

Chapter 3

Social, Mobile, and Digital Marketing

- Understand why social media, mobile, and digital marketing are important
- Implementing a social media strategy

Technology Evolution

Mid-to-late-1990s

- 1997:** 37% of households have computers, 18% have internet access
- 1999:** First Blackberry available

2000–2006

- 2002:** Wi-Fi became common
- 2003:** 62% of households have computers, 55% have internet access
- 2006:** <10% of mobile phone users have a smartphone

2007–2011

- 2007:** First iPhone released
- 2008:** Apple's App Store launched
- 2009:** 70% of households have computers, 70% have internet access
- 2011:** iPad, Tablet, and Geolocation become common
- 2011:** 40% of mobile phone users have a smartphone

End of 2016

- **98%** of American adults have a cell phone
- **77%** of American adults have a smartphone
- **69%** of Americans use social media
- **One-in-ten** American adults are “smartphone-only” internet users



Social Media Usage Today

WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

NEW CUSTOMERS

78%

of small businesses now get at least one quarter of new customers via social media

61%

of young people refer to social media to decide where to go when they go out

CUSTOMER ENGAGEMENT

27%

27% of Americans check their social networks several times a day.

35%

35% of Americans check brand pages regularly as part of their social media activity.

27%

All together, social media takes up 27% of time spent online.

REACH

- 200 MILLION Twitter has 200 million active users.
- 1 BILLION Facebook boasts 1 billion active users.
- 343 MILLION Google+ is gaining ground with 343 million active users.
- 225 MILLION LinkedIn has 225 million active users.

A LOT OF OPTIONS

SOCIAL HABITS OF FACEBOOK BRAND FANS

Category	Fans	Non-Fans
Research Products	~38	~12
Share Information	~65	~48
Connect with Brands	~45	~15

Facebook fans tend to be super consumers: they spend 43% more than non-fans on average.

SOURCES

Forbes "YourBusiness Needs to Get Social, Local and Mobile—Fast"
 LinkedIn Blog, "The Evolution of LinkedIn"
 MarketingProfs, "Average Value of a Facebook Brand Fan Increases 28%"
 "Social Networking: 45% Check out Brands' Pages"
 "Social Takes up to 27% of Time Spent Online"
 "World Internet Stats: Websites, Email, Social Media, and More"
 MediaPost, "Online Radio reaches 86 Million Listeners Weekly"
 Street Fight, "Study: 82% of SMBs Use Facebook for Marketing, 25% Use Twitter"
 ZDNet "Google+ Moves Up to Second Place on Social Networks"

CREATED BY RADIATE MEDIA WWW.RADIATEMEDIA.COM

<https://medium.com/@ipestov/todays-incredible-numbers-about-social-media-a6b1ff2ca887>

The ROI of
Social Media vs Traditional Advertising

How much does it cost to reach customers?

A good way to calculate the effectiveness of an advertising campaign is by determining how much it costs to reach 1,000 people, also known as CPM. Here's the breakdown of the average CPM per media channel.

Cost per Thousand

Media Channel	Cost per Thousand (CPM)
Direct Mail	~\$25
Magazine	~\$10
Billboards	~\$5
Social Media	~\$2

Cost in Dollars

Legend: Direct Mail (orange), Magazine (red), Billboards (purple), Social Media (blue)

The results (from least to most expensive)

Social Media #1

Billboards #2

Magazine #3

Direct Mail #4

Beyond the Numbers

The numbers show that social media has is the most cost effective platform to advertise on, compared to other traditional methods. What makes it even better is the targeting features available on platforms like Facebook and Instagram. You can pinpoint your audience much better than any billboard, magazine, or other print method ever can.

Source: <http://smallbusiness.chron.com/typical-cpm-74763.html>

Social media is one of the cheapest ways to advertise!

Engage: Wendy's on Twitter



More at: <http://www.boredpanda.com/funny-wendy-jokes/>

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CASE STUDY

Share the love: how Target positively influences shopping intent with engagement



Key results

69%

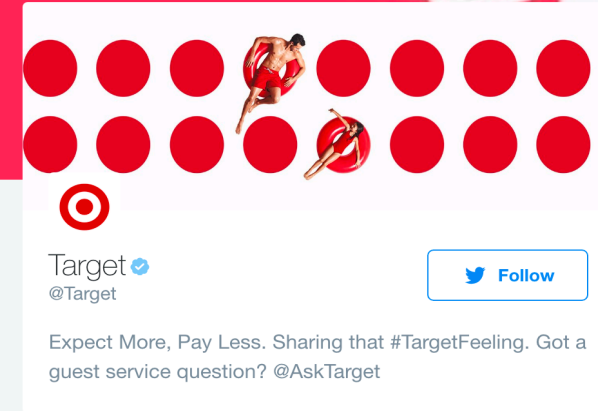
more likely to shop with interactive brands

58%

more loyal to @Target

62%

more likely to use @Target for service



Tags

Audience Insights • Case Study • Create Engagement • Retail • United States

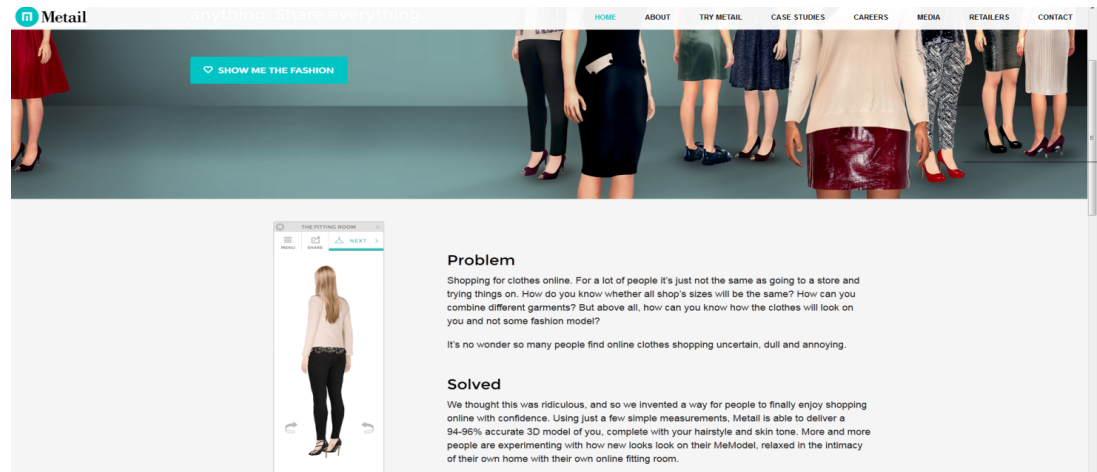
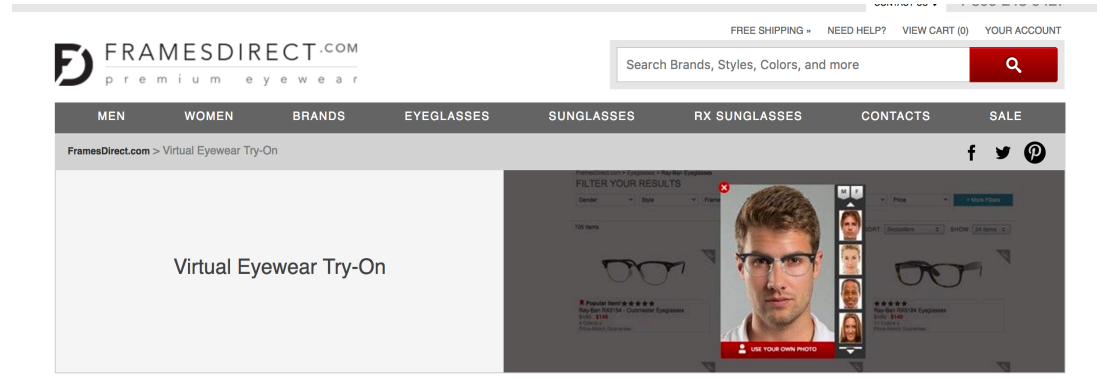
https://marketing.twitter.com/na/en/success-stories/share-the-love-how-target-positively-influences-shopping-intent.html?utm_source=twitter&utm_medium=on-platform&utm_campaign=target-CS

Experiencing a Product or Service

Information about a firm's goods and services

Simulating real experiences

Can generate shares, likes, and other word-of-mouth exposure



Amazon patents a mirror that dresses you in virtual clothes

Echo Show version 2?

By Thuy Ong | @ThuyOng | Jan 3, 2018, 5:43am EST

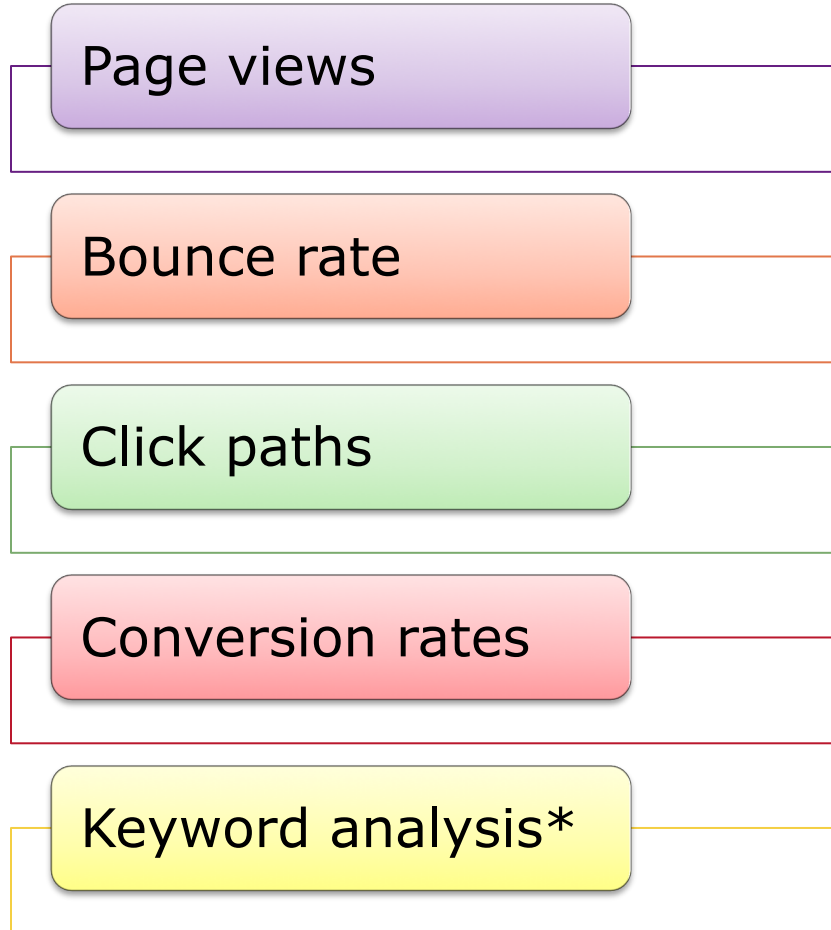
Experiencing a Product or Service

Will it Blend?



Quick Online Review Stats





Conversion Rate



*Google AdWords = highly focused on keywords

Social Media Marketing Campaign



Best Social Media Campaigns 2017

Eggo - Kellogg's and Netflix

[Eggo](#) is the name of the social media campaign and the product the campaign is trying to plug.

What's an Eggo, you say? Just to clear things up, an Eggo is basically a frozen waffle from Kellogg's - a product they placed throughout season one of Netflix original show, Stranger Things.



According to Digital Parrot, Stranger Things is said to be most popular digital original series to date. Of course, by people seeing one of the main characters, Eleven, scoffing them down on the show, Eggo gained a colossal amount of exposure, but to help encourage more conversions and improve their social engagement, Kellogg's took to Twitter.

<https://digitalmarketinginstitute.com/blog/2017-4-4-the-5-best-social-media-campaigns-of-2017-so-far>

- How strong is your website: <https://website.grader.com>
- Must have marketing tools:
<https://sproutsocial.com/insights/digital-marketing-tools/>