Using Digital to Achieve Business Goals

Presented by: Laura Kelly
Agenda

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

- Senior Communications Manager for the Office of the CTO, DICK’s Sporting Goods
- Tepper MBA
- PhD Student in Media and Communications at IUP
  - Focus on Digital Communications, Digital Empathy, Audience Analysis
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
Audience

Who is your audience?
Where are they?
What do you want them to do?
What information can I get from them?
## Use of different online platforms by demographic groups

<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>15%</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>35%</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**
Low carb broccoli cheddar soup for dinner! Let me know if you want the recipe!

HECK YES! NO

so I used @modsydesign to help with ideas for how this space should look. @modsydesign has made this process fun instead of stressful, and I can do it all from home

MODSY.COM
Create a lookalike audience from a Custom Audience

Take the next step and find more people like them.

LinkedIn Help

Targeting with LinkedIn Lookalike Audiences – Overview


Interest and follower look-alikes targeting
Thought Leadership

Where can you be a thought leader?

Who/what organizations can you get to help you get your message out?

What offline things can you repurpose for online things?
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
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

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

Facebook Insights page showing activity data for a recent 1-week period. Data includes metrics on when fans are online, post types, and top posts from pages watched. Graphs display reach and times of day with insights for the time of day shown in the Pacific time zone.
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 declining
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/
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 million 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
TikTok

- 69% of users are 13-24
- Average time spent on site is 46 minutes per day
- 2019 14 million educational videos were shared in China alone
- Sixth app for consumer spending
- EcoTok

Source: https://blog.hootsuite.com/tiktok-stats/#:~:text=TikTok%20has%20a%20reputation%20for,of%20the%20app's%20user%20base.
Clubhouse

- Voice-based social platform
- “Rooms” based on topics
- iOS-only and mobile-only (for now)

Source: https://www.washingtonpost.com/technology/2021/02/10/what-is-clubhouse-faq/
Sources and More

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

Stay in touch!

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