

Module 6: Product Development

Lesson 3 - Social Media Marketing

OVERVIEW

In this lesson, students will explore how businesses leverage social media to reach and engage consumers.

OBJECTIVES

1. Explain why social media is important to a business or brand.
2. Describe the risks associated with social media from a business or brand perspective.
3. Describe how GIFs and memes can provide a business or brand with a valuable marketing tool.
4. Recognize why a business or brand would want to “join the conversation” on social media.

KEY TERMS

DAU (Daily Active Users)

MAU (Monthly Active Users)

Social Media Marketing

WAU (Weekly Active Users)

This Lesson Bundle Includes:

- Social Media Marketing - Lesson Outline
- Social Media Marketing - Presentation Slides
- Industry Application - Related Links
- Student Activity - Hashtag Marketing (“Holiday” Promotions Calendar)
- Student Activity - Social Media Campaigns

Lesson 3 - Social Media Marketing

SOCIAL MEDIA MARKETING

Social media is a group of online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, media, and otherwise interact online. Harnessing the power of social media and using it as a marketing tool has become a top priority for businesses and brands across the globe because it offers an effective means for connecting with and engaging consumers.

Social media continues to experience rapid growth, presenting near unlimited potential for marketers:

- Today, close to two-thirds of American adults are engaged via social media platforms, with nearly all reporting they utilize social media as a source for news.
- Globally, almost 5 billion people will use social media in 2023, up nearly 25% from the previous year and up from 1.1 billion just five years ago, and consumers in the United States have an average of more than 7 social media accounts.¹

Why is Social Media Important in Marketing

Statistics show the likelihood of a consumer making a purchase increases when the user has a social connection with a brand or its products (social activities such as sharing and recommendations drive sales, and fans of brands are 51 percent more likely to buy than non-fans).²

- Click [here](#) for an infographic that examines the relationship between social media and consumer spending habits.

Last year, almost 92% of marketers who work at U.S. companies with more than 100 employees were expected to use social media in some capacity for marketing, according to data from [Statista](#).

Social media serves a variety of purposes:

- **Social networking**
- **Photo sharing**
- **Video sharing**
- **News source**
- **Blogs**
- **Professional networking**

Benefits of social media marketing:

- **It can help drive sales**
- **Increases brand loyalty**
- **It can be cost effective**
- **Provides a wide reach**
- **Easily share creative content**
- **Allows brands to join the conversation**
- **It is measurable**
- **Increases engagement**
- **Helps brands to understand the consumer**

Social Media Marketing Can Help Drive Sales

Whether sharing discount codes, links to purchase, or information about current promotions, successful social media marketing campaigns can provide a significant increase in sales of products and services.

¹ <https://www.forbes.com/advisor/business/social-media-statistics/>

² http://www.mediabistro.com/alltwitter/social-research-revenue_b46843



Social Media Can Help Boost Brand Loyalty

When properly executed, a business or brand's social media marketing efforts can boost brand loyalty.

Social Media is Cost Effective

Social media is cost effective, particularly when compared to traditional broadcast media. Implementing and tracking marketing campaigns is more economical than other traditional channels like direct mail.

Social Media Has Wide Reach

One of the greatest benefits to social media for any marketing professional regardless of industry is that it allows an organization to reach a massive audience.

Social media platforms measure reach through various metrics, but one of the most popular performance indicators is monthly active users (MAU). Facebook, for example, defines a monthly active user as a "registered Facebook user who logged in and visited Facebook through our website or a mobile device, used our Messenger app (and is also a registered Facebook user) or took an action to share content or activity with his or her Facebook friends or connections via a third-party."

DAU (Daily Active Users) - DAU is used as an activity measurement tool for businesses where users are expected to interact on a daily basis (eg. email, calendar, games).

WAU (Weekly Active Users) - WAU is used as an activity measurement tool for businesses with weekly frequency (eg. forums and social communities, mobile apps, productivity & analytics tools).

MAU (Monthly Active Users) - MAU is used as an activity measurement tool for B2B apps where users are expected to interact a few times a month or less (eg. accounting & bookkeeping software).

Mainstream Social Media Platforms

Top 10 most popular social media platforms by most active monthly users (MAU):³

1. Facebook (Meta): 2.9 billion

- Facebook (Meta) is the world's largest social networking platform and remains [the most-used platform by marketers](#) worldwide.
- There are currently [10 million active advertisers](#) on Facebook (Meta).

2. YouTube: 2.5 billion

- Nearly one-third of all people on the internet use YouTube; and 90 percent of consumers say they discover new brands and products through YouTube.
- According to [Google](#), over 40% of global shoppers say they have purchased products they discovered on YouTube.

3. Whatsapp: 2 billion

- Unlike social media apps like Facebook and YouTube, Whatsapp is classified primarily as a communications app that provides a platform for messaging, chat, and/or calls.

4. Instagram: 2 billion

- Instagram dominates social streaming services in terms of engagement to the tune of [81% engagement](#) compared to Facebook (Meta) at 8%.
- [44% of users](#) shop for products on Instagram every week.

5. TikTok: 1 billion

- TikTok is the fastest-growing social media platform by far, available in over 150 countries, and TikTok users spend an average of nearly an hour per day on the platform, and the app has been downloaded more than 3 billion times.
- Hootsuite's [Social Trends Survey](#) found that 24% of marketers considered TikTok effective for reaching their business goals, compared to just 3% in the previous year— a 700% increase.

6. Snapchat: 557 million

- According to [HootSuite](#), 2 million snaps are sent every minute.

³ <https://www.searchenginejournal.com/social-media/biggest-social-media-sites/#close>



7. Pinterest: 444 million

- 75% of “pins” saved on Pinterest come from businesses.
- Shoppers on Pinterest have [85% larger shopping carts](#) than buyers on other platforms (and spend twice as much monthly).

8. Reddit: 430 million

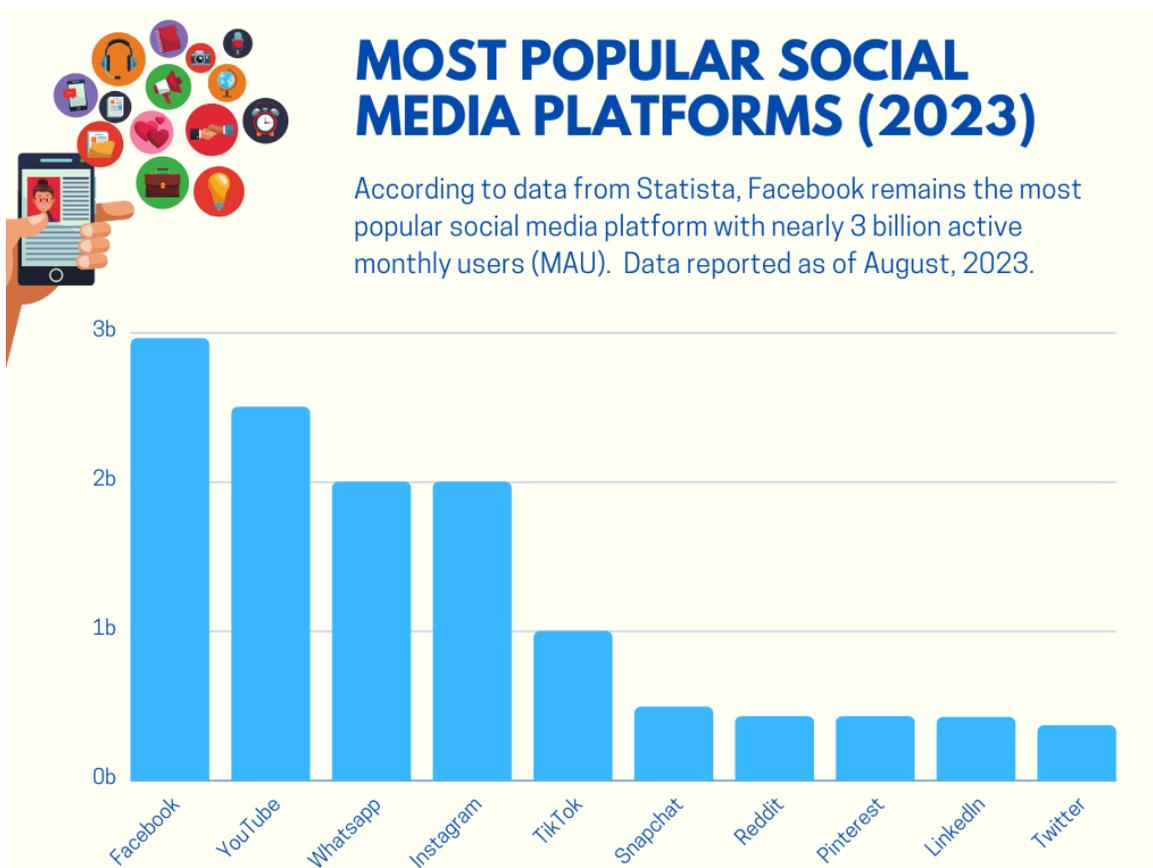
- Every day, more than 50 million people are on Reddit.

9. LinkedIn: 424 million

- An estimated 1 in 3 professionals in the world is on LinkedIn.
- LinkedIn has one of the highest-earning and most educated bases on social media — [51% college-educated](#) with half of the users earning more than \$75,000 annually.

10. Twitter: 368 million

- Twitter remains the most popular social media platform for news and current events, with [61.2%](#) of users saying Twitter is where they go to stay up to date.



Emerging Social Media Platforms

1. Instagram Threads: 100 million MAU

- Instagram Threads, developed as a direct competitor to Twitter, launched in July of 2023 and reached 100 million users in just a few days, significantly faster than any other social media platform.

2. Discord: 150 million MAU

- Discord is primarily a communications app which provides users with a platform to share voice, video, and chat messages.

3. Twitch: 140 million MAU

- Twitch was developed as an interactive livestreaming service designed to consume gaming, entertainment, sports, music, and more.



4. BeReal: 75 million MAU

- BeReal is a basic photo sharing app, most popular among teenage users.
- As of April 2023, it was the fastest-growing social media platform (until Instagram Threads came along).

5. Mastodon: 2.5 million MAU

- Mastodon, considered by some as an alternative to Twitter, is a microblogging platform that allows users to discuss specific topics, companies, and interests.

Social Media = Fun & Creative Content

Digital marketing affords brands the opportunity to be more creative than ever with their promotional efforts. Content marketing is important, but businesses and brands must share content that engages consumers and establishes meaningful relationships that last. Social media allows businesses and brands to have fun with their marketing, which often results in likes, shares, and other forms of engagement.

Social media content marketing strategies include:

- GIFs
- Memes
- Interactive graphics
- Video loops
- Emojis
- Branded emoticons
- Hashtags
- “Hashflags”

These social media tools add a “pop” to a post, providing opportunities for a business or brand to inject humor into a campaign or other marketing message. Emojis, emoticons, and hashflags can help connect with consumer emotions. GIFs and video loops can make an ordinary, bland product photo much more interesting, attracting the attention of the consumer and increasing the odds of a “like”, or a “share.” Businesses can also communicate specific information to consumers, like a product demonstration.

Social Media Lets Brands Join the Conversation

Whether political, cause-related, trending topics, or holidays, social media offers a platform for businesses and brands to join the conversation. Why is this important? Today’s consumers will support purpose-driven companies. According to a #BrandsGetReal survey from [Sprout Social](#), two-thirds (66%) of consumers want brands to take a stand on social and political issues.

According to a “Strength of Purpose” study of 8,000 global consumers and 75 businesses and brands, conducted by the [Zeno Group](#), a direct link exists between the strength of a company’s purpose and a consumer’s likelihood to act favorably toward the company.

Consider the following findings:

- 4x more likely to purchase from the brand;
- 6x more likely to protect that brand in a challenging moment;
- 4.5x more likely to recommend (champion) the brand to friends and family;
- 4x more likely to trust the brand.



76%

Research indicates consumers want brands to use social to help people connect with one another. When consumers feel connected to brands, 76% will buy from them over a competitor.

Source: Sprout Social



However, this strategy is often much easier said than done. Businesses and brands must put careful thought into their approach to joining the conversation, and post in a way that feels authentic, genuine, and transparent. If they don't, they run the risk of upsetting consumers, potentially turning them off to the business or brand. According to Sprout Social's #BrandsGetReal [survey](#), 53% of consumers believe brands only take a stand for PR and marketing purposes, and 35% perceive brands speaking out as "jumping on the bandwagon."

For example, Burger King has missed the mark on more than one occasion when trying to join the conversation on social media:

- Last year, Burger King UK (United Kingdom) wanted to join the conversation surrounding gender inequality on International Women's Day to draw attention to gender disparity in careers in the restaurant industry.
 - The original message posted on Twitter said "Women belong in the kitchen."
 - Despite stating "We're on a mission to change the gender ratio in the restaurant industry by empowering female employees with the opportunity to pursue a culinary career" and other supportive messages in follow-up posts, the brand was immediately under fire for its misguided strategy, ultimately issuing an [apology](#) in a Tweet that read, "We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships."
- In yet another marketing swing and a miss just a few months later, [Burger King](#) Austria attempted to join the conversation surrounding Pride Month with a tweet introducing the 'Pride Whopper', a Pride Month-celebration version of the chain's iconic sandwich.
 - Unfortunately for the brand, the message was met with confusion and scorn, and the agency behind the 'Pride Whopper' campaign quickly issued an apology after the backlash, [saying](#) "That's on us. The intended message of the Pride Whopper was to spread equal love and equal rights. Our strongest concern is if we offended members of the LGBTQ Community with this campaign. If this is the case, we truly apologize. We've learned our lessons and will include experts on communicating with the LGBTQ community for future work as promoting equal love and equal rights will still be a priority for us."



ACTIVITIES

Activity #1 - After reviewing the examples of social media "holidays" from the "Hashtags" presentation in class, find two examples for each month of a brand that might benefit from a promotion or social media post promoting a cause.

Activity #2 - Using the worksheet provided by your teacher, create a social media marketing calendar for a brand or a cause.

Social Media is Measurable

Social media encourages consumer interaction and engagement levels previously unavailable to brands and in a medium that allows for businesses to measure results.

These measurables are often tied to a campaign's key performance indicators (KPIs):

- Total sales
- Impressions
- Engagements
- Lead generation
- Conversion rates
- Improved brand health metrics



Measurement example (source: [Search Engine Journal](#))

- Spotify's "Wrapped" campaign
 - To cap the year in 2019, Spotify launched a social media campaign where the streaming audio service highlighted the most popular artists, songs, genres, and other interesting information, including showing how music consumers listened to coincided with significant life events of the year, and encouraging users to share those highlights on social media
 - The campaign was mentioned in at least 1.2 million posts in the month the campaign launched on Twitter
 - More than 60 million users engaged with the in-app story experience
 - "Wrapped" playlists were streamed nearly 3 billion times
- World Wildlife Fund (WWF) "Endangered Emoji" campaign
 - To raise awareness and donations for endangered species, WWF launched an emoji-themed social media campaign, encouraging users to make a ten cent donation every time a retweet of an animal emoji was shared by the organization on Twitter
 - Launched on Endangered Species Day (May 19), the campaign featured the hashtag #EndangeredEmoji
 - The launch tweet resulted in 36,000 retweets, 11,000 likes, and 38,000 responses
 - More than 1 million tweets used the #EndangeredEmoji hashtag
 - WWF gained over 200,000 new followers and over 59,000 donations within the first two months of the campaign

Social Media Increases Consumer Engagement

Consumer engagement is a critical component of any successful social media marketing campaign. Social media can help brands to increase levels of engagement. Hashtag campaigns leverage user-generated content (UGC) to thrive, adding additional value to social as a marketing tool. In addition, an effective social media marketing strategy can also influence levels of brand loyalty.

Lay's, the potato chip brand, created one of the most successful social media marketing campaigns with its "Do Us a Flavor" challenge, encouraging consumers to create new flavors for the chance to win \$1 million. To participate, contestants were asked to submit an idea for a new flavor with a photo, name, ingredients, and caption explaining why the new flavor would be a success. The only way to submit an idea was through the brand's social platforms, including Twitter, Facebook, and Instagram using the hashtag #DoUsAFlavor, along with the brand's website and a "text-to-enter" SMS option.

Campaign results (source: [NBC News](#))

- The campaign generated close to 4 million flavor ideas through a Facebook app and SMS, which was narrowed down to three finalists (chosen by a panel of professional chefs, celebrity foodies, and "flavor experts"), including Cheesy Garlic Bread, Chicken & Waffles and Sriracha.
- The company decided to release all three flavors but crowned Cheesy Garlic Bread the winner after more than 1 million consumers voted via Facebook, Twitter, or text.
- Overall, the campaign led to Frito-Lay's Facebook fan base tripling in size and increased U.S. sales by 12%.
- The campaign was such a success that the brand continued to run the #DoUsAFlavor competition for five more years

The image shows two social media posts from Lay's. The left post is a Facebook post from Jan 10, 2017, announcing the "Do Us a Flavor" challenge with a \$1 million prize. The right post is a Twitter tweet from @LAYS dated 10/10/17, announcing "Crispy Taco" as the winner of the challenge.



Social Media Helps Brands Understand the Consumer

Social media can help companies learn more about their customers, essentially providing businesses and brands with an endless supply of market research data. An effective social media strategy can help them to discover information about consumer likes and dislikes, shopping habits, brand preferences, and much more. This information can also help to guide decisions about future marketing campaigns as businesses and brands gain a better understanding of what strategies have been effective and which strategies have not yielded the desired results.

Examples of data collected via social media:

- Demographic consumer data
- Identification of most popular social platforms
- Geographic consumer data
- Hashtags resonating with target audience
- Time of the day an audience is most active on social
- Type of post (video vs. images etc.) preferred by an audience
- Determination of the type of content that maximizes engagement

Social Media Platform Demographics

According to [Pew Research Center](#), an estimated 82% of consumers in the U.S. between the ages of 18 and 49 use at least one social media platform. It is up to marketing professionals to determine which of those platforms gives a business or brand the best opportunity to reach the appropriate target audience. Understanding which platforms are used by which consumer groups is critical to the overall success of any marketing campaign.



DISCUSSION

Think about yourself as a consumer. What demographic might you represent and which businesses and brands might be building marketing strategies around connecting with you? What social media platforms do you use most often? Have you seen advertising on that platform? What product or service was being advertised?

Facebook (Meta)

With 2.9 billion users, Facebook (Meta) is still the largest social networking network. Because of the high volume of users, the platform offers brands flexibility in how they engage with consumers.

According to [The Drum](#), Facebook ads are still one of the most powerful tools for businesses, with Facebook currently standing as the third most-visited website in the world, second only to Google and YouTube.

Facebook (Meta) user demographics:

- [41%](#) of all Facebook (Meta) users are ages 45 and older, representing the largest age group on the platform
- 57% of Facebook (Meta) users identify as male, 43% identify as female, according to [Statista](#)
- [89%](#) of college graduates in the U.S. use Facebook (Meta)
- 70% of Americans making less than \$30,000 per year use Facebook (Meta), the same percentage of those who earn more than \$75,000, according to [Pew Research](#)

Twitter

Twitter is a popular platform in marketing because it allows a business to control the dialogue without any filter, creating a direct line of communication between the brand and consumers. Every major brand is on Twitter, providing a platform for them to communicate with fans and grow their own individual brands.

Twitter user demographics:

- [59%](#) of global Twitter users are aged 25-49, representing the largest age group on the platform
- 56% of Twitter users identify as male, 44% identify as female, according to [HootSuite](#)
- [26%](#) of college graduates in the U.S. use Twitter
- 12% of Americans making less than \$30,000 per year use Twitter, and 34% earn more than \$75,000, according to [Pew Research](#)



YouTube

Not only is YouTube the most popular video platform on the planet, videos themselves are highly shareable. Video can easily be shared, with an extremely wide reach, in a way that does not necessarily require a massive marketing budget. However, with [more than 30,000 hours](#) of video uploaded to the platform every hour of every day on average, creating compelling content to be shared on YouTube is critical for brands to find success with their marketing.

YouTube user demographics:

- [77%](#) of Internet users in the U.S. aged 15-25 use YouTube
- 54% of YouTube users identify as male, 46% identify as female, according to [HootSuite](#)
- [89%](#) of YouTube users have a college degree
- 75% of Americans making less than \$30,000 per year use YouTube, and 90% earn more than \$75,000, according to [Pew Research](#)

LinkedIn

Most business and marketing professionals utilize LinkedIn, not only as a networking and recruiting tool, but also as a means for exchanging ideas and information and tracking current industry trends.

LinkedIn user demographics:

- [58%](#) of global LinkedIn users are aged 25-34, representing the largest age group on the platform
- 52% of LinkedIn users identify as male, 48% identify as female, according to [Statista](#)
- [51%](#) of LinkedIn users have a college degree
- Half of LinkedIn's users (50%) make more than \$75,000 per year use LinkedIn, according to [Pew Research](#)

Instagram

Instagram has struggled to maintain its growth rate as many consumers, particularly Gen Z, migrate to TikTok. In 2022, the popular social platform was publicly [criticized](#) by Kylie Jenner and Kim Kardashian after it adjusted and tweaked the platform's functionality to better compete with TikTok. However, new features that promote shopability (like Drops) are positioning the platform's transformation to a future as an e-commerce platform, which could be a sweet spot for advertisers as the platform remains the fourth most-used social media platform in the world.

Instagram user demographics:

- [62.2%](#) of all Instagram users are aged 18-34
- 49% of Instagram users are female according to data from [Statista](#)
- [49%](#) of U.S. Instagram users have a college degree
- 45% of Instagram users earn between \$50,00-\$74,999, according to [Pew Research](#)

Snapchat

Snapchat, with its augmented reality feature, provides businesses and brands with unique and creative content. A/R features (Snapchat lens) also help to boost levels of engagement. Snapchat is also the most popular social media platform among Gen Z consumers, according to [data](#), and 92% of Gen Z users [say](#) they want to use AR for shopping.

Snapchat user demographics:

- 82% of Snapchat users are under the age of 35, according to data from [Hootsuite](#)
- 54% of Snapchatters identify as female according to data from [Statista](#)
- [23%](#) of U.S. Snapchat users have a college degree
- At 29%, the percentage of Americans making between \$50,00-\$74,999 represents the largest consumer income group among Snapchat users, according to [Pew Research](#)





DISCUSSION

As referenced earlier, Snapchat is statistically the most popular social media platform in the world among Gen Z consumers. As a Gen Z consumer, do you agree? By a quick show of hands in class, how many think Snapchat is the most popular social platform among teenagers? Why might that information be important to marketers?

TikTok

167 million TikToks are watched every minute of the day across the globe, according to [Statista](#). As TikTok continues to explode in popularity, businesses and brands all over the world are searching for ways to connect with consumers on the platform.

TikTok user demographics:

- 25% of TikTok users are aged 10 to 19 and 22% are aged 20 to 29, according to data from [Statista](#). Just 4% of Americans over the age of 65 [use](#) the platform while 70% of U.S. teens use TikTok at least once a month.
- 57% of TikTok users around the world identify as female according to data from [Hootsuite](#)
- [19%](#) of U.S. TikTok users have a college degree
- At 29%, the percentage of Americans making between \$30,000-\$49,999 represents the largest consumer income group among TikTok users, according to [Pew Research](#)



ACTIVITY

Apply what you have learned in this lesson by developing a social media marketing campaign for a popular consumer goods brand.

For this activity, your teacher will divide the class into groups or pairs, and each team will draw a card from two separate decks. One deck will feature a consumer goods product, the other will offer specifying a specific social media platform to be used in the campaign. Use the worksheet provided by your teacher to create and describe a post (or posts) on social media. Be sure to consider the demographic data provided in this lesson as you build your social media strategy.

Comprehensive Social Media Campaigns

To maximize the impact of a marketing campaign, it is important for businesses and brands to create access points for consumers across multiple social media platforms.

Examples:

IHG Hotel & Resorts

- To help promote its revamped loyalty program, IHG Hotel & Resorts (which includes brands like Crowne Plaza, Holiday Inn, and Staybridge Suites) [launched](#) a multi-million dollar “Guest How You Guest” campaign on social media in addition to TV, print, and OOH channels.
 - The campaign included components on Facebook, Instagram, Twitter, Pinterest, and TikTok.

Ritz

- To help boost the brand beyond the winter holiday season with which it is heavily associated, Ritz [launched](#) a “One Thing We Can All Agree On” social media campaign last year
 - To maximize reach, the campaign ran across Facebook, Instagram, and Twitter.





KEY TAKEAWAY

One of the most effective ways to connect with consumers is through social media. Businesses and brands recognize the opportunity and create marketing strategies accordingly. A successful social media marketing strategy provides a business or brand with a wide variety of benefits, including driving sales, boosting loyalty, increasing engagement, measuring campaign results, and more.



INDUSTRY APPLICATION

Connect your classroom with industry examples by reviewing the following news stories relating to concepts covered in this lesson:

BeReal Campaign - [Chipotle gets candid with the anti-filter social media app BeReal](#)

Comprehensive Campaign - [Auntie Anne's Celebrates National Auntie Day by Serving Up Free Pretzels and Giving Away \\$30,000 of Cold Hard Cash Powered by Cash App](#)

“Holiday” Marketing Campaign - [Pepsi Introduces Cola-Infused Pizza ahead of National Pizza Party Day \(#BetterWithPepsi Campaign\)](#)

TikTok - [TikTok's fascination with the 'berries and cream' Starburst commercial has brought back the original 'Little Lad'](#)

TikTok - [How Amazon's TikTok Game Show Revolutionized Marketing for Prime Day](#)

TikTok (and memes) - [From Facebook moms to TikTok teens, how Minions became cool again](#)

TikTok - [How TikTok is changing the music industry](#)

TikTok - [How Samsung is using the language of TikTok to sell its flip phones](#)

Instagram Campaign Success Story - [Dezi Sunglasses](#)

Instagram Campaign - [Fisher-Price Opens A Virtual Museum On Instagram To Celebrate 90 Years Of Its Toys](#)

Instagram Campaign - [Lunchables asks fans to post their own "Lunchabuild" creations on Instagram](#)

Instagram Campaign - [Why one sunglasses brand has several Instagram accounts](#)

Instagram & Twitter Campaign - [Pepsi has a new Peeps soda but it's only available through a contest on Twitter and Instagram](#)

Social Media Campaign - [McDonald's celebrates 40 years of McNuggets with #McNuggetWorthy challenge](#)

Snapchat Campaign - [You Can Now Scan the Ralph Lauren Logo With Snapchat to Unlock a Bunch of Augmented Reality Features](#)

Snapchat Campaign - [Chipotle introduces wellness-inspired AR Snapchat lens on 'Quitter's Day'](#)

Snapchat Campaign - [Peeps X Pepsi is Back: Brands Launch Virtual Easter Egg Hunt on Snapchat](#)

Snapchat Campaign - [Walmart, Hollister open AR holiday stores in Snapchat](#)

Twitter Campaigns - [9 standout agency Twitter Ads campaigns to inspire](#)

YouTube Campaign - [United Airlines Uses YouTube's 'Skip Ad' Button to Help Travelers Skip Airport Customer Service Lines](#)



KEY TERMS DEFINED:

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MAU (Monthly Active Users): Typically used as an activity measurement tool for B2B apps where users are expected to interact a few times a month or less (eg. accounting & bookkeeping software).

Social media marketing: The online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, media, and otherwise interact online.

WAU (Weekly Active Users): Typically used as an activity measurement tool for businesses with weekly frequency (eg. forums and social communities, mobile apps, productivity & analytics tools).

