

Strategic Social Media

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Agenda

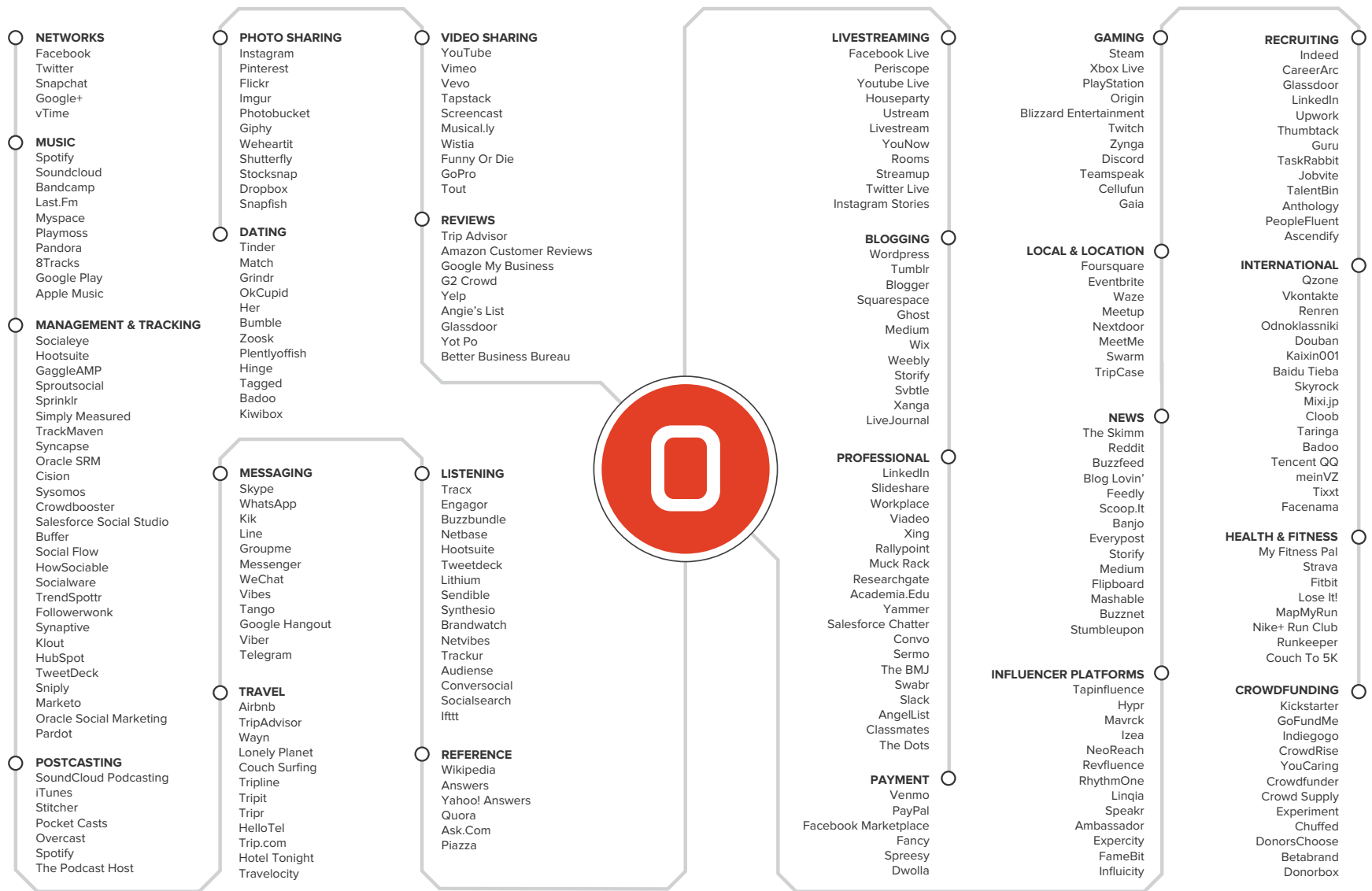
- Introductions
- What is Social Media
- What is Social Media Marketing
- Content Marketing
- Personal Branding
- Social Media Advertising Demo

Who am I

- Industry Expert (17yrs)
- Marketing Lecturer (5yrs)
- Academic and practitioner conference speaker
- Editorial Advisory Board
- Innovative curriculum and course development

Name Social Media
Platforms..

SOCIAL MEDIA MAP • 2018



Download this PDF.
The links are **live**.



SOCIAL MEDIA SERVICES

SHARE:



overDRIVE
INTERACTIVE

**JAN
2018**

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are.
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

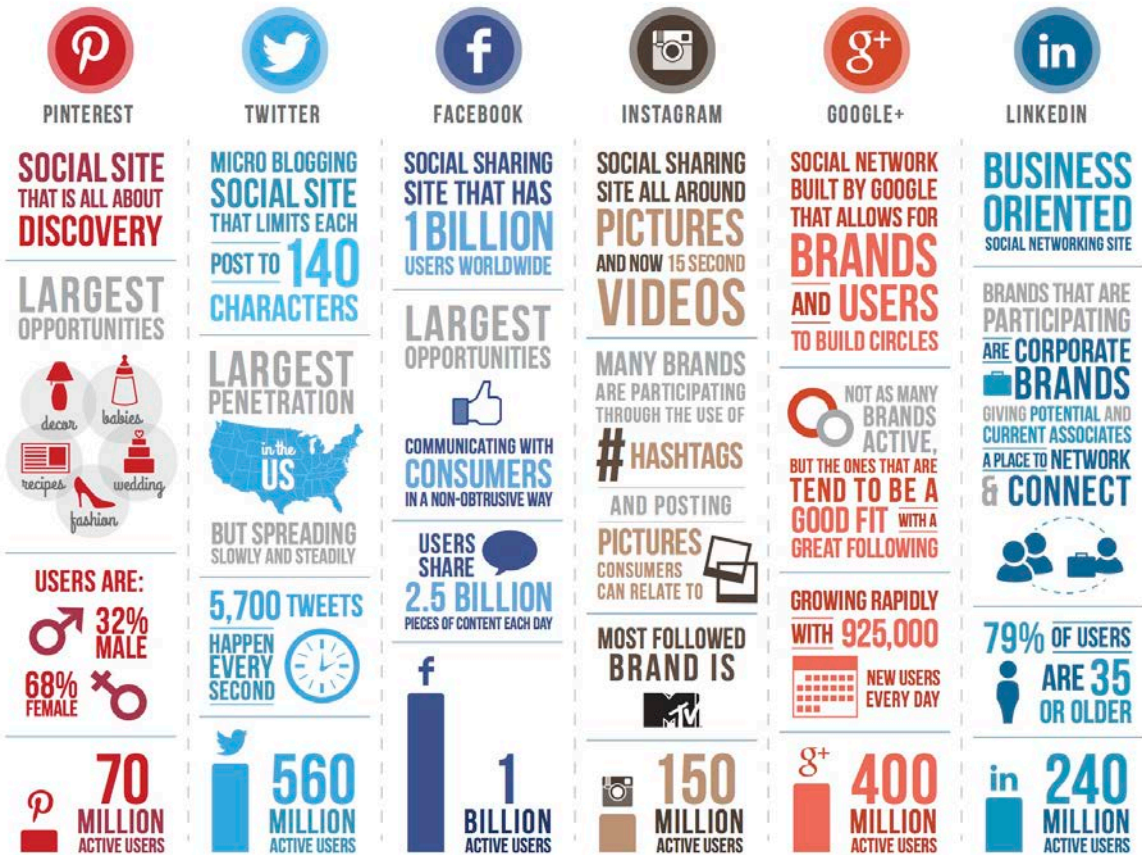
ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

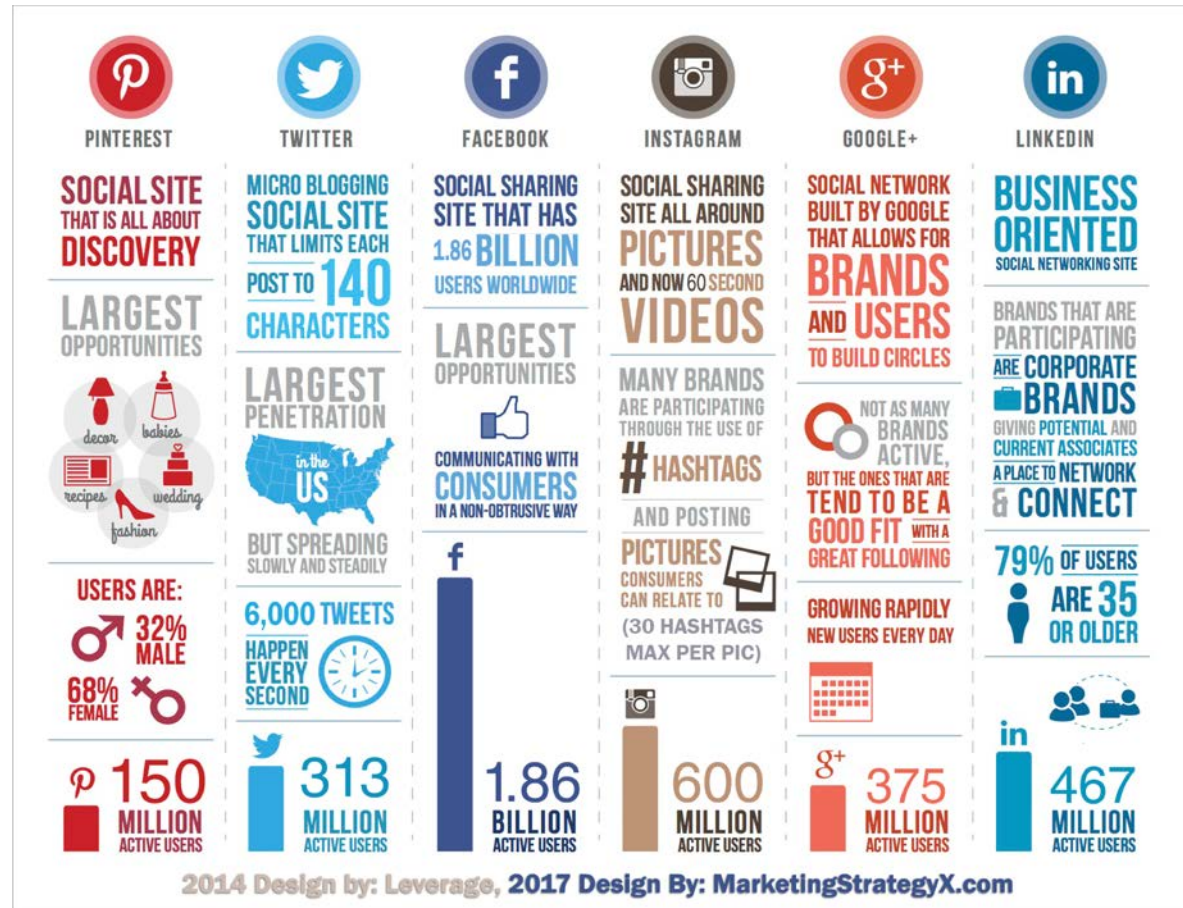
PENETRATION:
39%

2014



Designed by: Leverage - leverage.newmedia.com

2017



2017 *This Is What Happens In An Internet Minute*



Can You Recall The Last Time Your Phone Was **Not** Within Ear Shot?

63% of smartphone owners keep their phone with them *for all but an hour of their waking day*. 79% keep it with them for all but two hours of their day.

1 out of 4 of all respondents didn't recall a time in their day when their phone was not within reach or in the same room.

Whether it is a weekday or weekend, the amount of time away from one's phone didn't vary—it is a *critical tool* for connecting with friends, family and colleagues *every day*.



17%

3 hours or more

9%

2-3 hours

19%

1-2 hours

23%

30 minutes to 1 hour

24%

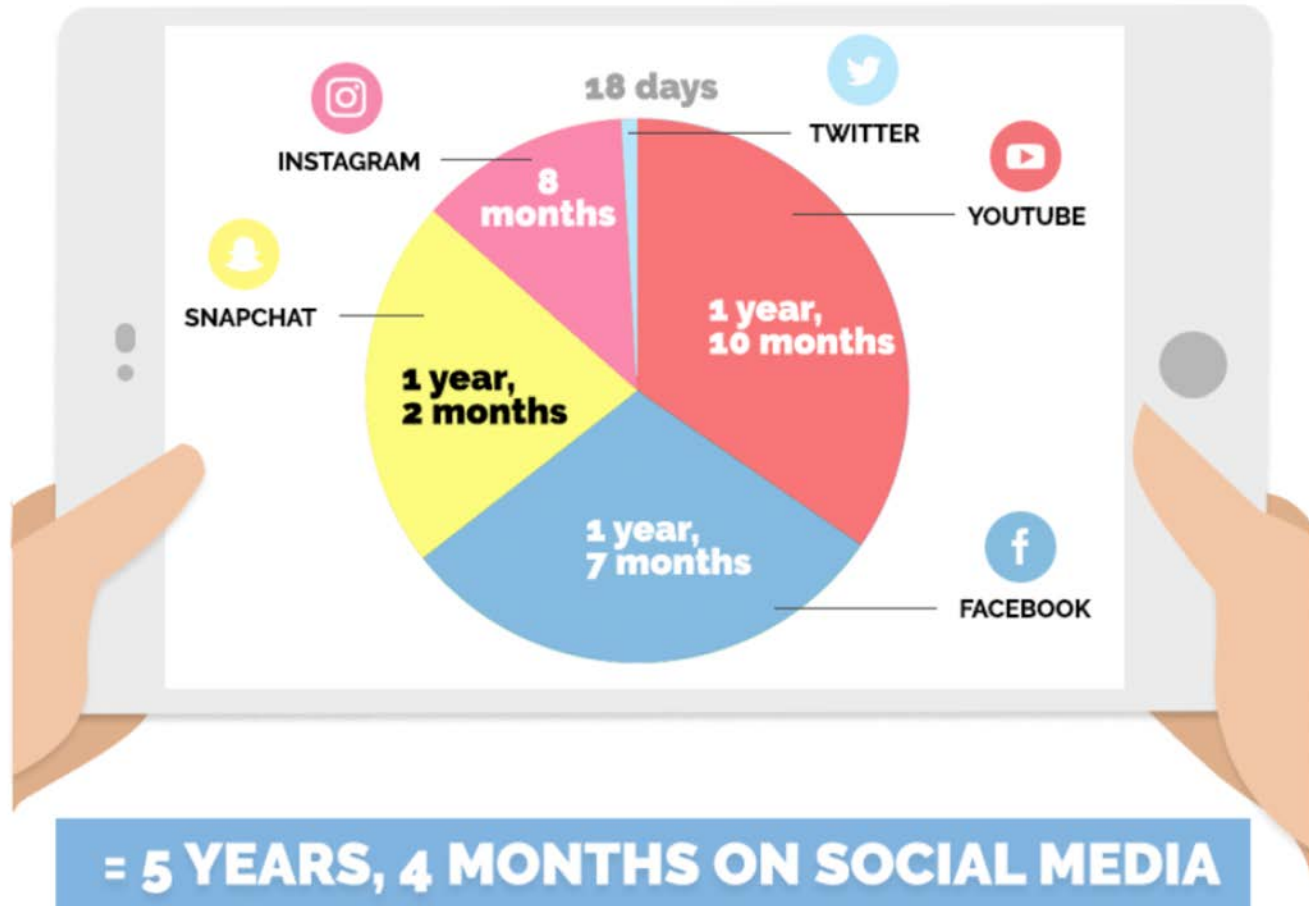
Less than 30 minutes throughout the day

25%

Never that I can recall was it not close to me



TIME SPENT ON SOCIAL IN A LIFETIME



Social Media as a Marketing Disrupter

- Fundamental shift in how people communicate day-to-day
- Instant feedback can be given 24 hours a day, 7 days a week
- Abbreviated words and emojis now commonplace: 2015 Oxford Dictionary Word of the Year was the Face with Tears of Joy emoji



Social Media as a Marketing Disrupter

- Consumers can share positive or negative experiences with products or brands with a world-wide audience
- Social media has shifted power from businesses to consumers

Social Media as a Marketing Disrupter

- Dave Carroll / United Airlines

<https://www.youtube.com/watch?v=5YGc4zOqozo>

Social Media as a Marketing Disrupter

- Consumers are becoming content creators for brands on social media
- User-generated content (UGC) refers to any digital content that is produced by end users of an online service or website (Techopedia, 2017)
- UGC is used to create opportunities for showcase brands and build customer relationships

Social Media as a Marketing Disrupter

- In 2006, Frito-Lay leveraged UGC for its Doritos' "Crash the Super Bowl" contest
- Consumers invited to create a 30-second commercial to win a featured Super Bowl spot
- 32,000+ submissions received; over \$7 million in prize money awarded (Schultz, 2016)

The Seven Myths of SMM

- #1-Social Media is Just a Fad
- #2-Social Media is Just for the Young
- #3-There is no Return on SMM
- #4-SMM Isn't Right for This Business
- #5-SMM is New
- #6-Social Media is Too Time-Consuming
- #7-Social Media is Free

Benefits of Social Media Marketing

- Increased exposure / Brand awareness
- Increased traffic
- Brand loyalty
- Marketplace insight
- Lead generation
- Increased thought leadership

Benefits of Social Media Marketing

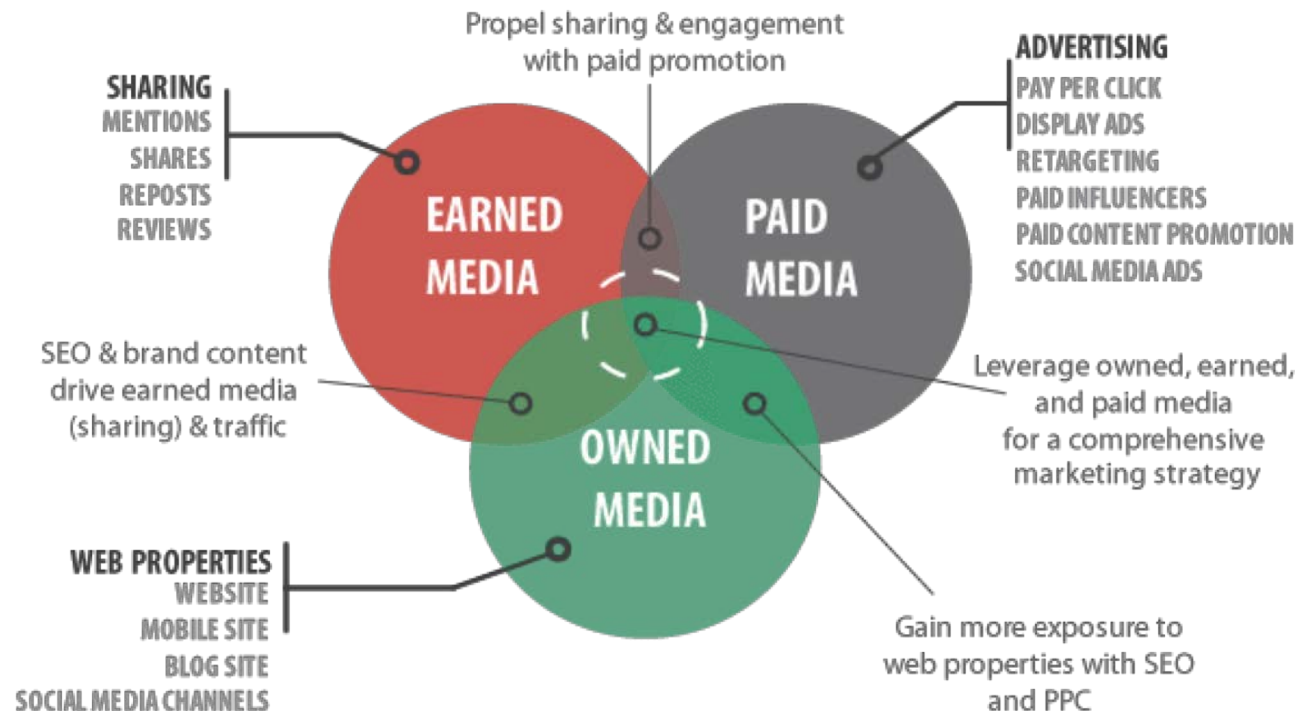
- Improved sales
- Time savings
- Reduced marketing costs
- Stronger customer experiences
- Owned, earned, paid media

Content Marketing

Content Marketing

DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



Becoming a River of Knowledge

- Thought Leadership
- Keywords - <https://www.wordtracker.com/>
- Hashtags

What is a Brand?



Brand =
Promise



What is Your Professional Brand?

Elements of Effective Personal Branding Strategy

Marketing Principle

- Core competencies
- Point-of-Difference (Brand)
- Network Power

Implementation on SM

- Keywords
- Skills and Endorsements
- Followers/Likes

Branding Exercise

- What makes you different?
- Personality
- Life Experiences
- What gets people 'jazzed up' about you
- How are you the same as my peers?
- How do you want to be found?
- Keywords, not job titles
- Skills and experiences, not positions
- "Think like a Fish"=Intent

Social Media Advertising Demo

Resources

- <https://www.facebook.com/business/learn>
- <https://flightschool.twitter.com>
- <https://academy.hubspot.com>
- https://landing.google.com/academyforads/#?modal_active=none