

Chapter 9: Public Relations, Advertising, and Marketing

By Ana Wester

Why Do Brands Use Social Media?

- Return of Investment (ROI)
 - How businesses track if their sales are increasing due to investing in social media marketing
 - ROI of social media campaigns can be up to 4x as high as televised commercials
- Most customers/potential customers have shifted their lives all onto social media

Six Most Common Ways Brands Use Social Media

1. Unobtrusive Advertising
2. Direct Promotion
3. Encouraging Engagement
4. Customer Service
5. Social Good
6. Creating Communities

Unobtrusive Advertising

- This involves taking part in the conversation about an ongoing topic in a clever way that also gives positive attention to the brand.
- Social media managers need to work fast and always be ready to hop on a trending topic.
- This can also look like posting with current holiday themes, using infographics relating to the brand, and responding to mentions on social media.



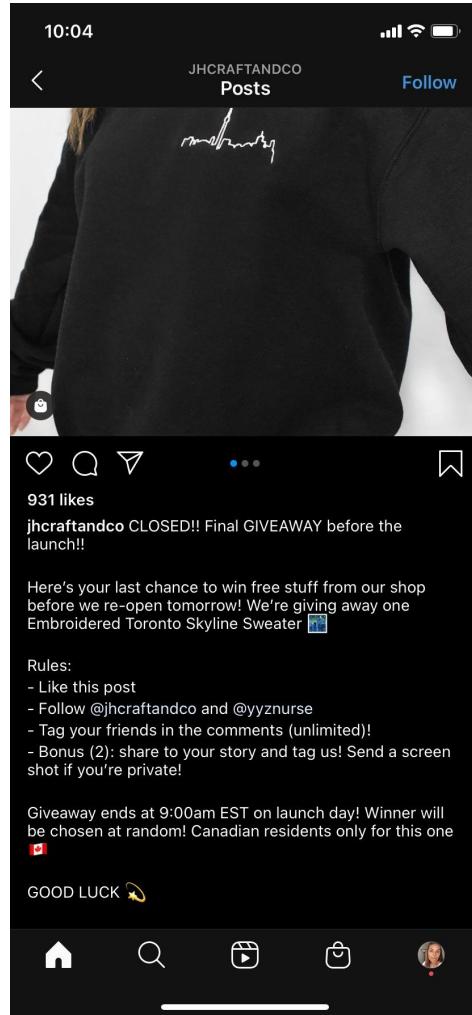
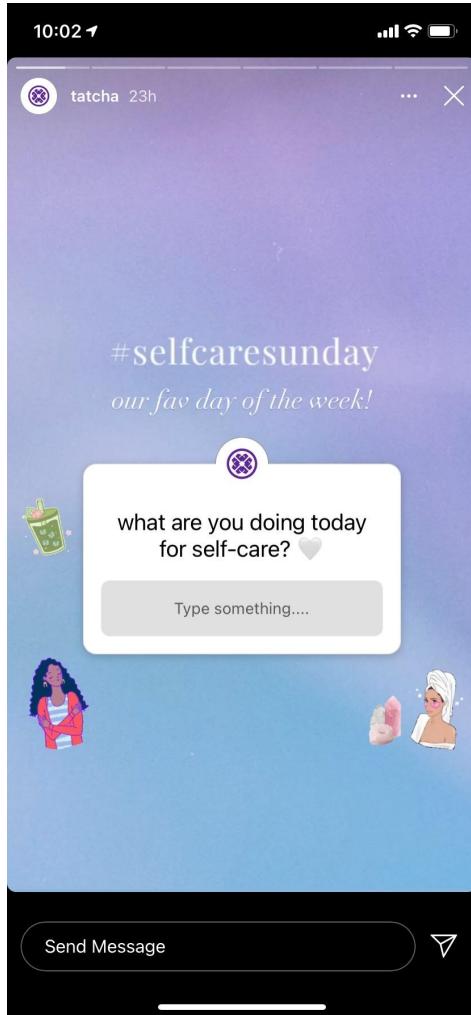
Direct Promotion

- Can be in the form of paid or sponsored posts that appear under a specific search term or targeted advertisements that are shown to people who match specific demographics.
- One-way-communication
 - when users are not asked to do anything in response
- Best way to get a promotional post noticed is having great visuals.



Encouraging Engagement

- Two-way-communication
 - When brands invite customers to respond in some way
- Some ways that brands attempt to engage with their customers/future customers:
 - Asking customers to post photos with their products
 - Inviting comments/replies to questions
 - Creating polls
 - Holding contests
- Very efficient for the brand because the fans do most of the marketing for them



Customer Service

- Customers expect responses to their questions in a very short amount of time. If a brand is able to do this, it is more likely that person will do business with them again.
- It is important for brands to treat their customers right.
- Brands that use social media effectively to provide customer service can accomplish the following:
 - Increase accountability and transparency
 - Handle complaints more efficiently
 - Turn loud critics into supporters online
 - Offer an apology/solution

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Social Good

- Corporate Social Responsibility (CSR)
 - When modern corporations become increasingly concerned with demonstrating their contributions toward social good.
- This combines ethical behaviors with environmentally friendly practices and making charitable donations or creating service projects that give back to the community.



Creating Communities

- Many people are turning to online communities to share and exchange ideas/information around a niche topic
- Social media sites can serve as a platform on which to build communities because people are already using sites and can share resources easily without needing additional skills.
- Community programs show an average ROI of more than 2,000% for brands

