SOCIAL MEDIA MARKETING

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WHAT IS SOCIAL MEDIA MARKETING?

The use of social networks, content sharing apps, messaging platforms, blogs, and forums to connect with and enable meaningful conversations about your brand, product or service, to ultimately drive your business objective.

WHY IS SOCIAL IMPORTANT?

CUSTOMER EXPECTATIONS HAVE CHANGED

2X customers are twice as likely to share a negative experience with a business than a positive one

90% will look at online reviews before making a purchase

74% trust suggestions from "friends" on social media

67% of people will spend money after getting recommendations from their "friends" online

WHY IS SOCIAL IMPORTANT?

NEW TRENDS ARE EMERGING CHANGING THE USAGE AND IMPORTANCE OF SOCIAL

Understanding the social media space and managing your social presence amplifies your marketing strategy. Social media delivers invaluable insight into your brand awareness, customer sentiment, marketplace trends, and your competitor's actions, whilst enabling you to reach more prospects than any other marketing channel.

Every negative social interaction has a cost

Customers are content creators

Brands are turning online influencers into advocates

Social is now a prominent point of purchase

Brand focus is shifting to measuring quality of interactions
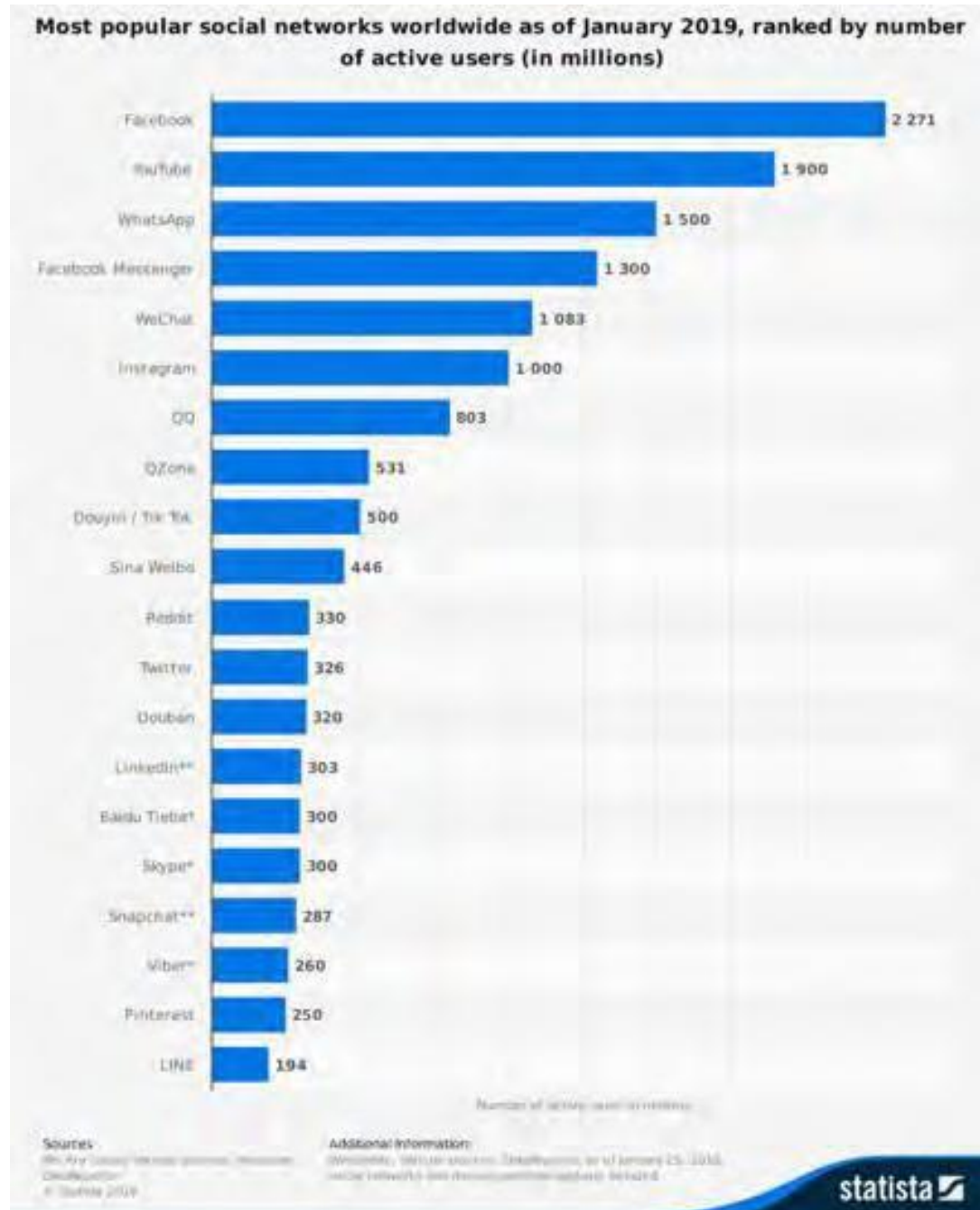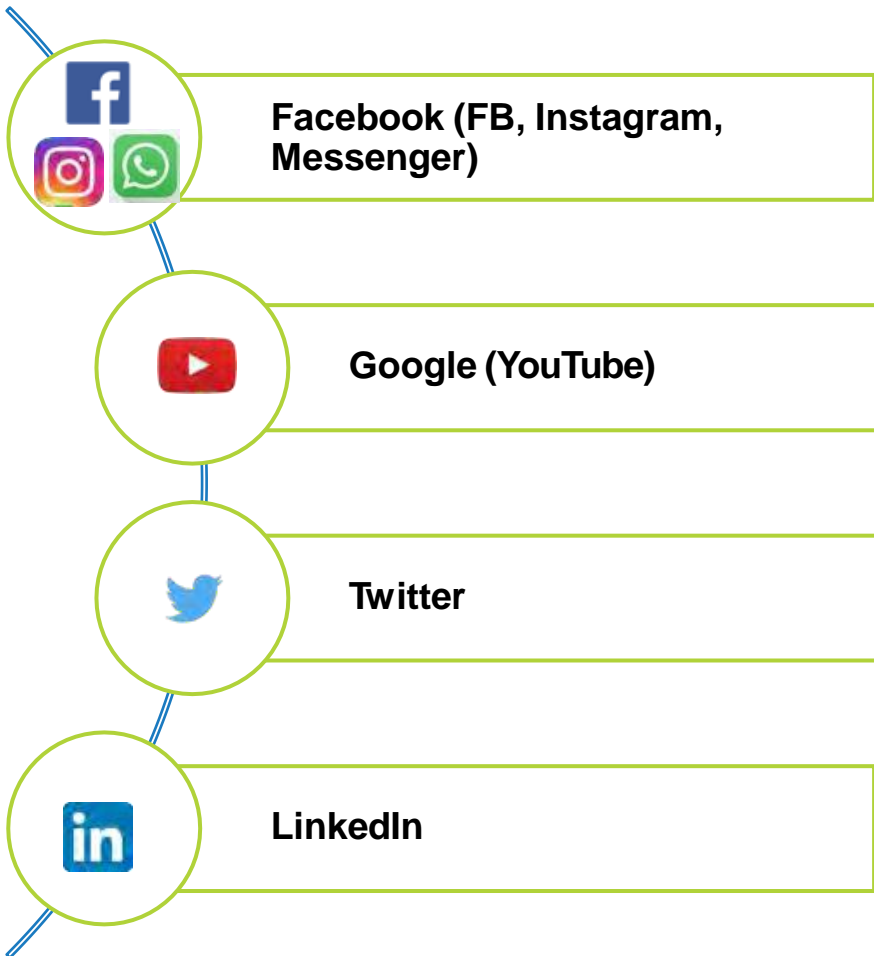
Reviews can increase sales and add credibility

Social is multifunctional – used for marketing, listening, response, customer care, troubleshooting

SOCIAL MEDIA MARKETING LANDSCAPE

THE KEY PLAYERS

The social media landscape is large and complex and cluttered with competing platforms, but the most heavily utilised for marketing are the big 4:

Facebook (FB, Instagram, Messenger)

Google (YouTube)

Twitter

LinkedIn

Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)

Social Network	Active Users
Facebook	2 271
YouTube	1 900
WhatsApp	1 500
Facebook Messenger	1 300
WeChat	1 083
Instagram	1 000
QQ	803
QZone	531
Douyin / Tik Tok	500
Sina Weibo	446
Reddit	330
Twitter	326
Douban	320
LinkedIn**	303
Baidu Tieba*	300
Skype*	300
Snapchat**	287
Viber*	260
Pinterest	250
LINE	194

Sources

Additional Information

statista

SOCIAL MEDIA MARKETING LANDSCAPE

Social networks

Relationship networks help brands and people connect to share information and ideas. With a large & regular user base, they are a must-have and the "mass-market" approach to social marketing.

Use for: customer care, education, daily comms, breaking news

Media & content sharing networks

Find and share media online, including photos, video, and live video or other curated content.

Use for: brand awareness, lead generation, audience engagement, targeted advertising, influencer marketing

Blogs & forums

Publish, find, discuss, and share news, information, and opinions. Usually allow users to remain anonymous, leading to more honest opinions.

Use for: market research, influencer marketing, product advertising, SEO results

Messaging & chat apps

Most widely used apps that enable messaging, video and voice calls. Business can conduct e-commerce conversations via live agents or chatbots.

Use for: customer care, conversational commerce, payments, status updates, to replace SMS

Consumer review networks
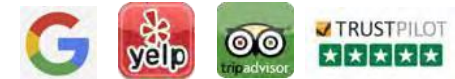
Manage online reviews and reputation. Positive reviews bring social proof to your value proposition. Negative reviews provide you with an opportunity to resolve an issue publicly.

Use for: customer care, reputation management, market research

Interest-based networks
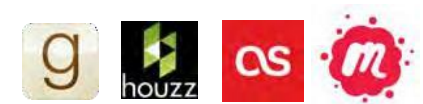
Help connect with others around a shared interest or hobby and tend to focus solely on a single subject and provide a dedicated experience for users.

Use for: targeted marketing, brand awareness, trend watching

SOCIAL MARKETING USE CASES

HOW TO USE SOCIAL TO MEET YOUR OBJECTIVES

Manage own page

Draft and publish organic content to owned page(s)

Define and manage content strategy and calendar

Manage content approvals

Generate insights

Listen/capture social conversations about LTA, coaches, or venues and identify trends

Keep up with competitors and stay informed of their social engagement, content and campaigns

Understand target audience demographics, sentiment, and channel preferences

Nurture community & reputation

Grow your community of social followers and supporters

Find and nurture advocates and influencers who can credibly promote your brand to an extended audience

Identify and manage potential crises

Engage with customers

Respond to consumer problems when they have questions or concerns

Be part of the conversations about your venues, coaches or brand

React with relevant content – use what you see and hear to help inform future marketing strategy

Grow through amplification

Push paid content to custom audiences to reach your marketing objectives

Identify and amplify relevant user content for authentic engagement

Social commerce – increasing number of businesses are using social as a payment channel

THE BENEFITS OF SOCIAL

WHAT SOCIAL MEDIA MARKETING CAN DO FOR YOU

1. Strengthen your brand reputation

Know & act on what is being said about you
- Things escalate quickly on social. By listening to key phrases that relate to your brand or activity you can be the first to know when a news story breaks and react accordingly.
- Social insights also give you an unbiased view of your brand awareness and popularity.

Identify trends
- Trends appear on social media first. Social can make or break a product.
- Listening to industry thought-leadership supports your research and innovation

Stay ahead of competition
- Your competitors are on social. Analysing their social presence delivers unique insight into their plans and achievements
- Regular benchmarking of your competitors on social helps you keep up with them

2. Grow your business

Amplify owned content
- Social enables you to publish targeted content to channels that could be seen by large volumes of users
- The power of influencer marketing provides a human voice to your product

Generate earned media
- Customers are 56% more likely to buy a product or service after seeing a positive customer-generated post of it
- By reposting user-generated content on your owned channels, you increase the trust in your brand and products

Deliver incremental sales
- Advertising on social media is cheaper than traditional media (such as TV ads) but with a massive reach
- The main difference is that you will be able to target finely who sees what advert, increasing your conversion while keeping costs down

3. Care for your customers

Create experiences
- Social is more than just advertising, it's an educational, emotional and experiential way to engage your customers
- Customers no longer want to phone when they have an issue, they want an immediate answer and turn to social.

Reduce cost to serve
- With customised chatbots and the use of artificial intelligence on the rise, in-app messaging is becoming the norm for customer care
- Technology solutions enable improved customer service through social

Build a community
- Customers trust each other more than you. Providing them with a platform where they can interact and share feedback will increase their trust and loyalty to your brand, coaches, or venues.

WHAT DOES GOOD LOOK LIKE?

A great social media strategy includes the following pillars:
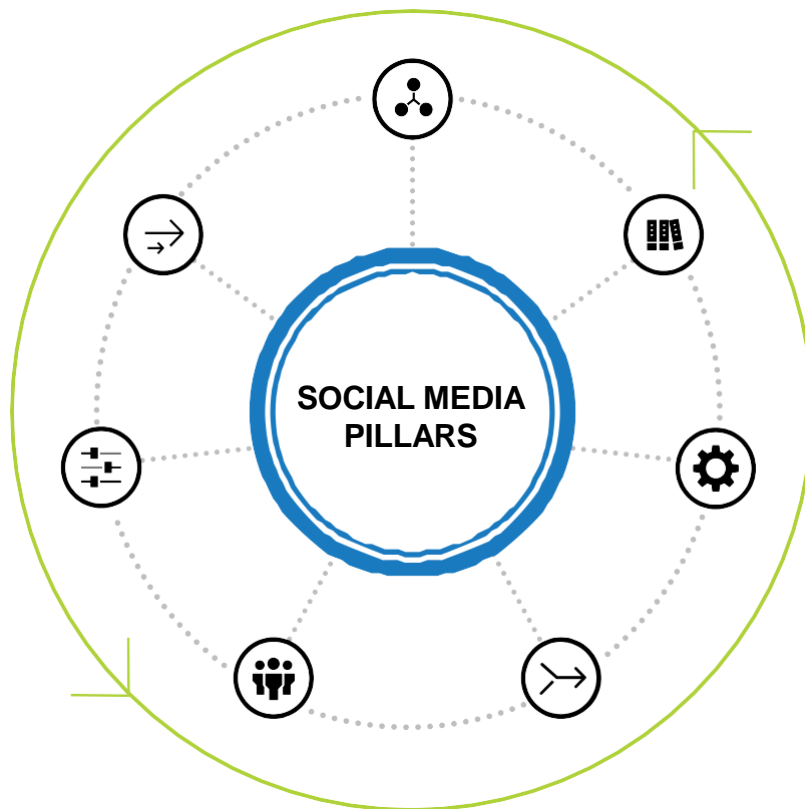
Pillar	Description
Emotional content	Build rapport with your customers. Forget transactional posts and focus on posting content that showcases how you will make a difference in your customers' life
Consistency	Your content should match your brand identity and objectives and be consistent across channels.
Regular & well-timed posts	Just like any other channel, there is a better time to post content, and that varies depending on the network and audience. Keep your customers interested by posting often and sharing varied content
Two-way engagement	Social is about more than just pushing out content. Allow your customers to interact with you and make sure you respond to create a differentiated experience
Optimisation	Test, learn, adjust, repeat. Iteration is key to success and social is no different. Plan for A/B testing and track success of individual campaigns and performance across platforms
Personalisation	Use social insights to know who your customers are and adapt your messaging, including graphics and tone of voice to target the right customers with the right message at the right time
Strategic use of channels	Not all channels will be relevant to your brand. Whilst a presence on the Big 4 is a must, focusing your budget and efforts on the channels where your customers are the most active will deliver better value for money
Overall strategy alignment	Driving revenue and engagement from social does require investment. Incorporate social as its own channel into your overall strategy, budget and resources

WHAT DOES GOOD LOOK LIKE?

PUTTING SOCIAL MEDIA PILLARS INTO PRACTISE

Conversational & Engaging Content –
Royal Academy & Aldi

Influencer & Interest-based Marketing –
Gymshark & Wilson
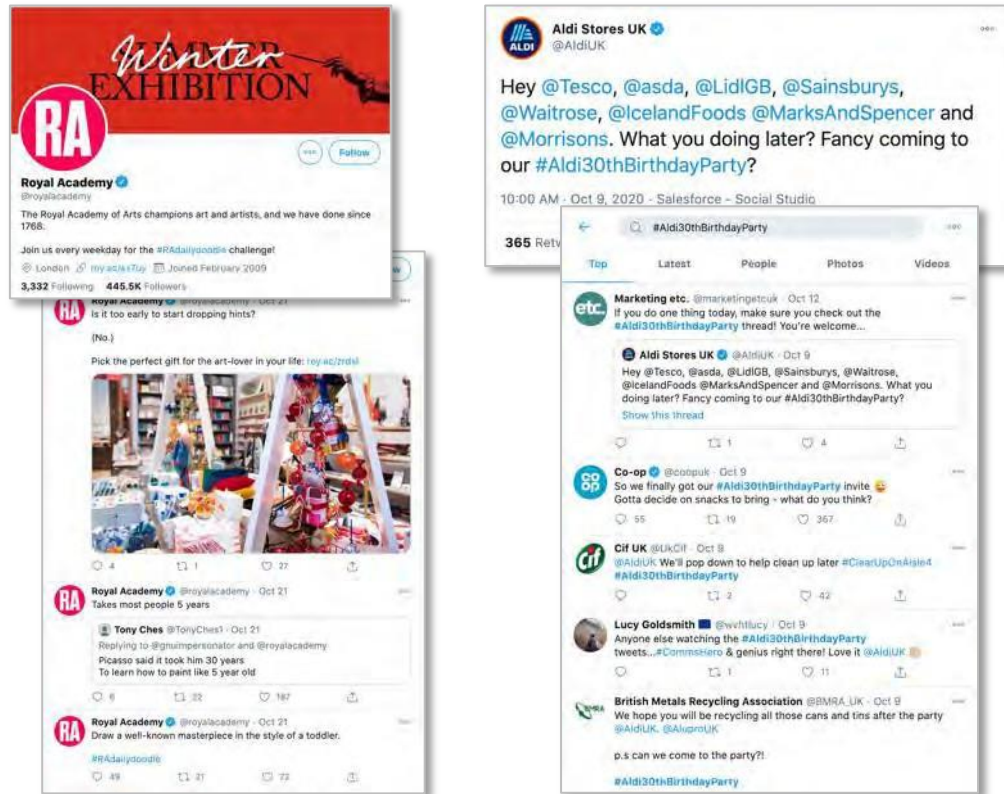
Royal Academy uses relatable and humourous posts and interactive campaigns such as their **#RAdailydoodle** to keep their 441K Twitter followers engaged, drawing increased user participation and personalised well-crafted responses

Aldi UK celebrated their birthday with a simple, yet creative invitation to engage competitors, generating a ton of interest on Twitter and a positive response, well-tracked via their unique hashtag **#Aldi30thBirthdayParty**

Gymshark sponsors key **Instagram influencers** to capitalise on their large audiences (500k+). They also use paid social as a primary means to drive sales, and in 2019 saw a £73m increase in turnover. In 2017, their Black Friday posts drew a 6.6x return on ad spend.

Influencer marketing can also reap benefits on a smaller scale. Like the Germany-based **Tennis Siblings** Alex & Sofi, who are sponsored by Wilson and adidas and use their modest following of 15K to promote products and local tennis tournaments.

EXECUTING A CAMPAIGN - WHERE TO START

GETTING THE BASICS RIGHT

#Tip: use hashtags to start a conversation with your members and easily follow what they say about you and your club

4 Scale up and add on to master social

Once you have your first campaign under your belt, report on your performance and measure against your original business KPIs.

Refresh your content and launch new campaigns for different target audiences.

Explore and introduce more complex functionality available to you, including new data sources, more robust tracking (e.g. FB pixel), new ad formats, or new social platforms.

3 Launch and track your campaign

You can begin with a simple campaign – such as amplifying a piece of existing content that performed well with your existing followers.

Set up campaigns by objective (page likes, clicks, etc.) and set a daily or monthly budget.

Use built-in dashboards from the social platforms to review performance and optimise by ad frequency, time of day, ad format, and more.

2 Identify your audience and grow followers

Start following your members and people who "look like" them (e.g. have similar demo, interests, location, etc.)

Plan a content calendar and post a variety of engaging content including text, photo, and video.

Track performance to see what content resonates best with your audience.

1 Set up your account page(s)

Establish your presence by setting up business account / club page across the relevant social platforms

Include essential business information for search purposes, including: Location, Contact info, and Website URL

CLUB SUCCESS STORY

NORBURY PARK LTC

SITUATION

Norbury Park LTC was established in 1889 in the London Borough of Croydon. It has four floodlit tarmac courts and a small management committee made up entirely of volunteers. Club membership was at an all-time low so the committee put together an action plan to significantly increase membership within a year.

APPROACH

The club recruited a volunteer Marketing and Communications Officer and decided to run a Nature Valley Big Tennis Weekend (open day) to showcase the club's facilities to the local community and engage prospects.

Using free resources and content available on **My Tennis Toolkit**, they created a **Facebook event and advert** with a call-to-action to **sign up** for taster sessions.

OUTCOME

£24 spent on Facebook campaign ➔ Reaching **~3000** target audience (local and interested in tennis) ➔ **145** declared engagements on FB event page ➔ Converted to **69** bookings – roughly **80%** of all total attendees!

Drove an overall increase in club membership by **10%**

MEASURING PERFORMANCE

A QUICK LOOK AT FACEBOOK AD MANAGER

#Tip: Don't be intimidated by complexity. There are tons of available resources online that offer step-by-step instructions for setting up a campaign.

1: Main Navigation Menu 2: Create New Ad Campaigns 3: Account Overview
4: Campaign View 5: Ad Set View 6: Ads View 7: Columns 8: Campaign Breakdown
9: Reporting & Editing 10: Campaign Results 11: Total Ad Spend

Source: Adspresso by Hootsuiite

DO'S AND DON'TS

FOR SOCIAL MEDIA MARKETING

DO

Have a social media presence! Today's consumers expect to be able to find brands on social media

Pick the right social platforms that best align with your brand, audience and your marketing goals – whether it's Instagram, YouTube, or Twitter

Take advantage of **free resources and training** available to you – including My Tennis Toolkit, Facebook Blueprint, and Google Marketing Platform

Follow your competitors. See what others are doing well, and find out how you can differentiate yourself and appeal to those audiences

Get creative! Use social media to find influencers or other unique ways to connect and engage with your audience

DON'T

…forget to publish content regularly. By maintaining your presence you'll stay top of mind with members when they are looking for a coach or venue

…be afraid to launch a social media marketing campaign. You can start small and build and refine as you learn

ADDITIONAL RESOURCES

HELPFUL LINKS TO GET YOU STARTED

LTA Marketing Guides and materials:
https://www.lta.org.uk/workforce-venues/tennis-venue-support/membership-growth-and-retention/membership-growth/

My Tennis Toolkit (includes creative assets for social media):
https://www.lta.org.uk/globalassets/venue/my-tennis-toolkit-usage-guide.pdf

Facebook Blueprint - free online courses for business marketing:
https://www.facebook.com/business/learn

Instagram Advertising:
https://business.instagram.com/advertising

Twitter Advertising:
https://business.twitter.com/en/advertising.html
https://blog.hootsuite.com/twitter-ads/

LinkedIn Advertising:
https://business.linkedin.com/marketing-solutions/ads
https://blog.hootsuite.com/linkedin-ads-guide/

Measurement / Tracking:
Google Analytics Academy: https://analytics.google.com/analytics/academy/
Google Ad Manager: https://skillshop.exceedlms.com/student/path/34897-drive-advertising-revenue-with-google-ad-manager

THANK YOU