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Business Strategy

Innovation
Branding
Solutions
Marketing
Analysis
Ideas
Success
Management

WEB MARKETING

PUBLICIDADE ONLINE & SOCIAL MEDIA

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E-AGRO
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COMPETE
2020

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2020





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Digital Commerce Marketing and Advertising: Strategies and Tools

- Features of Internet marketing (vs. traditional)
 - More personalized
 - More participatory
 - More peer-to-peer
 - More communal
- The most effective Internet marketing has all four features



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Multi-Channel Marketing Plan

- Website
- Traditional online marketing
 - Search engine, display, e-mail, affiliate
- Social marketing
 - Social networks, blogs, video, games
- Mobile marketing
 - Mobile/tablet sites, apps
- Offline marketing
 - Television, radio, newspapers

(Q) What are the five main elements of a comprehensive marketing plan? What are some different platforms used for each?

(Q) How are blogs being used for advertising and marketing?



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Multi-Channel Marketing Plan

Main elements of a comprehensive marketing plan and their related platforms are:

- **Web site** (traditional Web site)
- **Traditional online marketing** (search engine marketing, display advertising, e-mail and affiliates)
- **Social marketing** (social networks, microblogging sites, blogs/forums, video marketing, and game marketing)
- **Mobile marketing** (smartphone and tablet sites and apps)
- **Offline marketing** (television, newspapers and magazines)



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Multi-Channel Marketing Plan

(Q5) How are **blogs** being used for advertising and marketing?



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Multi-Channel Marketing Plan

Blogs

- over a decade
- part of the mainstream online culture
- In US, 29/80 million people write/read blogs
- play a vital role in online marketing
- Twitter and Facebook have not replaced blogs (often point to blogs for long-form content)



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Multi-Channel Marketing Plan

Blogs

- Blog readers and creators tend to be more educated, have higher incomes, and be opinion leaders
 - blogs are ideal platforms for ads for many products and services that cater to this kind of audience
- Blogs are based on the personal opinions of the writers
 - they are an ideal platform to start a viral marketing campaign



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Multi-Channel Marketing Plan

Blogs

- Advertising networks that specialize in blogs provide some efficiency in placing ads, as do **blog networks**, which are collections of a small number of popular blogs, coordinated by a central management team, and which can deliver a larger audience to advertisers



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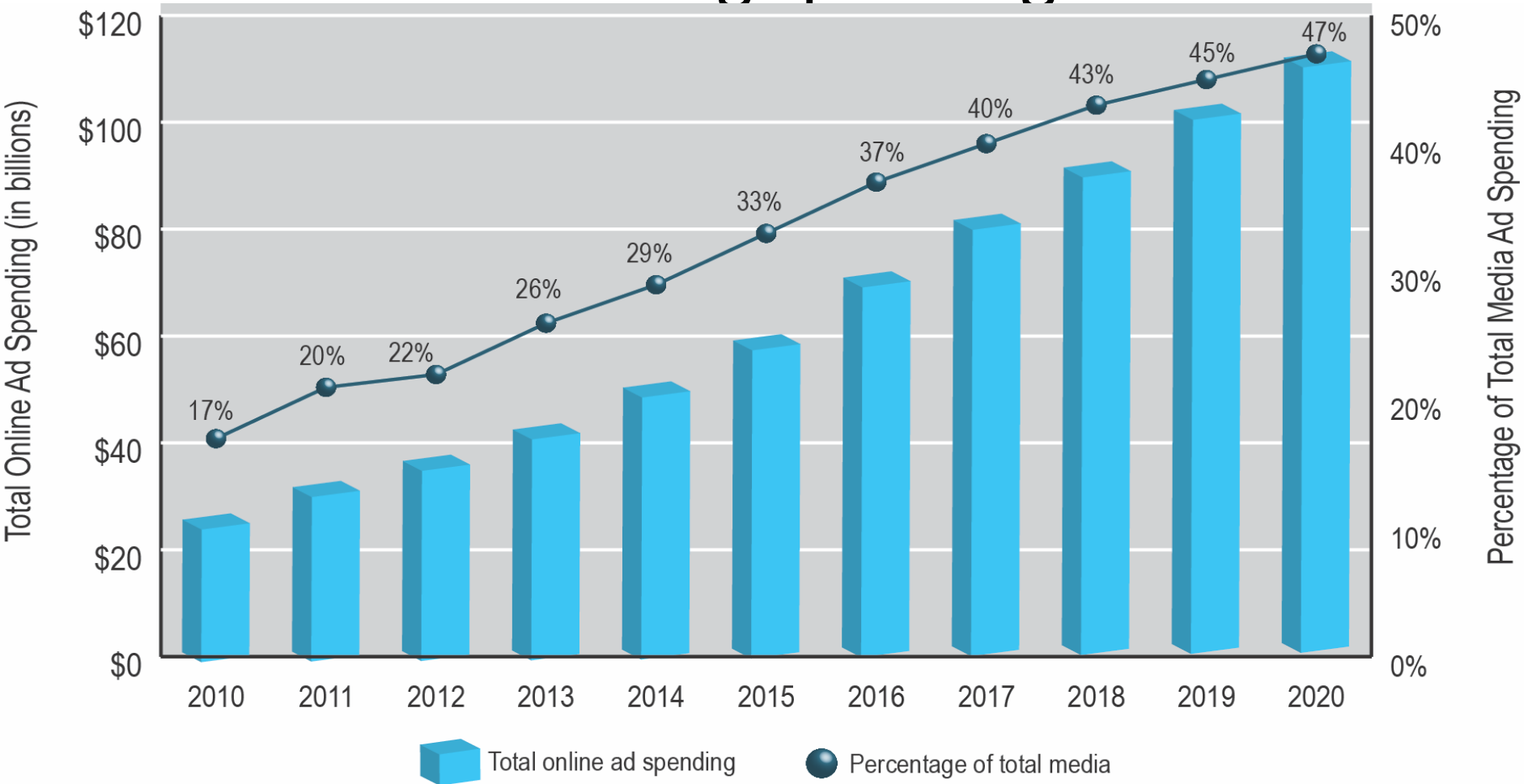
The Digital Marketing Roadmap

TABLE 6.3 THE DIGITAL MARKETING ROADMAP

TYPE OF MARKETING	PLATFORMS	EXAMPLES	FUNCTION
Website Traditional Online Marketing	Traditional website	Ford.com	Anchor site
	Search engine marketing	Google; Bing; Yahoo	Query-based intention marketing
	Display advertising	Yahoo; Google; MSN	Interest- and context-based marketing; targeted marketing
Social Marketing	E-mail	Major retailers	Permission marketing
	Affiliates	Amazon	Brand extension
	Social networks	Facebook	Conversations; sharing
	Micro blogging sites	Twitter	News, quick updates
	Blogs/forums	Tumblr	Communities of interest; sharing
Mobile Marketing	Visual marketing	Pinterest/Instagram	Branding; sharing
	Video marketing	YouTube	Engage; inform
	Game marketing	Chipotle Scarecrow Game	Identification
	Mobile site	m.ford.com	Quick access; news; updates
Offline Marketing	Apps	Ford Mustang Customizer app	Visual engagement
	Television	My Ford Apple/The Human Family: Shot on iPhone	Visual engagement Brand anchoring; inform
	Newspapers	American Airlines/The World's Greatest Flyers Fly American	Brand anchoring; inform
	Magazines	Apple Watch/Vogue Magazine	Brand anchoring; inform

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Online Advertising spending Worldwide



based on data from eMarketer, Inc., © 2016



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TABLE 6.4**ONLINE ADVERTISING SPENDING FOR SELECTED FORMATS
(IN BILLIONS)**

FORMAT	2017	2021	AVERAGE GROWTH RATE
Search	\$36.7	\$56.1	11.6%
Banner ads	\$16.1	\$24.8	11.7%
Video	\$13.2	\$22.2	15.8%
Rich media	\$10.3	\$17.9	17.6%
Sponsorships	\$2.1	\$2.6	6.4%
Lead generation	\$2.0	\$2.3	4.8%
Classifieds	\$2.0	\$2.6	7.7%
E-mail	\$0.34	\$0.46	8.1%

SOURCE: Based on data from eMarketer, Inc., 2017h, 2017i; eMarketer, Inc. © 2017, used with permission.

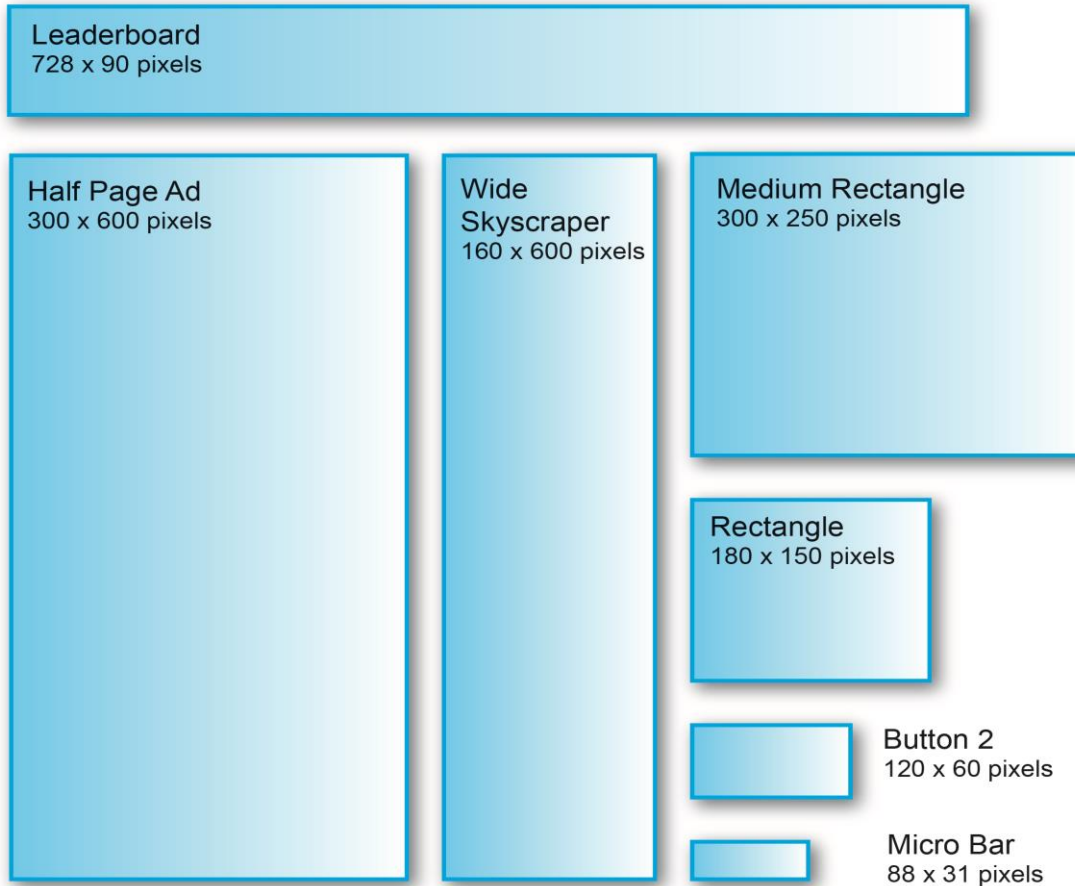
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Types of Display Ads



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Establishing the Customer Relationship

- Website functions to:
 - Establish brand identity and customer expectations
 - Differentiating product
 - Anchor the brand online
 - Central point for all marketing messages
 - Inform and educate customer
 - Shape customer experience

(Q) What are the primary marketing functions of a Web site?



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Marketing functions of a Web site

- Establishing the brand identity and consumer expectations
- Informing and educating the consumer
- Shaping the customer experience
- Anchoring the brand in an ocean of marketing messages coming from different sources



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Online Marketing and Advertising

- Online advertising
 - Display, search, mobile messaging, sponsorships, classifieds, lead generation, e-mail
 - By 2018, online advertising expenditures will exceed TV advertising
 - Advantages:
 - 18–34 audience is online
 - Ad targeting to individuals
 - Price discrimination
 - Personalization



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Traditional Online Marketing and Advertising Tools

- Search engine marketing and advertising
- Display ad marketing
- E-mail marketing
- Affiliate marketing
- Viral marketing
- Lead generation marketing

(Q) What is lead generation marketing?



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Lead generation marketing

- uses multiple e-commerce presences to generate leads for businesses that later can be contacted and converted into customers through sales calls, e-mails, or other means
- involves a specialized subset of the Internet marketing industry that provides consulting services and software tools to collect and manage leads for firms, and to convert these leads to customers



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Search Engine Marketing and Advertising

- Search engine marketing (SEM)
 - Use of search engines for branding
- Search engine advertising
 - Use of search engines to support direct sales
- Types of search engine advertising
 - Paid inclusion
 - Pay-per-click (PPC) search ads
 - Keyword advertising
 - Network keyword advertising (context advertising)

(Q) Name and describe three different types of search engine advertising.



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Search Engine Advertising (Types)

There are at three major types of search engine advertising:

1. keyword paid inclusion (so-called “sponsored links”)
2. advertising keywords (such as Google’s AdWords)
3. search engine context ads (such as Google’s AdSense)



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Search Engine Advertising (Types)

Paid inclusion programs (also called sponsored link) for a fee guarantee:

- a Web site's inclusion in its list of search results
- more frequent visits by its Web crawler
- suggestions for improving the results of organic searching



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Search Engine Advertising (Types)

keyword advertising

- merchants purchase keywords through a bidding process at search sites
- whenever a consumer searches for that word, their advertisement shows up somewhere on the page (usually as a small text-based advertisement on the right, but also as a listing on the very top of the page)
- The more merchants pay, the higher the rank and greater the visibility of their ads on the page



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Search Engine Advertising (Types)

Network keyword advertising (context advertising)

introduced by Google as its AdSense product in 2002, differs from the ordinary keyword advertising described previously

- Publishers (Web sites that want to show ads) join these networks and allow the search engine to place “relevant” ads on their sites
- Ads are paid for by advertisers who want their messages to appear across the Web



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Search Engine Marketing and Advertising

- Search engine optimization (SEO)
- Google search engine algorithms
- Social search
 - Utilizes social contacts and social graph to provide fewer and more relevant results
- Search engine issues
 - Paid inclusion and placement practices
 - Link farms, content farms
 - Click fraud

(Q) What are some issues associated with the use of search engine advertising?



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Search Engine Advertising (Issues)

- Search engines have the power to crush a small business by placing its ads on the back pages of search results
- Merchants are at the mercy of search engines for access to the online marketplace (access is dominated by a single firm, Google)



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Search Engine Advertising (Issues)

Other practices that degrade the results and usefulness of search engines include:

- **Link farms**
- **Content farms**
- **Click Fraud**



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Search Engine Advertising (Issues)

- **Link farms**

- groups of Web sites that link to one another, thereby boosting their ranking in search engines that use a PageRank algorithm to judge the “usefulness” of a site



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Search Engine Advertising (Issues)

- **Content farms**

- companies that generate large volumes of textual content for multiple Web sites designed to attract viewers and search engines
- profit by attracting large numbers of readers to their sites and exposing them to ads
- content typically is not original but is artfully copied or summarized from legitimate content sites



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Search Engine Advertising (Issues)

- **Click fraud**

- occurs when a competitor clicks on search engine results and ads, forcing the advertiser to pay for the click even though the click is not legitimate
- Competitors can hire offshore firms to perform fraudulent clicks or hire botnets to automate the process
- Click fraud can quickly run up a large bill for merchants, and not result in any growth in sales



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Display Ad Marketing

- Banner ads
- Rich media ads
 - Interstitial ads
- Video ads
 - Far more effective than other display formats
- Sponsorships
- Native advertising

(Q) What advantages do rich media ads have over static display ads?

(Q) What is native advertising, and why is it controversial?



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Rich Media vs. Display Ads

- click through rates are much higher (1.0% to 2.0% as opposed to 0.03%–0.3% for banner ads)
- rich media ads can boost advertiser site visits by as much as 300% compared with banner ads
- with video added, consumers are six times more likely to visit an advertised Web site
- with interstitial rich media ads (which appear between Web pages as a consumer browses) consumers are less able to avoid or tune out the advertisement



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Native Advertising

- Native ads are far more influential with consumers:
 - consumers look at native ads 53% more frequently than display ads
 - native ads raise purchase intent by 18%
 - consumers are twice as likely to share a native ad with a family member as a regular ad



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TABLE 6.5 TYPES OF VIDEO ADS		
FORMAT	DESCRIPTION	WHEN USED
Linear video ad	Pre-roll; takeover; ad takes over video for a certain period of time	Before, between, or after video
Nonlinear video ad	Overlay; ad runs at same time as video content and does not take over full screen	During, over, or within video
In-banner video ad	Rich media; ad is triggered within banner, may expand outside banner	Within web page, generally surrounded by content
In-text video ad	Rich media; ad is delivered when user mouses over relevant text	Within web page, identified as a highlighted word within relevant content

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Display Ad Marketing

- Content marketing
- Advertising networks
- Ad exchanges, programmatic advertising, and real-time bidding (RTB)
- Display advertising issues
 - Ad fraud
 - Viewability
 - Ad blocking

(Q) What does the issue of ad viewability involve, and how is the ad industry responding to this problem?



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Ad Viewability

- 56% of the impressions served across Google display advertising platforms (including DoubleClick) are not viewable
- 54% of display ads, and 57% of video ads, are not in fact seen by people, even though advertisers were charged for generating ad impressions and serving ads (ComScore)



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E-mail Marketing

- Direct e-mail marketing
 - Messages sent directly to interested users
 - Benefits include
 - Inexpensive
 - Average around 3% to 4% click-throughs
 - Measuring and tracking responses
 - Personalization and targeting
- Three main challenges
 - Spam
 - Anti-spam software
 - Poorly targeted purchased e-mail lists



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Spam

- Unsolicited commercial e-mail
- Around 53% of all e-mail in 2016
- Most originates from bot networks
- Efforts to control spam have largely failed:
 - Government regulation (CAN-SPAM)
 - State laws
 - Voluntary self-regulation by industries (DMA)
 - Canada's stringent anti-spam laws



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Other Types of Traditional Online Marketing

- Affiliate marketing
 - Commission fee paid to other websites for sending customers to their website
- Viral marketing
 - Marketing designed to inspire customers to pass message to others
- Lead generation marketing
 - Services and tools for collecting, managing, and converting leads



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Social, Mobile, and Local Marketing and Advertising

- Social marketing and advertising
 - Use of online social networks and communities
- Mobile marketing and advertising
 - Use of mobile platform
 - Influence of mobile apps
- Local marketing
 - Geotargeting
 - Display ads in hyperlocal publications
 - Coupons



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Other Online Marketing Strategies

- Multi-channel marketing: Message integration
- Customer retention strategies
 - One-to-one marketing (personalization)
 - Behavioral targeting (interest-based advertising)
 - Retargeting
- Customization and customer co-production
- Customer service
 - FAQs
 - Real-time customer service chat systems
 - Automated response systems

(Q) What is retargeting, and why has it become a popular marketing technique?



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Retargeting

- Retargeting involves showing the same or similar ads to individuals across multiple websites
- Retargeting has become a popular tactic, in large part due to its perceived effectiveness
 - For instance, marketers often use retargeting in an attempt to reach users who have abandoned a shopping cart



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Retargeting

- Over 90% of marketers believe retargeting ads performs equal or better than search advertising or e-mail
- The ability to retarget ads across devices is also becoming a topic of great interest to marketers

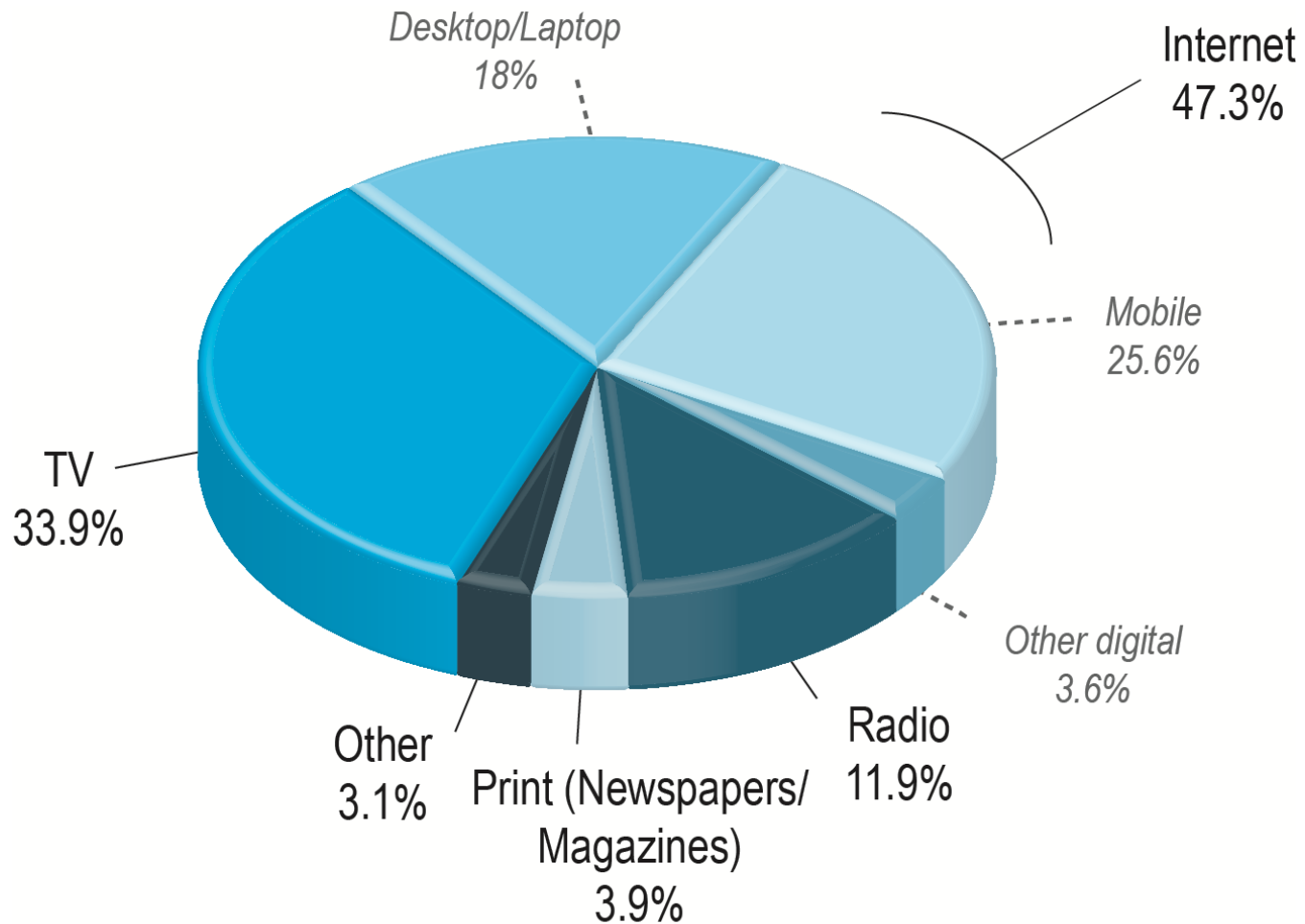


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Average time spent per day UK adults in major media



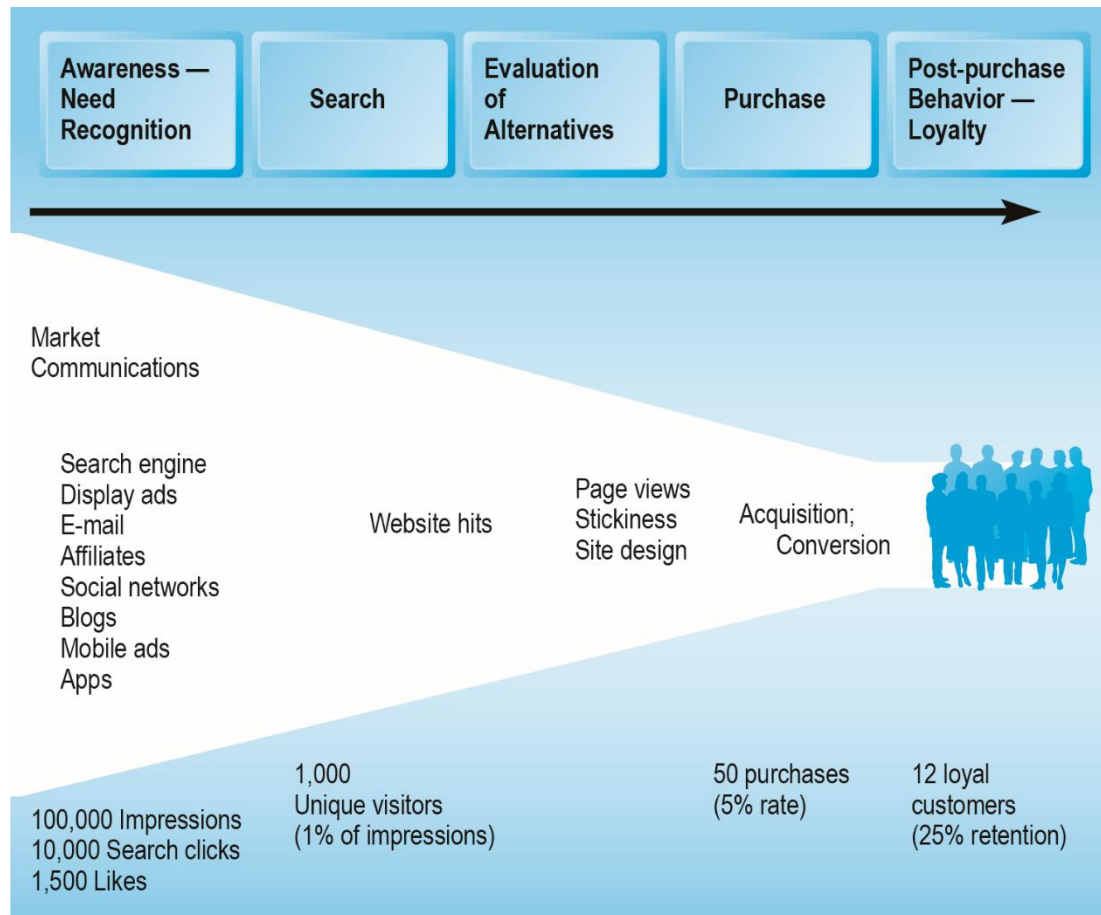
based on data from eMarketer, Inc., © 2016

Marketing Metrics Lexicon

TABLE 6.7 MARKETING METRICS LEXICON	
DISPLAY AD METRICS	DESCRIPTION
Impressions	Number of times an ad is served
Click-through rate (CTR)	Percentage of times an ad is clicked
View-through rate (VTR)	Percentage of times an ad is not clicked immediately but the website is visited within 30 days
Hits	Number of HTTP requests
Page views	Number of pages viewed
Viewability rate	Percentage of ads that are actually seen online
Unique visitors	Number of unique visitors in a period
Loyalty	Measured variously as the number of page views, frequency of single-user visits to the website, or percentage of customers who return to the site in a year to make additional purchases
Reach	Percentage of website visitors who are potential buyers; or the percentage of total market buyers who buy at a site
Recency	Time elapsed since the last action taken by a buyer, such as a website visit or purchase
Stickiness (duration)	Average length of stay at a website
Acquisition rate	Percentage of visitors who indicate an interest in the website's products by registering or visiting product pages
Conversion rate	Percentage of visitors who become customers
Browse-to-buy ratio	Ratio of items purchased to product views
View-to-cart ratio	Ratio of "Add to cart" clicks to product views
Cart conversion rate	Ratio of actual orders to "Add to cart" clicks
Checkout conversion rate	Ratio of actual orders to checkouts started
Abandonment rate	Percentage of shoppers who begin a shopping cart purchase but then leave the website without completing a purchase (similar to above)
Retention rate	Percentage of existing customers who continue to buy on a regular basis (similar to loyalty)
Attrition rate	Percentage of customers who do not return during the next year after an initial purchase
VIDEO ADVERTISING METRICS	
View time	How long does the ad actually stay in view while it plays
Completion rate	How many viewers watched the complete video
Skip rate	How many viewers skipped the video
E-MAIL METRICS	
Open rate	Percentage of e-mail recipients who open the e-mail and are exposed to the message
Delivery rate	Percentage of e-mail recipients who received the e-mail
Click-through rate (e-mail)	Percentage of recipients who clicked through to offers
Bounce-back rate	Percentage of e-mails that could not be delivered
Unsubscribe rate	Percentage of recipients who click unsubscribe
Conversion rate (e-mail)	Percentage of recipients who actually buy

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Figure 6.11: An Online Consumer Purchasing Model



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How Well Does Online Advertising Work?

- Use **ROI** to measure ad campaign
- Difficulty of cross-platform **attribution**
- Highest **click-through rates**: Search engine ads, permission e-mail campaigns
- Online channels compare favorably with traditional
- Most powerful marketing campaigns use multiple channels, including online, catalog, TV, radio, newspapers, stores



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TABLE 6.8**ONLINE MARKETING COMMUNICATIONS: TYPICAL CLICK-THROUGH RATES**

MARKETING METHODS	TYPICAL CLICK-THROUGH RATES
Banner ads	.03%–.25%
Google enhanced search ads (Product Listing Ads)	2.8%–3.6%
Google AdWords search listing	1.35%–3.4%
Video	.34%–.85%
Rich media	.13%–.35%
Sponsorships	1.5%–3.0%
Native ads	.80–1.8%
Content marketing	.25%–.40%
Affiliate relationships	.20%–.40%
E-mail marketing in-house list	3.0–5.0%
E-mail marketing purchased list	.01%–1.5%
Social network display ads	.15%–.25%
Mobile display ads	.09%–1.25%

SOURCES: Based on data from Chaffey, 2017; eMarketer, Inc., 2017, 2016d; Sizmek, 2016; Wordstream, 2016; Viant, 2016; Polar, 2016; industry sources; authors' estimates.

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The Costs of Online Advertising

- Pricing models
 - Barter, cost per thousand (**CPM**), cost per click (**CPC**), cost per action (**CPA**), hybrid, sponsorship
- Measuring issues
 - Correlating online marketing to online or offline sales
- In general, online marketing is more expensive on CPM basis, but more efficient in producing sales
- Effective cost-per-thousand (eCPM)

(Q) Define CTR, CPM, CPC, and CPA.



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The Costs of Online Advertising

- **CTR** click-through rate or percentage of people exposed to an online advertisement who actually click it to visit the site
- **CPM** cost per 1,000 impressions
 - Advertisers originally purchased online ads in lots of 1,000 units



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The Costs of Online Advertising

- **CPC** (cost per click) is a later pricing model in which the advertiser pays a prenegotiated fee for each click an ad receives
- **CPA** (cost per action) cost structure where advertisers pay a prenegotiated amount only when a user performs a specific action such as a site registration or purchase



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TABLE 6.9**DIFFERENT PRICING MODELS FOR ONLINE ADVERTISEMENTS**

PRICING MODEL	DESCRIPTION
Barter	Exchange of ad space for something of equal value
Cost per thousand (CPM)	Advertiser pays for impressions in 1,000-unit lots
Cost per click (CPC)	Advertiser pays prenegotiated fee for each click ad received
Cost per lead (CPL)	Advertiser pays only for qualified leads or contacts
Cost per action (CPA)	Advertiser pays only for those users who perform a specific action, such as registering, purchasing, etc.
Hybrid	Two or more of the above models used together
Sponsorship	Term-based; advertiser pays fixed fee for a slot on a website

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TABLE 6.10 TRADITIONAL AND ONLINE ADVERTISING COSTS COMPARED

<i>TRADITIONAL ADVERTISING</i>	
Local television	\$1,500–\$15,000 for a 30-second commercial; \$45,000 for a highly rated show
Network television	\$80,000–\$600,000 for a 30-second spot during prime time; the average is \$134,000
Cable television	\$5,000–\$8,000 for a 30-second ad during prime time
Radio	\$100–\$1,000 for a 60-second spot, depending on the time of day and program ratings
Newspaper	\$120 per 1,000 circulation for a full-page ad
Magazine	\$50 per 1,000 circulation for an ad in a regional edition of a national magazine, versus \$120 per 1,000 for a local magazine
Direct mail	\$15–\$20 per 1,000 delivered for coupon mailings; \$25–\$40 per 1,000 for simple newspaper inserts
Billboard	\$1,500–\$30,000 for a large billboard for a 4-week period, with a minimum of 5–20 billboards
<i>ONLINE ADVERTISING</i>	
Banner ads	\$5–\$10 per 1,000 impressions, depending on how targeted the ad is (the more targeted, the higher the price)
Video and rich media	\$20–\$25 per 1,000 ads, depending on the website's demographics
E-mail	\$5–\$15 per 1,000 targeted e-mail addresses
Sponsorships	\$30–\$75 per 1,000 viewers, depending on the exclusivity of the sponsorship (the more exclusive, the higher the price)
Social network ads	\$0.50–\$3.00 per 1,000 impressions, with news feed ads at the high end of the range
Mobile display ads	\$1.50–\$3.25 per 1,000 impressions, including media costs, charges for first- or third-party data, and service fees

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Marketing Analytics

- Software that analyzes data at **each stage of the customer conversion process**
 - Awareness
 - Engagement
 - Interaction
 - Purchase activity
 - Loyalty and post-purchase
- Helps managers
 - Optimize ROI on website and marketing efforts
 - Build detailed customer profiles
 - Measure impact of marketing campaigns

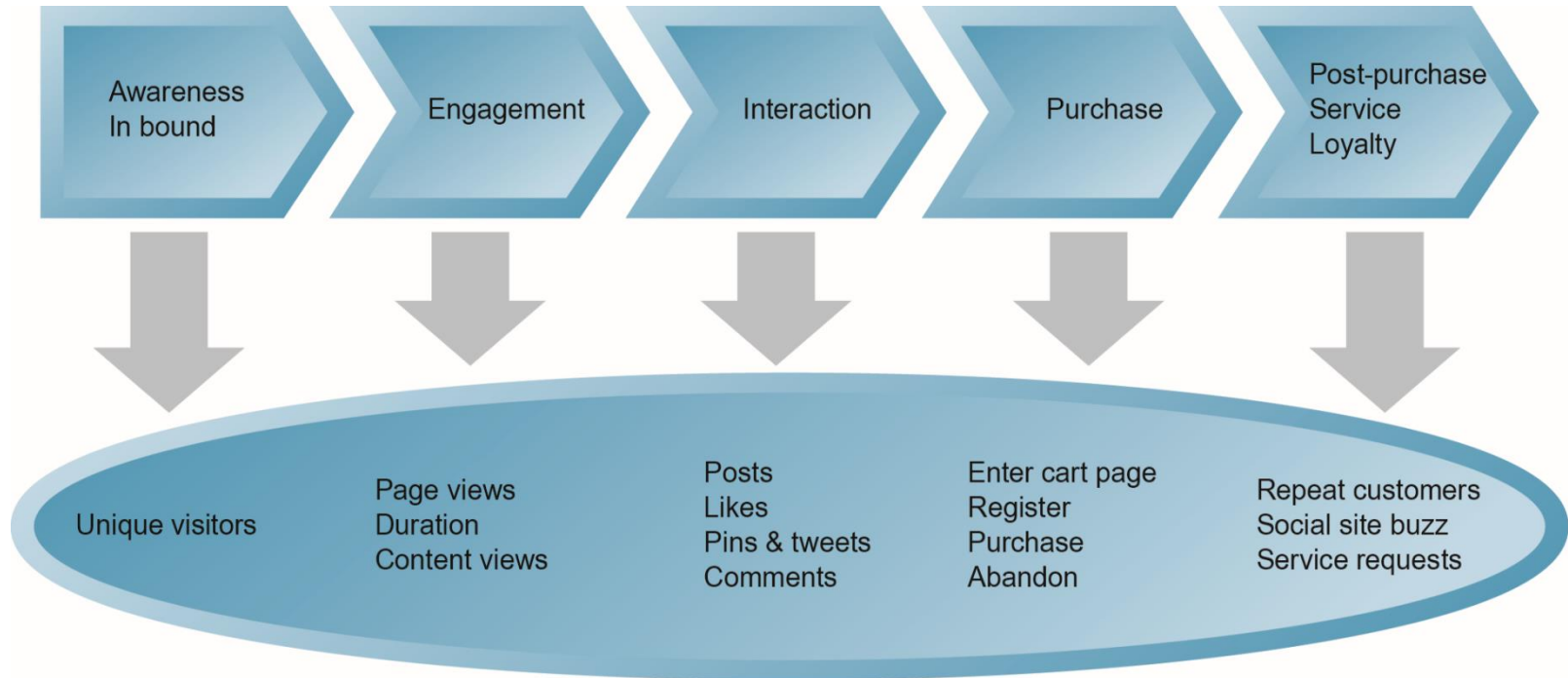
*(Q) What are **Web analytics** and how do they help e-commerce firms better understand consumer behavior at the various stages of the online purchasing process?*



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Figure 6.12: Marketing Analytics and the Online Purchasing Process



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Introduction to Social, Mobile, and Local Marketing

- New marketing concepts
 - **Conversations**
 - **Engagement**
- Impact of smartphones and tablets
- Social-mobile-local nexus
 - **Strong ties** between consumer use of social networks, mobile devices, and local shopping



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Fig. 7.1. The rapidly changing trajectory of Worldwide online Ad spending

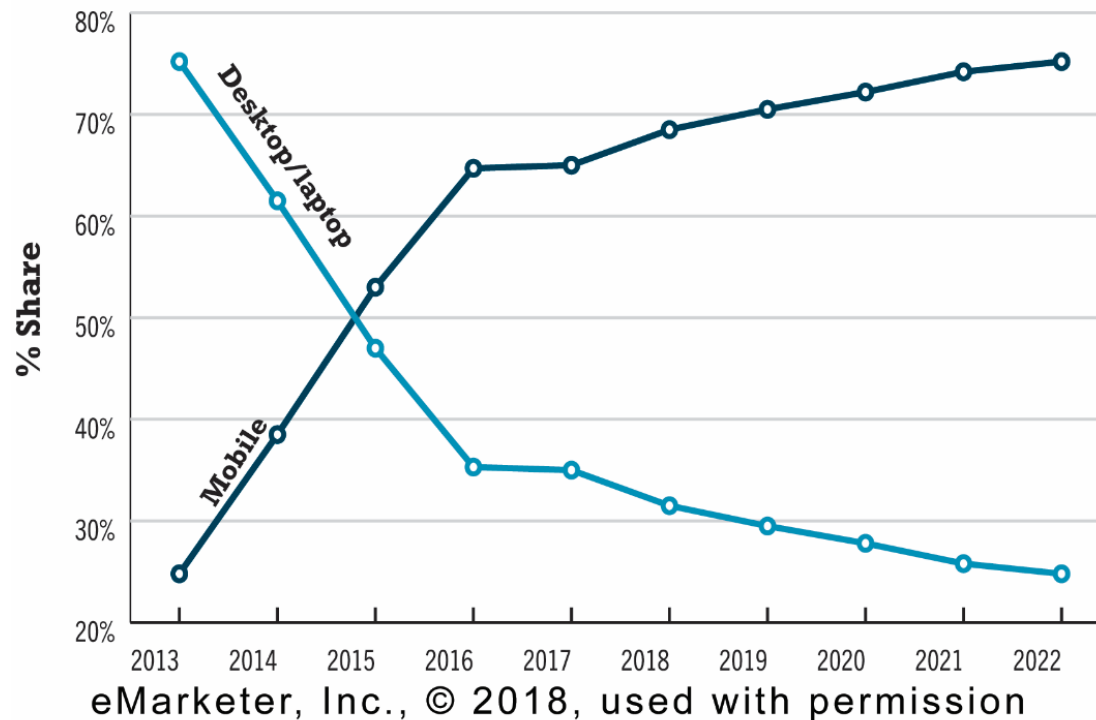
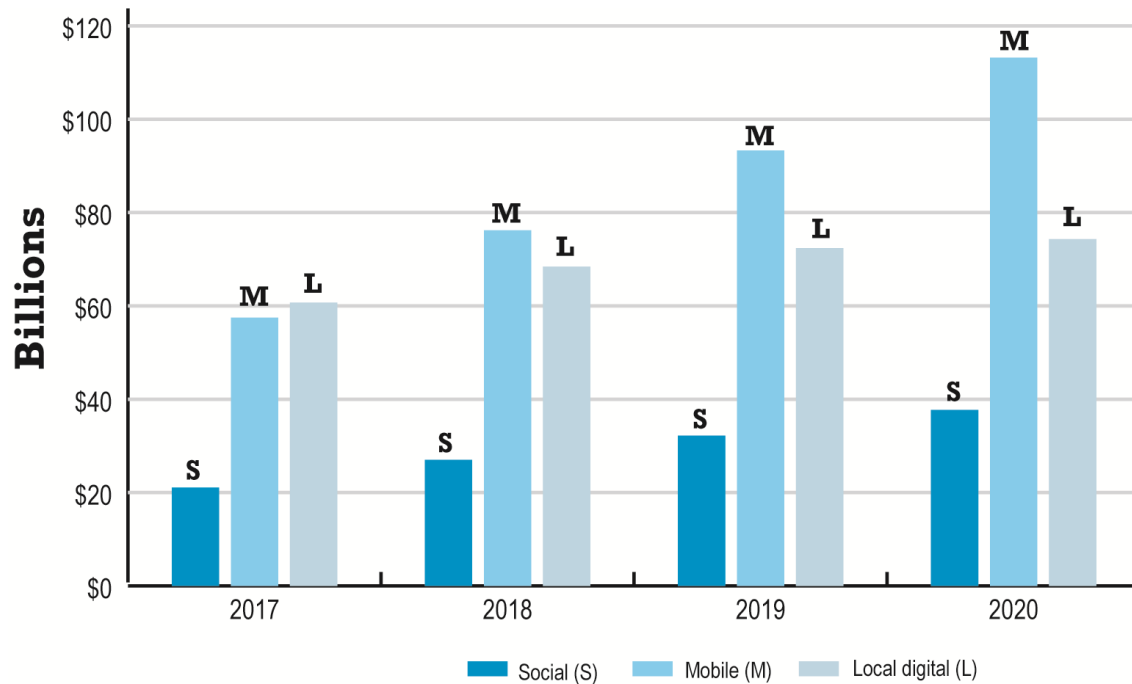
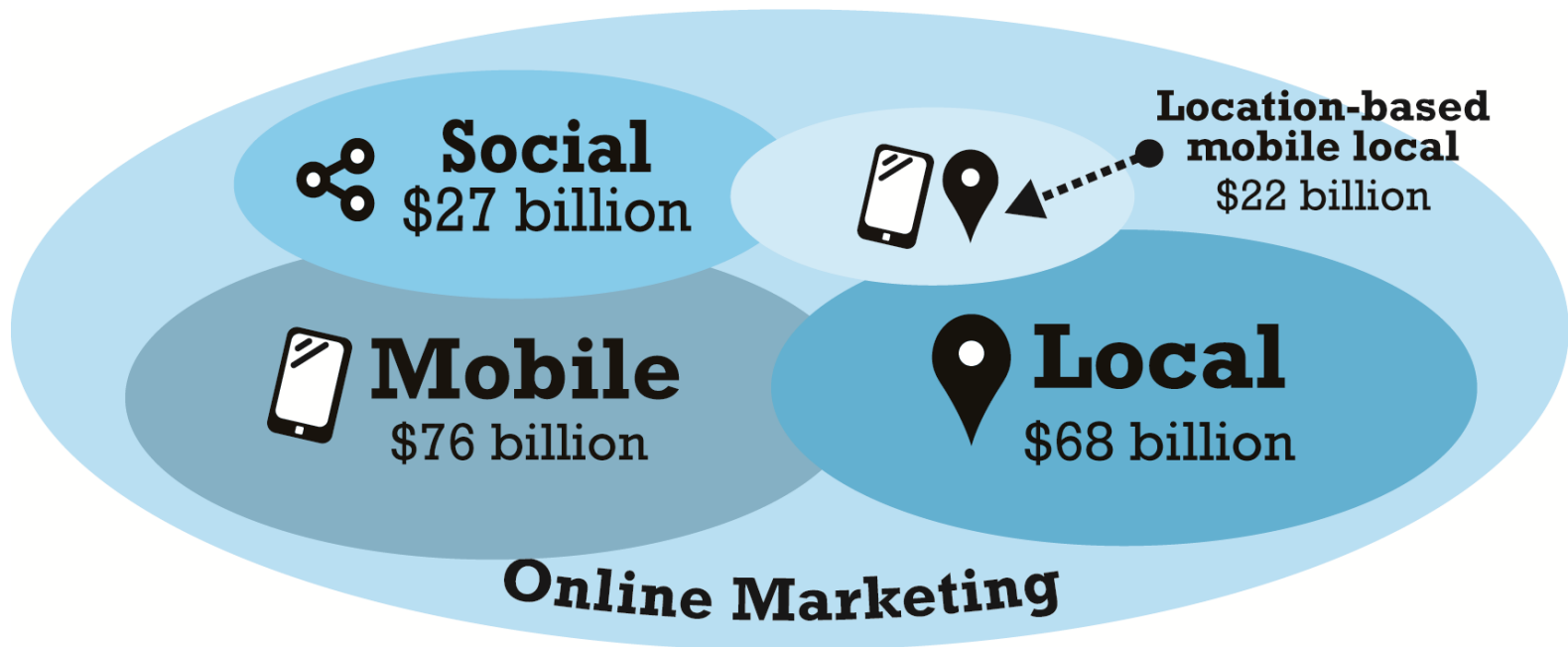


Fig. 7.2. U.S. Social, Mobile and Local Marketing (2017-2020)



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Figure 7.3 Online Marketing Platforms



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Social Marketing

- Traditional online marketing goals
 - **Deliver** business **message** to the most consumers
- Social marketing goals
 - Encourage consumers to become **fans** and **engage** and enter **conversations**
 - **Strengthen brand** by increasing share of online conversation



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Social Marketing Players

- The most popular sites account for over 90% of all social network visits
 - **Facebook, Google+, Twitter, LinkedIn, Pinterest, Instagram, Tumblr**
 - Unique visitors vs. engagement
 - **Engagement** measures the amount and intensity of user involvement
 - Facebook dominates in both measures
 - **Dark social** – sharing outside of major social networks (e-mail, IM, texts, etc.)

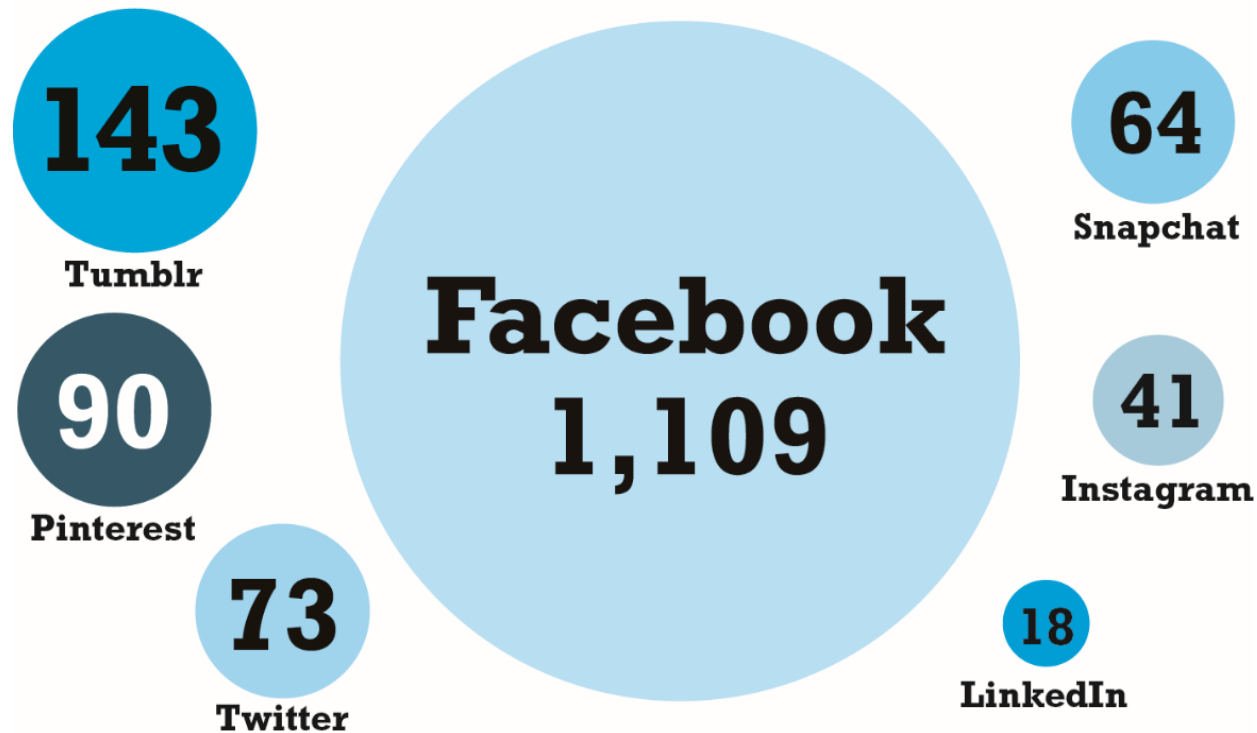


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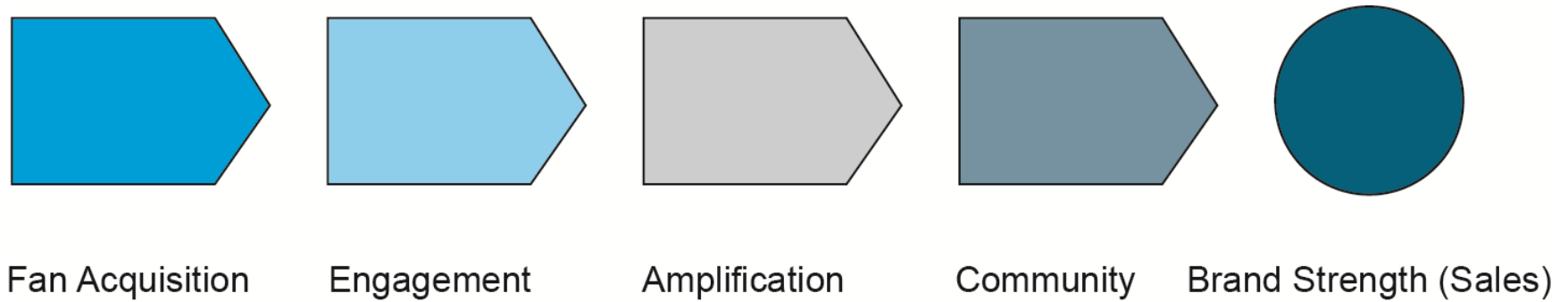
Figure 7.4: Engagement at Top Social Networks

Average Minutes per Visitor to Social Network Sites (monthly)



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Figure 7.5: The Social Marketing Process



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Facebook Marketing

- Basic Facebook **features**
 - News Feed
 - Timeline (Profile)
 - Search
- **Social density** of audience is magnified
 - Facebook is largest repository of deeply personal information
 - Facebook geared to maximizing connections between users



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TABLE 7.1

BASIC FACEBOOK FEATURES

FEATURE	DESCRIPTION
Profile	As part of account creation, you create a profile that includes certain personal information. The profile may also include photos and other media. Establishes baseline information that will be shared with friends.
Friend search	Helps you find friends who are already using Facebook, as well as friends who are not, typically by searching your e-mail contact list. Creates your baseline social network based on prior contacts.
Timeline	A history of your actions on Facebook, including photos, history of posts, and comments to your News Feed, as well as life events that you post and want others to see as a part of your profile. Additions you make to your Timeline may appear on your friends' News Feed. Creates additional links with friends.
Tagging	Ability to tag photos, status updates, check-ins, or comments with the names of friends. Tagging links to that person's Timeline and News Feed. Your friends are notified they have been tagged, and you are linked to their Timeline. Friends of your friends may also be notified. Whenever Facebook detects the person in a new image, it notifies all those who have tagged the photo that this friend appears in a new photo that you can link to. The tagging tool is designed to create additional connections among users.
News Feed	Facebook's News Feed is a continuously updated list of stories from friends, Groups, and Pages that you have liked on Facebook. Ads running in the News Feed are a major ad revenue producer for Facebook. News Feed stories include status updates, photos, videos, links, app activity, and Likes. Provides a continual stream of messages from friends and advertisers.
Groups	Facebook Groups provide a platform for people with common interests to share content with one another. Any Facebook user can set up and manage a group. Groups may be public or private (only open by invitation) or secret (not able to be searched for).
Status update	A way to post your comments, observations, and location to all your friends.
Reactions buttons	In 2016, Facebook redesigned its Like button functionality to add five additional buttons and rebranded it as Reactions. In addition to the familiar Like button, users can now register additional reactions, such as Love, laughter (Haha), surprise (Wow), sadness, and anger.
Messenger	Facebook's instant messaging app, used by over 1.3 billion people every month. Offers a variety of marketing options, including sponsored messages from chatbots, in-box video and display ads, and broadcast messages from small and medium-sized businesses.
Third-party Apps	Third-party apps add functionality to Facebook. Apps run the gamut from games (Candy Crush Saga; FarmVille) to photos (Instagram, now part of Facebook), music (Spotify), and publications (Washington Post Social Reader). Your personal information and that of your friends is shared with apps that you install. Most apps are free, and most rely on revenues from advertising.
Open Graph	A feature used by app developers to integrate their apps into the Facebook pages of users who sign up for the app, and in that sense, it opens the Facebook social graph to the developer, who can then use all the features of Facebook in the app. For instance, this feature allows your performance on game apps to be sent to your Friend's News Feeds. Supports the development of social apps and increases links among users.
Search	In 2013, Facebook introduced Graph Search, a "social" search engine that searched your social network for answers to queries. It was a semantic search engine insofar as it provided a single answer rather than a list of links based on an algorithm's estimate of user intentions. It was also a hybrid search engine that relied on Bing to supplement results. In 2015, Facebook significantly expanded its Search functionality. It now focuses on keywords and includes everyone's public posts, Likes, photos, and interests (including posts by brands), and makes them available to all users of Facebook, friends or not. In 2016, Facebook reported that users were doing 2 billion searches a day of 2.5 trillion posts.



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Profile

Friends Search

Timeline



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Tagging

Timeline and Tagging Settings

Who can add things to my timeline? Friends Edit

Who can post on your timeline? Friends Edit

Review posts friends tag you in before they appear on your timeline? Close

Timeline Review controls whether you have to manually approve posts you're tagged in before they go on your timeline. When you have a post to review, just click **Timeline Review** on the left hand side of your Activity Log.

Note: This only controls what's allowed on your timeline. Posts you're tagged in still appear in search, news feed and other places on Facebook.

Enabled ▼

Activity Log **Timeline Review**

What Post appeared on my timeline

Add to Timeline **Hide**

Who can see things on my timeline? Review what other people see on your timeline View As

News Feed

News Feed

What's on your mind?

Rob Hill shared a video

Sick edit Will Solante

InstaRepost

Jack_rabbit_studios

Groups

Discover **Groups** + Create Group

Pending Invites

INTERNATIONAL TRAV...
Invited by Michael J. Connolly III
10 friends · 3,501 members Join Decline

Your Favorite Motivation...
Invited by Akansha Gautam
104 friends · 9,575 members Join Decline

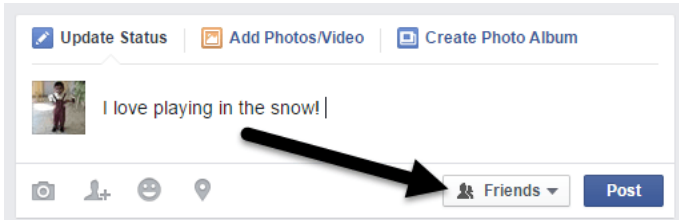
Your Favorite Quotes
Invited by Akansha Gautam
88 friends · 8,999 members Join Decline

Social Media Dominator
Invited by Akansha Gautam
131 friends · 35,130 members Join Decline

Quote Of The Day
Invited by Akansha Gautam
92 friends · 8,049 members Join Decline

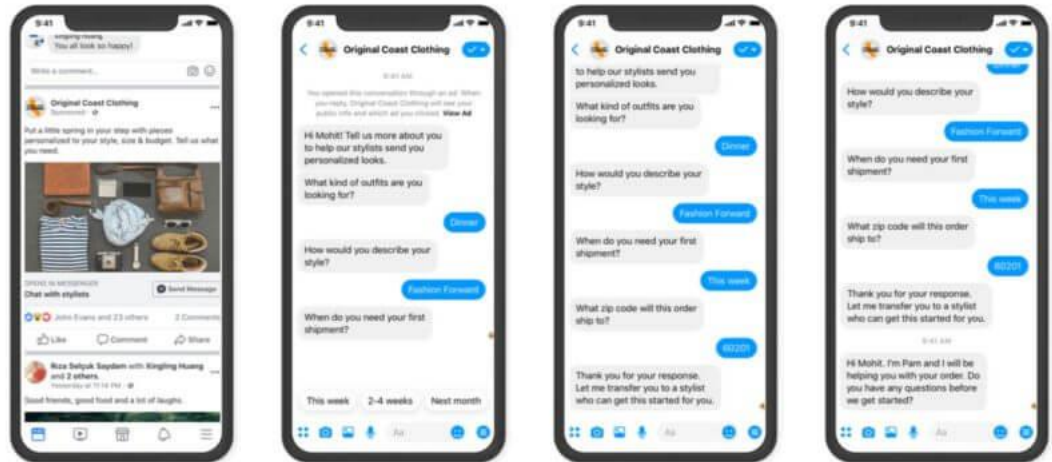
Your Favorite Inspiration...
Invited by Akansha Gautam
124 friends · 8,885 members Join Decline

Status Update

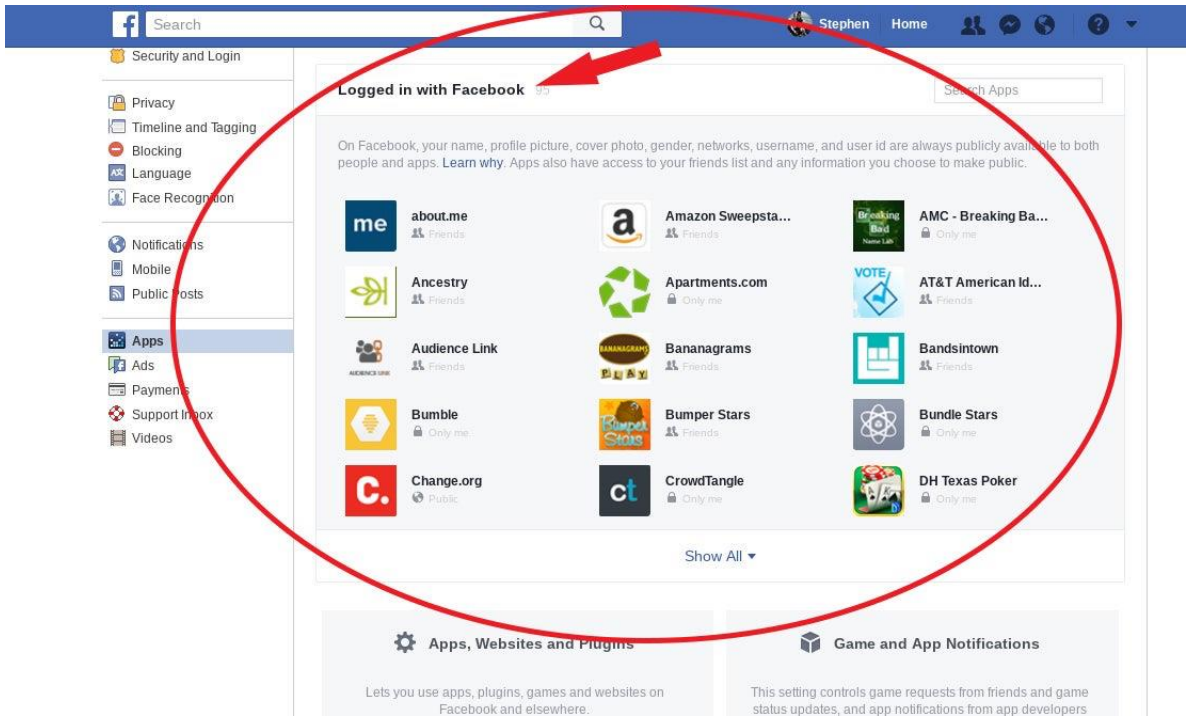


Messenger

Reaction Buttons



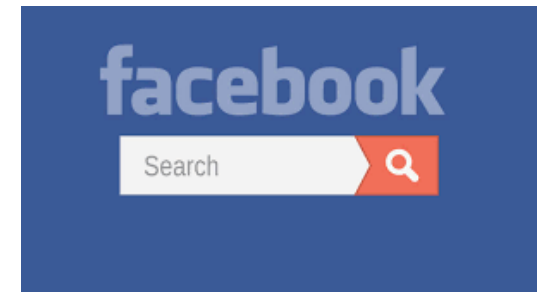
Third Party Apps



Open Graph



Search



<https://www.youtube.com/watch?v=q3b94kFBah8>

Facebook Marketing Tools

- Reactions Buttons
- Brand Pages
- News Feed Page Post Ads
- Right-Hand Column Sidebar Ads
- Facebook Life
- Video Ads/Mobile Ads
- Facebook Messenger
- Facebook Exchange (FBX)



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TABLE 7.2

BASIC FACEBOOK MARKETING TOOLS

MARKETING TOOL	DESCRIPTION
Reactions Buttons	Amplification. A feature that allows users to express support (and as of 2016, other reactions as well) for content on social sites to their friends and friends of friends. The one tool that marketers cannot control. Currently free.
Brand Pages	Engagement and community building. Similar to a business web page, but much more social by encouraging user interaction and response; ongoing discussions among the community of fans. Brand pages are currently free. Shops tab for brand pages allows companies to feature products and services for sale.
News Feed Page Post Ads	Fan acquisition. Paid brand messages can be inserted into the News Feed. Requires payment. Buy button can also be embedded in News Feed Page Post Ads.
Right-Hand Column Sidebar Ads	Fan acquisition. Display ads in the right-hand column (sidebar) similar to display ads elsewhere on the Web. Requires payment.
Facebook Live	Fan acquisition and engagement. Video streaming service within Facebook. Can be used to stream live content that followers can interact with by commenting, liking, and sharing. Video can be saved on a brand's page and followers can continue to interact with it. Free.
Video Ads	Fan acquisition and engagement. Video ads autoplay in silent mode on both desktop and mobile News Feeds. Requires payment.
Facebook Watch	Fan acquisition and engagement. Pre-roll and mid-roll video ads. Requires payment.
Mobile Ads	Fan acquisition. Mobile News Feed Page Post Ads are delivered to smartphones and tablets. Requires payment.
Sponsored Messages/Broadcast	Fan acquisition and engagement. Messages to customers who had previously engaged with them via Messenger chatbot or, in the case of small- and medium-sized businesses, directly from the company. Requires payment.
Facebook Exchange (FBX)	Facebook's real-time ad exchange, which sells ads and retargets ads through online bidding. Advertisers place cookies on user browsers when they visit a site, and when they return to Facebook, they are shown ads on the right side from the site they visited. Requires payment.



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Facebook Marketing Tools

Reaction Buttons



Brand Pages



Facebook Marketing Tools

News Feed Page Post Ads

This screenshot shows a Facebook News Feed. The main content is a sponsored post from Samsung Mobile USA. The post features a video player with the text "SHARING MADE EASY" and "Samsung GALAXY S III". Above the video, it says "Mike Rizza likes Samsung Mobile USA." and "The Galaxy S III is the ultimate sharing device... 'LIKE' if beaming content will feel like the future! — with Elias A. Chamchoum and 16 others." The post has 7,552 likes, 371 comments, and 99 shares. To the right of the main post, there are sections for "Recommended Pages" (Camping, Galaxy Life) and "Sponsored" (That's My Boy). The left sidebar shows navigation options like Friends, Apps, and Groups.

Right-Hand Column Sidebar Ads

This screenshot shows a Facebook News Feed with several sidebar advertisements on the right. The main feed content includes a post from Carmel Benavides, Red Oners, Mel Zarazua and 13 others, a post from Eric Foster about "Sundown Syndrome" by Tame Impala, and a post from Reality San Francisco. The sidebar ads include: "Retarget like a pro" from Perfect Audience, "Try Moz Pro for free!" from moz.com, "Ally Bank® - Member FDIC." from ally.com, "Essential Mens Suits" from indochino.com, "Have you made the shift?" from responsys.com, and "Too many work emails?" from asana.com. The bottom of the sidebar shows "English (US) - Privacy - Terms - Cookies - More - Facebook © 2014".



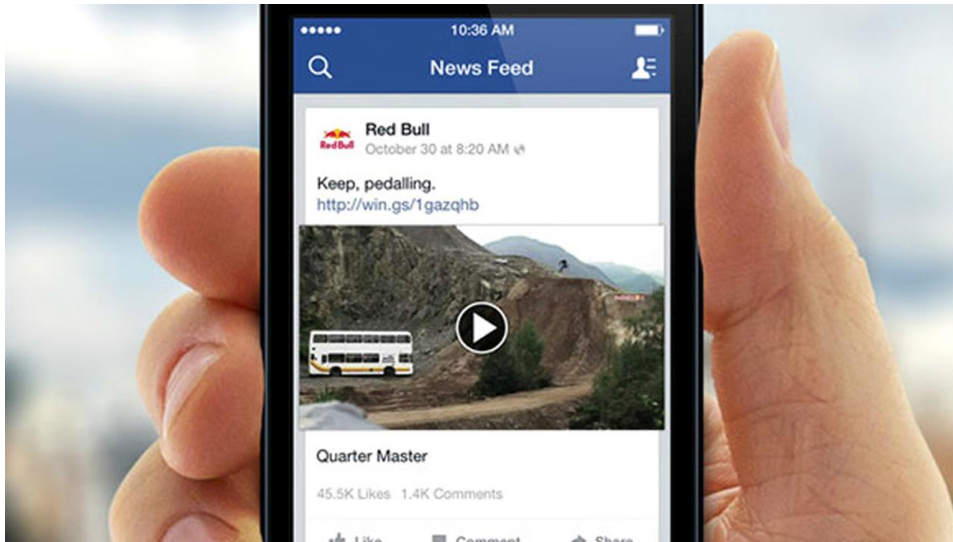
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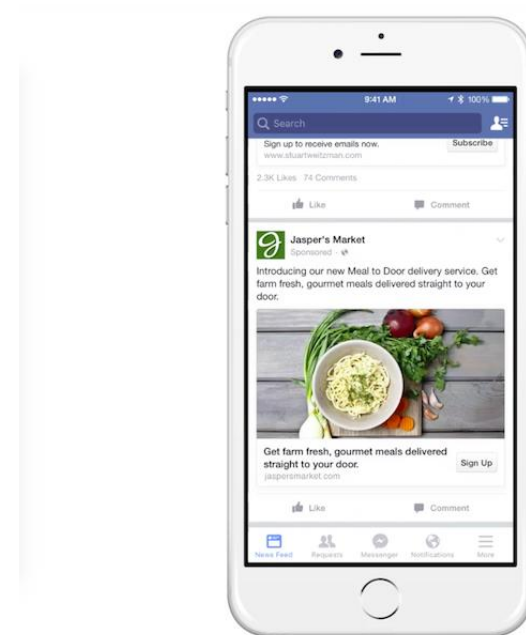
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Facebook Marketing Tools

Video Ads

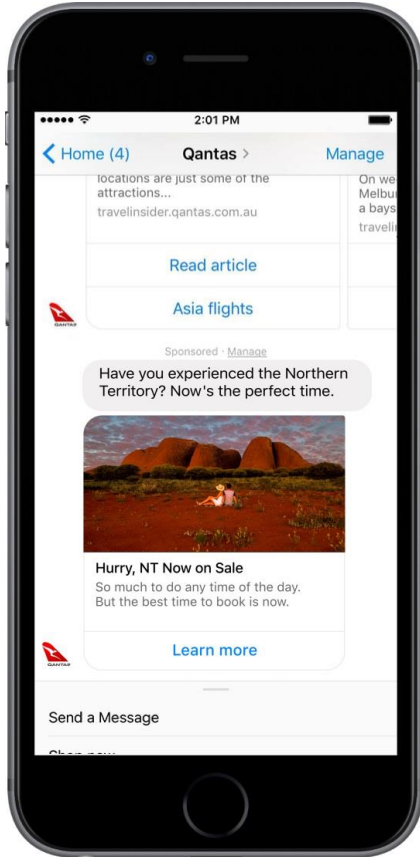


Mobile Ads



Facebook Marketing Tools

Sponsored Messages



Exchange



Facebook
Exchange



doubleclick
by Google



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Typical Facebook Marketing Campaign

- Establish Facebook brand page
- Use comment and feedback tools to develop fan comments
- Develop a community of users
- Encourage brand involvement through video, rich media, contests
- Use display ads for other Facebook pages and social search
- Display Like button liberally



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TABLE 7.3		SELECTED FACEBOOK MARKETING CAMPAIGNS
COMPANY	MARKETING CAMPAIGN	
Lays	Asked its Facebook followers to submit suggestions for new potato chip flavors, offering a \$1 million prize to the winner. Now an annual event.	
Kia	Created a racing video game, GT RIDE, to promote the release of the Kia GT. The game allowed players to build their own racetracks and send challenges to Facebook friends, all within a Facebook app. Users were automatically entered into a sweepstakes to win a Kia GT.	
Budweiser	Buds for Buds campaign encouraged users in certain cities to buy a beer for a Facebook friend's birthday using a redeemable receipt.	
Procter & Gamble	Launched a video along with the Facebook hashtag #LikeAGirl displaying positive representations of "acting like a girl" to promote its Always brand. The video was the most watched in company history.	

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TABLE 7.3		SELECTED FACEBOOK MARKETING CAMPAIGNS
COMPANY	MARKETING CAMPAIGN	
Lays	Asked its Facebook followers to submit suggestions for new potato chip flavors, offering a \$1 million prize to the winner. Now an annual event.	
Airbnb	Targeted people who had previously viewed listings on Airbnb's website by dynamically serving Facebook ads featuring relevant properties in those same locations. Reached over 235 million people in one month and tripled Airbnb's return on ad spending investment compared to a previous campaign.	
SunButter	Used a series of Facebook video ads to target health-conscious users likely to be interested in sunflower seed butter, increasing both brand awareness and units sold.	
Procter & Gamble	Launched a video along with the Facebook hashtag #LikeAGirl displaying positive representations of "acting like a girl" to promote its Always brand. The video was the most watched in company history.	

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Typical Facebook Marketing Campaigns

- Lay's Do Us a Flavor:
<https://www.youtube.com/watch?v=RNdS1tIPsqY&frags=pl%2Cwn>
- Kia GT Ride:
<https://www.youtube.com/watch?v=hlpIIej1-M8&frags=pl%2Cwn>
- Budweiser:
<https://www.youtube.com/watch?v=g4J1H6PiQDM&frags=pl%2Cwn>



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Typical Facebook Marketing Campaigns

- SunButter:

<https://www.youtube.com/watch?v=KXGCeNo4Z6g&frags=pl%2Cwn>

- Procter & Gamble:

<https://www.youtube.com/watch?v=XjJQBjWYDTs&frags=pl%2Cwn>



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Measuring Facebook Marketing Results

- Basic metrics:
 - Fan acquisition (impressions)
 - Engagement (conversation rate)
 - Amplification (reach)
 - Community
 - Brand strength/sales
- Facebook analytics tools
 - Facebook Page Insights
 - Social media management systems (HootSuite)
 - Analytics providers (Google Analytics, Webtrends)



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TABLE 7.4

MEASURING FACEBOOK MARKETING RESULTS

SOCIAL MARKETING PROCESS	MEASUREMENT
Fan acquisition (impressions)	<p>The number of people exposed to your Facebook brand page posts and paid ads (impressions).</p> <p>The percentage of those exposed who become fans/followers.</p> <p>The ratio of impressions to fans/followers.</p>
Engagement (conversation rate)	<p>The number of posts, comments, and responses.</p> <p>The number of views of brand page content.</p> <p>The number of Likes generated per visitor.</p> <p>The number of users who responded to games, contests, and coupons (participation).</p> <p>The number of minutes on average that visitors stay on your page (duration).</p> <p>The rate of Likes per post or other content (applause rate).</p>
Amplification (reach)	<p>The percentage of Likes, shares, or posts to other sites (the rate at which fans share your content).</p>
Community	<p>The monthly interaction rate with your content (i.e., the monthly total of posts, comments, and actions on your Facebook brand page).</p> <p>The average monthly on-site minutes for all fans/followers.</p> <p>The ratio of positive to negative comments.</p>
Brand Strength/Sales	<p>The percentage (or revenue) of your online sales that is generated by Facebook links compared to other platforms, such as e-mail, search engines, and display ads.</p> <p>The percentage of Facebook-sourced customer purchases compared to other sources of customers (conversion ratio).</p> <p>The conversion ratio for friends of fans/followers.</p>



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Twitter Marketing

- Real-time interaction with consumers
- Over 335 million active users worldwide
 - Over 90% access Twitter from mobile device
- **Basic features**
 - Tweets, retweets, followers, message (DM), hashtag, mention, reply, links
 - Moments tab, Timeline



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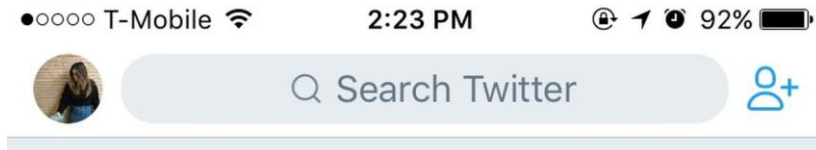
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TABLE 7.5	TWITTER FEATURES
FEATURE	DESCRIPTION
Tweet	280-character text message. Messages can be private (to a single person or one to one), public (to everyone, one to many), or to a group of followers.
Followers	You can follow someone's tweets and receive them as soon as they are made. Others can follow your tweets.
Message (DM)	A direct private message (DM) is like an e-mail that only you and the recipient can read.
Hashtag #<word>	Like a Twitter search engine, #<word> organizes the conversations on Twitter around a specific topic. Click on a hashtag and you are taken to the search results for that term.
Mention	A public Tweet that includes another user's name "@username." You can click on mentions and link back to that person's profile. As a public tweet, your followers will be alerted as well.
Moments tab	Curated highlights of what is happening on Twitter at that moment.
Reply	A public response to a tweet using the Reply button. Replies show up on your timeline and that of the person you are responding to.
Timeline	Your timeline is your home page on Twitter listing the tweets you have received in chronological order, the most recent first. Click on a tweet in the timeline and it expands to reveal videos and photos. Place your mouse over a tweet to reply, retweet, or make it a favorite (which is passed to your followers).
Retweet	Allows you to send along a tweet to all of your followers.
Links	Twitter has a link-shortening feature that allows you to paste in a URL of any link and it will be automatically shortened.

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Twitter Features

Tweets



Popular in Tech News

 **Richard Branson** ✓ @richardbranson · 7m
Applaud those business leaders who have quit the President's advisory councils
[blogs.ft.com/larry-summers/...](https://blogs.ft.com/larry-summers/)
#readbyrichard

20 93 296

Followers

TWEETS	FOLLOWING	FOLLOWERS
72.1K	446	3,616

Tweets Tweets & replies

wiki How to Get More Followers on Twitter



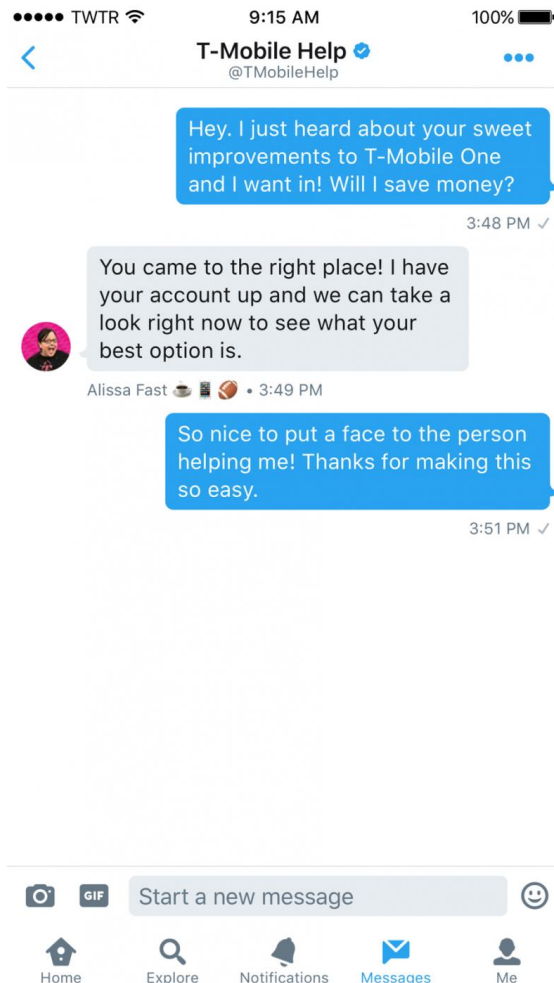
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Twitter Features

Messages



Hashtags

Trends for you · [Change](#)

#RAF100

The RAF celebrates 100th anniversary

#TuesdayThoughts

@NWMCblog is Tweeting about this

#ThailandCaveRescue

237K Tweets

Thai Navy Seal

120K Tweets

All 12

All 12 boys and coach rescued from Thai cave

#IgniteB2B

1,850 Tweets

#WildBoars

4,934 Tweets

Science

159K Tweets

George Clooney

George Clooney injured in motorcycle accident in Italy

#NationalPinaColadaDay

1,870 Tweets



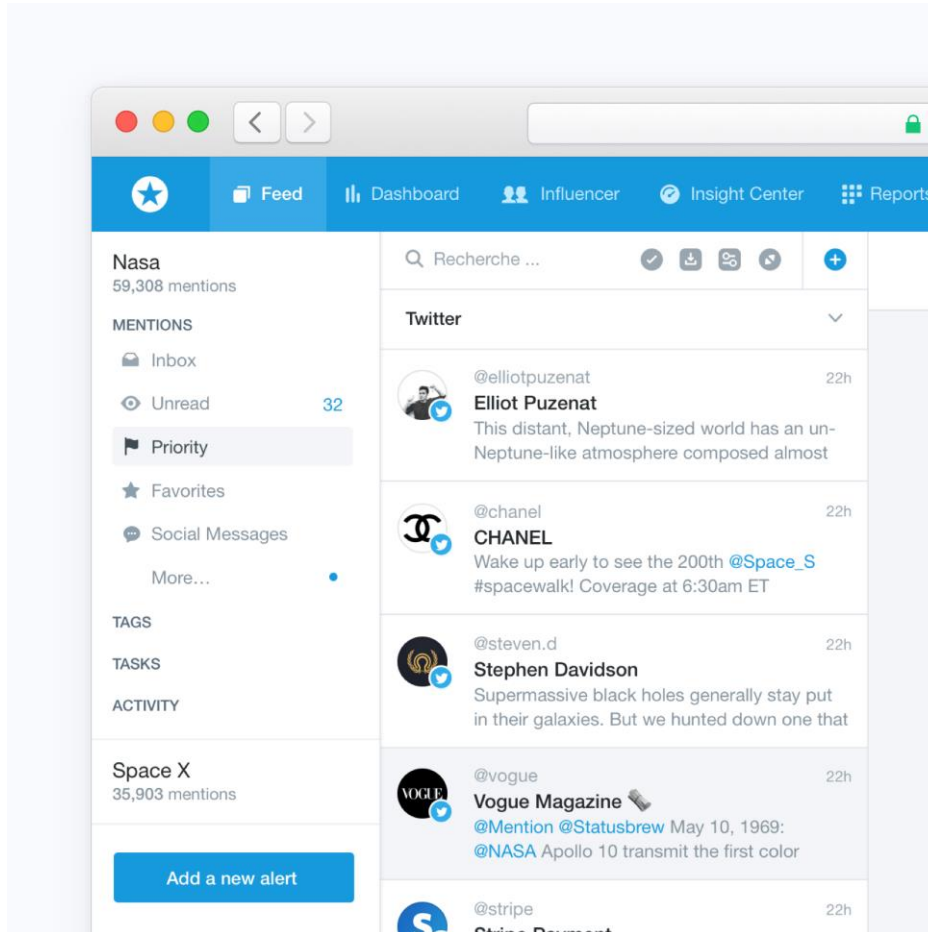
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Twitter Features

Mentions



The screenshot shows the Twitter interface with the 'Mentions' tab selected. The left sidebar lists various categories: Nasa (59,308 mentions), MENTIONS (with sub-options: Inbox, Unread (32), Priority, Favorites, Social Messages, More...), TAGS, TASKS, and ACTIVITY. Below these is Space X (35,903 mentions) and an 'Add a new alert' button. The main content area displays a list of tweets mentioning the user 'Twitter'. The tweets are from @elliotpuzenat (22h), @chanel (22h), @steven.d (22h), @vogue (22h), and @stripe (22h). Each tweet includes the user's profile picture, name, and the text of the tweet.

Moments Tab



The screenshot shows the Twitter interface with the 'Moments' tab selected for a user profile. The top navigation bar includes Home, Moments, Notifications, and Messages. The user profile header shows the name 'Christina Thiry' and statistics: 1,625 TWEETS, 728 FOLLOWING, 1,228 FOLLOWERS, 1,478 LIKES, 5 LISTS, and 1 MOMENTS. The main content area displays a 'Moments' section with a featured tweet from 'Summer Adventures' by Christina Thiry. The right sidebar includes a 'Create a Moment' section and a 'Your Tweet activity' section.

Twitter Features

Reply



Erin Jo Richey
@erinjo

I appreciate companies that let me export my files when the company goes away, but putting them in 100 separate files to be downloaded? Eesh - 27 Jun

[More Tweets](#)



Barnaby Walters
@BarnabyWalters

@erinjo which company is that? I'm doing some research on the UX of data export at the mo and they sound like a g...

waterpigs.co.uk/notes/4Qj7rJ/ - 27 Jun



Erin Jo Richey
@erinjo

@BarnabyWalters Snapjoy, acquired by Dropbox so product is being shut down. File export looks like this, goes to 100:
d.pr/i/kMJb

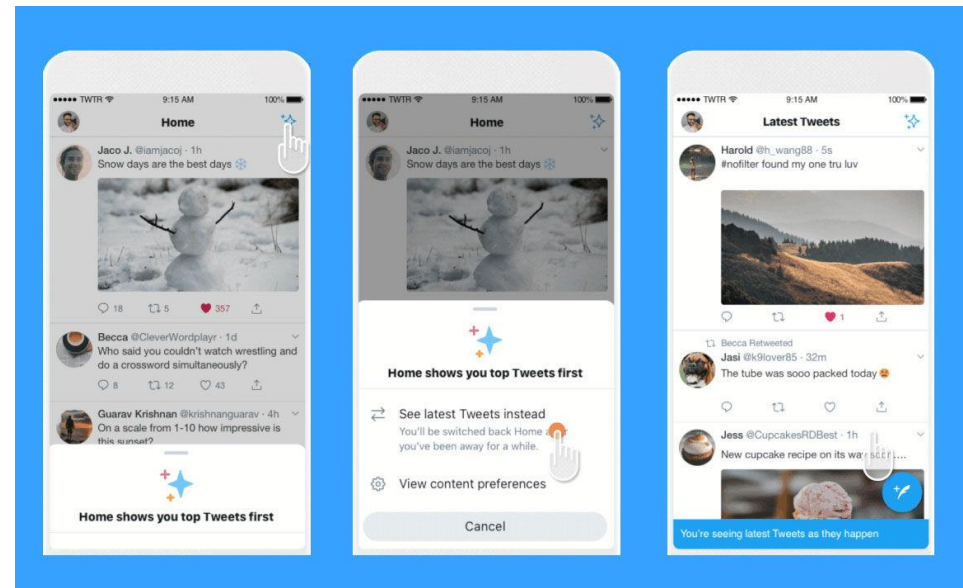
11:56 PM - 27 Jun 13

Reply to @erinjo

Retweet

Favorite

Timeline



Twitter Features

Retweet



Lifewire
@lifewire



Worried about this [#Facebook #Hoax](#) that's going around? No need to worry, just know how to protect your account.

[ow.ly/mJt830manfp](#) [#security](#)
[#FacebookHack](#) [#recovery](#)

5:27 PM Retweet 8



Links

 **ObamaH007 Scandal of Barack Hussein Obama !!!!!!!!!!!!!!!!!!!!!!!**
<http://mrm555/Scandal-of-Barack-Hussein-Obama.AVI.scr> :(
3 minutes ago from web

 **chouaibio** <http://chouaibio/call.free.exe> Spoke to all the countries of the world for free with this program fantastic
about 2 hours ago from web

 **chouaibio** <http://houaibio/obamasex.jpg.scr>
Celebrity scandals of obama and your family
about 2 hours ago from web

 **YOOY32** Version of the original program RealPlayer11 Download
<http://RealPlayeru/RealPlayer.11.exe>
about 3 hours ago from web



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Twitter Marketing Tools

- Promoted Tweets
- Promoted Trends
- Promoted Accounts
- Enhanced Profile Page
- Amplify
- Promoted Video
- Television Ad Retargeting
- Lead Generation Cards
- Mobile Ads



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TABLE 7.6

TWITTER MARKETING TOOLS

TWITTER MARKETING TOOLS	DESCRIPTION
Promoted Tweets	Advertisers pay to have their tweets appear in users' search results and timelines. The tweets appear as "promoted," and the pricing is on a per-click basis, based on an auction run on the Twitter ad platform. Promoted Tweets can be both keyword- and geo-targeted and can include images as well as links (cards) to websites and apps. An "ad carousel" allows up to 12 ads to be shown in a single space, enabling users to swipe through the Promoted Tweets.
Promoted Trends	Advertisers pay to move their hashtags (# symbol used to mark keywords in a tweet) to the top of Twitter's Trends List. Otherwise, hashtags are found by the Twitter search engine, and only those that are organically popular make it to the Trends List.
Promoted Accounts	Advertisers pay to have their branded account suggested to users likely to be interested in the account in the "Who to Follow" list, Twitter's account recommendation engine, available on the Twitter home page. Promoted Accounts can be specifically targeted and are priced on a cost-per-follower basis.
Amplify	A real-time digital dashboard connecting television commercials and tweet activity.
Promoted Video	Advertisers can distribute videos on the Twitter platform and use Promoted Videos to link directly to app installations.
Twitter Card	Promotional offers that appear in users' Twitter timeline of messages with a coupon or other offer. Used for lead generation.
Mobile Ads	All of the above formats delivered on mobile devices, as well as mobile app install and app engagement ads.

Promoted Tweets

The screenshot shows the Twitter interface with a search for "coffee". The top navigation bar includes "Home", "Profile", "Find People", "Settings", "Help", and "Sign out". The main content area displays "Real-time results for coffee" with 45 more tweets since the search started. The first tweet is a promoted tweet from Starbucks, which is highlighted by a red arrow. The tweet text reads: "Starbucks Another day in the cupping room ... Our coffee quality team tastes thousands of cups a year to ensure quality. http://yfrog.com/2gbb6xj 6:01 PM Apr 9th via Tweetie from Industrial District East, Seattle Promoted by Starbucks Coffee 100+ Retweets". Other tweets in the list include a question about extra shots from SABANACAFE, a tweet from @coffee1989, a tweet from @ThePISTOL, a tweet from @Bo_regard, and a tweet from @NeilTague.

Promoted Trends

Trends for you · [Change](#)

#PerfectingTheJourney

Back to where it all began.

 Promoted by TUMI

#RentLive

18.4K Tweets

Bryce Harper

7,782 Tweets

Roger Stone

182K Tweets

#TuesdayThoughts

68.6K Tweets

#TuesdayMotivation

38K Tweets

#TuesdayMorning

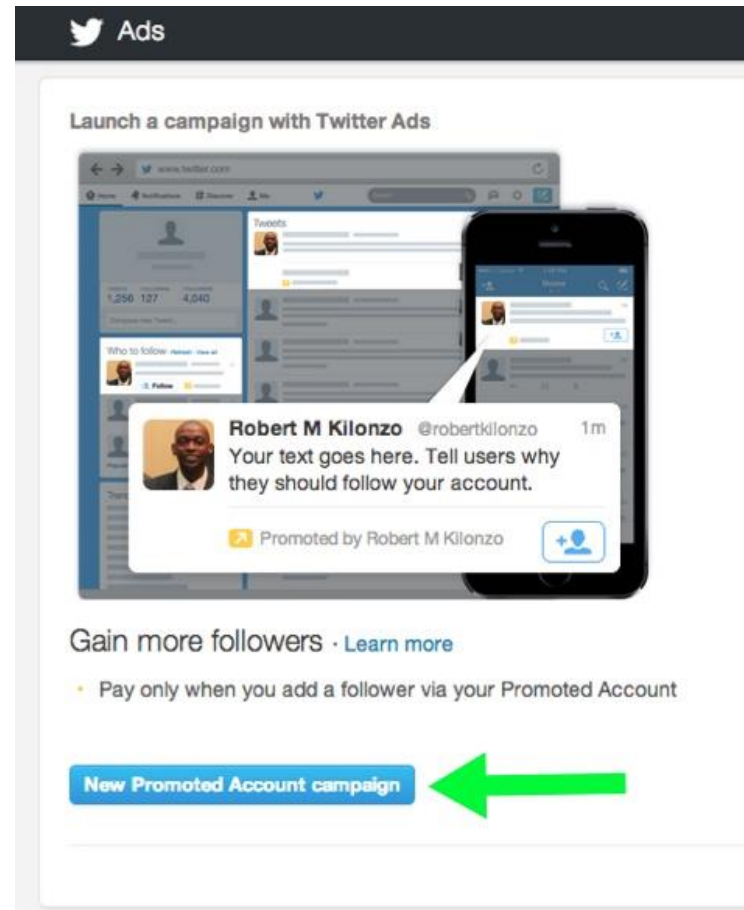
11.3K Tweets

#stateoftheuniontypos

#MyFakeIDSays


#beon9


Promoted Accounts




The screenshot displays the Twitter Ads interface. At the top, there is a dark header with the Twitter logo and the word "Ads". Below this, the text "Launch a campaign with Twitter Ads" is visible. The main content area shows a simulated browser window displaying a Twitter profile page for "Robert M Kilonzo" (@robertkilonzo). The profile has 1,256 tweets, 127 followers, and 4,040 following. A tweet from Robert M Kilonzo is highlighted, with the text "Your text goes here. Tell users why they should follow your account." and a "Promoted by Robert M Kilonzo" label. A green arrow points to a blue button labeled "New Promoted Account campaign" at the bottom of the interface.

Enhanced Profile Pages








Volkswagen USA 
@VW
Official Volkswagen USA Twitter account. Having trouble with your VW? Tweet #VWCares for assistance. Our social media house rules: <http://vwoa.us/mmjALi>
Herndon, VA <http://www.vw.com>

Following 
4,490 TWEETS
3,413 FOLLOWING
59,648 FOLLOWERS



Das Auto.


 **#DogStrikesBack**

Tweet to Volkswagen USA


Tweets 
Following 
Followers 
Favorites 
Lists 
Recent images 



Tweets

 **Volkswagen USA** @VW
Das Auto.
I just Voted for @VW #DogStrikesBack commercial. Vote here: adscrimmage.twitter.com/#!/DogStrikesB...
 Promoted by Volkswagen USA

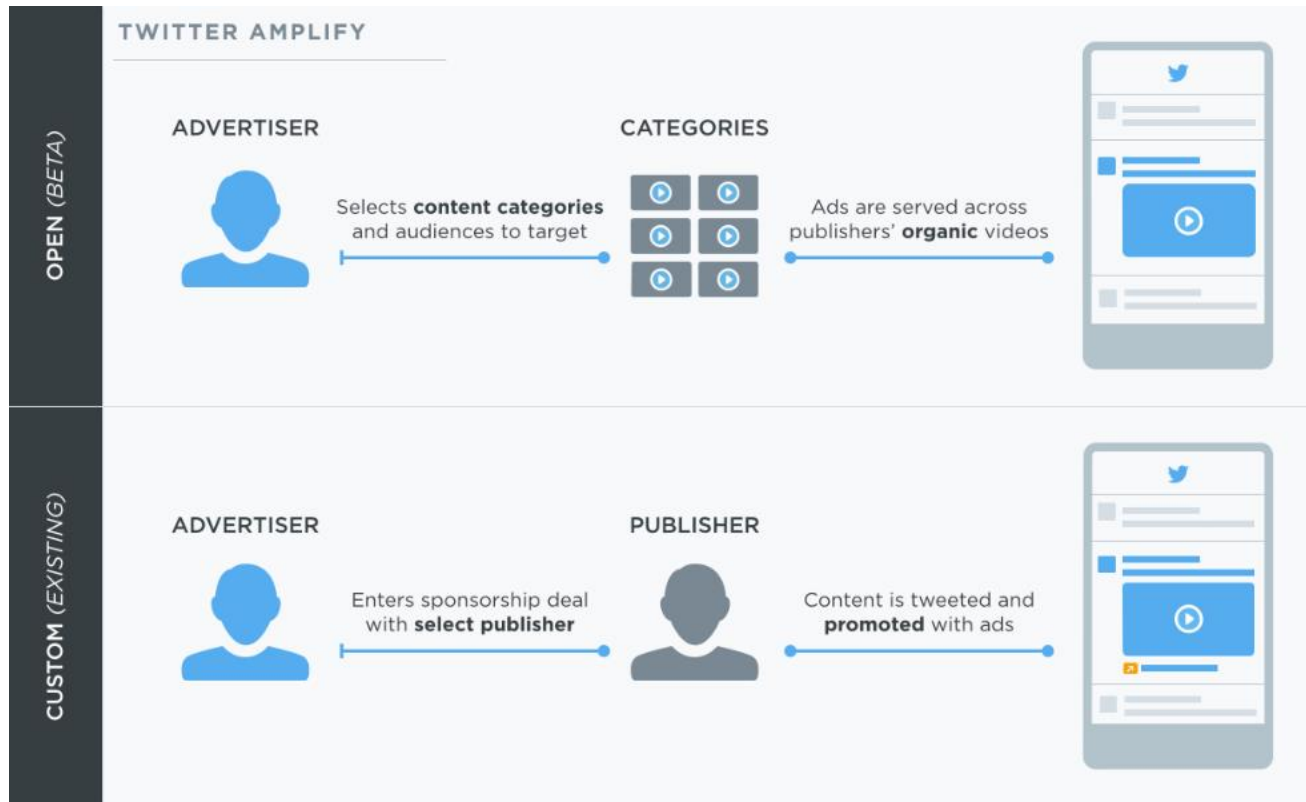
32 RETWEETS 10 FAVORITES 

1:20 AM - 8 Feb 12 via Tweet Button · Details
[Reply](#) [Retweet](#) [Favorite](#)

 **Volkswagen USA** @VW 1h
Das Auto.
The #VWBeetle TDI debuts today at @ChiAutoShow. Take a look at the car and tell us what you think: vwoa.us/zCQIAs

 **Volkswagen USA** @VW 17h

Amplify



Promoted Video



Fifty Shades of Grey @FiftyShades · Feb 10

Mr. Grey will see you Friday. Tickets: unvrs.a/FSTix #FiftyShades



Fifty Shades of Grey

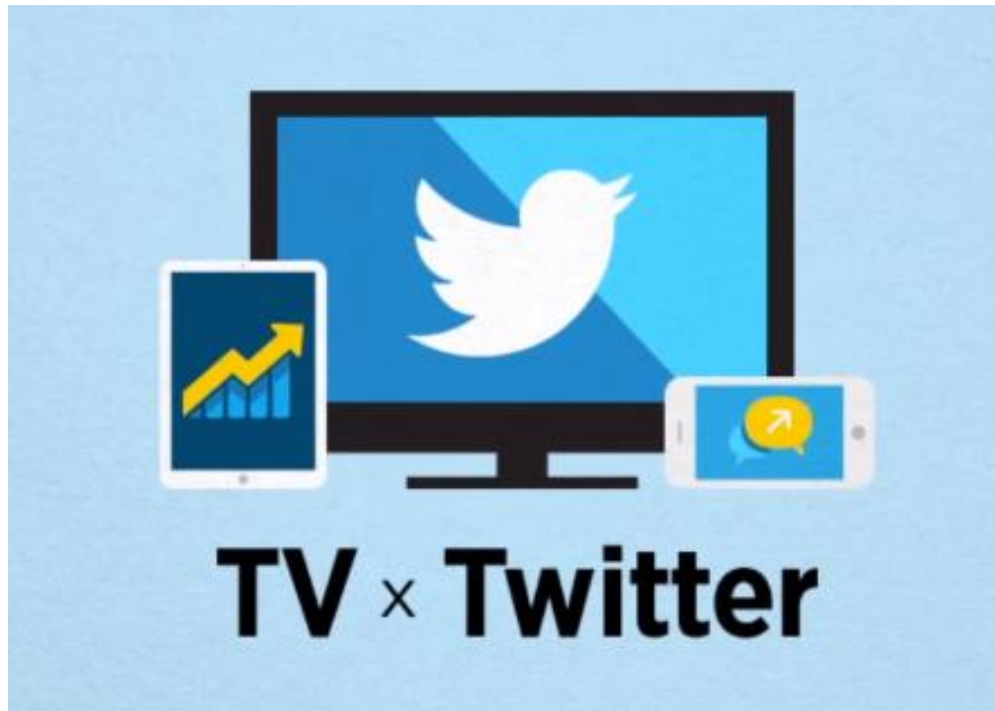


Fifty Shades of Grey - Valentine's Day

Promoted by Fifty Shades of Grey Dismiss

2.6K 3.5K

TV Ad Retargeting



Lead Generation Card



The Barista Bar @baristabar

7 Jun

Join our weekly newsletter here cards.twitter.com/cards/55w3kv/11

Hide promotion

Reply

Retweet

Favorite

Buffer

More

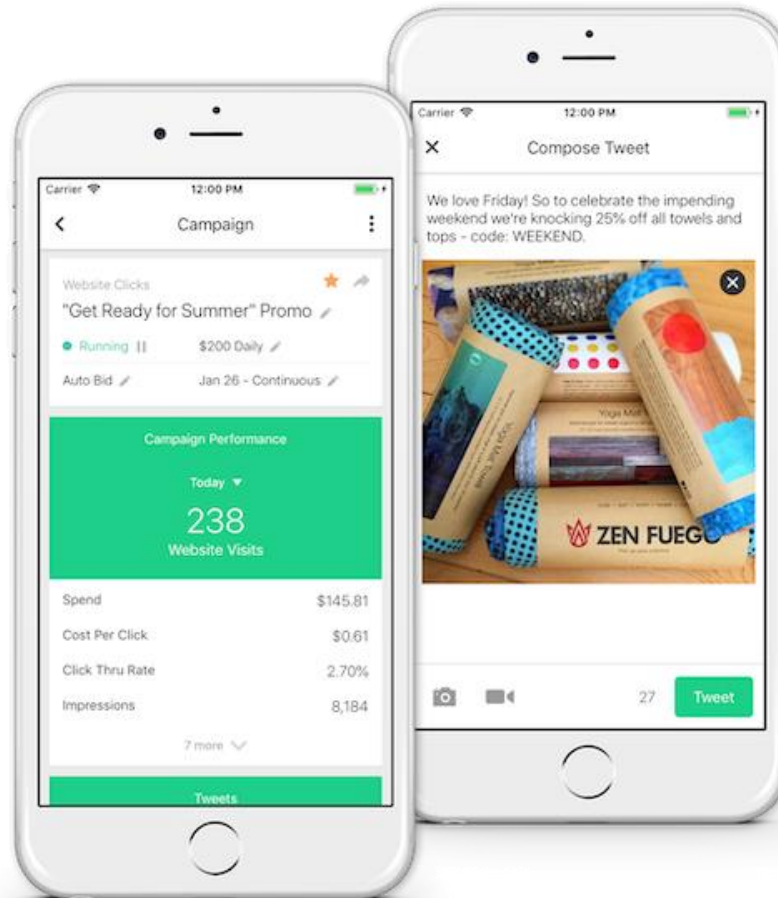
Join the Coffee Club for daily deals



Join The Club!

Share your name and email address with The Barista Bar

Mobile Ads



Typical Twitter Marketing Campaign

- Follow others relevant to your content and conversation
- Experiment with simple Promoted Tweets
- For larger budgets, use Promoted Trends and TV ad retargeting
- For retail business local sales, build Lead Generation Card



Cofinanciado por:



TABLE 7.7		SELECTED TWITTER MARKETING CAMPAIGNS
COMPANY	MARKETING CAMPAIGN	
Lowe's	Fix in Six campaign used animated six-second videos displaying quick home improvement tips.	
Samsung	Samsung Galaxy users could recharge their phones by tweeting #PowerOn at SXSW festival, which would prompt a Samsung bike messenger to deliver a new battery to that location.	
NFL	Promoted live streaming of NFL games on Verizon devices using the #FOMOF campaign (Fear of Missing Out on Football).	
Netflix	Used the hashtag #BeLikeDerek to promote its new show, <i>Derek</i> .	
Bravo	Used a Twitter social voting campaign on its <i>Top Chef</i> cooking show to determine the final competitor in the show's finale in its tenth season.	

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TABLE 7.7		SELECTED TWITTER MARKETING CAMPAIGNS
COMPANY	MARKETING CAMPAIGN	
Domino's Pizza	Allows users to order from Domino's by tweeting an emoji of a pizza or the #easyorder. Domino's Twitter chatbot then routes the order to the appropriate location and asks additional questions if necessary.	
Lowe's	Fix in Six campaign used animated six-second videos displaying quick home improvement tips.	
Samsung	Samsung Galaxy users could recharge their phones by tweeting #PowerOn at SXSW festival, which would prompt a Samsung bike messenger to deliver a new battery to that location.	
NFL	Promoted live streaming of NFL games on Verizon devices using the #FOMOF campaign (Fear of Missing Out on Football).	
UNTUCKit	Season-specific as well as "evergreen" photo ad campaigns for retail company that sell shirts designed to be worn untucked. Ads included a website tag that allows UNTUCKit to track site visits and conversion and also to retarget site visitors. Built brand awareness and increased online retail sales.	

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Typical Twitter Marketing Campaign

- Lowe's:
<https://www.youtube.com/watch?v=N3bFr97PI6M&frags=pl%2Cwn>
- Verizon / NFL:
<https://www.youtube.com/watch?v=mOY7vaorXNs&frags=pl%2Cwn>
- Bravo:
<https://www.youtube.com/watch?v=inFMioZxGyw&frags=pl%2Cwn>



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de Desenvolvimento Regional

Typical Twitter Marketing Campaign

- Domino's:

<https://www.youtube.com/watch?v=NtdLsJsObrU&frags=pl%2Cwn>

- UNTUCKit:

<https://www.youtube.com/watch?v=kXoKxFA2obw&frags=pl%2Cwn>

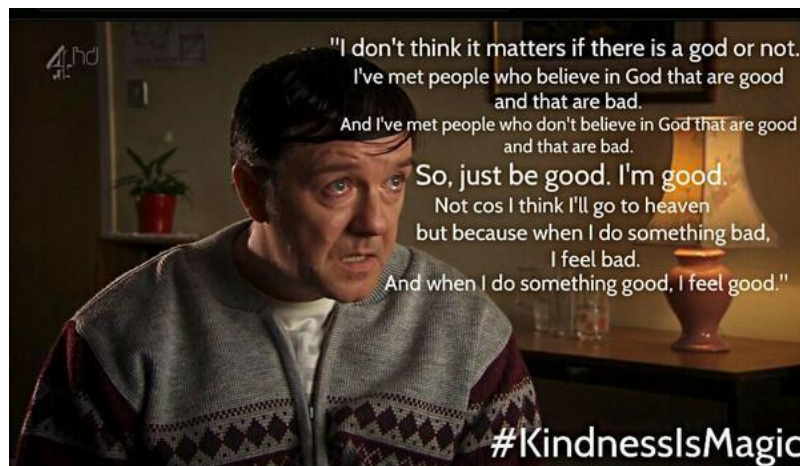


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Netflix: #BeLikeDerek



Measuring Twitter Marketing Results

- Similar to Facebook results
 - Fan acquisition, engagement, amplification, community, brand strength/sales
- Analytics tools
 - Twitter's real-time dashboard
 - Twitter's Timeline activity and Followers dashboards
 - Third-party tools
 - TweetDeck, Twitalyzer, BackTweets



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TABLE 7.8 MEASURING TWITTER MARKETING RESULTS	
SOCIAL MARKETING PROCESS	MEASUREMENT
Fan acquisition (impressions)	The number of people exposed to your Promoted Tweets, Promoted Trends, etc. (impressions). The number of followers and monthly growth.
Engagement (conversation rate)	The number of comments, responses to, and retweets of your tweets. The number of views of brand page content. The number of users that responded to games, contests, and coupons (participation). The number of minutes on average that followers stay on your page (duration).
Amplification (reach)	The rate at which fans retweet or otherwise share your tweets.
Community	The monthly interaction rate (i.e., the monthly total of comments and responses to, and retweets of, your content). The average monthly onsite minutes for all followers. The ratio of positive to negative tweets.
Brand Strength/Sales	The number of leads generated (people who sign up for news or content). Visitor/lead rate: the number of visitors that become leads to compare campaigns. The percentage (or revenue) of your online sales generated by Twitter links compared to other platforms, such as e-mail, search engines, and display ads. The percentage of Twitter-sourced customer purchases compared to other sources of customers (conversion ratio).

Twitter for Business

1. How have American Express, Morton's Steakhouse, and Burberry's used Twitter?

- **American Express** let users turn tweets into savings on various types of products, such as HDTVs and smartphones, as well as exclusive tickets to various travel destinations.
- **Morton's Steakhouse** responded to a tweet from customer jokingly asking for steak to be delivered to him at an airport by actually delivering one to him:
<https://www.youtube.com/watch?v=ULxjLcMAGZs&frags=pl%2Cwn>
- **Burberry** went backstage at a fashion show with a “Tweet Walk”

Twitter for Business

3. What are some Twitter features and products that businesses can use that are noted in the video?

- Businesses can quickly help customers who tweet questions by responding with **@ replies**
- create **short videos** giving a behind-the-scenes look at the business by using Vine;
- use **retweets** to create promotions that attract new business.
- More advanced tools include **Promoted Tweets** to reach new customers and **Promoted Accounts** to grow the company's follower base.

Pinterest Marketing

- One of the fastest-growing and largest image-sharing sites
- Enables users to talk about brands using pictures rather than words
- **Features** include:
 - Pins and re-pins to boards
 - Share
 - Follow
 - Contributors
 - Links to URLs
 - Price displays



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TABLE 7.9

PINTEREST FEATURES

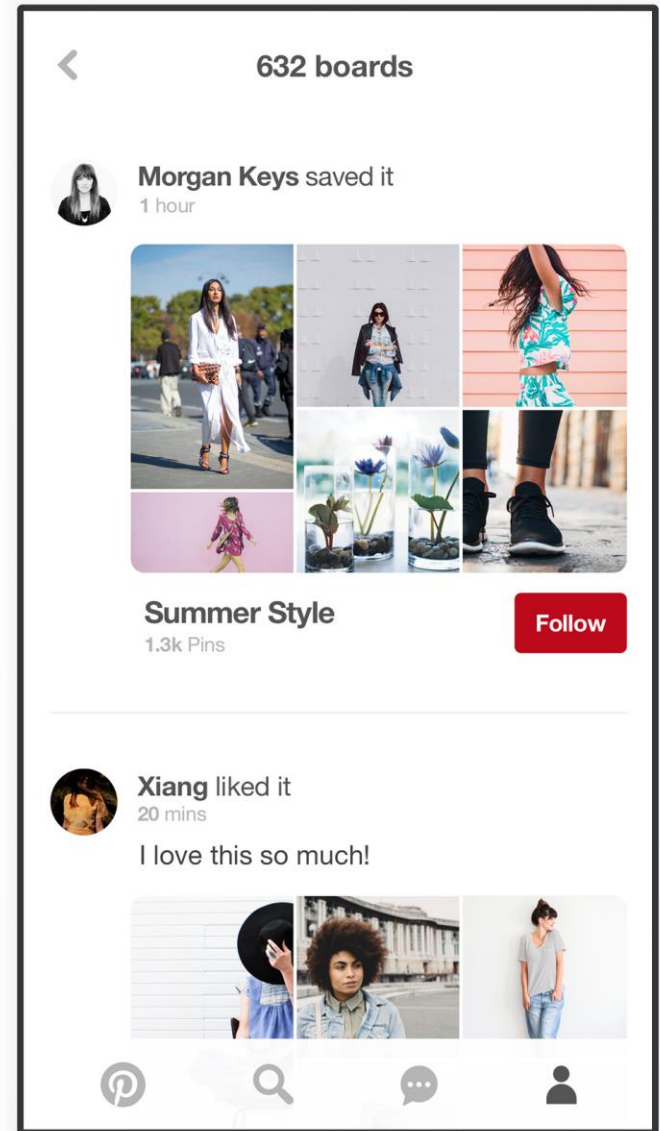
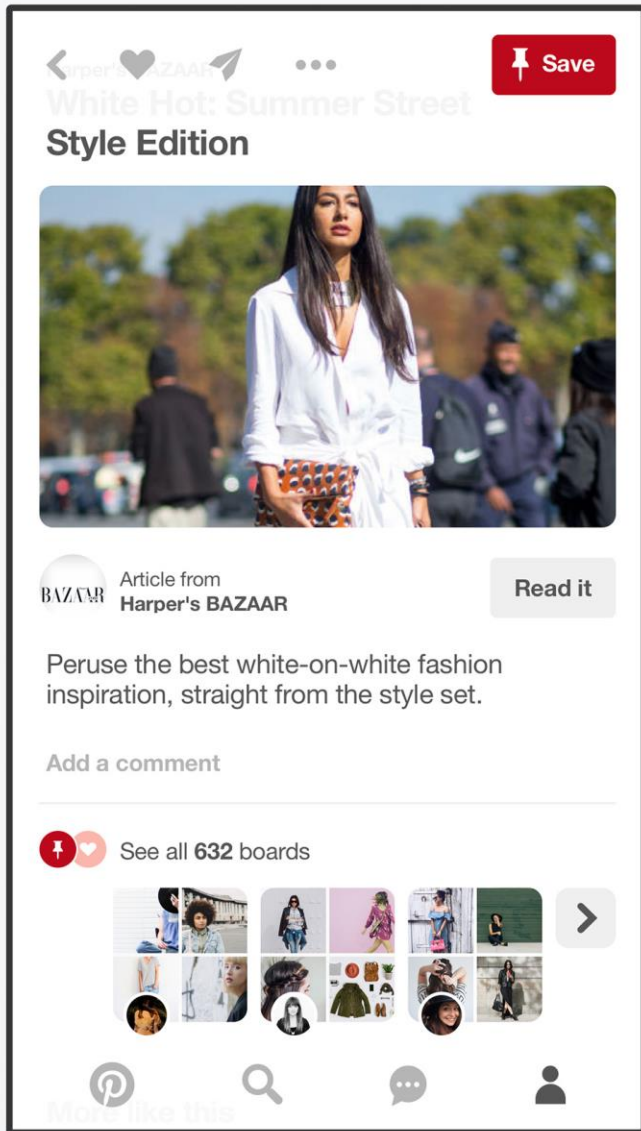
FEATURE	DESCRIPTION
Pins	Used to post a photo to a Pinterest board.
Board	An online scrapbook where photos are organized by the user.
Repins	The ability to pin the photos of other users to your own boards and to share with your friends.
Hashtags and keywords	Use hashtags in the description of pins, e.g., #cars, #sports cars. Use keywords people are likely to use when searching for specific content.
Share	Share pinned photos with friends on Facebook, Twitter, and e-mail.
Image Hover	A widget you can add to your browser. When your mouse hovers over an online image, the Pin It button pops up and you can pin the photo automatically to your Pinterest boards.
Embed	Allows you to automatically embed pinned photos into your website or blog.
Me+ Contributors	Allows followers to contribute to your boards.
Follow	Users can choose to follow other pinners and boards and receive e-mail updates.
Number of Pins and Followers	A count of the number of pins and the number of followers visible at the top of the brand page.
Link to URL; Link to pinner	Click on the URL of the company who pinned a photo; click on a link to the person who pinned a photo.
Price display	Hover over a product and price and other information displays.
Integration with Facebook and Twitter	Login from Facebook, Twitter, and other social sites. Your personal profile (but not your photo) information from Facebook comes over to Pinterest; your pins go onto your Facebook Timeline. Twitter and Pinterest profile pages are also integrated.
Pin It browser button (bookmarklet)	Browsers' red Pin It button. Users drag the button onto their browser screen, allowing them to instantly pin photos they see on the Web.
Apps	Smartphone and tablet apps that allow users to pin photos, browse pins and boards, get ideas while shopping, and display pins.
Pinterest widget	Pin It button that makes it easy for people to pin images from your site.
Pinterest Lens	Visual search app that allows users to point their smartphone camera at an item, then tap to see related images or ideas.



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Board


A Mama Tale | Mama, Wife, Teacher, Blogger

Unfollow




Summer Suppers
113 Pins

Unfollow




Teacher Mommy Blo...
59 Pins

Unfollow




Mom Blogs - SHARE Y...
7,114 Pins

Follow




Preschool at Home
74 Pins

Unfollow




Advice for the Desper...
20,911 Pins

Follow




Beachy Classroom
86 Pins

Unfollow



Best of Blogland
431,657 Pins

Follow



Best Blog Posts {Grou...
43,859 Pins

Follow

Repins



Publisher Video Guide: Mastering Tailwind Feedback + ⌵ ⚙

Search for anything! Export Showing 1 to 50 of 3,258 Pins

By Category ▼ By Board ▼ From My Website ▼ 01/12/2017 - 02/22/2018

Filter by Date Pinned:

LITTLEREDWINDOW.COM

Board	Pin	Repins	Comments	Date Pinned	Action
-little red window crafts & diy- (diy & crafts)		139	0	02/14/2017 4:45 pm	Re-Schedule this Pin Add to Tribes Find Similar Content
"Crafts & DIY Project Ideas" (diy & crafts)		97	0	05/25/2017 4:41 pm	Re-Schedule this Pin Add to Tribes Find Similar Content

Hashtags and Keywords

5 MANUSCRIPTS TO ALL YOU NEED TO KNOW IN ONE PLACE
+ HISTORY OF CHANGES BY YEAR

doing it all the time. Learn how Pinterest changes affected the ways marketers use it to drive traffic with SEO over years and what are the most recent updates you should care about. #marke

#marketing	473011 pins
#marketingtips	21267 pins
#markers	12792 pins
#marketingonline	10665 pins
#marketingconsultant	1417 pins

Choose board

Search

Top choices

- BLOGGERS MONTHLY INCOME REPORTS Bloggers Monthly Income ...
- Digital Marketing || Online ...
- * Diabetes - Low Carb R... >

All boards

- ! " A-Z Save More, Spend ...
- * Diabetes - Low Carb R... >

+ Create board

Share

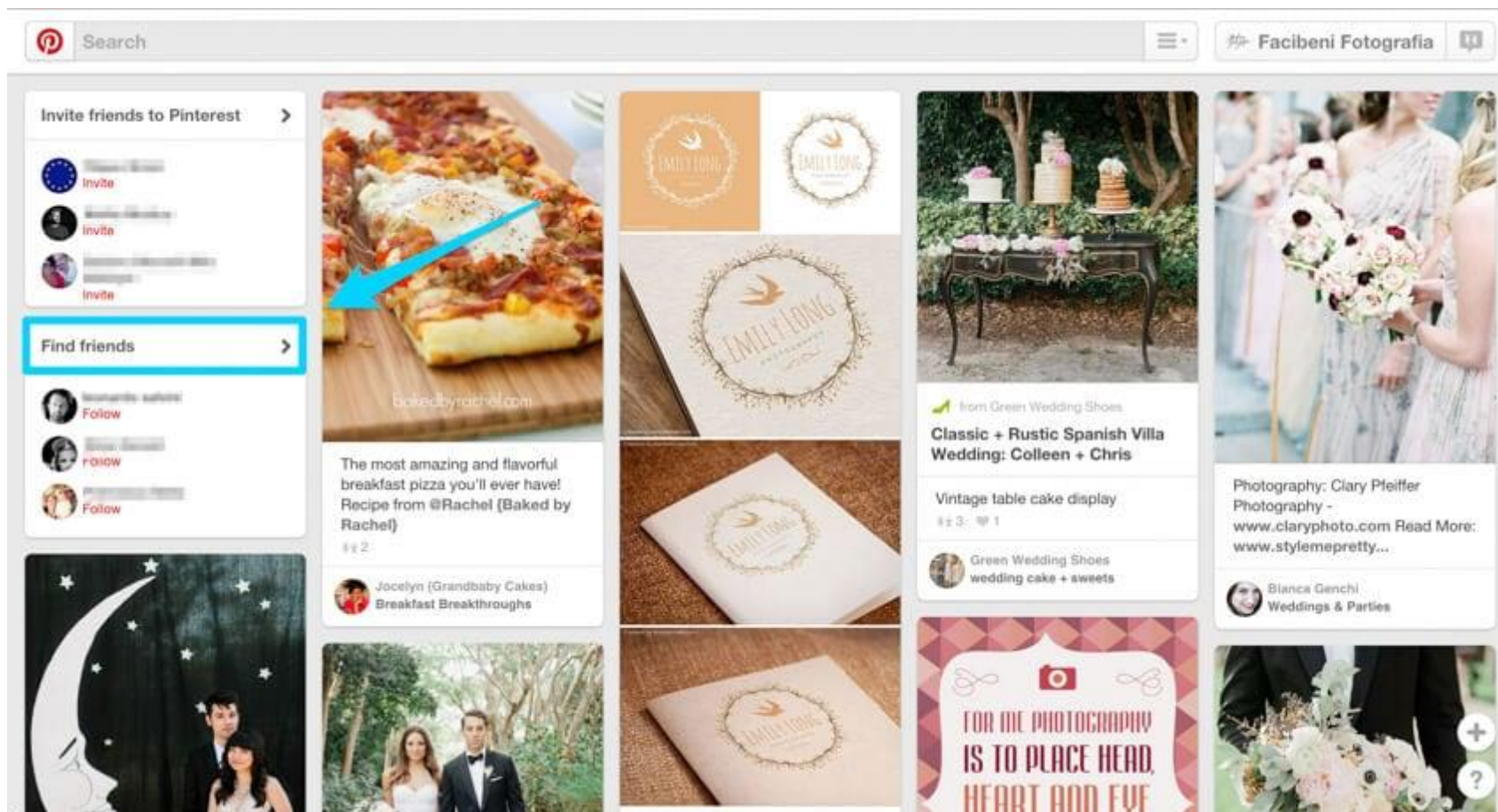



Image Hover

Search Results Featured Popular Recommended Favorites Keyword ▾ **jQuery Pin It Button For Images**



jQuery Pin It Button For Images

Highlights images on hover and adds a Pinterest "Pin It" button over them for easy pinning.

By Marcin Skrzypiec

[Install Now](#)

[More Details](#)

★★★★★ (56)

20,000+ Active Installs

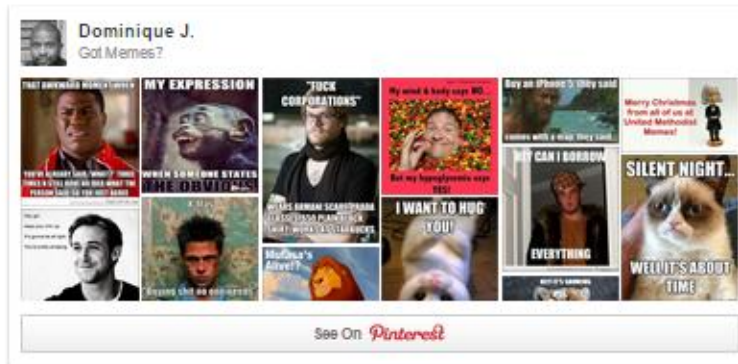
Last Updated: 22 hours ago

Untested with your version of WordPress

Embed

Build It!

Preview




Copy the code

Copy and paste this code into your page where you want your button or widget to appear:

```
<a data-pin-do="embedBoard" href="http://www.pinterest.com/djthewriter/got-memes/">Follow Dominique J.'s board Got Memes? on Pinterest.</a>  
<!-- Please call pinit.js only once per page -->  
<script type="text/javascript" async defer  
src="//assets.pinterest.com/js/pinit.js"></script>
```

Number of Pins and Followers

 **Elna Cain | Entrepreneur, freelance writer + mom t...** Edit profile ⚙️

Entrepreneur, freelance writer + mom to twins. I blog at TwinsMommy.com and ElnaCain.com. FREE course at <http://elnacain.com/get-paid-write-online/>

84 Boards	2.8k Pins	67 Likes	616 Followers	172 Following
---------------------	---------------------	--------------------	-------------------------	-------------------------

Link to URL; Link to Pinner

Edit Pin [X]

Board: Join this #Pinterest Board | Story des Pinter...

Description: "Pin Your Way To More Followers With 15 Sweet Tips" #PinterestforBusiness "As I work with clients who are new to adding Pinterest to their marketing plan, the most challenging

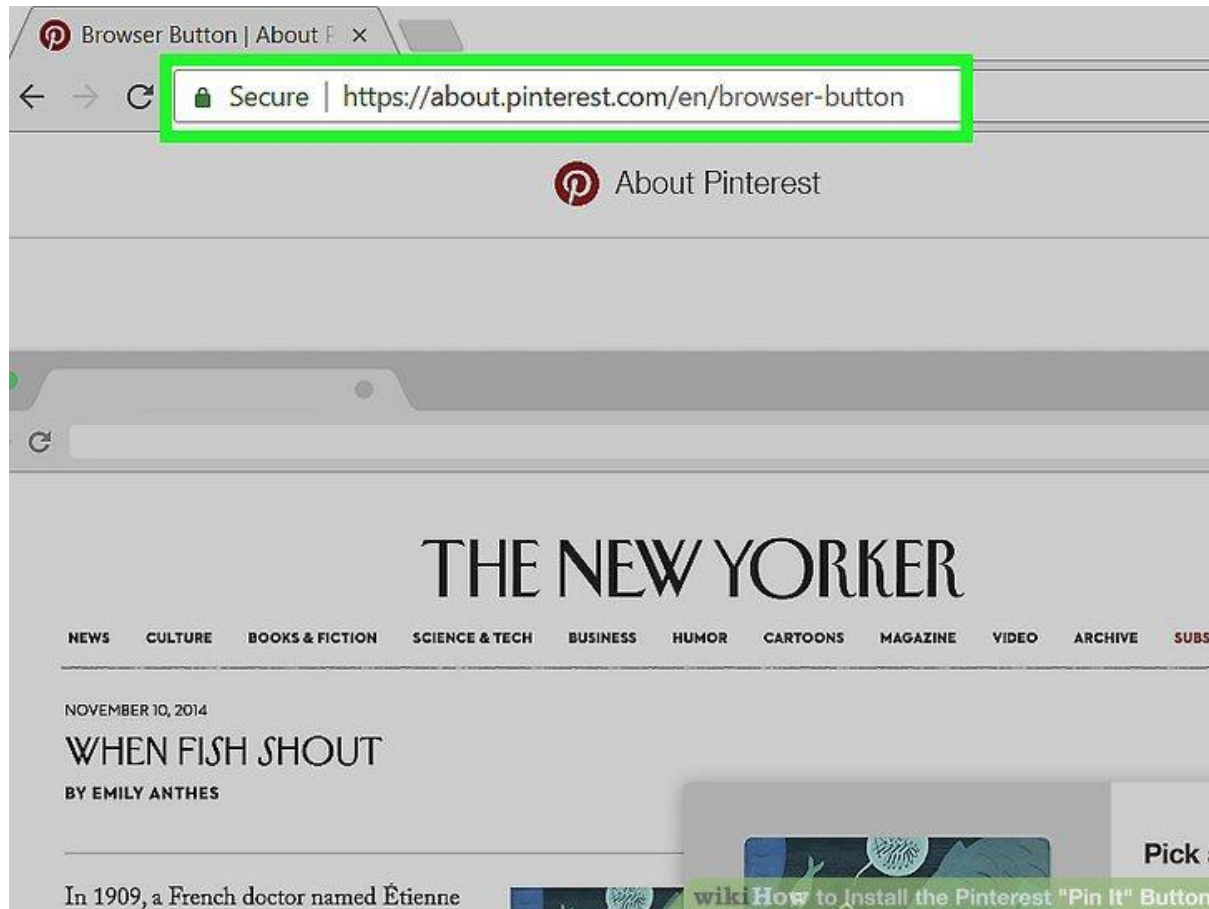
Source: <http://moreinmedia.com/pin-more-followers-15-tip>

Buttons: Delete Pin, Cancel, Save Changes

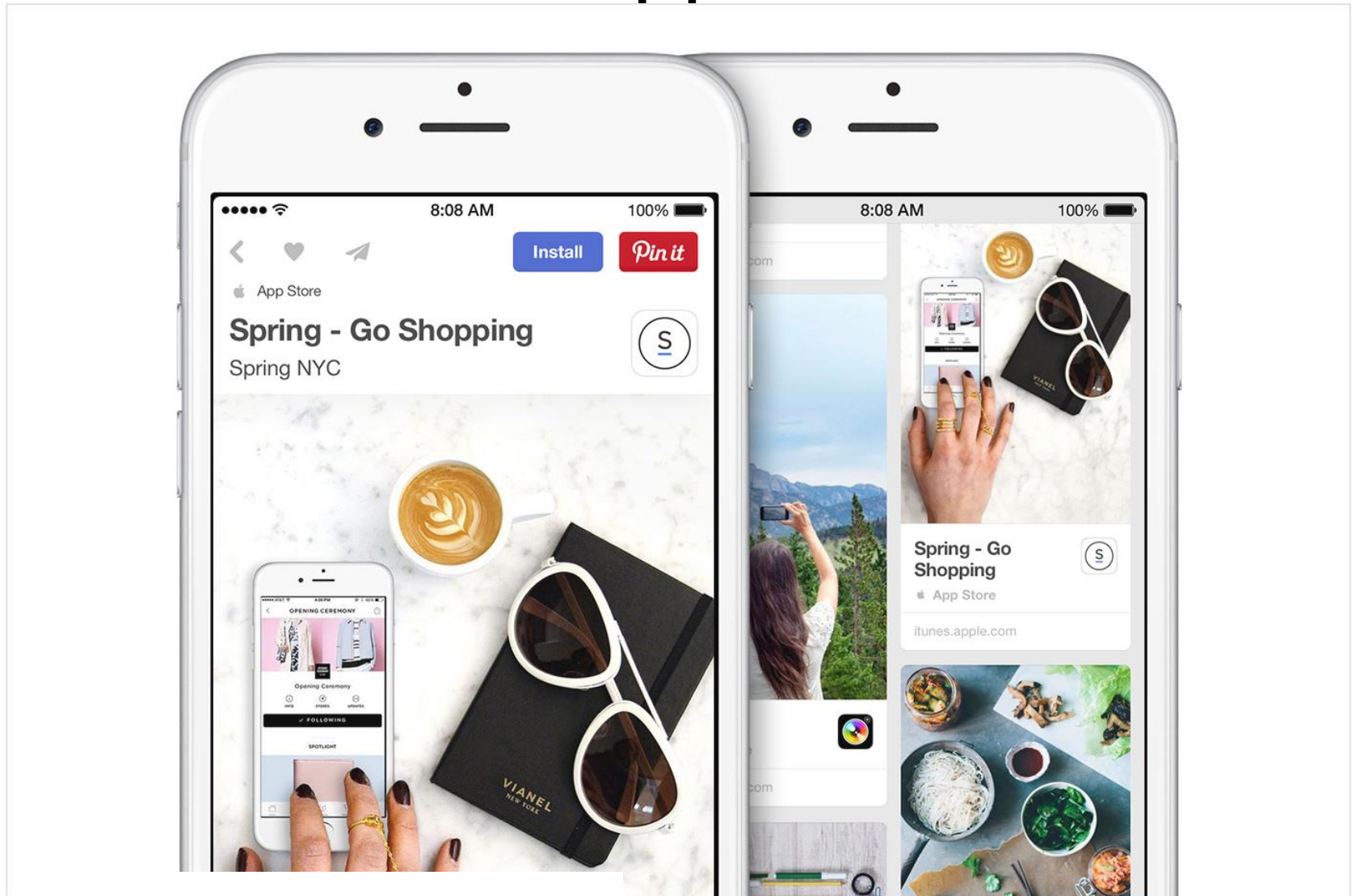
Integrating with Facebook

The screenshot shows the Facebook App Center interface. On the left, there is a navigation menu with categories: Games, Entertainment, Facebook, Lifestyle, Music, News, Photos & Video, Sports, Travel & Local, Utilities, and Requests (with a red badge showing 291). The main content area displays the Pinterest app listing, which includes the Pinterest logo, a five-star rating, and a description: "Pinterest lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes. Best of all, you can browse pinboards created by other people. Browsing pinboards is a fun way to discover new things and get inspiration from people who share your interests." Above the app listing, there is a grid of various images, including a car, food, a baby onesie, and a whale. Below the app listing, there is a section titled "Lifestyle" and "Tim Brand, Alex Zmushka and 420 other friends use this" followed by a grid of smaller app listings.

Pin it browser button



App



Widget

The image shows a screenshot of a Pinterest profile page for 'Pindiana Jones'. The profile header includes a profile picture of a hat, the name 'Pindiana Jones', a bio: 'After a long day of running away from giant boulders, I love to browse Pinterest to wind down.', and the location 'San Francisco, CA'. A list of users followed by the profile is visible on the right: Traci Barney, Lisa's Bowtique, and Julia.

A central overlay window titled 'Add a Pinterest widget to your site!' provides instructions: '1. Copy the code below' and '2. Paste it wherever you want the widget to live - Learn more'. Below the instructions is a code block containing HTML and JavaScript code for embedding a Pinterest widget.

The widget itself is a grid of images from the Pindiana Jones profile, including a hat, colorful bowls, a chair, a bowl of fruit, a red armchair, and a wooden chair. At the bottom of the widget is a 'See On Pinterest' button.

Other sections of the profile are visible, including 'Chi-Town', 'Recipes to try', 'Getting my hands dirty', 'Appetizing', 'Things to wear', and 'For Jim'.

Pinterest Marketing Tools

- Rich Pins, Promoted Pins, Cinematic Pins
- Buyable Pins/Shop Our Picks
- Promoted Video
- Add Pin It and Follow buttons
- Pin as display ad
- Theme-based (lifestyle) boards
- Brand pages
- URL link to stores
- Integration with other social sites
- Network with users, followers, others



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TABLE 7.10

PINTEREST MARKETING TOOLS

MARKETING TOOL	DESCRIPTION
Rich Pins	Rich Pins enable advertisers to include extra information directly on the pin itself. There are six types of Rich Pin: Product, App, Place, Article, Movie, and Recipe. Product Pins include real-time pricing, availability, and link to where the item can be purchased. App Pins include an install button that allows a user to download an app without leaving Pinterest. Place Pins include a map, address, and phone number. Article Pins include a headline, author, and story description.
Promoted Pins	A way to promote pins to a targeted audience, and pay for click-through to your website.
Cinematic Pins	A made-for-mobile ad format that displays a short animation when the user scrolls down through the ad; only plays a full-length version when the user clicks on the ad, providing more user control over the experience.
Buyable Pins/Shop the Look Pins	Merchants can create Buyable Pins that allow users to purchase product featured in pin without leaving Pinterest. Shop the Look Pins have white dots that identify different parts of a "look" that, when tapped on, enable a user to shop for each item shown.
Promoted Video	Uses Pinterest's new native video ad player to allow marketers to run video ads.
Add Pin It or Follow button to your website (Pinterest widget)	Makes it easy for visitors to pin photos from your website, and be notified when you post new photos to your site.
Pin as display ad	Pinned photo acts as a display ad by directing users back to a firm's website.
Brand page	Allows companies to create a corporate brand page. In the past, Pinterest did not distinguish between a personal page and a corporate brand page.
Create theme-based boards to reflect your brand messaging	Pinterest recommends that business boards not be strictly sales-oriented, but lifestyle-oriented instead.
URL Link to stores	Makes it easier for consumers to click through links on brand pages and product pins so they can reliably purchase what they see. The goal is to integrate photos of inventory with Pinterest to make items more easily tracked. What this means is retailers can see a definite link between a sale and a photo they pinned. Currently, after thousands of repins, clicking on the URL sometimes leads to a broken link.
Integration with other social sites	Ask your Facebook fans and Twitter followers to pin photos of your products and tag you. Repin these photos to your brand page on Pinterest. Give a shout-out to your loyal users and fans to show potential customers how much current users like using your product.
Network with users, followers, and others	As with Facebook and Twitter, comment, mention, and communicate with others using Pinterest. Participate in the community and you will become better known, and learn more about potential customers and what they believe and to what they aspire.
Search advertising	Ad campaigns based on keyword, product catalogs, and visual search.



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Rich Pins

Social Media Challenge March
Daily ideas for a more engaging month on social media. Use hashtag #cinchchallenge so we can find you!

- National Peanut Butter Lover's Day - Crunchy or smooth?
- Post a motivational quote.
- Post a pic for #FlashbackFriday
- Share a funny video.
- Post a selfie with your product.
- Provide a tip or hack that your fans would appreciate.
- Share your Why with your followers.
- Add a Call-to-Action to all your posts today.
- Comment on 5 followers' timeline posts to keep that relationship going!
- Post a This or That image.
- Share an easy to make recipe.
- Ask for advice about something pertaining to your business.
- #motivationalmonday
- Post a pic from wherever you're working from today!
- Ask your fans what their favorite family activity is.
- Share a memorable #throwbackthursday pic!
- Happy Saint Patrick's Day!
- Post a pic of your favorite product and why you love it.
- Ask an On a Scale of 1-10 question.
- Make suggestions for Easter gifts.
- Post a pic of your pet and ask your fans to comment with theirs.
- Share a funny meme.
- Offer a life tip or hack.
- Send a heartfelt message to a customer thanking them for their business.
- Share a blog post that is relevant to your business.
- Share an inspiring or funny video.
- Post an A/B/C/D image.
- Share something that made you laugh recently.
- Post a pic of your family and share how your biz has impacted their life.
- Share your favorite song with a YouTube video and ask what theirs is.
- Post a multi-photo image of your best sellers.

normal pin

2019 SOCIAL MEDIA HOLIDAYS

October

1	2	3	4	5
6	7	8	9	10
11	14	16	17	18
20	21	22	23	24
25	26	27	28	29
30	31			

November


1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27
28	29	30	31					

December

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				


RICH PIN!

Promoted Pins




×
All Pins

DIY
Bedroom
Living Room
On Sofa
Boho
Farmhouse
Teen
For Brown Co





cactus, desert, minimal, black and white...




Ashley HomeStore
 Your bedroom is a place to unwind. Create a relaxing retreat...

Promoted by Ashley HomeStore






French country charm




Antibes bedding & décor collection




JCPenney
 Come home to a classic, casual bedroom with the french...

Promoted by JCPenney

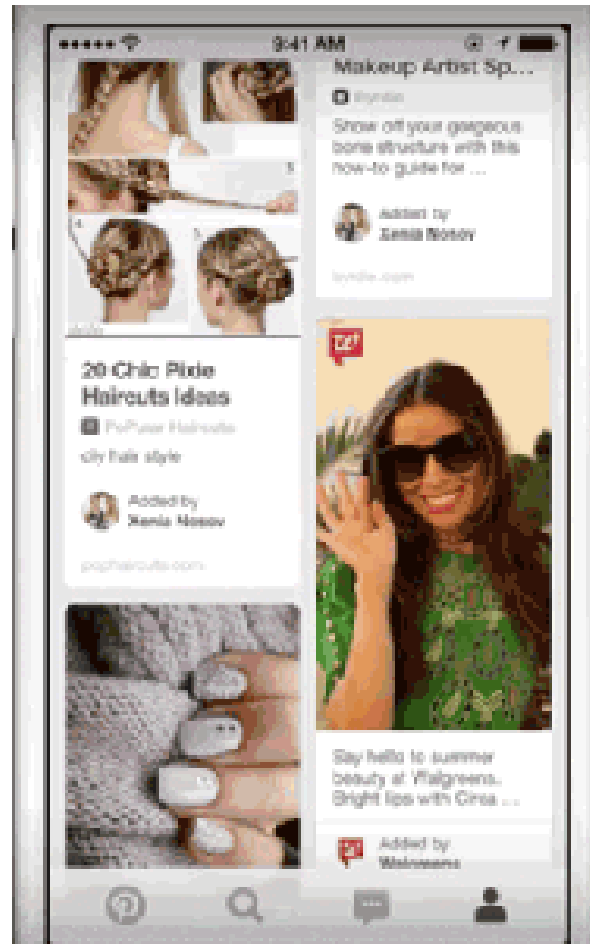


DIY modern pom pom pillow

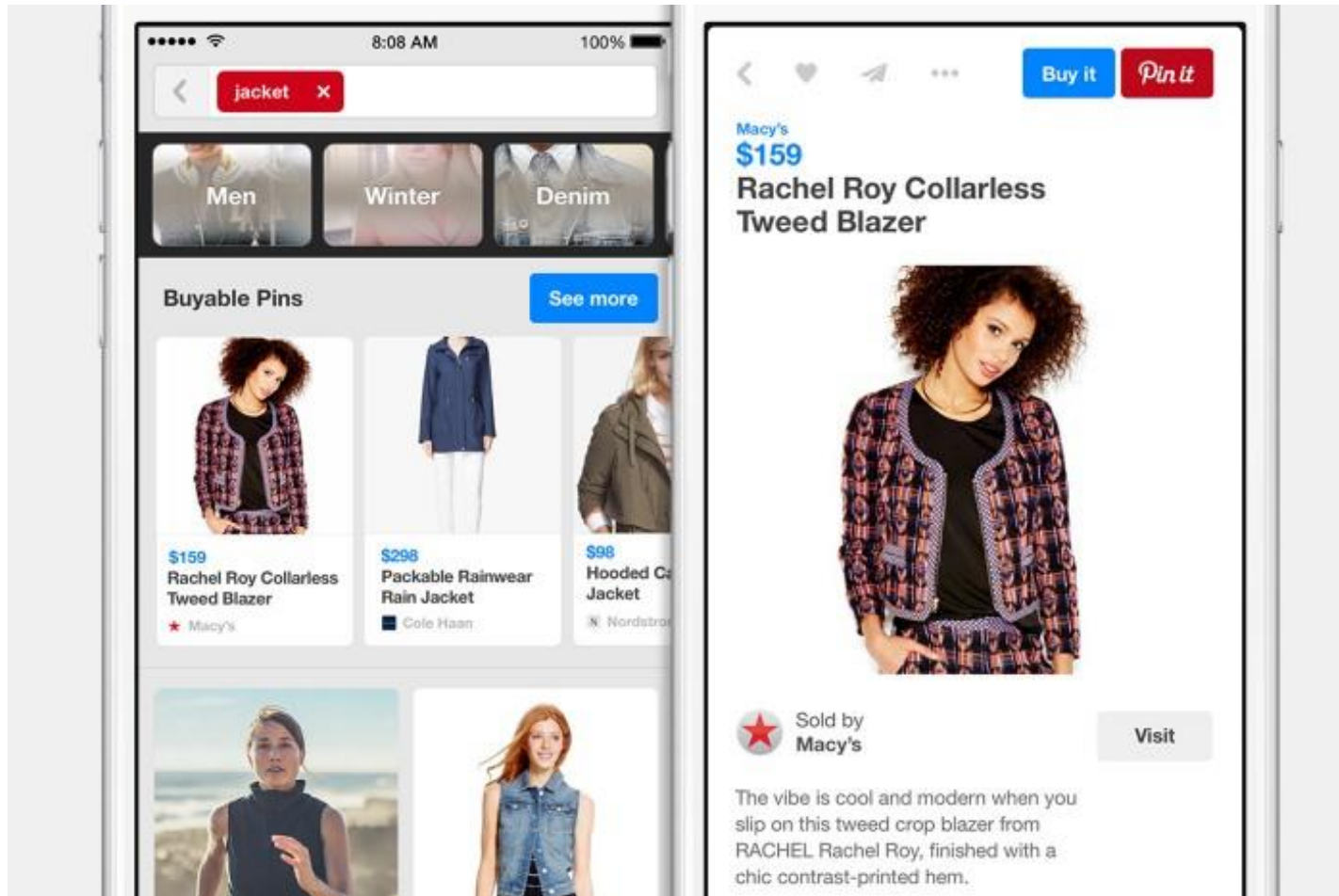


Urban Outfitters
 Marisa Tipped Faux Fur

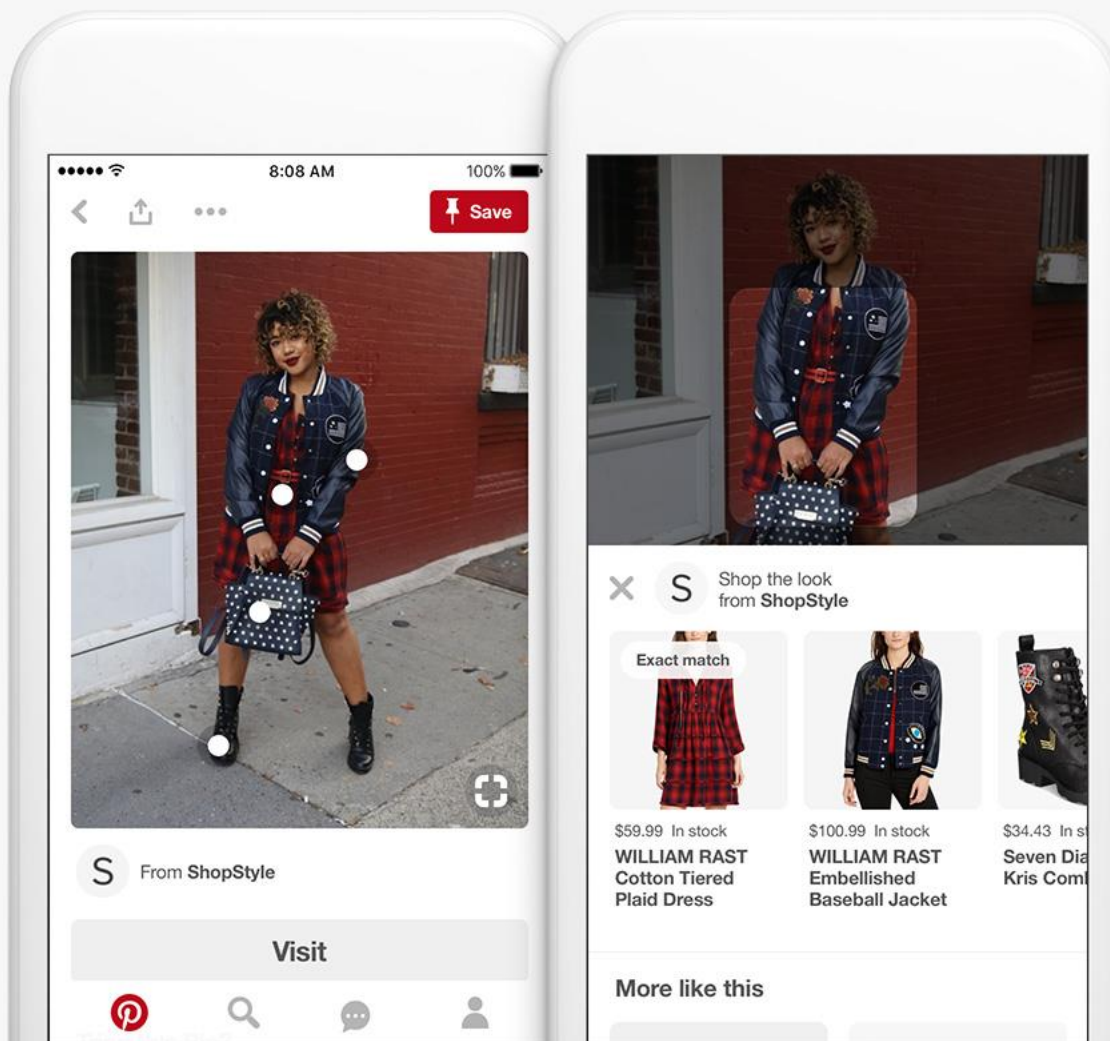
Cinematic Pins



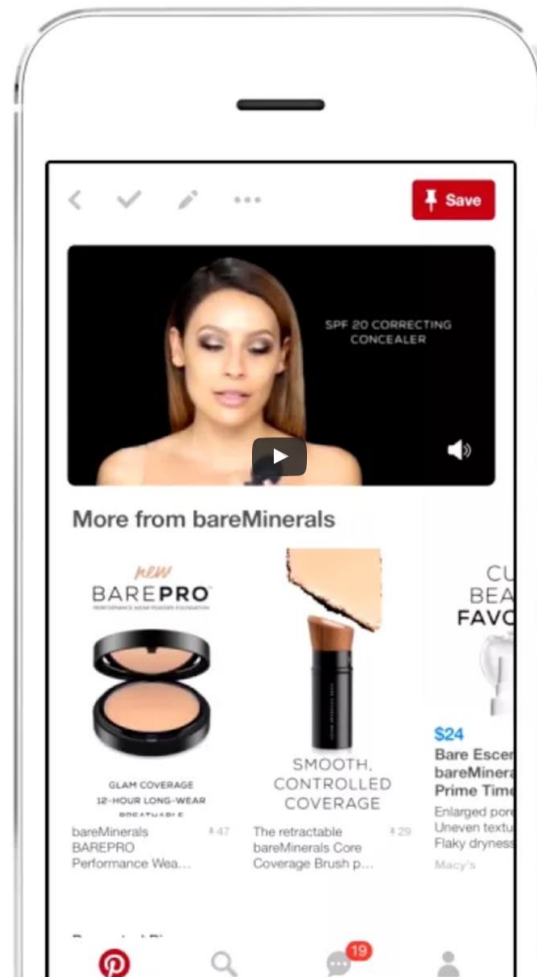
Buyable Pins



Shop the Look Pins



Promoted Video



Brand Pages

Search Add + About ▾ dreamgrow.com ▾

Whole Foods Market

10351 followers, 1101 following

[Follow All](#)

These are just a few of the things we love, ... and we love to share them with you.

Austin, TX

Whole Foods pinned **A healthier take on ... to Winter Entertainment.** 3 days ago

Whole Foods pinned **You always need to ... to Winter Entertainment.** 3 days ago

Whole Foods pinned **A modern twist on ... to Winter**

25 Boards · 525 Pins · 1 Likes

A healthier take on a game day classic... Lentil Chili
26 likes 2 comments 233 repins

Pinned onto Winter Entertainment from [blog.wholefoodsmarket.com](#)

Heather Davis This recipe is delicious! I make a pot and eat it all week!

Jasmine Maleknia I've made this same recipe before! It's so good!!

You always need to serve at least 1 thing from a casserole dish... Broccoli Cheese Dip
5 likes 28 repins

Pinned onto Winter Entertainment from [blog.wholefoodsmarket.com](#)

A modern twist on a classic slow cooked meal... White Chili
14 likes 53 repins

Pinned onto Winter Entertainment from [blog.wholefoodsmarket.com](#)

This one makes us drool... Chipotle Mushroom and Goat Cheese Queso
9 likes 67 repins

Pinned onto Winter Entertainment from

Apple & Cheddar Whole Wheat Quesadillas... you know, for football watching!
13 likes 111 repins

Pinned onto Winter Entertainment from

Search Advertising

Search results for "kitchen remodel ideas" on Pinterest. The search bar shows "kitchen remodel ideas" with a search icon and a close button. Below the search bar are filter buttons: "On A Budget", "Layout", "Before And After", "Contemporary", "Farmhouse Style", "Color Combos", and "Top 10". The main content area displays several pins. The central pin, highlighted with a red border, is for "Verona Home Design Single Barn Door Hardware Finish: Matte..." from Wayfair.com, promoted by Wayfair.com. The image shows a white barn door with a black sliding track in a kitchen setting. Other pins include "28 Insanely Easy And Clever DIY Projects" showing wooden drawers, "Favorite Things Friday" showing a kitchen with a large sink, and "Stainless holding" showing a close-up of a stainless steel sink.

Typical Pinterest Marketing Campaign

- Create Pinterest brand page and multiple lifestyle-themed boards
 - Improve quality of photos, use URL links and keywords
- Utilize Pinterest Rich Pins and/or Product pins, Pin It buttons
- Integrate with Facebook and Twitter
- Follow and interact with other pinners and boards
- Measuring Pinterest Marketing Results
 - Same dimensions as Facebook, Twitter



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TABLE 7.11		SELECTED PINTEREST MARKETING CAMPAIGNS
COMPANY	CAMPAIGN	
Honda	Provided five influential pinners \$500 apiece to take a "#Pintermission" from Pinterest and do activities that they had pinned about. The campaign promoted the Honda CR-V and its "seize the day" image.	
Mastercard	Launched #AcceptanceMatters hashtag to promote tolerance and acceptance of people, while also drawing attention to its widely accepted credit card.	
Nordstrom	Used in-store signage depicting products with the most engagement on Pinterest. Has more followers on Pinterest than on Facebook or Twitter.	
Blue Apron	Subscription-based food delivery service pins its most popular recipes to different boards. High-quality, compelling photography helps drive engagement.	
UNIQLO	Clothing retailer used dozens of accounts to pin graphics in a five-column arrangement on its Pinterest page, allowing users to scroll down and animate the images.	

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Typical Pinterest Marketing Campaign

- Honda #Pintermission:
<https://www.youtube.com/watch?v=eloAPdsn3IM&frags=pl%2Cwn>
- Nordstrom:
<https://www.youtube.com/watch?v=Kz6HpaLjofU&frags=pl%2Cwn>
- Mastercard:
https://www.youtube.com/watch?v=zZ7y_w2t4HQ&frags=pl%2Cwn
- UNIQLO: <https://www.youtube.com/watch?v=e5FM-VcE7UA&frags=pl%2Cwn>



Cofinanciado por:



TABLE 7.12

MEASURING PINTEREST MARKETING RESULTS

SOCIAL MARKETING PROCESS	MEASUREMENT
Fan acquisition (impressions)	<p>The number of people exposed to your pins.</p> <p>The number of followers and the rate of growth.</p> <p>The number of people that have pinned your product photos.</p> <p>The percentage of those exposed to your pins who also pin them to their own or other boards.</p>
Engagement (conversation rate)	<p>The number of posts, comments, and responses to your brand or pins on Pinterest.</p> <p>The number of users who are responding to games, contests, and coupons (participation).</p> <p>The number of minutes on average fans stay on your brand or product pages (duration).</p>
Amplification	<p>The rate of pins per post or other content (applause rate).</p> <p>The rate at which fans share your pinned photos by sharing or repinning to their own or others' boards.</p>
Community	<p>The monthly interaction rate with your content (i.e., the monthly total of pins, comments, and actions on your Pinterest brand page).</p> <p>The average monthly onsite minutes for all fans.</p> <p>The ratio of positive to negative comments.</p>
Brand Strength/Sales	<p>The percentage of your online sales that are generated by Pinterest links (referrals) compared to other platforms, such as e-mail, search engines, and display ads.</p> <p>The percentage of Pinterest-sourced customer purchases, compared to other sources of customers (conversion ratio).</p> <p>The conversion ratio for users receiving repinned photos (friends of followers).</p>



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Pinterest Users Engage with Sephora

Sephora Case study:

<https://www.youtube.com/watch?v=qFfB5UdRmmw&frags=pl%2Cwn>

Video Case:

<https://www.youtube.com/watch?v=3fwhB6Kkjtg>

The Sephora logo, featuring a white stylized 'S' shape above the word 'SEPHORA' in white capital letters, is centered on a black rectangular background.

SEPHORA



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Pinterest Users Engage with Sephora

Sephora

- Global brand: 430 stores in North America; 33 countries
- From: 10,000 users (2012) -> To: 250,000,000 users (2018)
- 70% women
- Social Media presence: Facebook; Twitter; Pinterest
- Different objectives on different platforms



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Pinterest Users Engage with Sephora

- Users pin items that interest them and which they might want to buy (immediately or in the future)
- Variety of boards include Makeup of the Day, Today's Obsession, Lips, Eyes, Trending Now, Skincare IQ, Beauty How-tos
- Greater engagement level of users in Pinterest than on any other platform
- Trendsetters – people whose Pinterest activity most influences other Sephora fans



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Pinterest Users Engage with Sephora

Audience

- Facebook – 18,000,000
- Pinterest – 570,000

Pinterest follower = 15x sales impact of one Facebook follower



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Mobile Marketing

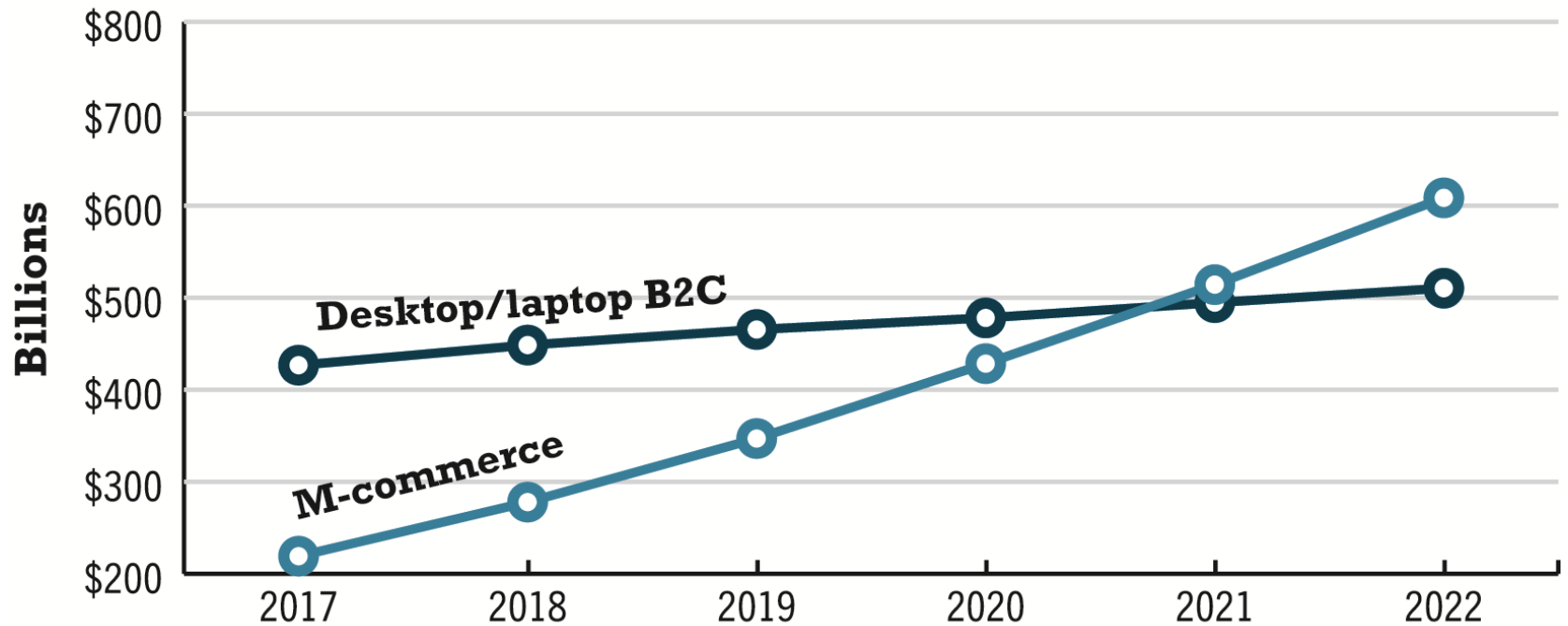
- More than 262 million Americans use mobile phones
 - Devices used multiple times per day
- By 2020, m-commerce will account for almost 50% of all retail and travel e-commerce
- Challenges: Mobile search
 - **Motivating** consumers to click
 - Raising **fees** for each click



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Figure 7.5 The Growth of M-commerce



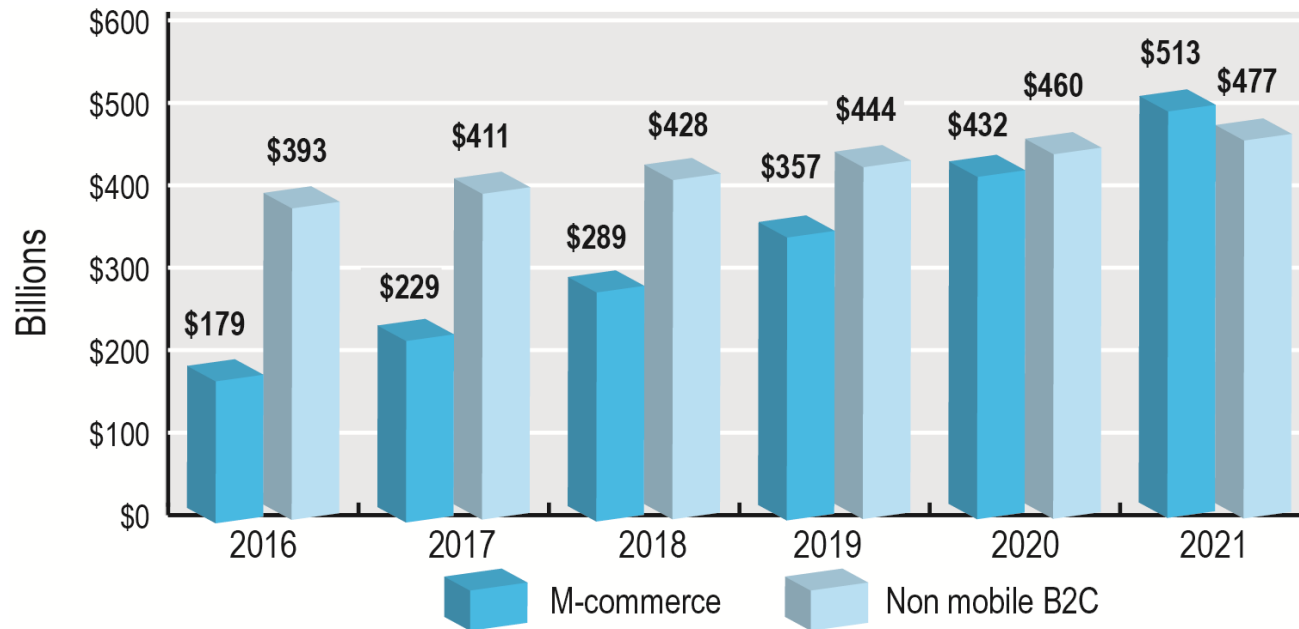
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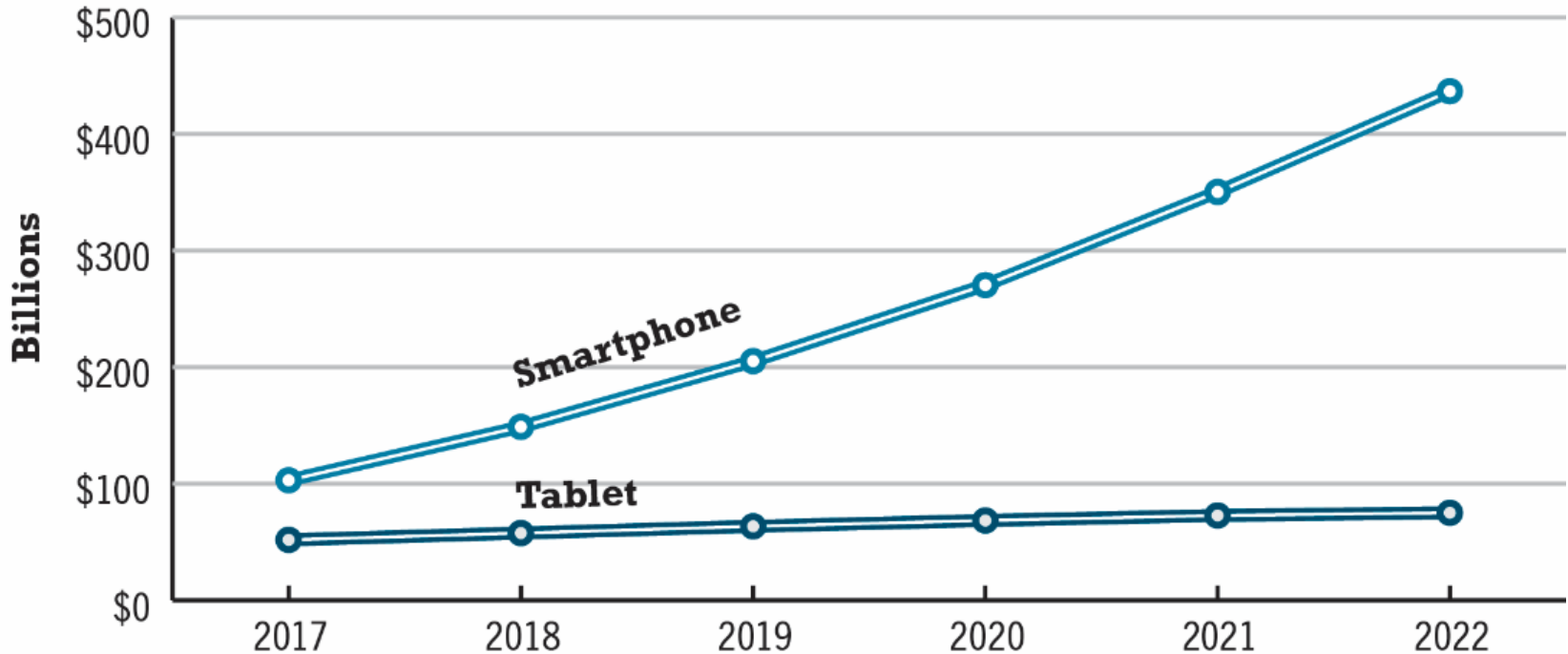


The growth of retail M-Commerce in the EU-5



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Retail M-Commerce Sales



eMarketer, Inc., © 2018, used with permission

How People Actually Use Mobile Devices

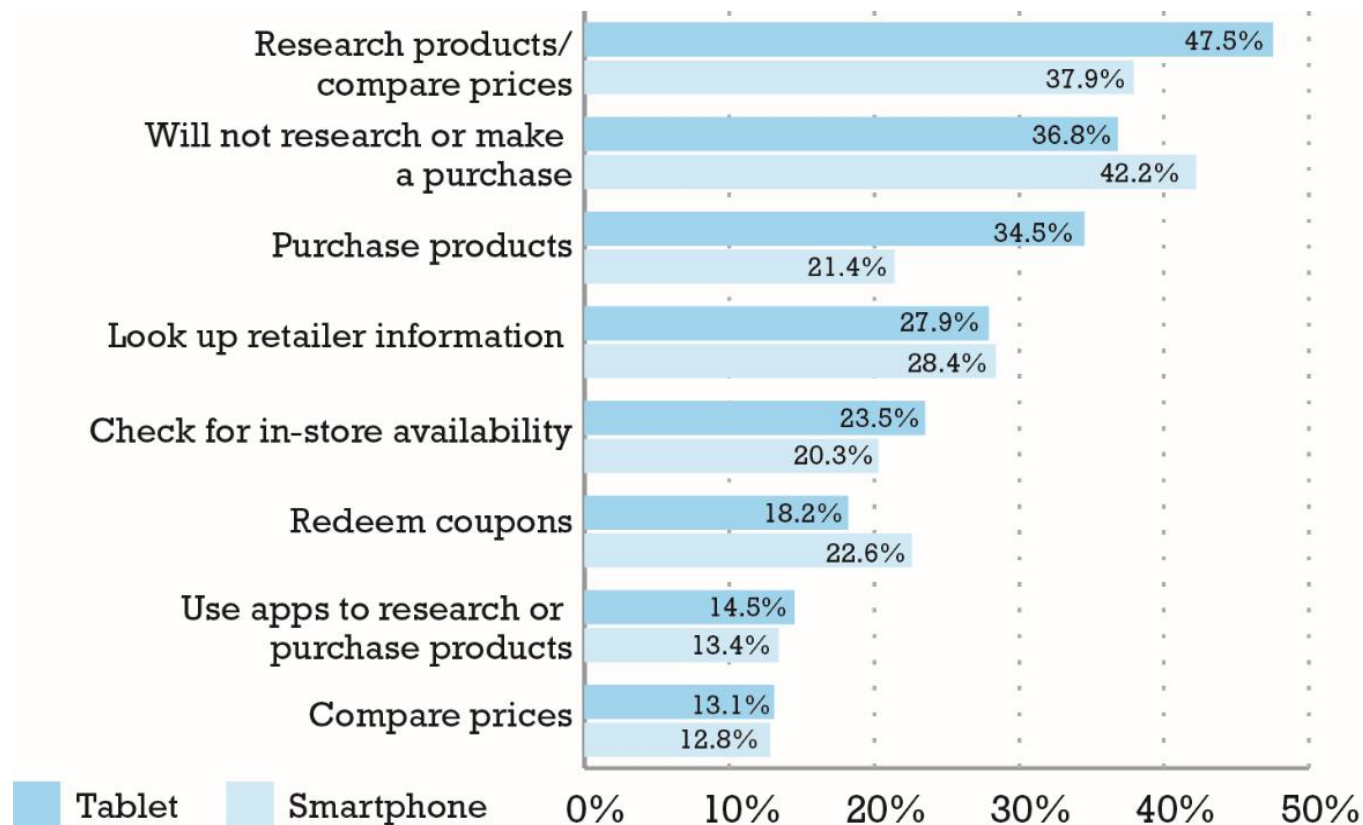
- Average of 3 hours daily on mobile devices
 - 42% entertainment
 - 16% social networks
 - 70% occur in home
- Activities are similar to desktop activities
- Rapidly growing smartphone m-commerce sales
- Mobile devices currently used more for communicating and entertainment over shopping and buying



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Figure 7.7: How People Use Their Mobile Devices to Shop



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In-App Experiences and Ads

- Mobile use
 - Apps—60% of smartphone time
 - Almost 75% of app time spent on user's top 3 apps
 - Users use about 27 apps/month
- App marketing
 - Most effective are in-app ads
 - Placed in most popular apps
 - Targeted to immediate activities and interests



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How the Multi-Screen Environment Changes the Marketing Funnel

- Consumers becoming multi-platform
 - Desktops, smartphones, tablets, TV
 - 90% of multi-device users use multiple devices to complete action
 - View ad on TV, search on smartphone, purchase on tablet
- Marketing implications
 - Consistent branding
 - Responsive design
 - Increased complexity, costs



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Mobile Marketing Features

- Mobile marketing 64% of all online marketing
- Dominant players are Google, Facebook
- Mobile device features
 - Personal communicator and organizer
 - Screen size and resolution
 - GPS location
 - Web browser
 - Apps
 - Ultraportable and personal
 - Multimedia capable
 - Touch/haptic technology

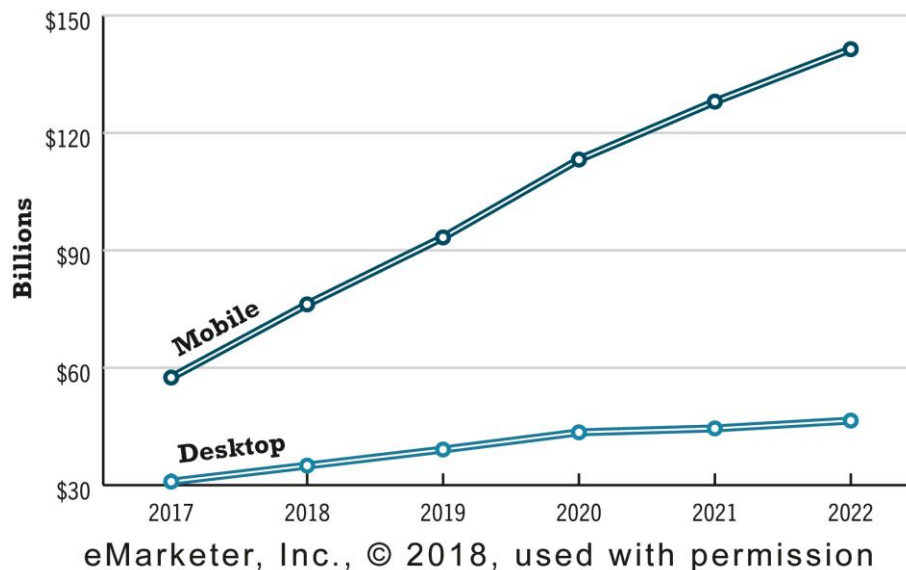


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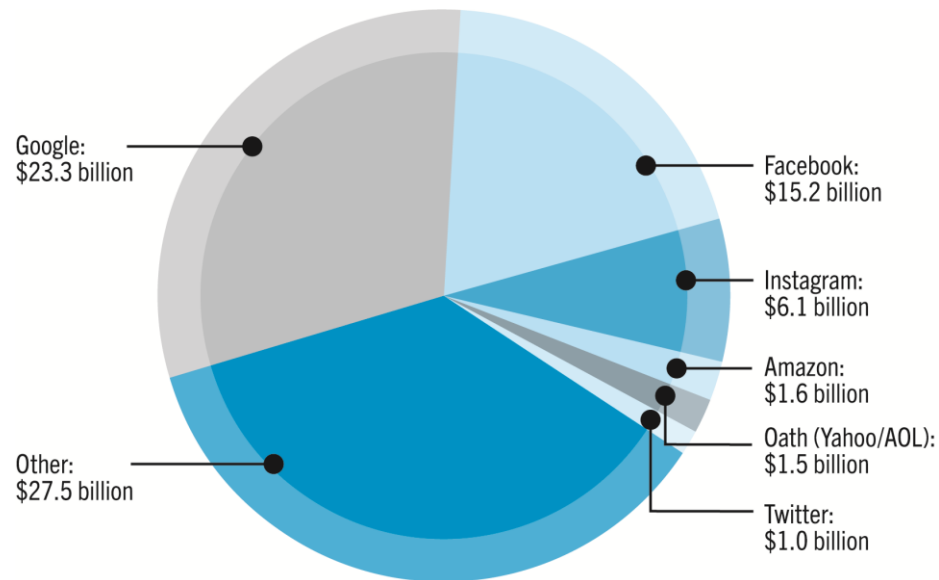


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Worldwide Mobile versus Desktop Marketing Expenditures



The Top US Mobile Marketing Firms by Revenue



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TABLE 7.13**FEATURES OF MOBILE DEVICES**

FEATURE	DESCRIPTION
Personal communicator and organizer	Telephone plus calendars and clocks to coordinate life on a personal scale.
Screen size and resolution	Resolution of both tablets and phones is high enough to support vibrant graphics and video.
GPS location	Self-locating GPS capability.
Web browser	Standard browsers will operate all websites and applications.
Apps	Over a million specialized applications running in native code and extending the functionality of mobile devices.
Ultraportable and personal	Fits into a pocket, or a briefcase for tablets, able to be used anywhere and on the go.
Multimedia capable: video, audio, text	Fully capable of displaying all common media from video to text and sound.
Touch/haptic technology	Enhances touch screens by providing feedback in the form of vibration, force, or motion.

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Mobile Marketing **Tools**: Ad Formats

- Mobile marketing formats
 - Search ads
 - Display ads
 - Video
 - Text/video messaging
 - Other: e-mail, classifieds, lead generation
- Mobile interface versions of social network techniques

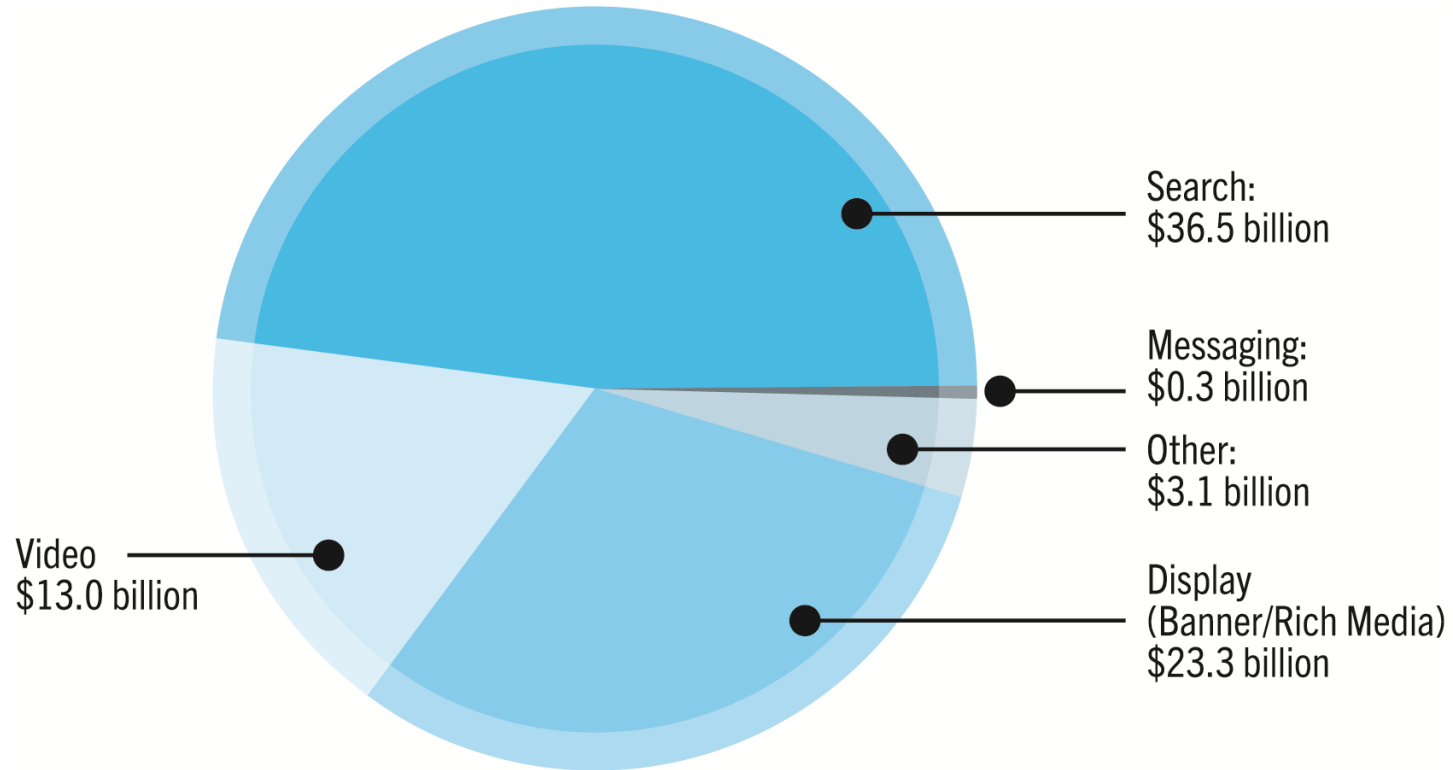


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Figure 7.9 U.S. Mobile Ad Spending by Format



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Insight on Business: Mobile Marketing: Ford Goes 3-D

- Class discussion:
 - Why do mobile devices represent such a promising opportunity for marketers?
 - What are the benefits and the appeal of 3-D mobile advertising?
 - Have you ever engaged with 3-D mobile ads?
 - What types of products are best suited for 3-D ads?

Video Case:

https://www.mmaglobal.com/case-study-hub/case_studies/view/32323



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Mobile Marketing Campaigns

- Mobile website
- Facebook and Twitter brand pages
- Mobile versions of display advertising campaigns
- Ad networks
- Interactive content aimed at mobile user
- Tools for measuring responses
 - Key dimensions follow desktop and social marketing metrics



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TABLE 7.14**SELECTED MOBILE MARKETING CAMPAIGNS**

COMPANY	CAMPAIGN
Ikea	Launched an interactive mobile app of its catalog, allowing users to view hidden content by scanning certain pages and to test how furniture looks in your home with augmented reality.
Just for Men	Men's facial care retailer launched a series of mobile ads with interactive sports trivia quizzes, producing brand lift of 24%.
Target	Launched banner ad on Huffington Post mobile site that enabled viewers to browse Procter & Gamble hair products and purchase using a buy button.
McDonald's	Created just-for-fun "Fry Defender" feature of its mobile apps, turning your phone into a motion sensor that goes off if someone approaches your fries.

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Mobile Marketing Campaigns

- IKEA: <https://www.youtube.com/watch?v=uaxtLru4-Vw&frags=pl%2Cwn>
- Just for Men: <https://www.youtube.com/watch?v=x1dIIENWsTs&frags=pl%2Cwn>
- McDonald's: <https://www.youtube.com/watch?v=KFUZqlgUJ2k&frags=pl%2Cwn>
- Burger King: https://www.youtube.com/watch?v=IhXW8_7CaHM&frags=pl%2Cwn

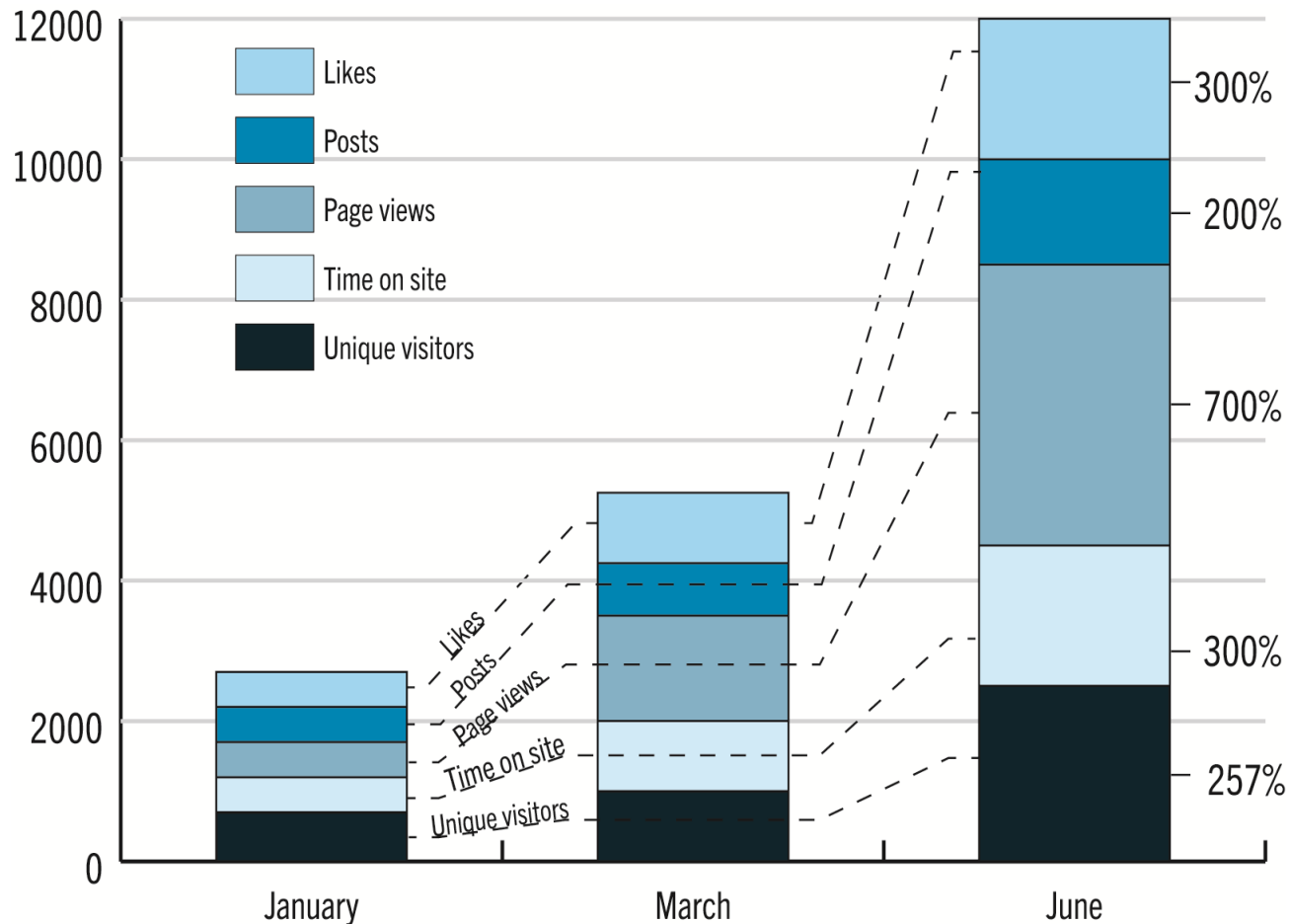


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Figure 7.10 Measuring the Effectiveness of a Mobile and Social Marketing Branding Campaign



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Adidas Case Study on The Full Value of Mobile Marketing

Video Case:

<https://www.youtube.com/watch?v=6vG0feZbj8Q&frags=pl%2Cwn>

1. Of the mobile users who clicked on the store locator, what fraction did iProspect estimate entered a physical store?
2. What did iProspect determine to be the worth of each individual store locator click? What implications did this have for return on investment?
3. Why did iProspect increase the average order value per visit from its initial amount? What were the amounts?



Cofinanciado por:



Adidas Case Study on The Full Value of Mobile Marketing

1. Of the mobile users who clicked on the store locator, what fraction did iProspect estimate entered a physical store?

- iProspect estimated that **one in five store locator clicks** led to a visit to the store.

2. What did iProspect determine to be the worth of each individual store locator click? What implications did this have for return on investment?

- The worth of each store locator click was estimated to be **\$3.20**, showing mobile advertising using a store locator to have a very strong return on investment.

3. Why did iProspect increase the average order value per visit from its initial amount? What were the amounts?

- Because customers clicking on a store locator already have a demonstrated intent to buy, iProspect believed it was reasonable to assume a higher percentage of these customers would purchase goods. The increase **was from \$71 to \$80 dollars per average order.**



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Business Strategy

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management



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Business Strategy
Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

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MARKETS

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