
Social Media & Search Engine Optimization (SEO)

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DEFINITION

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Social media - Wikipedia

https://en.wikipedia.org/wiki/Social_media



The Revolution

Social Media Revolution by Social Media Revolution 2015 by Erik Qualman

- ▶ <https://www.youtube.com/watch?v=PWa8-43kE-Q>



23% of children between
ages 0 and 5 use the Internet
& 82% use it on a weekly basis

1 billion tweets are
posted per week

#1 online activity beating
personal email for total time spent
online

50% log in **per day**

460k new accounts are
created on Twitter **per day**



YouTube has **490+million**
users worldwide

92 billion page views
each month

400 tweets per minute
containing a YouTube link

More video content is uploaded to YouTube in
a **60 day period** than the three
major U.S. television networks created in **60**
years.

78 million monthly visitors on

Wikipedia

90 million users on

LinkedIn



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- ▶ 85% of social media users believe that a company/organization should go further than just having a presence on social sites and should also interact with its customers
 - ▶ For companies, resistance to social media is futile. Millions of people are creating content for the social Web. Your competitors are already there. Your customers have been there for a long time. If your business isn't putting itself out there, it ought to be.” BusinessWeek,



SOCIAL MEDIA – MARKETING TOOL?

Unfortunately, most companies are still treating social media like JUST another marketing channel??

Its Much more -

1: PUBLIC RELATIONS

2: CUSTOMER SERVICE

3: LOYALTY-BUILDING

4: COLLABORATION

5: NETWORKING

6: THOUGHT-LEADERSHIP

AND YES, CUSTOMER ACQUISITION, TOO.



Social networks based on number of active user accounts as of September 2016

- ▶ Facebook: 1,712,000,000 users.
- ▶ WhatsApp 1,000,000,000 users.
- ▶ Facebook Messenger: 1,000,000,000 users.
- ▶ QQ: 899,000,000 users.
- ▶ WeChat: 806,000,000 users.
- ▶ QZone: 652,000,000 users.
- ▶ Tumblr: 555,000,000 users.
- ▶ Instagram: 500,000,000 users.
- ▶ Twitter: 313,000,000 users.
- ▶ Baidu Tieba: 300,000,000 users.
- ▶ Skype: 300,000,000 users.
- ▶ Sina Weibo: 282,000,000 users.
- ▶ Viber: 249,000,000 users.
- ▶ Line: 218,000,000 users.
- ▶ Snapchat: 200,000,000 users.



ARE YOU CONVINCED YET?



How To Create A Social Media Marketing Plan In 4 Steps



What is a social media marketing plan?

- ▶ A social media marketing plan is the summary of everything you plan to do and hope to achieve for your business using social networks. This plan should comprise an audit of where your accounts are today, goals for where you want them to be in the near future, and all the tools you want to use to get there.
- ▶ In general, the more specific you can get with your plan, the more effective you'll be in its implementation. Try to keep it concise. Don't make your social media marketing strategy so lofty and broad that it's unattainable. The plan will guide your actions, but it will also be a measure by which you determine whether you're succeeding or failing. You don't want to set yourself up for failure from the outset.



Step 1: Create social media objectives and goals

- ▶ The first step to any social media marketing strategy is to establish the objectives and goals that you hope to achieve. Having these objectives also allows you to quickly react when social media campaigns are not meeting your expectations. Without goals, you have no means of gauging success or proving your [social media return on investment \(ROI\)](#).
 - ▶ These goals should be aligned with your broader marketing strategy, so that your social media efforts drive toward your business objectives. If your social media marketing strategy is shown to support business goals, you're more likely to get executive buy-in and investment.
 - ▶ Go beyond vanity metrics such as Retweets and Likes. Focus on advanced metrics such as leads generated, web referrals, and conversion rate.
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SMART GOALS

- ▶ SPECIFIC
- ▶ MEASURABLE
- ▶ ACHIEVABLE
- ▶ RELEVANT
- ▶ TIME-BOUND



Step 2: Conduct a social media audit


Prior to creating your social media marketing plan, you need to assess your current social media use and how it's working. This means figuring out who is currently connecting with you via social, which social media sites your target market uses, and how your social media presence compares to your competitors'.



Social Media Audit ..cont....

Once you've conducted your audit you should have a clear picture of every social account representing your business, who runs or controls them, and what purpose they serve. This inventory should be maintained regularly, especially as you scale your business.

As part of your social media audit you'll also want to create mission statements for each network. These one-sentence declarations will help you focus on a very specific goal for Instagram, Facebook, or any other social network.



Step 3: Create or improve your social accounts

Once you've finished with your social media audit, it's time to hone your online presence. Choose which networks best meet your social media goals.

If you don't already have social media profiles on each network you focus on, build them from the ground up with your broader goals and audience in mind. If you do have existing accounts, it's time to update and refine them to get the best possible results.

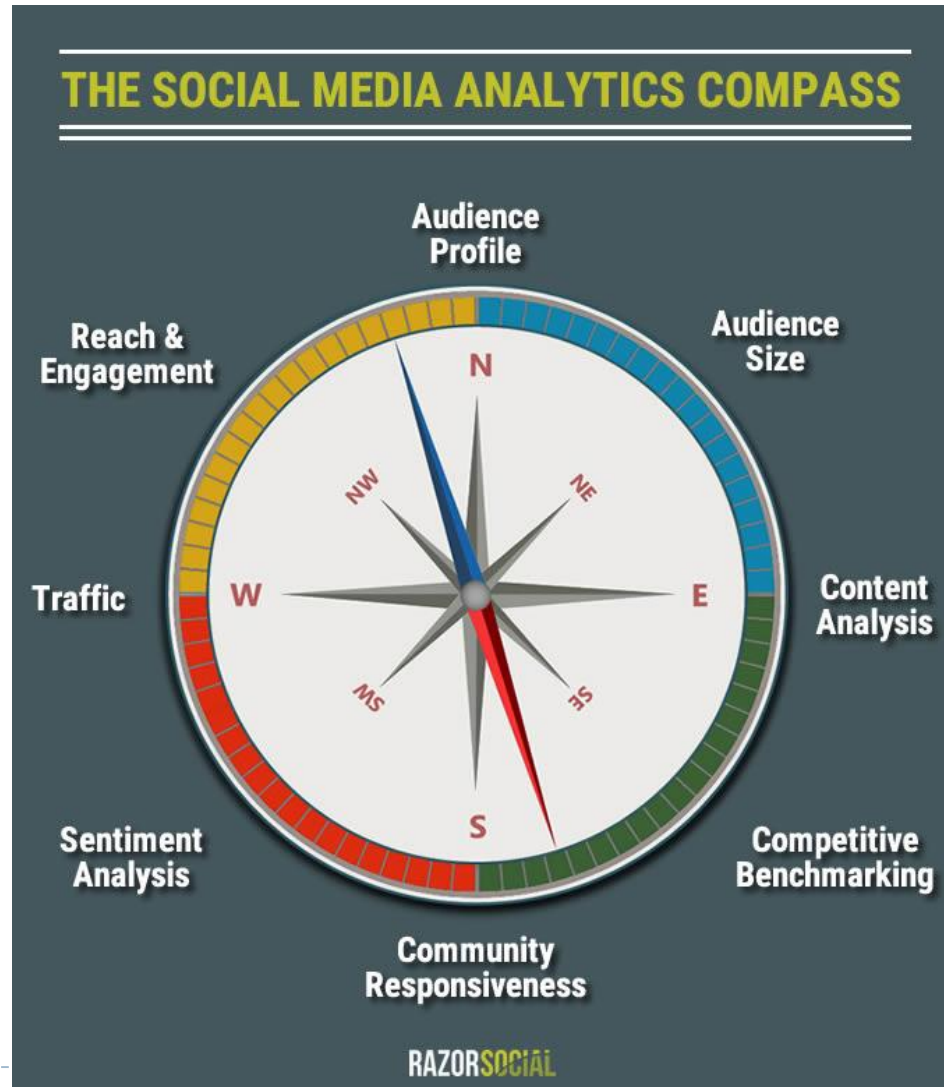


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Step 4: Sustainability and Statistics



Audience Size

- ▶ Does the size of your audience matter? Yes, of course it does....if you are building a relevant audience
- ▶ You need to continuously build your audience. Your audience typically grows gradually unless you use tools or paid advertisement to grow. There is nothing wrong in investing in audience growth tactics if you have a process of converting that audience



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Reach and Engagement

Reach without engagement is still important because a lot of people pay attention to your content but don't respond to it. This doesn't mean to say they are not interested and they won't buy from you.



Reach and Engagement

- ▶ In an audience you will typically have the following:
- ▶ Lurkers – People that monitor what you share but don't interact. This is usually the majority of your audience
- ▶ Influencers – These are people that have access to a larger audience and have the potential of influencing this audience.
- ▶ Engagers – These are people that are more active in your community and you'll start recognizing some of the names



Traffic

- ▶ Typically you will want to generate traffic back to your website from content you share and you'll need to measure the impact of that traffic.
- ▶ For some companies traffic is enough. For example, if you are media site you get paid for advertisements and more traffic means more money!
- ▶ For most of the rest of us you want to generate leads and sales.



Content Analysis

Creating and sharing content is an expensive task. On a regular basis you need to analyze your content to see what's working/not working.

- ▶ Are videos, pictures or text updates working best?
- ▶ Do you have the right mix of content?
- ▶ Are you getting engagement on your questions?
- ▶ What changes have happened on the platforms that means you need to change? (e.g. changes to profile images).
- ▶ You'll need to monitor this on an ongoing basis.



Community Responsiveness

- ▶ If you're not responsive to your community they'll stop interacting so it's important to measure this. This is particularly important if you are using social media as a customer service channel. The response rates are going to be equally important as an email support request.



Competitor Benchmarking

- ▶ We should all learn from our competitors as they are probably learning from us!
- ▶ Do a comparison of your account versus your competitors.
- ▶ What are their engagement stats like, audience profile, audience size growth etc.
- ▶ This active monitoring will give you ideas. Thing to learn from and things to avoid!



Sentiment Analysis

- ▶ This is where you analyze positive, negative, or neutral mentions of your product or service. Sentiment analysis tools are not 100% reliable but they can give you a good indicator when there's a problem.
- ▶ Here's a full description of sentiment analysis taken from wikipedia: “**Sentiment analysis** (also known as opinion mining) refers to the use of natural language processing, text **analysis** and computational linguistics to identify and extract subjective information in source materials”

