PLATFORM PREFERENCES

- Values knowledge of how users interact with a platform
- Uses platforms based on demographic
- prefers platforms that have the most visibility based on the existing networks of a company/product
- Choosing a platform is the second step
- Prefers snapchat for younger demographics
- values the ability to use like/similar platforms
- preferred platform also depends on campaign goal

CROSSING BRANDING

- microcelebrities are big - ex youtube stars
- microcelebrities may have a more relevant following to a particular brand than bigger celebrities
- cross-branding = brand partnerships
- cross-branding = syngergies
- crossbranding gives the brand access and raises their voice
- cross-branding is better for both parties
- Match up between influencers and brands is important
- retail uses influences
- influencer marketing used to be reserved for celebrities ex. kim kardashian
- Believes users need to immediately see the connection in cross branding
- posts from influencers - comes from an authentic source
- Values plans that follows with the brands social voice and style
- influencer marketing is big
- Values cross branding
- Never conflict with the company's overall tone
- values the potential of joint campaigns benefiting cross-platforms
- celebrity influencers are good but unreliable
- celebrities = finnicky bc of legal

SUCCESS INDICATORS

- Success is defined by engagement
- Looks at likes
- New brands need to grow email lists
- New brands need to build community & a following
- Looks at retweets
- successful campaign meets business objective set out
- Customers reached is an important metrics
- increase brand awareness= number of impressions or lift
- drive conversions
- Looks at Comments
- uses social media to "reinvigorate idle images of brands"
- Believes that branded hashtags drive campaigns
- Needs to know how people are interacting with content
- ad recall
- Traffic, followers & likes are important for most campaigns in any industry
- Looks at sharing
- Sales is the indicator of success
- Roughly 3%-6% of people that land on your site from an ad need to be able to complete the goal specified in the ad
- uses info for sales events
- values organization & mgmt of social content
- maximum return on ad spend
- filter through hashtags

METRICS/DATA

- #s are important to see impressions
- awareness - we track impressions
- #s are important to see clicks
- video campaign - we track video views
- data is used internally to strategize next campaign
- keep track of high performing content to reference and model new content on
- which data is important depends on the campaign and it's objective
- focus on metrics of the KPI (key performance indicator)
- Benchmark goals let you know when to pivot
- data is passed on to client
- not always about metrics -> more about goals and victories
- Metrics help guide the content strategy
- metrics predefined based on overall objective
- Metrics let you know when to pivot
- data shows what did and didn't work
- Conversion rates are used to address usability
- successful campaign - creative is big aspect
- Conversions is the most important metric
- Uses an Editorial Calendar to accompany campaigns
- Values accurate result tracking
- Pivot based on results
- data helps them tweak the campaign
- data is mostly for clients
- Values access to info about where users spend the most time on a website
- Track results
- Traffic driven data gives marketplace insight on what your demographics respond to
- Need analysis of existing social followers
- Values knowledge of high traffic parts of a websites
- Traffic driven data is used for future improvements of a product
- Uses info for future campaigns
- Conversion rates are the most important metric
- Traffic driven data is used for future campaigns
- Know the areas with an opportunity for growth
- data used for comparison or AB testing

SOCIAL LISTENING

- Hootsuite etc is social listening
- Values social listening platforms
- Hootsuite/Buffer are on organic side
- social listening gives a more holistic perspective
- Company has internal tool for listening
- synch slack to crowdtangle to keep track of viral things

PLANNING PREFERENCES

- Needs strategy
- Needs goals
- Plan for daily execution by having content readily avail.
- Map out the entire campaign
- Defining the goal is the first step
- Goals help identify the metrics that reveal success/ROI
- Needs clear-cut campaign goals
- Values her time spent on campaigns
- Have a clear set of goals before starting a campaign
- Clear goals affect design of the campaign
- Needs to know the purpose of the campaign early on
- likes to schedule posts
- values concurrent campaigns
- Short term goals are necessary
- Delegate roles early on
- knowing who your target audience is and where they are
- Context of the business' goals matter!
- when campaign happens is important
- Needs to plan & delegate campaign tasks
- Appropriate budgeting is important
- what is the product you're selling, who are you selling it to, what platform best suits
- Campaign goals need to be clearly defined
- planning with big company can take up to 4 months or moreeeee
- the client - gives you the directive/their ojective for the campaign
- knowing what users are more likely to engage/interact with or click out of
- stop promoting campaigns after 3 weeks after no more interactions
- agency works internally strategizing who to target, when to run, what platforms
- messaging/copy is influenced by agency/client and platform/audience
- biweekly/bimonthly strategy meetings
- post twitter 20/day
- when posting a lot, stack similar, like-minded content in one group to send out posts through the day
- targets = how accessible (do they have social media? how active? open for comments?)

SOCIAL MEDIA PLATFORMS

- Social Media everthing is self contained
- Uses native tools
- NO other tools
- Instagram
- what's happening on FB is different from Pinterest etc
- Snapchat
- export data from FB etc and use internal tool to assess on level field
- uses tools like Sproutsocial
- Tumblr
- need to use native tool and what it is offering
- Asana
- Twitter
- facebook = longform content, post less
- uses tools like Crowdtangle
- email marketing
- FB - advanced measurement
- Instagram stories and live stories
- FB - lots of 3rd party data integration
- search tumblr for popular content
- live broadcast on snapchat
- Snapchat has it's own audience which skews YOUNGER
- insta= 2/day
- FB - owns instagram - access to that
- Twitter audience is more in the know of what is going on now
- social media is different pieces for different people
- FB - variety of audiences
- FB - usage is highest across social
- FB - reporting capabilities
- use Snapchat to target genZ

CAMPAIGN PLANNING

- alot of campaigns are reactive - Oscars - movies streaming
- campaign life cycle is usually very quick!
- some campaigns are "evergreen" - an always on strategy ex. retail
- campaigns vary in terms of length
- retail is always promoting something or just a holistic sense of the brand
- Once campaign is running you keep working on it and iterating - honing it

TARGETING

- Values targeting specific demographics
- Values metrics' insight on the target audience
- Looks at whether metrics match the target demographic
- values targeted posts
- Find what your target demographic uses the most
- research via popular sites like teenvogue, tumblr, reddit, etc
- values organic posts
- values the ease of getting a message to a demographic
- Uses different platforms for different demographics