10 Dos & Don’ts of Digital Social Change Marketing

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Dharmarketing.com
Dharmarketing
ˈdɑːmərəkˈtɪŋ
noun
the duty of creating social change through the use of marketing
Meet Carter

- - -

- 16 years old and currently lives in Reno, Nevada
- Oldest of four siblings
- Enjoy naps and chicken nuggets
- Plays football and run hurdles in track
- Comes from a very close-knit family
Carter Wilkerson @carterjwm · 1m
Yo @Wendys how many retweets for a year of free chicken nuggets?

Wendy's @Wendys
Replying to @carterjwm

18 Million
4/5/17, 7:32 PM

1 LIKE

Carter Wilkerson @carterjwm
HELP ME PLEASE. A MAN NEEDS HIS NUGGS
10:38 PM - 5 Apr 2017
3,601,605
964,740

Follow
The race for the most Retweeted Tweet

Ellen DeGeneres (@TheEllenShow) announces on her show that Carter is threatening her record for the most Retweeted Tweet.

Apr 13, 2017

May 9, 2017

Carter's Tweet surpasses Ellen's as the most Retweeted Tweet ever.

Carter Wilkerson (@carterjwm) Tweets at Wendy's (@Wendys) asking for a year of free nuggets in exchange for Retweets. Wendy's responds that he needs 18 million.

Source: Twitter Internal Data
@carterjwm is now the most retweeted tweet of all-time. That’s good for the nuggets, and $100k to @DTFA. Consider it done. #nuggsforcarter

9:36 AM - 9 May 2017

We’re in. How about you, @Amazon and @Google? #NuggsForCarter
twitter.com/carterjwm/stat... 7 Apr

@Microsoft

Feeling lucky, @carterjwm? #NuggsForCarter
twitter.com/carterjwm/stat...

3:18 PM - 8 Apr 2017

6,393 12,963

Live your best life, Carter. Follow your dreams. #NuggsForCarter
twitter.com/carterjwm/stat...

1:11 AM - 8 Apr 2017

9,513 21,722

If you get the 18 million RTs, we’ll give you a free flight to take you to any @Wendys in the world in a city we serve. Good luck!
twitter.com/carterjwm/stat...

10:12 PM - 7 Apr 2017

27,989 39,591
Giving Back

Dave Thomas Foundation for Adoption

All proceeds from T-shirt sales will be donated to the Dave Thomas Foundation for Adoption. Did you know there are 110,000 children in foster care in the US alone? Not everyone is as lucky as me. I mean, I hit the family jackpot. Let's help them find their forever homes. NuggsForCarter RT & retweet and buy a T-Shirt today to make sure everyone you know is retweeting for 18 million!

If you don't need another T-shirt, I'd like to request you send a donation directly to an organization that's close to my heart. Pinochio's Moms on the Run is a local organization in Reno, NV that provides support services to women with breast cancer and their families. They'll even help families cover their bills in a time of need. Pop on over to their website and help them pay theirs quickly and easily by text, online, or by mail. T-shirts to support Moms on the Run are coming soon.
1.65 Billion

Active mobile social accounts globally with 1 million new users added every day

Source: We Are Social
2 hours

The average internet user spends browsing social media networks daily

Source: Telegraph UK
Requirement for digital marketing success is a solid content marketing strategy
Don’t... be everywhere and a no one.

Do... be somewhere and a some one.
Channel Purpose

- Stakeholder & partnership management
- Community building and storytelling
- Thought leadership & industry updates
- Innovative dynamic video content
- Visual storytelling
Social Currency

- Information
- Conversation
- Identity
- Advocacy
- Utility
- Affiliation
Social Currency

INFORMATION

IDENTITY

CONVERSATION

ADVOCACY

UTILITY

AFFILIATION

Knowledge
Social Currency

CONVERSATION

INFORMATION

IDENTITY

ADVOCACY

UTILITY

AFFILIATION

Attitudes
Social norms
Social Currency

Identity

Advocacy

Affiliation

Conversation

Utility

Skills

Self-efficacy

16
Behaviour Change

Social Currency

- Identity
- Information
- Conversation
- Advocacy
- Utility
- Affiliation
DON’T Build for desktop ➔

- By 2018, 8/10 email users will access their email accounts exclusively from their mobile devices.
- 61% of users are unlikely to return to a mobile site after a negative experience. 40% will go to a competitor’s site.

Build mobile first:

➔ No questions - must be responsive or built first.

Source: Google Insights, eMarketer
DO Own the search results 🔍

- 93% percent of online experiences begin with a search engine
- Top 3 search results on the first page of Google gets more than 50% of clicks

Create ranking by:
- Search-engine optimization & backlinking
- Search-engine marketing (ad-words)
- Publishing frequent & relevant content (blogs)

Source: Vimeo, Smart Insights, Neil Patel
DON’T Always talk about yourself

- 80% of your social media posts should contain non-self promoted, entertainment value content
- 1 out of 5 posts can be brand specific

Map out a content strategy with a consistent:
  ➔ Tone of voice
  ➔ Look & feel
  ➔ Frequency of posting

Source: Nettra
DO Provide value 💰

Make me...

- Laugh
- Cry
- Angry
- Think
- Inspired
- Smarter
- Relate

Create a social media content checklist

➔ What is this making me feel?
➔ Would I share this?
What your campaign must effectively communicate

RELEVANCE
Drives the content marketing strategy

What your audience wants to learn and will share
DON’T Talk to everyone

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- Find an actionable audience
- The most powerful content marketing tool in the world is your ears
- Have pathological empathy for your them

**Build specific personas:**

- Talk and work with your target audience
- Map out the consumer journey (cookies & tracking)
- Always check in with your persona - does your content suit them?
Speak to Claire

- 28 year old career driven women
- Social and active lifestyle
- Medium disposable income to spend on discretionary items
- Has a partner, newly married or mum of young kids
- Appreciates quality design
- Fashion conscious and effortlessly stylish
- Achieving her personal style gives her a boost of confidence and makes her feel good
- Social media savvy - spends most of her time on Instagram, Facebook and Pinterest. Signed up to fashion blogs such as My Empirical Life and Chronicles of Nadia, subscribes to Net-a-porter, Country Road, Witchery and The Iconic email alerts.
- Tertiary educated and reads Vogue, Instyle, Harper’s Bazaar, Elle, Marie Claire, RUSSH and Sunday Life.
DO Work with influencers 🐰

- An ave. of $6.85 in earned media value for every $1 spent on influencer marketing
- Customers acquired through influencer marketing are retained at a 37% higher rate

Work with influencers by:
- Identifying your target audience’s social media heros
- Be willing to invest
- Create long-term relationships and take care of them

Source: Adweek, Deloitte, eMarketer
Shift in Social Currency

2014

People acting in service of brands/organisations

2017

People acting in service of themselves
DON’T Ignore Facebook 🌟

- 2 billion users — currently the most popular social ecosystem on the planet
- 4 most downloaded apps (Facebook, Instagram, Messenger and WhatsApp)
- Users who are retargeted to are 70% more likely to convert

Stay up to day with Facebook’s latest by:
- Understanding the newsfeed algorithm
- Put money behind unicorns not donkeys
- Use live video
DO Get friendly with the bots

- 51% of people say a business needs to be available 24/7
- 45.8% would rather contact a business through messaging than email

Explore the use of AI and Machine Learning:
- Focus on the hyper-personalisation
- Don’t go too big or too fast
- Integrate content into messaging apps
- Trim scans their bills for recurring subscription charges
- Texts users asking if they want to cancel a subscription
- Trim handles the cancellation process for them
DON'T Be afraid to be unpolished 🎨

- Instagram = 600 million vs. Snapchat = 150 million
- The camera is the keyboard
- Facebook aims to be ‘all video’ by 2020

Create video content that provides on-the-spot value:

- Give a personal insight into who you are
- Create how-tos, behind the scenes, recipes, interviews, live events, announcements etc.
DO Test and measure

- Marketers plan to purchase social media software more than any other type of marketing technology in 2017
- Average revenue per user is the new focus

Track your progress by:
- Setting up your Google Analytics for success (tutorial videos)
- Utilise social media analytics software
- Testing and retest content (use A|B)
Don’t... give up.

Do... be relentless.
Social Marketing and Public Health 2nd Edition
20% off
Today’s slides can be downloaded at dharmaMarketing.com
Thank you!