

Social Media Marketing - Fact Sheet

EXPLANATION

Social media platforms have become a very important part of the lives of many people today. Social media enables users to exchange information, share experiences, make recommendations and much more. Social media has become a mass phenomenon through various different platforms and also opens up new communication channels for companies.

As social media is used by billions of people, companies can use these platforms to build brand profiles and directly address and reach their potential customers. Since social media platforms are almost always free of charge in their basic functions, this strategy is also particularly cost-effective and thus also well suited for small and medium-sized companies.

Nowadays, Social media has become an important part of the marketing mix of many companies. In social media marketing, quality is always more important than quantity. Therefore, it is very important to follow some general rules, which are explained on the following pages.

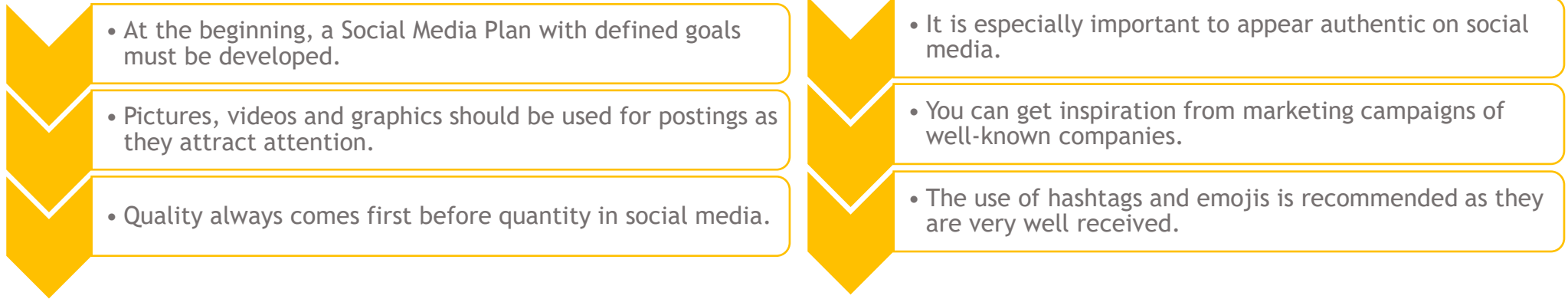
SOCIAL MEDIA PLATFORMS*



* Unpaid advertising - Social media platforms were researched in a research project and summarized.

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6 STEPS TOWARDS SUCCESS



RULES:

- **Create a strategy**
 - What do you want to achieve with social media?
 - What content do you want to post?
 - The target group must be precisely defined so that the right platform is chosen.
- **Content with added value**
 - Relevant content should be posted and the emotions of the target group should be addressed.
- **Evaluation of the results**
 - Use analysis tools of the social networks to evaluate the results of your postings.
 - Post more content that is particularly well received by your target group.
 - Keep an eye on the competition, because you can learn from it.
- **Prepare for criticism**
 - Communication guidelines are very important to ensure that the company communicates in a consistent and authentic way.
 - The communication on social media is based on a high willingness of the users to engage in dialogue. Companies should always respond to customer feedback, both positive and negative, in a friendly and understanding manner.

SOCIAL MEDIA MARKETING BEST PRACTICES*

Description

Optimization

CASE 1

Many companies use emotions, such as particularly funny postings or contributions that make people think, in order to be noticed and shared by many customers. The brand "Innocent" uses this strategy very often on social media and is very successful by doing so.

blog.hubspot.com/marketing/funny-brands-social-media

CASE 2

The brand "Gucci" attracted attention on the Internet with the #GucciGram project. Artists from all over the world were invited to create works of art. Of course, the Gucci logo had to be included on the contributions and the results were published on Instagram. The result was a small competition among artists, which attracted a lot of attention.

blog.hilker-consulting.de/erfolgreiche-social-media-marketing-beispiele-fuer-unternehmen

CASE 3

The company "Hornbach" offers a content marketing strategy with which it wins the trust of its customers and also reaches a large audience. Hornbach posts tutorials and step-by-step instructions for customers to download on its website and this is very well received by the target group.

wuv.de/marketing/best_of_content_marketing_lernen_von_hornbach_und_freeletics

Each content type is received differently by users. However, it is already known that users show great interest in emotional postings. Users on the Internet react particularly well to the four basic emotions of anger, fear, sadness and joy.

Campaigns in which users can actively participate increase the commitment and reach many people, as join-in campaigns usually go down very well in social networks. These campaigns are particularly useful to market new and trendy products on the Internet or to receive feedback on which product features customers would like to see.

Customers should be offered added value on social media. It is important that customers find social media content relevant enough that they are happy to view it and voluntarily forward it to friends/acquaintances and also share it on their profiles. If posts on social media are classified as "uninteresting", fewer people will see them and the advertising effect will be lost.

* Unpaid advertising - best practice examples were researched and cited as part of a research project.

YOU ARE INTERESTED IN OUR SERVICES AND FURTHER INFORMATION?

CONTACT US!

Our goal is to enable more and more companies to take advantage of the benefits of digital marketing. As a consequence, this should enable companies to promote their products more successfully and efficiently.

Within the S3HubsinCE project, the working group "Digital Marketing" offers information and support on the topic of Online Market Research. Take advantage of our free services in the form of information events, workshops and personal consultations.

Whether you are beginning to dedicate yourself to the topic or you have already gained some experience - one or the other tip and trick is certainly there for you.

Would you like to be informed about future project activities without any obligations and free of charge?

Then please contact us at:

Marcus Hofmann

✉ Marcus.hofmann@forschung-burgenland.at

☎ +43 5 7705 5479

Further information about the project:

[forschung-burgenland.at/
energie-umwelt/s3hubsince](https://forschung-burgenland.at/energie-umwelt/s3hubsince)

