

# WHAT'S NEW IN SOCIAL MEDIA

JAZMIN THADANI

## INTRODUCTION

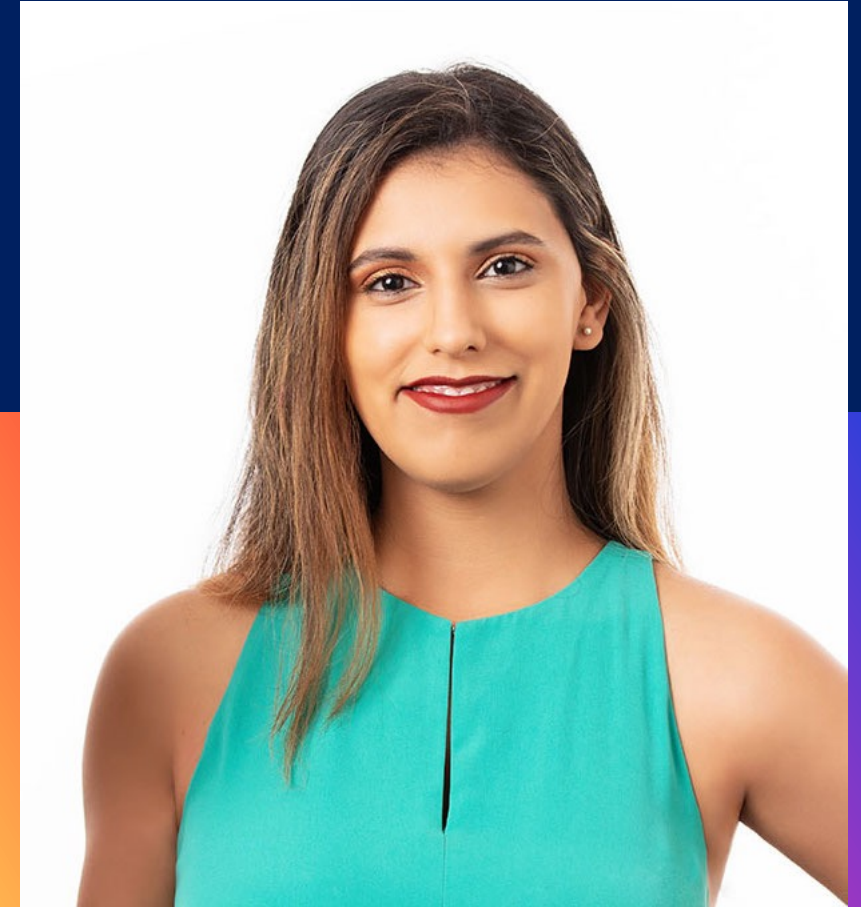
# Jazmin Thadani, Director Digital Services

## FRANKEL MEDIA GROUP

Jazmin Thadani is Frankel Media Group's Director of Digital Services. In this role, Jazmin oversees the digital marketing strategy and execution for all of Frankel Media Group's clients and projects.

With over 9 years of experience in digital marketing, she has managed over \$40M in ad spend and led successful campaigns in paid search, SEO, social media, email marketing campaigns for some of the country's top higher education brands including Johns Hopkins University, Georgetown University, and many more.

Jazmin is a lifelong learner and has her Bachelors in Marketing, Certification in Digital Media & Marketing, and her MBA in International Business & Marketing. Jazmin is also an adjunct instructor at Rice University teaching Digital Marketing.



## AGENDA

# What We Are Going To Cover Today

- New Social Channels
- New Media Formats
- Leveraging Ads
- Metrics to Measure Success

**Why is social  
media great for  
brands?**





## IT'S FREE FOR BRANDS

Unlike most media channels, social media is 100% free for brands to create their profiles and to post their content. The only cost that comes with using social media is **time**.

## DATA COLLECTION

Another key differentiator with social media is that a user needs to log in to be able to access it. The platform then logs all of their interactions with your brand which you can then use to target them with in the future.

**Where do you  
spend the most  
time on your  
mobile devices?**



SOCIAL CHANNELS



NEW KIDS ON THE BLOCK



# TikTok



**Clubhouse**  
Drop-in Audio





## NEW CHANNELS

# CHANNELS WORTH INVESTING INTO

## CLUBHOUSE

Drop-In Audio Platform  
No Clickable Links  
Option to Follow  
Invite Only – There is a Waitlist  
Not Monetized – No Ads  
Used By The Likes Of:  
Oprah, Mark Zuckerberg, Elon Musk, Mark Cuban, Ashton Kutcher

## TIKTOK

Bite Size Video Content  
Integrates With Music  
Options to Follow, Like, Comment, and Embed Video  
Brands Are Able to Run Ads  
Used By The Likes Of:  
Gordon Ramsay, Will Smith, Kevin Hart, Snoop Dogg, Bill Nye, Dr. Phil

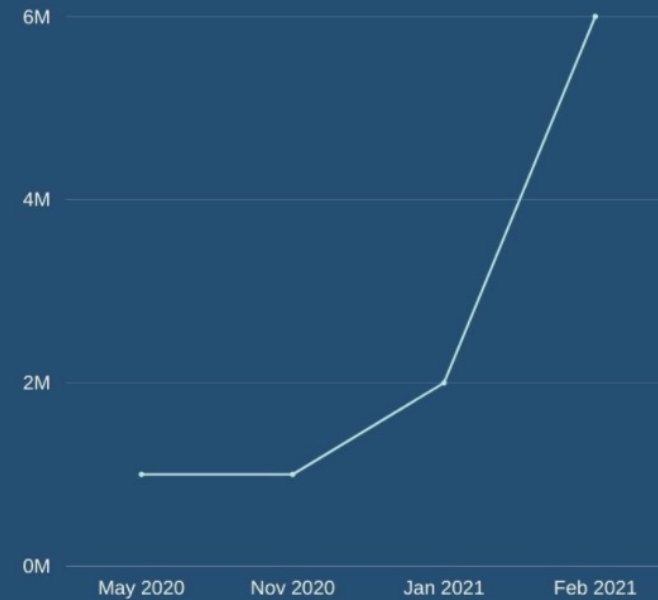
NEW CHANNELS

# CLUBHOUSE

## ClubHouse Users Growth Over Time

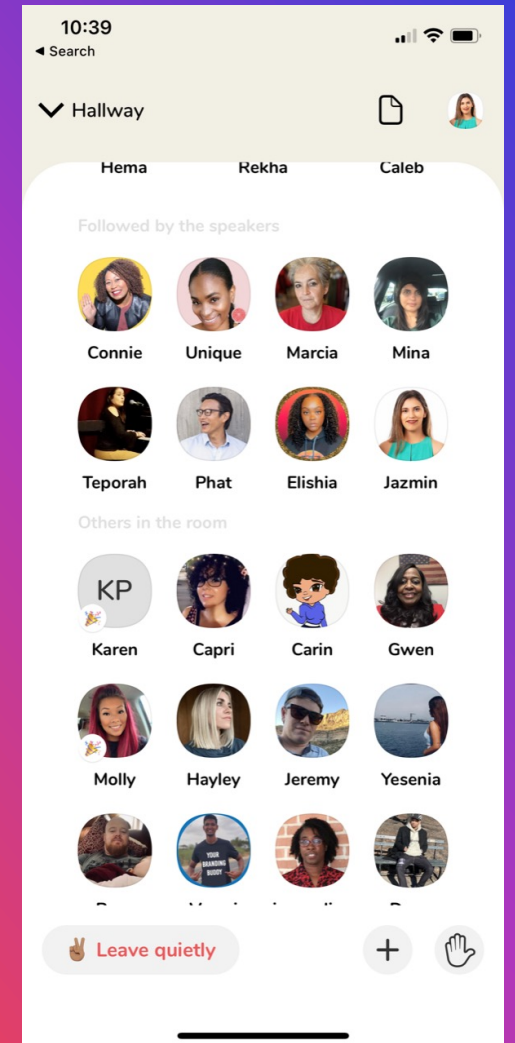
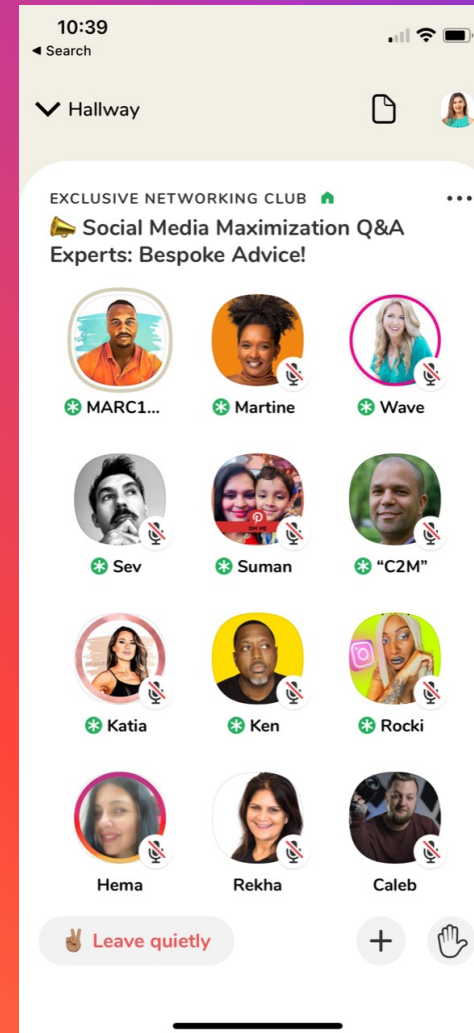
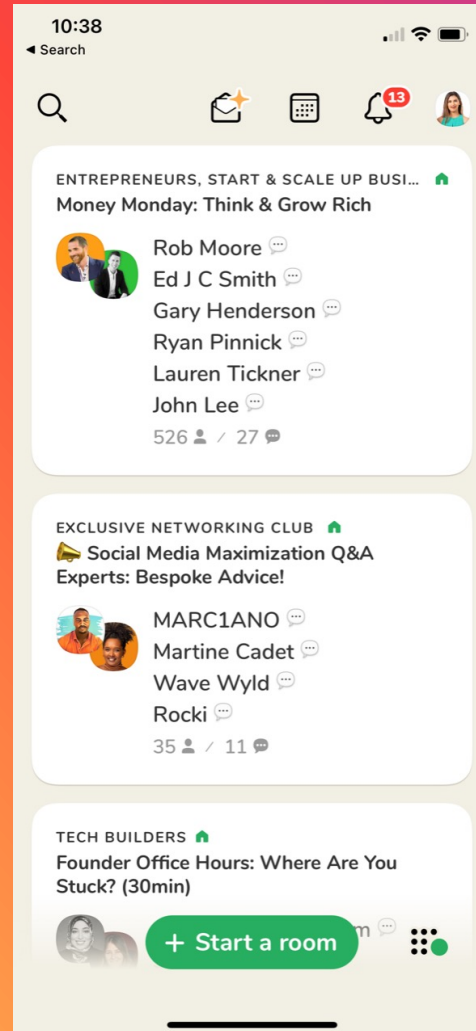
### 2020-2021 DATA FROM THE U.S.

ClubHouse had 1,500 users in May 2020, 600k users in December 2020, 2M in January 2021; and 6M in February 2021.



## NEW CHANNELS

# CLUBHOUSE

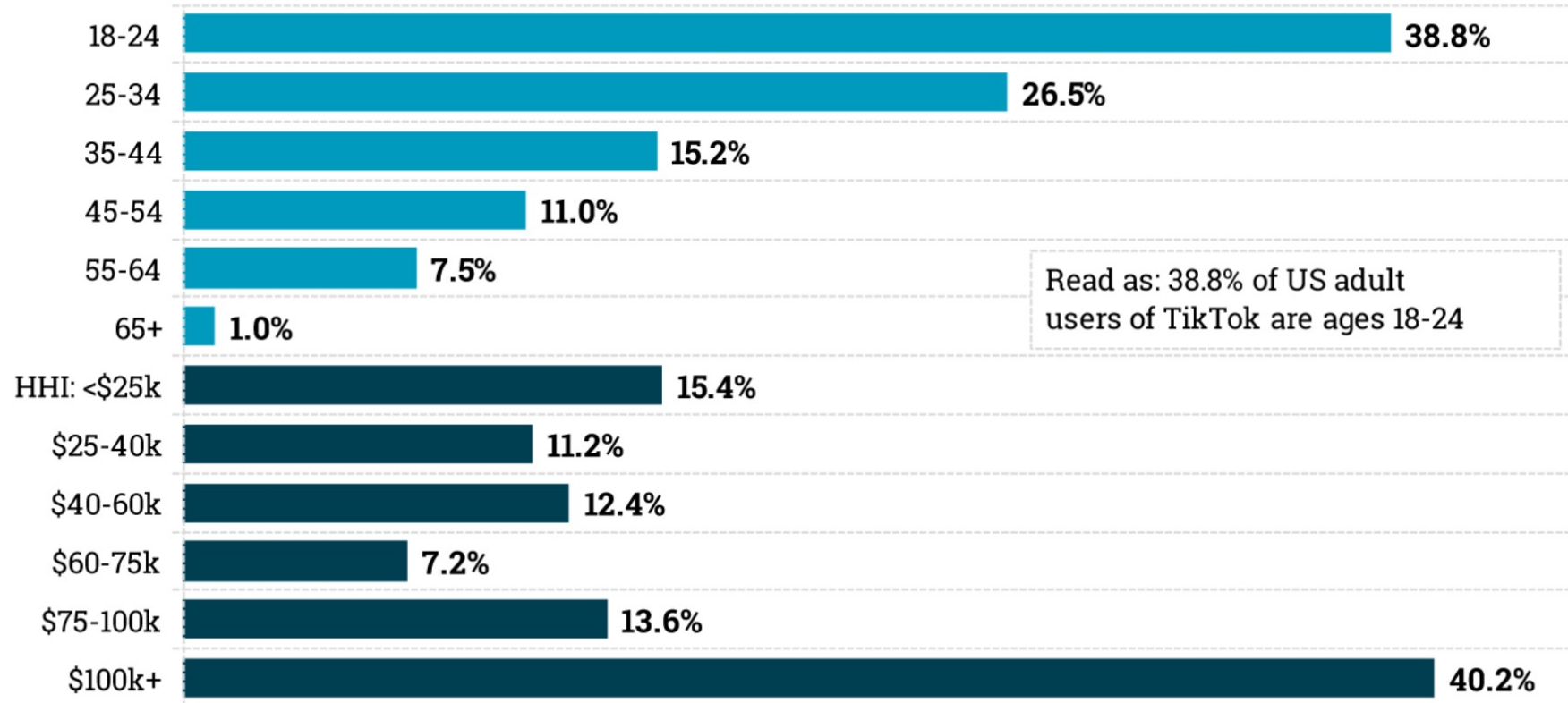


## NEW CHANNELS

# TIKTOK

## TikTok US Adult User Distribution, by Age and Income

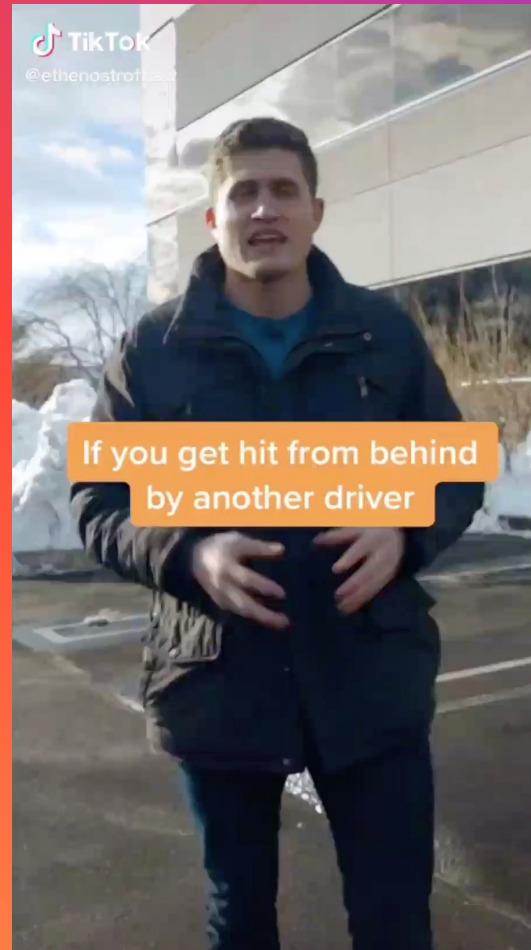
in March 2020





## NEW CHANNELS

# TIKTOK



## NEW MEDIA FORMATS

# IT'S ALL ABOUT VIDEO

## REELS

Instagram's version of TikTok content

Still pretty new – Instagram is promoting this heavily – lots of people are going viral

Similar to TikTok, these do have music/voice choices

## LIVES

To combat Clubhouse, Instagram has created "Rooms".

These rooms can host live conversations with multiple hosts.

Still very new, so it's getting a lot of traction

## REMIXES

Take someone else's video content and have yours side-by-side

I.E. A fitness guru is doing a workout, you could take their video and do a remix of you doing your workout with them

NEW MEDIA FORMATS

# ...AND ABOUT AUDIO

## DROP-IN AUDIO

Clubhouse is a drop-in audio platform. To participate, all you have to do is speak! Create your own room or jump on stage in someone else's room to get started!

## PODCASTS

Podcasts have gained a lot of popularity recently. While not fully social, podcasts are often streamed on YouTube.

## PRO-TIP

# REPURPOSE YOUR CONTENT

Similar to making your podcasts into a YouTube video – you should aim to repurpose your content.

1. Start with longform content (blog, whitepaper, etc.)
2. Create social posts from snippets of this content
3. Create TikToks & Reels from this content
4. Create a podcast/IG Live/Clubhouse Room based on this content
5. Record yourself creating this content or speaking to this content and use it as a YouTube video
6. Use a snippet of this content in your newsletter

Make the content work for you!



## LEVERAGING ADS

# Why Should You Consider Ads For Your Business on Social Media?

## ALGORITHM CHANGES

As social media channels change their algorithms, these changes typically negatively impact organic content. Organic content is the free content you are posting on their channels. It has become more and more of a pay-to-play environment because only an average of 10% of your followers will actually get to see your content.

## ADVANCED TARGETING

Social media platforms have a lot of information on their users.

Instead of counting on those who are already in your network, you should also be seeking out users who match the criteria you are looking for.

I.E. A user visits your website and does not complete a purchase –  
RETARGET THEM!

## LEVERAGING ADS

# How To Leverage Ads

### SET UP A PIXEL

The first step to leveraging ads is to set a pixel. A pixel tracks user activity on your web properties and will send that data back to the social media platform. By utilizing a pixel, the social media platform can better target your user.

Each platform has their own pixel. (Facebook and Instagram share one since Facebook owns Instagram.)

### SELECT YOUR TARGETING

Not all of your ads will leverage the pixel you installed (I.E. setting up an ad to an audience that has engaged with your social profile in past – the social network has their own way of tracking this).

Select your targeting based on the social network's vast targeting options (interests, demographics, behaviors), your custom data, mining data to build a lookalike, or by utilizing a pixel.

## HOW TO MEASURE SUCCESS

# GOAL: AWARENESS

If you are launching a new brand, new product, or new service. An awareness campaign will get you in front of the most amount of people.

Bonus KPI: New followers or page likes.

## 01

### IMPRESSIONS

The number of times your content was displayed on a screen.

## 02


### REACH

The number of unique people who have seen your content.

## HOW TO MEASURE SUCCESS

# GOAL: ENGAGEMENT

You have great content but not much engagement. Not having great engagement signals to the algorithm that your content is not good enough – in this case creating an engagement campaign is key. Prompt your users with CTAs (I.E. Prompt a question to solicit a response.)



### 01

#### LIKES

Positive reactions to your content. This could be a like or any other reaction (besides angry).

### 02

#### COMMENTS

Users commenting on your content with their thoughts, mentioning others, or with follow-up questions.

### 03

#### SHARES

Users sharing your content to their followers or on another platform.

### 04


#### SAVES

Dubbed the “super like” – users save a post to return to it at a later time.

## HOW TO MEASURE SUCCESS

# GOAL: TRAFFIC

If your goal to bring users to your web properties, you should set up a traffic campaign. This campaign specifically optimizes for users who will click on your **ad**.



## 01

### CLICKS

The number of times your post gets clicked on leading the user to your website.

## 02


### CLICK THROUGH RATE

Number of clicks divided by the total number of impressions.  
This is the percentage of how many people saw your post and clicked through to your website.

## HOW TO MEASURE SUCCESS

# GOAL: CONVERSIONS

Typically the ultimate goal of any marketing campaign: **conversions**. Decide on the action you want your user to take and optimize for that. These can even happen natively on the social platform. (I.E. Lead Gen Forms or Shopping)



## 01

### LEADS

The total number of form fills derived from a social post.

## 02

### SALES

The total number of purchases derived from a social post.

## HOW TO MEASURE SUCCESS

# GOAL: CUSTOMER SERVICE

Show your customers that you are listening. Customers are able to comment on your posts – make sure you respond to all of them. Customers can also message your page – your response rate & response times are key indicators of customer service success.

Response time, if above average, can be displayed on your page on Facebook.

## 01

### RESPONSE RATE

How often you respond to messages coming in

## 02

### RESPONSE TIME

How fast you respond to messages



**QUESTIONS?**