

Social Media Marketing



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What is SMM

The practise and the industry of marketing on social media networks is social media marketing

Evolution: Orkut, Facebook, Instagram, Snapchat, Discord etc

SMM

- Social media marketing (SMM) uses social media and social networks—like Facebook, Twitter, and Instagram—to market products and services, engage with existing customers, and reach new ones.
- The power of social media marketing comes from the unparalleled capacity of social media in **three core marketing areas: connection, interaction, and customer data.**
- Social media marketing has **transformed** the way **businesses** are able to **influence consumer behavior—from promoting content that drives engagement to extracting personal data that makes messaging resonate with users.**

SMM

- Because social media today is so ubiquitous, marketing techniques using these platforms are extremely important for businesses.
- Today SM has become a **WAY OF LIFE**

SMM

stats

With over 80% of consumers

reporting that social media—especially influencer content— significantly impacts buying decisions,

(SMM) from a stand-alone tool to a multipronged source of marketing intelligence on an increasingly important—and growing—audience.

The bottom line

Social media marketing (SMM) **is the use of social media platforms to interact with customers to build brands, increase sales, and drive website traffic.**

As social media **usage grows around the world, both via computer and mobile devices,** the ability to drive sales from certain user populations is a growing business, rife with competition for views, likes and clicks.

Marketing Across Generations

Generational marketing is when the target audience is segmented and targeted by generation, which is determined by the year in which they were born.

Marketing Across Generations

| CATEGORY | BUILDERS | BABY BOOMERS | GENERATION X | GENERATION Y | GENERATION Z | GEN ALPHA |
|--|---|---|---|--|--|---|
| Slang terms |  <p><i>We prefer proper English if you please</i></p> <p>Born: < 1946 Age: 74+</p> |  <p>Be cool Peace Groovy Way out</p> <p>Born: 1946-1964 Age: 55-73</p> |  <p>Dude Ace Rad As if Wicked</p> <p>Born: 1965-1979 Age: 40-54</p> |  <p>Bling Funky Doh Foshizz Whassup?</p> <p>Born: 1980-1994 Age: 25-39</p> |  <p>🔥 Fam GOAT Slay Yass queen</p> <p>Born: 1995-2009 Age: 10-24</p> |  <p>lit yeet hundo oof rn idrc</p> <p>Born: 2010-2024 Age: under 10</p> |
| Social markers | World War II 1939-1945 | Moon landing 1969 | Stock market crash 1987 | September 11 2001 | GFC 2008 | Trump / Brexit 2016 |
| Iconic cars |  Model T Ford Final, 1927 |  Ford Mustang 1964 |  Holden Commodore 1978 |  Toyota Prius 1997 |  Tesla Model S 2012 |  Autonomous vehicles 2020s |
| Iconic toys |  Roller skates |  Frisbee |  Rubix cube |  BMX bike |  Folding scooter |  Fidget spinner |
| Music devices |  Record player LP, 1948 |  Audio cassette 1962 |  Walkman 1979 |  iPod 2001 |  Spotify 2008 |  Smart speakers Now |
| Leadership style L - Leader l - New leaders |  Controlling |  Directing |  Coordinating |  Guiding |  Empowering |  Inspiring |
| Ideal leader | Commander | Thinker | Doer | Supporter | Collaborator | Co-creator |
| Learning style | Formal | Structured | Participative | Interactive | Multi-modal | Virtual |
| Influence/advice | Officials | Experts | Practitioners | Peers | Forums | Chatbots |
| Marketing | Print (traditional) | Broadcast (mass) | Direct (targeted) | Online (linked) | Digital (social) | In situ (real-time) |

Focussed Marketing Strategies

Across Generations

Social Media Active Usage Across Generations

Which social networks, forums, or messaging services do you actively use today?

Gen Z

 **73%**
Instagram

 **63%**
Snapchat

 **62%**
YouTube

Millennials

 **74%**
Facebook

 **56%**
Instagram

 **48%**
YouTube

Gen X

 **68%**
Facebook

 **42%**
YouTube

 **62%**
Instagram
& Messenger

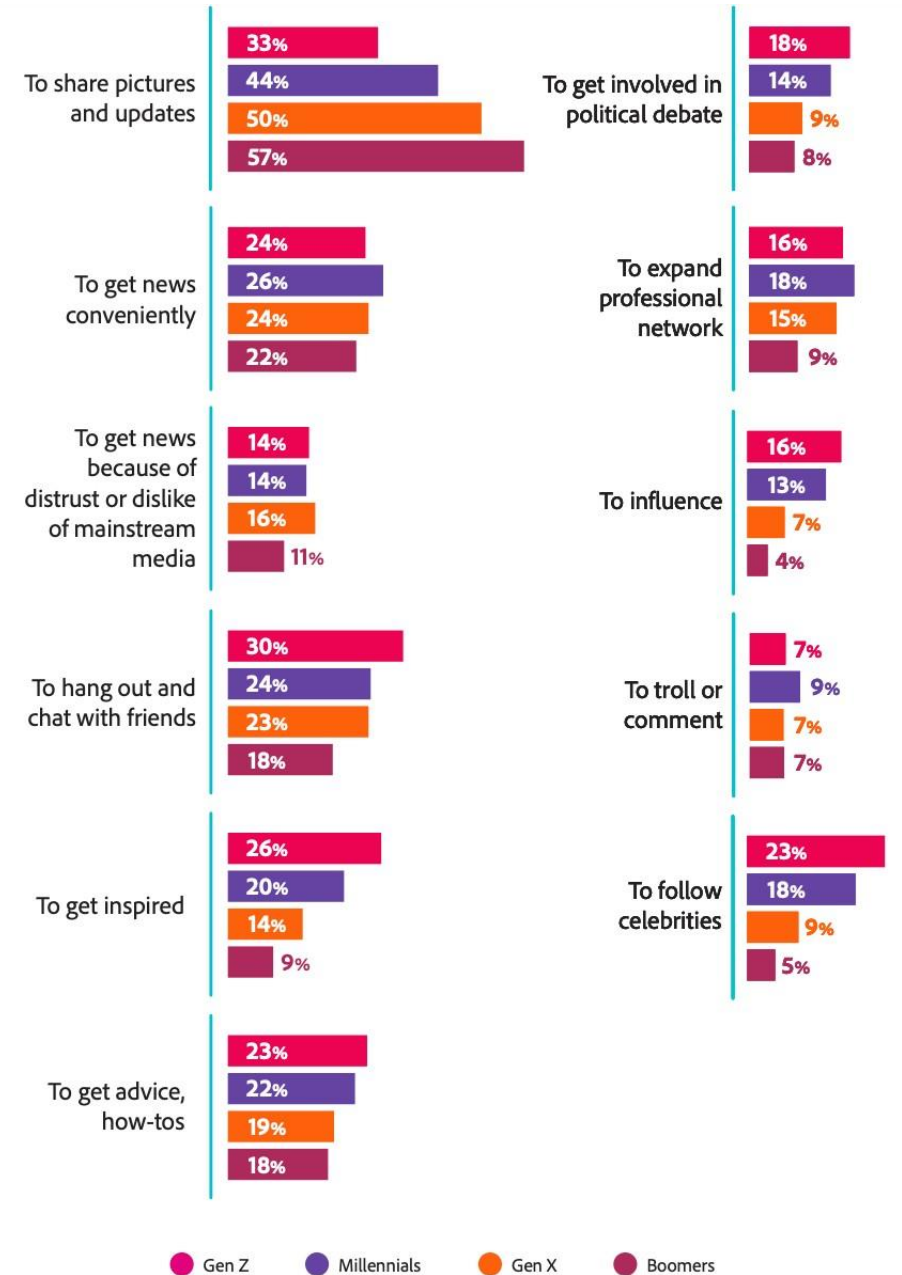
Boomers

 **61%**
Facebook

 **25%**
YouTube

 **26%**
None

Social Media Usage Across Generations: Purpose



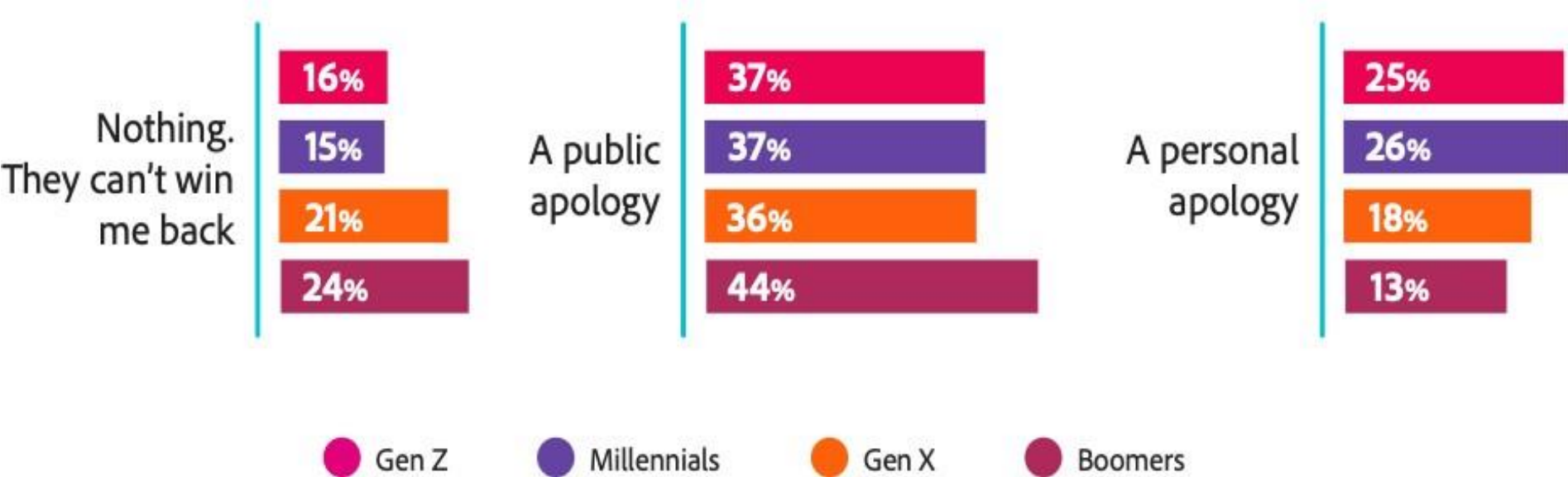
Which Generation is easily influenced online?



- **34%** think Gen Z is most easily influenced
- **19%** think Millennials are most easily influenced
- **19%** think Boomers are most easily influenced
- **16%** think Traditionalists are most easily influenced
- **11%** think Gen X is most easily influenced

Brand Reputation Across Generations

What would the company have to do to win you back?



Social Media Marketing Strategy



Concept: Marketing Strategy

- A marketing strategy is a business's game plan for reaching prospective consumers and turning them into customers of their products or services.
- Marketing strategies should revolve around a company's **value proposition**. (eg Apple - design, user exp)
- The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies

Social Media Strategy

1. **Why** do you want to be on social media?
2. **Who** is your target audience?
3. **What** are you going to share?
4. **Where** are you going share?
5. **When** are you going share?

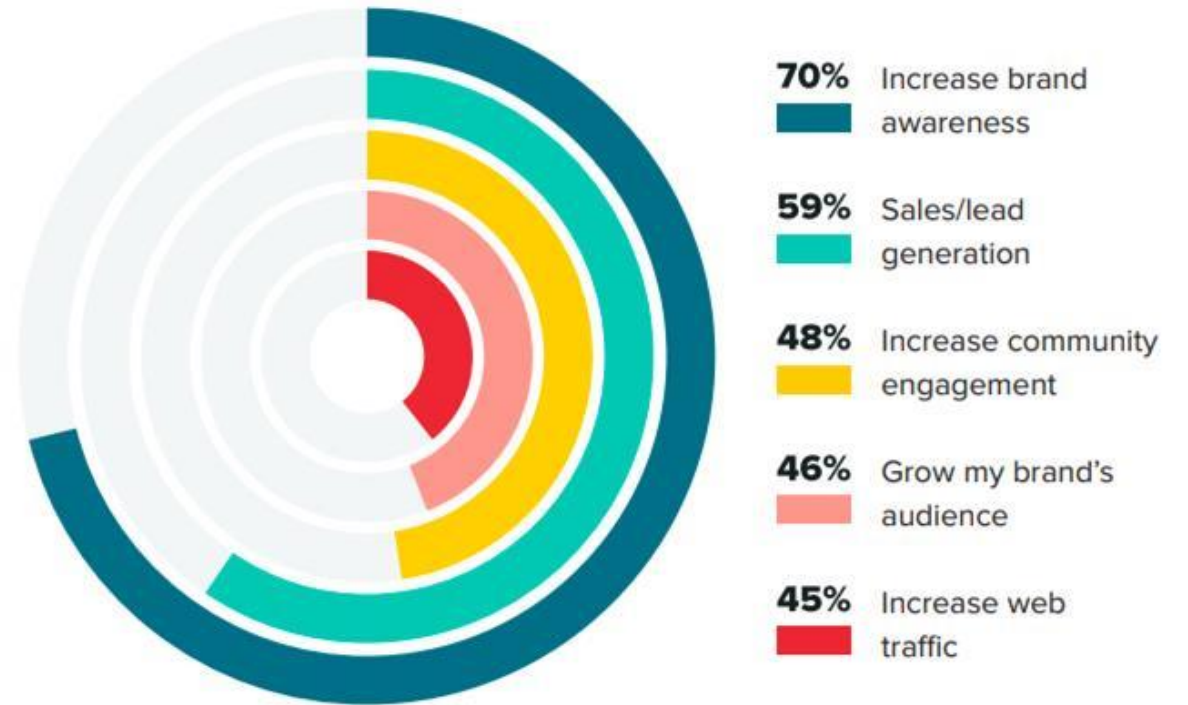
Social Media Marketing Strategies



SMM Strategy: Why

1. Why do you want to be on social media?

2. Who is your target audience?
3. What are you going to share?
4. Where are you going share?
5. When are you going share?



SMM Strategy: Who

1. Why do you want to be on social media?
- 2. Who is your target audience?**
3. What are you going to share?
4. Where are you going share?
5. When are you going share?

Geographical segmentation

(based on geo factors)

- Location (countries, states, cities, districts)
- Urban or rural

Psychographic segmentation

(based on personality characteristics)

- Lifestyle (activist, corporate, creative, healthy, etc.)
- Interests (fashion, tech, pop culture, etc.)
- Opinions (democrat, republican, etc.)
- Influencers (tech influencers, celebrities, scientists, etc.)

Behavioral segmentation

(based on behavioral patterns with products/services)

- Buyer journey stage
- Brand loyalty traits
- Price sensitivity
- Purchasing style
- Product/service usage frequency

Demographic segmentation

(based on demographic traits)

- Age (define ranges)
- Gender
- Religion
- Income (define ranges or high-, middle-, low-income)
- Education level (High school, BA/MA, PhD)
- Socio-economic type (managerial, middle-level staff, low-qualified labor)
- Family size and family status

Media segmentation

(based on media consumption preferences)

- Preferred social media/TV channels
- Media (newspapers, magazines) choices
- Search engine usage (f.i. Google vs. Bing)

Benefit segmentation

(based on customers' values in regards to products/services)

- Values great customer service
- Prefers quality over rapidity
- Appreciates convenience (for payments, delivery, etc.)

SMM Strategy: What

1. Why do you want to be on social media?
2. Who is your target audience?
- 3. What are you going to share?**
4. Where are you going share?
5. When are you going share?

20 Creative Ways to Share Your Content on Social Media



Turn a blog post into a video



Create a how-to video



Go live



Interview someone (live)



Post 360 photos or videos



Attach a GIF



Curate user-generated content



Use a self-explanatory image



Use charts or graphs



Share relevant, helpful infographic



Partner with another brand



Do a social swap



Organize a social contest



Poll your audience



Ask a question or for help



Pull an interesting stats from a blog post



Pull a meaningful quote from a blog post



Create a list in the caption



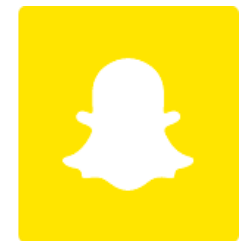
Add emojis or symbols



Share or retweet your followers' posts

SMM Strategy: Where

1. Why do you want to be on social media?
2. Who is your target audience?
3. What are you going to share?
- 4. Where are you going share?**
5. When are you going share?



SMM Strategy: When

1. Why do you want to be on social media?
2. Who is your target audience?
3. What are you going to share?
4. Where are you going share?
5. **When are you going share?**



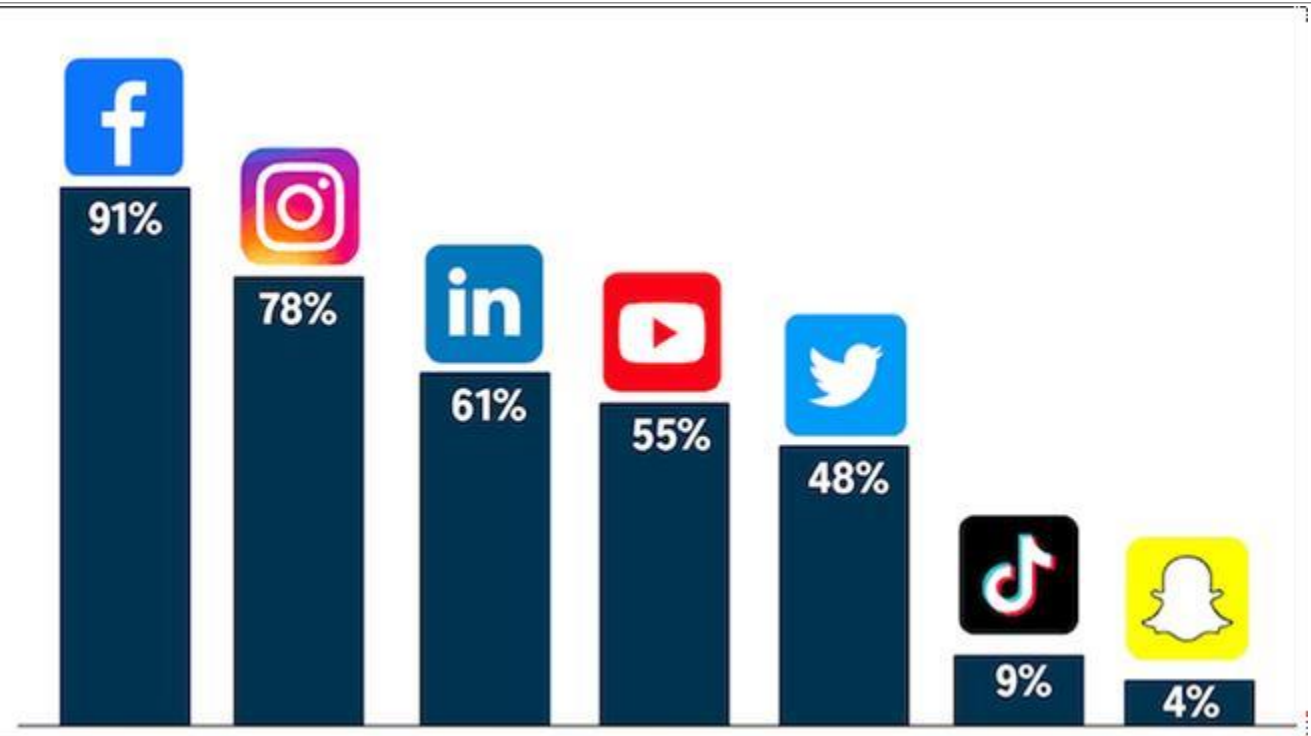
Social Media Channels

facebook, instagram, twitter, linkedin, tiktok and snapchat

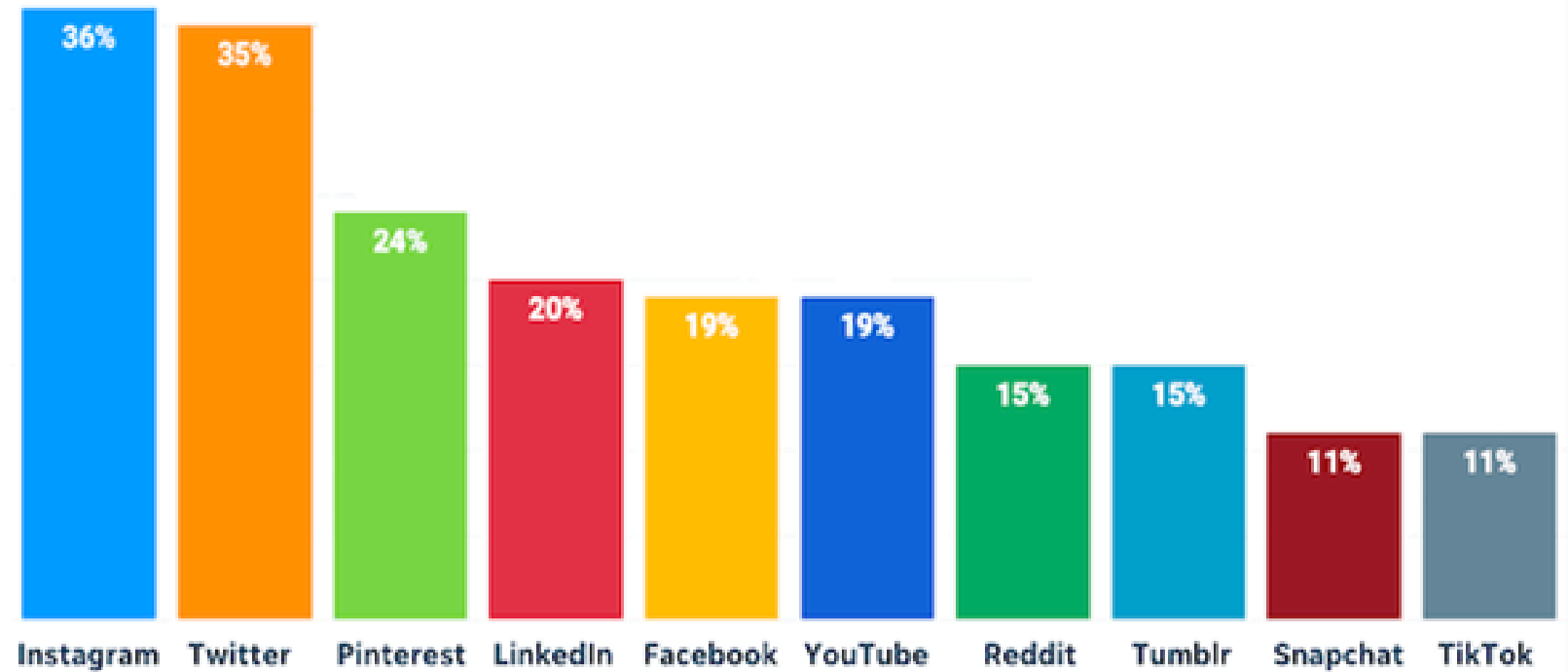
Social Media Channels

| | PEOPLE | CONTENT | STRATEGIES | CONS |
|---|--|---|--|--|
|  | <ul style="list-style-type: none"> • 25-34 • Boomers | <ul style="list-style-type: none"> • Photos & links • Information • Live video | <ul style="list-style-type: none"> • Local mkting • Advertising • Relationships | <ul style="list-style-type: none"> • Weak organic reach |
|  | <ul style="list-style-type: none"> • 18-25 • 26-35 | <ul style="list-style-type: none"> • How-tos • Webinars • Explainers | <ul style="list-style-type: none"> • Organic • SEO • Advertising | <ul style="list-style-type: none"> • Video is resource-heavy |
|  | <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials | <ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls | <ul style="list-style-type: none"> • Ecommerce • Organic • Influencer | <ul style="list-style-type: none"> • High ad costs |
|  | <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy | <ul style="list-style-type: none"> • News • Discussion • Humor | <ul style="list-style-type: none"> • Customer service • Ads for males | <ul style="list-style-type: none"> • Small ad audience |
|  | <ul style="list-style-type: none"> • 46-55 • Professionals | <ul style="list-style-type: none"> • Long-form content • Core values | <ul style="list-style-type: none"> • B2B • Organic • International | <ul style="list-style-type: none"> • Ad reporting & custom audience |
|  | <ul style="list-style-type: none"> • 10-19 • Female (60%) | <ul style="list-style-type: none"> • Entertainment • Humor • Challenges | <ul style="list-style-type: none"> • Influencer marketing • Series content | <ul style="list-style-type: none"> • Relationship building |
|  | <ul style="list-style-type: none"> • 13-17, 25-34 • Teens | <ul style="list-style-type: none"> • Silly • Feel-good • Trends | <ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting | <ul style="list-style-type: none"> • Relationship building |

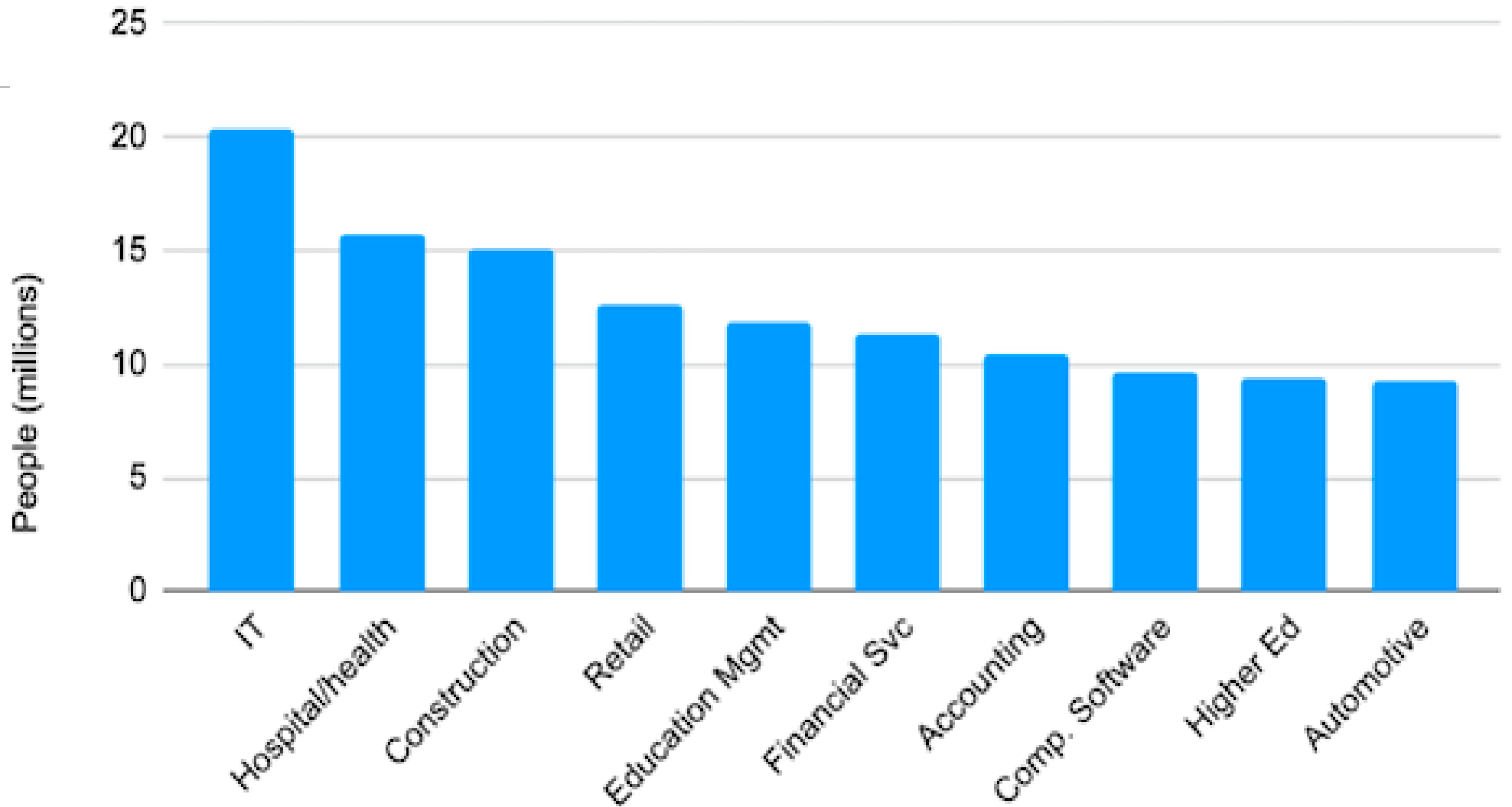
Social Media: Used by Marketers



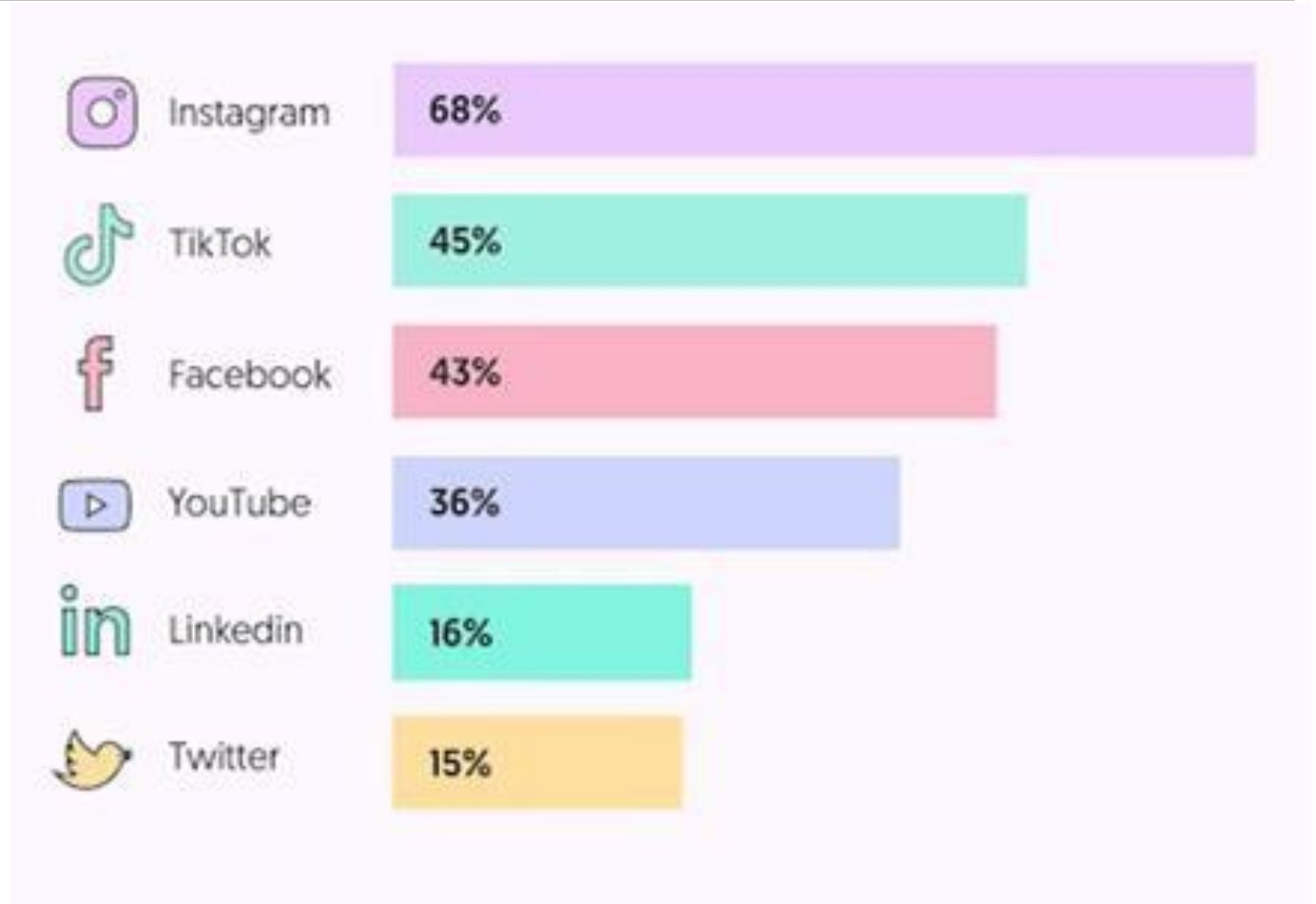
Social Media: To Follow Brands



Top 10 Industries on LinkedIn



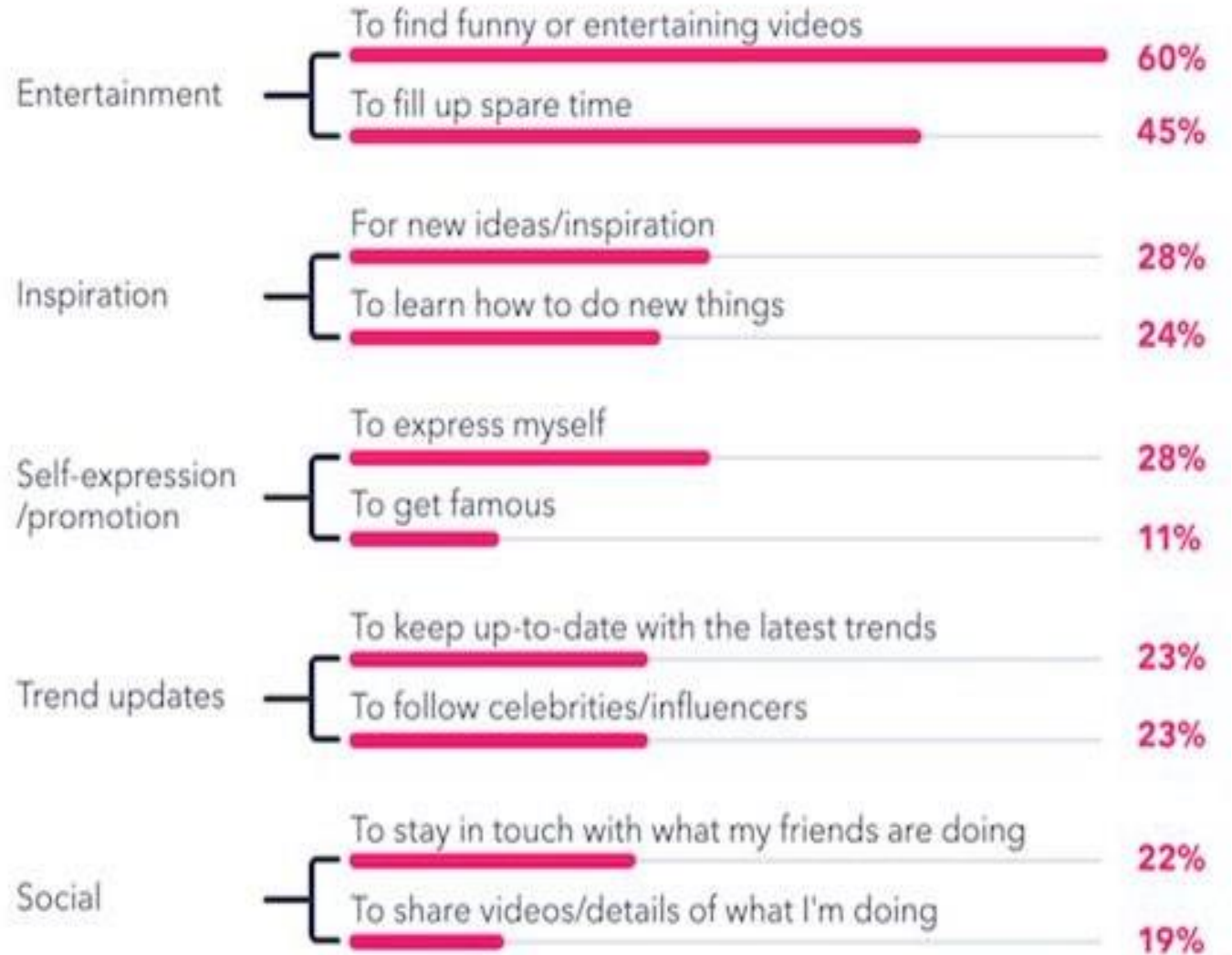
Social Media Channels: Influencer Marketing



Social Media: Tik Tok - Effective Strategy

Reasons for using TikTok

% U.S./UK TikTok visitors who say the following are the main reasons they use TikTok

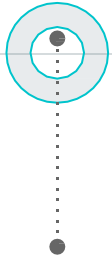


Social Media Elements



Social Media Elements: Penta-Social

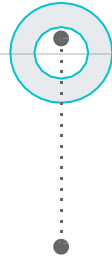
*Market
research*



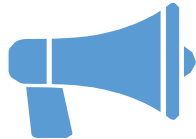
**Social
Listening**



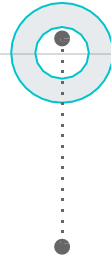
@ & #



**Social
Talking**



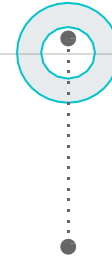
Influencers



**Social
WOM**



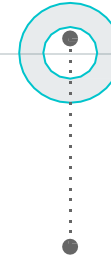
Lead Gen



**Social
Selling**



+ve & -ve



**Social
Feedback**



Social Media Marketing Tools



Influencer Marketing

Creator Economy

*The creator economy refers to a type of business run by online **content creators** who **monetize** their **audiences** through **paid partnerships, ad revenue, tipping platforms, and product sales.***

*An estimated 50 million influencers, artists, curators, and community builders make up the **creator economy.***

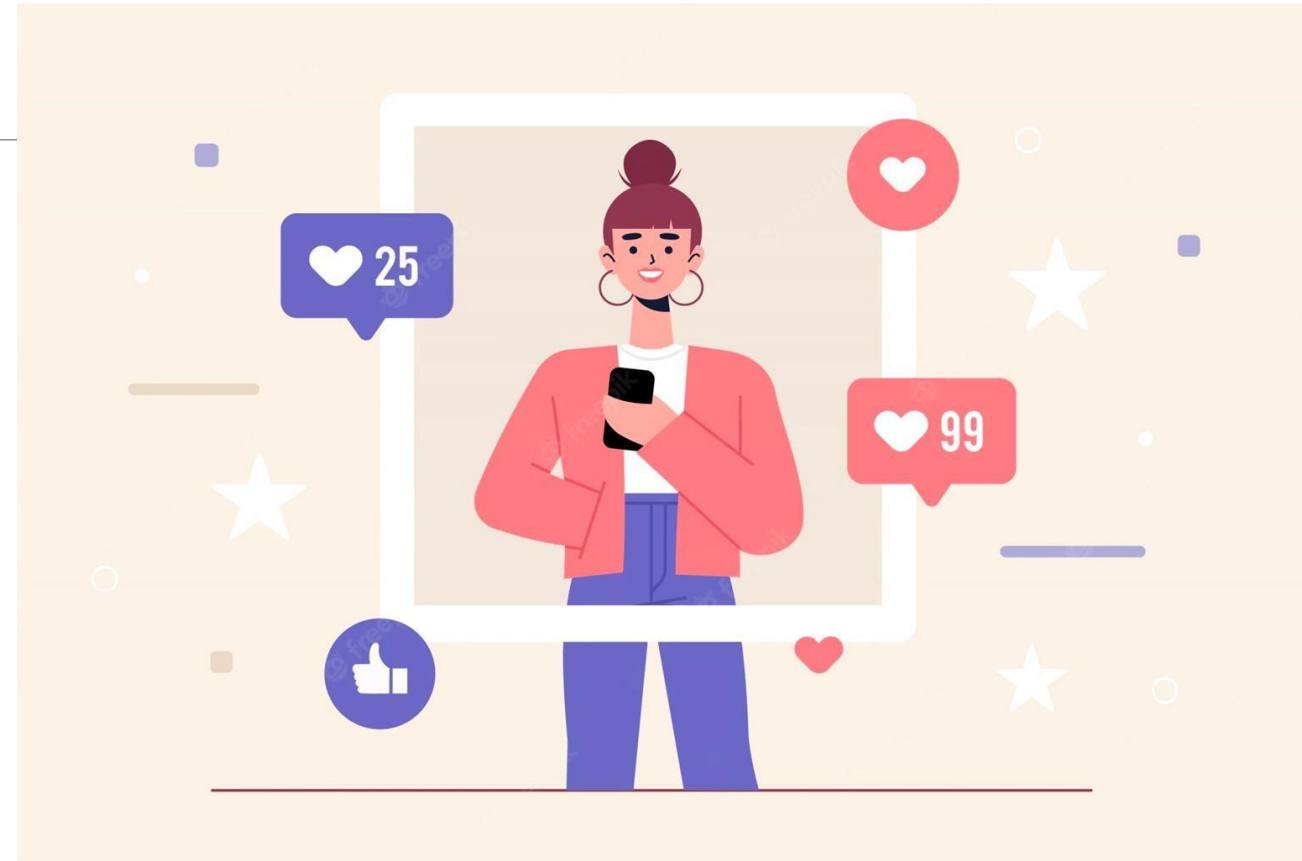


Who is an Influencer?

Anyone who contributes to someone else changing their opinion or behaviour.

- AMEC (Association for Measurement and Evaluation of Comms)

An influencer is a person who has the power to affect the purchasing decisions of others because he/she has **authority, knowledge** or a **relationship** with his/her **audience**. He/she has a **following** in a **specific niche** with whom he/she **engages actively**. The **size** of the **following** will depend on the **size** of his/her **niche**.



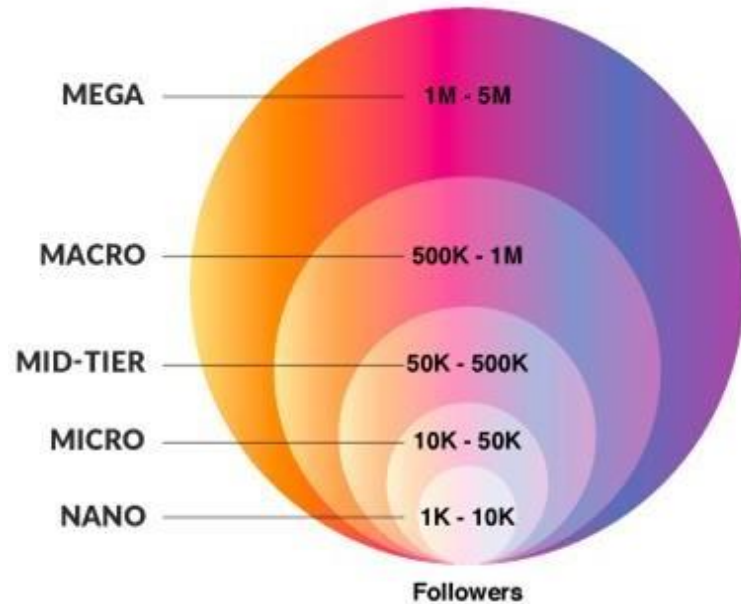
What is Influencer Marketing?

Influencer marketing involves a **brand** collaborating with an online **influencer** to **market** one of its **products or services**.

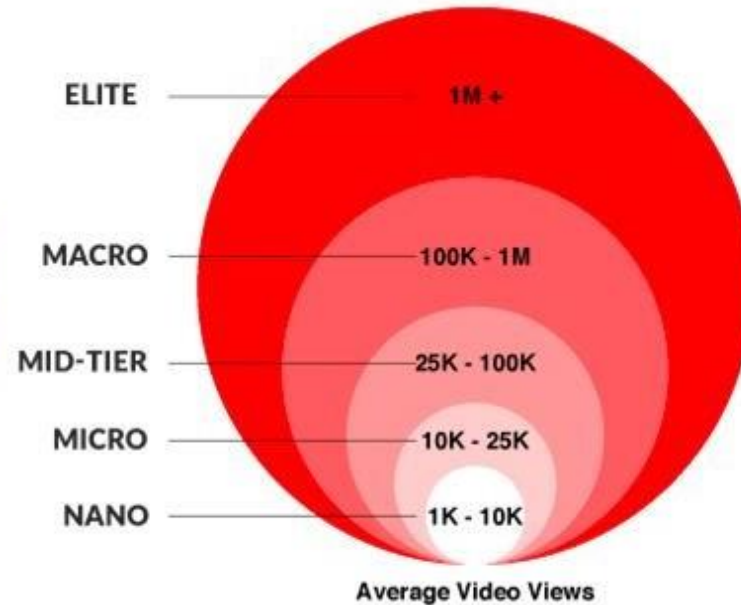


Influencer Categories/Tiers

Instagram Influencer Tiers

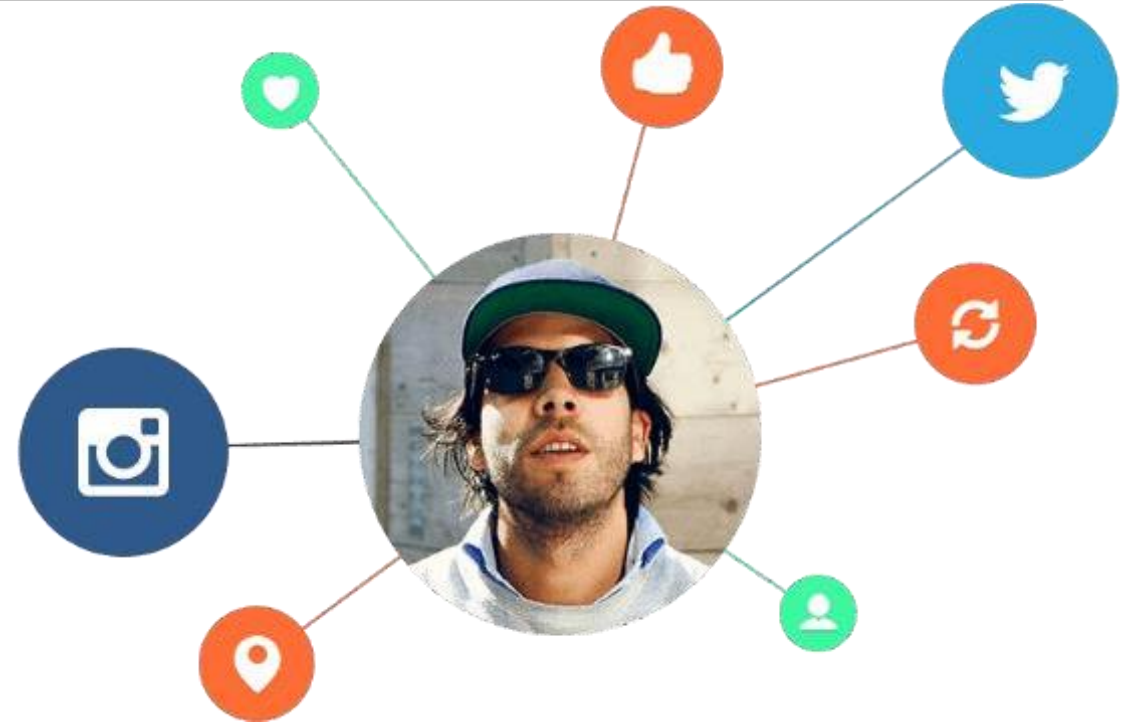


YouTube Influencer Tiers



Identify the right Influencer

1. Who **triggers** you to think about your category
2. Who is **answering** your questions or teaching the audience
3. Who **provides information** and content that helps the audience **make a decision**



Influencer Ranking approach

REACH

measure of total
audience size

RESONANCE

Activity and level of
interaction

RELEVANCE

Contextual
keywords
(title + body)
+ content

Measure Influencer Marketing & Engagement

1. Audience Reach

2. Impressions

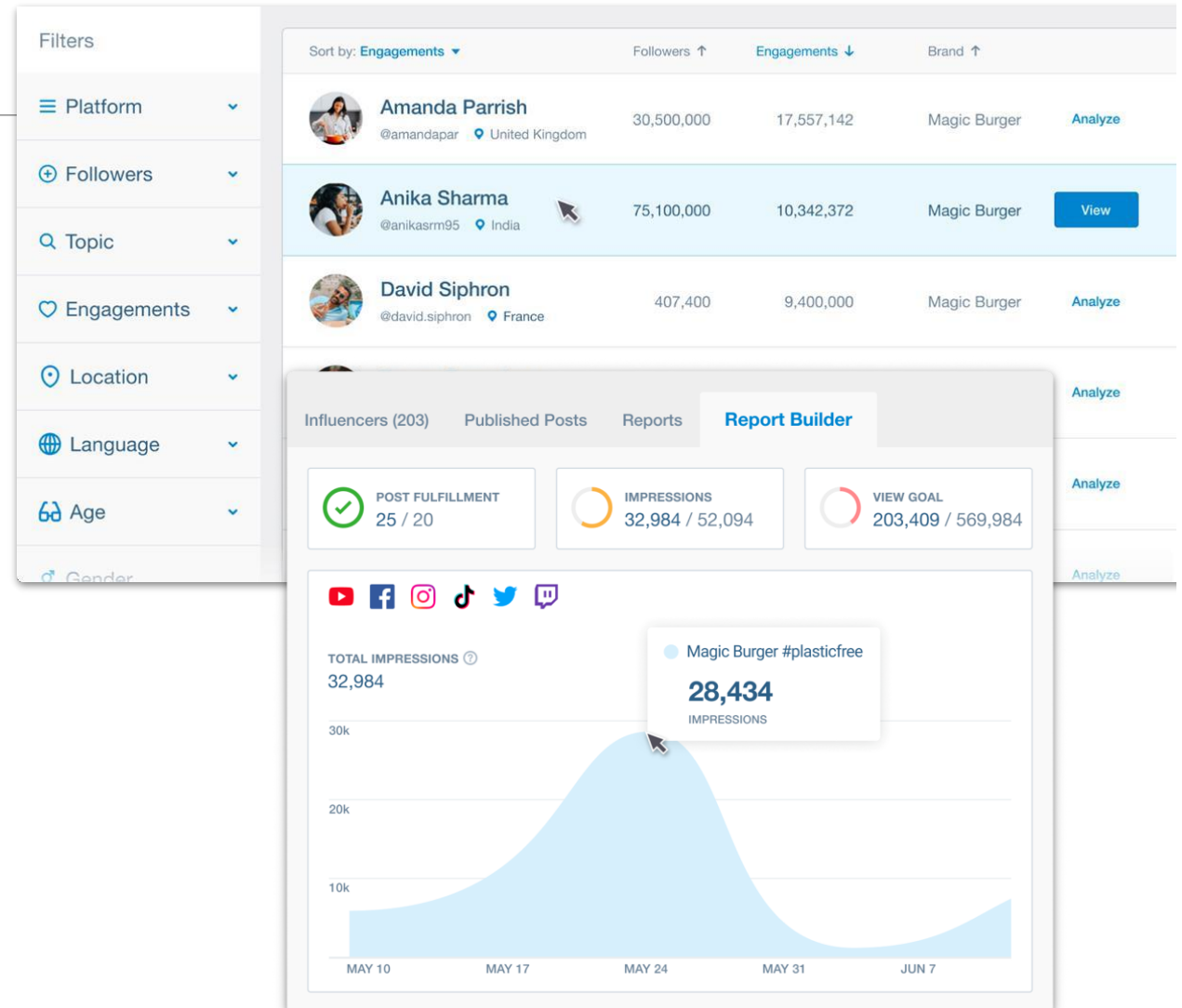
3. Engagement (Comments, Likes, Shares)

4. Sentiment

5. High-Quality Content

6. Conversions:

- Growth in Your Followers
- Brand Mentioning
- Traffic to a Specific Landing Page / Website
- Form Completions
- Signups to a Newsletter / Subscription
- Growth in Users of Your Product / Service
- Increased Sales



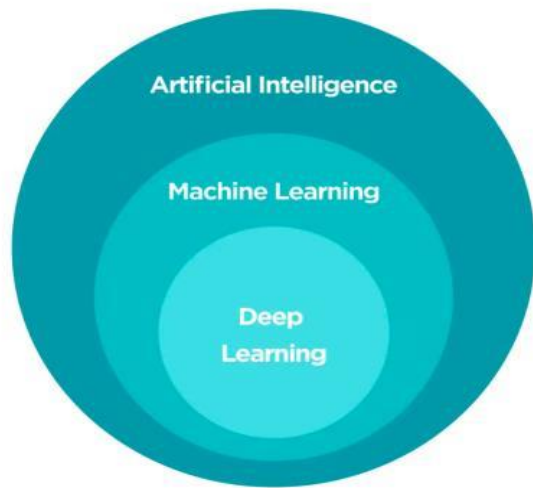
Top Influencer Marketing Tools to Find Influencers

- 1. HypeAuditor - Top Instagram Influencers Ranking
- 2. Discover.ly
- 3. Tweetdeck
- 4. Social Crawlytics
- 5. Alltop
- 6. Podbay.fm
- 7. Klout
- 8. Crowdfire
- 9. Full Contact
- 10. SEOquake
- 11. Hunter.io
- 12. Personapp
- 13. Similar Web
- 14. Buzzsumo
- 15. GroupHigh Monthly Influencer Lists

Sentiment Analysis

What is Sentiment Analysis?

*Sentiment analysis is the process of **analyzing online pieces of writing to determine the emotional tone they carry, whether they're positive, negative, or neutral.** In simple words, sentiment analysis helps to find the **author's attitude towards a topic.***



Sentiment Analysis

Determining contextual polarity of text

Positive/Negative/Neutral

Opinion Mining

How does one feel about a particular topic

Individual Score

Collective Score

Challenge of Measuring Irony and Sarcasm

Irony: Skydiving instructor who's afraid of heights

Sarcasm: Boy with too much body spray: That's a lovely scent, did you bathe in it?



My experience
so far has been
fantastic!

POSITIVE



The product is
ok I guess

NEUTRAL



Your support team is
useless

NEGATIVE

Why Sentimental Analysis-Opinions

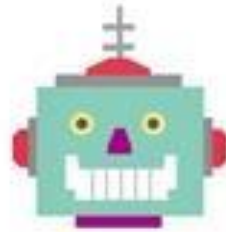
Movie

Products

Public Sentiment

Politics

Prediction



happy



sad



angry



disappointed



surprised



proud



in love



scared

Sentiment Analysis: Avenues

- *Blogs*
- *Social Media*
- *User comments/posts/tweets*
- *Review websites*
- *Community websites*
- *Forums*



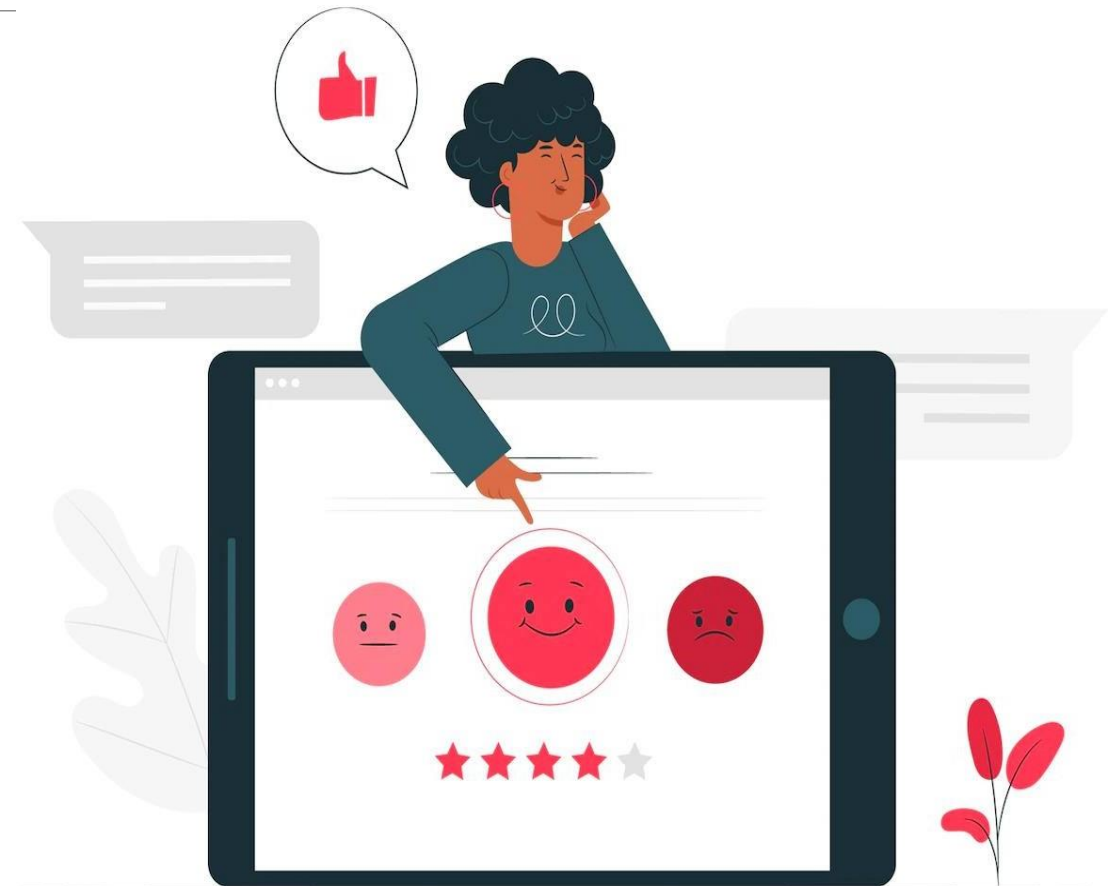
Sentiment: Intent Analysis

ParallelDots' Intent Analysis Classifier



Sentiment Analysis: Tools

- *Quick Search*
- *Reputation*
- *Repustate*
- *Lexalytics*
- *Critical Mention*
- ***Brandwatch***
- *Social Mention*
- *Sentiment Analyzer*
- *MAXG*
- *Social Searcher*
- *Rosette*
- *MonkeyLearn*



Closing Sentiment Analysis

Marketers can use sentiment analysis to better understand customer feedback and adjust their strategies accordingly. Additionally, it can be used to determine whether a particular campaign or product resonates with customers in a positive or negative way.

Thank You

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