DIGITAALINEN MARKKINIOINTIVIESTINTÄ JA SOSIAALINEN MEDIA

24/10/2016 1

Maatalous-metsätieteellinen tiedekunta

HÄNNÄNYT VERKKOJULKAISUN TÄYMÄ SISÄLLÖN TÖÄRÄMISESTÄ

Social Media Explained

TWITTER
I'M EATING A DONUT

FACEBOOK
I LIKE DONUTS

FOURSQURE
THIS IS WHERE I EAT DONUTS

INSTAGRAM
HERE'S A VINTAGE PHOTO OF ME EATING A DONUT

YOUTUBE
HERE I AM EATING A DONUT

LINKEDIN
MY SKILLS INCLUDE DONUT EATING

PINTEREST
HERE'S A DONUT RECIPE

LAST FM
NOW LISTENING TO "DONUTS"

I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

Social Media Explained With

1. Like them
2. I'm drinking with them
3. The best thing since Jesus
4. This is a photo I took of them
5. This is a video I made of them
6. This is a video I made of them
7. This is a video I made of them
8. This is a video I made of them
9. This is a video I made of them
10. This is a video I made of them

Beer

Social Media

Explained With

Beer

M Busty Beer

Social Media

Explained With

Beer
FB COMPARED TO OTHER SOCIAL PLATFORMS

+ new ones Kik (chat), Periscope (live video)

CHART 5: Active Usage of Top 10 Social Platforms, by Region

Pew research
SOME FACEBOOK STATISTICS

• Facebook currently has over 1 billion active users.
• Facebook accounts for 1 out of every 5 page views on the internet worldwide.
• Facebook users share over 100 billion connections collectively.
• Over 50% of the population in North America uses Facebook.
• 250 million photos are uploaded to Facebook daily.

World Wide Worx, 2015

SOME FACEBOOK STATISTICS

• There are 2.7 billion likes every single day on Facebook.
• 57% of Facebook user are female (43% male).
• The social media giant has 425 million mobile users.
• The average Facebook user spends 20 minutes on the site per visit.
• Facebook nearly doubled its revenue in 2011 by making over $1 billion ($600 million in 2010).

World Wide Worx, 2015
FINLAND FACEBOOK 2015

POPULAR FB PAGES: REDBULL
REACH

- Reach is the number of people who have seen your post. Figures are for the first 28 days after a post's publication and include people viewing your post on both desktop and mobile. Your post counts as having reached someone when it is loaded and shown in news feed. Note that data from before July 2, 2012 only includes people viewing your post on desktop.

TECHCRUNCH – DECREASING FB VISIBILITY ON EARNED FANBASE

How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = I x P x C x T x R

- Interest
- Post
- Creator
- Type
- Recency

This is a simplified equation. Facebook also looks at roughly 100,000 other high personalized factors when determining what’s shown.
COST OF ACQUISITION & ADVERTISING

- CPC stands for cost per click (from cents to close to one dollar e.g. in Australia).
- CPM stands for cost per 1000 impressions.

FAN DEMOGRAPHICS

<table>
<thead>
<tr>
<th>2763 Total Fans on Nov 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
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<tr>
<td>59%</td>
</tr>
<tr>
<td>13–17</td>
</tr>
<tr>
<td>18–24</td>
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<tr>
<td>25–34</td>
</tr>
<tr>
<td>35–44</td>
</tr>
<tr>
<td>45–54</td>
</tr>
<tr>
<td>55+</td>
</tr>
</tbody>
</table>

Top Countries:
- France: 1324

Top Languages:
- English (US): 1231
FAN DEMOGRAPHIC DETAILS

Demographics
Gender and Age
- Female: 52%
  - 10 years: 10%
  - 13-15: 10%
  - 16-19: 14%
  - 20-24: 16%
  - 25-30: 13%
  - 31-34: 14%
  - 35-39: 9.8%
  - 40-44: 6.1%
  - 45-49: 6.1%
  - 50+: 4.1%
- Male: 48%
  - 13-15: 1.2%

Countries
- United States: 4,238
- Canada: 206
- Philippines: 206
- India: 147
- Taiwan: 114
- United Kingdom: 91
- Australia: 91
- More: 203

Cities
- New York: 208
- Los Angeles: 142
- Taipei: 96
- Chicago: 91
- Seattle: 86
- Dallas: 71
- Atlanta: 69
- More: 47

Language
- English (US): 5,291
- English (UK): 583
- Spanish: 168
- Traditional Chinese (Taiwan): 81
- French (France): 65
- Portuguese (Portugal): 47
- Portuguese (Brazil): 45
- More: 24

ACTIVITY - INTERACTIVITY

Sharing
- Daily likes: 587
- Daily Shares: 3,136
- Feedback per Share: 1.56
- Return Rate: 13%

Daily activity of all pages
- Daily Shares: 3,136
- Daily Likes: 587

Daily Most Shared
<table>
<thead>
<tr>
<th>Page</th>
<th>Likes</th>
<th>Shares</th>
<th>Feedback Rate</th>
<th>Return Rate</th>
</tr>
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<tr>
<td></td>
<td>22</td>
<td>533</td>
<td>1.69</td>
<td>6.57%</td>
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<td></td>
<td>150</td>
<td>505</td>
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<td></td>
<td>21</td>
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<td>17</td>
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<td>1.53</td>
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<td>7</td>
<td>77</td>
<td>1.33</td>
<td>40.36%</td>
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<td>16</td>
<td>66</td>
<td>1.21</td>
<td>15.12%</td>
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<td></td>
<td>7</td>
<td>66</td>
<td>1.56</td>
<td>30.30%</td>
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<td>15</td>
<td>49</td>
<td>0.69</td>
<td>6.12%</td>
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</tbody>
</table>
WHY CREATING / REFRESHING A FANBASE IS IMPORTANT?
VALUE OF A FACEBOOK FAN - AUDIENCE?

Five contributors to Facebook performance:
- Average product spending
- Brand loyalty
- Propensity to recommend
- Brand affinity
- Earned media value

MONETARY VALUE PREDICTIONS

- Fans average spending $71,84 more than non-fans per year
- Fans are 28% more likely than non-fans to continue using the brand
- Fans are 41% more likely than non-fans to recommend a fanned product to their friends
VALUE OF A FAN?

Average Value of a Fan

- Spend: 71.66
- Loyalty: 63.71
- Recommendations: 13.07
- Earned Media Value: 6.79
- Cost Offset for Fan Acquisition: 0.47
- Sum: 154.36

FACEBOOK – INFLUENCE ON CB, MULTIPLE VIEWS STUDIES...

- 90 % reads peer evaluations (of products etc.)
- 48% thinks these evaluations are important
- 26 % admits the influence
- 56% seeks for discounts and offers
- 54% seeks for product information / news

Context: Finland
FACEBOOK MOTIVATIONS

WHAT HAS MOTIVATED YOU TO “LIKE” A COMPANY, BRAND, OR ASSOCIATION ON FACEBOOK?

- 15% to receive discounts and promotions
- 10% to show my support for the company in others
- 9% to stay “informed” or get samples, samples
- 9% to get updates or future products
- 9% to get access to exclusive content
- 8% to learn more about the company
- 7% to know what’s new
- 7% to be recommended to others
- 5% to interact e.g. share ideas, provide feedback

FACEBOOK OR OTHER SNS ENABLED SOCIAL COMMERCE BY GIVEN RETAILER

- Authenticate identities
- Pull customer information from particular SNS
- Tailor / customize in real-time the retailers website

Social labs study showed that in 2012 only 6% of top 500 online retailers used social login

PROCESS PERSPECTIVE

- Social login - Facebook or other SNS enabled social commerce by given retailer
- Authenticate identities
- Pull customer information from particular SNS
- Tailor / customize in real-time the retailers website
- Social labs study showed that in 2012 only 6% of top 500 online retailers used social login
SOCIAL LOGIN

And they like a choice of identity providers.

Which accounts would you use for social login?
OTHER SOCIAL MEDIA CHANNELS

LinkedIn: over 450 million
Google+: over 200 million
Pinterest: over 90 million
Twitter: over 100 million

INSTAGRAM

Instagram for Business

Goals:
- Increase followers
- Engage more
- Reach broader audience
- Increase sales

Hashtags:
- Product tag
- Popular
- Location
- Hashtag

US

106,200,000

US

25,000,000

100,000

53%

400,000

75

Shared Each Day

100,000

0

100

1,000

10,000

100,000

100

1,000

100,000

0

100

1,000

100,000

0

100

1,000

100,000

0

100
IF YOU ARE LOOKING FOR MALE ENGINEER...

- Google+ different estimates put active users to 200 million

- Google+ users are 71% male.

- The most common occupation of a Google+ user is an engineer.

- 44% of Google+ users are “single”.

Google+
IF YOU ARE LOOKING FOR A FEMALE ARTIST AND DESIGNER...

- Pinterest has 110 million active monthly users.
- The top two locations for Pinterest users are Mississippi, Alabama, Kentucky and Tennessee.
- The top interests of Pinterest users are crafts, hobbies, interior design and fashion.
- 82% of Pinterest users are female (18% male).
- The average Pinterest visit lasts 17 minutes.

PINTEREST LOVES FASHION

No stranger to digital savvy, Oscar de la Renta elected to use Pinterest to unveil looks from the new bridal collection, as they went down the runway. Backstage shots and hair and makeup images mingled with product pics, resulting in a platform that not only conveyed a collection, it took an exclusive experience and re-created it for a larger audience.
PIN IT TO UNLOCK IT

E-commerce pioneer Gilt may have found a way to cash in on the social media platform anyway. According to TechCrunch, Gilt has started a new “Pin It to Unlock It,” feature which requires a product to be pinned 50 times (in total), before customers can purchase it. Gilt has started the promotion on the Gilt Kids' Pinterest board, but one can imagine that they'll be implementing similar strategies across broader categories soon.

IF YOU ARE LOOKING FOR EMPLOYEES OR COMPANIES...

LinkedIn has 150 (175 summer 2012) million registered users.

75% of LinkedIn users use it for business purposes.

There are 2 million companies on LinkedIn.

50% of LinkedIn users have a bachelors or graduate degree.
HOW LINKEDIN ENGAGES ITS USERS

Jari, congratulations!
You have one of the top 5% most viewed LinkedIn profiles for 2012.
LinkedIn now has 200 million members. Thank you for playing a unique part in our community!

Read More

VKONTAKTE

Welcome!

VK is the largest European social network with more than 100 million active users.

Sign up for VK.

Your first name
Your last name
Select area

What can you do on VK?
- Find people with whom you’ve studied, worked or met on vacation.
- Learn more about people around you and make new friends.
- Stay in touch with loved ones.

Signup
TWITTER FACTS

- Twitter has over 300 million active monthly users.
- 13% of internet users also use Twitter.
- 54% of Twitter users use Twitter on their mobile devices.
- 36% of Twitter users tweet at least once a day.
- The average visit on Twitter lasts for 14 minutes.
- Twitter users are female (41%) male.

WHY DO WE FOLLOW COMPANIES ON TWITTER?

Sina Weibo
600 million users
SOCIAL PLATFORMS IN CHINA

500 million

220 million

600 million

Pew research
QQ

QQ International v 1.5

QQ connects you to over 700 million Chinese QQ accounts and many of your favorite websites and social tools. It's the best place to stay in touch with friends and make new ones. Try it now!

Download:

For PC

For Mac

Windows XP, Vista, 7, 8.1 (32/64), 10
Mac OS X 10.6-10.15

RENREN

中国领先的实名制SNS社交网络

欢迎注册人人网
加入人人网，你将结识同学、老师、朋友和同事。

姓名：

确认密码：

重新输入密码：

提交注册

成功！