

Making Everything Easier!™

3rd Edition

Social Media Marketing

FOR
DUMMIES®
A Wiley Brand

Learn to:

- Grasp the latest trends in social media marketing
- Build and launch a campaign for a small or large business
- Find your unique voice in social media marketing
- Take advantage of fast and cost-friendly ways to reach your audience

Shiv Singh

Global brand marketing leader

Stephanie Diamond

President of Digital Media Works



Social Media Marketing

FOR
DUMMIES[®]
A Wiley Brand

3rd Edition

by Shiv Singh and Stephanie Diamond

FOR
DUMMIES[®]
A Wiley Brand

Social Media Marketing For Dummies®, 3rd Edition

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2015 by John Wiley & Sons, Inc., Hoboken, New Jersey

Media and software compilation copyright © 2015 by John Wiley & Sons, Inc. All rights reserved.

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2014943278

ISBN 978-1-118-98553-3 (pbk); ISBN 978-1-118-98535-9 (ebk); ISBN 978-1-118-98537-3

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2

Contents at a Glance

Introduction	1
Part I: Getting Started with Social Media Marketing	5
Chapter 1: Understanding Social Media Marketing	7
Chapter 2: Discovering Your SMM Competitors	29
Chapter 3: Getting in the Social Media Marketing Frame of Mind	51
Part II: Practicing SMM on the Social Web	71
Chapter 4: Launching SMM Campaigns	73
Chapter 5: Developing Your SMM Voice	93
Part III: Reaching Your Audience via Mainstream Social Platforms	109
Chapter 6: Finding the Right Platforms	111
Chapter 7: Exploring SMM Strategies for Facebook	125
Chapter 8: Marketing on Twitter	137
Chapter 9: Creating a YouTube Strategy	151
Chapter 10: Considering LinkedIn	163
Chapter 11: Viewing Google through a Different Lens	179
Chapter 12: Marketing with Pinterest	189
Chapter 13: Interacting with Tumblr	207
Chapter 14: Delving into Instagram	223
Part IV: Getting Your Message to Connectors	233
Chapter 15: Marketing via Niche Networks and Online Communities	235
Chapter 16: Accounting for the Influencers	249
Part V: Old Marketing Is New Again with SMM	265
Chapter 17: Practicing SMM on Your Website	267
Chapter 18: Becoming an Authentic and Engaged Advertiser	287
Chapter 19: Building an SMM Mobile Campaign	303
Chapter 20: Energizing Your Employees for Social Media Marketing	325
Chapter 21: Applying Metrics to the SMM Realm	341
Chapter 22: Understanding Social Media Governance and Tools	363
Chapter 23: Moving Toward Real-Time Marketing	373

Part VI: The Part of Tens 385
Chapter 24: Ten SMM-Related Must-Read Blogs.....387
Chapter 25: Ten Top SMM Tools391
Index 395

Table of Contents

Introduction	1
About This Book	1
Foolish Assumptions	2
Icons Used in This Book	2
Beyond the Book	3
Where to Go from Here	3
 Part I: Getting Started with Social Media Marketing	5
 Chapter 1: Understanding Social Media Marketing	7
Defining Social Media Marketing	8
Learning about the Roles People Play	9
Changing roles of the social media marketer	9
Understanding the role of the influencer	11
Considering the types of influencers	13
Influencing on digital platforms	15
Comparing Social Media Marketing with Other Marketing Efforts	17
Direct mail	17
Public relations	18
Online advertising	20
Promotions	22
Taking Social Influence Beyond Marketing	23
Using social influencers to mobilize	23
Marketers as better corporate citizens	24
Social graphs for social change	26
 Chapter 2: Discovering Your SMM Competitors	29
Classifying Consumer Activities	30
Researching Your Customers' Online Activities	34
Identifying Personas	38
Analyzing Competitor Efforts	40
Setting up Google Alerts	41
Setting up Twitter alerts	42
Monitoring social networks	43
Tracking competitor websites	44
Researching Your Competitors' Campaign Support	44
Conducting qualitative research	44
Running surveys and quantitative research	45
Seeing Why All Consumers Are Not Created Equal	47

Dipping into Hot SMM Concepts	47
Discovering gamification	48
Choosing localized marketing	48
Creating an app for that	49

Chapter 3: Getting in the Social Media Marketing

Frame of Mind 51

Putting SMM in the Context of the Marketing Funnel	52
SMM at the awareness stage	53
SMM at the consideration stage.....	56
SMM at the preference stage.....	58
SMM at the action stage.....	59
SMM at the loyalty stage.....	61
Deepening Your SMM Relationship.....	63
SMM for customer service.....	63
SMM in the world of real-time marketing	66
Treating SMM Differently from Brand Marketing	68
SMM in the context of brand marketing	68
SMM in the context of direct-response marketing	69
Tying SMM with brand marketing and direct response	70

Part II: Practicing SMM on the Social Web..... 71

Chapter 4: Launching SMM Campaigns 73

Discovering the Types of SMM Campaigns	73
Blogger outreach.....	74
UGC contests	75
Brand utilities	75
Podcasting	76
Sponsored conversations	77
Recognizing What Makes a Good SMM Campaign	78
Creating Your SMM Roadmap.....	78
Define your objectives	79
Develop a powerful story/experience	79
Create an action plan	80
Craft the content path	81
Execute for influence.....	82
Create partnerships.....	82
Track the results	84
Participating — Four Rules of the Game	84
Be authentic.....	85
Operate on a quid pro quo basis	86
Give participants equal status	87
Let go of the campaign.....	87

Killing the Campaign Expiry Date	87
Monitoring Brands and Conversations	90
Responding to Criticism	91

Chapter 5: Developing Your SMM Voice 93

Figuring Out Why You Need an SMM Voice	93
Defining SMM Voice Characteristics	95
Multiple and authentic	95
Transparent and easy to find	95
Engaging and conversational	96
Social web savvy	96
Unique to the person	96
Distinguishing Between SMM Voices and Brand Voices	96
Outlining SMM Voice Objectives	98
Choosing the Owner of Your Organization's SMM Voice	100
CEO	101
CMO	102
Social media lead	103
PR manager	104
Agency	104
Other external voices	104
Crowdsourcing SMM Voices with Guidelines	105

Part III: Reaching Your Audience via Mainstream Social Platforms 109

Chapter 6: Finding the Right Platforms 111

Choosing Social Media Platforms	112
Learning about your customers	113
Addressing your industry influence	115
Preparing Your Employees for Social Media Networking	116
Evaluating Your Resources	117
Assessing What Each Social Network Offers You	119
Using platforms as audience research tools	119
Getting niche-savvy	122

Chapter 7: Exploring SMM Strategies for Facebook 125

Looking at Facebook Basics	125
Starting with Search	127
Facebook pages	129
Facebook groups	130
Facebook events	131
Facebook applications	133
Facebook Connect/Login with Facebook	133

Using Ads on Facebook.....	134
Sponsored stories	135
Advertising your apps	135
Chapter 8: Marketing on Twitter	137
Figuring Out the Basics of Twitter.....	138
A Twitter handle	139
Searches	140
Responses	141
Following and followers	141
Marketing via Twitter.....	142
Using Promoted Accounts.....	143
Making Use of Promoted Tweets.....	144
Using Promoted Trends.....	146
Working with Sponsored Tweets.....	148
Tips and Tricks	148
Chapter 9: Creating a YouTube Strategy	151
Looking at YouTube Basics	151
Benefitting from SMM marketing on YouTube.....	152
Attracting subscribers	153
Promoting on YouTube.....	154
Always create a customized channel	154
Create custom content for YouTube.....	154
Tag and categorize all your clips	155
Promote your video with YouTube Email and Bulletins	156
Leave video responses.....	157
Include a call to action	158
Have some fun, too	158
Seeding a Viral Campaign	158
Advertising on YouTube.....	161
Chapter 10: Considering LinkedIn	163
Getting Started	164
Creating a New Profile.....	166
Preparing a content strategy.....	167
Covering what matters first.....	167
Accessing LinkedIn from your mobile devices	169
Finding connections	170
Choosing to advertise	171
Participating in Groups.....	171
Benefitting from joining groups	172
Starting your own group	172
Leading a successful group	174

Using LinkedIn to Answer Questions	175
Finding a Job	176
Chapter 11: Viewing Google through a Different Lens	179
Looking at Google's Social Strategy	179
Grasping the Google+ Fundamentals	181
Google brand pages	184
Tips and tricks for Google+	185
Learning from the examples of others	186
Listening to Google and Music	188
Chapter 12: Marketing with Pinterest	189
Recognizing Pinterest Users	189
Exploring the interests of users	190
Pinning as a social activity	191
Focusing on Strategy	192
Becoming a Business Pinner	193
Setting up your profile	194
Starting a group board	197
Creating secret boards	198
Developing Credibility with Your Boards and Images	201
Drilling down with Guided Search	204
Experimenting with Promoted Pins	204
Tracking your results	205
Chapter 13: Interacting with Tumblr	207
Setting Up Shop on Tumblr	207
Finding and Sharing the Good Stuff	210
Using your dashboard	212
Unlocking adventures with mobile	218
Observing other blog successes	219
Looking at Paid Media	220
Tracking Your Users	221
Chapter 14: Delving into Instagram	223
Recognizing the Basics	223
Signing up	224
Sharing photos or videos for the first time	225
Using filters	227
Getting Found on Instagram	228
Structuring Instagram for Business Goals	228
Creating content for your business	229
Curating and sharing	230
Using tools to manage your account from your computer	232

Part IV: Getting Your Message to Connectors 233

Chapter 15: Marketing via Niche Networks

and Online Communities 235

Exploring the Niche Social Networks	235
Finding the Right Social Platforms	237
Classifying the social platforms	237
Understanding your customers	238
Researching the platforms.....	239
RFPing the vendors.....	242
Evaluating and planning strategically	243
Moving Beyond the Platforms and the Blogosphere	244
Social advertising network	245
Appvertisement providers.....	246
Blogger networks	246
Taking Care of the Unpaid Media Basics	247
Wikipedia	247
Flickr	247
Delicious.....	247
Digg	248
Message boards	248

Chapter 16: Accounting for the Influencers 249

Knowing the Expert Influencers	250
Reaching the Expert Influencers.....	252
Tapping into the Referent Influencers	255
Anonymous referent influencers	255
Known referent influencers	256
Reaching the Referent Influencers	256
Social graph analysis	256
Cookie data	257
Website behavior	257
Tapping into the Positional Influencers	258
Understanding the circles of influence around your customers.....	259
Letting consumers shape and share the experience	259
Articulating your product benefits for multiple audiences.....	259
Fishing where the fish are.....	260
Offering friends and family incentives	261
Translating Influence to the Offline World.....	261
Putting your customer reviews in your stores	261
Marrying social media marketing with events and PR.....	262
Measuring online buzz and offline influence.....	263
Connecting influencers at meet-ups.....	263
Treating your stores as cyber cafés	263
Putting Twitter on the big screen.....	264

***Part V: Old Marketing Is New Again with SMM* 265**

Chapter 17: Practicing SMM on Your Website 267

Moving Toward the SMM-Focused Website.....	268
Making the Campaign and the Website Work Together.....	269
Treating your website as a hub, not a destination.....	269
Linking prominently to your presence on social platforms.....	270
Promoting campaigns on your website home page.....	271
Encouraging deeper interaction through your website.....	272
Asking customers to critique the campaign.....	273
Rethinking Your Website.....	274
Product pages.....	274
News and events pages.....	276
About Us and Contact Us pages.....	278
Private online communities.....	280
Facebook Social Plug-ins.....	281
Tips and Tricks for Website SMM.....	284
Aggregate information for your consumer.....	284
Articulating product benefits better.....	284
Amplify the favorite business stories.....	285
Aligning your organization into multiple, authentic voices.....	285

Chapter 18: Becoming an Authentic and Engaged Advertiser 287

Social Advertising: An Online Advertising Game Changer.....	287
Native Advertising and How It Can Work for You.....	289
Emotional.....	290
Engaging.....	291
Social.....	291
Simple.....	292
Getting Your Native Advertising Noticed.....	292
Making Paid and Earned Media Work Together.....	293
Working harder to gain attention.....	294
Making paid media jump-start earned media initiatives.....	295
Tips and tricks for campaigns.....	298
Making SMM Work with TV.....	299
Awareness through TV; engagement via the Internet.....	300
Awareness, engagement, and conversion with television.....	300
Measuring the effectiveness of TV and the second screen.....	301

Chapter 19: Building an SMM Mobile Campaign 303

Looking at Consumer Trends in Mobile.....	304
A telephone and much more.....	304
The release and adoption of smarter phones.....	305

Understanding the Many Paths within the Mobile Channel	307
Keeping in Mind Mobile Phone Capabilities	309
It's a snap: Using the camera.....	310
Location, location, location	310
Near-field communications and RFID.....	311
Phone interaction	311
Fitting Mobile into Your Social Media Practices	312
Defining mobile marketing and its place within the social media context.....	313
Uniting mobile marketing with social media.....	314
Supporting a cause	315
Building Your Own Mobile-Enabled Communities.....	317
Leveraging existing online communities	317
Creating your own social offerings: applications and widgets galore.....	319
Adding Social Media Elements to Mobile	321
Portable social graphs	321
Searching with mobile.....	321
Harnessing Mobile to Support Social Media	322
Deciding When to Build a Mobile App	323
 Chapter 20: Energizing Your Employees for Social Media Marketing	 325
Encouraging Your Employees to Collaborate.....	326
Rewarding teams.....	327
Treating everyone equally.....	327
Trusting your employees.....	328
Creating the right culture	328
Placing a premium on groups with a purpose	328
Avoiding excessive snooping	328
Picking Social Software for Social Influence.....	329
Enterprise software	329
Emergent enterprise social software	330
Small-scale social software.....	331
Consumer social software	332
Using Prediction Markets to Pick Winners.....	333
Rethinking the Intranet	335
Getting rid of the buzzwords.....	336
Don't try to control too much.....	336
Surfacing the connections	337
Taking search social	337
Allowing alternative access	337
Promoting the value of historical record	338
Giving your intranet a pulse.....	339
Aiming to destructure	340
Giving employees other choices.....	340

Chapter 21: Applying Metrics to the SMM Realm 341

Taking a Core Measure of Social Media Marketing	342
Considering Influencer-Specific Metrics	346
Evaluating Each Platform's Metrics	347
Facebook.....	348
YouTube and video clips	352
Twitter	354
The blogosphere	358
Widgets and social applications	359
Website community metrics	360
Other metrics to consider	361

Chapter 22: Understanding Social Media Governance and Tools 363

Recognizing How SMM Impacts Other Company Functions	363
Public relations	364
Consumer relations	365
Sales.....	365
Legal	366
Introducing Social Media Governance Models	367
Social media policies and guidelines.....	368
Tips and tricks for social media governance	369
Dealing with a Social Media Crisis.....	371

Chapter 23: Moving Toward Real-Time Marketing. 373

Introducing Real-Time Marketing.....	373
Real-time insights.....	374
Real-time response	376
Real-time engagement studios	377
Real-time co-creation.....	378
Real-time distribution.....	379
Real-time engagement	380
Organizing for Real-Time Marketing	381
Taking TV into Real-Time Marketing.....	382

Part VI: The Part of Tens 385**Chapter 24: Ten SMM-Related Must-Read Blogs 387**

Brian Solis.....	387
Chris Brogan.....	387
Copyblogger	388
Going Social Now	388
Marketing Profs.....	388

Mashable..... 389

Razor Social..... 389

Seth Godin 389

Social Media Examiner 389

The Visual Marketing Revolution 390

Chapter 25: Ten Top SMM Tools. 391

Hootsuite 391

Google Blog Search..... 392

Buffer 392

Tweepi..... 392

Quantcast 392

Compete..... 393

Nielsen BuzzMetrics 393

comScore 393

YouTube Insights..... 393

Facebook Insights..... 394

***Index* 395**

Introduction

On August 23, 1999, Blogger launched as one of the earliest dedicated blog-publishing tools. At that time, social media was considered a niche activity on the fringes of the Internet. But today, Blogger is owned by Google and hosts millions of blogs. In a span of ten years, Facebook has grown to more than one billion users, and Wikipedia has, for all practical purposes, replaced Britannica as an encyclopedia. Social media is the most important phenomenon transforming the Internet.

There is more to it than the phenomenon, though. Social media also presents unique marketing opportunities that force marketers to revisit the core guiding principles of marketing while providing new ways to reach social influencers, thereby encouraging people to influence each other and do the marketing for the brand. Social media marketing (SMM) forces companies to rethink how they market online, whom they market to, and how to structure their own organizations to support these new marketing opportunities. For anyone involved with social media marketing — and Internet marketing, more broadly — this is indeed an exciting time.

Social Media Marketing For Dummies, 3rd Edition, is written to help you make sense of the madness. Because it's such a hot topic, the press and the experts alike are quick to frighten marketers like you and introduce new terminology that confuses rather than enlightens. This book cuts through all that noise and simply explains what social media marketing is and how you can harness it to achieve your objectives as a marketer. It also aims to help you prioritize what's important and what isn't.

About This Book

The social media marketing space changes rapidly, so by the very definition of social media marketing, this book can't be completely comprehensive. It does, however, aim to distill the core concepts, trends, tips, and recommendations down to bite-sized, easy-to-digest nuggets. As social media marketing touches all parts of marketing and all parts of the Internet, too (from traditional websites to social platforms to the mobile web), based on your own experiences, you'll find some sections more valuable than others.

As you read this book, keep in mind that the way people influence each other online and impact purchasing and brand affinity decisions is similar to the way they've done for thousands of years in the real world. The technology is finally catching up, and social media marketing is fundamentally about allowing and encouraging that behavior to happen in a brand-positive manner online, too.

This book helps you understand why social media matters to marketers and how you can harness it to directly impact your own marketing efforts in meaningful ways. Targeted at both marketers in large organizations and those of you who work in small businesses or run small businesses, it includes advice for every business scenario.

Foolish Assumptions

In writing this book, we imagined someone pulling a copy off a bookshelf in a Barnes and Noble and scanning it to see whether it's a valuable guide. And we wondered what that person would need to know to find this book interesting. Here are some of the assumptions we came up with about you:

- ✓ You have a computer with Internet access.
- ✓ You've visited a social media site like Facebook or Twitter.
- ✓ You're working in marketing or want to join the marketing field.
- ✓ You have customers or prospective customers who use the web frequently.
- ✓ You sell a product or service that you can market online.
- ✓ You're curious about social media and whether it changes marketing.

Icons Used in This Book



In the margins of the book, you'll find these icons helping you out:

Whenever we provide a hint that makes an aspect of social influence marketing easier, we mark it with a Tip icon.



The Remember icon marks paragraphs that contain a friendly reminder.