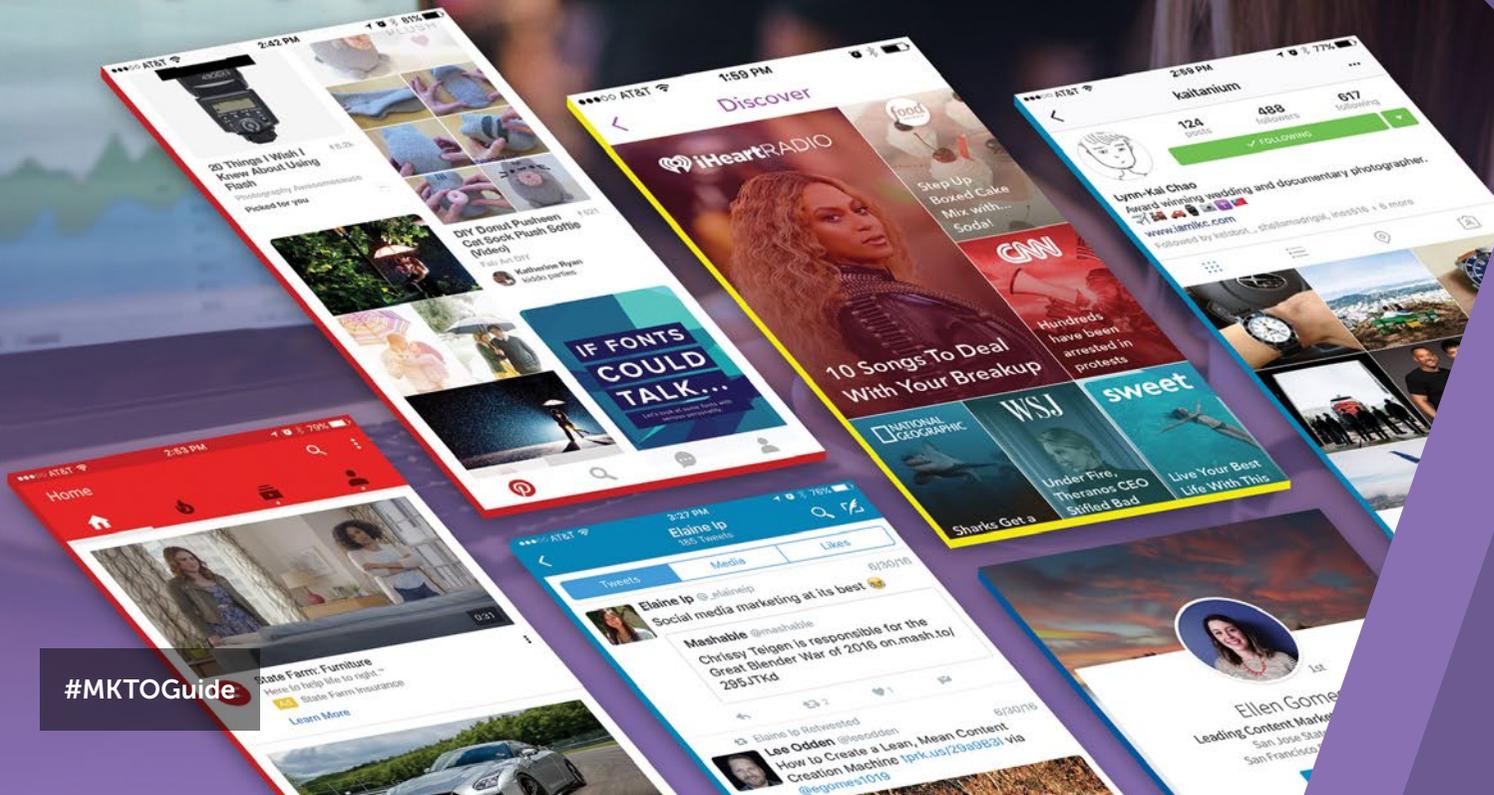


# THE DEFINITIVE GUIDE TO SOCIAL MEDIA MARKETING



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# WHY SHOULD I READ THE DEFINITIVE GUIDE TO SOCIAL MEDIA MARKETING?

Social media is one of the most powerful ways to reach and engage with your buyers today. Because it's almost universally used—by consumers and brands—social media is one of the most effective (and perhaps cost-effective) channels to connect with your audience.

Today, social media activity is higher than ever, with the number of users rising by 176M in the last year, based on data from Social Media Today—and that's only expected to increase. According to eMarketer, 67.4% of internet users worldwide will use a social network this year, and research from Social Media Today shows that 12 new active mobile social users

join every second. That means in the time it has taken you to download and start reading this guide, almost 30 new people started participating on social media. And while new social platforms are popular, users typically adopt these platforms in addition to their current platforms, rather than as a replacement.

While popular social media platforms started as a way to stay connected with your personal and professional network, social media has evolved into a powerful way for brands to connect with buyers and engage in instantaneous, two-way conversations. Because of this transformation, social media is now status quo in a business' digital presence. Now, users expect to see their favorite brands on social media. And that's why social media

marketing plays a critical role in the success of every business.

Social media marketing offers marketers a vast opportunity to engage with their buyers, across the entire customer lifecycle, on the platforms they actively tune in to for information. So, it's critical that, as a marketer, you know how to leverage social media marketing to build your brand, drive demand, and engage your buyer.

"Social media is becoming a real part of people's everyday lives (all people, not just social media marketers)."

**PEG FITZPATRICK** Social Media Strategist and Co-Author, *The Art of Social Media: Power Tips for Power Users*

# WHAT IS SOCIAL MEDIA MARKETING AND WHY IS IT IMPORTANT?



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# SOCIAL MEDIA MARKETING DEFINED

Social media marketing uses social media platforms, as a brand, to communicate and engage with people—regardless of the goal of that engagement.

Because of its rapid rise and prevalence in our modern culture, social media marketing has become a global phenomenon and a ubiquitous part of a marketer's tool kit. There are 2.31 billion people in the world who are active social media users and 1.97 billion who are active mobile social media users, according to We Are Social. Social media is no longer something that needs an introduction—most marketers and their audiences know about it.

But, it is important to understand that social media marketing is more than the traditional platforms that many marketers are familiar with—Facebook, LinkedIn, and Twitter. There are so many more activities and platforms that marketers can and should explore to reach their target audiences, engage them with relevant messages, and build lasting relationships.

Social media marketing can be done organically—posts are displayed to your audiences based on algorithms or augmented by paid advertising—posts are boosted by a platform's ad capabilities, making it more likely to be seen by your target audience.

While our definition of social media marketing encapsulates the activities that modern marketers do on social media platforms to reach and engage their audiences, you may encounter different definitions and terms.

As a term, social marketing is often defined as marketing that builds awareness around social issues and causes with the goal of bringing about social change. While social marketing may use social media marketing, it is not the same. Social media marketing today is considered a marketing channel and activity (or set of activities) that marketers use to connect with fans, customers, prospects, and partners.



## GLOBAL DIGITAL SNAPSHOT

A snapshot of the world's key digital statistical indicators

TOTAL  
POPULATION



**7.395  
BILLION**

Urbanization 54%

INTERNET  
USERS



**3.419  
BILLION**

Penetration 46%

ACTIVE SOCIAL  
MEDIA USERS



**2.307  
BILLION**

Penetration 31%

UNIQUE  
MOBILE USERS



**3.790  
BILLION**

Penetration 51%

ACTIVE MOBILE  
SOCIAL USERS



**1.968  
BILLION**

Penetration 27%

What is Social Media Marketing and Why is it Important?

# WHY IS SOCIAL MEDIA MARKETING IMPORTANT?

As marketers, a familiarity with social media marketing and its value is now par for the course. More than ever, your buyers are sharing their opinions about you online, whether or not you're a part of the conversation, so it's critical to participate and engage in a meaningful way. Social media marketing is an effective way to engage your audience across the entire customer lifecycle—from creating and maintaining relationships, to driving revenue growth, to increasing customer loyalty and retention, and building advocacy.

The impact of social media transcends almost every aspect of our daily lives—work, politics, breaking news, and more. The rise in social media usage by marketers, and our audience, means that participation is no longer an option; it's a necessity. In fact, the growth in global social media users,

both mobile (17% growth in 2015) and not (10% growth in 2015), continues to climb and even outpaces the growth of global internet adoption (10% in 2015), according to We Are Social Singapore. Social media platforms are just as critical for a modern marketing organization as any other channel. With a majority of our audience actively using social media (over 76% of U.S. adults using the internet engage on one or more social media platforms according to data from Pew Research), we need to be where our audience is, and that's on social!

To understand the value social media marketing offers your organization, let's look at how it helps marketers drive value across every stage of the customer lifecycle.



# DRIVE BRAND AWARENESS AND PREFERENCE

With the steady rise of internet and mobile users, social media has become ubiquitous across the globe. As a marketer, social media is an important channel to reach large audiences and develop their awareness, recognition, and sentiment for your brand. In fact, according to data from Global Web Index, more than a third of users seek

out brands on social media—using it to engage with brands that they already like, research products and services for purchase, and obtain customer service. Traditionally, one way that buyers find you is through influencers—trusted individuals that engage with your brand or product. In the past, influencer marketing was typically owned by your

PR team, who tracked and cultivated relationships with key players in your industry and market, but social media has changed the name of the game. Now, it's critical that you not only identify "social celebrities" (commonly known as influencers) who love and use your brand, but everyday people with a large network and influence.

A great way to identify and engage with these influential people is through social media marketing—and building campaigns that are conducive to social listening and sharing, which we will cover more later in this guide.

## SOCIAL MEDIA FOR BRAND RESEARCH

% of active users who say they use social platforms to research products



44%



39%



39%



39%



38%



38%



37%



36%

# INCREASE DEMAND

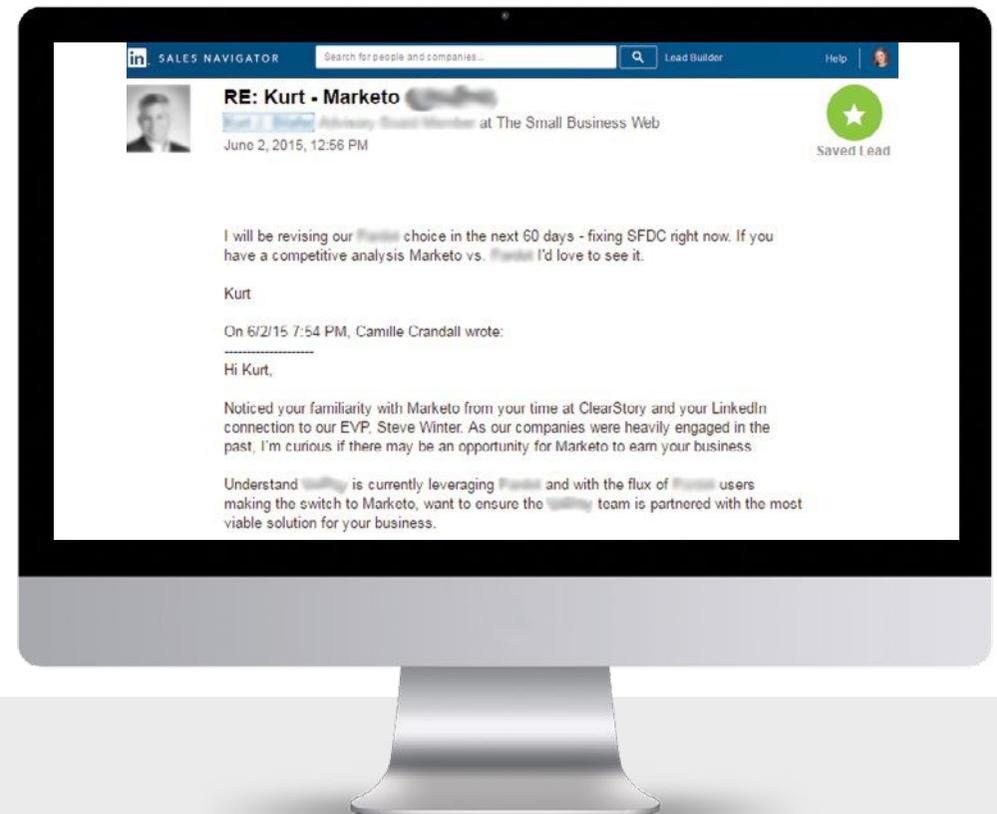
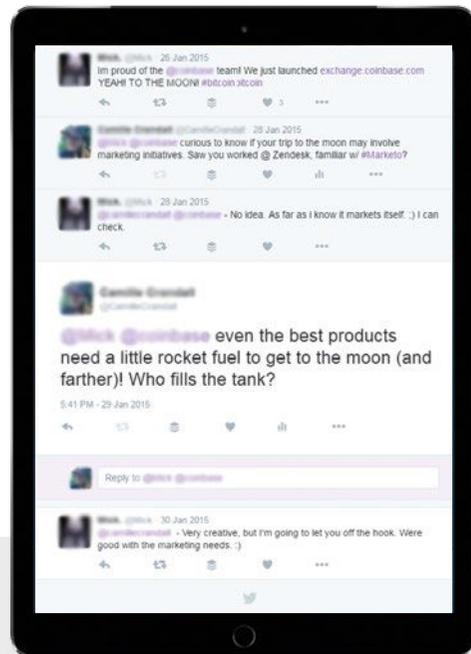
Social media offers marketers more than a way to reinforce your brand. It's also a good way to drive people to a conversion or sale by bringing in new marketable contacts into your database and nurturing them across all channels. Develop offers, promotions, contests, and content that engages your audience more deeply and drives conversion—from a form fill to a purchase. This can be done through social media activity from your brand page or on a 1 to 1 basis through individual team members.

## Social Selling

Outreach known as social selling gives you a new way to connect with your buyers. Your social media marketing and sales team (if you have one) can reach out to people on a 1 to 1 level and offer them personal, relevant content, messages, and offers to accelerate them toward a purchase.

"As social media becomes more personal, social selling, when practiced correctly, is becoming a very real channel to engage people with."

**JOHN JANTSCH** Speaker and Author of Duct Tape Marketing, The Referral Engine, and The Commitment Engine



Examples of social selling in action at Marketo—on Twitter and LinkedIn

What is Social Media Marketing and Why is it Important?

# SEO BENEFITS

Many marketers use their website as the 'home base' for their marketing activities—driving visitors to their site to continue to engage and eventually convert them. An important part of getting people to your website includes your ranking in organic search results, which is where search engine optimization (SEO) comes in. SEO is a strategic activity that marketers do to bolster their organic search rankings on search engines like Google. While social media and SEO may not work in conjunction as far as directly building your website's page ranking, social media is one of the easiest and most effective ways to push out your content. The incoming links from your social media shares can impact your bounce rate and time-on-site engagement, and if your content is good and people stick around to read it, those engagement metrics communicate value to search engines.



Marketing Automation

Search

What is Social Media Marketing and Why is it Important?

# OMNI-CHANNEL CAMPAIGNS

Social media does not work in a silo. Many great brands use social networks as a critical component of their marketing mix and communications, but it's important to understand that social media marketing is most effective when its messages and content support and reinforce those on other marketing channels. Coordinated messages across channels (including social media) allow marketers to carry on a continuous conversation over time with their audience.



# NETWORKING AND PEER-TO-PEER INFLUENCE

One of the best ways to engage your audience is by providing them with a compelling reason to share your message with their networks in a way that is natural and seamless. Word-of-mouth marketing and peer recommendations are an extremely powerful way to increase brand visibility through social proof, as people believe their network of peers more often than a branded campaign. In fact, a recent Nielsen Survey on trust in advertising found

that only **33% of buyers believe what a brand says about itself**. Because people view any brand-to-buyer communication as an advertisement, your customers are less likely to take your word for it. In contrast, the same study showed that **92% believe what their peers have to say about a brand**. For example, if your target audience's friends and colleagues are talking positively about your product or service, you are more likely to gain their trust than by running an ad campaign.

According to a McKinsey Study, marketing-inspired word-of-mouth generates more than twice the sales of paid advertising, and these customers have a **37% higher retention rate**. Given the importance of peer recommendations and their amplification through social media, influencer marketing has become a widely discussed topic among marketers.



## What does it take to do social media marketing well?

Take a minute to look at this checklist to make sure you have all your bases covered when it comes to starting or improving your social media marketing strategy:

- Create clear goals
- Have dedicated and trained staff
- Produce enough relevant, quality content
- Understand the social platforms and sites your audience prefers
- Equip your other channels with the ability to share to social
- Commit to making every campaign social

"Smart, innovative companies are leveraging thought leaders throughout their entire marketing strategy in order to pull in new audiences."

**Joe Pulizzi** Founder, Content Marketing Institute



What is Social Media Marketing and Why is it Important?

# SOCIAL MEDIA DRIVES VALUE ACROSS THE CUSTOMER LIFECYCLE

From brand awareness to influencer engagement and peer-to-peer sharing, social media marketing is not a soft metrics-only channel. Today, it drives real and trackable revenue attributed to your social media marketing activities. The level of innovation on social media platforms also allows marketers to try new approaches to reach and engage their target audience. With the help of the right tools, like marketing automation and a social media management platform, you're not only able to listen and respond to your audience across channels, but track the revenue associated with your social media marketing activities—making its impact crystal clear.



Awareness



Engagement



Purchase



Retention  
& Loyalty



Growth



Advocacy



# CREATE A WINNING SOCIAL MEDIA STRATEGY



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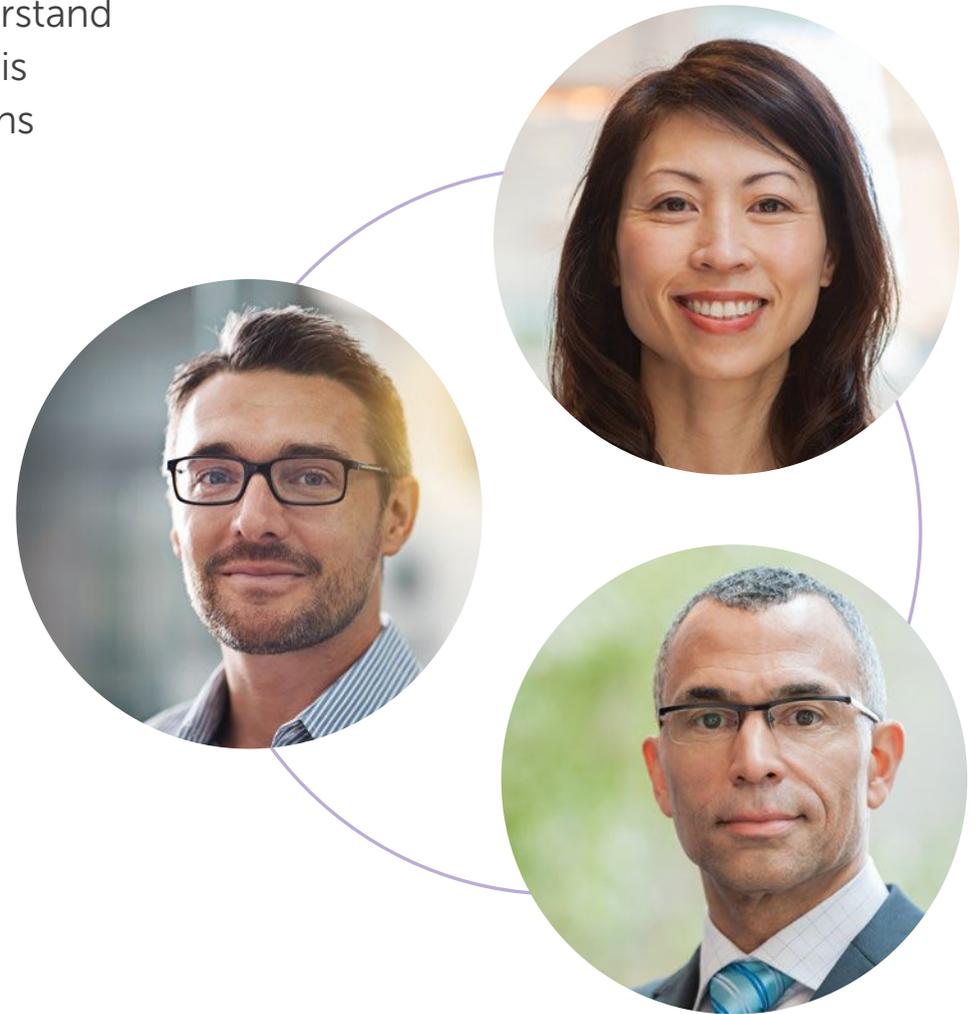
# UNDERSTAND YOUR AUDIENCE

Before you jump into the tactical and practical details of your social media plan, it's critical that you take the time to understand your audience. Who are they? What do they care about? This section will walk you through how to answer these questions and define your audience.

## Build Personas

To understand your audience—from prospects to current customers—you'll want to create personas that represent the different types of people in your audience. Often, this information is available to you from work you have already done to segment and target audiences in your other marketing channels. If that's the case, you may still want to go back and examine if those personas truly represent the audience that you'll encounter on social

media. Listening to your audience on social media can be a helpful way to confirm whether your personas fit your social media audience. Listening helps you understand in real-time what your audience truly cares about and shares.





## Build Personas

If you're starting from scratch and don't have customer personas yet or you are adapting them from the personas you have developed for different objectives, here is a set of questions you will want to ask in order to get started:

<b>QUESTIONS TO ASK WHEN BUILDING YOUR CUSTOMER PERSONA:</b> This information will help you develop the right content and messaging for your social media platforms and build a strong program mix and cadence to address your target personas.	
<b>BACKGROUND</b>	What companies are they from and what are their key job responsibilities there? What are their likes and dislikes about their job and what does their team structure look like?
<b>GOALS</b>	What are their business goals and how can your products help them achieve those goals? What are their challenges and pain points and how can you help address them?
<b>SOURCE OF INFORMATION</b>	Where do they like to consume content (channels)? Are there specific social channels where they do and don't engage?
<b>PREFERRED CONTENT TOPIC</b>	What content topics are they interested in?
<b>MARKETING MESSAGE</b>	Which type of messaging speaks directly to them?
<b>OBJECTIONS</b>	What objections do you anticipate from them during the sales process?
<b>SPECIFIC PRODUCT INTEREST</b>	Do they have interest in a particular solution or product?
<b>ROLE IN PURCHASE PROCESS</b>	What is their influence in the decision-making process?
<b>QUOTES</b>	What are some key takeaways that they have said during interviews?

## Build Personas

Most companies develop personas based on customer demographics and behaviors along with their own understanding of their motivations and challenges. To distill this into a persona, you can conduct qualitative interviews and surveys of your customers, salespeople (if you have a sales team), as well as analyze the customer demographic, firmographic, behavioral, and purchase data that is available to you in your marketing automation platform or other systems. The better you understand and humanize your buyers, the more relevant your marketing will be.

If your business serves several types of customers, you'll want to develop multiple buyer personas. For example, if you're a B2B organization, your personas may include an executive sponsor, decision-maker, and the user. If you're a consumer company, you likely will create your personas around demographic information like age, gender, income level, and region. For most organizations, somewhere between four and six personas is ideal, although you might create fewer for a less complex audience.



### Why Create Personas?

**Developing buyer personas requires some initial investment, but it pays off throughout the customer lifecycle—not only for targeting your social media marketing campaigns, but also across all of your marketing efforts.**

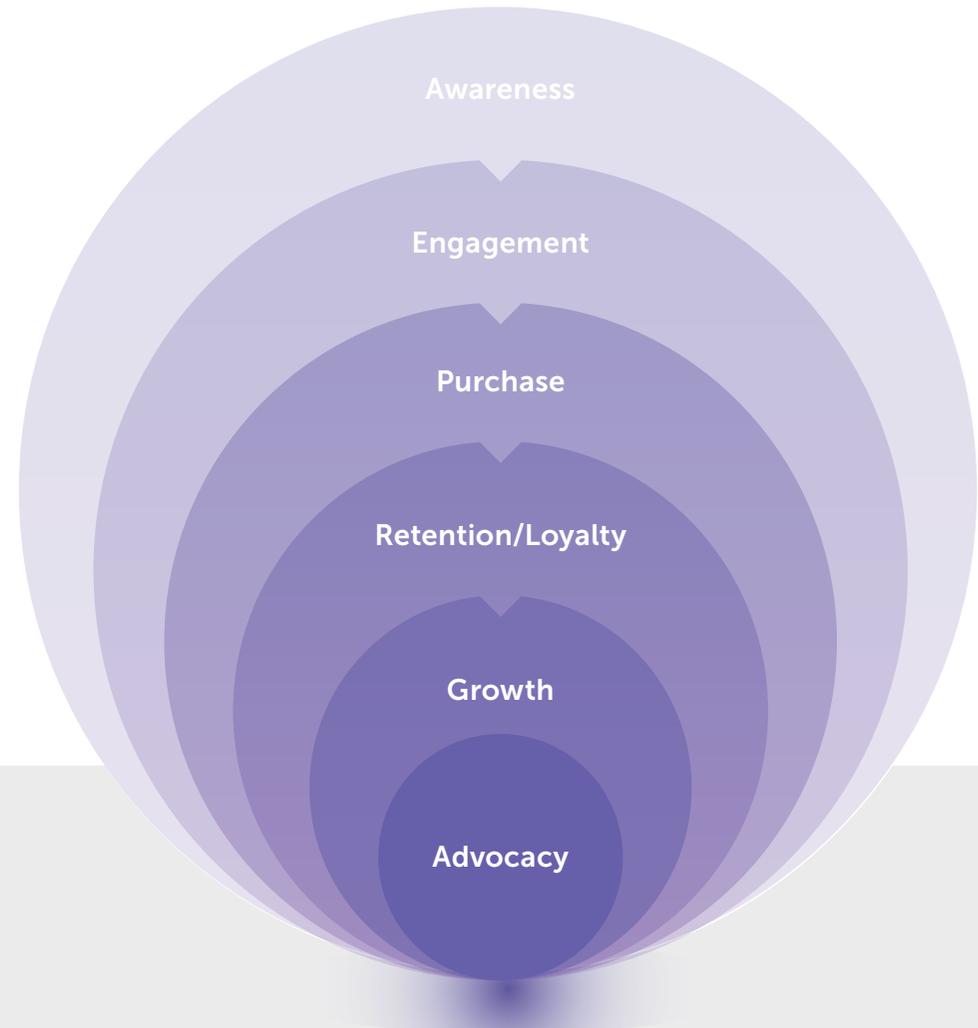
- **They determine which kind of content you need:** If you break your existing content down by persona, you can easily see which personas have plenty of content and which personas need more.
- **They set the tone, style, and delivery strategies for your content:** Some buyers respond best to a light, conversational voice, while others trust a more formal tone. In creating your personas, you'll find out the best tone and style for your content.
- **They help you target the topics you should be writing about:** Why speculate about the topics your buyers care about, when you could just ask? You'll generate a list of relevant topics for each persona.
- **They tell you where buyers get their information and how they want to consume it:** Does your audience like to sink their teeth into 100-page guides, or do they prefer short, snappy graphics? Do they spend their time reading third party reports, or do they comb through Twitter? This information will inform the way you create and distribute your content.



# MAP YOUR GOALS TO THE CUSTOMER LIFECYCLE

As with any marketing strategy, it's important to start by defining your goals. To do this, we recommend identifying your social media marketing goals for each stage of the customer lifecycle. Doing this creates a foundation for a solid social media strategy that's flexible enough to react to an individual's buyer journey while also providing a roadmap for you, to determine which platforms, messages, and offers make sense for your buyer.

In this section, we will look at how to define your goals for each stage of the customer lifecycle and the types of messages that will engage your audience.



"Fully understand the goals and questions your potential customers have at each stage. If you do that, you can effectively guide customers no matter where they choose to get their information and engage."

**JOHN JANTSCH** Speaker and Author, Duct Tape Marketing, The Referral Engine, and The Commitment Engine

## The 6 Stages of the Customer Lifecycle

Whenever you communicate with your audience, it's important to keep their buyer journey and the customer lifecycle—from awareness to advocacy—in mind. Understanding where each individual is in their unique buyer's journey allows you to have relevant conversations with them.

Your buyers have a goal—to fill a need or solve a problem they have. To help, you need a clear understanding of the different stages of the customer lifecycle, where each buyer is in their unique journey, a call-to-action in your marketing (to facilitate the buyer's movement toward the next conversion—whether that's sharing content, making a purchase, or recommending you to a friend), and a way to tie each of your marketing activities to business outcomes.

At Marketo, we break down the customer lifecycle into six main stages: Awareness, Engagement, Purchase, Retention/Loyalty, Growth, and Advocacy. Each buyer's unique journey is fluid and can traverse between these stages, both forward and backward. Let's examine how these stages shape your social media marketing goals:

### AWARENESS

Buyers in this phase are at the beginning of the customer lifecycle. This is where good branding, a high ranking on search engines, and a strong social media presence are useful. Your goal in this phase is to drive brand awareness and capture audience interest, reaching them on the right channels with relevant, personalized messages.

For your social media marketing, this means offering plenty of early-stage messages and having a thorough understanding of the social media platforms where your buyers engage on, so you can always reach them where they are.

### ENGAGEMENT

Buyers in this phase have displayed interest in your company and are a potential customer. Your goal is to listen to their behaviors and then engage them with targeted messages to nudge them closer and closer to the next conversion. This includes creating specific offers and nurture tracks based off of their preferences and behaviors. Useful content is a great way to maintain a connection with your audience, educate them until they are ready to buy, avoid the dreaded "unsubscribe" or "unfollow," and, ultimately, build a lasting relationship with them.

For social media marketing, this means incorporating mid-stage messages into your social media editorial mix and using paid advertising to target specific audiences with content and offers that will push them forward to make a purchase.

### PURCHASE

In this stage, your buyers are ready to purchase from you, so your job is to make the process convenient for them. Monitor your purchase process to ensure an easy transaction for your new customers. If other teams are involved, such as sales or support, align your communications so that you're guiding your buyers through the transaction.

"To engage your audience and be successful, you need to have smart copy, great design, and avoid lazy marketer syndrome (posting just to be posting). You never know where your prospect's journey will start. It could be a tweet, a LinkedIn post, etc. so make it worthwhile."

**JASON MILLER** Group Manager, Content Marketing, LinkedIn Marketing Solutions

## The 6 Stages of the Customer Lifecycle

### RETENTION/LOYALTY

While converting a buyer into a customer is considered a success for most marketers, **creating trusting, long-term relationships with your customers is one of the most effective ways to increase revenue**—ensuring that you get the most value out of your customers, and they get the most value out of your offerings.

For social media, this means understanding that your customers are part of your audience and ensuring that you continue to provide them value with relevant content and messages. It also means having a plan and process in place when your customers encounter customer service issues so you can rapidly respond and deliver on your

brand promise over social media. Research from Lithium Technologies found that 70% of users expect to hear back from the brand they're interacting with on Twitter, and 53% want a response within the hour. And if they don't hear back, there are major consequences. The majority of respondents said they would tell their friends and family about the experience and escalate concerns through other forms of communication. This means that you not only need to have a social media presence, but be actively listening and engaging as well.

### GROWTH

Marketing doesn't end after the sale. **Continue to provide value to your customers by identifying cross-sell and upsell opportunities.** You can use your marketing automation platform to segment your current customers and share that list with digital advertising platforms, allowing you to target current customers with new offers.

### ADVOCACY

Engaging with customers throughout their lifecycle isn't just about individual value—it's also about the value of their networks. Turning your loyal customers into advocates can expand your reach by accessing their networks to promote your brand. It's important that you

treat your existing customers well by continuing to engage them with special perks and incentives. **Your goal is to offer a great customer experience to encourage your customers to become brand advocates and refer your brand to their friends and family.**

Like retention and loyalty, it's important that you recognize that your advocates and potential advocates are part of your social media audience. Show them recognition, sometimes in the form of a retweet or through special offers and promotions that are targeted just for them—that offer value and ask them to refer you.

## WHY MARKET ACROSS THE ENTIRE LIFECYCLE?

The probability of selling to a prospect is less than

**20%**

The probability of selling to an existing customer is greater than

**60%**

Repeat customers spend more than new customers by as much as

**67%**

Say they achieve a higher ROI by focusing on engagement

**49%**

## Early-, Mid-, and Late-Stage Messages

There are different types of messages that you can deliver over social media and often those messages correlate to the goal you are trying to accomplish. These messages work to nudge buyers along the entire lifecycle—from awareness to advocacy. Let's look at how to identify and define the different categories of messages:

**Early:** Early-stage messages on social media are fun, entertaining, and educational. These could include sharing or curating relevant news, offering helpful tips on how to do something, or displaying visual content.

**Mid:** Mid-stage messages on social media are educational, engaging, and often drive toward a goal. And that goal is often to build trust with your audience and get them to engage with you further. Some examples include social contests, a free subscription to a newsletter, or an invitation to an event. These are appropriate for getting to know more information about your prospects or customers—you share something with them and they share something with you.

**Late:** Late-stage messages on social media are educational, informative, and drive conversions. However, it's still important that, at any stage, your message is on-brand and interesting—which can be accomplished through visuals. These messages could be a click-to-purchase, offering a demo, signing up for a trial, or recommending your brand to a friend. All of these drive metrics that ultimately support a conversion—a new name, a sale, etc.



### Social Media Pitfalls to Avoid

As you plan your social media goals, strategy, and activities, it's important to avoid these common pitfalls:

- **Don't go in without goals:** You need to establish your objectives, goals, and ways to measure success.
- **Don't just brag or sell:** Endless self-promotion will alienate your audience and irritate existing customers.
- **Don't overlook measuring your ROI:** There are concrete ways to measure your impact (that we'll cover later).
- **Don't assume every social media site is good for your business:** It's critical to understand how and when your buyers are using social media. Social media requires you to actively engage with your audience and can be a resource drain if you're on too many channels.
- **Don't create a presence on a social site and then abandon it:** Creating a presence means finding and building engagement with your audience. It's a continuous process that takes time, but is well worth the effort.

"Once you know your target audience, you can look at the social media landscape and see which social media platforms will work with your message and will reach your audience. It's a combination of your goals and where your audience spends their time."

**PEG FITZPATRICK** Social Media Strategist and Co-Author, *The Art of Social Media: Power Tips*

# CREATING CONTENT FOR SOCIAL MEDIA

Now that you've identified your social media goals across the entire customer lifecycle, it's time to put them into action. Because of the immediate, 1 to 1 nature of social media marketing, your buyers expect your brand to behave like any other person on the platform. So, in order to be successful, your content needs to not only offer value but meet their expectations.

If you want to grow your social media presence and hit your different objectives, you need to create content that maps to each stage of the customer lifecycle and aligns with your buyers' expectations on each social channel. With the proliferation of marketing messages, one of the only ways to break through to your audience is with content that offers relevant, useful, and valuable

information. In fact, according to a Marketo online survey, **50% of respondents named content marketing as a top skill critical to their success.**



## Social Media Standards and Code of Ethics

Businesses and people who participate on social media should consider adhering to generally accepted code of ethics and guidelines set by the Word of Mouth Marketing Association (WOMMA). WOMMA provides guidelines for marketers and businesses committed to engaging in practices and policies that promote an environment of trust between the consumer and marketer. We encourage you to check it out.

### WHAT SKILL IS MOST CRITICAL TO YOUR SUCCESS?

Skill	Percentage of Respondents
Customer Experience Architect	14%
Partner Marketing	22%
Influencer Relations	23%
Design	24%
Mobile Marketing	25%
Social Media Marketing	30%
UX (User Experience)	33%
Storytelling/Creativity	40%
Inbound Marketing (SEO, Paid Search, etc.)	45%
<b>Content Marketing</b>	<b>50%</b>
Marketing Operations	54%
Demand Generation	61%
Data Analytics	66%
Email Marketing	69%

Source: Marketo online survey

"Great social is really about great content. The campaigns that really stand out are those with content that compel the user to participate, to engage, to share, to amplify. Think about how you can make your audience part of the content. Starbucks does a great job of this."

# DEFINE YOUR WRITING STYLE FOR SOCIAL MEDIA

Your content will be driven by the target personas you are trying to reach on your social channels and your objectives for each stage of the customer lifecycle.

Based on your assessment in the earlier chapter on personas, you should have a solid understanding of what tone, style, and delivery strategies to use. Are you targeting practitioners on a specific social channel? Perhaps you will want to use a conversational, prescriptive voice on Twitter or Facebook. Are you trying to reach executives? In this case, you may want to use a formal voice on a professional network, such as LinkedIn.

Whoever your target audience is, it's important for you to understand what objectives each piece of content helps you achieve in engaging with buyers throughout the customer

lifecycle. Does a particular asset help increase brand affinity? You may want to promote that post both organically and through paid promotion to increase its reach and achieve your objectives—brand awareness and affinity. Is an asset aimed at being educational and useful? Perhaps it should be promoted to audiences who have interacted with your brand before.

## ARE YOU CREATING CONTENT THAT EDUCATES?

As you think about creating content to support your social media marketing, frame your thinking around your audience's needs and interests. Creating content without this in mind will produce content that is blind to the value you aim to create for your buyers.

## ARE YOU CREATING CONTENT THAT'S TARGETED?

Every piece of content that you create should have an intended audience. That audience may be broad, but you should understand the purpose and persona(s) you aim to speak to, inform, and educate via the asset.

Let's take a look at what this looks like for a B2B organization:

Practitioners would be interested in actionable content that walks them through "how-to" steps of accomplishing a task. Whereas, executives are more likely to be more interested in content that addresses higher-level strategy, organizational best practices, and how other companies in their industry see success. B2B content also needs to be targeted based on company size (SMB vs. ENT) and

written with relevant language for a particular industry vertical. Alternately, a consumer brand, such as a fitness app, may focus their content based on their different personas—the entry-level fitness user and the more seasoned athlete who's training for an event, like a marathon. Like the B2B example, the messages and content delivered to these different personas would be tailored to their unique goals and objectives.

Regardless of whether your asset has a broad audience that addresses multiple personas or if it's very targeted, there are a few things that you can do to create targeted content out of your already existing assets and make it feel more relevant for a specific audience. You can start by applying the 4 Rs—reorganize, rewrite, retire, and redesign—to the content that you already have.

"It used to be that we created paid ads, shared those on social media, and hoped they earned organic or "owned" brand engagement. That model has flipped. Now, brands are creating great stories on their own platforms. If the content is good, it 'earns' social shares. Then paid promotion is placed behind it to maximize reach. Ultimately, it all starts with great content!" **MICHAEL BRENNER** CEO, Marketing Insider Group

# SCALING YOUR CONTENT FOR SOCIAL

## The 4 Rs

Because social media marketing, like many other aspects of marketing, requires content to fuel many of the conversations and interactions you want to have—you may need to get creative in how you resource your team and create that content. To maximize the value of your team, save money, and effectively create the content that you need, use the 4 Rs of content marketing for your social content.



### REORGANIZE

Maximize your efficiency and use sections of the same piece to create smaller breakout pieces. For example, you could break up an infographic into different visuals (such as important stats and charts) to share on your social channels and include a link to the full infographic in your caption.

### REWRITE

Extend your investment when creating content by using the content that already exists. Take a look at your content library and determine where you can pull relevant information from. Even if an asset is outdated, there may still be relevant takeaways that your audience will find valuable.

### RETIRE

Sometimes, it's best to remove content that's outdated. Perhaps it no longer has relevant information, is underperforming, or was created for a particular event or moment in time that's passed. Social media sharing is instantaneous, and the last thing you want to do is make your brand appear out-of-the-loop.

### REDESIGN

In some cases, all your content needs is a fresh design. Your asset can feel old because the creative visuals are no longer on trend. Alternatively, you can take an existing asset and design it differently to make it relevant for a segment of your audience or certain personas.

"When you create a great video or blog that resonates with your audience, too often, marketers stop there. You must take that content and turn it into other pieces that fit other social platforms. For example, if you have a great Facebook Live video, take the best 1 minute clip and share it on Instagram." **BRIAN FANZO** Change Evangelist & CEO, iSocialFanz, LLC

## Create a Variety of Content

To keep your audience engaged, make sure that you're creating content that will help you achieve your goals and objectives to share on social media. Content is a great way to show your expertise and your personality. There are many purposes for creating content, from building your audience's perception of your brand expertise, to thought leadership, to simply posting fun, shareable pieces. When you are thinking about what forms of content to create, it's important to first understand where you will be sharing it (many social media platforms lend themselves more naturally to specific types of content) and what types of content your audience consumes and engages with most readily.

Your content can take many forms, and your mix may look different depending on which platforms you choose to engage with, your business type, and your audience, but you will want to make sure you have the following mixed into your content strategy:

- Big rock content pieces (like ebooks and lookbooks)
- Whitepapers
- Tip sheets/checklists
- Blog posts
- Infographics
- Photos and videos
- Fun visual content (such as memes and cartoons)
- Slideshows
- Podcasts



### Emoji Marketing—YAY! Or Nay?

**Should your brand be on board with emoji marketing?** 92% of the online population uses emojis, and those that do use them to help communicate their thoughts and build personal relationships, according to the 2015 Emoji Report by Emogi. People process visual information much faster than text, so using emojis in your social media messages can help your audience grasp the message quickly, especially if they are scanning through their feed. However, it can be easy to go overboard with emojis, so it's important to follow these tips:



**1. Use emojis tastefully.** Emojis should help demonstrate your message, not make up your entire message. Publishing posts with emojis making up the majority of the content can leave room for misinterpretation.



**2. Use it for the right audience.** If you're building brand awareness and publishing fun or educational content, emojis can add more flavor to your post. On the other hand, if you're trying to reach the C-suite with high-level messaging, it's best to leave them out.



**3. Use it in the right context.** Your emojis should complement your message, not contradict it. Before you use emojis in your marketing, do a little research on whether that emoji means the same thing to other people.

"One size content doesn't work, of course neither does the same content across all social networks. There are specific content considerations for the campaign, the brand's audience, and the distinct organic networks built up on each channel." **LEE ODDEN** CEO, TopRank Marketing

"Regulated brands will likely have to take more conversations offline than a retailer or restaurant, but that doesn't mean they still can't be personable, empathetic, and helpful in public via social media."

**DAN GINGISS** Co-Host, Focus on Customer Service Podcast

## The Power of Visuals

### PHOTOS

The ease at which you can share photos and images with others is a huge boon for companies. It lets you record and increase the visibility of company events, industry conferences, user groups, and more. On social media, you can build a visual vocabulary that defines your brand for your audience in the same way that a traditional written-word style guide typically does. **Social audiences—prospects and customers—love visual content, so make sure you are consistently using images in your marketing mix.** Here are the top three reasons why you should frequently use photos and images in your social media marketing campaigns:

- 1. Appeals to emotions:** Visual content appeals to the viewer's emotions in a way that text is unable to. Thanks to the simplicity of photo and image sharing applications, text is an afterthought.
- 2. Creates intimacy:** Photos help humanize your company. Now, customers and prospects can relate to your brand message via photos—without a plethora of emails.
- 3. Engages:** Photo and image sharing applications provide the perfect opportunity for your business to engage your audience in a fun way through contests and other image-centric campaigns.

"Every post, other than a response or comment, should have a picture or video. That's one of the most important things to remember." **GUY KAWASAKI** Chief Evangelist, Canva

People following directions with text and illustrations do **323%** better than people following directions without illustrations.  
— NeoMam

Visual content is more than **40X** more likely to get shared on social media than other types of content. — Buffer

Content with relevant images gets **94%** more views than content without relevant images.  
— KISSMetrics

The average video post generates **135%** greater organic reach, when compared to photo posts. — Social Bakers

### VIDEOS

Video is now an essential part of any successful social media marketing strategy. Not convinced? According to Wyzowl, 77% of consumers say they've been convinced to buy a product or service by watching a video. Online videos help you achieve a variety of outcomes from awareness and engagement to conversion and retention.

Videos, especially those that offer a real-time look into your brand activities, are a unique content format that deserves equally unique content. It's not enough to pull copy from your other channels. Because of this, video can sometimes be hard for brands to develop because it requires resources to create and curate content—someone with behind-the-scenes, real-time access to your brand.

When optimizing video for your social media marketing efforts, the first step is to understand the goals that you aim to achieve with your videos. Some will simply entertain—

building brand affinity, awareness, and engagement, while others will serve as education—helping drive customers toward another purchase or retaining those that you already have.

To get more visibility, make sure you optimize your videos in the following ways:

#### **Use customer-centric titles**

Put careful thought into the keywords your customer might search for when looking for a video like yours or what will catch their attention as they're browsing their feeds.

#### **Use video descriptions with targeted keywords**

Use the description field to add in keywords that are relevant to your buyer and your brand. If your video aims to drive conversions, such as a purchase or download, it's a best practice to include a shortened link with a call-to-action (CTA) driving traffic to your website or a landing page with a specific offer to generate leads.

#### **Encourage comments**

Your goal should be to generate as many "thumbs up" ratings and comments as you can for brand awareness and SEO purposes. Commenting on other popular videos in your niche is another way to generate more comments and ratings. It's also a great opportunity to present yourself as an expert by making a comment that spurs other viewers to engage.

#### **Increase social shares**

Use links or embed codes to share your videos on other channels and include your videos on your website. Determine which videos would be useful to prospects and customers and include these links in your emails, blog posts, and other outbound communications. Always think about how to make your content more shareable.

Video content is a great asset to promote social sharing. Integrate videos in your social campaigns to

further increase engagement, as videos often have high share rates compared to other types of assets. Promotional and sales-focused videos are acceptable and useful.

Unlike whitepapers, online videos can be product-oriented and promotional, and include:

- Product demos
- Webinars
- Whiteboard sessions
- Customer testimonials
- Speaking engagements
- Holiday video cards
- Vblog (video blog) entries
- User-generated content
- Company culture videos

# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORMS



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**Marketeto**

# SOCIAL MEDIA PLATFORMS

There are many different social media platforms you can utilize to reach and engage with your audience. In this section, we will cover some of the core social platforms for your business.

Many of these platforms have capabilities that overlap and likely will continue to develop more as each platform evolves to improve the user experience. (In fact, in just the time it's taken to develop this Definitive Guide, new features have been launched for some of the platforms mentioned.) Some have ad targeting options to enable you to serve content to distinct audience segments, which we'll cover in more detail in the next chapter.

As with any of your marketing campaigns, the best platforms to be on are where your buyers are. Keep your audience and objectives in mind as you choose which social media platforms to focus on. Some are better suited for meeting your objectives for earlier stages of the customer lifecycle, while others, with more advanced targeting options, allow you to reach buyers at every stage of the customer lifecycle. As you navigate the social media landscape, it's important to have a solid understanding of each channel's features and capabilities in order to help map a strategy that determines which platforms to participate on.

We'll cover a variety of social media platforms and their benefits for marketers, including some platforms that have become the bread and butter of many social media marketing strategies and others that offer different capabilities and new formats. It's important to remember that it's not enough to merely post on any of these sites; the key is to engage and build relationships with your audience continuously.



## Reminder

The content you share on each of these social media platforms will vary depending on the target personas you are trying to reach and your objectives for each stage of the customer lifecycle. Jump back to Chapter 2 to learn how to develop content for social media.

"Choosing the right social media platforms comes down to asking, 'Where are my customers?' If they are on Snapchat, go there. If they are on Pinterest, get there. If they prefer live video, it's time to adopt Facebook Live."

**MICHAEL STELZNER** Founder and CEO, Social Media Examiner

"Only commit to channels that you can consistently deliver valuable information. This means you might only activate content in a few channels and use the others as listening posts."

**JOE PULIZZI** Founder, Content Marketing Institute

"It all comes back to asking yourself how you can make your story relevant to that space. Learning to adapt to evolving technologies will change the way that we connect with people and tell our stories."

**BRYAN KRAMER** Best Selling Author, CEO, PureMatter, TED Talk & Keynote Speaker

"I believe too many marketers are creating strategies focused on where their audience is today. Not only does that not embrace change, but it forgets to factor in where your audience will be tomorrow."

**BRIAN FANZO** Change Evangelist & CEO, iSocialFanz LLC

"I'm a big fan of embracing new tools and platforms with a sandbox mentality: Get in there, and get your hands dirty. Then decide if you can see a use for your business. Or not. (Snapchat? Maybe. Sorry, Ello.)"

**ANN HANDLEY** Chief Content Officer, MarketingProfs

### Facebook

Facebook is one of the most widely adopted social media platforms. In fact, according to Pew Research Center, 71% of American adult internet users are Facebook users as well. And globally, there are more than 1.59 billion active users and 1.44 billion active mobile users on Facebook every month. Its continued success is largely attributable to its focus on customer experience and its ability to navigate the shift to a mobile-first world.

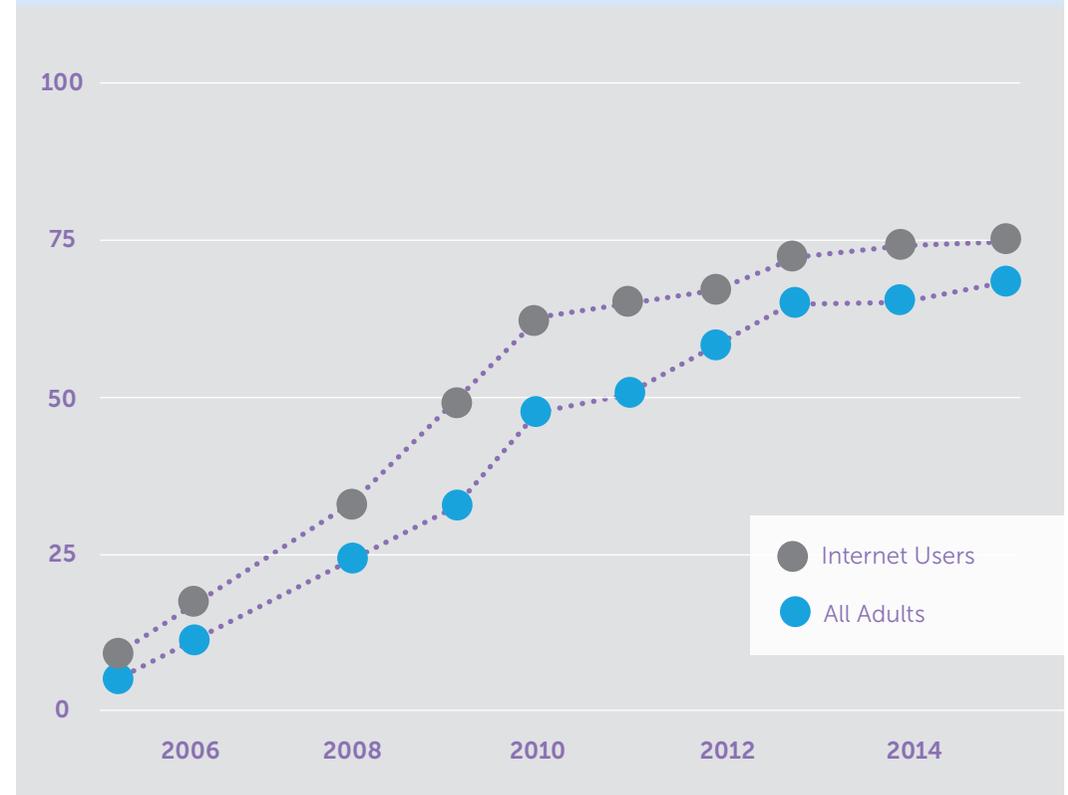
Facebook offers more than just a way to stay connected to friends, family, and colleagues; it's an essential tool to connect with your buyers. Since it officially created a space for brands in 2007, it has continued to evolve the ways that marketers can engage with their audience. Facebook allows your business to be available to people on a trusted, popular platform, where potential customers can not only engage with your brand, but also see "real" people (their network)

interacting with you. This sets the stage for you to build stronger, more authentic relationships with them.

A Facebook Page, the business equivalent of a Facebook profile, is the central hub of your brand. Creating a Facebook Page for your company has many benefits: it makes your business discoverable in Facebook search, allows you to connect one-on-one with your followers, helps you reach large groups, and gives you deeper insights into your audience.

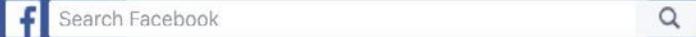
But to accomplish this, businesses need to strike the critical balance of offering content that is relevant and adds value with content that just plain entertains. For your Facebook posts, be sure to have a mix of fun, un gated (without a form as a barrier) content and offers as well as more educational, gated content and promotions (using a form as a barrier to your asset or promotion).

#### % OF ALL AMERICAN ADULTS AND INTERNET-USING ADULTS WHO USE AT LEAST ONE SOCIAL PLATFORM



Source: Pew Research Center

# Facebook



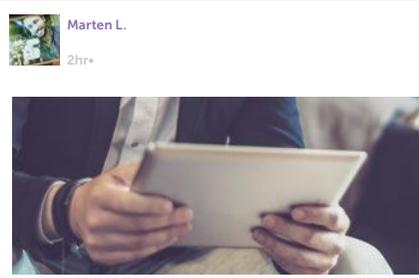
Home 20+



## IS MY POST GOING TO BE SEEN?

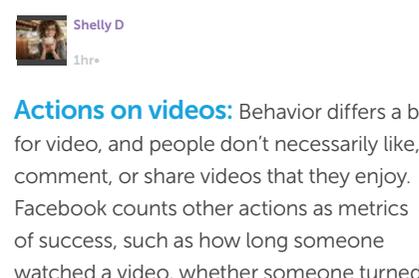
### WHAT YOU NEED TO KNOW ABOUT FACEBOOK'S NEWS FEED ALGORITHM:

Facebook's algorithm changes over time have had an impact on organic impressions, and now, posting for the sake of posting can actually hurt your chances of being seen. Facebook is very user-centric and continually optimizes their platform to ensure that the News Feed helps their users—your audience—connect to stories that matter to them the most. Posting content that is overly promotional will cause your Page's organic distribution to fall over time. So how do you make sure your post is seen? Understand how the following issues impact it and how to overcome them:

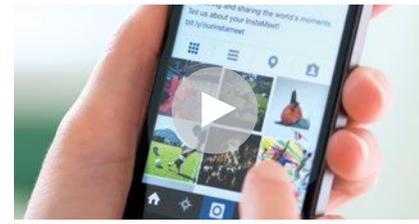


**Time spent reading a post:** In the past, brands could have manipulated their engagement rates by running a contest in which users were required to like, share, or comment on a post, but this is no longer effective. Facebook measures the number of seconds a user spends on each post to understand whether the content resonated with them. If individuals spend more time on a particular post in their News Feed compared to others, it's a good indicator that it was important to them.

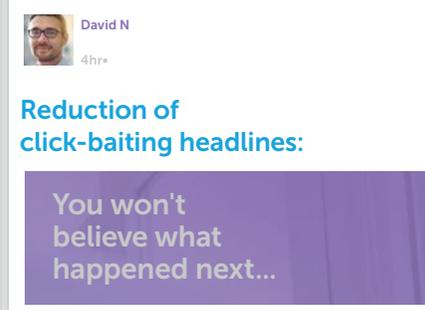
**Time spent with content:** Facebook starts measuring after your content has fully loaded and looks at time spent within a threshold so that longer articles don't get ranked higher. Ensure that you provide users with timely, relevant, and valuable content that your audience will actually read.



**Actions on videos:** Behavior differs a bit for video, and people don't necessarily like, comment, or share videos that they enjoy. Facebook counts other actions as metrics of success, such as how long someone watched a video, whether someone turned on sound, made the video full screen, and enabled high-definition. Relevance is key—think about sharing fun, educational, or humorous video content that is immediately engaging.



**Diversity of posts:** Facebook discovered that people enjoy reading articles from a wide range of publishers, so they're reducing how often people see several posts in a row from the same source. This means it benefits you to spread your posts throughout the day to increase the chances of them getting seen by your audience.



"Clickbaiting" happens when a publisher posts a link with a headline that's misleading or leaves out important information to get users to click on it. While these posts get a lot of clicks, Facebook research shows that 80% of the time, people prefer headlines that are more informative. So instead, Facebook looks at how long people spend reading the article and the ratio of people clicking on the content compared to people discussing and sharing it. Facebook has also identified phrases that are commonly used in clickbait headlines to determine which posts are clickbait and which web domains they're coming from. Links shared from those Pages or domains will appear lower in the News Feed until they stop posting clickbait headlines.



# Facebook

### IMPORTANT FEATURES

#### Tabs and Apps

Tabs and apps sit in two places on your Facebook page: in the navigation bar under your Page's cover photo and on the left side of your timeline. Tabs come with your Page and help users navigate through content such as your photos, videos, and events. Tabs can also be used to host a variety of apps, which help a business extend their capabilities directly on their Facebook Page, including running contests, promoting offers (i.e. 20% off), connecting to your other social accounts, hosting an e-commerce storefront, hosting a landing page, and more. To see what is available and choose apps to add to your page's tabs, visit the Facebook App Center.

At Marketo, we use our Facebook tabs to promote our large content assets, such as our Definitive Guides. When a user clicks into a tab, they are shown a social version of a Marketo landing page. Marketo has the ability to publish landing pages directly to Facebook; it is an option a user can select when building their landing page. How you use your tab space is a question that should be answered by your social strategy and the goals you hope to achieve.

The benefit of using tabs instead of directing a user right to a landing page is that the Facebook user is able to stay within the Facebook ecosystem and does not navigate away.

#### Facebook Groups

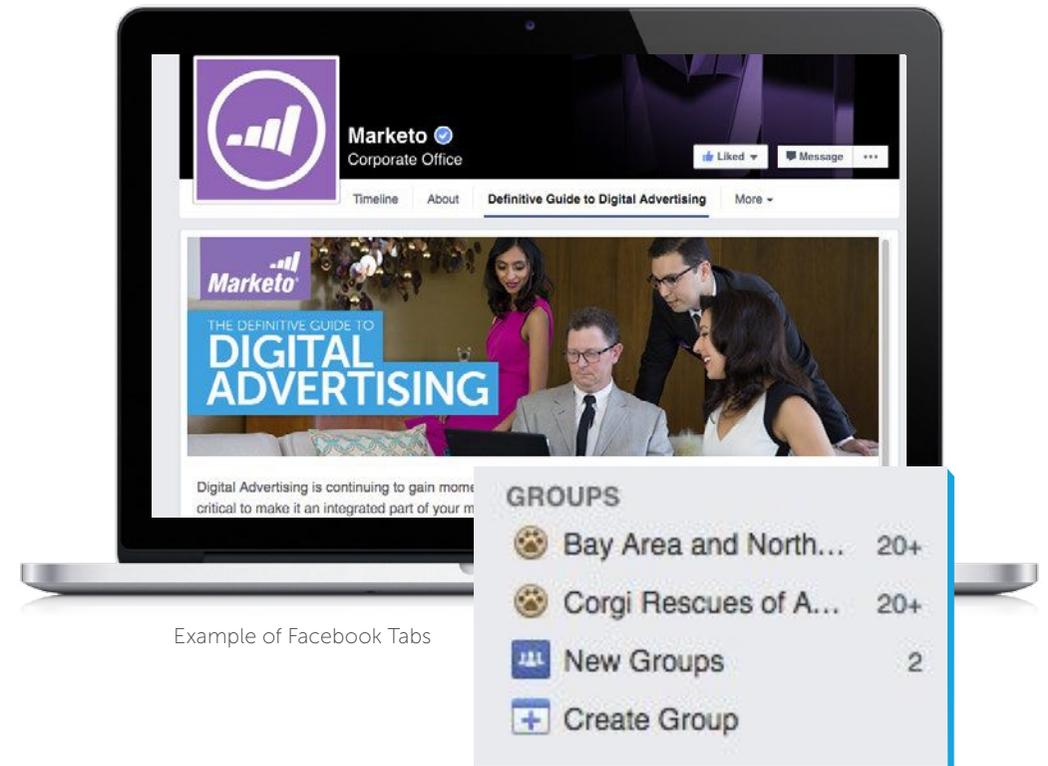
The Group feature is useful for demonstrating your company's passion and expertise in a topic and connects like-minded people to share ideas and insights. It's a way for brands to drive and participate in conversations revolving around their interests. And the more members in your group, the more it gets promoted to their friends and networks, increasing the group's popularity and growth.

Creating a Facebook Group is a great way for businesses to create awareness, increase inbound traffic, and foster loyalty. For example, you could create a group for your existing customers or around a solution that your company's product addresses. While you cannot create a group on behalf of your company Facebook Page, you can create one from a personal account, perhaps from an employee on your social media team.



### Bonus! Marketing automation users:

The best solutions allow you to publish multiple landing pages directly to Facebook. Rather than redirecting Facebook visitors to your website, these pages allow you to gather data from customer behavior on Facebook—in the same way that you can gather data from a page built on your marketing automation platform. From a paid promotion perspective, marketing automation users, specifically Marketo users, can also use Facebook Lead Ads to promote specific offers and capture lead data that syncs seamlessly with your marketing automation platform.



Example of Facebook Tabs

Example of Facebook Groups from the navigation

# Facebook

### Live Video

As a newer feature on Facebook, Facebook live videos are real-time video posts that you can start and then share on your timeline and in your followers' News Feeds. Videos can be watched after the fact, and brands are able to offer a subscribe function to notify subscribers whenever you start a live broadcast. While live video can feel uncomfortable for many at first, because of the popularity of video as a content medium, live video will be an important part of your Facebook content strategy. You can share announcements, do interviews, cover events, and share educational broadcasts. Live video offers brands the opportunity to share what they are thinking and doing right now with their fans and audience. How do you get started? Facebook offers great "how-to" guidelines in their [help center](#).

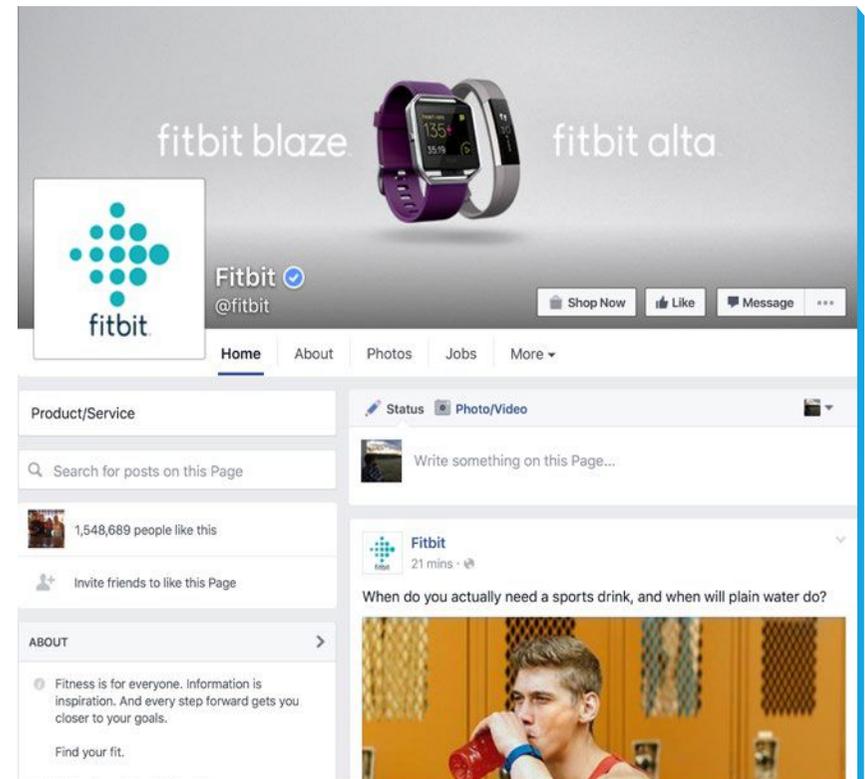
### TIPS AND TRICKS

- Use the cover photo to promote large assets, announcements, or events. The cover photo is typically the first thing a user sees when they visit your Facebook Page since it's front and center, so upload an image that is on-brand and makes good use of that white space. Since your profile photo will cover the bottom left corner of your cover image, it's a good idea to have this placement in mind as you design your photo so that important text or images don't get cut off. For example, Fitbit's cover photo promotes two of their new products released earlier this year, Fitbit Blaze and Fitbit Alta, with the images and text centered so that it is shown prominently when you land on their Page. Note that the text placement is above their profile photo so it doesn't get cut off.



### Facebook Paid Advertising

Having a complete Facebook Page profile with regular updates is an important step to building your audience, but to take full advantage of Facebook's large user base and people-based targeting options, many businesses—those targeting consumers as well as those targeting business professionals—are turning to paid promotions. Some of Facebook's paid promotions include Boosted Posts (also known as promoted posts), which allow you to put paid advertising and targeting behind a post on your Facebook Page. Additionally, they offer advertising, which operates off a traditional pay-per-click model, such as promoting your Page or other offers. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).

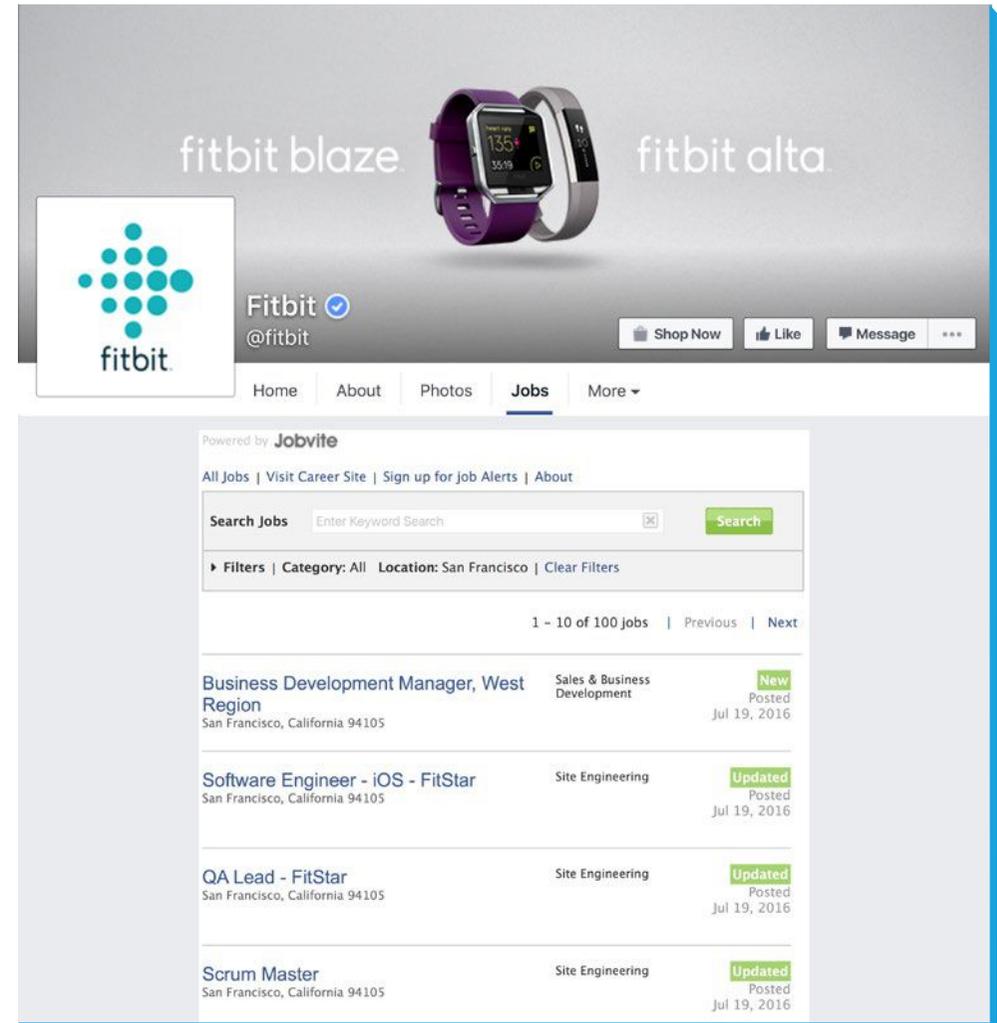


Fitbit centers images and text in their cover photo so it doesn't get cut off

# Facebook

### TIPS AND TRICKS

- Use tabs to promote assets, a landing page, or other important items. Fitbit uses one of their tabs to promote their new job openings directly within the Facebook interface.
- Take advantage of Facebook Groups to grow your network. Create a user group so your customers can connect with each other and participate in other groups with similar interests.
- Incorporate Live Video into your posts to engage your audience in the moment. Research from Facebook reveals that people spend 300% more time watching a Facebook Live video when it's broadcasted live compared to afterwards.
- Add links to some of your posts to point to a landing page on your website.
- Use Facebook's link format, which appears when you paste a link while you're writing your post, rather than embedding it within a caption, since posts with the link format receive twice as many clicks, according to Facebook research.
- Use dark posts to promote content without flooding your Page updates. This ensures you reach the right audience with your targeted message without alienating the rest of your audience with irrelevant posts.
- Take advantage of Facebook's Carousel, Slideshow, and Canvas features to turn photos or videos of your new product or latest event into an interactive experience.



Fitbit uses tabs to promote job openings

### Twitter

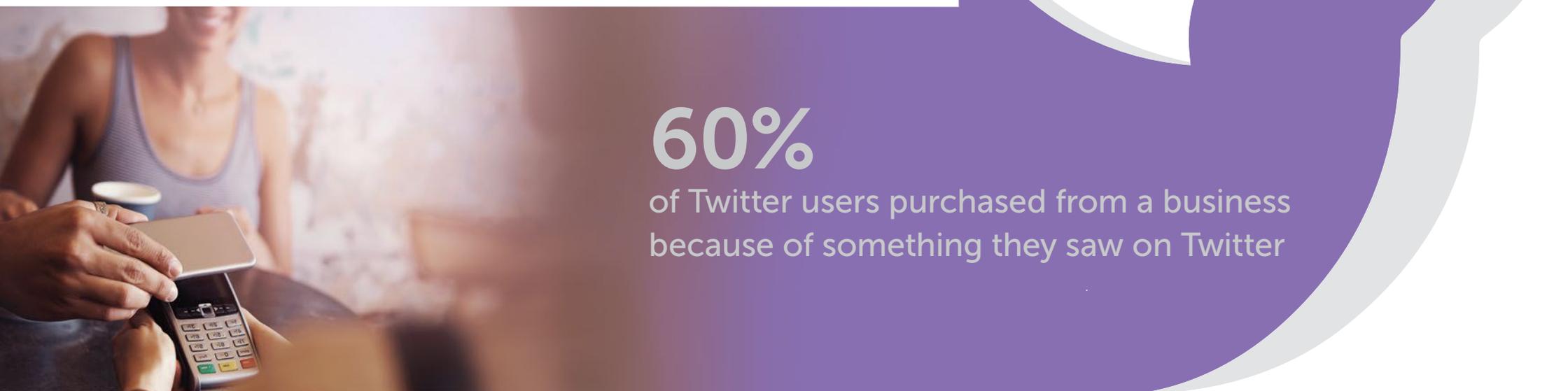
In 2007, Twitter began as what many considered to be a flash-in-the-pan social media outlet, but brands and organizations can no longer afford to ignore the power of Twitter. Twitter is a virtual water cooler where the world's news breaks and people gather to discuss industry news, pop-culture, and their daily musings. As of December 2015, Twitter had 320 million monthly active users, with 80% of them on mobile and 79% of accounts held by users outside the United States. Additionally, it drove 1 billion unique visits monthly to sites with embedded Tweets. This social giant has proven it's a critical part of any marketing mix.

Twitter has become an optimal network for thought leadership growth and development, and has become a space where both corporate and personal brands can develop ongoing relationships with followers. Companies that lack a strategic, conversion-based plan of attack for their Twitter accounts are losing out on access to a huge potential customer base and an opportunity to showcase themselves in a socially savvy, relevant way. Being followed by users on Twitter is a strong signal of their affinity for your business. These self-selected audience members are indicating an active interest in your brand,

what you have to say, what you do, and are asking to hear more from you. And having a Twitter page can drive positive interactions with these individuals. According to DB5 and Twitter's Customer Insight Study, 50% of users visited or shopped the websites of the businesses they follow, 60% purchased from a business because of something they saw on Twitter, and 43% plan to purchase regularly from the businesses they follow.

At Marketo, we use Twitter to engage with our prospects, customers, advocates, and employees. We share content that is interesting and relevant to them—from fun

infographics and educational content, to industry news, occasional press releases, and news announcements—and we are available to respond to customer service issues, routing them to the right contact in the organization. We strive to use our channel as a way to engage and further develop a relationship with our followers. We also take advantage of their advertising platform, which we will go into a little later on in this guide.



60%

of Twitter users purchased from a business because of something they saw on Twitter

## Twitter

### GROW YOUR FOLLOWING

Building your following on Twitter is a key activity that drives awareness and engagement success on the social network. There are a variety of techniques marketers can use to build their following—let's explore four key ways:

#### 1. Create Engaging Tweets:

Because Twitter is so fast-paced, it's important that you post regularly. Without regular posts, your tweets will get pushed down your followers' streams by more recent tweets. As you craft your tweets, think about creating a mix of content that ranges from entertaining and educational, to promotional. A good rule of thumb to use when creating your content mix is the 4-1-1 Rule.

**2. Twitter Lists:** Twitter lists are a simple way to accomplish two important things on Twitter: strategically listen and curate content for your users. Curated content often comes in the form of a retweet and is a good way to ensure that your content mix is not purely self-promotional.

To make curating content easier for yourself, develop a Twitter list. Lists are a way to segment a group of accounts that regularly feature interesting content. Segmenting these accounts into a list makes finding content to retweet quicker and easier.

Lists can be public or private, and can serve very different purposes. For example, if you want to incorporate an employee's voice or perspective into your content mix, you could create a private list of all of your employees' Twitter handles and use it to quickly find their tweets and retweet them.

On the other hand, if you are promoting an event or content asset that features thought leaders, you could create a public list, made up of all the thought leaders' handles, so that any Twitter user could follow that list—making it a benefit you offer your audience. Keep in mind that when you add a user to a public list, they are notified and the list is open and searchable to all users. A private list, which may be used for competitors, is only visible to you.



### The 4-1-1 Rule

Originally introduced by Joe Pulizzi of Content Marketing Institute, the 4-1-1 rule states that for every four early stage, light, and informative content you share, you can have one soft-sell offer and one hard-sell offer, like a demo. The 4-1-1 rule can guide your sharing strategy for many social platforms, not just Twitter. We'll cover this in more detail later in the guide.

**Top 20 Women**  
A public list by Marketo

Top 20 Women to Watch in Sales Lead Management

MEMBERS: 16    SUBSCRIBERS: 16

Subscribe

Tweets >

List members >

List subscribers >

More lists by @marketo · View all

- Marketo Summit 2013
- Top Dreamforce Tweeters
- Top 20 Women
- Marketo User Summit 2012

**List members**

- Mary Dedrick** @mkdedrick
- Jenny Vance** @jennyvanceindy  
Entrepreneur with type A drive : Go-to-market & revenue expert : Ballroom dancer : Long-drive golfer : Food/wine lover : Passion for trying new things!
- Erica Stritch** @EricaStritch  
General Manager, RainToday.com, the premier online sources for insights, advice and tools for growing a service business.
- Lisa Cramer** @LisaJCramer  
Vice President of Sales and Marketing @IRPost, providing smart solutions for brands and retailers in-store. #retail #marketing #retailanalytics #martech
- Pein Thorogood** @PeinT  
MarTech Executive and Innovator. Author. Speaker. CEO @Anamatrix CSO @Enlighten Exec-In-Residence @Cornell @JohnsonSchool

A Marketo Twitter List: Top 20 Women

### Twitter

**3. Crafting Your Tweets:** There are a few important tips to make your tweets more searchable, shareable, and readable on Twitter.

**Keep Your Tweets Concise:**

Hitting your maximum character count happens, but leave some space for your followers to add their thoughts when they retweet you to drive more interaction.

Try to keep your tweet to around 100 characters. You can use a URL shortener like Bit.ly and built-in tools on social media management platforms.

**Use #Hashtags:** These symbols have become synonymous with Twitter and are used to tag tweets by topic, making it easier for users to find your tweet. Marketers can develop hashtags and use them to help promote and track social campaigns, events, and connect with prospects and customers.

**Use @Mentions:** Mentions are a way for you to engage other Twitter users in your tweet. If you're posting a tweet that you think is relevant to a specific follower or thought leader, tag them at the end of your tweet with an @mention. This will call their attention to your tweet. Avoid using this in excess because it can feel spammy.

**4. Twitter Chats:** A Twitter chat is a public conversation on Twitter based around a unique hashtag. The hashtag allows you to follow the discussion and easily participate in it. Most Twitter chats are usually recurring and on specific topics, but some are based around special events. Hosting a Twitter chat is an amazing way to engage with your audience and followers. It's also a great way to understand your community and promote your brand or business.

"I use Social Champ to spread my posts. Many of my tweets are automatically repeated three times, eight hours apart."

**GUY KAWASAKI**

Chief Evangelist, Canva



### Twitter Paid Advertising

Because of its large global user base, Twitter is able to offer marketers advertising options that are highly customizable and targeted. Users can interact with promoted content, such as Promoted Tweets, Promoted Accounts, and Promoted Trends the same way as they could with organic content (e.g. promoted tweets can be liked, retweeted, or favorited and promoted accounts can be followed). Additionally, Twitter offers Website Cards and Lead Gen cards that promote a call-to-action and aim to drive more website visits or conversions. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



# Twitter

### TIPS AND TRICKS

- Create a Twitter list for your employees, competitors, influencers, and top followers. For instance, General Electric creates public Twitter lists that serve different purposes. Their "Reading List" features different publications like Mashable, New Scientist, Discover Magazine, and New York Times Science—likely sharing the type of content that their audience is interested in.
- Keep your tweets short and sweet. Research from Buddy Media shows that tweets that contain less than 100 characters receive 17% higher engagement than longer ones.
- Create hashtags for events, product announcements, and other campaigns that need a big promotional push and understand the popular hashtags that apply to your business, product, or service. According to research from Buddy Media, tweets with hashtags receive twice as much engagement than those without. But use them sparingly, since tweets with more than two hashtags showed a 17% drop in engagement.
- Regularly engage with influencers by interacting with their posts and sharing it with your network.
- Include a relevant link. Tweets with links are 86% more likely to be retweeted, according to Buffer.
- Retweet or quote tweet (adding a comment to a retweet) your previous posts to highlight an important takeaway again or add onto a previous thought. Quote tweeting yourself allows you to provide users with context into what your comment is about. For example, if you promote an event registration and it received a lot of engagement, you can retweet or quote tweet to remind your audience to register for the event before the deadline.
- Twitter handles and media attachments don't count toward the word count anymore, but use this extra space wisely. You don't want to overwhelm users with too much text.
- Add stickers to your tweets to make them more fun and engaging. Stickers are searchable and function as a visual hashtag.

**General Electric** @generalelectric

GE is the world's Digital Industrial Company; transforming industry with the GE Store's shared tech & software solutions, allowing machines to connect & learn.

ge.com

Joined March 2011

TWEETS 81.1K FOLLOWING 14.9K FOLLOWERS 420K LIKES 868 LISTS 6

Subscribed to Member of

**GE POV** by General Electric  
19 Members

**Reading List** by General Electric  
19 Members

**Lab Coats** by General Electric  
3 Members

**Astros** by General Electric  
9 Members

**Innovators** by General Electric  
12 Members

**GE Experts** by General Electric  
Access to the experts pioneering our most innovative technologies.  
37 Members

2 Followers you know

4,013 Photos and videos

DRONEWEEK

GE creates Twitter Lists for different interests

### LinkedIn

As the world's largest professional network on the internet with more than 400 million members in over 200 countries and territories, LinkedIn has expanded its solution beyond a hiring and networking platform to include robust company pages, a highly targeted advertising solution, and a publishing platform. With these additions, LinkedIn is now the way to reach an audience with a business mindset.

#### BUILD YOUR BRAND PRESENCE

Companies can build a profile on LinkedIn that showcases products, employee networks, blog posts, upcoming events, and status updates. Much like Twitter or Facebook, users on LinkedIn can follow your profile to learn more about your company. You can also post job openings on LinkedIn and search candidates, making it a great venue for recruiting talent.

Encourage your employees to participate on LinkedIn—it's a great professional venue for your employees to both promote your brand and their own personal brands. Leverage the business network of your employees by asking them to share your company posts and join and participate in relevant groups. The more evangelists you have on LinkedIn, the more opportunity you have to become a thought leader in your space.



#### LinkedIn Paid Advertising

LinkedIn is a great way to reach an audience with a business mindset. Some of LinkedIn's paid promotions include Sponsored Updates and LinkedIn Ads, which amplify your status updates and advertisements to your target audience. And with Sponsored InMail, you can send messages directly to a user's LinkedIn inbox. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



# LinkedIn

A strong LinkedIn presence comes from leveraging different aspects of the social network, which include:

**1. Profile Page:** Your company profile page is where a user lands when searching for you or clicks on your logo from a user's profile. Company profile pages are a free LinkedIn service for any user looking to start one on behalf of their brand. Because this is your primary, branded landing page on LinkedIn, it's very important to make sure that you have carefully thought about the images and messages you choose to represent your brand.

**2. Content Sharing:** On your company page you have the ability to share posts. Posting on LinkedIn is a key way to build followers and fuel your paid advertising efforts (which we will cover in the next chapter). These posts can be comprised of text, images, links, non-native video (like a YouTube link), and slide decks. It's important to note that because LinkedIn is

seen as a professional network, your content mix and tone should aim to be fairly professional and engaging. We've found that because users are on LinkedIn mostly for professional purposes, educational posts perform very well.

LinkedIn Pulse is the latest offering by LinkedIn to help users expand their personal brand and thought leadership. Any user can publish to LinkedIn Pulse, and if they get a wide enough readership and distribution through their own network, LinkedIn will increase the posts' visibility by sharing it broadly across the network. For brands, this means that cultivating a set of thought leaders in your organization has more benefit than ever before. You are able to use LinkedIn Pulse articles to increase your inbound links, support your thought leadership platform, increase the followers on your company profile page, and boost your social following on other social platforms.

**3. Showcase Page:** A company showcase page is an extension of your company page that is designed to highlight specific products or services. Showcase pages are especially helpful when your business has multiple solutions with different types of fans and followers.

For example, PayPal has a showcase page that highlights their merchant solution (targeted at business owners and sellers of goods) versus the payment tool that they have for consumers. Having these segments allows users to follow the parts of your business that relate to them.

The screenshot displays the PayPal LinkedIn company page. At the top, the PayPal logo is on the left, and the company name 'PayPal' is in the center, with 'Internet' and '10,001+ employees' listed below it. On the right, it shows '201,237 followers' and a 'Follow' button. Below the header, there are tabs for 'Home' and 'Careers'. The main content area features a large image of a diverse group of people working at computers. Below the image is a text snippet: 'Out with the Old. In with the New Money. New Money gives you the freedom to do what you want with your money, when you want to do it. PayPal makes it all possible and is the faster, safer way to pay and get paid online, via mobile device or in-store. The service gives people simpler ways to send money.' To the right of the main image is a 'How You're Connected' section showing '645 second-degree connections' and '15,344 Employees on LinkedIn'. Below that is a 'Careers' section with a profile picture and the text 'Interested in PayPal? Learn about our company and culture. 94 jobs posted'. At the bottom of the main content area is a 'Recent Updates' section with a post from PayPal: 'Our latest Women Leaders at PayPal story features Louise Pentland, SVP, Chief Legal Officer'. On the right side of the page, there is a 'PayPal Showcase Page' section with the PayPal logo and the text 'PayPal for Business 9,846 followers + Follow'.

PayPal's Showcase Page highlights their merchant solution, PayPal for Business

# LinkedIn

**4. Groups:** LinkedIn groups are communities on the social platform formed around topics of interest, industry, title, professional organization, brand, etc. In these spaces, users can, based on group permissions, share articles, post jobs, exchange advice, and gather digitally. Groups can be a strategic and important way for an organization to create a community of its users, demonstrate thought leadership around a specific area, and gain insight into the pain points of potential customers. From a user group, to an industry group, to an invitation-only advocacy group, brands can use groups to segment their audience and develop relevant conversations. Before starting a group, identify your objectives and decide which group structure will best facilitate those goals. LinkedIn offers a variety of functionality controls in groups—like choosing whether to have an open or closed group, turning on or off the ability to post jobs, etc. Make sure that your group settings match the objective of the community you are trying to build and are not overly strict—it is still a social network.

- LinkedIn Groups makes it easy for companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions, and make connections.

### TIPS AND TRICKS

- Encourage employees to participate on LinkedIn Pulse and LinkedIn Groups to build their network and generate awareness around your brand.
- Create a group for your customers and brand advocates or an industry group for professionals in the same space.
- Treat and optimize your LinkedIn Page for SEO—include your top keywords in your company description and specialties to see a real impact in search results.
- Use LinkedIn Pulse to keep track of industry news and engage with key influencers.



## LinkedIn for Talent, Recruiting, and Careers

LinkedIn Talent Solutions is a product that serves recruiters and HR, and can showcase your company culture. The focal point of this offering is the company career page, a paid page that sits tabbed behind your company profile page. The career page offers marketing, HR, and recruiting a specific space to run activities that pertain to attracting talent.

This space augments your Company Page branding efforts by sharing the personality and brand of your corporate culture. Your marketing and messages on your Career Page are targeted specifically at prospective employees or followers who are looking at all aspects of your company and personality.



# A CONVERSATION WITH DAVID KAREL

Head of B2B Marketing, LinkedIn Marketing Solutions

**MKTO:** How do you see the role of social media marketing changing as part of the overall marketing mix? (paid and organic)

**DK:** Done right, social media marketing is a vehicle that allows you to be a part of the conversations that your prospects and customers are having and participate in the buyer's journey of exploration and self-education. In this way, social media has arguably more potential than any other channel to influence and shape purchase outcomes, and will continue to become an increasingly core part of any marketing effort that's set up for impact. Marketers who find social media at the core of their mix will put complete thought into customer segmentation and persona development work, build content development skills into the DNA of their marketing org, and embrace the channels and platforms that can efficiently get content in front of the audiences that matter.

**MKTO:** How does social media help marketers connect to buyers and customers across the entire customer lifecycle?

**DK:** Social campaigns should be designed to reach, educate, and influence buyers at every stage. For example, through paid or organic means—and leveraging targeting capabilities at your disposal—you can distribute content in social media feeds that supports brand building objectives, specific direct-response goals, or deeper education on topics that will set them up for success as customers. It all comes down to your content strategy and targeting approach to guide content relevancy.

**MKTO:** How do you see market shifts, and technology (like mobile and IoT) shaping the future of social media marketing?

**DK:** Continued shifts in both consumer behavior and technology advances will keep marketers on their toes and give them more ways to make an impact through their social media marketing efforts. For example:

- Optimizing campaigns for mobile experiences will be key, as we increasingly spend our time on mobile devices vs. sitting at our desktop
- Smarter machine learning and predictive capabilities will give us more tools to ensure relevancy
- Tools will allow us to more seamlessly tap into our employee base to amplify company content—scaling our efforts exponentially



## Choosing the Right Social Media Platforms

### Pinterest

Pinterest is a virtual scrapbook or pinboard that allows users to share and organize visual imagery and link to external sites. You can even think of it as a visual search engine. In fact, an Ahalogy study revealed that **42% of active pinners prefer to use Pinterest instead of search engines.** A user can pin anything from around the web and other users can re-pin their images. And users can organize their Pinterest pages by categorizing content on boards.

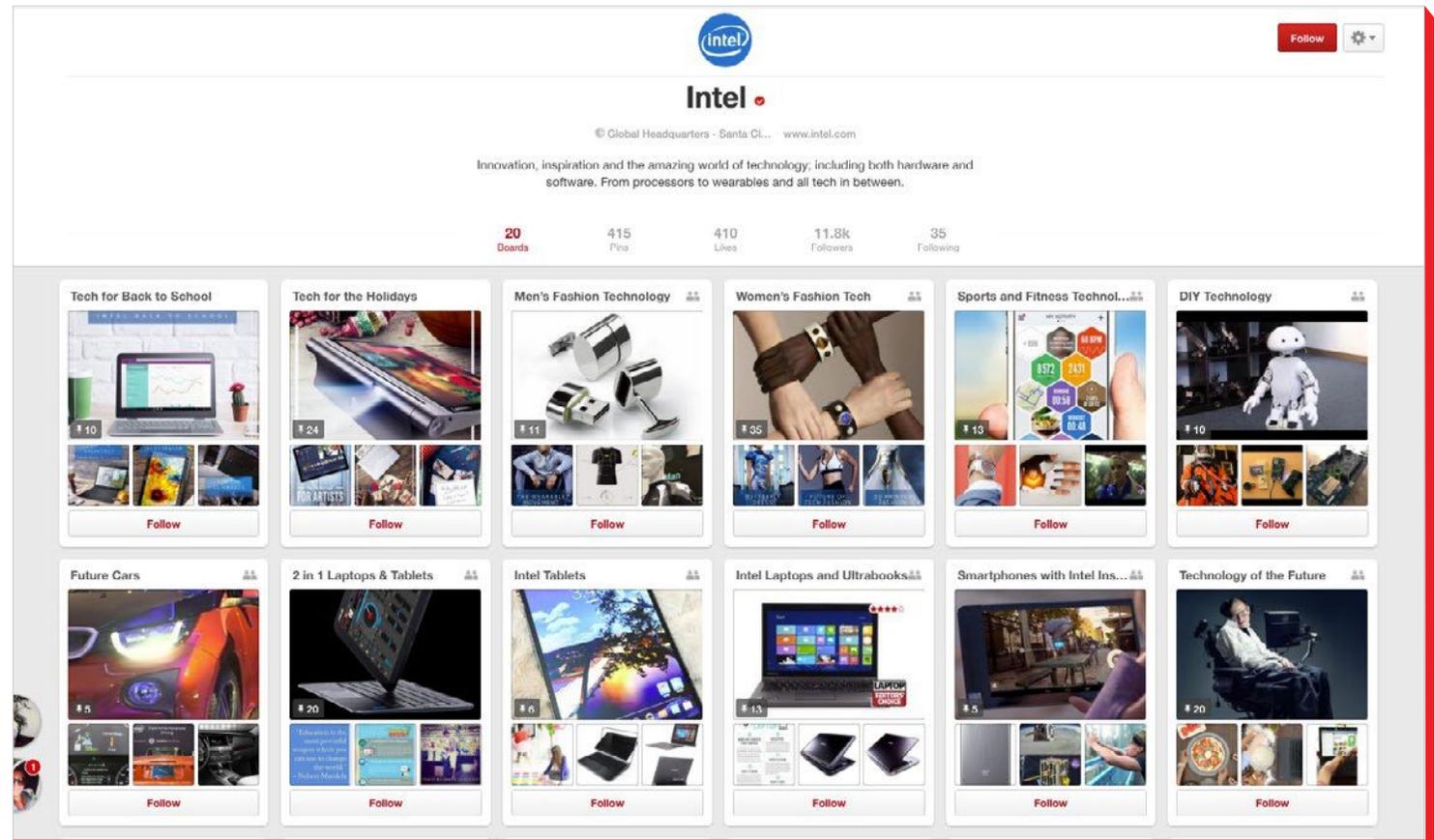
Pinterest can serve different purposes depending on the type of business you're promoting. For B2B organizations, it's a great way to curate visual content like infographics, videos, company culture, and even blog posts.

Pinterest pages can also be used for a landing page for an email campaign, event, or presentation. The boards provide a unique way of organizing content to be visually appealing to your prospects, but always make sure that your content is relevant to your audience.

Make sure you are including a good content mix in your Pinterest boards. Followers will want to see a combination of business and culture content.

Intel's boards consist of different elements that showcase their brand, covering everything from

their design, products, culture, and values. When pinning, pin the most visually interesting aspect of what you are sharing, like a special banner, slide, or cover page to get the most engagement and to make your brand look like it belongs. Just make sure all of your content is visually appealing, inspiring, or interesting.



Intel creates Pinterest boards that highlight everything from products to design to culture

### Pinterest

For consumer organizations, Pinterest is a valuable tool that allows brands to not only curate content that builds and reinforces their brand's look and feel but also, depending on the product, can serve as a platform that drives conversions and sales. From retail to fitness to vacation packages and beyond—Pinterest has become a valuable conversion generator for many marketers.

A consumer brand like home improvement retailer Lowe's creates posts that offer how-to tips and inspiration, promotes their products, and some have a combination of both elements.

The pinning of handbags and skirts, directly or through fans, is a great way for retailers to socially market their goods, but companies that sell consulting packages or aircraft engines still don't have Pinterest in their marketing plans. Should they?

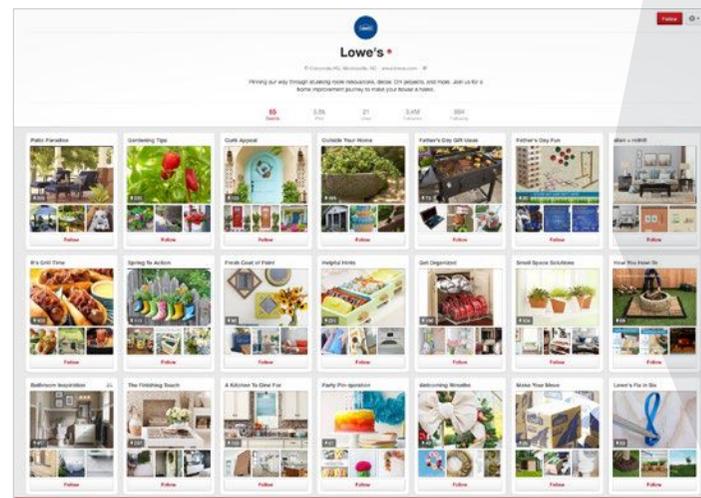
If a brand cares about or spends money on any of the following, then the answer is definitely "yes":

- **Awareness:** Pinterest's platform is a search engine in itself, allowing your buyers to search for content they're interested in, which can very well be your brand's.
- **Engagement:** Do you have some interesting content that has done well on other social channels? Why not pin it? Just as the Facebook audience is different from the Twitter audience, Pinterest allows you to appeal to a more visually focused crowd that may not be spending their slow hours on Facebook or Twitter. Content pins can be a great way for your audience to collect a library of useful assets they can refer to.

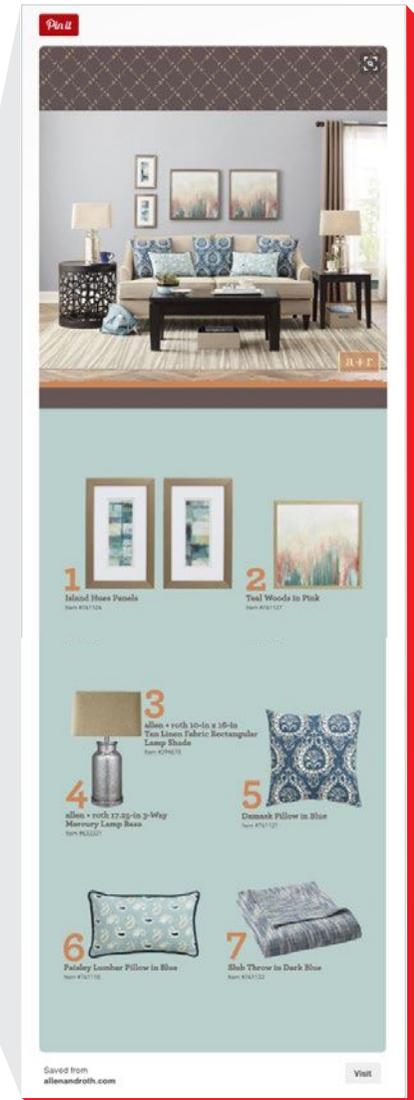


### Pinterest Paid Advertising

Through Promoted Pins, you can reach more people through your pins and ultimately drive more traffic not only to your boards but to your website. You can target buyers based on keywords they search and their interests, location, language, device, and gender. And with Buyable Pins, consumers can purchase products from the Pinterest iOS or Android App through a "Buy It" button, without having to leave the app.



Lowe's uses Pinterest boards to showcase their products and provide helpful tips and tricks for home improvement



# Pinterest

- **Branding:** Are you a design-forward company? Or do you typically develop design-forward campaigns? Pinterest is all about the visuals, so leverage the fact that graphic designers are one of the most prolific groups of pinners and get your creative team to pin their work to inspire and be inspired! Just as designers pin and re-pin designs that inspire them, marketers pin and re-pin campaigns that inspire them. Start a company board to show your peers the beauty of your marketing and build your reputation among prospects and possible job candidates as a top-tier company. Next, start a board with pins of other brands' marketing campaigns that inspire you.
- **Conversions:** Pins can link to a page on another website, which gives brands the opportunity to drive buyers to a landing page for a gated asset or registration page, or to a product's page to purchase.

Pinterest's search is mainly how people find you and your pins, and it is all about keywords. For example, a picture of a fish with no description will not be found in a search for "fish." However, simply adding a description (adjectives help!) will immediately get eyes on your pin. Load up relevant, popular keywords in the description of your pins and boards, and you are guaranteed to get more views, likes, and follows.

Just like any other social media platform, Pinterest rewards those with fresh content. So while it's very easy to fill a board with re-pins, ultimately the fastest way to increase your following is by pinning new and interesting items.

### TIPS AND TRICKS

Use relevant keywords to describe your pins so users can easily find them. Over 80% of pins are re-pins, according to RJMetrics, giving your brand the opportunity to go viral if your audience can find and engage with you. If you're a consumer marketer, consider adding prices to your pins. Pins with prices get 36% more likes than those without, according to a study by Shopify.

- Organize your boards around different themes: different product collections, company culture, inspiration, how-to, etc. To get started, document all of the different types of assets you can share on Pinterest, then group them into common categories. Some of your categories may be more broad (office fun), while others will be more specific (infographics).
- Get verified as an official business so that users view you as a trustworthy source of information. This will make your pins stand out as a verified source as users scan through different pins, which is especially important if you're directing them to another website.



# Instagram

Instagram is a photo- and video-sharing app that is becoming more and more valuable to marketers, especially with Facebook's acquisition of the platform. With more than 500 million active monthly users, Instagram has a very active user base. Many consumer brands are already realizing tremendous success from Instagram, using it to showcase their products and engage their audience through posts, contests, and giveaways.

For B2B organizations, you can use Instagram to share interesting quotes and fun visuals, capture event and office culture photos, and run contests and scavenger hunts.

Whether you are a B2B organization or a consumer brand, here are a few tips to help you find success on Instagram:

**PLAN:** Before you begin sharing photos and engaging users, it's up to you to create a plan to help you reach your audience with posts that they will like. Ask questions like:

- What does my target audience want to see?
- How can I get them to engage with my photos and videos?
- What will get them talking about my company? At its core, the plan stage is about determining what will make buyers engage with your brand in a positive manner and creating a plan of execution.

**CAPTURE:** The time has come to start creating and sharing your content! Consider the following objectives as you create your visual content:

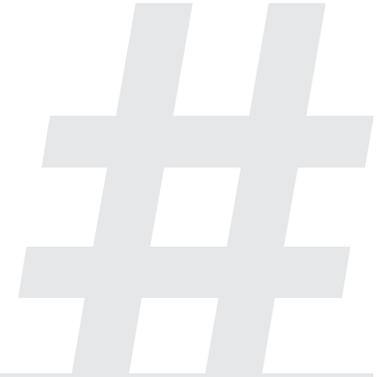
- **Make it exclusive:** Post images and videos that can only be seen on Instagram
- **Make it visually engaging:** Instagram users are savvy and creative, and know lackluster content when they see it. Don't post a photo or video unless it has aesthetic appeal.
- **Make it personal:** Post photos and videos that give your audience personal insight into the inner circle or workings of your product or company. People want to feel like they are part of something, and making them feel like an insider works wonders.
- **Include your audience:** Find ways to feature your followers and promote them (with their permission). Including and acknowledging your audience will encourage them to continue to engage and share.



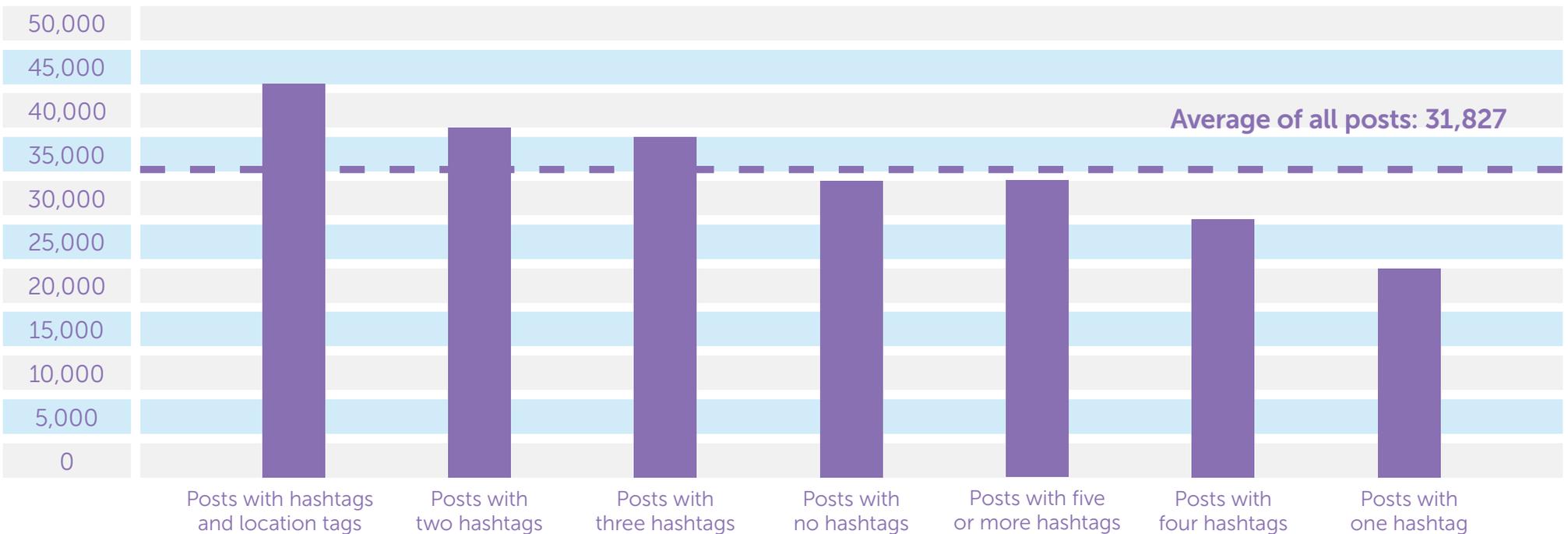
## Choosing the Right Social Media Platforms

**HASHTAG:** The Instagram hashtag is a powerful feature to engage your viewers. Hashtags act as keywords, providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your brand as an industry leader and get more followers.

Implement hashtags that are unique to your brand and industry, as well as hashtags that are popular keywords. And remember to use hashtags (more than one!) on all of your posts.



### HASHTAGS AND AVERAGE ENGAGEMENT PER POST



Posts that include both a hashtag and a location tag over-index engagement, averaging 43,061 Likes and Comments each. Posts with multiple hashtags also perform better than average.

# Instagram

**ENGAGE:** Engaging with potential customers and sharing are the primary reasons to utilize a platform such as Instagram. Luckily, there are a variety of ways for brands to do this:

- **Events:** Post photos and videos of events you host for your current and potential customers.
- **Geolocation:** Use the geolocation feature to provide yet another point of engagement with your viewers. By tagging your location, users can easily discover your account and your photos. This might come in handy for a conference or event you're hosting, or to promote in-store events.
- **Gamification:** Hold a contest for your audience. Have viewers submit photos, provide captions, or solve a puzzle about your photos.
- **Convert:** Instagram offers advertising that can drive direct sales, form fill-outs, subscriptions, and a variety of other conversion activities. While these are not organic posts, they are important to consider as you create your Instagram content mix that serves your goals.

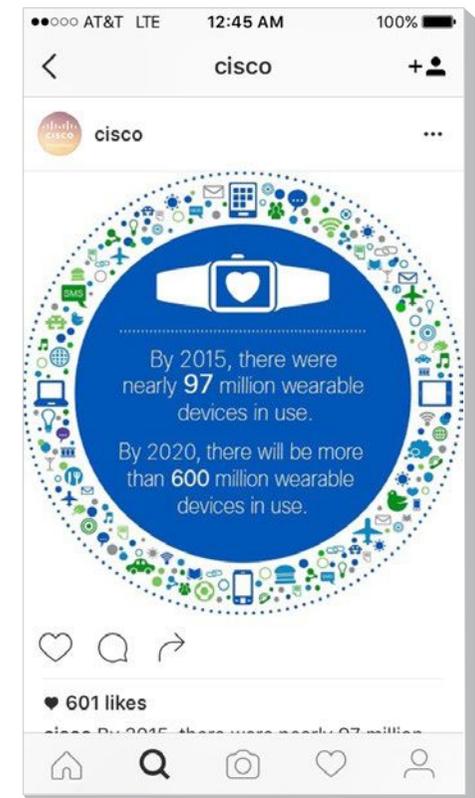
### TIPS AND TRICKS

- Make sure your Instagram account name is very similar to your company's name and that it's set to public so that users can easily find you through search, hashtags, and their networks' activity.
- Post at peak times. Because Instagram is a mobile-only app, users can only access it on their mobile devices, and your posts can quickly be filtered down by the time they open the app. These times will vary depending on who your audience is.
- Identify the hashtags that fit for your business and product, the trending hashtags (like throwback Thursday #TBT) that you want to participate in, and those that are unique to your brand and incorporate them in every single post. Consider using a branded hashtag as well. Simply Measured reports that 70% of the most-used hashtags are branded.
- You can only post images or videos on Instagram, so if you want to share text, such as a quote or important takeaway, you can create an image with the text written within it. In this example, Cisco shares a statistic on the rise of wearable device usage by uploading a photo of text.
- Use Instagram Stories to post more frequently without overwhelming your audience. This feature makes your content available for 24-hours, and you can choose which ones you want to save to your regular feed for a longer shelf life.



### Instagram Paid Advertising

On Instagram, brands can advertise through a wide variety of photographs and video imagery. Through single photo ads and multiple photo carousel ads, you can advertise content that appears like a seamless addition to the user's Instagram Feed. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



# YouTube

YouTube has over a billion users—almost one-third of all people on the internet. And according to Alexa, it's the second-largest search engine in the world after Google, which makes sense when you think about how people use YouTube—as a video search engine for a new movie trailer, a how-to video, or even a product demo.

As such, your video titles should be customer-centric and descriptive so that users can easily find your content, and your video description should be two or three sentences that include targeted keywords. Be sure to take advantage of the tagging feature, which is the way that YouTube determines the relevance of your asset and groups similar videos together. 5–7 tags are optimal and will ensure your video is associated with other videos that use the same tags so they can appear as a “related video” when users are viewing other videos. Aside from just posting content on YouTube, you can take advantage of its ad platform, which allows you to display ads before a video to your target audience.

### TIPS AND TRICKS

- Use a keyword-rich description since this section represents the meta data that is searched by Google. National Geographic's YouTube videos are packed with descriptive keywords to reveal what their videos are about, not to mention help with keyword search rankings.
- Post new videos on a consistent basis so that users feel like it's worthwhile to subscribe to your channel. Set a cadence for how often you will publish videos and keep it. Once you've set expectations with your audience, it can hurt your brand to not meet those expectations. Furthermore, you can lose credibility if your content is stale—this applies across all social media platforms and marketing channels.
- Include calls-to-action in your videos, asking viewers to subscribe or visit a link. You can direct them to your website to learn more or to a landing page to download a coupon or register for an event.

- Broadcast live video on your YouTube channel (and then host the recording) by connecting your channel to Google Hangouts. You can learn more on [Google Hangouts help page](#).



### YouTube Paid Advertising

Whether your buyers are looking at funny cat videos or watching explanatory marketing videos, there are various types of ads you can show to targeted audiences based on content: In-Stream, In-Search, In-Display, or In-Video Overlay Ads. For more information on digital ads, check out our [Definitive Guide to Social Advertising](#).

**World's Deadliest Animals: The Deep [National Geographic Documentary]**

Nat Geo Wild Channel  
Subscribe 6,150

405,616 views

590 likes 61 comments

Published on Feb 14, 2016  
The world is home to an array of creatures that have evolved to survive harsh environments and brutal competition. Find out which species are among the deadliest twelve animals in: Costa Rica, the Amazon, Asia and the Asia Pacific.

World's Deadliest Animals: The Deep  
Discover the most dangerous animals found in the deep. They are armed with keen intellect, ingenious camouflage and bone-crushing jaws.

Category	People & Blogs
License	Standard YouTube License
Created using	YouTube Video Editor
Source videos	View attributions

National Geographic uses keyword-packed descriptions that help boost their search rankings

## Vine

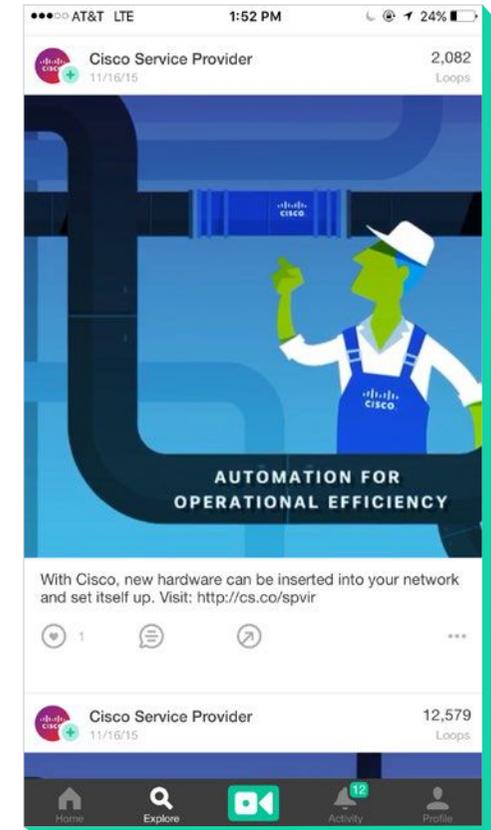
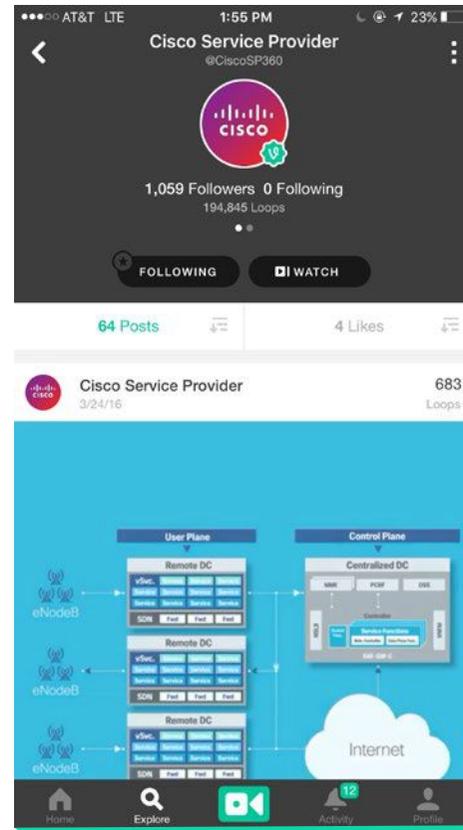
**Note: On October 27, 2016, Vine announced that they will be discontinuing their mobile app. If you have an existing Vine account, you'll still be able to access and download your Vines for use across other channels. Vine plans to keep their website online and will notify the public before they make any changes to the app or website. Check their blog or Twitter account for the most up-to-date information.**

Vine is a video-sharing app that was acquired by Twitter to allow users to create and share six-second looping videos with their network. For brands, Vine presents an opportunity for them to tell visual stories in digestible tidbits. For a longer story, users can easily break it up into different "chapters" and offer distinct information in each section.

### TIPS AND TRICKS

- Use Vine to unveil new products, showcase your work, or give teasers using a hands-on approach.
- Vine video can have audio, but most users won't turn it on. Make sure your video is engaging with and without sound.

- Create animated drawings or diagrams to bring a concept or presentation to life. Cisco's Vines help conceptualize their technical concepts into easy-to-digest short videos.
- Map out your six-second story before you start and identify what will make it visually interesting. Because of the short format, you need to grab a viewer's attention quickly. Because Vine videos are only six seconds long, it's critical to plan your content. Successful formats include: repetition—so the video seems seamless, stop-motion, 360-degree view and spot the difference.



Cisco's Vines conceptualize technical concepts with animated graphics

### Periscope

Unlike the other video-sharing platforms, Periscope is a live streaming platform that broadcasts live video from your phone. Users can interact with brands in real time, watch replays after a broadcast, and provide feedback. While the videos disappear on the platform after a certain amount of time, videos can be saved onto your phone to republish on other channels. Because this is a live channel, with real-time interaction with your audience, it's important to be prepared for anything—from silly moments to tough questions.

#### TIPS AND TRICKS

- Before you jump into starting your own Periscope broadcasts, do your research and watch some other broadcasts first to get a feel for the platform and format.
- Host video interviews with prospects, customers, employees, and thought leaders. For higher production quality, invest in tools like studio lights, a tripod, and fun backdrop.
- Show viewers on-site footage of an event. Have a team ready to answer customer service questions, and follow up with questions you can't get to while you're "on air."



# Periscope 101

## Write your headline here

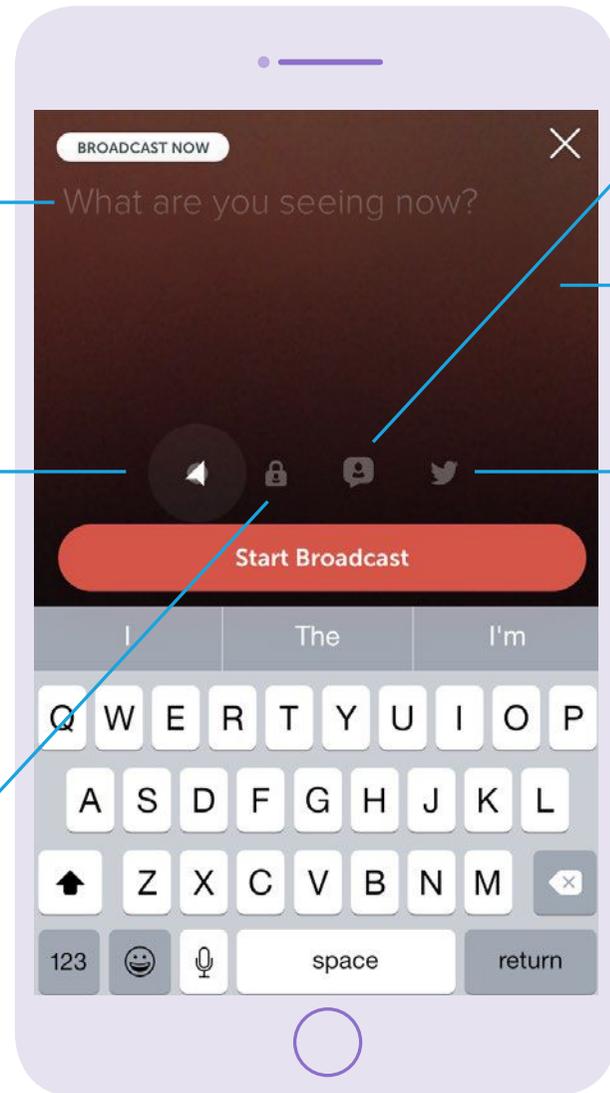
Include a short description of your video and add mentions and hashtags to increase engagement. This will be the same copy that gets shared to your Twitter feed if you turn on the functionality.

## Share your location

This makes your broadcast discoverable on Periscope's Global Map tab and will also allow users who search for your location to discover your broadcast.

## Make your broadcast private

To start a private broadcast, tap on the lock icon and select the followers whom you want to share the broadcast with. You can only invite users who you are following and are following you. To get more brand awareness and reach, it's a good idea to keep your broadcasts public, but this function can come in handy if you host a private broadcast intended only for your employees, customers, or partners.



## Turn on the chat functionality

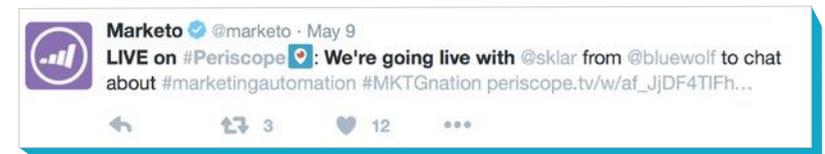
Allows users to interact with your broadcast and ask questions or make comments. You can open it up to all users or only users that you follow, but it's a good idea to open it up to everyone to allow them to engage directly with your brand.

## Change your camera view

After you start broadcasting, you can double tap your screen to change the camera from front-facing to rear-facing.

## Turn on Twitter post

Drive traffic to your Periscope broadcast from Twitter.



# Snapchat

While Snapchat is more of a messaging app, brands use this platform to tell interactive stories. Snapchat has grown as much in one year as Twitter has in four years combined, and it is now the country's second-favorite social network, behind Facebook, according to Convince and Convert. Snapchat's functionality is similar to Periscope where your content disappears after a period of time, but can be downloaded and saved elsewhere.

### TIPS AND TRICKS

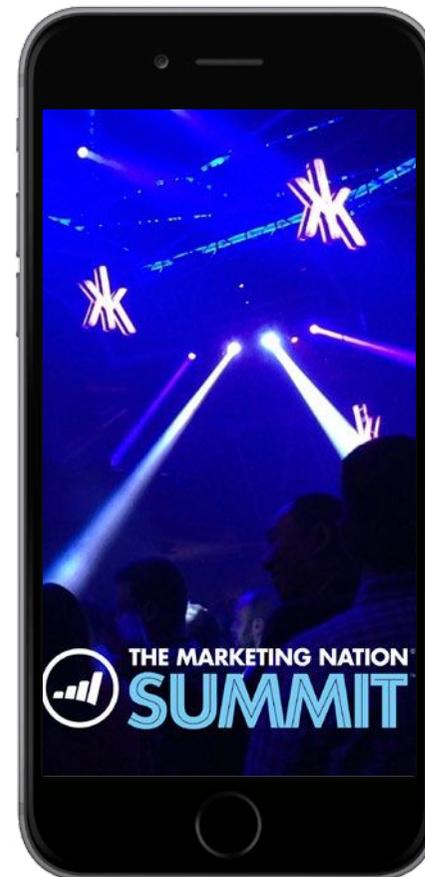
- Create a custom QR code for your brand's profile (your profile ghost) and get creative with where you place it. For example, at events or in-store, you could place it on swag and signs.
- Choose a username that is your name, or very close to it, and use your other social networks to drive your fans and followers to find you and engage with you.

- Create branded geo-filters for events, launches, and big events for your audience to use and share with friends. At Marketo's Marketing Nation Summit, we used a geo-filter within the conference center vicinity that users could interact with and share with their network.
- Sharing snaps? Understand how your tone, voice, and branding will be represented. Consider starting an employee ambassador program to share unique views of different teams within your company.
- Think in terms of a story—the "My Story" part of Snapchat accumulates your snaps over a 24-hour period of time. What do you want your audience to know about you in that time period?



### Snapchat Paid Advertising

Snapchat's 3V (Vertical Video Views) ads, which appear in both premium and curated content, allow brands to promote their stores in a portrait mode that takes up the full screen space. And with the geofilter feature, businesses can create unique filters for their audiences to use to promote a campaign or event.



Marketo's Snapchat filter at Marketing Nation Summit

# PRESENTATION SHARING

Presentation-sharing platforms, like other social media platforms, play a critical role in the research your buyer does long before they get in touch with you. Presentation-sharing platforms such as SlideShare and Scribd offer yet another way for you to display your content, educate your audience, and support your SEO strategy.

For an organization just getting started on a presentation-sharing platform, a good place to start is by auditing the content on your corporate website and uploading key pieces. Think of these sites as an extension of the "Resources" or "Downloads" section on your company website, with the added benefit of even greater exposure.

Upload and share content that addresses your buyer personas and track which sites are most popular with each persona. Then, refine which topics and content work best on different sites. Types of content you may want to share include infographics, slide decks, and webinar slides.

## TIPS AND TRICKS

- **Make it a part of something bigger:** Your presentation is more powerful if it's part of a much larger content initiative. If your presentation is part of a larger campaign, you have the opportunity to engage your audience further, with content that you know will interest them.
- **Take it on the road:** Use your presentation outside of simply posting it to the presentation-sharing platform. Share it at a company meeting, user groups, meetups, and conferences.
- **Get SEO Value:** Make sure that all of your presentations are optimized for SEO, so you can reap the search engine rewards from the work that you have done and drive traffic not only to your presentation and channel, but back to your website.
- **Base your presentation on a topic in which you are an expert:** Leverage subject matter experts within your company for topics they are knowledgeable in. This ensures that you are offering your audience a unique and expert point of view on a topic and providing value. Content Marketing Institute's SlideShare provides users with educational content around different aspects of content marketing, which is their expertise, from how-to, to stakeholder buy-in, to SEO.



CMI publishes SlideShares on a variety of different topics to educate marketers

## Q&A

Q&A sites provide a platform for users to ask questions, provide answers, and discuss topics of interest. The best sites provide easily searchable answers and can be good for SEO. Popular Q&A sites include Quora, Reddit, Formspring, and answers.com, although topics on these sites can vary significantly. Q&A sites help you drive traffic to your website, and they also help you build relationships with key influencers. Set up Google Alerts for your company, competitors and top keywords and keep an eye out for questions you can answer. Remember to provide thought leadership and insight within your comments, and only include link-backs when relevant. And, of course, always focus on building relationships.

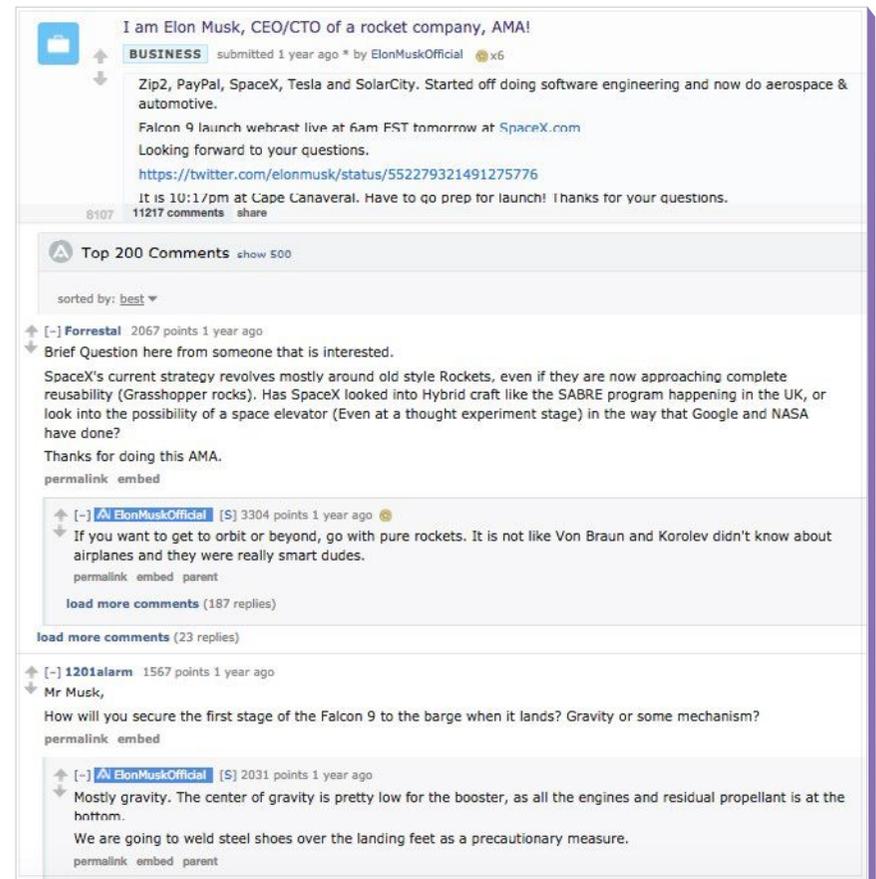
### TIPS AND TRICKS

- Listen for conversations that are going on about your company or product and ask employees to join in when appropriate. For instance, if customers are experiencing a technical issue or looking for advice about your product or service, you can alert your colleagues and ask them to answer the questions.
- Host an AMA, "Ask Me Anything," with subject matter experts and thought leaders within your company. CEO and CTO of SpaceX Elon Musk did an AMA, which received a lot of traction at over 11,000 comments. AMAs give your brand direct access to your buyer's needs and interests and allow them to connect with you on a more personal level.



### Link Building

Many Q&A sites have high rankings and a continuous amount of traffic. Adding links to your responses on Q&A sites is a great way to drive traffic to your website and will have a positive impact on your SEO. However, make sure that you aren't just placing links without a quality response and that your link is relevant to the question and your answer.



The screenshot shows a Quora post by Elon Musk, CEO/CTO of a rocket company, titled "I am Elon Musk, CEO/CTO of a rocket company, AMA!". The post is marked as "BUSINESS" and was submitted 1 year ago. The text of the post includes: "Zip2, PayPal, SpaceX, Tesla and SolarCity. Started off doing software engineering and now do aerospace & automotive. Falcon 9 launch webcast live at 6am EST tomorrow at SpaceX.com. Looking forward to your questions. https://twitter.com/elonmusk/status/552279321491275776. It is 10:17pm at Cape Canaveral. Have to go prep for launch! I thanks for your questions." Below the post, there are several top comments. The first comment is from Forrestal (2067 points) asking a question about SpaceX's current strategy and the possibility of a space elevator. The second comment is from ElonMuskOfficial (3304 points) answering that SpaceX's strategy revolves around old style rockets and that they are not like Von Braun and Korolev. The third comment is from 1201alarm (1567 points) asking how the first stage of the Falcon 9 will be secured to the barge. The fourth comment is from ElonMuskOfficial (2031 points) answering that it will be mostly gravity and that they will weld steel shoes over the landing feet.

Elon Musk hosted an AMA to engage with his audience

# SOCIAL MEDIA ADVERTISING



#MKTOGuide

  
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# SOCIAL MEDIA ADVERTISING

Social media advertising, like organic social media marketing, has become ubiquitous for marketers because of the size and quality of audiences on the leading social networks. This section will examine how to think about your paid advertising campaigns across the various social media platforms you use.

Through social advertising, you can target specific audiences and buyers and deliver your message on the platforms that your buyers spend time on—like Facebook, Twitter, LinkedIn, YouTube, and Instagram to name a few.

Advertising on social media platforms has changed tremendously. Recent updates to many social networks' algorithms give users a better experience—one with less promotional content and more relevant content that they want to see. This means that, as a marketer, you need to supplement your organic posts with paid promotion to get your posts seen by your audience.

This has led to an explosion in digital advertising on social media platforms. In fact, eMarketer reports that in 2017, social network ad spending will reach \$35.98 billion worldwide. As marketers increasingly spend more on social platforms, it's more important than ever to have the right strategy in place, track all of your paid social campaigns, and gain insights into what's working and what's not. Only then can you understand the return on ad spend (ROAS) from your campaigns.

So, where are marketers spending the majority of their advertising dollars? In a recent SocialBakers study, marketers revealed that they are looking towards Facebook as their main advertising platform—92% of marketers surveyed use Facebook as their primary social advertising platform.



## Social Advertising Power Tips:

1. Don't take yourself too seriously.
2. Focus on valuable content and solid offers.
3. Utilize platform targeting for the biggest impact.
4. Always add value.
5. Always test your ads and content on each platform.

## WHAT PLATFORMS DO MARKETERS USE TO ADVERTISE?



92%



35%



24%



23%

Source: SocialBakers

## Defining Your Social Advertising Strategy

Although Facebook was the dominant response in the SocialBakers study, how do you determine whether it is the best platform for your brand to advertise on? That depends on your objectives. Let's explore how to think about and structure your paid social campaigns from start to finish for optimum results.

### DEFINE YOUR GOALS

It's important to understand your goals for each paid social campaign upfront because your strategy and key performance metrics will vary depending on the goals you're aiming to achieve. Your goals will help you map out the most relevant offers and content for your objectives—whether that's brand awareness, engagement, lead generation, customer acquisition, retention, advocacy, or a combination of these. For instance, if your goal is to acquire more leads/contacts, you will probably want to share whitepapers or other gated content, like a social media contest, that requires people to fill out a form, allowing you to collect their contact information. But if your goal is brand awareness, you might want to share ungated content such as an infographic or a fun video.

### IDENTIFY YOUR AUDIENCE

Just as you would with any marketing campaign, you need to know whom you are trying to reach with each of your paid social ads. Use the personas that you developed [earlier in the guide](#) to identify whom you should be targeting. Once you understand this, you will need to decide who your exact audience for your social campaigns will be. There are a lot of great ways to target specific audiences on various social platforms, but if you don't know whom you're targeting, you won't be able to take advantage of the targeting options.

### PICK THE RIGHT SOCIAL MEDIA PLATFORM AND CONTENT

The audiences on each social media platform are different, and while some overlap across channels, their expectations of the type of content they'll see on each channel differ. So, you not only need to understand the networks your audiences are on and how to reach them there, but also engage them with the right content. Your understanding of your audience and the nuances of the audience expectations on each platform is a critical component of your success. Try testing different types of content on your social media platforms to see what resonates well with the audiences on each. For example, if there's an industry event coming up, you can promote it on both LinkedIn and Facebook and track the engagement for each platform.

"Social media is speeding toward a 'pay if you want to play' model. With the introduction of algorithms across most major social networks, it's very hard for businesses to stand out without bringing money to the table." **MICHAEL STELZNER** Founder and CEO, Social Media Examiner.

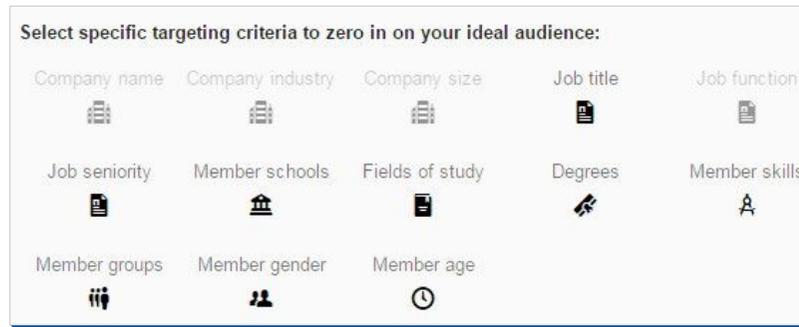
# Defining Your Social Advertising Strategy

## SELECT TARGETING OPTIONS

Once you have determined which social media platforms you will advertise on, it's time to get familiar with the targeting options on each of those channels. With today's advancements in digital advertising, marketers can now target the exact audience that's most likely to purchase your product.

Social networks are getting more sophisticated with their targeting options, and you can target based on different attributes: interests, skills, titles, company names, and even lists from your marketing automation platform—for example, people in your database with certain characteristics. LinkedIn, for example, lets you target people based on their titles, skill sets, company, and even degree, while Facebook allows you to target people based on their demographics, behaviors, and interest levels in certain topics or products.

Aside from targeting specific groups, you can also exclude certain audiences that you don't want to serve specific content or ads. These people might not be the right fit for your ads, so excluding them will help you make the most of your marketing dollars by only putting your ads in front of the right audience. You can exclude people based on their email address, interests, actions they have taken, and more. This comes in handy when you don't want to advertise a product or service to a customer who's already purchased it or to your competitors.



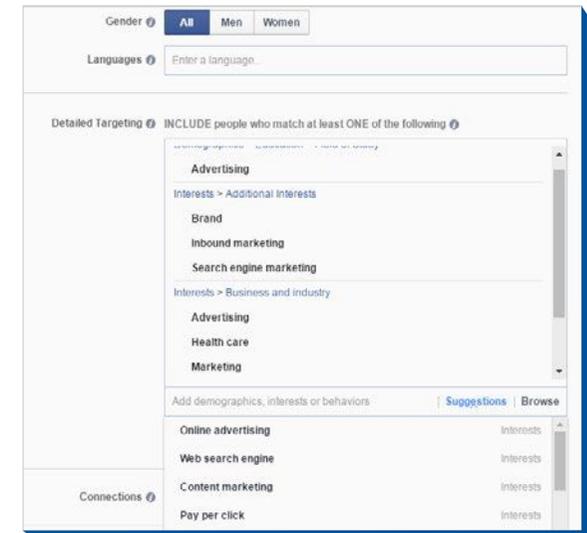
LinkedIn's ad targeting options



## Consider "Dark Posts"

Both Facebook and LinkedIn offer you the ability to do dark posts. Facebook calls these dark posts and LinkedIn refers to them as Direct Sponsored Content. These are ads you can create and promote without publishing directly to your News Feed. Using dark posts has the following benefits:

- Create dark posts for promoting a product or service to a specific audience.
- Adjust the messaging on your ad based on the segment you are targeting.
- Promote local events that will only apply to a select audience within a region.
- Avoid alienating hard-won followers by sharing too many broad messages on your timeline.
- A/B test different ads without having to post it multiple times.



Facebook's ad targeting options

"The social networks increasingly have become publishing platforms, which means the 'Age of Free Social' comes to a close for all but the lucky, viral few..."Hi Kohls, Love, Chewbacca Mom!"

## Defining Your Social Advertising Strategy

### FULL LIFECYCLE ADVERTISING WITH MARKETO AD BRIDGE

Using Marketo's Ad Bridge integrations and capabilities, you can associate offline conversions with the paid search ads that initiated them. Rather than optimize ads based on landing page conversions, marketers can focus their bids on keywords that generate the most qualified leads, sales opportunities, pipeline, or revenue. Optimizing your PPC campaigns with this type of data boosts ROI, particularly for companies where part of the sales process takes place outside the website (i.e. "offline").

As your marketing system of record, Marketo has unique audience data on some of your highest value prospects and customers, such as an engagement or lead score, stage of the buyer journey, product or topic interests, products owned, cross-channel activity, and more.

By connecting the audience data in Marketo with Facebook, LinkedIn, and other ad platforms, you can target the right potential customers with meaningful, relevant ads at each stage of the buyer journey.

Marketo Ad Bridge lets you send lists of your best prospects or customers to social media platforms that can identify people who are similar to them. Once you drive these targeted prospects to your website and landing pages, you can even retarget these anonymous visitors with personalized ads after they leave your site. Marketo can identify the

industry, company size, revenue, company name, location, and other attributes of your anonymous visitors and send those details back to the social media platform.

After a prospect provides their contact details and becomes known, you can continue to target to these high-value prospects with ads on social media to accelerate the nurture process. For example, target qualified leads with a live demo offer to bring them into the sales process. Or target trial members of a product with a white paper on the benefits of the paid version of that product. You can even support the bottom of the funnel by targeting contacts at early-stage sales opportunities with messages and content that best position your organization and offerings.



## Defining Your Social Advertising Strategy

### CREATE AND MEASURE YOUR CAMPAIGNS

A good campaign structure will help you measure and report on different initiatives that are going on. You can build separate campaigns around all the products and services you want to measure and report, which will help you identify the audience that is most likely to respond to a certain product and serve relevant content or ads that resonate with them the most. This is a lot harder to accomplish if you have everyone grouped together in the same campaign. However, in some cases, it might be wise to start with a broader audience. For example, if you're launching a new product or service and are not sure who will be most responsive or if you have a niche audience, you might not want to get too specific so you can achieve a broader reach. Then, you can track the campaign data to identify which personas responded the most.

There are a few different ways to track the performance of your social campaigns. Clicks and form fills are standard metrics, but if you are using a marketing automation platform, you can go beyond those and also track qualified leads, sales opportunities, and pipeline and revenue generated per channel or campaign. This gives you a considerable advantage for optimizing your campaigns and budgets for better ROI.

To do this, tag your URLs with unique query string parameters for each campaign. Depending on how granular you want to get, you can track your activity at a channel level, a campaign level, or across campaigns at a product or asset level. For instance, if you host an event to generate more pipeline, you can run three ad campaigns for the different audiences that you invite. By creating unique query strings for your registration URL, you can track which campaigns drove the most registrations and attendance for

the event, and afterwards, you can measure how much pipeline each campaign contributed to. This will help you understand what's really working to drive your business, and what's not, so you can shift your budget away from lower-performing channels, assets, and campaigns towards the ones with the best return on investment.



#### Bonus tip:

As you create and measure your paid ad campaigns, A/B test different versions using dark posts to select audiences. Analyze your results to understand which version drove the most conversions—such as clicks or form fills. And then track which posts drove conversions that ultimately matured into opportunities and eventually customers—all without disrupting your hard-won followers.



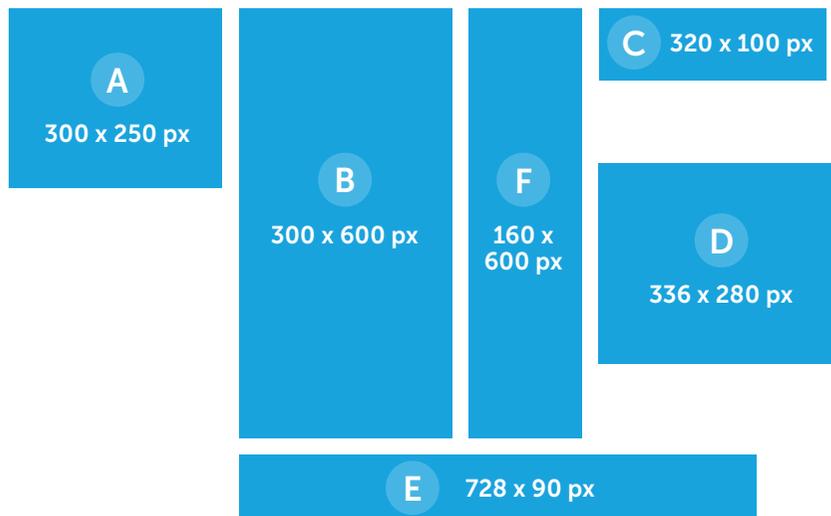
# Defining Your Social Advertising Strategy

## AD NETWORK SPECIFICATIONS FOR DESIGN

Whether you want to place your ad on social media or another ad network, you need to be familiar with the specs:

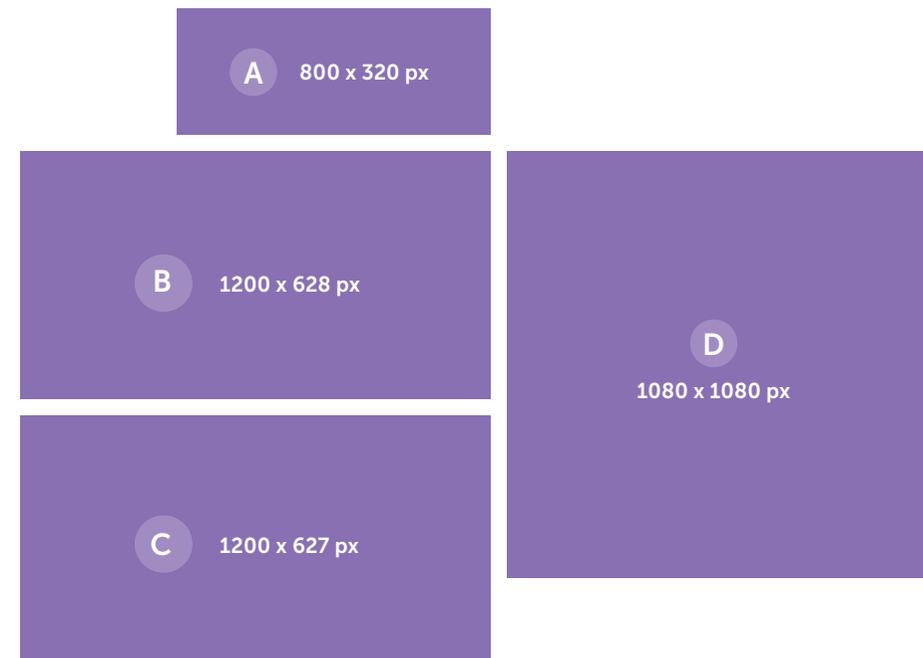
Here are common sizes for PPC ads mandated by Google, a dominant ad network in the online space:

- A** Medium rectangle
- B** Half page
- C** Large mobile banner
- D** Large rectangle
- E** Leaderboard
- F** 160 x 600 px



Social Media Ad Networks:

- A** Twitter – Paid promotion banners (for website cards)
- B** Facebook – For paid ads, only up to 20% of the ads can be text
- C** LinkedIn banners
- E** Instagram advertisements



# DEVELOPING A SOCIAL MEDIA CALENDAR



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# DEFINE YOUR CONTENT MIX

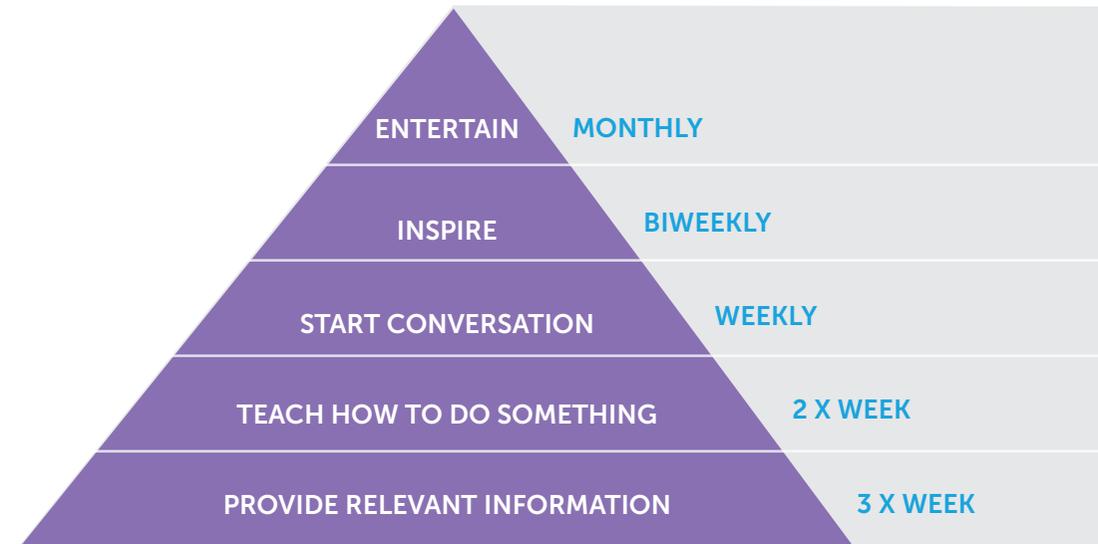
Understanding what you're going to publish on social media starts with a content strategy. As we covered earlier in this guide, content is the fuel that you will use to engage with your audience. In this section, we'll examine how to develop an editorial calendar that's engaging.

As you assess and develop content for social media, it's important to think about it in a framework of how you will distribute it. One example of a common framework that is used on social media is the 4-1-1 rule. At Marketo, for example, we not only aim to share valuable content for our audience, but focus on educating and providing value first and selling second. Because of this philosophy, we follow a 4-1-1 rule. This rule states that for every four educational or entertaining posts (infographic, blog, awareness-level ebook), you can share one soft/midlevel promotion (a more solution-focused asset) and one hard/late-stage promotion (a demo, for example).

This mix allows you to offer value that far outweighs the sales element of your mid- and late-stage promotions and educates and entertains your audience so they are more welcoming to the later stage

messages when you do share them. We've found that this approach works in email marketing, on our blog, and in social media marketing. It lets us engage in conversations with our audience and build awareness, credibility, and trust and keep in touch with our followers—without coming across as pushy or sales-y. So even if one of your top priorities is "announcing new products," we don't recommend limiting your posts to only information about your new releases. Likewise, if you want to acquire new customers on social, it's still not the best venue for advertising deals.

You can certainly mention promotions on occasion, but do so with caution. Your audience's trust—ultimately your most powerful selling tool—hangs in the balance.



Content Marketing Institute's diagram explains content purposes and how often each type should be shared on your social channels.

"The 4-1-1 rule applies to brands on social media, in part because it fundamentally reminds us that being a resource to others is the best way to market. (It's a good rule for life, too, isn't it?)"

**ANN HANDLEY** Chief Content Officer, MarketingProfs

## Setting Your Cadence

In our experience, companies tend to have one of two problems with social: either they can't think of anything to post, or they've got so much material that they overwhelm their audience. Regardless of where you fall on the spectrum, the question of what (and how often) to post on social is a very important one.

To help you answer the cadence question, we'll share our own posting schedule for each social network. But to figure out the right mix for your own business, you should start with your priorities and answer the question: what do you hope to accomplish with your social presence?

You probably have several objectives (which likely map to your objectives for each stage of the customer lifecycle) that might include:

- Sharing relevant content
- Showing off your brand's personality and culture
- Promoting events
- Establishing thought leadership
- Staying on top of industry trends
- Announcing new products
- Gathering new names for your marketing database
- Acquiring new customers
- Building/nurturing relationships with your buyers
- Increasing traffic to your blog/website/landing pages

"The process of editorial strategy starts with identifying the right cadence of publishing. The goal should always be to maximize engagement with quality updates without overwhelming the stream of each channel." **MICHAEL BRENNER** CEO, Marketing Insider Group



## Setting Your Cadence

At Marketo, we prioritize promotions that our marketing team has specifically requested to be promoted, our marketing blogs, and our newest educational content. Create an editorial calendar based on the priorities you defined in [Section 2](#). Use this to inform the topics and stage that you want to address on each individual social media platform.

**USE THIS WORKSHEET FOR EACH PLATFORM TO CREATE AN EDITORIAL CALENDAR. FILL IN YOUR PRIORITIES BELOW.**

Priority 1: \_\_\_\_\_

Priority 2: \_\_\_\_\_

Priority 3: \_\_\_\_\_

Priority 4: \_\_\_\_\_

Priority 5: \_\_\_\_\_

## Social Request Form

We use a company-wide Social Promotion Request Form, which we created in Google Forms. Anyone in the company can request for a particular event, asset, or announcement to be promoted over our social platforms.

Once a team member fills out the form, the information automatically populates a "Responses" document, which our social team then reviews.

For example, our content team might fill out the form to promote a new ebook, while our events team might request promotion for a speaking appearance. Once a request appears on our responses document, we add it to our editorial calendar. This gives our social team a "big picture" view of our upcoming posts and ensures that our important promotions are properly scheduled.

### SOCIAL PROMOTION REQUEST FORM

Here's what our form looks like; feel free to tweak for your own company's needs:

**1. What would you like us to promote?**

(Please include any applicable links)

---

**2. When do you want this promoted?**

(Ex. "3 times in March," "1 week before the event," "1 day before the webinar")

---

**3. If you'd like your post to go on Twitter, please write the exact message below:**

(Make sure that the messaging is under 140 characters, link included. Don't forget to include Twitter handles or hashtags if applicable.)

---

**4. If you'd like your post to go on LinkedIn, please write the exact message below:**

---

**5. If you'd like your post to go on Facebook, please write the exact message below:**

(Don't forget to include hashtags if applicable.)

---

**6. Anything else we need to know about?**

(Please write any comments, details, or notes that we should be aware of.)

---

## Posting Frequency on Social Networks

Each social network requires a content mix and frequency that matches the expectations of its audience.

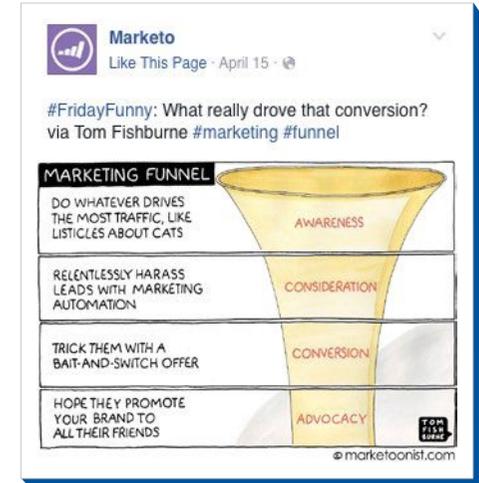
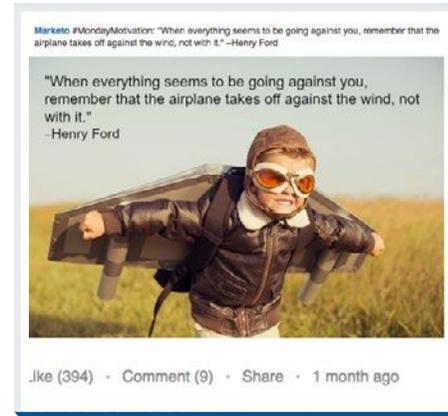
At Marketo, to help us schedule content ahead of time and give our audience an idea of what to expect each week, we repeat themed posts on certain days of the week. Of course, these mini-themes align with our overall theme—marketing! For example, on Monday, we post a “Monday Motivation” quote with an inspirational message. On Thursdays, we post fun “Throwback Thursday” facts about moments in marketing and advertising history that made an impact on our culture. And our “Friday Funny” cartoons add a little marketing humor to our audience’s last workday.

Let’s explore some of the benefits of each of the top networks to help you define your posting frequency.

### FACEBOOK

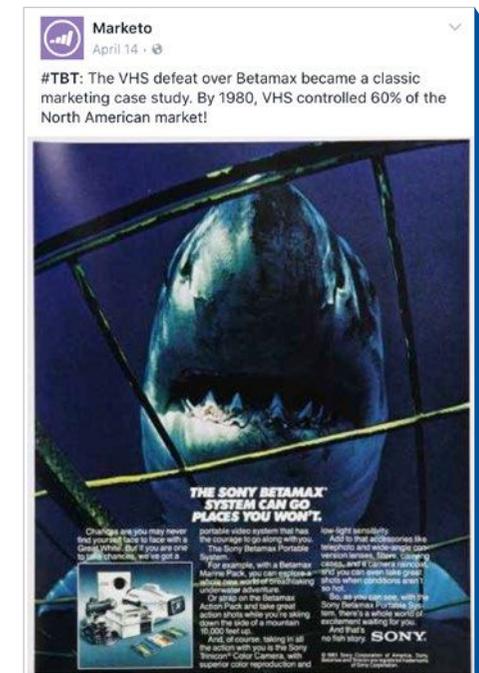
With over 1.5 billion active users, it’s practically guaranteed that your audience (or a segment of it) is on Facebook. **We recommend posting to your Facebook page no more than twice per day**—most people get annoyed when a close friend floods their Facebook feed, never mind a brand.

But even though we aim to post only twice daily, our social team tends to have Marketo’s Facebook page open all day long. That’s because if your audience is engaging with you, via comments, likes, shares, and messages, it’s important that you join the conversations. If someone has a question or complaint, you want to be on hand to address it immediately. (Also, an unfortunate truth is that visitors may use Facebook as an opportunity to post inappropriate or offensive content to your feed. If you aren’t monitoring closely, you might not “hide” the post from your feed in time.)



“Learn the language, guidelines, and etiquette for all the social platforms that you want to be a part of. Being nice is always in style.”

**PEG FITZPATRICK** Social Media Strategist and Co-Author, *The Art of Social Media: Power Tips for Power Users*



Themed posts on Marketo’s social platforms

## Posting Frequency on Social Networks

### TWITTER

Unlike Facebook, you can post to Twitter many times a day without overwhelming your audience. In fact, **we recommend posting roughly once per hour.** If that sounds time-consuming, that's because it is. But it's the only way you can stay top-of-mind as your tweets get pushed down in the feed by other activity from your audience's network. That's why we highly suggest using a tool that allows you to preschedule your tweets with the help of a social media management platform. But just because you can tweet frequently doesn't mean you can afford to be self-promotional; keep the 4-1-1 rule firmly in mind.

Take advantage of the variety of ways you can engage your audience on Twitter. You'll want to be continually "favorite"-ing, retweeting, and responding to tweets from your audience. We always schedule at least one tweet per day linking to an interesting or educational article or study (one not written by us), and typically retweet external links throughout the day.

### LINKEDIN

Because LinkedIn is a professional networking site, we typically use it to share articles and blog posts, new educational content, and upcoming events. Unlike Twitter, which is highly interactive (and therefore time-consuming to maintain), or Facebook, which is best for fun/entertaining content, LinkedIn is the most "serious," straight-to-the-point social network. It's also a powerful recruiting tool—you can post job openings on LinkedIn, and it's probably one of the first things potential employees checkout. LinkedIn followers aren't likely to check your page as often as Facebook or Twitter, but **we generally post to our LinkedIn page 1–2 times per day.**

### INSTAGRAM/SNAPCHAT/PINTEREST

For the social media platforms that rely heavily on images as the main method of communication with your audience—namely Instagram, Snapchat, and Pinterest—it's OK to post more often. Of course, any guidance on posting amount or timing should always be taken lightly since they are both something that is specific to your audience and your brand—so test what works best. As long as you have the bandwidth and are not flooding your audience's feeds with your content, **it's safe to experiment between 3 and 7 posts a day.**

"Spend 90% of your time and effort helping your audience. When you share other people's great content most of the time, your own great content some of the time, and sprinkle in some 'helpful' promotions, your audience will reward the kindness."

**MICHAEL BRENNER**

CEO, Marketing Insider Group

## Posting Frequency on Social Networks

### SOCIAL NETWORK POSTING FREQUENCY WORKSHEET

Fill in the following information to build your own calendar for each social network (you can print or use this page multiple times for different networks).

Who is responsible for posting and monitoring the brand page?

---

---

How many times per day will you post for each social media platform?

SOCIAL MEDIA PLATFORM:

x times per day

Monday through Friday

7 days a week

Other

SOCIAL MEDIA PLATFORM:

x times per day

Monday through Friday

7 days a week

Other

SOCIAL MEDIA PLATFORM:

x times per day

Monday through Friday

7 days a week

Other

What upcoming releases, company/industry events, announcements, and content do you want to share?

(You may have to check with other teams—PR, content, product.)

---

---

List any holidays, national/international events, and trends that you want to post about:

---

---

"Anything posted on social media can be considered global content. It's a challenge to plan and execute social media campaigns across time zones, so be patient and careful to make sure your messages go out at the right time and day." **PEG FITZPATRICK** Social Media Strategist and Co-Author, *The Art of Social Media: Power Tips for Power Users*

## Posting Frequency on Social Networks

We also look at each day's and week's posts as a whole. Using our social editorial calendar, we can clearly see if we're overposting about a certain topic or failing to support one of our core competencies.

Depending on your answer to the previous questionnaires for your different platforms, your content calendar can look very full. For example, here is a week's worth of posts from Marketo—and this is just across four of our social media platforms (Facebook, LinkedIn, Twitter, and Instagram).



### Paid Promotion

Depending on the size of your team, the person managing your social media marketing may not be the same person running your social paid advertising. It's important to develop and define a process between these people and teams to ensure there is not only a consistent flow of organic posts, but also social paid advertising.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM	✓✓✓	✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓
TWITTER	✓✓✓✓ ✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓✓
FACEBOOK	✓✓	✓	✓	✓✓	✓✓	✓✓	✓
LINKEDIN	✓	✓✓	✓	✓	✓✓	✓	✓✓

# SOCIAL MEDIA DAILY CHECKLIST

A helpful item to consider when you're trying to make sure you dot all your i's and cross your t's is a checklist. Use this to help ensure you're on track to meet your goals and set your cadence correctly.

Social marketing has a lot of moving parts. Print out or copy this checklist to make sure you're completing the necessary daily tasks:

- Check any incoming tweets/FB comments/LinkedIn mentions from yesterday.
  - Refer any support questions to the appropriate team
  - Reply to any comments
  - "Like," "favorite," or "retweet" where appropriate
- Check for friend requests and new followers; accept and follow back where appropriate.
- Double check the tweets/posts you scheduled last night.
  - Check for relevance (situations can change overnight!)
  - Check all links
  - Check for typos
- Check for new social promotion requests from your team, whether this is done via a dynamic form or an email alias.
- Check your paid promotions.
  - Are you still within your budget?
  - Is your audience engaging?
- Check your editorial calendar and colleagues to confirm any events, industry news, or announcements you'll need to monitor.
- Send tomorrow's tweets, Facebook posts/LinkedIn posts around for review.
  - Check all links
  - Check for typos
  - Check your tracking parameters  
(if using marketing automation or tracking platform to collect data)

# HOW TO STRUCTURE YOUR SOCIAL MEDIA TEAM



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# TEAM STRUCTURE

How you structure your social media team and communicate its role and responsibilities to the rest of the organization has a direct impact on its ongoing success. Let's take a look at a few things you may want to consider as you get started.

## Creating a Social Media Governance Board

In addition to your focused social media staff, you will want to create a social media governance board that is made up of executives, stakeholders, subject-matter experts, and key employee advocates. This is the team that determines your ongoing broad strategy goals and internal training initiatives, makes key decisions around your social media

interactions, and serves as a chain of command for emergency situations. Your Governance Board should meet on a monthly or quarterly basis to reassess and innovate on processes and strategies.

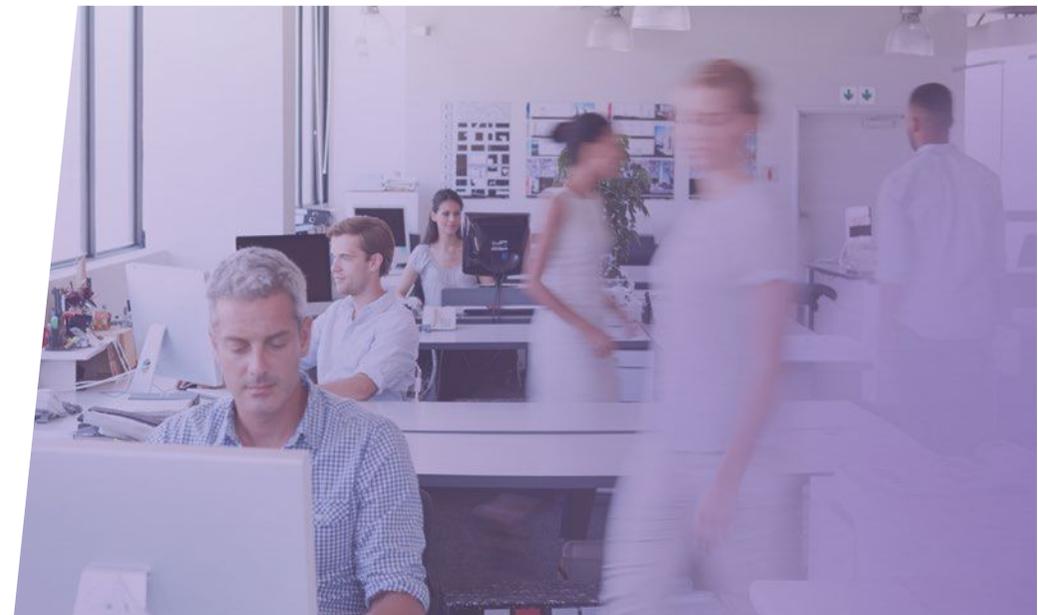
"I encourage all brands to respond to all brand mentions in social media. If someone is taking time out of their day to mention your brand—either positively or negatively—it means that to some extent, they care. And therein lies an opportunity."

**DAN GINGISS** Co-Host, Focus on Customer Service Podcast



### When Social Media Goes Bad

Because social media marketing offers marketers a very immediate and personal connection with their audience, it's important to remember that it's all public. And sometimes that can cause concern. While you can do everything in your power to make sure your audience and customers are happy on social media, inevitably you will run into a situation that needs a more immediate response—like an unhappy customer or group of customers. In that case, it's vital that your social media governance board creates a social media escalation policy which will indicate who should respond and how.



## Staffing Considerations

Social media marketing takes effort, especially if you want to work toward creating an integrated cross-channel campaign strategy. Therefore, you will want to take resource allocation into account when creating your plan. How many resources you will need to dedicate to social media marketing will depend on the following:

- Budget for new headcount
- Strategic goals
- Number of platforms utilized
- Weekly social time commitments
- Content strategy
- Current and future community size

The size of your team and the scope of responsibility will vary considerably based on your organization's size and structure. In a large, global organization, social media responsibilities may sit across many teams and paid social advertising may be on a separate team.



### Social Media Is a Companywide Effort

While your social media team will do the heavy lifting, a strong presence of employee advocates on each channel will help strengthen your brand presence. As a company, we embrace social sharing tools to encourage social conversions within our employees' networks. We curate content that employees can share with their networks so that our posts aren't just seen by our followers, but by our employees' networks as well.

You may also encounter comments or questions that can best be addressed by your own employees. In these cases, it would be a good idea to have a social representative from each team—sales, product marketing, support, customer success, etc.—who can engage in these conversations. These individuals will represent your company as employee advocates, but also bring to the table their unique expertise and experiences.

"Marketing today is getting more and more specialized. I outsource paid media to a specialist agency who stays on top of trends and techniques. But for organic, where the real relationships form, I think it is unwise to send to an agency. We hold tightly and keep it in-house."

**MARK W. SHAEFER** Executive Director, Schaefer Marketing Solutions, Speaker, Educator, and Author

## Staffing Considerations

For a consumer organization, you may have a lean team, but outsource the paid social advertising. Or, for a start-up, your social media headcount could be responsible for other areas of the business and not be able to fully devote their time to social media. With that in mind, we offer some considerations, but keep in mind they won't fit all situations:

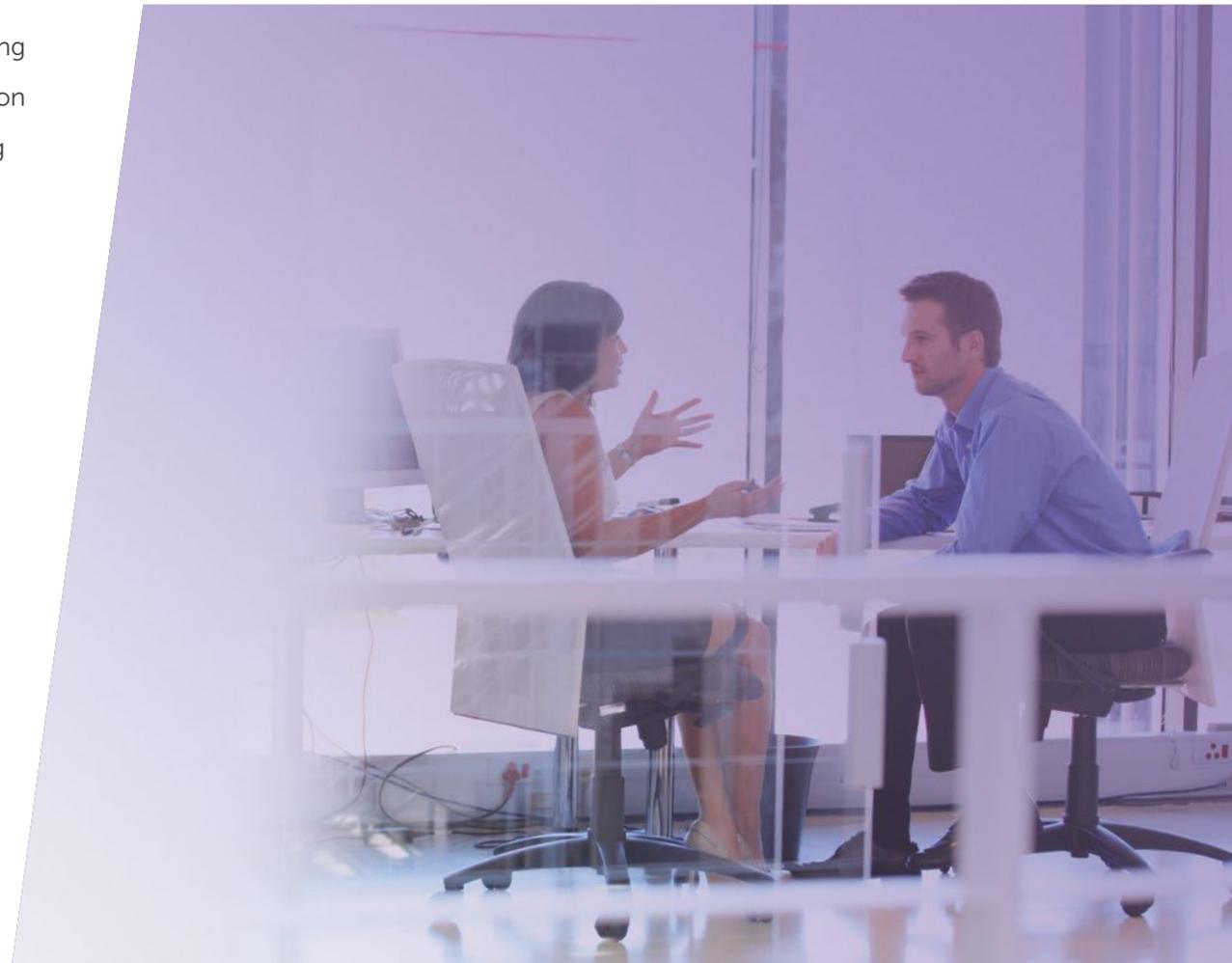
- Consider starting by dedicating one full-time headcount for social marketing management. This person will spend his or her time mostly on community management, social messaging, content creation, best practices, and planning.
- Resource permitting, the full-time employee hire should be someone dedicated to creating content and who can serve as the managing editor for all of your content.
- Then, if possible to hire someone or contribute to a headcount of someone on your digital advertising team that is dedicated to driving effectiveness and toward your goals with paid social advertising.

However you choose to structure your team, it's important that you cover the following responsibilities:

- Map to higher-level company goals
- Define social media marketing objectives
- Social channel optimization
- Content strategy
- Social campaign planning
- Social CRM segmentation
- Social scoring/nurturing
- Social analytics

"If you're looking for talent to run your social media marketing, look for people who are natural communicators and can carry on a conversation."

**MATT HEINZ** President, Heinz Marketing



# INTEGRATING SOCIAL MEDIA INTO YOUR OMNI-CHANNEL MARKETING STRATEGY



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# INTEGRATING SOCIAL MEDIA

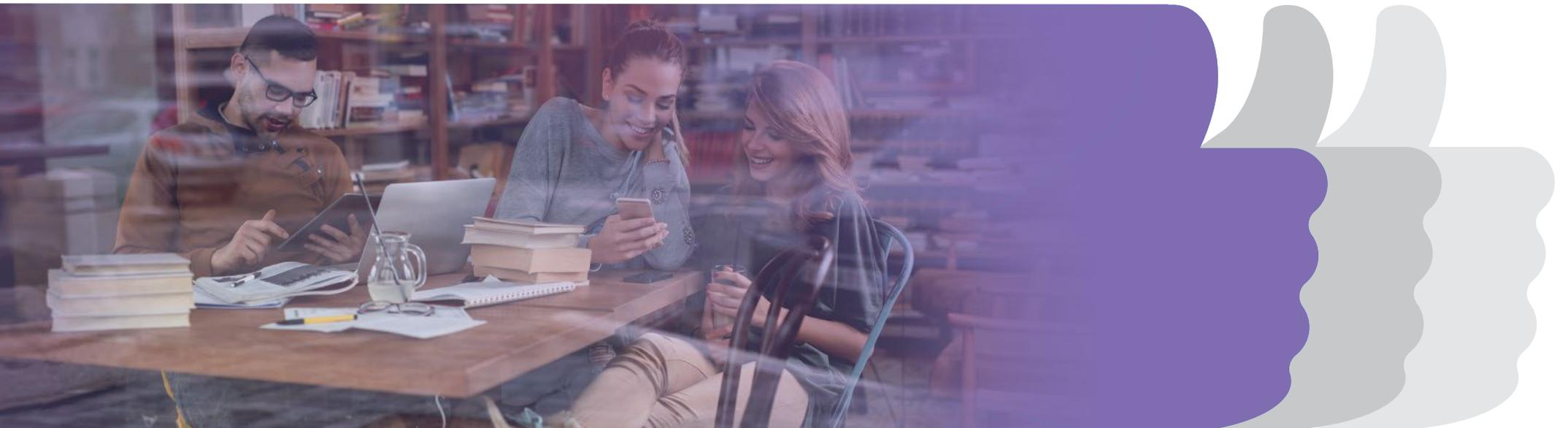
The best brands are those that weave themselves into their customers' lives—becoming a part of their identity. Instead of being seen as overbearing, these brands are successful because they are listening and responding to each customer's needs and wants. They effectively practice omni-channel marketing—marketing that seeks to provide a seamless customer experience, regardless of channel or device.

To be successful today, brands need to look beyond disconnected vendors, departments, and strategies in order to make an impact and give customers a continuous experience. This means that you should use a diversity of channels and messages that reinforce and support each other.

Your audience may be following you on multiple social media platforms, not to mention subscribed into your email database, and they don't want to be bombarded with the exact same message on every channel.

"Social media programs cannot exist in a vacuum—you need social, sales, content, SEO, and even advertising working hand-in-hand—so mostly you need a solid marketing strategy."

**JOHN JANTSCH** Speaker and Author, Duct Tape Marketing, The Referral Engine, and The Commitment Engine



# CROSS-CHANNEL SOCIAL MEDIA MARKETING WITH MARKETING AUTOMATION

Your communications with buyers on each channel—your website, your Facebook page, or on email—should not repeat each other; rather, they should inform each other and enable you to listen and respond appropriately. A marketing automation platform, like Marketo, gives you access to an Audience Hub with customer profiles based on demographic and behavioral data gathered across many channels. Marketo Ad Bridge gives you the

ability to leverage the data in this Audience Hub in your social media advertising campaigns to create highly targeted and personalized display and retargeting campaigns. And because these ads are informed by segmentations you're using to power campaigns via email, mobile, web, and more in your marketing automation platform, they become a cohesive part of your overall marketing strategy.



### Nurture

Today's buyers move seamlessly—and quickly—across channels. A typical buyer moves quickly from email, to social media, to your website and then back to social media in the blink of an eye, so your buyer needs to see an integrated experience across every channel. Your marketing automation platform and nurturing campaigns need to account for all the ways a buyer will look to interact and engage with your brand.

Make sure you are using your social media platforms as a key element in your customer or lead nurturing strategy. If you have target accounts or personas, interact with them by responding to posts, liking their comments or updates, and sharing great content they post. When a

potential customer mentions your company on social media or interacts in a key way, you can use your engagement marketing platform's marketing automation software to listen and respond with triggered emails and communication. You can also use sophisticated targeting with paid social media ads. Social channels like Facebook, LinkedIn, and Twitter offer highly targeted options for your ads. You can segment your ads based on a number of different attributes such as role, company, location, behavior, and more. Additionally, many social channels allow you to upload lists from your CRM or marketing automation tool so you can target specific individuals that are in specific stages in your sales cycle.

An engagement marketing platform, like Marketo's, enables marketers to do this efficiently by making marketing assets—emails, landing pages, forms, segmentations, and workflows—easy to replicate and implement. This ability to fuse planning and execution allows marketers more flexibility than ever, which enables them to engage buyers quickly and personally—whether they're at home, on the road, or at the beach—to move them to the next stage in the customer lifecycle.



#### What is Nurturing?

**Nurturing is the process of building effective relationships with potential customers throughout the buying journey and beyond—maximizing results and revenue for your organization.**

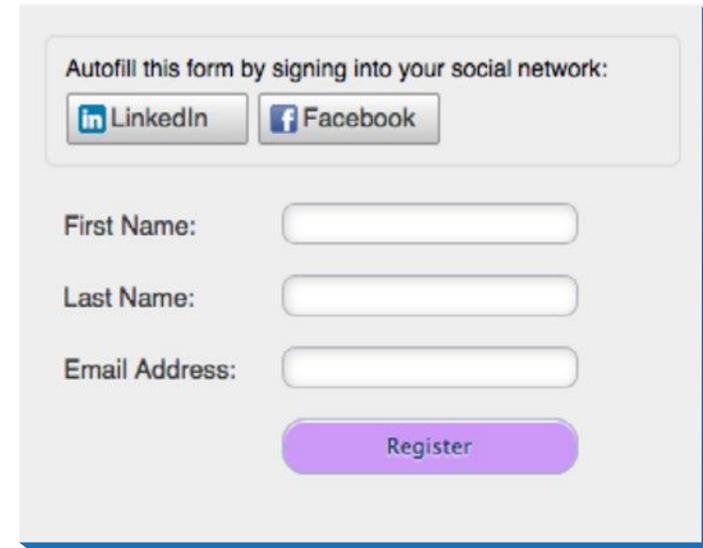
It requires listening and responding to buyers on multiple channels. And now, with breakthroughs like web personalization software and a marketing automation platform that syncs with digital advertising platforms, marketers can even nurture anonymous visitors much earlier on in their buyers' journey and then throughout the entire lifecycle—creating a more personalized, engaging, and guided experience than ever before.

# DRIVE SOCIAL ON OTHER CHANNELS

To build your social presence, it's critical to make your social profiles visible on your other channels. Do your email templates have links to your social media profiles at the bottom? These often appear as small icons that hyperlink to each profile, so as not to disrupt the user experience. What about your website? Do you have "share" buttons that enable your audience to share, like, or recommend content—whether those are blogs, videos, or infographics—with their network?

Aside from having a strong social media presence on the channels your buyers are on, it's important for you to leverage social capabilities across your other channels—website, email, and beyond.

Most of your audience has a Facebook or Twitter account. Make it easy for your buyers to fill out a form to download an asset or register for an event by using their existing social media account to autofill it. This will not only help you ensure you have an easy-to-use solution, but also capture rich data that can inform your future campaigns.



The image shows a registration form interface. At the top, there is a box with the text "Autofill this form by signing into your social network:". Below this text are two buttons: "LinkedIn" with the LinkedIn logo and "Facebook" with the Facebook logo. Below these buttons are three input fields labeled "First Name:", "Last Name:", and "Email Address:". At the bottom of the form is a purple button labeled "Register".

Autofill makes it easy to register or download without manually entering personal information



## Web

As a buyer browses your website and interacts with your content, the data you collect on their behavior feeds into a master view that fuels your communication with them across all channels, including social. If your marketing automation solution has a web personalization app, you can leverage a website visitor's lead or engagement score or stage in the buyer journey to not only personalize

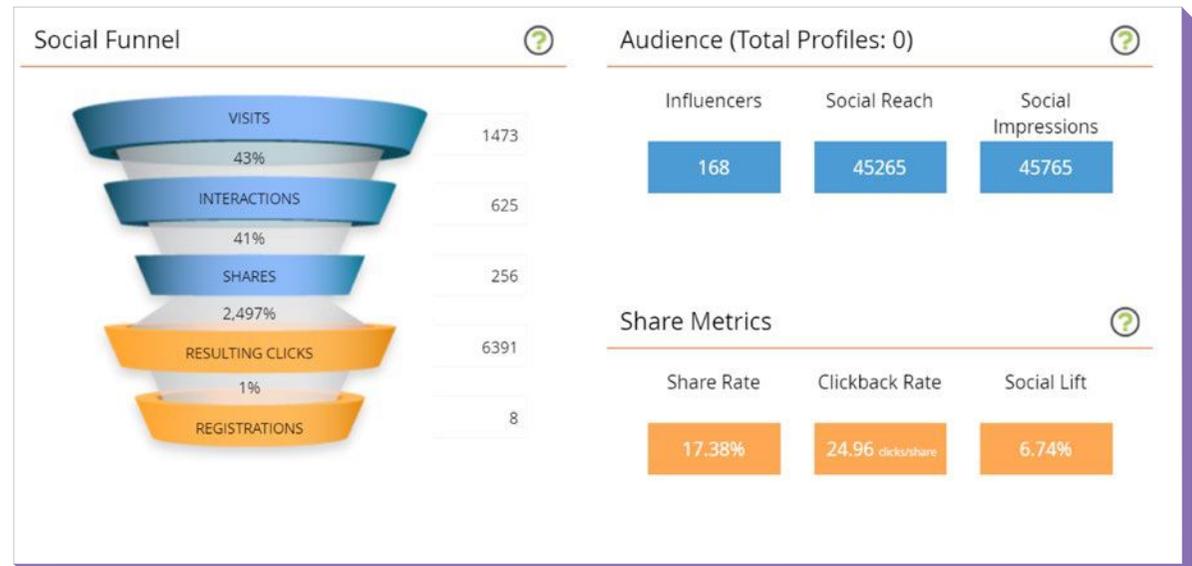
your website, but also your retargeting ads on social channels. For example, a potential customer may come to your website to sign up for a free trial. Later, after leaving your website, you can use that information to retarget them on social media with an offer for a "Tips and Tricks" guide that will help drive adoption and, eventually, a paying customer.

You can also leverage your website landing pages to promote your social media presence. With Marketo's social application, you can set up a social referral campaign to combine the power of compelling offers for referrers with a reach that extends across major social media platforms, allowing you to grow your customer base fast. These referrals can be tracked by your marketing

automation system, since each shared message includes a special link that tracks the responses at every stage to the conversion event.



Landing page of a social referral created using Marketo's social application



Marketo's Social Dashboard tracks a social campaign's progression and effectiveness and reveals how prospects are helping to get the word out

## Mobile

An integrated cross-channel strategy involves both listening and responding on multiple channels.

Because of the predominance of mobile, it's critical that you incorporate your mobile marketing activities with your social media marketing strategy.

For mobile, this entails listening for mobile website visits, emails opened on mobile devices, and, if you have a mobile application, app installs, in-app activities, and responses to push notifications and in-app messaging to inform your other marketing campaigns. For example, you can use your social media platforms to promote your mobile app.

On the other hand, it's just as important to be able to respond on mobile as well. Say a customer opens your email and clicks on a form, but then exits the landing page without submitting it. If they have your app installed, perhaps you can send them a push notification informing them that their form was not processed.

## Email

You can easily integrate your email campaigns and social media platforms in the following ways:

- **Social Connecting:** Use email to grow your social followers.
- **Social Sharing:** Use email to extend the reach of your message through social channels.
- **Social Promotion:** Use social to grow your email list and promote your email marketing efforts.

Here are some ideas:

- Supplement each email address in your database with the contact's social media data
- Feature a Facebook, Twitter, or LinkedIn connect button in email opt-in confirmation messages so that enthusiastic new subscribers don't miss out on other ways to connect
- Add a Facebook, Twitter, or LinkedIn connect button to your preference center for recipients who'd rather stay in touch over social networks

- Listen for keywords that are used by your audience in social media, and then send segmented emails that use those keywords
- Watch who your followers follow, and use their content interests to help augment

## Offline

Traditional channels often take a mass marketing approach to addressing an audience and can sometimes be hard to measure.

It's important that the results that traditional channels drive are in line with your campaign goals. Traditional channels can be a powerful way to augment your social media marketing campaigns and are still a worthwhile tool in your marketing toolbox.

Events usually have a targeted list of attendees with a specific set of interests. Whether you are hosting a small webinar, a large-scale international trade show, or an executive private function, event marketing can be a powerful way to stand out and bring your brand

to life. Gauge whether your campaign resonates with the targeted audience and their interests, and determine how you can engage them on social media before, during, or after the event. Perhaps you can offer your Facebook audience an inclusive exhibit pass or include your hashtag and account handles on all your signage and presentation decks.

With a physical presence, like a brick-and-mortar store, evaluate how to bring your campaign to customers who visit. How can you best engage them while they are in your store? This can be done a variety of ways on social media—from promotional contests, to discounts, or giveaways—it's up to you to determine what will work best for your audience and how you will measure its success.

# YOUR SOCIAL MEDIA TECHNOLOGY STACK



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# SOCIAL MEDIA AND MARKETING AUTOMATION

Social media marketing, like most marketing, is improved both in process and measurement with the help of technology.

Remember when you implemented marketing automation? (If you haven't yet, you should consider it.) You immediately had more visibility into your campaigns and website activity. Suddenly, you could track website visits and downloads. You knew who was visiting your website, what pages they visited, and what content appealed most to them. Additionally, you could track all of your email campaigns. The increased tracking capabilities enabled you to optimize your processes and messaging.

Ideally, you're able to do the same with your social media marketing. Perhaps just knowing how many shares you received on Twitter,

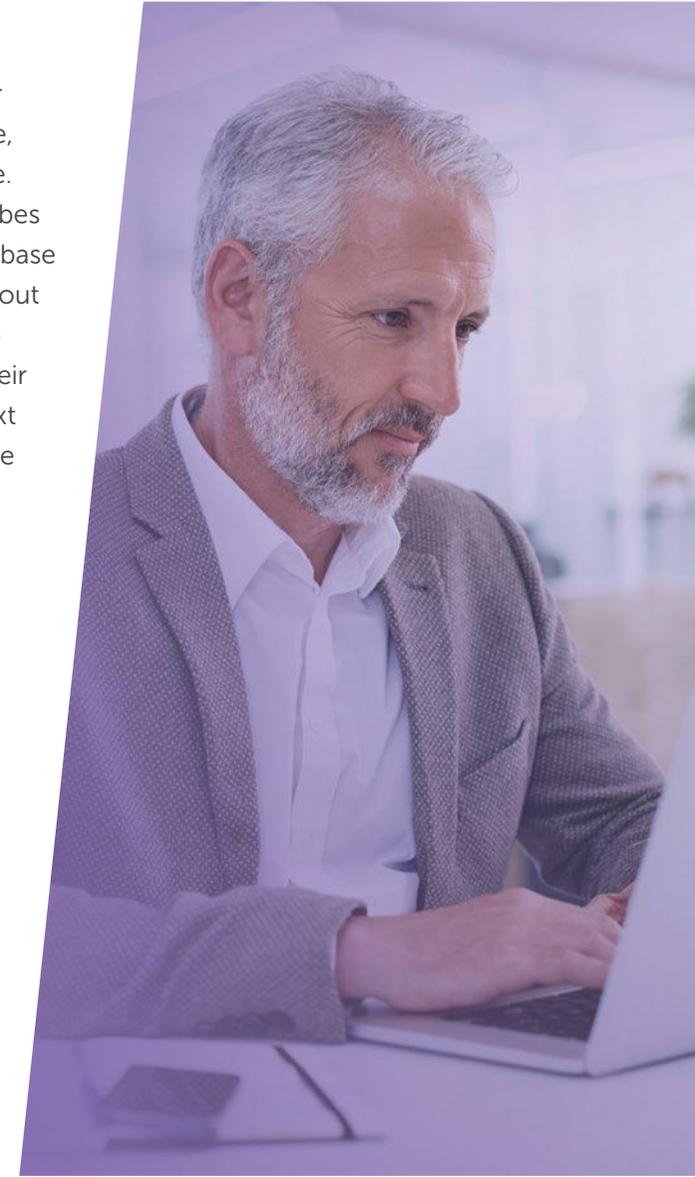
LinkedIn, Facebook, Instagram, etc. isn't enough (and it shouldn't be). Who is sharing your content? Whom did they share your content with? And what are they sharing? Social applications, like Marketo Social Marketing, create more insight into all of your social activities so you know who your top influencers are, what content they are sharing, and what their networks look like.

By analyzing your social sharing metrics, you can test different campaigns, content, and social media platforms against each other so you know what is working and what isn't. Additionally, with a marketing automation platform, you have a

single source of truth for cross-channel activities. You can listen and respond to your prospects or customers with the right message, at the right time, in the right place. For example—if someone subscribes to your blog and enters your database and then goes to Twitter and fills out a website card, you can follow up via email to nudge them along their customer lifecycle toward the next conversion point and have a single source to track all this data.

"Technology can help social media marketers figure out what works and what does not."

**MICHAEL STELZNER** Founder and CEO, Social Media Examiner



## Choosing a Smart Tech Stack

At some point, a social media marketer is bound to look at all the work they do posting, monitoring, and advertising on each social media platform's native capabilities and think, "There has got to be a simpler way." And the answer is, "Of course there is!"

In fact, that's sometimes the problem. As you look to streamline your editorial calendar, more effectively "listen" on social networks, and track your key metrics, you will be presented with a multitude of options.

### **BUILD A SOLID FOUNDATION**

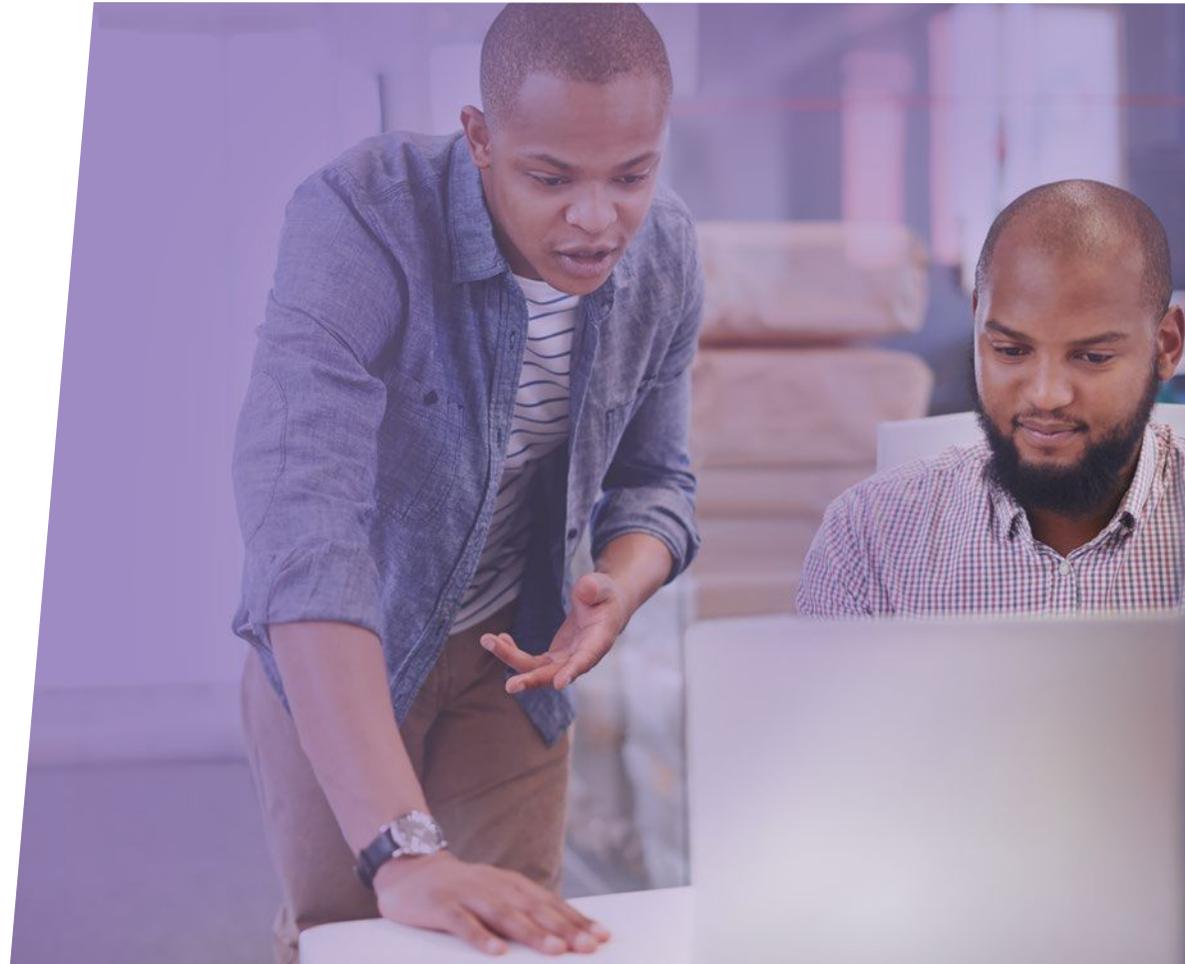
Many of these solutions are great, but the key in choosing one (or more) is understanding what you are trying to accomplish not just in this specific channel (social media) but as a marketing team, department, and organization as a whole. Building your tech stack is an important decision, so carefully evaluating how each

new tool and its capabilities will sync with your current systems—especially your foundational systems of record like the database in your marketing automation platform or your CRM—is critical.

For example, document your data flow, rules, and data hygiene processes. Understand APIs and what is truly out-of-the box versus needing to bring in a team to complete your integration. It's also helpful to connect with other companies similar to your own to see what they have done right and wrong—essentially, learn from their successes and mistakes.

"I've tested and optimized just about every social software that's been given to me because without the science side, you really don't know what's going on around you and where you should be concentrating."

**BRYAN KRAMER** Best Selling Author, CEO, PureMatter, TEDTalk & Keynote Speaker



## Choosing a Smart Tech Stack



**CHRIS SANIGA**

VP, Customer Success, Hootsuite  
[@csaniga](#), [@Hootsuite](#)

### What should social media marketers look for when evaluating technology to help them do their jobs?

Make sure the solutions you choose can be easily integrated with your existing technology. That way, you won't have to rip out technology you've already invested in to make a social-relationship platform work. Social media and other marketing channels should work together in a streamlined way, freeing up more time for you to actually engage with your buyers.

### Social media marketing is always evolving; what should marketers look for and prepare to face next?

Staying up to date with emerging trends and changes is only one piece of the puzzle. You also need to know how to quickly translate these trends into tactical moves and opportunities for your brand on social—and the best way to do that is through continuous education and training.



**MASON NELDER**

AVP of Product, Sprinklr  
[@MasonNelder](#), [@Sprinklr](#)

### What should social media marketers look for when evaluating technology to help them do their jobs?

Perhaps the most important factor is how that technology integrates with your existing systems. We're living in the most exciting, "wild west" technological landscape that has ever existed, and this has created years of legacy systems that individually contain valuable aspects of the customer journey. The right social media technology will integrate with these legacy systems, along with your core marketing system, enabling your brand to leverage insights from social media and layer that data to connect online and offline customer experiences.

### Social media marketing is always evolving; what should marketers look for and prepare to face next?

There's a famous concept by Ray Kurzweil that applies well here—the Theory of Accelerating Returns, which states that technology innovation is accelerating exponentially. It is virtually impossible to keep up with every technological breakthrough at speed, at scale, and at an integrated state.

In order to stand a chance, your technological infrastructure has to be built with scale in mind. Your solutions should deliver on their promise as well as evolve with your brand and its needs.



**LEAH POPE**

Chief Marketing Officer at Synthesio  
[@Leah\\_Pope](#), [@Synthesio](#)

### What should social media marketers look for when evaluating technology to help them do their jobs?

Information—data and insights that can help you do your job better, understand your successes, and learn from your failures. Social media is the greatest focus group any marketing professional could ask for, but to realize its full potential, you need tools that will focus on KPIs and provide metrics that can be tied back into the business and the impact that your social campaigns are having.

### Social media marketing is always evolving; what should marketers look for and prepare to face next?

The biggest thing that is changing is where the social data lives. Classically, it has been siloed with the marketing team (or in some instances, the social team), but this doesn't do justice to the data or allow your company to make the most out of it. Social data needs to be shared throughout your entire organization in a clean and easy-to-understand way, so look for tools that allow you to visualize and distribute KPIs across the organization in real time with key decision makers.

## Choosing a Smart Tech Stack

### UNDERSTAND WHERE YOU ARE AND WHERE YOU'RE GOING

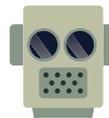
You need to know what the current state of your business is and where you plan to go. The majority of businesses are trying to grow—so make sure you consider this as you evaluate new solutions. It's critical to think about tools that will grow with you, so you don't have to rip-and-replace every other year. Some solutions are excellent for small businesses, but then reach real limitations quickly.

Another important lens is to understand your business needs versus wants. What is mission-critical for your business? If tracking influencers is critical, that may mean that you need a different tool than something that is rock solid on sentiment analysis. Or, if you foresee that influencers will matter more in your future, build your stack knowing this could be an addition for next year.

### IDENTIFY SOLUTIONS TO INTEGRATE INTO YOUR TECH STACK

After you identify your core components and what your roadmap looks like, evaluate new solutions that align with your strategy. You'll want to make sure these solutions can integrate with your core platforms.

With a social media management platform, like Sprinklr or Hootsuite, you can listen to and monitor relevant conversations about your brand and industry, schedule and publish posts across different social media platforms and different profiles (such as key employees), and analyze your social campaigns. Through an integration with your marketing automation platform, you can gain context into your buyers' real-time interactions with your brand across all channels.



### Avoid a "Frankenstack"

Some of you might have seen what's commonly referred to as a "Frankenstack," a set of individual siloed tools that an organization tries to get to work together and ultimately results in a hot mess. It can happen to the best marketers, and it often happens because of rapid growth and a lack of planning or impulsive decisions ("Hey, we can use it here!"). It is painful for IT, and it is painful for marketers. When this occurs, it is often more time consuming and expensive to fix. The key here is to have a plan, involve IT, and be honest about the resources you need to maintain and manage the solutions. This thoughtfulness will save a lot of grief in the future.



# MEASURE THE ROI OF YOUR SOCIAL MEDIA CAMPAIGNS



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# MEASURE THE ROI OF YOUR SOCIAL MEDIA CAMPAIGNS

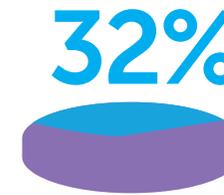
To prove how social media marketing contributes to business growth, you need to know how to connect the right data points. But that is not always straightforward, and you need the right set of tools to do this across all of your channels.

Only 32% of marketers pursue a data-first strategy, and less than half of marketers feel prepared for a data-driven marketing future, according to B2B Marketing and Marketscan. But without the right metrics, it's nearly impossible to know what to optimize in future

campaigns to drive the best ROI for your business. And even more importantly, without the right metrics, you can't even determine the ROI of your social channels in the first place, which makes it hard to make the case for more budget or headcount.

As you plan your social media campaigns, it's important to determine how you will evaluate success. Just as you would with your other marketing campaigns, you will need to take specific steps to make your social media efforts measurable.

The best marketing campaigns have intentional measurement strategies planned in advance. It is very challenging to go back after the fact to measure—so consider what you want to look at in advance and ensure you have the right tools in place to do so.



of marketers pursue a data-first strategy, and less than half of marketers feel prepared for a data-driven marketing future.

Source: B2B Marketing and Marketscan

"Content creation is obviously a big deal but perhaps even more important is analytics. We need to be able to dig into data and emerge with insights and truth."

**MARK W. SHAEFER** Executive Director, Schaefer Marketing Solutions, Speaker, Educator, and Author

"So much of social media used to be simply about monitoring brands and basic KPIs like network size, reach, and engagement. The role social media plays horizontally across the customer lifecycle requires far more comprehensive analytics. There are now far more opportunities for connecting the dots between social awareness, engagement, and conversion."

**LEE ODDEN** CEO, TopRank Marketing

# EARLY-STAGE METRICS

Early-stage content is typically fun, entertaining, or educational to build brand awareness and affinity, so you should be measuring data that indicates how successful your campaigns are at doing this. Of course, if you're limited on resources or bandwidth, your focus may be more on paid efforts, in which you would place more weight on the conversions your campaign generates and how they ultimately translate into ROI (which can be understood by analyzing later stage metrics).

Your social media platforms may have native analytics dashboards that reveal so-called "vanity metrics," which are more important than the name implies. These soft metrics help you evaluate and understand early indicators that are precursors to conversions, like brand awareness and recognition, influence, and mindshare, and include the following:

**FOLLOWERS:** This tracks the size of your audience on each channel over time to understand how many people are interested in your brand and what you have to say.

**ENGAGEMENT:** This tracks the interactions social media users have with your social media account, such as clicks, likes, shares, and comments on your posts and time spent watching a video.

**REACH:** This is an important measure of brand awareness, as it measures the number of people who have seen your post. Essentially, it indicates how far your content has reached and how effective word-of-mouth is at amplifying your voice.

These metrics—followers, engagement, and reach—are especially important for your organic posts, since your objectives with these posts are to build brand awareness and affinity and amplify your voice. And while these metrics are certainly important to understand how your team contributes to brand awareness

and customer engagement, to demonstrate your total impact on the business (especially when you're putting money behind your campaigns—headcount, resources, paid promotion, etc.), you need to measure hard metrics like conversions, revenue, and ROI. To accomplish this, you need to track the conversions (downloads, registrations, subscriptions, purchases, etc.) that your social media posts bring in.

There are two types of conversions you should track:

**NEW NAMES:** This is the number of people your campaign brought into your database. This can help you measure how successful your social media campaigns are at acquiring new leads into your database or, if you're a consumer marketer, how many purchases that campaign generated.

**EXISTING:** When your campaigns convert known names (e.g., a prospect in your database who has previously interacted with your brand or a consumer who has already purchased from you), your marketing automation platform calculates their behavior in terms of how they converted (e.g., downloaded a white paper promoted on your LinkedIn page), which adds to their lead score.

For your paid social media campaigns, which in addition to staffing you're investing budget dollars into, you'll want to track the following metrics as well:

**COST PER LEAD/ACQUISITION:** B2B marketers typically track the cost per lead they acquired through their paid social campaigns, while consumer marketers may track the cost per acquisition (unless you're selling considered purchase products that have a longer customer lifecycle). To calculate the cost per lead/acquisition, divide the cost of your paid social campaign by the number of leads or acquisitions it brought in.

# EARLY-STAGE METRICS

As you can see, conversions are critical to tracking how successful your social media campaigns are. For B2B marketers and consumer marketers selling considered purchase products, this reveals how effective your social campaigns are at bringing in leads that you will then nurture. For consumer marketers, this indicates how successful your social campaigns are at increasing purchases.

Your social media platforms' native analytics alongside with

website analytics platforms like Google Analytics can reveal how many conversions each campaign generated. A marketing automation platform that can track unique URLs can complement those systems by showing you who converted.

When you share your content on social media, you typically include a link to your website to drive traffic to a gated or ungated landing page, unless it's purely for educational or entertainment purposes (think: memes and #ThrowbackThursday

posts). While your social media platforms can track how many people see, click on, engage with, and convert from a post (if it's a paid campaign), it's not able to see who actually downloads the asset or makes a purchase.

And even if you add unique URL parameters to track in Google Analytics, you still won't be able to see who clicked on or converted from a post—only how many. This is still useful though, as you can use this data to benchmark your

social media platforms against each other to see which ones are best at promoting specific assets. For example, perhaps LinkedIn is a better channel for promoting your white papers and industry-specific events, while Facebook generates a lot of blog subscribers.



# EARLY-STAGE METRICS

For deeper insight, set up campaigns inside your marketing automation platform, like Marketo's, with a smart list or smart campaign that tracks those specific parameters to reveal how many conversions each of your campaigns brought in. Once a social media user clicks on that unique URL and takes an action on that page that counts as a conversion (for example, downloading an infographic), this information is captured on the back end. You can track everything from who converted, which channel the conversion came from (Facebook or Twitter), the type of content used (image or text), to the specific campaign that brought it in (brand awareness).

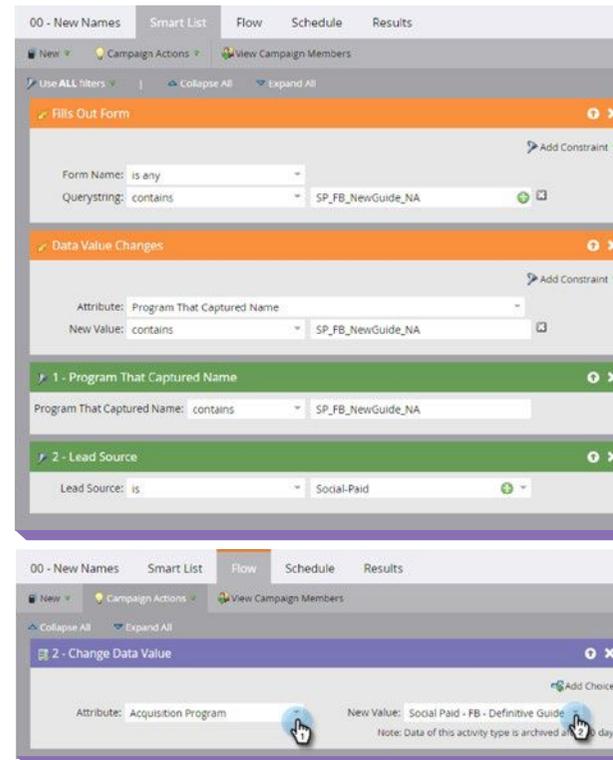
You might want to set up separate tracking campaigns for organic and paid efforts for each of your social media platforms. And if you have a web personalization app, you can

even track social media conversions from anonymous leads. In this case, an unknown lead would come to your landing page via a unique URL you promoted on social media, your website would cookie their IP address, and then track their activity across your website. Even if they don't fill out a form right away (perhaps they're viewing an infographic that's not gated), their activity will continue to be tracked until they perform an action that identifies who they are. From there, you will be able to nurture them toward conversion. After they convert, with a marketing automation platform, you would be able to attribute their social media activity to the revenue generated (a mid-stage metric we'll go into in the next section).



## Retention, Upsell, and Cross-Sell

If you're a consumer marketer conducting transactions on your website, the next set of metrics may not apply to you, since a conversion usually indicates a sale. However, remember that the customer journey doesn't end post-sale. According to eMarketer, it costs 10 times more to acquire new customers than to sell to the ones you already have. And based on data from Bain & Company, a 5% increase in retention yields between a 25%–95% increase in profits. Plan a strategy around customer marketing—retention, cross-sell, and upsell—to maximize the customer lifetime value of your hard-won customers.



Example of a Smart Campaign in Marketo that tracks new names brought in by a paid post on Facebook

# MID-STAGE METRICS

Your mid-stage content should be educational and engaging to drive your audience towards interacting further with your company. At this point, the data you collected on the conversions your social media campaigns drove will be critical to measuring your mid- and late-stage metrics.

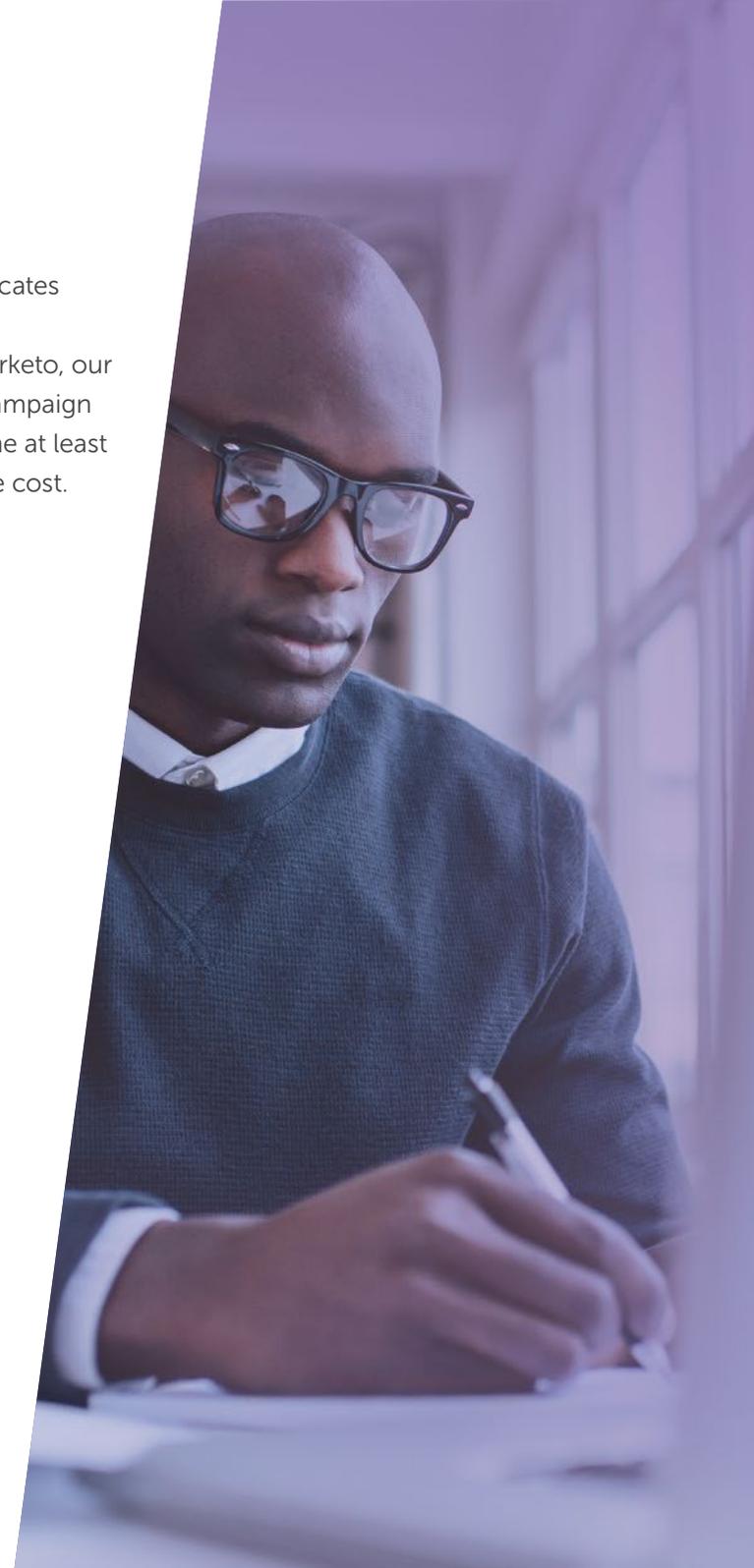
At this stage, you'll need a marketing automation platform, paired with social media, to power your prospects through their journey and your pipeline through ad targeting. You'll need a marketing automation platform to track the following metrics:

**MQL:** Marketing qualified leads, or MQLs, are prospects who have reached an agreed-upon threshold based on your lead scoring, which takes into account their overall fit, behaviors, and interests. At Marketo, that threshold is 100.

**SQL:** Sales qualified leads, or SQLs, are prospects who have been qualified by sales as good leads.

**OPPORTUNITY:** Once a potential customer becomes an SQL, they get further qualified by sales. If they deem that there is a sales opportunity there, they'll become an official opportunity in your system. Although opportunities can take a while to develop since they factor in a buyer's interactions with your brand, it's important to fill your pipeline with as many good leads as possible to generate more customer opportunities. This ties into your activity in earlier stages because the more people you reach and engage on social media, the more relationships you can develop that will hopefully become sales opportunities.

**PIPELINE:** Your pipeline indicates how many leads your social campaign brought in. At Marketo, our golden metric for a good campaign is one that generates pipeline at least five times the amount of the cost.



# LATE-STAGE METRICS

At this point, you can start seeing how your social media campaigns contribute directly to revenue. Track the following late-stage metrics to tie your social campaigns to ROI:

**OPPORTUNITIES WON:** This number indicates the number of closed-won deals that your campaign achieved.

**REVENUE WON:** This refers to the dollar amount of the deal size that your campaigns brought in.

**CUSTOMER LIFETIME VALUE (CLV):** The CLV represents the total value that your relationship with a customer brings your company, across the entire customer lifecycle. For consumer marketers, this may be easier to calculate (average value of sale X number of repeat transactions X average retention time). For B2B marketers, this may vary depending on how

effective you are at identifying your customers' additional needs and cross-selling and upselling to them. As you measure your social media campaigns, the important thing to keep in mind is that social media and marketing automation go hand in hand. You engage your audiences through social media, both organic and paid, but marketing automation tracks the process, gives you the insights to evolve your conversations intelligently, and allows you to measure the impact of social channels and campaigns on your business. Additionally, it allows you to bring your ad channels into a solid omni-channel strategy that creates better customer experiences and moves them faster through the buyer journey.

As buyers engage with your brand more and more, make sure you're making the most of the information

you've collected by targeting them with a more narrow focus. In the earlier stages, you'll want to focus on a broad approach that can reach many of your buyers. But once you've got their attention, you can hit on their unique interests and needs with powerful marketing technology solutions.



**ROI**

# CONCLUSION

Today, it's not enough just to be on social media. You need to be actively engaging with your audience—building your network, sharing content, asking your audience to share content, participating in conversations, and responding to comments.

As social media adoption continues to rise, an omni-channel social media marketing strategy is essential to your brand's success. You can't afford to be absent from conversations going on about your brand, especially when your competitors are part of them. Now that you understand how to develop a social media strategy, you'll be able to use social media marketing to engage your customers at each stage of the journey and create content that's relevant and drives toward your objectives.

Change is constant for social media. Ensure your strategy can stand the test of time by defining your goals and then by testing and adapting the activities you do to support them over time. For example, in the time we've written this guide, new social media marketing capabilities emerged—a change that's both wonderful and inevitable. An unshakable strategy doesn't shy away from experimentation in service to achieve a goal. Technology will help your team and social media marketing strategy adapt and iterate quickly in addition to enabling you to understand how your cross-channel, continuous conversations with your audience on social media platforms ultimately contribute to achieving your goals and driving revenue.

With the right strategy—one that guides buyers further along the customer lifecycle and identifies social marketing tactics and platforms that are right for your organization—you'll bring revenue to the table that's cost-effective and supports a holistic and continuous cross-channel conversation with your buyers.



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