Strategic Social Media

Dr. Juli James

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

NETWORKS Facebook Twitter

> Snapchat Google+ vTime

0 MUSIC

> Spotify Soundcloud Bandcamp

Last.Fm Myspace Playmoss Pandora

8Tracks Google Play Apple Music

MANAGEMENT & TRACKING

Socialeye Hootsuite GaggleAMP Sproutsocial Sprinklr Simply Measured TrackMaven Syncapse Oracle SRM

Sysomos Crowdbooster Salesforce Social Studio

Buffer Social Flow

HowSociable Socialware TrendSpottr

Cision

Followerwonk Synaptive

Klout HubSpot

TweetDeck Sniply Marketo

Oracle Social Marketing Pardot

POSTCASTING

SoundCloud Podcasting iTunes Stitcher

Pocket Casts Overcast

Spotify The Podcast Host PHOTO SHARING

Instagram Pinterest Flickr Imgur Photobucket Giphy Weheartit

Shutterfly Stocksnap Dropbox Snapfish

DATING Tinder

> Match Grindr OkCupid Her Bumble Zoosk Plentlyoffish Hinge Tagged

Badoo

Skype

Kik

Line

WhatsApp

Groupme

WeChat

Vibes

Tango

Viber

Airbnb

Wayn

Tripline

HelloTel

Trip.com

Hotel Tonight

Travelocity

Tripit

Tripr

TripAdvisor

Lonely Planet

Couch Surfing

Kiwibox

MESSAGING

Messenger

Google Hangout Telegram

Audiense Conversocial TRAVEL Socialsearch Ifttt

Piazza

VIDEO SHARING

YouTube Vimeo Vevo Tapstack Screencast Musical.ly Wistia Funny Or Die GoPro

Tout REVIEWS

> Trip Advisor Amazon Customer Reviews Google My Business

G2 Crowd Yelp Angie's List Glassdoor Yot Po

Better Business Bureau

LISTENING

Tracx Engagor Buzzbundle Netbase Hootsuite Tweetdeck Lithium Sendible Synthesio Brandwatch Netvibes Trackur

REFERENCE

Wikipedia Answers Yahoo! Answers Quora Ask.Com

LIVESTREAMING

Facebook Live Periscope Youtube Live Houseparty Ustream Livestream YouNow Rooms Streamup Twitter Live Instagram Stories

BLOGGING O

Wordpress Tumblr Blogger Squarespace Ghost Medium Wix Weebly Storify Svbtle Xanga LiveJournal

PROFESSIONAL

LinkedIn Slideshare Workplace Viadeo Xing Rallypoint Muck Rack Researchgate Academia.Edu Yammer Salesforce Chatter Convo Sermo The BMJ Swabr Slack AngelList Classmates

PAYMENT () Venmo PayPal Facebook Marketplace Fancy Spreesy

Dwolla

The Dots

GAMING ()

Steam Xbox Live PlayStation Origin Blizzard Entertainment Twitch Zynga Discord Teamspeak Cellufun Gaia

LOCAL & LOCATION (

Foursquare Eventbrite Waze Meetup Nextdoor MeetMe Swarm TripCase

NEWS ()

The Skimm Reddit Buzzfeed Blog Lovin' Feedly Scoop.lt Banio Everypost Storify Medium Flipboard Mashable Buzznet Stumbleupon

INFLUENCER PLATFORMS ()

Tapinfluence Hypr Mavrck Izea NeoReach Revfluence RhythmOne Lingia Speakr Ambassador Expercity FameBit Influicity RECRUITING

Indeed CareerArc Glassdoor LinkedIn Upwork Thumbtack Guru TaskRabbit Jobvite

TalentBin Anthology PeopleFluent Ascendify

INTERNATIONAL ()

Qzone Vkontakte Renren Odnoklassniki Douban Kaixin001 Baidu Tieba Skyrock Mixi.jp Cloob Taringa Badoo Tencent QQ meinVZ Tixxt

HEALTH & FITNESS

My Fitness Pal Fitbit Lose It! MapMyRun Nike+ Run Club Runkeeper Couch To 5K

Facenama

CROWDFUNDING (

Kickstarter GoFundMe Indiegogo CrowdRise YouCaring Crowdfunder Crowd Supply Experiment Chuffed DonorsChoose Betabrand Donorbox

Download this PDF. The links are live.















JAN 2018

DIGITAL AROUND THE WORLD IN 2018

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

TOTAL **POPULATION**

INTERNET **USERS**

ACTIVE SOCIAL MEDIA USERS

UNIQUE **MOBILE USERS** **ACTIVE MOBILE** SOCIAL USERS



.



BILLION

4.021 BILLION

3.196 BILLION

BILLION

BILLION

URBANISATION:

55%

PENETRATION:

53%

PENETRATION:

42%

PENETRATION:

68%

PENETRATION:

39%



2014







MICRO BLOGGING

SOCIAL SITE

THAT LIMITS EACH

POST TO 14

CHARACTERS



SOCIAL SHARING

SITE THAT HAS

USERS WORLDWIDE

ARGES'

OPPORTUNITIES

COMMUNICATING WITH

IN A NON-OBTRUSIVE WAY

2.5 BILLION

PIECES OF CONTENT EACH DAY

USERS

SHARE









LINKEDIN

SOCIAL SHARING SITE ALL AROUND

AND NOW 15 SECOND

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

CONSUMERS CAN RELATE TO

MOST FOLLOWED **BRAND IS**

ΞÍV

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE. **BUT THE ONES THAT ARE** TEND TO BE A GOOD FIT WITH A **GREAT FOLLOWING**

GROWING RAPIDLY WITH 925,000







SOCIAL NETWORKING SITE

BRANDS THAT ARE



79% OF USERS **ARE 35** OR OLDER





LARGES PENETRATION babies decor in the US kashian **BUT SPREADING** SLOWLY AND STEADILY **USERS ARE: 5.700** TWEETS HAPPEN EVERY 68% FEMALE SECOND MILLION

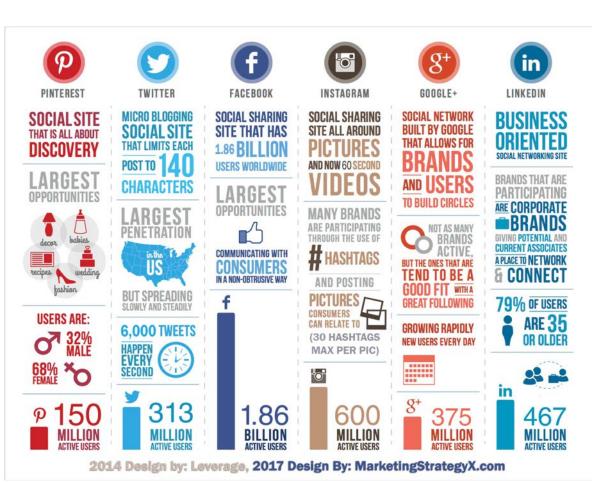
ACTIVE USERS











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.









30 minutes to 1 hour

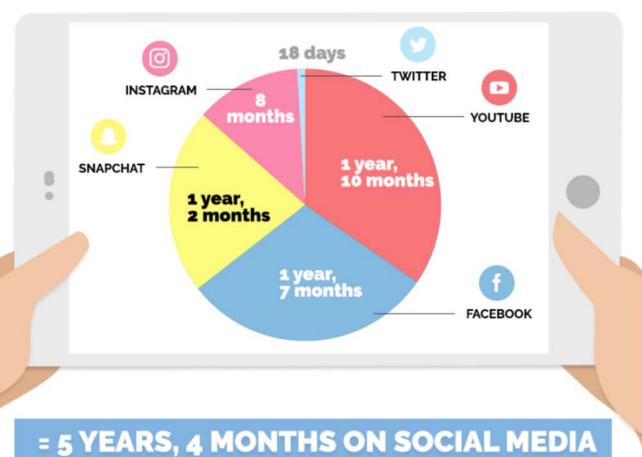


Less than 30 minutes throughout the day



Never that I can recall was it not close to me

TIME SPENT ON SOCIAL IN A LIFETIME



- 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



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

Dave Carroll / United Airlines

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

- 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

- 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

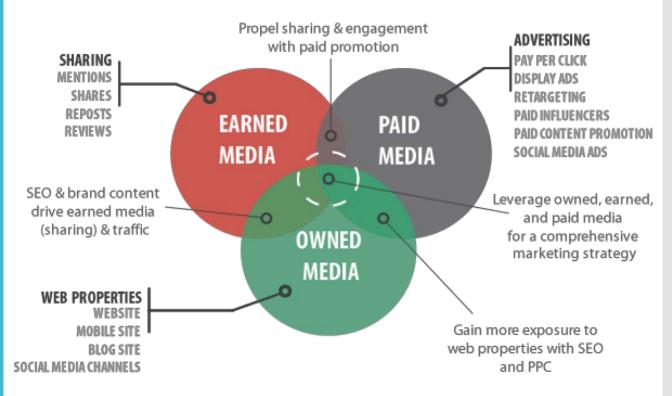
- Improved sales
- Time savings
- Reduced marketing costs
- Stronger customer experiences
- · Owned, earned, paid media

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/#?mod al_active=none