

# DIGITAL MARKETING

How Social Media Can Boost Your Business

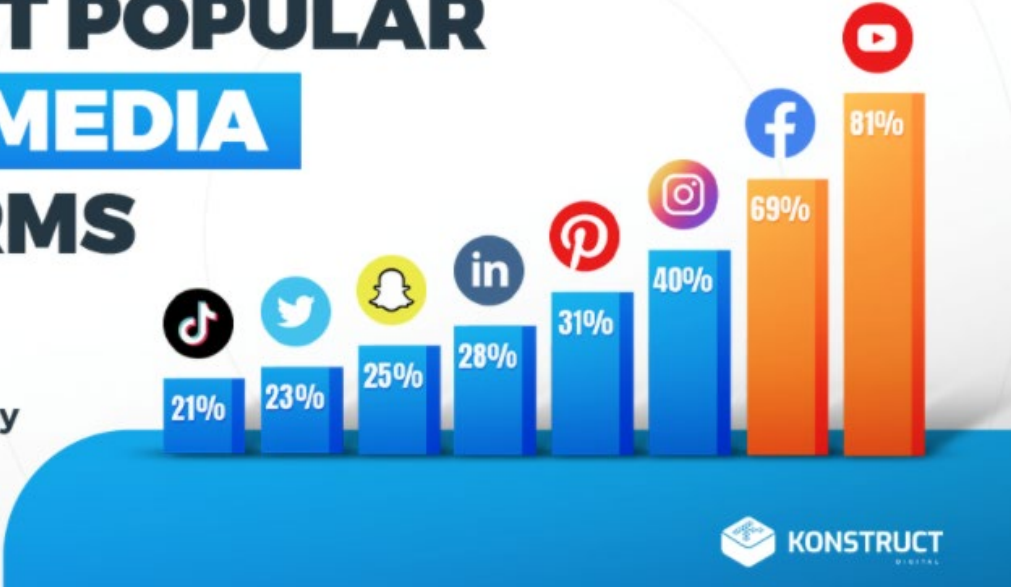


Kelly Hahn, M.S.  
CEDA Presentation, Marketing in the Morning

# Who is on YouTube?

## THE MOST POPULAR SOCIAL MEDIA PLATFORMS IN 2021

(% of U.S. adults that say they ever use...)



# Content Marketing Strategy Plan





# Marketing Goals / Objectives

A goal without a plan is only a dream, then what's a plan without a goal? Pointless! So, begin by doing research and establishing clear goals for your marketing campaign.

# 4 Types Of Digital Marketing Objectives

## ACQUISITION OBJECTIVES

Acquisition objectives are related to visits to your website and this includes traffic sources such as Organic, CPC, Referrals, Social Network, Direct Visits and others. You will see these sources in Google Analytics and next to them will be metrics which will also form objectives for your online advertising.

## ADVOCACY OBJECTIVES

Tracking customer advocacy on the web is difficult, however, there are a few activities that you can track. For example, you could have a 'Recommend to Friend' button or form that allows users to recommend your products, services, blogs, articles and so on.

## CONVERSION OBJECTIVES

Conversion objectives relate to purchases, downloads, contacts, registrations etc. that take place on your website. You can see these conversions for each of your traffic sources and you can create an objective for your most important conversion type.

## RETENTION OBJECTIVES

Customer retention is essential to online profitability and retention objectives will be some of your most important ones. In analytics you will have engagement metrics like New vs Returning visitors, bounce rate, average time on site and average pageviews.



# Marketing Goals /Objectives Examples

When it comes to social media, what do you want to accomplish?



Increase Targeted Traffic



Increase Your Online Visibility



Branding



Increase Sales



Establish Your Company in Local Search



Competitive Review and Analysis



Become a Resource /Authority



Establish Your Brand/Business in Social Media



Online Reputation Management



# Understanding The Customer

All good marketing starts with an understanding of who the customer is. The more you understand your prospects, the more targeted and cost-effective your marketing and advertising efforts become.

The more you understand your customer, the better you can optimize your site for conversions. The sales cycle also becomes more efficient as you send higher qualified prospects into the sales pipeline.

# Customer Persona Wheel Parameters




Who is your customer?





# Customer's Journey

It's important to understand your customer's journey so you communicate what they need, when they need it.

		Research Needs	Content Types
 <b>Awareness</b>	Have realized and expressed symptoms of a potential problem or opportunity	Research focused on vendor neutral 3 <sup>rd</sup> party information around identifying problem or symptoms	<ul style="list-style-type: none"><li>▪ Analyst reports</li><li>▪ Research reports</li><li>▪ e-Guides &amp; eBooks</li><li>▪ Editorial content</li><li>▪ Educational content</li></ul>
 <b>Consideration</b>	Have clearly defined and given a name to their problem or opportunity	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	<ul style="list-style-type: none"><li>▪ Comparison white papers</li><li>▪ Expert Guides</li><li>▪ Live Interactions</li><li>▪ Web case/Video</li></ul>
 <b>Decision</b>	Have defined their solution strategy, method, or approach	Researching supporting documentation, data, benchmarks or endorsement to make or recommend a final decision	<ul style="list-style-type: none"><li>▪ Vendor Comparisons</li><li>▪ Product Comparisons</li><li>▪ Case Studies</li><li>▪ Trial Download / Live Demo</li><li>▪ Product Literature</li></ul>

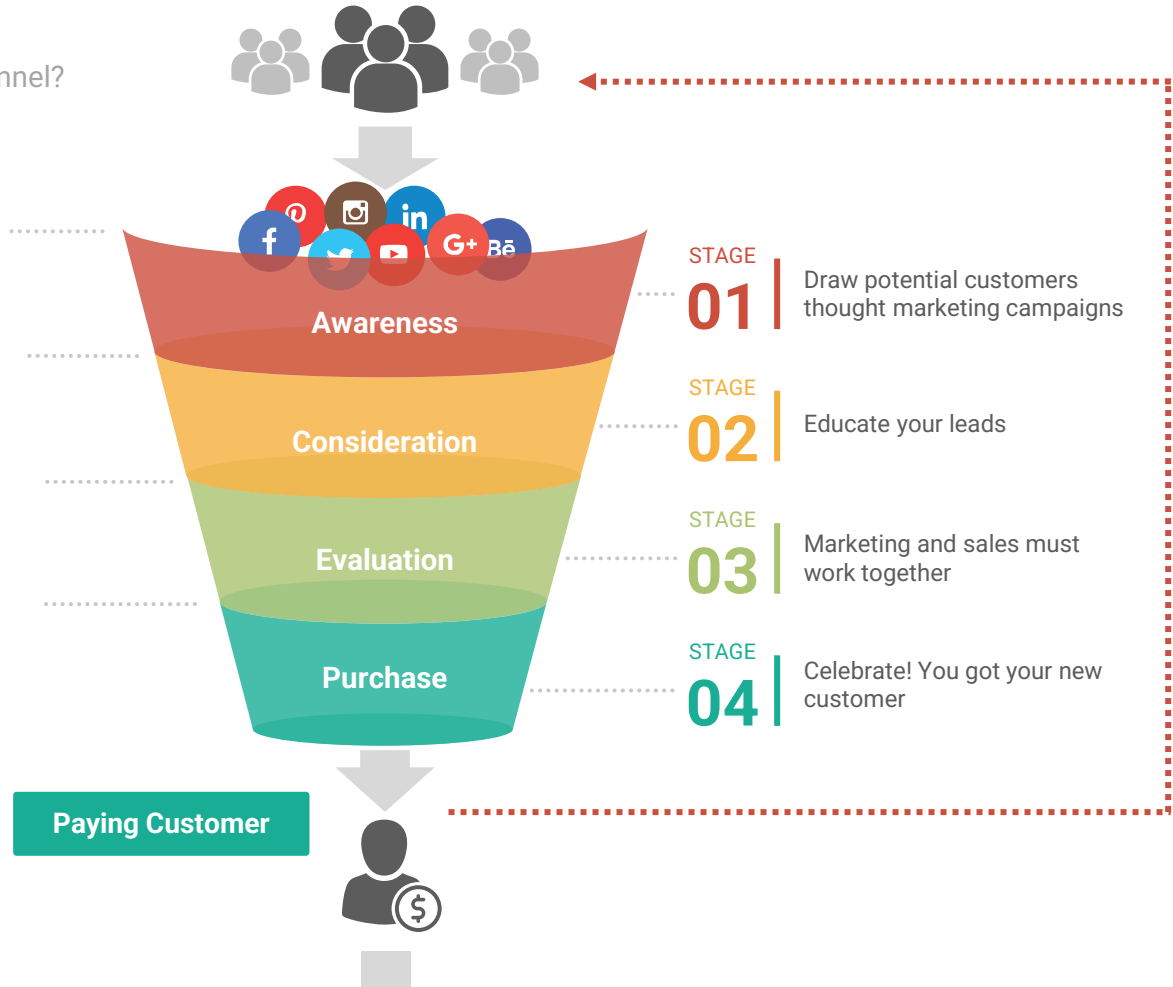
# Understanding Customer Needs



# Sales Funnel

Where does social fit into the sales funnel?

- 19%** Of buyers want to connect with a sales person during the awareness stage of their buying process, when they are first learning about the product
- 60%** Of buyers want to connect with sales during the consideration stage after they have researched the options and come up with a short list
- 81%** Of buyers conduct online research before they make a purchase on average, a consumer will visit 2 stores before making their purchase
- 20%** Of buyers want to talk during the decisions stage, once they are decided which product to buy





# Social Media Marketing

Social Media is an excellent channel to acquire leads and referrals. Social media also helps improve SEO – one of Google's 200 ranking factors is the number of social shares your site generates.

# Social Media Marketing Strategy

How to build your social media marketing strategy – Source: sproutsocial.com



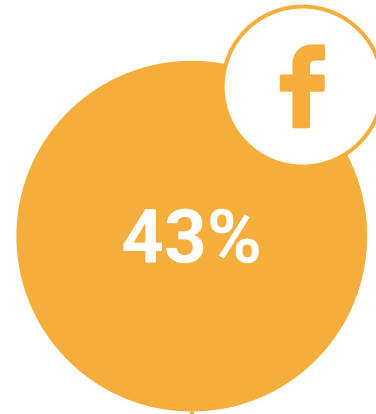
# Social Media - Stats



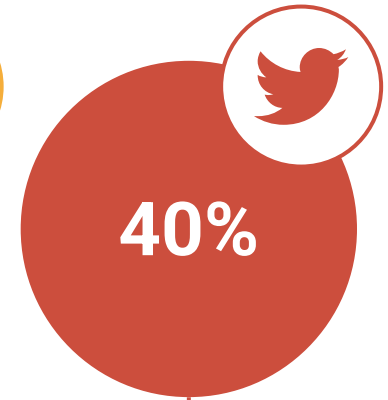
Of companies participating in social media have generated leads from LinkedIn



Have generated leads from their blog



Have generated leads from Facebook



Have generated leads from Twitter

# 4 Stages Of A Successful Social Cycle

The social success cycle has 4 stages, beginning with listening.

## SOCIAL LISTENING

Monitoring and responding to customer service and reputation management issues on the social web.

01



## SOCIAL INFLUENCING

Establishing authority on the social web, often through the distribution and sharing on valuable content.

02



## SOCIAL NETWORKING

Finding and associating with authoritative and influential individuals and brands on the social web.

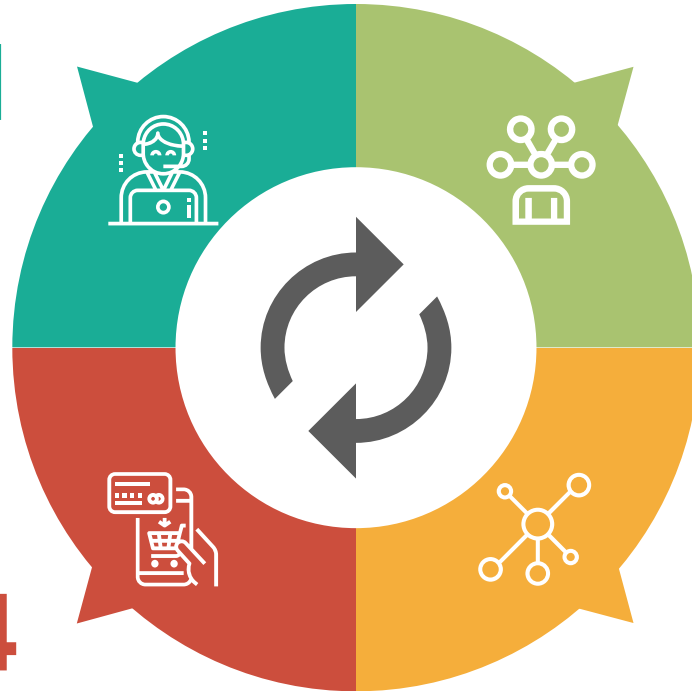
03



## SOCIAL SELLING

Generating leads and sales from existing customers and prospects on the social web.

04



# 1. Social Listening - What to listen?

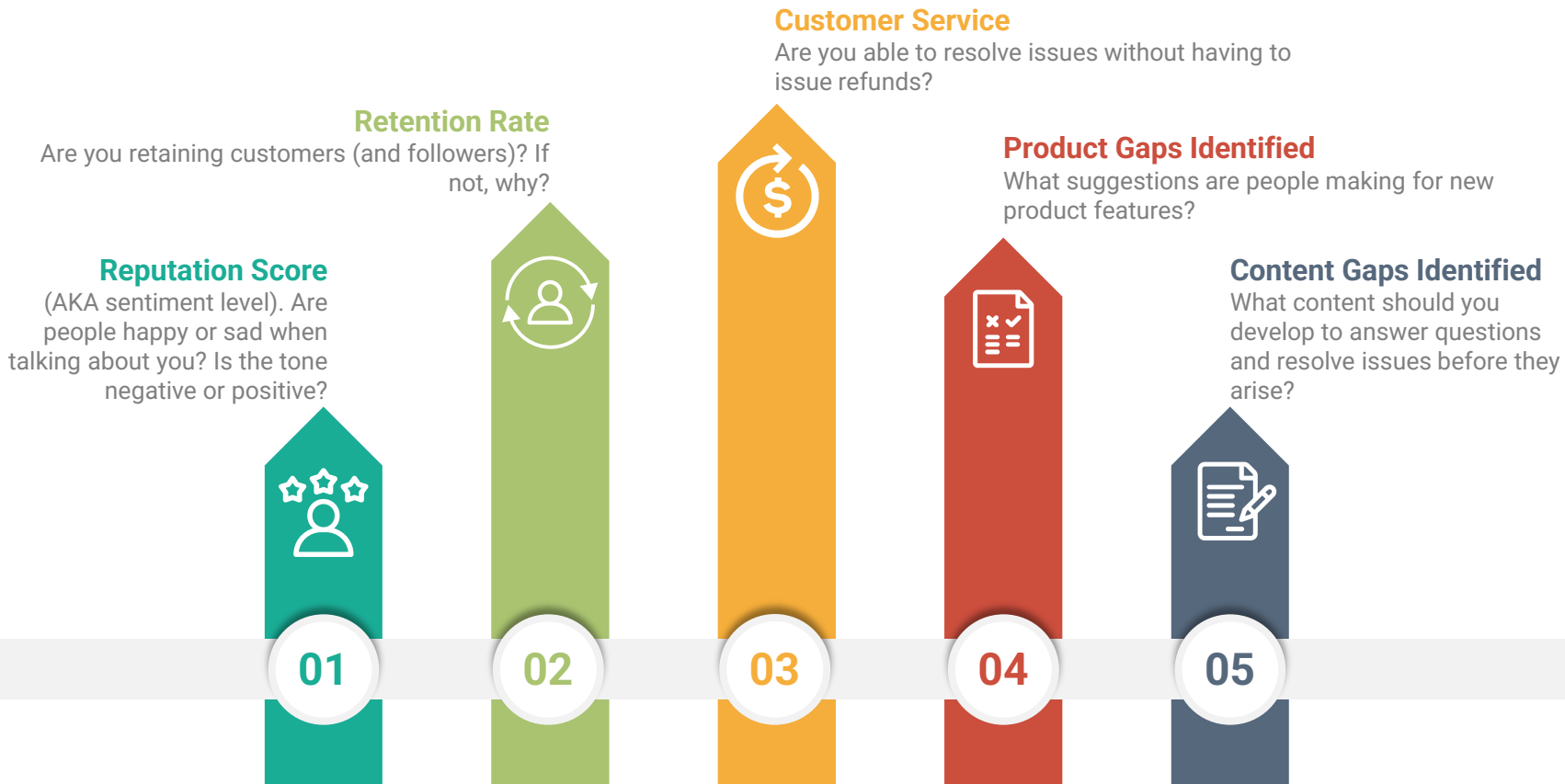
When social listening, you're tuning into 5 key bits of information – Source: digitalmarketer.com





# Metrics to Watch

What should you measure to track your social listening efforts?



## Reputation Score

(AKA sentiment level). Are people happy or sad when talking about you? Is the tone negative or positive?

## Retention Rate

Are you retaining customers (and followers)? If not, why?

## Customer Service

Are you able to resolve issues without having to issue refunds?

## Product Gaps Identified

What suggestions are people making for new product features?

## Content Gaps Identified

What content should you develop to answer questions and resolve issues before they arise?

## 2. Social Influencing - Social Media Marketing

What are the signs that your influence is growing? – Source: digitalmarketer.com

At this stage, your aim is to lead and direct your followers' opinions, attitudes, and behaviors. And since you've been listening, it's relatively easy. You already know the trending topics and conversations taking place, so adding your authority voice is the natural next step.

### Your Traffic Numbers Increase

people click on your links.



### You Develop Greater Mindshare

people share their questions, thoughts, and opinions with you, and they eagerly seek interaction with you.



### You Get More Engagement

people retweeting or sharing your posts, and people responding to your posts.



### Recognized Brand

You become a recognized authority and a brand people watch.

What are the signs that your influence is growing?

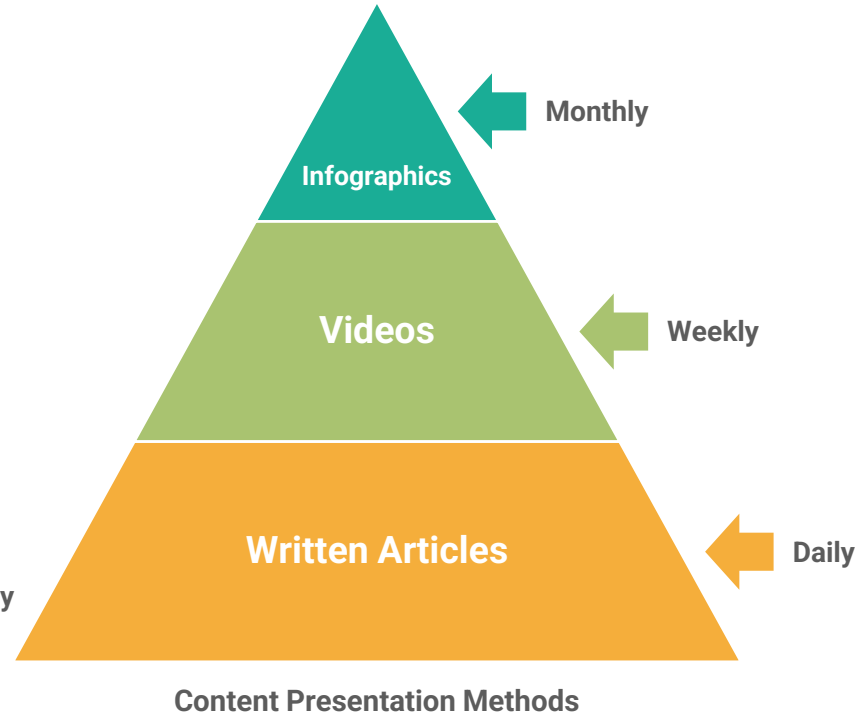
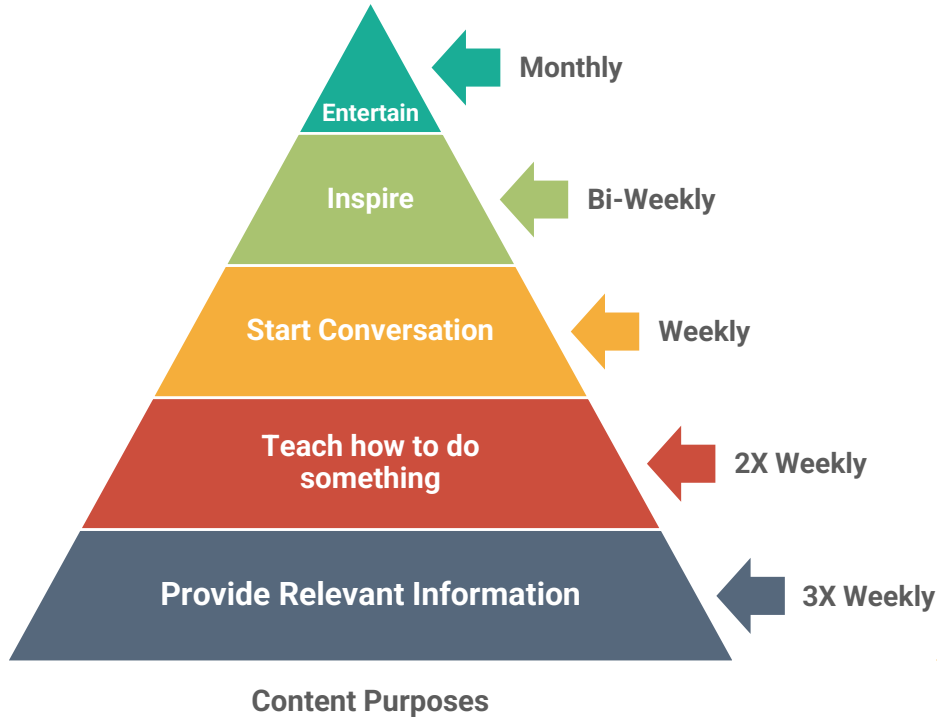
# Goals for Social Influencing

During this phase of the social success cycle, you're trying to – Source: digitalmarketer.com



# Most Effective Content Mix And Schedule

Content Purposes / Content Presentation Methods

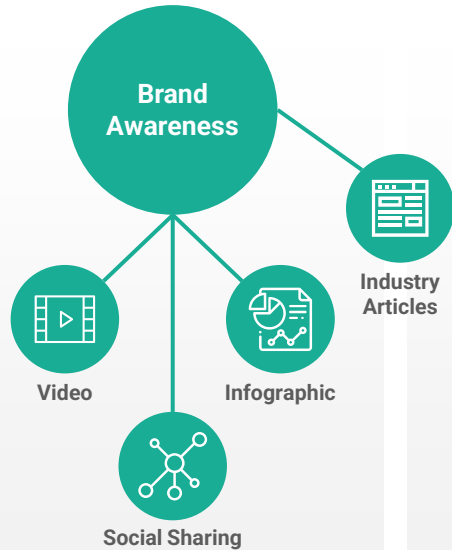


# Content Marketing Mix

Content Marketing Mix

## Awareness

Measure: Social Shares, Brand Mentions



## Consideration

Measure: Inbound Links, Site Traffic



## Decision

Measure: Click Through Rate, Conversion



## Re-Engagement

Measure: Social Influence Referral, Share of Voice



# Content Map Template

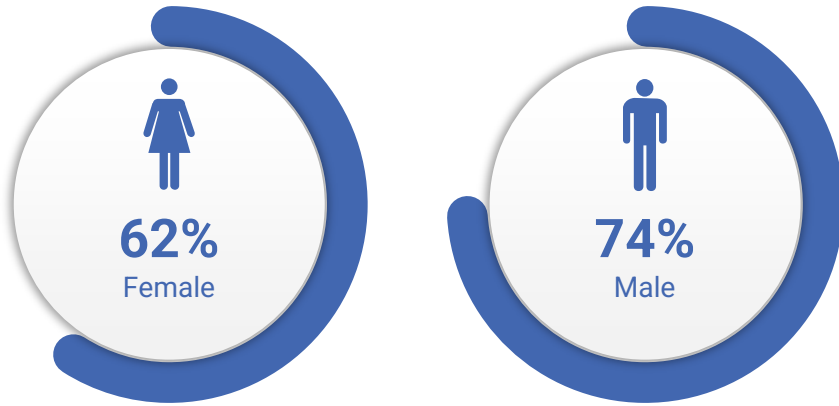
Content Map Template

Target Persona: The B2B Corporate Marketer				
Buying Cycle Stage	Prospect Question	Topic	Format	Call to Action
Awareness	How can I market my product successfully to business leaders?	5 B2B sales problems that content marketing solves	Blog Post	Download eBook --
	Add as many questions/answers necessary to meet prospects' needs			
Consideration	What results have other companies achieved with content marketing	How SS helped increase sales by 70% using content marketing	Case Study	Contract --
	What does it take to be successful with content marketing?	The essential guide to B2B content marketing	eBook	
	Add as many questions/answers necessary to meet prospects' needs			
Decision	How can I build a strong case to convince upper management?	Compendium of ROI stats from industry research	Infographics or PowerPoint presentation	---
	Add as many questions/answers necessary to meet prospects' needs			
Loyalty	Did we make the right decision?	Your metrics	Provide program measurements	---

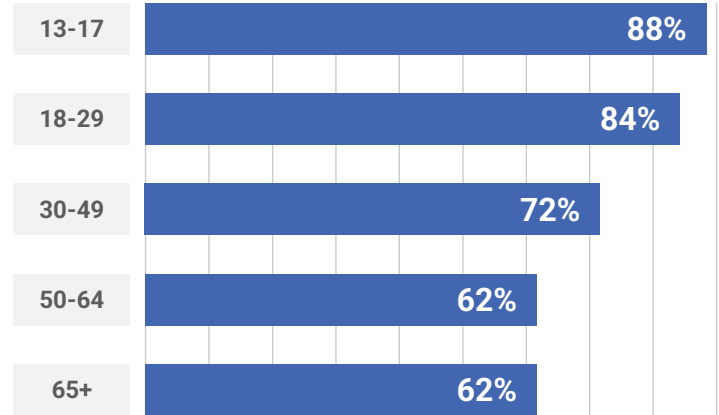


# Facebook Demographics

Facebook Usage Among Key Demographics – Source: sproutsocial.com



Based On Gender

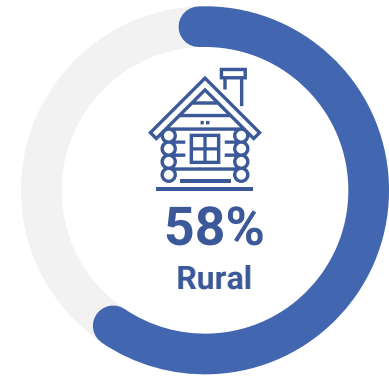
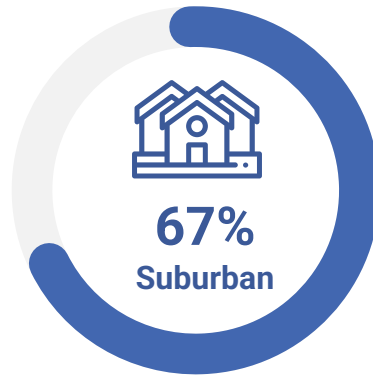
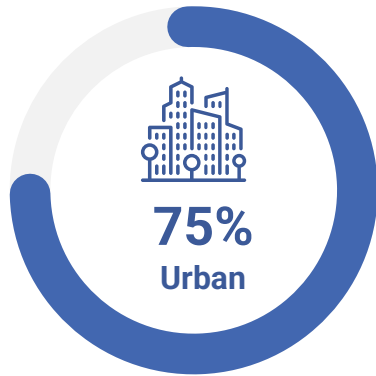


Based On Age



# Facebook Demographics

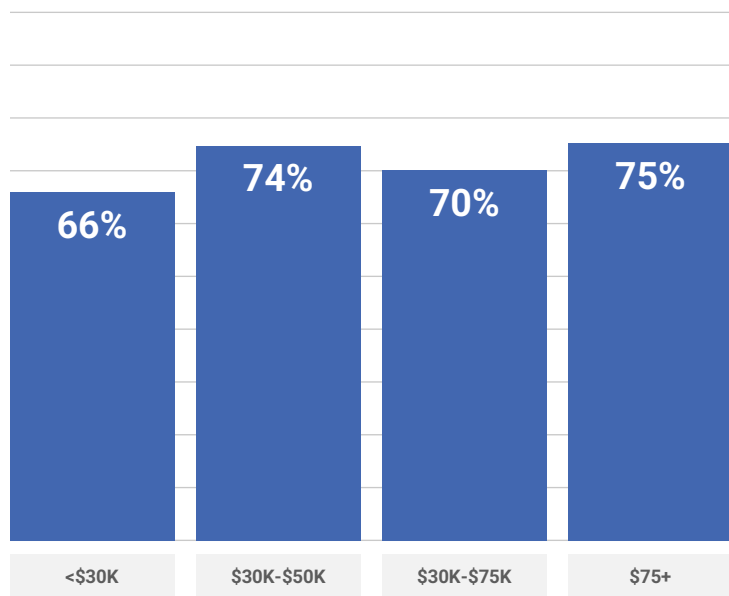
Facebook Usage Among Key Demographics – Source: sproutsocial.com



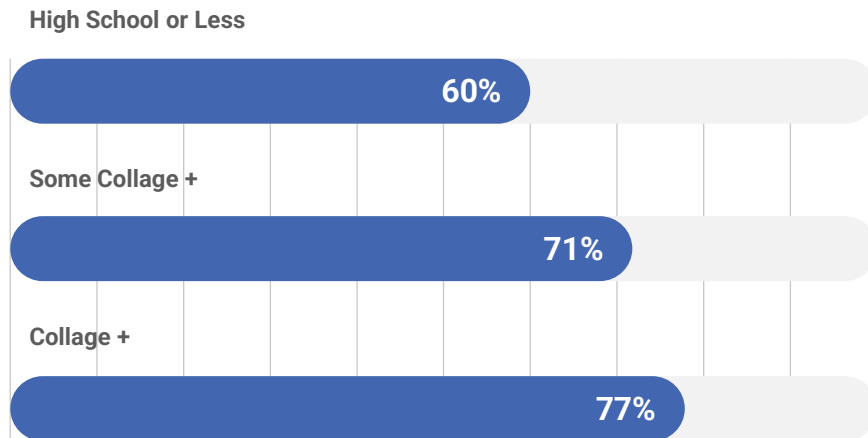
Based On Location

# Facebook Demographics

Facebook Usage Among Key Demographics – Source: sproutsocial.com



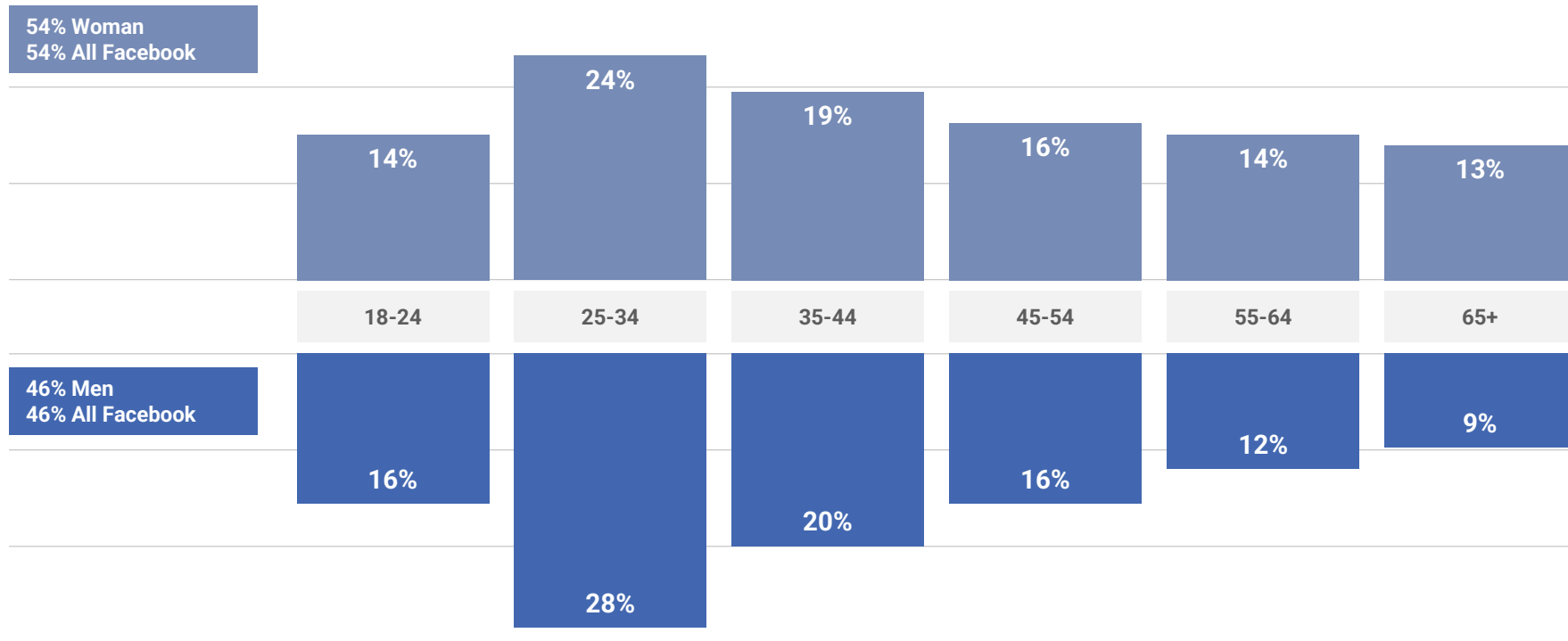
Based On Income



Based On Education

# Facebook Demographics

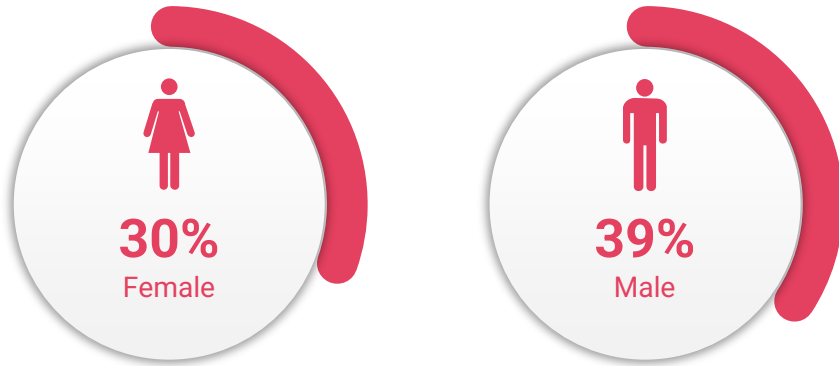
Facebook Usage Among Key Demographics – Age and Gender



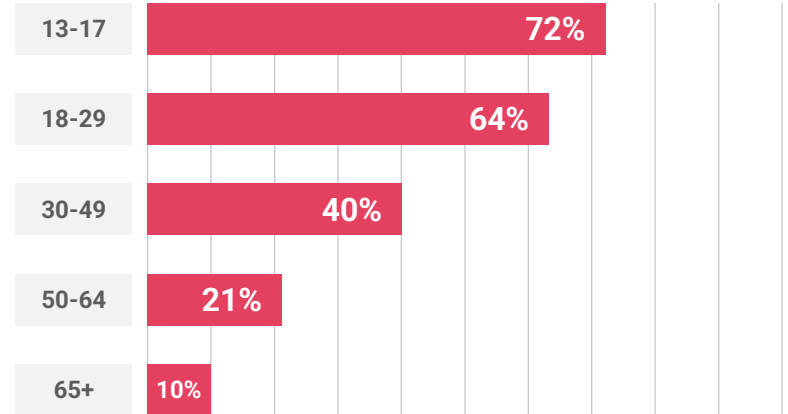


# Instagram Demographics

Instagram Usage Among Key Demographics



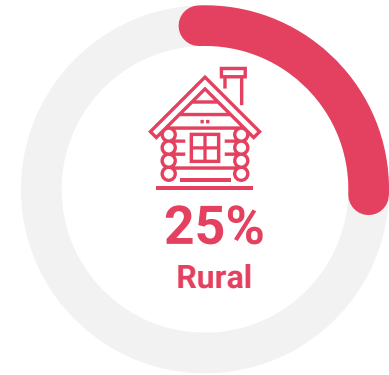
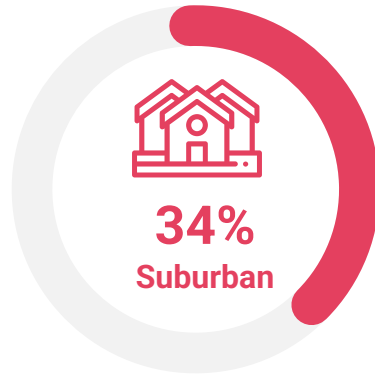
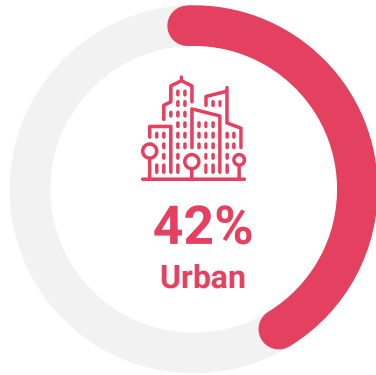
Based On Gender



Based On Age

# Instagram Demographics

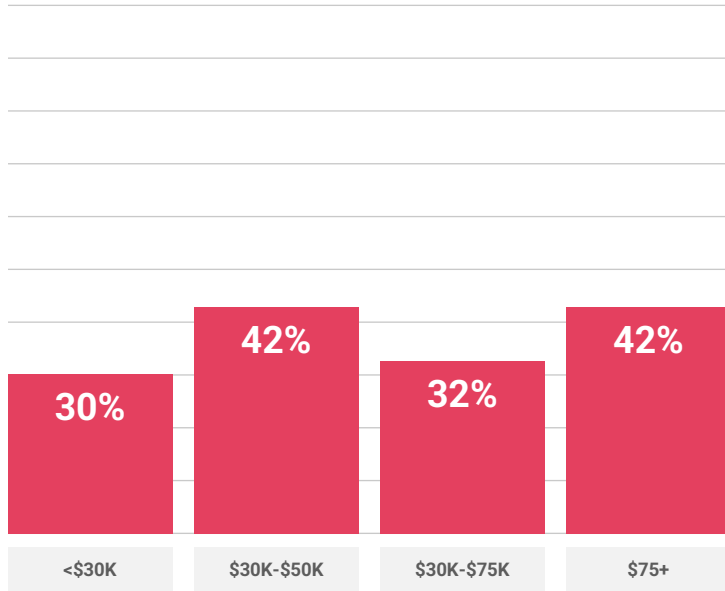
Instagram Usage Among Key Demographics



Based On Location

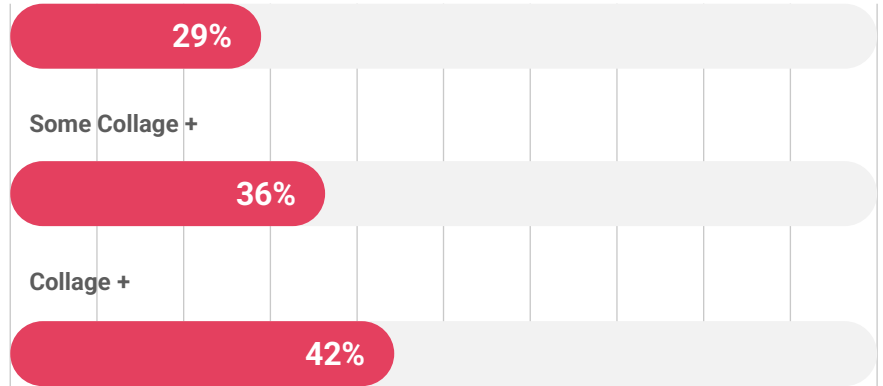
# Instagram Demographics

Instagram Usage Among Key Demographics



Based On Income

## High School or Less



Based On Education



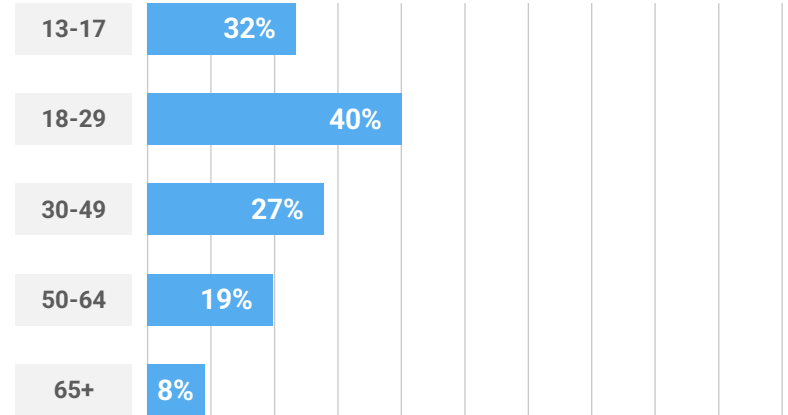


# Twitter Demographics

Twitter Usage Among Key Demographics



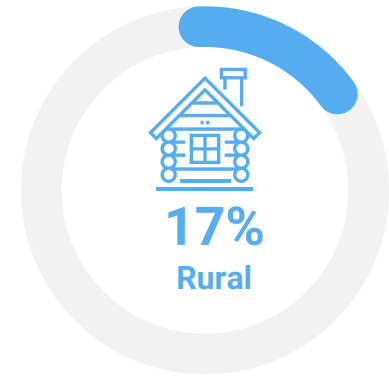
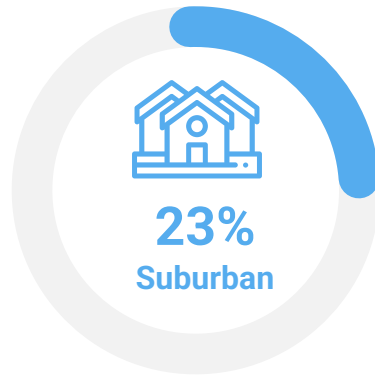
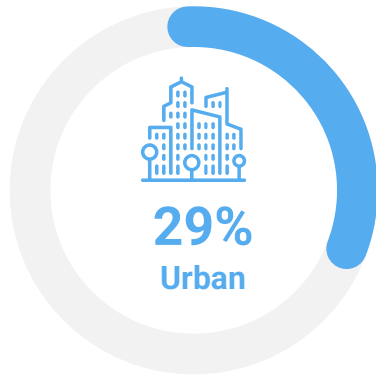
Based On Gender



Based On Age

# Twitter Demographics

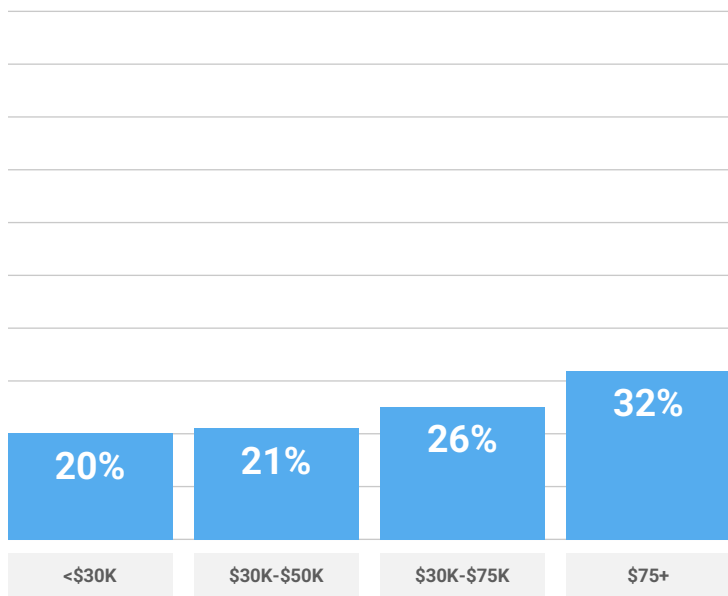
Twitter Usage Among Key Demographics



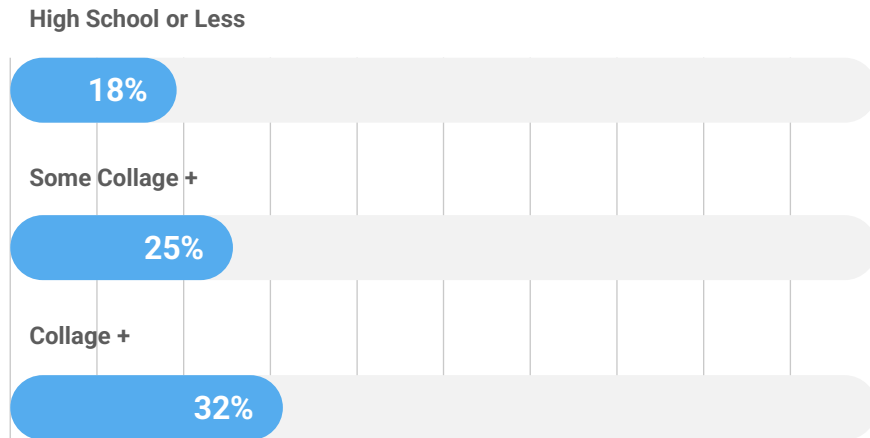
Based On Location

# Twitter Demographics

Twitter Usage Among Key Demographics



Based On Income



Based On Education

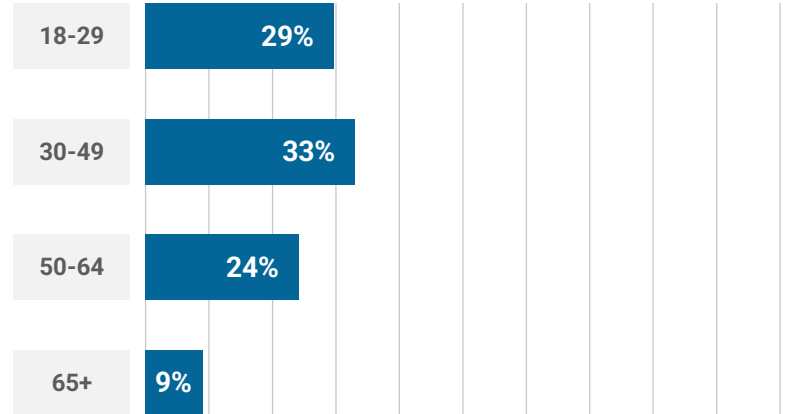


# LinkedIn Demographics

LinkedIn Usage Among Key Demographics



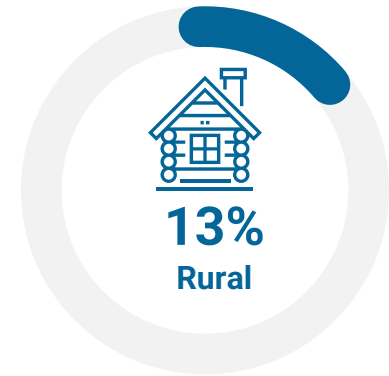
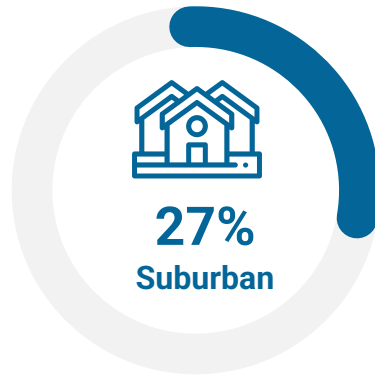
Based On Gender



Based On Age

# LinkedIn Demographics

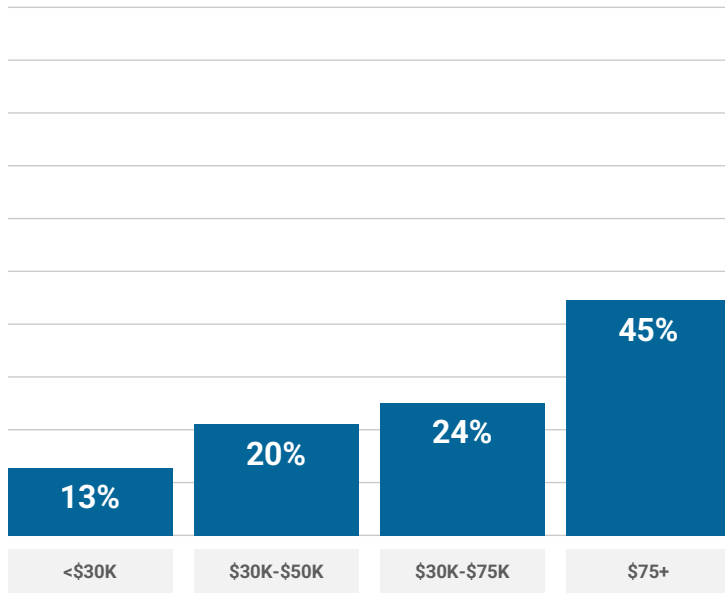
LinkedIn Usage Among Key Demographics



Based On Location

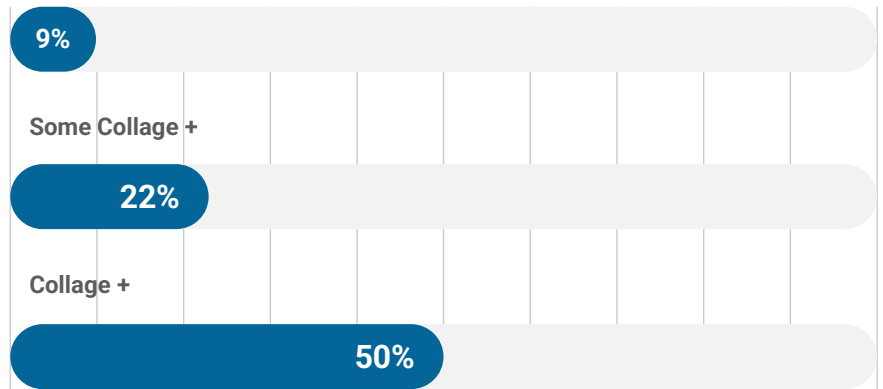
# LinkedIn Demographics

LinkedIn Usage Among Key Demographics



Based On Income

## High School or Less



Based On Education



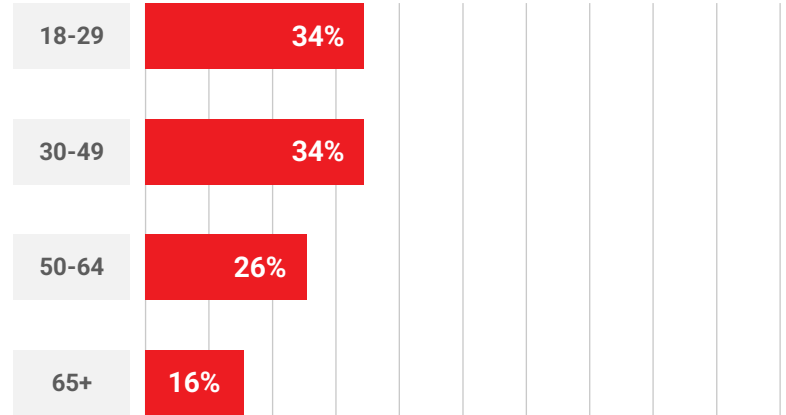


# Pinterest Demographics

Pinterest Usage Among Key Demographics



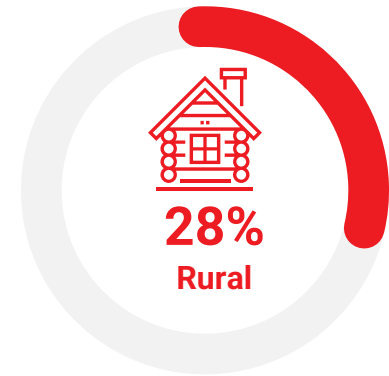
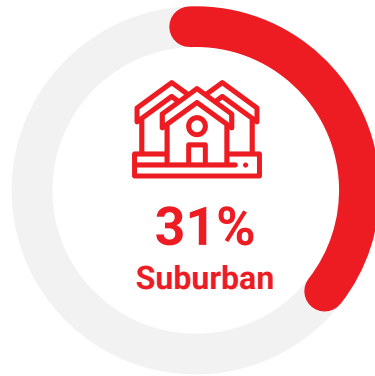
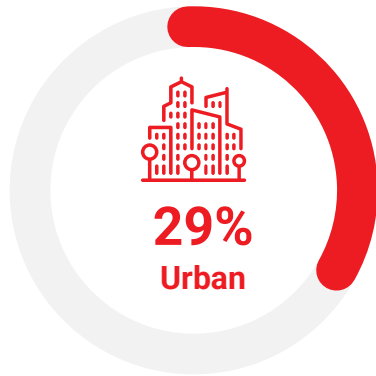
Based On Gender



Based On Age

# Pinterest Demographics

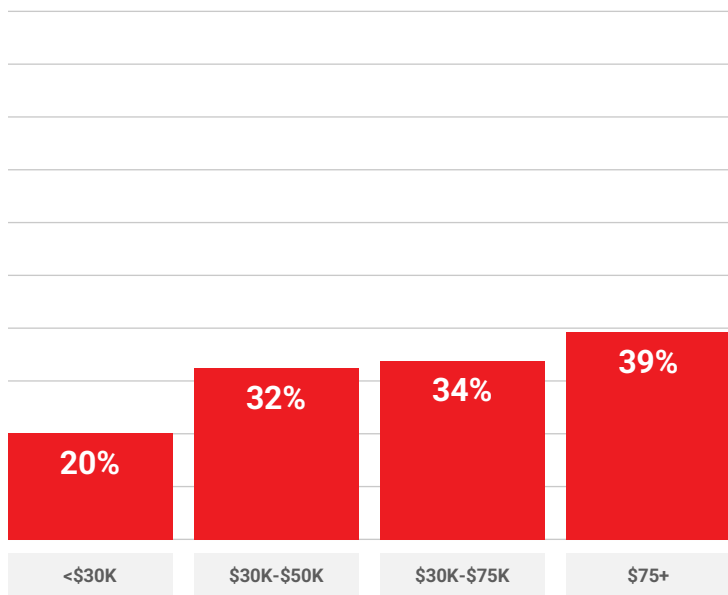
Pinterest Usage Among Key Demographics



Based On Location

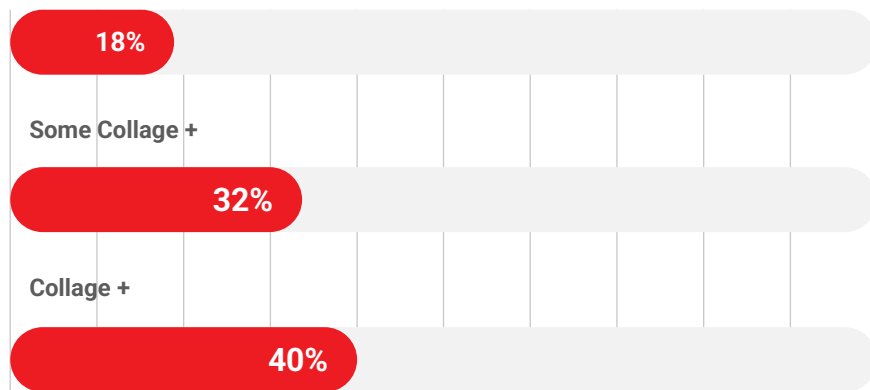
# Pinterest Demographics

Pinterest Usage Among Key Demographics



Based On Income

## High School or Less

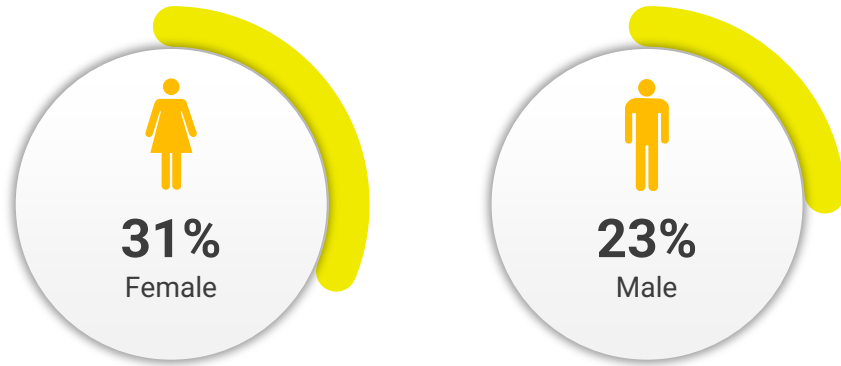


Based On Education

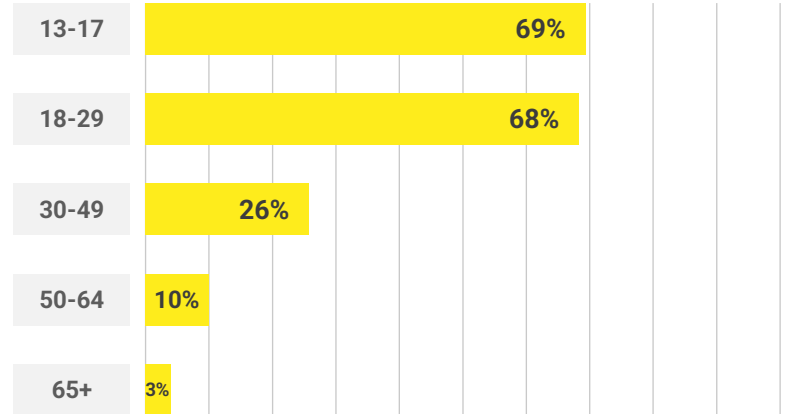


# Snapchat Demographics

Snapchat Usage Among Key Demographics



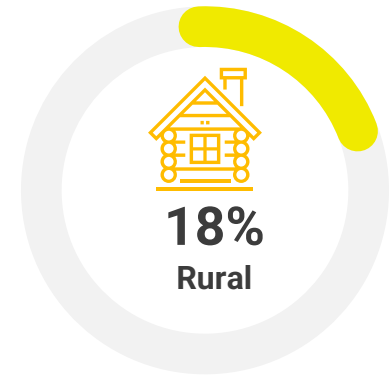
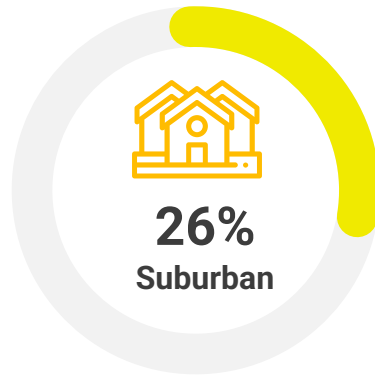
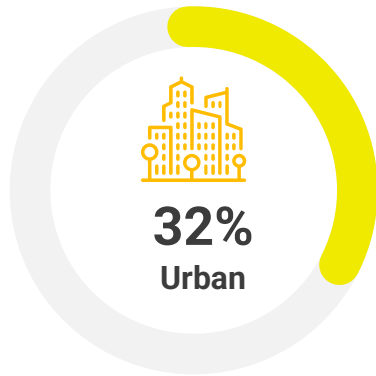
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# Snapchat Demographics

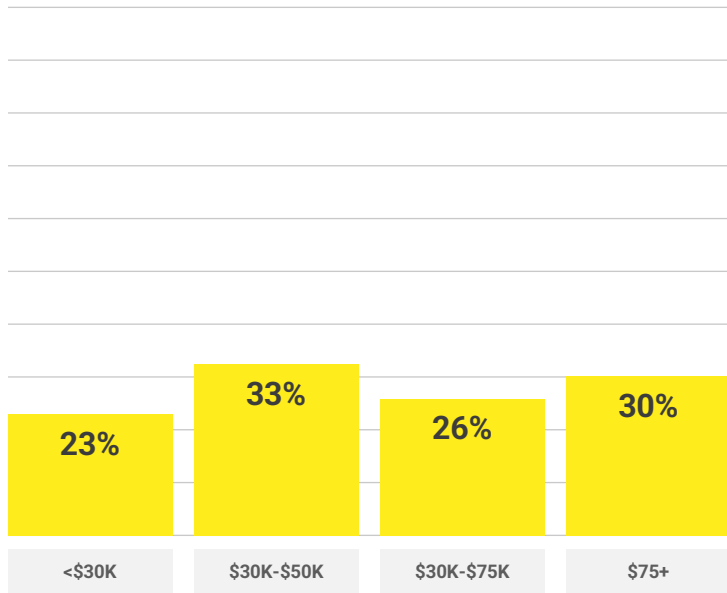
Snapchat Usage Among Key Demographics



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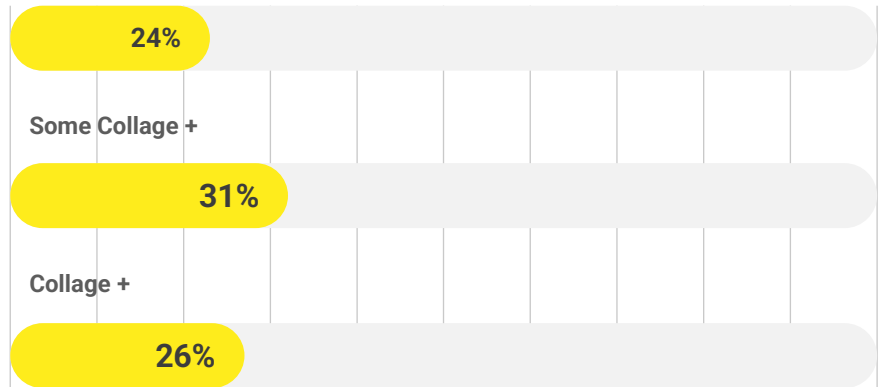
# Snapchat Demographics

Snapchat Usage Among Key Demographics



Based On Income

High School or Less



Based On Education

## HELPFUL RESOURCES:

### Design:

- Canva: [canva.com](https://canva.com)
- Crello: [crello.com](https://crello.com)

### Information

- sproutsocial: [sproutsocial.com](https://sproutsocial.com)
- digitalmarketer.com
- <https://blog.hubspot.com/marketing/social-media-marketing>

### Links:

- <https://sproutsocial.com/insights/social-media-statistics>
- <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>
- Pew Research Center: <https://www.pewresearch.org/internet/fact-sheet/social-media/>

Contact: Kelly Hahn, [CreateMeMktg@gmail.com](mailto:CreateMeMktg@gmail.com)

slide credit: slidesalad

### Platform Managers

- Hootsuite: [hootsuite.com](https://hootsuite.com)
- Sprinklr: [sprinklr.com](https://sprinklr.com)
- Loomly: [loomly.com](https://loomly.com)