

Digital Marketing

strategy & tactics

Instructor Lecture Guide

CHAPTER 7

Social Media: Communities and Targeting Advertising

1 or 2 sessions

Chapter Outline

- Social media overview
- The power of communities
 - The three elements of social media
 - Why social media for marketing?
- Leading social networks—Facebook and everyone else
- Marketing in social media
- Which network is the right network?
 - Social media: advertising considerations
 - Social media: privacy considerations
 - Social media: where to engage?

Key Objectives

- Social media is the digital mapping of our real world connections; it consists of three elements: a portal, user generated content; and the social graph.
- Know that the leading social networks are Facebook/Instagram, LinkedIn, Pinterest, and Snap. Twitter and YouTube are considered social and community sites although not properly social networks.
- Understand that marketing in social networks can take place through paid advertisements using the extensive information for targeting, community building and content sharing.
- Companies and advertisers seek to use the social graph on networks like Facebook or Twitter in a non-invasive way to spread their brand message.
- Content can be promoted or sponsored to get great reach and is a form of native advertising.
- Facebook has made it difficult for brands and marketers to reach their followers organically due to changes in their Edgerank algorithm for the news feed; marketers have responded by paying to promote content.

Teaching Notes

- **Slides 1–4:** The basics of social media are something students understand as consumers, but it's important they understand the mechanics as well. Some define the social web as the two way communication it generates compared to the one way communication of a broadcast media; others base their definition on the online technologies that enable this communication. A third way is to use the Facebook definition—a more marketing and strategic one—of “the digital mapping of our real world connections (slide 7).”

A video I use for class intro, Eric Qualman #Socialnomics 2017: <https://www.youtube.com/watch?v=PWa8-43kE-Q>. It's the 7th version of this Social Media Revolution Series by Erik Qualman based on his #1 bestseller *Socialnomics*. Other variations available too.

- **Slide 5:** Humorous way to point out that different social networks and apps are used for different purposes, with different communities, and different methods of interaction: posts, pictures, video, chats etc.
- **Slide 6:** Humans have had tools for social relationship management for a long time; the Internet just makes it so much more efficient to share and interact.
- **Slide 7:** Mark Zuckerberg defines social media as the digital mapping of our real world connections. It's short but implies a lot—that we first meet in real life, implying a shared experience of work or school, geography, and language.
- **Slides 8–11:** It's important to structurally define the three elements that have come together to form the powerful social media of today. Portals—places to get information—have existed as web pages like Yahoo etc. for a long time. User-Generated-Content (USG), covered in depth in Chapter 8, is the production of content by non-professionals—everything from blogs and posts, to pictures and videos, to likes and shares. This also existed before. The Social Graph, the actual web of our social connections used to effectively filter all this information, is the most important element. If directories like the old Yahoo portal, edited and curated by humans, were the original way to find what was important; Google and search engines, with their algorithms for relevance, were the second way; then the Social Graph powers the third way—filtering information by using our social connections (reflecting our own preferences) to determine relevance and importance.
- **Slides 12–13:** The social graph maps our direct and indirect connections as well as the nature of how we share and how we respond to rank the importance of the connections. This is how social networks determine what news, pictures, and videos to show us. For example, Baby pictures are cute, but my friends and families are the ones I care about most.
- **Slide 14:** Social Media is important to marketers for a few key reasons, but the main one is that this is simply where people are spending so much of their time—marketers need to go where their customers are! Coupled with so much more personal detail (aka data) for targeting, it's a great channel for finding and attracting new customers.
- **Slide 15:** Good graphic that represents the activities people do online—social is so much. A good place to poll class and lead interactive discussion.
- **Slide 16:** Messaging platforms have emerged worldwide as almost a next gen, stripped down version of a social network based primarily on communication. More marketers are experimenting here every day. (Hootsuite is a simple but powerful tool for the average social media marketer—or enterprise—to manage all their social networks in one convenient dashboard, with analytics: <https://hootsuite.com>.)
- **Slide 17:** The old familiar version of the marketing funnel relied on mass media to spread the word through reach and frequency. The new world has so much of commercial intent beginning with asking your network of friends.

- **Slides 18–19:** With all the time spent, it's no wonder that marketers are spending more on social platforms to reach new customers. It's worth noting that Facebook and its properties are capturing most of the spend! Marketers are all trying to spend more on social.
- **Slide 20:** KLM (airline) is an example of a committed social media marketer who uses Social for both direct investment and to raise its brand profile. The brand actively supports customer service on social, even listing wait times on social media, and creates events for content marketing.
Note: this is where you might show additional live examples of social media placement and content marketing of your preference.
- **Slide 21** More money for social based ads should not overlook the enormous growth of content marketing.
- **Slides 22–24:** Facebook is capturing enormous share of the dollars in social ads. Both Facebook and Instagram capture a large amount of this. Facebook analytics page: <https://www.facebook.com/facebookanalytics>.
- **Slide 25:** The Facebook advertising challenge is a fun in-class exercise to force students to use the FB ads program and create targeted ad. This exercise pits the class against each other for prizes or bragging rights. Students need to know the criteria and try to get as close as possible to 50,000 people in their test audience. Facebook targeting home page: https://www.facebook.com/business/help/121933141221852?helpref=page_content. Each student will need to create an ad account in their own personal interface. They won't have to pay for anything but they will need to enter the Facebook Ads Interface through the menu on the right side of the top bar to begin the exercise.
Exercise: Have every student open up their Facebook Ads interface. The nominal client challenge is that we are testing the market for an adventure travel service for singles. However, we aren't concerned with the ad itself—we're going to illustrate some points about targeting. After selecting "driving traffic to a website" as a goal, we're going to need an audience. Using the targeting criteria in the FB ad interface, the students have 5 minutes to get within 45k-55k in audience size—the arbitrary target is 50k. Anyone within the range is eligible to win based on quality of targeting.
Selecting for demographics is easy—refining it will make the points we want.
Data—selecting for "Single" should be obvious. Selecting for a tighter age range, perhaps. Geography should be a factor—people need to be near each other to date. And, what about an interest in the outdoors? The goal here is to pick whoever best suits the target profile.
- **Slides 26–30:** Profiles of the most prominent socials right now.
- **Slide 31:** No matter what your personal preference is, you must go where our customers are and will be—that means you should choose your social networks based on where customers really are and what they share there.
- **Slide 32:** While there is a cross company similarity in most social networks, Snap skews very young.
- **Slides 33–34:** Facebook is number one in almost every country, but there are many other important social networks. The secondary social networks ecosystem shows that there are many other platforms out there that might be good for a marketer to find their customers. Do determine what social network is the best, marketers need to think about where their customers are, and where they will be—whether Facebook and other large networks or small niche networks. Marketers also need

to consider the type of content and frequency of posting necessary to participate in a community and whether they can afford and sustain the needed effort.

- **Slide 35:** Regardless of what social networks you like, it's important as a marketer to ask the basic questions of who will be there and how to reach them. This list from HubSpot, a leading inbound marketing firm. They have additional resources to add to this discussion: <https://blog.hubspot.com/marketing/biggest-social-media-lessons-hubspot-learned>, or <https://academy.hubspot.com>.

Class Exercises

- **Exercise:** Have every student open up their Facebook Ads interface. The nominal client challenge is that we are testing the market for an adventure travel service for singles. However, we aren't concerned with the ad itself—we're going to illustrate some points about targeting. After selecting "driving traffic to a website" as a goal, we're going to need an audience. Using the targeting criteria in the FB ad interface, the students have 5 minutes to get within 45k-55k in audience size—the arbitrary target is 50k. Anyone within the range is eligible to win based on quality of targeting.
Selecting for demographics is easy—refining it will make the points we want.
Data—selecting for "Single" should be obvious. Selecting for a tighter age range, perhaps. Geography should be a factor—people need to be near each other to date. And, what about an interest in the outdoors? The goal here is to pick whoever best suits the target profile.

Tools and Resources

- Video for class intro: Eric Qualman #Socialnomics2014 <http://youtu.be/zxpa4dNVd3c>.
- Hootsuite is a simple but powerful tool for the average social media marketer: <https://hootsuite.com>.
- New tools and ideas to manage social media advertising: <https://optinmonster.com/23-tools-that-will-take-your-social-media-marketing-to-the-next-level/>.
- SocialMention—simple social monitoring tool to illustrate concepts: <http://www.socialmention.com>.
- Followerwonk—simple free tool to show follower and interest information from Twitter: <https://moz.com/followerwonk/>.
- Hootsuite Academy—social media courses and tools: <https://education.hootsuite.com/>.
- Hubspot Academy—more courses and tools on inbound and content marketing: <https://academy.hubspot.com/>.