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The Influence of Social Media on Marketing Today

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What is Traditional Marketing?

- Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

- Print:
  - Newspapers,
  - Magazines
  - Newsletters
  - Flyers

- Broadcast:
  - Radio On-Air Advertisements
  - Television commercials

- Direct Mail:
  - Postcards
  - Brochures
  - Letters,
  - Catalogs

- Telephone:
  - Telemarketing
Recent Trends of Traditional Marketing

- In 2016 TV advertisement achieved $71.3 billion in domestic revenue vs. $72.5 billion in digital advertising domestic revenue.

- For the first time since digital advertising was recorded TV advertising achieved less revenue.

- This chart below show the Total Media Ad Spending Share by Media from 2015-2018.

<table>
<thead>
<tr>
<th>Media Types</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Digital</td>
<td>32.7%</td>
<td>36.8%</td>
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<td>Mobile</td>
<td>17.3%</td>
<td>23.5%</td>
<td>27.7%</td>
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<td>TV</td>
<td>37.6%</td>
<td>36.4%</td>
<td>35.1%</td>
<td>34.0%</td>
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<tr>
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<td>13.5%</td>
<td>12.4%</td>
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<td>6.9%</td>
<td>6.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Magazines</td>
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<td>6.6%</td>
<td>6.2%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Radio*</td>
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<td>Directories</td>
<td>2.5%</td>
<td>2.2%</td>
<td>2.0%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

*Excludes off-air radio and digital.

Digital Progress Leads to the Rise in Social Media Marketing Investment

- As you can see digital marketing is becoming more and more prevalent with each passing year.
- The increase comes at a time in which display advertisements are rising such as videos and banner ads.
- There has been a large increase in video content created by companies on social media outlets in order to improve on targeting consumers.
- Banner ads that are mainly on social media platforms Facebook and Twitter will make up 41.6% of all display ad spending as well as 20% of all ad spending.

Why Social Media has Become so Prevalent to Businesses Today

- Social Media provides companies a platform to:
  - Increase its potential audience reach
  - Improve on brand awareness
  - Reduce the cost of advertising
  - Word of Mouth advertising

- Three defining characteristics that differ Social Media Marketing from Traditional are:
  - Interactivity- People are able to communicate or interact with others. People can DM or tweet on Twitter, can create a Pinterest board, add as friend on Facebook.
  - Openness and flexibility- Social media is open to everyone and people can do whatever they want when they use it. Flexibility is that social interactions can take place in a number of different ways from sharing a photo to posting a video to writing a blog.
  - Fast-paced flows of information- Information can be communicated and spread typically faster than any other form of media.
Eustace: The Influence of Social Media on Marketing Today

**Most popular mobile social networking apps in the United States as of February 2018, by monthly users (in millions)**

- Facebook: 164.58 million
- Instagram: 106.17 million
- Facebook Messenger: 103.55 million
- Twitter: 70.76 million
- Pinterest: 60 million
- Snapchat: 48.67 million
- Reddit: 28.46 million
- Tumblr: 23.1 million
- WhatsApp: 18.24 million
- Google Hangouts: 15.62 million
- GroupMe: 10.15 million
- Skype: 8.72 million
- Kik: 8.21 million
- LINE: 3.15 million
- Periscope: 3.08 million

**Source:** Verto Analytics © Statista 2018

**Additional Information:** United States, Verto Analytics, February 2018; 18 years and older

**Most popular mobile social networking apps in the United States as of February 2018, by user engagement (in minutes per month)**

- Facebook: 1691.49 minutes
- Snapchat: 283.02 minutes
- WhatsApp: 227.05 minutes
- LINE: 224.64 minutes
- Kik: 192.24 minutes
- Twitter: 164.7 minutes
- Instagram: 151.58 minutes
- Reddit: 123.41 minutes
- Tumblr: 116.71 minutes
- GroupMe: 110.52 minutes
- Google Hangouts: 95.96 minutes
- Facebook Messenger: 90.98 minutes
- Pinterest: 78.19 minutes
- Skype: 60.06 minutes
- Periscope: 37.32 minutes

**Source:** Verto Analytics © Statista 2018

**Additional Information:** United States, Verto Analytics, February 2018; 18 years and older
Facebook’s Multiplier Effect

- Facebook is a social networking site that allows for one of the greatest opportunities for marketers today.
- Facebook currently has around 1.5 billion users worldwide.
- If a company has a successful post it can go viral worldwide easily thanks to what is known as the “Multiplier Effect”.
- By a friend liking something it offers both the ability for you to see it on your news feed as well as a psychological validation.

“Coke is the best soda.”
Designing a Social Media Marketing Strategy for a New Company

- The purpose of this project was to provide a hands-on experience through the different stages in the development of a social media marketing strategy for a small business.
- The company that was created for this project was RefreSHU, a smoothie bar located on campus at Sacred Heart University in the William H. Pitt Center.
RefreSHU Company Description

Healthy living comes in all shapes and sizes, and we at RefreSHU realize that and value each and every one of our customers. We understand that customers needs and wants will vary which is why we offer a variety of types of smoothies so that no one is left behind.

Mission Statement

“At RefreSHU, we provide convenient, nutritious and great tasting smoothies for people on the go.”

Vision Statement

We strive to understand what our customers want and to provide them with the very best service, providing high quality smoothies at an affordable price. Our vision is to be Sacred Heart’s number one place to get a healthy and delicious smoothie.
RefreSHU’s Buyer Personas

A buyer persona is a representation of a company’s demographics, psychographics and needs. When marketing online it is extremely important to be able to know the target market you are focusing on before beginning a campaign.

Persona 1

Samantha Channing - Student Athlete

Samantha is a student-athlete, who is looking to balance her busy schedule with a healthy lifestyle. She has little time in between classes and basketball to find healthy, easily accessible food options for on the go. She usually likes to grab a smoothie from Linda’s on her way to class but does not always have time and often finds it is closed.

Goals and Challenges

Values and Fears: Likes to look good for health and personal reasons. She is very fitness focused as her sport demands this out of her. Very health conscious in regards to what she puts into her body (food, drink, etc.) Convenience is of the utmost priority with her demanding schedule of sports, class and homework. Is very price conscious and responds well to sales and discounts.

Social Platforms: Facebook, Instagram, Twitter, Pinterest
Persona 2

Chris Dobbs - Student

Chris is a student attending Sacred Heart University that is not on a team. He works out at the Pitt Centre about 4-6 times per week and after each workout he drives to Fairfield to get a protein smoothie from a vitamin/supplement retailer. However, a smoothie bar at the Pitt Center would be a game changer for Chris as he could get his protein shakes/smoothies immediately after his workout at the same location.

- Values and Fears: Likes to look good to impress girls along with personal satisfaction. Eats well to feel good about himself and improve his figure. He is trying to cut down on saturated fats and eat more greens/fruit. However, Chris is very price conscious due to student loan payments and monthly rent. Chris is a loyal customer to other protein/supplement retailers, so could be challenging to influence him.

- Social Platforms: Facebook, Instagram, Twitter

Persona 3

CJ Marottolo - Coach

CJ is the Head Coach for the Division I Men’s Ice Hockey team. He has an office in the Pitt Centre where he spends a multiple hours each day. As the head coach, he often loses track of time and forgets to eat properly due to stress and countless hours of doing video and strategizing.

- Values and Fears: Is very aware of the stress that comes with his job and understands that improving his health is vital. He wants to eat healthier and more often. With very little time to workout, CJ needs to eat healthy to stay in shape. Has rarely ever drank smoothies, so getting him to step out of his comfort zone could prove challenging.

- Social Platforms: Twitter
Facebook Social Media Campaign

- There are typically four goals for a company when beginning a social media campaign:
  - Generating brand/products/services awareness, generating consumer engagement, generating positive attitudes and generating advocacy
- For this campaign for RefreSHU, being a “new” company the plan was to generate awareness of the company and its products.
- A key aspect of knowing the success of a campaign comes from setting marketing objectives that are SMART in order to be able to evaluate later.
  - SMART: Specific, Measurable, Appropriate, Realistic and Time Oriented
- RefreSHU’s Campaign Goals:
  - To increase engagement and reach levels by approximately 25% each week.
  - Boost a specific post that would reach over 400 people
  - Obtain over 100 likes on our Facebook page in the first week
  - Reach over 15 people with an online poll
  - Get over 10 clicks to RefreSHU’s website
Post One: Tuesday, March 20, 1:50PM, Company Introduction with menu picture.
Awareness was generated on this first post by informing our potential buyers of what business RefreSHU is in. Our Facebook followers would gain knowledge that RefreSHU is a smoothie bar, its location, and the specific items on the menu as well as informing them on our promise and value to supply fresh, quality products.

Post Two: Wednesday, March 21st at 7:00AM.
This post was to inform potential customers of an opportunity to come to our event at RefreSHU, with the additional incentive of a grand opening complimentary smoothie. The post included a link to the invitation where customers could view a virtual invitation which they could choose to attend or not. The strategy behind this post was to get people in our doors to get them hooked on all that RefreSHU has to offer.
Post Three: Monday March 26th, at 8:00PM we posted an image of one of the students who attended the Grand Opening. This post was uploaded at 8:00PM, at the end of the actual Grand Opening event itself. We wanted to not only show the customer with his complimentary smoothie, but also thank the all who made the effort to come out to support us. This post focuses on customers being aware that we will value them on day one, and every day going forward.

Post Four: Friday, March 30, 8:00 PM: Survey for our menu on whether or not to add new ingredients. By posting on Good Friday, we wanted to take advantage of the Easter Weekend. A big smoothie trend right now is carrot juice. With that in mind, we thought this would be the perfect opportunity, with Easter weekend approaching, to survey our customers on whether or not they would enjoy carrot juice being added to the menu. The poll builds awareness by bringing light to our current menu items as well as potential new items for customers to try.
Post Five: On April 3rd, 4 days after the carrot juice poll, we posted the results as well as the new smoothie using carrot juice for our menu at 1:30PM. The Orange Splash smoothie showcases the idea that what the consumer wants, they consumer gets. The image is of a recipe card we use with each ingredient.

Post Six: Our final post of campaign one was posted on April 3 at 5:26PM. This post had $40 allocated to it to be boosted in order to further our reach and influence. This video gave customers an inside look into who was creating the delicious concoctions they love so much. Viewers are able to see first hand who he is, are informed on where RefreSHU is located, what products we have to offer, who our target market is, as well as being able to see products we use with a freshly prepared smoothie. Due to the fact that this video adds brand awareness on so many different levels, that is why we chose to boost this specific post.
When generating awareness there are specific metrics and indicators that help identify the size and growth rate of your social media audience.

The number of both absolute and relative mentions of RefreSHU was something that was used to help evaluate the campaign performance, as well as looking at the number of impressions on posts (in particular boosted posts).

Another metric used was looking at overall traffic to the Facebook page, the number of interactions: likes, shares, comments, on each post.

Learning more about RefreSHU’s target market, such as when they are online was important to compare to the times the account was posting.

Being conscious of customer reviews, recommendations and number of overall page likes is important.
Campaign Results

- Overall the campaign showed promise in some areas while also left room for improvement in others.

- Goals for Post Reach
  - The Grand Opening post (Post Three) was able to reach 122 people and for it being a post regarding the Grand Opening it was a good start to generating awareness of RefreSHU.
  - The video that was boosted (Post Six) was able to reach 1,254 people on Facebook. The initial goal was to just reach 400 so this was a big success.
  - It appears that boosting posts more often would be a great way to spend money considering the reach it provides.
Goals for Clicks to the Website

- The goal of having 10 clicks to the website came up extremely short with only three clicks throughout the campaign.
- The website going forward should definitely have been posted along with many of the posts on the Facebook page as well as give greater incentive to go onto the website.

Goals for Engagement/Interactions

- At the beginning of our campaign, the peak was with the multiple posts in the first few days.
- RefreSHU ended up staying pretty consistent with all of the posts, receiving very similar likes/comments/shares on each post, except for the boosted post which had significantly higher engagement.
- Looking back at the results, having boosted multiple posts rather than just one in order to achieve higher engagement levels. By doing so, it would have been much closer to achieving the goal of increasing the pages engagement level by 25% each week.
Goals for Page Views/ Traffic

- Getting people onto your page is how you get the engagement, awareness, impressions, etc. to increase.

- There was a large spike in page views during the beginning of the campaign, which dramatically dropped over the next few weeks. The expectation was that the number would gradually drop after the opening week, but definitely not as dramatic of a drop.

Goals for Total Page Likes/ Follows

- By growing followers at a steady rate, businesses are able to increase brand awareness along with increasing reach and engagement levels; some of the ultimate social media goals.

- The goal was to reach 100 likes and RefreSHU surpassed that with 142. However when looking at the chart below there was stagnation in terms of increasing the number of likes for the page so going forward this is something that should be focused on more extensively.
What To Do Different for Another Campaign

- Although in this campaign not all of the objectives were successful social media is something that changes a lot and as a marketer you have to change with it.

- The biggest takeaways from this campaign are:
  - Using more boosted posts in order to reach a greater audience each time
  - Drive more traffic to the website by posting the link more in order to gain greater awareness
  - Become more consistent with posts as there was large differences in impressions from post to post
Where does Social Media Marketing go from here?

- **Artificial Intelligence**
  - With an estimated 2.4 million active social media users in the first quarter of 2017, businesses are realizing how much they could potentially be losing if they do not integrate AI into their marketing plan.
  - Slack bots: Posting new and engaging content while responding to hundreds of messages puts marketers in a tough position. Slack bots work to critically analyze posts from social media platforms that relate to the specific target group.
  - Customer service: Studies show that 42% of customers who ask about products expect that they will be responded to within 60 minutes. With the help of AI, companies will have the opportunity to increase both customer engagement and satisfaction.
  - Personalized Recommendation Features: Pinterest recently acquired a data software company that allows for the platform to provide accurate recommendations based on user-specific searches.
Facebook’s Virtual Spaces

Facebook CEO Mark Zuckerberg recently stated that his goal was to get one billion people into virtual reality.

While most VR you see today is either exploring areas or games Facebook has made it there intention to make what takes place in wall posts and phone calls fit into their virtual world.

This could be a sphere in which companies will have the ability to interact with consumers personally with ease.

As well this can be a future opportunity for companies to not only have people see their products in pictures, but rather have them feel like they are actually holding them or are using them.
User Generated Content

Today much of the content that is successful is not from marketing departments, but from user generated content as well as reviews.

Consumers currently are distrustful of corporations and are looking for something that’s real, something authentic.

According to Offerpop 85% of consumers find visual user-generated content more influential than brand videos and photos.

This phenomenon makes it extremely difficult for marketers and companies to be able to plan for.

However by succeeding in this area it can be extremely useful as well as cost efficient considering the consumer is bringing the product.

Going forward marketers will need to tap into this content in order to be successful on social media.
Generation Z Must Require a lot of Attention

Generation Z makes up the demographic between 1996 and 2011 and this group more so than anyone dictate the future of social media marketing.

This demographic is just entering the workforce and will soon have actual buying power making up 40% of all consumers by 2020.

Though this is always a common theme for marketers as generations gain further buying power this is a generation that doesn’t remember a world without the Internet.

Generation Z given events such as the Great Recession as well as terrorist attacks are more interested in social activism.

Generation Z more so than the Millennials before them are going to require extensive attention because of how they use different social media platforms.

According to a study by Response Media Gen Z uses Instagram to show their aspirational side, Snapchat to share real life moments, Twitter to get the news and Facebook to look through various information.

Being able to relate to this demographic effectively will be a deciding factor going forward.
References


