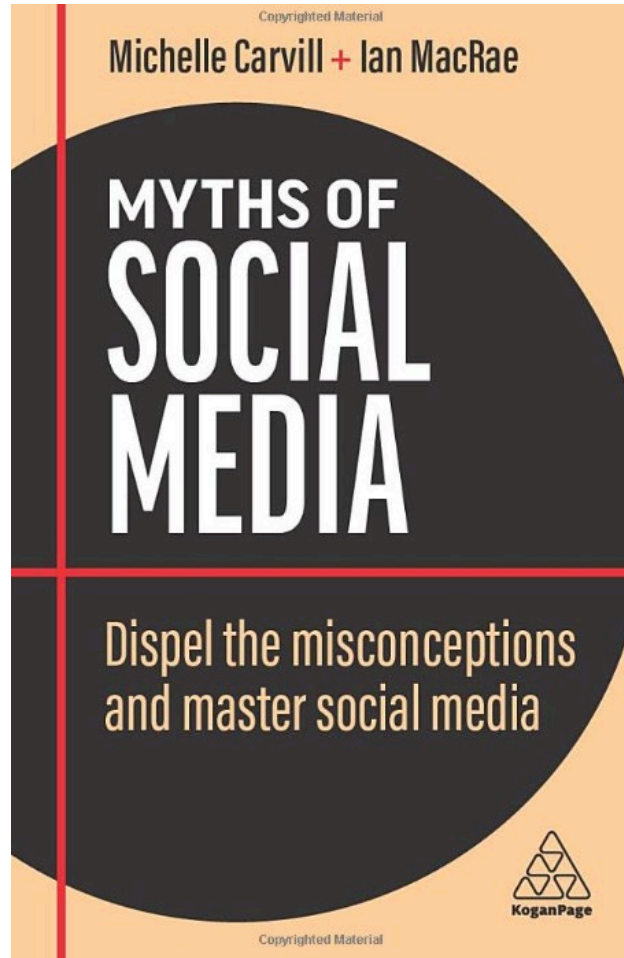


The Myths of Social Media



with Michelle Carvill

January 26, 2023

About Us

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
 - SEO.
 - Google Ads.
 - Google Analytics.
 - Social Media (Organic and Advertising).
 - Product Marketing and Account Based Marketing (ABM).

Become a Certified Digital Marketer

- Earn a certificate by completing any eight courses within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.

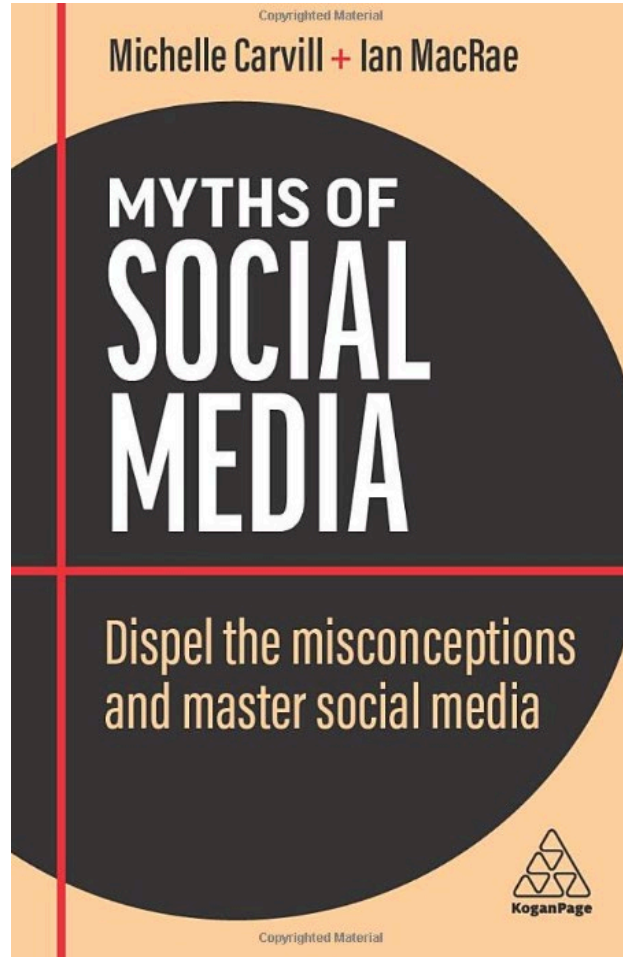


After this Webinar

- The video recording of this webinar will be sent this afternoon.
- It will be sent from the email customer care@gotowebinar.com.
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the Contact Us form at [DMAnc.org](https://dmanc.org) and we'll be sure to get it to you some other way.



The Myths of Social Media



5 Myths Busted...with Michelle Carvill

1. Social Media activity is purely a marketing function
2. Social media is no use for internal communication
3. Business leaders don't need a presence on social media
4. Social media is not strategic
5. Social media influencers are a new phenomenon



Myth 1: Social Media activity is purely
a marketing function

5 Key Social Trends to be aware of...

Social Trends

With data from 18,100 survey respondents and insights from top industry experts, our [Social Trends 2022 report](#) covers this year's top social media trends.

TREND 1

Brands finally get community right (with the help of creators)

As small, authentic communities become more prevalent on social media, brands that partner wisely with creators are connecting with new audiences, earning their trust, and gaining cultural capital.

TREND 2

Marketers get creative as consumers wise up to social ads

Brands will be spending more on social ads in 2022. But if they want to make a splash, they'll have to work harder to create ads that mirror and enrich the distinct experience each social network offers.

TREND 3

Social quietly matures out of the marketing department

As marketers become more confident in measuring the ROI of their social media efforts, high performers are spreading the love across the rest of their organization.

TREND 4

Social becomes the heart of the post-pandemic shopping experience

Social commerce is here to stay. In 2022, small businesses will extend the customer experience across social and real-life storefronts, while large enterprises test the limits of the online shopping experience.

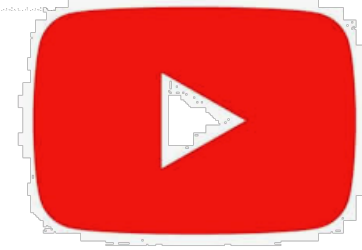
TREND 5

Social marketers save their brands from the customer service apocalypse

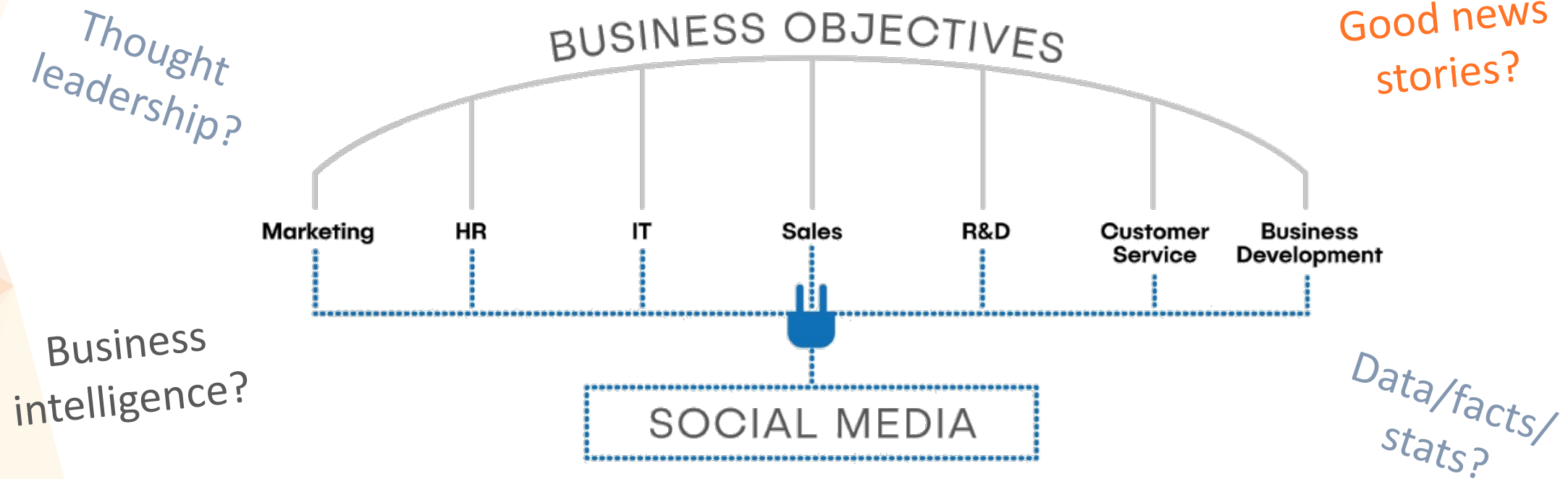
Demand for customer service on social media continues to surge. And now, social marketers have a unique opportunity to play the hero and steer their organizations through the upheaval.

Where social media impacts

- Customer service
- HR / Recruitment / Employer brand
- PR
- Business Development
- Brand reputation management / trust
- Brand awareness / loyalty
- Lead generation
- Building networks / partnerships / influencers
- Research



Plugging social media into the entire organisation





Myth 2: Social media is of no use for
internal communications



chatter



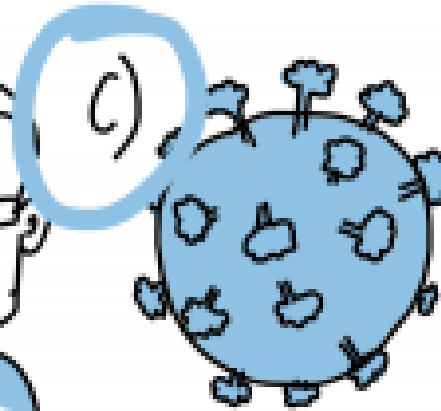
WHO LED THE DIGITAL TRANSFORMATION
OF YOUR COMPANY ?



THE CEO



THE CTO



COVID-19

BUSINESSILLUSTRATOR.COM

@workplace

yammer

 slack

carvill

Gallop Poll 2021 - 80% workforce not engaged at work...

- Average worker spends 13 hours pw on emails alone.
- 28% of the working week is taken up by email management
- 86% of corporate executives, employees and educators say that 'ineffective communication' is a big reason for failure in the workplace
- 58% say poor management is the biggest challenge getting in the way of productivity
- McKinsey Global Institute reports a rise in productivity 20-25% when using social media technologies to enhance communications, knowledge sharing and collaboration.

Doing the maths...

- 32.3M people employed in the UK
- 80% not engaged or actively disengaged
- Cost of employee disengagement = \$10,000 in profit per employee annually

£21,510,083,000.00



Myth 3: Business leaders don't need a presence on social media

Leadership and Social Media expectations

- 74% want leaders and senior execs to speak openly on social media
- Expect leaders and execs to have a presence
- Only 51% of employees say their company leaders are using social media to reach them and their co-workers
- 78% believe CEOs should be personally visible
- 56% expect CEOs to speak publicly on societal issues they care about

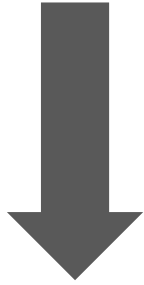


Are you communicating or broadcasting?

- Are you engaging employees in conversation?
- Which means listening to them?
- When was the last time you explored their views?
- Do you get your employees engaging in building internal communication solutions? Their preferred channels? What's going to work with organizational culture?

**“MANY LEADERS ARE
DISCONNECTED FROM THE
VERY PEOPLE
THEY LEAD.”**

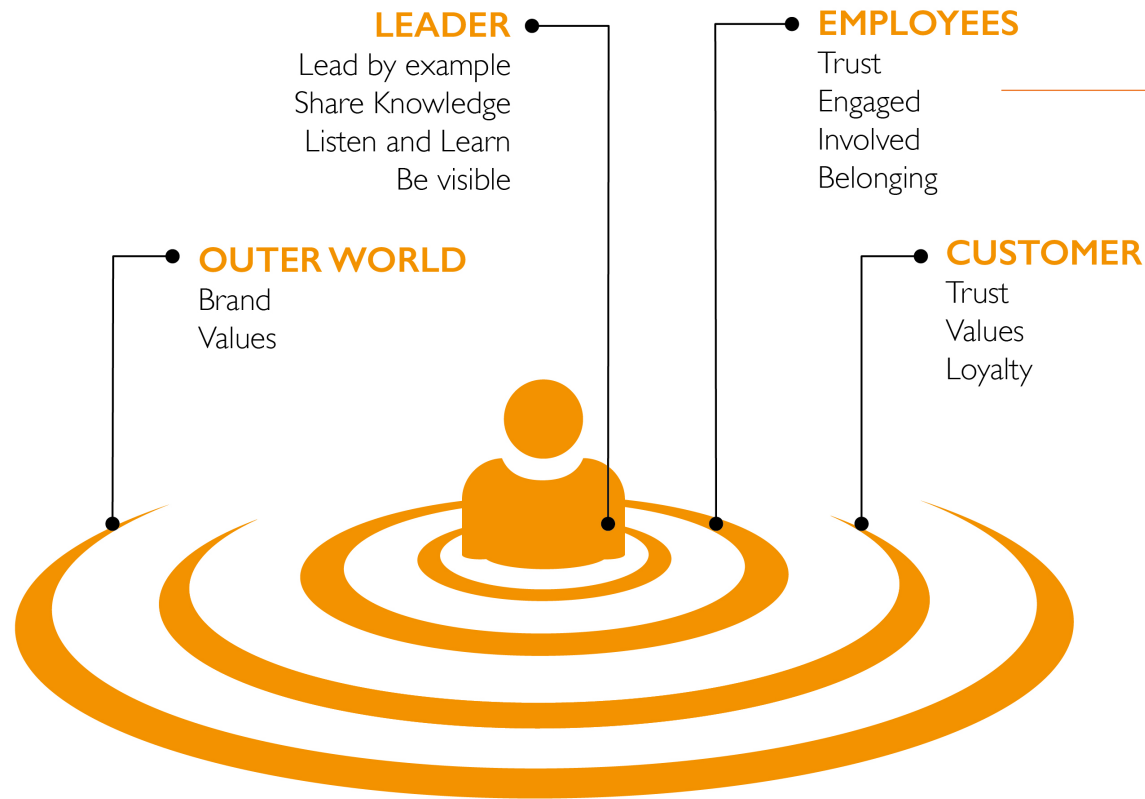
TO LEAD IS TO
INFLUENCE



TO INFLUENCE
YOU NEED TO BE
VISIBLE



The Connected Leader



- 85% trust leaders who are on social media
- 86% would prefer to work at a place where leaders are on social media
- 82% feel more confident that leaders on social media are equipped to lead in digital age.

Brandfog

SOCIAL TECHNOLOGIES

ENABLE LEADERS TO

#WALK THE FLOOR

AT SCALE

L I S T E N





Myth 4: Social media is not strategic

Challenges without a clear strategy

- No targets
- No measurable ROI
- Don't know what to improve
- Difficult to get buy in from team / leadership
- No alignment with commercial direction
- Wasted energy / resource
- 'Filling the feeds' / Set it and forget it (not strategic)
- Missing important insights

Social strategy not aligned to business outcomes

“Only
34%
of
businesses felt that their
SOCIAL STRATEGY
was connected to
business outcomes.”

Why this is an issue:

- No clarity on business impact
- No clarity on ROI
- Social signals such as followers increasing, likes on posts, engagement, comment – do not usually directly correlate to impact to business.

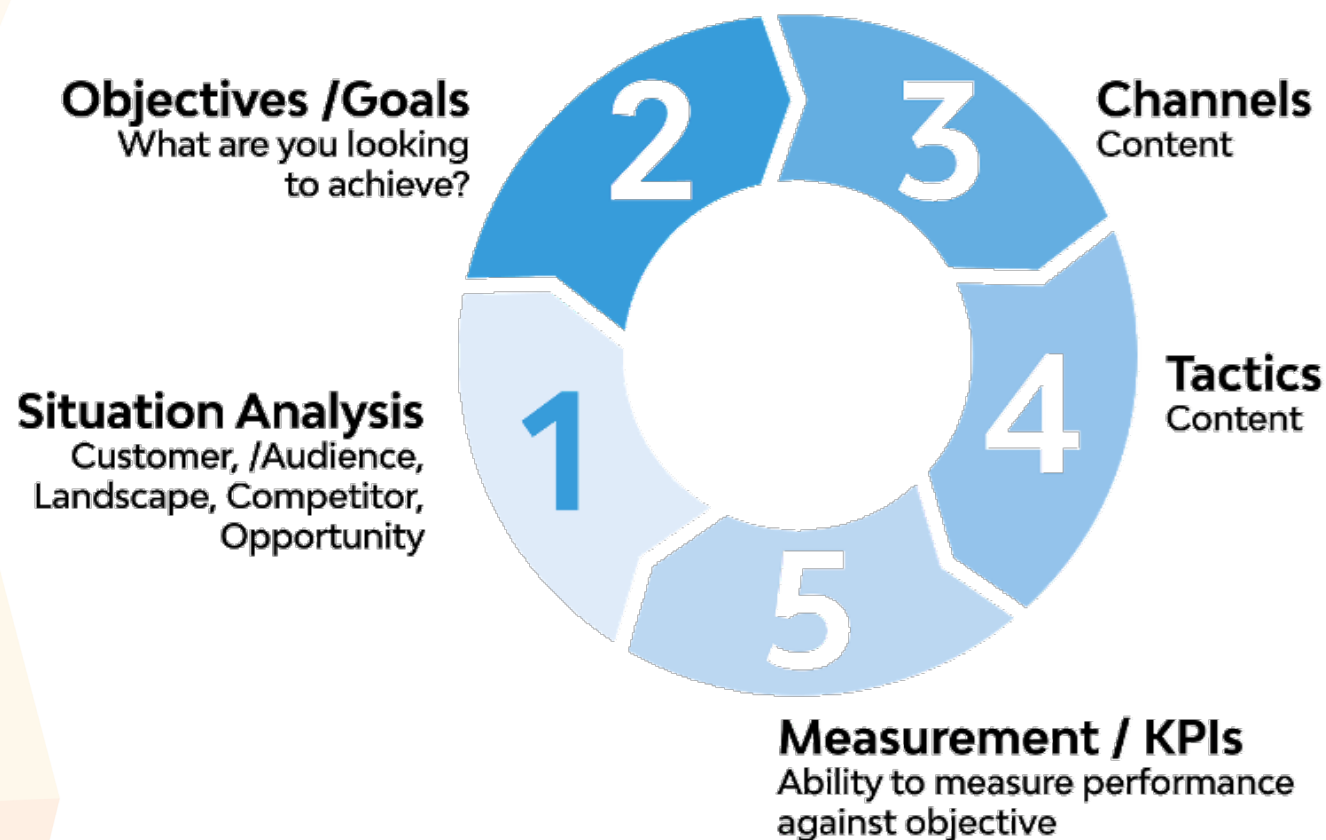
Elements of a successful social media strategy

For example:

Business Objective to drive more students to take a specific course at a University.

Measurements / KPIs – may be:

- Visits to landing page
- Downloads of course prospectus
- Contact form enquiries
- Course bookings



Strategy trumps tactics – be objectively driven

“

THOSE THAT AIM FOR
NOTHING, HIT IT WITH
REMARKABLE ACCURACY

Zig Ziglar

”



Myth 5: Social Media Influencers are a new phenomenon

Trusted friends...

“

Research shows that trust in companies, ads, and brands has declined for 10 consecutive years. Who do people trust? Each other. Influencers aren't just business leaders or technical experts. They are seen as trusted friends. There is no better way to cut through the information density of content shock than with the clear, passionate voice of a trusted friend.

Mark Schaefer,
Keynote Speaker & Author of **“Marketing Rebellion”**

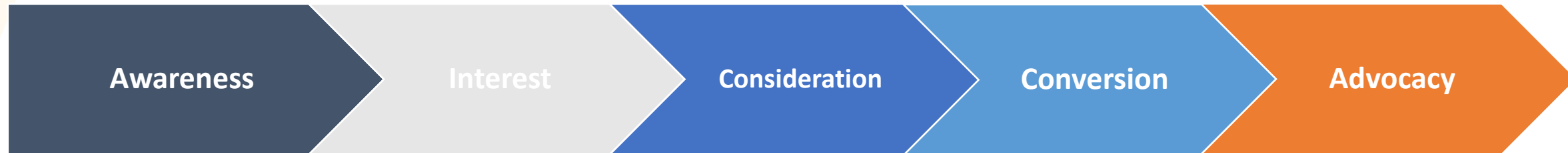
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Influencer Campaign / Programme considerations

- It's got to be win / win
- Working in collaboration
- Develop indepth brief – bring clarity around expectations (don't skimp on the detail)
- Develop content together
- Set clear boundaries and timelines for both parties
- Sign off and review regularly
- Build relationships – Trusted friendships
- Include any organisational T&Cs that may be applicable
- Agree commercials / gifting / paid / project

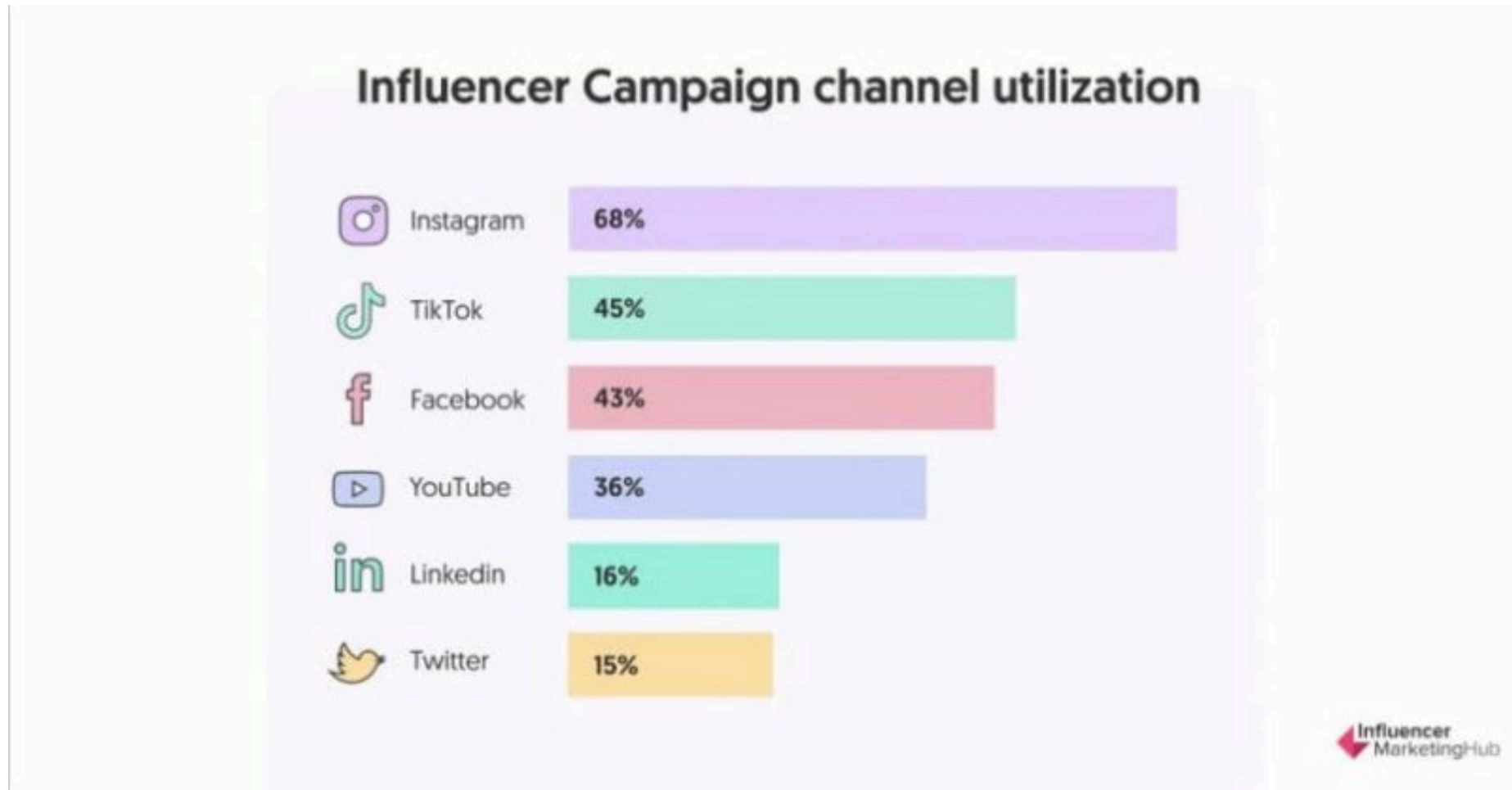
Project / Campaign / Dates	
Project Overview / Brief	
Partner Opportunities	
Partner Expectations	<p>Partners...</p> <ul style="list-style-type: none">• Become part of the promotion –• Allow the Partner brand/logo to be utilised and mentioned throughout the campaign.• Drive awareness - (frequently* sharing our promotional messages and posts to audiences across social media channels). <p>*Frequency of posting: Partners are requested to promote the campaign to their audiences for the duration of the campaign.</p> <p>Campaign materials will be provided as below:</p>
Campaign material and messages	
Financial Compensation Arrangements	
T&Cs	

Map out where your Influencer Programme fits



- What are you looking to achieve with your Influencer Programme?
- Where does it fit along your customer journey?
- Which channels are going to be relevant at different stages of your customer journey?
- Identify channels / ideal programme from Awareness to Advocacy

Channels: Fishing where the fish are...



Clarity on what you want Influencer programmes to bring to the business...

Awareness

Sales

UGC

Drill down into specifics...

AUDIENCE GROWTH &
ENGAGEMENT

INCREASE PRODUCT
LAUNCH IMPACT

INCREASE EVENT
IMPACT

IMPROVE THOUGHT
LEADERSHIP

INCREASE BRAND
ADVOCATES

AMPLIFY OWNED MEDIA
CONTENT

IMPROVE EMPLOYEE
ADVOCACY

TOP OF THE FUNNEL
BRAND AWARENESS

IMPROVE BRAND
CREDIBILITY / PERCEPTION

IMPROVE DEMAND GEN

In reality... Influencers come in all shapes and sizes:



Social Media Marketing Strategy Masterclass: Turbo Charge Your Social Media in 2023, a 3-module Series ([enroll here](#))

Learning outcomes from attending the Social Media Marketing Strategy Masterclass—all three modules:

- Develop a robust social media strategy aligning brand, values, business objectives, tracking against business-critical, meaningful metrics.
- Understand how to engage with and grow relevant audiences.
- Develop an engaging and aligned content strategy, considering key channels.
- Learn how to develop an internal content creation system engaging relevant people from across the organization.
- Clearly understand the role of organic and paid social media activity and how they work symbiotically to optimize reach and brand presence.
- Develop meaningful metrics to clearly demonstrate the bottom-line ROI business impact of your social media activity.
- Access a range of planning tools, frameworks, and templates to support you with building and executing a successful social media strategy.

([enroll here](#))



Optimize your Social Media Marketing and Advertising with these DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales & revenue.

Workshops with dates and times (click on links to learn more):

[Social Media Marketing Fundamentals:](#)

Tuesday, April 4, 2023 (9:00 AM to 11:00 AM PST), or Pre-recorded.

[Influencer Marketing Masterclass \(Two-module Series\):](#)

Module 1: Pre-recorded. Module 2: Tuesday, February 7, 2023. (Both 9:00 AM to 11:00 AM, PST).

[Content Marketing Masterclass \(Two-module Series\):](#)

Module 1: Pre-recorded. Module 2: Wednesday, February 8, 2023. (Both 9:00 AM to 11:00 AM, PST).

[META \(Facebook/Instagram\), TikTok Advertising Masterclass \(Two-module Series\):](#)

Module 1: Thursday, January 26, 2023 (12:00 PM to 2:00 PM PST). Module 2: Thursday, February 9, 2023 (9:00 AM to 11:00 AM PST).

[Social Media Measurement Bootcamp:](#)

Wednesday, February 1, 2023 (9:00 AM to 11:00 AM PST).



Coming up: Focused Social Media Marketing and Advertising Workshops, page 2.

Optimize your Social Media Marketing and Advertising with these DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales & revenue.

Workshops with dates and times (click on links to learn more):

[Social Media Marketing Strategy Masterclass \(Three-module Series\):](#)

Module 1: Thursday, February 2, 2023. Module 2: Thursday, March 2, 2023. Module 3: Thursday, March 16, 2023. (All 9:00 AM to 11:00 AM PST/PDT).

[YouTube Marketing Masterclass \(Two-module Series\):](#)

Module 1: Friday, February 10, 2023. Wednesday, March 1, 2023. (Both 9:00 am to 11:00 am PST).

[Social Media Marketing Bootcamp:](#)

Wednesday, February 15, 2023 (9:00 AM to 11:00 AM PST).

[LinkedIn Advertising Masterclass \(Two-module Series\):](#)

Module 1: Thursday, February 16, 2023. Tuesday, March 14, 2023. (Both 9:00 am to 11:00 am PST/PDT).

[Google Looker \(formerly Data Studio\) for Marketers | Turn Your Data Into Insights:](#)

Tuesday, March 7, 2023 (9:00 am to 11:00 am PST).

- See a full list of upcoming live online and all recorded workshops
- <https://dmanc.org/digital-marketing-certification-workshops/>

Certification



Instructor Name

- Email:
- Twitter:
- LinkedIn:

Send follow-up questions and I'll reply.

Laurie Beasley

- Email: lbeasley@beasleydirect.com
- Twitter: [@BeasleyDirect](https://twitter.com/BeasleyDirect)
- LinkedIn: [linkedin.com/company/beasley-direct-and-online-marketing/](https://www.linkedin.com/company/beasley-direct-and-online-marketing/)



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@michellecarvill