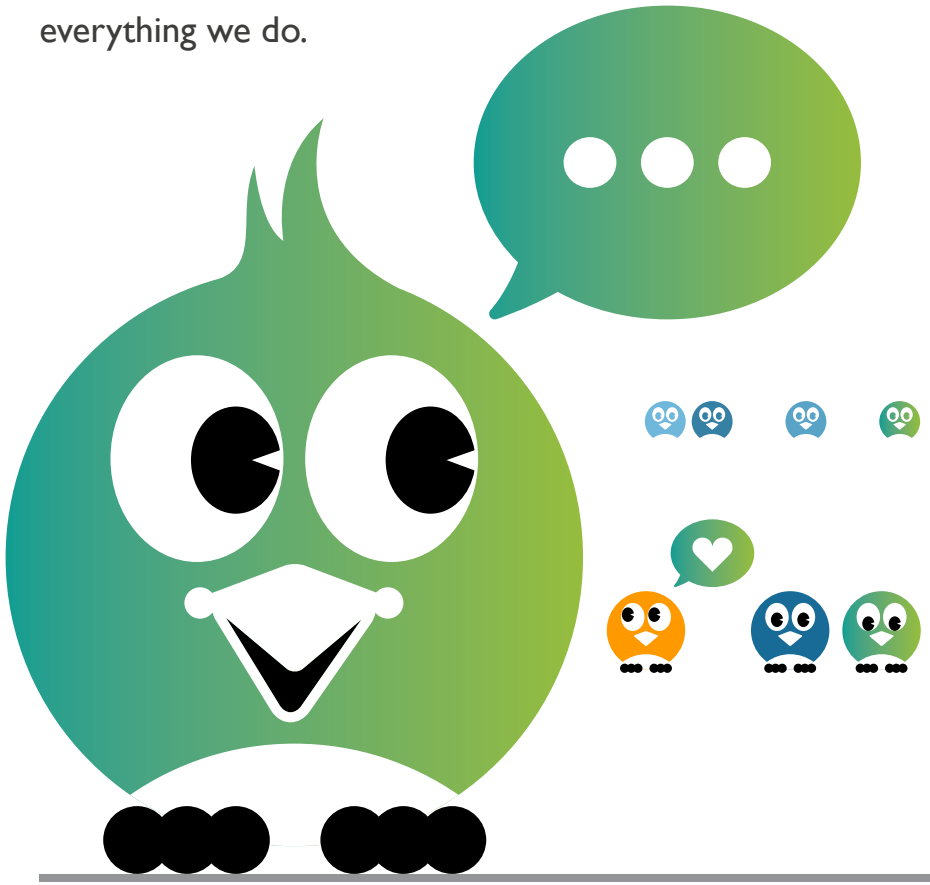
EPiSERVER | SOFTWARE TO DRIVE YOUR WEB, SOCIAL OR COMMERCE SITE

EASY SOCIAL MEDIA MARKETING CAMPAIGNING

HOW TO PLAN, EXECUTE AND MEASURE IN A FRAGMENTED WORLD

– THE GROWING CHALLENGE

Every marketer understands there are benefits to using social media for marketing. More and more customers are using social applications every day, for work and play. And that number is only going to grow as social technologies increase in number and become more embedded in everything we do.



Social has opened up a huge opportunity: to engage directly with customers, to understand what motivates and interests them, and to increase the size of the audience for your content.
But it's the very size of the opportunity that's the biggest problem. When marketing budget and resources are tight, where do you focus? And how can you be sure that the right message gets out to the right audience via the right channel, and that the overall approach is joined-up and consistent?

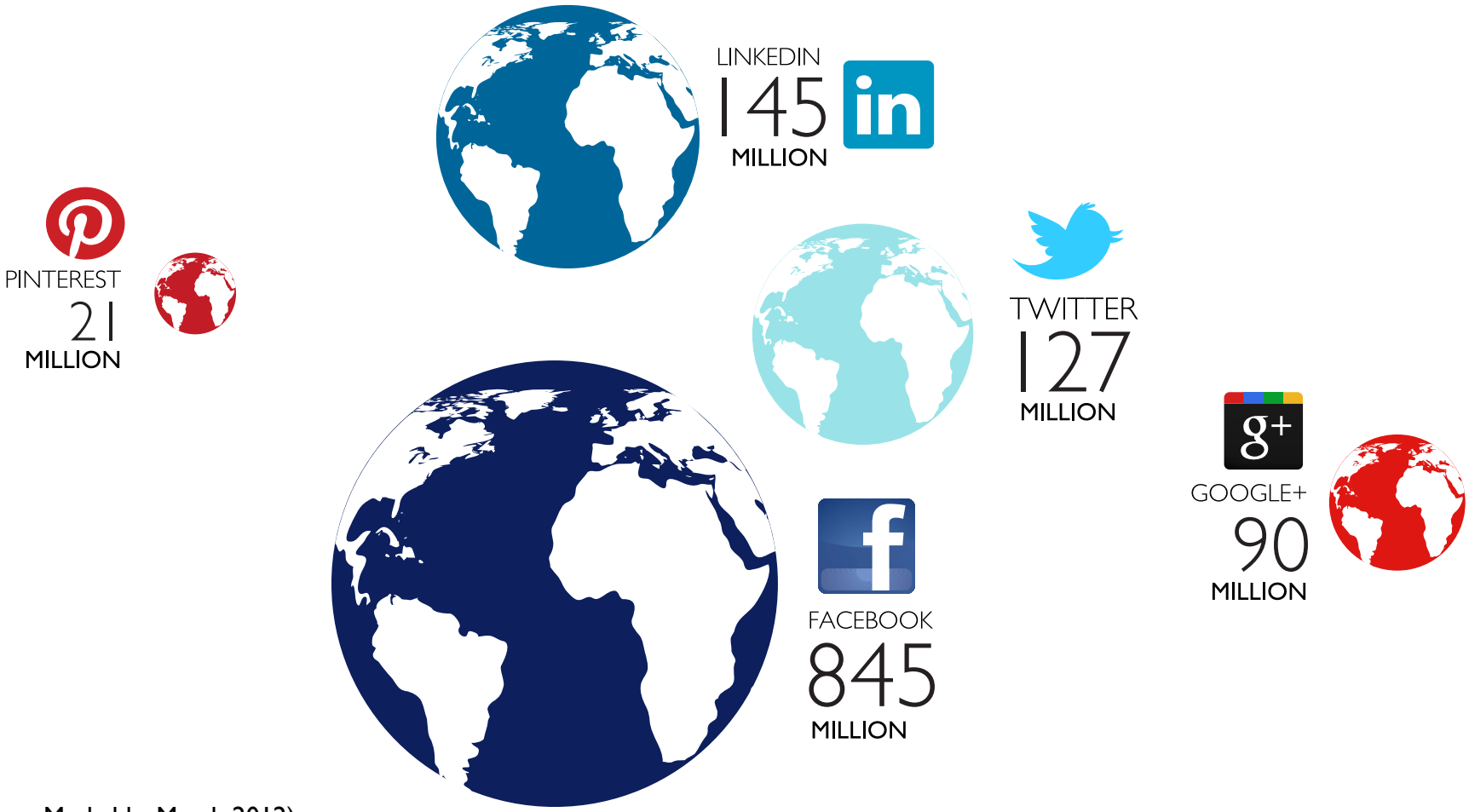
Most importantly, when your social marketing activity is fragmented across many third-party platforms, as well as your own website, how can you monitor and measure its impact?
These aren't new questions: they've been vexing marketers for years now. But with the arrival of every hot new platform – last year Google+, this year Pinterest – they become more pressing.

This ebook is about how to regain control over your social marketing initiatives. It's about finding the capacity to cover all the platforms where your online audience hangs out – without blowing your budget, losing quality and focus, or running yourself and your team ragged.

– THE GROWING CHALLENGE

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USER NUMBERS FOR THE TOP SOCIAL MEDIA PLATFORMS:



(Source: Mashable, March 2012)

– WHO'S THIS FOR?

This ebook is for marketing professionals who need to engage effectively and consistently with audiences on multiple social media platforms.

Some organisations are meeting this challenge by implementing full-blown social CRM platforms, integrated with their CRM systems, to manage social media activity. But that's a long game: expensive, time-consuming and, often, focused on sales than marketing.

If you're working with limited budget and resources, you need a more immediate solution to the challenge of social fragmentation.

This book shows you how to overcome challenges and take advantage of opportunities presented by the rapidly expanding social sphere. If you need to get more from your content investments now, then you're in the right place.



– THE OPPORTUNITY

As the use of social media has spread, it's become something no marketer can afford to ignore. People are using social media at home, on the move and at work, to do everything from researching purchases to planning visits to industry events.

Social has edged its way into every aspect of your customers' lives. Marketers have no choice but to follow. Some have eagerly embraced social media, while others have been deeply reluctant converts. But almost all marketers now know what social media can do:



- **Listen** to customers' wants, needs, enthusiasms and gripes
- **Engage** with customers and prospects in a genuine, two-way communications environment
- **Respond** to questions, compliments and complaints personally and in near-real-time
- **Generate** leads by integrating social actions into lead generation and buyer analysis

– THE OPPORTUNITY

The financial impact of the opportunity differs from organisation to organisation (and despite a persistent belief to the contrary, social media can do wonders in B2B marketing). But just a few examples give you an idea of what effective social media marketing looks like:

• IBM identified sales opportunities worth "millions of dollars" by listening in to conversations on social media sites, including blogs, RFP sites and tech discussion forums (eMarketer)
• Logitech doubled webcam sales in 2006, thanks to an amateur video posted on YouTube by user 'bowiechick', in which she used some of the webcam software's effects (Peter Kim)
• Old Spice body wash sales increased 107% in a month, thanks to a legendary 2010 YouTube campaign that garnered 110 million views (Mashable)
• Virgin America generated a 25% increase in sign-ups to its loyalty program through an exclusive flash sale on Twitter in 2011 (Peter Kim)

But ultimately, the result that really counts is return on investment (ROI). If your YouTube campaign generates revenues of £50,000, but costs you £75,000, it's hardly a roaring success story. And if your YouTube campaign generates £50,000 but your Facebook campaign generates nothing, and you spent £75,000 in total…well, you get the picture.

So your challenge is to plan and execute campaigns that deliver outstanding results, without spending more money and time on them than they warrant.

THAT'S MUCH EASIER SAID THAN DONE. WE THINK IT BREAKS DOWN INTO FIVE SEPARATE CHALLENGES:



– 1. SEGMENTING SOCIAL MEDIA PLATFORMS

One of the most complex things about social media marketing is that there's no "right" way to go about it, no "one-size-fits-all" guide to getting it right.

Your approach will depend on what your business does, which social media platforms your target audiences use, what they do there, and what resources you have at your disposal to engage with them.

Ultimately, unless you have infinite budget and content at your fingertips, you need to segment your platforms into Tier 1 platforms where you absolutely need to be, and Tier 2 platforms where you might look to test and experiment.

But knowing your Tier 1 platforms doesn't mean you treat them the same. You need to use different platforms for different things, and your campaigns and content need to be segmented accordingly. For example:

twitter

Twitter can work well for sharing links to content on other platforms, listening to what customers are saying and responding to complaints.

facebook

Facebook can work well for creating a community around your brand, sharing multimedia content and gaining customer endorsemen for your products.

LinkedIn

Linkediin can work well for demonstrating your knowledge and expertise, connecting professionally with individual customers and prospects, and researching hot topics in the marketplace.

– 1. SEGMENTING SOCIAL MEDIA PLATFORMS

FOR EACH OF YOUR SELECTED PLATFORMS, YOU NEED TO:



– 1. SEGMENTING SOCIAL MEDIA PLATFORMS

Mix in three, four or five platforms, and you're talking about a lot of time and effort, especially if you're managing each platform individually. Time (also known as money) spent deploying, managing and monitoring campaigns will eat into the only metric that really matters: ROI.

That's why it makes sense use one tool to manage all your campaigns. Using one control system means you'll get started quicker, spend less time making it work, learn lessons faster and reduce your overall spend. A dizzying array of apps and dashboards has the opposite effect and makes campaign intelligence almost impossible to action.



twitter
Pinterest
facebook
LinkedIn
g+

– 2. MANAGING CONTENT EFFECTIVELY

Great social media campaigns rely on great content that's tailored for the audience you want to reach and the platform you want to reach them on. But finding, organising and segmenting your content can be a huge challenge.

For effective ROI you need your content to work harder than you do. Every extra channel your content hits (successfully) increases its value and effectiveness. But it's not easy. There are three things you need to do for maximum ROI:

1 – Atomize

If you've ever scrabbled around looking for that Powerpoint presentation from that event, or that infographic your marketing agency created last month, you'll know how much time is wasted in just looking for content you need – let alone creating it, repurposing it, deploying it in different ways across different social media platforms, and measuring stats like downloads, views and shares.

2 – Control

Managing unstructured content was already a massive issue for marketing teams, even when it just meant keeping tabs on content internally. Now, fragmented social media channels, the rise of content marketing and the convergence of social and search marketing has made it doubly important to keep tight control over content. And that extends to keeping control of the people you want to represent your company and distribute content in its name on key social networks.

3 – Understand

That means organising and managing all of your social marketing content in one place – and where better than the content management system you already use for your website? By extending your existing CMS to cover the content you deploy to third-party social media sites, you can save time and money and respond much faster to opportunities to deliver useful information to customers and prospects.

– 3. MAKING BEST USE OF PEOPLE AND TIME

Social media marketing used to be thought of as "free" marketing, since it costs nothing to sign up to Facebook, Twitter, LinkedIn or any of the popular mainstream social media platforms. But marketers soon became aware that there were in fact significant time-related costs involved:

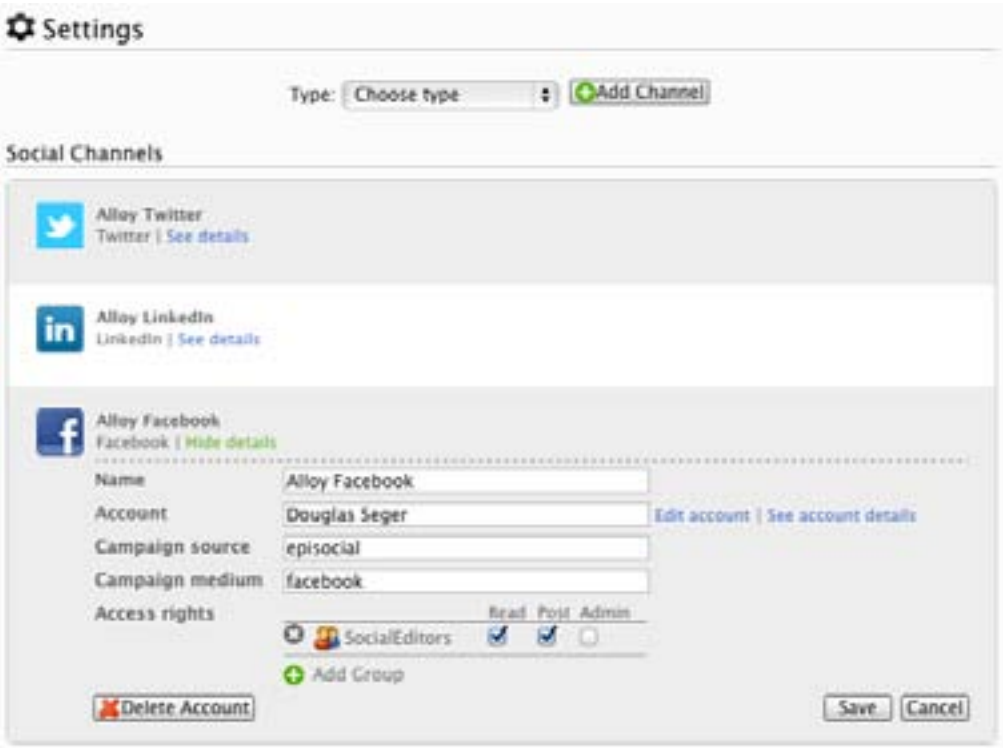
• Time spent developing, managing and repurposing content for use across platforms

• Time spent managing brand presence and deploying content to different platforms

• Time spent monitoring conversations and engaging with various communities

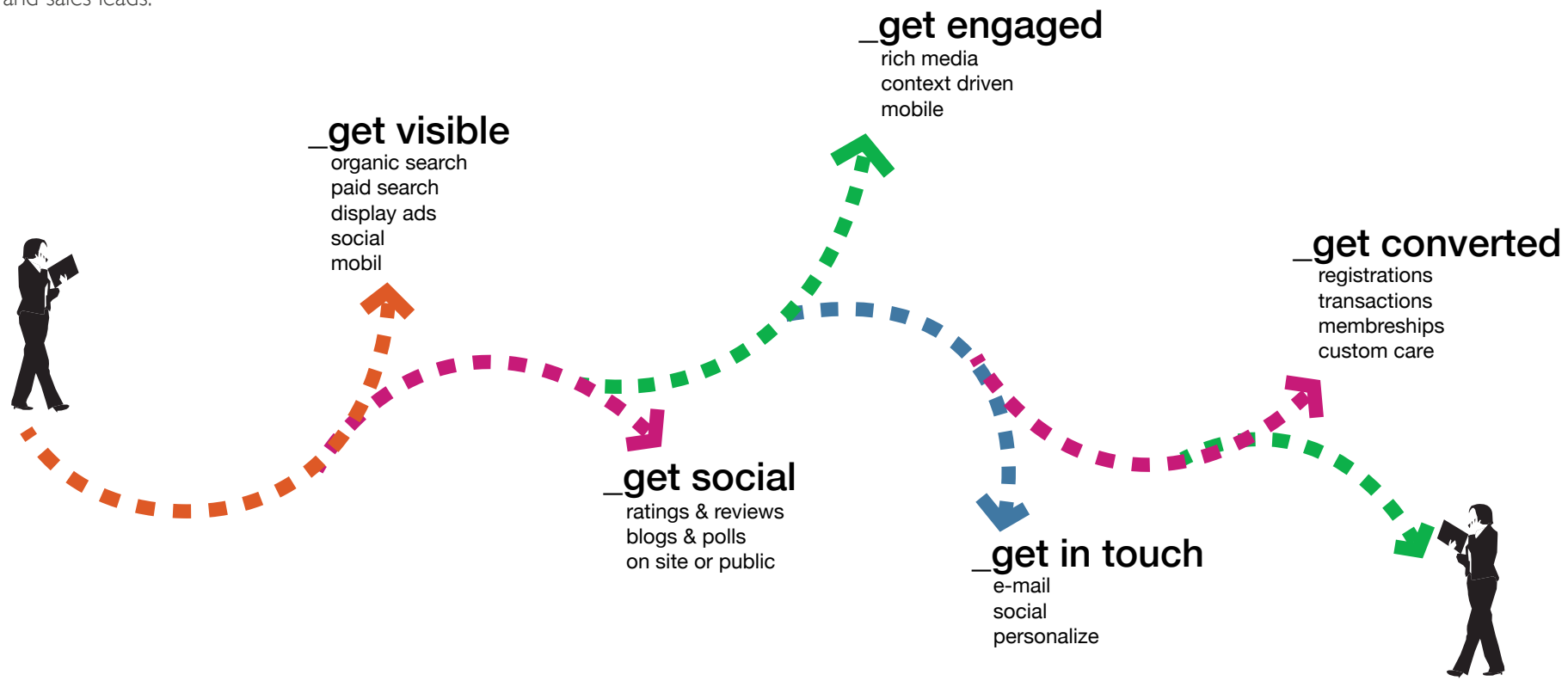
• Time spent measuring, analysing and reporting on campaign performance and ROI

Any opportunity to save time in any of these areas can contribute to faster and bigger ROI for your social media campaigns. A centralised content management tool can decimate the costs associated with points 1, 2 and 4 above by enabling you to organise, deploy and monitor the impact of the content you create easily and from one central console.



One of the biggest challenges with using multiple social media platforms is measuring how your campaigns perform across them all.

A social interaction is often the first step of a customer journey. And that makes it hard to determine the social channels working hardest to drum up business and sales leads.



– 4. MAKING BEST USE OF PEOPLE AND TIME

Even the most basic metrics will differ from platform to platform: likes and shares on Facebook, mentions and retweets on Twitter, views and likes on YouTube, reposts on Tumblr, repins on Pinterest, and so on. Then you need to analyse traffic from each platform and subsequent activity on your own website, to understand which platforms are delivering the best ROI.

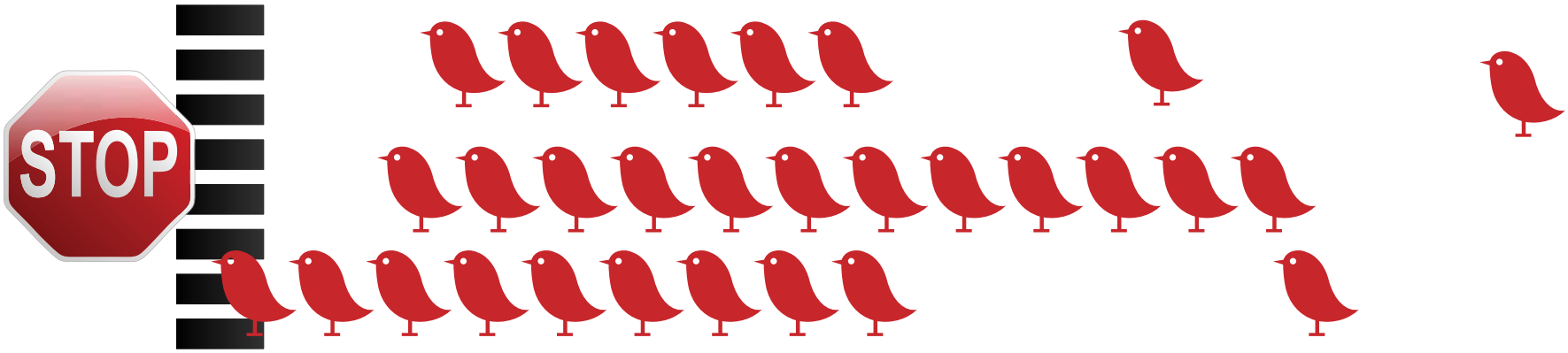
But don't forget that appearances are deceptive: 100 visitors with a 20% conversion rate is a better return than 1500 visitors with a 1% conversion rate. You need to get on top of three layers of reporting to truly understand your social ROI.

Engagement – How are people engaging with your brand across different social platforms?

Traffic – Do campaigns lead to additional traffic to your site as your social campaigns create prospects for your business?

Conversions – Will these campaigns convert into customers (or sales-ready leads if you're from a B2B world)?

Measuring all of this is incredibly difficult and time-consuming if you're doing it separately for each platform. A tool that links with both social platforms and your own site analytics to present easy analysis in one place will deliver fast reporting and provide actionable insights to improve your campaign results – all essential parts of your ROI drive.



– 5. SIMPLIFYING THE SOCIAL MEDIA MARKETING TOOLKIT

As the social media landscape has become richer and more complex, so has the range of tools on offer to help marketers manage and measure it.

Today, lots of marketing teams are using as many different monitoring and management tools as they are channels. It's complicated, expensive and time-consuming – and that's when the tools are actually being used. Often, marketing teams are paying for tools that no one uses at all.

Using one tool to manage your website and your activity on social media platforms is simpler, less expensive and more effective than trying to master and integrate many different ones. Extending your website CMS to cover third-party social media platforms means you benefit from a single interface that you already know, a single place to manage all your content and campaigns and a single store of performance data to analyse.

So you can spend more time doing the valuable stuff: developing content, engaging with customers and generating leads, and less time passively monitoring, measuring and reporting. That's better use of marketing budget – and a better investment for the organisation as a whole.

– EPISERVER SOCIAL REACH

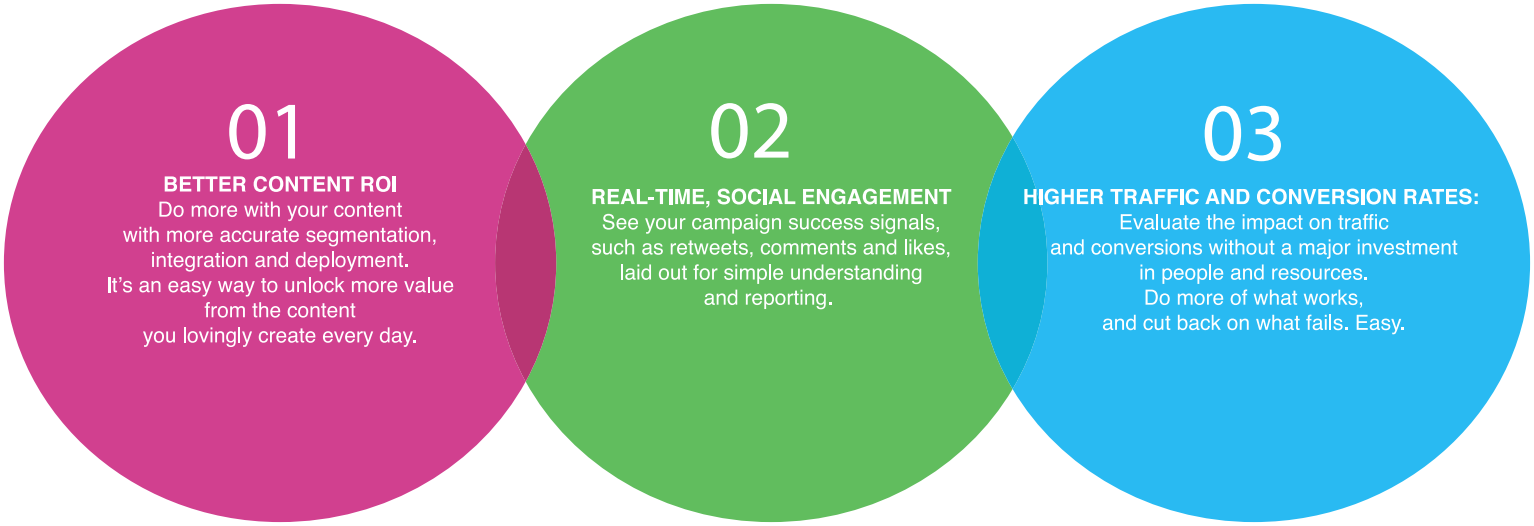
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If you've got this far and you're thinking that the kind of tool we're talking about would be useful. Then it would be rude not to mention one that we've put together ourselves.

EPiServer Social Reach is tool that gets to grips with the marketing challenge with a range of centrally controlled tools that put you in charge of all your social campaigns:

- A single place to place to manage every campaign across networks
- Easy systems to enable control who can update social content
- Simple options to manage and update messages for different channels
- Real-time measurement of re-tweets, likes, comments, impressions in one place
- Personalization of site content to reflect previous social experience

Using these tools combined deliver three core benefits that should be in the worldview of any social marketer.



If it sounds like the kind of thing you could use to help you do better social marketing then it's time to get in touch.



GIVE US YOUR FEEDBACK

We would love to know what you think of this ebook. Do you agree? Disagree? Have we missed anything out?

You can give your feedback via Twitter to **@episerver** or by email to **marketing@episerver.com**

We look forward to hearing from you.



ABOUT EPISERVER

EPiServer is the leading supplier of solutions that enable true web engagement and drive business results for end customers. Over 3,500 customers worldwide use EPiServer's technology platform that combines content, community, commerce and communications with a configurable metrics dashboard.

EPiServer CMS is the foundation for more than 20,000 websites and is used by more than 130,000 web editors daily. The EPiServer platform is delivered through an extensive network of over 500 partner companies in 30 countries.

Learn more at **www.episerver.com**

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