MKT 625 Module 8: Case Study

Deborah Cruz-Beck

Southern New Hampshire University

MKT-625-Q3282 Strategic Digital Marketing
21TW3
Professor Moerbeck

April 18, 2021

Concepts: Perform audience audit to evaluate where the audience communicates.

Who are the customer? People who enjoy skateboarding, communicate through Facebook and skateboarding retailer.

Goals: Be where the audience communicates. Engage with audience and convert audience into loyal fans and buyers of XYZ energy drink.

Marketing priorities:

- Set SMART goals
- Determine who audience is
- Focus on the right social media
- Schedule out social media updates
- Create evergreen content for reap short and long-term benefits
- Lean heavily on calls-to-action to pull people through the funnel

SMART goals:

- Increase brand awareness with key demographic on Facebook via skateboard design contest in Q2 by 20%.
- Develop Facebook app that allows fans to design their own skateboard.
- Increase Twitter engagement and grow brand awareness by 20% on Twitter via contest and voting in Q3
- Increase XYZ Energy Drink brand awareness by 20% with free sample incentive in Q4.

Strategy:

Grow brand awareness for XYZ Energy Drink, develop brand loyalty and sell product through social media campaign and design a skateboard contest partnership for fans.

Tactics:

Q1. Perform comprehensive audience audit to know where the audience communicates online and who the XYZ audience is.

Q2. Build Facebook Community for people who enjoy skateboarding.

Build Facebook application that allows fans of XYZ Energy Drink to design their own skateboard that will be voted on may audience. Winner gets skateboard. Board will be featured on large online retailer.

Q3. Leverage Twitter audience.

Prompt contestants from Facebook page via Twitter. Leverage fact that XYZ Energy Drink has strong audience participation, post potential candidates for contest and calculate votes on retweets. Set up official XYZ Energy Drink hashtag and encourage audience to use it when discussing brand.

Q4. Give audience what they want while getting product into their hands.

XYZ Energy Drink partners with large online skateboarding retailer to promote winner of the contest and offer discount incentive for all new followers from the previous 3 quarters. Take over branding on the retail site with full advertisements. Retailer offers XYZ product at discount for remainder of promotion. Discount incentive includes free sample of XYZ Energy Drink.

Measurement:

- Measure Facebook engagement through insights on contest and how many people enter contest..
- Calculate votes on retweets.
- Calculate Twitter engagement using hashtag and brand mentions.

- Calculate conversions on sales using discount code over the duration of the promotion.
- Calculate reach by how many free samples of XYZ are given out.

Strengths: XYZ Energy is in touch with who their audience is and is reaching out to them where they know they already are. They are focusing on growing brand awareness by engaging their key demographic using a topic they enjoy and converting by going where they already shop. The contest is creative and innovative.

Weaknesses: XYZ Energy Drink's campaign moves too much. There are too many steps to take to follow to get to the goal end result. It would be easier if from step 1 fans were introduced to the product rather than the product being an afterthought of the contest. The XYZ Energy Drink should be the focus of the campaign and the skateboard should be the afterthought. Maybe requiring the skateboard to have the XYZ logo on it or use the XYZ brand colors would have been a good idea. Also, use of the XYZ hashtag should have been a mandatory condition of entry into the contest.

To increase opportunities for customer engagement and sales of the product, streamline the contest to one platform or run two different contests on either platform and offer consolation prizes and set a clear end date so fans can look forward to end date and it creates a sense of urgency to enter.

For the audience analysis, I would use Google analytics on the brands website. To learn more about the audience on social media, I would use Facebook audience insights, Twitter analytics, Critical mention and Social Mention.

Critical Mention is an all-in-one platform for media monitoring. Critical Mention, you can track and analyze your brand on social channels, stay on top of what's trending in your industry, and gain insights on sentiment and trends. This tool helps in establishing some baseline numbers like your engagement score, the number of clicks to your social page, the number of followers you've gained, and so on which comes in handy when you perform a social media audit (Ramakrishnan, 2019).

Social Mention allows you to easily track and measure what people are saying about you, your company, a new product, or any topic across the web's social media landscape in real-time. All of this is useful for a social media audit because it helps you discover the context in which your brand is being talked about which in turn will help tweak your content strategy and avert a crisis if one should arise (Ramakrishnan, 2019).

Tools I'd use to perform an audience audit would be Facebook graph search and Followerwonk. Facebook graph search can pinpoint trends among followers, such as common interests and what other Pages they like, or you can drill in on other specifics to see what kind of movies and bands they like. It can give you a good idea whether the people that like your Facebook page are the audiences you're hoping to target. You can also gather new insights that can be plugged back into your content strategy.

Followerwonk is a Twitter analysis tool owned by Moz,that can shed light on a brands followers and help identify influencers. Their follower analysis assess followers based on a variety of

factors like social authority, following, frequency of retweets and @contacts, gender, location and more. The tool also provides word clouds based on keywords in follower bios – a great way to understand (on a high-level) whether followers are on-target for your brand or organization. This info also can help pinpoint more specific follower interests that can evolve your content strategy (Wright, 2014).

If the target audience wanted to continue interacting with XYZ Energy Drink after the contest, XYZ could reach out to audience by having them subscribe to a company newsletter, inviting them to join a Facebook group or adding them to a Twitter list so that they would be sent promotions and learn first of any new product launches, events, promotions or contests.

If through research, a social media sentiment analysis and completing a social media listening exercise I learned that the target audience would like to continue interacting with the company after the contest, I'd use it to the brand's advantage by improving customer service, tweaking brand message and product development.. By following trends and investigating spikes in positive or negative sentiment, a marketer can learn more about what the audience really wants. It will give a clearer idea of what kind of messaging should be posted on each social media network.

References:

Mineo, G. (2019, June 27). The Top 8 Priorities for Any One-Man Marketing Team. Retrieved April 17, 2021, from https://blog.hubspot.com/marketing/8-priorities-one-man-marketing-team

Sachs, E., & Sachs, E. (2017, January 4). 21 Tips on Running a Great Social Media Contest. Retrieved April 17, 2021, from https://www.socialmediatoday.com/marketing/21-tips-running-great-social-media-contest

Barnhart, B. (2021, March 9). Social media demographics to inform your brand's strategy in 2021. Retrieved April 17, 2021, from https://sproutsocial.com/insights/new-social-media-demographics/

Schneider, B. (2020, September 3). How To Conduct A Social Media Audience Analysis For Your School. Retrieved April 17, 2021, from https://www.schneiderb.com/how-to-conduct-a-social-media-audience-analysis-for-your-school

Ramakrishnan, V. (2019, December 10). 7 best social media audit tools in 2019. Retrieved April 18, 2021, from https://blog.unmetric.com/7-best-social-media-audit-tools-in-2019

Wright, M. (2014, January 20). Three Free Tools for Auditing Your Social Audience. Retrieved April 17, 2021, from https://buzzbinpadillaco.com/social-media-audience-audit/

Newberry, C. (2020, October 13). How to Conduct a Social Media Sentiment Analysis (Tools + Template). Retrieved April 17, 2021, from https://blog.hootsuite.com/social-media-sentiment-analysis-tools/