

Unit 55: Planning Social Media Campaigns

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| Unit code | H/618/5138 |
| Unit level | 5 |
| Credit value | 15 |

Introduction

Facebook, Twitter, LinkedIn, blogs on countless themes, the ability to leave comments about news, online stores, file-sharing platforms and wikis have become essential elements of daily life. They are also valuable tools in the way that businesses communicate with their existing and potential audiences. Social media has transformed the way that people and businesses communicate, by allowing engagement across multiple channels with greater personalisation and targeted dissemination.

While we are experiencing a time of transformation that generates interesting opportunities, we are also faced with new challenges for organisations and individuals. The rapid growth in social media raises questions about authorship, authenticity and privacy, to name but a few.

In this unit, students will explore this new cultural ecosystem, where we use new practices of communication and social interaction through social media.

On successful completion of this unit, students will be able to analyse a market to plan and develop strategic communication campaigns through social media.

Learning Outcomes

By the end of this unit students will be able to:

- LO1 Examine the key concepts and features of social media for different business activities
- LO2 Discuss the uses of social media and their impact on market and audience
- LO3 Plan a social media campaign for an organisation, based on client need, market and user research
- LO4 Implement a social media campaign plan for an organisation to meet business objectives.

Essential content

LO1 Examine the key concepts and features of social media for business activities

Social media concepts and features:

Defining social media and different types of social media platforms.

The use of social media as interactive platforms and primary uses of social media platforms:

- corporate use of social media to influence and project brand, culture and values, e.g. brand building, culture of the company, positioning in social networks
- consumer engagement, e.g. customer service support
- communication and advertising, e.g. internal communication, external communication, contents, platforms.

The social media environment:

Emerging technologies and their impact on the social media environment, e.g. Artificial Intelligence (AI), the transformational impact of 5G networks, new access to virtual space and technologies.

Globalisation and increased connectivity worldwide, leading to social media activism.

Proactive and reactive social media responses in 'real time' to current news and events.

The influences of culture and society on social media adoption and usage.

Business activities:

The benefits to business, e.g. driving sales through advertising and promotion, providing insight into consumer trends, strengthening customer relationships.

How social media facilitates communications with customers both B2C and B2B, e.g. expands market reach, provides marketing insights and research, enables targeted promotion of product and services.

Social media for building brand and creating positive brand association.

The use of social media for increasing web traffic and building and increasing conversion rates.

Risks to business activities, e.g. no tangible return, wasted time and investment, negative impact of incorrect messaging.

Social media roles and business activities:

The roles and responsibilities of a social media manager, community manager, social media content creator, social media marketing manager.

Specific competences and skills sets, including managing different social media channels, facilitating social media communities, forming relationships with key influencers, creating engaging written and graphic brand messaging and monitoring competitor activities.

LO2 Discuss the uses of social media platforms and their influence on market and audience

Social media platforms:

Different social media channels and their benefits and limitations:

- Facebook
- LinkedIn
- Snapchat
- Twitter
- Instagram.

Techniques for building, managing and sustaining a loyal community on social media platforms.

Influencing market and audience:

Influencer marketing to grow social media presence.

User motivations and purpose of using different social media platforms, e.g. for social networking, entertainment, social interaction.

Using social media for consumer-to-consumer recommendations and sharing of opinions.

Community and interest-driven platforms that provide the opportunity to share user profiles and create online networks.

The use of blogs, podcasts and videos to influence, share and interact with consumers.

LO3 Plan a social media campaign for an organisation, based on client need, market and user research

Planning a social media campaign:

Methods of conducting market research of target audience and competitor analysis to define social media marketing aims and objectives.

Identifying types of strategies for optimising social media accounts, creating and curating engaging content, managing the community and social listening.

Applying metrics, e.g. number of clicks, hashtag performance, tracking reach.

Differentiation between vanity metrics vs key metrics.

Different approaches for gathering and evaluating feedback in real time to adapt and optimise.

Content strategies and management:

Creating different types of visual creation content using consistent themes and colours, e.g. use of Instagram, Pinterest.

Techniques used for user-generated content and postings for interaction, e.g. hashtags, posting photos.

Developing stories, competitions and time-sensitive content to share, e.g. using Instagram and Facebook.

Factors to consider in planning a social media campaign, e.g. timing of posts and visibility of content on social media channels.

Building in and maintaining the audience through active influencers.

Professional social media management.

Using social media analytics and dashboards to track usage and engagement.

LO4 Implement a social media campaign for an organisation to meet business objectives.

The stages of a social media campaign plan:

The purpose of a social media campaign.

Devising different social media campaign goals and promotion on different social media channels.

Techniques for promoting one message and uniqueness of brand, e.g. livestreaming, hashtags.

Creating a content calendar.

The factors to be considered for content creation, e.g. content type and format, balancing promotional and non-promotional content, meeting ethical and sustainable requirements.

Follow-up promotion techniques.

Market testing:

Purpose of market testing.

Different models for pilot testing, e.g. focus groups, questionnaire/survey interviews.

Social media analytics:

Use of analytical tools, e.g. Facebook Insight, Google Analytics, Twitter Analytics.

Data searching.

Data modelling.

Metrics and techniques for measuring engagement, e.g. 'Followers'.

'Likes', click-thru rate.

Customer attitudes/behaviours.

Learning Outcomes and Assessment Criteria

| Pass | Merit | Distinction |
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| LO1 Examine the key concepts and features of social media in different business practices | | LO1 and LO2 D1 Critically analyse how social media is used by organisations to develop and promote business aims. |
| P1 Explore the key concepts of social media and the social media environment. P2 Discuss the business activities that can be influenced by social media. | M1 Analyse the use of social media in the relationship between businesses and consumers. | |
| LO2 Discuss the uses of social media and their impact on market and audience | | |
| P3 Explore the use of social media platforms for different communication objectives. P4 Debate the impact of different social media platforms on brand awareness and consumer engagement. | M2 Compare different social media platforms to identify their areas of greatest influence. | |
| LO3 Plan a social media campaign for an organisation, based on client need, market and user research | | D2 Create a dynamic and unique social media campaign that influences users, is strategically focused and which has measurable outcomes. |
| P5 Conduct market and user research to consider different social media options in response to a given brief. P6 Plan content and a content calendar for a social media campaign to address client needs and meet customer expectations. | M3 Justify design choices and the selection of technology platforms and tools for use in a social media campaign. | |

| Pass | Merit | Distinction |
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| <p>LO4 Implement a social media campaign for an organisation to meet business objectives.</p> | | <p>D3 Evaluate performance and success of a social media campaign in meeting business objectives to make justified improvements.</p> |
| <p>P7 Implement a social media campaign, including content creation, and monitoring of audience engagement.</p> <p>P8 Deliver a social media campaign that captures audience engagement through in-built analytics, across a range of social media platforms.</p> | <p>M4 Implement a social media campaign designed to trigger strong audience emotions and add value to users.</p> <p>M5 Compare audience engagement across a range of social media platforms, using in-built analytics to analyse the success of a campaign.</p> | |

Recommended Resources

Textbooks

ATHERTON, J. (2019) *Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Engagement*. London: Kogan Page.

BARTNIK, M. (2019) *The 8 Pillars of Social Media Marketing: Learn How to Transform Your Online Marketing Strategy For Maximum Growth with Minimum Investment*. Independently published.

McGRUER, D. (2019) *Dynamic Digital Marketing: Master the world of online and social media marketing to grow your business*. John Wiley and Sons.

WRIGHT, C. (2020) *Social Media Marketing 2020: How to Crush it with Instagram Marketing – Proven Strategies to Build Your Brand, Reach Millions of Customers, and Grow Your Business Without Wasting Time and Money*. Independently published.

Websites

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| www.i-socialmarketing.org | International Social Marketing Association Professional association (General reference) |
| www.socialmediaassoc.com | Social Media Association Professional association (General reference) |
| www.socialmediacub.org | Social Media Club Professional association (General reference) |
| www.womma.org | WOMMA – Word of Mouth and Social Media Marketing Professional association (General reference) |

Links

This unit links to the following related units:

Unit 14: Digital Business in Practice

Unit 33: Marketing Insights and Analytics

Unit 34: Digital Marketing

Unit 35: Integrated Marketing Communications