

Social Power-Up

Using technology solutions to fuel social engagement

Conversations and customers relevant to your brand are everywhere on social media. But to leverage that chatter, marketers need to find ways to tap into those conversations and target the right people at the right time. Technology solutions are making the process easier for marketing teams by automating the distribution of content aimed at driving engagement, as well as enabling the creation of custom social audiences based off of existing CRM data.

LEVERAGING DATA & SOCIAL MEDIA

Marketers can use data from social channels to figure out what types of content are resonating with audiences, but the more recent and exciting development is the ability to pair existing databases with data from the networks themselves to specifically target users.

Facebook Custom Audiences are a hot topic (see sidebar) and similar services are rumored to be coming to Google, as well. These services allow marketers to upload existing database lists and to essentially only market directly to the users on the list, or lookalike users with similar profiles.

"This is incredibly valuable as an opportunity to follow-up, to purchase, to reengage. Without the ability to upload data and create custom audiences, marketers are guessing at the target audiences. The other byproduct of custom audiences and aggregating this data is expanding retargeting opportunities, and also expanding the reach of campaigns by creating lookalike and act-alike lists of people who match certain criteria similar to those already on customer lists," says Michael Dub, chief scientist & partner of DXagency.

Criteria such as age, geography, purchase history, interests and type of content engagement can drive these lookalike lists.

"As a result, it's dramatically improved the quality of marketing campaigns, because we're taking it one step further in delivering our message only to relevant audience, which is something that wasn't as refined in the past. It's made a big difference in our ability to serve our ads only to a relevant audience,

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and that's where so much waste existed previously. It's made this kind of powerful targeting available to the masses," Dub says.

For marketers diving into social campaigns without any real foundational research or information, social media represents the most cost effective way to run ads based on assumption and quickly aggregate that audience information to create a much more refined plan, according to Dub. By focusing on user behavior—where users click, for example—and using that inherent first-party information to affect future media buying and audience targeting.

"It becomes a testing ground where you don't have a lot of historical data, or if you're a new brand

trying to market yourself for the first time. It's an easy way to test and build an audience simply based on behavior," Dub says.

By leveraging these kinds of hyper-focused, custom audiences, marketers are consistently reinforcing the same message only to the most qualified people.

"In terms of reengaging and facilitating additional purchases amongst your installed user base, there's nothing better than this," he says.

Custom audiences also give new life to email campaigns, CRM and databases, as the ability to capture this first party data as it effects social heightens the level of awareness and importance to be able to effectively capture leads and understand

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CUSTOM AUDIENCES ARE CHANGING THE FACEBOOK MARKETING GAME

Customer database technologies are coming together with the power of Facebook Custom Audiences allow marketers to take first party data and match it to people on the social network, providing them with more personalized ways to connect with consumers.

"This gives marketers the opportunity to take all of the data segments they have been curating and see if they match up with people on Facebook, so now they can be reached on a brand new channel," says Steve Irvine, Facebook's PMD Program global head, who spoke to the subject at the Teradata ONE conference earlier this month.

Facebook is teaming with outside data tech vendors, including a recently announced partnership with Teradata, to allow outside platforms direct access to Facebook's trove of user information. This new digital marketing capability enables marketers to deliver highly-targeted Facebook advertising as part of an integrated, omni-channel solution that incorporates social advertising with email, mobile and web.

Marketing on social networks including Facebook has traditionally been disruptive by nature, according to Lisa Arthur, CMO, Teradata Marketing Applications. Presenting social users with images of products they may have been looking at online is not a forward-thinking approach to marketing and advertising on social, she says.

"We see the end of interruptive marketing on social—no one wants to see the same things they may have just bought. Being able to marry up things such as transactional data with Facebook users allows marketers to focus ads more precisely and deliver ads with more value to an individual," Arthur says.

This new social advertising capability in Teradata's

Digital Marketing Center platform enables marketers to draw on their wealth of customer data to create Facebook Custom Audiences that match their existing segments. This improves marketers' Facebook campaigns by providing more nuanced targeting of customers and prospects in ways that are contextual and highly relevant, as opposed to intrusive.

"Everybody on Facebook is a real person—you have to put in your real information. This gives you an unbelievable opportunity to understand identity at a tremendous scale. The key is to be able to understand how to marry that version of identity with your version of identity," Irvine says.

Marketers have spent a long time developing CRM databases with wide varieties of customer information, but marrying it to Facebook's data has been the missing link in connecting with consumers on a more focused, individual level.

Through leveraging Facebook Custom Audiences, an organization's database can be paired to Facebook's to find direct mail subscribers who live in a certain geographic area, or those who are in college, or have recently gotten engaged, and target them with relevant messages and offers based on that specific personal information.

"Whatever those triggers are that are important to you that may not be in your database today, not only can we understand that information and target those people, but imagine if we could use Facebook's sophisticated algorithms to be able to understand the 1%, 5% or 10% of people that look like those people. Your best prospects are likely looking a lot like your best customers today. Imagine if you could go out and capture those new prospects at scale on Facebook's platform," Irvine says. Now it's possible.

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who your customers are.

The data gleaned from social based on click behavior and user interests represents a whole new data set for marketers to layer on top of communications, whether that's serving customers an ad on Facebook, or sending them a personalized email based on content or consumer goods you know they're going to be interested in.

"This touches on all of the channels. Social media data is so attainable, measurable and so telling. Facebook is so powerful because they can literally match those email addresses with accounts, that's what's made them so formidable in terms of their entire advertising platform. I think it's only going to get bigger and broader with respect to the content that's being served, the offers and the ads," Dub says.



PERSONALIZATION & SOCIAL DATA

The personalization of content, offers and advertising to an audience is the real end game here for marketing teams. Technology has made marketers' jobs easier and marketers can be very specific and laser-focused in terms of who's seeing what, but it's made it more difficult to scale because there are so many other variables that are involved—from collecting data and monitoring things customer sentiment and engagement with offers, to building an internal CRM database to serve as the foundation of the custom audience.

"The results are amazing. As a marketer, you are essentially aggregating hundreds of audience segments based on many different variables that are affecting the performance of the marketing campaign. A lot of the metrics that we look for on social include engagement—clicks, shares, likes, all of those things. In the past year or so, we've lost the organic reach of posts, and have seen the necessity of media dollars to promote and support these posts. While as a publisher you may not be happy about having to pay for that social reach that you used to have for free, you're also helping to build that data pool of what people are responding to, who's clicking on what.

It's not an all-bad situation, because we can now better gauge which post or tweet received the highest level of engagement to connect to dots between the name in our database and custom audience and the content or offer they responded to," Dub says.

SOCIAL ENGAGEMENT & TECHNOLOGY

Engaging customers on social media in real time is another area in which technology can help marketers connect with audiences. Solutions such as Telescope's ConnectLive platform helps marketers drive real-time engagement across social networks.

Real-time polls, quizzes and interactive lists are already engaging users across social media and connecting them to brands.

"People have found ways to tap into that conversation through various social platforms and then the key thing, aside from just listening, is finding the content you want to feature and bringing it back to your brand's websites. It's about finding the good stuff—obviously, 99.9% of user-generated content is not relevant to any brand, but it's finding that 0.1% that is, and finding the content that can drive a viral effect for you. It may be finding things like high-influencer users or people who are brand advocates or people with a lot of followers to help drive more

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POP QUIZ

Tech solutions now make it easy for marketers to create interactive content like polls, quizzes and interactive lists and instantly share them across social media to engage audiences.

Disney and Marvel used solutions from Riddle to create personality tests that were shared across social media. Marvel's personality test asked users on social media platforms to answer some questions to find out which "Guardians of the Galaxy" character they were most like, while Disney's test focused on the film "Into the Woods."

"People react to things they are passionate about, and they are going to be sharing results on social media. When Disney and Marvel put these quizzes on their Facebook fan pages, they would get the highest number of shares, the highest number of comments among all of the content they put up," says Boris Pfieffer, ceo/founder Riddle.

Monster.co.uk uses the Riddle platform to give tips to users on their careers blog on interviewing and resumes, while indie rocker Bjork shared a social media quiz ranking her top five songs that was a big hit across her social network communities.

Results for these types of campaigns differ based on topic. If you have a brand where consumers get emotional about specific topics, something like a personality test can work really well. If you're a tech site, a poll question about the future of Blu-Ray will get you much more traction than a personality test, Pfieffer says.

Ease of use is critical when designing these kinds of tech solutions.

"We wanted to build a tool where people could snap a photo on their mobile phone, and on the phone create a very quick poll and share that to your Twitter feed or to Facebook. That's how easy we want this to be—60 seconds on your phone to create content, get reaction from followers and decide if you should create more content. Ease of use was the number one goal," Pfieffer says.

The next goal was to make the layout visually appealing by default, which means limiting the choices for customizing, Pfieffer says.

"We're giving you choices like colors and fonts but not so much for layout. We don't make you think really hard about how to design a perfect poll, we figured out a good formula that looks beautiful, kind of like what Medium did for blogging. Whatever you post on Medium just looks good, you don't have to fuss about styles and themes," he says.

Developers are also designing these types of solutions to work on mobile first.

"We don't think you would create a personality test on your mobile phone, because that is a four-hour task if you do it right, but all of the other tools are designed to work quickly. For example you could create a list using your Facebook images using Riddle from your phone, listing your top five images from an event," Pfieffer says.

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reach and engagement for your brand," says Jason George, ceo, Telescope.

With the rise of Twitter, all of the content is in the public domain, so it's all searchable and sortable and can be curated in real time. Facebook is now trying to do more of that, so there's a battle going on to own that real-time social experience, George says.

When planning campaigns it's important to remember that not all social media channels are created the same, so marketers need to consider the demographic profile and audience they are going after, then figure out the right way to reach out to that audience, engage them and tap into the conversation.

"Twitter is very different from Tumblr, it's very different from Facebook, it's very different from SnapChat. It's about finding the right type of engagement to suit an audience. There's a battle going on between what Facebook and Twitter can bring with hashtags

and things that are in the public domain and finding ways to bring people back to your own assets," George says.

"I think it's a combination of using social for that reach factor and tapping into the conversation when it's happening, but also finding ways to bring people back to your official assets where you can control the conversation and make use of that featuring content marketing examples that may be on your own brand's website that pull in from social media," he says.

Marketers need to find a balance between using social platforms to drive reach and tap into the conversation (because that's the place where it's happening), but also must try and pull people back and get traction on their own assets so they can benefit from the process.

Using tech to leverage social as a second or even third screen for high-visibility live events and broad-

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casts is one area in which technology is fueling marketers' efforts.

"In the past, people would chat about what happened the night before on TV while standing around the water cooler the next day. Now that water cooler moment is happening live within the show," George says.

Telescope provides marketers with technology tools to drive engagement on social in real time, including polling and rating applications, by pulling in the best of user-generated content back into a brand's assets to create a much richer experience, whether that's a first or second screen experience.

George says there are a few things that motivate people to engage with live event or broadcast content on social, the first of which is the urge to have an impact, like voting campaigns where social audiences decide on an outcome in real time.

Example: Telescope worked on a live poll on "American Idol" this year where viewers had five minutes to get on Twitter to save one of the contestants from elimination.

"You had a very live feel where they really impacted something—emotional things drive a huge amount of engagement," George says. **!**



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