



SOCIAL MEDIA  
MARKETING

Idowu Olayiwola  
CEO, Cyberbuddies Ltd

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RC: 834130



# Welcome

Are you into social media marketing?

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1. Introduction
2. Quick definitions
3. Strategic Planning for Social Media Marketing
4. Social Zones
5. Social Media Research and Measurement
6. 36 Rules of SMM
7. Dos and Don'ts
8. Questions?



## 2. Definitions:

- According to Wikipedia: **Social media marketing** refers to the process of gaining **website traffic** or attention through social media sites.
- **Social Media Marketing** is the art of engaging customers (and their friends) on the internet via Social Web/Mobile Applications in order to build relationships and sell products/services.
- What creative Facebook status posts from brands have you seen that have encouraged interaction?

## 3. Strategic Planning for Social Media Marketing

### • CASE STUDY: Ooshay.com

- **Step 1: Build an Ark** - *create a cross-functional team*
- **Step 2: Listen and Compare** — *customers and competitors will teach you what to do*
- **Step 3: What's the Point?** *Awareness? Sales? Loyalty and retention?*
- **Step 4: Select Success Metrics** - *Likes and engagement? Will you measure ROI?*
- **Step 5: Analyze Your Audiences** - *What are the demographics of current /prospective customers?*
- **Step 6: What's Your One Thing?** *How will your organization appeal to the heart?*
- **Step 7: How Will You Be Human?** *Your company has to act like a person, not an entity.*
- **Step 8: Create a Channel Plan** - *Now you can turn your attention to the "how" of FB, Twitter, etc*

## 4. Social Zones



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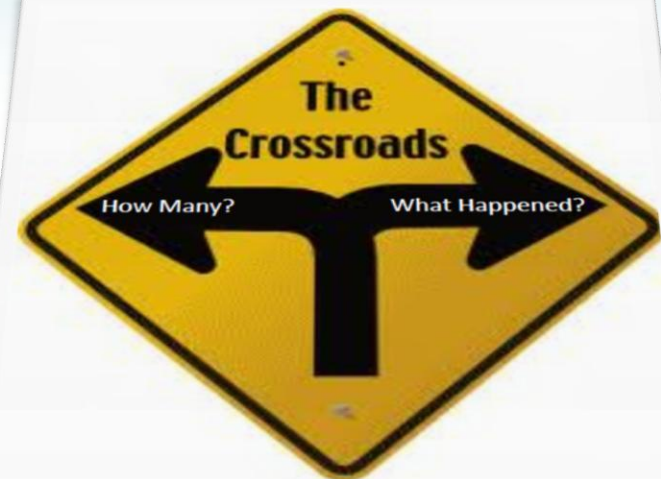
## 5. Social Media **Research** and **Measurement**

- With social media clearly entrenched as a mainstream business activity, the need to measure the impact on the organization has never been greater.
- While social media practitioners talk about Like or Follower growth, organizations want to understand how social media is helping drive the business or cause forward.



## Social Media Measurement is at a **CROSSROADS**

- Early focus on wrong things
- More is not always better
- Lack of accountability for results
- Seduced by feel-good vanity metrics
- Pressure to demonstrate impact and value
- Business impact/ROI difficult and/or expensive



## **The basics of measurement: Performance/Objectives**

- Write measurable goals,
- Align goals with organizational KPIs
- Assess performance against targets (Cross reference Google Analytics, Alexa, AW Stats etc)

## **For every social media initiative, you:**

- Must have a measurement plan
- Must take a stand on standards
- Must understand, articulate & demonstrate business impact

- We'll discuss about several social networks, including LinkedIn, Facebook, and a relatively newcomer, Pinterest.
- Consumers decide how much you are able to reach them (via Facebook) by how much they engage with your brand on that platform. So, how can you get them to interact?
- **What makes a facebook post more likely to be engaging** for consumers?

## Basic Principles

**Photos** are the number one way to get someone to interact with your Facebook page; A study has shown that the **photo engagement rate is .37%** vs .31% for video and .27% for text only



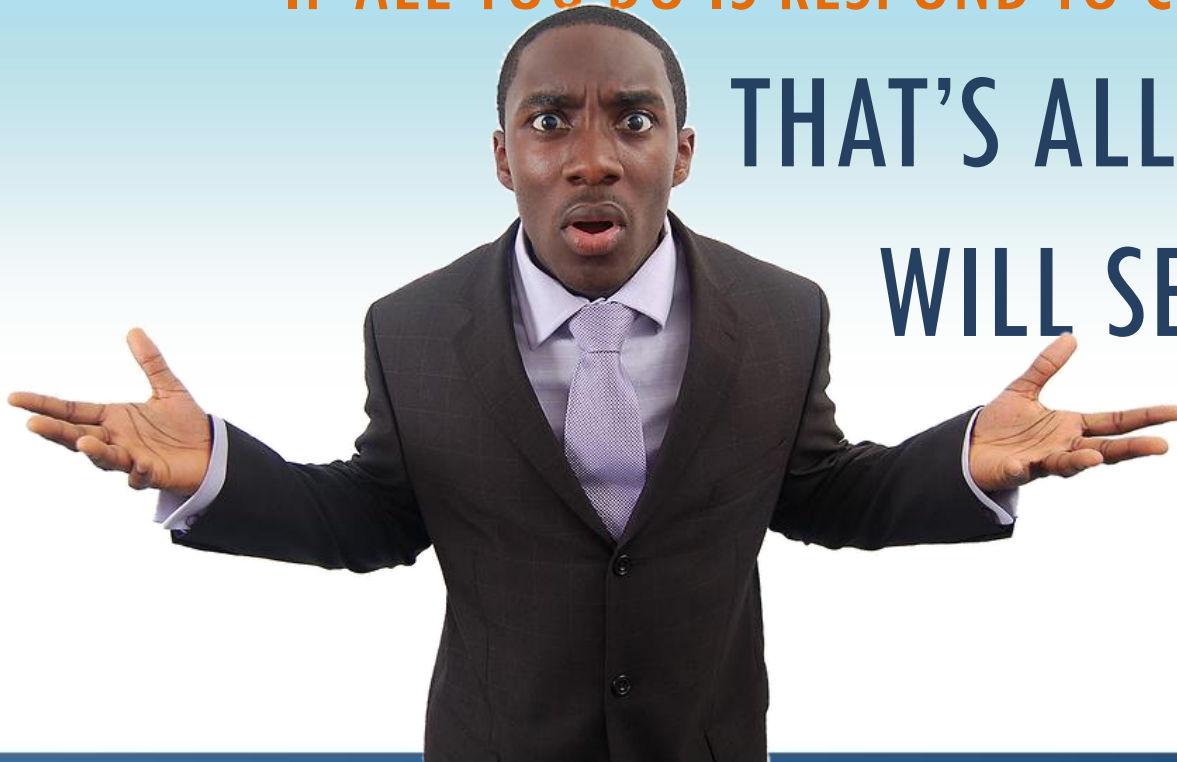


## 6. 36 RULES

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IF ALL YOU DO IS RESPOND TO COMPLAINTS,  
THAT'S ALL PEOPLE  
WILL SEND YOU



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**STOP AND ASK**  
**WOULD AN ACTUAL**  
**PERSON TALK THAT WAY?**  
**MIND YOUR BUSINESS**

**Fake** friends want to know your  
business and share it,  
**ALLOW THEM!!!**  
But be a real friend

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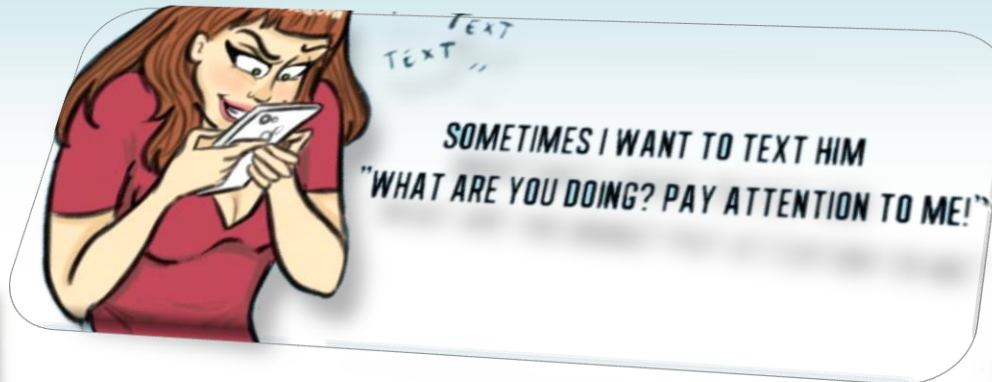
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EVERYONE SAYS THEY DON'T WANT TO BE MARKETING TO  
Really, they just don't want to be talked down to



Vote for me jor...  
don't you know I am Obama?



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## Satisfying Consumers' Selfishness



**THE CONSUMER**  
is for himself.  
Not for you

AS MONETIZATION ATTEMPTS TO GO **UP**,  
Consumer satisfaction tends to go **DOWN**



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DON'T TRY TO BE CLEVER,  
**BE CLEVER**

**I WANT TO CREATE  
A FACEBOOK ACCOUNT  
NAMED "NO ONE"  
THEN I CAN LIKE  
PEOPLE'S STATUS  
AND IT WILL SAY  
"NO ONE LIKES IT"**



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# SOCIAL IS 24/7

## NOT A ONE-TIME STUNT



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**ALWAYS**  
**WRITE BACK**

**I WRITE YOU**

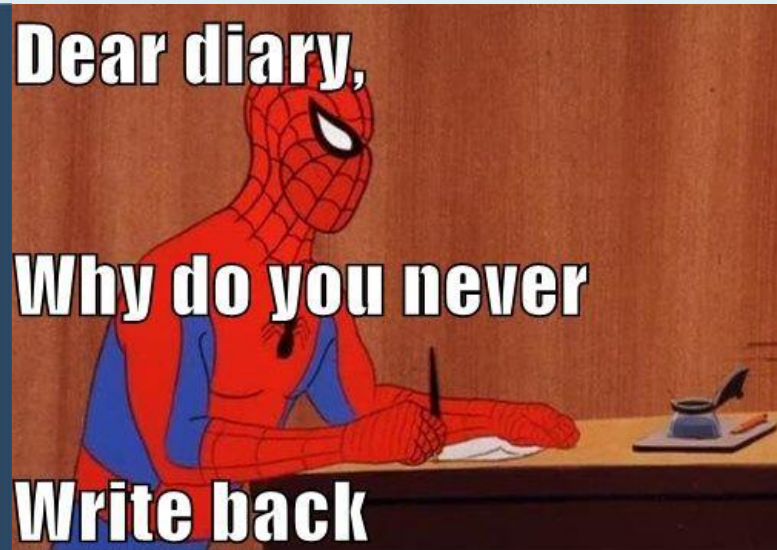


**Y U NO WRITE BACK ?!**

**Dear diary,**

**Why do you never**

**Write back**



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## HAVE AN ROI



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PEOPLE WOULD RATHER TALK TO  
**Sarah of Ooshay.com**  
THAN Ooshay.com



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SOLVE PROBLEMS FOR PEOPLE  
WHO TALK ABOUT YOU,  
**EVEN IF THEY  
DON'T ADDRESS YOU**

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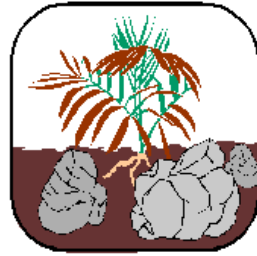
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## A Sower Went Out to Sow



packed soil



stony ground



thorny ground



good soil

NOT EVERYTHING WILL WORK  
**AND THAT'S FINE**

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# EMBRACE NEGATIVE COMMENTS

## ABOUT YOUR BRAND



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# EVERYONE IS AN INFLUENCER



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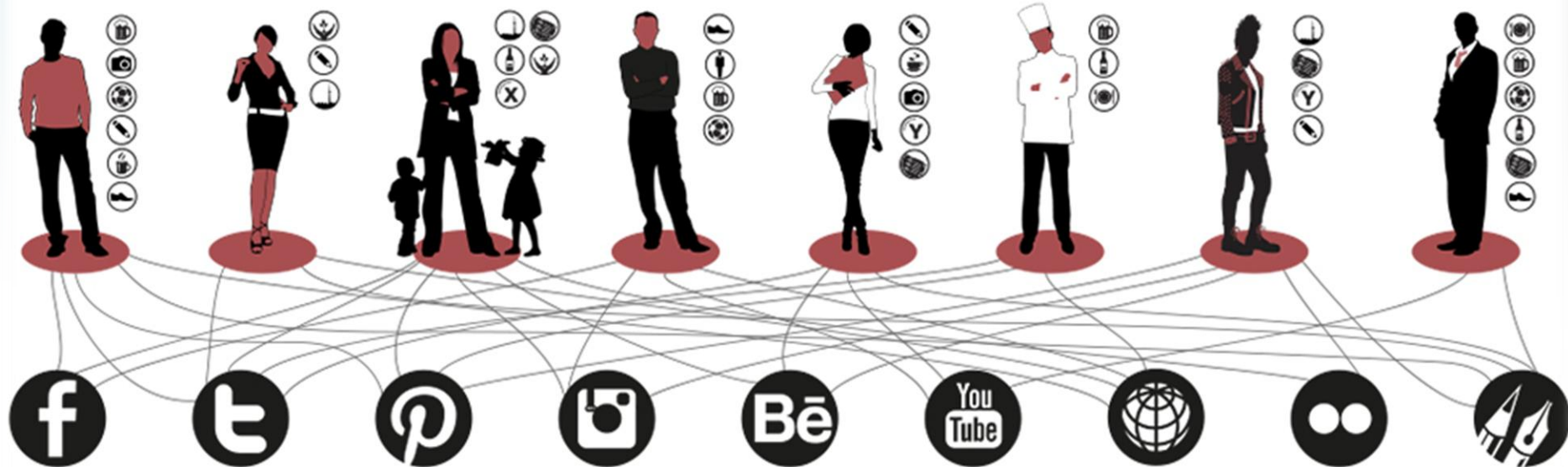
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# INFLUENCERS



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## Influencers



### They're All Ears

Provide them compelling, bite-size content that's easy to distribute. Give 'em early access to info and announcements.



### Natural Recruiters

They can help get the word out about fundraising, advocacy and volunteering.



### Citizen Journalists

They help determine public discussions on social networks.



### Massive Reach

Their posts are widely read and shared by more people than posts generated by any other group.

They influence people they do and don't know.



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A collage of several hands of different skin tones reaching upwards towards the center of the frame. The hands are positioned at various angles, creating a sense of collective effort and support. The background is a plain, light color.

IF FANS DISTRIBUTE YOUR CONTENT  
WITHOUT YOUR PERMISSION,

**OFFER TO HELP**

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# IT'S OKAY TO DRIVE PEOPLE TO YOUR SITE, INSTEAD OF FACEBOOK'S

Update Status Add Photos/Video

<http://digitalessence.net>

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**Digital Essence Website Design and Hosting in Innerleithen and Peebles**

<http://digitalessence.net/>

Web Site Design and Hosting company in Innerleithen near Walkerburn and Peebles in the Scottish Borders. Website design, hosting and Social Media marketing

1 of 3 Choose a thumbnail

☐ No thumbnail

Public Post

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
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## Personalize Your Thank You Email to Donors

This is the text that appears in your thank-you email when someone makes a donation to your page.

Font  Size  **B** *I* U        Source 

Thank you for donating to The Amy Foundation through my fundraising page for 6th Annual Ride for Amy for the Early Detection of Breast Cancer - June 2, 2013! Feel free to check back on my fundraising progress as I attempt to reach my goal!

Update Your Page



UPDATE YOUR PAGE  
OR  
DELETE IT

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DON'T MAKE PEOPLE DO X,Y THEN Z  
**STICK WITH X**



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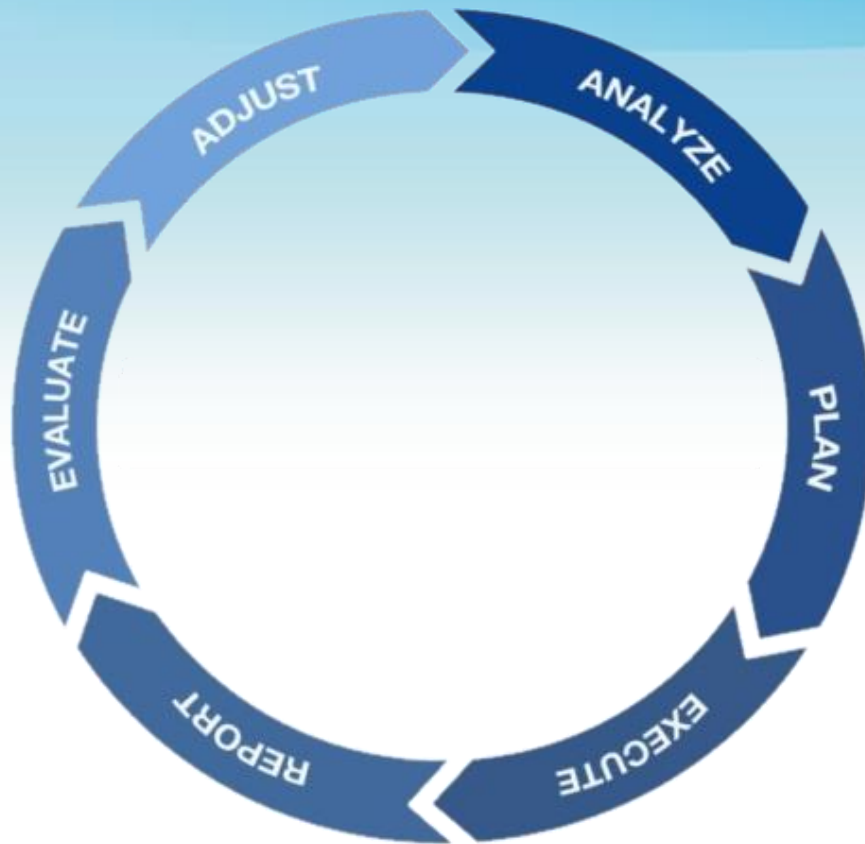
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LAST YEAR, PUMP OUT  
CONTENT.

THIS YEAR,

**OPTIMIZE  
CONTENT**

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BECOME BEST FRIENDS WITH YOUR  
**SOCIAL MEDIA REPS**



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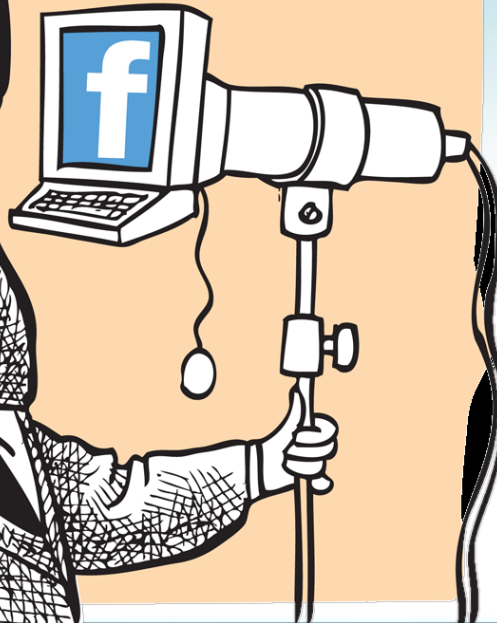


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## *Social media are*

*a useful tool for one-to-one or small closed group engagement but not, I submit, the platform through which to keep the entire nation informed and educated, much less actively involved through rational discussion.*



**SOCIAL MEDIA DOESN'T  
EXIST IN A VACUUM,**

**MAKE SOCIAL AND  
TRADITIONAL MEDIA  
WORK TOGETHER**



**Social Media  
vs.  
Traditional**

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DESKTOP IS  
CONQUERED TERRITORY,

**MOBILE IS THE  
BATTLEFIELD**

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IF YOU DON'T SEE FINANCIAL RESULTS,  
**YOU WASTED YOUR TIME & MONEY**



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# I wasted too much time on facebook today.



**Mark Zuckerberg likes this.**

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PEOPLE FIGHT FOR THEIR  
**PRIVACY.**  
DON'T INVADE IT

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## THE ONLY WAY TO SCALE UP WORD-OF-MOUTH: PAID ADVERTISING

CPM

- Cost per 1000 impressions
- Impression-basis (eyeballs)

PPC

- Pay Per Click
- Click-basis (traffic)

CPA

- Cost Per Action
- Action-basis (sales/leads)



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HAVE A CRISIS

PLAN

~~Plan A~~

Plan B

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# DON'T USE ADS TO PROP UP BORING CONTENT, USE ADS TO ACCELERATE SUCCESSFUL CONTENT



Example

Worst Enemy: Husband  
Worst Enemy: Mistress

**Who is your husband with?**

Is he sleeping with "her" right now?  
Get revenge & a smile on your face

[www.BadMarriageRevenge.com](http://www.BadMarriageRevenge.com)

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FORGET INDIVIDUALS, YOU ARE CREATING CONTENT THAT  
**ENCOURAGES GROUPS TO FORM**



Forming



Storming



Norming



Performing

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PEOPLE DON'T WANT TO SHOP  
WHERE THEY SOCIALIZE



FIND A WAY

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**facebook®**

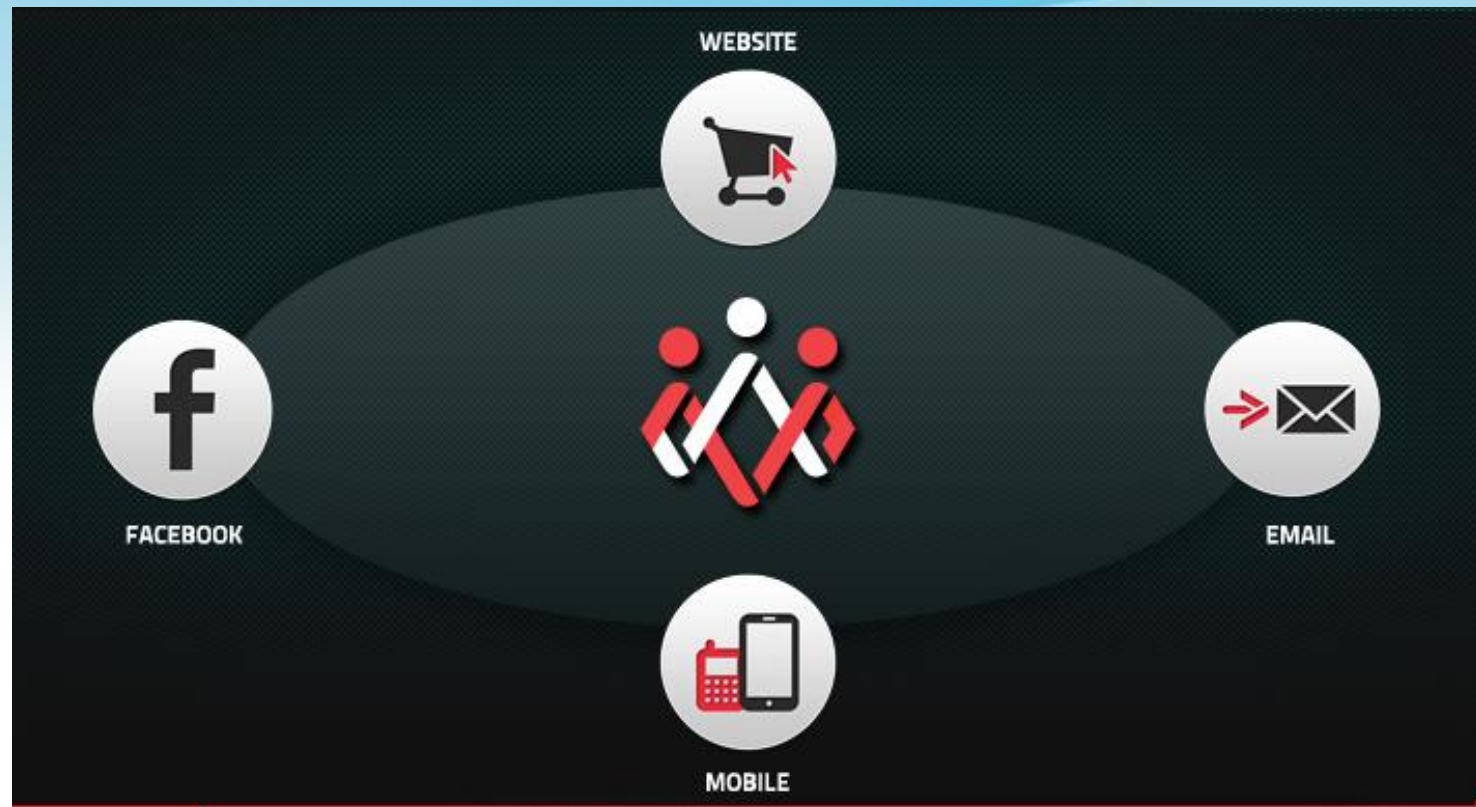
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## CONTESTS AND SWEEPSTAKES ARE FINE IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS



**HairDazzle**  
@HairDazzle



Follow



We're giving away 5 packs of Hair Dazzle - as seen in this months Cosmopolitan - to get you Sparkling for Summer! Just RT and FOLLOW to win



Reply



Retweet



Favorite

47

RETWEETS

3

FAVORITES



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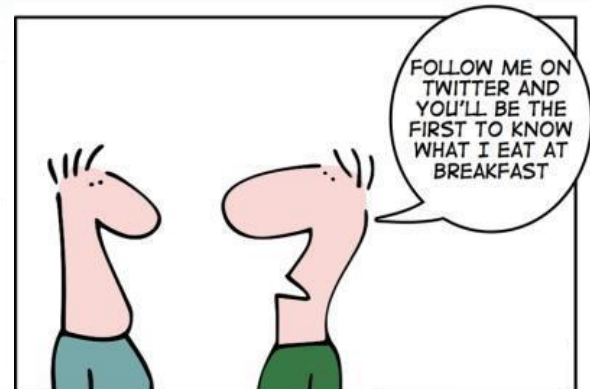


## PEOPLE CARE WHAT YOU HAD FOR BREAKFAST, IF YOU ARE A FOOD BRAND

**FOOD & WINE** **Food & Wine magazine** @fandw 3h  
Not all dark beer is like liquid bread. Here are 10 bottles that defy dark beer stereotypes: [fandw.me/18vHbFO](http://fandw.me/18vHbFO)  
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**FOOD & WINE** **Food & Wine magazine** @fandw 4h  
Astrology, meditation and gnocchi: [fandw.me/18vKrRB](http://fandw.me/18vKrRB)  
[View summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **dana cowin** @fwscout 7h  
Chocolate by the number from Z chocolat. Perfect for **break**fast, n'est ce pas? [instagram.com/p/gDTwOKNvXI/](https://www.instagram.com/p/gDTwOKNvXI/)  
[Retweeted by Food & Wine magazine](#)  
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



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OOSHAY , PINTEREST, INSTAGRAM & TUMBLR WORK  
**USE THEM TOO**



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# ARE YOUR PHOTOS GETTING SHARED?

CHOOSE THE RIGHT PLACE TO MAKE SURE  
YOUR PHOTOS GET SHARED



16%

OF ADULTS USE  
TWITTER

66%

OF ADULTS USE  
FACEBOOK



5%

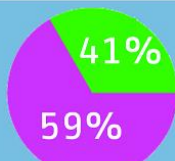
JUST  
OF ADULTS USE  
TUMBLR

MAKE SURE YOUR PHOTOS GET SHARED:



30  
MILLION

Number of people  
who share photos on  
Instagram



CONTENT CREATORS (59%)  
VS.  
CONTENT CURATORS (41%)

Most people take and  
upload videos [creators]

But a lot of people share  
them [curators]



WOMEN  
SHARE ON  
PINTEREST

[Men don't as much]



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IS

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YOUR FANS  
OWN YOUR  
BRAND

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IF YOU'RE BORED BY SOCIAL MEDIA,  
IT'S BECAUSE  
YOU ARE TRYING  
TO GET  
MORE VALUE  
THAN YOU CREATE

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Fans who don't see  
your posts:  
10% - 75%

Fans who see your  
posts:  
25% - 90%

Fans who like or  
comment:  
0.1% - 4.0%

Fans who go to  
your actual fan  
page:  
0.1% - 0.5%

THINK POST-VANITY METRICS LIKE  
**HOW MANY ARE BUYING?**

Our Social Media is buzzing. We are trying to understand what it means!



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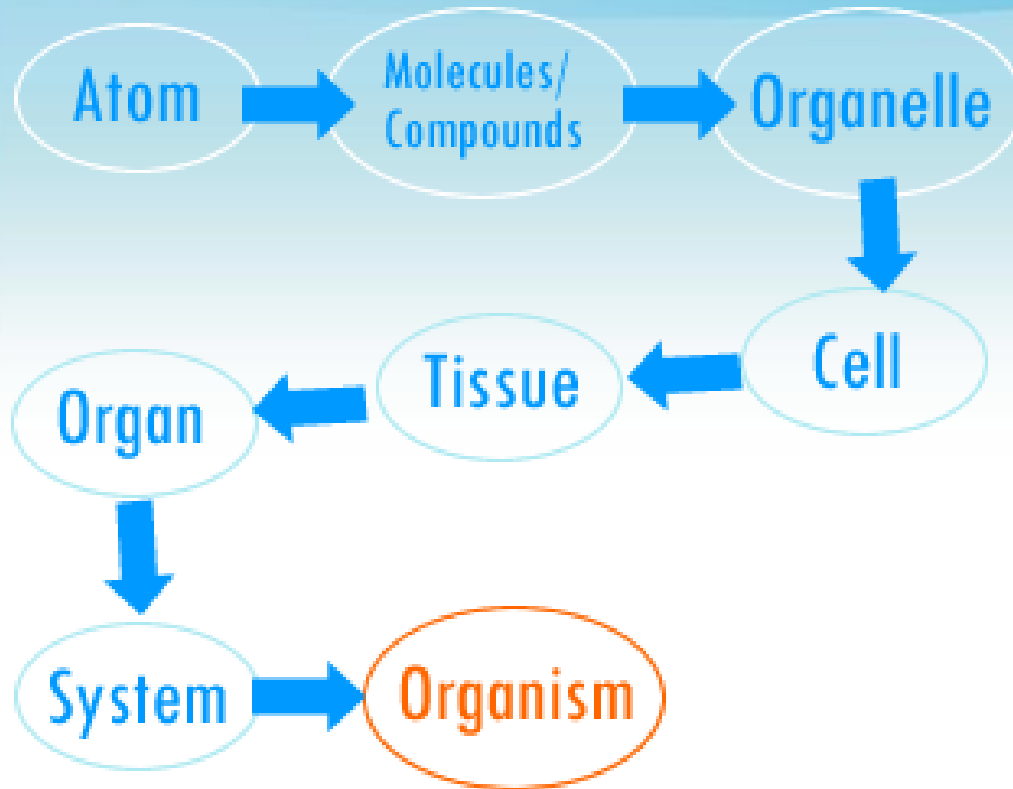
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**IT'S AN ORGANISM,  
NOT A PROCESS**

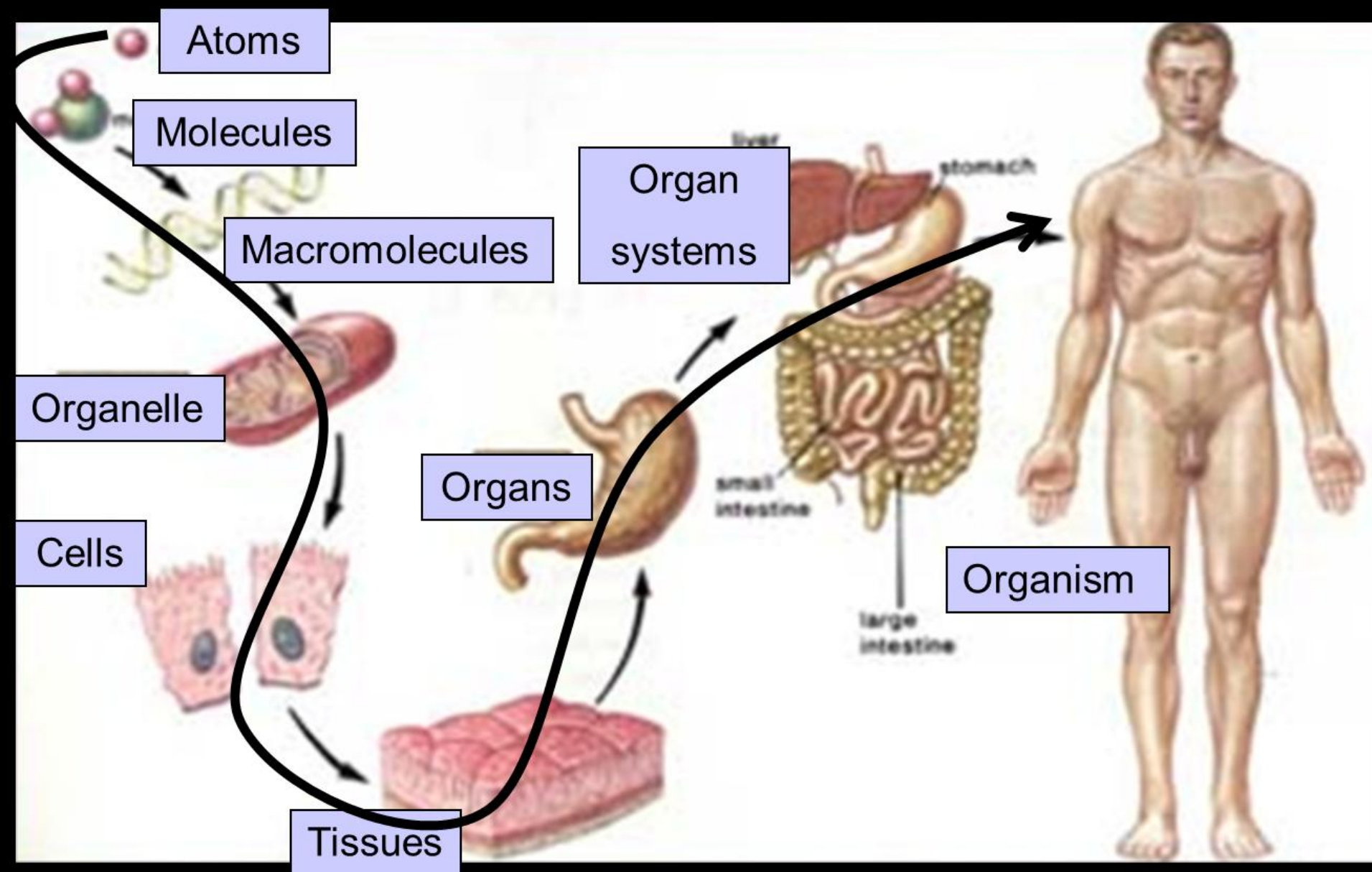
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1. IF ALL YOU DO IS RESPOND TO COMPLAINTS,  
THAT'S ALL PEOPLE WILL SEND YOU.

4. THE CONSUMER  
IS OUT  
FOR HIMSELF,  
NOT FOR YOU.

5. AS MONETIZATION ATTEMPTS GO UP,  
CONSUMER EXPERIENCE GOES DOWN.

2.  
**STOP & ASK**  
Would an  
**ACTUAL**  
person talk  
that way?

3. EVERYONE SAYS  
THEY DON'T WANT  
TO BE MARKETING TO.  
REALLY, THEY JUST DON'T WANT  
TO BE TALKED DOWN TO.

10.  
PEOPLE  
WOULD  
RATHER  
TALK TO

*"Comcast  
Melissa"*  
THAN  
*"COMCAST"*

6. DON'T TRY TO BE CLEVER.  
**BE CLEVER.**

11. SOLVE PROBLEMS  
FOR PEOPLE WHO  
TALK ABOUT YOU,  
EVEN IF THEY DON'T  
ADDRESS YOU.

12. Not everything  
will work,  
and  
**THAT'S FINE.**

7. SOCIAL IS  
**24/7**  
NOT A  
ONE-TIME  
STUDY.

8. Always  
**WRITE  
BACK.**

9. HAVE AN ROI.  
HAVE AN ROI.  
HAVE AN ROI.

13. EMBRACE  
NEGATIVE  
CONTENT  
ABOUT  
YOUR BRAND.

14. EVERYONE'S AN INFLUENCER

15. If fans distribute your content  
without your permission.

**OFFER TO HELP.**

16. IT'S OKAY TO  
DRIVE PEOPLE TO  
**YOUR  
SITE**  
INSTEAD OF  
FACEBOOK'S.

17. UPDATE  
YOUR PAGE  
**OR DELETE IT.**

18.  
Don't make  
people do  
X, Y, then Z.  
**STICK  
WITH X.**

19. LOST HERE!  
*Pump out content.*  
THIS BEGG:  
*Optimize content.*

20.  
BECOME  
**BFFS**  
with your  
FACEBOOK  
REPS.

21. SOCIAL MEDIA DOESN'T  
EXIST IN A VACUUM.  
MAKE TRADITIONAL MEDIA  
AND SOCIAL WORK TOGETHER.

22. Desktop is  
conquered territory.  
**MOBILE**  
— IS THE —  
**BATTLEFIELD.**

23.  
IF YOU  
DON'T SEE  
FINANCIAL  
RESULTS,  
YOU  
WASTED  
YOUR  
MONEY.

24. PEOPLE FIGHT FOR THEIR PRIVACY.

27. DON'T USE ADS TO PROP  
UP BORING CONTENT.  
**USE ADS TO  
ACCELERATE  
SUCCESSFUL  
CONTENT.**

28. FORMET INDIVIDUALS  
YOU'RE CREATING  
CONTENT THAT  
ENCOURAGES  
**GROUPS**  
TO FORM

25. THE ONLY WAY TO  
SCALE WORD OF MOUTH:  
**PAID**  
**ADVERTISING.**

26.  
**HAVE A CRISIS PLAN.**

29. People don't want to shop where they socialize.

30. CONTESTS AND  
SWEEPSTAKES  
ARE FINE.  
IF YOU WANT TO  
ENCOURAGE SHORT  
RELATIONSHIPS.

31.  
People eat  
what you feed  
for breakfast—  
if you're a  
food brand.

32.  
PINTEREST  
★  
WORKS.

33. **YOUR FANS  
OWN  
YOUR BRAND**

34.  
IF YOU'RE BORED BY SOCIAL MEDIA,  
IT'S BECAUSE YOU'RE TRYING TO GET  
MORE VALUE THAN YOU CREATE.

35. Think past vanity metrics like  
**FOLLOWERS.**

36.  
**IT'S AN  
ORGANISM.  
NOT A  
PROCESS.**

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## 7. Summary



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## 1. Don't Focus 100% On Selling



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## 2. Communication Is A Two-Way Street



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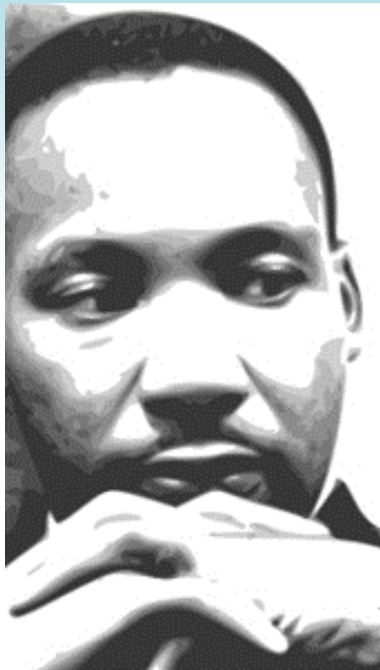
### 3. The Value of Targeted Messages



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## 4. It's not all about you



LIFE'S MOST PERSISTENT  
AND URGENT QUESTION:

WHAT ARE YOU  
DOING FOR OTHERS?

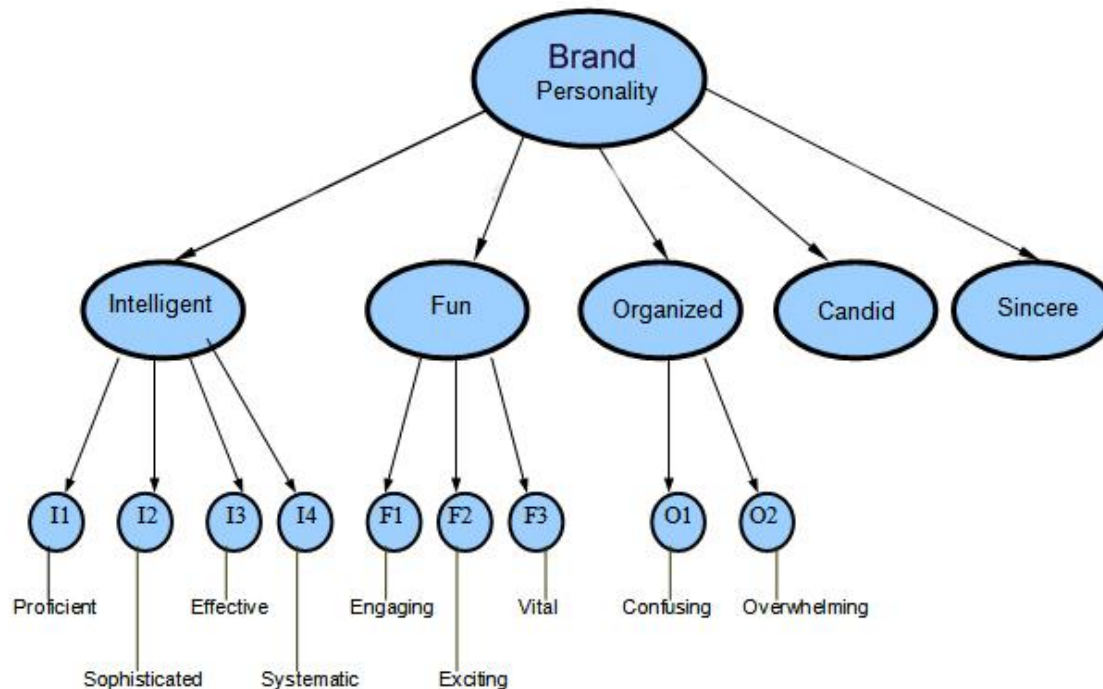
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## 5. Brands Have A Personality Too



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## 6. Seeing Is Believing



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## 7. Customer Service Can Be Fun



## 8. Put A Firewall Between Personal and Business Accounts



1. Introduction
2. Quick definitions
3. Strategic Planning for Social Media Marketing
4. Social Zones
5. Social Media Research and Measurement
6. 36 Rules of SMM
7. Dos and Don'ts
8. Questions?

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# 8. Questions?

## Thank you

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Idowu Olayiwola is a graduate of Computer Science, University of Ilorin. He started his web development career in 2005 during his Industrial Training Course after completing his sophomore year at the university.

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He was part of the team that developed the first Taste Fried Chicken and University of Abuja Teaching Hospital websites. He focused on the interface designs as well as integrating these designs with leading content management systems. He conceived the idea of an onsite web development company in 2007 and registered Cyberbuddies as a limited liability company focused on providing web development services in July, 2009.

He has a passion for creating quality relationships. Therefore he has been active in setting up, managing and marketing ooshay.com — a leading online gift-sharing community. He intends to share the lessons he has learned over the years with anybody who is interested in creating their own social media presence.

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