Agenda

- Starting Together
- Social 101
- Psychographics vs. Demographics
- The Relationship Economy
- Test it Out
  - Turn Qualitative to Quantitative
  - Low-Cost to Prove
- Questions
Starting Together

**KPI** - Key Performance Indicator

Quantifiable, outcome-based statements used to measure success

**Lift** - Increase, Improvement

**Follower/Fan** - Interchangeable. Used to describe someone who “likes/follows” a social media page

**Engagement** - Any action on a social media page from a follower. Likes, comments, shares
Facebook

- 2.45 billion monthly active users/1.62 billion daily active users globally
- 1.74 billion monthly MOBILE users, up 21% YOY
  - 94% of all ad venue is from mobile. Landing pages need to be mobile-friendly
- 25-34 make up the most common age demographic with 29.7% of users
- 76% of females have Facebook; 66% of males have Facebook
- 50% of 18-24 year-olds get on Facebook upon waking
- Highest traffic occurs mid-week between 1-3 p.m. local time; 18% higher engagement on Thursdays and Fridays
  - This will differ by audience, though
- ⅕ page views in the US occur on Facebook

When Your Fans Are Online

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

DAYS

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,263</td>
<td>8,291</td>
<td>8,280</td>
<td>8,288</td>
<td>8,262</td>
<td>8,260</td>
<td>8,193</td>
</tr>
</tbody>
</table>

TIMES

- 0:00 AM - 3:00 AM: Low activity
- 3:00 AM - 6:00 AM: Steady activity
- 6:00 AM - 9:00 AM: Peak activity
- 9:00 AM - 12:00 PM: Decline
- 12:00 PM - 3:00 PM: Flat activity
- 3:00 PM - 6:00 PM: Increase
- 6:00 PM - 9:00 PM: High activity
YouTube

- Over 90% of 18-44 year-olds internet users watch YouTube; over 50% of internet users 75+ watch YouTube
- Second-largest search engine after Google
- 68% watch YouTube to help make a purchasing decision; 80% at the beginning of the shopping experience
- Organic content is king; SEO is also king
Instagram

- 8/10 users follow at least one business
- 25% of Facebook ad revenue comes from Instagram
- Posting weekdays between 10 a.m.-3 p.m. gets most engagement across platform
- Video posts receive 38% more engagement
- Stories are consumed at a higher rate on Instagram compared to Snap and Facebook
Twitter

- 145 million daily *monetizable* daily active users
- 30 million daily U.S. users; 49 million monthly users. U.S. is largest percentage of users
- Gen Z makes up 44% of Twitter users (still more likely to be using YouTube, Facebook, Instagram and Snapchat)
- U.S.-based Twitter users: younger, more educated, richer than general U.S. pop
- 80% of U.S. tweets come from 10% of users. 65% of those 10% are women
- Twitter ad engagement is up 23% YOY; video ads are 50% cheaper in cost-per-engagement
- Twitter users spend 26% more time with ads than other platforms
- #engagement. 100% more engagement with hashtags
- Videos get 10x engagement; 93% happen on mobile

Source: [https://blog.hootsuite.com/twitter-statistics/](https://blog.hootsuite.com/twitter-statistics/)
LinkedIn

- B2B: 80% of leads vs. 13% Twitter, 7% Facebook
- 61 million LinkedIn users are senior-level influencers in their company; 40 million have decision-making positions
- Most-used social media platform among Fortune 500 companies
- Profiles with photos get 21x more views and 36x more messages
- Only 3 millions users share content weekly. With 250 million monthly active users, big white space
- 50%+ of social traffic to B2B websites and blogs come from LinkedIn
- 0.2% of users publish articles; 45% of readers are in upper-level positions
- Long-form gets noticed
- Only 6% of the most-shared articles in the last 5 years were written by influencers
### Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

<table>
<thead>
<tr>
<th></th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>LinkedIn</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>WhatsApp</th>
<th>Reddit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S. adults</strong></td>
<td>73%</td>
<td>69%</td>
<td>37%</td>
<td>28%</td>
<td>27%</td>
<td>24%</td>
<td>22%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>78%</td>
<td>63%</td>
<td>31%</td>
<td>15%</td>
<td>29%</td>
<td>24%</td>
<td>24%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>68%</td>
<td>75%</td>
<td>43%</td>
<td>42%</td>
<td>24%</td>
<td>24%</td>
<td>21%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>71%</td>
<td>70%</td>
<td>33%</td>
<td>33%</td>
<td>28%</td>
<td>22%</td>
<td>21%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>77%</td>
<td>70%</td>
<td>40%</td>
<td>27%</td>
<td>24%</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>78%</td>
<td>69%</td>
<td>51%</td>
<td>22%</td>
<td>16%</td>
<td>29%</td>
<td>25%</td>
<td>42%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Ages 18-29</strong></td>
<td>91%</td>
<td>79%</td>
<td>67%</td>
<td>34%</td>
<td>28%</td>
<td>62%</td>
<td>38%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>18-24</strong></td>
<td>90%</td>
<td>76%</td>
<td>75%</td>
<td>38%</td>
<td>17%</td>
<td>73%</td>
<td>44%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>25-29</strong></td>
<td>93%</td>
<td>84%</td>
<td>57%</td>
<td>28%</td>
<td>44%</td>
<td>47%</td>
<td>31%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>30-49</strong></td>
<td>87%</td>
<td>79%</td>
<td>47%</td>
<td>35%</td>
<td>37%</td>
<td>25%</td>
<td>26%</td>
<td>31%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>50-64</strong></td>
<td>70%</td>
<td>68%</td>
<td>23%</td>
<td>27%</td>
<td>24%</td>
<td>9%</td>
<td>17%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>65+</strong></td>
<td>38%</td>
<td>46%</td>
<td>8%</td>
<td>15%</td>
<td>11%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>&lt;30,000</strong></td>
<td>68%</td>
<td>69%</td>
<td>35%</td>
<td>18%</td>
<td>10%</td>
<td>27%</td>
<td>20%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>30,000-$74,999</strong></td>
<td>75%</td>
<td>72%</td>
<td>39%</td>
<td>27%</td>
<td>26%</td>
<td>26%</td>
<td>20%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>$75,000+</strong></td>
<td>83%</td>
<td>74%</td>
<td>42%</td>
<td>41%</td>
<td>49%</td>
<td>22%</td>
<td>31%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>High school or less</strong></td>
<td>64%</td>
<td>61%</td>
<td>33%</td>
<td>19%</td>
<td>9%</td>
<td>22%</td>
<td>13%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Some college</strong></td>
<td>79%</td>
<td>75%</td>
<td>37%</td>
<td>32%</td>
<td>26%</td>
<td>29%</td>
<td>24%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>College+</strong></td>
<td>80%</td>
<td>74%</td>
<td>43%</td>
<td>38%</td>
<td>51%</td>
<td>20%</td>
<td>32%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>77%</td>
<td>73%</td>
<td>46%</td>
<td>30%</td>
<td>33%</td>
<td>29%</td>
<td>26%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Suburban</strong></td>
<td>74%</td>
<td>69%</td>
<td>46%</td>
<td>30%</td>
<td>30%</td>
<td>20%</td>
<td>22%</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>64%</td>
<td>66%</td>
<td>21%</td>
<td>26%</td>
<td>10%</td>
<td>20%</td>
<td>13%</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

**Source:** Survey conducted Jan. 8-Feb. 7, 2019.

**PEW RESEARCH CENTER**
**UTM Parameters**

**Campaign URL Builder**

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

**Enter the website URL and campaign information**

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL
  The full website URL (e.g. `https://www.example.com`)

* Campaign Source
  The referrer (e.g. `google`, `newsletter`)

* Campaign Medium
  Marketing medium (e.g. `cpc`, `banner`, `email`)

* Campaign Name
  Product, promo code, or slogan (e.g. `spring_sale`)

**Campaign Term**

Identify the paid keywords

**Campaign Content**

Use to differentiate ads

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**More information and examples for each parameter**

The following table gives a detailed explanation and example of each of the campaign parameters. To learn more, check out the links in the related resources section below.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Source</strong></td>
<td>Used to identify a search engine, newsletter name, or other source.</td>
</tr>
<tr>
<td><code>{utm_source}</code></td>
<td>Example: <code>google</code></td>
</tr>
<tr>
<td><strong>Campaign Medium</strong></td>
<td>Used to identify a medium such as email or cost-per-click.</td>
</tr>
<tr>
<td><code>{utm_medium}</code></td>
<td>Example: <code>cpc</code></td>
</tr>
<tr>
<td><strong>Campaign Name</strong></td>
<td>Used for keyword analysis. Use <code>{utm_campaign}</code> to identify a specific product promotion or strategic campaign.</td>
</tr>
<tr>
<td><code>{utm_campaign}</code></td>
<td>Example: <code>utm_campaign=spring_sale</code></td>
</tr>
<tr>
<td><strong>Campaign Term</strong></td>
<td>Used for paid search. Use <code>{utm_term}</code> to note the keywords for this ad.</td>
</tr>
<tr>
<td><code>{utm_term}</code></td>
<td>Example: <code>running+shoes</code></td>
</tr>
<tr>
<td><strong>Campaign Content</strong></td>
<td>Used for A/B testing and content-targeted ads. Use <code>{utm_content}</code> to differentiate ads or links that point to the same URL.</td>
</tr>
<tr>
<td><code>{utm_content}</code></td>
<td>Examples: <code>logonlink</code> or <code>textlink</code></td>
</tr>
</tbody>
</table>
Psychographics vs. Demographics

- Personalities
- Lifestyles
- Interests
- Opinions, attitudes, and beliefs
- Values
- Qualitative

Source: https://www.hotjar.com/blog/psychographics-in-marketing/
The Relationship Economy

Relationships are the biggest differentiator in customer and brand loyalty

Personalize, then scale
Test It Out

KPIs
Turn Qualitative to Quantitative

Iterate
Sources and More

- Instagram Hashtags: https://www.oberlo.com/blog/best-instagram-hashtags-for-likes
- Twitter Stats 2019: https://blog.hootsuite.com/twitter-statistics/
- YouTube Marketing 101: https://blog.hootsuite.com/youtube-marketing/
- Google Keyword Planner: https://ads.google.com/home/tools/keyword-planner/
- LinkedIn for B2B: https://foundationinc.co/lab/b2b-marketing-linkedin-stats/
- Psychographics in Marketing: https://www.hotjar.com/blog/psychographics-in-marketing/
- Start with Why TED Talk: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
- How to set up a Facebook ad campaign: https://buffer.com/library/facebook-ads
- How to set up a LinkedIn ad campaign: https://www.seerinteractive.com/blog/set-linkedin-ads/
Thank you! Questions?

Stay in touch!

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