

# Digital Marketing

*strategy & tactics*

## Instructor Lecture Guide

### CHAPTER 8

## Social Media: Content Marketing, Influence, and Amplification

1 or 2 sessions

## Chapter Outline

- Content marketing and community outreach strategies
- Communities—consumers *trust each other*
- User-Generated Content—content types
- Customer Relationship Management—supporting the community
- Maximizing Social—online PR and earned media
- Social Media—community and reputation management
- Content Marketing—attracting and retaining customers
  - Three methods for generating content
  - Sharing your content for maximum visibility
  - Seeding and sponsoring content on social media
- Does Social drive sales?
- Social Mention Dashboard

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## Key Objectives

- Content marketing is described as a strategic marketing approach focused on creating and distributing valuable and relevant content to attract and retain a targeted audience.
- Content marketing and community outreach strategies help marketers integrate public relations or publicity efforts in their marketing mix, engaging with or *amplifying* the voices of influential figures to drive positive messaging for the brand.
- Consumers trust one another far more than they trust advertisers when selecting and evaluating content.
- User-Generated Content (UGC) is defined as any type of content that has been created and put out there by unpaid contributors.
- Social and user-generated content are two sides of the same coin. Social media provides the filter for consuming information; UGC provides the content that powers the networks, fills them with rich content, and makes users come back for more.
- A good content strategy involves owned, paid and earned content—and moderating and managing content that is being created and virally shared by third parties.
- Inbound marketing is a defined approach focused on attracting customers through creative content and interactions that are relevant and helpful—not interruptive.
- Influence and amplification metrics allow marketing to properly measure, prioritize, and evaluate engagement and effectiveness of their social and UGC content strategies.

## Teaching Notes

- **Slides 1–5:** Content marketing uses user-generated content to spread positive messages around brands—because as surveys prove users trust each other way more than marketers.
- **Slides 6–8:** User-generated content is created by people, not pros. Not for money, so often the value is recognition. It can take any form—text, photos, etc.—but is more trusted and authentic precisely because of its origins—even if lower quality. One can generate an engaging class discussion here asking students what types of content they create and share—or a recent example of UGC they found compelling.
- **Slide 9:** Even Rupert Murdoch, the oldest of old school media moguls, recognizes this is changing the dynamic from a monologue of brands shouting at consumer using traditional mass media to a dialog and conversation.
- **Slide 10:** When done right, engaging with consumers, fostering discussion and dialog, can encourage the creation of a volume of supportive and more trusted content from consumers for consumers to view and engage with.
- **Slide 11:** The old world was characterized by high costs of entry; limited distribution, and therefore the brands could be authoritative. The new world is peer to peer and interactive—consumers talk back and take control.
- **Slide 12:** Social networks and UGC are two sides of the same coin; user-generated content is why people come back and spend time, but it's the social filter and easy distribution and creation tools that make the content so simple to spread.
- **Slide 13:** Wayfair gets users to show off their home setups, featuring Wayfair's products as part of their pride of their home—and it's real and authentic so it speaks to other consumers.: #wayfairathome Instagram posting.
- **Slide 14:** Interactivity means customers can talk back—and sometimes they won't say positive things or support the brand. There are many strategies to deal with this, but most important is to have a plan, acknowledge to problem, and work towards a solution.
- **Slides 15–16:** Dell Hell is a classic example. In 2005, Jeff Jarvis—a prominent New York professor and a blogger—bought a Dell computer with an extended warranty and home service. Unfortunately, he had a lemon—and Dell wouldn't fix his problem, instead making him suffer through offshore call centers and a runaround. He ultimately blogged about his frustrations in an open letter—and tapped into a vein of discontent.  
*<https://www.theguardian.com/technology/2005/aug/29/mondaymediasection.blogging>*  
Anecdotally, legend has it that Michael Dell searched his own name and saw all the nasty and frustrated results on Google, and ramped up the social media team to deal with the problems.
- **Slide 17:** This Twitter interaction shows how you can use negative comments to stay on brand, reinforce your mission, and win over the rest of the audience. A Ted Cruz supporter trolled the Washington Post for posting a headline that wasn't friendly to the Senator; their snarky but sober response won a lot of respect.

- **Slide 18:** Social and UGC have some very real challenges, noted here—plus Privacy and Fake news and material.

*Exercise:* [Great place for an in-class discussion about privacy in social media, fake news, and how far back is fair for posts to impact a person—use a current event of a social media based firing or censure as a jumping off point.]
- **Slides 19–20:** Social media is general seen as *earned media*—similar to public relations. This is distinct from owned media—where you control the message—and paid media, where you can buy access to share the message. Earned relies on word of mouth, buzz, and viral marketing. Distinguish between the three and discuss which is easiest, most credible, etc.
- **Slide 21:** Online PR has many things going for it. It's cheap if done right, compared to paid media; it can be tracked more effectively than traditional PR as well. Online PR and the content it creates also help SEO and spreads the message to social media communities. All of this is vital to support the brand and its reputation. A good place to show or recommend the video from *Tools and Resources* (video about branding and reputation management): <https://www.youtube.com/watch?v=nXG7zYWKHGU>.
- **Slide 22:** An illustration that should point out the positive outcomes—buzz, traffic, and engagement—and that it can be defensive in a crisis as well.
- **Slide 23:** Agile marketing—in this case “meme surfing” or tying a brand to current events or news to make it relatable in a humorous or interesting way—can work well even for brands that don't sell online directly, by keeping them top of mind and in consideration. This Oreo example shows a well-done creative that was planned and executed on key social channels to get timely responses. (You can have the class guess the newsworthy tie-in: Pride, Panda birth, Mars landing, Elvis's birthday)
- **Slide 24:** Inbound Marketing is the process of using content creation to attract, nurture, and convert leads to customers. [www.HubSpot.com](http://www.HubSpot.com) is an excellent resource for additional examples and approaches.
- **Slide 25:** If the old media world was about reach and frequency—hitting a targeted audience repeatedly with the same message—new media is about influence and amplification. Targeting people who can repeat and leverage the message. Using influencers can amplify a message, but influencers must cause things to happen—retweets, shares, and ultimately sales.
- **Slide 26:** Some influencers have become mini media properties in their own right with huge reach, bigger than many cable channels; brands have responded and begun advertising and sponsorship.
- **Slide 27:** A useful reference—and an example of content marketing.
- **Slide 28:** When trying to use content marketing, a key decision is how you will get the content. The 3 C's of content generation are *Collection*—aggregating content on a topic or theme, without judgment or editing, *Curation*—editing and adding value by selecting the best of a theme, and *Creation*—making unique and original content. The level of difficulty (and potentially cost) increases with the effort and authenticity of the content type selected.
- **Slide 29:** Distribution is the next decision—where and how and in what form the content will get out there. At its most basic, it's a table of what you're creating and sharing, and where and what form you're doing it. Align with your audience and your goals.

- **Slide 30:** Reference chart of sharing or viral triggers. When creating content, one can strategically evaluate the sharing triggers; why would someone share your content? Consumers don't want to help marketers; they want to look smart or funny or share value in some way with their networks.
- **Slide 31:** Smart car example; uses humor to turn a negative customer remark into a teaching opportunity for its safety features.
- **Slide 32:** Students often grumble that this only works for cutting edge and savvy organizations; the social media flow chart is not only a good example, it showcases the most mainstream and stodgy organization—a government/military account from the air force. If they can do it anyone can!
- **Slide 33:** Once you're creating content, making sure it's seen by enough people to have a chance to be shared (and perhaps go viral) is important. This is a seeding strategy—you can use sharing sites or paid promotion but the goal is the same—to find an audience that will share organically for their own reasons.
- **Slide 34:** Some content types are very useful for B2B; turning live events or customer stories into valuable and shareable content can really leverage things.
- **Slides 35–38:** Using content sharing, seeding sites, or paying for promotion to get things started is also important when trying to generate buzz.
- **Slide 39:** Like traditional branding, it's not always easy to measure social media and content marketing impact on sales directly.
- **Slide 40:** Success in social means establishing a baseline for relative reference, since sales can't always be directly inferred. Track reach, and engagement, compared to your initial position. Create a relevant range of performance and follower accounts using competitive benchmarking. Monitor things over time for results.
- **Slide 41:** Socialmention is a free (but flawed) tool that can be used to illustrate points about sentiment analysis, keywords, media types for sharing, and the like.

*Exercise:* Run a brand name through the social engine—and see what happens! I once ran Skittle and found the word 'vodka' highly associated. Turns out some social media active college kids had a party the night before—and if you put skittles in a vodka shot it turns that color. Who knew? Social Mention real time social media search tool: <http://www.socialmention.com>.

- **Slide 42:** Pinterest depends on users to aggregate and organize photos. Key differences from other social/photo sharing sites? People share things they aspire to have, not their lunch or baby pictures; the pictures have links back to the store or where found; and the main users who adopted early on were middle American scrapbooking moms.
- **Slide 43:** Instagram is a visual network for photo sharing and part of Facebook—but has great targeting and ad products. Enjoying a moment in the sun as it ramps ad growth.
- **Slides 44–46:** Snap! Hugely over presents in the youth generation. We'll see if they stick around. Lots of innovation and new marketing products to test.

## Class Exercises

- One can generate an engaging class discussion as you go through the first 6–8 slides; by asking students what types of content they create and share—or a recent example of UGC they found compelling.
- Timely discussion on fake news as it relates to Social and UGC content. [Great place for an in-class discussion about privacy in social media, fake news, and how far back is fair for posts to impact a person—use a current event of a social media based firing or censure as a jumping off point.]
- Online PR and branding, good place to show or recommend the video from *Tools and Resources* (video about branding and reputation management): <https://www.youtube.com/watch?v=nXG7zYWKHGU>.
- Social mention exercise: Run a brand name through the social engine—and see what happens! I once ran Skittle and found the word “vodka” highly associated. Turns out some social media active college kids had a party the night before—and if you put skittles in a vodka shot it turns that color. Who knew? Social Mention real time social media search tool: <http://www.socialmention.com>.

## Tools and Resources

- Video about branding and reputation management: <https://www.youtube.com/watch?v=nXG7zYWKHGU>.
- “BrandYourself DIY Reputation Management Tools,” looking better on Google!  
<https://brandyourself.com/info/about/howItWorks>.
- Social Mention real time social media search tool: <http://www.socialmention.com/>.
- Google Trends, explore and search media by phrase or topic: <https://trends.google.com/trends/explore>.
- FollowerWonk, *tools to explore and grow your social graph including Twitter analytics tools:*  
<https://moz.com/followerwonk/>.