Social Media Marketing and Digital Advertising

Lecture Title: Content Creation and Campaign Management

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Content Creation and Campaign Management

Importance of Engaging Content

Creating engaging content is crucial for capturing your audience's attention and driving interaction.

Engaging posts not only boost visibility but also foster a loyal community. Understanding your audience's preferences and the unique aspects of each platform is key to success.

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Key Components of Effective Posts

Compelling social media posts comprise three main elements:

- High-quality visuals – to attract attention

- Engaging copy – to maintain interest

- Clear calls-to-action (CTAs) – to drive action

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Importance of High-Quality Visuals

High-resolution images and videos are essential for attracting attention.

Tools like Canva and Adobe Spark are invaluable for creating visually appealing content without needing advanced design skills.

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Writing Captivating Copy

Effective copywriting involves crafting headlines and descriptions that resonate with your audience.

Focus on clarity, brevity, and relevance. Use action words and emotional triggers to captivate your readers.

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Class Activity – 45 min

Split the class in groups. Go on your social media feed and identify:

- One effective post that boasts clarity, brevity and relevance.

- One post that fails to achieve the above.

- Analyse the image/video attached to the post.

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Choosing Relevant and Trending Hashtags

Hashtags increase the discoverability of your posts.

Use a mix of popular and niche hashtags to reach a broader audience while targeting specific communities.

Research trending hashtags to stay relevant.

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#ShareACoke by Coca-Cola

One of the most iconic and successful hashtag campaigns is Coca-Cola's

#ShareACoke campaign.

Launched initially in Australia in 2011, the campaign quickly gained global

traction due to its personalised and engaging approach.

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#ShareACoke by Coca-Cola

Engagement: The campaign generated over 500,000 photos shared using the hashtag on Instagram in its first year.

Sales Boost: Coca-Cola saw a significant increase in sales due to the personalised nature of the campaign and the widespread social media engagement.

Brand Awareness: The campaign significantly boosted Coca-Cola's brand awareness and engagement across various demographics.

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#ShareACoke by Coca-Cola

Personal Connection: Personalizing products and encouraging user participation can

create a strong emotional connection with the brand.

User-Generated Content: Encouraging customers to share their own content can

exponentially increase engagement and reach.

Cross-Platform Promotion: Using multiple social media platforms and leveraging celebrity

endorsements can enhance the campaign's effectiveness.

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Leveraging User-Generated Content

and the Benefits of Sharing Customer Content

Sharing user-generated content (UGC) builds authenticity and community.

It shows that your audience trusts and values your brand, encouraging others to engage.

UGC is a powerful tool for social proof.

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Starbucks #RedCupContest

Starbucks has effectively leveraged user-generated content through its annual #RedCupContest.

Hashtag Campaign: Starbucks invites customers to decorate their red holiday cups and share photos of their designs on Instagram, Twitter, and Facebook using the hashtag #RedCupContest.

User Engagement: Participants get a chance to win various prizes, which increases engagement and participation.

Content Sharing: Starbucks then shares some of the best user-generated designs on their official social media accounts.

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Starbucks #RedCupContest

Increased Engagement: The contest generates a significant amount of user-generated content, leading to high engagement rates.

Community Building: By sharing customer posts, Starbucks builds a sense of community and loyalty among its customers.

Enhanced Reach: The shared posts reach the followers of both Starbucks and the original creators, expanding the campaign's visibility.

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Starbucks #RedCupContest

Encouraging Creativity: Inviting customers to showcase their creativity can generate a wealth of user-generated content.

Recognition and Reward: Featuring customer posts on official brand channels provides recognition and encourages further participation.

Hashtag Utilization: Using a specific hashtag helps aggregate and track user-generated content effectively.

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Boosting Engagement with Interactive Posts

Interactive content, such as polls, quizzes, and questions, boosts engagement by encouraging participation.
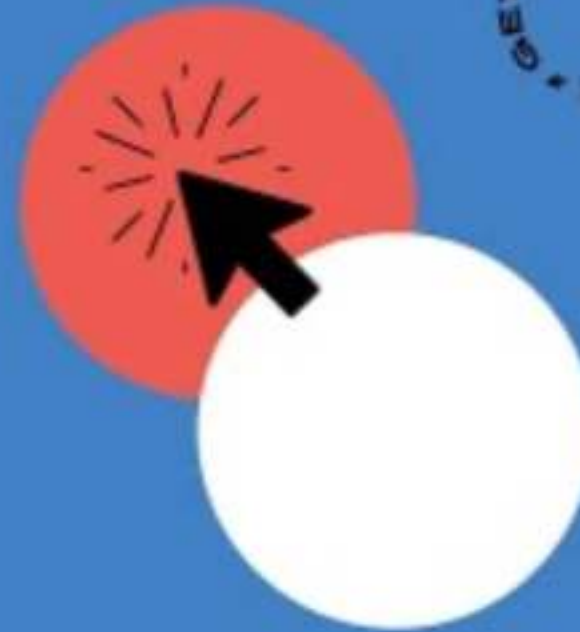
These formats create a dynamic interaction that keeps your audience involved and invested.

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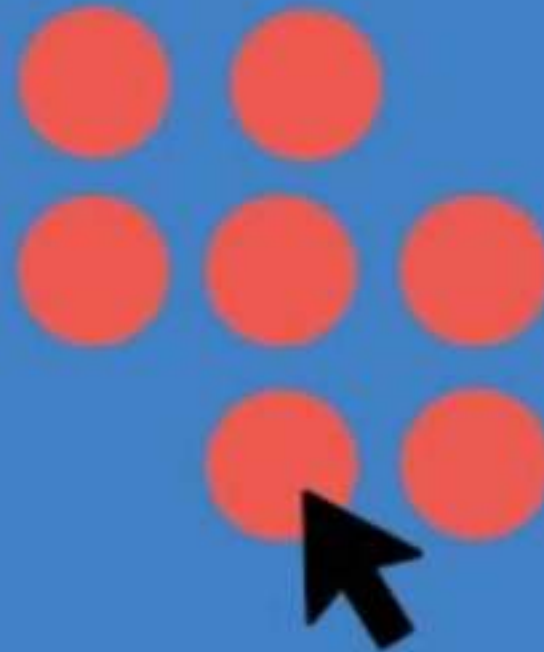
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CLASS EXERCISE – 40 MIN

3 GROUPS:

Group 1: Compare and contrast X (Twitter) with TikTok

Group 2: Compare and contrast Instagram with YouTube

Group 3: Compare and contrast Facebook with LinkedIn

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Comparing X (Twitter) and TikTok

X (Twitter) focuses on concise, real-time updates, while TikTok emphasises short, engaging videos.

Understanding the strengths and user behaviours of each platform is crucial for crafting effective content strategies.

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Comparing X (Twitter) and TikTok

Content Format on X (Twitter)

Focus on Text and Real-Time Updates

X (Twitter)'s strength lies in its text-based, real-time nature.

It's ideal for updates, announcements, and engaging in conversations through threads and hashtags.

Keep messages concise and impactful.

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Comparing X (Twitter) and TikTok

Content Format on TikTok

Emphasis on Short, Engaging Videos

TikTok thrives on short, creative videos that captivate and entertain.

Use trends, music, and effects to create engaging content that resonates with a younger audience and has the potential to go viral.

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Audience Engagement on X (Twitter)

Best Practices for Engagement

Engage with your followers by responding to mentions, retweeting user content, and participating in trending topics.

Consistent interaction builds a loyal community and increases visibility.

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Audience Engagement on TikTok

Creating Engaging Video Content

Engage your audience on TikTok by creating fun, authentic, and creative videos.

Use trends, popular sounds, and challenges to connect with users and encourage

interaction.

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Advertising on X (Twitter)

X (Twitter) offers various ad formats, including promoted tweets, promoted accounts, and promoted trends. Each type serves a different purpose, from increasing followers to amplifying specific hashtags.

Advertising on TikTok

TikTok's ad formats include in-feed ads, branded hashtag challenges, and branded effects. These ads are designed to be interactive and engaging, aligning with the platform's content style.

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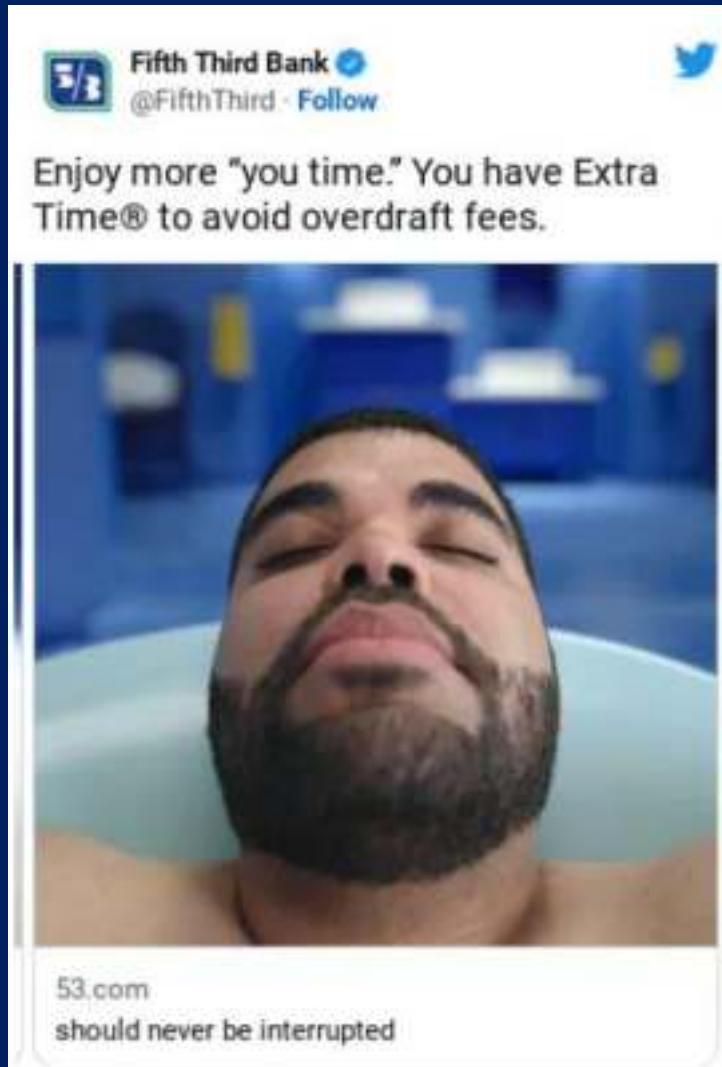**Fifth Third Bank Twitter Campaign**

Fifth Third Bank used Twitter ads to tap into popular conversations around finance and drive increased website clicks.

The brand utilised Keyword and Conversation targeting to identify users who were engaged with personal finance and likely to be receptive to smart banking products.

This strategy was simple but highly effective. Twitter offers marketers the ability to reach target audiences based on specific conversation topics and granular insights, which can lead to exceptional results.

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Fifth Third Bank Twitter Campaign

Fifth Third Bank ran several ad formats (including Video ads and Carousel ads) throughout the campaign, using a combination of humour and snappy copy to capture its audience's attention.

The campaign achieved a 66% decrease in cost per site visit alongside a 60% decrease in cost per link click, proving the power of smart targeting and engaging creative assets.

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Importance of Trending Topics

Trending topics can significantly boost your content's relevance and engagement. By tapping into current conversations, your posts can gain higher visibility and interaction.

Use tools like Google Trends, X (Twitter) Trends, and TikTok Discover to monitor trending topics. These tools help you stay updated with what's popular and tailor your content accordingly.

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Campaign Planning Basics

Setting Objectives and Goals

Start with clear objectives and goals for your campaign. Whether it's increasing brand awareness or driving sales, defined goals help guide your strategy and measure success.

Understand and segment your audience based on demographics, interests, and behaviours. This information helps tailor your content and ads to better meet the needs and preferences of your audience.

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Campaign Planning Basics

Defining a Campaign Audience

For example, a new fitness app might target young adults interested in health and fitness. Defining such a specific audience helps create more relevant and engaging content.

Crafting Engaging Ad Content

Effective ad content should be visually appealing, relevant, and have a strong CTA. Use high-quality visuals and clear messaging to capture attention and drive action.

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Campaign Planning Basics

Choosing Platforms for a Campaign

A fashion brand might choose Instagram and TikTok for their visual appeal and young user base. Selecting the right platforms ensures your ads reach the intended audience.

Effective Budget Allocation

Allocate your budget based on your campaign goals and platform costs. Monitor spending and adjust as needed to optimise your budget and maximise ROI.

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Campaign Planning Basics

Scheduling and Timing

Post and run ads at times when your audience is most active. Scheduling tools can help you plan and optimise your content delivery for maximum engagement.

Analyse when your audience is most active to schedule posts and ads. For instance, posting during lunch breaks or evenings can increase visibility and interaction.

Continuously monitor your campaign's performance and make necessary adjustments. Use analytics to track key metrics and optimise your strategy for better results.

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Campaign Planning Basics

Setting Realistic Budgets

Set a realistic budget based on your goals and resources. Consider factors like platform costs, audience size, and desired reach to determine an effective budget.

Clearly define what you aim to achieve with the campaign. Common objectives include brand awareness, lead generation, website traffic, or sales conversion.

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Campaign Planning Basics

Calculate the estimated cost based on the platforms, ad types, and duration of the campaign. Consider using each platform's ad manager to get cost estimates.

Instagram Stories: €5 CPM (Cost per 1,000 impressions)

Facebook Carousel Ads: €6 CPM

TikTok In-Feed Ads: €4 CPM

Total Ad Spend: €2,500 + €2,400 + €2,400 = €7,300

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Campaign Planning Basics

Include other costs such as content creation, influencer collaborations, and social media management tools.

Content Creation: €1,000 (photography, video production)

Influencer Collaborations: €1,500

Social Media Management Tools: €500

Total Additional Costs: €1,000 + €1,500 + €500 = €3,000

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Campaign Planning Basics

Effective Scheduling

Identify the best times to post and run ads based on audience activity. Scheduling tools can help automate this process and ensure timely content delivery.

Optimal Posting Times

Research indicates the best times to post for different platforms. Tailor your schedule to when your audience is most likely to be active.

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Campaign Planning Basics

Benefits of Scheduling Tools

Tools like Hootsuite, Buffer, and Sprout Social can help manage and schedule your posts.

These tools ensure consistent posting and save time.

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Campaign Planning Task: 60 min

'Launch a New Eco-Friendly Water Bottle'

You have been hired by a start-up that has created a stylish, eco-friendly water bottle made from recycled materials. Your job is to plan a digital marketing campaign to launch it over a 3-month period.

Objective:

Develop a *basic digital marketing campaign plan* for the new product. Focus on the key elements needed to launch a successful campaign.

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Hootsuite is a widely used social media management platform that allows individuals and businesses to manage multiple social media accounts from one central dashboard.

It enables users to schedule posts, monitor social media activity, engage with followers, and analyse performance metrics across platforms like Facebook, Instagram, Twitter (X), LinkedIn, and others.

Designed to streamline digital marketing efforts, Hootsuite is particularly valuable for organisations seeking to maintain a consistent online presence, track campaign effectiveness, and collaborate efficiently within marketing teams.

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THANK YOU FOR TODAY

Undergraduate Diploma in Digital Marketing

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