Social Media Marketing - Part 2
Learning Outcomes

- Twitter and Twitter Analytics
- Google+ and G+ Analytics
- YouTube and Video Analytics
- Content Marketing
History of Twitter

- Based on the idea of short bursts of messaging between a group
- Prototype goes public in July 15, 2006
- Company being founded in 2007
- Funding
  - Raised 57 million USD in three rounds in 2008
  - 200 million USD in 2010
  - 800 million USD in 2010 by Digital Sky
  - 300 million USD in 2011 by an Arabian Prince (Alwaleed bin Talal)
  - IPO in September 2013, market cap of 24.4 billion USD
Understanding Twitter

- Twitter was meant to be a stream of inconsequential information (like a bird’s chirps)
- Tweet – A Twitter single update of 140 characters or less
- Handle – A twitter id e.g @edupristine
- ReTweet – taking someone else’s tweet and posting it giving credit to the source (similar to Facebook Share)
- Favorite – liking someone’s tweet
- DM – Sending another twitter user direct message not visible to other users following either of the personalities
- Mention – including a twitter handle in your tweet
Practical Exercise: Setting up Twitter

Welcome to Twitter.
Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

New to Twitter? Sign up

Username or email
Password
Remember me - Forget password?

New to Twitter? Sign up
Akruti Jewels
akruti@akritiijewels.com

Sign up for Twitter
Join Twitter today.

Full name
Akruti Jewels

Email address
akruti@akrutiwheels.com

Create a password

Name looks great.

We will email you a confirmation.

Password is okay.

Username is available. You can change it later.

Choose your username
akrutiwheels

Suggestions: akruti14 akruti15 akruti17 akruti20

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. Learn more.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, API. email notifications.

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.
Practical Exercise: Setting up your Branding

Cover Pic

Display Pic

About
How to do marketing on twitter

- Always tweet with Links or other rich media
- Make sure the link has rich content such as images/video
- Use hashtags for identifying topics
- Include other celebrity twitter handles to reach out to their audience
Dos and Don’ts of Twitter

- Don’t follow random people, most of them are bots!
- Follow people whose opinion you value, follow people whom you want to emulate
  - Follower count is a meaningless metric
- Tweet on a regular basis, have a communication strategy for this
- If you are using a multi-user account (more than one person handling the same account), then do mention who is tweeting at the end
- Send #FollowFridays
- Keep a track of trending topics, and try and use them in your tweets (its’ almost a game these days!)
Dos and Don’ts of Twitter

- Copy, but do give credit to the source
- Be nice, remember it’s a public forum
  - All activities are watched
  - Brand strength magnifies your social faux-pas’
- Respond fast to mentions
  - Use mentions to initiate conversations
  - Mention is a social win! So do not be afraid of customer complaints even 😊
- Try out different rich media (videos, images, links) and not just text tweets!
Dos and Don’ts of Twitter

- Do be funny and have fun!
  - Trolling to a certain extent is good
- Be a good spokes person of the company

Old Spice 🍀 @OldSpice
09 Jul
Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.

Taco Bell 🍔 @TacoBell
1:22 AM - 10 Jul 2012
@OldSpice Is your deodorant made with really old spices?

961 RETWEETS 660 FAVORITES
Twitter Analytics

Your Tweets earned **2.4K impressions** over the last **28 days**
That's **6.9% fewer impressions** than the previous 28-day period

**Measurement and Monitoring started**

**Scaling begins**

So far today, your Tweets have earned **432 impressions**. This is higher than your 28-day average of 84 impressions per day.
## Twitter Analytics

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<th>Impressions</th>
<th>Engagements</th>
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| EduPristine @edupristine · Jul 30  
Level I CFA® and Level II CFA® exam results are out.  
Reply & Share with us how did you perform!  
Know more about CFA® [bit.ly/1ME5oq](http://bit.ly/1ME5oq) | 764 | 3 | 0.4% |
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Level I CFA® and Level II CFA® exam would be out soon.  
Plan early and stay updated to know what’s next!  
[bit.ly/1ME5oq](http://bit.ly/1ME5oq) | 913 | 5 | 0.5% |
| EduPristine @edupristine · Jul 25  
CFA® 2014 results are up for release. Have a look at the historic pass rates for Level 1 CFA® exam: [bit.ly/UtkuT0](http://bit.ly/UtkuT0) | 2,100 | 47 | 2.2% |

**How many people are seeing your tweets**

**People who are either Favoriting, replying or Re-tweeting your tweet**

**Engagements By Impressions**
Case studies

- Zappos CEO started manning the @zappos handle to address customer complaints
  - Got mentions across media channels (Forbes, Time)
  - Automated the twitter handle to start talking to their Enterprise systems
  - Get 40-80 leads a day off twitter

- Flipkart, Cleartrip as good examples in India
Google+

For the love of better Search Visibility
Google and its history with Social

- Products discontinued
  - Orkut
  - Google Wave
  - Google Current
  - Google Buzz
  - Google Reader (had some social features)

- A history of failures

- The new approach
  - Integrate all accounts into one Google Account (one account to rule them all!)
  - Have this account merge with Social features

- Google Plus!!
Practical Exercise: Setting up a Page

Choose business type

- **Storefront**: Restaurant, retail store, hotel, etc.
- **Service Area**: Plumber, pizza delivery, taxi service, etc.
- **Brand**: Product, sports team, music band, cause, etc.

Managing multiple locations? Use Google My Business Locations
Practical Exercise: Setting up a Page

- Enter the Address
- Use Google Maps or Enter the address manually

- Address verification
  - Via Snail Mail
- This helps in search visibility and a must for local SEO
- Great for showcasing your offices
- Remember, you will have to decide what you want to publish on this platform
Google+ Communities

- Great way to discover new content and increase your outreach
- Most possible places on G+ to find your target audience
- Do not spam within a community, you need to know the community first
- These are moderated, so get to know the mods. Remember, the mod is god 😊
  - Mods can promote your content!
  - Mods can give you an additional leeway
YouTube

Using videos for sending the message across
Why video works?

- A picture is a 1000 words, a video is a 1000 frames!
- Attention Span is going down
  - The Lord of the Rings has more than 1000 pages to read, the trilogy movie is just under 10 hours!
- Access to faster internet is not a luxury, in fact in the developed countries its now considered a basic requirement!! (right alongside Food, Health Facilities and other utilities)
- Devices to consume/watch videos are growing smaller
Practical Exercise: Setting up your channel

- Do not use different IDs for this
- Use the same ID, and integrations would be simpler
Practical Exercise: Setting up your channel

- Add Channel Art (a profile cover pic)
- Add Display Pic
- Add social channels and website
- Uploading videos
  - Stick to a schedule (it’s a continuous activity)
  - Use descriptive names
  - Use custom thumbnails for the videos
  - Tag your videos
  - Use playlists
  - Share your publishing schedule with your audience
Using video analytics

- What are video analytics
  - Separate statistics and user behavior report on YouTube
  - Focused on how users are engaging with your videos

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What metrics should you look at?

- Videos are measured in minutes watched
  - Chase this metric, go beyond the 3 minutes average
  - Know your audience average – create videos just that long

- Attention drop off rates
  - Feedback for videos
  - At what point does the audience drop off?
Content Marketing
Using Blogging for better visibility
What is Content Marketing?

- Technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined target audience
- Content could be White Papers, Articles / Blog Posts, How to Guides, Tips, Industry reports, Insights, Infographics (eye candy)
- Creating useful and beautiful content to provide value to potential customers
- Relying on the Content is King paradigm
Why should you do this?

- A must for B2B channels
- Opportunity to be the thought leader in your industry using the power of content
- Your content can be amplified by your competitors as well!!
- Perfect way to attract your audience
Creating your own blog

- Using a corporate blog to publish different content types
- Do not confuse this with your sites other pages
  - Pages are permanent
  - Posts have a time of publishing and more transient
Different platforms for blogging

- WordPress
- Blogger
- Joomla
- Movable Type
Best practices while creating a blog

- Update frequently, have a schedule for your publishing team
- Cross promote your previous content
- Cross-sell your offering with each content you post
  - Have special creative for this
- Content schedule should work with your SEO strategy for keyword targeting
  - Perfect for long tail keywords
  - Identify ever green content and optimize for your main keywords
- Share your content across your channels
- Make it easy for your users to share your content
- Give Bribes for getting the users to convert
  - Free Downloads
  - Larger discounts

Bribes at the end of the blog post

100% Privacy, I Will Never Spam You
Managing Social Channels
Juggling the different social media channels for coherent and cohesive action
Orchestrating social media

- Have different social updates and communication strategy for each channel
- Quickly test and identify which post format works on which social media
  - Images + Links on Facebook
  - Links on Twitter
  - Images + Videos on G+
  - Articles on LinkedIn
- Create publishing policies for each of your properties
  - Dos and Don’ts
  - Timing and Schedule for each
Practical Exercise: Setting up a Communications plan

- Take an infographic being posted on your blog
  - Schedule the blog post
  - Identify what times you would want to post on your other social channels
Tools you can use

- **SocialBakers** for overall Social Media Analytics
  - Top Brands and their statistics (across channels), Top Pages, Industry-wise data
  - Can be used for Listening, Scheduling and Analysing your Social Media performance
- **Hootsuite** for managing multiple channels
- **Buffer** for scheduling content
- **Klout** for discovering good shareable content
- **Topsy** for identifying social trends
- **Moz.com** (premium) to analyse your Social Media performance
- **Radian6** (premium) to integrate monitor your online reputation and to identify potential customers (this has been taken over by Salesforce and now is a powerful addition to the CRM)
- **Buzzsumo** to identify which content is being shared across different social channels
- **IFTTT** to automate certain actions (if this then that)
  - Auto-follow/mention someone when they follow you on twitter
  - Save content to Google Docs which gets shared
  - Save content to Dropbox which you get tagged in on Facebook