



marriner marketing
let clarity define you.®





social media marketing world 2019
digital thoughts thursday
16 may 2019



- The most robust social-specific conference in the industry
- Thousands of social media and marketing professionals attendees from all over the world
- Hosted by Social Media Examiner, the world's leading online social media magazine for businesses
- Over 100 sessions and workshops broken out by 17 tracks on topics like Facebook ads, analytics, live video and messenger bots



objectives

- Stay on top of ever-evolving digital and social media trends and tools to identify opportunities for current and potential clients
- Assess other philosophies of thought on social media and content strategy to continue to evolve Marriner's approach to integrated content marketing

Bonus: the learning doesn't stop!
The conference registration includes access to recordings of all keynotes, sessions, and workshops for one year.



social media complexity



content for social media

content is a donut

con•tent mar•ket•ing

noun

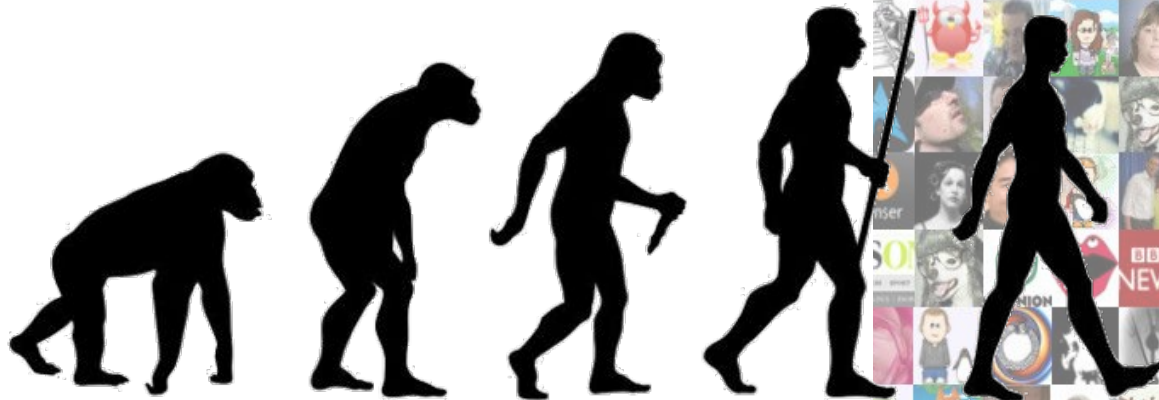
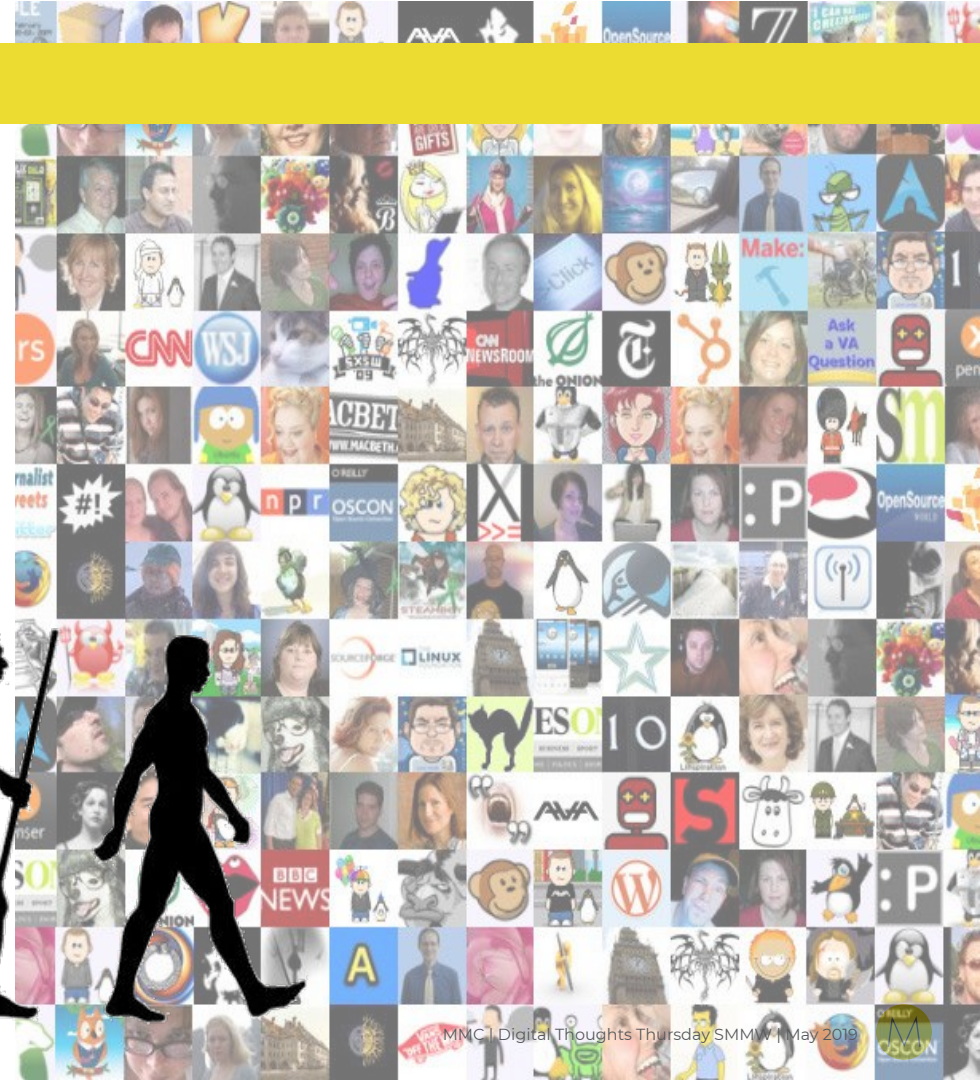
a type of marketing that involves the creation and sharing of online material in various formats (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products, services.

donuts and social



social content darwinism

- Brands are competing with people's loved ones for attention on social media
- Evolving social media algorithms require engaging content to stand out
- We must connect with people by creating stellar content that elicits genuine engagement from followers



content adaptation for each platform




Facebook

Monthly Active Users:	Daily Active Users:	Founded:
2.2 Billion	1.4 Billion	2004
Photos uploaded daily:	Video views daily:	Rank:
300 Million	8 Billion	#1



Instagram

Monthly Active Users:	Daily Active Users:	Founded:
800 Million	500 Million	2010
Photos uploaded daily:	Stories daily:	Rank:
95 Million	250 Million	#3



YouTube

Monthly Active Users:	Daily Active Users:	Founded:
1.5 Billion	30 Million	2005
Video views daily:	Average visit length:	Rank:
5 Billion	40 min.	#2




Twitter

Monthly Active Users:	Daily Active Users:	Founded:
330 Million	100 Million	2006
Tweets published daily:	New accounts daily:	Rank:
140 Million	460,000	#6




LinkedIn

Monthly Active Users:	Total Registered Users:	Founded:
200 Million	546 Million	2002
New accounts monthly:	Company Pages:	Rank:
5.26 Million	20 Million	#9



Pinterest

Monthly Active Users:	U.S. based users:	Founded:
200 Million	70 Million	2010
Total Boards created:	Total Pins created:	Rank:
1 Billion	100 Billion	#10



content adaptation for each platform



video that makes sense

85%

of consumers want to see more video content from brands
(Hubspot)

1200%

more shares are generated by social videos than text & images combined
(G2 Crowd)

300%

increase in click rates if you add video to emails
(Hubspot)

90%

of videos are watched on mobile phone
(Wyzowl)

6 out of 10

people would rather watch online videos than television
(Google)

Viewers retain

95%

of a message when they watch it in a video, compared to 10% when reading it in text
(Insivia)



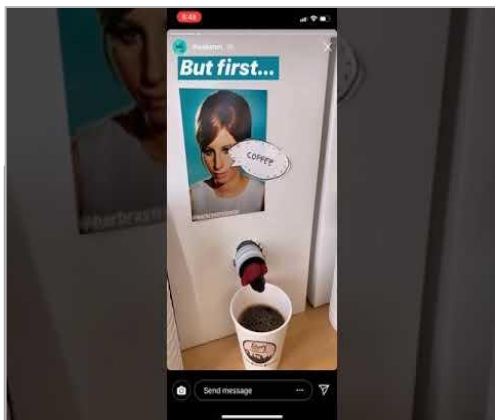
social media platforms



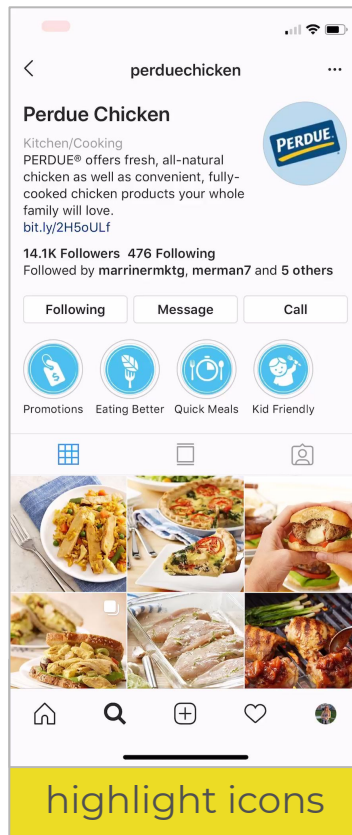
- Owned by Facebook
- Great for reaching younger generations (millennials, gen z)
- Highly visual platform that is less permeated by advertising, but very much so populated with influencers
- Content that is entertaining or very aesthetically pleasing tends to perform the best



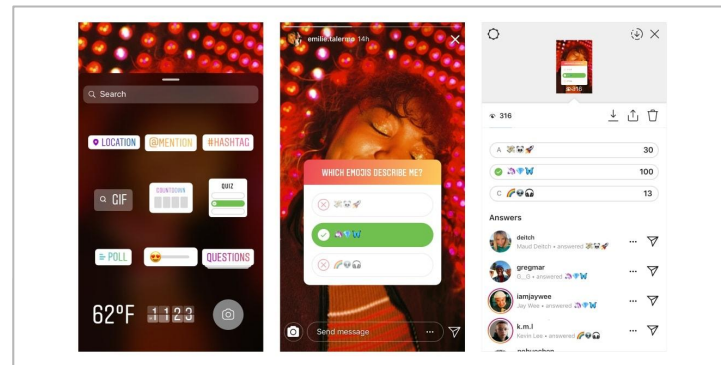
instagram stories



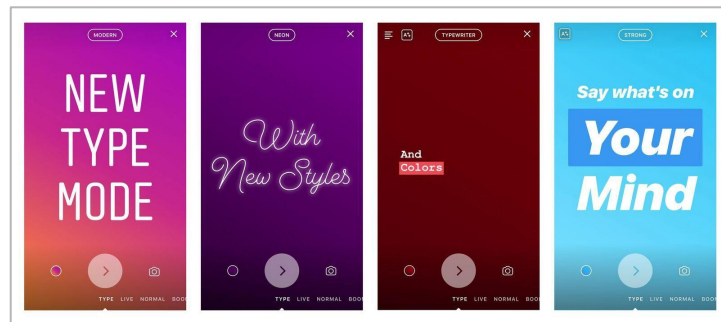
skippable stories



highlight icons



interactive stickers



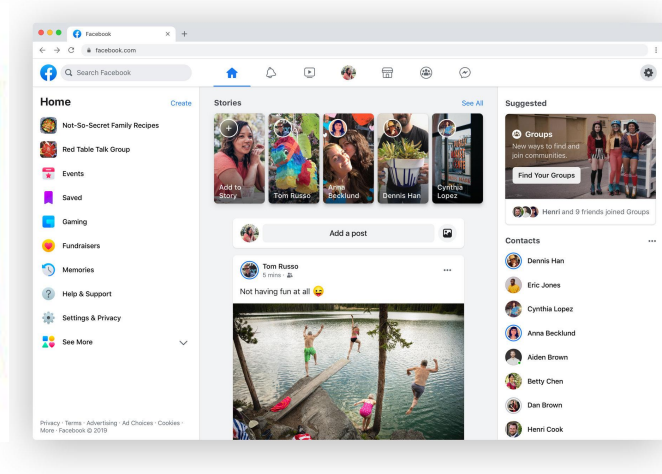
numerous text and style options



instagram stories

- Easy to make as they can be unpolished and cross-format
- Maintains top-of-mind awareness for brands with placement in app
- Creates an urgency to view since the stories are only live for 24-hours
- Stories can be permanent fixtures on profiles with highlight icons
- Nurture social community with 1-1 communication
- Helps drive site traffic from a platform that in general primarily generates engagements





- Has the largest amount of users and most complex marketing offerings
- More popular with Gen-X and boomers
- Content tends to be polarizing; either lighthearted, emotional, or combative
- Introduced a new algorithm in January 2018 that has driven substantial changes
- Launched a redesigned app and site in April 2019 to focus on video and niche communities



facebook's privacy issues and move to intimate communities

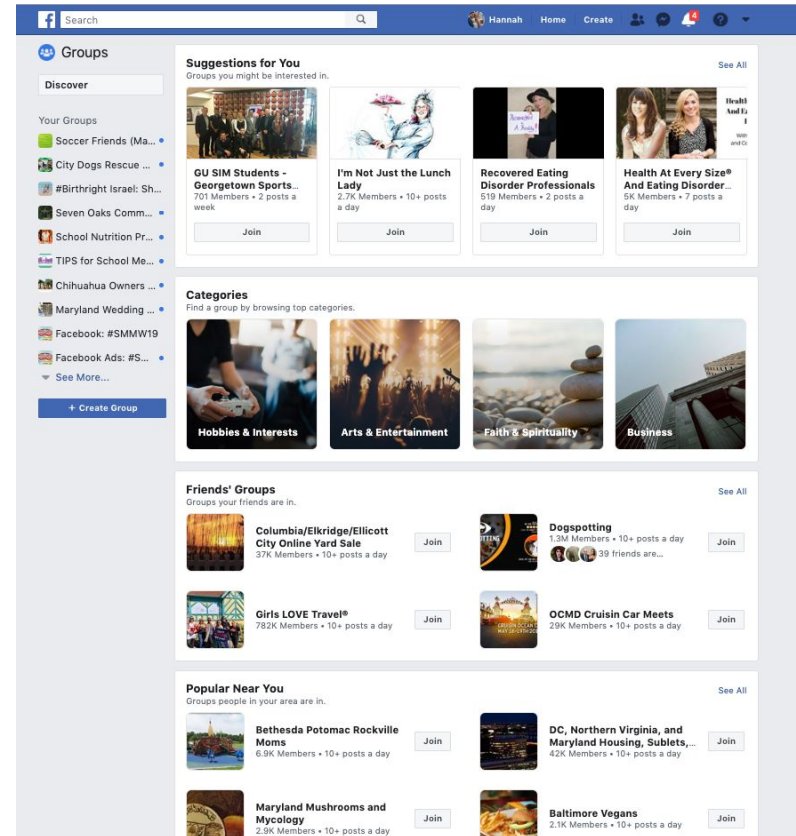


“Over time, I believe that a private social platform will be even more important to our lives than our digital town squares. So today, we’re going to start talking about what this could look like as a product, what it means to have your social experience be more intimate, and how we need to change the way we run this company in order to build this.”



facebook groups

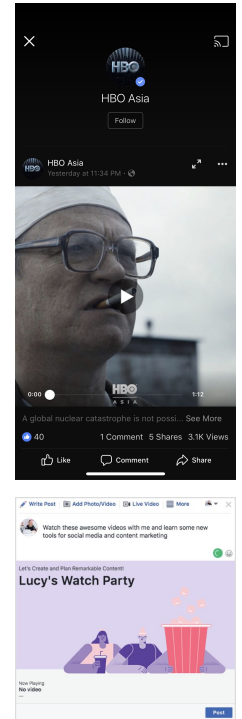
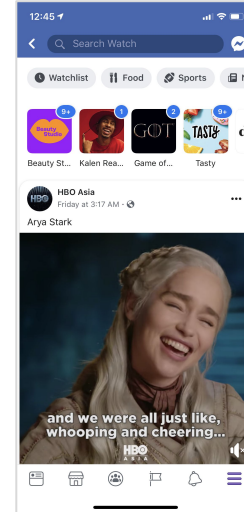
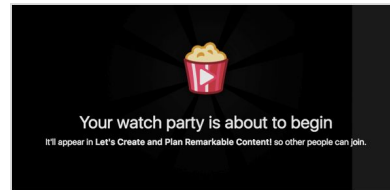
- With the app update, Facebook has prioritized content posted in Groups in the feed
- The goal is to give users more meaningful connections in these niche communities
- Pages can create join and administer groups, but there are no advertising options-yet



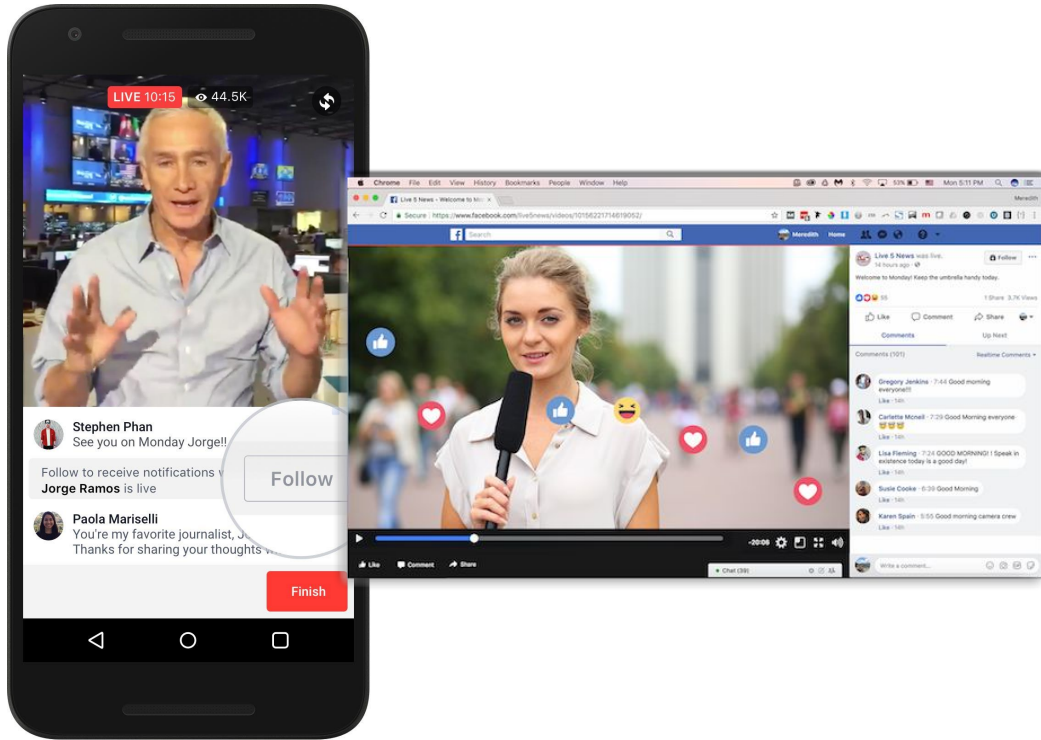
facebook watch and watch parties

Facebook Watch is a new section for viewing and exploring videos. Look for the Watch tab next to the Marketplace and Messenger tabs or via the nav.

Facebook Watch parties are similar to how you'd get together with friends to watch the season finale of your favorite show—except it's digital.



facebook live



- Facebook Live posts get a boost in the feed
- Goes beyond traditional marketing barriers to create a real-time connection
- It's 100% transparent as there are no edits, cuts, or captions
- It's like hosting a live event without the hassle of hosting attendees
- Followers might get a notification when a page or individual is going live



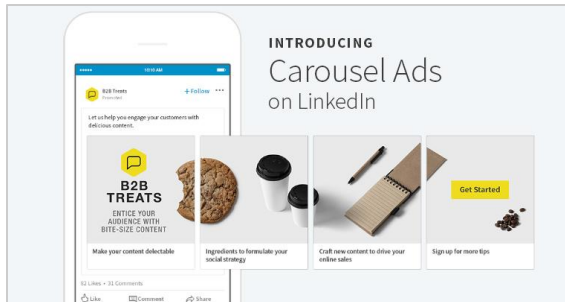


- Owned by Microsoft
- Unique platform for professionals
- Great for recruiters and marketing experts to build their brands as influencers
- Content that offers something of value (infographics, interviewing tips, etc.) excel
 - More long-form formats can thrive here
- Offers very unique targeting capabilities



Recent rollouts include:

- Carousels as a post format (not available for organic)
- Native video for organic and paid
- LinkedIn Live (still in beta)
- Post reactions



51% OF COMPANIES
ACQUIRED
A B2C CUSTOMER
THROUGH LINKEDIN

-LinkedIn

93% OF B2B
MARKETERS
CONSIDER LINKEDIN TO BE THE
MOST EFFECTIVE SITE
FOR LEAD GENERATION

-LinkedIn

LINKEDIN GENERATES
MORE LEADS
FOR B2B COMPANIES
THAN FACEBOOK,
TWITTER, OR BLOGGING
INDIVIDUALLY

-Inside View



LINKEDIN IS
RESPONSIBLE FOR
64% OF ALL
VISITS
FROM SOCIAL MEDIA CHANNELS
TO CORPORATE WEBSITES

-Econsultancy

50%
OF LINKEDIN MEMBERS REPORT THEY ARE
MORE LIKELY TO BUY FROM
A COMPANY THEY ENGAGE WITH
ON LINKEDIN

-LinkedIn

80% OF LINKEDIN
MEMBERS WANT TO
CONNECT WITH COMPANIES
TO ENHANCE THEIR
DECISION MAKING

-LinkedIn



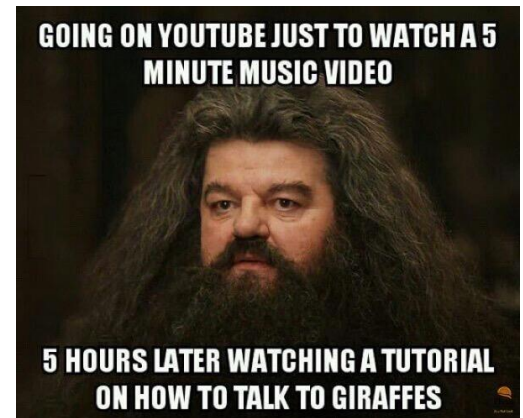


- Owned by Google
- Video-only platform for people of all ages (toddlers and kids love it!)
- Visitors come here with the intent to find some sort of solution
- A wide array of content can thrive on here: music, DIY solutions, how-tos, reviews, etc.
- Very suitable for long-form formats
- Birthplace of vlogger influencers and celebrities even



9 billion people are on YouTube monthly watching **1 billion hours** of video each day.

- When someone visits YouTube, they're looking for a solution so they're more likely to trust you and listen to your advice
- It requires an investment in ongoing robust video creation, but people will spend A LOT of time with your content--especially long-form videos



donut be left behind



right donuts + right people + right time + right place



Give the right donut to the right people at the right time in the right place.
If someone wants to try a different donut, it has to be an equally delicious donut.

-Hannah

Content is bigger than social media

Create content with distribution channels in mind

It's all about generating genuine engagement

Diversify your social channel mix





thank you ;)

