What is Social Media?

- Way to communicate and interact online
- Social because ...
- Users engage with other users
- Share information
- Collaborate
- Anyone can now publish
From Broadcast to Engage

- Media was a one way channel, one to many
- Social is all about interaction and can be one on one ... or many to many

- Brands want to Engage with Consumers ... not just listen, not just preach ... but to have a meaningful conversation
Is Social Media a Fad?

- Numbers do not lie
  - 92% of marketers agreed that social media is important for their business, up from 86% in 2013
  - 80% of marketers indicated that their social media efforts increased traffic
- Social Care is transforming customer service
  - Why wait in line when you can tweet!?
  - It’s more transparent for consumers, brands response faster!
- Driving force is mobile users
  - PC-based usage of Social Media is lesser than Mobile and Tablet based usage
Organizations and Social Media

- Represents the Holy Grail for all Marketers ... Customers turning into Evangelists
  - Social Media is a platform which can do that!
- Impact on Purchase Decisions
  - Friends and Colleagues are decision influencers
  - Social Media as a platform to engage with influencers!
- Because so much of the customer experience now lives on the web, social media enables brands to take part in a customer's online experience outside of the typical channels
Where can Social Media be put to good use?

- Marketing and Sales (these are obvious!)

- Customer Care
  - Rising up to the customers expectations and delivering beyond mere promises

- Product Management
  - Beta testing communities
  - End user communities
  - Competitor’s communities

- HR
  - Hiring
  - Internal recruitment through referrals
Different types of social channels

- **Owned properties**
  - Blogs, Forums
  - Complete Control
  - Have to acquire the user base

- **Rented properties**
  - Fan pages on Facebook, et al
  - Official claim is yours, but you do not own Facebook
  - Cannot impact the platform directly

- **Occupied properties**
  - Representative on a forum/board such as Reddit
  - No control
Which network should I sign up for first?

- Identify sites where your target audience is
- Focus on those
- Consider the obvious ones first
  - Facebook
  - Twitter
  - Google+
Facebook
The world’s 3rd largest country
History

- Launched in February 2004
- Limited to Harvard college students
- Opened to public in September 2006
- Funding
  - April 2004 Series A funding by Peter Theil ($500,000)
  - April 2005 Series B funding by Accel Partners (12.7 million USD)
  - April 2006 Series C funding by Greylock, Meritech (27.5 million USD)
  - October 2007 Series D funding by Microsoft (240 million USD)
  - Feb 2012 IPO (16 billion USD)
- For more watch The Social Network
Facebook Fan Pages

- More than 1.2 billion Fan Pages on Facebook
- Use Fan Pages and not Profile accounts
  - Multiple admins
  - Get access to Analytics
  - Higher Visibility
  - Updates to Fans (higher reach)
How to increase fans on a fan page

- Borrow from other Fan Pages
  - Interact with their audience
- Beg - Use your personal equity
- Have a launch budget for Ads (don’t miss this)
- Outright Buy!
How to engage fans on your fan page

- Share Quality, Relevant Content – Daily
  - How Often Should You Post?
    - Strike a balance
    - At least 1 to 4 times a day
    - Key is discipline
  - What to Post – create an editorial calendar!! Identify holidays and mark them on your calendar
- Ask for comments
  - Phrases such as “What do you think?”, “Agree?”
- Do not be afraid of asking for likes and shares
  - Be sensible, but if you ask, most fans are happy to oblige
- Always be grateful and thank your fans ... it’s a form of instant gratification
- Contests!!
- Special Events around your audience – Meet-ups, Give-aways, Sale Offers
Keep updates short

Facebook Status Update Engagement by Character Length

Character Length of Status Updates
*Reflects total engagement within 3 standard deviations of the average
Facebook advertising

- Crucial to better understand the different Facebook ad types
  - Website Conversions or Click to Website to drive sales
  - Page Likes to increase Fan Base
  - Page Post Engagement to increase engagement
  - Video Views for hope to go viral
Best practices of Facebook ads

- Stop using Logos of your brand ... logos are boring
  - Facebook ads are shown in the users feed ... marketers should understand this concept
- Design for the lowest denominator
  - Napoleon used to keep a village idiot with him and have him read the instructions he used to send to his generals. If an idiot could understand the instructions, there was no scope for error on the generals’ behalf. Keep your ad creative and simple.
- Change your Ad creative regularly for better results
- Positive looking Ads work better
Thank You!

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