



*How To*

# ACQUIRE CUSTOMERS WITH SOCIAL MEDIA



NOV 2015

*Social Media*  
MONTH



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# INTRODUCTION

Having a presence on social media has gone from a 'nice to do' to an absolute must in the past few years. While you might've been able to argue that social media wasn't an integral part of your brand presence in the past, the same argument no longer holds any merit. More than 1.4 billion people are on Facebook alone, and 14 million Australians are on the social network.

Add to that other key social networks such as Twitter, LinkedIn and Instagram, and you'll find that the audience you can reach is substantial. But how do you go about turning this audience into leads and potential customers? While social media is fantastic for exposure, acquiring customers requires some additional consideration.

Throughout this eBook, we'll providing you with findings that were compiled by HubSpot and Socialbakers that help paint a picture of how marketers/brands have gone about increasing their likelihood of gaining customers from their social media efforts.



## Chapter One

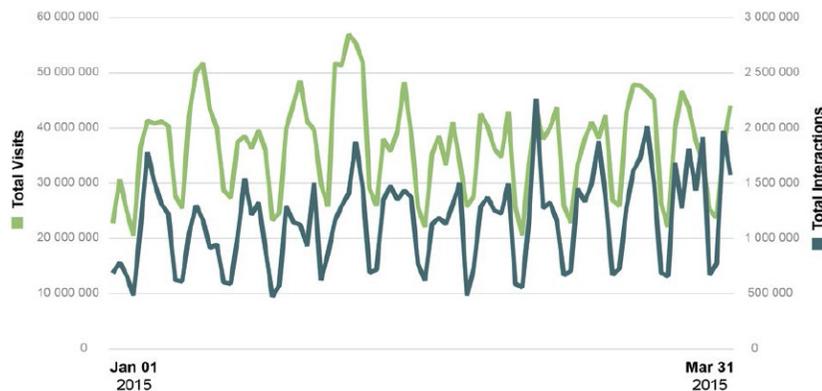
# THE IMPORTANCE OF ENGAGEMENT FOR CONVERSIONS

When it comes to social media marketing, most marketers are going to be concerned with driving traffic back to their website and converting that traffic into qualified leads. Through their research, HubSpot and Socialbakers found a direct correlation between interaction on the social networks and site visits.

Those drops you see repeatedly in the bottom-left graph are weekends.

The number of site visits rises greatly when interactions hit a certain point, and posts continue to reach new audiences organically.

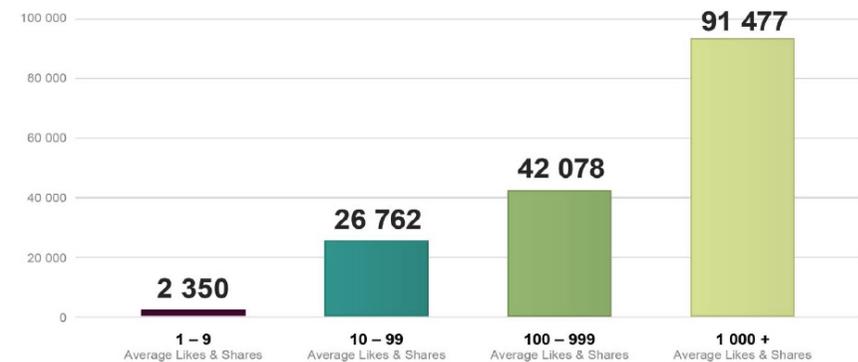
### Visits vs. Interactions



Data: Taken from over 500 Facebook Pages and associated websites  
Date Range: January 1, 2015 to March 31, 2015



### Average Site Visits vs. Interactions



Data: Taken from over 500 Facebook Pages and associated websites  
Date Range: September 1, 2014 to November 30, 2014

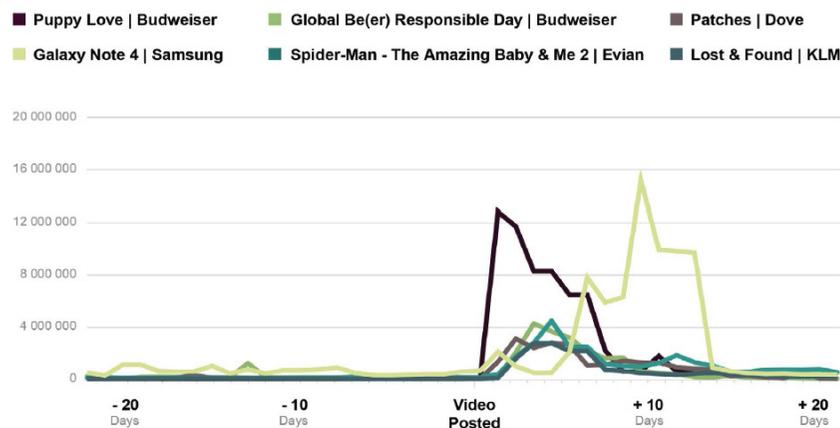


It's clear to see how closely aligned social engagement is to driving high quality traffic back to your website, but what is the most effective tactic marketers can deploy for high engagement and interaction on social media?

## AUDIENCE ACQUISITION: A MARATHON, NOT A SPRINT

When it comes to seeing success with social, you need to develop your available audience with shareable content, excellent social customer care, and visibility-building promotions. However, it's important not to put too much emphasis on self-promotion or on going 'viral'.

### Daily Video Views on YouTube Channel



Note: This graph displays the daily video views on the entire YouTube channel of brands that released some of the top viral videos in 2014.



Looking at the chart above we can see that after 2 weeks, the effects of virality dissipate to nothing.



Companies who use social media for purely self-promotional purposes will never grow an engaged audience over the long-term because they don't provide valuable or educational content. Their followers are unlikely to stick around or share that content with their own networks.

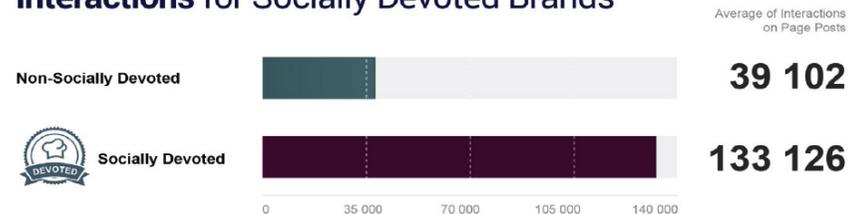
Similarly, focusing solely on trying to go viral will only reap short-lived results.

Because building an audience is a **long-term investment**, it doesn't make sense to look for immediate results. Instead, see how engaged your audience is from the start.

Think of engagement as existing in two forms: **Outbound (Post) Engagement** and **Inbound (Care) Engagement**. You can attract, excite, and engage audiences with published content, but talking with your audience on social is an incredibly underutilised source of engagement. By being attentive and providing excellent, consistent, round-the-clock social customer care, brands can experience **3.4x the engagement** of less-responsive brands.

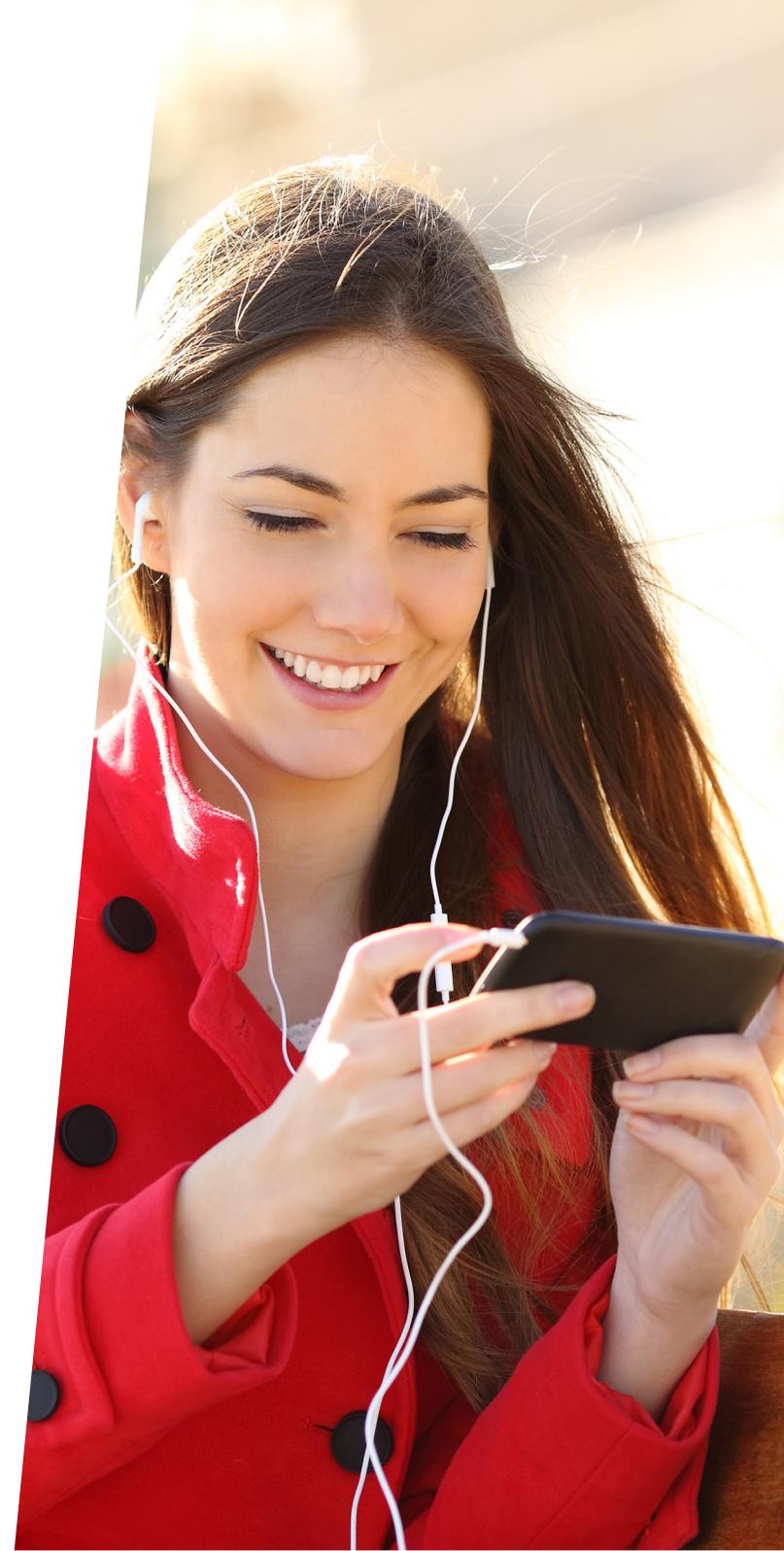
The chart below shows the difference in Interactions between Socially Devoted brands and non-Socially Devoted brands.

### Interactions for Socially Devoted Brands



\*Socially Devoted brands are defined by Socialbakers as answering at least 65% of a high volume of questions.

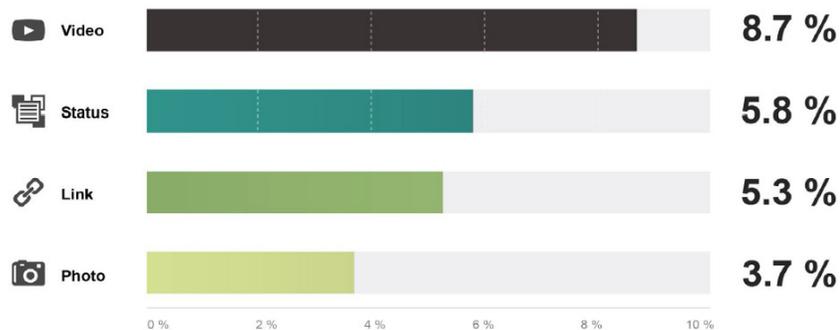
Date Range: October 1, 2014 to December 31, 2014 (Q4 2014)  
Data: Taken from over 60 000 Facebook Brand Pages



# SOCIAL VIDEO: THE SECRET TO HIGH ENGAGEMENT

We now know that getting engagement from posts is extremely important for driving traffic back to our websites, but what can we do to get the most engagement from our social media efforts? The answer to this will differ depending on the network. Recently, however, there has been huge interest in how video is taking over social, so let's take a deeper look at that.

## Average Organic Reach



Date Range: October 1, 2014 to February 4, 2015

Data: The sample consisted of 4 445 Brand pages and more than 670 000 posts



The time is ripe for marketers to figure out what kind of video content their audiences want to see - and then promote the best performers.

The key, then, is to figure out what kind of videos work best. Facebook videos are shared 157% more often than YouTube videos - so shorter, more front-loaded content is best on Facebook and more complete clips are likely better on YouTube or Vimeo.

But it's not just Facebook that is transforming because of social videos: Twitter and Instagram are becoming increasingly video-focused, too.

## Chapter Two

# MAKE SURE YOUR SITE IS OPTIMISED FOR CONVERSIONS



If greater interaction on your social media accounts helps drive more traffic to your website, then the next important step is to ensure that your website is optimised for those who do visit. Whether they're going to your website's home page or clicking on a specific link to a blog or landing page, you want to make certain that each page presents and functions appropriately dependent on the device they use.

It's worth noting that of Facebook's 1.4 billion+ users, 1 billion access Facebook either through a combination of desktop and mobile or mobile exclusively. In Australia, we have one of the highest smartphone adoption rates in the world, with at least 89% of the population owning a smartphone.

Additional research has found that, as of December 2014, 2.1 million Australians exclusively use their mobiles at home to make calls, send messages, and access the internet. This may amount to around 12% of the total population, but this is a growing population - and a significant slice of internet users who would expect a mobile-friendly experience across social media apps and the web.



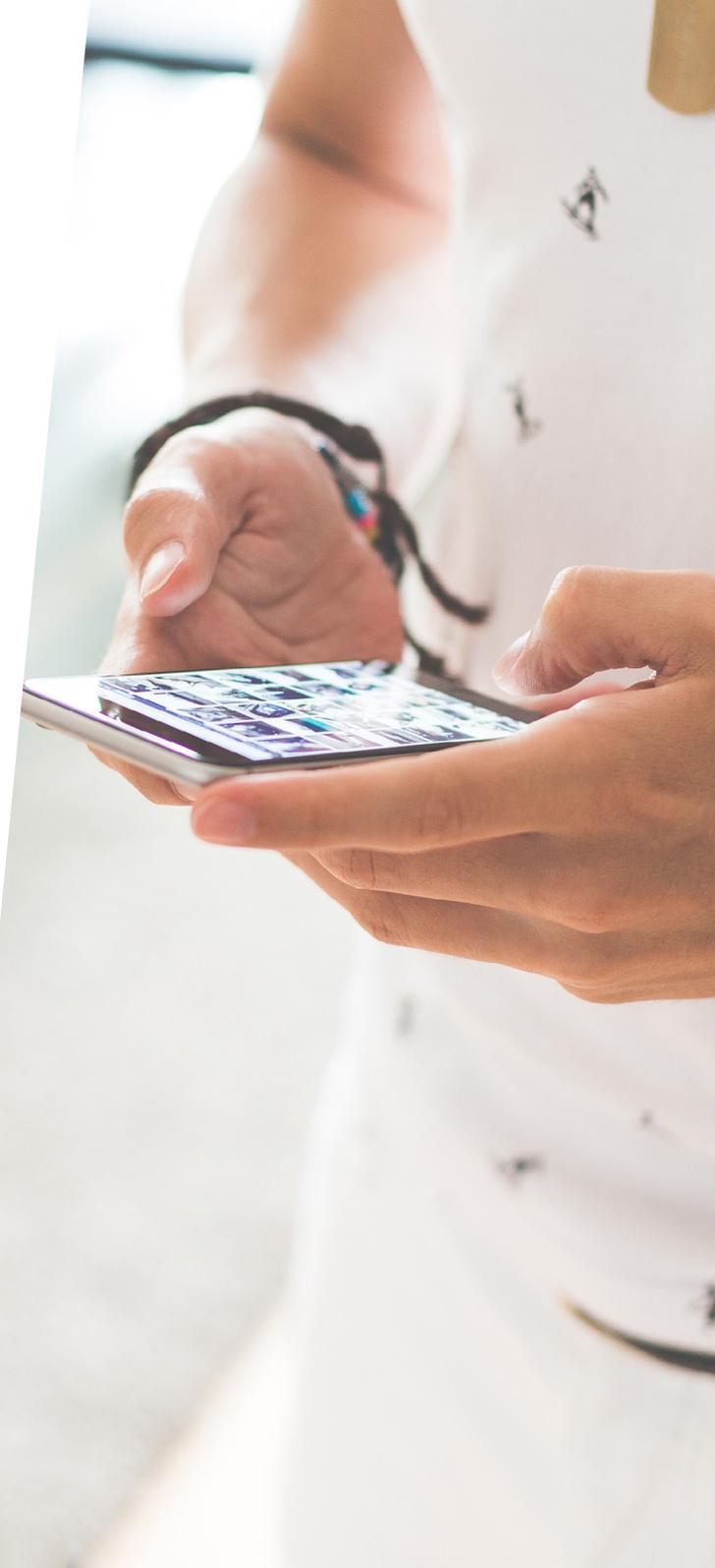
The key point here is that your website cannot afford to only be optimised for desktop computers anymore. Increasingly, more and more people are accessing the web via their smartphones, so if they do come to your site from a social networking site, you need to make sure that their experience is a pleasant one. Otherwise, all that interaction and engagement on social that helps drive traffic to your site will be for nothing.

A very simple example is a conversion form (where they have to fill in some details to download an eBook). On a mobile optimised website, the form will sit in the centre of the page with each individual field being large enough to easily tap on and fill out. On a non-mobile optimised website, chances are the user will have to pinch and zoom to read the copy and then focus in on the form itself (regardless of whether the form is right-aligned, left-aligned, below the fold, etc.) and then awkwardly fill out each segment.

When a mobile user has to struggle to fill out something on a website that it is not mobile optimised, chances are they could back out and you've lost yourself a valuable new lead simply because the experience wasn't optimised for all platforms.

### *Quick Fact*

Google found that 78% of users want to be able to find what they're looking for on a mobile site in just one or two clicks.



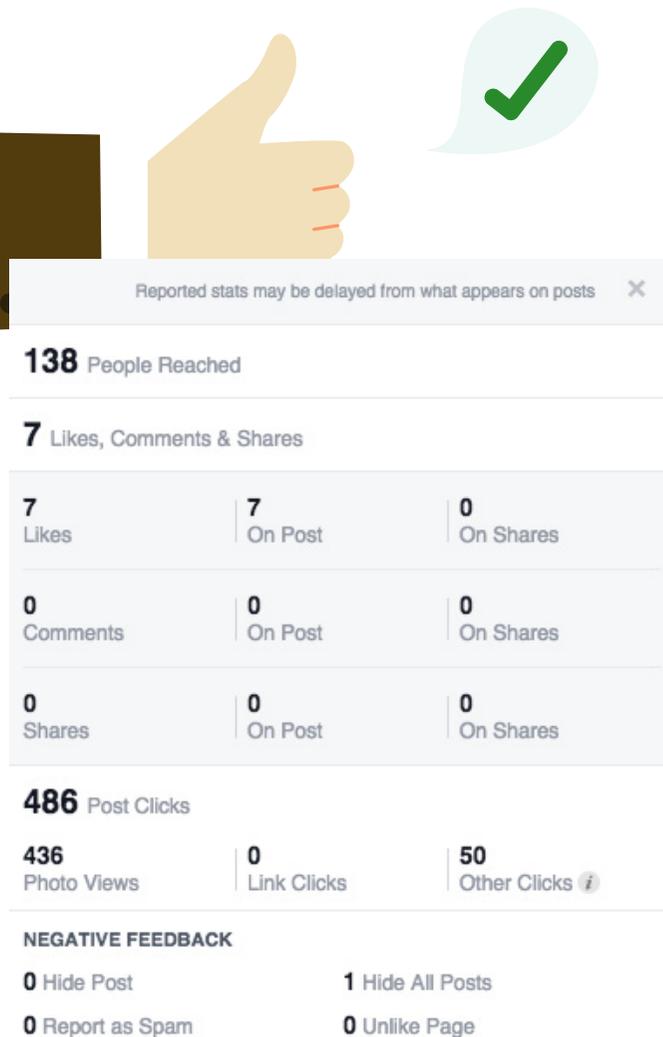
## *Chapter Three*

# UTILISE SOCIAL ANALYTICS TO IMPROVE YOUR EFFORTS

By nurturing greater engagement and interaction on your social media pages, you've also helped increase traffic to your website and, potentially, your number of leads as well. But as with any marketing or online strategy, you should never fly blind. There's no way of knowing what is or isn't working for you if you fail to look at your social metrics/analytics and adjust your social media efforts accordingly.

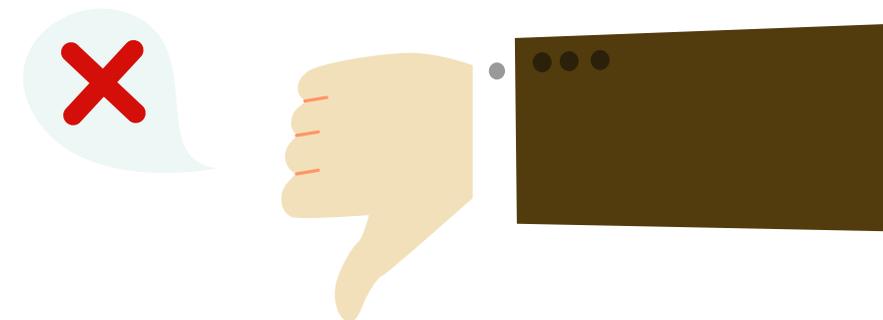
It doesn't matter if you're posting content on social media regularly. If those posts don't resonate with your audience or don't inspire much interaction, then it will impact on your overall success. If you have a Facebook brand page, then you can analyse the metrics of every individual post simply by clicking on the 'people reached' section that pops up under these posts. From here, you can gauge engagement - both good and bad.

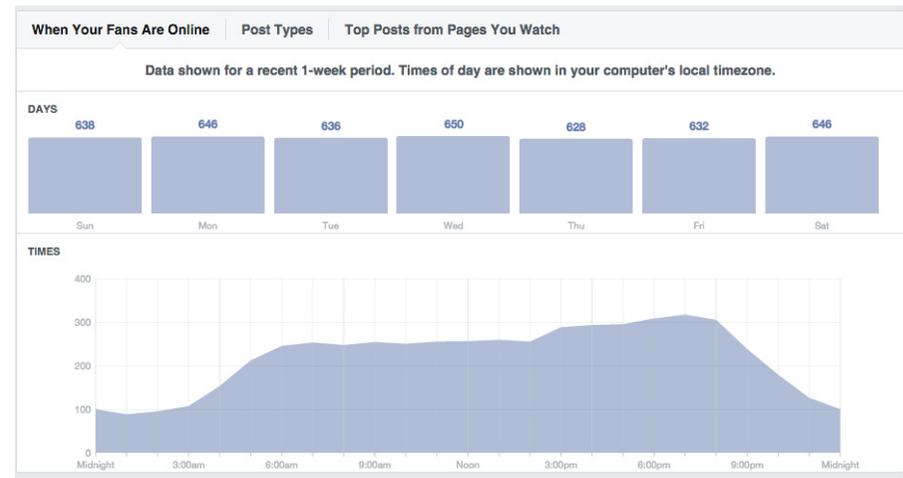
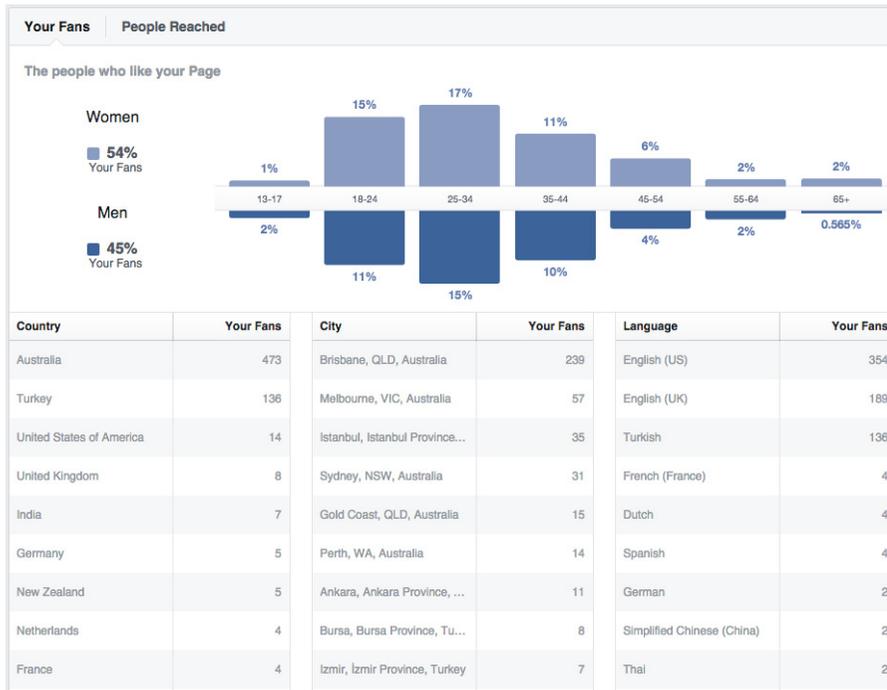




With the example to the left, we can see that a post received 7 likes, reached 138 people and drove 436 photo views (it was a photo album). Overall, the interaction with this post was positive. However, it's also worth noting that the post earned a piece of negative feedback: someone hid all future posts from the brand page.

If the negative feedback was outweighing the positive feedback, then you could assume that perhaps this type of post is not the way to go for your brand. Along with individual post metrics, Facebook also offers extensive overviews of engagement, page likes, reach, when your audience is online, the gender split of your audience, where your audience is from, and more. All of this information can be used to refine your social media efforts and work towards boosting interactions.





While not all social networks offer metrics that are as extensive as Facebook's, most of them do offer enough to provide you with valuable insights. However, if you believe metrics are lacking, don't forget that there are social media listening tools out there that can fill in the gaps (e.g. Hootsuite, HubSpot, etc.).

Make sure to regularly check Google Analytics, as well, to see how much traffic is coming from different social media sites in general. If the numbers are growing, you're likely on the right path. If they start dropping, consider if you've changed anything recently on social that could be affecting numbers.



*Thank you!*

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