

# Social Marketing Campaigns

Creating Social Experience  
Using Social Media

Social Marketing Campaigns: Creating social experiences using social media



## Brief Introduction



-  Matt Everson – President, Digital Marketing
-  10+ years experience in digital marketing and relationship building
-  Enjoy creating new and actionable engagement strategies!



## What's On The Agenda

-  Create distinctive social experiences with social marketing + media
-  Why is a “social experience” so essential?
-  What are different ways of creating it? Some examples...
-  Testing social media strategies
-  How to measure if you social experience is effective?

## Create Distinctive “Social Experiences” With Social Marketing + Media



### Social Marketing

Social Marketing is an approach used to develop activities aimed at changing or maintaining people’s behavior for the benefit of individuals and society as a whole

What does a “social experience” mean and how does it differ from pushing content?  
**Social Engagement** (as related to social marketing)

The engagement of individuals with one another, with an organization or event. The initiative for engagement can be either individually or organizationally led where the medium of engagement is over social media.

### Social Experience (as related to social marketing)

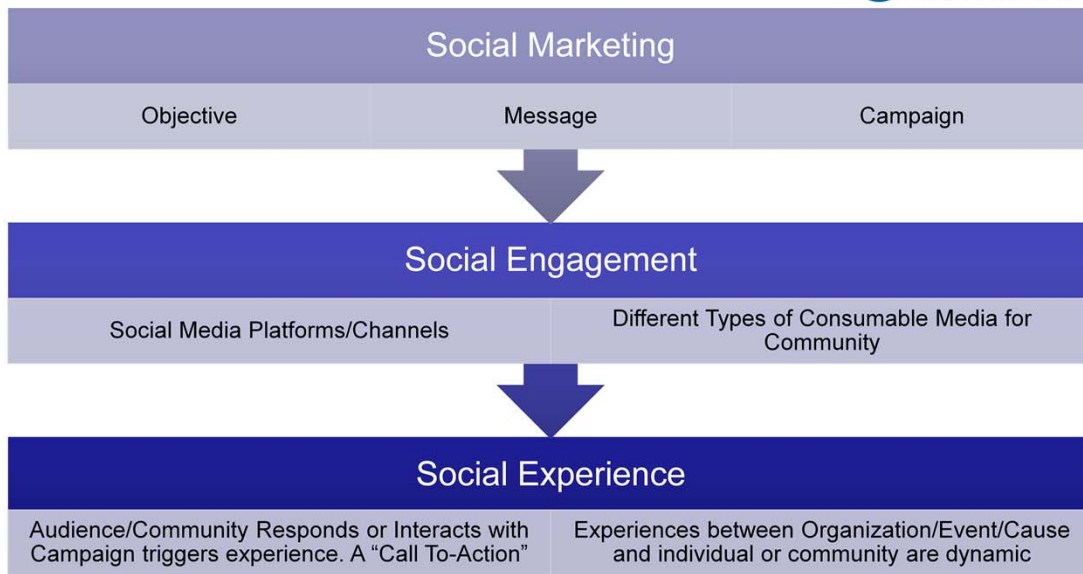
Social experiences engage the community within the focus/objective by creating memorable and relevant experiences between the audience and the organization.

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How does this differ from Content Marketing/pushing content?

Content Marketing takes us beyond the features and benefits of a particular organization or campaign and moves us, the audience, in to the realm of specialized topic such as:

- Whitepaper on Children exposed to domestic violence
- Online video discussing human trafficking



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- Build out a campaign with an objective, message that is relevant to who you are and what you do
- Engage the community or specified audience with different types of consumable media (video, pictures, newsletters, articles, share content from partners)
- Experiences happen when the audience/community responds or interacts with your event, campaign, group (shares, likes, retweets) helps to have or create a call to action!! Prompt people to get involved "tell us your story"
- These experiences should be dynamic. If some asks you questions across any of these platforms, answer back! Everyone loves to feel acknowledged or recognized for their contribution and this helps you become a trusted sources/leader within the community.

## Create Distinctive “Social Experiences” With Social Marketing + Media



### Why use it? Why create it?

Social marketing works best when there are real people, with genuine intentions and quality content looking to achieve 3 key outcomes:

- 1 - Connect- Put people in contact with each other to share
- 2 - Collaborate - Enable people to work together
- 3 - Inform/Convince - Convey information or ideas; change people's minds.

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Social experiences with social marketing + media can be broken down in to these three intentions.

- Connecting people
- Enabling collaboration
- Informing people

The technology of social media is simply making it easier to do things people have always wanted to do.

## Who Are We Reaching Out To?



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- Demographic diversity
- Geographic diversity
- New ideas and organizational solutions
- Strategic partnerships
- Grow your community and cause
- Worldwide reach
  
- The technology of social media is simply making it easier to do things people have always wanted to do. Connecting, collaborating and informing
  
- Who are we reaching out to? Anyone you believe is apart of your community, who is interested in your online voice or audience for your cause.

## Lesson Learned?

Embrace the power of engaging your online community through social marketing programs by creating memorable and relevant experiences between the audience and the organization

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Embrace the power of engaging your online community through social marketing programs by creating memorable and relevant experiences between the audience and the organization



Why is a “Social Experience” so essential?

## A Potential Audience Snapshot: Some Engagement Numbers



1.07 billion MAU

Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events.



540 million MAU

Often used for communicating and promoting personal business, community groups, online organizational events (directly connected to Google Hangouts and Youtube)



271 million MAU

Many are spectators rather than active participants, discovering content, articles & news. Others use it for 1:1 engagement with friends, peers, and organizations. A lot of organizational service inquiries!

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MAU = Monthly Average Users

Facebook:

Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events.

Google+:

Often used for communicating and promoting personal business, community groups, online organizational events (directly connected to Google Hangouts and Youtube)

Twitter:

Many are spectators rather than active participants, discovering content, articles & news. Others use it for 1:1 engagement with friends, peers, and organizations. A lot of organizational service inquiries!

## When Are People Most Engaged?



## Why Is A “Social Experience” So Essential?



### **Need to know:**

Most established social channel: Incredibly broad reach.  
Very advanced targeting (paid ads are necessary to do so)

### **How to use it:**

Publish high quality visual content, often an extension of campaigns, but could be just regular info updates.



### **What it can help achieve:**

Awareness, Cause equity, traffic, new audiences

## Why Is A “Social Experience” So Essential?



### **Need to know:**

Very well established with strong ad products & potential for wide reach; though Audience is more niche.

### **How to use it:**

Real-time participation in events. Publish high quality visual & text base content. 1:1 conversations with audience & influencers. Host twitter chats & parties. Respond to direct inquiries.

### **What it can help achieve:**

Awareness, Cause equity, traffic, new audiences

## Why Is A “Social Experience” So

### Essential?

#### Need to know:

Owned by Google. 2<sup>nd</sup> most popular search engine. 6 billion hours of video watched per month.



#### How to use it:

Distribute video and unique web based video content. Leverage influencers to create video content.



#### What it can help achieve:

Awareness, Cause equity, reach, traffic, new audiences

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- Same across all platforms:
- AWARENESS CAUSE EQUITY REACH TRAFFIC AND NEW AUDIENCES

## Lesson Learned?

Become a thought leader, by sharing information, building trust with your community, and strive to change attitudes or elicit behaviour

What are different ways of creating a  
**social experience?**



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Platform used: Facebook exclusively

Featured custom posters and public images highlighting “Make Your Move” situations

Strategic Partnerships with local businesses, fundraising to build awareness in public places and with other respected health partners i.e. Johns Hopkins University

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The “Make Your Move” campaign has been created by the Missoula Montana's Intervention in Action Project, a group of community organizations dedicated to ending sexual violence.

- How did they create a “social experience”? Used Facebook exclusively – 5500+ likes
- Clear campaign objective: to encourage bystanders to foster healthy non-violent relationships and interrupt attitudes, language and actions that support sexual violence (attitude and behaviour change)
- What did they do well? (Overall or in creating a social experience)
- Strategic partnerships – Johns Hopkins University, local business, fundraising events
- Social Experience/Engagement Asking people what their take on “My Best Move To End Sexual Violence” is...people are engaged in the cause and share their thoughts creating an experience for this potential audience.
- Incorporated a “Make Your Move” photo booth at the local fairgrounds

encouraging people to share!

- Wide variation in age demographic ! Diversity increases your community base as they feel they can relate more
  
- What could they do to improve?
- As discussed briefly before, Facebook is the go to social network for engagement. Massive user base, and has Instagram as its own 200 million user base that is specifically used for publishing high quality visual content & engage across multiple groups/organizations
- They have the option to leveraged video with Facebook. So many images of people showing support and what “My Best Move To End Sexual Violence” images could have caught that on video and possibly edited there first “Make Your Move” promotional video with many voices supporting one cause.

**PUSHERMAN**  
DIGITAL MARKETING

**NO MORE** | TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

ABOUT THE LATEST LEARN TAKE ACTION CONTACT **GIVE** GET HELP

**WEAR NO MORE**  
WEAR NO MORE AND SEND A MESSAGE.  
**CLICK HERE**

**GET HELP NOW.** No More Silence. No More Violence.

Platforms used: Facebook, Twitter, Instagram, Pinterest, Tumblr

Featured massive social, digital and print media resources

Strategic Partnerships with Celebrities, Huge sports brands (NFL), fundraising to build awareness

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- The No More groups has an incredible amount of resources to access and promote their message across America (Celebrity base, Major Sports groups (NFL))
- Facebook 49000+ / Twitter 24000+ / Instagram 7000+ / 1000 + followers quite a substantial base
- How did they create a “social experience”?
- Such a vast amount of resources allows you to expand your reach considerably. They have campaigns for “No More” Together we can end domestic violence which span across the tradition media (Video PSA’s – Public Service Announcements) Print Ad’s(posters that are downloadable and printable) as well as Banner ads to use online for websites, digital and social media in order to promote NO MORE.
- What did they do well? (Overall or in creating a social experience) They push three key ideas \* Say it \* Share it \* Show it
- They use a tremendous array of social platforms to engage people on and prompt a social experience by asking their collaborators, Many Celebrity based

to hold up a “No More” sign followed by saying “ I say no more because...” and the person shares an experience or opinion. Local teachers and students, police and armed forces, news reporters to families . They get in touch with such an enormous audience that their community has grown at an incredible rate since its inception in 2012.

- Also leave the option for people to sign up to find out more and hear more about their new campaigns, initiatives going forward. Continual loop of engagement and experience.
- Also, main site offers an “Esc” to hide the page option. Very smart for those who may be in more dangerous situations.
- What could they do to improve?
- With all of these resources, with all of this material/content/events/communications happening they should be more clear about the message.
- They openly discuss the importance to ending domestic violence but keep the goals fairly broad in scope and focus on who is helping them.
- They provide material to enable others to push the message or show and tell but seem to get a little lost in the “Celebrity” of the objective.

## Lesson Learned?

A social experience is the ability to have conversations online with others whether it is an organization, industry community, with colleagues, target audiences, or anyone who happens to come across your conversation!

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By Conversation I mean the definition in its simplest of terms.

“The informal exchange of ideas”

And by doing this, we drive personal interactions!

## Testing Social Media Strategies

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- Geographic diversity
- Market diversity
- Product and service solutions
- Strategic partnerships
- Consistent growth
- Strong technical capacity
- Worldwide customer support

## Testing Social Media Strategies



### **Develop a social media strategy that fits your needs.**

How should we develop a social media strategy?

- 1) Make the case to your organization to invest in social media adoption
- 2) Construct an experimentation strategy to inform, evangelize, and make the case for resources
- 3) Don't just rush to the latest platform making headlines; choose one that will help advance your community goals

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Many organizations are pursuing social media activities as loosely related electives rather than components of strategic whole. Leading groups recognize that this is piecemeal approach is inefficient at best, and value-destroying at worst.

Start small, and build your strategies. Consider each campaign as formative research towards the next.

## Testing Social Media Strategies



### **Create a social media program/campaign.**

How do we create the best campaign for social media?

- 1) Identify an imprinting experience that best highlights your organizations differentiating attributes
- 2) Streamline your content development process to increase your efficiency across a variety of different social media platforms
- 3) Assess how your audience behaviour in social media has changed from campaign to campaign (test and learn approach)

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The sweet spot for a unique, outstanding social experience lies at the intersection of your audiences needs and your organizations unique strengths.

After a campaign is completed take a look at what is different with the audience from campaign to campaign. Did they share or consume specific pieces of content? Were numbers lower during certain



## Lesson Learned?

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After a campaign is completed take a look at what is different with the audience from campaign to campaign. Did they share or consume specific pieces of content? Were numbers lower during certain programs. Where do you find your highest level of audience engagement?

Build on your strengths for new initiatives going forward

## How To Measure If Your Social Experience Is Effective?

## Challenges Of Measuring/Articulating The Value Of Social Media ?

**Challenge #1:** The opt-in nature of social media makes exposure to any given channel or message very unpredictable.

**Challenge #2:** “Presence” in social media is often outside of your organizations control.

**Challenge #3:** Accelerated evolution of social media yields changing functionality that may require unique measurement.

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Ultimately we are trying to understand the unique impact of any one communications channel on community/

The viral nature of social media and the ability of users to opt-in or out at will results in unpredictable ebbs and flows of influence.

New platforms? New metrics? How many do you ultimately take on? The more you use to engage the more resources you need to listen.

## How Do We Measure Campaign Results For Social Media?

Select a social media monitoring approach that fits your needs to lay the foundation for social media activity.

Demonstrate value through comparison with alternate means of achieving similar outcomes.

Conduct campaign “test and learn” experiments to compare the attitudes and behaviours of your audience exposed to social media versus an audience that has not been.

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As with traditional media, perfect Return on investment (ROI) metrics are challenging for social media + marketing campaigns.

In fact, 39% of worldwide retailers don't measure social media marketing.

Leading groups combine techniques to get more accurate ROI estimates.

Measurement by objective!

Need #1: Building a Community.

- Number of groups/group members
- Active creators/contributors
- Number of connections

**What is the solution then?**

Need #2: Raise Organization/Audience Engagement.

- Number of comments/tags/bookmarks
- Ratings
- Tone

Need #3: Publicize a Social marketing campaign.

- Unique page views
- Number of comments/tags/bookmarks
- Responses/retweet's

## Most Frequently Cited Metrics

*By Category*

### Followership

- Number of Friends/Followers/Fans
- Active User Growth/Churn

### Audience Engagement

- Comments/Responses
- Return Visits

### Company References

- Posts/Mentions/Conversations
- Trackbacks

### Web Traffic Metrics

- Click-Throughs/Referrals
- Site Traffic

### Audience Impressions

- Tone/Promoters vs. Detractors
- Satisfaction/Net Promoter Score

### Commercial Outcomes

- Service Issues Resolved
- Sales Conversions

### Content Resonance

- Views/Hits/Downloads
- Time Spent on Site

### Word-of-Mouth Metrics

- Retweets
- WOM Spread

### Other Metrics

- Share of Voice
- Employee Adoption/Usage

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Always make sure your metric is tied to your objective.

## Lesson Learned?

Rather than trying to capture cause-and-effect within the entire media system, social measurement should be focused on discrete, concrete objectives.

There are no one-size-fits-all metrics for social media; metrics should be carefully selected depending on the objective at hand.

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# Thank you!

At Pusherman Digital Marketing, we love hearing about your new challenges. If you have any questions, please email us [info@pusherman.ca](mailto:info@pusherman.ca) or visit [www.pusherman.ca](http://www.pusherman.ca)