What's New in Social Media?

anicca
data driven digital marketing

Introduction

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Ask us questions on Twitter:
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During the workshop…

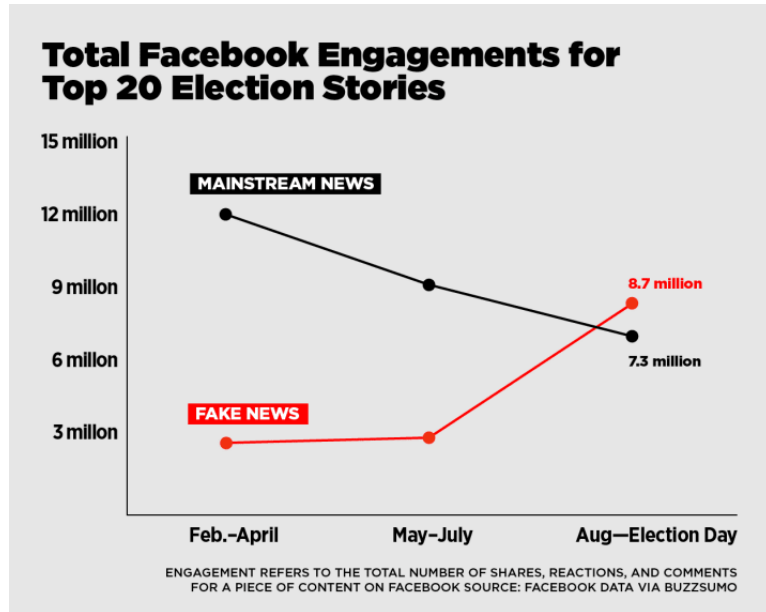We'll discuss what's new in Social Media Marketing including:

- New platform features launched on Facebook, Instagram, LinkedIn and Twitter,

- Upcoming trends and products

- Future gazing

- Ecommerce Strategies on social

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What's happened so far in social…

2016 - 2017: What Happened In Social Media

Total Facebook Engagements for Top 20 Election Stories

15 million

MAINSTREAM NEWS

12 million

9 million

8.7 million

6 million

7.3 million

FAKE NEWS

3 million

Feb.–April   May–July   Aug—Election Day

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

The year of fake news
Facebook got slammed for serving as a vessel for fake election news.

The year Facebook messed up
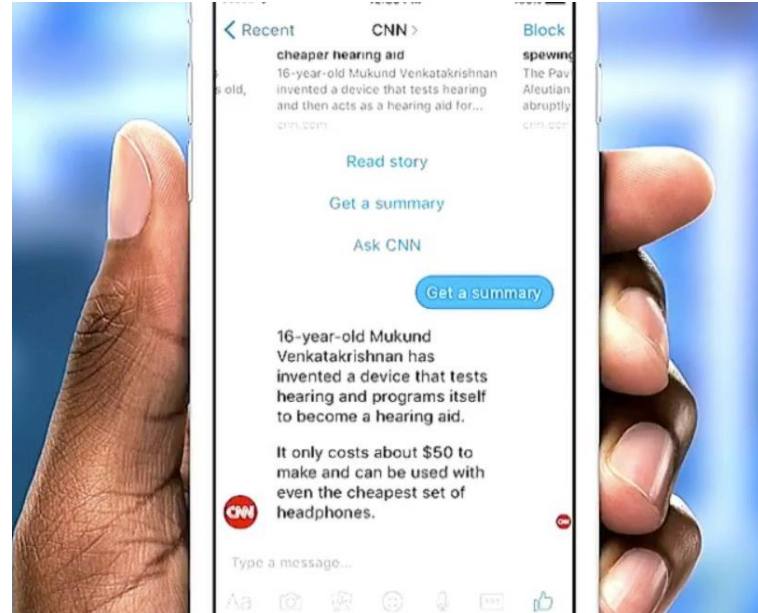Facebook struggled with the maths of several measurements.

The year of live video
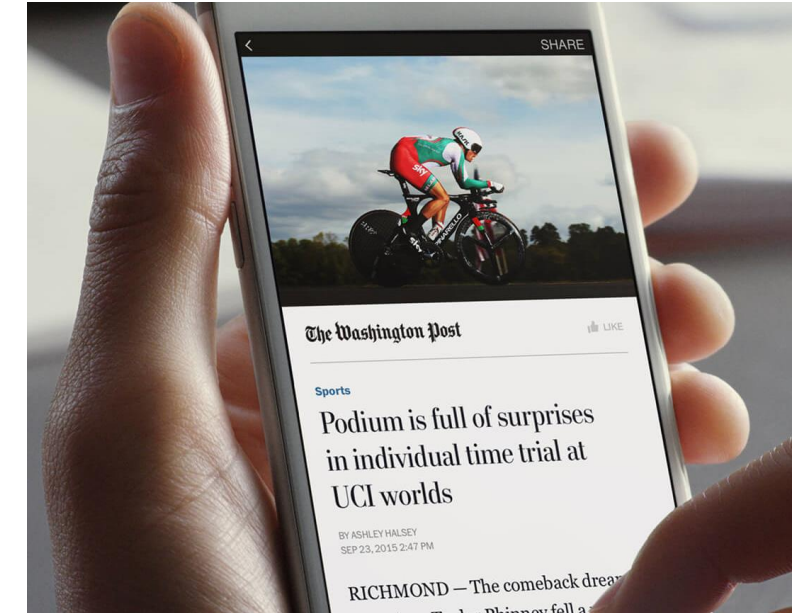Live video may have launched in 2015 but last year it got serious.

2016 - 2017: What Happened In Social Media

The year Instagram Stories arrived
Instagram copy Snapchat's Story
making its rival less unique.

The year the chat bots invaded
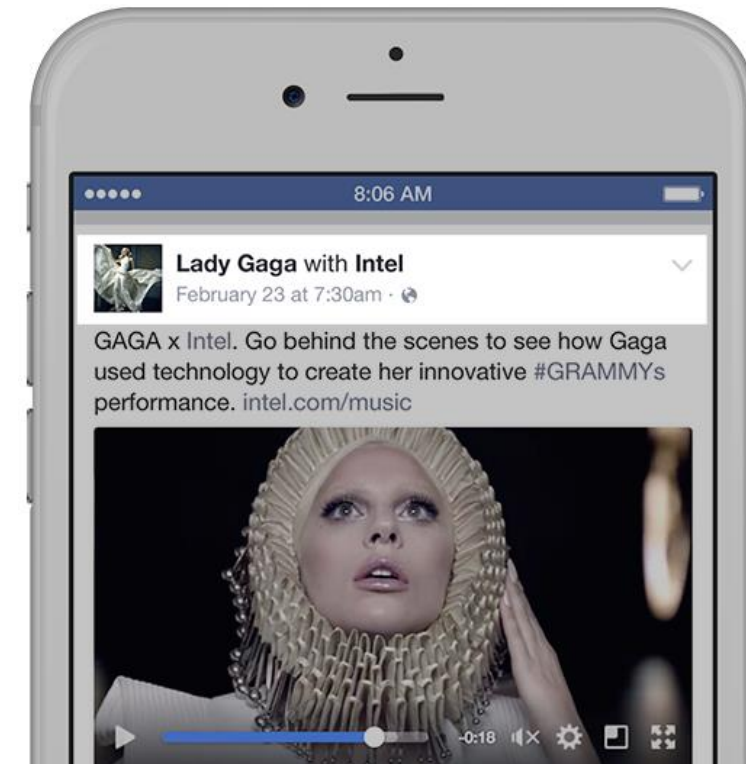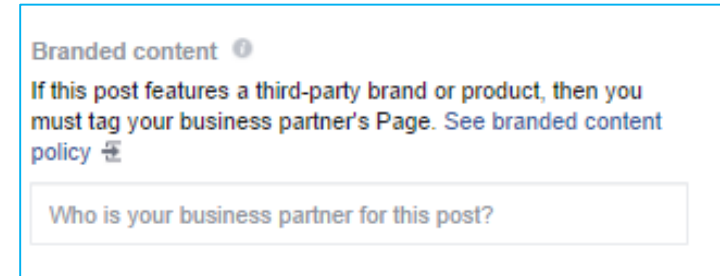Facebook's Messenger Platform
allows businesses to build bots.

The year instant articles opened up
Facebook announces Instant Articles
will be available to all publishers.

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Facebook

Branded Content

- Branded Content is a new tool by Facebook that will enable publishers and influencers to tag a business in a branded content post

- The marketer can access high-level post insights, including engagement and reach metrics, along with total spend and CPM on the tagged post

- Marketers also have the option of sharing and boosting the post to drive additional value

- The new tool will provides transparency and understanding of how their marketing initiatives are performing across Facebook

- Brands can now leverage branded content creative for ads and actively engage in sponsorships to ensure their campaigns are useful, interesting and entertaining to their target audiences

Branded content ⓘ
If this post features a third-party brand or product, then you must tag your business partner's Page. See branded content policy ⊞

Who is your business partner for this post?

8:06 AM

Lady Gaga with Intel
February 23 at 7:30am · ⊕

GAGA x Intel. Go behind the scenes to see how Gaga used technology to create her innovative #GRAMMYs performance. intel.com/music

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Video Updates

- Native Facebook video format rules
  - 96.9% of all videos published were native
- Video length on the way up, but time watched is down
  - Video length has increased by 315% since 2015
  - The average time watched has decreased by 44%
- Improved vertical video
- Watch and scroll on desktop and watch outside of app
- In stream advertising
- 360 and VR options
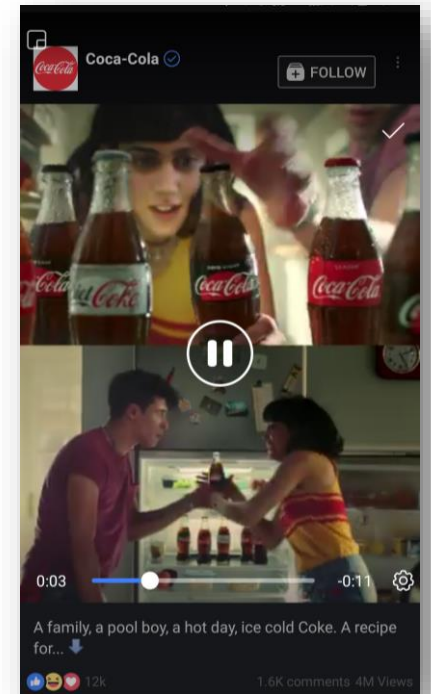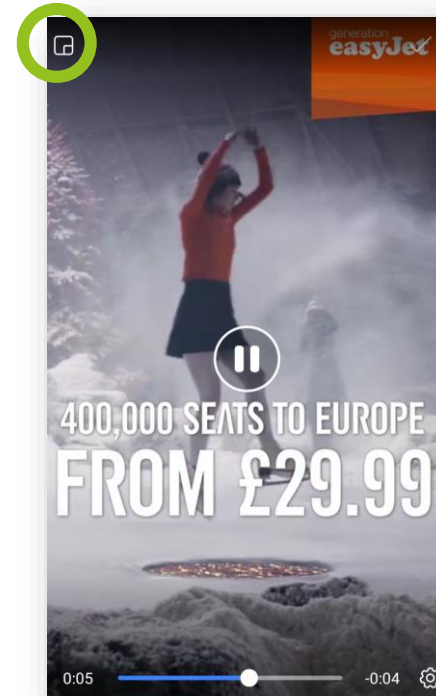
Evolution of Facebook Live

- 360 Live Video & Audio
- Live Contributor (assign other pages to go live on your behalf) – perfect for influencer & partnerships
- Video Permalinks – URLs for live videos
- Desktop, mobile and professional camera streaming
- Chat with friends via direct message within a live-stream as well as public comments
- Pin live comments to highlight content
- Introduce additional users to the live stream, previously only available to public figures
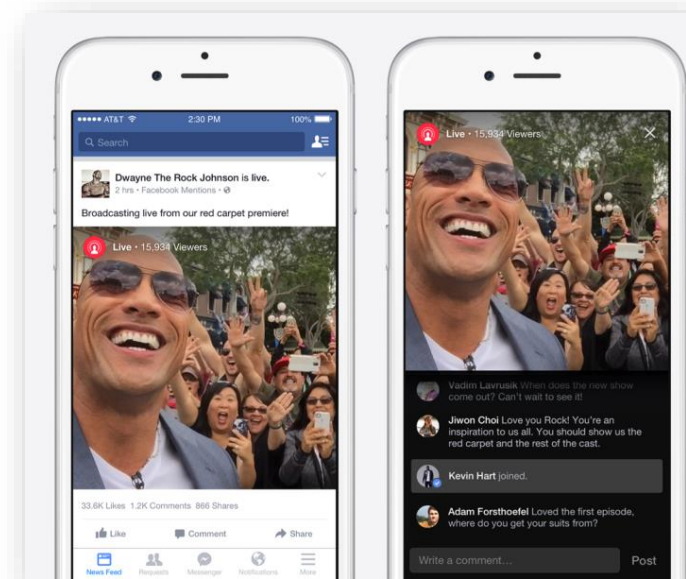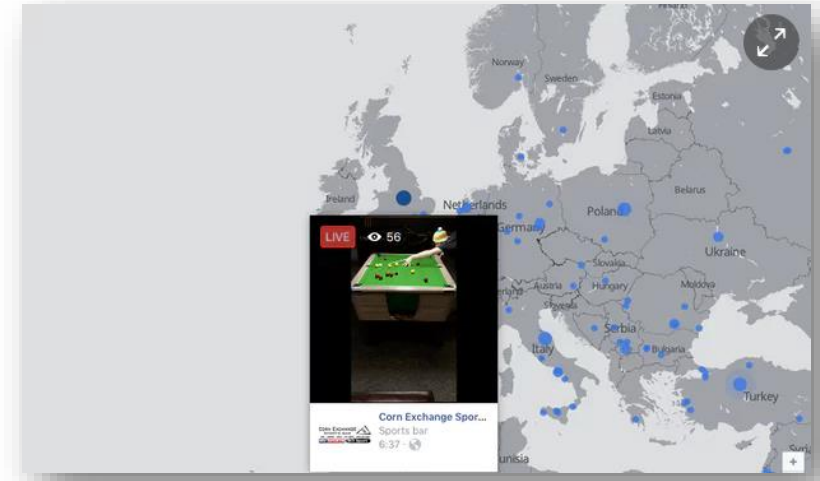
Video Cover Image

- Video cover images have now been rolled out to business pages

Instagram

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Polls Within Instagram Stories

- Polls can be added to your brand's stories as a sticker to crowdsource opinion and encourage interaction with stories
- Instagram Stories lets you write your own question and defaults the answers to Yes and No
    - Although answers can be edited to whatever you want
- Followers will see results as soon as they answer

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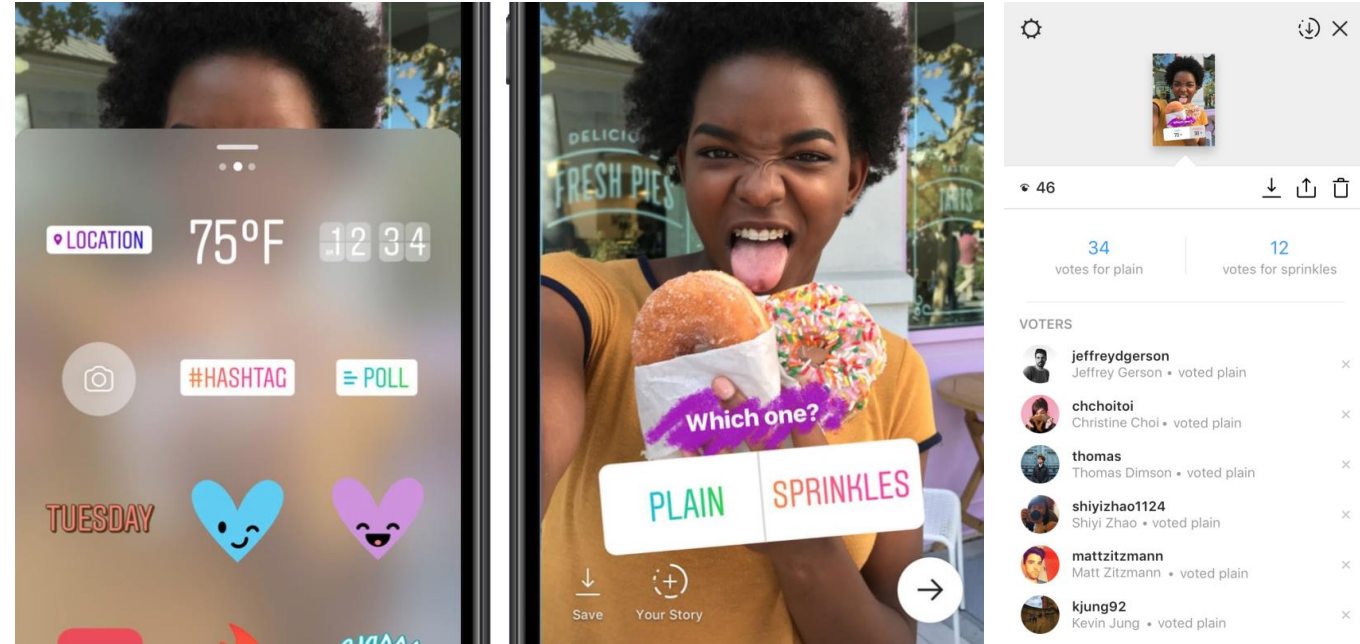
Live Stories

- On Instagram Stories, users can now go live and interact with their followers in real time
- A great tactic for influencers to interact with their audience more directly
- The live video can be shared as a story which will disappear within 24 hours
- The tool helps brands to present themselves on a personal level to directly interact with customers
- Live stream events or give the followers exclusive behind the scenes content
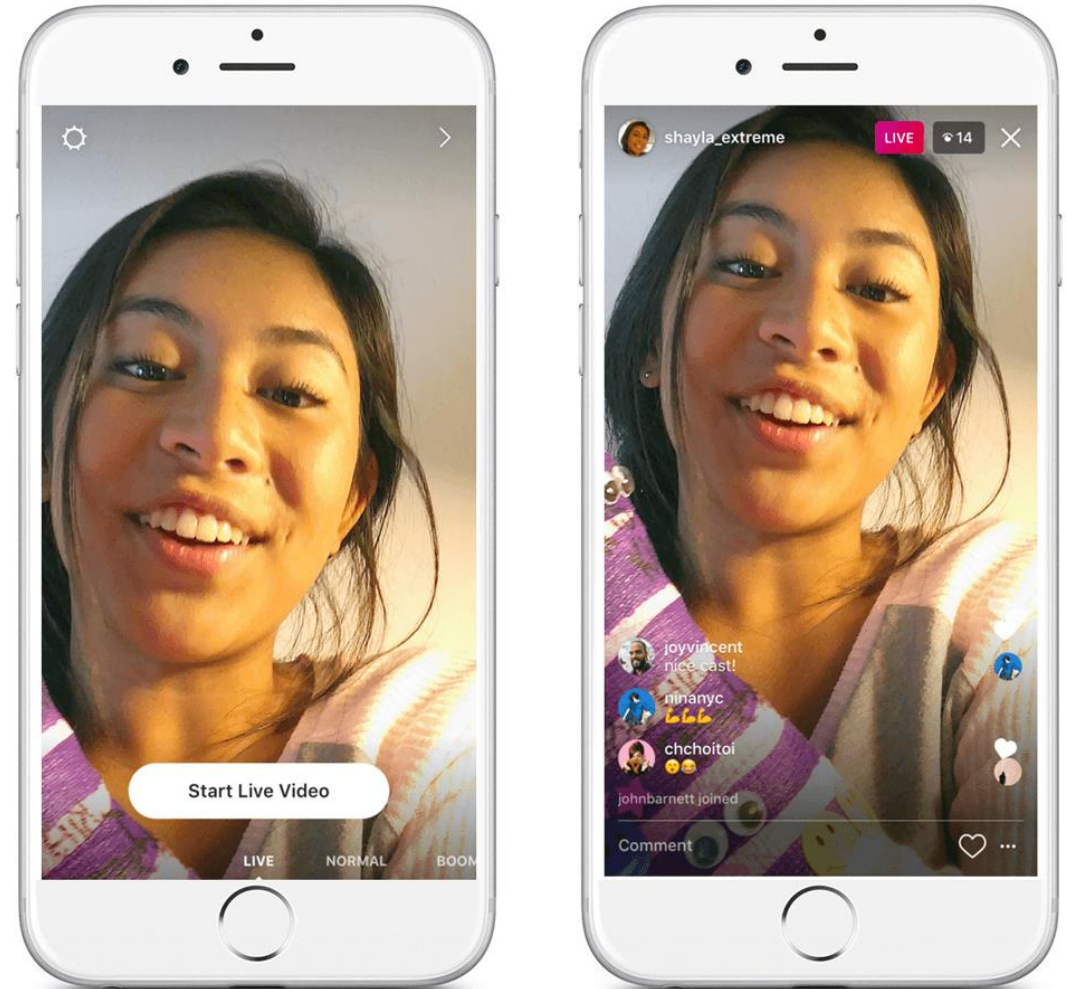
Paid Partnership Tool

- Paid Partnership' tool released in June, but only recently made available globally

- Highly relevant when working with paid influencers or partnering with other brands

- Influencers working with brands to promote their products/ services can tag the company and the 'Paid partnership with XY' badge will appear as a sub-heading

- The feature works for regular Instagram posts as well as in Instagram Stories

- Openly disclosing paid nature of post helps to increase trust in influencer amongst their followers, whilst providing brands with access to post insights
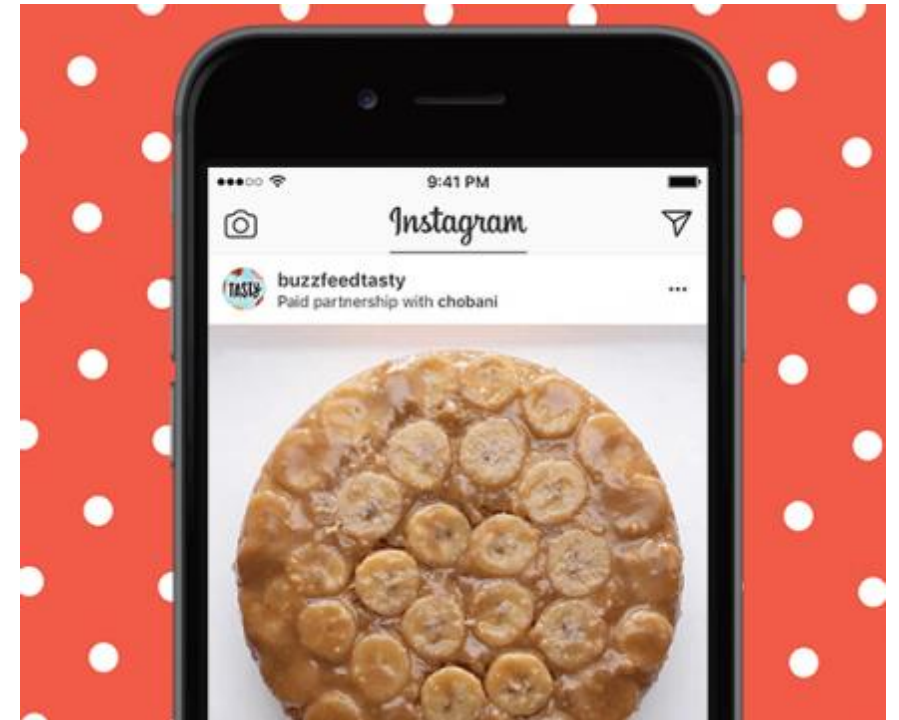
Twitter

Twitter Instream & Live Videos

- Twitter announced that pre-roll and mid-stream ads can now be aligned with highlights clips and live-streams from Amplify partners, including TV networks, major sports leagues, publishing houses and magazines, and news outlets

- In addition, the platform announced 16 live streaming deals across sports, news and entertainment – including Bloomberg, The Verge and Buzzfeed News

- This presents new opportunities for brands to reach passionate and engaged audiences by sponsoring premium video content at scale

Character count

- Twitter is trailing 280-character tweet limit
- Currently being rolled out to portion of users
- It has been met with mixed reviews from users but opens up opportunities for business
- There have been signs that the firm are struggling and the shift could be one way for the firm to widen its appeal to new users
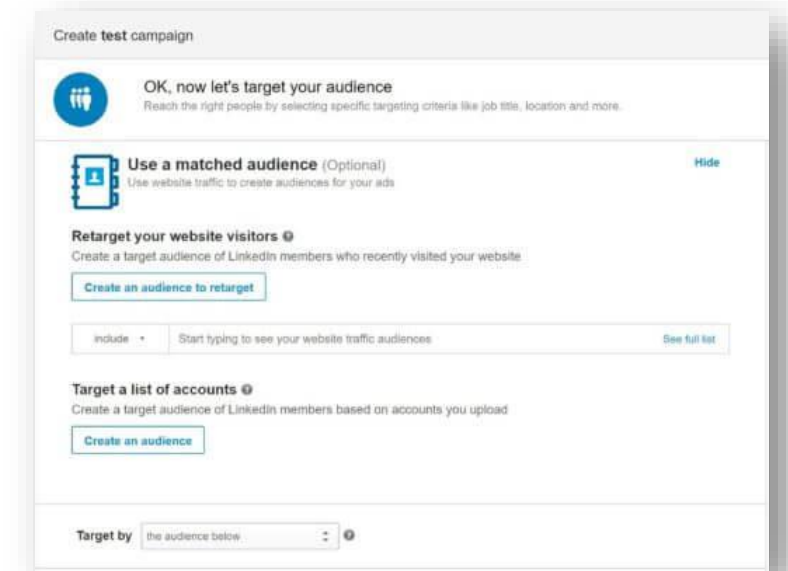
LinkedIn

LinkedIn Matched Audiences

- Nurture interested prospects, leads, and contacts by using your data in three ways:
  - Website Retargeting
  - Contact Targeting (email lists)
  - Account Targeting
- All three options are available via the self serve platform
- Minimum 300 contacts required per campaign
  - LinkedIn recommends a minimum of 10,000 emails to increase chance of matching
- Example results for remarketing campaign:
  - 30% increase in CTR
  - 14% decrease in CPC
- Example results for account targeting:
  - 32% increase in CTR
  - 5% decrease in CPC
- Integrates with MA tools such as Eloqua, Marketo and Live Ramp

LinkedIn Lead Gen Forms

- Similar to Facebook Lead Gen Ads, LinkedIn has now introduced their own version of sign up form

- This ad format has removed two major barriers to conversion that businesses advertising on mobile devices face:
  - Mobile landing page experience
  - Completing a form using nothing but thumbs

- Upon completing the form, users can either be directed to the website or instantly connected with offers or content – such as a whitepaper

- Forms cannot exceed seven questions

- You can track CPL, form fill rate and ad actions

- 6-7% conversion rate to lead according to LinkedIn
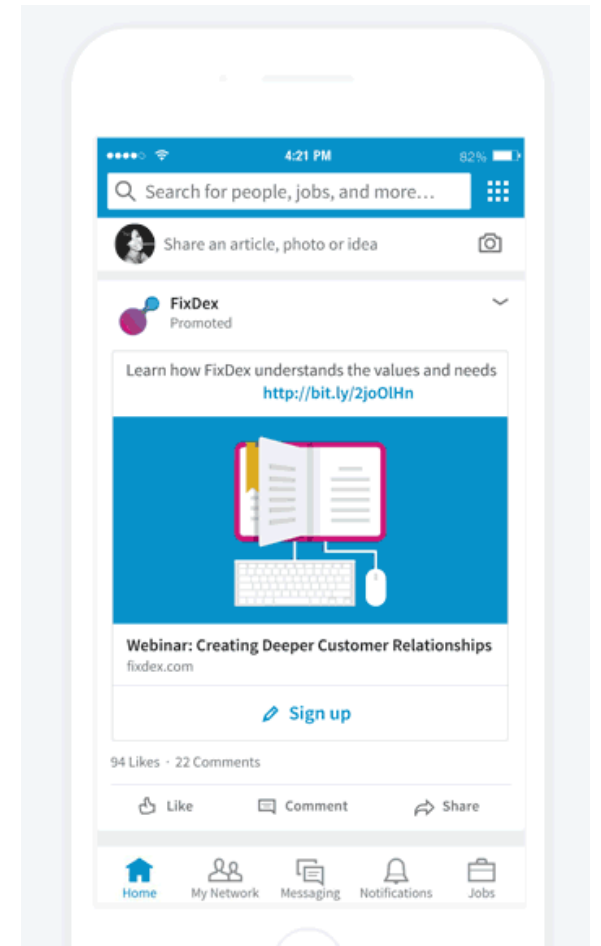
LinkedIn Sponsored InMail

- Sponsored InMail is now part of the self serve suite in LinkedIn

- Now you can create and manage your Sponsored InMail campaigns along with sponsored content and text ads

- Sponsored InMail is a great channel for marketers to easily craft relevant messages without restrictive character counts.

- With real-time delivery, Sponsored InMail messages are only delivered when members are active on LinkedIn. And strict limits on how often LinkedIn members can receive InMail ensures your message gets maximum mindshare.

- Benchmarks:
  - 35-40% open rate
  - 3-6% conversion rate

LinkedIn Autoplay Mobile Video Ads

- LinkedIn initially tested native in-feed video to personal profiles
- The platform is now testing with select advertisers sponsored videos that will run in users' news feeds
- The video ads will autoplay and will have a "Promoted" label to distinguish them as paid content
- Mobile only
- Advertisers will be able to upload videos through the Campaign Manager, their Company Page or their Showcase Page and promote them with a **Sponsored Content** campaign
- Expected to launch in 2018
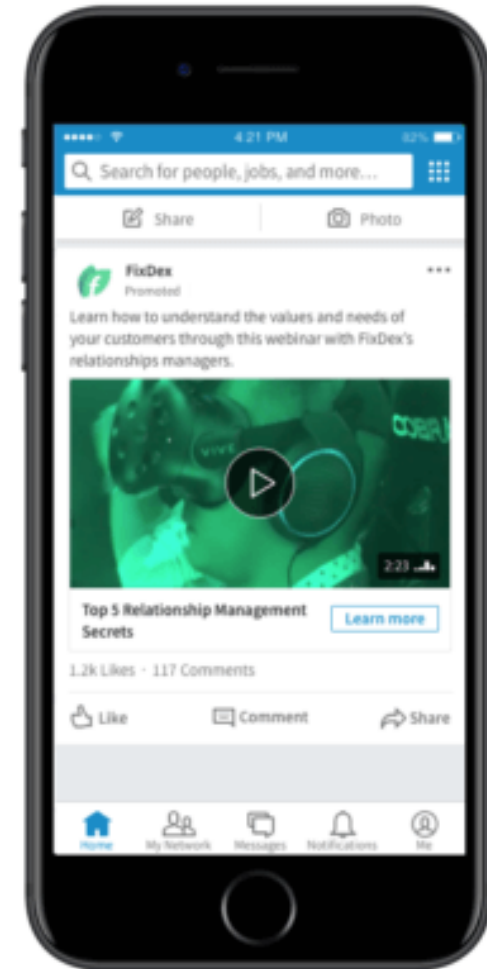
Social Media Trends & Future Gazing

Chatbots 2.0

- Since it's launch last April, Facebook has more than 100,000 bots available

- Companies such as IBM, Western Union, Wells Fargo and American Express are just some of the businesses investing in Chatbot experiences for their customers

- Messenger 2.0 launched in April and include chat extensions, tabs dedicated to the exploration of bots, local businesses and custom integrations with third party apps

- View available bots through the 'Discover' tab

- Facebook signals such as previous conversations, page you follow and nearby businesses will receive priority
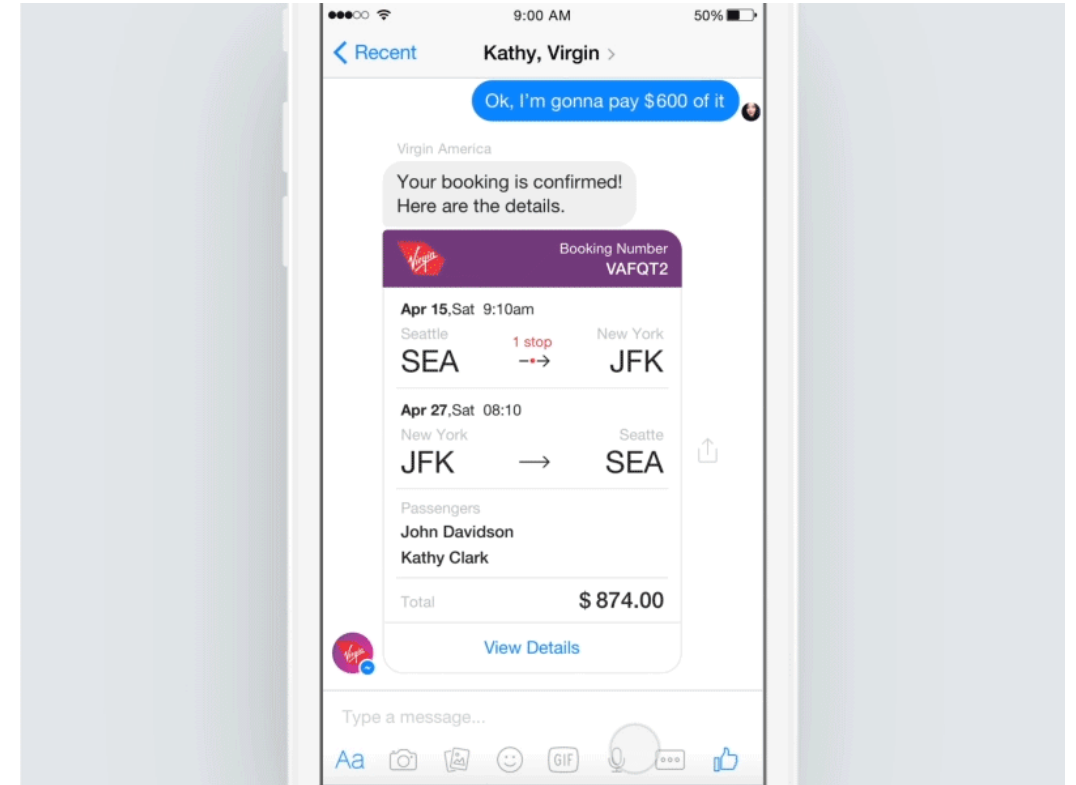
Virtual Reality & Augmented Reality

- Facebook is doubling down on AR (augmented reality) & VR (virtual reality) experiences

- VR posts are slowly being integrated into organic posting (examples can be seen on Samsung's Facebook page)

- Facebook spaces has opened it's doors to third party developers

- AR will be focused around the 'camera effects' platform with gaming also playing a key focus

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Strategies

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Facebook Sequenced Storytelling

Sequenced storytelling campaign served a set of creatives sequentially to tell the brand story and lead viewers through the marketing funnel before going for the hard sell.
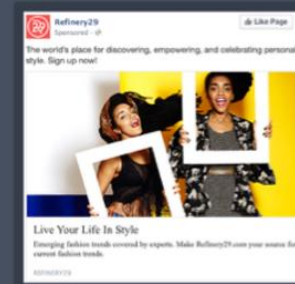
- First ad designed for a top of funnel brand introduction,
- Second for mid-funnel brand consideration (ties into content marketing and blogs)
- Third bottom of the funnel ad with a strong call to action

Sequenced storytelling can be run through Reach & Frequency campaigns on Facebook or via engagement tracking

Honeypot Strategy

Facebook Ad → **Your Site** → **Unbranded Keyword Search** → **Visitor Returns**

Ads feed the funnel

Remarketing lists created in Analytics

Users can be qualified and bids adjusted

Content → Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube → Remarketing Lists → Conversion

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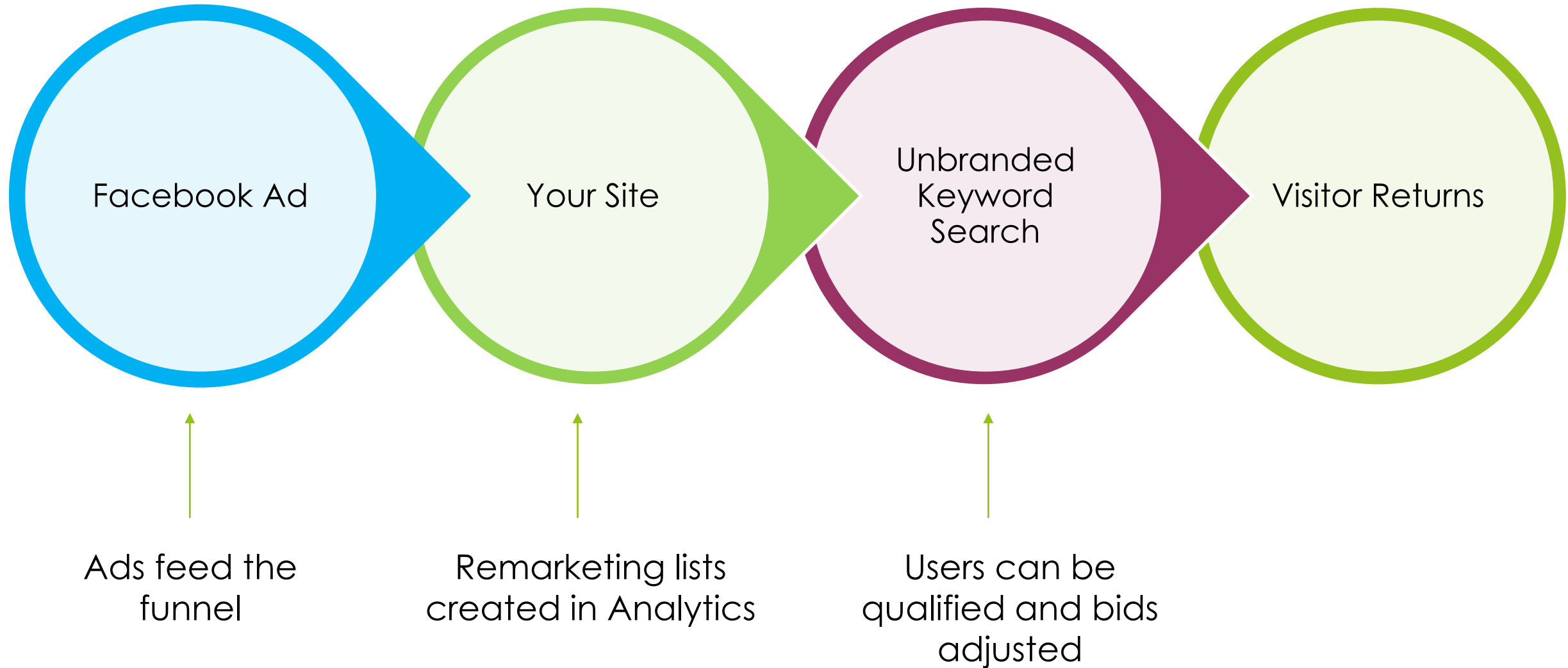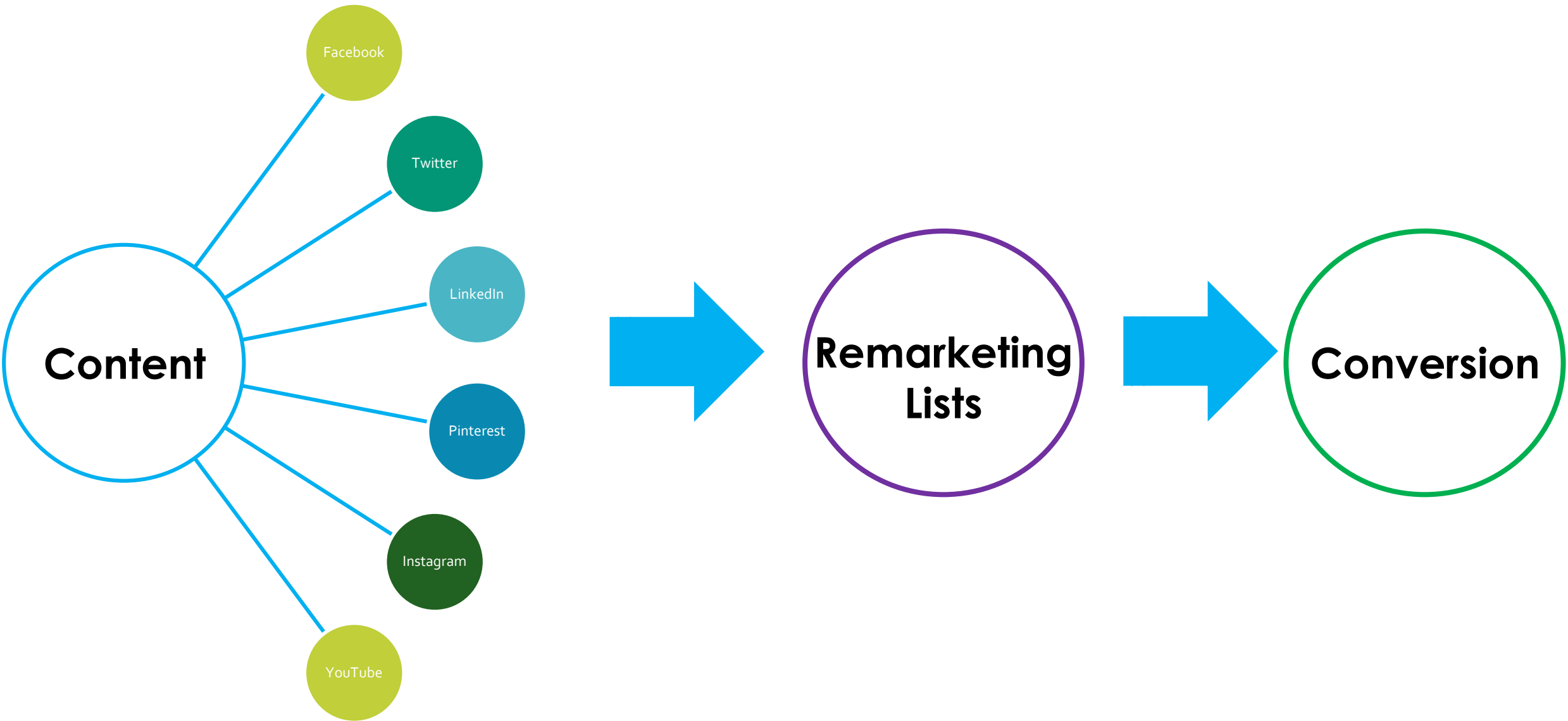
Recap

We've discussed:

- New platform features launched on LinkedIn, Twitter, Facebook and Instagram

- Upcoming trends and products

- Future gazing

- Ecommerce Strategies

We hope you go away with:

- Food for thought on future strategies

THANK YOU

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