Chapter 3

Social, Mobile, and Digital Marketing
Today

- 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 phones 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

http://www.pewinternet.org/fact-sheet/mobile/
Social Media Usage Today

https://medium.com/@ipestov/todays-incredible-numbers-about-social-media-a6b1ff2ca887
Social Media Advertising

Social media is one of the cheapest ways to advertise!

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

<table>
<thead>
<tr>
<th>Media</th>
<th>Cost in Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>30</td>
</tr>
<tr>
<td>Magazine</td>
<td>25</td>
</tr>
<tr>
<td>Billboards</td>
<td>10</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>5</td>
</tr>
</tbody>
</table>

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 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-74783.html
Experiencing a Product or Service

Will it Blend?
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
Engage: Wendy’s on Twitter

Mika @_inkedSnowFlake

@Wendys can you find me the nearest Mcdonalds?

More at: http://www.boredpanda.com/funny-wendy-jokes/
Engage: Wendy’s on Twitter

More at: http://www.boredpanda.com/funny-wendy-jokes/
Engage: Target 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

Listen: Online Word of Mouth

Quick Online Review Stats

85%
As estimated 85 percent of consumers read online reviews, according to BrightLocal’s 2013 Local Consumer Review Survey.

79%
This represents an increase from 76% compared to a similar study conducted in 2012.

20%
An increase of an overall satisfaction rating by one star (on a five star rating basis) has been shown to increase sales by about 20 percent.

79%
Of those consumers reading reviews, 79 percent say they trust reviews as much as they would the personal recommendation of a friend or family.

Yes, I trust reviews!

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Social Media Marketing Campaign

1. Identify strategies and goals
2. Identify target audience
3. Allocate budget
4. Campaign: Experiment and engage
5. Monitor & change
Analyze results

Page views
Bounce rate
Click paths
Conversion rates
Keyword analysis*

Conversion Rate

20 SHOPPERS
70%

14 BUYERS

*Google AdWords = highly focused on keywords
Facebook ads guide

**5 Steps to Create a Facebook Ad From Your Page**

If the link above does not work try the one below:

Best Social Media Campaigns

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

https://www.plannthat.com/social-media-campaigns-2020/
Some Tools/Resources

• How strong is your website: https://website.grader.com

• Must have marketing tools: https://sproutsocial.com/insights/digital-marketing-tools/