



Social media

Integrated marketing communications, 15.8.2019

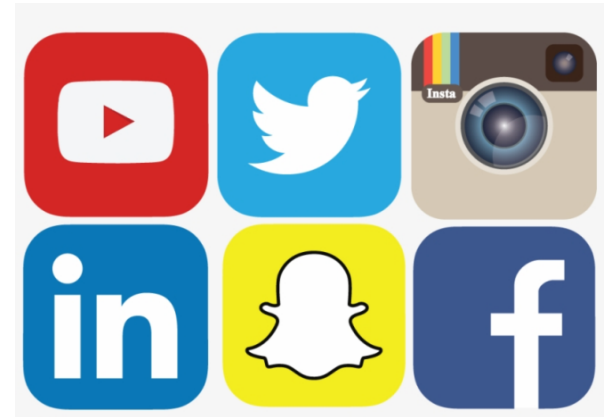
What is social media?

Social media = digital tool or venue that allows people to socialize on the web

Social network = social structure of individuals and/or organizations that are tied together in some manner

Changes in social media happen quickly

Social media marketing uses them to market a product, company or brand





Different target groups

Some social media attract all kinds of people (e.g. Facebook)

General social networking sites

Some social media are more targeted (e.g. new parents, skaters)

Niche social networking sites

Marketers use both kinds of social media

Tailored actions depending the medium (e.g. Twitter, real-time marketing)

The explosion of video productions by individuals is an important element (e.g. YouTube)



Why use social media?

Engage fans

Increase brand exposure

Avenue for customer interaction

Increase traffic

Generate leads

Enhance brand image

Improve search rankings

Gather customer intelligence

Develop loyal fans

Increase sales

It is not only about direct sales per particular action



Strategies in social media

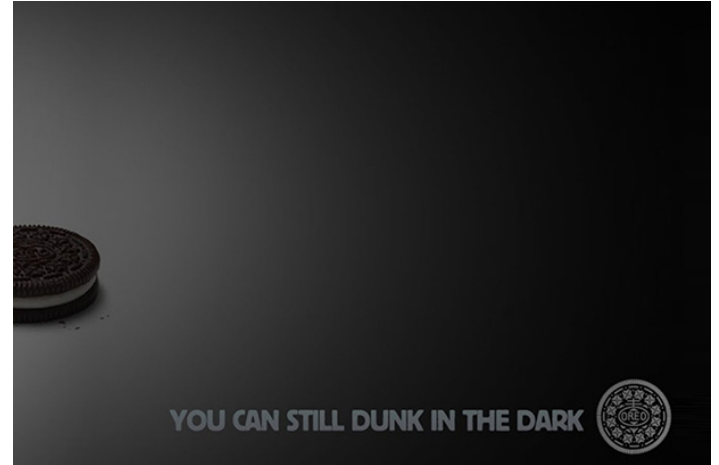
Content seeding

Real-time marketing (e.g. Ramadan, Super Bowl)

Interactive blogs

Customer-generated reviews

Viral marketing



Integration



Social media metrics

Buzz scores (total mentions)

Reach (number of fans)

Likes

Re-posts & re-tweets (e.g. a passionate customer will share)

Traffic from social media

Click through rates

Often qualitative in depth analysis is needed



Challenges

Different languages

Different social norms

Technological changes

Marketing teams must monitor and respond