



MERCURIA

Learn Social Media Marketing

Business Ambulance

Social media overview

- Social media has changed the way we communicate with each other, connect with loved ones and share our interests.
- The growth of social media channels have offered new intriguing opportunities for businesses to reach and engage their consumers.
- Businesses can build their brand and increase sales by building a presence on different social media platforms. The personal element of social media also enables businesses to develop connections with their customers and build brand loyalty.





Social media marketing

marketing that uses
social networking platforms or
websites to promote a product or service.

Social media platforms have two core elements



Creating and sharing content



Connecting with other people

Global overview of social media use



4.62 BILLION

active social
media users

(58,4% of total population)

2H 27M

Average daily
time spent

7.5

Average number
of social media
platforms used
each month

Social media for businesses



With such a wide audience and high usage, social media has become one of the most important marketing channels for businesses.

Companies use social media to:

- build brand awareness
- learn from their audiences
- promote their products
- provide customer service
- build loyalty

Organic & paid social media marketing



Social media marketing is often divided in two categories; Organic and paid social media marketing.

Organic (or free) social media marketing, refers to all social media activity that businesses can engage in for free.

- Establishing a business profile
- Engaging through creating and sharing content
- Connecting through conversations and customer service

Paid social media marketing refers to promoting businesses through advertising on social media platforms, for example ads on Instagram or Facebook.

Organic and paid social media go hand in hand and have their own individual roles in the marketing mix. Organic social media is a great way to build an authentic connection with an organization's target audience and paid social helps to boost this message.

Example of organic social media marketing

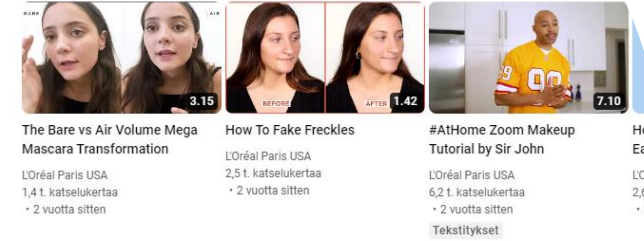
L'Oréal Paris has business profiles on main social media channels including Facebook, Instagram, Youtube, Pinterest, and Twitter.

The content is tailored for each channel, for example:

- Youtube includes educational videos and tutorials on beauty and hair care, which are popular among YouTube users.
- Instagram is focused on showcasing the brand and its products with inspirational visual photos and videos.
- On Twitter, L'Oréal discusses recent happenings, projects, and topics that are important to the company, such as women's rights, and sustainability.

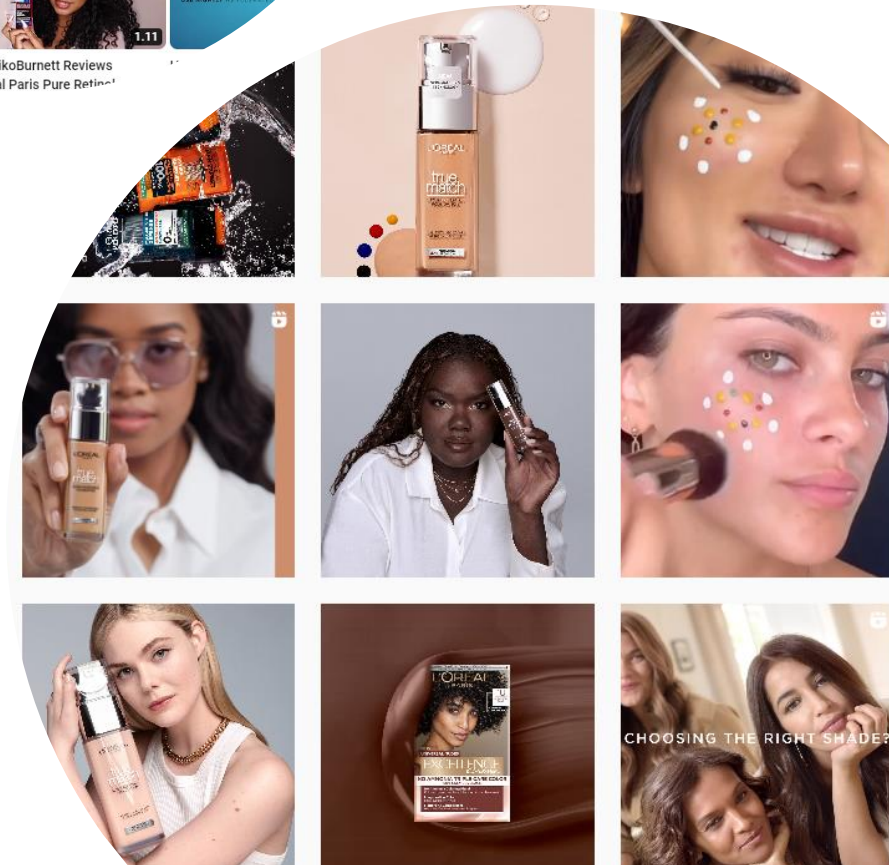
Makeup Tutorials by L'Oréal Paris ▶ Toista kaikki

Take your makeup look to the next level with trendy looks by L'Oréal Paris. Watch these makeup tutorials for a classic smokey eye, chic cat eye, easy contouring, or an ombre eyeshadow effect...



Skincare Tutorials by L'Oréal Paris ▶ Toista kaikki

Finding answers for your specific skin type can be difficult when choosing a skincare regimen. Dr. Gervaise Gerstner explains proper skincare techniques at every age between your 20s into your...



Example of organic social media marketing



On Facebook L'Oréal Paris

- Have their contact info and link to their website and Instagram.
- Engage people through interesting content including valuable tips, tutorials and offers.
- Connect with their followers by giving them an opportunity to ask questions or have conversations through messenger.
- Offer a place to connect and discuss with other people sharing the same interests on their Facebook Group.
- Showcase products on Facebook shop.

The screenshot displays the L'Oréal Paris Facebook profile page. The header includes the profile picture, name 'L'Oréal Paris', and location '@L'OréalParisUSA · Cosmetics store'. A 'Send message' button is visible. Below the header, there are navigation tabs for 'Home', 'About', 'Videos', 'Events', and 'More'. The 'About' section provides information about the page, including the number of likes (35,844,269), followers (35,844,765), and a link to the website (http://www.lorealparisusa.com/). The 'Shop' section features a grid of product images with prices. The main content area shows a post from L'Oréal Paris, dated 1 hour ago, with the text: 'Have you met this year's Honorees yet? Visit WomenofWorth.com to get to know our amazing women. #L'OréalWomenofWorth #WorthIt'. Below the text is a video player showing a promotional video for the 'L'Oréal Paris Women of Worth' campaign. The video text reads: 'L'ORÉAL PARIS WOMEN of WORTH. A WOMAN OF WORTH HELPS CHANGE LIVES. VOTE FOR ONE TO RECEIVE AN ADDITIONAL \$25,000 DONATION FOR HER CAUSE.' The video has 11 likes, 2 comments, and 3 shares. The post is sorted by 'Most relevant'.

Example of paid social media marketing



In addition to organic social media marketing, L'Oréal Paris uses paid ads on Instagram and Facebook to boost its messages and reach new people.

L'Oréal Paris
Sponsoroitu
Tunnus: 463531652541511

Claim your free sample of our Pure Hyaluronic Acid Serum, validated by dermatologists to give you the best results.

L'ORÉAL PARIS

INSTANT ANTI-AGING BENEFITS

Dr. J. J. Maxfield

Loreal Paris Derm Intensive Hyaluronic Acid Serum
Sign Up to Claim Your Free Sample! [Sign Up](#)

L'Oréal Paris
Sponsoroitu
Tunnus: 1478271652691563

What's your go-to hair routine? Take this short quiz to find out the best L'Oréal Paris hair products for you.

L'ORÉAL PARIS

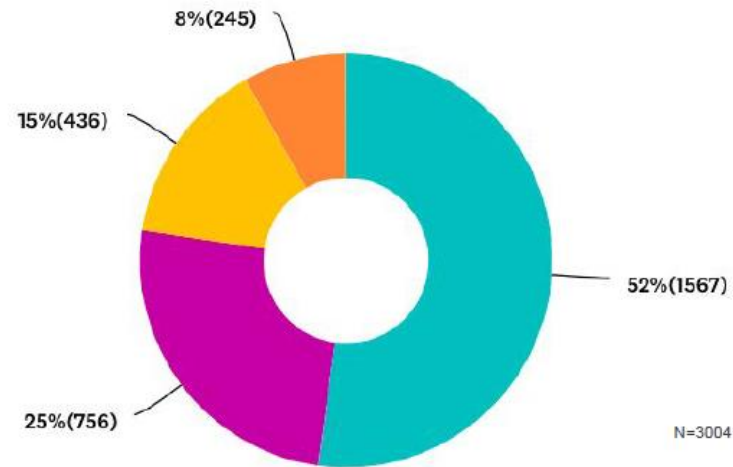
FIND YOUR PERFECT HAIR ROUTINE NOW

AD.DOUBLECLICK.NET
WHAT'S YOUR GO-TO HAIR ROUTINE?
Get Started! [Learn More](#)

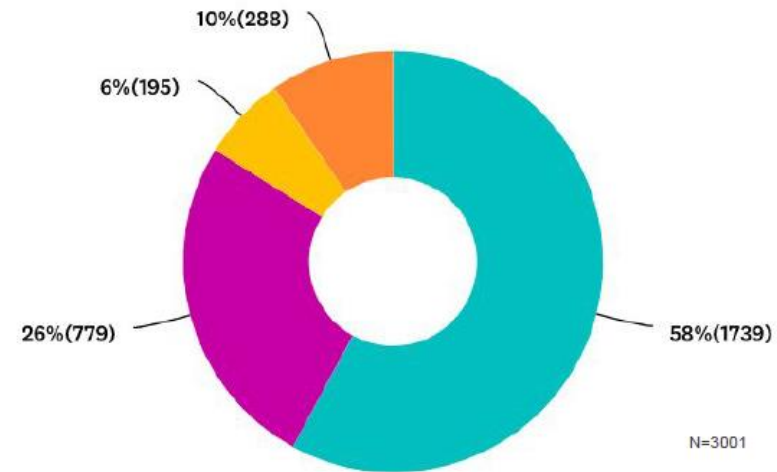


The role of organic and paid social media

How do you see the role of **organic social media** developing in 2022?



How do you see the role of **paid social media** developing in 2022?



18 Increasing Staying the same Decreasing I don't know

Increasing Staying the same Decreasing I don't know

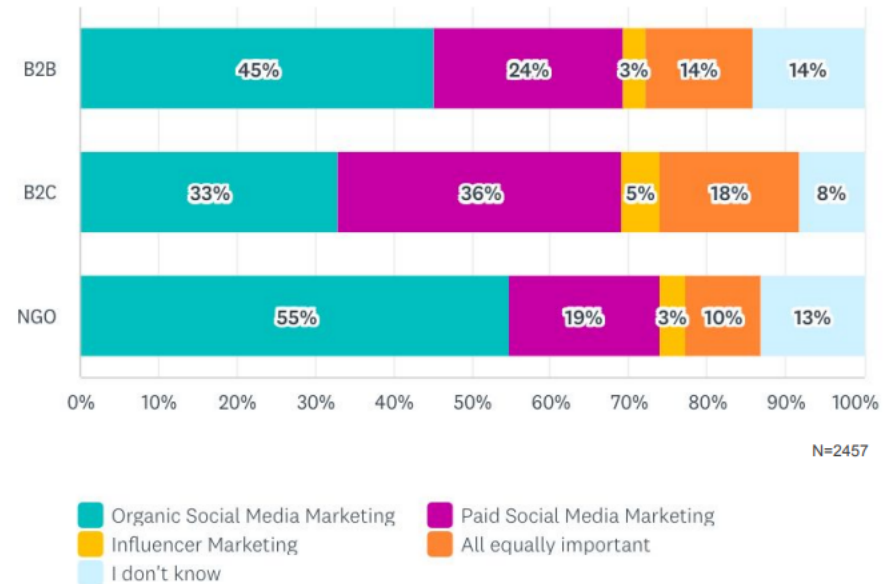
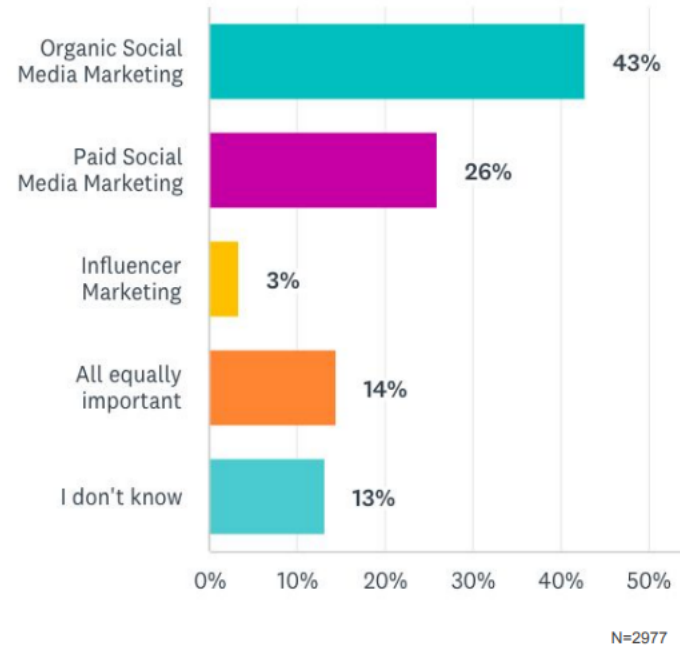
The role of both organic and paid social media is increasingly important among organizations.

Source: <https://www.meltwater.com/en/resources/state-of-social-2022/>



The role of organic and paid social media

Which tactic has the biggest impact on your business goals?



Source: <https://www.meltwater.com/en/resources/state-of-social-2022/>

Social Media for businesses



In order to be successful in building a social presence, companies need to remember the core aspects of social media and **focus on connecting with and engaging their audience not only promoting.**

To authentically participate in social media, companies need to understand why people use social media and what type of engagement is common on different social media platforms.

Reasons for using social media



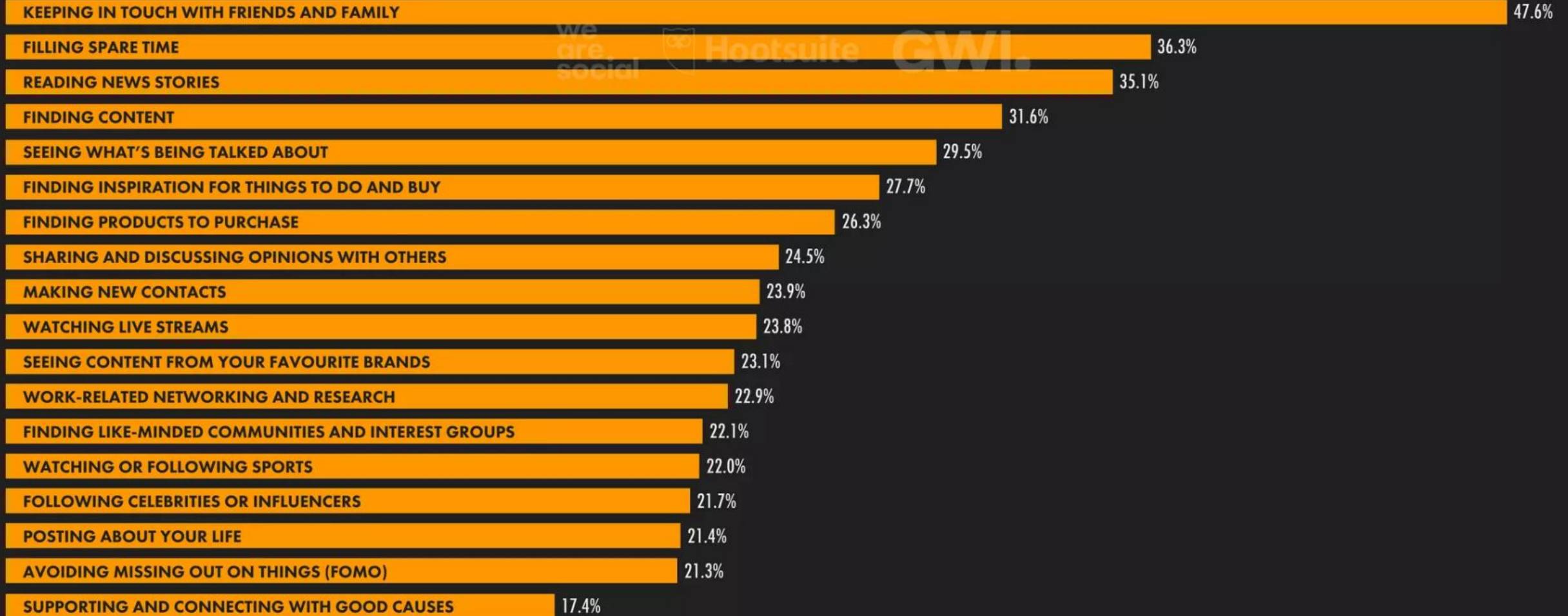
People use social media to connect with other people, express themselves, be entertained, learn new things, discuss their interests, and grow their personal brand and careers.

Different social media platforms are used for specific purposes. For instance, expressing creativity is common on TikTok, while personal branding and promoting career are important on LinkedIn.

JAN
2022

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



Different types of social networks



There are different types of social platforms.

Some of them are more focused on sharing content and ideas and others on connecting with people and building a network.

Fred Cavazza divided social media landscape in six different categories

- networking
- publishing
- sharing
- messaging
- discussing
- collaborating

Social media landscape 2022



@FredCavazza

SYSK

Social Media Platforms



Social Media and business



To reach and engage customers, businesses need to be where their customers are.

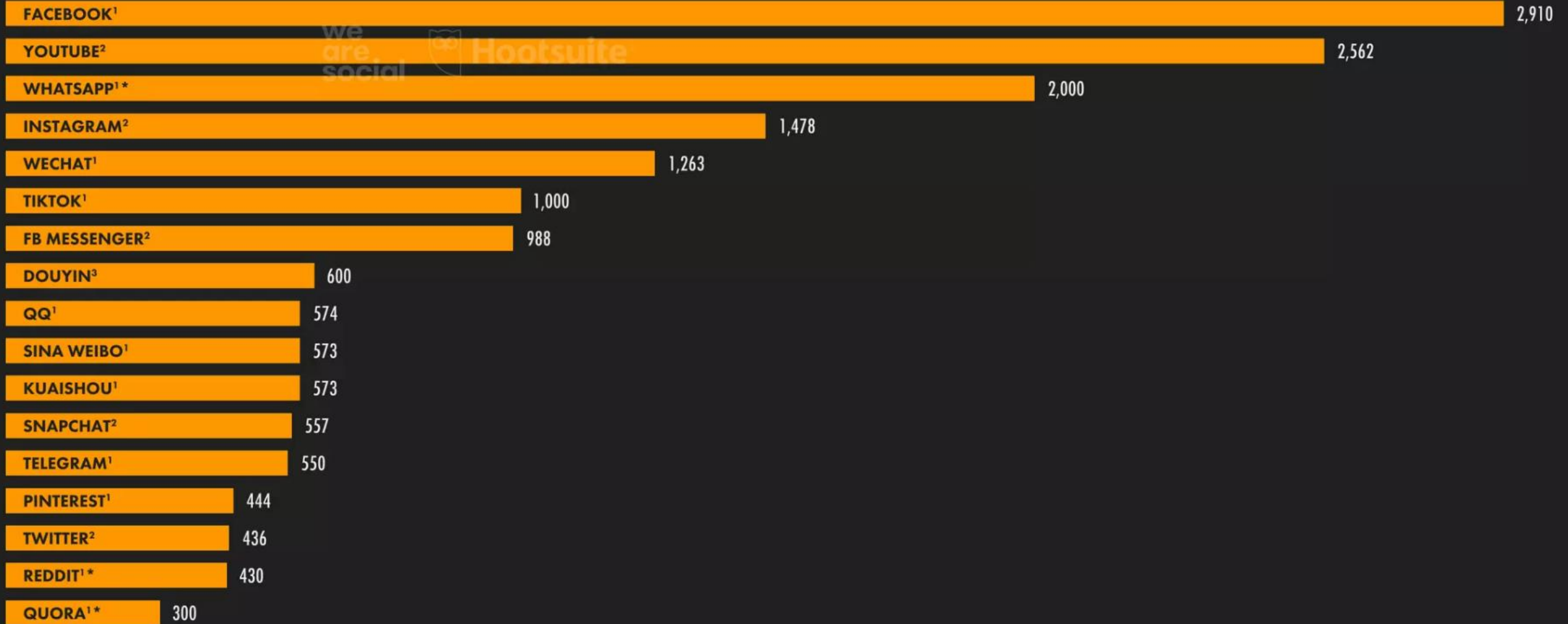
As social media channels have become increasingly common and widely used, many marketers can find their customers on the biggest social networks.

In order to succeed in these channels, companies need to understand the main social media platforms and their users and learn the differences between different social media platforms.

JAN
2022

THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)

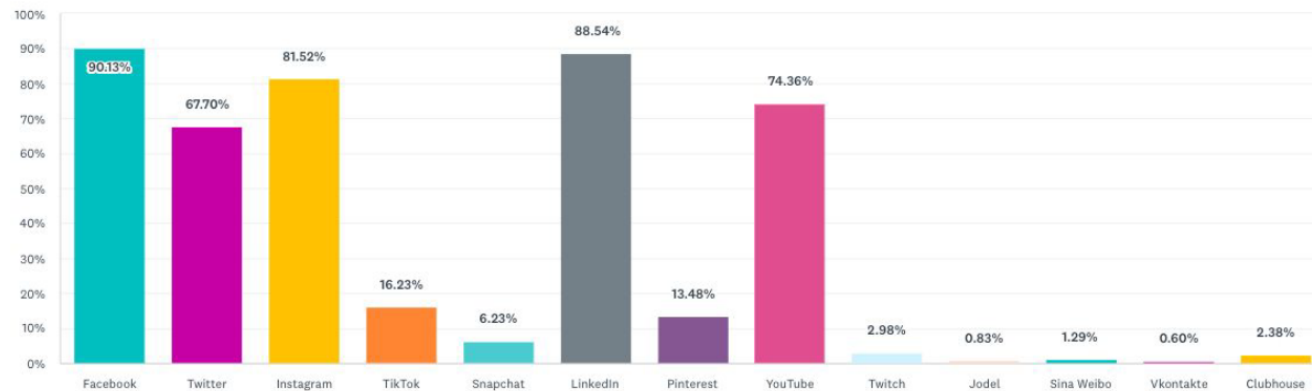




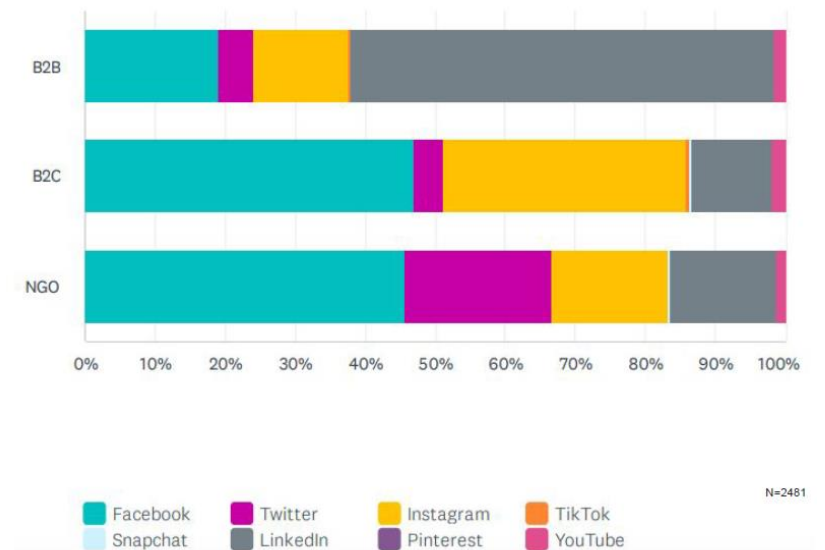
Most used social media channels for organizations

Most common social media channels for organizations are **Facebook, LinkedIn and Instagram**, depending on the industry.

Which social media channel/s is your organization using?



The most important Social Media channels for B2B, B2C & NGO



Source: <https://www.meltwater.com/en/resources/state-of-social-2022/>

Facebook

- Facebook is the most widely used social media platform in the world.
- Company: Meta. Meta does not only own Facebook, but also Instagram, Messenger, WhatsApp, and several others. Meta is now focused on social VR.
- Year launched: 2004
- Facebook has 2.91 billion monthly active users (58 % of total internet users).
- Facebook has a strong user base among most age groups. Its largest demographic includes users between the ages of 25 to 34, but especially users in older age groups are growing.
- Facebook has a variety of essential tools and features such as groups, events, stories, live streams, and messenger as well as different formats of content including video, pictures, written content, and shared links.
- Facebook's advanced advertising solutions make it a good platform to reach new potential customers via advertising.
- Due to Facebook's versatility and wide audience, Facebook is an important marketing channel for many companies.



How people use Facebook

Facebook's mission is **“to give people the power to share and make the world more open and connected.”**

- People can use Facebook to connect with friends and family.
- People can create profiles to share photos, videos, news and articles as well as personal updates based on what matters to them.
- People can join Groups of people who share their interests or create and attend events that are marketed through Facebook.



How businesses can use Facebook



Create and maintain online presence

- Businesses can create a Facebook page and add their contact information.

Connect with customers

- Businesses can engage customers by sharing content, such as photos, videos, links and business updates.
- Businesses can also communicate with customers and provide customer service in messenger or through comments on posts.

Promote products and services

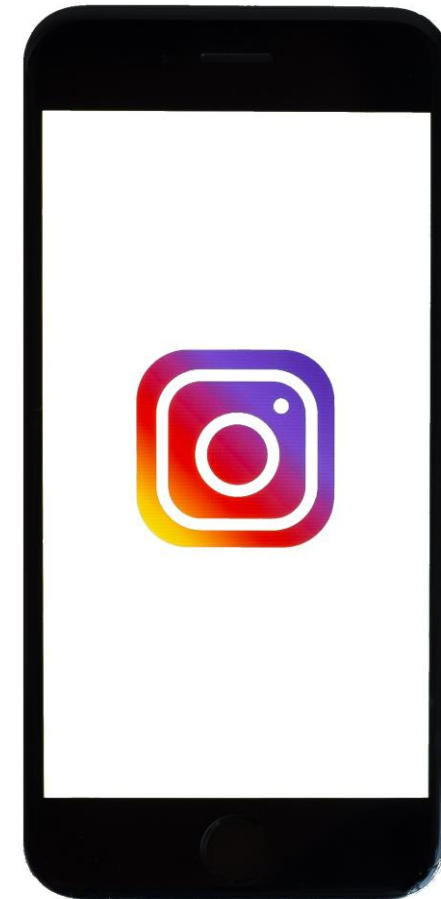
- Businesses can promote their offerings and invite people to visit and purchase with Facebook Shops.
- With this free tool, businesses can add a store catalog, customize the look of a shop, and sell products.

Create ads

- Businesses can create ads and manage campaigns with Ads Manager.

Instagram

- Instagram is a **visually-driven platform** where you can find inspiration and a community based on your interests.
- Instagram has over 1,4 billion users.
- The largest user age group is 18-34 years old.
- Instagram is especially relevant for businesses looking to reach millennials and for brands who have product or services that can be showcased through visual content.
- Instagram is owned by Facebook. Facebook and Instagram have integrated features that work well together, such as tools for advertising and analytics.



How people use Instagram

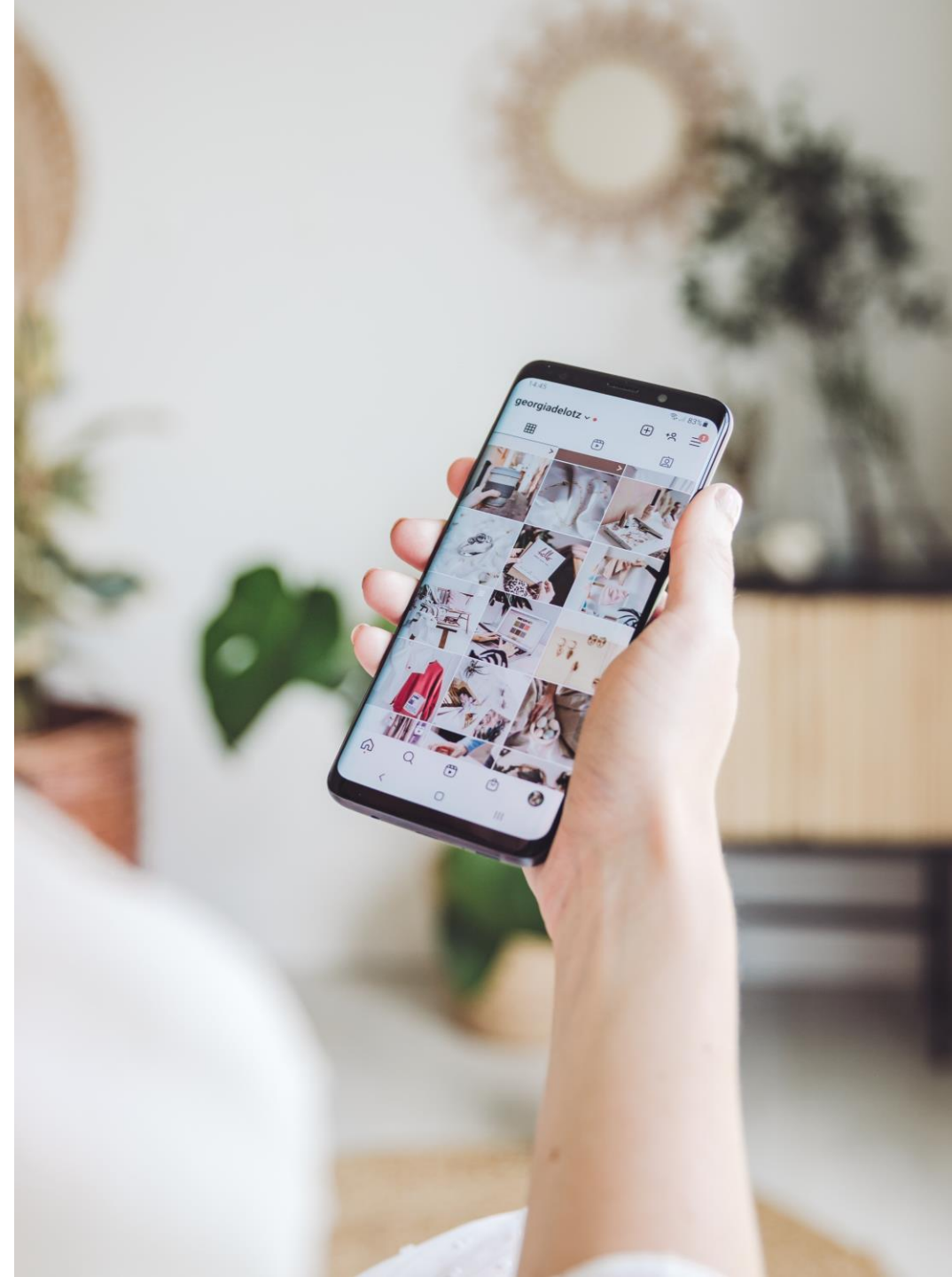
Instagram's mission is **“to bring you closer to the people and things you love”**.

People can follow friends, celebrities, influencers, industry leaders, and businesses.

They can find inspirational content and new accounts to follow by searching specific topics, hashtags and locations or by scrolling through the explore surface, which shows new content to users depending on their activity on Instagram.

People can also use Instagram to edit and share photos and videos to their profiles, Stories, or Reels.

In addition, people can connect with their loved ones and others who share their interests with Direct messages.



How businesses can use Instagram



Showcase your brand

- Since Instagram is a visual platform, it's a great place to showcase your brand and offerings by sharing photos and videos with a cohesive look and feel.

Get discovered

- Use hashtags and as location tags so people who aren't already following you can find out about your business.

Set up a shop

- Businesses can create a digital storefront on Instagram where people can browse and learn more about their products, such as the name of the product and the price of the item, without leaving the app.

Partner with creators and followers

- Businesses can also work with independent creators such as artists, influencers and celebrities on Instagram to promote their products or share User-generated content (UGC).

Achieve business goals with ads

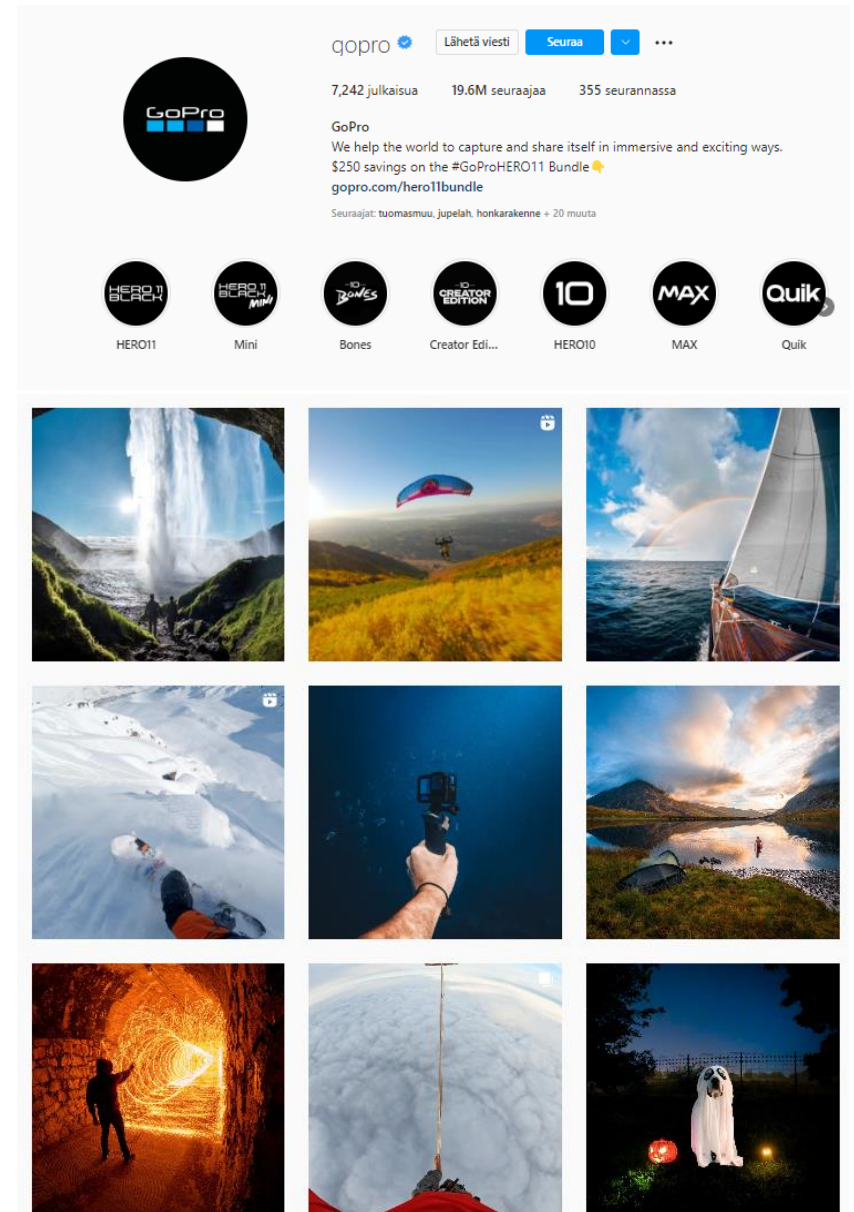
- Businesses can also reach new people by turning posts into ads on Instagram. People can engage with ads as they would an organic post and click a call-to-action button to take actions such as learn more or shop.

GoPro Instagram inspires people to explore & share

GoPro has built a unique social brand and community using Consumer Generated Content (UGC).

Users share their adventurous experiences with GoPro which the company proudly features on its Instagram page.

Using UGC keeps the marketing costs low, while making consumers feel involved and connected to the brand. GoPro also often holds competitions where people around the world participate in.



Vans' Instagram

Vans Instagram is like a visual showroom, where people can browse and learn more about their products without leaving the app.

The screenshot shows the Vans Instagram profile. At the top is the Vans logo with the tagline "OFF THE WALL". To the right of the logo, it displays "4 509" posts, "16,8 m..." followers, and "181" items for sale. Below the logo, the bio reads "Off The Wall since 1966" followed by several Vans-related handles: @vansskate, @vanssurf, @vansbmx66, @vanssnow, @vansgirls, and @vansvault. A link to vans.com/ is provided. Below the bio, it says "Näytä käänös" and lists users following the account: tuomasmuu, aivlis_95, and 5 others. A "Näytä kauppa" button is visible. At the bottom, there are icons for a grid of posts, a video, and a profile picture. A grid of six images is shown below the icons, featuring various Vans shoes and lifestyle scenes.

The screenshot shows a product page for Vans shoes. At the top, it displays the Vans logo, the brand name "vans", a 4.5-star rating from 368 reviews, and a "Haku" search bar. Below the search bar, there is a "Popular now" section featuring a pair of "Vans Checkerboard Sk8-Hi Gore-Tex MTE-3" shoes. The price is listed as "160 \$". A "Näytä tuote" button is located below the product image. Below the product image, there is another image showing a pair of black and white Vans sneakers.

LinkedIn

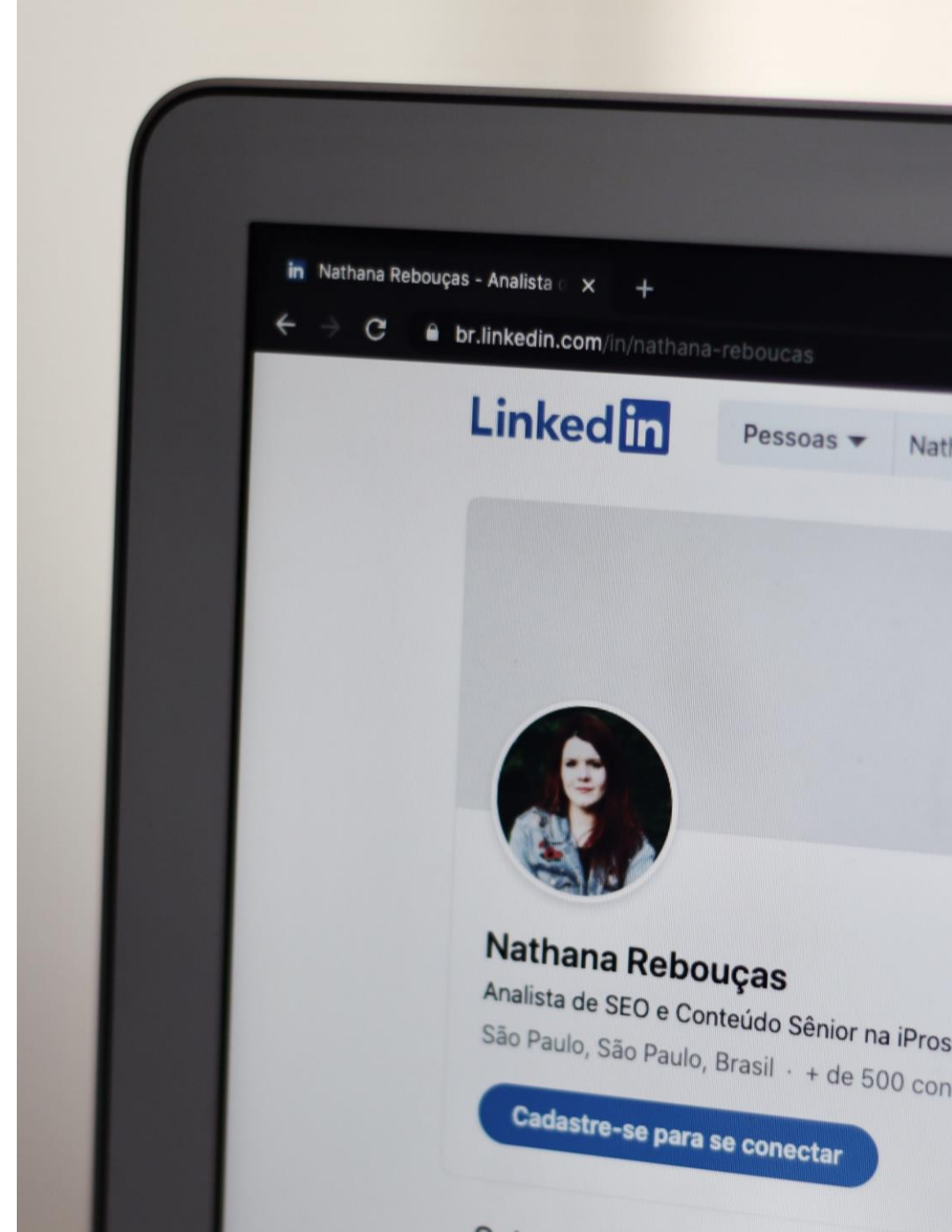
- LinkedIn is the world's largest professional networking site and important marketing channel for B2B companies.
- LinkedIn has over 800 million members around the world from various industries and with every level of the professional ladder.
- Largest age group interacting with LinkedIn is between 30 and 49. Yet, the platform is growing fastest among 18 - 24 year olds.
- The platform has become an important place for people who are looking to find a new job, hire a new employee, network with others, build a professional brand, or learn and become certified in new skills.



How people use LinkedIn

On LinkedIn users can boost their careers, grow their professional network, develop new skills, and search for the next job or career.

- Users can create a profile as a resume and build their professional brand by creating and sharing content relevant to their industries.
- People can connect with current colleagues, past coworkers, friends, and acquaintances, and build professional networks.
- Users can also join groups specific to their interests and industry. This will help people to get to know others who share the same interests and stay on top of the latest trends in their field.
- Users can also learn new skills and become certified with LinkedIn Learning featuring videos and courses on various fields.
- People can search for their dream job and set up notifications to get alerted when new jobs are posted by companies they're interested in.



How businesses can use LinkedIn



Attract new talents

- Businesses can use LinkedIn as an option for recruiting and finding new talents based on users' skills, experience, and availability.
- Companies can post open job positions and allow applicants to apply directly with their LinkedIn profile.

Build employer brand

- Businesses can also enhance their employer brand.
- By sharing content on their business stories or insights on industry practices, businesses can establish themselves as pioneers in their industries.

Reach new customers

- LinkedIn is considered one of the best social networks for B2B businesses to attract new customers and followers.
- Businesses can use LinkedIn to target specific demographics or segments and not just recruiting offers, but in seeking out new clients.

Advertise

- LinkedIn can also serve as a great advertising platform with unique targeting options for B2B marketers.

Similar to other social media platforms, businesses are able to create profiles, share content, and engage with users around the world.

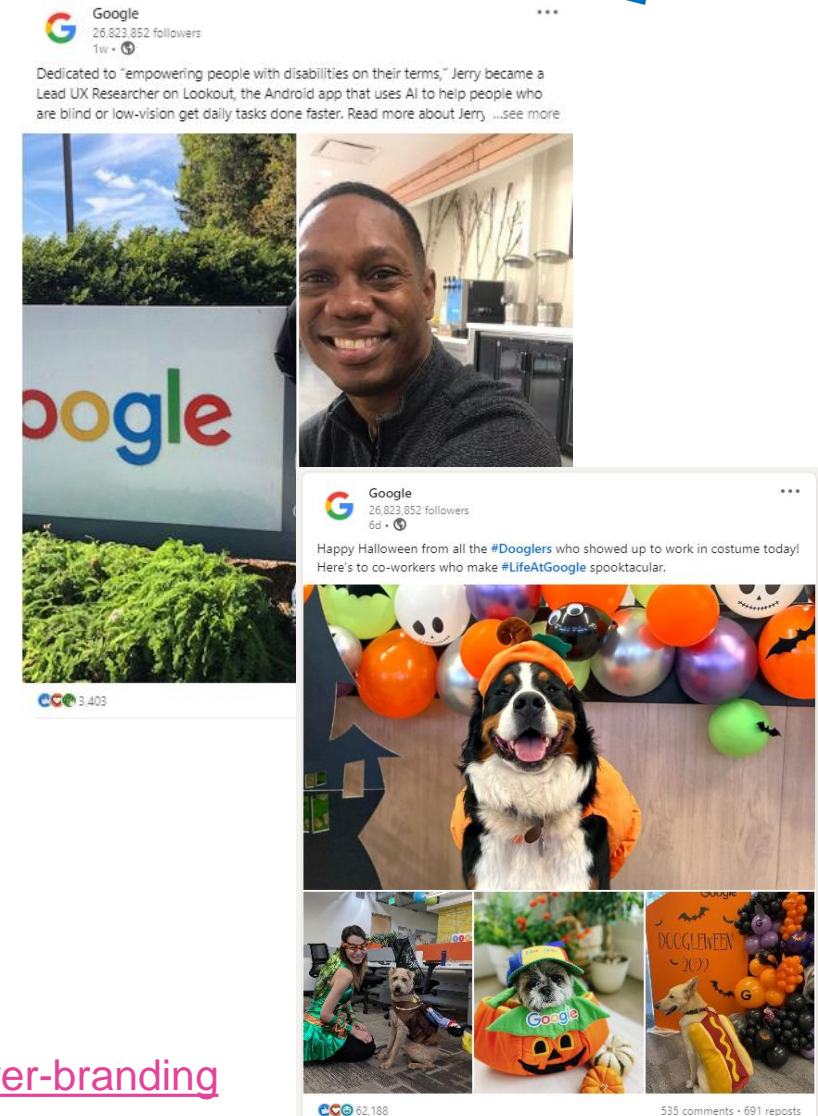
Google - the star of employer branding



Employer branding is how you market your company to desired job seekers.

Many company, including Google, does this by showcasing their organization's unique culture, behind-the-scenes content and videos of what it's like to work for the company on LinkedIn, so people can position the company as a top place to work.

Source: <https://www.linkedin.com/business/talent/blog/talent-acquisition/employer-branding>



Salesforce drives sales through LinkedIn



- LinkedIn is also considered one of the best social networks for B2B businesses to attract new customers and followers.
- For example, Salesforce attracts new audience by advertising downloadable content with Lead Gen Ads on LinkedIn and by promoting their online and offline business events.



Event ended
Salesforce Live Athen:
Event by Salesforce
Thu, May 19, 2022, 8:30 AM - 5:3
InterContinental Athenaeum Ath
InterContinental Athenaeum Ath
Event link - https://sforce.co/3KL
83 attendees
Share

Details Comments

Salesforce
2,775,228 followers
Promoted

3 best practices for sales success in 2021

- Keep a close eye on deeper customer insights
- Automate tasks to get you back in front of your customer
- Be flexible. Stay ready to adapt during these evolving times

The DARK HORSE of SALES

85% OF SALES PROFESSIONALS AGREE THAT SALES OPS ARE INCREASINGLY STRATEGIC

85%

DOWNLOAD REPORT

Trends in Sales Ops: Download Report
salesforce.com

Download

Source: <https://www.ricardoghekiere.com/blog/9-linkedin-lead-gen-ads-examples>

TikTok

- Since 2018, TikTok has been one of the fastest growing platforms in the world.
- TikTok is an entertainment platform that features content in the form of short videos.
- TikTok has over 1 billion users. The majority of users are from generation Z, between ages 18 and 24 or under. Yet, millennial usage is growing.
- While TikTok's original focus was singing, dancing, lipsyncing and comedy, now videos go as far as peoples' creativity can take them. Trending challenges, parody videos, memes, cooking tips, tutorials, short films, challenges, storytelling, and more.



Source: <https://www.statista.com/statistics/1299771/tiktok-global-user-age-distribution/>

How people use Tiktok

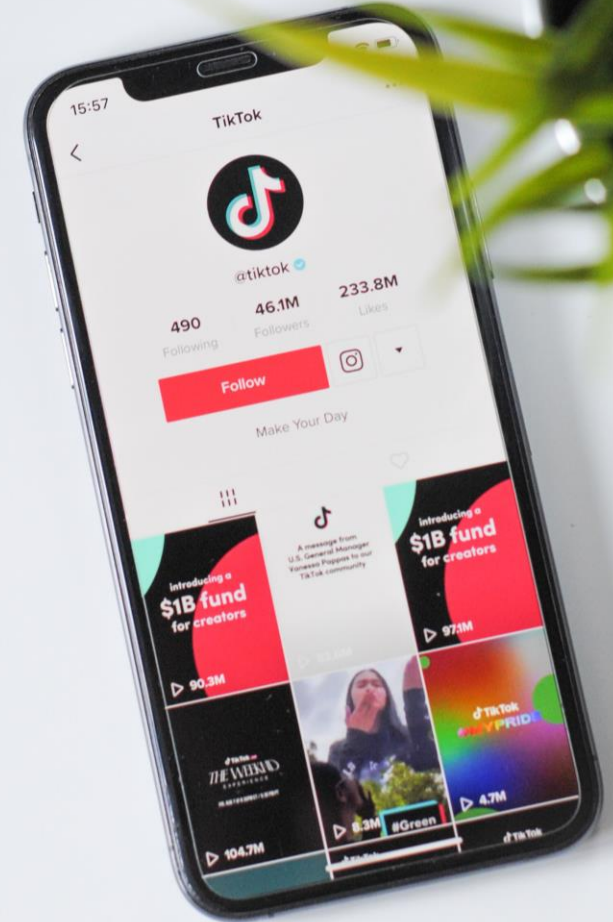
Post short-form videos.

TikTok features content in short-form videos (5 to 60 second clips). People can create informal, fun, educational and authentic videos and join new trends and viral challenges.

Be creative.

Creativity is fully unleashed on TikTok. Some content creators have become celebrities by gaining fame through the platform and many songs that made top charts were discovered through TikTok.

TikTok encourages interaction not only through typical ways such as likes, comments, and shares, but by offering people a creative platform to collaborate and interact with others through duets and splice videos. People can also create new ideas and content by evolving other people's ideas and adding their own spin to existing content.



How businesses can use TikTok



Create informal and fun content

- Show brand's creative side through creating and posting short-form video content.
- Above all, brands need to be aware of the unique culture of TikTok and tailor their marketing efforts to fit into that culture.

Embrace the trends and viral challenges

- Join in on trends and challenges to get more visibility and show off company's personality.

Get in the comments

- Respond to the comments or go LIVE to encourage dialogue with your audience
- Post comments and have conversations on viral videos or on videos that your audience could be interested in.

Partner with creators

- Businesses can also partner with popular creators to increase their reach and add a new spin to their content.

Achieve business goals with ads

- Businesses can reach new people and meet business goals by advertising their content on TikTok.



The Washington Post

- The Washington Post, one of the respected newspapers in the USA, uses TikTok to share news in a different and creative way.
- Their TikTok videos include fun skits and parodies related to current news and events.
- This way Washington Post can engage users in informal, funny, but relevant videos that many young people prefer.

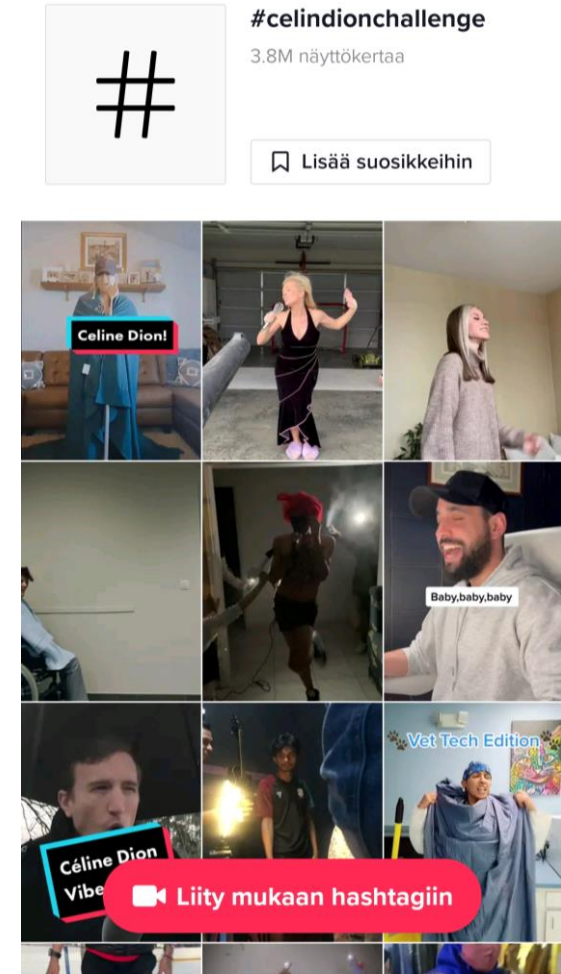
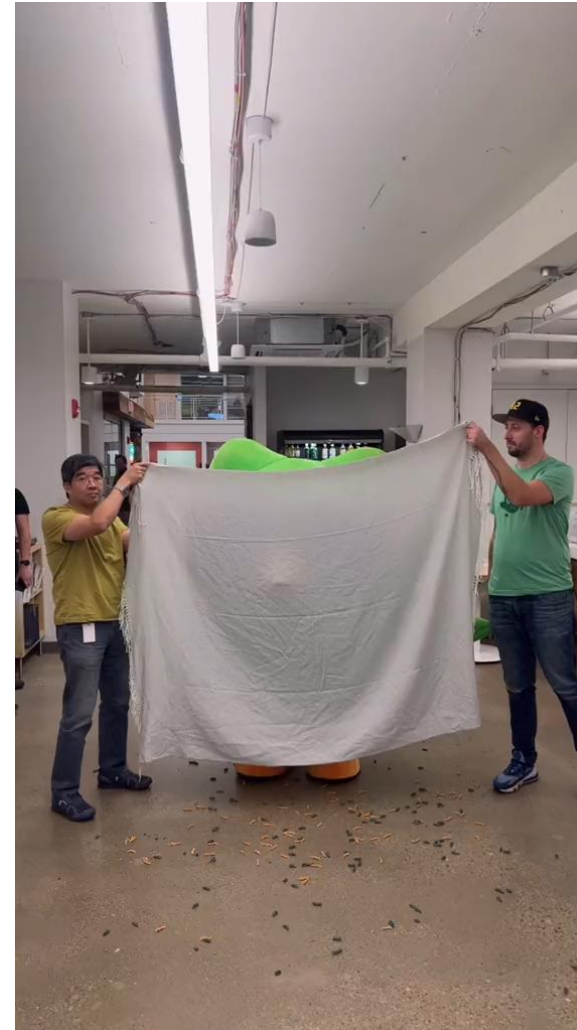


Duolingo embraces the trends and challenges



Duolingo is another good example of a company who understands TikTok's culture and trends and makes their videos fit into that culture.

Duolingo is actively participating in TikTok hashtag challenges and trends, like the #celindionchallenge.



Brands commenting on TikTok



Many brands use TikTok comments to drive stronger engagement

- Brands respond to comments with comments or with video answers.
- Many brands also comment on viral videos to get more attention and build a relationship with potential customers.



Other social media channels



YOUTUBE



-Entertain with video

- Works as a search engine for video content.
- Youtube provides an easy platform for people to upload and watch videos.
- Users spend a lot of time on the platform with average usage in the US around 40 minutes per day.
- Many brands create content on the platform from helpful tips and how-to videos to behind-the-scenes content of how products are made.
- Youtube has a strong user base among most age groups. Largest age group interacting with Youtube is between 25-34.

TWITTER



- Join the conversation

- Twitter is a microblogging platform inspired by text-messaging.
- Twitter allows people to share real-time status updates, tweets, that are limited to 280 characters.
- Due to its direct, immediate and conversational nature, Twitter is used for many things including following breaking news, discussing niche interests or sharing updates.
- Businesses can use it for everything from real time customer service to informing news and changes and interacting with their followers.
- Majority of users are between ages 26-40.
- 70.4% of Twitter users are male, while only 29.6% are female.

PINTEREST



- Showcase your brand

- Pinterest is a visual platform that allows users to search and find images or pins and then add those to a board.
- The idea is to create boards that include collections of inspiration from interior design to vacations and inspiring quotes or mood boards.
- Because of the image-based nature of Pinterest, businesses have the opportunity to appeal to their customers in visual ways and get their products and goods in front of eyes on a platform outside their own website.
- Pinterest was is most popular with women between the ages of 25 and 34 years old,

Sources:



- Fisher Graham (2019) *Social Media Marketing Mastery: Learn Advanced Digital Marketing Strategies That Will Transform Your Business or Agency on Understanding the Power of Analytics, Facebook Advertising, and Much More.*
- Meta Certified Digital Marketing Associate study guide
<https://www.facebookblueprint.com>
- Meta Social Media Marketing Professional Certificate
<https://www.apptly.co/learnwithus>
- Aslam, S. (2022). Twitter by the Numbers: Stats, Demographics & Fun Facts.
<https://www.omnicoreagency.com/twitter-statistics/#:~:text=There%20are%2048.35%20million%20monthly,monetizable%20daily%20active%20Twitter%20users>