How to Create a Social Media Campaign

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Marketing Library Services to Society

Athens, December 1st, 2017
Program

1. Social Media Marketing
2. Planning in Social Media
3. Social Media Campaigns
4. Tools for Social Media Campaigns
1. Social Media Marketing
A group of web services characterized by participation and communication.
Features involved in Web 2.0

Collective intelligence
Cloud computing
Smartphones

O'Reilly, Tim (2005). What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software
Share of individuals in Greece participating in social networks from 2011 to 2016

Source
Eurostat
© Statista 2017

Additional Information:
Greece, 2011 to 2016, 18-64 years
Things happens on Social Media
The Web is a blog

https://nyti.ms/2hFEkw4
Libraries are on Social Media

Spanish University Libraries on Social Media
The challenge of interaction

Interactions received by publications
(264 publications analyzed)

Source: 44 Facebook pages of Spanish academic libraries, February 2016.
Basic Concepts about Marketing
Marketing

«The action of presenting something to someone.»
Michael Miller

«The role of marketing is to make unnecessary the task of selling. Its goal is to know customers so perfectly that what is offered is sold by itself.»
Peter Ducker
«Function of the organization that keeps it in constant contact with its customers, reads its needs, develops products that meet those needs and builds a communication program to express the purposes of the organization.»

Philip Kotler y Sidney Levy

Marketing in libraries

1. Detecting needs
2. Creation or improvement of services
3. Widespreading of the product.

The success or failure of a service depends on the entire chain. The promotion is only a part of the marketing process.
Marketing mix of 4Ps

- **Product** or service offered.
- **Price** of the service.
- **Place**, determined by the points of service and the opening hours.
- **Promotion**, which refers to all actions aimed at favoring the use of services.
Marketing Stages

1.0
The product

2.0
The client

3.0
The values
Digital Marketing

**Digital Marketing** employs digital media to connect with potential users and to open a channel of communication with them.

**Techniques:**

- Web Analytics: analyzing data to obtain conclusions.
- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM).
- E-mail marketing: sending e-mails.
- Social Media.
- Viral Marketing: mouth to mouth to send a message.
- Mobile Marketing: based on mobile devices.
Social Media Marketing

Social Media Marketing is just a kind of digital marketing that employs social media.

Unlike traditional marketing (press, TV, radio...), digital marketing and social media, provide a large amount of data about users and acts as a communication channel with users, to know their interests and needs.
Social Media Marketing Techniques
Inbound marketing

Techniques aimed at increasing the number of visits to a website, a blog or a profile on social networks, in order to become them into leads and, finally, users of a service, even into persons who recommends.

Unlike other marketing tactics, the customer is attracted without pressing him.

Conversion Funnel

Conversion rate: 10%

**SEGUIDORES**
- Followers: 100

**VISITANTES**
- Visitors: 75

**LEADS**
- Leads: 30

**USUARIOS**
- Users: 10
Inbound Marketing Stages

1. **Attraction**: directing the customer to the web page.
2. **Conversion**: the customer provides his contact data to the brand.
3. **Education**: to send information to the client.
4. **Loyalty**: keep the customer satisfied.

Inbound Marketing: ¿Qué es? Origen, metodología y filosofía
http://www.inboundcycle.com/inbound-marketing-que-es
Content Marketing

A way to get new customers and to boost your business is to share relevant content.

Content marketing is a part of inbound marketing, it is a way to attract customers.
Brand-generated content
Fuego
Un tablet potente a un precio increíble desde 59,99€

kindle paperwhite
Nuestro e-reader más vendido, aún mejor desde 129,99€

www.amazon.es
What is the Goal of Contents?

- **To educate**: tutorials, webinars…

- **To inform**: interviews, news, inphographies…

- **To entertain**: *lip dubs*, videos, quotes…

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Blended marketing

Combination of both online and offline strategies within a campaign.

For example, in addition to social media advertising, we can post posters in strategic areas of the library.
Social Media Optimization (SMO)

Set of techniques and actions to facilitate users to easily share contents of our website on social media.
SMO techniques

- Include buttons to share on our websites.
- Place the links to the brand's profiles in a visible place.
- Adaptability of the contents to each medium.
- Follow a periodicity in the publications.
- Participation, allowing content to be shared easily.
- Reward those who help to share your content.

Social Media…

Doesn’t bring magical solutions
You have to invest time
You can’t improvise
You get long-term results
Have risks
What can we expect from Social Media?

Social Media are a channel of recommendation, not of direct conversion.

They should be used as a step to lead our users to the website so that they can obtain more information there and finally become customers.

Only a percentage of our followers will end up being users.

http://tristanelosegui.com/2016/01/25/la-realidad-de-las-estrategias-en-redes-sociales/
2. Social Media Planning
We must plan our strategy in Social Media to obtain good results.
Planning tools

1. Social media plan
2. Style guide
3. Comments policy
4. Protocol for online reputation crisis
5. Marketing campaign
Social Media Plan

General document that defines the strategy of the library on Social Media and specifies the goals on social media. It must be aligned with the strategic plan of the library.

Style guide

«Document that unifies the voice and the identity of the library in social media.»

It outlines specific aspects such as the logos and graphic identity, the structure of publications, the voice or the language.

* It is especially useful when there are several people who publish on Social Media and to establish a common framework in large institutions.


New York University Style Guide
http://www.nyu.edu/content/dam/nyu/cmsTeam/documents/socialmedia/NYU_SocialMedia_StyleGuide_092914.pdf
Comments Policy

We should define a comments policy and publishing it in a visible place on our website.

We should avoid:

- Obscene, racist, sexist or homophobic language.
- Offtopics: comments that don’t have to do with the topic of the webpage.
- Spam: advertising or promotional messages.
- Trolls: people who publish irrelevant and provocative messages.
- Capital letters: they are considered shouts.

GSA Social Media Comments Policy

We encourage the public to share thoughts as they relate to the topic being discussed on any of our social media sites such as Facebook, Twitter, YouTube, or GSA blogs.

We review and post comments in accordance with GSA's Social Media Policy [PDF - 42 KB]. (Also see GSA's Social Media Navigator for specific social media guidance.)

The views expressed in visitor comments reflect those of the comment's author and do not necessarily reflect the official views of the U.S. General Services Administration or the federal government.

We reserve the discretion to delete or not allow comments that contain:

- Vulgar or abusive language;
- Personal or obscene attacks of any kind;
- Offensive terms targeting individuals or groups;
- Threats or defamatory statements;
- Links to any site;
- Suggestions or encouragement of illegal activity;
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam;
- Unsolicited proposals or other business ideas or inquiries; or
- Promotion or endorsement of commercial services, products, or entities. (Note that non-commercial links that are relevant to the topic or another comment are acceptable.)

To protect your privacy, please do not include information that identifies you (an email address or phone number) in the text of your comment.
Protocol in case of a reputation crisis

This protocol defines all the steps on how to act if the negative comments received affect the reputation of our brand.

- **Reputation**: The opinion that people have about someone or something.
- **Reputation crisis**: A situation in which negative comments about a brand produce a deterioration of its reputation.

Who is criticizing? At what point is the criticism produced? Is it educated, aggressive...? What repercussions is that criticism having? Is it based?
Avoid conflictive topics
3. Social Media Campaign
«Action or actions that are carried out during a certain period of time and that focus on a particular subject with very elaborate own characteristics. They are associated with promotional activities and contests on social networks, and are usually focused on a very specific audience.»

Steps in a Social Media Campaign

1. Objectives
2. Audience
3. Tools
4. Social Media
5. Strategy
6. Measure
SMART objectives

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-based**
SMART objectives examples

- To increase a 2% the number of visits to the website in a month.
- To reach 1,000 followers in Twitter in 15 days.
- To get 10% more interactions in the next month.
- To increase the number of loans of the audiovisuals in the next week by 30%.
- To improve the reach of publications by 25%.
Not SMART objectives

- To be on Social Media.
- To open a communication channel with patrons.
- Position ourselves as a cultural reference within the community.
- Promote the library website.
- Attract new users.
2. Audience

- What group of users is the campaign targeting? Remember: they do not have to match the users of the library.
- Segmentation of the public in groups with certain characteristics.
- Geographical and sociodemographic characteristics, age, gender, personal interests.
- Buyer persona.
- Identify influential people.
Buyer persona

A detailed description of a group of users to help us to understand their needs.

Data for a buyer persona description:

- Fictitious name
- Professional and personal situation
- Demographics
- Behaviour
- Objectives and challenges that it faces.

- What can we do to help you?
- Insights or thoughts
- Complaints and worries
- Description of the product or service.
- Elevator pitch.

https://digitalmarketinginstitute.com/blog/2017-4-27-the-beginners-guide-to-defining-buyer personas
Buyer persona

Σοφία Παπαδόπουλος
Mother of a girl and a boy of 6 and 8 years old.
Challenge: To help their children to improve their reading skills.
How to help her: to send information about activities for 6-8 children; to select readings for children.
Insights: «¿How could I help my children to improve their reading skills?»
Complains and concerns: «There are no activities for families about reading in my city.»
Product or services: reading activities for families and reading selection for children.
Knowing our audience

You can analyze periodically the profile of your followers in social media.
3. Resources

- **Economic**: budget for paid advertising, logos, designs, videos or impressions.

- **Materials**: photo and video equipment or other resources that will help us maintain our social media.

- **Human**: the people who are going to collaborate in the social media plan.

4. Social Media

Select the social media profiles to launch the campaign based on our audience and the characteristics of each one.
5. Strategy

It consists of defining actions that will drive us to achieve the objectives of the Social Media campaign.

The actions have to be related to the objectives and must be limited in time.

A calendar of actions is a good help.

The strategy is a mix of planning and creativity.
Branding actions

- Create an easily identifiable logo.
- Customize the header and other graphic elements.
- Define your own language.
- Generate your own contents…
- … and include your logo.
- Create viral actions.
- Participate in collective actions.
- Define keywords of the brand.
- Contests with products of the brand.
- Intervene in other forums about brand contents.
- Show our work, bring it closer.
Actions to increase the number of followers

- Link our profiles in social media on the website.
- Include the URLs to our profiles in posters and brochures.
- Create specific contests among followers.
- Generate own and original contents.
- Create content that generates interaction.
- Become a reference on a subject.
Actions to promote services and contents

- Make selections of contents about a topic.
- Publish posts or content explaining services.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.
- Use hashtags.
- Show pictures and images.
Las bibliotecas deben trabajar para evitar que las circunstancias económicas y sociales sean una barrera que impida a algunos colectivos acceder a la cultura, a la información y a la formación.

Sandra Sánchez García y Santiago Yubero
INFORME SOBRE SISTEMAS BIBLIOTECARIOS

un artículo de
Marshall Breeding

DATOS ECONÓMICOS

805 mill. $ de beneficios
2% más que en 2013
1.850 mill. $ en ventas

Aprende a crear una campaña de marketing en medios sociales con este curso online sedic.es/como-crear-una...

Cómo crear una campaña de marketing en medios sociales

1. Prepara tus perfiles
   Cuéntales a tus usuarios y amigas que tienes una página en Facebook

2. Aprende algunos trucos
   Lo que mejor funciona en cada caso y algunas herramientas

3. Planifica todos los detalles
   Objetivos, segmentación, estrategia... Menga, que no es tan complicado!

4. Evalúa los resultados
   Uno, dos, tres... Cuéntalo toda y saca tus propias conclusiones

Aprende más con el curso online http://bit.ly/1Q5Sf21
Actions to increase the number of visits to a website

- Include links in all publications on social media.
- Generate new content frequently and regularly.
- Promote the new contents of the website in social media.
- Send newsletters with the contents of the website.
- Include the URL in posters, brochures and other publications.
Actions to promote contents

- Make selections of content with a thread on a topic.
- Publish posts or promotional content.
- Take advantage of the ephemeris.
- Extract interesting content.
- Make infographics.
Actions to increase interaction

- Empathy: contents with which people identify.
- Topics of local interest.
- Launch questions, encourage debate.
- Contact people according to their interests.
- Own, original contents.
- Review the statistics to check which are the most interesting content to our followers.
Publications that generate interaction

Librarians, people

Books
Publications that generate interaction

Local traditions

The weather
Publications that generate interaction

Social compromise

Free resources
Hoy, día internacional de la mujer, deseamos a todas las mujeres un feliz día, y a las más pequeñas que disfruten de la lectura durante toda su vida.

www.canallector.com
Contents that generate conversation

Respond to comments, intervene in the conversation.
Don’t lose your identity
Conversion

- **Attract visitors**: include links to your own contents.
- **Attract leads**: use calls to action, rewards when leaving your data.
- **Attract offline actions**: use an intermediate step online (Eventbrite for entries, for example).

Create contests, use a blog to publicize the services, use influential brands, create e-mail marketing campaigns.
Avoid invasiveness

We have to respect the space of our users in social media. We should avoid:

- Sending private messages.
- Writing on their walls.
- Mentioning them in the tweets to get their attention.
- To invite them to events.
- Any other action that involves intrusion.

 Spam are unsolicited messages that usually contain advertising. Every day we receive hundreds of messages and notifications.
How to measure the results
How to define indicators

- The indicators must be as simple as possible.
- We don’t need indicators that do not say anything about our objectives.
- The objectives must be measurable: take it into account when preparing the plan.
- Attention to the measurement of physical actions, more complicated.
Indicators

- Following: the number of followers.
- Publishing: number of publications/posts.
- Reach: It is the real number of people our publications have reached.
- Engagement: number of interactions received (likes, shared and comments).
- Web traffic: number of the visits to the website from social media.
Examples of social media campaigns
ThinkEPI reports

Objective: to increase the sales of this publication.
Actions: posts in Facebook and Twitter. Contents promotion.
Advantages: well-known and reputed brand in an specific field. A huge number of followers.
Results: sales increased a 72.7%.
#vivalabiblio

(Long live to the library!)

Contest to celebrate the Library Day in 2015.

They awarded the best tweets containing a declaration of love to libraries.

Objective: to encourage participation.

Rules: [http://bit.ly/1X989Pm](http://bit.ly/1X989Pm)
#23díasdelibro
(23 days of books)

Contest to celebrate the International Book Day in 2016.

It proposes to publish tweets with everyday objects that are related to books.

Objective: to encourage participation.

#BookFaceFriday

This campaign launched by the New York Public Library proposes to share pictures that mix the cover of a book with reality on Instagram. It has become a viral campaign.

#biblioteca #library

Every August 10th, since 2009 Spanish speaking librarians collaborate to put the #library hashtag between Twitter trending topics.

4. Tools for Social Media Campaigns
Social Media Elements
The cover picture is a branding and promotion tool.
Publish high quality pictures.
Control the size of the picture.
Include your logo.
Hashtags and mentions

**Hashtags #**

- Participate in collective actions.
- Keywords.

**Mentions @**

- They make reference to someone.
- You can tag people in the images.
- Use with caution in promotions.
Optimize pictures on your website

Non-optimized picture

Optimized picture (470 x 246 px)
Twitter cards

When someone shares the contents of our website or blog on Twitter they can be viewed in rich format if we previously configure it.

https://dev.twitter.com/cards/overview
Twitter cards in practice

- **Sitio web**: insert on the web pages the code provided by Twitter.
- **WordPress.org**: plugins like Jetpack, JM Twitter Cards and WordPress SEO by Yoast.
- **WordPress.com**: authorize your Twitter account.
- **Twitter cards validator**: [https://cards-dev.twitter.com/validator](https://cards-dev.twitter.com/validator)
Schedule posts
If you have more than 5,000 followers you can segment the publication.
Analytics

Page summary Last 7 days

Results from 22 November 2017 - 28 November 2017
Note: Does not include today’s data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- Actions on Page
- Page views
- Page previews
- Page Likes
- Reach
- Recommendations

We don’t have data to show you this week.

www.facebook.com/insights
analytics.twitter.com
Promotions

www.facebook.com/ads/create

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Tools for Creating Contents
Pixabay

Imágenes y videos gratuitos que puedes usar desde cualquier lugar

Todas las imágenes y videos en Pixabay son publicadas libres de derechos de autor bajo la licencia Creative Commons CC0. Puedes descargarlas, modificarlas, distribuirlas y usarlas libres de pago para cualquier uso, aun para aplicaciones comerciales. No es necesaria atribución. Aprenda más...

Quality pictures under Creative Commons license in the public domain.

pixabay.com
Flickr & The Commons

Muestras del Patrimonio público

Sandymount, Dublin
from National Library of Ireland on The Commons

Fancy a Cuppa?
from National Library of Ireland on The Commons

The Boys of Ballydehob
from National Library of Ireland on The Commons

Pictures under Creative Commons license in the public domain.

www.flickr.com www.flickr.com/commons
Payment pictures, exclusive and quality.

www.shutterstock.com
More pictures

**Unsplash** [unsplash.com](http://unsplash.com)
Database with free images in high resolution. It promotes discovery.

**Wikimedia Commons** [commons.wikimedia.org](http://commons.wikimedia.org)
Repository of images, audio and videos in public domain and free use in education.

**Pond5** [www.pond5.com/es/free](http://www.pond5.com/es/free)
Images, videos and other resources from historical archives and in the public domain.

**Google** [www.google.es/imghp](http://www.google.es/imghp)
Search for images with CC license.
Creative Common Licenses

- **Attribution (BY)**: Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you.
- **No Derivative Works (ND)**: Others can only copy, distribute, display or perform verbatim copies of your work.
- **Share Alike (SA)**: Others can distribute your work only under a license identical to the one you have chosen for your work.
- **Non-Commercial (NC)**: Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.

creativecommons.org
El desarrollo de la lectura en el ámbito universitario se hace hoy si cabe más imprescindible que nunca.

Santiago Yubero y Elisa Larrañaga

http://bit.ly/1SaikkS
Service to design pictures for social media, posters, brochures, etc.

www.canva.com
More online design tools

Pixlr [pixlr.com](http://pixlr.com)
Free online image editor that offers retouching.

Piktochart [piktochart.com](http://piktochart.com)
Design infographics, presentations, posters and reports.

PicMonkey [www.picmonkey.com](http://www.picmonkey.com)
Web service to retouch and edit pictures, design images and make collages.

Quotes Cover [www.quotescover.com](http://www.quotescover.com)
Create images based on famous quotes.
Edition software

Camtasia Studio [www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)
Capture image or video from the computer screen, video editing. Free version 30 days, educational sector discounts..

Gimp [www.gimp.org](http://www.gimp.org)
Free image editing program. It works on different operating systems.

Mac video editing software.

Professional image edition software.

Edit movies and add sound to presentations in ppt.
URL tracking

URL shortener that tracks the number of visits of a webpage.

https://bitly.com
http://goo.gl
Design of newsletters and management of submissions and subscribers. It’s free up to 2,000 subscribers and 12,000 monthly e-mails.

mailchimp.com
Readings


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