

# Introduction To Social Media Campaigns

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Social media is the latest industry hot topic – and with good reason. Of all interactive applications, connecting people to each other (and the news and the brands that shape their lives) seems to be the most powerful. Consumers are no longer satisfied with only consuming media and advertising; they now want to be a part of it. Marketers no longer have strict control over their marketing channels, but those that are willing to experiment and listen to their consumers are set to reap big rewards.

Peter Mayer is experienced in building social media campaigns that connect clients' brands and consumers in ways that provide meaningful and measurable results. The case studies presented at the end of this document illustrate the success we've had working with social media. You'll also find tips and guidelines to navigate this new medium.

## Quick Facts

Social media has overtaken email as the most popular online consumer activity, according to a recent Nielsen study.

While Facebook reaches over 113 million unique U.S. users a month, it can also be used to target locally. For example, last month Facebook reached 116,000 adults 25+ in New Orleans; these New Orleanians spent about 2.5 hours on average on the site. (Sources: Compete.com, Facebook.com)

Twitter's growth has skyrocketed in the last year, fueled by constant mentions in the mainstream media. In the last year Twitter's traffic has grown from 1.5 million unique users per month to 19.7 million. (Source: Compete.com)

Monthly Normalized Metrics – May 2009			
	Unique Visitors	Monthly Change	Yearly Change
<b>facebook</b>	113,014,638	+8.54%	+253.74%
<b>twitter</b>	19,728,619	+1.47%	+1,043.04%

## Growth and Origins

While social media seems to be a new trend it actually has been developing consistently over the last decade. For years, user generated content (UGC) has fueled the growth of some of the top sites on the web. For example, users of Wikipedia, Ask, YouTube, Ebay, MySpace and Facebook generate most of the sites' content. Other top sites such as Yahoo, AOL and Google derive a high percentage of their traffic from social media features like email, instant messaging or various forums/newsgroups.

Even traditional media players such as *The Wall Street Journal* have taken note and added social media functionality (such as comments, ratings, "email to a friend") to their content. Take a look at some of your favorite websites and you'll see the ways they have incorporated social media functions into their content.

## Where to Start

Choose a social media platform that is right for you. To select the right social media platform, you must examine each platform's usage levels, target audiences and functionality and determine which platform can adapt to your online marketing message. For example, Twitter might be ideal to reach media-savvy tech experts with links about latest product releases; however, Facebook might be a better option to reach stay-at-home moms interested in cooking tips.

**Test multiple platforms** – You will want to experiment with several platforms to see which ones resonate more with your consumers and which tools provide the most positive results. Two years ago MySpace was the social media leader; it was supplanted by the new leader, Facebook, which has now doubled MySpace's reach.

**Do your research** – In addition to exploring the resources listed below, search online for how your competitors are using

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these tools. Which platforms are they using? Are they using social media to simply distribute content or are they engaging consumers in a meaningful fashion?

**Network** – Now more than ever, you have valuable opportunities for discussion about online marketing and social media, both online and in the real world. Below are some resources you can use to keep up to date on social media news and local organizations that can help you network within this emerging industry.

### Social Media Resources

- Mashable.com
- Facebook.com/dellsocialmedia (Dell's Social Media for Small Businesses)
- TechCrunch.com
- Pbs.org/mediashift



### Local Groups

- Net2no.com (NetSquared New Orleans)
- Smcno.blogspot.com (Social Media Club New Orleans)

**Find your brand's voice online** – How will your brand personality translate online? Will you simply provide information? Will you be a helpful guide on financial matters? Will you offer vacation tips or suggestions? Will you allow consumers to shape the content that is created via contests, recipe submissions or brand recommendations? Finding the right voice is crucial for credibility and relevancy in the online space.

**Offer various levels of brand interaction** – Not all consumers are created equal. You should offer various levels of interaction so consumers can choose how they want to experience the brand. For example, a die-hard brand advocate may be willing to create a video or write an essay on his favorite brand, but a less motivated customer may be satisfied with participating

via online polls and ratings or by leaving a comment. Each level of interaction should be encouraged.

**Listen to your customers and learn from your mistakes** – You will quickly get a sense of which message resonates most with your consumers. Some promotions will fall flat, while others will surprise you with their success. Take those results into consideration when planning future endeavors. Also take the time to listen and respond to comments, suggestions and informal polls that can supply you with actionable data and insight.

## How to Measure Success

Proving effectiveness is currently the biggest challenge in social media. For now, marketers are content to experiment with social media because of its potential to turn consumers into brand advocates and capitalize on word-of-mouth marketing. Tools are being developed that will help marketers measure impact to their bottom line. In the meantime, here are some performance indicators you can look for to measure success.

- Number of Fans, Followers or Visitors
- Number of Interactions (contest entries, video uploads, polls taken, invites sent, "forward to a friend," etc.)
- Interaction Rate (percentage of people who interact via polls, comments, suggestions, etc.)
- Time Spent Interacting with social media tools
- Number of Inbound Links from social media space
- Installations of Widgets and other applications

**Tip:** Try offering online only offers that drive traffic to physical locations. This will give you a better sense of the responsiveness of your social media and allow you to test offers and promotions. Tactics like online couponing can also be used to improve performance to your bottom line.

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### Client Campaigns

Peter Mayer has been very active in planning, placing and monitoring social media campaigns. Below are some examples of how social media tactics were used for two of our clients.



THE NATIONAL  
WWII MUSEUM

[www.nationalww2museum.org](http://www.nationalww2museum.org)

[www.twitter.com/WWIIToday](https://www.twitter.com/WWIIToday)

**Goals:** To position the National World War II Museum as a resource for news and information to a younger audience and to begin to promote events surrounding the November 6 opening of the Victory Theater expansion. The museum's current consumer is Adults 65+ and we are targeting Adults 18+.

**Platforms Used:** Twitter & Blogs

**Tactics Used:** Frequent Tweets and Blog entries posted making World War II relevant to today's consumers. Topics included: D-Day Anniversary, victory gardens, home canning, etc. Links were used to drive traffic to features and events on the National World War II Museum site. Followers were allowed to continue the discussion by posting comments or links to relevant stories.

**Results:** The Twitter account has generated more than 5,500 followers. Frequently, news stories were "retweeted," becoming accessible to a wider range of readers. A substantial amount of traffic was generated to the National World War II Museum site when news or information was posted about events at the Museum.

**Blogs:** [hollywoodatwar.blogspot.com](http://hollywoodatwar.blogspot.com),  
[wwiimemories.blogspot.com](http://wwiimemories.blogspot.com), [ww2tips.blogspot.com](http://ww2tips.blogspot.com),  
[worldwarweapons.blogspot.com](http://worldwarweapons.blogspot.com)



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

[www.facebook.com/home.php?ref=home#/pages/Zurich-Classic-of-New-Orleans/62873327273](https://www.facebook.com/home.php?ref=home#/pages/Zurich-Classic-of-New-Orleans/62873327273)

[www.facebook.com/note.php?note\\_id=93789941561&ref=mf](https://www.facebook.com/note.php?note_id=93789941561&ref=mf)

**Goal:** Position the Zurich Classic as a family-friendly entertainment option with food, music and golf.

**Platforms Used:** Primarily Facebook with video on YouTube and images on Flickr

**Tactics Used:** Frequent updates on all the entertainment options available at the Classic. Polls and contest used to incentivize user interaction and generate consumer insight. Distribution of the latest news, player commitments, weather reports and packages available for sale. Facebook ads to promote the Classic.

**Results:** Within five weeks, the Zurich Classic Facebook page received an overwhelming response, most of them targeted to New Orleans and surrounding DMAs. Additionally, a number of contest entries were generated. Facebook delivered more

#### facebook Demographics of Zurich Classic Fans of New Orleans

		Male	Female			Male	Female
		<b>55%</b>	<b>45%</b>				
		13-17	0%	1%	1%		
		18-24	6%	4%	9%		
		25-34	27%	20%	47%		
		35-44	15%	14%	29%		
		45-54	5%	5%	10%		
		55+	2%	1%	3%		

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site visits to ZurichGolfClassic.com than other sites that had substantial advertising commitments. Millions of impressions were generated via Facebook ads and marketed through the social connections made on Facebook.

### How Peter Mayer Can Help

Peter Mayer can you bring your brand to life through a variety of social media campaigns. First, we will help you determine which types of platforms make the most sense for you, your products and your target audience. Our Online Media team can help structure your social media campaigns and recommend methods for reaching individuals on each platform.

Our Account Service and Interactive teams will set the tone and visual style for your social media tools and recommend meaningful functionality. The Public Relations department can help build a communication strategy focused on keeping your brand relevant and useful to consumers. But most important, we can partner with you to navigate the ever-changing social media landscape and help build networks that connect to your consumers in the future.

To discuss building a social media campaign for your company, contact **Butler Burdine at 504.210.1270** or [burdineb@peteramayer.com](mailto:burdineb@peteramayer.com) today.