Leveraging Social Media Tools and Trends

State Webinar Series

Thursday November 12, 2015

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HERE'S THE HEART OF THE MATTER: THE ESSENCE OF SOCIAL MEDIA IS KNOWING YOUR AUDIENCES AND ENGAGING THEM IN SOMETHING THEY LOVE.
Agenda

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• 8 Key Trends in Social Media
• Key Components for Today’s Social Media Success
  – Social Media Listening
  – Best Practices in Content
  – Community Management and Audience Engagement
  – Paid Social Media Opportunities
  – Measurement
• Ogilvy and Take Me Fishing™ Social Media
• Tools and Resources

RBFF
• Working with Ogilvy on Vamos A Pescar™ Channels
• Measuring Results
• Reach vs. Engagement
8 Key Trends

1. “Real Time” is on Steroids

2. Consumers Demand Purchase Power

3. Integration of Organic and Paid

4. Greater Expectations of Metrics

5. Mobile Dominates but Desktop Remains Important

6. Content Opportunities Proliferate

7. Platforms Face Demographic Shifts

8. Big Data Affords More Personalization
1. “Real Time” is on Steroids

In the moment updates dominate. While this has been the nature of social media at the start, it is increasing at a rapid rate with platforms and services like:

- Periscope
- Instagram
- Snapchat

Periscope users collectively watch 40 years of live video every day. Instagram and Snapchat support on-the-go, in-the-moment updates. A new herald of immediacy in social media is here.
Platforms are offering consumers specific paths to purchase. Facebook and Pinterest are two that have introduced new “buy” features for advertisers and users. Mobile users can click on sponsored posts to purchase products without having to leave the app.

Instagram is following behind and by the end of 2016, most platforms are expected to have a buy button as an element of their advertising offering.
Algorithm shifts in Facebook have increased the need for paid social promotion to complement organic content. As the ROI of social media becomes more established, there is more competition for organic visibility.

The cost of advertising is expected to rise over the course of 2016.

Most platforms offer paid opportunities to date and this is now viewed as a core part of any social media outreach strategy.
4. Greater Expectation of Metrics

Marketers have discussed that tracking success, such as sales and conversions is one of the greatest frustrations of social media. Social media has been credited with moving audiences along a funnel (filling out a form, signing up for an email) getting them closer to conversion, but not often closing the deal. That is changing.

Internet Retailer’s 2015 Social Media 500 reveals that total social commerce sales that could be tracked to social media activity hit $3.3b in 2014, up from $2.6b in 2013.

Buy buttons will continue to increase across social media platforms and expand opportunities to drive revenue and measure success.
5. Mobile Dominates, Desktop Remains Important

Mobile access to the Internet has quadrupled over the past four years, and desktop has risen 37%, according to the U.S. Digital Future in Focus study, with the predominant activity on mobile being social networking.

31% of all traffic to the U.S.’s top ten digital properties was mobile-only visitation. Google, Yahoo and Facebook are the top three.

eMarketer predicts that by the end of 2015, more than half of all social networking will occur on smartphones and tablets. Businesses that can make their offers succinct and complete orders without too much burden on the customer experience will have the best chance of success.
Content is moving into different territory: copy, infographics, video and podcasts. 44% of Americans are listening to streaming audio (Pandora, Spotify) and on-demand podcasts are increasing in popularity.

NPR’s podcast Serial set off this trend and won marketers attention. Podcasting blurs the lines between content marketing and social. It’s a specific form of content, and it’s social because it provides interaction with the brand. Listeners can also engage with podcasters via social.

Monthly audio podcast consumption has grown from 39m monthly users in 2014 to approximately 46m in 2015.
Facebook is one platform that is moving toward an older demographic. It still leads the market in terms of social networking, however there is a projected 7.6% increase among users 65 years+, according to an Adweek study. eMarkter suggests that younger millennials (18 – 24 years) use will decrease.

In other social networks, ages 25-34 maintain a strong presence with Instagram, Twitter and Tumblr trending younger.
Marketers have vast amounts of information about consumer preferences as data is captured with nearly every click. Platforms are getting more sophisticated about information they glean and how this can be used to better target audiences and personalize content and advertising.

Brands, more than ever before, are able to customize experiences to the audience and enable personal interactions. As brands are able to track individual consumer behavior in real time, they can use this to tailor experiences for a specific individual.
Keeping Up With Social Media Trends

**Recommended Sources:**

- Mashable
- TechCrunch
- Social Media Today
- ClickZ
- Media Bistro
- Simply Measured
- Huff Post Tech
Key Components for Today’s Social Media Success
Key Components

1. Social Media Listening
2. Best Practices in Content
3. Community Management and Audience Engagement
4. Paid Social Media Opportunities
5. Measurement
Social Media Listening

WHEN SETTING UP SOCIAL LISTENING, THINK BROAD: YOU WOULDN’T WALK INTO A PARTY AND ONLY JOIN CONVERSATIONS ABOUT YOU
Listening to the social media environment allows us to monitor conversations across Twitter, Facebook, blogs, forums and other social channels in order to:

- Track what audiences are saying about your brand
- Gather insights about customers and prospects
- Generate potential leads
- Identify influencers and advocates
- Learn keywords that audiences use when discussing areas pertinent to your brand or industry
- Understand industry trends in products and services
- Improve customer service
- Determine what competitors are doing and what others are saying about them
Why should we listen?

- 43% of social users interact with brands on social media for a direct response to a problem or question
- 31% of social users interact with brands to gain direct access to customer service representatives or product experts
- Every minute on Facebook, 510 comments are posted, 293,000 statuses are updated and 136,000 photos are uploaded
- 500 million Tweets are sent per day on Twitter
- On Instagram there are 70 million posts per day
- 9 out of 10 consumers expect to receive a consistent experience over multiple contact channels
Setting up a social media listening program:

1. Select a monitoring tool, such as Radian6, Sysomos, Crimson Hexagon, etc.
2. Build keyword terms and phrases so that you can tell the platform what to listen for. Refine early to filter out those that are not relevant.
3. Mine the data for common conversations and look for trends.
4. Find communities, influencers and detractors.
5. Segment your audience and consider personas that represent priorities.
6. Discover attitudes and sentiment where possible. Even the most automated results require a human eye.
7. Utilize learnings to optimize your program, refine keywords, and continually spot new trends and activity.
Social Media Listening

Radian6

Crimson Hexagon

Visible Technologies
Morton’s Steak House picked up a tweet by a man with 100K followers who tweeted that a steak dinner would be the perfect end to his flight. He was greeted by a tuxedoed waiter from Morton’s with a full steak dinner.

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Everything that is inside in something
In media production and publishing, content information and experiences that may provide value for an end-user/audience material, including text and images, constitutes a publication or document.
What is content?
Content is information and experience. In the social media landscape, content is expected to be high quality, useful information that conveys a story with the goal of soliciting an emotion or engagement. It is also expected to be relevant, compelling and timely. Formats in social media include text, video, images and audio.

What is content strategy?
The creation, publication and governance of useful, usable content. Content strategy helps you manage content as a business asset and prioritize each individual piece based on an objective.

What is content marketing?
The strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable actions.

*Content Marketing Institute*
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More than 85% of brands use content marketing but less than half think they are good at it.

Requirements for good content marketing include:

- Understanding the purpose and goal of the channel
- Determining desired actions for the audience
- Customizing content to audience needs (based on listening and research)
- Establishing the right tone (Friendly? Fun? Conversational? Professional?)
- Deciding the right frequency and developing a content calendar
- Determining relevant content formats (imagery, video, audio, copy) and appropriate platforms
- Planning a calendar, corresponding to internal activities and unique social engagement opportunities
- Having access to subject matter experts
- Relying on metrics to refine and optimize the program
AirAsia, a low cost airline in Mayalsia held a Facebook contest and “gave away a plane”. One Facebook fan and 302 of their Facebook friends would be flown to Kuala Lumpur. Through the campaign, audiences could allocate seats and provide a snapshot of the plane with tagged friends.

As a result of the campaign, AirAsia:
- Generated press coverage with a PR value of $1.6m
- Grew its Facebook fan base by 30%
- Received 12K entries and reached 2m on Facebook
GoPro focuses on customer evangelism as part of its content marketing strategy, curating videos from its users and sharing them on YouTube.

In this example, GoPro has empowered its fans and followers to share their passions and show off their personalities.
Community management is the cultivation and engagement with social media audiences across a variety of platforms. It is the process of helping a community become stronger through:

- Attracting new people to the community
- Reaching out to inactive participants to bring them back in the fold
- Providing opportunities for current community members to engage with one another.

Actively managing a community on social media leads to a larger, more engaged audience. The more engaged your audience is, the easier it is to move audiences to conversion on your desired goals.
Community management best practices:

1. Know your community and rely on this to create and curate content and conversation
2. Determine content plan, editorial calendar, approval cycle and publishing process
3. Leverage excellent content
4. Ensure community is staffed appropriately with an experienced moderator and a back up
5. Plan for issues management and response protocol
6. Recruit key influencers and advocates through your listening strategy
7. Reward contributors
8. Be transparent and honest with the community at all times
Ford Social has a social community website. Ford Social’s content is created by its users with the exception of its blog. Users submit content – photos, videos and product ideas. Ford allows personalization through badges that fit users identities (Athlete, Tech Geek, Contractor, Employee), which allows them to segment and customize the experience for audiences. Ford aims to achieve a connection with its users through:

• Brand affinity
• Emotional connection with the brand
• Reinvented sense of customer loyalty
• Social referrals
Paid media has become a necessary strategy for success in social media. Organic reach has decreased among popular platforms and content visibility often requires paid promotion.

Facebook, Twitter and LinkedIn are releasing new ad types and targeting options. Instagram, Pinterest and Snapchat have rolled out new products largely offering an enhanced mobile experience.
Recent paid trends marketers are focused on include:

1. Diversifying ad spend – Facebook, Twitter and LinkedIn are no longer the only options. Pinterest launched Promoted Pins and Cinematic Pins and ads API which allows brands to manage Promoted Pins along other social campaigns. Instagram added call-to-action buttons and in-app experiences, i.e. viewing long-form videos. Snapchat introduced Discover with 10-second video ads.

2. Social video is exploding – Brands upload more videos to Facebook than YouTube. Facebook video outperforms images and text when it comes to reach, engagement and conversions. Socialbakers report that 27% of all video posts are promoted vs. 17% of photo posts.

3. Personalization – Demographic and sociographic data from user profiles allows marketers to build detailed customer persona profiles based on interests, affinities, etc. Lexus ran a Facebook video ad that consisted of 1,000 different personalized videos designed to appeal to the company’s target market.
Castrol Moto, the motorcycle division of the global Castrol brand, experimented with paid and organic social campaigns in Facebook to boost engagement with the brand in North America.

For the first 6 months, they relied on organic reach and used quality content to achieve success, attracting 5k fans in 6 months and 26k social interactions. However, 80% of these fans were of little or no value as they were outside of the US. The next 6 months, they focused on targeted paid social while maintaining organic distribution.

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Measuring social activities enables you to learn what’s successful, what is not and how you can improve your program and campaigns. There are typically two types of social media measurement:

1. Ongoing analytics – Monitoring that tracks activity over time. These are necessary for keeping up with the overall conversation about your brand or organization and should be aligned with the brand or organization’s business goals. Are we winning or losing?

2. Campaign focused metrics – Analytics that have a clear beginning and end. They help you understand the impact of marketing initiatives and vary from campaign to campaign, depending on goals.

A robust social media program often includes both ongoing and campaign-specific measurement.
Five Easy Steps:

1. **Identify your goals and align to business objectives.** What are you trying to accomplish? Sales? Awareness? Further engagement with the audience?

2. **Create metrics that measure to these goals.**
   - Gaining advocates and fans – Track contributors and influence
   - Increase share of voice – Track volume
   - Measure engagement – Focus on retweets, comments, replies and participation
   - Build awareness – Look at volume, reach, exposure and amplification

3. **Rely on analytical tools to measure.** Measurement tools include social platforms and third-party tools. [SocDir](https://www.socdir.com) lists more than 300 social media metrics tools.

4. **Monitor and report results.** Set an initial benchmark for future measurement and schedule weekly, monthly or quarterly reports as needed.

5. **Optimize and repeat.** Identify takeaways from results and optimize programs and activities.
Sample Dashboard

Integrated dashboards are generally customized using a variety of APIs.

Typical metrics include:
- Word clouds
- Sentiment
- Volume of conversation
- Media coverage
- Platform use
- Digital activities (website visits, time spent, etc.)
SOCIAL MEDIA STRATEGY

Newcomers, Avid, Young Families, Youth – Millennials Mindset

RBFF

TMF|VAP

#FirstCatch
### SOCIAL EDITORIAL

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<th>Learn (Jan-March)</th>
<th>Practice (April – June)</th>
<th>Prime Time (July – September)</th>
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<td>• Knot Tying</td>
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**PAID ADVERTISING**

[TAKEMEFISHING.org](http://TAKEMEFISHING.org)  
[VAMOSAPESCAR.org](http://VAMOSAPESCAR.org)
VAP SOCIAL CHANNELS

TAKEMEFISHING.org

VAMOSAPESCAR.org
ENGAGING ON SOCIAL

Families that
PLAY TOGETHER
STAY TOGETHER

Navega con responsabilidad en este festivo

Disfruta tu día pescando!

TAKEMEFISHING.org

VAMOSAPESCAR.org

VAMOSAPESCAR.org
SOCIAL MEDIA METRICS

AUDIENCE GROWTH + ENGAGEMENT
How can we engage more with each other?

- FishBrain – Catch of The Week
- #FirstCatch Campaign
- Top 100 Places to Fish and Boat in the U.S.
THANK YOU

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