

Social Media Marketing

Lesson: Introduction to Social Media & Facebook Marketing

Agenda

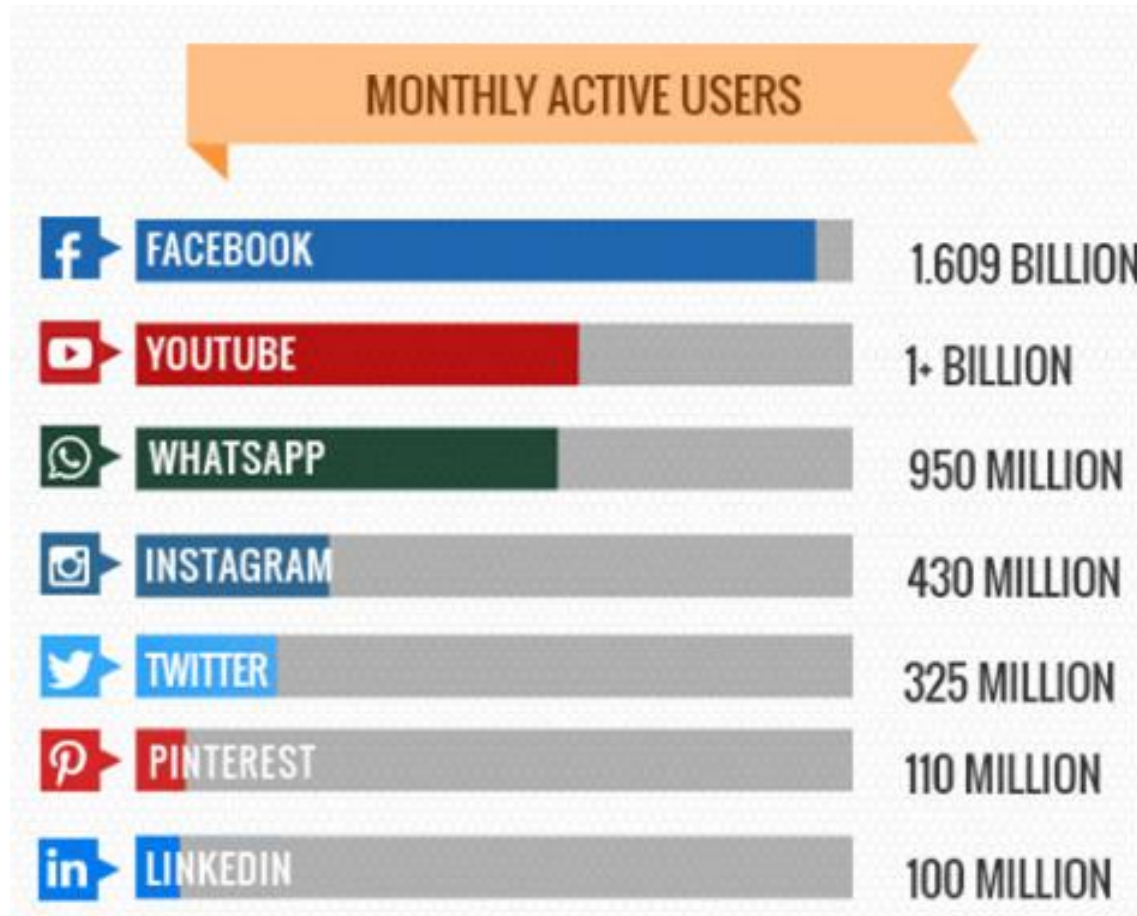
- Why should marketers care about SM?
- Introduction to various Social Media Platforms
- Facebook Marketing Terminology
- How to approach content marketing on Facebook
- Facebook Newsfeed Algorithm and key algorithm parameters
- Facebook Videos and Facebook Live
- Facebook Page and Insights Demo

Participate effectively in this Lesson

- Watch the entire video in one sitting
- Have a notebook & a pen
- Make sure that you have no disturbances during the lesson
- Ask Questions

Why care about Social Media

Massive Target Audience on SM



A large amount of time is spent on SM

**Social Networking Accounts for 28%
of all Media Time Spent Online**



Social Media for Marketing

**KEY BUSINESS
OBJECTIVES**

**Brand
Awareness**

**Lead
Generation**

**Listening
&
Monitoring**

Introduction to key Social Channels

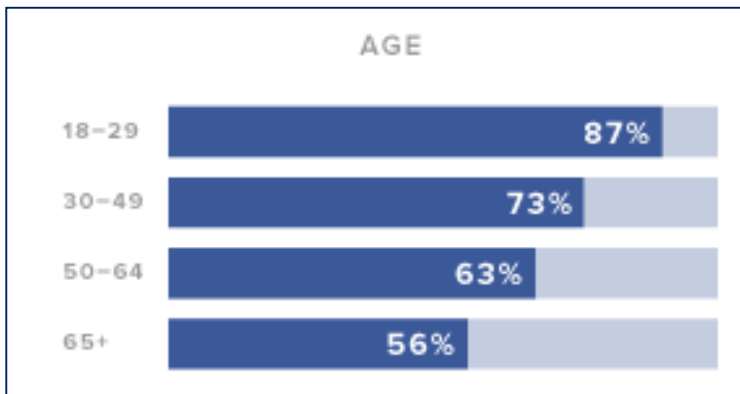
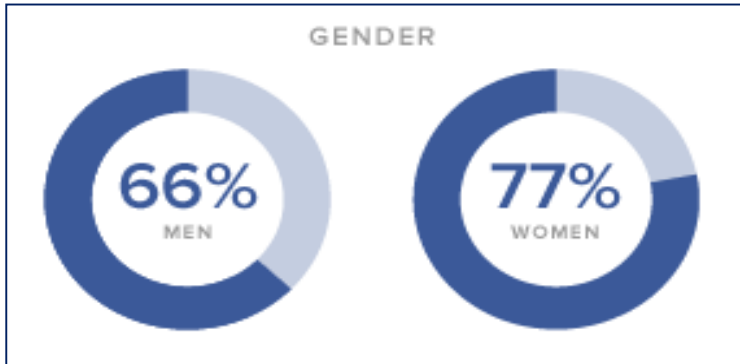
Key Social Media Channels



Instagram

Facebook

Facebook Usage Among Key Demographics



Primary Audience:

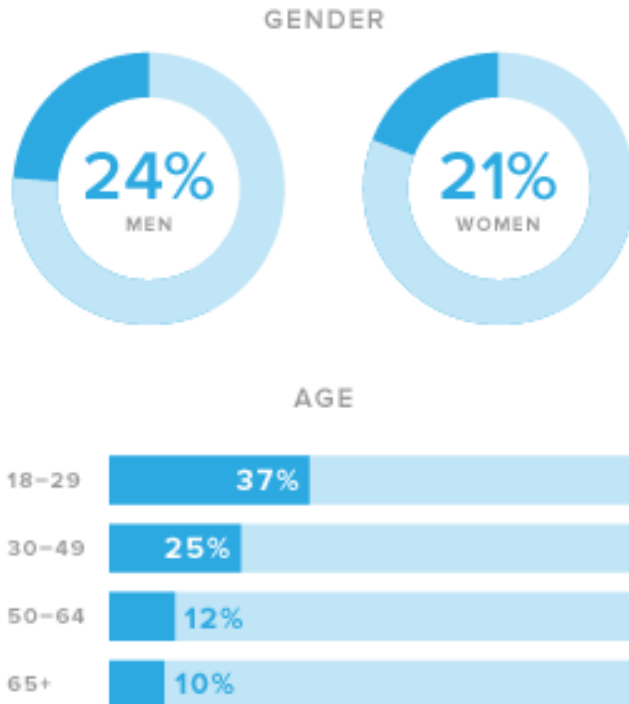
- Facebook has users from all age demographics, making it one of the most diverse social channels

Primary Uses for Business:

- Building a community to engage users and drive conversations
- Build brand awareness
- Drive sales and generate leads through targeted advertising

Twitter

Twitter Usage Among Key Demographics



Primary Audience:

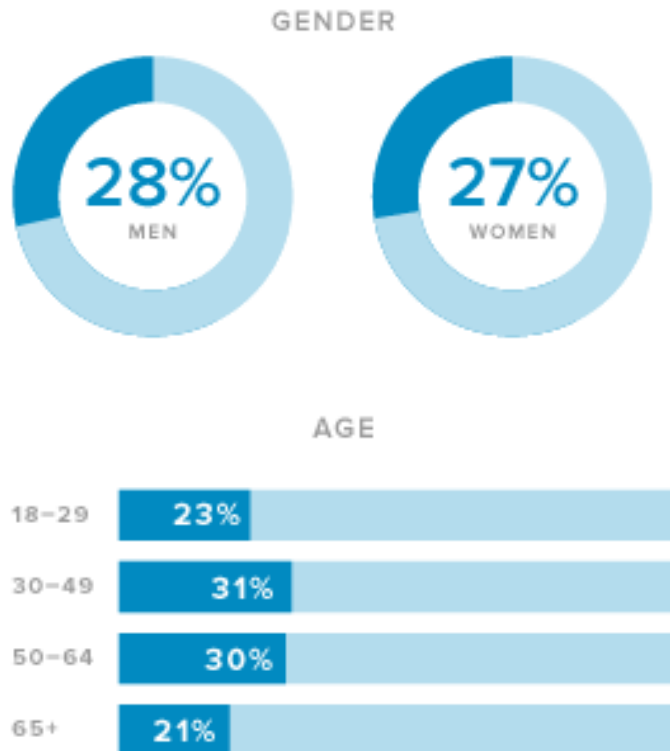
- Twitter's largest demographic is young adults between the ages of 18-29 (37%)
- A fairly opinionated audience that is open to sharing their thoughts in public

Primary Uses for Business:

- Building a community to engage users and drive conversations
- Build brand awareness
- Drive sales and generate leads through targeted advertising
- Listening & Monitoring

LinkedIn

LinkedIn Usage Among Key Demographics



Primary Audience:

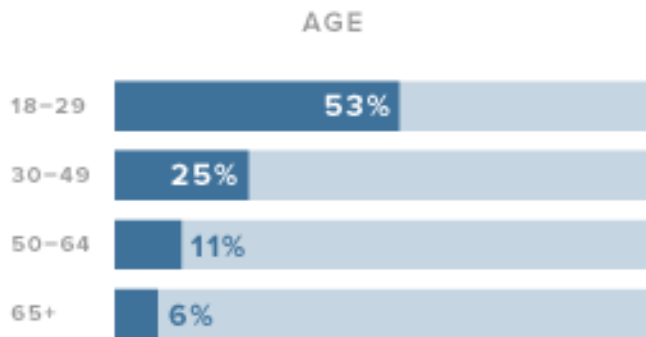
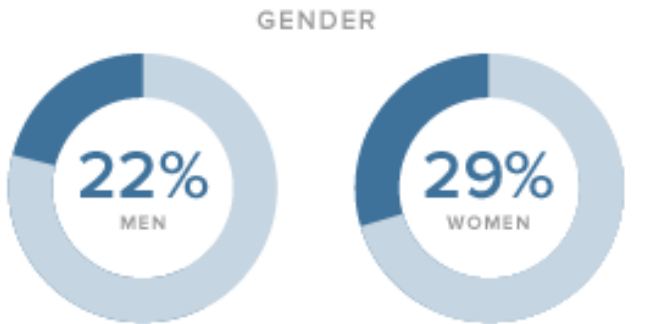
- Comparatively older and mature audience
- Professional Network

Primary Uses for Business:

- Effective lead generation channel, particularly for B2B companies
- Drive industry thought leadership
- Post new job opportunities and recruit potential employees

Instagram

Instagram Usage Among Key Demographics



Primary Audience:

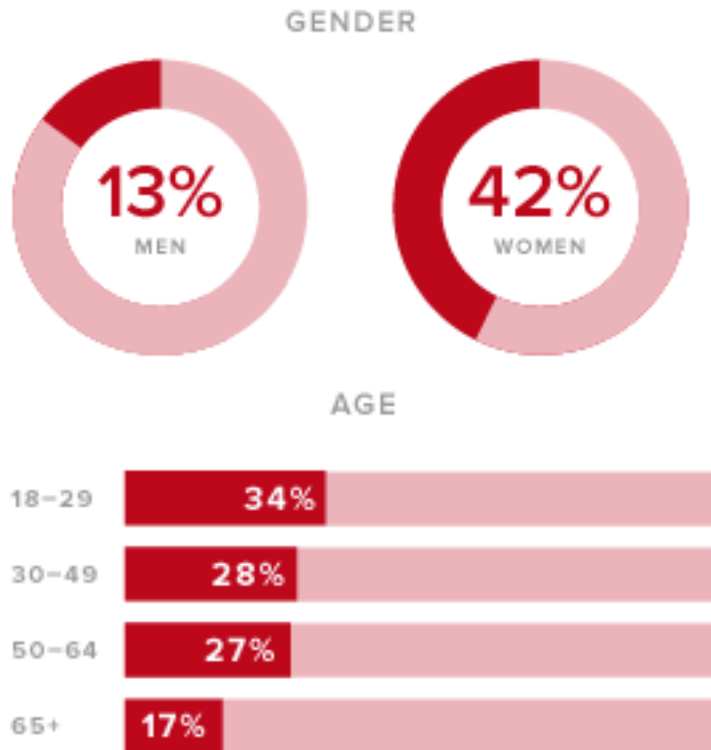
- Younger audience as compared to all other social platforms (except Snapchat)
- Mobile-only network

Primary Uses for Business:

- Build brand awareness through visually appealing content
- Drive sales and generate leads through targeted advertising

Pinterest

Pinterest Usage Among Key Demographics



Primary Audience:

- Predominantly a relatively young female audience
- Popular place for those looking for inspiration on fashion, accessories, wedding, cooking, and do-it-yourself projects.

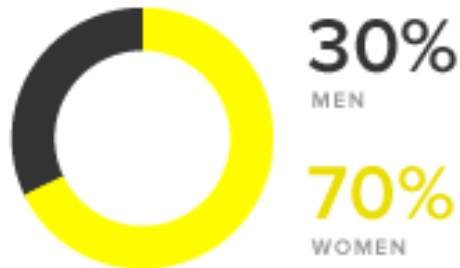
Primary Uses for Business:

- Sharing visually appealing content that links to the website or blog for more information
- Build brand awareness through content/product boards that would be of interest

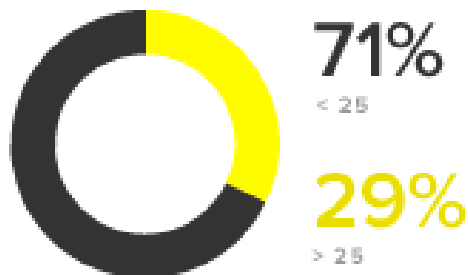
Snapchat

Snapchat User Demographics

GENDER



AGE



Primary Audience:

- The youngest audience amongst all social platforms

Primary Uses for Business:

- Storytelling
- Sharing behind-the-scenes and exclusive content
- Engaging and interacting directly with your fans

How to choose the right social channels
for your business' presence?

The target audience for your business
must be active on those channels

Facebook Content Marketing

Glossary of Facebook Terms

- Profile / Page / Group
- Reach / Engagement
- Impressions / Clicks
- Like, Comment, Share, React
- Organic / Paid
- Conversion

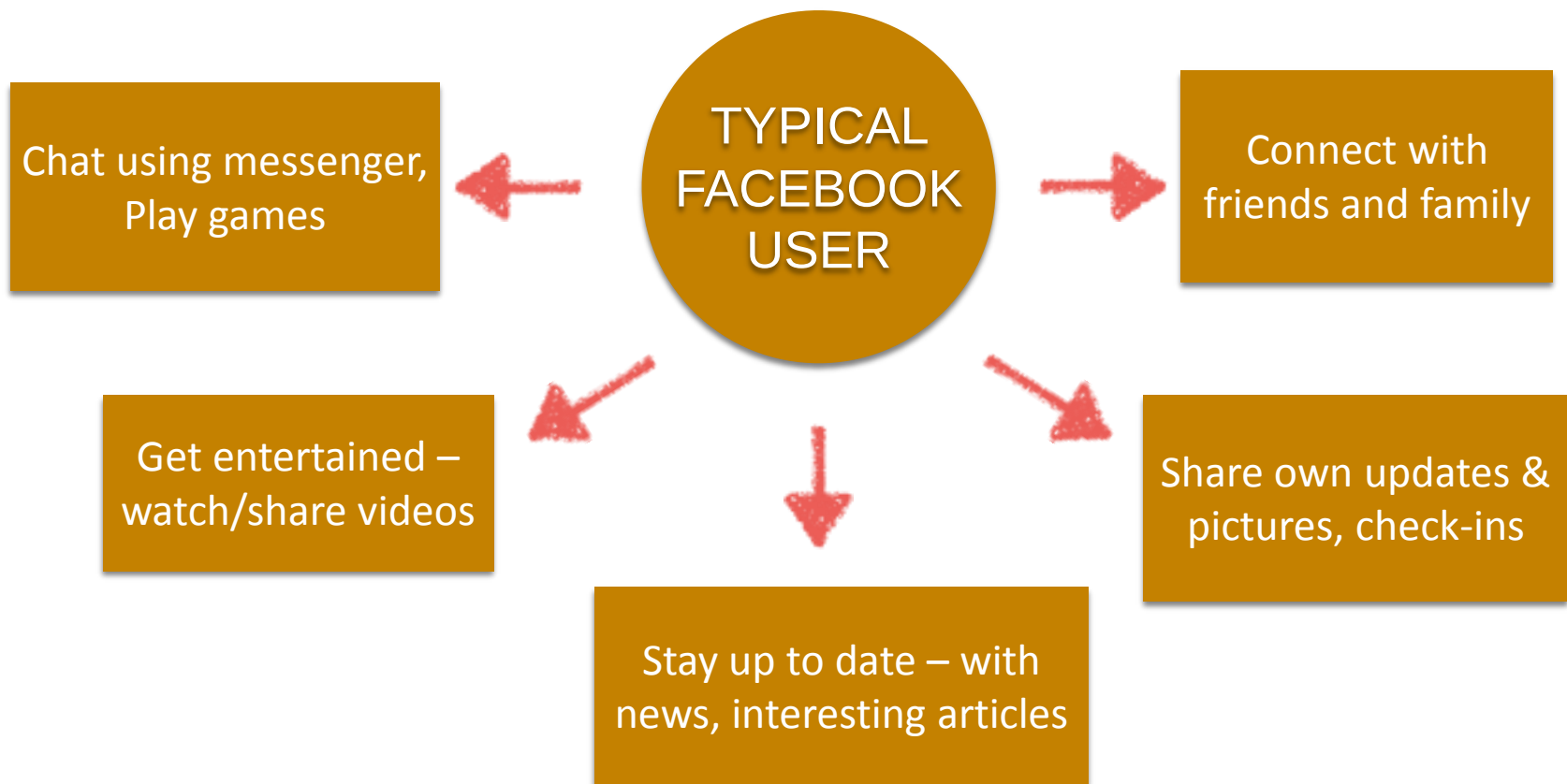
Activity Time

What are the top five activities that you as a typical user do on Facebook?

Hint:

Forget, for the next 5 minutes, that we are all marketers
Think like a USER!

What typical Facebook users do



Key Learnings

Users only engage with content which adds VALUE to their lives.

Value doesn't only mean improving the quality of lives.

Making users think, have fun, learn something, making them connect to people, relate to something, feel something – all this is VALUE

Key Approach to Content Marketing on SM

- Be Social
- Think like a user, not like a marketer
- Focus on ADDING VALUE to your users

Question to ask yourself before you post any content to your brand page on FB

Q If I was the target customer for my brand, would I find this content useful, fun or valuable enough to be in my Facebook Feed?

A If the answer is yes, only then does that content deserve to be published on a brand page

Key Learnings

For any social platform, understand why the audience is present there and post content that strikes a chord with them

On Social Media, people want stories, not marketed content. Find something that resonates with them and engage effectively.

Facebook Content Algorithm

The Fundamental reason why Facebook has an algorithm

To ensure that users get to see content they really want to see and keep coming back to Facebook for more of it

The Facebook newsfeed algorithm takes
into account 1,00,000 parameters

Key Learnings

Post content that contributes positively to the User Experience on Facebook.

If you can do this, you will never have to worry too much about all the factors that go into the algorithm.

Focus on providing value and don't worry about your reach.

Key factors in the Newsfeed Algorithm

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

Interest

Interest of the user in the creator

Post

This post's performance amongst other users

Creator

Performance of past posts by the content creator amongst other users

Type

Type of post (status, photo, link) user prefers

Recency

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Engagement trumps reach

ENGAGEMENT TRUMPS REACH

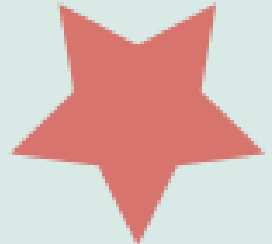
Facebook ranks people interacting with your content higher than reach. Images have been reported as most popular in past, but test a variety of quality content that connects with your target market. Quality is now king.



IMAGES?



VIDEOS?



LINKS?

Post 1 _____

Reach - **1000**
Likes - 5
Comments - 2
Shares - 0

Post 2 _____

Reach - **500**
Likes - 20
Comments - 10
Shares - 5

Make every post count

MAKE EVERY POST COUNT

Don't over post. Ensure you are posting high quality content that has been optimised for engagement.

Would people share this with friends? ★★★★★

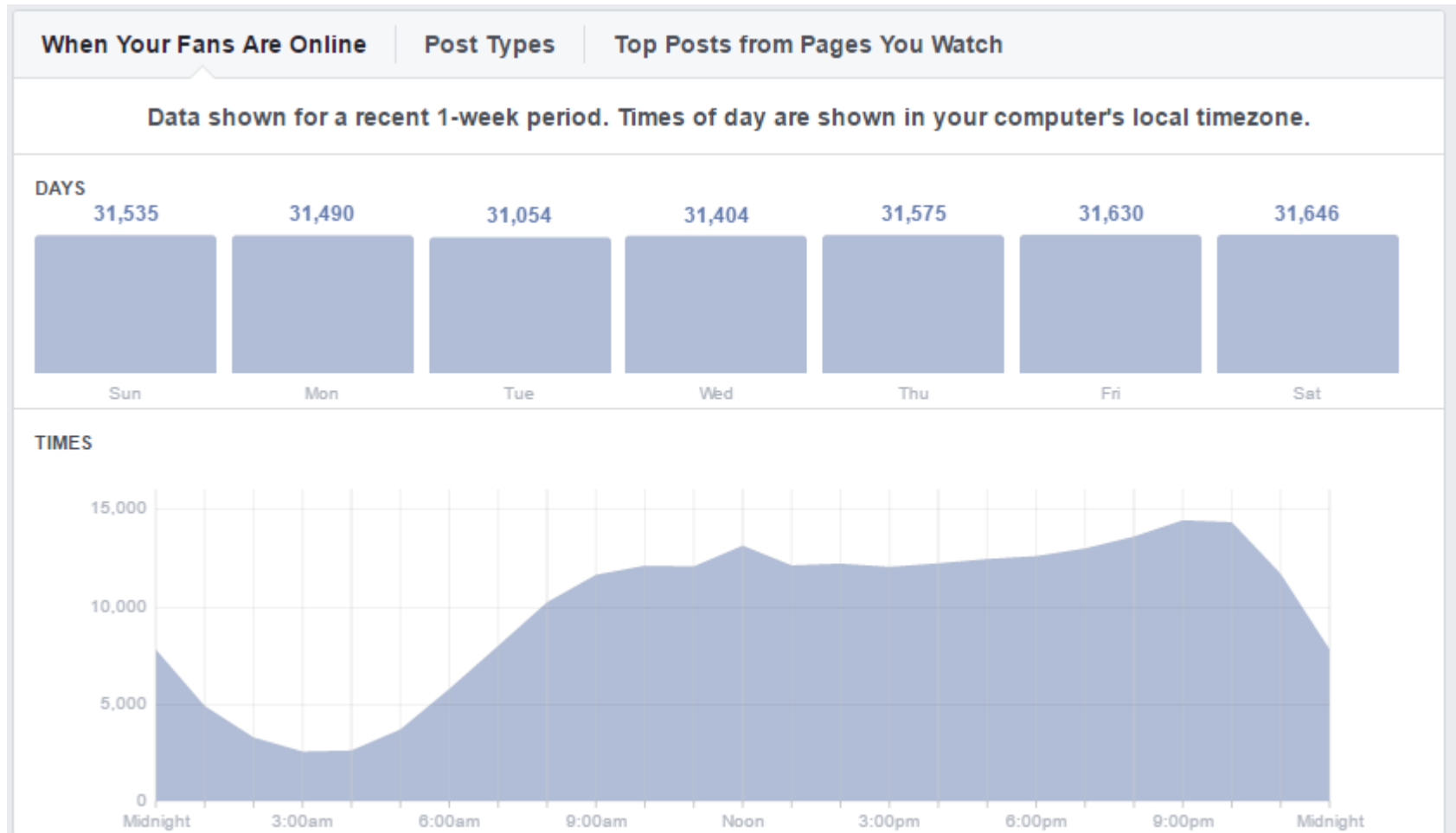
Does it build credibility with audience? ★★★★★

Would they want it in their news feed? ★★★★★

Is it timely and relevant? ★★★★★

Quality > Quantity

Publish at key audience times



Negative Feedback adversely impacts reach

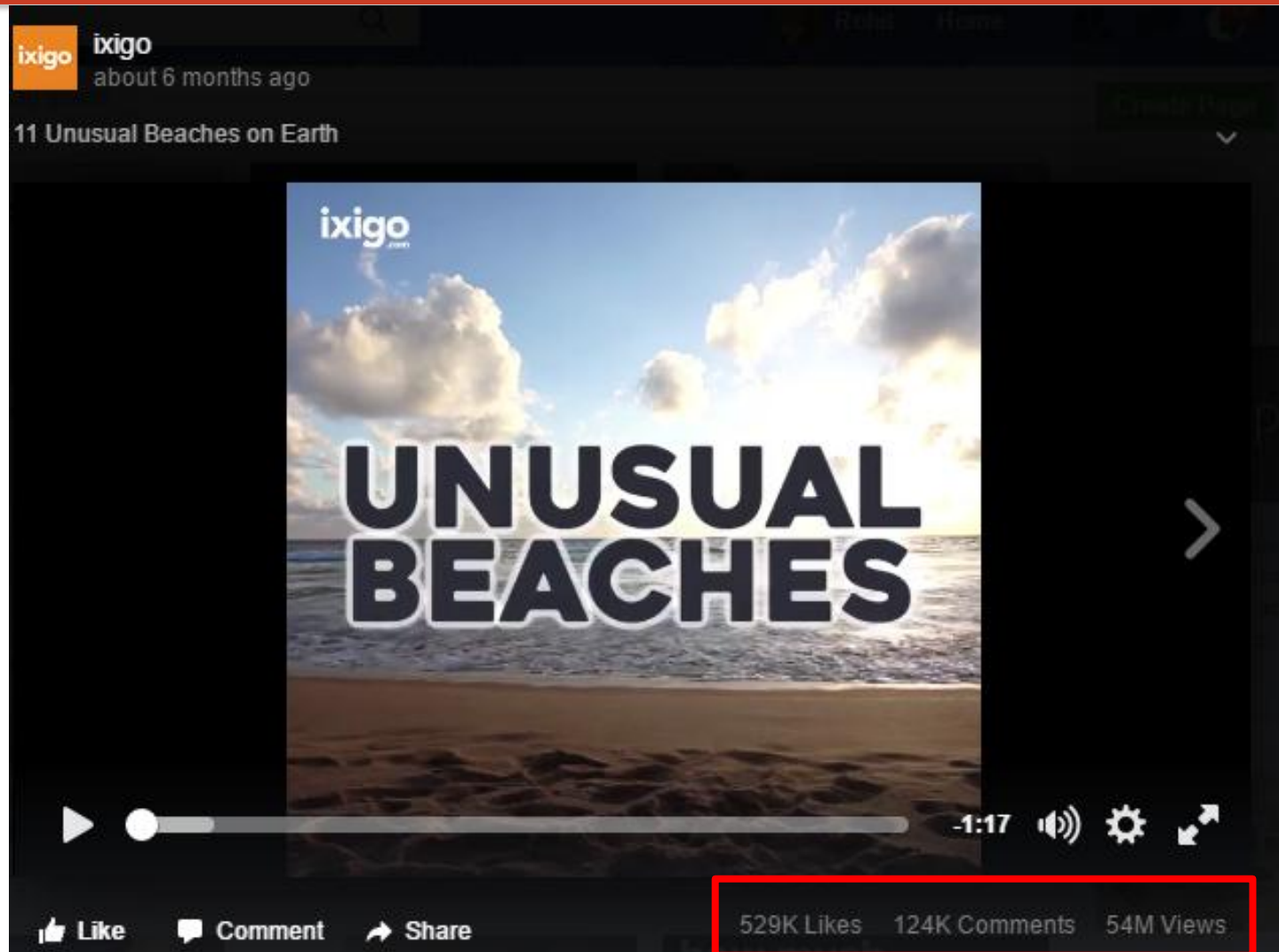
Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



Engaging Content Examples

Informational and Share-worthy



[Watch Video](#)

Educative



COMBAI

An athletic and intelligent bear hound from India.
A healthy dog breed that makes for excellent guard dogs and family companions.

LIFE SPAN
10 - 15 years

SUITABLE CLIMATIC CONDITION
Tropical

GROOMING LEVEL
   Low



SPAN

Active and intelligent dog breed who can excite you, especially when trained properly.

LIFE SPAN
12 years

SUITABLE CLIMATIC CONDITION
Tropical

GROOMING LEVEL
  Low



GOLDEN RETRIEVER

A friendly and intelligent dog breed that makes for excellent family pets and working dogs.

LIFE SPAN
12 years

SUITABLE CLIMATIC CONDITION
Tropical

GROOMING LEVEL
 Medium



POMERANIAN

A small member of the Spitz family known for its thick, double coat and fox-like face.

LIFE SPAN
12 years

SUITABLE CLIMATIC CONDITION
Tropical

GROOMING LEVEL
 Medium



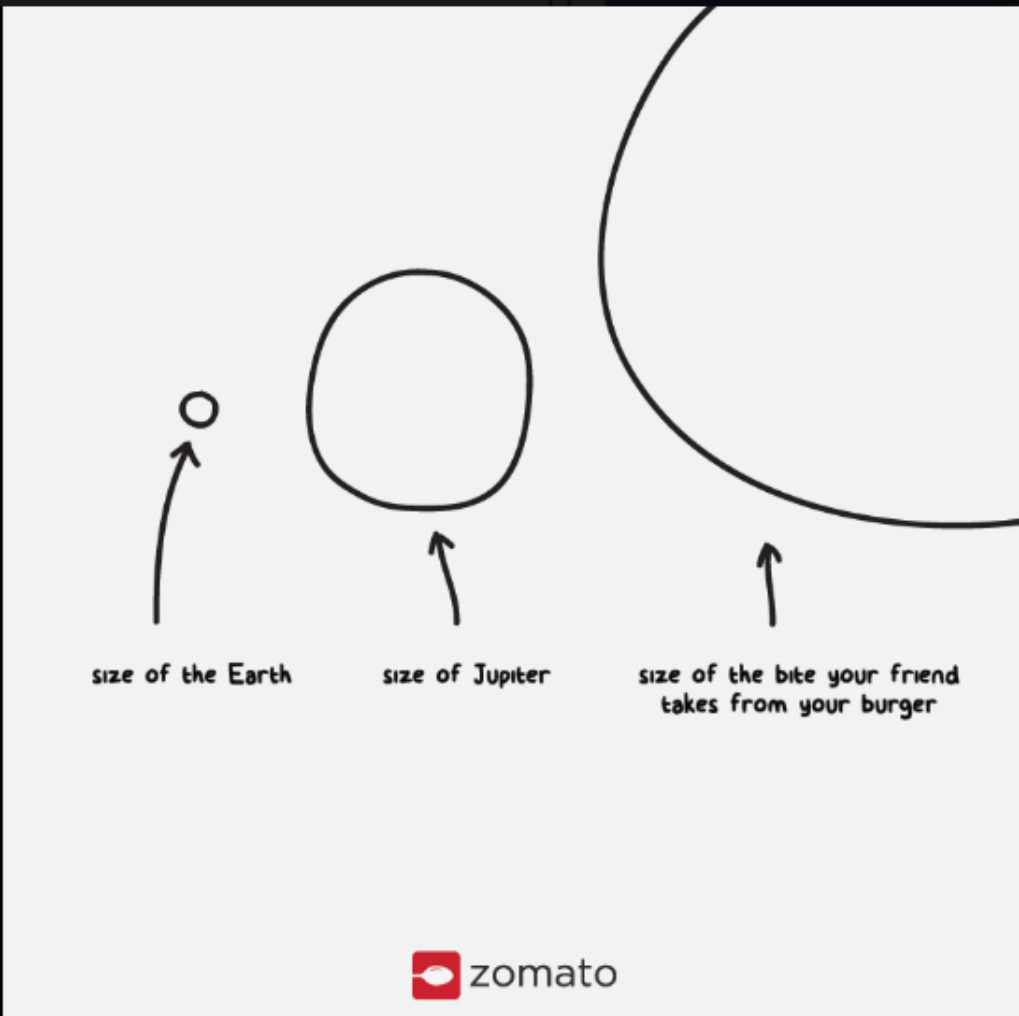
Like Comment Share Buffer

Hootlet

You, Lavanya Uthayarajan, Vikas Chawla and 6.2K others Top Comments

42,015 shares

Content people can relate to



size of the Earth

size of Jupiter

size of the bite your friend takes from your burger

 zomato

**Zomato**
Page Liked · November 19, 2015 · 

We might be exaggerating just a little bit, but...

 Like  Comment  Share  Botlet 

   103K Top Comments ▾

59,419 shares 21K Comments

 **Ab Has** Helloooo chicken nugget! What? We aren't talking about chicken nuggets we're talking about burgers? In that case, hello burgers
Like · Reply ·  2 · November 23, 2015 at 2:11am
 2 Replies

 **Marc Burford** I think the first little cycle is your bum before you go to jail the next a year latter and the last when you leave.hahaha.woudnt know but funny maybe just to me
Like · Reply ·  2 · January 23 at 11:33am

 **Emily Kenny Tina Simpson** prreeettttyyyy sure this is you! especially with my toast! don't think i've forgotten the days you lived at mums! haahahaha
Like · Reply ·  1 · November 21, 2015 at 5:24pm

 Write a comment... 

Content that connects emotionally

 **Practo**
May 5 · 🌐

While smiling or crying. While falling or hurting. You always remembered her. To the first doctor you ever called. Happy Mother's Day 😊



2.6M Views

 Like  Comment  Share  Buffer  Hootlet 

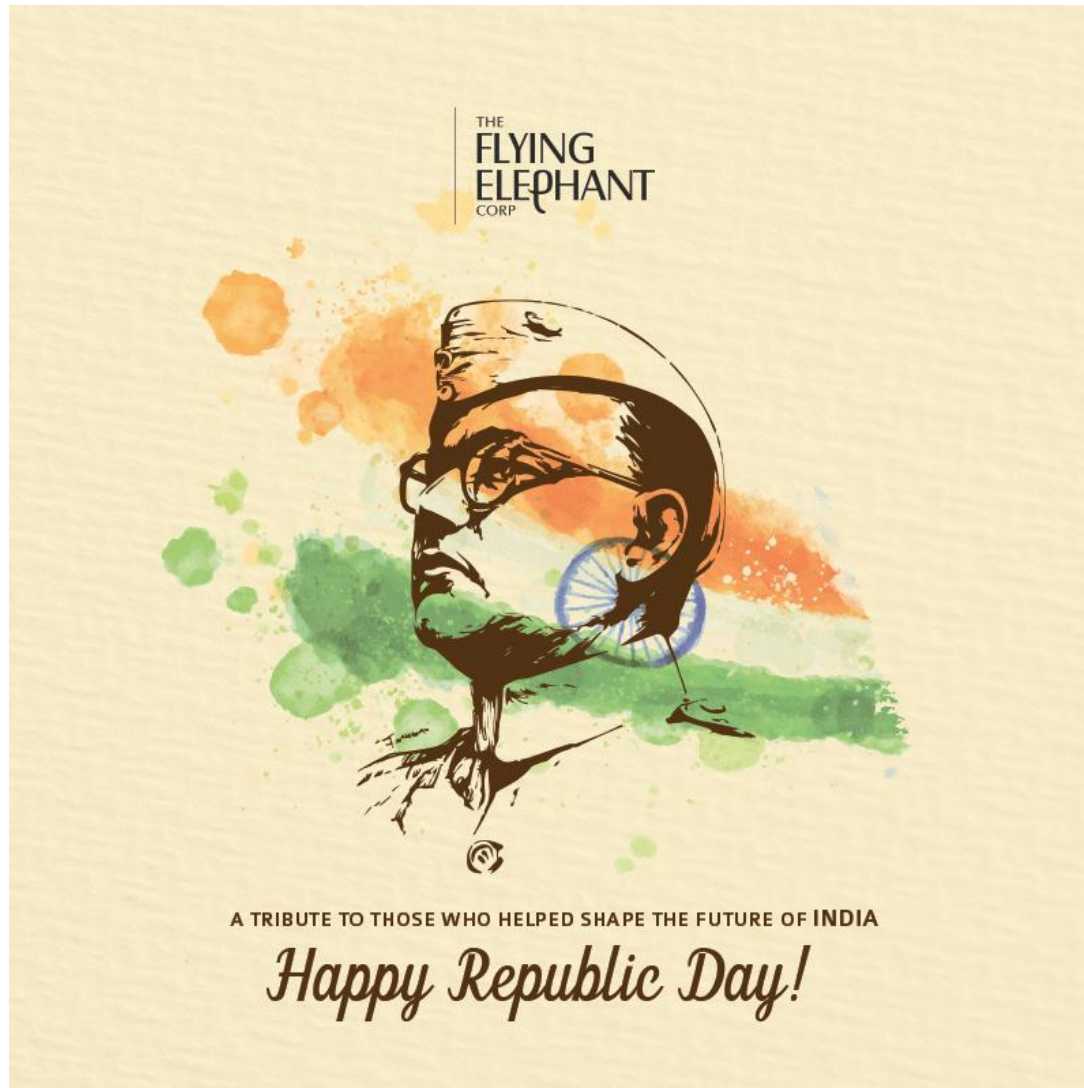
   Jaspreet Singh and 80K others

42,697 shares

Top Comments ▾
1.5K Comments

[Watch Video](#)

Content – Wishing users



Content – Wishing users

To the women who hold
our homes together,
literally!



Content – Leveraging trending topics



Content – Leveraging trending topics



Amul with Maneesh Gupta Mkg and 9 others.

September 28 at 5:58pm · 🌐

#Amul Topical: Demand to boycott Pakistani artistes.



Like



Comment



Share



Buffer



Hootlet



Neena Chandirmani Kiran Harjani and 16K others

Top Comments ·

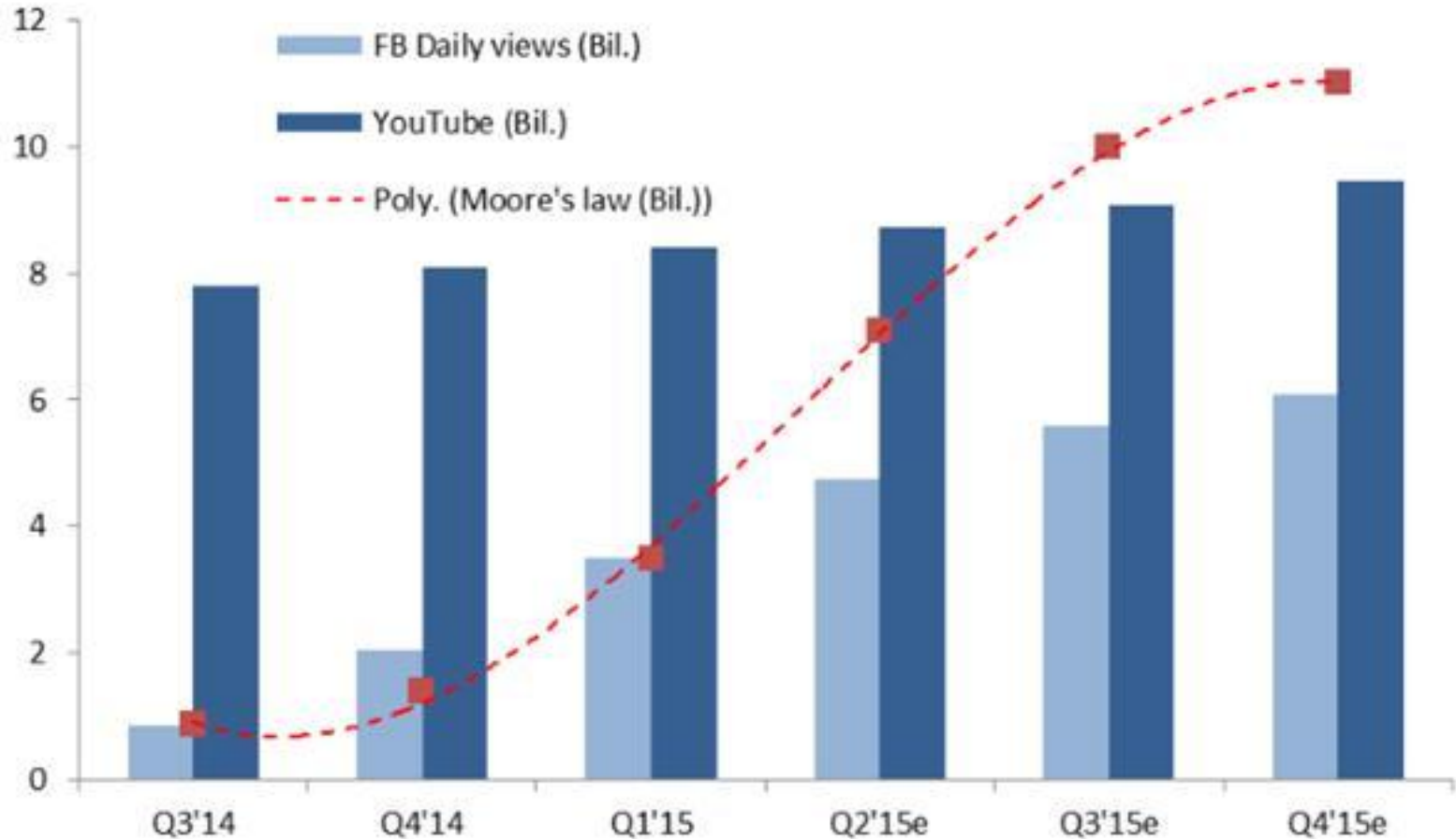
701 shares

Content – Promoting Products



Video Marketing on Facebook

Facebook Video Growth



Facebook Video Growth

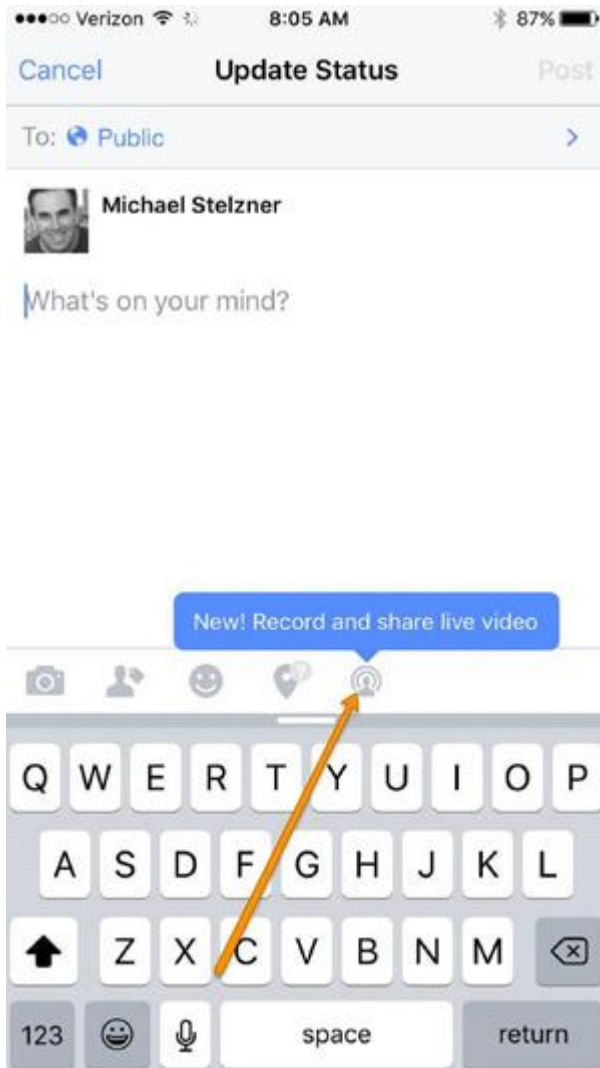
“ 5 years from now, your News Feed will be probably all video ”

- Nicola Mendelsohn
VP (EMEA),
Facebook

Video Tips & Best Practices

- Always **upload videos directly to Facebook** as against sharing YouTube links
- Keep it **short** – Ideally < 2mins
- Choose an **engaging thumbnail**
- Capture attention in the **first 2 to 3 seconds**
- Ensure your video is **engaging even when played on mute**

Facebook Live Video



Ways to use Facebook Live

- Offline event live streaming
- Live Streaming of interviews
- Live Q&A sessions
- Live Product demos

Live Video Case Study

BuzzFeed was live.
April 8 · 🌐

Watch us explode this watermelon one rubber band at a time!



10M Views

👍 Like 💬 Comment ➦ Share 📺 Hootlet

🗨️ 🤖 Tom Stocky, Josh Constine and 51K others Top Comments

17,941 shares 321K Comments

[Watch Video](#)

Live Video Case Study



Helena Torgersen I have been watching you guys put rubberbands on a watermelon for 40 minutes... What am I doing with my life



Victoria Hartfield I've invested too much time into this to stop watching now
Like · Reply ·  108 · 53 minutes ago



Ashley Lynn Schumacher Why am I watching this. What has happened to my life.
Like · Reply ·  108 · about an hour ago



Rob Bright-Kennedy I was supposed to pick the kids up from school 40 minutes ago!

686 rubber bands, 40 minutes, 800,000 views &
315,000 comments later..



Facebook Page and Insights Live Demo

Tasks

Tasks for this session

- Creation of Facebook Page
- Creating a Facebook Group
- Creating an effective strategy for building a community for your business on Facebook

Live Session Agenda

Agenda for the Live Session

- Quick Recap & Summary
- Q & A
- Brainstorming on different successful content samples on Facebook - Images, GIFs, Videos
- Key learnings from the above which can be applied to the content strategy for your business

Thanks