

# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORMS



#MKTOGuide

  
**Marketeto**

# SOCIAL MEDIA PLATFORMS

There are many different social media platforms you can utilize to reach and engage with your audience. In this section, we will cover some of the core social platforms for your business.

Many of these platforms have capabilities that overlap and likely will continue to develop more as each platform evolves to improve the user experience. Some have ad targeting options to enable you to serve content to distinct audience segments.

As with any of your marketing campaigns, the best platforms to be on are where your buyers are. Keep your audience and objectives in mind as you choose which social

media platforms to focus on. Some are better suited for meeting your objectives for earlier stages of the customer lifecycle, while others, with more advanced targeting options, allow you to reach buyers at every stage of the customer lifecycle. As you navigate the social media landscape, it's important to have a solid understanding of each channel's features and capabilities in order to help map a strategy that determines which platforms to participate on.

We'll cover a variety of social media platforms and their benefits for marketers, including some platforms that have become the bread and butter of many social media marketing strategies and others that offer different capabilities and new formats. It's important to remember that it's not enough to merely post on any of these sites; the key is to engage and build relationships with your audience continuously.



## Reminder

The content you share on each of these social media platforms will vary depending on the target personas you are trying to reach and your objectives for each stage of the customer lifecycle.

"Choosing the right social media platforms comes down to asking, 'Where are my customers?' If they are on Snapchat, go there. If they are on Pinterest, get there. If they prefer live video, it's time to adopt Facebook Live."

**MICHAEL STELZNER** Founder and CEO, Social Media Examiner

"Only commit to channels that you can consistently deliver valuable information. This means you might only activate content in a few channels and use the others as listening posts."

**JOE PULIZZI** Founder, Content Marketing Institute

"It all comes back to asking yourself how you can make your story relevant to that space. Learning to adapt to evolving technologies will change the way that we connect with people and tell our stories."

**BRYAN KRAMER** Best Selling Author, CEO, PureMatter, TED Talk & Keynote Speaker

"I believe too many marketers are creating strategies focused on where their audience is today. Not only does that not embrace change, but it forgets to factor in where your audience will be tomorrow."

**BRIAN FANZO** Change Evangelist & CEO, iSocialFanz LLC

"I'm a big fan of embracing new tools and platforms with a sandbox mentality: Get in there, and get your hands dirty. Then decide if you can see a use for your business. Or not. (Snapchat? Maybe. Sorry, Ello.)"

**ANN HANDLEY** Chief Content Officer, MarketingProfs

### Facebook

Facebook is one of the most widely adopted social media platforms. In fact, according to Pew Research Center, 71% of American adult internet users are Facebook users as well. And globally, there are more than 1.59 billion active users and 1.44 billion active mobile users on Facebook every month. Its continued success is largely attributable to its focus on customer experience and its ability to navigate the shift to a mobile-first world.

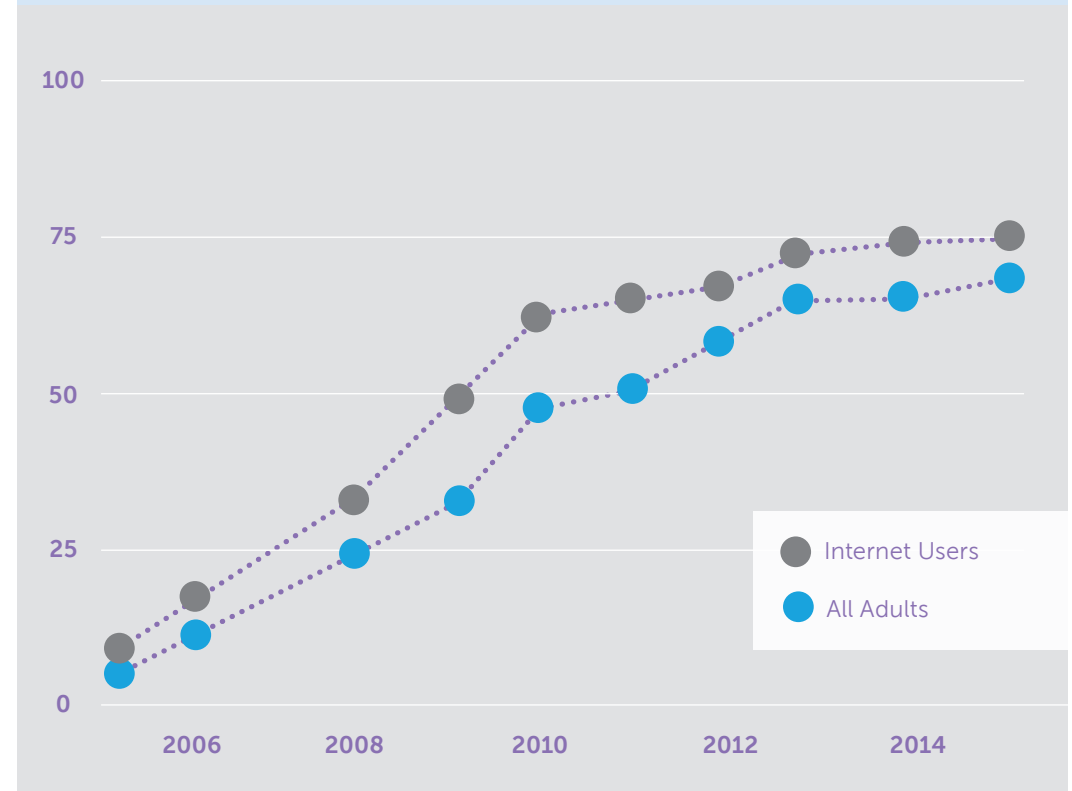
Facebook offers more than just a way to stay connected to friends, family, and colleagues; it's an essential tool to connect with your buyers. Since it officially created a space for brands in 2007, it has continued to evolve the ways that marketers can engage with their audience. Facebook allows your business to be available to people on a trusted, popular platform, where potential customers can not only engage with your brand, but also see "real" people (their network)

interacting with you. This sets the stage for you to build stronger, more authentic relationships with them.

A Facebook Page, the business equivalent of a Facebook profile, is the central hub of your brand. Creating a Facebook Page for your company has many benefits: it makes your business discoverable in Facebook search, allows you to connect one-on-one with your followers, helps you reach large groups, and gives you deeper insights into your audience.

But to accomplish this, businesses need to strike the critical balance of offering content that is relevant and adds value with content that just plain entertains. For your Facebook posts, be sure to have a mix of fun, un gated (without a form as a barrier) content and offers as well as more educational, gated content and promotions (using a form as a barrier to your asset or promotion).

### % OF ALL AMERICAN ADULTS AND INTERNET-USING ADULTS WHO USE AT LEAST ONE SOCIAL PLATFORM



Source: Pew Research Center




# Facebook




## IS MY POST GOING TO BE SEEN?

### WHAT YOU NEED TO KNOW ABOUT FACEBOOK'S NEWS FEED ALGORITHM:

Facebook's algorithm changes over time have had an impact on organic impressions, and now, posting for the sake of posting can actually hurt your chances of being seen. Facebook is very user-centric and continually optimizes their platform to ensure that the News Feed helps their users—your audience—connect to stories that matter to them the most. Posting content that is overly promotional will cause your Page's organic distribution to fall over time. So how do you make sure your post is seen? Understand how the following issues impact it and how to overcome them:



**Marten L.**  
2hr\*




Like
Comment
Share

**Time spent reading a post:** In the past, brands could have manipulated their engagement rates by running a contest in which users were required to like, share, or comment on a post, but this is no longer effective. Facebook measures the number of seconds a user spends on each post to understand whether the content resonated with them. If individuals spend more time on a particular post in their News Feed compared to others, it's a good indicator that it was important to them.

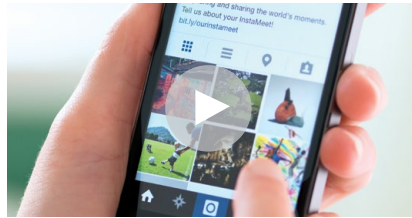
**Time spent with content:** Facebook starts measuring after your content has fully loaded and looks at time spent within a threshold so that longer articles don't get ranked higher. Ensure that you provide users with timely, relevant, and valuable content that your audience will actually read.

Like
Comment
Share



**Shelly D**  
1hr\*


**Actions on videos:** Behavior differs a bit for video, and people don't necessarily like, comment, or share videos that they enjoy. Facebook counts other actions as metrics of success, such as how long someone watched a video, whether someone turned on sound, made the video full screen, and enabled high-definition. Relevance is key—think about sharing fun, educational, or humorous video content that is immediately engaging.



Like
Comment
Share

**Diversity of posts:** Facebook discovered that people enjoy reading articles from a wide range of publishers, so they're reducing how often people see several posts in a row from the same source. This means it benefits you to spread your posts throughout the day to increase the chances of them getting seen by your audience.

Like
Comment
Share



**David N**  
4hr\*

**Reduction of click-baiting headlines:**

You won't believe what happened next...

Like
Comment
Share

👍 😂 🤔 25

"Clickbaiting" happens when a publisher posts a link with a headline that's misleading or leaves out important information to get users to click on it. While these posts get a lot of clicks, Facebook research shows that 80% of the time, people prefer headlines that are more informative. So instead, Facebook looks at how long people spend reading the article and the ratio of people clicking on the content compared to people discussing and sharing it. Facebook has also identified phrases that are commonly used in clickbait headlines to determine which posts are clickbait and which web domains they're coming from. Links shared from those Pages or domains will appear lower in the News Feed until they stop posting clickbait headlines.

Like
Comment
Share

# Facebook

### IMPORTANT FEATURES

#### Tabs and Apps

Tabs and apps sit in two places on your Facebook page: in the navigation bar under your Page's cover photo and on the left side of your timeline. Tabs come with your Page and help users navigate through content such as your photos, videos, and events. Tabs can also be used to host a variety of apps, which help a business extend their capabilities directly on their Facebook Page, including running contests, promoting offers (i.e. 20% off), connecting to your other social accounts, hosting an e-commerce storefront, hosting a landing page, and more. To see what is available and choose apps to add to your page's tabs, visit the Facebook App Center.

At Marketo, we use our Facebook tabs to promote our large content assets, such as our Definitive Guides. When a user clicks into a tab, they are shown a social version of a Marketo landing page. Marketo has the ability to publish landing pages directly to Facebook; it is an option a user can select when building their landing page. How you use your tab space is a question that should be answered by your social strategy and the goals you hope to achieve.

The benefit of using tabs instead of directing a user right to a landing page is that the Facebook user is able to stay within the Facebook ecosystem and does not navigate away.

#### Facebook Groups

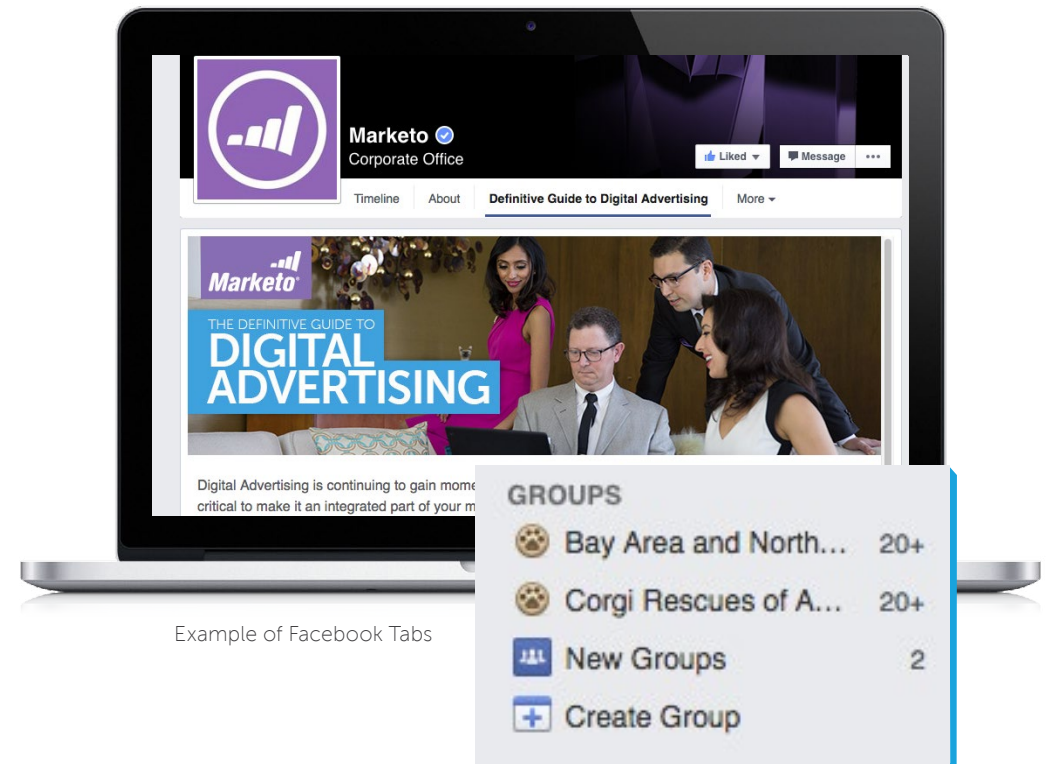
The Group feature is useful for demonstrating your company's passion and expertise in a topic and connects like-minded people to share ideas and insights. It's a way for brands to drive and participate in conversations revolving around their interests. And the more members in your group, the more it gets promoted to their friends and networks, increasing the group's popularity and growth.

Creating a Facebook Group is a great way for businesses to create awareness, increase inbound traffic, and foster loyalty. For example, you could create a group for your existing customers or around a solution that your company's product addresses. While you cannot create a group on behalf of your company Facebook Page, you can create one from a personal account, perhaps from an employee on your social media team.



### Bonus! Marketing automation users:

The best solutions allow you to publish multiple landing pages directly to Facebook. Rather than redirecting Facebook visitors to your website, these pages allow you to gather data from customer behavior on Facebook—in the same way that you can gather data from a page built on your marketing automation platform. From a paid promotion perspective, marketing automation users, specifically Marketo users, can also use Facebook Lead Ads to promote specific offers and capture lead data that syncs seamlessly with your marketing automation platform.



Example of Facebook Tabs

Example of Facebook Groups from the navigation

# Facebook

### Live Video

As a newer feature on Facebook, Facebook live videos are real-time video posts that you can start and then share on your timeline and in your followers' News Feeds. Videos can be watched after the fact, and brands are able to offer a subscribe function to notify subscribers whenever you start a live broadcast. While live video can feel uncomfortable for many at first, because of the popularity of video as a content medium, live video will be an important part of your Facebook content strategy. You can share announcements, do interviews, cover events, and share educational broadcasts. Live video offers brands the opportunity to share what they are thinking and doing right now with their fans and audience. How do you get started? Facebook offers great "how-to" guidelines in their [help center](#).

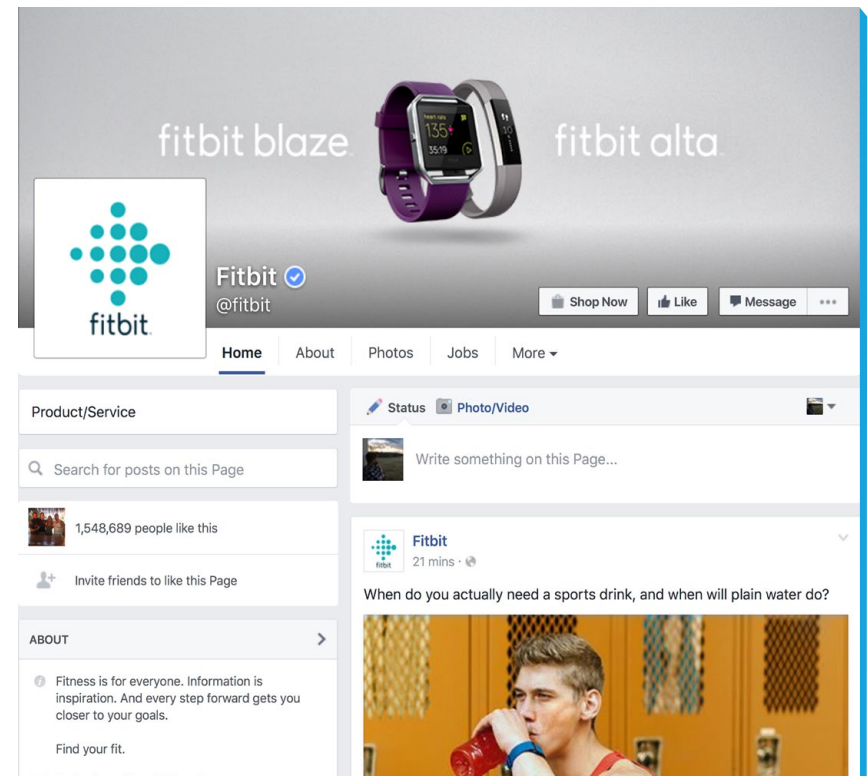
### TIPS AND TRICKS

- Use the cover photo to promote large assets, announcements, or events. The cover photo is typically the first thing a user sees when they visit your Facebook Page since it's front and center, so upload an image that is on-brand and makes good use of that white space. Since your profile photo will cover the bottom left corner of your cover image, it's a good idea to have this placement in mind as you design your photo so that important text or images don't get cut off. For example, Fitbit's cover photo promotes two of their new products released earlier this year, Fitbit Blaze and Fitbit Alta, with the images and text centered so that it is shown prominently when you land on their Page. Note that the text placement is above their profile photo so it doesn't get cut off.



## Facebook Paid Advertising

Having a complete Facebook Page profile with regular updates is an important step to building your audience, but to take full advantage of Facebook's large user base and people-based targeting options, many businesses—those targeting consumers as well as those targeting business professionals—are turning to paid promotions. Some of Facebook's paid promotions include Boosted Posts (also known as promoted posts), which allow you to put paid advertising and targeting behind a post on your Facebook Page. Additionally, they offer advertising, which operates off a traditional pay-per-click model, such as promoting your Page or other offers. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).

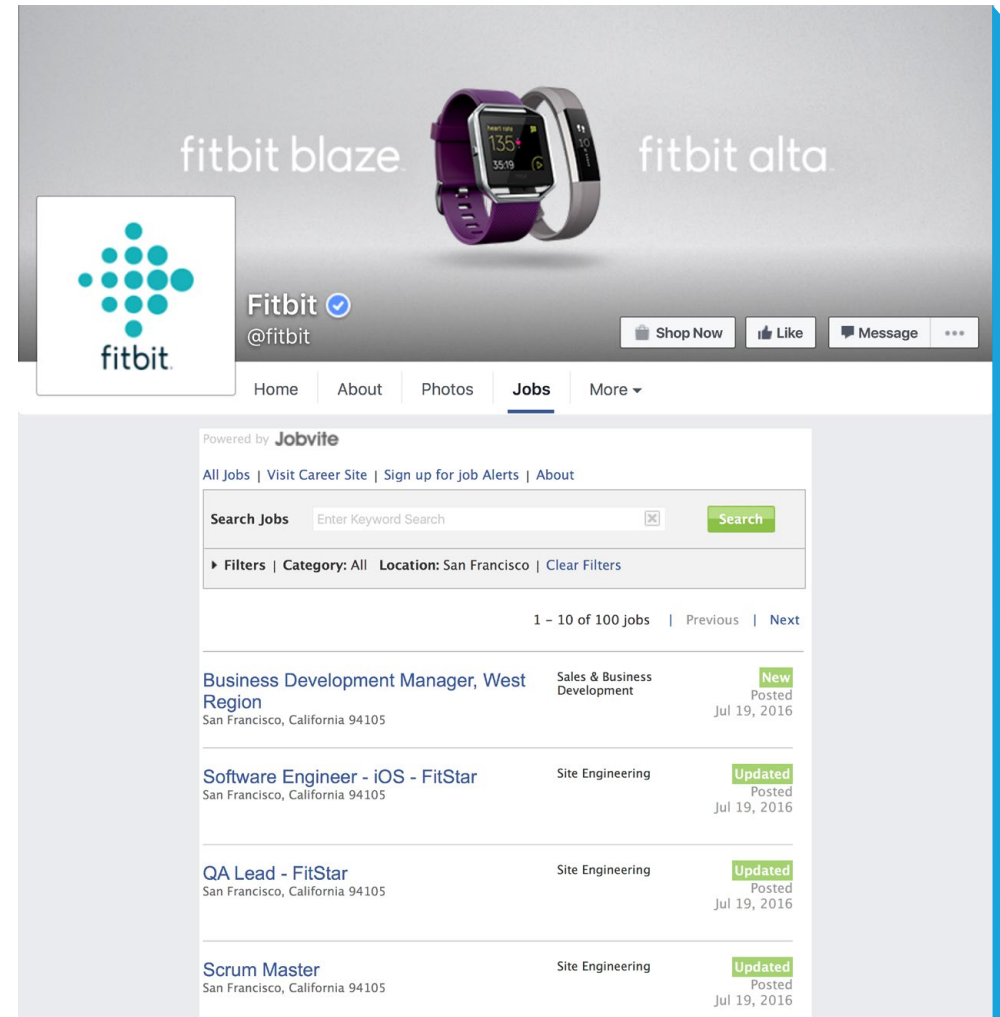


Fitbit centers images and text in their cover photo so it doesn't get cut off

# Facebook

### TIPS AND TRICKS

- Use tabs to promote assets, a landing page, or other important items. Fitbit uses one of their tabs to promote their new job openings directly within the Facebook interface.
- Take advantage of Facebook Groups to grow your network. Create a user group so your customers can connect with each other and participate in other groups with similar interests.
- Incorporate Live Video into your posts to engage your audience in the moment. Research from Facebook reveals that people spend 300% more time watching a Facebook Live video when it's broadcasted live compared to afterwards.
- Add links to some of your posts to point to a landing page on your website.
- Use Facebook's link format, which appears when you paste a link while you're writing your post, rather than embedding it within a caption, since posts with the link format receive twice as many clicks, according to Facebook research.
- Use dark posts to promote content without flooding your Page updates. This ensures you reach the right audience with your targeted message without alienating the rest of your audience with irrelevant posts.
- Take advantage of Facebook's Carousel, Slideshow, and Canvas features to turn photos or videos of your new product or latest event into an interactive experience.



Fitbit uses tabs to promote job openings



### Twitter

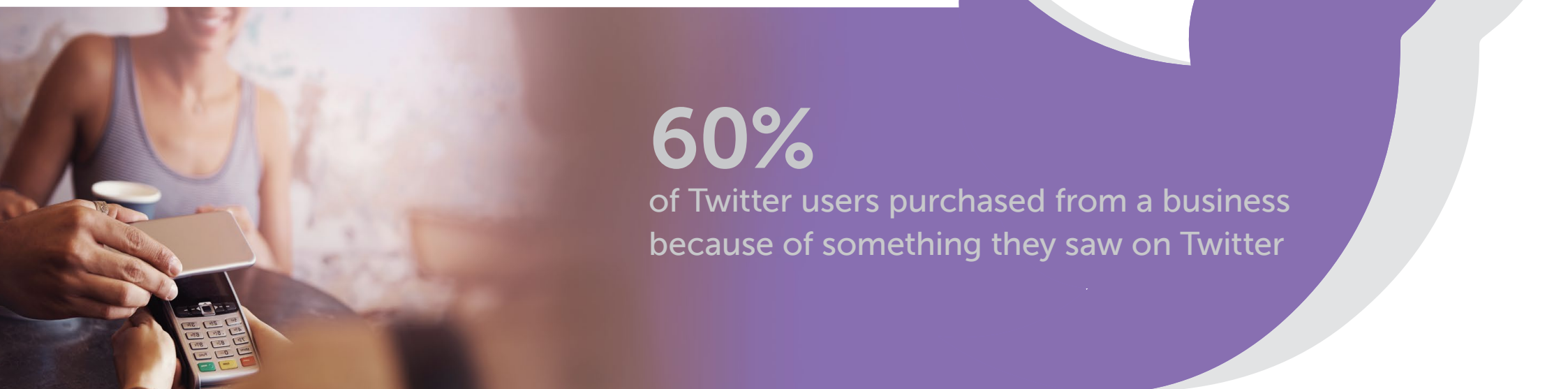
In 2007, Twitter began as what many considered to be a flash-in-the-pan social media outlet, but brands and organizations can no longer afford to ignore the power of Twitter. Twitter is a virtual water cooler where the world's news breaks and people gather to discuss industry news, pop-culture, and their daily musings. As of December 2015, Twitter had 320 million monthly active users, with 80% of them on mobile and 79% of accounts held by users outside the United States. Additionally, it drove 1 billion unique visits monthly to sites with embedded Tweets. This social giant has proven it's a critical part of any marketing mix.

Twitter has become an optimal network for thought leadership growth and development, and has become a space where both corporate and personal brands can develop ongoing relationships with followers. Companies that lack a strategic, conversion-based plan of attack for their Twitter accounts are losing out on access to a huge potential customer base and an opportunity to showcase themselves in a socially savvy, relevant way. Being followed by users on Twitter is a strong signal of their affinity for your business. These self-selected audience members are indicating an active interest in your brand,

what you have to say, what you do, and are asking to hear more from you. And having a Twitter page can drive positive interactions with these individuals. According to DB5 and Twitter's Customer Insight Study, 50% of users visited or shopped the websites of the businesses they follow, 60% purchased from a business because of something they saw on Twitter, and 43% plan to purchase regularly from the businesses they follow.

At Marketo, we use Twitter to engage with our prospects, customers, advocates, and employees. We share content that is interesting and relevant to them—from fun

infographics and educational content, to industry news, occasional press releases, and news announcements— and we are available to respond to customer service issues, routing them to the right contact in the organization. We strive to use our channel as a way to engage and further develop a relationship with our followers. We also take advantage of their advertising platform.



60%

of Twitter users purchased from a business because of something they saw on Twitter



## Twitter

### GROW YOUR FOLLOWING

Building your following on Twitter is a key activity that drives awareness and engagement success on the social network. There are a variety of techniques marketers can use to build their following—let's explore four key ways:

#### 1. Create Engaging Tweets:

Because Twitter is so fast-paced, it's important that you post regularly. Without regular posts, your tweets will get pushed down your followers' streams by more recent tweets. As you craft your tweets, think about creating a mix of content that ranges from entertaining and educational, to promotional. A good rule of thumb to use when creating your content mix is the 4-1-1 Rule.

**2. Twitter Lists:** Twitter lists are a simple way to accomplish two important things on Twitter: strategically listen and curate content for your users. Curated content often comes in the form of a retweet and is a good way to ensure that your content mix is not purely self-promotional.

To make curating content easier for yourself, develop a Twitter list. Lists are a way to segment a group of accounts that regularly feature interesting content. Segmenting these accounts into a list makes finding content to retweet quicker and easier.

Lists can be public or private, and can serve very different purposes. For example, if you want to incorporate an employee's voice or perspective into your content mix, you could create a private list of all of your employees' Twitter handles and use it to quickly find their tweets and retweet them.

On the other hand, if you are promoting an event or content asset that features thought leaders, you could create a public list, made up of all the thought leaders' handles, so that any Twitter user could follow that list—making it a benefit you offer your audience. Keep in mind that when you add a user to a public list, they are notified and the list is open and searchable to all users. A private list, which may be used for competitors, is only visible to you.



### The 4-1-1 Rule

Originally introduced by Joe Pulizzi of Content Marketing Institute, the 4-1-1 rule states that for every four early stage, light, and informative content you share, you can have one soft-sell offer and one hard-sell offer, like a demo. The 4-1-1 rule can guide your sharing strategy for many social platforms, not just Twitter.

**Top 20 Women**  
A public list by Marketo

Top 20 Women to Watch in Sales Lead Management

MEMBERS: 16    SUBSCRIBERS: 16

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- Mary Dedrick** @mkdedrick [Settings] [Follow]
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Entrepreneur with type A drive : Go-to-market & revenue expert : Ballroom dancer : Long-drive golfer : Food/wine lover : Passion for trying new things!
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General Manager, RainToday.com, the premier online sources for insights, advice and tools for growing a service business.
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A Marketo Twitter List: Top 20 Women

### Twitter

**3. Crafting Your Tweets:** There are a few important tips to make your tweets more searchable, shareable, and readable on Twitter.

**Keep Your Tweets Concise:**

Hitting your maximum character count happens, but leave some space for your followers to add their thoughts when they retweet you to drive more interaction. Try to keep your tweet to around 100 characters. You can use a URL shortener like Bit.ly and built-in tools on social media management platforms.

**Use #Hashtags:** These symbols have become synonymous with Twitter and are used to tag tweets by topic, making it easier for users to find your tweet. Marketers can develop hashtags and use them to help promote and track social campaigns, events, and connect with prospects and customers.

**Use @Mentions:** Mentions are a way for you to engage other Twitter users in your tweet. If you're posting a tweet that you think is relevant to a specific follower or thought leader, tag them at the end of your tweet with an @mention. This will call their attention to your tweet. Avoid using this in excess because it can feel spammy.

**4. Twitter Chats:** A Twitter chat is a public conversation on Twitter based around a unique hashtag. The hashtag allows you to follow the discussion and easily participate in it. Most Twitter chats are usually recurring and on specific topics, but some are based around special events. Hosting a Twitter chat is an amazing way to engage with your audience and followers. It's also a great way to understand your community and promote your brand or business.

"I use Social Champ to spread my posts. Many of my tweets are automatically repeated three times, eight hours apart."

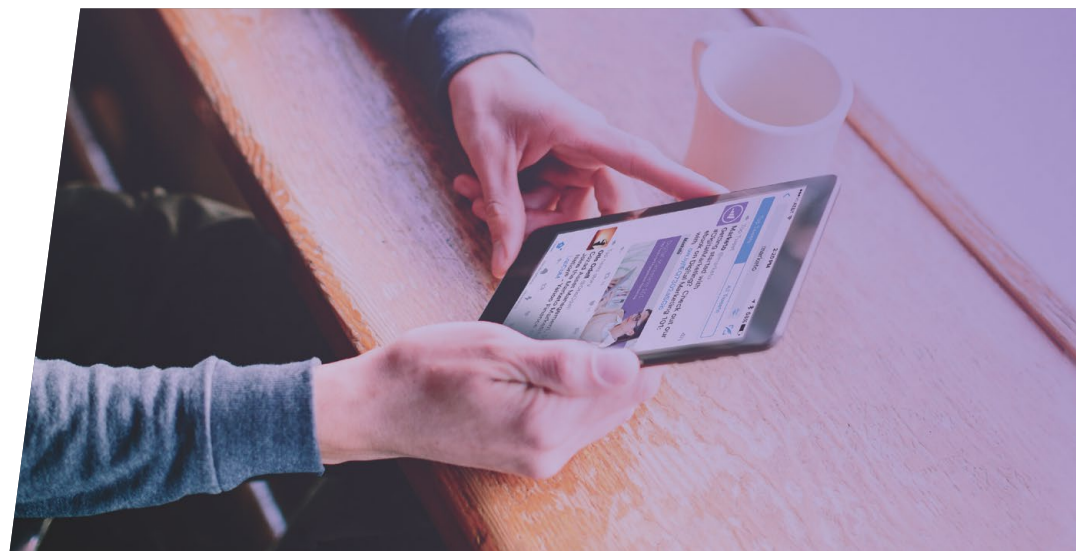
**GUY KAWASAKI**

Chief Evangelist, Canva



### Twitter Paid Advertising

Because of its large global user base, Twitter is able to offer marketers advertising options that are highly customizable and targeted. Users can interact with promoted content, such as Promoted Tweets, Promoted Accounts, and Promoted Trends the same way as they could with organic content (e.g. promoted tweets can be liked, retweeted, or favorited and promoted accounts can be followed). Additionally, Twitter offers Website Cards and Lead Gen cards that promote a call-to-action and aim to drive more website visits or conversions. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



# Twitter

### TIPS AND TRICKS

- Create a Twitter list for your employees, competitors, influencers, and top followers. For instance, General Electric creates public Twitter lists that serve different purposes. Their "Reading List" features different publications like Mashable, New Scientist, Discover Magazine, and New York Times Science—likely sharing the type of content that their audience is interested in.
- Keep your tweets short and sweet. Research from Buddy Media shows that tweets that contain less than 100 characters receive 17% higher engagement than longer ones.
- Create hashtags for events, product announcements, and other campaigns that need a big promotional push and understand the popular hashtags that apply to your business, product, or service. According to research from Buddy Media, tweets with hashtags receive twice as much engagement than those without. But use them sparingly, since tweets with more than two hashtags showed a 17% drop in engagement.
- Regularly engage with influencers by interacting with their posts and sharing it with your network.
- Include a relevant link. Tweets with links are 86% more likely to be retweeted, according to Buffer.
- Retweet or quote tweet (adding a comment to a retweet) your previous posts to highlight an important takeaway again or add onto a previous thought. Quote tweeting yourself allows you to provide users with context into what your comment is about. For example, if you promote an event registration and it received a lot of engagement, you can retweet or quote tweet to remind your audience to register for the event before the deadline.
- Twitter handles and media attachments don't count toward the word count anymore, but use this extra space wisely. You don't want to overwhelm users with too much text.
- Add stickers to your tweets to make them more fun and engaging. Stickers are searchable and function as a visual hashtag.

**General Electric** @generalelectric

GE is the world's Digital Industrial Company; transforming industry with the GE Store's shared tech & software solutions, allowing machines to connect & learn.

ge.com

Joined March 2011

TWEETS 81.1K FOLLOWING 14.9K FOLLOWERS 420K LIKES 868 LISTS 6

Subscribed to Member of

- GE POV** by General Electric  
19 Members
- Reading List** by General Electric  
19 Members
- Lab Coats** by General Electric  
3 Members
- Astros** by General Electric  
9 Members
- Innovators** by General Electric  
12 Members
- GE Experts** by General Electric  
Access to the experts pioneering our most innovative technologies.  
37 Members

GE creates Twitter Lists for different interests



### LinkedIn

As the world's largest professional network on the internet with more than 400 million members in over 200 countries and territories, LinkedIn has expanded its solution beyond a hiring and networking platform to include robust company pages, a highly targeted advertising solution, and a publishing platform. With these additions, LinkedIn is now the way to reach an audience with a business mindset.

#### BUILD YOUR BRAND PRESENCE

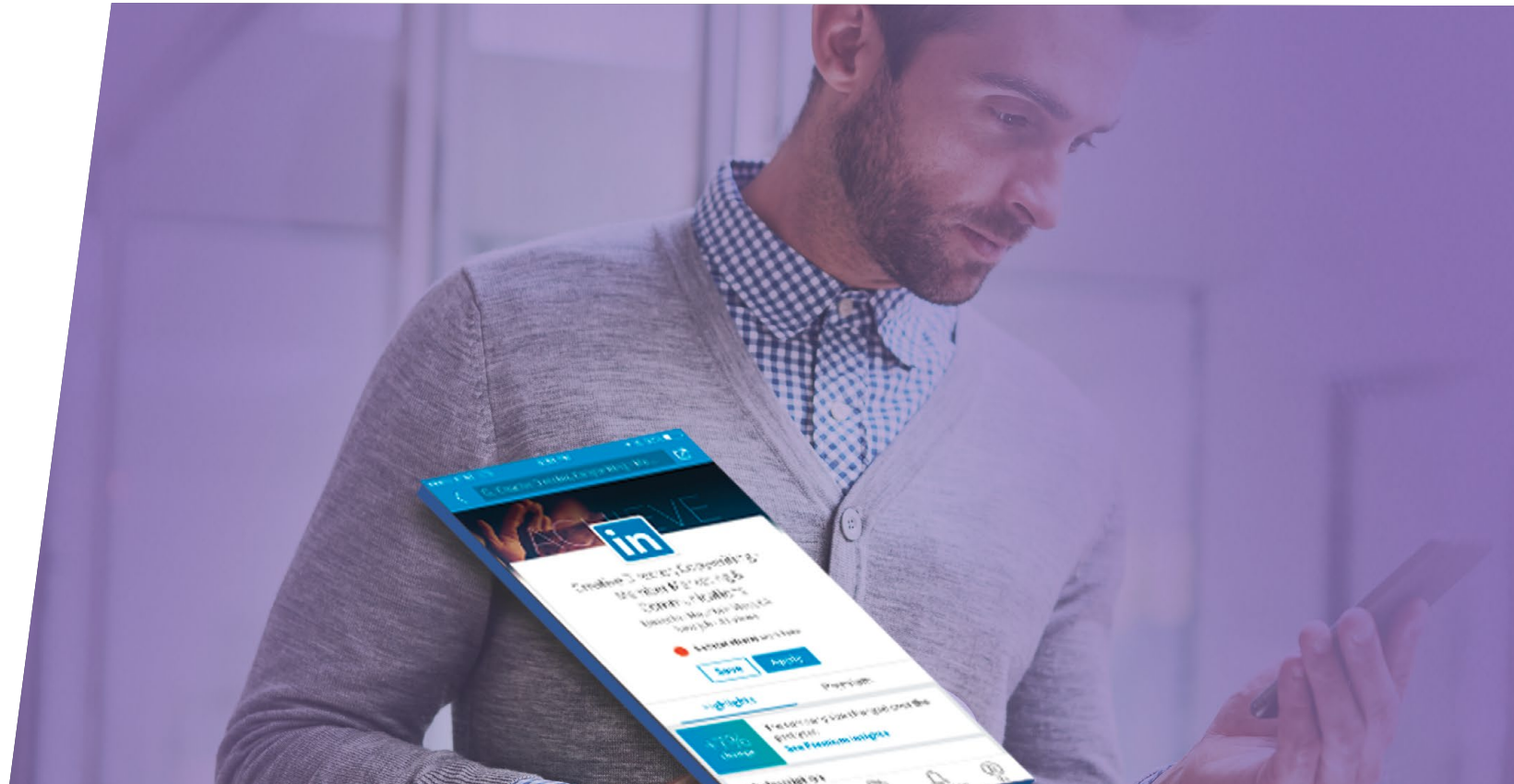
Companies can build a profile on LinkedIn that showcases products, employee networks, blog posts, upcoming events, and status updates. Much like Twitter or Facebook, users on LinkedIn can follow your profile to learn more about your company. You can also post job openings on LinkedIn and search candidates, making it a great venue for recruiting talent.

Encourage your employees to participate on LinkedIn—it's a great professional venue for your employees to both promote your brand and their own personal brands. Leverage the business network of your employees by asking them to share your company posts and join and participate in relevant groups. The more evangelists you have on LinkedIn, the more opportunity you have to become a thought leader in your space.



#### LinkedIn Paid Advertising

LinkedIn is a great way to reach an audience with a business mindset. Some of LinkedIn's paid promotions include Sponsored Updates and LinkedIn Ads, which amplify your status updates and advertisements to your target audience. And with Sponsored InMail, you can send messages directly to a user's LinkedIn inbox. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).





# LinkedIn

A strong LinkedIn presence comes from leveraging different aspects of the social network, which include:

**1. Profile Page:** Your company profile page is where a user lands when searching for you or clicks on your logo from a user's profile. Company profile pages are a free LinkedIn service for any user looking to start one on behalf of their brand. Because this is your primary, branded landing page on LinkedIn, it's very important to make sure that you have carefully thought about the images and messages you choose to represent your brand.

**2. Content Sharing:** On your company page you have the ability to share posts. Posting on LinkedIn is a key way to build followers and fuel your paid advertising efforts. These posts can be comprised of text, images, links, non-native video (like a YouTube link), and slide decks. It's important to note that because LinkedIn is seen as a professional network, your content mix and tone

should aim to be fairly professional and engaging. We've found that because users are on LinkedIn mostly for professional purposes, educational posts perform very well.

LinkedIn Pulse is the latest offering by LinkedIn to help users expand their personal brand and thought leadership. Any user can publish to LinkedIn Pulse, and if they get a wide enough readership and distribution through their own network, LinkedIn will increase the posts' visibility by sharing it broadly across the network. For brands, this means that cultivating a set of thought leaders in your organization has more benefit than ever before. You are able to use LinkedIn Pulse articles to increase your inbound links, support your thought leadership platform, increase the followers on your company profile page, and boost your social following on other social platforms.

**3. Showcase Page:** A company showcase page is an extension

of your company page that is designed to highlight specific products or services. Showcase pages are especially helpful when your business has multiple solutions with different types of fans and followers.

For example, PayPal has a showcase page that highlights

their merchant solution (targeted at business owners and sellers of goods) versus the payment tool that they have for consumers. Having these segments allows users to follow the parts of your business that relate to them.

The screenshot displays the PayPal LinkedIn Showcase Page. At the top, the company name 'PayPal' is shown with the tagline 'Internet' and '10,001+ employees', along with a 'Follow' button and '201,237 followers'. The main content area features a large image of a diverse team of employees working at computers. Below this image is a text snippet: 'Out with the Old. In with the New Money. New Money gives you the freedom to do what you want with your money, when you want to do it. PayPal makes it all possible and is the faster, safer way to pay and get paid online, via mobile device or in-store. The service gives people simpler ways to send money'. To the right of the main image, there are sections for 'How You're Connected' (645 second-degree connections, 15,344 Employees on LinkedIn), 'Careers' (94 jobs posted), and 'PayPal Showcase Page' (9,846 followers). The 'Uncover unique insights about PayPal' section includes metrics like Employee distribution by department, Employee growth rates, Notable leadership additions, and Trends in hiring activity. A 'Recent Updates' section at the bottom mentions a story about Women Leaders at PayPal.

PayPal's Showcase Page highlights their merchant solution, PayPal for Business

### LinkedIn

**4. Groups:** LinkedIn groups are communities on the social platform formed around topics of interest, industry, title, professional organization, brand, etc. In these spaces, users can, based on group permissions, share articles, post jobs, exchange advice, and gather digitally. Groups can be a strategic and important way for an organization to create a community of its users, demonstrate thought leadership around a specific area, and gain insight into the pain points of potential customers. From a user group, to an industry group, to an invitation-only advocacy group, brands can use groups to segment their audience and develop relevant conversations. Before starting a group, identify your objectives and decide which group structure will best facilitate those goals. LinkedIn offers a variety of functionality controls in groups—like choosing whether to have an open or closed group, turning on or off the ability to post jobs, etc. Make sure that your group settings match the objective of the community you are trying to build and are not overly strict—it is still a social network.

- LinkedIn Groups makes it easy for companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions, and make connections.

#### TIPS AND TRICKS

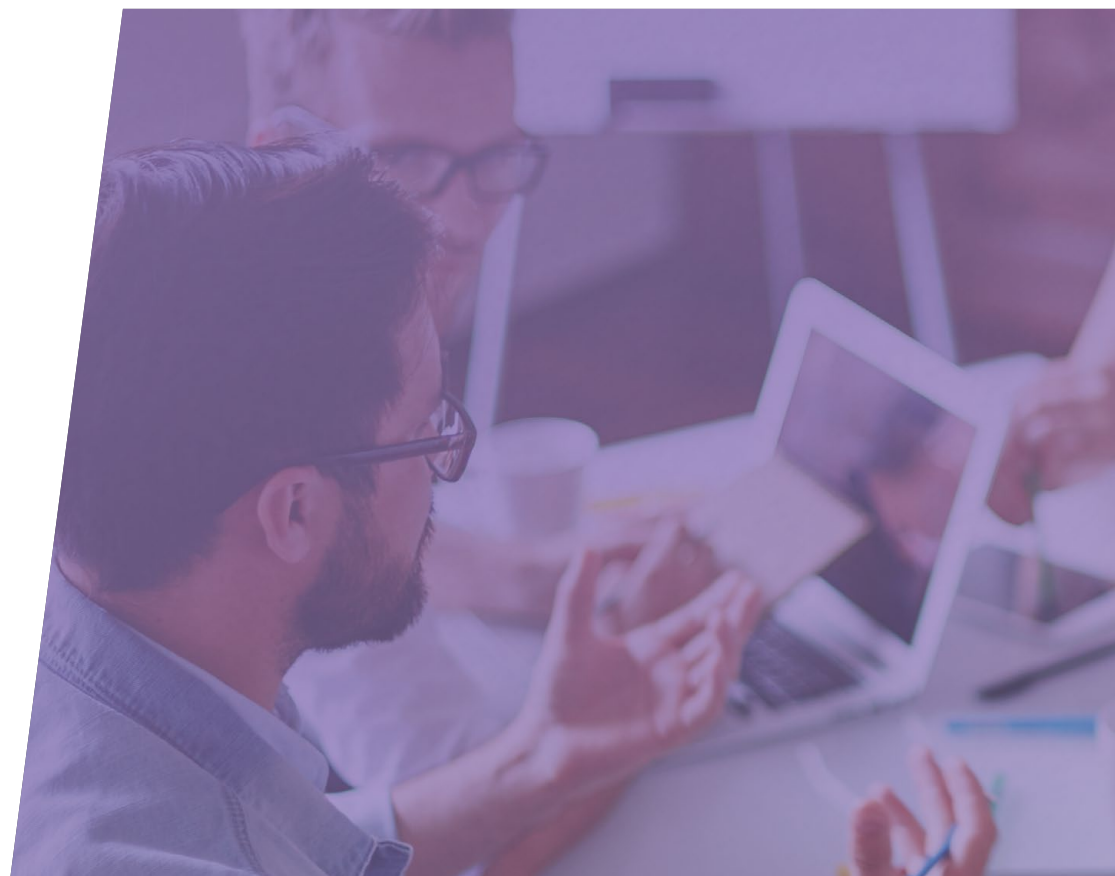
- Encourage employees to participate on LinkedIn Pulse and LinkedIn Groups to build their network and generate awareness around your brand.
- Create a group for your customers and brand advocates or an industry group for professionals in the same space.
- Treat and optimize your LinkedIn Page for SEO—include your top keywords in your company description and specialties to see a real impact in search results.
- Use LinkedIn Pulse to keep track of industry news and engage with key influencers.



#### LinkedIn for Talent, Recruiting, and Careers

LinkedIn Talent Solutions is a product that serves recruiters and HR, and can showcase your company culture. The focal point of this offering is the company career page, a paid page that sits tabbed behind your company profile page. The career page offers marketing, HR, and recruiting a specific space to run activities that pertain to attracting talent.

This space augments your Company Page branding efforts by sharing the personality and brand of your corporate culture. Your marketing and messages on your Career Page are targeted specifically at prospective employees or followers who are looking at all aspects of your company and personality.



# A CONVERSATION WITH DAVID KAREL

Head of B2B Marketing, LinkedIn Marketing Solutions

**MKTO:** How do you see the role of social media marketing changing as part of the overall marketing mix? (paid and organic)

**DK:** Done right, social media marketing is a vehicle that allows you to be a part of the conversations that your prospects and customers are having and participate in the buyer's journey of exploration and self-education. In this way, social media has arguably more potential than any other channel to influence and shape purchase outcomes, and will continue to become an increasingly core part of any marketing effort that's set up for impact. Marketers who find social media at the core of their mix will put complete thought into customer segmentation and persona development work, build content development skills into the DNA of their marketing org, and embrace the channels and platforms that can efficiently get content in front of the audiences that matter.

**MKTO:** How does social media help marketers connect to buyers and customers across the entire customer lifecycle?

**DK:** Social campaigns should be designed to reach, educate, and influence buyers at every stage. For example, through paid or organic means—and leveraging targeting capabilities at your disposal—you can distribute content in social media feeds that supports brand building objectives, specific direct-response goals, or deeper education on topics that will set them up for success as customers. It all comes down to your content strategy and targeting approach to guide content relevancy.

**MKTO:** How do you see market shifts, and technology (like mobile and IoT) shaping the future of social media marketing?

**DK:** Continued shifts in both consumer behavior and technology advances will keep marketers on their toes and give them more ways to make an impact through their social media marketing efforts. For example:

- Optimizing campaigns for mobile experiences will be key, as we increasingly spend our time on mobile devices vs. sitting at our desktop
- Smarter machine learning and predictive capabilities will give us more tools to ensure relevancy
- Tools will allow us to more seamlessly tap into our employee base to amplify company content—scaling our efforts exponentially





## Choosing the Right Social Media Platforms

### Pinterest

Pinterest is a virtual scrapbook or pinboard that allows users to share and organize visual imagery and link to external sites. You can even think of it as a visual search engine. In fact, an Ahalogy study revealed that **42% of active pinners prefer to use Pinterest instead of search engines.** A user can pin anything from around the web and other users can re-pin their images. And users can organize their Pinterest pages by categorizing content on boards.

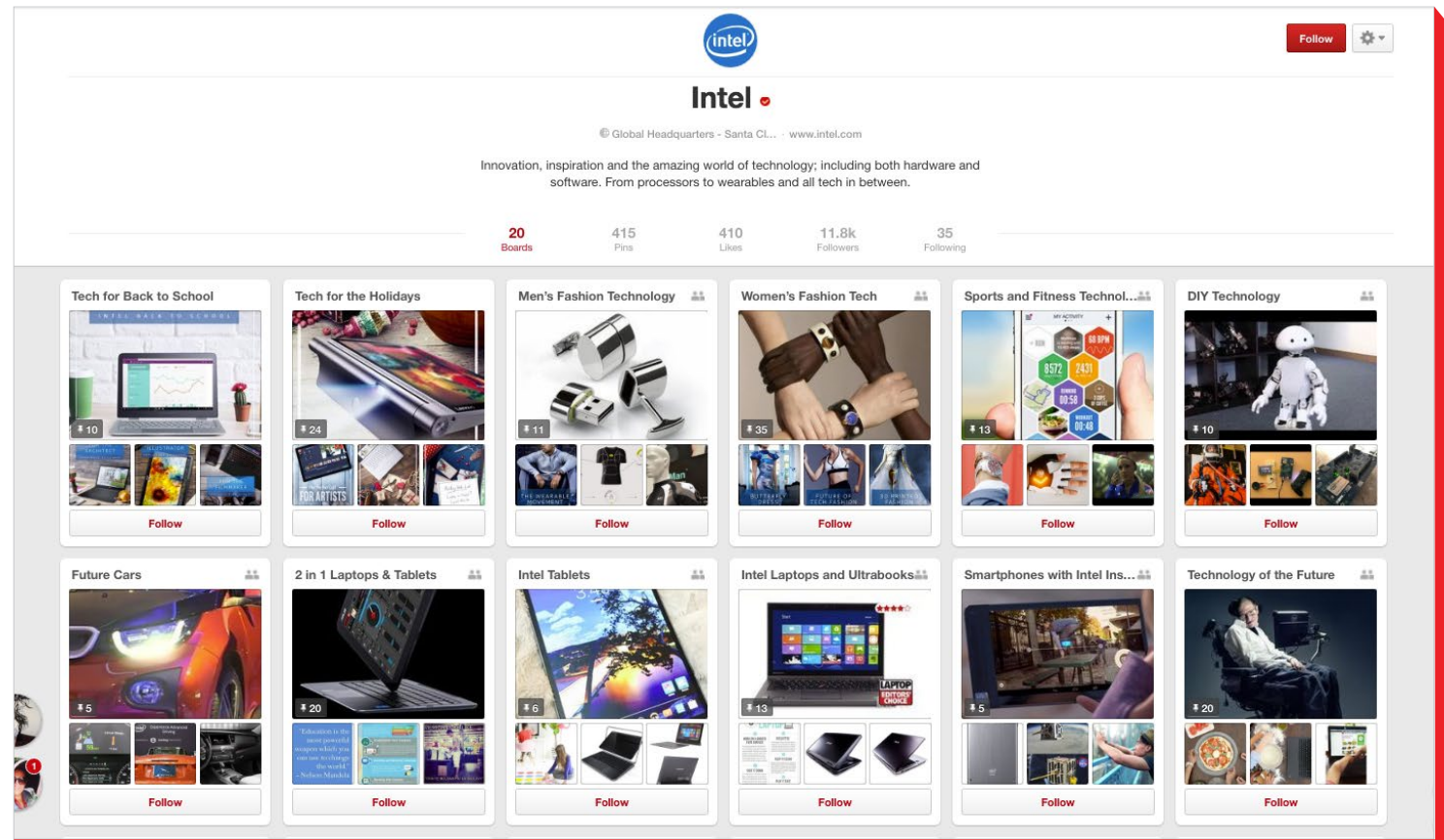
Pinterest can serve different purposes depending on the type of business you're promoting. For B2B organizations, it's a great way to curate visual content like infographics, videos, company culture, and even blog posts.

Pinterest pages can also be used for a landing page for an email campaign, event, or presentation. The boards provide a unique way of organizing content to be visually appealing to your prospects, but always make sure that your content is relevant to your audience.

Make sure you are including a good content mix in your Pinterest boards. Followers will want to see a combination of business and culture content.

Intel's boards consist of different elements that showcase their brand, covering everything from

their design, products, culture, and values. When pinning, pin the most visually interesting aspect of what you are sharing, like a special banner, slide, or cover page to get the most engagement and to make your brand look like it belongs. Just make sure all of your content is visually appealing, inspiring, or interesting.



Intel creates Pinterest boards that highlight everything from products to design to culture



## Pinterest

For consumer organizations, Pinterest is a valuable tool that allows brands to not only curate content that builds and reinforces their brand's look and feel but also, depending on the product, can serve as a platform that drives conversions and sales. From retail to fitness to vacation packages and beyond—Pinterest has become a valuable conversion generator for many marketers.

A consumer brand like home improvement retailer Lowe's creates posts that offer how-to tips and inspiration, promotes their products, and some have a combination of both elements.

The pinning of handbags and skirts, directly or through fans, is a great way for retailers to socially market their goods, but companies that sell consulting packages or aircraft engines still don't have Pinterest in their marketing plans. Should they?

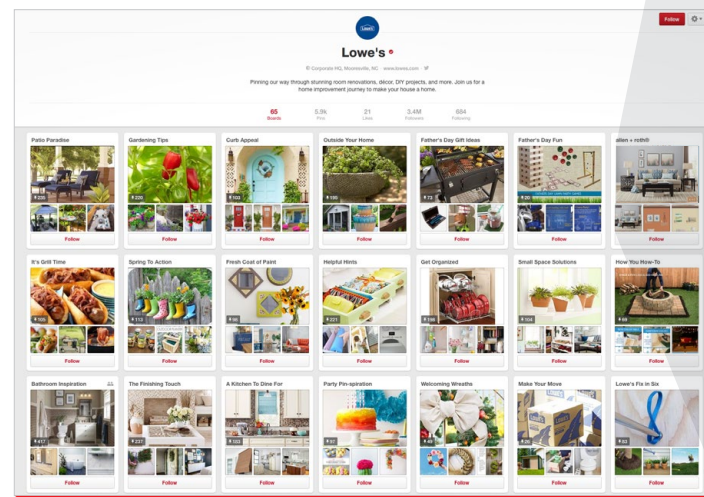
If a brand cares about or spends money on any of the following, then the answer is definitely "yes":

- **Awareness:** Pinterest's platform is a search engine in itself, allowing your buyers to search for content they're interested in, which can very well be your brand's.
- **Engagement:** Do you have some interesting content that has done well on other social channels? Why not pin it? Just as the Facebook audience is different from the Twitter audience, Pinterest allows you to appeal to a more visually focused crowd that may not be spending their slow hours on Facebook or Twitter. Content pins can be a great way for your audience to collect a library of useful assets they can refer to.

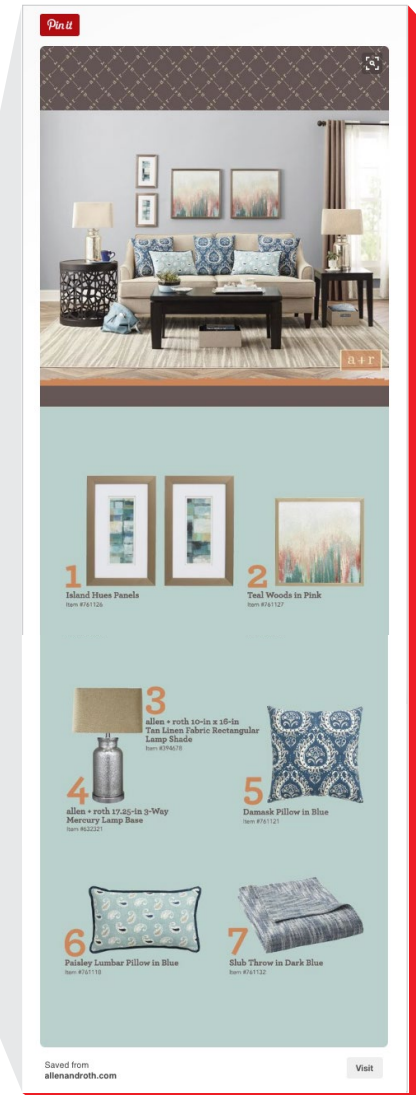


### Pinterest Paid Advertising

Through Promoted Pins, you can reach more people through your pins and ultimately drive more traffic not only to your boards but to your website. You can target buyers based on keywords they search and their interests, location, language, device, and gender. And with Buyable Pins, consumers can purchase products from the Pinterest iOS or Android App through a "Buy It" button, without having to leave the app.



Lowe's uses Pinterest boards to showcase their products and provide helpful tips and tricks for home improvement



# Pinterest

- **Branding:** Are you a design-forward company? Or do you typically develop design-forward campaigns? Pinterest is all about the visuals, so leverage the fact that graphic designers are one of the most prolific groups of pinners and get your creative team to pin their work to inspire and be inspired! Just as designers pin and re-pin designs that inspire them, marketers pin and re-pin campaigns that inspire them. Start a company board to show your peers the beauty of your marketing and build your reputation among prospects and possible job candidates as a top-tier company. Next, start a board with pins of other brands' marketing campaigns that inspire you.
- **Conversions:** Pins can link to a page on another website, which gives brands the opportunity to drive buyers to a landing page for a gated asset or registration page, or to a product's page to purchase.

Pinterest's search is mainly how people find you and your pins, and it is all about keywords. For example, a picture of a fish with no description will not be found in a search for "fish." However, simply adding a description (adjectives help!) will immediately get eyes on your pin. Load up relevant, popular keywords in the description of your pins and boards, and you are guaranteed to get more views, likes, and follows.

Just like any other social media platform, Pinterest rewards those with fresh content. So while it's very easy to fill a board with re-pins, ultimately the fastest way to increase your following is by pinning new and interesting items.

### TIPS AND TRICKS

Use relevant keywords to describe your pins so users can easily find them. Over 80% of pins are re-pins, according to RJMetrics, giving your brand the opportunity to go viral if your audience can find and engage with you. If you're a consumer marketer, consider adding prices to your pins. Pins with prices get 36% more likes than those without, according to a study by Shopify.

- Organize your boards around different themes: different product collections, company culture, inspiration, how-to, etc. To get started, document all of the different types of assets you can share on Pinterest, then group them into common categories. Some of your categories may be more broad (office fun), while others will be more specific (infographics).
- Get verified as an official business so that users view you as a trustworthy source of information. This will make your pins stand out as a verified source as users scan through different pins, which is especially important if you're directing them to another website.



# Instagram

Instagram is a photo- and video-sharing app that is becoming more and more valuable to marketers, especially with Facebook's acquisition of the platform. With more than 500 million active monthly users, Instagram has a very active user base. Many consumer brands are already realizing tremendous success from Instagram, using it to showcase their products and engage their audience through posts, contests, and giveaways.

For B2B organizations, you can use Instagram to share interesting quotes and fun visuals, capture event and office culture photos, and

run contests and scavenger hunts. Whether you are a B2B organization or a consumer brand, here are a few tips to help you find success on Instagram:

**PLAN:** Before you begin sharing photos and engaging users, it's up to you to create a plan to help you reach your audience with posts that they will like. Ask questions like:

- What does my target audience want to see?
- How can I get them to engage with my photos and videos?
- What will get them talking about my company? At its core, the plan stage is about determining what will make buyers engage with your brand in a positive manner and creating a plan of execution.

**CAPTURE:** The time has come to start creating and sharing your content! Consider the following objectives as you create your visual content:

- **Make it exclusive:** Post images and videos that can only be seen on Instagram
- **Make it visually engaging:** Instagram users are savvy and creative, and know lackluster content when they see it. Don't post a photo or video unless it has aesthetic appeal.

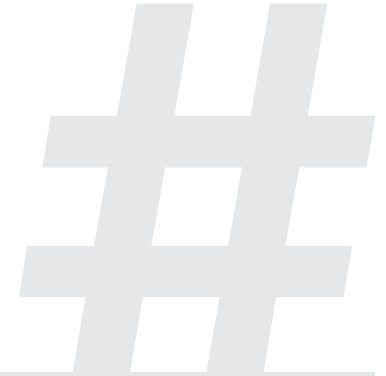
- **Make it personal:** Post photos and videos that give your audience personal insight into the inner circle or workings of your product or company. People want to feel like they are part of something, and making them feel like an insider works wonders.
- **Include your audience:** Find ways to feature your followers and promote them (with their permission). Including and acknowledging your audience will encourage them to continue to engage and share.



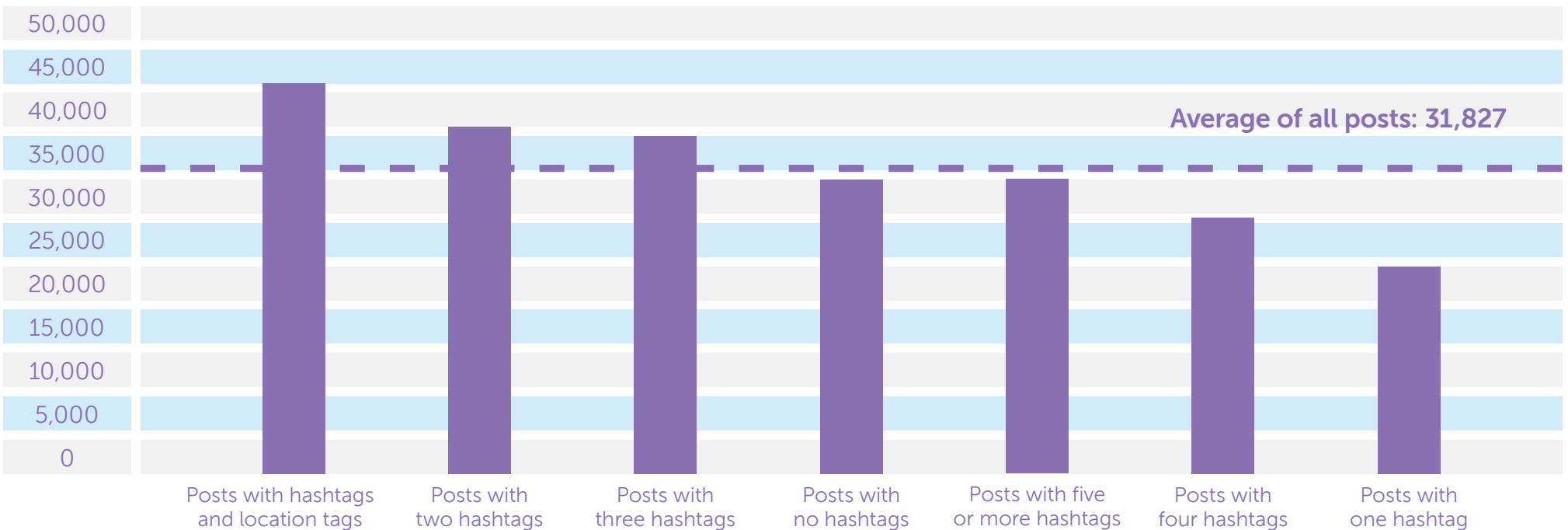
## Choosing the Right Social Media Platforms

**HASHTAG:** The Instagram hashtag is a powerful feature to engage your viewers. Hashtags act as keywords, providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your brand as an industry leader and get more followers.

Implement hashtags that are unique to your brand and industry, as well as hashtags that are popular keywords. And remember to use hashtags (more than one!) on all of your posts.



### HASHTAGS AND AVERAGE ENGAGEMENT PER POST



Posts that include both a hashtag and a location tag over-index engagement, averaging 43,061 Likes and Comments each. Posts with multiple hashtags also perform better than average.



# Instagram

**ENGAGE:** Engaging with potential customers and sharing are the primary reasons to utilize a platform such as Instagram. Luckily, there are a variety of ways for brands to do this:

- **Events:** Post photos and videos of events you host for your current and potential customers.
- **Geolocation:** Use the geolocation feature to provide yet another point of engagement with your viewers. By tagging your location, users can easily discover your account and your photos. This might come in handy for a conference or event you're hosting, or to promote in-store events.
- **Gamification:** Hold a contest for your audience. Have viewers submit photos, provide captions, or solve a puzzle about your photos.
- **Convert:** Instagram offers advertising that can drive direct sales, form fill-outs, subscriptions, and a variety of other conversion activities. While these are not organic posts, they are important to consider as you create your Instagram content mix that serves your goals.

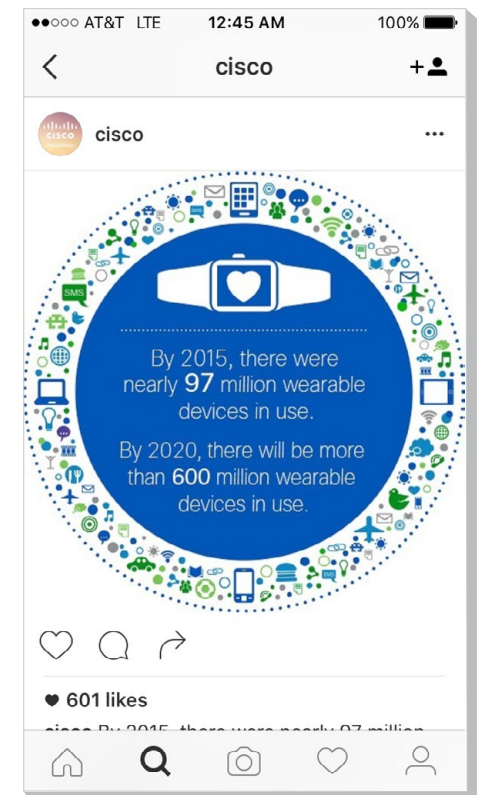
## TIPS AND TRICKS

- Make sure your Instagram account name is very similar to your company's name and that it's set to public so that users can easily find you through search, hashtags, and their networks' activity.
- Post at peak times. Because Instagram is a mobile-only app, users can only access it on their mobile devices, and your posts can quickly be filtered down by the time they open the app. These times will vary depending on who your audience is.
- Identify the hashtags that fit for your business and product, the trending hashtags (like throwback Thursday #TBT) that you want to participate in, and those that are unique to your brand and incorporate them in every single post. Consider using a branded hashtag as well. Simply Measured reports that 70% of the most-used hashtags are branded.
- You can only post images or videos on Instagram, so if you want to share text, such as a quote or important takeaway, you can create an image with the text written within it. In this example, Cisco shares a statistic on the rise of wearable device usage by uploading a photo of text.
- Use Instagram Stories to post more frequently without overwhelming your audience. This feature makes your content available for 24-hours, and you can choose which ones you want to save to your regular feed for a longer shelf life.



## Instagram Paid Advertising

On Instagram, brands can advertise through a wide variety of photographs and video imagery. Through single photo ads and multiple photo carousel ads, you can advertise content that appears like a seamless addition to the user's Instagram Feed. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



### YouTube

YouTube has over a billion users—almost one-third of all people on the internet. And according to Alexa, it's the second-largest search engine in the world after Google, which makes sense when you think about how people use YouTube—as a video search engine for a new movie trailer, a how-to video, or even a product demo.

As such, your video titles should be customer-centric and descriptive so that users can easily find your content, and your video description should be two or three sentences that include targeted keywords. Be sure to take advantage of the tagging feature, which is the way that YouTube determines the relevance of your asset and groups similar videos together. 5–7 tags are optimal and will ensure your video is associated with other videos that use the same tags so they can appear as a “related video” when users are viewing other videos. Aside from just posting content on YouTube, you can take advantage of its ad platform, which allows you to display ads before a video to your target audience.

#### TIPS AND TRICKS

- Use a keyword-rich description since this section represents the meta data that is searched by Google. National Geographic's YouTube videos are packed with descriptive keywords to reveal what their videos are about, not to mention help with keyword search rankings.
- Post new videos on a consistent basis so that users feel like it's worthwhile to subscribe to your channel. Set a cadence for how often you will publish videos and keep it. Once you've set expectations with your audience, it can hurt your brand to not meet those expectations. Furthermore, you can lose credibility if your content is stale—this applies across all social media platforms and marketing channels.
- Include calls-to-action in your videos, asking viewers to subscribe or visit a link. You can direct them to your website to learn more or to a landing page to download a coupon

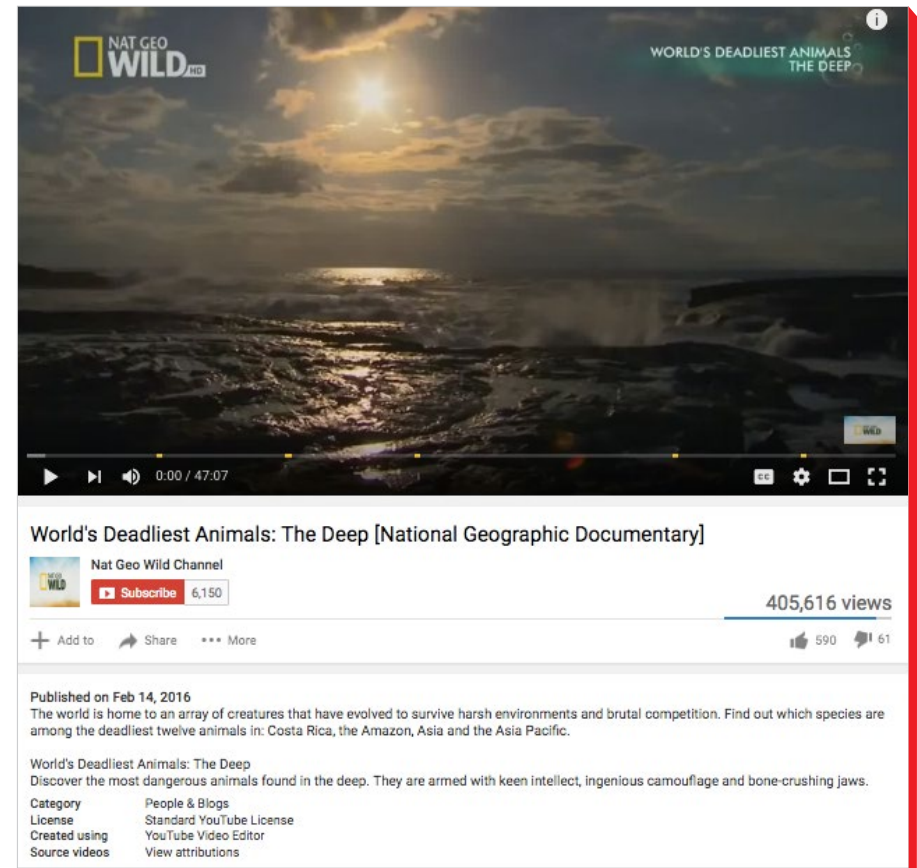
or register for an event.

- Broadcast live video on your YouTube channel (and then host the recording) by connecting your channel to Google Hangouts. You can learn more on [Google Hangouts help page](#).



#### YouTube Paid Advertising

Whether your buyers are looking at funny cat videos or watching explanatory marketing videos, there are various types of ads you can show to targeted audiences based on content: In-Stream, In-Search, In-Display, or In-Video Overlay Ads. For more information on digital ads, check out our [Definitive Guide to Social Advertising](#).



National Geographic uses keyword-packed descriptions that help boost their search rankings

## Vine

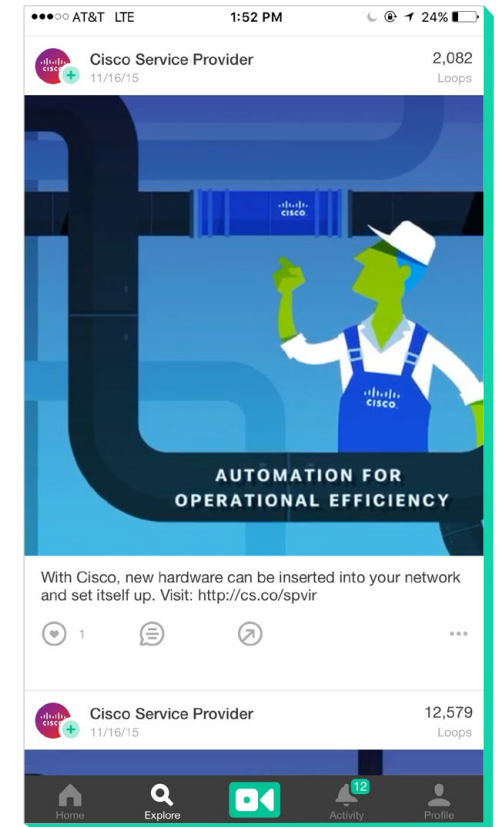
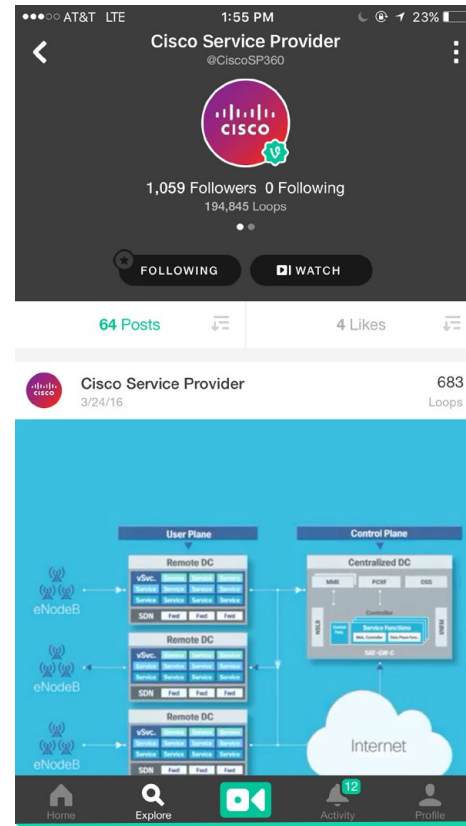
**Note:** On October 27, 2016, Vine announced that they will be discontinuing their mobile app. If you have an existing Vine account, you'll still be able to access and download your Vines for use across other channels. Vine plans to keep their website online and will notify the public before they make any changes to the app or website. Check their blog or Twitter account for the most up-to-date information.

Vine is a video-sharing app that was acquired by Twitter to allow users to create and share six-second looping videos with their network. For brands, Vine presents an opportunity for them to tell visual stories in digestible tidbits. For a longer story, users can easily break it up into different "chapters" and offer distinct information in each section.

### TIPS AND TRICKS

- Use Vine to unveil new products, showcase your work, or give teasers using a hands-on approach.
- Vine video can have audio, but most users won't turn it on. Make sure your video is engaging with and without sound.

- Create animated drawings or diagrams to bring a concept or presentation to life. Cisco's Vines help conceptualize their technical concepts into easy-to-digest short videos.
- Map out your six-second story before you start and identify what will make it visually interesting. Because of the short format, you need to grab a viewer's attention quickly. Because Vine videos are only six seconds long, it's critical to plan your content. Successful formats include: repetition—so the video seems seamless, stop-motion, 360-degree view and spot the difference.



Cisco's Vines conceptualize technical concepts with animated graphics



### Periscope

Unlike the other video-sharing platforms, Periscope is a live streaming platform that broadcasts live video from your phone. Users can interact with brands in real time, watch replays after a broadcast, and provide feedback. While the videos disappear on the platform after a certain amount of time, videos can be saved onto your phone to republish on other channels. Because this is a live channel, with real-time interaction with your audience, it's important to be prepared for anything—from silly moments to tough questions.

#### TIPS AND TRICKS

- Before you jump into starting your own Periscope broadcasts, do your research and watch some other broadcasts first to get a feel for the platform and format.
- Host video interviews with prospects, customers, employees, and thought leaders. For higher production quality, invest in tools like studio lights, a tripod, and fun backdrop.
- Show viewers on-site footage of an event. Have a team ready to answer customer service questions, and follow up with questions you can't get to while you're "on air."





# Periscope 101

## Write your headline here

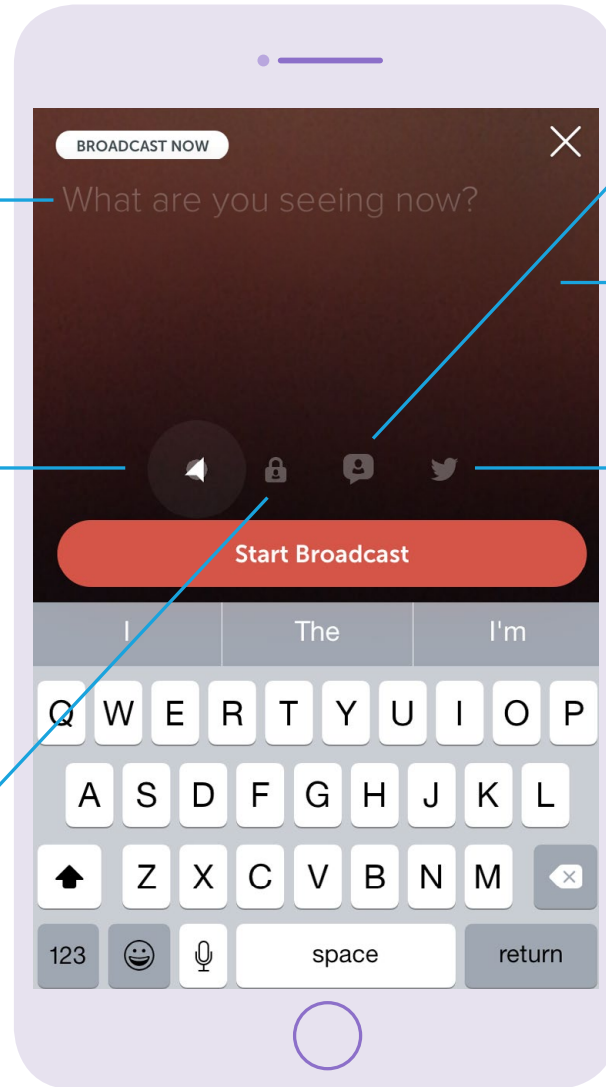
Include a short description of your video and add mentions and hashtags to increase engagement. This will be the same copy that gets shared to your Twitter feed if you turn on the functionality.

## Share your location

This makes your broadcast discoverable on Periscope's Global Map tab and will also allow users who search for your location to discover your broadcast.

## Make your broadcast private

To start a private broadcast, tap on the lock icon and select the followers whom you want to share the broadcast with. You can only invite users who you are following and are following you. To get more brand awareness and reach, it's a good idea to keep your broadcasts public, but this function can come in handy if you host a private broadcast intended only for your employees, customers, or partners.



## Turn on the chat functionality

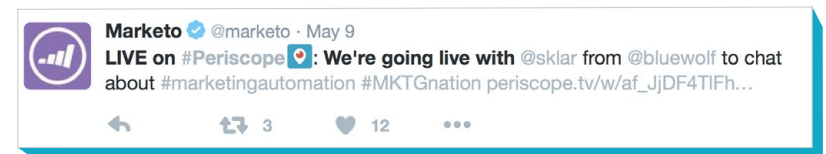
Allows users to interact with your broadcast and ask questions or make comments. You can open it up to all users or only users that you follow, but it's a good idea to open it up to everyone to allow them to engage directly with your brand.

## Change your camera view

After you start broadcasting, you can double tap your screen to change the camera from front-facing to rear-facing.

## Turn on Twitter post

Drive traffic to your Periscope broadcast from Twitter.



### Snapchat

While Snapchat is more of a messaging app, brands use this platform to tell interactive stories. Snapchat has grown as much in one year as Twitter has in four years combined, and it is now the country's second-favorite social network, behind Facebook, according to Convince and Convert. Snapchat's functionality is similar to Periscope where your content disappears after a period of time, but can be downloaded and saved elsewhere.

#### TIPS AND TRICKS

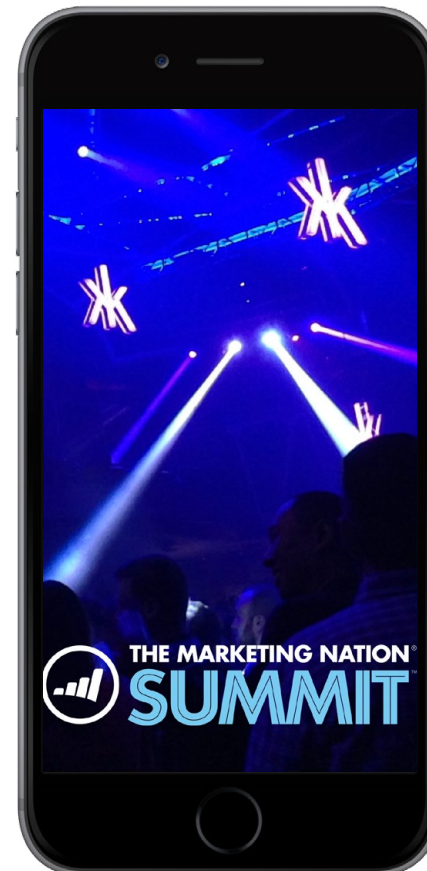
- Create a custom QR code for your brand's profile (your profile ghost) and get creative with where you place it. For example, at events or in-store, you could place it on swag and signs.
- Choose a username that is your name, or very close to it, and use your other social networks to drive your fans and followers to find you and engage with you.

- Create branded geo-filters for events, launches, and big events for your audience to use and share with friends. At Marketo's Marketing Nation Summit, we used a geo-filter within the conference center vicinity that users could interact with and share with their network.
- Sharing snaps? Understand how your tone, voice, and branding will be represented. Consider starting an employee ambassador program to share unique views of different teams within your company.
- Think in terms of a story—the "My Story" part of Snapchat accumulates your snaps over a 24-hour period of time. What do you want your audience to know about you in that time period?



#### Snapchat Paid Advertising

Snapchat's 3V (Vertical Video Views) ads, which appear in both premium and curated content, allow brands to promote their stores in a portrait mode that takes up the full screen space. And with the geofilter feature, businesses can create unique filters for their audiences to use to promote a campaign or event.



Marketo's Snapchat filter at Marketing Nation Summit

# PRESENTATION SHARING

Presentation-sharing platforms, like other social media platforms, play a critical role in the research your buyer does long before they get in touch with you. Presentation-sharing platforms such as SlideShare and Scribd offer yet another way for you to display your content, educate your audience, and support your SEO strategy.

For an organization just getting started on a presentation-sharing platform, a good place to start is by auditing the content on your corporate website and uploading key pieces. Think of these sites as an extension of the “Resources” or “Downloads” section on your company website, with the added benefit of even greater exposure.

Upload and share content that addresses your buyer personas and track which sites are most popular with each persona. Then, refine which topics and content work best on different sites. Types of content you may want to share include infographics, slide decks, and webinar slides.

## TIPS AND TRICKS

- **Make it a part of something bigger:** Your presentation is more powerful if it’s part of a much larger content initiative. If your presentation is part of a larger campaign, you have the opportunity to engage your audience further, with content that you know will interest them.
- **Take it on the road:** Use your presentation outside of simply posting it to the presentation-sharing platform. Share it at a company meeting, user groups, meetups, and conferences.
- **Get SEO Value:** Make sure that all of your presentations are optimized for SEO, so you can reap the search engine rewards from the work that you have done and drive traffic not only to your presentation and channel, but back to your website.
- **Base your presentation on a topic in which you are an expert:** Leverage subject matter experts within your company for topics they are knowledgeable in. This ensures that you are offering your audience a unique and expert point of view on a topic and providing value. Content Marketing Institute’s SlideShare provides users with educational content around different aspects of content marketing, which is their expertise, from how-to, to stakeholder buy-in, to SEO.



CMI publishes SlideShares on a variety of different topics to educate marketers

## Q&A

Q&A sites provide a platform for users to ask questions, provide answers, and discuss topics of interest. The best sites provide easily searchable answers and can be good for SEO. Popular Q&A sites include Quora, Reddit, Formspring, and answers.com, although topics on these sites can vary significantly. Q&A sites help you drive traffic to your website, and they also help you build relationships with key influencers. Set up Google Alerts for your company, competitors and top keywords and keep an eye out for questions you can answer. Remember to provide thought leadership and insight within your comments, and only include link-backs when relevant. And, of course, always focus on building relationships.

### TIPS AND TRICKS

- Listen for conversations that are going on about your company or product and ask employees to join in when appropriate. For instance, if customers are experiencing a technical issue or looking for advice about your product or service, you can alert your colleagues and ask them to answer the questions.
- Host an AMA, "Ask Me Anything," with subject matter experts and thought leaders within your company. CEO and CTO of SpaceX Elon Musk did an AMA, which received a lot of traction at over 11,000 comments. AMAs give your brand direct access to your buyer's needs and interests and allow them to connect with you on a more personal level.



### Link Building

Many Q&A sites have high rankings and a continuous amount of traffic. Adding links to your responses on Q&A sites is a great way to drive traffic to your website and will have a positive impact on your SEO. However, make sure that you aren't just placing links without a quality response and that your link is relevant to the question and your answer.

The screenshot shows a Q&A post by Elon Musk. The post title is "I am Elon Musk, CEO/CTO of a rocket company, AMA!". The post content includes: "Zip2, PayPal, SpaceX, Tesla and SolarCity. Started off doing software engineering and now do aerospace & automotive. Falcon 9 launch webcast live at 6am EST tomorrow at SpaceX.com Looking forward to your questions. https://twitter.com/elonmusk/status/552279321491275776 It is 10:17pm at Cape Canaveral. Have to go prep for launch! Thanks for your questions." Below the post, there are several comments. The first comment is from Forrestal, asking about SpaceX's current strategy and space elevators. The second comment is from Elon MuskOfficial, answering that SpaceX's strategy revolves around old style rockets and that space elevators are not like Von Braun and Korolev. The third comment is from 1201alarm, asking how the first stage of the Falcon 9 will be secured to the barge. The fourth comment is from Elon MuskOfficial, answering that it will be mostly gravity and that they will weld steel shoes over the landing feet.

Elon Musk hosted an AMA to engage with his audience





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