappropriate or destructive activity should be reported and blocked.

9.2   Content Creation

Building and maintaining a strong presence on Instagram depends on producing interesting and aesthetically pleasing content. Since Instagram is a very visual site, your material should be compelling and pertinent to your target market. Keep in mind that Instagram is a platform where originality and creativity frequently flourish. While adhering to the personality and values of your business, adapt your content to your niche and particular audience. You'll eventually create a content plan that connects with your audience and aids in your Instagram goal-achieving.

- **Define your audience:** Decide who your target market is and learn about their hobbies, lifestyle choices, and demographics. This will assist you in producing material that appeals to them.
- **Set clear goals:** Decide what you want to achieve with Instagram. Are you attempting to boost brand recognition, improve website traffic, or produce sales? Your aims and your content should be compatible.
- **Create a content calendar:** By making a content calendar, you may organize your material in advance. This will assist you in keeping a regular posting schedule and ensuring the diversity and balance of your content.
- **Choose your content type:** In addition to photographs, videos, stories, IGTV, reels, and other content types, Instagram also offers other content types. Maintain the freshness and interest of your material by combining these formats.
- **High-quality visuals:** Invest in eye-catching graphics. Pay attention to lighting, composition, and editing while using a quality camera or a smartphone with a respectable camera. Your visual aesthetic should be consistent if you want to create a recognized brand identity.

- **Capitative captions:** Create captivating subtitles that go with your pictures. Contextual information, narratives, inquiries, and engagement can all be included in captions. Be genuine and maintain a constant tone of voice.
- **Use Hashtags:** To make your material more discoverable, do some research and incorporate pertinent hashtags into your captions. To reach a wider audience, combine hashtags that are well-known and specialized.
- **Engage with your audience:** To encourage a sense of community and loyalty among your audience, reply to comments, connect with the content of your followers, and hold interactive contests or Q&A sessions.
- **Collaborate with influencers:** For shoutouts, collaborations, or takeovers to reach a larger audience, collaborate with influencers or other companies in your niche.
- **Analyze & adjust:** To monitor how well your material is performing, use Instagram Insights. Examine which postings are receiving the most interaction and modify your technique as necessary. Try out different content categories and posting times.
- **Stay consistent:** On Instagram, consistency is crucial. To keep your audience interested and coming back for more, establish a consistent posting schedule and brand identity.
- **Monitor trends:** Keep up with the most recent Instagram trends and features. To keep your material fresh and current, try out new tools like Reels, IGTV, and live videos.

9.3 Engagement

- **Create unique & interesting content:** Give customers a reason to follow you, in other words. While brands that display some compassion and humor are successful, you should also make sure that the material is relevant to your target. You can take your supporters behind the scenes and walk them through the production process. You'll gain a deeper understanding of your supporters as a result. The worth of the content for your followers will be increased if you use social media postings from another person or company that contain their content and add your remark to the post. A lot of people will spread interesting information around, which will boost your sales and customer satisfaction. Nike is an expert at developing captivating.
- **Make use of hashtags:** With the use of hashtags, you can reach a wider audience and increase your chances of gaining new clients. By selecting hashtags that are pertinent to your product or service area, you can interact with customers who share your interests and needs. For instance, despite having millions of followers, certain brands, like Chanel or Dior, also receive thousands of mentions as a result of hashtags.

- **Use great image with every post:** Impress the audience with high-quality images and videos that highlight your brand's key messaging and its products. You can do this by emphasizing particular color schemes, vibrant or simple themes, and the kind of material you share. According to social media Today, postings with images and videos get more likes, remarks, and shares. Your images must be the proper size. Additionally, consider using the appropriate tools to enhance your photographs. Use distinctive frames and natural lighting. shot editing applications offer a wide range of capabilities to assist users with this problem because marketers strive to create the ideal shot. Buyers find edited photographs to be more appealing.

  For example: Victoria's Secret excels at promoting its goods and communicating its beliefs

- **Run an Instagram contest for increasing sales:** This option is the ideal if you want to increase your following with just one article. Additionally, it makes sense that people enjoy winning free items. These are just a few of the many contest ideas available: To enter your contest, your fans must leave comments or like your post. User-generated material is the most fundamental component of Instagram contests. Customers-to-be share their content and tag your company; users tag a friend, who then enters your competition.

- **Go for Instagram analytics:** To make improvements to your Instagram business account, you must carefully review metrics. You can observe when your followers are most active, which is useful. With this knowledge, you can plan your posting timetable for photographs and videos. You can find all the Instagram insights you require in the Professional Dashboard of your company account. These numbers are also accessible to Creator Accounts. You may guess what most appeals to your audience by looking at the photographs that receive the most likes. Additionally, you may keep track of how many "profile visits" your profile has had. Tailwind's Instagram analytics feature records all of your engagement on Posts and computes your engagement rate for you in real-time if you want a fast glance at your current engagement rate on Instagram.

- **Create alluring & interesting captions:** Customers are urged to like and comment on a post by marketers who share information with captions. You provide information about your brand, your items, their prices, qualities, etc., using these captions. They must depart with a sense of wonder, urgency, or inspiration. For instance, you can pique interest in a sale by detailing its details, including the price and the means of purchase. Emojis are an additional option. Want some ideas? Check out the fun caption Create and Cultivate used to promote their Content Camp.

- **Communicate with your followers:** Interacting with people is one of the finest methods to enhance consumer engagement. Make an effort to respond to remarks; doing so will make your customers feel valued and special. They will regularly contact with your account and have a desire to become your customers. Try to provide quick responses to the questions. It will demonstrate your concern for your customers and your gratitude for their choosing your business. This is easy to comprehend in the following scenario: you have made the decision to study Spanish and are seeking a tutor. It goes without saying that you will select the person who responds to your messages because everyone values feedback. It implies that not just you are interested in the academic process. This relationship between the brand and its customers is crucial because of this. Exist any additional ways to interact with your audience. The material created by your consumers can be shared or reposted. Toss that post up in your story, for instance, if someone tags your shoe brand in a post on the newest fashion trends.

- **Use Instagram ads to add more customers:** Instagram advertising strategies support the growth of your company and the sale of your goods. It's a great idea to experiment with paid advertising on this social networking platform. There are several ad types accessible, like video advertisements and carousel ads, that enable advertisers to explain more about their brands. The interests of your audience must be reflected in your ads.

In conclusion, we'd like to stress that putting these suggestions to use would greatly improve consumer engagement and, as a result, propel your company forward. You control everything, after all! Try several things until you find the Instagram success secret.

9.4 Instagram Ads

Instagram Ads are a sort of paid social media marketing where businesses pay for a post or piece of content to appear throughout the whole platform, particularly in the feeds and stories of their target audience. These paid posts will appear regular, but they will always be marked as advertisements with the word "Sponsored" in the title.

In a nutshell, Instagram Ads is a tool you can use to develop and show advertisements to potential customers. It gives your company a marketing advantage because it enables sponsored content to reach a more precise and significant audience. Instagram advertising can assist you in generating prospects and guiding them through the conversion process. Due to the platform's availability of advertising tools that enable you to create interesting and eye-catching articles, it can also expand your brand's exposure and increase website traffic. To visually convey your campaign, you can pick from movies, reels, single photographs, or a collection of single images. Instagram is primarily a visual platform, hence text ads are not permitted. What's the fun part? Instagram users may be

persuaded to contact a company directly, send them an email, give them a call, or visit their website through attractive visual adverts.

Benefits of Instagram Ads

- Facebook Ads Manager
- Versatility
- Advanced Targeting
- Brand Awareness
- Build an Audience
- Compliment Digital Marketing Strategies
- Boost Sales and Leads
- Cost
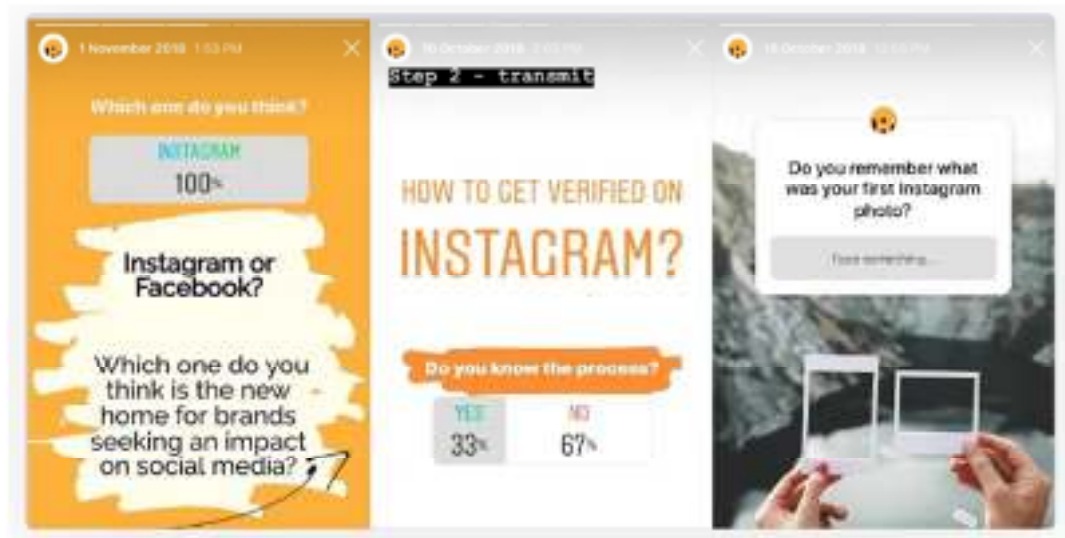- Performance Tracking
- Ad Type Variety

9.5   Instagram Stories

Instagram Stories should take center stage in every company's social media plan. According to Instagram, stories published by brands and companies receive more views than those from regular users. You may simply market products, tools, or other messaging you would want to share with your audience using Instagram stories while maintaining a high level of engagement on the platform.

- **Improves visibility:** As you are probably aware, when a new story is published, the stories of the users whose accounts you follow displayed at the top of your feed with a colorful ring around them. Because your followers will be alerted when you publish a new Story, it will be more difficult for them to miss them than an ordinary Instagram post.

- **Helping you to reach more customers:** Because of how this feature presents your company, Stories are important in the world of social media marketing, particularly in the world of Instagram. First off, Instagram is the most active social media network, so you are already receiving a free prime-time channel to use as you please. You may engage with your audience directly through Instagram Stories to learn more about their needs. To engage your audience and pique their interest in your topic, try posing questions to them.

- **Helpful in generating leads:** Increasing your Instagram following essentially entails increasing the number of leads and prospects that are ready to convert. Even if your Instagram stories only remain online for 24 hours, the benefit is that anyone may view them. That implies that Instagram stories can be found and that users who are not following you can view your posts as well. Instagram stories marketing is a fantastic method to showcase your products or services in a lighthearted manner, reach a new audience, and communicate your thoughts more creatively.

- **Provide feedback for product & service:** You may use Instagram Stories to conduct some market research and solicit candid feedback from your audience even before the introduction of a new product. Let's say you have doubts about the utility of a given feature or even the style and feel of a recent release. All you have to do is head over to Stories and inquire about the requirements or preferences of your followers. To start a conversation, use polls and question stickers.

- **Increase brand transparency:** To offer your audience a better understanding of the individuals and personalities behind your products, try posting some behind-the-scenes films. Take a photo during your break, record a video with the entire team, or reveal sneak peeks of what you're preparing to do next. The objective is to try to incorporate your clients in your daily activities at work so that they feel included.

Summary

In conclusion, Instagram marketing can be a very successful tactic for companies and people wishing to connect with a large and active audience. But like any marketing strategy, its effectiveness is based on a number of variables and considerations. Because Instagram is a visual network, having excellent, eye-catching material is crucial. The quality, creativity, and relevance of your images and videos should be appropriate to your brand or message. It's vital to create and maintain an interested audience. Make comments, likes, and direct messages to your followers. To promote a sense of community, quickly respond to queries and comments. Your complete digital marketing strategy may benefit from the addition of Instagram marketing. You may leverage the power of social media by putting your attention on producing engaging content, interacting with your audience, and monitoring platform trends and changes.

Keywords

- Instagram
- Content
- Engagement
- Instagram ads
- Stories
- Instagram stories
- Marketing
- Social media marketing

Self Assessment

1. What is the recommended aspect ratio for Instagram feed photos and videos?

A. 1:1 (Square)

B. 4:5 (Vertical)

C. 16:9 (Widescreen)

D. 9:16 (Vertical)

2. Which of the following is NOT a type of Instagram ad format?

A. Grid Ads

B. Carousel Ads

C. Stories Ads

D. IGTV Ads

3. What is the maximum number of hashtags you can use in an Instagram post?

A. 10

B. 20

C. 30

D. 40

4. Which Instagram feature allows you to schedule posts in advance?

A. Instagram Insights

B. Instagram Stories

C. Instagram Creator Studio

D. Instagram IGTV

5. What is the primary purpose of an Instagram Business Profile?

A. To access Instagram's premium filters

B. To connect with friends and family

C. To advertise on Instagram

D. To make your profile private

6. Which metric measures the number of times users have saved your Instagram content?

A. Impressions

B. Reach

C. Saves

D. Engagements

7. What is the maximum duration for an Instagram Stories video?

A. 15 seconds

B. 30 seconds

C. 1 minute

D. 2 minutes

8. Which Instagram feature allows you to sell products directly through your posts?

A. Instagram Shopping

B. IGTV

C. Instagram Stories

D. Instagram Reels

9. Which of the following Instagram ad targeting options allows you to reach people who have previously interacted with your business?

A. Location targeting

B. Demographic targeting

C. Custom Audiences

D. Interest Targeting

10. What is the purpose of Instagram Insights?

A. To track your competitors' Instagram performance

B. To analyze the performance of your Instagram content and audience

C. To create and edit Instagram ads

D. To schedule Instagram posts

11. What is the primary objective of Instagram advertising?

A. Increase the number of followers

B. Drive engagement

C. Generate leads

D. All of the above

12. What is the purpose of Instagram's "Call-to-Action" button in ads?

A. Display a product description

B. Take users to the advertiser's website or app

C. Automatically purchase the advertised product

D. Share the ad with friends

13. 1. What is the maximum number of characters that can be used in an Instagram caption?

A. 100

B. 150

C. 200

D. 250

14. What is the maximum length of an Instagram video?

A. 15 seconds

B. 30 seconds

C. 60 seconds

D. 2 minutes

15. How often should businesses post on Instagram?

A. Once a week

B. Twice a week

C. Three times a week

D. At least once a day

Answers for Self Assessment

1.	B	2.	A	3.	C	4.	C	5.	C
6.	C	7.	A	8.	A	9.	C	10.	B
11.	B	12.	B	13.	C	14.	C	15.	D

Review Questions

1. Discussed the concept of Instagram marketing in detail.

2. Explain the Instagram basics.

3. Discuss how to handle the Instagram account.

4. Explain the importance of content creation on Twitter.

5. What is the importance of Instagram stories in marketing?

6. Explain the concept of Instagram Ads.

7. Discuss the importance of customer engagement in Instagram marketing.

8. If you have to promote the event through Instagram then how you will do it? Explain

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Unit 10: YouTube Strategy

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Objectives

After studying this unit, you will be able to:

- Understand the concept of YouTube marketing and its significance
- Discussed the various YouTube Basics
- Understand how promotion is done on YouTube
- Explain the concept of seeding a viral campaign
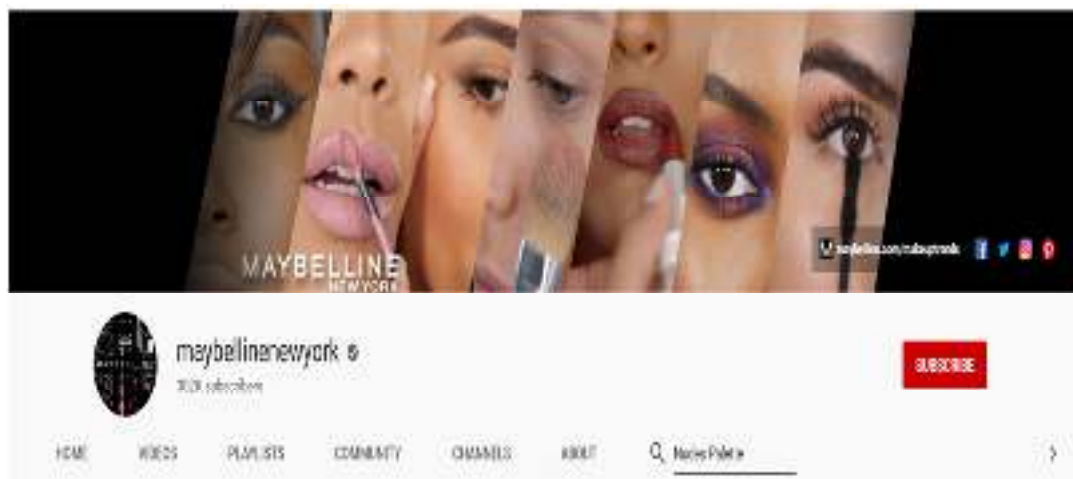- Discussed the concept of advertising on YouTube and its benefits

Introduction

The creation of interesting and useful content is the cornerstone of YouTube marketing. This could take the form of instructional videos, product showcases, funny skits, vlogs, or any other type of material that appeals to your target market. Using the YouTube platform to advertise your business, goods, or services is known as YouTube marketing. With more than 2 billion monthly active users, YouTube is a potent medium for interacting with a large and varied audience. When done correctly, YouTube marketing can be quite powerful, but it takes time, work, and dedication to provide your audience with useful content. An effective YouTube marketing strategy also requires remaining current with updates to YouTube's policies and algorithm.

Users can create, view, and share videos on the well-known video-sharing site YouTube. Since its founding in 2005, it has grown to be among the biggest and most popular social networking sites. The creation of interesting and useful content is the cornerstone of YouTube marketing. This could take the form of instructional videos, product showcases, funny skits, vlogs, or any other type of material that appeals to your target market. Keep in mind that YouTube is a dynamic platform, so it's important to keep up with any changes to its rules and features. You can start by making and distributing content on YouTube using these fundamentals.

For example: Maybelline

To promote the Nudes Palette in 2014, Maybelline teamed up with 13 well-known YouTube beauty vloggers. Over 1.4 million clicks were generated by this ad alone.

10.1 YouTube Basics

- **Uploading videos:** When you are logged in and on the YouTube homepage, click the "Upload" button (often seen as a camera icon) in the top right corner. The next step is to choose a video file to upload from your computer.
- **Engage with audience:** Engage with your fans by responding to comments on your videos. Creating a community around your channel might attract repeat visitors and devoted users.
- **Creating an account:** You must have a Google account to sign up for YouTube. You can log in to YouTube using your Gmail or Google account if you already have one. If not, you can sign up for a Google account without cost.
- **Video privacy setting:** You have the option of making your video public (available to everyone), private (just to you), or unlisted (only to those with a link). When submitting a video, select the privacy level that best meets your needs.

- **Engaging with community:** It's important to interact with your audience on YouTube because it's a social network. Build a community around your work by responding to comments and soliciting feedback.
- **Monetization:** You can monetize your videos with adverts, channel memberships, a merchandise shelf, and other methods if you meet YouTube's eligibility standards. This can result in your article making money.
- **Copyright & Fair Use:** When using music, photos, or other content in your movies, be mindful of copyright rules. Use only content that you have permission to use, or verify that you have the necessary licenses.
- **Analytics:** YouTube offers comprehensive information on the effectiveness of your videos and channels. Take advantage of these insights to better comprehend your audience and your content strategy.
- **Community guidelines:** You must abide by the community rules on YouTube. Warnings, demonetization, or channel termination are all possible penalties for violations.
- **YouTube Studio:** You can manage your videos, engage with your audience, and access stats on YouTube Studio, which is a dashboard. For those who create material, it is a crucial tool.
- **Search engine optimization best practices:** Your videos should follow best practices for SEO, such as keyword research, tags, and closed captions. This may raise the position of your videos in Google and YouTube search results.
- **Create high-quality content:** The creation of interesting and useful content is the cornerstone of YouTube marketing. This could take the form of instructional videos, product showcases, funny skits, vlogs, or any other type of material that appeals to your target market.
- **Optimize video titles & descriptions:** Watch out for the titles and descriptions of the videos. Use pertinent keywords that readers could look up when looking for content like yours. This may raise the position of your videos in search results.
- **Collaborate with influencers:** Join forces with influencers or other YouTubers who are targeting the same demographic. Your channel may attract new viewers thanks to collaborative videos.

10.2 Promotion on YouTube

Increasing your visibility, interaction, and subscriber base on YouTube requires a variety of marketing techniques. Here are some steps you can take to promote your YouTube channel:

- **Create high-quality content:** Make sure your material is worthwhile, interesting, and professionally prepared before doing anything else. A successful YouTube channel's cornerstone is high-quality material.

- **Optimize your videos:** For better search exposure, incorporate pertinent keywords into the titles, descriptions, and tags of your videos. Utilize resources like Google Keyword Planner or YouTube's built-in keyword recommendation feature to research popular keywords in your niche.

- **Custom thumbnails:** Create captivating thumbnails that properly depict the content of your videos. Thumbnails are essential for drawing in viewers.

- **Consistent branding:** Keep your logo, banner, and the intros and outros of your videos all in line with your overall branding strategy. This aids viewers in understanding your information.
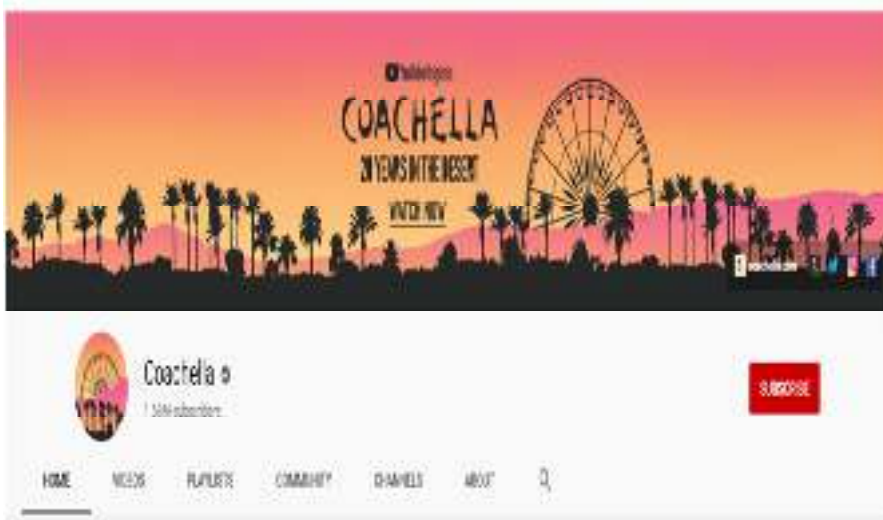

- **Cross-promotion:** On other social media sites like Instagram, Twitter, Facebook, and TikTok, spread the word about your YouTube channel. Send out updates, teases, and behind-the-scenes material for your videos.

- **Creating a posting schedule:** The key is consistency. Establish a consistent posting schedule so that readers are aware of when new content is available. This can encourage your readers to remain interested and visit again.

- **Offer value & solve problems:** Make sure your content answers prevalent issues or queries in your area and adds value. This will support bringing in and keeping subscribers.

- **Engage with your niche community:** Join communities on social media, internet forums, and discussion groups that are relevant to your niche. When relevant, mention your area of expertise and include a link to a YouTube video.

- **SEO optimization:** Continually improve the searchability of your channel and content. To find out which keywords and tactics are most effective for you, keep an eye on your analytics.

- **Run YouTube Ads:** To reach a larger audience, think about running YouTube advertisements. YouTube provides a variety of advertising choices, such as bumper commercials, in-stream ads, and video discovery ads.

For example: Coachella

Every year, millions of hipsters with discretionary wealth flock to Coachella, a music festival. Before the introduction of the Coachella livestream, it was the hottest event of the year that only

cool kids could attend. Coachella announced a YouTube Livestream to share the utter greatness of their festival.

The outcome: Nearly 4 million people watched their first livestream, which had no discernible negative effects on their yearly sales.

10.3 Seeding a Viral Campaign

Using the approach of "content seeding," brands can reach their target audience and generate leads by distributing their material across a variety of platforms, such as by collaborating with influencers to promote a product on social media.

When a brand is trying to raise customer awareness and has to reach as many people as possible, seeding marketing is frequently the go-to tactic. The strategy entails publishing information linked to a brand on numerous online and offline channels and locations to provide it broad visibility among all potentially relevant consumer pools. Working closely with a variety of partners is a requirement for seeding marketing; these partners may occasionally be media organizations, well-known bloggers, or influencers. Depending on your brand's voice, ethos, and tone as well as the type of material you want to distribute to your target audience. Essentially, the channel you use for seeding marketing ought to be appropriate for your business. Thus, seeding marketing is essentially the process by which businesses carefully provide pertinent content in the shape of articles, blogs, infographics, offers, and other items to draw customers and pique their interest in their brand. Similar to other marketing strategies, the main goal of the seeded content campaign is to increase customer contact and brand awareness.

Other "Agents" may need to lend a hand with seeding marketing to spread brand material further. The best illustration is influencer seeding, in which a firm enlists an influencer's assistance to disperse its content throughout the influencer network, thereby attracting additional customers and building trust along the way. When done properly, seeding marketing can be quite profitable for a firm that understands how to make the most of the channels and content resources at its disposal. It can be difficult to seed a viral campaign on YouTube because virality frequently depends on uncontrollable elements like audience engagement, timing, and luck. However, there are strategies you can employ to increase the chances of your video going viral on the platform:

- **Unique & sharable concept:** Create a distinct and captivating concept for your video. It needs to be something that people desire to spread to other people. Content that is controversial, humorous, moving, or thought-provoking frequently receives more shares.

- **Engage with trends:** Keep up with the latest trends and hot topics on social media and YouTube. Your video's chances of going viral can be increased if you can connect it to a hot topic in a meaningful way.

- **Collaborate with influencers:** Collaborate with influencers who have a sizable fan base in your industry. They may aid in spreading the word about your film to more people.

- **Timing of releasing video matter:** When is the ideal moment to release your video? Think about things like the day of the week and the hour of the day that your target audience is on YouTube the most.

- **Creating eye-catching thumbnails:** Click-through rates can be dramatically increased by a captivating thumbnail. Make sure the design complements the content and is aesthetically engaging.

- **Use YouTube analytics:** Click-through rates can be dramatically increased by a captivating thumbnail. Make sure the design complements the content and is aesthetically engaging.

- **Encourage sharing:** Put a call to action (CTA) in your video inviting people to subscribe, like, and comment. Facilitate their ability to do so.

- **Paid promotion:** To increase the visibility of your video, think about purchasing YouTube advertisements. To reach your target audience, you can focus on a certain demographic.

- **Engage with your audience:** Engage your audience by responding to their remarks. This may entice more viewers to engage with and spread the word about your film.

Keep in mind that there are no guarantees for virality. Some videos may not go viral despite the best efforts, while other videos may take off without warning. The secret is to keep creating top-notch content and to learn from both your successes and failures.

Popular Places for Seeding Marketing Content:

- **YouTube:** The beauty of this video-sharing website is that there is a YouTube video available for almost anything. You can develop a seeding marketing plan that often posts brand videos or material on the site by starting your channel or by capitalizing on the fame of a popular YouTuber. Additionally, YouTube has a large audience, which is advantageous for everyone. Maintaining content standards is crucial for businesses trying to reach YouTube's huge audience. You can accomplish this by using the parental controls on YouTube.

- **Instagram:** The most popular social networking platform for visually appealing content is probably Instagram. Instagram is the platform you should aim for if your firm sells any goods that may be visually displayed to visitors. Considering that the majority of the audience is made up of Millennials and older, a firm aiming to market to Baby Boomers may want to go elsewhere for content seeding.

- **Facebook:** Facebook is one of the most widely used social media sites that businesses use for seeding marketing. It has features that facilitate deeper customer involvement, contact, and even e-commerce, has capabilities for visibility boost, and has a ton of other tools that just make seeding marketing for brands simpler.

10.4 Advertising on YouTube

Reaching a wide-ranging audience through advertising on YouTube can be very successful. Businesses can pick the YouTube advertising plan that best fits their objectives and financial constraints from a variety of available possibilities. YouTube advertising has the potential to be a potent tool for engaging a large audience. Success, though, frequently hinges on developing interesting and pertinent material and successfully attracting your target audience. Before beginning, it's a good idea to become familiar with YouTube's advertising guidelines and best practices. Here are some common advertising options on YouTube:

- **YouTube display ads:** These are the standard display advertising that can be seen on YouTube's homepage, above the list of suggested videos, or next to videos there. They can be rich media, text, or image adverts.
- **YouTube sponsored cards:** These tiny, teaser-like advertisements run alongside accepted videos. They offer further details about the goods or services that are being advertised and may also contain a call to action.
- **YouTube shopping Ads:** Advertisers can immediately display their items in these adverts within video content. To learn more or to buy, viewers can click on the product photos.
- **YouTube channel memberships:** This option allows viewers to pay a monthly subscription to have access to premium features on a YouTube channel, such as badges and exclusive content, but it is only available to creators, not businesses.

Benefits of Advertising on YouTube

- **Vast reach:** After Google, YouTube is the second-largest search engine in the world, with more than 2 billion users who log in each month. Businesses have the chance to connect with a global or narrowly focused audience thanks to this big audience.
- **High engagement:** Compared to text or still images, video material is typically more engaging. YouTube advertisements that feature visually stimulating and engaging content have the power to draw in viewers.
- **Targeted advertising:** With the extensive targeting capabilities provided by YouTube, advertisers can target certain demographics, interests, behaviors, and even specific videos or channels with their adverts. Reaching the appropriate audience is made easier by this precision targeting.

- **Cost effective:** YouTube ads can be more affordable than traditional TV ads, in particular. Budget-setting advertisers only receive payment when viewers interact with their commercials, such as by viewing for at least 30 seconds or clicking on a call-to-action.
- **Measurable results:** Advertisers can monitor important data including views, click-through rates, conversions, and return on investment (ROI) thanks to YouTube's sophisticated analytics and performance measures. This information aids in improving the performance of advertising initiatives.

- **Creative freedom:** YouTube advertising allows for creative freedom. A wide range of ad types, such as display ads, bumper ads, skippable and non-skippable video ads, and more, are available for creation by advertisers. This enables experimentation and originality in the brand message's delivery.
- **Flexibility:** To increase website traffic, generate leads, or increase sales, advertisers can set their own ad campaign goals and adjust their YouTube advertising approach accordingly.
- **Global appeal:** Since YouTube has a worldwide audience, it is appropriate for companies who want to reach both domestic and foreign audiences.
- **Educational content:** YouTube is a fantastic medium for producing instructive and informational videos. Businesses can utilize this platform to demonstrate their knowledge and position themselves as leaders in their fields.
- **Helps in building community:** Customers' sense of community can be fostered by YouTube channels, which is advantageous for companies trying to cultivate a devoted clientele.
- **Remarketing:** Users who have previously interacted with an advertiser's content or website can be retargeted by advertising using YouTube. This helps to increase conversion rates and re-engage potential consumers.
- **Audience engagement:** Viewers can take instant action right away, including visiting a website, subscribing to a channel, or buying a product, thanks to interactive elements like call-to-action overlays and end screens.

Summary

In conclusion, with a variety of targeting and creative possibilities to meet different business objectives, YouTube advertising provides a strong platform for connecting with and engaging a wide audience. When used correctly, YouTube advertisements can generate a sizable return on investment and boost a brand's overall marketing success. For organizations and content producers wishing to reach a broad audience and fulfill particular marketing goals, YouTube advertising

offers several advantages. Businesses and content producers wishing to reach a large audience and accomplish a variety of marketing objectives may find YouTube marketing to be a potent tool. When done right, YouTube marketing may be a useful supplement to your overall marketing plan. Through the creation of engaging content, it gives you the chance to interact with a worldwide audience, increase brand recognition, and accomplish your marketing goals.

Keywords

- YouTube
- Marketing
- Promotion
- Advertising
- Campaign
- Analytics
- Consumer engagement

Self Assessment

1. What is the recommended video resolution for YouTube uploads?

A. 720p

B. 1080p

C. 4K

D. 480p

2. Which YouTube metric measures how much time viewers have spent watching your videos?

A. Impressions

B. Click-through rate (CTR)

C. Watch time

D. Views

3. What is the primary purpose of YouTube Analytics?

A. To track the number of likes on your videos

B. To measure engagement with your YouTube channel

C. To schedule video uploads

D. To create video thumbnails

4. How can you optimize your YouTube video's title for better search visibility?

A. Use a random title with keywords

B. Make it short and vague

C. Include relevant keywords and be descriptive

D. Don't use any keywords in the title

5. What is the maximum file size for videos uploaded to YouTube?

A. 1 GB

B. 2 GB

C. 5 GB

D. 10 GB

6. Which YouTube ad format allows you to pay only when a viewer watches at least 30 seconds of your ad or interacts with it?

A. Bumper ads

B. Overlay ads

C. TrueView ads

D. Display ads

7. What is the recommended aspect ratio for YouTube videos?

A. 4:3

B. 16:9

C. 1:1

D. 9:16

8. What is the YouTube Partner Program (YPP)?

A. A program for viewers to earn rewards by watching ads

B. A program for content creators to monetize their videos

C. A program for advertisers to promote their products

D. A program for YouTube employees

9. Which targeting option on YouTube allows advertisers to reach specific demographics, interests, and behaviors?

A. In-stream targeting

B. Keyword targeting

C. Demographic targeting

D. Placement targeting

10. What is the maximum length of a Bumper ad on YouTube?

A. 15 seconds

B. 30 seconds

C. 6 seconds

D. 60 seconds

11. Which YouTube advertising format allows viewers to skip the ad after 5 seconds?

A. Pre-roll ads

B. Overlay ads

C. Bumper ads

D. TrueView ads

12. Which of the following is an important metric to track for YouTube marketing success?

A. Impressions

B. Likes

C. Shares

D. All of the above

13. Which of the following is an effective way to promote your YouTube channel?

A. Social media promotion

B. Email marketing

C. Running ads on TV

D. All of the above

14. Which of the following is an effective way to engage with your YouTube audience?

A. Responding to comments

B. Disabling comments

C. Ignoring comments

D. Deleting comments

15. Which of the following is an effective way to build your YouTube audience?

A. Running paid ads

B. Collaborating with other YouTubers

C. Spamming comments on other channels

D. All of the above

Answers for Self Assessment

1.	B	2.	C	3.	B	4.	C	5.	C
6.	C	7.	B	8.	B	9.	C	10.	C
11.	D	12.	D	13.	A	14.	A	15.	B

Review Questions

1. Discuss the concept of YouTube marketing and its significance.

2. Explain the various basics of YouTube.

3. Explain how YouTube acts as a promotional tool in marketing.

4. Elaborate the concept of seeding a viral campaign.

5. If you have to seed a viral campaign for your business then which platform you will choose.

6. Discuss the benefits of advertising on YouTube.

7. What is the significance of advertising on YouTube?

8. How YouTube helps promote the product on YouTube.

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Unit 11: LinkedIn Marketing

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Objectives

After studying this unit, you will be able to:

- Understand the concept of LinkedIn marketing and its basics, benefits and use
- Discussed the steps followed while creating a new profile in LinkedIn
- Discussed the concept of participation in groups and its benefits
- Understand the using LinkedIn answers and its significance

Introduction

Businesses and professionals can connect, forge connections, and advertise their goods or services inside the framework of a professional network by using LinkedIn marketing. Keep in mind that LinkedIn marketing involves more than simply self-promotion; it also entails developing sincere connections and adding value to your network. In all of your platform interactions, remember to be genuine, professional, and respectful.

Using LinkedIn marketing, businesses and professionals may connect, create connections, and promote their products or services inside the boundaries of a professional network. It's important to remember that LinkedIn marketing requires more than just self-promotion; it also calls for making true relationships and enhancing your network.

11.1 LinkedIn Marketing Basics

The fact that a good sale is personal is one of its strongest component. By using your LinkedIn Company profile, you may share updates. Although there isn't yet a way to submit long-form content, this presents a special opportunity. This enables you to leverage your staff, who are your company's most valuable resource. In addition to empowering your staff, it offers a distinctive window into your business. This does not preclude you from sharing your employees' content on your company page.

- **Expanding network:** To expand your network, make connections with coworkers, peers, clients, and business professionals. Personalize connection requests by including a succinct message stating your connection request.

- **Sharing of content:** Share articles, blog posts, videos, and infographics that are pertinent, worthwhile, and educational. Consistency is crucial, share updates frequently to keep your network interested.

- **Useful in LinkedIn ads:** it is so helpful in making professional ads which helps in growing the business and taping the desired population. Use LinkedIn's advertising platform to reach particular demographics. Display advertisements, sponsored InMail, and sponsored content are all options.

- **Networking & relationship building:** LinkedIn is a website designed specifically for business networking. You can network with colleagues in the industry as well as possible customers, partners, and staff members. Developing and maintaining relationships is a crucial part of effective marketing.

- **Helpful in lead generation:** For lead generation, LinkedIn is unmatched, especially in B2B markets. To gather leads, you can make use of tools like lead generating forms, which let people input their data immediately from an ad or article.

- **Analytics & insights:** LinkedIn offers analytics tools that let you monitor the success of your content and marketing initiatives. To improve your marketing plan, you can monitor engagement, click-through rates, and other important indicators.

- **Promotion:** It's a very powerful tool for promoting the business in case of B2B. If you're hosting or participating in industry events, you can use LinkedIn to promote them. You can create event pages, share updates, and invite your network to attend.

- **Groups & communities:** Professionals with similar interests may discuss issues and exchange insights in LinkedIn Groups. Participating in relevant groups can help you create authority in your field and establish a connection with your target market.

- **Personal branding:** LinkedIn is a platform for developing and promoting your personal brand for independent professionals. You may build your reputation and draw possibilities by sharing relevant material with your network and participating in it.

- **Marketing research:** LinkedIn gives you information on your target audience's job titles, industries, and geographic areas. The proper audience may be targeted and your marketing approach can be improved with the help of this information.

- **Business development & sales:** LinkedIn can be used by salespeople to find potential prospects, establish connections with decision-makers, and conduct individualized marketing. It serves as a useful tool in the sales process.

- **Recruitment:** If your company is hiring, LinkedIn can be a great tool for locating and luring exceptional candidates. You can utilize LinkedIn Recruiter for basic recruitment tasks like posting job opportunities and searching for applicants.

- **Leverage LinkedIn Premium Features:** For networking and outreach, LinkedIn offers paid tools like InMail credits and broader search filters. Moreover, with this feature you can find the users who have gone through the profile.

- **Company pages:** For the purpose of showcasing their goods, services, corporate culture, and updates, businesses can develop and manage LinkedIn sites. It's a great approach to increase credibility and brand recognition.

LinkedIn is a flexible platform that can help with several facets of marketing, from lead generation and recruitment to brand promotion and content sharing. However, having a clear strategy, creating top-notch content, and engaging with your audience honestly are necessary for success on LinkedIn.

11.2 Creating a New Profile

On LinkedIn, creating a new profile is a simple procedure. You can connect with coworkers, possible employers, and other professionals in your field via the professional networking site LinkedIn. Here are the steps to create a new profile on LinkedIn:

- **Visit LinkedIn account & sign up:** Go to www.linkedin.com in your web browser to access the LinkedIn website. A "Join now" option can be found on the LinkedIn homepage. To begin the registration procedure, click on it.

- **Provide basic information & join now:** Put your first and last name here. Give your phone number or email address. To protect your LinkedIn account, create a password. Make certain it is sturdy and enclosed. After entering your information, use the "Join Now" button to continue.

- **Verify your mail & phone number and add profile picture:** A verification code will be sent by LinkedIn to the email or phone number you supplied. To verify your account, look for the code in your email or on your phone and input it on the LinkedIn website.

  Upload a profile picture that appears professional. This is a crucial action since it makes a good first impression. Make sure your picture is well-lit and clear. Avoid utilizing obtrusive or excessively casual imagery.

- **Complete your profile & customize your LinkedIn URL:** You'll be prompted by LinkedIn to fill out your profile's details. These consist of your headline (a succinct professional summary), place, sector, and job title at the moment. You can also provide more facts about your training, professional background, abilities, and other pertinent information. Your profile will perform better on LinkedIn and you can connect with more people if it is more thorough. LinkedIn gives you a default URL, but you may change it to something more formal and shareable. Usually, it has the format www.linkedin.com/in/yourname.

- **Connect with aligned businesses, follow companies and influencers**: To begin expanding your professional network, use LinkedIn's search and connect tools. Send connection requests to people in your field, including mentors, classmates, and coworkers. To keep informed about company news and market developments, follow thought leaders and organizations in your profession.

- **Adjust your privacy settings & add additional sections:** To manage who can read your profile and how you're informed about activity on LinkedIn, review and modify your

privacy settings. You can highlight your professional successes on LinkedIn by adding categories for credentials, projects, volunteer experiences, and more.

- **Write a compelling summary and engage with content:** Write a compelling summary that emphasizes your qualifications, work history, and professional aspirations. When someone visits your profile, this is one of the first things they see. Start interacting with material on LinkedIn by sharing, like, and commenting on articles that you find interesting.

Use LinkedIn as a tool for networking, job searching, and career advancement, but keep it professional and up to date. To develop a powerful professional network, it's also a good idea to customize connection requests and interact with your connections in a meaningful way.

11.3 Participating in Groups

LinkedIn groups give professionals the opportunity to interact with others in their field or with like-minded interests, share knowledge, and ask for advice. You can look through the groups you've already joined or do a search at the top of your homepage to find new groups to join. One of the best way to interact with prospects, colleagues in your field, and subject matter experts is through LinkedIn groups. LinkedIn groups differ from more intimate Facebook groups or informal live Twitter chats since LinkedIn is a professional social network.

Formerly a network reserved just for professional updates, LinkedIn has subsequently evolved into a social network unto itself. Over 850 million people use LinkedIn worldwide, and over 65 million of them are commercial decision-makers. Most of the time, it makes sense for you to participate actively on LinkedIn. LinkedIn is steadily rising to the top of the list of websites for those who run their own businesses or produce content. Similar to the majority of social networks, some of the most fruitful encounters and relationships take place in intimate settings. Businesses wishing to engage with their audience more can use community building as a crucial strategy, and community management is now more important than ever. Using your LinkedIn profile to engage with people on a thriving professional social network is made possible via LinkedIn Groups.

Similar to other organizations and communities on other social media platforms, LinkedIn organizations exist. They serve as gathering places for LinkedIn members who are interested in a particular subject, field, or business. LinkedIn Groups offer a platform for like-minded people to interact with one another, discuss ideas, work together on projects, and more. They are a terrific method to forge partnerships and expand your business. You may network with new clients and followers through LinkedIn Groups, as well as create connections with other businesspeople in your field.

Here, are some benefits and reasons for participating in LinkedIn groups:

- **Create network opportunities:** You can meet people who share your interests or work in your field by connecting with them through LinkedIn groups, which bring together professionals who are like-minded. The relationships, career possibilities, partnerships, and collaborations that can be made through networking are invaluable.

- **Sharing knowledge & information:** Groups frequently act as forums for talking about business trends, exchanging knowledge, and getting guidance. You can gain knowledge from peers and professionals, enlarge your knowledge, and keep up with the most recent advancements in your industry by actively participating in discussions.

- **Visibility of product & branding:** Participating in group conversations might help you position yourself as a subject matter authority or thought leader in your field. You can improve your professional reputation and personal brand by contributing to discussions and sharing insightful information.

- **Marketing research:** The opinions of customers and market insights can be found in groups. You can gain a deeper understanding of your target audience, industry difficulties, and new trends by participating in discussions and surveys within pertinent organizations.

- **Professional development:** Numerous organizations hold webinars, workshops, and other events focused on particular fields or abilities. By taking part in these events, you can advance your career and pick up new abilities or certificates.

- **Marketing the content:** Sharing your industry-related blog posts, articles, and other information in appropriate LinkedIn groups will help you reach a wider audience and increase traffic to your website or blog.

- **Peer support:** Particularly in specialized or niche industries, LinkedIn groups can foster a sense of community and support. Professionals facing comparable difficulties can provide you with guidance, a forum for sharing your experiences, and emotional support.

- **Recruitment & talent acquisition:** LinkedIn groups offer a great venue for hiring managers and recruiters to find and interact with potential applicants. You may advertise job positions, look through profiles, and get in touch with people who might be a suitable fit for your company.

- **Job opportunities:** LinkedIn groups are a common place for job advertisements to be shared, and recruiters frequently use groups to find suitable applicants. Being an active member improves your chances of finding pertinent job openings and catching the attention of recruiters.

To get the most out of joining LinkedIn groups, it's important to pick the ones that will help you achieve your professional objectives, connect with others with courtesy and consideration, and continually offer the community insightful and useful information.

11.4 Using LinkedIn Answers

The LinkedIn platform once had a feature called LinkedIn Answers that let users ask and respond to professional questions from other members of their network. However, LinkedIn had stopped offering LinkedIn Answers as of most recent knowledge update. The data presented here is based on the features and advantages of LinkedIn Answers at that time.

It's important to note that, LinkedIn had discontinued this feature, and the platform had evolved in various ways. LinkedIn Groups and LinkedIn Pulse now part of LinkedIn News remain active features where professionals can engage in discussions, share insights, and network. So, LinkedIn has introduced many new features or discontinued others, so it's a good idea to check the latest updates on the platform to understand how it can be used effectively for professional networking and knowledge sharing.

- **Develop clear marketing personas based on prospect questions:** It's crucial to note that the platform had changed significantly according to need and evolvement. Professionals can participate in debates, share ideas, and network on LinkedIn Groups and LinkedIn Pulse now a part of LinkedIn News, which are both still active tools. If you want to utilize LinkedIn efficiently for professional networking and knowledge sharing, you should examine the most recent modifications on the site.

- **Using the posts to generate blog post content:** LinkedIn answers is a goldmine of content ideas because it has innumerable questions and answers on a wide range of subjects. Starting with a compelling concept that appeals to your target audience is crucial for successful business blogging. You can get exactly that from LinkedIn answers. To find out what subjects are generating the liveliest discussions, look at the questions that were posted for your industry and the number of answers to those questions. Use such subjects as material for your company blog.

- **Gather quick marketing campaign feedback:** As marketers, we must swiftly iterate and improve. Successful marketers have the foresight to evaluate potential marketing campaign ideas before launching them in order to maximize results. You have a pool of potential customers at your disposal to offer feedback on your marketing efforts thanks to LinkedIn Answers. Ask your target audience questions on LinkedIn about the campaign's major components, such as ideas, visuals, etc., to receive immediate feedback. When the

campaign is released, this might help ensure that your ideas will have the anticipated impact on a larger audience.

- **Identify industry influencers:** Finding important industry leaders can be helpful in B2B marketing rather frequently. Industry influencers frequently hang out on LinkedIn answers. Making connections with these influential people in the market may lead to opportunities for co-marketing and product endorsements. Find out which of the top experts on LinkedIn Answers are pertinent to your industry by looking through their profiles.

- **Identify best guest bloggers:** Employees at your company aren't the only ones who can add to the inbound marketing content engine. Look at replies to questions about your sector to find those that were intriguing, comprehensive, and well-written. Ask that person via LinkedIn whether they would be willing to contribute as a guest author to your blog and elaborate on their response in the form of a blog article. Given that they've already put in a lot of the work, many people will seize the chance for an inbound connection and increased visibility. Additionally, you'll gain from new perspectives on additional information.

- **Kill the jargons of content:** Communicating in the language of their customers rather than the jargon that their companies use internally is a persistent difficulty that plagues all marketers. Read over the questions and responses from your target market for some minutes. Make a list of the terms they use to describe the problems and goods in your business. Use this as a reference to create a list of marketing-friendly words that are devoid of jargon for your company and to help with your SEO keyword research.

- **Become a LinkedIn expert:** It's crucial that you comprehend LinkedIn as a whole and how it relates to your marketing as an inbound marketer. So, there is a whole section on LinkedIn Answers called "Using LinkedIn" that is totally devoted to utilizing LinkedIn properly. Become a LinkedIn ninja by using this collection of LinkedIn content, which includes both technical and straightforward questions and answers.

Keep in mind that effective LinkedIn marketing takes time and persistent work. Be patient and consistent in your approach since it takes time to develop relationships and establish reputation. As LinkedIn continues to develop its offers for marketers and professionals, it is also a good idea to keep up with any updates or new features on the platform.

Summary

In conclusion, for people and companies trying to establish their professional profile, develop relationships, and generate leads, LinkedIn marketing may be a potent tool. The main purpose of LinkedIn is as a professional networking site. It's a great area to network with coworkers, peers in the business, and new clients or consumers. In the professional world, LinkedIn marketing may be a useful tool for both individuals and organizations. When approached wisely and sincerely, it presents a rare opportunity to network with like-minded people, demonstrate competence, and promote business growth.

Keywords

- LinkedIn
- Social Media Marketing
- Marketing
- LinkedIn profile
- Groups

- Participating groups
- LinkedIn answers

Self Assessment

1. Which LinkedIn metric measures the number of times your content is shared by others?

A. Impressions

B. Click-through rate (CTR)

C. Engagement rate

D. Virality

2. Which LinkedIn advertising format allows you to engage with your audience using interactive, clickable content?

A. Sponsored Content

B. Sponsored InMail

C. Carousel Ads

D. Display Ads

3. What is a LinkedIn Showcase Page primarily used for?

A. Sharing personal photos and updates

B. Highlighting specific products, services, or initiatives

C. Writing long-form blog posts

D. Hosting live webinars

4. Which LinkedIn feature allows you to publish articles and showcase your expertise in your industry?

A. LinkedIn Stories

B. LinkedIn Live

C. LinkedIn Pulse

D. LinkedIn InMail

5. What is a key advantage of using LinkedIn for B2B (business-to-business) marketing?

A. High-resolution image sharing

B. Access to trending hashtags

C. Targeted advertising to professionals

D. Fun and casual content

6. Which type of LinkedIn account is best suited for individuals looking to build their professional network and personal brand?

A. Business Page

B. Premium Business

C. Premium Career

D. Basic (Free) Account

7. What is the primary purpose of LinkedIn for businesses?

A. Social networking

B. Job recruitment

C. Content marketing

D. Online shopping

8. Which LinkedIn feature can help you keep track of discussions and updates within a group?

A. Private messaging

B. Group analytics

C. Group bookmarks

D. LinkedIn Stories

9. What is the primary purpose of creating and participating in LinkedIn groups for marketing?

A. To share personal updates

B. To connect with family and friends

C. To network with industry professionals

D. To promote products directly

10. How can a LinkedIn group administrator effectively promote their business or brand within the group?

A. Post daily advertisements

B. Share personal success stories

C. Engage in meaningful discussions and provide valuable insights

D. Send direct messages to all group members

11. Which of the following is a best practice when participating in LinkedIn groups for marketing?

A. Only post links to your own content without engaging in discussions

B. Share relevant and informative content that adds value to the group

C. Ignore comments and questions from other group members

D. Send connection requests to all group members immediately

12. What is the benefit of actively participating in LinkedIn groups over time for marketing purposes?

A. Build credibility and authority in your industry

B. Increase the likelihood of going viral with every post

C. Instantly gain a large number of followers

D. Automatically receive endorsements for your skills

13. How can you effectively measure the success of your LinkedIn group marketing efforts?

A. Count the number of personal connections made

B. Monitor engagement metrics such as likes, comments, and shares

C. Calculate the total number of LinkedIn users

D. Focus on the number of LinkedIn endorsements received

14. What should you avoid when participating in LinkedIn groups for marketing to maintain a positive reputation?

A. Sharing industry news and insights

B. Using aggressive sales tactics and spamming

C. Acknowledging other members' contributions

D. Engaging in constructive debates

15. What is the significance of joining industry-specific LinkedIn groups for marketing?

A. It allows you to share personal stories and experiences

B. It helps you connect with unrelated industries for broader exposure

C. It provides an opportunity to exclusively promote job openings

D. It enables you to engage with a highly targeted audience and build authority

Answers for Self Assessment

1.	D	2.	C	3.	B	4.	C	5.	C
6.	D	7.	B	8.	C	9.	C	10.	C
11.	B	12.	A	13.	B	14.	B	15.	D

Review Questions

1. What is LinkedIn marketing? What is its purpose and use?

2. State the steps for creating a profile on LinkedIn.

3. Explain the concept of participating in groups at LinkedIn platform.

4. How to participate in groups is useful for marketing at LinkedIn platform.

5. How LinkedIn answers are useful in marketing.

6. Explain how the LinkedIn answers helps in making the changes in product, branding and creating the content for blogging.

7. Discuss the benefits of LinkedIn marketing in B2B industry and marketing of product & services.

8. Explain the basics of LinkedIn marketing.

Further Readings

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Unit 12: Marketing Via Niche Markets and Online Communities

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Objectives

After studying this unit, you will be able to:

- Understand the concept of niche marketing
- Understand how to find the right social platform for marketing
- Discuss the unpaid media and their basics

Introduction

A niche market is a particularly specialized group of consumers who share traits and are more inclined to purchase a certain good or service as a result. Therefore, niche markets are tiny, extremely focused groups that are part of a larger target market you may be attempting to attract. Highly specialized consumer groups that have things in common with one another are called niche markets. A niche market is made up of considerably more focused consumers who may be far more inclined to buy a particular good or service than consumers in a mainstream market, which includes all potential customers.

Users of these networks can connect with fewer individuals who share their interests, hobbies, or professional affiliations. These networks frequently include community standards because they cater to specific demographic groups. It's also important to remember that the majority of social networks rely on paid advertising for revenue, and a niche network is a marketer's paradise because it has a ready-made target audience.

For example: Facebook

Facebook originally began as a highly-targeted niche service: a social networking website for Harvard undergraduates. Facebook extended to colleges and universities throughout the United States following its success on the Harvard campus. Then, it developed into the global, pervasive social media network we are all familiar with today. This is an excellent illustration of how perfecting your product or service with a select number of people can get it ready to launch to a larger audience if that's acceptable or in your plans. Additionally, Facebook can be used to conduct specialty marketing for your specialized commodity or service.

12.1 Niche Social Networks

A networking platform with a specific concentration for people with a particular interest is a niche social media site, also known as a vertical social media site. You leave the majority of the distractions, negativity, and irrelevance behind when you join a community that aligns with your interest or line of work, like one for sharing recipes or adventure travel stories. Social networks are currently quite popular. You have probably heard of Facebook, Twitter, LinkedIn, and MySpace unless you've been living under a rock. You might even have one or more social media profiles created. A niche social network caters to a specific subset of the general public since a niche is a specialized subset of a broader set. Due to the size of websites like MySpace and Facebook, some users feel a little lost in the mix. Niche social networks fill that gap.

For example: Under Armour

Did you know that the inspiration for the creation of this company came from the founder's desire to wear a shirt that wouldn't become saturated in perspiration after a short game of football. He created a compression shirt out of a material that stayed dry, and he spent some money to make 500 of them. Former teammates were given those jerseys to sample, and they adored them. As word got out, more was sought after, and the business was born. Since then, it has grown to include many different types of sportswear and footwear, but it continues to cater to a certain market: those who prefer not to work out in sweaty clothes.

Attributes of Niche social network

- **Effective use of marketing resources:** You can use your resources to discover clients who are compatible with your product by concentrating on a small audience. These people have the greatest need for your goods and are most likely to buy them. Additionally, niche marketing allows you to reduce your spending on marketing and advertising. That's because you'll have fewer buyer personas if your audience is narrowly focused. Spend your money wisely by focusing on a particular group of prospects.
- **Positive word of mouth:** A great strategy to promote word-of-mouth advertising and positive evaluations is to align your goods or services with a select set of clients. Powerful social proof exists in this way. Your company may access a bigger, maybe more lucrative market thanks to recommendations. Often, specialist markets grow into mass markets. So, while you're making tiny strides today, keep the larger picture in mind and begin laying the groundwork for your long-term success.
- **Decrease in competition:** You won't face much competition if you work in a niche market. Many businesses and people like providing for a large number of clients. By focusing, you'll provide a particular offering that will take many businesses off your clients' attention. Having said that, fewer clients might also be looking for your goods or services. You must therefore target a specialized market that has a sizable readership.

- **Enhancement in brand loyalty:** Niche marketing enables people and companies to increase brand loyalty. Engaging with fewer people will make it simpler for you to develop prospects and create lasting relationships. Your audience will be able to tell that you get them. Instead of viewing you as a merchant who solely cares about their money, they'll view you as a genuine partner.
- **Less investment in the market:** Marketing and advertising are made simpler by niche marketing. Consequently, you can make significant savings on marketing and promotion. A niche market's marketing is typically very targeted. It is therefore economical as well.
- **High-profit margins:** High margins of profit are typical with niche enterprises. Customers' unique wants are being met by niche firms. Additionally, customers can't find the good or service anywhere else. They therefore have no problem paying more for the service.
- **market expertise:** When you produce a specialized product and cater to a certain market, you naturally assume the role of an industry authority. The best choice for finding the appropriate solutions is you. Being an authority in every discipline is difficult. However, you can offer knowledge in your area of specialization. More clients will be drawn in to meet their specialized wants as a result of their knowledge and proficiency in one area.
- **Market volatility:** Niche markets can be more susceptible to economic downturns or changes in consumer preferences. Businesses in niche markets need to stay agile and adapt to changing circumstances.

Loopholes in Niche market

- **Limited growth:** Even by definition, niche marketing is confined to a specific market. This may have an impact on the growth prospects needed by a company. Reaching target clients or audiences may be exceedingly difficult depending on the particular business specialty. Business growth is impacted by this.
- **New competitors:** When a new niche is developed, it is just a matter of time until new rivals appear. A particular audience may be more significantly impacted by marketing. As a result, a new rival might affect a niche audience more so than the larger audience. In this case, brand loyalty and a positive relationship can be quite helpful to protect enterprises.
- **High return on investment not guaranteed:** Contrary to what was previously described, serving a smaller target market might occasionally make it more difficult to turn a profit. Serving a niche can be fairly dangerous because it means fewer clients.
- **Niche carries small market:** In actuality, specialized markets are frequently relatively small. As a result, once you've won over users, your chances of expanding are slim because there's still a market for your product. It is improbable that your business will hold a dominant position in that market unless they endorse you. Due diligence must therefore be used when deciding where to allocate our resources.

Niche markets give consumers with particular interests a sense of community and a more customized experience, niche social markets can be beneficial. Additionally, they enable

companies and content producers to focus on a loyal and pertinent audience. However, compared to popular social media platforms, they might have smaller user populations, which might restrict their potential for broad networking and limit their reach.

12.2 Finding the Right Social Platforms

Social networking is one of the strongest marketing tactics available to small businesses. But not all social media sites are created equal. Each platform has a unique user base that engages with the content differently. Businesses need to be aware of these nuances when deciding whether to invest in social media marketing on a platform because they could affect the success of their marketing operations.

- **Examine the nature of business**: Whether a company is business-to-business (B2B) or business-to-consumer (B2C) will determine this. Facebook and Instagram assist B2C businesses in increasing visibility, engaging customers visually, and fostering interaction. LinkedIn aids in B2B targeting by establishing a personal relationship with both present and potential customers.

- **Spotlight on target audience:** Small businesses must make sure that their advertising expenditure is effective because they cannot afford to fail frequently. They should take the time to properly understand their audience and where they can be found, rather than chasing the newest social media property. Google search will frequently yield the greatest results; but, Facebook or Instagram may also occasionally do so.

- **Analyze demographics of clients:** What do you know about the demographics of your customers? Are they masculine, female, older, or younger? Start by researching this a little. Demographic research will help you focus on your platform and choose which is most advantageous to pursue. Whatever you decide, give it some thought and effort. Avoid overextending yourself by attempting to oversee several platforms at once.

- **Go where your valued customer is:** Less about your company and more about where your ideal customer spends their time is important when selecting a social media platform. Go to LinkedIn for B2B, for instance, or Instagram for e-commerce. Once you've determined where your customer is located, you can be persistent and helpful to completely grasp your chosen social media platform. You want to be visible.

- **Research most righteous channels:** It is advisable to the marketing team to spend their time developing champions, both directly and through social media, rather than concentrating on a particular publication source or social media platform. You'll be able to identify where these brand advocates receive the greatest traction by focusing your efforts here rather than on social media brand promotion, which will help you better target your efforts as your company expands.

- **Research your competitors:** Study all of your main rivals. Look at the content that each of their social media pages is posting, how frequently they do so, and how many people are engaging with it. Decide which social networking site is producing the best results once you've come to that conclusion. To begin with, you should create objectives and key points that correspond to those objectives.

- **Focus on the backbone of your digital footprint:** The foundation of your digital communications and presence is your website. Emails, business cards, and search engines all include links to websites. Before purchasing an automobile or beach property, consider it your home. Make it wonderful, add some excellent material, and give it a nice look. Add blogs and social media sites over time that you can link to.

- **Match social media platforms with target audience:** It doesn't always follow that your

business should have an Instagram page just because it could. Review the objectives of your

business, choose the appropriate target market, look into the user demographics of various social media platforms, and then create an account where your material will be most effective. Small businesses frequently commit the error of spreading themselves too thin by publishing content on every channel accessible.

- **Build consistent, logical, rational strategy across all levels:** Maximizing reach with the least amount of work is crucial for small businesses. Therefore, developing a consistent social content strategy that is maintainable and distributing that information across all major platforms is more crucial than concentrating on a single social media platform. One or two postings each week can be easily scheduled and distributed to numerous locations using one of the many free scheduling programs that are readily available.

- **Understand and align your social goals:** Understanding your social media objectives is necessary for selecting a platform to concentrate on. Given that Twitter is a top venue for client feedback, giving it a priority to improve customer service may be advantageous. Brands in the tourism and hospitality sectors may think about using Instagram to visually enticingly exhibit their products and properties. The idea is to match platform advantages with corporate objectives.

- **Let your product or service guide you:** Being functionally lean and concentrating on the tasks that will yield the highest return on investment is essential when a small business first starts. Let your product or service be the determining factor in which content platform you choose to concentrate on. For instance, start with Instagram if you're creating a tiny, consumer-facing brand. Post useful content on LinkedIn if you want to attract excellent leads.

- **Participate in forum discussion:** We have the chance to post our work on our blog, Medium, LinkedIn, and Reddit and reach a large audience. However, don't abuse this privilege by sharing poor-quality, uninteresting stuff. My recommendation Put your self-promotional hat away, consider your audience, come up with a creative title, and engage in discussions frequently.

- **Start with email software:** The majority of industries and demographics benefit from email marketing. An email address is a need to have a social networking account. Email marketing is a terrific way to locate prospects in addition to being a great tool for engaging with your clients. It's valuable to have an email address. In contrast to social

media followers, who might stop following you at any point, if you can gather them, they are yours forever!

Case study of Swiggy India

Swiggy has over 35,000 restaurant partners and 40000 delivery executives across 15 cities in India. The company's app is the first efficient application that gives an easy and consistent delivery experience to customers.

Goal: Bolster its customer base

Maximum mobile application installation

Expand the reach

Solution: Swiggy started creating creative stories on Instagram which increased its customer base and made the users install the mobile application and also tested the performance.

Results: Swiggy is the first Indian app to implement its ad on Instagram stories and successfully attracted new users.

Moreover, Advertising on Instagram stories reduced the cost per installation by 30%

Instagram story ads lead to an increase in app installation by 17%

12.3 Unpaid Media Basics

Unpaid media, also known as earned media, refers to the notoriety and exposure that a company or person obtains without having to pay for commercial real estate or promotional materials. Because it is fueled by audience involvement or third-party endorsements, this sort of media is often produced by organic means and is perceived as being more reliable and credible than bought media.

Types of unpaid media

- **Public relations:** Included in this are press mentions, news stories, interviews, and other media attention produced as a result of connections with journalists and media outlets.
- **Social media mention:** When consumers promote your name, item, or content on social media sites like Twitter, Facebook, Instagram, and LinkedIn without receiving any kind of reward or money.

- **Word of mouth:** In this discussion recommendations about your brand or goods made by friends, family, coworkers, or internet groups. It can be positive or negative, ultimately leading to the purchasing decision.
- **Influencer endorsement:** When industry leaders or influencers speak highly of your goods or services without exchanging any money directly.

Attributes of Unpaid Media

- **Authenticity:** Unpaid social media platforms enable connections between brands, people, and their audiences that are more genuine and honest. Content is unaffected by paid advertising or promotions, which might result in a more genuine brand image.
- **Leads to organic growth:** It takes effort and commitment to grow a following and increase participation on unpaid social media. Users increase the size of their audience by regularly publishing informative information, interacting with their followers, and taking part in discussions related to their area.
- **Creating valuable content:** It takes effort and commitment to grow a following and increase participation on unpaid social media. Users expand their following by regularly publishing worthwhile information, interacting with their followers, and taking part in discussions about their area.
- **Help in building community:** Social media that is not compensated for helps build community. Users can interact with their followers, answer comments, and take part in conversations about their interests or line of work.

- **No advertising cost:** Unpaid social media, in contrast to paid social media, does not call for an advertising expenditure. Users can use organic methods to reach their audience, which can be economical for both individuals and small businesses.

- **Content of quality matters:** The importance of the quality of the material increases without the boost provided by sponsored advertising. Greater organic reach results from followers sharing, liking, and commenting on high-quality, interesting content.

- **Required long-term strategy:** Unpaid social media is frequently used in a long-term marketing plan. Although noticing noticeable effects could take some time, the relationships and brand loyalty developed through organic interaction can be valuable in the long run.

- **Carried limited reach:** Although unpaid social media can foster relationships and encourage engagement, its reach may be less extensive than that of commercial social media advertising. More people can be easily reached through paid advertisements.

- **Analytics & measurements:** It's crucial to monitor the effectiveness of your unpaid social media campaigns. Social media analytics tools are frequently used by users to track interaction, audience expansion, and the effectiveness of their material.

In conclusion, using unpaid social media to establish a brand's online presence, engage with an audience, and form genuine connections is a wise move. However, to be successful in a market where social media algorithms are in play, it takes effort, commitment, and a focus on producing high- quality material.

Summary

In conclusion, businesses wanted to succeed in a crowded market may find that focusing on a specialized market is an effective strategy. Businesses can concentrate on a certain consumer base with particular demands, preferences, and interests thanks to niche markets. A greater understanding of the customer base and more successful marketing tactics may result from this customized approach. Niche markets can be a successful business strategy, but they demand a focused and well-researched approach. The ability to deliver outstanding value, comprehend the particular needs of the clientele, and maintain flexibility in the face of shifting market conditions are frequently key success factors in niche markets. Before adopting this strategy, it's crucial for organizations to carefully weigh the advantages and disadvantages of doing business in a specialized market. Unpaid media also referred to as earned media, describes the visibility and focus a company or organization gains from unpaid sources like word-of-mouth, social media mentions, press coverage, and user-generated content. Paid advertising frequently lacks the legitimacy and dependability that unpaid media does. People are more likely to believe recommendations made by friends, relatives, or reliable sources than those that are the result of paid marketing. Unpaid media can increase brand exposure and reputation at a reasonable price. Although it frequently requires time and effort to grow and administer, it doesn't require the same direct financial investment as commercial media does. Since unpaid media frequently features uninvited endorsements or references from actual individuals, it is perceived as being more genuine. In the current marketing environment, when customers are frequently dubious of traditional advertising, this authenticity can be a great advantage. Unpaid media is essential to contemporary marketing campaigns. It offers a platform for brands to develop trust, credibility, and true audience engagement. Though less expensive than sponsored advertising, it still necessitates a planned and long-term effort to encourage good mentions and produce a significant impact. To maximize rewards and reduce dangers, brands should actively create and manage their unpaid media presence.

Keywords

- Niche market
- Marketing

- Social platform
- Social network

- Unpaid media
- Online communities

Self Assessment

1. What is a niche market?

A. A market with a large and diverse customer base

B. A market that targets a specific, well-defined group of customers

C. A market that primarily serves the mass market

D. A market that only sells luxury products

2. Which of the following is a characteristic of a niche market?

A. High competition

B. Broad and generalized product offerings

C. A small and specialized customer base

D. Mass advertising campaigns

3. Why is targeting a niche market often beneficial for businesses?

A. It allows for rapid expansion into new markets

B. It reduces the need for market research

C. It leads to lower marketing costs and higher customer loyalty

D. It guarantees higher profit margins

4. Which of the following is an example of a niche market?

A. A grocery store in a densely populated urban area

B. An online store that sells a wide range of electronics

C. A bakery that specializes in gluten-free, vegan pastries

D. A multinational fast-food chain

5. What is a key advantage of serving a niche market?

A. Lower pricing due to economies of scale

B. Increased competition from larger businesses

C. Greater brand recognition among the general population

D. The ability to charge premium prices for specialized products

6. Which social media platform allows you to create and join interest-based communities called subreddits?

A. Instagram

B. Facebook

C. Twitter

D. Reddit

7. If your business relies heavily on visual content, which social media platform offers features like Stories and a strong emphasis on visuals?

A. Twitter

B. LinkedIn

C. Snapchat

D. Instagram

8. If you want to showcase your products through videos and reach a diverse, global audience, which platform should you consider?

A. Pinterest

B. YouTube

C. Snapchat

D. WhatsApp

9. What is unpaid media commonly referred to as in the field of marketing and communications?

A. Owned media

B. Earned media

C. Paid media

D. Social media

10. Which of the following is NOT an example of unpaid media?

A. Sponsored content

B. Social media mentions and shares

C. Online reviews and ratings

D. News coverage and press mentions

11. Unpaid media is primarily driven by:

a) Paid advertising campaigns

b) Influencer marketing

c) Organic audience engagement and word-of-mouth

d) Affiliate marketing programs

12. Why is unpaid media often seen as highly valuable in marketing strategies?

A. Because it is expensive to acquire

B. Because it provides genuine recommendations and testimonials

C. Because it is controlled by the brand

D. Because it reaches a broad audience quickly

13. Which of the following is an example of earned media in the digital age?

a) A paid Facebook ad promoting a product

b) A viral tweet about a brand's new product

c) A YouTube video created and paid for by the brand

d) A sponsored Instagram post featuring a celebrity

14. Online reviews and ratings can be considered a form of unpaid media because they are:

a) Sponsored by the brand

b) Created by influencers

c) Generated by users and customers

d) Part of paid advertising campaigns

15. Which of the following is an example of a niche market?

A. A grocery store in a densely populated urban area

B. An online store that sells a wide range of electronics

C. A bakery that specializes in gluten-free, vegan pastries

D. A multinational fast-food chain

Answers for Self Assessment

1.	B	2.	C	3.	C	4.	C	5.	D
6.	D	7.	D	8.	B	9.	B	10.	A
11.	C	12.	B	13.	B	14.	C	15.	C

Review Questions

1. Explain the concept of niche market in detail.

2. What are the attributes and disadvantages of the niche market?

3. Write down the process for choosing a social media platform for business.

4. If you have a tiny business of hand-making jute bags then which social media platform you will prefer and why?

5. What are the factors you will consider as an entrepreneur while choosing a social platform for your business?

.6. Explain the concept of unpaid media and how it is different from paid media.

7. Discuss the attributes of unpaid media.

8. What are the types of unpaid media and how are they useful for marketing?

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Unit 13: Accounting for the Influencers

Objectives

After studying this unit, you will be able to:

- Understand how to calculate the influencers of social media
- Discussed the knowing and reaching of expert influencers
- Explained the tapping & reaching of referent influencers
- Discussed the tapping and reaching of the positional influencers

Introduction

Influencers are important players in social media marketing because they serve as a bridge between companies and their intended market. They can spread the word about goods, services, and concepts to a sizable and devoted fan base thanks to their influence and reach. In conclusion, influencers play a critical role in social media marketing because of their capacity to produce real, interesting content, foster audience trust, and increase brand awareness. Influencer marketing has the potential to be a very powerful tool for raising brand recognition, boosting engagement, and boosting conversions when used correctly.

Influencers produce relatable, real, and interesting content that appeals to their audience. This content, which showcases goods or services in an approachable and realistic manner, can be in the form of images, videos, narratives, blog entries, and more. With time, influencers have developed a following of trust. Their followers are likelier to believe them when they recommend a good or service because they typically see it as a personal recommendation from someone they admire. Influencers are well-liked on several social media networks. By utilizing their reach, brands may connect with a wider and more focused audience, possibly even reaching segments that are difficult for them to directly approach. Influencers frequently target particular groups or niches. More accurate targeting is possible when brands work with influencers whose fan bases closely resemble their target market. Influencers are respected for their sincerity and manner of communicating. Being genuine can help a brand seem less like traditional advertising and more like a recommendation from a reliable friend, which can increase the trustworthiness of the company's message. Influencers interact with their fans on social media through posting polls, direct messages, and comments. Increased engagement with the brand's message and higher conversion rates might result from this degree of contact.

Because they are adept storytellers, influencers may effectively communicate a brand's message or narrative. By integrating the brand into their narratives or encounters, they can enhance audience relatability and retention. Influencers may give brands useful analytics and data, such as information on how well-sponsored content is performing. Brands can use this information to assess the success of their influencer marketing initiatives. Influencers frequently offer feedback based on their use of a good or service, and brands can benefit from this information for both market research and product development.

13.1 Building an Influencer Outreach Strategy

- **Create influence market strategy:** Before considering potential brand ambassadors, focus on the most important aspect of your influencer outreach strategy. Developing an influencer marketing plan that complements your brand's marketing initiatives is the first step. Consider the following while developing a system: What kind of audience am I trying to reach?

  With this influencer outreach campaign, what goals do I hope to accomplish?

  How many followers or conversions are necessary for this campaign to be successful?

- **Search right influencer for your brand:** Choose those whose target audience is the same as yours. Assume you own a fitness company. Next, you should target influencers who are fitness athletes or celebrities.

  For example, Fitness clothing brand and workout regiment creator Hrithik Roshan is an endorser of Cult. fit, a new fitness club.

- **Ideate a pitch for influencer outreach:** After compiling a list of influential people, start formulating pitch concepts. This will dictate the best way to connect with influencers. Make sure your pitch to the influencer is both cordial and expert. To incorporate their ideas into the partnership, it should address the topic and be sufficiently wide. First, determine what role you want to assign them to—will they serve as a brand ambassador or will this be a one-time influencer marketing job? Send the influencers a pitch when you've determined how to contact them and provide a deadline to still a sense of urgency in your influencer outreach initiative.

- **Connect with influencers socially:** After receiving your pitch, an influencer will probably visit your social media profiles to further investigate the topic. By following them beforehand and interacting with their content, you may enhance their experience and make it more welcoming.

- **Build a relationship for better influence outreach:** The wholesome part comes next, when you have established a connection with an influencer, pitched them, and worked on an effective influencer outreach program. Establishing rapport with the influencer is essential if you want to remain receptive to future collaborations. Because of the long-standing association, it might also have other advantages like expanding your influencer exposure or building a more devoted customer base for your business.

13.2   Knowing and Reaching the Expert Influencers

- **Choose your niche:** Select the particular field or sector you wish to specialize in. You must concentrate on a topic you are informed and enthusiastic about.
- **Research your niche:** Keep abreast of the most recent advancements, news, and trends in the niche you've chosen. Keep up with experts, blogs, and industry publications to learn everything there is to know about the topic.

- **Build expertise:** Take the time to become knowledgeable in your area of expertise. Participate in seminars, workshops, and conferences. Go through books, academic papers, and other reliable sources. You should want to establish yourself as an authority in your chosen field.
- **Create valuable content:** Produce content of the highest caliber to share your expertise and thoughts. Infographics, podcasts, films, blog entries, and more can all fall under this category. The information should be useful, instructive, and enlightening to your intended audience.
- **Engage on social media:** Make a big impression on social media sites that are pertinent to your industry. Engage your audience by sharing your work. Build a community around your area of expertise by answering questions and leaving comments.

- **Network with influencers:** Make contact with well-known influencers in your field. Interact with their material, leave remarks on their postings, and establish connections. Working together with influencers can increase your visibility.
- **Attend industry events:** Go to networking events, trade exhibits, and conferences related to your area of expertise. You'll get the chance to network and network with industry experts thanks to this.
- **Offer consultation & speaking services:** By providing speaking or consultation services, you may share your knowledge. This could take the kind of seminars, webinars, or speeches at trade shows.

- **Be consistent:** Being consistent is essential to developing your brand as a knowledgeable influencer. Keep producing and disseminating information, interact with your audience, and keep up with market developments.
- **Seek media coverage:** To offer your expertise, get in touch with news organizations, podcasts, and industry magazines. Getting media attention might lend you credibility.
- **Build an email list:** To stay in touch with your audience, start an email list. A potent method for disseminating your insights and advertising your material is email marketing.
- **Monitor your progress:** Monitor your engagement and growth data. Based on what is and is not working, modify your approach.

Keep in mind that developing into a skilled influencer takes time. It calls for devotion, in-depth knowledge of your niche, and a desire to add value for your readers.

13.3 Tapping and Reaching the Referent Influencers

Influencer marketing has been able to rise in the previous few years due to the considerable evolution of social media. As a result, influencer marketing has become increasingly important in the digital marketing trend, from homegrown local firms to multimillion-dollar multinational corporations like Google and Adidas.

Social media personalities with a sizable following are known as influencers. Additionally, by endorsing or recommending products, they can influence the purchasing decisions of their audience. As a result, the brand becomes more visible and has access to a new market of potential customers.

For instance, Prajakta Koli, an Indian YouTuber, has more than 5 million Instagram followers. This picture demonstrates a partnership between Oven Story, an Indian pizza company, and Prajakta. With over 1.5 million views, the reel she used to advertise their pizzas through a sponsored relationship has greatly increased Oven Story's awareness.

Referent power is the capacity to sway people by your demeanor or appeal. Referent power is a tool used, for example, by those who set an example or serve as role models to assist others in changing

their behaviors or achieving their objectives. Referent power carries responsibility even though it can have a good effect on others.

For example, being loved doesn't always translate into reliability. To make sure they don't misuse their influence, those who prefer to lead with referent authority might concentrate on developing and upholding their integrity.

13.4 Tapping and Reaching the Positional Influencers

The phrase "Tapping and Reaching the Positional Influencers" is a bit vague and doesn't provide much context. It could be interpreted in various ways, so I'll provide some general information and possibilities:

- **Identifying Key Stakeholders and Decision-Makers:** "Tapping and Reaching the Positional Influencers" may allude to the process of locating and interacting with influential people who occupy positions of power or influence within a company or sector. This could entail contacting department heads, CEOs, or other key decision-makers who can support the advancement of initiatives.

- **Leveraging Social Media and Networking:** It might also entail reaching out to individuals in powerful positions through professional networks and social media. This could entail attending industry events, networking on websites like LinkedIn, or utilizing other techniques to make contacts with people who can assist you in reaching your objectives.

- **Utilizing Strategic Partnerships:** An alternative interpretation might have to do with developing strategic alliances with institutions or groups that hold substantial sway over a certain market or industry. This can assist your company in reaching a wider audience and utilizing these partners' current influence.

- **Political or Advocacy Context:** It may refer to interacting with people or organizations that have important positions or roles that have the power to influence legislation or decision-making in a political or advocacy setting. Getting in touch with and influencing elected officials is a common goal of advocacy organizations.

- **Influencer Marketing:** "Positional influencers" could also apply to those in influential positions within a certain group or specialty. "Tapping and reaching" in this instance can entail collaborating with these influencers to market goods or concepts.
- **Content and Thought Leadership:** In the context of content marketing or thought leadership, it could mean producing and disseminating material that establishes you or your company as an authority in a certain industry. This could entail study publication, speaking at events, podcasting, or blogging.

Finding these influencers and creating an engagement plan are the first steps in using and connecting with positional influencers. This frequently entails establishing rapport, adding value, and showcasing how your projects or ambitions complement their interests and aims. Your objectives and the situation will determine the best course of action.

Social media influencers have several advantages for companies, organizations, and brands. On social media, influencers generally have sizable and active fan bases. Working together can help your product or message reach a more specific and larger audience. With time, influencers have developed a following of trust. Their audience is more inclined to accept and believe their advice when they back a cause or endorse a product. Influencers lend greater authenticity and sincerity to their endorsements by sharing their own experiences with goods and services. This genuineness has the potential to be a potent customer connection tool.

Significance of influencers in the social market:

- Authenticity
- Niche influencer
- Search engine optimization
- Content creation
- Reach & visibility
- Credibility and trust
- Global reach
- Product feedback
- Measurable impact
- Trendsetting
- Cost-effective reach

Case Study: Huddles App

The Huddles app, originally known as the Clash app, is a short-form video app that was released in 2020 in response to TikTok's increasing popularity of the short-form format. The app was created by a group led by Don Hofmann, the creator of the well-known Vine app, which saw its heyday following its 2012 acquisition by Twitter but was eventually shut down in 2017 due to its inability to gain traction with a large user base. Essentially, Don's second effort at developing a short-form video hosting business is the Clash app.

Rapper Elijah Daniel's endorsement of the Clash app

The objective of Influencer Marketing Campaign

An influencer marketing effort in this instance aimed to promote the app's 2020 debut. The main goal of the advertising campaign was to take advantage of the uncertainty surrounding the TikTok app at the time, as it was facing a ban in the US and many users were thinking about downloading an alternative.

Solution

For this project, a team from an influencer marketing agency contacted more than fifty influencers to launch an influencer campaign on Twitter and Instagram.

Results

More than 20 million impressions on Twitter and Instagram along with 250k app downloads and the app's #17 App Store position were the outcomes of the campaign.

Summary

In conclusion, Social media influencers have grown to be an important component of contemporary digital culture, influencing everything from marketing and consumer behavior to activism and entertainment. Social media influencers are found across a wide range of fields and sectors, including technology, gaming, and beauty and fashion. Within their spheres of influence, they possess the ability to shape perceptions, patterns, and consumer choices. Influencer marketing is now a commonplace approach to advertising. Influencer partnerships allow brands to efficiently and genuinely reach their target demographic. Sales of the product and brand recognition may rise as a result of this strategy. An essential component of influencer success is authenticity. Genuine and relatable influencers have a higher chance of gaining followers' trust and encouraging interaction. Because of this, the emphasis has switched from famous influencers to micro-influencers, who frequently have a more devoted and genuine following. Influencers are often

effective social change agents. Many use their platforms to spread the word about critical problems, such as social justice and climate change. Their reach has the power to promote action and magnify crucial messages. Social media influencers have revolutionized the way societal issues are addressed, goods are marketed, and information is shared. In the era of digitalization, their influence is substantial and probably will only increase. But for the sector to be sustainable over the long run, issues with authenticity and transparency must also be resolved.

Keywords

- Social media marketing
- Influencers
- Referent
- Positional influencers
- Reaching
- Accounting

Self Assessment

1. What is a social influencer?

A. A social media algorithm

B. A person who has a significant following and influence on social media

C. A popular social media platform

D. A marketing agency specializing in social media

2. Which of the following is a common platform for social influencers?

A. LinkedIn

B. TikTok

C. WhatsApp

D. Google Maps

3. What is the primary way social influencers earn income?

A. Through government subsidies

B. By working part-time jobs

C. Sponsored content and brand partnerships

D. Selling homemade crafts

4. Which of the following best describes a micro-influencer?

A. An influencer who is physically small in stature

B. An influencer with a small but highly engaged following

C. An influencer who is known for promoting large brands

D. An influencer with millions of followers

5. What is the term for paid endorsements or promotions on social media?

A. Viral marketing

B. Organic growth

C. Influencer marketing

D. Crowdsourcing

6. Which type of influencer typically focuses on a niche area of interest, such as fitness, beauty, or gaming?

A. Mega-influencer

B. Macro-influencer

C. Micro-influencer

D. Celebrity influencer

7. What are "likes," "shares," and "comments" examples of in the context of social media engagement?

A. Social media platforms

B. Key performance indicators (KPIs)

C.. Payment methods for influencers

D. Weather conditions

8. Which ethical concern is associated with social influencers?

A. Cybersecurity risks

B. Privacy violations

C. Inadequate internet speed

D. Online shopping fraud

9. In the context of influencer marketing, what is the FTC?

A. The Federal Trade Commission

B. The Facebook Targeting Consortium

C. The Instagram Followers Tracking

D. The Twitter Content Trend

10. What is the primary goal of a social influencer in creating content?

A. To make friends

B. To express personal opinions

C. To gain followers and engage their audience

D. To make money through donations

11. What is a key characteristic of an expert influencer?

A. High follower count

B. In-depth knowledge of a specific niche

C. Frequent posting of sponsored content

D. Extensive use of hashtags

12. Which of the following is NOT a typical step in becoming an expert influencer?

A. Choosing a specific niche or topic of expertise

B. Building a genuine and engaged following

C. Posting a wide variety of content to appeal to a broad audience

D. Collaborating with other influencers and brands

13. Which platform is commonly used by expert influencers to share their knowledge and build their brand?

A. TikTok

B. Snapchat

C. LinkedIn

D. Pinterest

14. What is the importance of authenticity for an expert influencer?

A. It's not essential; image and persona matter more.

B. Authenticity helps build trust and credibility with the audience.

C. It can make the influencer seem less relatable.

D. It's important only for entertainment-focused influencers.

15. How can expert influencers effectively demonstrate their knowledge to their audience?

A. By using complicated jargon and technical terms

B. By sharing personal anecdotes and real-life examples

C. By avoiding in-depth discussions to keep content simple

D. By posting only text-based content without visuals

Answers for Self Assessment

1.	B	2.	B	3.	C	4.	B	5.	C
6.	C	7.	B	8.	B	9.	A	10.	C
11.	B	12.	C	13.	C	14.	B	15.	B

Review Questions

1. Define the term influence marketing and its significance in the marketing industry.

2. Discussed the concept of marketing influencer in detail.

3. Discuss how to make use of influencers in the case of marketing products.

4. Explain the knowing and reaching of expert influencers.

5. What is the tapping & reaching of referent influencers?

6. Explain the tapping and reaching of the positional influencers.

7. What are the benefits and importance of influencers in the marketing industry?

8. If you have to promote the cosmetic moisturizer cream for women through influencer marketing then how you will do it? Explain

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Unit 14: Social Media Marketing and Website

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Objectives

After studying this unit, you will be able to:

- Understand the concept of making the use of campaign & website work together
- Discuss the various Facebook social plugins
- Understand the basics of social media marketing and website

Introduction

Social media marketing, sometimes referred to as digital marketing or e-marketing, is the process of using social media platforms—where people create social networks and exchange information—to enhance a business's online visibility, boost sales, and improve website traffic. SMM includes built-in data analytics capabilities that enable marketers to monitor the effectiveness of their campaigns and find new opportunities for engagement, in addition to giving businesses a means to interact with their current clientele and attract new ones. The rapid expansion of interactive digital channels within the 18 years between 2004 (when MySpace became the first social media site to reach one million subscribers) and 2022 propelled social media to heights surpassing even the reach of radio and television.

With more than 80% of consumers stating that social media, particularly influencer content, has a major influence on their purchasing decisions, marketers from a variety of sectors are spearheading the development of social media marketing (SMM), moving it from a single tool to a multifaceted source of marketing intelligence on a growing and increasingly significant audience. Social media's

unmatched potential in three key marketing domains—connection, interaction, and customer data—is the source of social media marketing's power.

Social media marketing has revolutionized how companies may impact customer behavior, from promoting content that encourages interaction to gathering personal information that helps messaging connect with consumers. The ubiquity of social media in today's world makes social media marketing strategies crucial for companies. Social media marketing has excellent exposure and is frequently more affordable. A thorough awareness of the various platforms is necessary for effective social media marketing, as is the capacity to produce interesting content, evaluate data, and make decisions based on that data. Every platform is different and frequently needs to be understood in its own right. Furthermore, social media companies frequently alter their policies and algorithms, which can make it challenging to forecast and sustain success. Social media facilitates consumer communication, but it also gives users a forum to publicly air their concerns and complaints. This may unintentionally create a public forum, which, if handled improperly, could harm a company's reputation.

14.1 Making the Campaign and Website Work Together

Effective website and campaign integration is essential to making sure your online marketing campaigns are unified, powerful, and capable of producing the results you want. Regardless of whether you are promoting a cause, good cause, product, or other endeavor through a marketing campaign. You may optimize the results of your marketing campaigns and give your audience a consistent and captivating experience by adhering to these guidelines and keeping your campaign and website closely aligned.

A website is an assortment of files that can be seen via an internet address, covering a specific topic or theme, and being maintained by a specific individual or group. The term "home page" refers to its initial page. A website may format and distribute information requested by users globally 24 hours a day, 7 days a week from servers connected to the online network. HTML is commonly used on websites to style and display content as well as to offer navigation features that facilitate user movement both within the website and across the internet.

Some websites exist primarily to present, share, or display content or information online. Examples include a website showcasing an artist's portfolio or a résumé for a job seeker. The owner of the website might only want to build their own online identity, maintain their brand or reputation, or offer an online resource for content that is also shared offline. Any e-commerce website's main objective is probably to make sales: it is there to facilitate online purchases of goods and services. A clear explanation of the benefits consumers will receive from purchases, along with an easy-to-use checkout and payment process, are essential for accomplishing this main goal.

- **Define clear goals:** Clearly state the objectives of your website and campaign. With both, what are your goals?
- **Consistent messaging & branding:** Make sure your campaign's branding, messaging, and design components complement your website. A seamless user experience is produced by consistency in these areas.

- **Landing page optimization:** Make specific landing pages for your campaign on your website. The goal of these sites should be to turn visitors into leads or customers. Optimize them to meet the particular goals of the campaign.
- **Data collection & analytics:** Utilize analytics software, such as Google Analytics, to monitor the effectiveness of your campaign and website. You may maximize your efforts and make well-informed decisions with the aid of this data.

- **Clear call to action:** Make use of CTAs that are both obvious and persuasive on your website and in your campaign materials. Make sure they complement the objectives of your campaign.
- **Content alignment:** Sync up your website's content with the campaign. Make sure the website reflects any special offers you may be offering or any products or services you're advertising as part of the campaign.
- **Mobile optimization:** Make sure your campaign materials and website are optimized for mobile devices. The majority of traffic originates from mobile devices.
- **Email marketing:** If your campaign includes email marketing, connect it to your website by creating links to landing pages or campaign-related material. Ensure that email subscribers get the same experience every time.
- **Social media integration:** Use social media to publicize your campaign and provide links back to the landing pages on your website that are dedicated to it. To establish a unified presence, use images and hashtags unique to the campaign.
- **SEO & keywords:** Optimize the content of your campaign and website with pertinent keywords. This can draw in organic traffic and raise search engine results.
- **Facebook & iteration:** Compile user feedback and evaluate the effectiveness of your campaigns. Make iterative changes to your website and campaign materials based on the input you get.
- **Cross-promotion:** Within the campaign, promote your website, and vice versa. Urge campaign participants to explore your website and website visitors to participate in the campaign.
- **Budget allocation:** Effectively divide your marketing money between the website and the campaign. Make certain that the resources required for each component's success are provided.

- **Security & privacy:** Be mindful of privacy and security issues, particularly if your website is gathering data. Respect pertinent laws such as the CCPA and GDPR.
- **Monitoring & support:** Establish a team to keep an eye on the website and campaign, answer questions, and take swift action to fix any problems.

14.2 Facebook Social Plugins

Facebook Social Plugin is a widget you can add to your website to extend the benefits of your Facebook marketing efforts beyond Facebook. It's a way to get more marketing mojo out of Facebook on your website, and with a social network that has amassed over 800 million active users and is expected to include over 90% of US social network users in 2012

You can essentially add a widget called the Facebook Social Plugin to your website to increase the visibility of your Facebook marketing activities outside of Facebook. Utilizing Facebook on your website is a method to increase its marketing power. With over 800 million active members and over 90% of US social network users by 2012, Facebook is a powerful social network.

Like Button: The Facebook Social Plugin is essentially a widget that you can add to your website to make your Facebook marketing efforts more visible outside of Facebook. One way to boost your website's marketing potential is to integrate Facebook into it. Facebook is a strong social network, with over 800 million active users as of 2012 and over 90% of US social network users.

Marketing Uses: One essential Facebook plugin is the Like Button. By including it on your website, you may encourage visitors to spread the word about your content among their personal Facebook networks. By doing this, you'll broaden your audience and make your content visible to people who aren't in your immediate network. Here are some examples of places where this button would be appropriate to add:

To every blog post you release

To the lead generation offers' landing pages

To the home page of your website

To the case studies pages on your website

Anything you would like users to forward to their Facebook friends

Send Button: It allows users of your website to share content with their friends via email, Facebook messages, or wall posts to particular Facebook groups in an easy-to-use manner.

Marketing Use: This plugin can give visitors to your less public website extra sharing alternatives for your content, even while its more private applications won't expand the reach of your content as much as the Like Button. Additionally, you can make a combination button that places the Like and Send buttons next to each other on your website if you already have plans to include a Like button in your content. To give your visitors more sharing choices, use the Send button anyplace you would use the Like button.

Comment box: It is a plugin that enables users to leave comments on your page. Using social signals, it highlights the best user-submitted comments, which are arranged to show the most pertinent remarks from friends, friends of friends, and the most popular or lively conversation threads. When someone leaves a remark on your website and checks the "Post to Facebook" box, a story about the comment will show up in their friends' News Feeds. Also, a backlink to your website will be included. Additionally, if someone leaves a remark on the story on Facebook, it will also appear in the Comments section of your website.

Marketing use: Facebook's Comments Box seems, at first blush, a lot like your blog's comment section. However, commenting is now much more social thanks to Facebook's plugin, as comments may be posted to Facebook and draw even more attention to the page where the Comments Box is located. Moreover, you can add the Comments Box to any page on your website—not just blogs. Take into account the following areas on your website where you can incorporate a Comments Box to boost third-party social validation, leverage transparency, and enhance social sharing:

Towards the product pages

To your pages of case studies

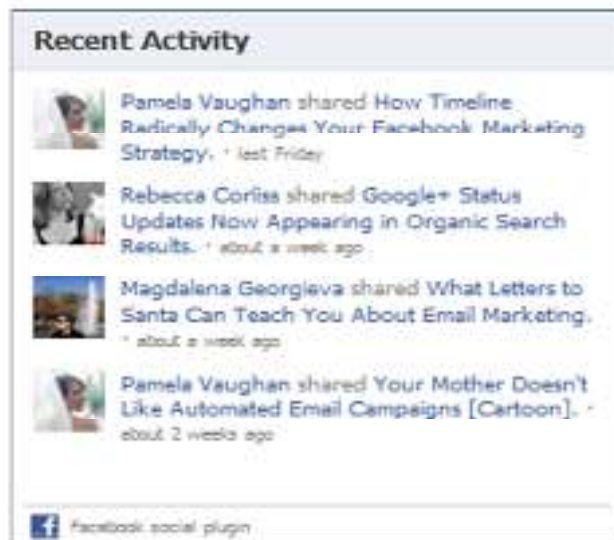To the repository of content on your website

To your page of testimonials

To a dedicated landing page to generate discussion or feedback around a specific topic

A

Activity feed: This plugin shows the most fascinating current activities that have occurred on your website. The feed includes content that Facebook users have shared, content that users have liked on your website, and comments left by users in the Comments section of a page.

Marketing use: You can showcase some of your blog's or website's best content on the Activity Feed to draw in and hold the interest of new visitors. A new website may seem intimidating to a visitor for the first time. How should they proceed? Which content ought to be examined? Use the Activity Feed to highlight your best content to draw in new viewers right away and to show off your most recent releases to recurring ones. Your blog is an excellent location for this plugin, but you may also broadcast it to your homepage to immediately highlight your most well-liked articles. As we'll talk about next, you may also choose to have this plugin display recommendation.

Recommendations Plugin: Users receive customized suggestions based on their friends' activities and all social interactions with URLs from your website.

Marketing Use: Similar to the engagement Feed, the Recommendations Plugin offers marketing advantages; however, before deciding if this plugin is worth it, you should assess how much traffic and social engagement your website receives. You may determine whether or not the plugin is adding value for your site visitors by doing a quick test on one of your pages. If the plugin turns out to be helpful, think about integrating it into your blog to show visitors articles that they could find especially helpful. This will allow you to employ personalization and third-party validation in your marketing.

Like Button: Businesses can use the "Like" button on their website to immediately attract new fans (also known as Likes) for their Facebook business page. Without leaving the website to visit Facebook, users can like their page with only one click. Along with highlighting freshly posted content to the Facebook page, the Like Box displays the number of other Facebook users who like the page overall as well as the number of friends of the specific visitor who also like the page.

Marketing Use: The Like Box is perhaps one of the most helpful Facebook Social Plugins for marketers, right after the Like Button. The Like Box, which is essentially a "follow us on Facebook"

button for your website, is a terrific method to grow your Facebook page's fan base and expand your page's overall reach. It removes the hassle of forcing website users to leave your site to like your Facebook page, making it simple for people to become followers. The following are excellent locations for the Like Box on your website:

Your main page

The "About Us" page of your webpage

This page on your website, "Contact Us"

The newsroom/press room on your website

Your webpage

Subscribe Button: It is a personal profile's version of a Like Box. It lets a user follow public updates from a certain Facebook profile.

Marketing Use: Since the Subscribe Button only works with individual Facebook accounts and not corporate pages, you may assume it has limited marketing value, but in reality, it has a very useful purpose. Consider this: Facebook isn't where your reach ends. It's not just your page. It's possible that your staff members use Facebook as well, and it's probable that they already share updates, material, and information about your company. Given that some of them most likely have a large number of Facebook friends, they are very accessible! It could not harm adding subscribe buttons to your website's employee bio pages (or perhaps just the sites for your top management team) if you have Facebook accounts for them. A potential customer for your brand could also wish to follow the

Registration Plugin: Users may quickly register for your website with their Facebook account thanks to it. Registration forms are immediately filled up with data from the user's Facebook account when they are logged in, making the signup process quick and easy. To ensure a smooth registration process for both the user and the website, the same form can be used to gather registration data from users who do not have Facebook accounts.

Marketing Use: Using a Facebook-powered registration process will benefit many of your site visitors, saving time and effort, especially since Facebook has amassed 800 million users. If your website has a community section or you are drawing sign-ups for an upcoming event, webinar, or even content downloads, you can use this feature if you are establishing any kind of registration process. Remember that you can use Facebook's Registration Plugin in addition to other techniques to provide users an additional alternative to join up for your site. It's not necessary to utilize it as the only way to register for users.

Login Button: It provides a mechanism for visitors to access your website. It also shows the friend's profile images who have already registered on your website.

Marketing Use: As long as you're also using the Registration Plugin for your website, the Login Button will work. The main feature of the Facebook Login Button is that it allows the owner of the website to access personal information that the user has shared with the Facebook network when they are logged in. This might give you as the site owner useful information about the kinds of community members you're drawing in.

Facepile Plugin: It shows the Facebook profile photographs of individuals who have joined your website using the Registration Plugin or who have liked a specific page on your website in thumbnail size.

Marketing Use: One excellent method for leveraging the effects of social proof and validation is the Facebook Plugin. A visitor may be inspired to Like a piece of content on your website if they know the face of a friend who has done so. This will give the content and your business more legitimacy and trust. The only drawback to this specific plugin is that it won't show any photographs if a site visitor has few friends (or friends who haven't liked the page). The plugin will show the total number of users who have liked the page even if some of the users who liked it don't reflect any of the friends of the user who is visiting.

On the other hand, marketers ought to use this plugin on heavily trafficked pages, like the front page of their blog, or on pages that stand to gain from the influence of social proof, such as landing pages, testimonials, and case study pages. Additionally, marketers can use this plugin in conjunction with a registration plugin. A visitor is more inclined to register themselves if they notice that several of their friends have already done so.

Social Media Marketing

Summary

In conclusion, among all the business sports, marketing is the most thrilling. It is the lifeblood of each prosperous company. It is always evolving to keep up with the proliferation of information, the advancing technological capabilities, and the fierce rivalry that exists everywhere and at all levels. Every business plan is a marketing plan. The secret to your company's success is your capacity to think clearly and analytically about the finest marketing techniques and to adapt and improve your operations constantly. With the Facebook Group plugin, users may click to immediately join a group. You can put a signup form on your website if, for instance, you manage a Facebook group for your company. In conclusion, because nearly everyone uses Facebook these days, it plays a significant role in enabling global connections between people. We now have the chance to learn more about their culture, beliefs, customs, and traditions thanks to this. Giving people the ability to share and open up the world is Facebook's aim. Facebook is used by people to share and express their thoughts, learn about current events, and maintain relationships with friends and family.

Keywords

- Facebook
- Social plugin
- Website
- Campaign
- Social media marketing
- Marketing

Self Assessment

1. What are Facebook social plugins used for?

A. Integrating Facebook features into websites

B. Sharing weather updates

C. Sharing recipes

D. Booking airline tickets

2. Which of the following is an example of a Facebook social plugin?

A. Facebook Messenger

B. Facebook News Feed

C. Facebook Like Button

D. Facebook Games

3. Which Facebook social plugin allows website visitors to like and share content with their Facebook friends?

A. Facebook Comments

B. Facebook Send Button

C. Facebook Like Button

D. Facebook Share Button

4. Facebook social plugins require users to be logged into Facebook to use them.

A. True

B. False

5. What code do you need to add to a website's HTML to embed a Facebook social plugin?

A. JavaScript code

B. CSS code

C. PHP code

D. HTML code

6. Which Facebook social plugin allows visitors to leave comments on a website using their Facebook profile?

A. Facebook Like Button

B. Facebook Send Button

C. Facebook Comments

D. Facebook Share Button

7. Which of the following actions can be performed using the Facebook Comments social plugin?

A. Viewing Facebook profiles

B. Commenting on website content

C. Sharing photos

D. Sending private messages

8. How can a website support a marketing campaign?

A. By serving as an online store

B. By providing detailed analytics

C. By creating social media profiles

D. By generating campaign ideas

9. What is the primary purpose of integrating a campaign landing page on a website?

A. To increase website traffic

B. To collect customer data

C. To showcase company culture

D. To improve website design

10. How can a website help in tracking the performance of a marketing campaign?

A. By generating sales leads

B. By providing contact information

C. By offering web analytics tools

D. By optimizing website loading speed

11. In the context of marketing campaigns, what is the role of a website's content?

A. To generate ad revenue

B. To provide entertainment

C. To educate and engage visitors

D. To host live events

12. Which of the following is a common way to drive traffic from a marketing campaign to a website?

A. Posting cat memes on social media

B. Sending direct mail to potential customers

C. Placing QR codes on product packaging

D. Using email marketing with website links

13. What is the term for a website page that a user lands on after clicking a campaign ad or link?

A. Home page

B. About Us page

C. Landing page

D. Contact page

14. Why is it important to ensure that a website is mobile-responsive in the context of marketing campaigns?

A. Mobile devices cannot access websites

B. It improves website aesthetics

C. It reduces website loading times

D. Many users access websites on mobile devices

15. How many Social Media Classification tools are there?

A. 2

B. 3

C. 4

D. 5

Answers for Self Assessment

1.	A	2.	C	3.	C	4.	B	5.	D
6.	C	7.	B	8.	A	9.	B	10.	C
11.	C	12.	D	13.	C	14.	D	15.	B

Review Questions

1. How to make the campaign and website work together.
2. Explain the Facebook social plugins in detail.
3. What are the benefits and features of Facebook?

4. What are the basics and benefits of social media marketing?
5. Explain the role of a website in growing a business.
6. Discuss the significance of a website in the marketing industry.
7. What are the basics of the Facebook account?
8. How social media marketing and websites complement each other.

Further Readings

Social Media – The Art of Marketing by Calvin Kennedy

Social Media Marketing by Tracy L. Tuten and Michael R. Solomon

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Rimple Sharma, Lovely Professional University

Unit 15: Becoming an Authentic and Engaged Advertiser

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Objectives

After studying this unit, you will be able to:

- Understand the benefits of using social advertising
- Discuss the importance of app advertisement in the advertisement industry
- Understand the importance and types of paid and earned media

Introduction

One of the key channels in digital marketing is social media, but it differs from the other pillars like email and search engines because it has so many platforms. And not in the Google vs. Bing sense. Massive audiences on each platform are waiting to be reached by advertisements. To put it another way, social media advertising is a unique creature. However, once it is controlled and harnessed, it may be used to propel your company over its objectives.

15.1 Social Advertising

Social media marketing includes social media advertising, in which you employ sponsored media to advertise your company across any of its numerous platforms. This medium supports a variety of creativity, from photos and video to immersive experiences, and it comes in different formats and places. Social media advertising is the practice of promoting goods and services through social media websites and platforms to reach audiences. Social media advertising can aid in establishing your business's brand, boosting website traffic, and boosting revenue. The main advantages of social media advertising are greater exposure, more traffic, more conversion rates and more leads.

It is also known as paid social. On social media, you may target audiences, interests, and behaviours instead of just keywords and terms as with paid search. Social media advertising is typically more visually appealing, branded, and platform-native—to the point that it can occasionally be difficult to tell that they are advertisements.

Benefits of Social Media Advertising

- **Improve Brand Health and Wealth:** Social media advertising, when done right, has a favorable effect on your brand. It can help humanize your business while fostering loyalty, respect, trust, and authority. You may increase the credibility and trustworthiness of your brand by publishing material that highlights the real people behind it as well as actual customers.

- **Engage the Audience:** Social media advertising is a terrific way to increase brand recognition, but it also allows businesses to interact, answer comments, distribute user-generated content, and follow up with unhappy clients. Social media, unlike traditional media like radio, television, newspapers, and magazines, enables interactions between clients and companies.

Thanks to social media, getting client opinions on your goods and services is simpler than ever. You may post fresh content, get immediate feedback on the services your business offers, and see what customers are saying about your business on their accounts. Some businesses leave wholesome, nice comments on blogs. Others decide to make jokes and troll rival accounts. Customers and brands may express themselves right away. Through individualized conversations, engaging with your followers on social media can demonstrate to customers how much your business values their business.

- **Build and Bolster Customer Service:** Although your business may already have chat, email, and phone lines devoted to helping clients, social media is an excellent additional channel for communication. Additionally, a well-timed and considerate response demonstrates to your larger audience that you are paying attention to comments and responding because social media criticism is by its very nature very public. Offering a solution to a dissatisfied client not only enhances the likelihood that they will do business with you again, but it also

demonstrates to other customers the quality of service you provide, fostering trust and loyalty.

- **Better Sales and Increase in Conversion Rate:** Sales and conversion should increase as a result of a successful social media advertisement campaign for your company or a particular product. Of course, that is the ultimate aim of any marketing expenditure.

The average person spends 147 minutes, or over two and a half hours, per day on social media, even though many of the leads generated by social media are thought of as top-of-funnel. This implies that a lot of people will see your content, and if it's good, it might even convince them to buy anything.

- **Helps in Emerging as a Leader:** Social media channels provide your business a voice. Whether you're sharing news on Facebook, tweeting an opinion, or providing intelligent content on LinkedIn, social media enables your business to establish itself as a thought leader and win over customers' confidence and loyalty. It provides a platform to emerge as a leader in the market.

- **Knowledge of Competition:** By reading the social media posts of your competitors, you can learn where you need to improve and what not to do. This might assist you in getting a feel of the positioning of a product within the market or the trends they are focusing on.

Take ownership of a coffee business as an example. The holiday season is almost approaching. Your sales have been slower than normal, you've noticed. Check social media to discover if similar businesses are selling coffee in seasonal mugs during the entire month of December. You can adapt the social media marketing techniques and give them your special spin. You'll be able to rapidly determine what's working for you and what isn't for competitors thanks to the abundance of social media analytics that are visible to everyone, such as how many likes, shares, and views a post receives.

- **Increase Traffic to Website:** Ideally, your social network post should direct visitors to your website, which is most likely where they will wind up. Consider your social media sales funnel. A lead sees your material on a social platform, clicks on a link to visit your website for further information, and ideally chooses to buy from you there. Although e-commerce conversion is a completely different subject, social media advertisement can at least draw visitors to your website.

The traffic to your company website can be increased with the use of social media material. You may simply draw visitors to your publications by sharing excellent content from your website or blog on your social media networks. Participating in engaging social media conversations is a fantastic way to promote your brand, connect with new audiences, show off your expertise, and drive traffic to your website. You need to go beyond self-promotion if you want to attract repeat clients. Your company website should be listed in your profile on all of your social media channels so that people can simply get more details about your enterprise.

- **Better Return on Investment:** Social media advertisement, both free and paid, can generate significant returns on investment. Organic social media advertisement is when your business publishes content online without spending any money. Popular posts, particularly those that go viral, might have a significant audience without spending a lot of money. Since social media platforms are free, creating organic social media content is an affordable approach to advertising your company.

However, paid social media marketing is still a viable choice. Purchasing ad space on social platforms can expose your company to new clients while reaching a different audience than paid advertisements on search engines. It can also produce a high return on investment.

Social Media Marketing
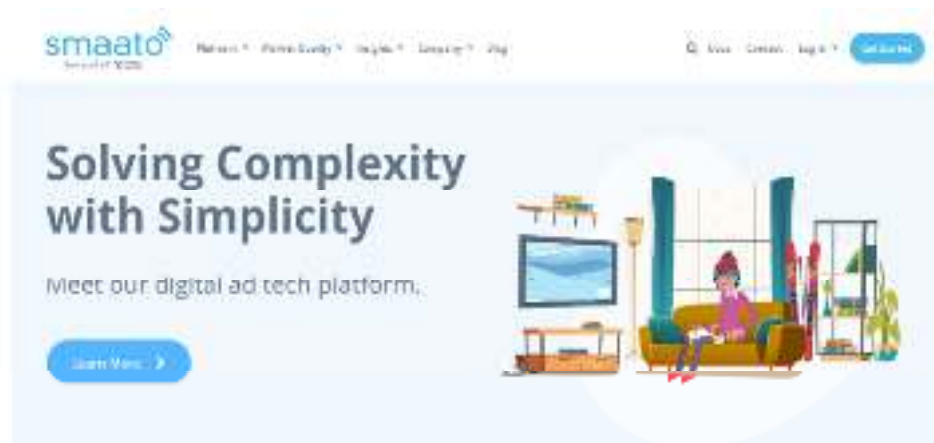
15.2 App Advertisements

With the use of the in-app advertising (IAA) technique, developers may make money off of their apps by letting advertisers serve users with adverts. Once developers and ad buyers reach an agreement through programmatic ad buying, these in-app adverts are served through app ad networks. The ad network employs algorithms to find and deliver a high-quality ad to the users in real-time when an app requests an ad.

By displaying advertisements to consumers while they are using an app, in-app advertising is a fantastic approach for app publishers to increase revenue. Publishers must make sure that the ads are appropriate to the content the user is already consuming and don't interfere with their experience, even though this may lead to increased user engagement with the ads. If not, app producers risk a decline in user interest in their apps.

Example: Smaato app advertisement

Smaato is a fantastic mobile ad network for individuals wishing to publish ads, and it has over 90,000 advertisers. Because of the numerous advertisers on Smaato, publishers have a good chance of selling advertising space. Real-time bidding can also be utilized to its full potential using SPX, the Smaato Publisher Platform.

InMobi

One of the top independent mobile ad networks, InMobi can handle both mobile web and mobile apps, allowing you to execute various ad campaigns on a single platform. The network offers ad campaigns in CPI and CPC models and supports both iOS and Android. The ad formats that are offered are rich media, interstitial, video, banner, and native.

Importance of App Advertisement

- **Huge Revenue:** Developers can make money from ad clicks or impressions by displaying advertisements to users. This enables developers to keep creating apps enhancing user experience and generating revenues.

- **Targeting Exact Audience:** Advertisers and publishers can only gather a very limited amount of information about mobile website users via cookies. However, when utilizing an application, ad publishers can gather more precise data through device ID, such as age, internet provider, gender, operating system, device kind, location, and more.

- **Personalized according to Consumer Choice:** Ad publishers may develop highly targeted and personalized ads using in-app mobile advertising, which increases the likelihood that your audience will be interested in and click on them. Additionally, before installing an app, developers always obtain consent from mobile users through the app store to collect their data. Additionally, since they can more easily pinpoint their target market, ad publishers have more control over the ad-serving procedure.

- **Issue of Ad Blockage:** Likely, a person who has an ad blocker installed won't see banner adverts. Because of the freemium business model, which enables them to deliver advertisements to mobile users who can use the app without paying a fee, that isn't a major worry for in-app advertisers.

- **Make Customer Experience Easy:** App advertisement's sole purpose is to make the customer experience easy and make the availability of content according to customer requirements which helps in understanding the customer requirements and retaining too.

- **Brand Awareness:** It creates awareness among users and also about the new features, discounts, and rewards which help to keep them engaged all the time and retain the brand.

15.3 Paid and Earned Media

Owned and earned media are free, whereas paid media is content you pay to promote in front of an audience as an advertisement or sponsorship. Owned media is the kind of content you produce and manage, such as on your website or Facebook page, whereas earned media is the kind of content that other people produce about you, such as reviews or Instagram posts.

Online word-of-mouth, or earned media, typically takes the shape of 'viral' tendencies, mentions, shares, reposts, reviews, recommendations, or content that is picked up by third-party websites.

Strong organic search engine rankings combined with brand-generated content are typically one of the most powerful forces behind earned media. The two largest factors that influence earned media are frequently first-page rankings and quality content. Marketing that you pay for is the definition of paid media. In a broad sense, it is used to advertise content to generate earned media and send visitors to owned media properties.

Paid Media: Paying for content promotion can help get things started and increase exposure. Paid media advertising is available on social media platforms like Facebook, Twitter, and LinkedIn, which may assist in promoting both your content and your website. Display ads and pay-per-click (PPC) are two good examples of sponsored media and a more direct way to route searchers to your owned media sites, such as your website, to assist in increasing traffic and conversions.

Types of Paid Media

- **Television Advertising:** One of the most established and conventional kinds of paid media is television advertising. It continues to be a highly effective method of reaching a big audience, and it is especially well-liked by companies that market to customers.

- **Radio Advertising:** Another common type of conventional paid media is radio advertising. It is especially well-liked by companies that provide services rather than items since it is an excellent way to reach consumers who are not reached by television advertising. Another common type of conventional paid media is radio advertising. It is especially well-liked by companies that provide services rather than items since it is an excellent way to reach consumers who are not reached by television advertising.

- **Google Ads:** With the help of Google Ads, a well-known online advertising network, you may post advertisements on Google as well as millions of other websites. Using Google Ads, which provides incredibly accurate targeting possibilities, you can find customers who are actively looking for your goods or services.

- **Facebook Ads:** Facebook advertisements are a technique to advertise your company on the well-known social media website Facebook and other websites. Facebook advertisements offer various targeting choices, including prospective consumers' hobbies, demographics, and purchase history, and are excellent for connecting with people who are already interested in your brand.

- **LinkedIn Ads:** LinkedIn is a more business-oriented online advertising platform where LinkedIn adverts are displayed. Similar to Facebook advertisements, LinkedIn ads can be seen by people who are or could make good consumers for your company. They also include targeting choices like user interests, demographics, and job titles.

- **Paid Search:** The practice of purchasing advertisements on search engines like Google and Bing is known as paid search. Paid search gives very specific targeting choices and is an excellent approach to connecting with people who are already interested in your goods or services.

- **Content Marketing:** A form of marketing called content marketing entails the creation and free distribution of useful material. When combined with paid media outlets, content marketing can be a highly efficient strategy to draw in new clients and foster relationships with existing ones.

THE DIGITAL MARKETING MIX

Reviews
Media Coverage
Guest Posts
Mentions
Social Shares
Influencers (free)

EARNED PAID

Pay Per Click
Display Ads
Remarketing
Retargeting
Paid social
Native Ads
Influencers (paid)

(Your) Website
Blog
Profiles
Emails
Social Pages

OWNED

Types of Earned Media

- **Media coverage:** Your brand gains a ton of recognition and trust when it is referenced in publications like newspapers, magazines, and internet media, in addition to on TV and radio. Public Relations has a role in this. To increase their earned media, brands can reach out to journalists with press releases, unique research, and other pertinent information.

- **Review sites:** Review websites like Yelp and Google My Business naturally produce earned media. Amazon, eBay, and numerous other online marketplaces also do this. One of the most valuable forms of earned publicity is positive feedback on these websites. Make sure to offer great customer service to attract more reviews. In-package fliers or email requests for feedback are some methods you can use on social media. For example: You can also use the Request a Review option on Amazon.

- **Influencer Shoutouts:** The equivalent of a social media mention on steroids is an influencer shoutout. They occur whenever an influencer makes reference to your business or product on social media, through videos, interviews, or on any other platform. Even though marketers frequently pay for these remarks, they can also occur naturally. By sending influencers complimentary products, giving them special access to behind-the-scenes activities, or inviting them to events, businesses can drive influencer-generated earned publicity.

- **Podcast appearances:** Our brand will receive significant earned exposure when a member of your staff appears on a podcast, in a video, on the radio, or any other channel. You can assist with this by pitching your expertise to pertinent podcasters and providing them with access to insider information or sneak peeks. Putting forth the members of your staff who are the most likable and knowledgeable will also keep people coming back for more.

  For example: Many cosmetics companies have had success in growing their earned media by making their top makeup artists' skills available to content producers.

- **Content sharing:** You receive earned media whenever someone tweets about one of your posts or shares any of your material. By prominently placing share buttons on their product pages and blog posts, brands may promote content sharing. Make sure to offer the option to transmit via email or WhatsApp in addition to a variety of social media platforms.

- **Word of mouth:** Another example of earned media is word-of-mouth. It has a similar impact to a tweet or Yelp review, and it's free. Social media, viral marketing, and digital can all be used to promote this kind of earned media. It comprises regular interactions between satisfied clients and people who are looking for a similar product or service. When individuals discuss your next webinar and share it with their network of friends on social media, this is an illustration of positive earned media through word-of-mouth referrals.

- **Product roundups:** For readers looking for high-quality products, content authors adore making "roundup" articles with a list of the top product categories. If you are good enough, someone might wish to include your product or service in their roundup, which would lead to earned media for your company.

  For example: An article titled "9 Best Infant Car Seats of 2021 for Parents on a Budget" might feature a car seat maker who creates a safer harness at a reduced cost.

Summary

In conclusion, social advertising employs sponsored bodies to make advertisements on different platforms and its success helps in building up the brand and consumers, increasing return on investment, and increasing in rate of lead conversion. Just like a social advertisement, we have an application advertisement that focuses on the installation of an app by the customer and provides a customized interface and choices to the consumer. In the advertising industry, every organization has three choices of media i.e., earned, paid, and owned which are paid and chosen to be applied depending upon the requirement of an organization.

Keywords

- Earned media
- Paid media
- Application advertising
- Owned media
- Advertising
- Social media marketing
- Social advertising
- Audience
- Awareness

Self Assessment

1. Which of the following are traditional forms of advertisement?

A. Billboard

B. Radio

C. Television

D. All of the above

2. How many pillars of the digital market exist?

A. 7

B. 6

C. 5

D. 4

3. How many Social Media Classification tools are there?

A. 1

B. 2

C. 3

D. None of the above

4. Which marketing technique is most likely to pay you?

A. Viral marketing

B. Article marketing

C. Social media marketing

D. Buzz marketing

5. _____ employ sponsored media to advertise your company across any of its numerous platforms.

A. App advertisement

B. Social advertisement

C. Paid media

D. Earned media

6. Paying for the promotion of content to increase exposure is called _____.

A. Paid media

B. Owned media

C. Earned media

D. None of the above

7. Among them which one is not a method of social media advertising.

A. Search engine optimization

B. Email marketing

C. Newspaper advertising

D. All of the above

8. Content that is produced by other people about you, such as reviews or Instagram posts is called_____.

A. Earned media

B. Owned media

C. Print media

D. None of the above

9. Content that is produced and managed by you, such as on your website or Instagram page is called _____.

A. Earned media

B. Owned media

C. Print media

D. None of the above

10. Word of mouth is a suitable example.

A. Earned media

B. Owned media

C. Print media

D. None of the above

11. _____ helps and manages the engagement and traffic website.

A. App advertisement

B. Social advertisement

C. Paid media

D. Earned media

12. The best way to improve search engine ranking is with _____.

A. Blog

B. Video

C. Reel

D. All of the above

13. Which social network is considered the most popular social media marketing platform?

A. Instagram

B. Twitter

C. WhatsApp

D. Facebook

14. What methods of social network marketing should a company always use?

A. Depend upon the company's needs, product, and target audience

B. Videos

C. Article marketing

D. SEO

15. Pay per click fall under _____ media.

A. Earned media

B. Owned media

C. Print media

D. None of the above

Answers for Self Assessment

1.	D	2.	D	3.	C	4.	B	5.	B
6.	A	7.	C	8.	A	9.	B	10.	A
11.	B	12.	A	13.	D	14.	A	15.	C

Review Questions

1. What is social advertising? Explain its importance in the advertising industry.

2. What are the reasons for growing social advertising in today's era?

3. Discuss the importance of app advertisement.

4. Take the example of any app that you are using in your daily life and explain the features and benefits of it which kept you as their retained customer.

5. Discuss some examples that are used in analyzing and for content in-app advertisement.

6. Discuss the various types of paid and earned media.

7. Explain the paid, earned, and owned media.

8. State the difference between paid and earned media.

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Unit 16: Building an SMM Mobile Campaign

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Objectives

After studying this unit, you will be able to:

- Understand consumer trends going on in the mobile campaign
- Understand the concept of mobile phone capabilities
- Discussing the harnessing of mobile to support social media

Introduction

Any form of advertising that uses mobile devices, such as tablets and smartphones, to advertise goods and services is known as mobile marketing. It uses characteristics of contemporary mobile technology, such as location services, to customize marketing campaigns according to a person's location. Technology can be applied to mobile marketing to create personalized promotions of products or services to a user who is always connected to a network. A mobile campaign is one in which an organization contacts its audience by SMS (text messaging), typically in the context of marketing, advertising, or public relations. Through this type of campaigning, businesses may connect with and forge more personal, intimate bonds with their audience. Mobile marketing is a common term used to describe the core purpose of mobile campaigns. The aim of a campaign might include a variety of consumer consumption objectives, such as flashing (showing an image), informing (offering information in the form of text), or engaging (requiring a response or click). Mobile marketing strategies have evolved from being on the perimeter of advertising to becoming a crucial component of a successful marketing plan.

For ex: Burn That Ad- Burger King

Burger King isn't hesitant to make playful jabs at its rivals. The company launched "Burn That Ad," a real-time troll campaign that was extremely successful. Smartphone users could download the Burger King app and use the Augmented Reality (AR) scanner to find and visually demolish their competitors' advertisements to win a free Whopper! Naturally, it is not the most elegant (or moral) method of increasing conversion rates, but the mobile marketing campaign was too brilliant to be interpreted offensively. Customers enjoyed experimenting with the new technology, and Burger King was able to maximize its rival's investment!
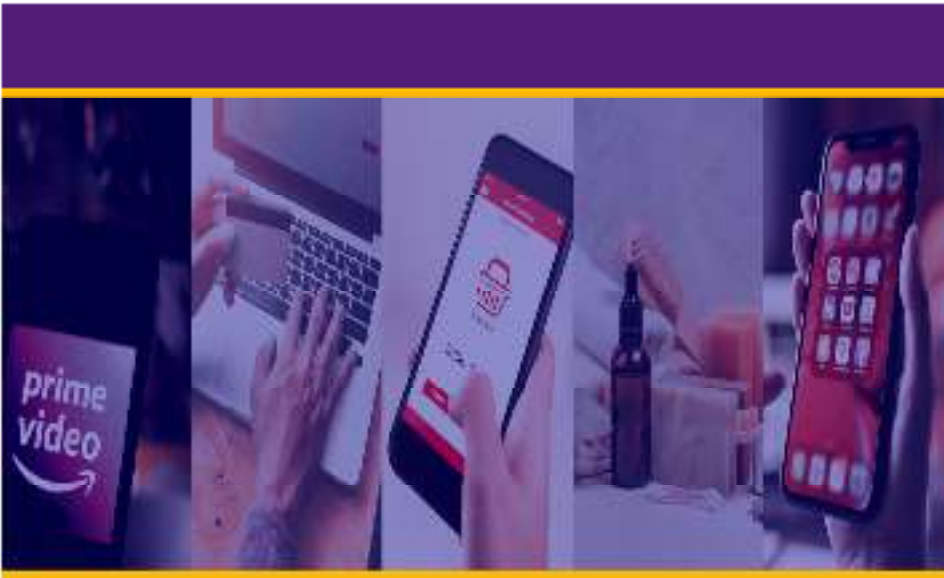

16.1 Consumer Trends in Mobile

Consumers are quickly making smartphones their preferred method of shopping, communicating with brands, receiving promotions, and making purchases. A recent survey offers fascinating

information about mobile consumer patterns and the influence of younger generations. These portable wallets are a top mobile consumer trend as more consumers use their cell phones to make purchases, save tickets, and more. According to the Vibes survey, more than half of younger consumers either use or are considering using their smartphone's mobile wallet to store items like digital promotions and loyalty cards. Between December 2022 and March of this year, mobile device use to buy non-grocery retail items increased by 49%, according to PYMNTS. During the same period, mobile grocery purchases rose by 35%. According to that report, the usage of cell phones for financial transactions is being driven by Generation Z and millennials.

Due to advancing technology, shifting consumer behavior, and shifting market dynamics, consumer trends in mobile marketing might alter over time. It's important to stay current with the most recent advancements in the field of mobile marketing because these trends may have changed since then.

- **Mobile first approach:** The growing popularity of smartphones has raised consumer expectations for a flawless and interesting mobile experience. Mobile optimization must be given top priority, and advertising tailored to mobile devices must be developed.

- **Personalized:** Consumers want highly tailored content and experiences. Mobile advertising that sends personalized recommendations, messages, and offers typically performs better because it leverages data analytics and AI.

- **User-generated content:** Consumers have faith in user-generated content. Mobile initiatives that promote UGC through challenges, hashtags, and sweepstakes can increase engagement and authenticity.

- **Messaging app:** Marketing and client communication are increasingly being conducted through messaging apps like WhatsApp, Facebook Messenger, and Instagram Direct Messages. Chatbot-enabled mobile campaigns that offer prompt responses are well-liked.

- **Augmented and virtual reality:** Consumers enjoy the immersive experiences that R and VR technologies can provide. Mobile advertising using AR/VR components can draw people in and offer distinctive interactions.

- **Video content:** On mobile devices, video content consumption is still growing. Mobile consumers favor short-form videos, live streaming, and interactive video formats. Video is frequently used in mobile ads to engage users.

- **Mobile commerce:** Mobile payments and purchasing are still expanding. To facilitate seamless purchasing experiences, mobile campaigns frequently incorporate functions like mobile wallets, one-click transactions, and product recommendations.

- **Sustainability and social responsibility:** Many customers choose to patronize companies that show a dedication to sustainability and social responsibility. Mobile advertising that promotes altruistic or environmentally friendly activities can appeal to socially responsible consumers.

- **Location and geo-targeting:** Geo-targeting can be particularly beneficial for brick-and-mortar businesses when it comes to delivering relevant offers and information to consumers.

- **Interactive content:** Mobile campaigns can be made more memorable by adding interactive components like polls, surveys, and interactive storytelling.

- **Inclusive design:** In mobile ads, diversity and accessibility are becoming more important. Your reach and reputation may grow if you make sure that people with impairments can use your marketing.

To take full advantage of these trends, marketers must regularly assess the preferences of their target market and keep abreast of new technological developments and shifts in consumer behavior in the mobile market. Furthermore, establishing trust and lasting client relationships requires observing moral marketing principles and respecting user privacy.

16.2 Mobile Phone Capabilities

In addition to text messaging on some cell phones, users can make and receive phone calls. Web browsing, software apps, and a mobile OS are some of the most sophisticated functions of a smartphone. Additionally, smartphones have features like virtual assistants, video chat, and biometric support. Every mobile phone provider had its user interface in the beginning, which might be compared to a "closed" operating system because of the limited configurability. The majority of the time, basic applications (often games, accessories like calculators' conversion tools, etc.) came pre-installed on phones and were not otherwise accessible. For reading basic WAP pages, early mobile phones came with a primitive web browser. The capabilities of mobile phones, commonly referred to as cell phones or smartphones, have increased substantially over time and now go well beyond just making phone calls. Here are some of the key capabilities of modern mobile phones:

- **Social Media:** The capabilities of mobile phones, commonly referred to as cell phones or smartphones, have increased substantially over time and now go well beyond just making phone calls.
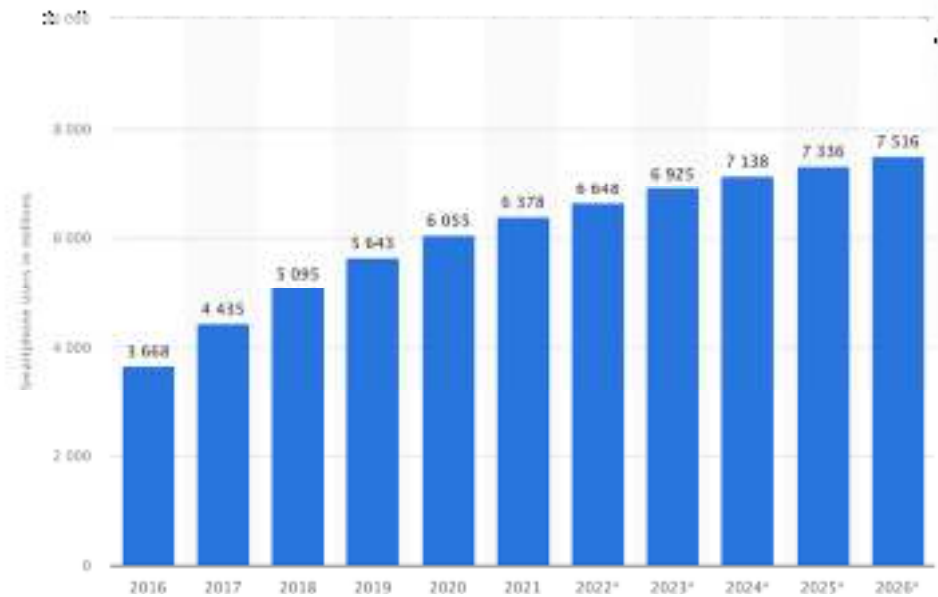
- **Voice Assistant:** Voice-activated virtual assistants like Siri (Apple), Google Assistant (Google), and Alexa (Amazon) are available on many devices and can carry out tasks and provide answers.

- **Biometric security:** For increased protection, modern smartphones frequently include biometric authentication techniques like fingerprint sensors and facial recognition.

- **Sensors:** Numerous sensors, including accelerometers, gyroscopes, and ambient light sensors, are included in mobile phones. These sensors allow for a variety of applications, such as screen rotation, gaming, and automatic brightness adjustment.

- **Integration:** It is simple to publish material from third-party apps to social media or log in to numerous platforms using mobile-based authentication techniques because of the widespread integration of mobile devices with other apps and services.

- **Privacy & security:** Users can safeguard their social network accounts and data on mobile devices by utilizing security features like biometric authentication (for example, fingerprint or face recognition) and app permissions.

- **Content creation:** Mobile devices have strong cameras, the ability to record videos and editing software. Directly from their devices, users may produce high-quality visual material for their social network pages.

- **Social media marketing:** Many people use mobile apps to manage their social media profiles for personal or professional purposes. These apps allow users to schedule posts, analyze performance metrics, and engage with their audience efficiently.

- **Location-based services:** Location-based functionality in social networking apps can be enabled on mobile devices using GPS. Users can check in at certain areas, tag locations in posts, and learn about local companies and activities.

- **Story sharing:** Temporary content can be shared using features like Instagram Stories, Facebook Stories, and Snapchat Stories. These transient updates are best created and sent via mobile devices. It helps in reaching the masses and knowing the views of the public.

It's vital to remember that the brand, model, and operating system of a mobile phone can all have a big impact on the device's capabilities. Mobile phones are always getting new features and capabilities as technology develops. Social media is now seamlessly integrated into many people's everyday lives, both personally and professionally, thanks to the growing usage of mobile phones.

The above graph shows the active users in the last seven years and of the upcoming three years also and it is increasing with every year. It shows that people are crazy about using social media and are addicted and that addiction is used by various businesses for their purposes.

16.3 Harnessing Mobile to Support Social Media

Due to their popularity and ease, mobile devices are essential in social media marketing. Businesses may connect with their target audience in a more timely and personalized way by utilizing mobile for social media marketing.

- **Mobile-friendly content:** Make sure all of your social media content—text, images, and videos—is optimized for mobile use. Your social media profiles and content should be easily accessible by mobile users.

- **Mobile application:** Numerous social media sites have specialized smartphone apps that provide special features and interactions. These apps may be used by marketers to manage content, interact with followers, and keep track of performance while on the go.

- **Real-time engagement:** Real-time engagement with your audience is made possible by mobile devices. Customer satisfaction can be increased and brand loyalty can be developed by immediately responding to comments, messages, and mentions.

- **Location-based marketing:** Businesses can use mobile devices to get users' location data and apply location-based marketing techniques. This can include special offers and advertisements catered to a user's location.

- **Stories & live streaming:** Live streaming and Stories are services that mobile applications like Instagram and Facebook offer, giving you a genuine and immediate method to

communicate with your audience. Product releases, behind-the-scenes content, and Q&A sessions can all be done with these.

- **Multi-channel marketing:** Mobile campaigns can be integrated with other marketing channels, such as email marketing, social media, and content marketing, to create a cohesive and comprehensive marketing strategy.

- **Mobile advertising:** Mobile advertising choices are available on websites like Facebook, Instagram, Twitter, and LinkedIn, and they include sponsored posts, carousel ads, and video commercials. To reach particular populations, they can be very specifically targeted.

- **User-generated content:** Mobile users should be encouraged to produce and distribute material about your company's name or products. Make advantage of hashtags and user-generated content in your marketing campaign to raise the profile and authority of your company.

- **Mobile Analytics:** To monitor and evaluate the effectiveness of your social media activities, use mobile analytics solutions. You can use this information to make data-driven decisions and improve your strategy.

- **Competitive Advantage:** With so many people using mobile devices, not having a mobile campaign strategy may put you at a disadvantage compared to rivals that are utilizing mobile marketing efficiently.

- **Social media marketing:** Mobile devices are the main means of access for many social media platforms. You may tap into the enormous user populations of platforms like Facebook, Instagram, Twitter, and Snapchat by running mobile campaigns on these sites.

- **Influence marketing:** Many influencers and micro-influencers primarily use mobile devices to create content and interact with their followers. By collaborating with influencers, you may increase the reach of your brand among their mobile-savvy audience.

- **Social commerce:** Social media sites such as Facebook and Twitter make it possible for people to directly find and buy things thanks to mobile devices. For a seamless buying experience, make sure your e-commerce website is mobile-friendly.

- **Mobile first aid:** Consider the lower screen size and vertical orientation when creating advertisements exclusively for mobile devices. To optimize impact, create compelling graphics and succinct copy.

- **Data Analytics:** You can track metrics like click-through rates, conversion rates, and user demographics with mobile campaigns, and you can use this data to fine-tune your campaign plan for better results.
- **Immediate engagement:** Mobile ads can produce results quickly since users constantly check their devices. This makes it possible to interact with your audience right away using strategies like push notifications or mobile adverts.

In conclusion, mobile technology is essential to social media marketing plans. To effectively communicate with their audience, produce information, and maintain competitiveness in the digital arena, businesses must adopt a mobile-first mentality.

Case: Piece of the Pie Rewards – Domino's

Pizza Hut was the official Super Bowl sponsor at the time, thus Domino's had to "go big" with the application promotion strategies to stand out. The company pulled off this accomplishment thanks to its creative Piece of the Pie Rewards scheme. Customers could enroll in the rewards program and receive 10 points for scanning any pizza by doing so. Yes, even if it wasn't a Domino's pizza! The participant would get a free Domino's pizza after earning 60 points!

 A straightforward AI-driven pizza-scanning mobile app was all that was needed for this guerrilla mobile marketing campaign, which resulted in a ton of user-generated content and raised brand recognition.

Summary

In conclusion, the outcome of a mobile campaign can change significantly based on the objectives, tactics, and metrics that were used. In conclusion, the effectiveness of a mobile campaign should be judged according to its capacity to achieve goals, engage the target audience, and yield a favorable return on investment. The campaign's learnings should guide the organization's overall marketing strategy and future mobile marketing initiatives. Modern social media marketing techniques include mobile advertising, and their importance is only going to increase over the next few years. Because they may effectively engage consumers, reach a wide audience, and give useful data for adjusting marketing plans, mobile campaigns are a crucial part of social media marketing. To make the most of mobile campaigns in their marketing initiatives, marketers must remain flexible, put user experience first, and deal with issues.

Keywords

- Social media marketing
- Mobile campaign
- Mobile engagement
- Capabilities
- Social content
- Trends
- Consumer
- Mobile capabilities

Self Assessment

1. What is the primary goal of a mobile marketing campaign?

A. Increase website traffic

B. Generate social media likes

C. Boost app downloads and engagement

D. Improve email open rates

2. Among them which is not a mobile marketing channel.

A. SMS marketing

B. Mobile app advertising

C. Telemarketing

D. Mobile email marketing

3. What do you call the practice of sending advertisements to a user's mobile device based on their location?

A. Geo-fencing

B. GPS marketing

C. Beacon marketing

D. Proximity advertising

4. What does CTA stand for?

A. Customer. Targeting Algorithm

B. Click-Through Analysis

C. Call to Action

D. Content Tracking App

.

5. Which of the following describes a mobile marketing strategy?

A. Text

B. Voice call

C. Graphic

D. All of the above

6. What is the most popular delivery method for mobile marketing?

A. Text

B. Voice call

C. Graphic

D. All of the above

7. What does LBS stand for in mobile marketing?

A. Lead-based Service

B. List-based Service

C. Location-based Service

D. None of the above

8. What form of mobile ad extension is NOT one of the following??

A. App extension

B. Call extension

C. Sitelink extension

D. Download extension

9. Which of the following can help a free app to become profitable?

A. Ad Revenue

B. In-App Purchase

C. None of the above

D. Both A and B

10. What does MMS stand for?

A. Marketing through email

B. Marketing through multimedia messaging

C. Marketing through text messaging

D. Marketing through social media

11. What is mobile advertising?

A. Ad through television

B. Ad through mobile devices

C. Ad through newspapers

D. Ad through billboards

12. What is a mobile wallet?

A. A physical wallet

B. A virtual wallet that can be used for mobile payments

C. A social media platform

D. A mobile app for budgeting

13. What is a mobile marketing campaign?

A. A single marketing message delivered through mobile devices

B. A series of marketing messages delivered through mobile devices

C. A marketing message delivered through television

D. A marketing message delivered through email

14. What is an SMS message?

A. A message sent through a social media platform

B. A message sent through email

C. A message sent through a mobile phone network

D. A message sent through a website

15. What is mobile commerce?

A. Buying and selling goods and services through mobile devices

B. Buying and selling goods and services through television

C. Buying and selling goods and services through print media

D. Buying and selling goods and services through email

Answers for Self Assessment

1.	C	2.	C	3.	A	4.	C	5.	D
6.	A	7.	C	8.	D	9.	D	10.	B
11.	B	12.	B	13.	B	14.	C	15.	A

Review Questions

1. Discuss the concept of a mobile campaign.
2. What are the consumer trends nowadays, in mobile marketing?
3. How harnessing of mobile is supportive in social media?
4. If you want to go for mobile campaign marketing then you will plan for it. Explain the steps in detail.
5. How are the mobile phone capabilities helpful in marketing?
6. As you know active users on social media are increasing every year, it is useful and helpful in mobile campaign marketing.
7. If you have a business and you want to give discounts and reach more customers then how you will do the mobile campaign?
8. Explain the mobile capabilities from a social media marketing point of view.

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Unit 17: Social Media Metrics

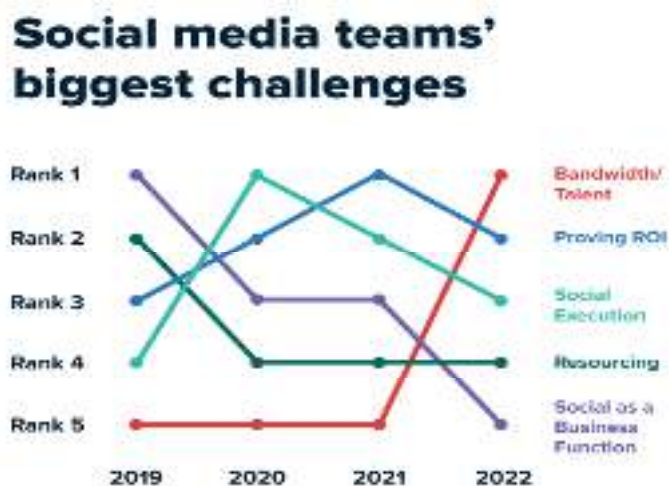| CONTENTS |
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Objectives

After studying this unit, you will be able to:

- Understand the concept of social media metrics and their usage and analytics
- Discussed various social media application metrics and analysis
- Discussed influence specific metric and their content application and analysis

Introduction

Social media metrics are quantitative statistics that are used to evaluate the effectiveness and impact of marketing and advertising initiatives on social media. These statistics reveal how well a company or person is connecting with their audience, accomplishing their objectives, and realizing a return on investment (ROI) through their social media activity.

Social media teams' biggest challenges

Social media metrics are data points that demonstrate the effectiveness of your social media strategy and show you where room for improvement exists. They function as scorecards for your online interactions and posts, displaying the number of individuals who have viewed, liked, shared, or commented on your content. Social media stats can show how much time and money you put in compared to how much you get back. The ultimate balancing act of creativity and analysis is required in social media. However, while innovation is the fascinating cherry on top, social media metrics are the key components that make the finished dish come to life. There isn't a single "magic" metric to use. Marketers must rely on a balanced combination of several KPIs to show how social media affects the entire company. Your brand, corporate objectives, and strategy will all be impacted by the social media metrics that are essential to your plan and reporting.

The performance of your social channels, content, strategy, and the effect it has on your business objectives can all be tracked using social media metrics. Measuring social media metrics has effects that go much beyond just social media. Business information derived from social media is used to assess the health of brands, their position in the market, and their performance criteria. In fact, over half of business leaders claim that social media data and insights presently affect their company's business strategy, according to the 2023 State of Social Media survey.

17.1 Influencer-Specific Metrics

Performance indicators used to evaluate the efficacy and impact of social media influencers in marketing initiatives are known as influencer-specific metrics. These metrics support companies and marketers in understanding the return on investment (ROI) of their influencer marketing initiatives as well as the effectiveness of their influencer collaborations. Here are some common influencer-specific metrics:

- **Reach:** This indicator counts how many individuals have seen all of the influencer's content. It may consist of the influencer's fans in addition to the audience that has been expanded through shares and re-posts.
- **Content quality:** Although subjective, judging the influencer's content's quality is crucial. It takes into account elements including the post's overall aesthetics, the validity of the influencer's endorsement, and the content's connection to the company.
- **Audience demographics:** It is possible to ensure that the cooperation is reaching the appropriate target audience for the brand's goods or services by understanding the demographics of the influencer's audience.
- **Sentiment analysis:** This statistic entails assessing the tone of remarks and reactions made in response to the influencer's content. The positive sentiment means that the audience has responded favorably.
- **Content consistency:** The degree of devotion and alignment with the objectives of the company can be determined by looking at how frequently the influencer creates material relating to the brand or campaign.

- **Impact in the long term:** Some measures, such as how long after the campaign has ended the influencer's followers are still engaging with the company, are used to evaluate the long-term effects of influencer collaborations.

- **Competitiveness benchmarking:** An influencer's effectiveness can be better understood by contrasting their performance indicators with those of rivals or other influencers operating in the same field.

These indicators can change based on the aims and goals of a particular influencer marketing campaign. To assess the performance of their partnerships and decide on potential future collaborations with influencers, brands, and marketers frequently utilize a combination of these measures.

17.2 Facebook Metrics

To evaluate the effectiveness and engagement of content and marketing initiatives on its platform, Facebook employs a range of measures. These metrics assist organizations and people in gauging the effectiveness of their content and making data-driven choices to maximize their Facebook presence.

- **Reach:** Reach counts the number of people who have at least once viewed your content or advertisements. It can be further divided into sponsored reach and organic reach (people who saw your content through paid marketing and advertising, respectively).

- **Engagement:** Likes, comments, shares, and reactions such as "love," "haha," "wow," etc., are all considered engagement indicators. These analytics show how users are interacting with and responding to your content.

- **Click-through rate:** CTR measures the percentage of people who clicked on your ad or a specific link within your content after seeing it. It is often used to evaluate the effectiveness of ad campaigns.

- **Conversion rate:** This indicator keeps tabs on the proportion of visitors who carried out a certain action you wanted them to, such as making a purchase, subscribing to a newsletter, or completing a contact form.

- **Impression:** Impressions are the total number of times your article or advertisement was shown, regardless of whether anyone clicked on it or not. You can use it to determine how frequently your material is shown.

- **Clicks:** Users have clicked on your content or advertisement a total number of times or clicks. Link clicks (clicks on the links inside your material) and other clicks (clicks on other aspects, like your profile image or page name) can be used to categorize it.

- **Ad relevance score:** This rating gauges the effectiveness and caliber of your advertisements. It can affect ad delivery and cost and helps advertisers assess how well their ads are engaging with their target demographic.
- **Engagement rate:** The amount of engagement (likes, comments, and shares) is divided by the number of individuals reached or impressions to determine the engagement rate. It makes it easier to determine how much engagement there is given the size of your audience.
- **Frequency:** Frequency quantifies the typical number of times each member of your target market has seen your advertisement. It's crucial for controlling ad fatigue and enhancing campaign effectiveness.
- **Return on investment:** By comparing the revenue from your Facebook advertising campaigns to the cost of executing them, ROI evaluates the profitability of those efforts.
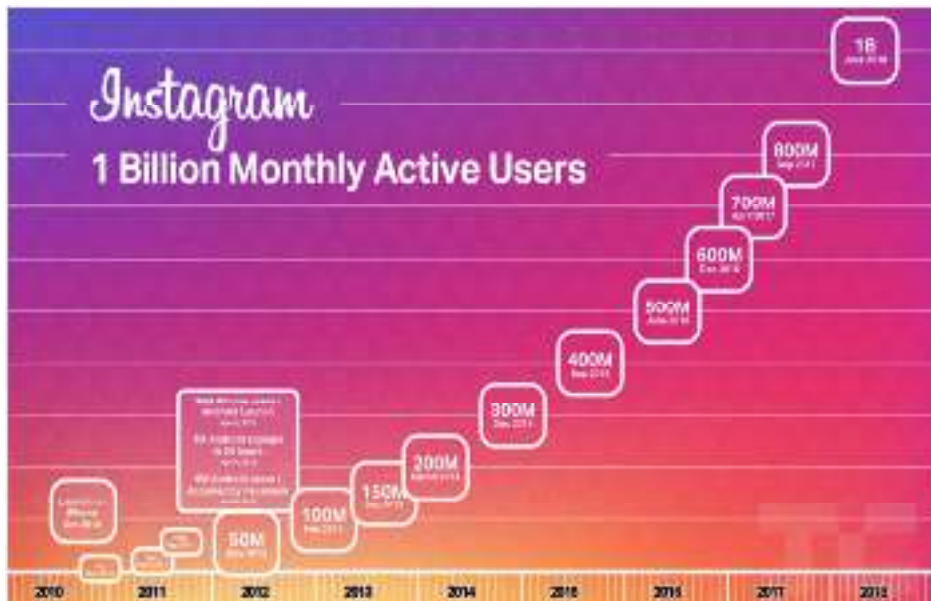
These are only a few of the numerous metrics that Facebook's platform offers. Depending on your objectives and the kind of content or advertising you are running on Facebook, you can choose which metrics to concentrate on. Businesses frequently use a combination of these measures to assess the success of their Facebook marketing campaigns because different metrics offer insights into various performance-related areas.

17.3 Instagram Metrics

Like many other social media sites, Instagram uses a variety of analytics to assess the effectiveness and audience engagement of your posts and accounts. Users, companies, and influencers can utilize these analytics to better understand how their material is performing and to enhance their tactics. Here are some of the key Instagram metrics:

- **Followers:** The quantity of Instagram followers you have. For many users, gaining followers is frequently their main objective.
- **Likes:** How many people enjoy your posts? Likes are a sign that readers enjoy and interact with your content.
- **Comments:** How many people have commented on your posts? Comments demonstrate that readers are actively interacting with your material and could offer insightful criticism.
- **IGTV views:** You can monitor views, likes, and comments on longer-form videos you make on Instagram's IGTV platform.
- **IG live metric:** You may check comments and likes during live broadcasts as well as the audience size in real time.

- **Engagement:** Likes, comments, shares, and reactions such as "love," "haha," "wow," etc., are all considered engagement indicators. These analytics show how users are interacting with and responding to your content.

- **Hashtag performance:** You can monitor the reach and interaction related to your campaign- or brand-specific hashtags, as well as how frequently they are used by others.
- **Profile visits:** How many people have viewed your Instagram profile? This can show how interesting your material is and whether readers are interested in learning more about you.
- **Audience demographics:** You may better target your content by knowing the age, gender, geography, and active hours of your followers thanks to Instagram Insights.
- **Follower growth:** Observe the evolution of your following over time. You can use this to spot patterns in the expansion of your account.
- **Conversion rate:** This indicator keeps tabs on the proportion of visitors who carried out a certain action you wanted them to, such as making a purchase, subscribing to a newsletter, or completing a contact form.

Whether your goals are centered on interaction, brand exposure, lead generation, or sales, these indicators are crucial for evaluating your Instagram success and altering your content strategy to succeed. You can get more detailed information and analytics from Instagram Insights, which is accessible to creator and business accounts, to help you better understand your audience and content.

17.4 YouTube Metrics

As a platform for sharing videos, YouTube provides a variety of metrics and analytics tools to assist advertisers and content producers in understanding the effectiveness of their channels and films. These indicators offer insightful data on viewership, video reach, and channel growth in general. Here are some of the key YouTube metrics:

- **Views:** How many times your video has been seen overall? Both unique and repeated views are counted.

- **Watch time:** The overall length of time viewers watched your videos. This measure is crucial for YouTube monetization and ranking.

- **Subscribers:** the total number of subscribers to your channel. You can notify subscribers when you submit new content.

- **Average view duration:** The typical length of time users watch your videos. Longer view times frequently signify interesting information.

- **Click-through rate:** The proportion of users that watched your video after seeing it in their feed or search results by clicking on the thumbnail. A high CTR can raise the ranking of your video.

- Revenue and Ad performance: **You may monitor ad revenue and the effectiveness of various ad types if you monetize your channel with advertising.**

- **Traffic sources:** This displays the sources of your video traffic, including YouTube searches, suggested videos, other websites, and YouTube advertising.

- **Audience retention:** A graph displaying the average length of audience engagement with your video. It aids in locating viewer churn.

- **Playback location:** This indicator reveals where your films are being viewed, including on the YouTube website, on mobile devices, and on websites where they have been embedded.

- **Traffic from YouTube research:** information about the words and phrases visitors are using to search for your videos on YouTube.

Creators may access these metrics using YouTube's Creator Studio or YouTube Analytics, giving them useful data they can use to improve their content, interact with their audience, and expand their channels.

17.5 Twitter Metrics

Like other social media platforms, Twitter measures the effectiveness and engagement of tweets and accounts using a variety of metrics. Users, companies, and marketers can evaluate the success of their Twitter activity with the use of these indicators.

- **Engagement rate:** This number gauges the degree of engagement with your tweets. It includes clicks, responses, likes, and retweets. The formula (Engagement / Impressions) *100 can be used to get the engagement rate.

- **Impression:** The total number of times Twitter users have seen your tweet. Reach potential is represented by impressions.

- **Reach:** How many distinct Twitter users have viewed your tweet? Reach, as opposed to impressions, only counts each user once, regardless of how many times they have seen the tweet.

- **Retweets:** How many times individuals have forwarded your tweet to their friends? Retweets can greatly expand the audience for your tweet.

- **Top performing tweets:** It helps in finding out which of your tweets was most liked and why it can provide you insight into what your audience finds interesting.

- **Twitter analytics:** Users and organizations can get precise information about the performance of their accounts on Twitter using its analytics dashboard, which includes all the data described above.

- **Hashtag performance:** You can monitor the effectiveness of hashtags by including them in your tweets. This comprises the frequency of use, audience reach, and interaction of the hashtag.

- **Mentions:** How many times other users have cited your Twitter username in a tweet? Mentions might indicate involvement and interaction.

You may use these analytics to adjust your Twitter strategy, identify your target market, and monitor the effectiveness of your tweets and overall Twitter presence. For people, companies, and

organizations intending to use Twitter for marketing, engagement, or communication objectives, they are crucial.

Summary

In conclusion, in today's digital landscape, social media metrics and usage are crucial for both individuals and corporations. These platforms have completely changed how we engage, communicate, and share information. The success of online strategies can be better understood through the use of social media metrics. Individuals and organizations can evaluate the effectiveness of their content and marketing initiatives by using metrics like engagement rates, click-through rates, and conversion rates. Social media has the potential to be an effective tool for businesses to grow their brands, engage with customers, and generate cash. Social media metrics and usage are essential to our contemporary life. Metrics assist in tracking progress and modifying strategy for better results. Understanding these platforms and the data they are associated with is crucial for both personal connections and company progress. But using social media responsibly, being conscious of your privacy, and being flexible are equally important skills for surviving the constantly changing social media environment.

Keywords

- Social Media Marketing
- Metrics
- Facebook
- Instagram
- YouTube
- Twitter
- Influencer

Self Assessment

1. What does CTR stand for?

A. Click-Through Rate

B. Customer Targeted Reach

C. Conversion Tracking Ratio

D. Content Traffic Rating

2. Which social media metric measures the number of times a post or ad is shared by users?

A. CPM

B. CPA

C. CTR

D. Share of Voice

3. What is the purpose of the "Engagement Rate" metric on social media?

A. To measure the number of followers gained

B. To assess the quality of content based on likes and comments

C. To calculate the total revenue generated from social media ads

D. To track the number of website visits from social media referrals

4. Which metric helps you gauge the overall performance and popularity of your social media page by measuring the total number of followers, likes, and shares?

A. Reach

B. Impressions

C. Engagement Rate

D. Social Media Score

5. Which social media metric evaluates the percentage of your audience who unfollows or unsubscribes from your account or page?

A. Impressions

B. Click-Through Rate

C. Churn Rate

D. Engagement Rate

6. Which social media metric helps you understand the effectiveness of your content strategy by measuring how many people viewed your content?

A. Click-Through Rate

B. Impressions

C. Engagement Rate

D. Share of Voice

7. Which Facebook metric can help you understand the demographics of your Page's audience, including age, gender, and location?

A. Impressions

B. Click-through rate (CTR)

C. Audience Insights

D. Reach

8. Which metric measures the total number of times a Facebook Page's content is displayed on a user's screen?

A. Likes

B. Click-through rate (CTR)

C. Impressions

D. Shares

9. What is the primary purpose of Facebook Insights?

A. To manage Facebook advertising campaigns

B. To analyze user engagement and performance of Facebook content

C. To create and schedule Facebook posts

D. To connect with friends and family

10. Which of the following is not a primary Instagram metric?

A. Likes

B. Followers

C. Impressions

D. Shares

11. How is the "Follower Growth Rate" calculated on Instagram?

A. (New Followers - Lost Followers) / Total Followers

B. Total Followers / New Followers

C. (Lost Followers - New Followers) / Total Followers

D. (Total Followers - New Followers) / Lost Followers

12. What is the purpose of the "Twitter Analytics" tool?

A. To schedule tweets at specific times

B. To find trending hashtags

C. To analyze and track the performance of your tweets and account

D. To send direct messages to followers

13. What is influencer analytics primarily used for?

A. Identifying potential business partners

B. Measuring the impact of influencer marketing campaigns

C. Creating content for social media

D. Tracking competitors' social media activity

14. Which social media platforms are most commonly used for influencer marketing?

A. Facebook and LinkedIn

B. Twitter and Pinterest

C. Instagram and YouTube

D. Snapchat and TikTok

15. How does sentiment analysis play a role in influencer analytics?

A. It measures the influencer's sentiment.

B. It assesses the sentiment of the influencer's audience towards a brand or product.

C. It analyzes the sentiment of competitors' influencer marketing campaigns.

D. It evaluates the overall sentiment of the influencer marketing industry.

Answers for Self Assessment

1.	A	2.	D	3.	B	4.	A	5.	C
6.	B	7.	C	8.	C	9.	B	10.	D
11.	A	12.	C	13.	B	14.	C	15.	B

Review Questions

1. Explain the concept of social media metrics and how it is useful in analytics.

2. What is influencer specific metric? Discuss the key points considered for the metric.

3. Discuss the Facebook metric in detail.

4. Explain the Instagram metric and its key elements of metric analysis.

5. Discuss the YouTube analytics metric in detail.

6. Explain the significance of the Twitter metric for any organization and discuss the elements required for analytics.

7. If you have a business then what are the key elements of Facebook media you would consider for metric.

8. Explain the significance of social media metrics in the marketing industry.

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Unit 18: Employees and Social Media Marketing

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Objectives

After studying this unit, you will be able to:

- Understand employee engagement in social media marketing
- Discussed the different types of social software and its use
- Discussed the concept of intranet and its importance

Introduction

Virtual entertainment rules spread out the best-friendly practices for your workers. Now and again, these guidelines are legally necessary for lawful insurance. In any case, the objective of these rules is to enable workers with the data they need to pursue the ideal decisions via virtual entertainment, both for themselves and the organization. This is valid regardless of whether your organization has a virtual entertainment presence yet. Regardless of whether you have an authority Twitter account or Instagram profile, you would be wise to accept your workers are out there on the web, visiting up a tempest.

Social cooperation alludes to the interaction wherein every one of the jobs creating a virtual entertainment group teams up toward a shared objective. That objective is to guarantee that brands have a reliable, cognizant, and on-brand presence via virtual entertainment. Group elements are, frequently enough, whimsical creatures that require consistent consideration. The more individuals a group has, the more one-of-a-kind characters to make due. There are strategies for getting around this that lead to building a consistent work process.

18.1 <u>Employees Collaboration</u>

Virtual entertainment cooperation is when at least two brands collaborate to share content on their separate web-based entertainment channels. This could incorporate supported posts, giveaways, or other substances that use each accomplice's crowd. Virtual entertainment coordinated efforts can develop your span and commitment, fabricate brand mindfulness, make significant organizations, and drive deals. They are likewise an incredible method for encouraging associations with different brands and growing your client base. Importance of social media collaboration:

- Permits groups, whether truly disseminated etc., to share novel thoughts and input inside either on a web-based entertainment methodology or forthcoming effort.
- Makes it more agreeable for chiefs to facilitate projects.
- Supports a culture of lucidity, straightforwardness, and responsibility for all gatherings included.
- Dispenses with the deep-rooted calculated niggles of web-based entertainment on the board.

Steps for successful social media collaboration

- **Choose social media collaboration:** Before you begin arranging your web-based entertainment coordinated effort, concluding what sort of organization you need is fundamental. Do you need an extremely durable partnership or an oddball occasion? Will the association include item giveaways, joint substance creation, or something completely different? Setting assumptions guarantees you and the other party are in total agreement.

Furthermore, it will assist you with explaining who's liable for what errands all through the cooperation.

- **Partnership with content influencer:** A social media partnership attempts to increase your audience and attract new clients. It's essential to collaborate with a company that will introduce you to a new audience while also ensuring that they are interested in your good or service. The key to a successful social media campaign is finding the right influencer. Find a speaker who has the authority to persuade your intended audience and who speaks their language. The influencer should also have a sizeable fan base, but not one that is so sizable that it prevents them from being seen among the crowd.

- **Stick to primary goals:** Any social media strategy must have goals, but they are especially crucial for collaborations. You and your collaborator must decide on a key objective that can be monitored and evaluated before you begin to generate ideas and produce material. It should be a measurable action, such as raising sales of the product highlighted by your partnership or driving visitors to a certain product page. Avoid aiming for less concrete objectives like "get more followers." Increased follower counts can be mistaken for success, but there is no way to quantify the value that each follower adds. To make sure you achieve your goals, use collaborative tools for social media. Social media and online collaboration tools are essential for organizing, managing, and maintaining projects. With the proper solution, you can maintain all of your assets in one location for simple access, generate metrics-driven reports regarding the effectiveness of your partnerships, and communicate your progress and outcomes to your partners.

- **Choose collaboration media tools:** In addition to a strong contract, you should think about spending money on social media collaboration tools to make the process simple for everyone involved. By enabling various members of your social media team to access and participate at any time, these solutions streamline the management of your campaign. For a smooth operation, it also helps to streamline communication among all stakeholders.

- **Consider your social campaign and social media style:** Your brand's essence can be found in your social media style guide. It not only outlines your expectations for your brand's representation in interactions, but it also establishes the framework for how your cooperation will be carried out. Share and explain your style guide to any brand collaborators or partners before the start of your campaign. You should make sure that any new content you create jointly adheres to the requirements of your brand.

- **Decide when, where, and what you will post:** When it comes to social media content, timing is important. You must choose a platform and a type of material, and you must time your posts properly. Take into account any holidays, popular subjects, or noteworthy occasions that might overlap with your post. Choose a time when your followers are most likely to see your material at that moment, and then optimize it for each platform.

- **Disclose about partnerships:** It is imperative to disclose partnerships, particularly when it comes to social media ties. Your readers should be aware whenever a post has been sponsored or made in association with another person. The Federal Trade Commission (FTC) and other international regulatory bodies mandate this legally, and it also promotes confidence between you, your collaborator, and your audience. Users frequently enjoy it when businesses are open about their partnerships.

- **Cross-promote your content:** Working together on social media has a lot of advantages, one of which is reaching out to already-existing audiences. But bear in mind that for the content to succeed, you'll both need to promote it on your platforms. This implies that you'll require a

strong cross-promotion strategy. Determine who will post what material and when each post should go live by coordinating with the other partners. Don't forget to include connections to each other's websites, social media profiles, and any collaboratively developed information. make a hashtag that is special and includes the names of both parties. This will increase the visibility of your partnership.

- **Share results with collaborators:** Share the accomplishments of your partnership with all partners and collaborators. Your efforts at digital marketing as well as those of your partners may benefit greatly from the information you gather. Additionally, it will assist in guiding upcoming social media alliances and plans. A thorough report that details how the cooperation succeeded, what important metrics were fulfilled, and how the material connected with audiences is the best approach to disseminate this information. The success of the partnership may be seen more comprehensively by tracking and reporting metrics including reach, engagement, conversion rates, and sentiment.
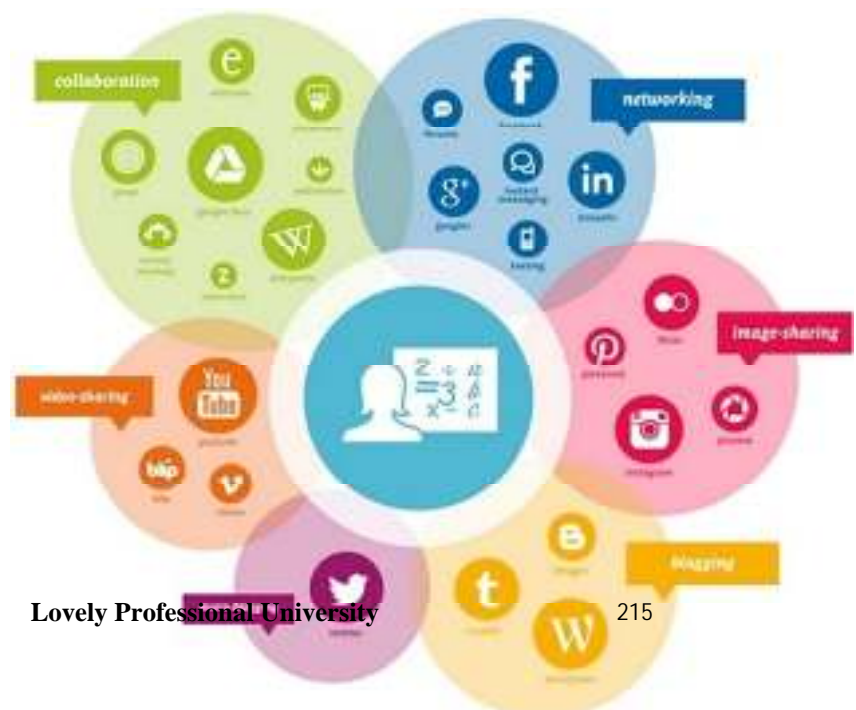
Arranging virtual entertainment cooperation can be a strong system to grow your compass, increment brand mindfulness, and encourage significant associations inside your ideal interest group. By tracking down the right teammate and laying out an obvious understanding, you can draw in and valid substance that reverberates with the two crowds. Compelling correspondence and careful arranging are vital to guaranteeing a smooth and fruitful coordinated effort. Make sure to examine the mission's exhibition subsequently, gaining from the experience to refine your future coordinated efforts and keep utilizing the strength of online entertainment associations to accomplish your promoting goals.

18.2 Types of Social Software

People are now more active on various social software platforms. People are adopting new technologies to communicate, collaborate, create networks, form connections, and many other things as technology improves. These social software programs are the only virtual medium that can accomplish it in that situation. Additionally, the current state of COVID-19 has greatly enhanced the adoption of social software apps.

Social applications, also known as social software, are interactive communication tools that are often backed by the web. Communication, audio, and video are typically captured, stored, and presented using communication tools. In most cases, the term "social software" refers to a set of tools that encourages social contact, community organizing, and cooperative behavior. Thus, social software can be defined as a group of software packages that primarily serve to facilitate user collaboration and communication.

Examples: Instant electronic messaging, Email, web forums, net blogs, Social network services, etc.

Types of social software

- **Social bookmarking**: People share their "favorites," or bookmarks, with others so they can choose from their favorite websites. Similar social software, known as enterprise bookmarking, may be used by businesses to share websites relevant to their operations.

- **Commercial social networks:** It is designed to foster client loyalty and use them to gather suggestions for enhancing goods, how they are delivered, and the services themselves.

- **Deliberative social network:** Designed to foster client loyalty and use them to gather suggestions for enhancing goods, and how they are delivering the services to themselves.

- **Social pilot:** For those just getting started with a management tool, Social pilot is an easy-to-use and uncomplicated social media management solution. The application includes a curated content list based on categories and keywords and will share automatically to your feed in addition to posting and scheduling. In-depth analytics reports are available from the Social pilot to help with better planning. Users will be able to determine what audiences are interested in from content performance and audience data and evaluate growth patterns to keep producing content.

- **Sendible:** Sendible has done a fantastic job of focusing, and trying to particularly adapt their social media management software to agencies and other major enterprises that manage a variety of social media networks. To make social media management as simple as possible for their consumers, they also provide a variety of useful integrations.

- **Buffer:** Another excellent social media management tool for small businesses or newly established enterprises is Buffer. This is the ideal choice for setting up your Facebook,
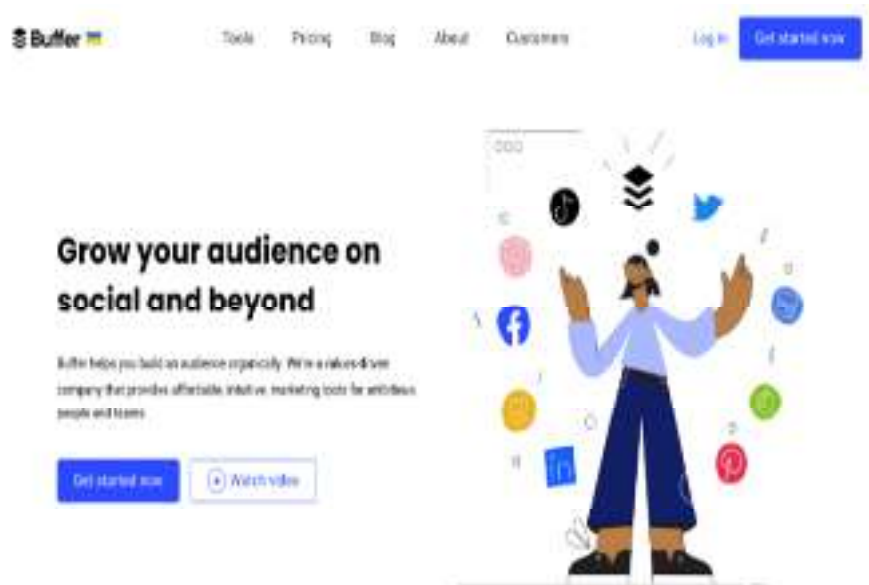
Instagram, or Twitter because they provide a free plan for your first three social media channels. Features of Buffer software:

Social media publishing tools that make it simple to plan out all of your published social media material for each channel

Using a social media engagement dashboard, you can reply to any online mentions or messages in one spot.

You can use analytics and reporting to get a bird's-eye view of the effectiveness of your social media initiatives.

Creating landing pages for sales and lead-generating

- **MeetEdgar:** Unpopular social media management application MeetEdgar assists teams in automatically curating their social media accounts. This is ideal for solopreneurs and small-team businesses. The tools offered by MeetEdgar may be useful for startups when team members wear many hats. Features of Meetedgar:

Repurpose outdated information to breathe fresh life into it by automatically republishing it in the future.

You can use scheduling tools to tell MeetEdgar when to arrange your content

A/B testing so you can figure out what kinds of content your audience prefers.

18.3 Importance of Intranet

In the office, good communication can increase productivity and make employees happier. Early iterations of the intranet for interacting among office personnel appeared with the introduction of digital communications and the web. With their increased speed and efficiency, intranets enable the growth of internal networking. In this essay, we examine the advantages of intranets and how they have developed into crucial communication tools in contemporary workplaces.

An intranet is a private network that is only accessible to members of the organization. They resemble a scaled-down internet, but one that is only available to the company's employees. Employees gain from intranets by giving them a secure communication network for teamwork, confidential sharing of company material, and data storage. Digital technologies that can be found on intranets can help employees do their tasks more quickly and efficiently. Today's intranets have social functionality that enables users to communicate using social media conventions like liking, commenting, and sharing.

Importance of Intranet

- **Improves communication channels in the organization:** There aren't many reasons for conversations within an organization to be delayed thanks to the intranet. The ability to quickly adapt and adjust to change is a key component of agility in business today. By implementing a network that provides immediate digital communication for staff, teams, and management hierarchy, you can effectively and unhinderedly increase your agile capabilities. You may create a successful intranet platform that increases the agility of your company by fusing efficient communication with well-liked business tools, quick adoption, a user-friendly design, and security. All you need is a web browser and access to the internet.

- **Improve productivity:** Intranet were initially used to create a location to store business data and serve as a channel of communication for management to give instructions to their personnel, a practice known as "top-down" communication. As intranets embrace crossover conversions between all staff levels, bottom-up and top-down, top-down communication is a less important component today. Top-down communications are used by management to communicate the company's objectives and vision, while bottom-up communications are essential for fostering employee engagement and feedback. The finest intranets promote natural communication between management and staff, which raises productivity overall.

- **Enhance employee engagement:** Any intranet's main objective is to ensure complete employee participation in the program. It is a challenging undertaking to bring together staff from many offices, departments, regions, and nations to collaborate effectively and with the least amount of interruption. The success of your intranet depends on generating and maintaining engagement, which are essential and scalable solutions that give employees a voice.

- **Provides clarity to an organization:** Clear and dynamic organizational charts on company intranets help you understand the structure and layout of your business. Individual bios or profiles, for example, provide additional layers to this clarity and aid employees in understanding their respective positions within your company.

- **Bring life to workplace culture:** Without its employees, a company cannot exist. The goal of intranets is to foster employee interaction and enhance corporate culture. Peer-to-peer recognition, leadership pieces, brand messaging, and other activities can help an intranet become a hub of activity that adopts the characteristics of the business.

- **Connect your organization across locations and time zones:** The majority of intranets want to become an organization's main online center. It serves as a forum for discussion, the dissemination of company news, and the organization of events. An intranet could connect teams with multiple locations in light of this. That is, if each employee and location, regardless of where they are based, can see pertinent insights into what is happening throughout the organization.

- **Help employees with location information:** An organization's intranet can develop into a valuable resource where staff members can discover everything from Social Committee updates to the most recent dental claim form. All of this document sharing is useful for assisting individuals in completing tasks and maintaining constant contact with the more social aspects of the company. Employees will be able to stay informed and obtain the information they require on an intranet with a user-friendly layout and robust search

feature. However, one that contains too much information may wind up being challenging to explore.

- **Simplifying employee onboarding:** Onboarding is now easier than ever thanks to a good platform. Easy-to-access documentation, current organizational charts, in-depth biographies of their colleagues, and a lively news hub that offers information and insights into the company's culture can all help new hires get settled.

- **Refining and sharing information:** It is so helpful in refining and sharing the information. An intranet platform might make sense for you if your calendar and inbox are overflowing with meetings and emails, respectively. Discussions are simple on intranets with a solid, integrated instant chat capability. You might at least stop using the awful reply-all email feature and engage in useful conversations away from your cluttered inbox. Additionally, if communication is improved, it might be simpler to notify everyone and get their feedback. As a result, fewer large group meetings that use time from numerous calendars will be necessary.

Summary

In conclusion, employee collaboration is very significant as it shows the participation of employees collectively in achieving the goals of an organization. It helps in increasing the efficiency and effectiveness of employees and also leads to more participation and engagement of employees. Social software is used for communication, capturing, storing, and presenting data. There are many readymade software available that help in analyzing and metrics of social platforms. An intranet is a network used in a particular organization with employees/ users for sharing confidential information or data. It is restricted to the area of organization only for safety and security.

Keywords

- Social media marketing
- Employee's engagement
- Network
- Employee collaboration
- Intranet
- Social software
- Internet

Self Assessment

1. Which network is spread across cities and even continents?

A. Intranet

B. Internet

C. LAN

D. WAN

2. The network that is specified in the particular organization only and used by its users only.

A. Intranet

B. Internet

C. LAN

D. WAN

3. Select the types of network environment.

A. Internet

B. Intranet

C. Ethernet

D. Only (A) & (B)

4. What is the domain name?

A. It is a network

B. Uniform source locater

C. Identifies the server that hosts the website

D. None of the above

5. An _____ is a private network that is only accessible to members of the organization.

A. Intranet

B. Internet

C. Extranet

D. None of the above

6. Which is the largest network in the world?

A. Intranet

B. Internet

C. Extranet

D. None of the above

7. Among the following which fall under the social software.

A. Instagram

B. Facebook

C. Twitter

D. All of the above

8. Which of the following is used for confidential sharing of company material and data storage?

A. LAN

B. Intranet

C. Internet

D. None of the above

9. Employee engagement means the relationship of the customer with the employees.

A. True

B. False

10. When the number of computers is linked together for sharing information is called _____.

A. File

B. Hub

C. Network

D. None of the above

11. The network that is used at home for connecting the personal devices of an individual is called _____.

A. PAN

B. LAN

C. WAN

D. MAN

12. _____ is a network that connects the computers in same city.

A. PAN

B. LAN

C. WAN

D. MAN

13. What is the designation of the manager who energizes the workplace with focus?

A. Employee energized executive

B. Employee engagement manager

C. Chief executive officer

D. HR trainer

14. Why are employers interested in employee engagement?

A. to encourage employees to trust their manager.

B. to make a quick profit

C. to make employees work harder for less

D. because engaged employees are more motivated and prepared to give their best to

15. _____ connects the computers across the world.

A. LAN

B. Intranet

C. Internet

D. WAN

Answers for Self Assessment

1.	D	2.	A	3.	D	4.	C	5.	A
6.	B	7.	D	8.	B	9.	B	10.	C
11.	A	12.	D	13.	B	14.	D	15.	C

Review Questions

1. Explain the concept of employee collaboration in social media.

2. Discuss the various steps in the process followed for social media collaboration.

3. Define social software. Discuss the various types of social software.

4. Define the intranet. How it is different from the internet, LAN, WAN, MAN, and PAN.

5. Explain the importance of Intranet.

6. If you are chief of handling social media of your organization then which social software you will prefer and why?

7. Discuss the significance of the intranet for your organization.

8. How employee engagement or collaboration is significant for any organization.

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Unit 19: Social Media Governance and Tools

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19.2   Consumer Relations

19.3   Social Media Governance Models

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Objectives

After studying this unit, you will be able to:

- Understand the concept, types, and maintenance of public relations
- Understand the conceptual knowledge and benefits of maintaining customer relations
- Discussed the concept of the social media governance model and its elements
- Learned the concept of social media crises, their types, and reasons for occurring

Introduction

Understanding the dangers that social media poses to your company and feeling confident that you are managing them effectively are key components of social media governance. People and businesses are using social media at a rapid rate, and there are many advantages to having a good social media strategy. The new challenge is to offer the flexibility of a social media experience within reasonable and simple guidelines. Social media governance is more about people, risk, and strategy than it is about systems and platforms. Through an appropriate program of guidance, training, and monitoring, a well-implemented social media governance strategy should ensure that you are controlling the risks of social media while also reaping the advantages. The main objective of social media governance, which is a continual activity, is to reduce risks for your business. It's critical to remember that social media governance is flexible and should adapt to the needs of the business.

Effective social media governance enables professionals to identify points of presence related to their business online (both known and unknown), strengthening brand reputation and maintaining a clean digital footprint free of counterfeit sites. The first function of social media governance is to protect your brand as a risk management practice. The second function is to optimize your brand to strengthen your brand reputation. The framework for social media administration encourages the suppression of potentially harmful information on company account pages as well as its prevention. Professionals at the corporate level can swiftly communicate with staff members working at local branches thanks to centralized governance. Businesses may easily handle several accounts thanks to this framework. Last but not least, effective social media administration equips experts with the means to shut down undesirable or inactive accounts.

Templates for developing a social media strategy, assigning roles and tasks, and evaluating risks are all included in the Social Media Governance Toolkit. More importantly, it incorporates and compiles the most recent best practices from around the world into a comprehensive collection of policies, procedures, and guidelines for the use of social media.

19.1 Public Relations

Public relations (PR) is the collection of methods and approaches used to control how news about a person or business is presented to the general public, particularly the media. Its key objectives are to communicate significant business news or events, preserve a corporate image, and limit the negative effects of negative occurrences by giving them a good spin. PR can take place through a press release from the business, a news conference, journalist interviews, social media posts, or other means.

Any company's performance depends on PR, especially when its shares are traded publicly and each share's worth is based on the public's perception of the firm or brand. PR professionals are typically in charge of constructing and upholding the company's image in addition to responding to media requests, information requests, and shareholder issues.
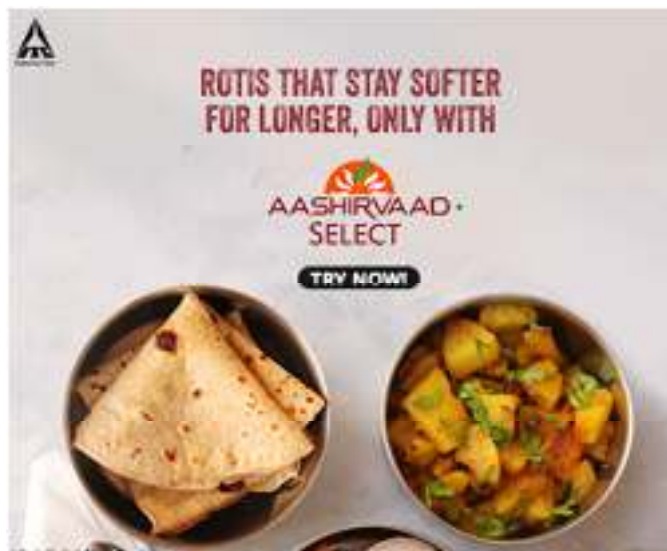
Types of Public Relations

- **Media Relations:** A media relations team frequently works directly with external media by directly delivering them company news, providing them with verified content sources, and being available for public comment on other news stories. Media relations is the focus of developing strong relationships with public media organizations.

- **Production Relations:** The direct operations of a corporation are directly tied to production relations. This division supports overarching marketing strategies and frequently works on specialized, one-off projects like introducing a new product, a unique campaign, or managing a significant product change.

- **Investor Relations:** The management of the company's interaction with its investors is known as investor relations. This area of public relations manages investor-related activities, communicates the publication of financial reports, and responds to investor complaints.

- **Government Relations:** The link between a business and relevant governing authority is known as government relations. Some public relations departments seek to establish a close working relationship to offer political figures feedback, influence decision-makers to take certain actions, and guarantee that the firm's clients are treated fairly.

- **Internal Relations:** The public relations division between a business and its personnel is known as internal relations. Internal relations include employee counseling, making sure everyone is happy with their working environment, and resolving conflicts internally to prevent public complaints.

- **Community Relations:** Public relations that are specifically targeted at a community's reputation and brand. The community may be tangible (such as a particular city) or non-physical (such as the community of dog owners). This area of public relations focuses on the community's social niche to identify with its members.

- **Customer Relations:** The link between a firm and its clients is customer relations. Managing important relationships, performing market research, comprehending client goals, and responding to significant concerns are all common aspects of public relations.

19.2 Consumer Relations

Consumer relations are the relationships that a business has with its customers to establish a lasting bond, obtain feedback, spread positive word of mouth, increase brand loyalty, have a positive brand image, etc. The relationship that develops between a business and its customer after the individual purchases a good or service from it is known as the consumer relationship.

Currently, the consumer is king. Every firm employs customer-centric methods across all of its programs. Even though businesses want to have a large bottom line, they are aware of the importance of the client to their success. This is the reason why many businesses (including many of the top Fortune 500 companies) are switching from a service-centric to a product-centric orientation. Even ordinary products can succeed with good service, even though good products sell well. This is the reason why companies like IBM, Otis, and Caterpillar, which were once product-centric, are now equally focused on the services they provide.

For example: You frequently receive a gift or other perks to continue using the service if you suggest a new user. There are numerous instances where businesses aim to enhance or develop relationships with customers to better the experience and the product.

Benefits of Maintaining Customer Relationship

- **Established base for loyal and retained customers:** Whether you manage a multimillion-dollar IT company or a small bistro, loyal clients are what propel your company forward. Consider the way you always go to the same café to get your preferred cup of coffee when you are nearby. Microsoft estimates that 96% of consumers worldwide place a high value on customer service when deciding whether to stay loyal to a certain brand. Building strong bonds with your consumers encourages a kind of loyalty that transcends many typical motives for client attrition, such as price and convenience. While investing in good customer relations may cost your organization some money, in the end, you are rewarded with a base of devoted clients.

- **Helps in achieving the ultimate goal of customer satisfaction:** Businesses that succeed at customer service create a conducive environment for clients to offer their honest opinions. A robust consumer feedback loop is essential to the success of these companies.

  But what are the advantages of creating a robust feedback culture? You can easily determine your clients' demands if you periodically collect customer feedback. You can quickly gauge a customer's level of satisfaction with your products, staff, or company as a whole. Customer satisfaction levels rise when consumers interact with a brand that values their opinions and strives to enhance their experiences.

- **Customer retaining and generating repeat business:** People are more likely to conduct business with your firm more than once when they have a wonderful customer experience. According to a Gartner study, 64% of consumers believe that the customer experience is more significant than the price when making a purchase. What, though, actually encourages repeat purchases? The fact is that repeat business occurs when you make it simpler for clients to buy from you and support them through several touchpoints. Regardless of the size of their purchase, customers can feel cherished by even modest actions like sending a thank-you email.

- **Gain new heights of competitive advantage:** In the market, there is a good probability that you have company rivals who serve the same target market as you, regardless of what you sell. So how can you differentiate yourself from the crowd? Customer relationships are important since they elevate your brand above those of your rivals, which is another benefit. Customer relations can put your firm on the right foot in an era where customers frequently complain that they feel ignored and taken for granted by businesses. It can help your company stand out from the competition and win over customers.

- **Boost the morale of employees:** Your ability to serve and care for your clients has a direct bearing on the type of workplace you establish for your business. Employees feel more strongly connected to the principles around which your business was built when they observe that you appreciate your clients, are polite to them, and are prepared to go above and beyond for them.

  As a result, cultivating good customer interactions is a terrific method to raise employee morale and motivate people to enjoy their work.

19.3 Social Media Governance Models

The governance of social media consists of several policies, systems, procedures, and approval workflows. Together, they decide how your business's personnel use social media. Further, it includes the following questions:

- Who decides on revised and new social media regulations and rules?
- How policy changes are decided Who sets the strategic objectives for your social media marketing?
- How they are determined, evaluated, and reported on.
- How to guarantee social media adherence.
- How to control and lower the danger on social media.
- What to do in the event of a crisis on social media.

The cornerstone of social media governance is a social media policy. But a policy by itself is insufficient. In addition to your policy, your social media governance plan includes other documents on planning, strategy, and brand safety. This guarantees that you have a reliable system for making decisions in place to safeguard your brand from social media risk.

Elements of the Social Media Governance Model

- **Define the scope of the model:** You must specify what is and isn't covered by your governance model, even when it seems so simple. Make careful to identify the exact social media platforms and the rules and regulations that apply to each of them. Some businesses may choose to have a shared governance model for their internal and external customer-facing communities, while others may choose to keep the two distinct, depending on business and organizational needs. To provide your staff clarity, it is crucial to specify which ones are included.

- **Regular review and update of model:** Your governance model needs to be reviewed and updated frequently because social media is developing at a rapid rate. Make careful to include both the update process and the update frequency. This will guarantee that your governance model is current and make it clear how updates are implemented. Make sure to explicitly state that you want employee involvement during the review along with information on when and how to do so.

- **Guidelines for branding process in external facing channels:** Given the wide range of social media platforms available to major businesses, it is crucial to make the branding principles for your external channels obvious. Official social media platforms should follow the same design guidelines as all of your external communications, including your website, printed materials, etc. This would comprise—without being limited to—branded templates for your social media platforms like Twitter, social sharing, and follow symbols, as well as the usage of the company logo and other materials on channels that are accessible to the public.

- **Regular training programs for employees:** Employee education opportunities should be plentiful under a good governance paradigm. This should incorporate instruction on how to handle both positive and negative client feedback. Responding to consumer comments is typically the job of the customer assistance and PR departments. The conventional barriers are being broken down by social media, thus depending on your company's social media interaction policy, a marketing or salesperson may have to answer a consumer question. Therefore, a key component of any social media governance plan must include training.

- **Approval processes and continuous planning:** Your governance model should make it obvious which procedures must be followed before employees may use social media. It should respond to queries like: Is participation open to everybody or are particular external-facing groups the only ones who can interact on your company's social media channels? What steps must be taken to obtain official account approval? Last but not least, it's imperative that

you have a continuity strategy that addresses both account setup and, if necessary, how the account will be transferred to a new owner. If the person posting on your firm's behalf decides to quit the company, having a centralized governance strategy in place will ensure that you are not shut out of your extremely popular Twitter or Facebook account.

19.4 Social Media Crisis

On social media, time passes at a different rate. Your company is a popular online meme one second. The next thing you know, you're the object of some raging internet vitriol. Because a social media disaster could happen at any time, regardless of how cautious you are with your material.

Any behavior on social media platforms that can negatively affect the reputation of your brand is considered a social media crisis. To be clear, this isn't just the occasional patronizing remark or consumer complaint. A crisis occurs when your social media posts elicit a barrage of critical comments or, worse still, demands for a boycott. In other words, a social media crisis occurs when there is a significant shift in the dialogue about your brand online: a move that has stoked widespread resentment, dissatisfaction, or mistrust. It could seriously harm your brand in the long run if it is not addressed.

Types of Social Media Crises

- Multi-channel crises are particularly risky since they have the potential to go viral and quickly produce a lot of bad press.
- Emerging crisis – If you don't anticipate and deal with it as soon as possible, it can quickly escalate into a bigger scandal.
- Industry crisis – occurs when a vendor or competitor is experiencing a social media crisis. For example, many fashion brands are suddenly attacked for non-transparent actions.
- Fake news: In the social media age, it only takes one click for a post to go viral. Rapid rumor detection is crucial for protecting your brand.

For example: Insensitive or out-of-date remarks, such as this post from Burger King on International Women's Day were badly received. The aim was to poke fun at this phrase and highlight the female cooks in these restaurants, but the tone was lost on Twitter, and the backlash was immediate.

Burger King ✔
@BurgerKingUK

Women belong in the kitchen.

9:01 · 08 Mar 21 · Twitter Web App

Reasons for Social Media Crises

- **Insensitivity:** The usage of insensitive comments is one of the most prevalent crises on social media. A crisis can swiftly worsen if a company is out of touch with its clients and what is important to them. Sometimes this is indeed a mistake since the person is unaware of the impact their words can have on certain groups. Other times, it is blatantly obvious that there is total contempt for others.

- **Failure of Product:** In cases where something about your product fails, you can expect negative press to not be far behind. Even if one person has a negative experience with your product and posts about it on social media, it can spiral into more. Others may come out and say the same thing happened to them. Still, others may feel appalled, believing you lied about the product in the first place.

- **Criticism:** Customer or consumer criticism is another frequent social media crisis. This criticism could be directed against how well your product or service works, how you handle a specific circumstance or even something you post that some people might find offensive.

- **Employee Error:** Whether deliberate or not, employee mistakes can trigger backlash on social media.

For instance, one year Walmart advertised their back-to-school sale with a picture of a gun exhibit. This offended a lot of people, and a barrage of unfavorable comments ensued.

- **Faulty Link:** Everybody occasionally encounters a site outage or faulty link, but these can cause severe problems for your viewers. This kind of social media catastrophe typically happens when you have a limited-time unique deal available. If this is the case, customers may post complaints and share them on social media. Some people could even assume that you did this on purpose to prevent an excessive number of low-priced sales or free downloads. To maintain your dignity, you'll need to offer an apology and a remedy right away.

- **World Events:** Today, it is a fact that international events might trigger a crisis. Any of these, from landslides to pandemics, might influence how you react to and adjust to the needs of your audience. Keep abreast of global news, and react with sensitivity and empathy. You might have to temporarily change your attention to this.

Summary

In conclusion, public relations and customer relations are significant and play a vital role in the growth of any organization. It is necessary to maintain a harmonious relationship with them and if customers have some problems, then that must be heard not neglected, and take action against it as soon as possible, it helps in building the relations stronger.

Social media governance tools help in maintaining and running the platform smoothly and also save it from social media crises and help in handling such situations. Social media crisis is an alerting situation for everybody and it is advisable to take action against it always on time otherwise, it creates a negative image in the market.

Keywords

- Public relation
- Consumer relation
- Social media governance
- Governance model
- Social media crises
- Social media marketing

Self Assessment

1. Enhance the customer relationship concept started in _____.

A. 1960

B. 1970

C. 1980

D. 1990

2. A successful customer relationship management increases production and profit throughout _____.

A. Product life cycle

B. Industry life cycle

C. Customer life cycle

D. None of the above

3. CRM system generates _____ interactions throughout different channels.

A. 360-degree view

B. 370-degree view

C. 380-degree view

D. None of the above

4. Customer relationships is all about _____.

A. Retaining the customers

B. Acquiring the right customer

C. Both A and B

D. None of the above

5. The number of customers who help in the company's growth is called as _____.

A. Prospective customers

B. Retained customers

C. Acquired customers

D. Customers base

6. Facebook and LinkedIn are the most popular social networks globally.

A. True

B. False

C. Maybe

D. Maybe not

7. The proportion of clients who advance through the purchase decision-making process from one stage to the next is referred to as _____.

A. Retention rates

B. Conversion rates

C. Shopping rates

D. All of the above

8. CRM is a business philosophy that aims at maximizing _____ in the long run.

A. Customer value

B. Shopping rates

C. Retention rates

D. None of the above

9. _____ occurs when a vendor or competitor is experiencing a social media crisis.

A. Fake news

B. Emerging crises

C. Industry crises

D. Multi-channel crises

10. _____ collection of methods and approaches used to control how news about a person or business is presented to the general public, particularly the media.

A. Public Relation

B. Social media governance

C. Customer relation

D. Social media crises

11. The relationship that develops between a business and its customer after the individual purchase of good or service is known as the _____.

A. Public Relation

B. Social media governance

C. Customer relation

D. Social media crises

12. Any behavior on social media platforms that can negatively affect the reputation of your brand is considered a _____.

A. Public Relation

B. Social media governance

C. Customer relation

D. Social media crises

13. Which of the following is not a function of the public relations department?

A. Selling

B. Counselling

C. Communication

D. Maintaining good relations

14. Press releases, events, and sponsorship are part of _____.

A. Public Relation

B. Social media governance

C. Customer relation

D. Social media crises

15. Which type of content allows for an audience interaction that is more genuine and unfiltered?

A. Infographics

B. Blogs

C. Videos

D. None of the above

Answers for Self Assessment

1.	D	2.	C	3.	A	4.	C	5.	D
6.	B	7.	B	8.	A	9.	C	10.	A
11.	C	12.	D	13.	A	14.	A	15.	C

Review Questions

1. Discuss the concept of public relations. Explain its various types.

2. Why is it significant to maintain customer relationships? Discuss the benefits of having healthy customer relations.

3. What is the role and significance of governance in social media?

4. Explain the concept of social media governance and its various elements.

5. Explain the concept of social media crises.

6. Discuss the various types of social media crises.

7. What are the reasons for occurring social media crises?

8. If you are handling the social media of your organization then how you will handle the social media crises?

Further Readings

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Unit 20: Real -Time Marketing

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Objectives

After studying this unit, you will be able to:

- Understand the concept of real-time marketing
- Discussed the real-time marketing insights
- Discussed the response and engagement studio impact in real-time marketing
- Understand the distribution and engagement role in real-time marketing
- Elaborate the co-creation concept in real-time marketing

Introduction

A marketing technique known as real-time marketing (RTM) focuses on providing consumers with extremely relevant and timely material or promotions based on current events, trends, or real-time data. Utilizing current or recent news, social media trends, events, and other up-to-date information entails developing marketing messages that connect with the target audience. Real-time marketing can be a potent tactic for interacting with clients, being current, and profiting from emerging trends. To succeed, you must, however, carefully plan, monitor, and have a thorough understanding of your target audience.

Example of Real-time marketing

- Brands that produce social media content or commercials related to important occasions like the Super Bowl, the Olympics, or Christmas.
- Responding to viral challenges or current hashtags on sites like Twitter and TikTok.
- Based on their most recent online activity or purchases, users can receive customized email offers.
- Sending clients who are near a physical store location-specific promotions using geolocation data.

Real-time marketing depends upon the following three elements:

- **Anticipating the needs of customers:** Brands must foresee what customers will want and need at a specific time if they are to be quick. To produce pertinent content that appeals to their target audience, organizations must have a thorough awareness of both current trends and their target audience.
- **Relevant messaging:** For real-time marketing to be effective, the material must be pertinent to the happening trends, events, or conversations at the time.
- **Agility:** Agility is essential for success in real-time marketing due to how quickly it moves. Brands must be able to produce content effectively and fast without compromising quality.

20.1 Real-Time Insights

Real-time insights are the most recent data, information, or analysis that is produced and made available immediately or with the least amount of delay. These conclusions are drawn from a variety of sources, including data streams, sensors, social media, and other real-time data collection techniques. A variety of fields, including business, technology, finance, healthcare, and others, can benefit from real-time insights. Several data sources, including IoT (Internet of Things) devices, social media feeds, website analytics, financial markets data, and more, can produce real-time insights. These sources continuously generate data that can be examined to discover new information in the present. In general, real-time insights are essential to helping firms remain adaptable, make wise choices, and act rapidly in a fast-paced environment.

Here, are some key points related to real-time insights:

- **Immediate decision-making:** Organizations and individuals can make quick decisions based on the most recent information by using real-time insights. For instance, stock traders make split-second judgments about buying and selling stocks using real-time market data.
- **Monitoring & altering:** Real-time insights are frequently applied to monitoring. Systems can be configured to evaluate data continually and send warnings or notifications when certain criteria are satisfied. For instance, if a security system notices unauthorized access in real time, it may issue an alert.
- **Customer engagement:** Real-time insights can be applied to marketing and customer service to customize client interactions. Businesses can better cater to product recommendations or handle customer inquiries by studying client behavior and preferences in real-time.

- **Predictive analysis:** Real-time insights can also be employed in predictive analytics. Predictive models can foretell and foresee future trends or events by studying current data in real time. For instance, real-time data is used in weather forecasting to forecast future weather conditions.
- **Data visualization:** Tools for visualizing data are frequently used to make sense of real-time data. Users can immediately understand trends, patterns, and anomalies as they emerge thanks to dashboards and real-time charts.
- **Privacy & security:** Sensitive data is frequently handled in real-time. Real-time data privacy and security must be guaranteed to avoid data breaches and illegal access.
- **Challenges:** It can be difficult to produce real-time insights because of the amount, velocity, and variety of data involved. In addition to the infrastructure needed to manage massive amounts of data in real time, it calls for powerful data processing and analysis skills.
- **Technologies:** Technologies including real-time data streaming platforms, complex event processing (CEP) systems, and data-processing machine learning algorithms are frequently used to power real-time insights.
- **Timeliness:** Real-time marketing entails acting swiftly in response to events as they take place or in real time. This frequently entails keeping an eye on social media, news organizations, and other sources for the most recent trends and discussions.
- **Relevance:** To make sure that the material or promotions produced by real-time marketing are relevant and interesting to the audience, they should be closely tied to the trend or current event.

For example

(A) Samsung

Apple shocked everyone in 2020 by revealing that they will stop including chargers with their iPhones. Consumer backlash was to be expected; therefore, Samsung acted quickly and published a Facebook post reminding users that their Galaxy phones always come with chargers. This helped Samsung stand out over its rivals.

(B) JetBlue Airways

JetBlue Airways makes an effort to engage with its passengers, and on one occasion it tweeted back in response to a passenger who had said, "Goodbye, California! I appreciate @JetBlue for the #flyfi. The traveler then told the airline that she anticipated being greeted at the airport when she landed during a friendly chat that followed that sounded like it was between thick friends. The airlines complied with the lady's request, and the joke was made real when the JetBlue crew posted signs at the airport to greet the traveler!

20.2 Response

Real-time marketing entails methodically responding to customers as they arise based on your knowledge of their interactions with your business across all platforms. Real-time marketing has been an idea for a long time. Real-time marketing is real-time interaction management in the always-on world of today. It enables advertisers to launch content and advertisements when customers express intent. Marketers can instantly deliver personalized customer experiences as interactions take place, matching the speed of consumer decision-making. This calls for the capacity

to reply to customers in milliseconds via any channel, from your social media pages to your website. Real-time marketing is not when you upload and take action on client engagement data after waiting several hours, days, or weeks. Real-time marketing can be enabled by specific point solutions, but these are not the same as the entire process of understanding and communicating with the consumer. You need a systematic method for responding to clients across numerous channels in an end-to-end manner as opposed to doing so only sometimes if you want real-time marketing to be sustainable (as opposed to a one-off action).

REAL-TIME MARKETING

In practice, real-time marketing may be pleasantly straightforward. Real-time marketing involves personalizing a website so that it can alter its content in response to user engagement. However, due to the technology and data management needed to support the process, understanding real-time marketing can be frightening. The proliferation of real-time marketing definitions does not help either. Real-time marketing has seen a quick evolution in the digital era, which accounts for the various definitions. Focusing on how real-time can make your brand more relevant to customers' requirements in the present is one technique to make real-time marketing understandable. Understanding what your customer wants right now is a good place to start.

Using social media, a company can take immediate action. You are reacting at the moment in real-time when you answer promptly to a customer's tweet or Facebook post — a real-time marketing moment, if you will. Social media, however, is not a sustainable kind of real-time marketing on its own. Social media is used to support a real-time marketing strategy when you use technology that enables you to know about customer engagement via social in a systematic way and reply within milliseconds. But even so, if your responsiveness is restricted to social media and you're not utilizing data to address the same client in the context of other channels (for example, a live chat on your website), you're failing to meet your obligations.

Real-time bidding can be thought of as a method that aids in real-time marketing, but it is not the same. Undoubtedly, a real-time bid, when carried out effectively, causes an advertisement to be posted quickly on a website in response to user activity. A good real-time marketing moment would be when that advertisement appeared right away, similar to when a brand responded to a customer right away on social media with tailored content. However, to be a real-time marketer, you must be able to methodically gather customer interaction data from several contact points (such as the web, mobile, point of sale, email, call center, kiosk, and CRM channels) and carry out the appropriate interaction at the appropriate time on the appropriate channel.

For example

When the fashion retailer ASOS had 17,000 bags printed with the incorrect spelling of "online," they were eager to point out the error and make light of it. We *may* have just produced 17,000 bags with a typo, they tweeted. It is a limited edition, as we call it. A photo of the new bags was also shared. That was a wise decision because it admitted the error, took responsibility for it, and generated free publicity worth thousands of dollars in today's transparent world. This example is unusual from an RTM standpoint because, unlike other RTM events, the brand accidentally generated the real-time event. The conversation on social media might have rapidly shifted against ASOS. However, ASOS responded quickly, probably as a result of its RTM strategy. The conversation on social media might have rapidly shifted against ASOS. However, ASOS was quick

to respond, probably because they were skilled at adding their spin to real-time events and had an RTM strategy in place. ASOS successfully used RTM to turn a potential social media crisis around.

20.3 Engagement Studios

The phrase "engagement studio" is frequently used in marketing automation, especially when referring to the Salesforce Marketing Cloud platform. With the help of this platform, marketers can design and control customer journeys and engagement initiatives in real time or using time-based triggers. Customers can be engaged by using Engagement Studio in real-time marketing depending on their activities and behavior. It aids in sending pertinent and timely communications, raising conversion rates, and enhancing the entire client experience.

In real-time marketing, you react to customers as soon as you learn how they are interacting with your brand across all channels. When clients signal it, you as a marketer are forced to launch promotions. Additionally, you must match your capacity for providing a positive customer experience with the speed at which the client makes judgments. Additionally, you must instantly respond to clients on a variety of channels, from social media to your website. However, you cannot call it real-time marketing if you wait several hours, days, or even weeks to act.

For Example

Imagine you run an online retailer. A consumer leaves their cart empty before making a purchase. Making use of Engagement Studio. Within a few hours of the event of the abandoned cart, the customer receives an automated email reminder. After a day, a second follow-up email with a discount offer is sent if the customer opens the first email but doesn't finish the transaction. A customized push notice with the same discount offer is sent to the customer's mobile device if they still choose not to make a purchase. A thank-you email and a recommendation for related products are immediately delivered if the customer decides to make a purchase.

Following is how the Engagement Studio works in real-time marketing:

- **Journey of customers:** Marketers can develop sophisticated, multi-step journeys with branching logic using Interaction Studio to design and visualize customer journeys, which represent the path a customer takes from initial interaction to conversion and beyond.

- **Triggers & actions:** Triggers are frequently used in real-time marketing to start actions. Triggers can be a customer's visit to a certain website, the opening of an email, their purchase, or any other engagement they have with your business. Engagement Studio reacts to a trigger by performing a predetermined series of actions.

- **Segmentation of market:** It's critical to segment your audience based on several factors like demographics, activity, or preferences to make real-time marketing efficient. Customers can be dynamically segmented via Engagement Studio, and marketing communications can be tailored accordingly.

- **Testing & optimization:** Within Engagement Studio, marketers may use A/B testing and other optimization strategies to continuously increase the efficacy of their real-time marketing initiatives.

- **Automation:** The automation features of Engagement Studio are where its true strength lies. The system may automatically send emails, push alerts, SMS messages, and other tasks without your assistance once you've built up a customer path.

- **Analytics & reporting:** With the help of Engagement Studio's real-time analytics and reporting, you can monitor the success of your marketing initiatives and make data-driven changes right away.

- **Customization:** Personalization is a key component of real-time marketing. You can customize content and messaging for each consumer with Engagement Studio depending on their journey, behavior, and preferences.

20.4 Co-creation

Co-creation in real-time marketing entails working with clients or outside parties to develop information, goods, or experiences in real-time or very close to it. This strategy can assist firms in connecting with their customers more effectively, adjusting to quickly evolving fashion trends, and cultivating a sense of community and loyalty. Co-creation in real-time marketing aims to conflate the roles of consumers and creators by incorporating customers in the marketing process itself. In a rapidly changing digital environment, it may be a very successful technique for cultivating brand loyalty, creating buzz, and remaining relevant. But it also necessitates a dedication to responsiveness, agility, and a readiness to sincerely hear and work with clients.

- **Content creation:** Brands and their audience can work together to produce content. User-generated content (UGC) is when customers contribute their movies, pictures, or narratives about the brand. For instance, a clothing company may urge customers to upload pictures of themselves wearing their items.
- **Feedback & input:** During product launches, events, or marketing campaigns, brands can ask customers for feedback and suggestions in real-time. To make instant adjustments or advancements, use this feedback.
- **Crowdsourcing ideas:** Brands can solicit feedback and ideas from their target market. This can be especially helpful for brands searching for fresh product concepts, topics for marketing campaigns, or even answers to problems they are currently facing.
- **Agile marketing:** Agile thinking is frequently needed for co-creation in real-time marketing. Brands must be able to respond swiftly to customer feedback and shifting conditions, making judgments and alterations on the spot.

- **Community building:** A sense of community is fostered via co-creation among customers and between them and the business. This community has the potential to be a strong resource for continuous support and involvement.
- **Monitoring & measurement:** Real-time marketing necessitates meticulous performance metric monitoring and measurement. To determine the effectiveness of their co-creation efforts, brands must monitor engagement levels, sentiment, conversion rates, and other pertinent KPIs.
- **Livestreaming:** You can co-create content in real-time by live streaming on websites like Facebook Live, Instagram Live, or YouTube Live. Brands can hold in-person Q&A sessions, product demonstrations, or behind-the-scenes tours where the audience can react and ask questions.

20.5 Distribution & Engagement

Real-time marketing is a marketing technique that involves interacting with your audience or clients at the moment, frequently using data, trends, or current events to produce timely and pertinent content. Real-time marketing's two key components, distribution and engagement, work hand in hand. Agility, a thorough grasp of your audience, and the capacity for quick pivots in response to real-time data and feedback are essential for successful real-time marketing. Additionally, it's critical to find a balance between being timely and paying attention to the preferences and sensibilities of your audience. A clear approach and set of rules for real-time involvement can also assure consistency and efficacy in your work.

Distribution in Real-Time Marketing:

- **Multichannel approach:** You should use a variety of marketing channels, such as social media, email, websites, and even offline channels like events or public relations, to convey real-time marketing content successfully. Make certain that your material is tailored to each platform.

- **Data integration:** Integrate data sources to help you decide where and when to disseminate content, including analytics, consumer data, and real-time data feeds.

- **Monitoring tools:** Utilize real-time monitoring tools to keep tabs on conversations, trends, and mentions of your company or sector. This makes it possible for you to enter pertinent talks fast.

- **Content management:** To simplify content delivery, use marketing automation software and content management systems (CMS). You may send targeted messages, schedule articles, and monitor success with the aid of these tools.

- **Geo-targeting:** Utilize geolocation information to distribute material in a way that is customized to a given area or current events taking place nearby.

Engagement in Real-Time Marketing:

- **Response time:** Real-time marketing requires a rapid response time. Quickly, ideally within minutes, respond to any questions, remarks, or mentions from customers.

- **Leverage hashtags:** Use popular hashtags to join discussions and make your work more visible.

- **Listening & monitoring:** Maintain a constant eye on social media, the news, and other pertinent sources to be informed of current events that you can participate in.

- **Humor & creativity:** Humor and imagination are frequent components of real-time marketing. Be quick-witted and original with your comments, but watch out for disputes.

- **Personalization:** When feasible, customize your responses and material to each customer's preferences to create a more individualized experience.

Summary

In conclusion, To take advantage of current events, trends, or consumer behaviors, real-time marketing employs a dynamic and flexible strategy for content creation and campaign delivery that requires doing it in real-time or very close to real-time. It enables companies to interact with their audience in a timely and pertinent way. When done properly, real-time marketing may be a potent tactic. It calls for a thorough comprehension of the intended audience, the capacity to act fast in

response to situations, and a dedication to providing useful and pertinent content. To guarantee that it improves rather than harms a brand's reputation, it also contains dangers and necessitates careful planning and monitoring.

Keywords

- Real-time marketing
- Engagement Studio
- Co-creation
- Distribution
- Social media marketing
- Real-time response
- Real-time insights

Self Assessment

1. What is real-time marketing?

A. Marketing that focuses on long-term strategies

B. Marketing that responds to current events and trends in real-time

C. Marketing that relies on historical data and analytics

D. Marketing that targets a specific demographic

2. Which industry is most likely to benefit from real-time marketing strategies?

A. Healthcare

B. Manufacturing

C. Government

D. E-commerce

3. What is the role of data analytics in real-time marketing?

A. It is not relevant to real-time marketing.

B. It helps track the success of real-time campaigns.

C. It is only used for long-term strategic planning.

D. It is used to predict future marketing trends.

4. In real-time marketing, what is meant by "newsjacking"?

A. Hijacking a competitor's marketing campaign

B. Creating fake news to attract attention

C. Leveraging current news or events to promote your brand

D. Hacking into news websites for advertising purposes

5. What is the primary goal of real-time marketing?

A. To create long-term brand loyalty

B. To generate immediate sales

C. To analyze historical marketing data

D. To target a broad audience

6. Which social media platform is often used for real-time marketing due to its fast-paced nature and trending topics?

A. LinkedIn

B. Facebook

C. Twitter

D. Instagram

7. Which of the following is a key advantage of real-time marketing?

A. It requires less effort and resources than traditional marketing

B. It allows businesses to plan their marketing campaigns months in advance

C. It enables quick responses to current events and customer behavior

D. It doesn't require monitoring of social media or customer feedback

8. Which of the following is NOT a challenge associated with real-time marketing?

A. Maintaining brand consistency

B. Keeping up with rapidly changing trends

C. Collecting historical data for analysis

D. Avoiding social media backlash

9. In Content marketing the content should be?

A. Valuable

B. Relevant

C. Consistent

D. All of the above

10. What role does social listening play in real-time marketing engagement?

A. It allows brands to track and respond to customer feedback in real-time

B. It focuses solely on creating and scheduling social media posts

C. It helps businesses predict future trends and events

D. It is not relevant to real-time marketing.

11. How can personalization enhance real-time marketing engagement?

A. By sending generic messages to a broad audience

B. By tailoring content to the individual preferences and behaviors of the audience

C. By ignoring customer data and relying on intuition

D. By focusing solely on mass marketing strategies

12. Which platform is commonly used for real-time marketing engagement due to its real-time nature?

A. Email marketing

B. Social media

C. Print advertising

D. Direct mail

13. A marketing technique known as _____ focuses on providing consumers with extremely relevant and timely material or promotions based on current events, trends, or real-time data.

A. Real-time marketing

B. Print advertising

C. Search Engine Marketing (SEM)

D. Social Email Outreach

14. Which of the following comes under the content pyramid?

A. Blog post

B. Social update

C. Tweets

D. All of the above

15. The word "blog" is a shortened version of _____.

A. Web blog

B. Weblog

C. Weblog

D. Vlog

Answers for Self Assessment

1.	B	2.	D	3.	B	4.	C	5.	B
6.	C	7.	C	8.	C	9.	D	10.	A
11.	B	12.	B	13.	A	14.	D	15.	B

Review Questions

1. Discuss the concept of real-time marketing.

2. Discuss the real-time insights in marketing.

3. Explain what is the significance of distribution in real-time marketing.

4. Elaborate the role of engagement in real-time marketing.

5. What is the necessity of engagement studio in real-time marketing?

6. Discuss the importance of response in real-time marketing.

7. What is the role of co-creation in real-time marketing?

8. What is the significance of real-time marketing in today's marketing industry?

📖 <u>Further Readings</u>

Marketing Insights by Philip Kotler

Profit with Market Profile: Identifying market value in real time by Dr. John Keppler

Social Media Marketing by Tracy L. Tuten and Michael R. Solomon

Social Media All-in-one for Dummies by Jan Zimmerman and Doug Sahlin

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