

Interreg
Greece-Bulgaria

SeeG

European Regional Development Fund



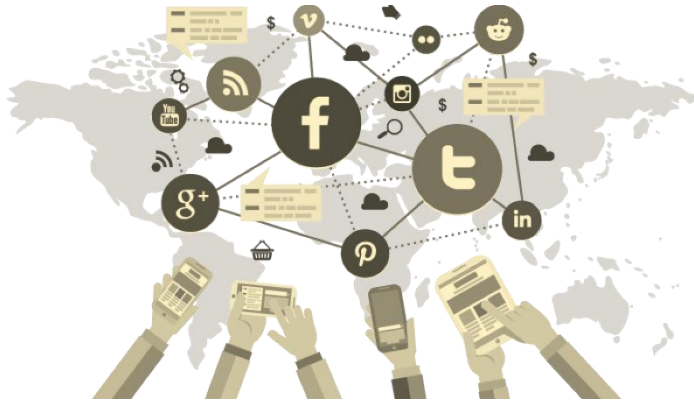
Title: Digital and Social Media Marketing Strategy for a new Business

Leonidas Hatzithomas, Hatzithomas@uom.edu.gr, Department of Business Administration, University of Macedonia

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020"

Overview

- Introduction
- Definition of Social Media
- Types of Social Media
- What is the best social media to use?
- How to use Social Media
- SOSTAC



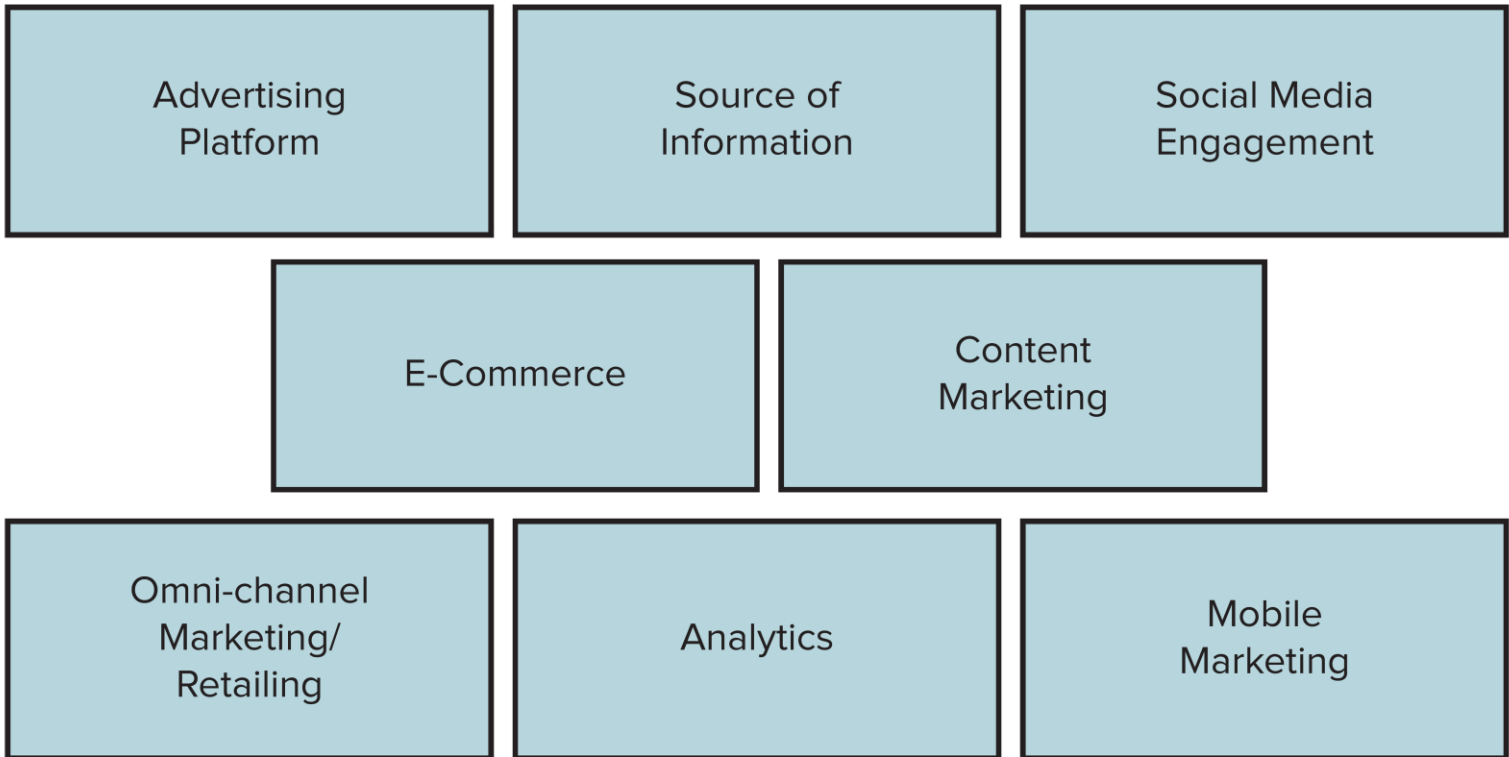
Introduction to Social Media

The Growth of the Internet

- Why the Rapid Adoption of the Internet?
 - Consumers:
 - Increased desire for information.
 - Speed and convenience.
 - Ability to control flow of information being received.
 - Ability to conduct e-commerce.
 - Advertisers:
 - Ability to target customers effectively.
 - Increased accountability of businesses—more direct feedback on value of marketing efforts.
 - Two-way flow.

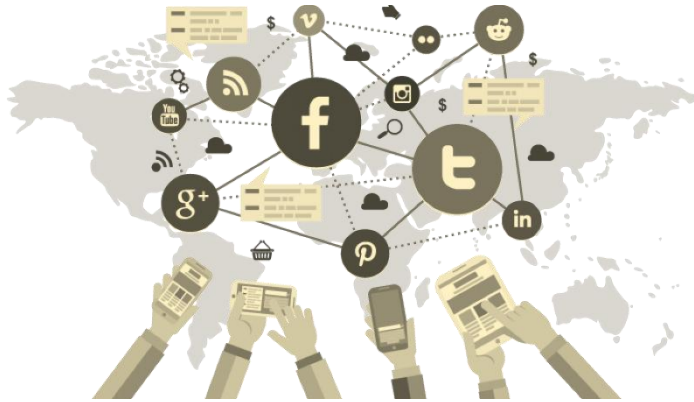
Marketers' Use of the Internet

Marketers' use of the internet



Social Media

- Motivations for using social media:
 - To gain information.
 - Entertainment.
 - Remuneration.
- Who is using social media:
 - Especially appealing to those between the ages of 18 and 29, and some specific to women.



Definition of Social Media

Definition of Social Media

- A formal definition of Social Media first requires drawing a line to two related concepts that are frequently named in conjunction with it:
- **Web 2.0 and user generated content**

Web 2.0

- **Web 2.0** is a term that was first used in 2004 to describe a new way in which software developers and end-users started to utilize the World Wide Web
- that is, as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion.

User generated content (UGC)

- According to the Organization for Economic Cooperation and Development (2007), UGC needs to fulfill three basic requirements in order to be considered as such:
- **first**, it needs to be published either on a publicly accessible website or on a social networking site accessible to a selected group of people;
- **second**, it needs to show a certain amount of creative effort;
- and **third**, it needs to have been created outside of professional routines and practices.

Definition of social media

Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan & Haenlein 2010).



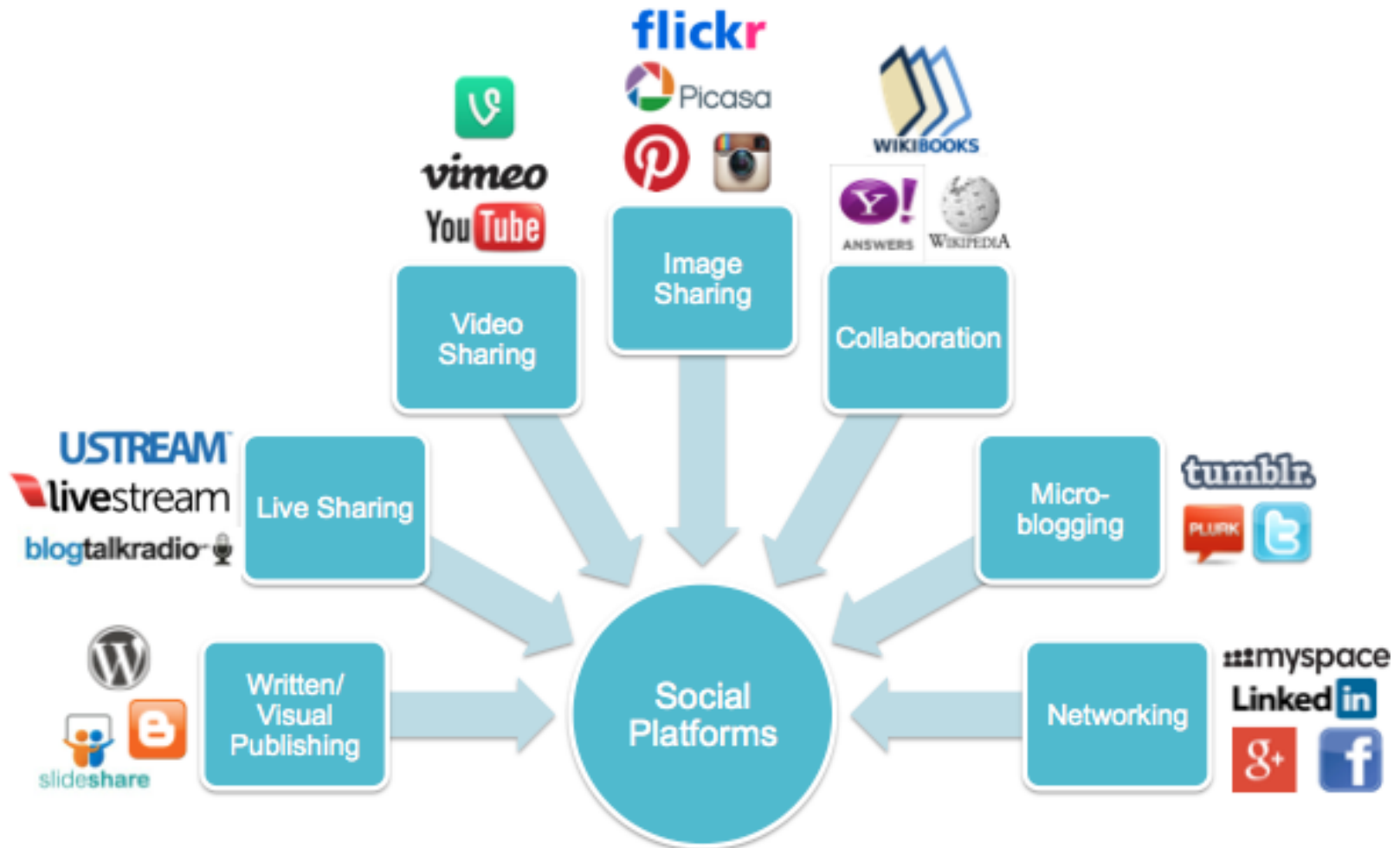


Types of Social Media

Types of Social Media



Types of Social Media

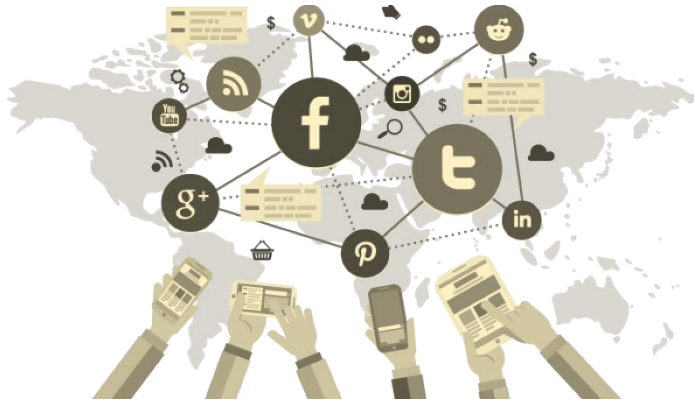


How Consumers Use Social Media

Social Media	Examples	Primary Use
Social Networks	Facebook, LinkedIn	Connect with others
Media Sharing	Instagram, Snapchat, YouTube	Share photos, videos, live videos, etc.
Discussion Forums	reddit, Quora, Digg	Share and discuss news, opinions, etc.
Content Curation	Pinterest, Flipboard	Share and discuss news, trends, content
Consumer Review	Yelp, Trip Advisor, CNet	Review and share information about brands, products, services, etc.

How Consumers Use Social Media

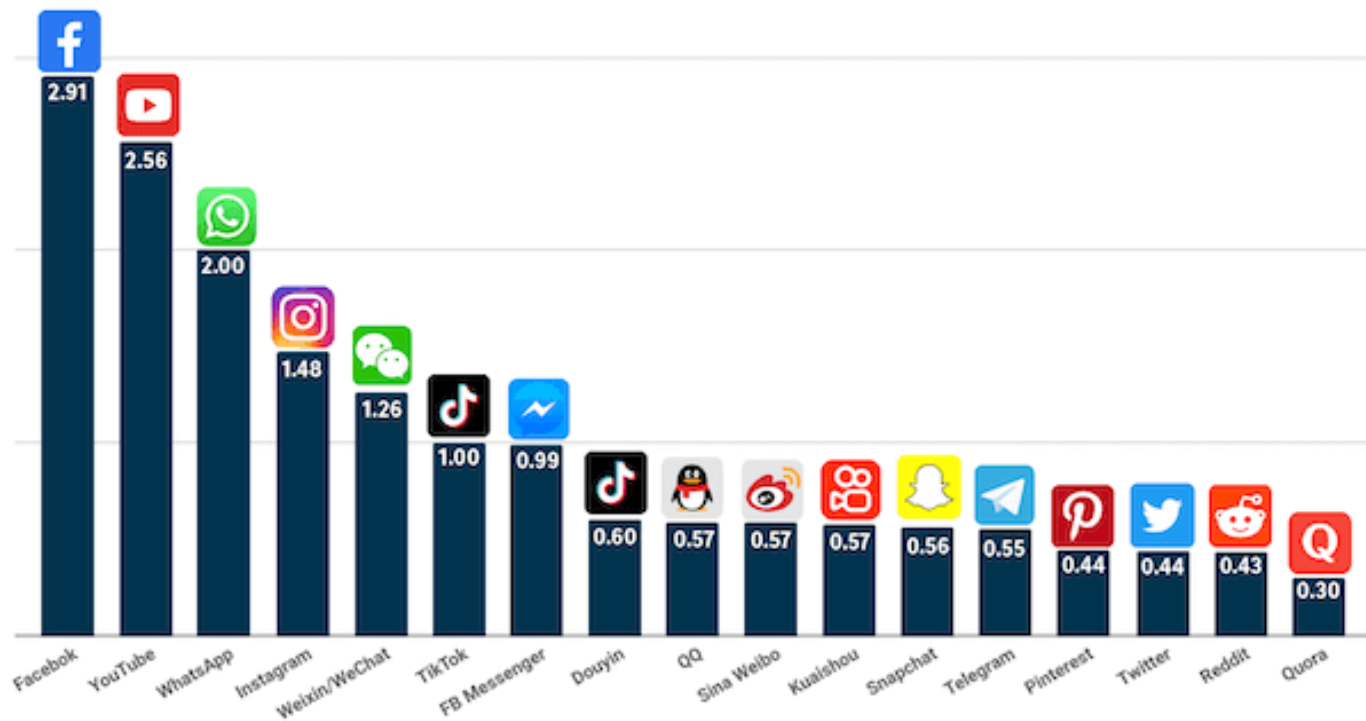
Social Media	Examples	Primary Use
Blogging and Publishing	Twitter, Tumblr, Medium	Discover, comment and publish
Social Shopping	Etsy, Fancy	Find and share trends, follow brands, purchase
Interest Based	Goodreads, Last.fm	Share interests, hobbies, etc.
Sharing Economy	Uber, Lyft, Airbnb	Advertise, find, share, sell, trade, services among peers



What is the best social media to use?

The most popular social media platforms in 2022

Most popular social networks worldwide *By monthly active users, in billions*

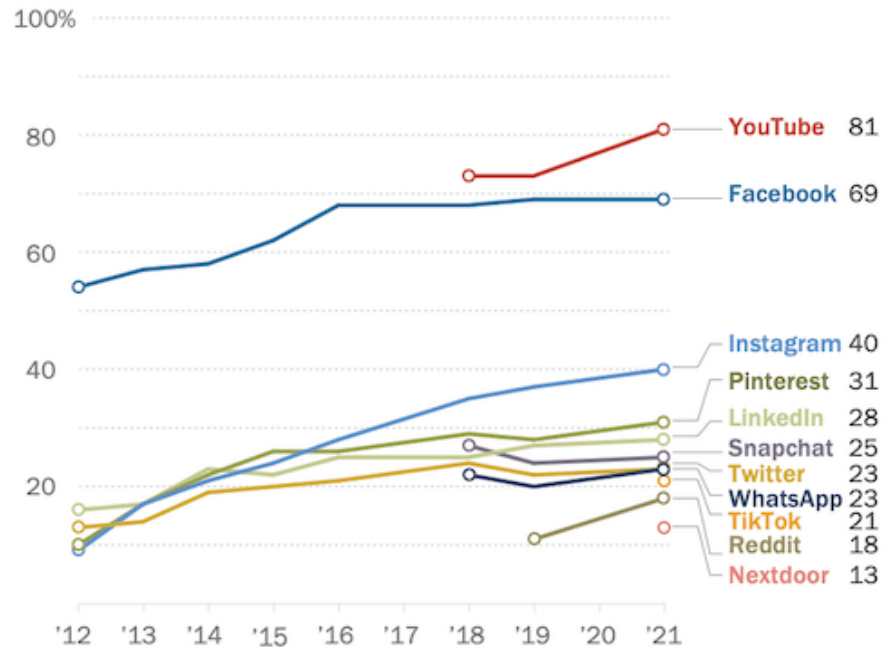


Source: Statista

The most popular social media platforms in the U.S. in 2022

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



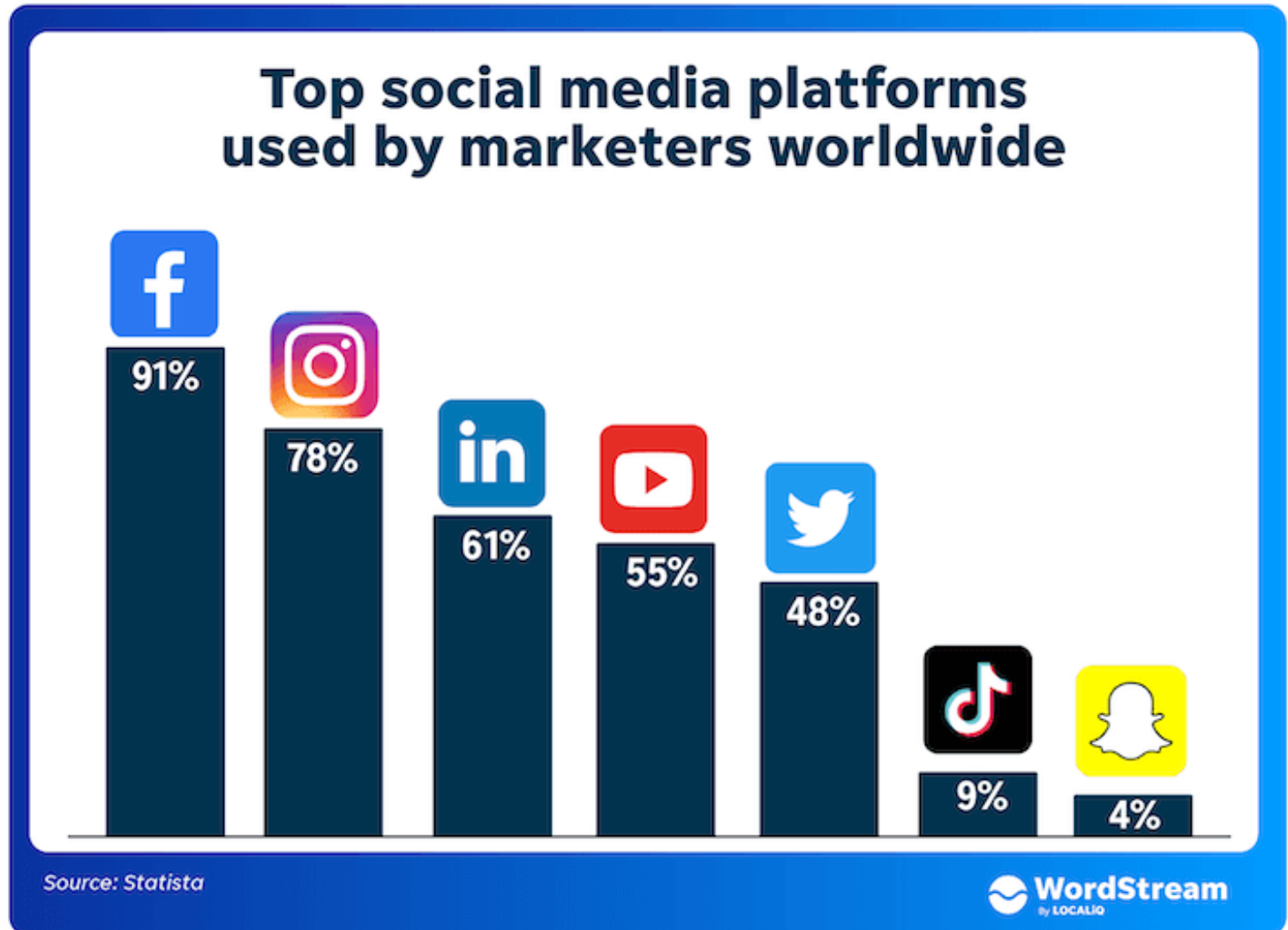
Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Top social media used by marketers





Facebook

Facebook

- 36.8% of the world's population use Facebook monthly
- 79% of monthly users are active daily
- 77% of Internet users are active on at least one Meta platform (FB, Instagram, Messenger, or WhatsApp)
- Facebook's annual revenue increased by 2,203% over 10 years

Facebook

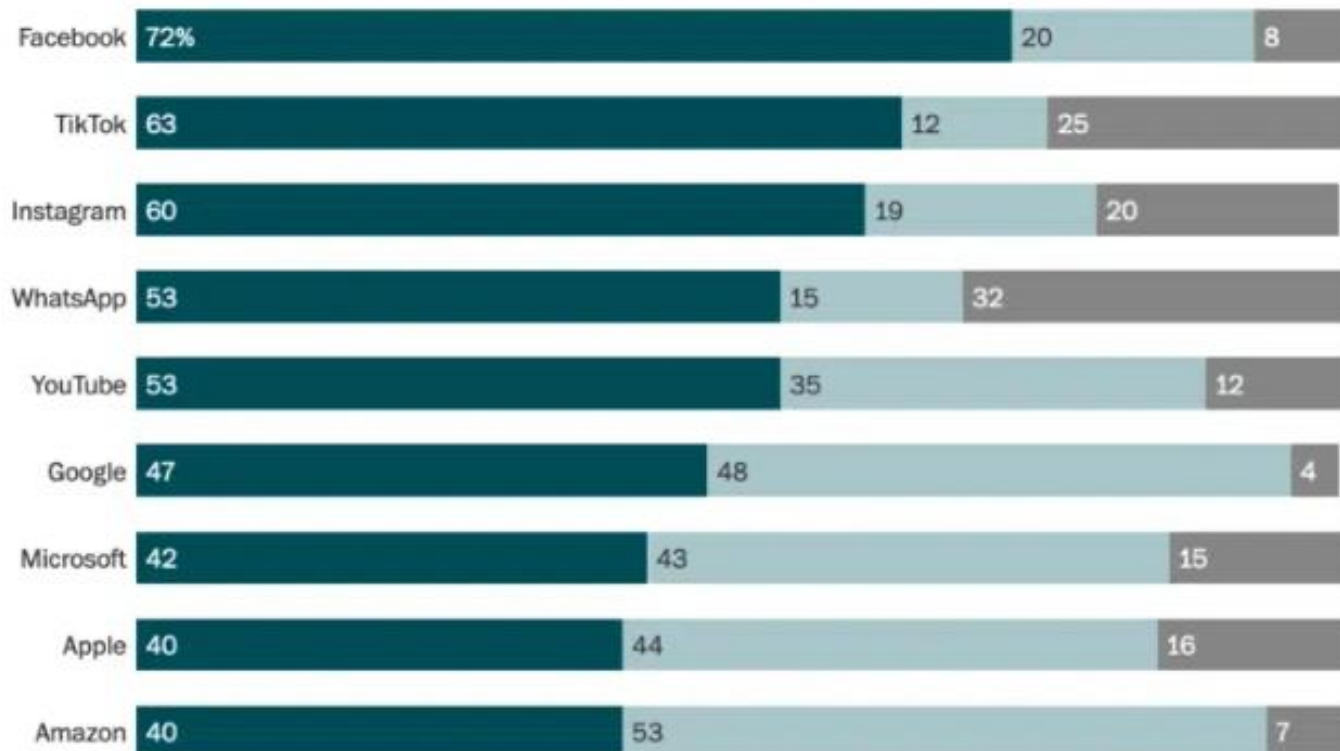
- Facebook is the 7th most valuable brand in the world
- Facebook is the favorite social platform of the 35-44 demographic
- 72% of Facebook users don't trust it to protect their privacy

Facebook Privacy

Internet users widely distrust Facebook, TikTok and Instagram to handle personal data. Other tech companies receive mixed marks.

Q: How much do you trust each of the following companies or services to responsibly handle your personal information and data on your Internet activity?

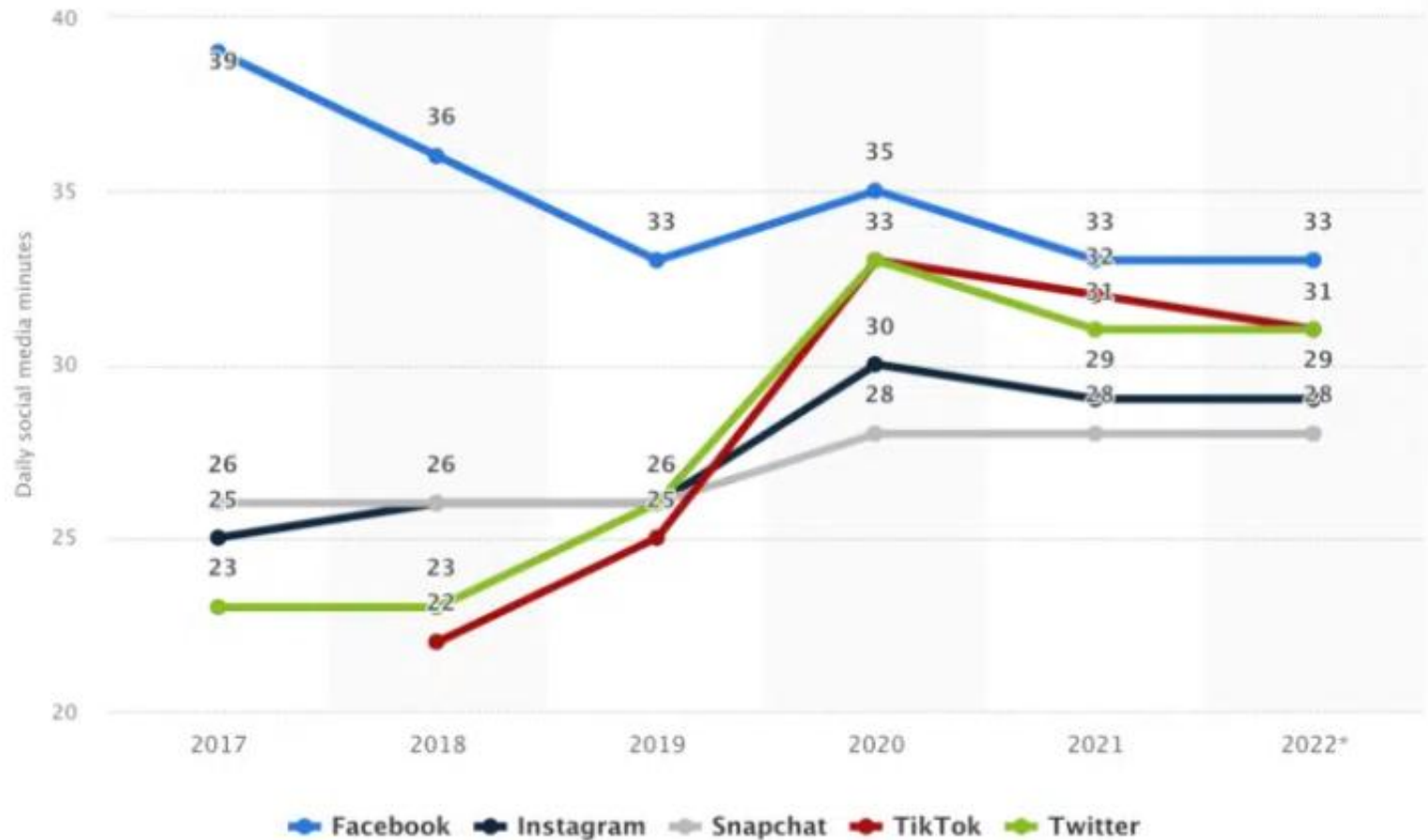
■ Trust not much/at all ■ Trust a great deal/a good amount ■ No opinion



Source: Nov. 4-22, 2021, Washington Post-Schar School poll of 1,058 U.S. Internet users with an error margin of +/- 4 percentage points.

EMILY GUSKIN / THE WASHINGTON POST

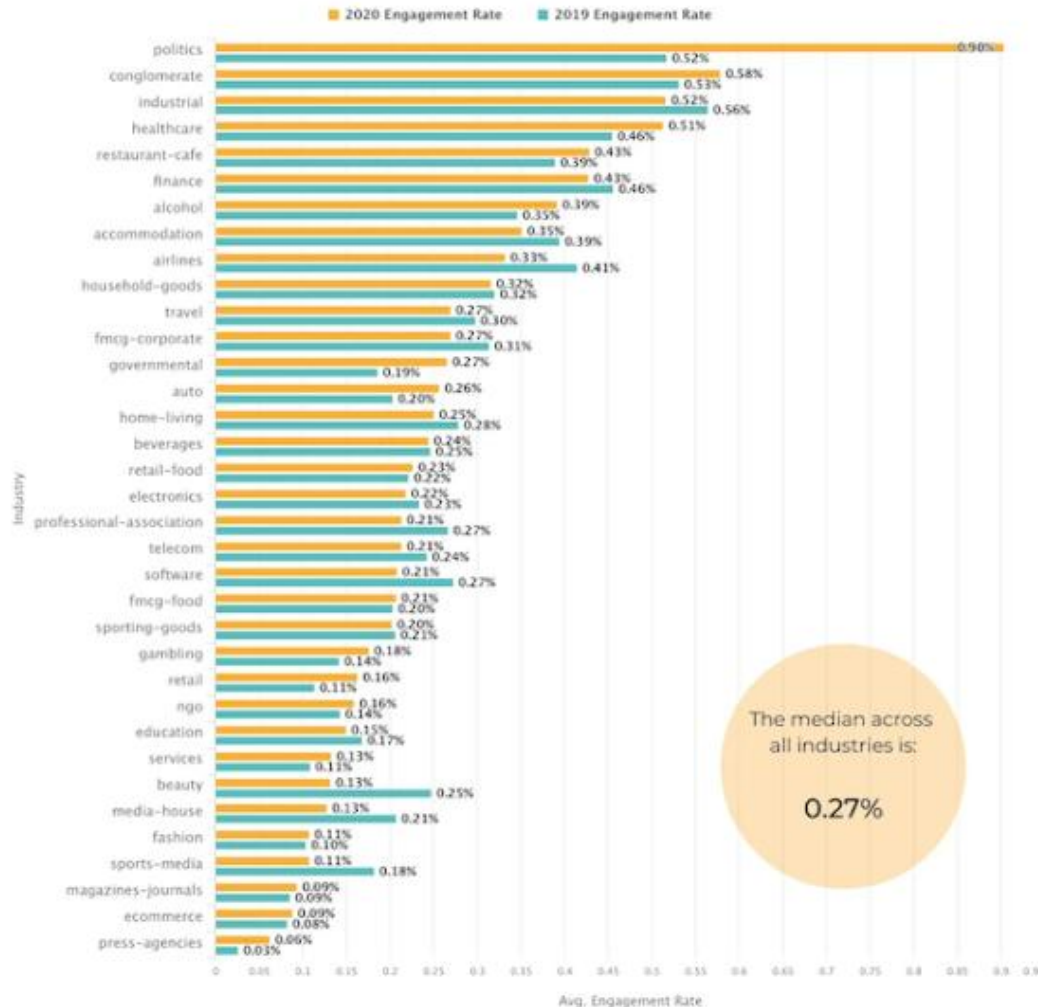
Facebook usage in minutes



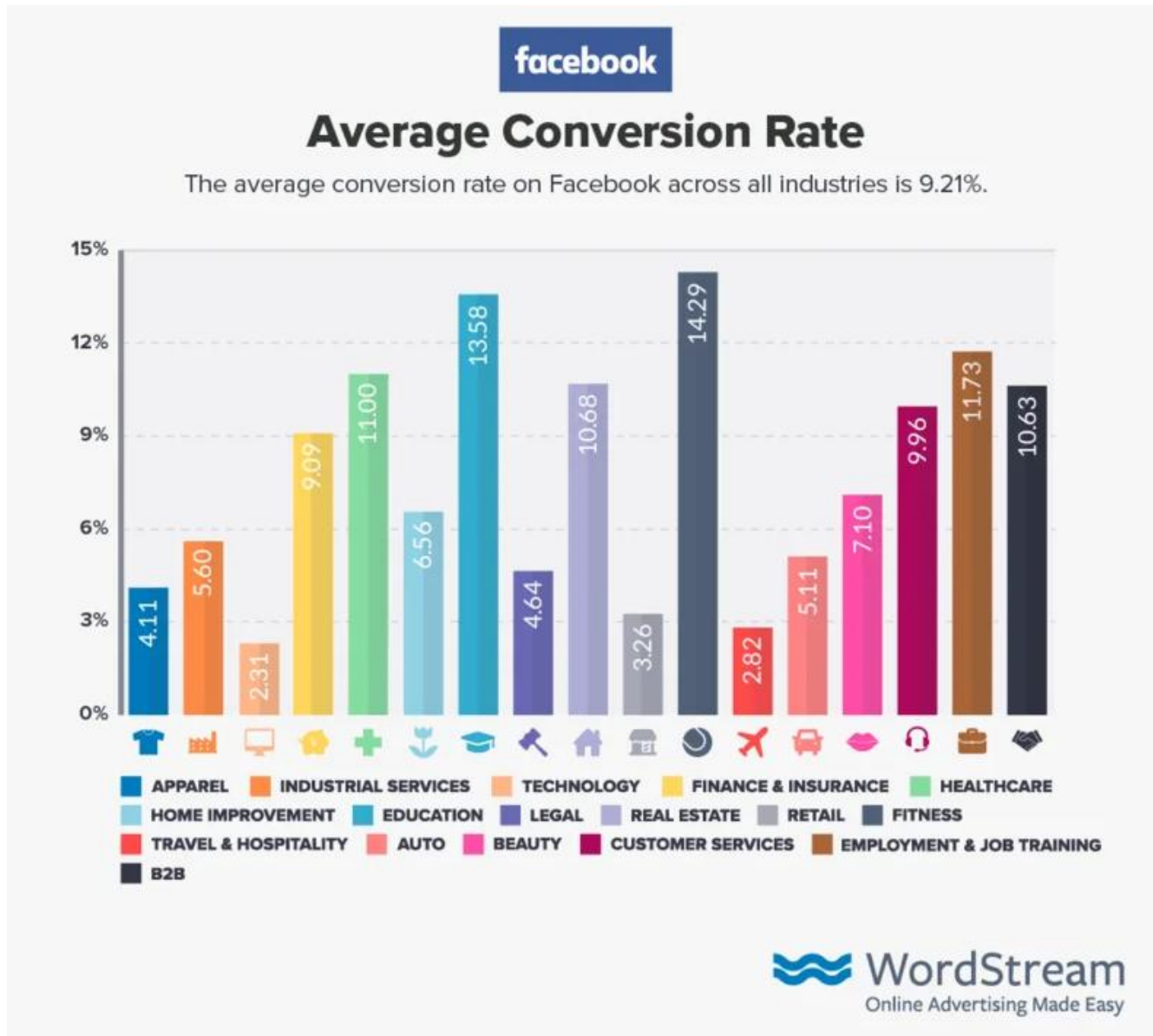
Average engagement per post

FACEBOOK:

Average engagement rate per post (by followers)



Conversion rates on Facebook







Instagram

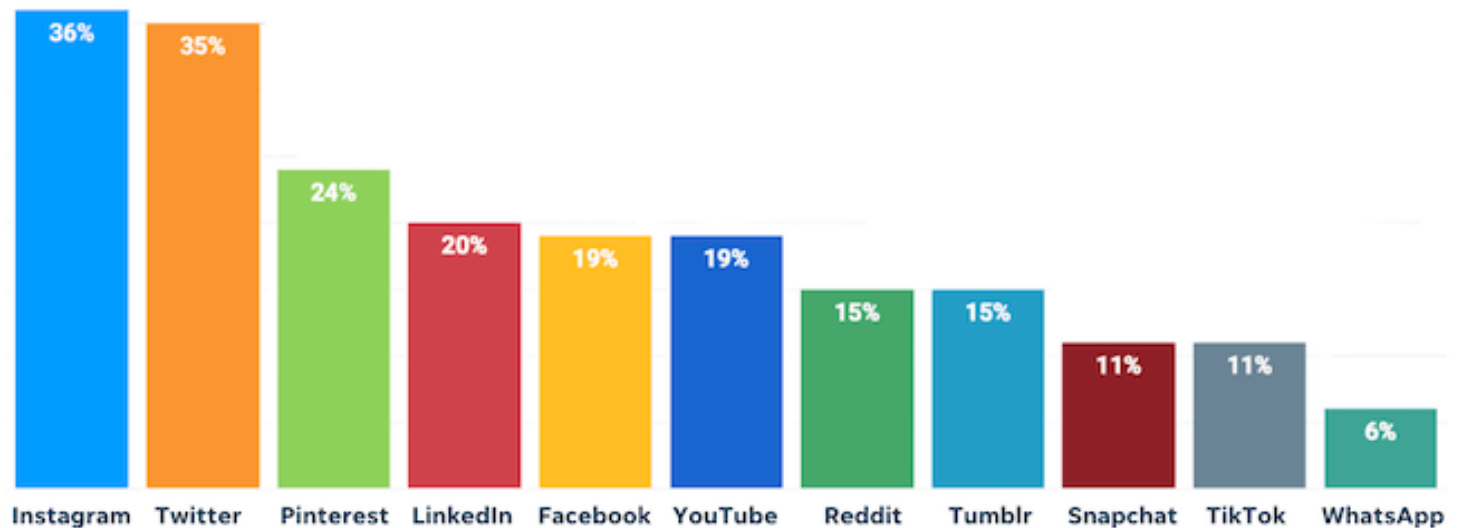
Instagram

- 71% of Instagram users feel more connected to brands they follow on Instagram
- 81% of people say Instagram helps them to research or discover new products or services.
- 72% report making purchase decisions based on something they saw on Instagram (compared to Facebook at 23%).
- 130 million users tap on shopping posts every month.
- 50% of people have visited a website to make a purchase after seeing a product or service in Stories.
- **Millennials** aged 18-34 are Instagram's biggest advertising audience

Use of social media to follow brands

Use of social media to follow brands

% of US users who use the platform to follow brands/companies



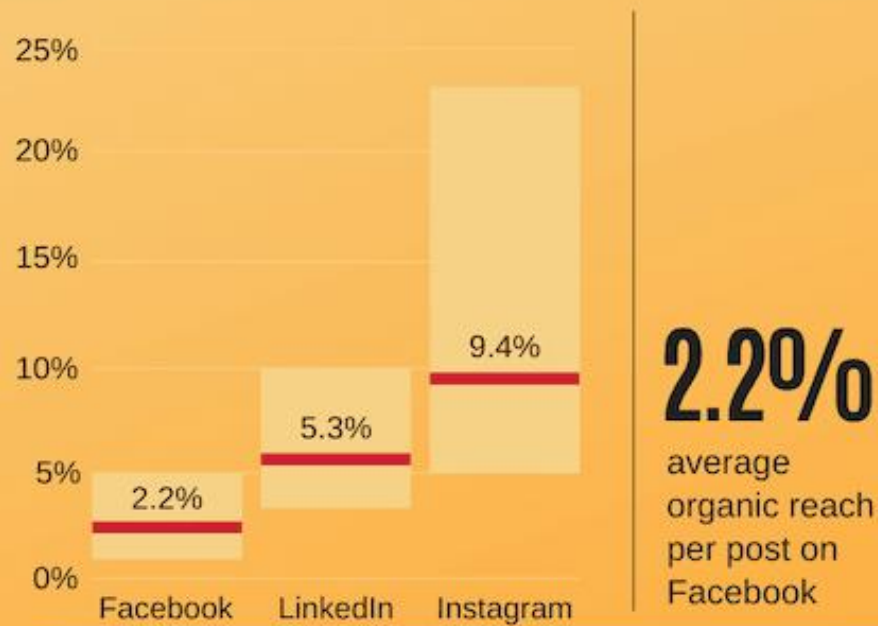
Source: [Marketingcharts.com](https://www.marketingcharts.com)

Which SM platform has most influence on shopping habits



Organic Reach Across Social Media

ORGANIC REACH ACROSS SOCIAL MEDIA



For more details, visit www.IgniteSocialMedia.com

Influencer Marketing

Influencer Marketing Channels Where US Marketers Plan to Spend the Most, Jan 2019

% of respondents

Instagram

69%

YouTube

11%

Blogs

7%

Facebook

5%

LinkedIn

5%

Twitter

1%

Twitch

1%

Pinterest

1%

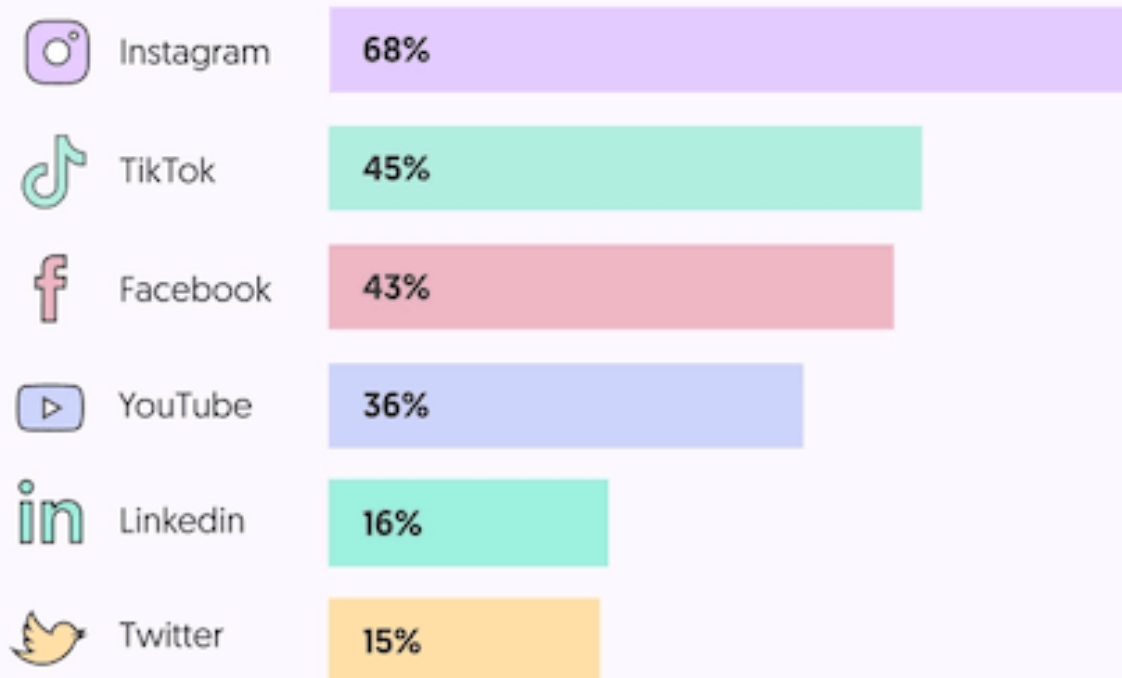
Source: Mediakix, "Influencer Marketing 2019," Feb 14, 2019

245639

www.eMarketer.com

Influencer Marketing

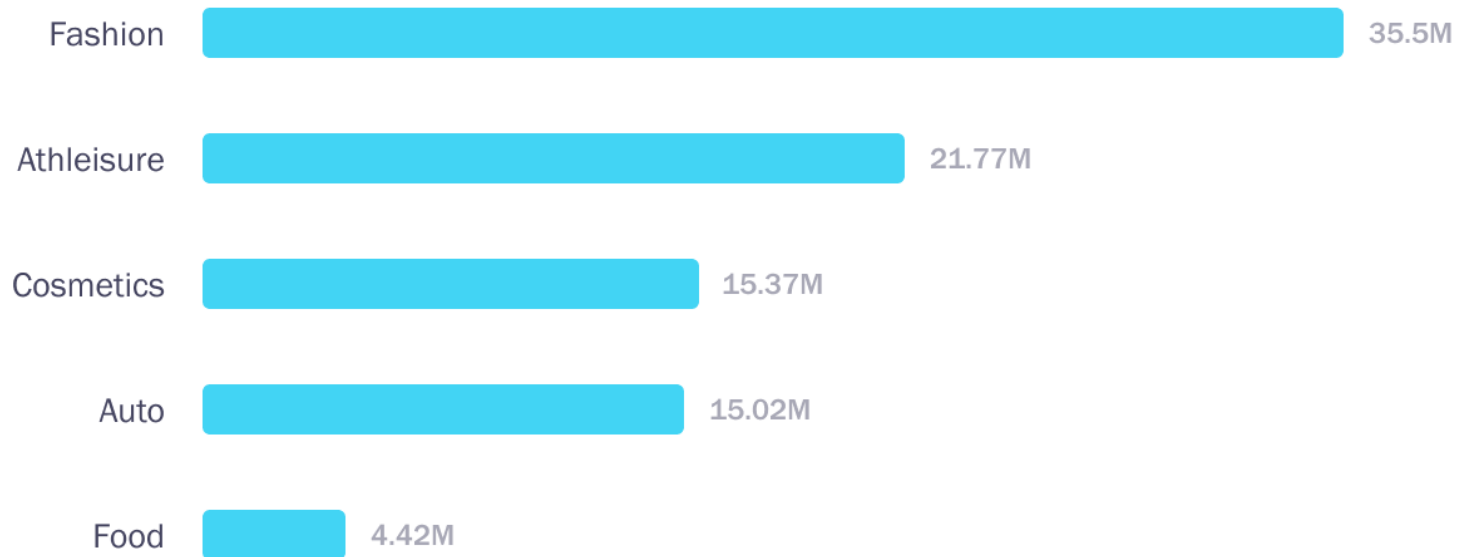
Influencer Campaign channel utilization



Most followed industries on Instagram

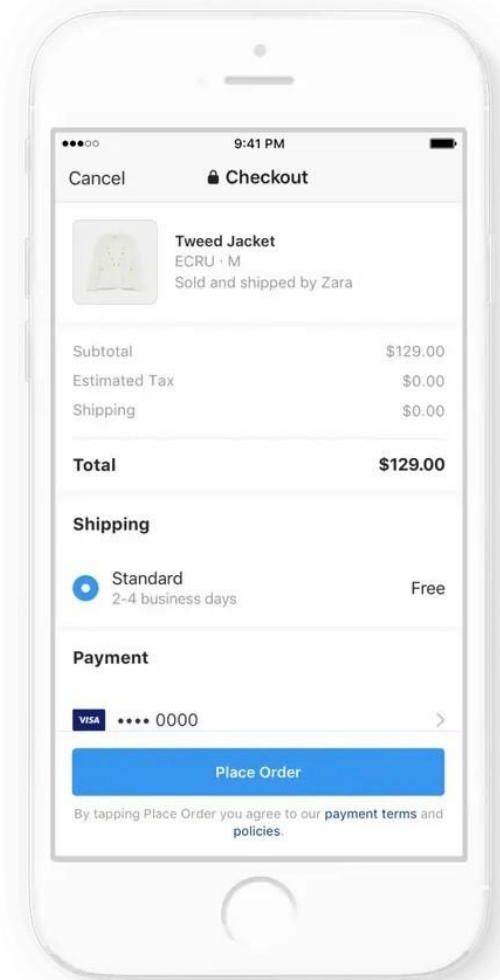
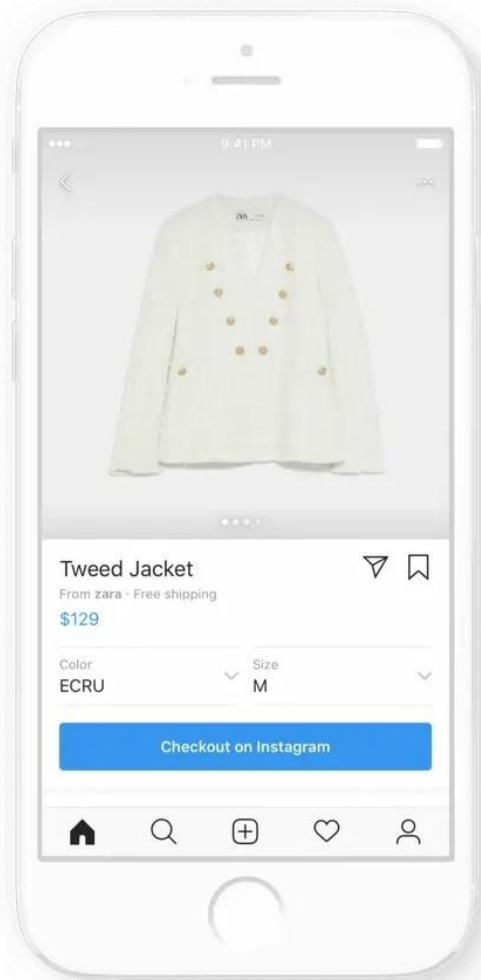
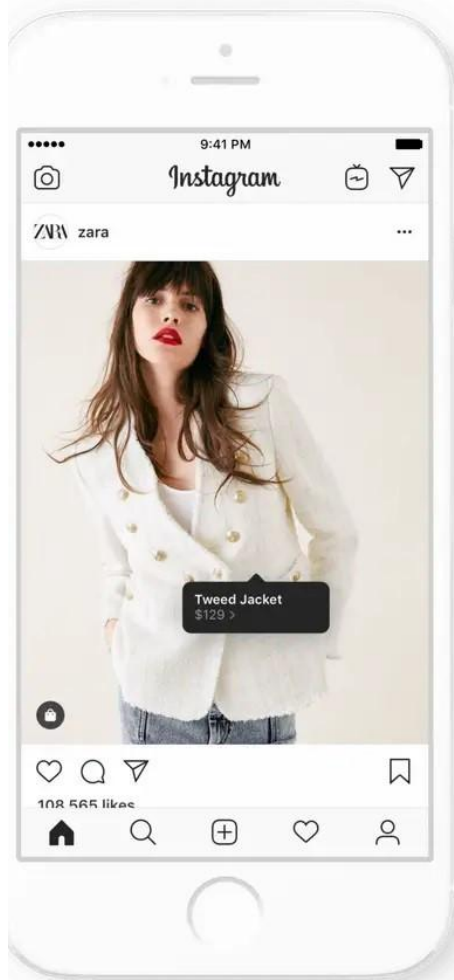
Followers by Industry

unmetric

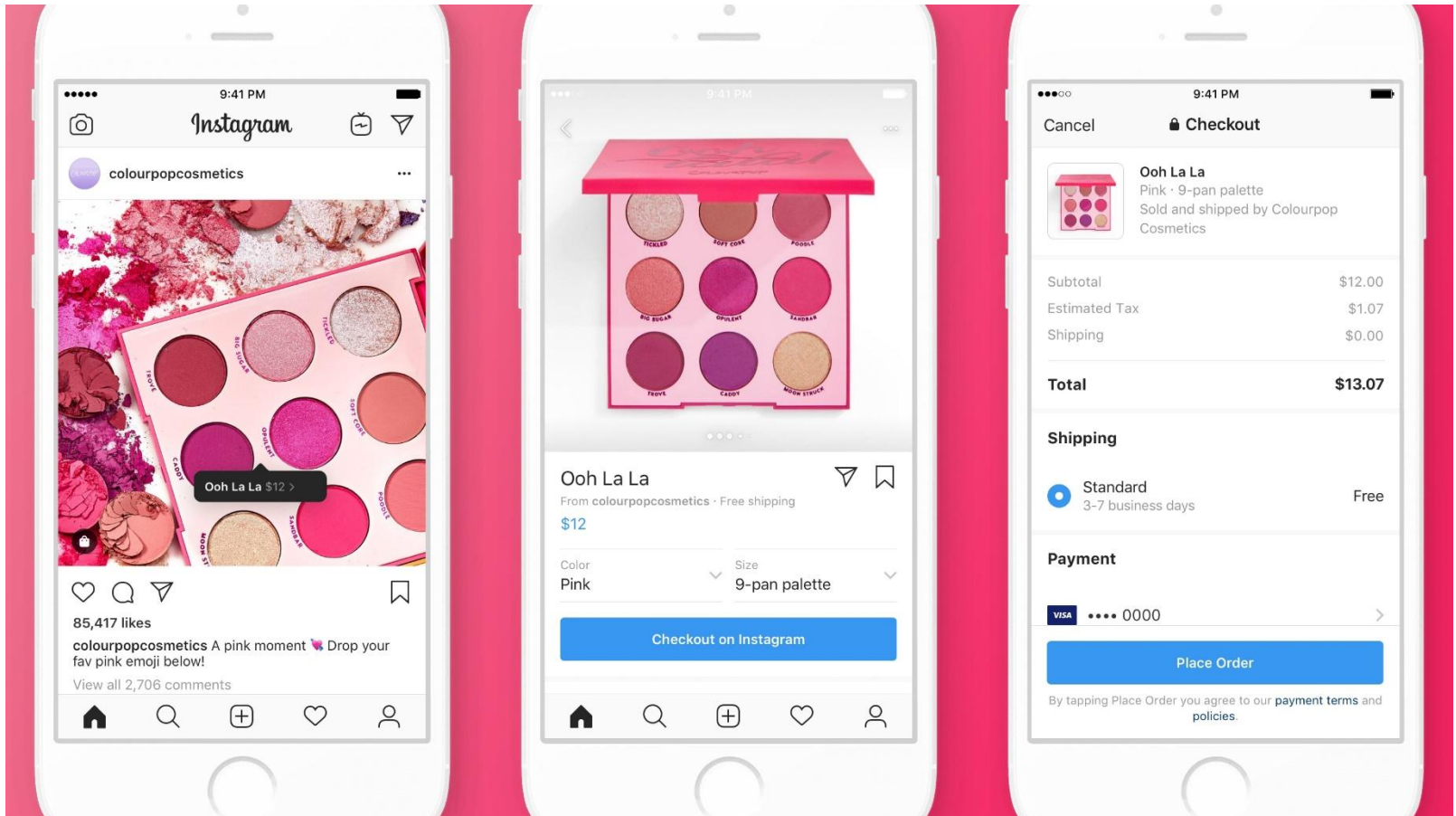


■ FOLLOWERS

Social shopping on Instagram



Social shopping on Instagram





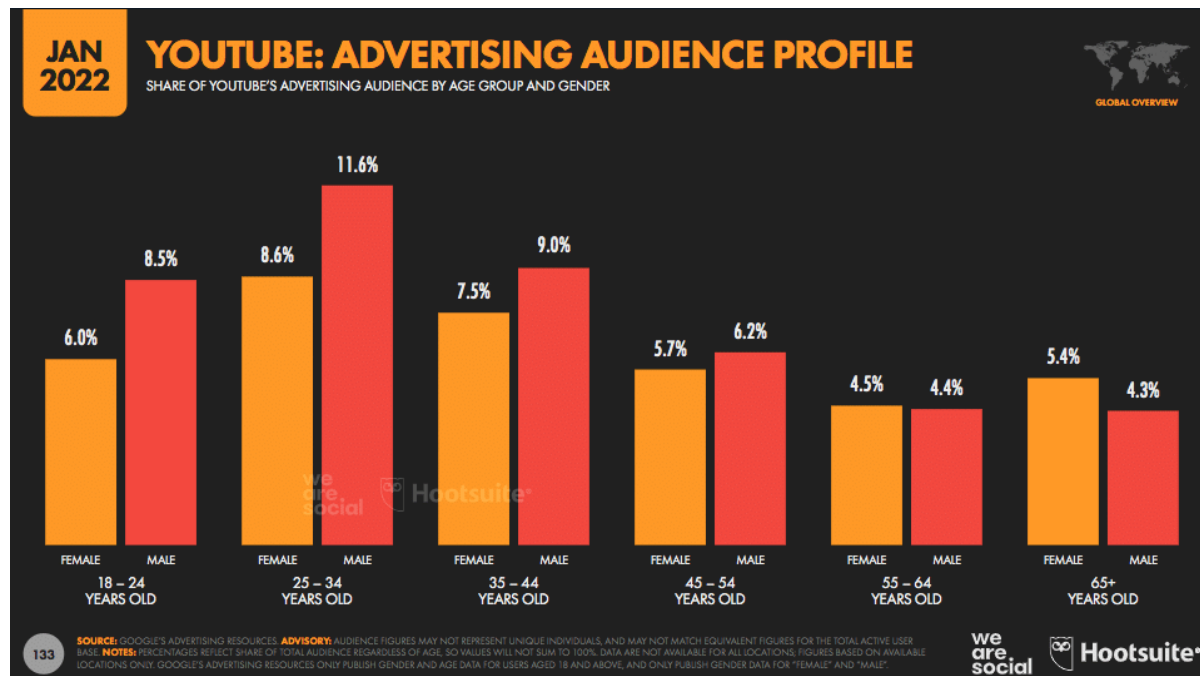


Youtube

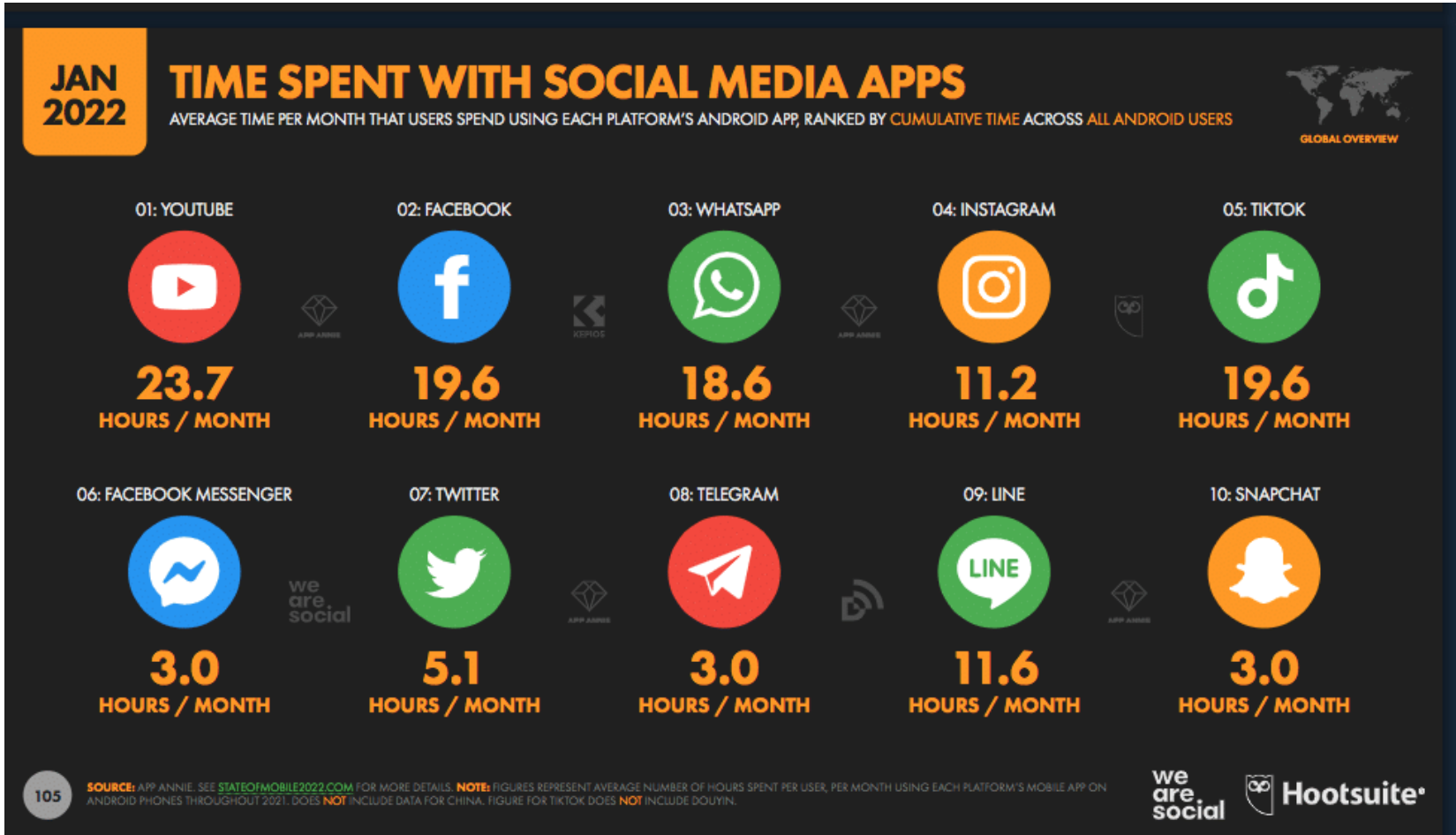
- YouTube has 1.7 billion unique monthly visitors
- 54% of YouTube users are male
- In the U.S., 62% of users access YouTube daily
- Visitors spend an average of 19 minutes a day on YouTube
- YouTube is the world's second-most visited website
- 694,000 hours of video are streamed on YouTube each minute

Youtube

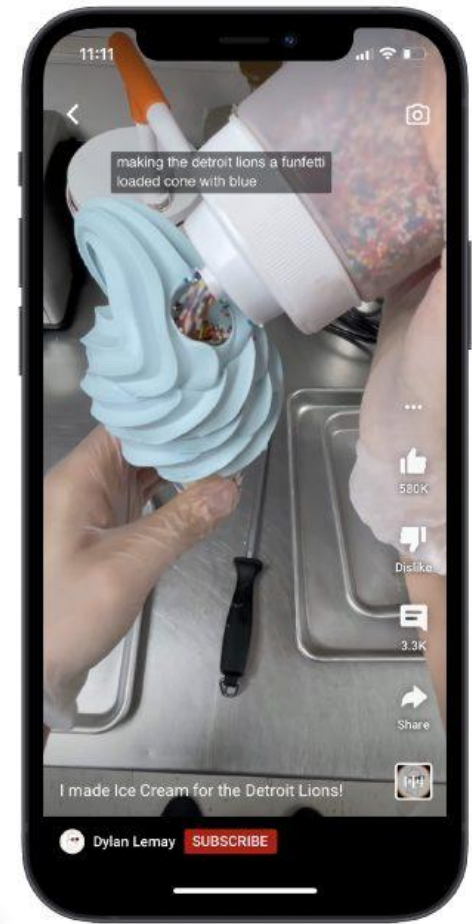
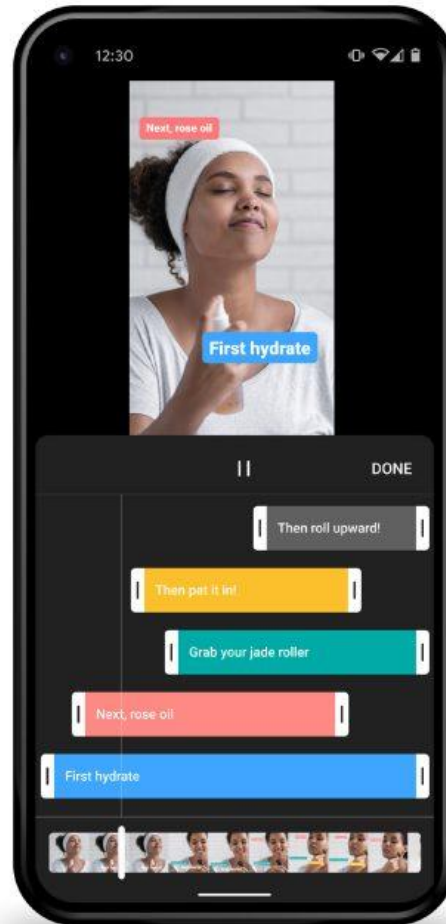
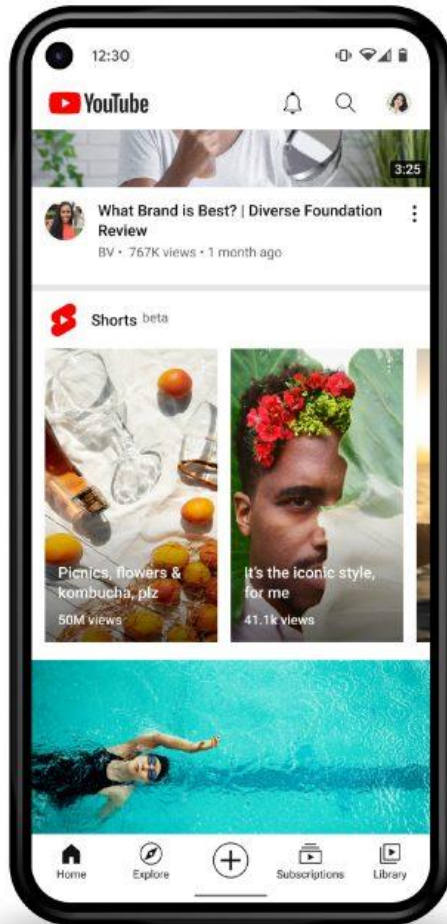
- One-third of internet users has watched a tutorial or how-to video this week
- Males aged 25-34 are YouTube's biggest advertising audience

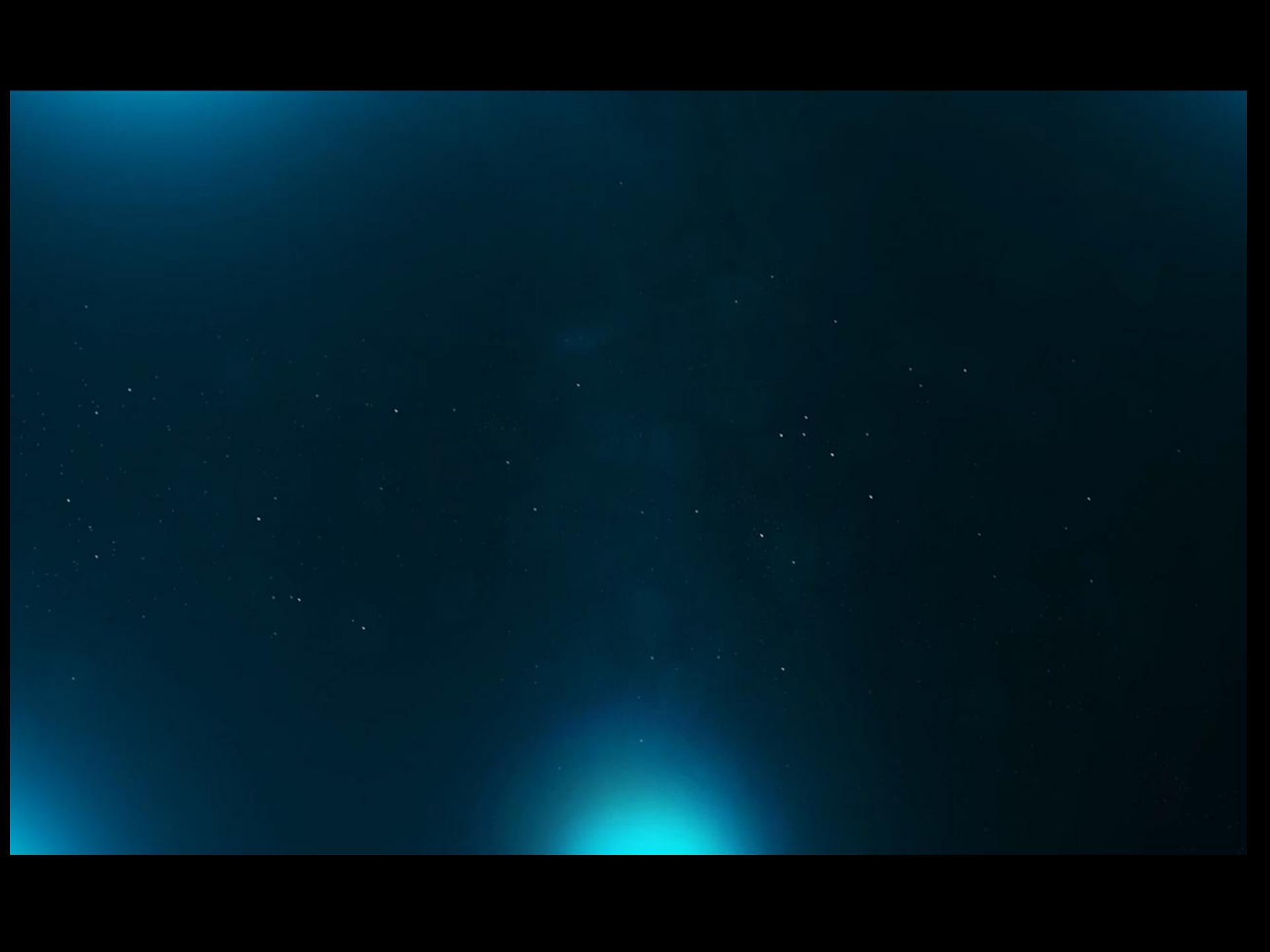


Youtube



Youtube shorts







TikTok

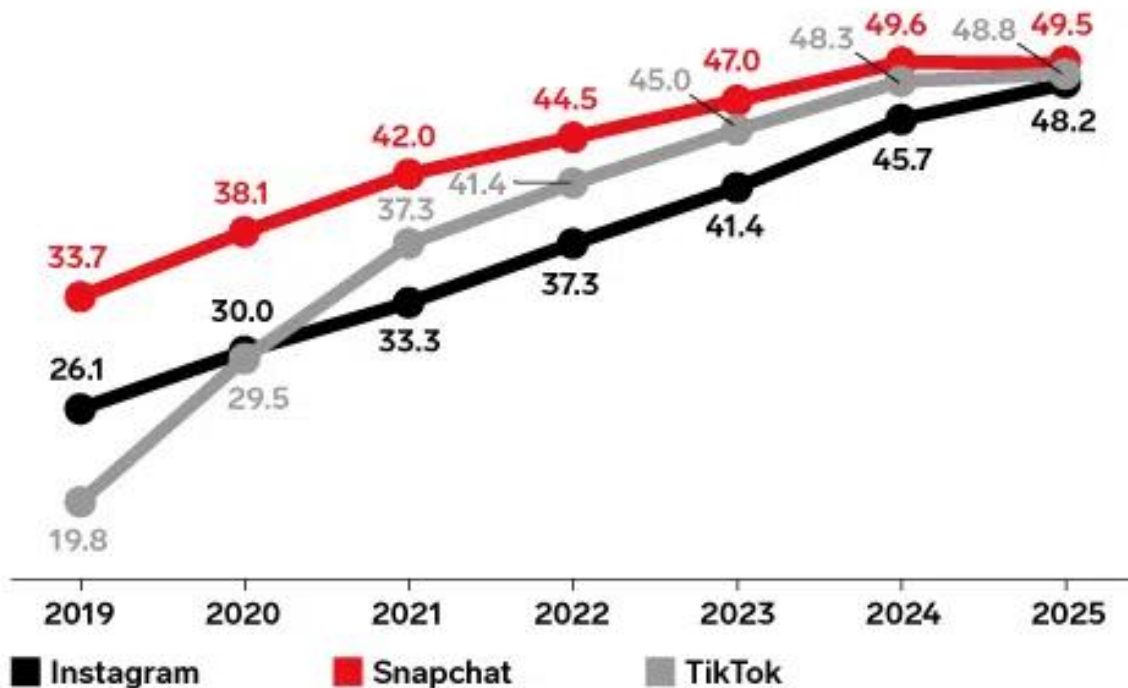
TikTok

- TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic.
- TikTok was the most downloaded app of 2021, with 656 million downloads
- TikTok has been downloaded more than 3 billion times
- TikTok has over one billion monthly active users.
- Females aged 10-19 are TikTok's biggest advertising audience

Generation Z

US Gen Z Instagram, Snapchat, and TikTok Users, 2019-2025

millions



Note: individuals born between 1997-2012 who access their account via any device at least once per month

Source: eMarketer, May 2021

Reasons for using TikTok

Reasons for using TikTok

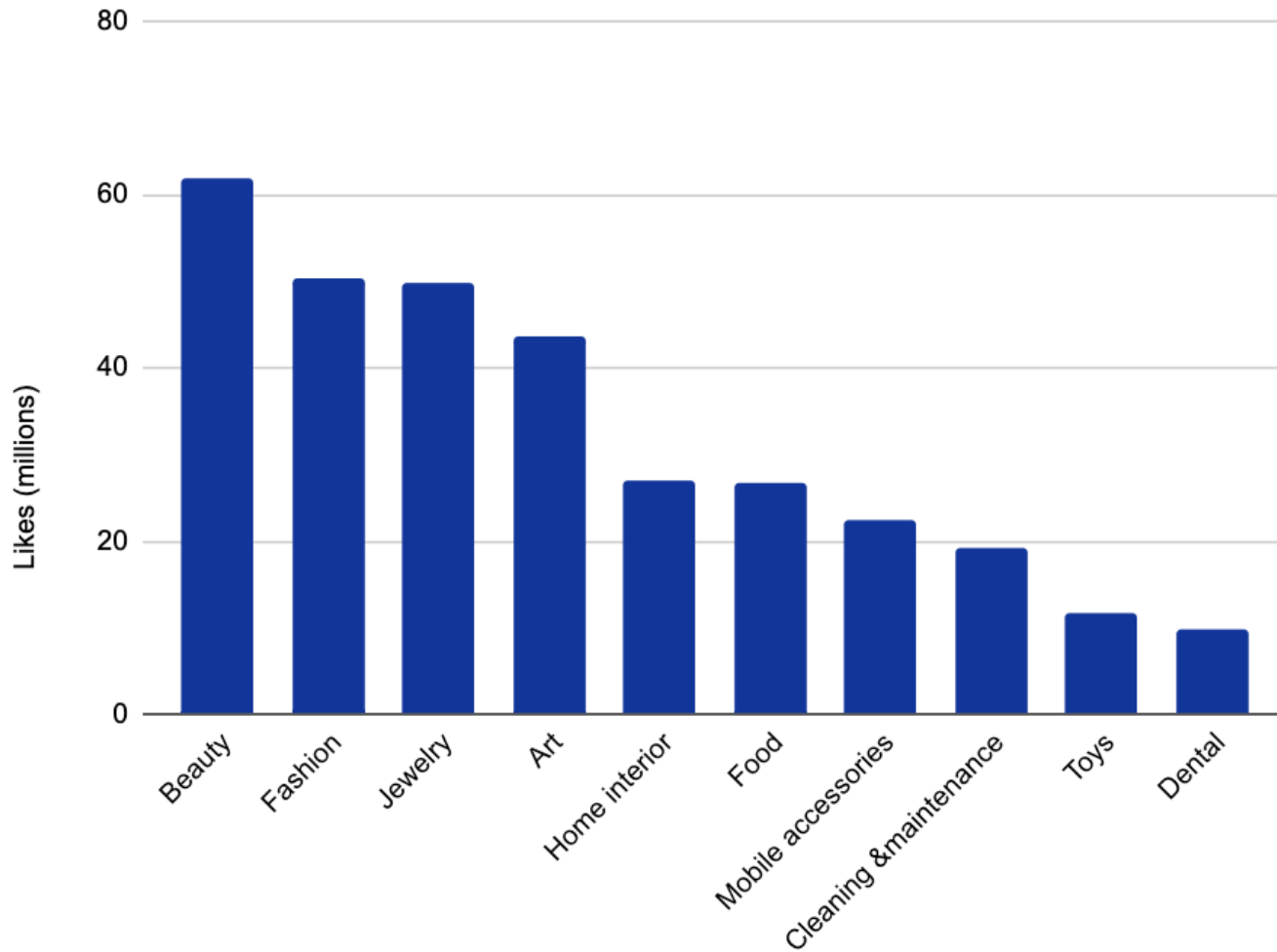
% U.S./UK TikTok visitors who say the following are the main reasons they use TikTok



Question: What are the main reasons you use TikTok? **Source:** GlobalWebIndex June 2020 **Base:** 339 TikTok visitors/users in the U.S. and UK aged 16-64

Top Industries on TikTok

Top 10 Industries on TikTok



09:41

← Search



Following ^{LIVE} For You



Learn More

Replay



Home



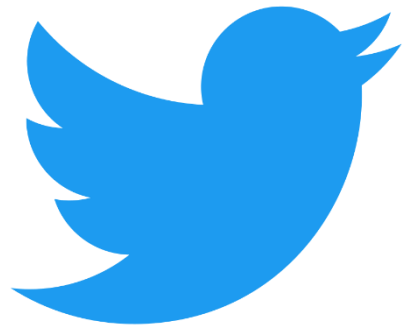
Discover



Inbox



Me



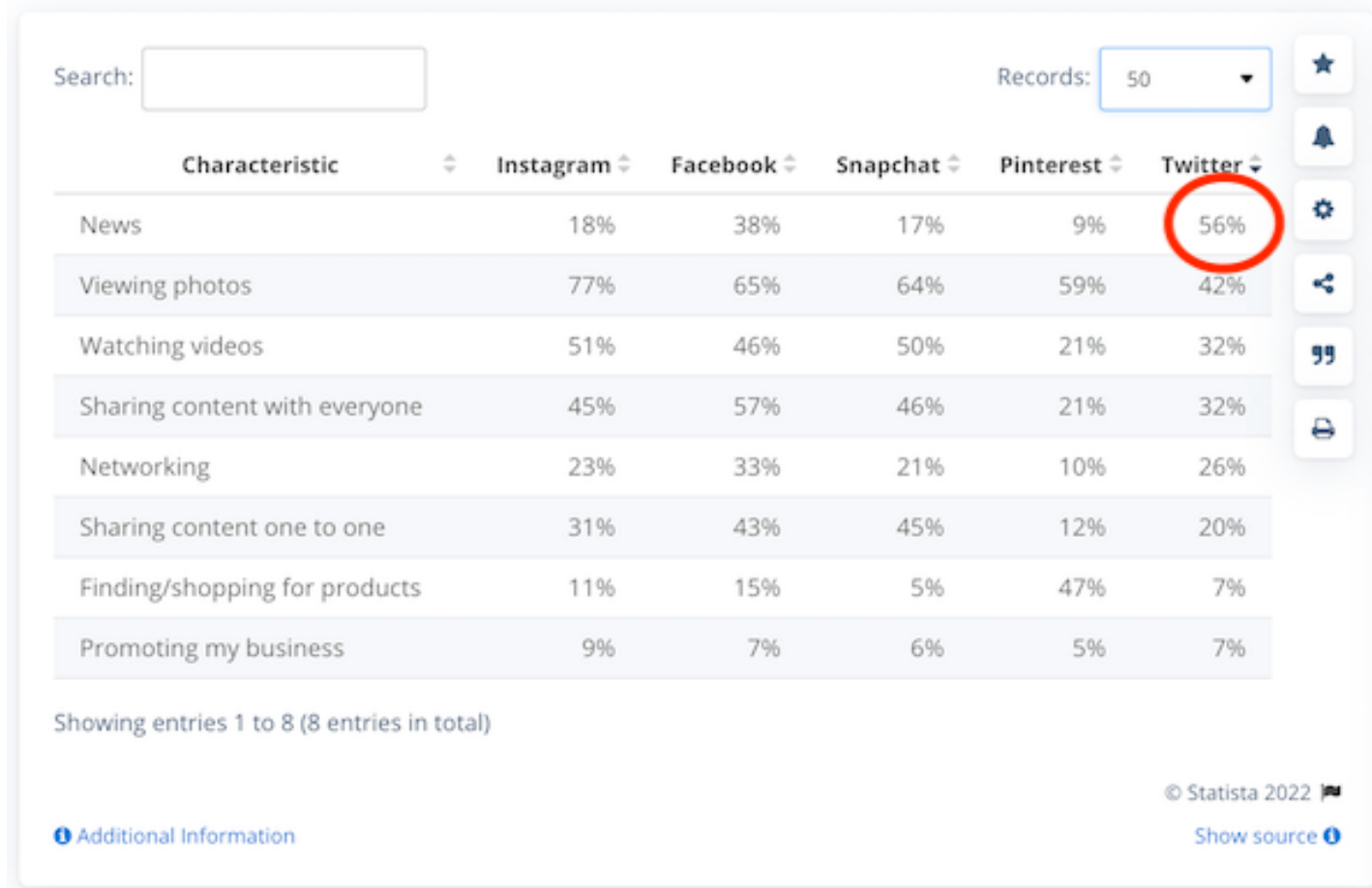
Twitter

Twitter

- Educated wealthy people aged 35-47 are Twitter's biggest advertising audience
- Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience
- Twitter is one of the most popular social media platforms available today, with 100 million daily active users and 500 million tweets sent daily

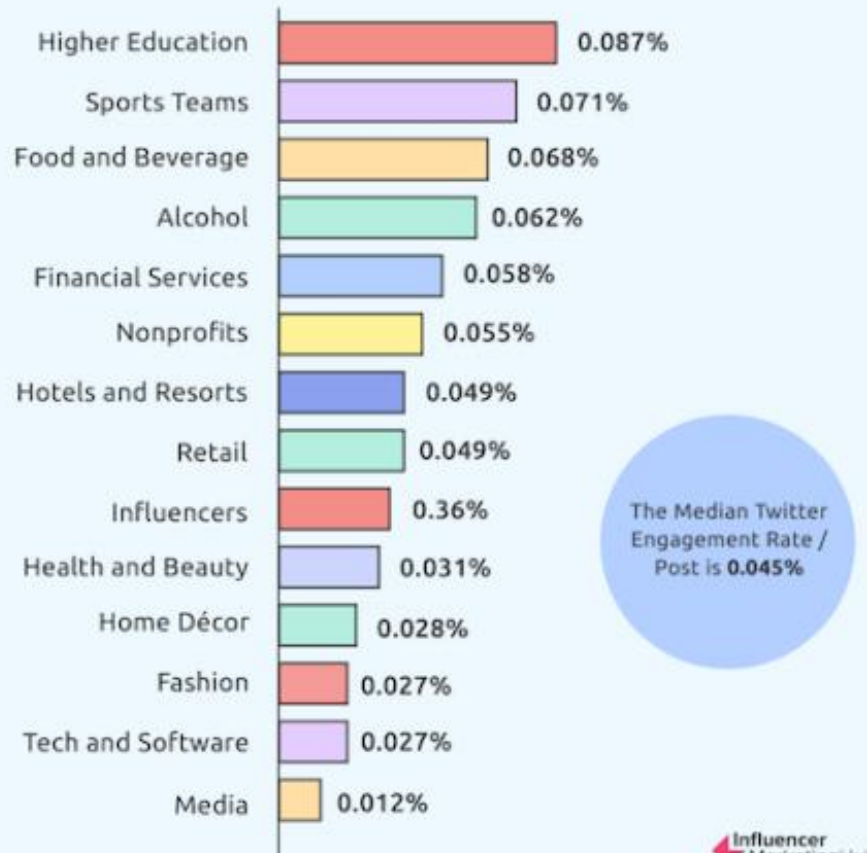
Twitter engagement

Social media activities on select social networks in February 2019



Twitter engagement

Twitter Engagement
Engagement rate/post





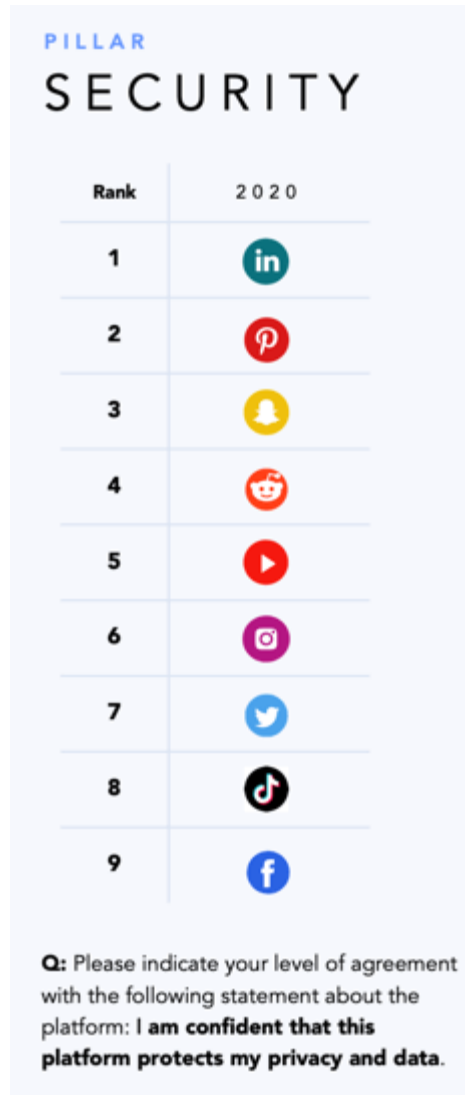


LinkedIn

Linkedin

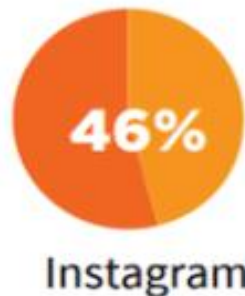
- Professionals aged 46-55 are LinkedIn's biggest advertising audience
- LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.
- You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

LinkedIn security



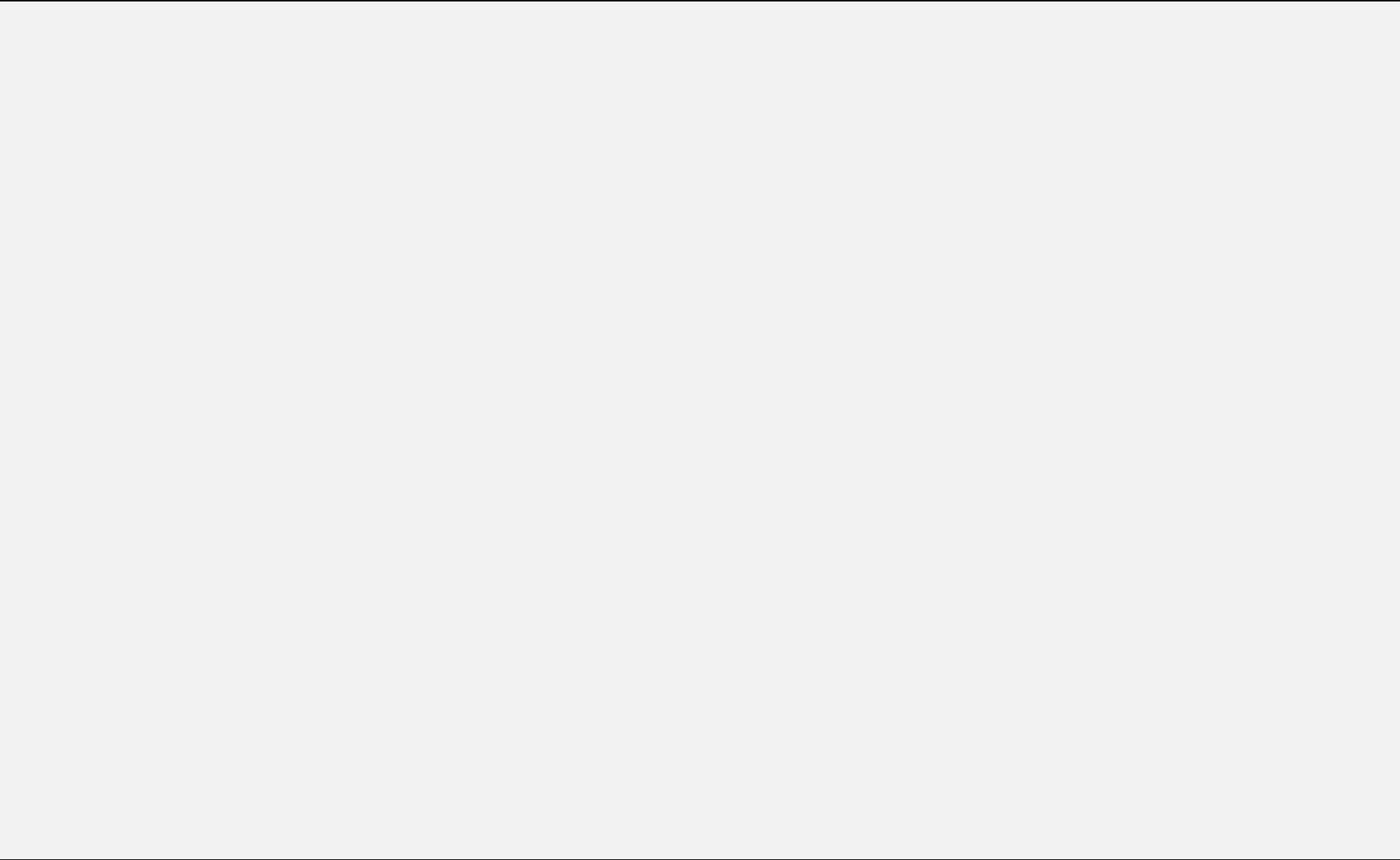
B2B Content Marketers Used in Last 12 Months

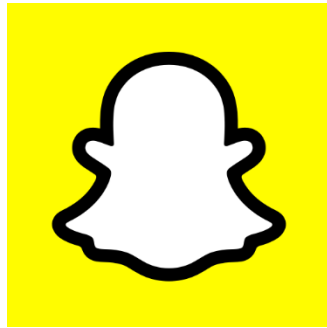
Organic Social Media Platforms B2B Content Marketers Used in Last 12 Months



Other organic social used in last 12 months: Medium (11%); Pinterest (10%); Quora (5%); Reddit (5%); Snapchat (3%); and Other (7%).

Base: B2B content marketers whose organization used organic social to distribute content in the last 12 months. Aided list; multiple responses permitted.





Snapchat

Snapchat

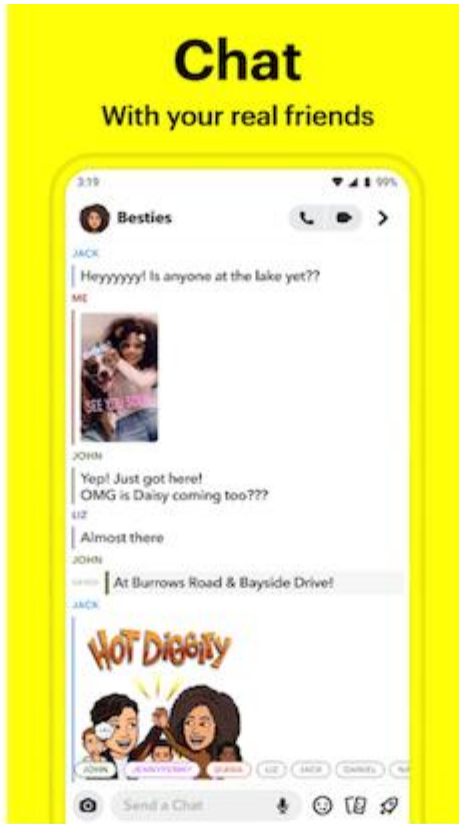
- Snapchat is a mobile app for Android and iOS devices.
- One of the core concepts of the mobile app is that any picture, video, or message - aka snap - you send by default is made available to the receiver for only a short time before it becomes **inaccessible**. This temporary or **ephemeral** nature of the app was originally designed to encourage a more natural flow of interaction.
- Teenagers aged 13-17 are Snapchat's biggest advertising audience

Snapchat

- Location-based marketing
- App marketing
- Feel-good content

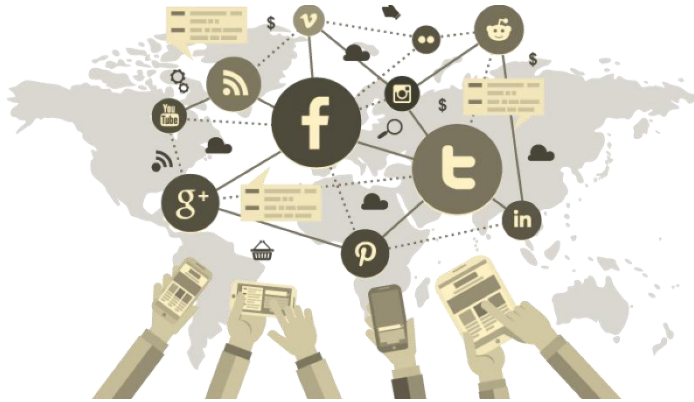


Snapchat





3. Feature a singular message



SOSTAC

SOSTAC

HOW DO WE MONITOR PERFORMANCE?

Optimising through:

5 S's, KPI's and web analytics
 User experience review
 Conversion rate optimisation
 Frequency of reporting
 Process of reporting and actions

WHERE ARE WE NOW?

Marketplace SWOT:

5 S's performance and other KPI's (& trend)
 Customer insight (who, why, how?)
 Market Trends
 Competitor analysis
 Internal capabilities and resources

WHERE DO WE WANT TO BE?

5 S's objectives:

Sell - customer acquisition and retention targets
Serve - customer satisfaction targets
Sizzle - wow factor (added value)
Speak - engaging customers
Save - quantified efficiency gains



THE DETAILS OF TACTICS

Who does what and when:

Responsibilities and structures
 Processes and systems
 Internal resources and skills
 External agencies

HOW EXACTLY DO WE GET THERE?

Marketing mix:

8 P's
 Incl. Communications Mix
 Content Plan
 Contact Plan

HOW DO WE GET THERE?

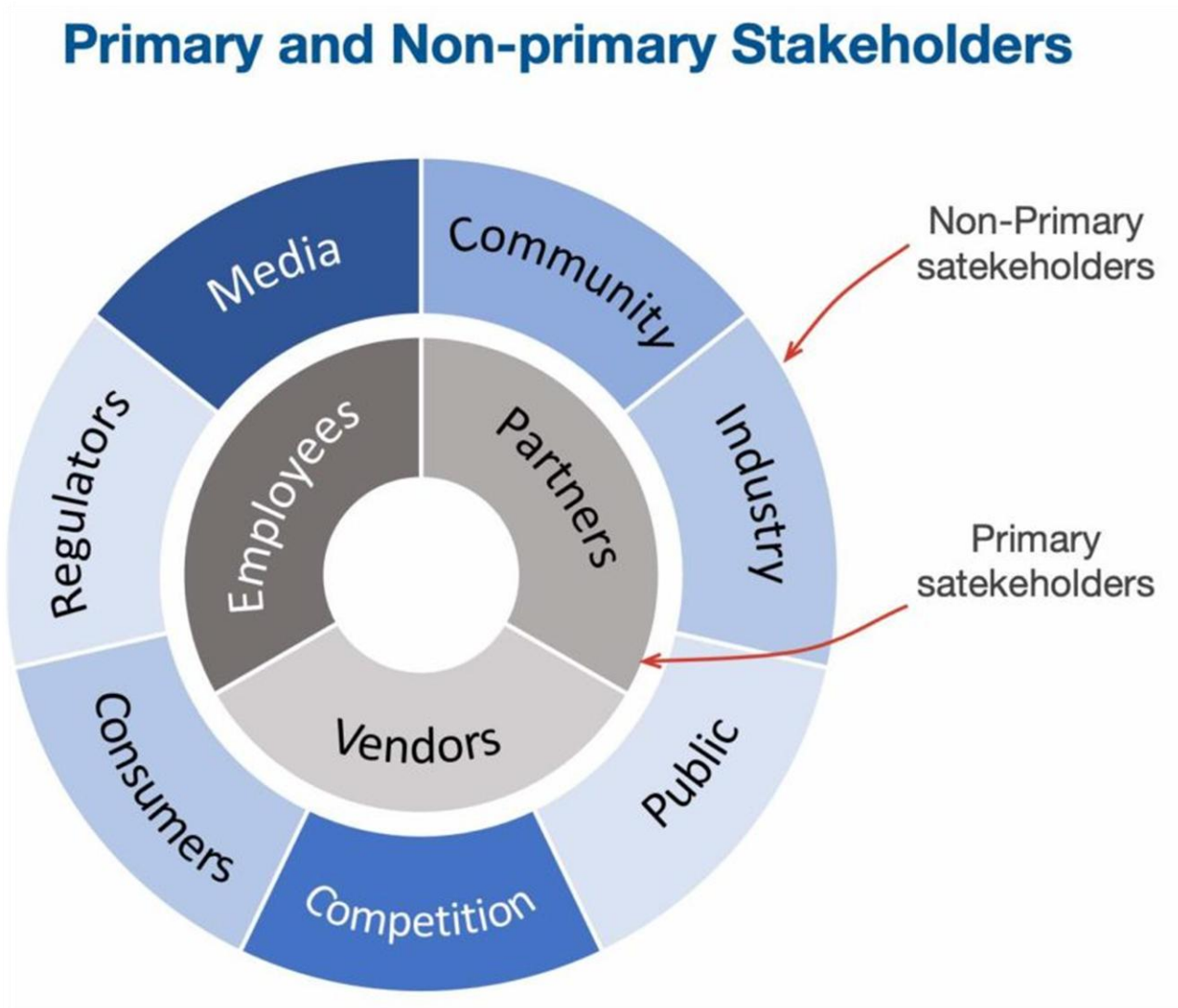
STOP & SIT:

Segments
 Target markets
 Objectives
 Positioning (OVP)
 &
 Sequence (Trust, Try, Buy...)
 Integration (CRM & D/Base)
 Targeting and segmentation

Situation analysis – External Environment



Situation analysis – External Environment



Objectives



- **Specific** - ensure your goals are simple and not open to interpretation
- **Measurable** - it is and can be measured
- **Achievable** - you can actually achieve your objective with the resource and budget you have
- **Relevant** - it is relevant within the wider marketing and business objectives
- **Time-bound Strategy** - it has a timeline by which you will have achieved it
- **Targeted**

Strategies



- **Segmentation, Targeting and Positioning**
- **Key campaign times** throughout the year
- What **content themes** are relevant to your audience
- What **types of content** do you have the resource and budget to create
- How **will you utilise paid and earned media** to drive your social presence

Tactics



- Created your **content calendar** and process around it
- Configured your **social listening tools**
- **Setup any appropriate paid media**

Actions



- The **roles and responsibilities** of those working on social media
- **Tools / software** in place to enable this (listening, publishing, collaborating and reporting)
- **Processes** of how things should be done need to mapped out and team members educated
- Any **agencies or external consultants** briefed on their role

Control



- **Keep an eye on the**
 - reach,
 - engagement,
 - acquisition,
 - conversion and activity on your social media platforms.
- **Produce regular reports as a checking in process of your KPIs against your objectives.**

Interreg
Greece-Bulgaria

SeeG

European Regional Development Fund



**Thank you very much for
your attention!**

Leonidas Hatzithomas, Hatzithomas@uom.edu.gr, Department
of Business Administration, University of Macedonia

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020"