

Integrated Marketing Communication
Prof. Vinay Sharma
Department of Management Studies
Indian Institute of Technology – Roorkee

Lecture – 55
Social Media Advertising Part III

Last segment we discussed about social media-based marketing. Now, continuing from our earlier discussion on Facebook and Instagram, we are moving towards micro sites or micro modes, and one of the most important modes developed over time is Twitter.

Many people followed this, Tweet. This particular statement was tweeted, and so many followers followed this, as it is an essential kind of element that marketers notice. One thing I tried to suggest earlier when we talked about digital advertising is that social media is created in terms of space availability.

The creativity in terms of utilization of the space given for words by consumers and utilization of that particular opportunity of consumers by marketers to address them is an essential element, which is working around the utilization of or should I say effective utilization of social media. what Twitter offers like Facebook, and Instagram Twitter offers ads based on objectives because a specific communication flows here.

Many marketers point out that advertising on Twitter is a problem because the ads are expensive. The targeting is not as good as Facebook and user growth has told but pay-per-click on Twitter can be cheaper than other options. This is not a comparison, but again here to point out that the effective utilization of a model depends upon the growth and number of users.

The importance that a particular mode gains in due course of time as far as the effect it generates as a mode. However, the large number of users are specific numbers. So, it depends upon the specific positioning that the mode itself enjoys. We have talked about how Instagram is advertising itself and how Facebook has advertised itself.

They are working on their positioning. Twitter is also specifically pursuing a particular kind of positioning for itself. For some advertisers or any of those, it is becoming a rational choice; it makes sense and generates returns for them. It depends on how well marketers adapt it and how well they accustom themselves to Twitter. The micro-blogging social networking site Twitter has a relatively low share but a specific target sphere.

One vital thing here: we cannot directly compare Twitter with Facebook. We may look at different social media options with their internal complimentary as well, and that is where the art of integrated marketing communication planning comes in. We have been focusing on how different media choices complement each other.

But now or earlier also, I have suggested this critical element: within those media choices, the options are complementary if they have a different orientation and can complement each other. So, marketers can think of utilizing Facebook and Twitter in complementarity. That can also be done, although they would overlap in terms of how far the users go.

There would be a conflict in terms of our competition. I should say not conflict. So, that competition element would work. We should not look at it with a low share perspective; we can look at it with a specific target perspective and a specific kind of user base. The overall scenario; if you want to list everyone from the social media perspective, it is 2.2%.

But it is increasing as the statista says it was 1.76 and now it has become 2.2. Now whom it suits as we have just seen, whoever is looking for instant reaction as in the case of other media as well. Still, Twitter generates a discussion around an issue. Essentially that is how these tweets come into being, some specific issue is put up with its centrality, and then people start reacting to it.

And that encompasses immediate reactions around a particular kind of a perspective, and here a slightly different positioning is it comes into being. You must have heard people saying that this was specifically tweeted and then generated a particular kind of debate while you would have observed that. So, then at the same time, you would have observed that people would agree on different media or news channels; people would be referencing or referring to Twitter as a mode of communication utilized for a particular kind of debate that is prominently being discussed on that news channel at that particular point of time.

Here comes the reference of one media to the other media; why is it essential for us? It is important because we are looking at it from a marketing perspective. If our customer is associated with Twitter, we address that customer with a message that the same customer is being referred to, not specifically by name. Still, his actions on other media that customers definitely would be watching because of his issues, his actions are referred to by other media.

Now, as a marketer, we move on to that media as well, where our customer is revisiting his ideas, and there if the same message is present, that makes a lot of relevance. When this kind of debate is generated on TV channels or different kinds of modes so it can be seen regarding other social media options, that is, those being referred to by people in discussions and ads on our media, and

that comes into being, and that is what has primarily integrated marketing communication.

Advertising with Twitter is related to single and multiple image cards, which is relatively self-explanatory. Still, to give you a glimpse of the single image cards they have, it is a tweet with a single image, and multiple image cards include four images that users can click on each image to enlarge. Promoted video is a tweet that includes a single video and primary app card, and an image card tweet includes a call to action button that installs the apps or directs users to their app store.

Video app card and app installed tweet that includes a video and then website card or tweet that includes a button that takes the users to the website then lead generation card is there, a tweet card that enables a users details to be auto-filled in and sent to the brand with the simple click of a button. The methodology the approach is creating categorization here.

And as I have repeatedly been saying that it is an ever-evolving process. Conversational ads are ads that enable brands to engage directly with users and that users wherein users can share with their followers as well. And there are targeting options wherein location, age, gender, language targeting device platform, and career and keywords, followers, and interests. These are the targeting options available as far as advertising with Twitter goes.

Targeting options are associated with geography, demography, devices, keywords, tailored audience, etc. and as with other video options, several categorizations are available on Twitter.

Now, let us come to LinkedIn, a particular kind of option but continuously growing. Again, if it as another social media option, the percentage might seem smaller to 0.25%. Still, if you look at the specific target, you would realize that they have occupied a vast space regarding professional communication.

And they have given several options, for example, one for free, one for with a particular kind of a fee which is a revenue generation model for them, and there they have lots of options for exhibiting messages from the side of marketers and even the users themselves they want to put up something from their side. LinkedIn targets involve professional people with professional abilities who wish to get connected with professional orientation and want other professionals to know about what they are doing. You can see that several marketers approaching them, starting from consumer goods companies to companies enabling jobs for people can also get associated

with us as far as LinkedIn as a platform to project their services and platform goes. It depends on what kind of target orientation a marketer can derive from these professionals.

One can always think of automotive manufacturers looking for this kind of avenue for their products. If you are looking for higher executives who earn lots of salaries, this can be a good option for luxury cars. Then it can be an attractive option for, let us say, executive education or management development programs, which many institutions are doing. They are putting up LinkedIn posts as marketers and utilizing that platform because so many professionals who require those kinds of courses are continuously associated with or updating their details on LinkedIn.

And these days, I have realized that academicians are also a significant part of the user base of LinkedIn. It tends to convert well into content that requires users to enter an email address or other information to download something wherein you can further communicate with those specific people with a specific orientation also. It enables you to develop communication that becomes professionally meaningful; as I said, many recruitment options are being developed out of LinkedIn in time. Many placement and internship teams of institutions use LinkedIn to attract prospective HR heads or managers for their placement season and that kind of thing. It is a beautiful element wherein you put up a message that we are inviting you for this kind of thing; they respond if you are a marketer.

And you are inviting that kind of person as a marketer. You have to have that orientation of developing that kind of a message. Still, if you are watching this communication between two professional communicators, you can utilize this concerning being a marketer at the onset. Now, as I said, they are precise or, let us say, absolute numbers if you count upon which I do not have right now.

But if you will go for that kind of thing, how many subscribers are there and what kind of if you will look at economic strength or let us say if you will look at these subscribers or users as buyers of several goods, then that makes more relevance if you look at a relative percentage as compared to other social media it will look like a small percentage, but believe me as far as their target goes they are doing fine.

Further statista report says: with a share of 47%, LinkedIn is one of the top 5 social networks. Let us look at it from this kind of perspective 22% of LinkedIn users are between the age of 18 and 24, 40% are between 25 and 34 years of age, and this is the difference between LinkedIn and other elements wherein few of the social media options are associated explicitly with 28 to 24 only.

And here you have a professional space, and have I mentioned earlier that 18 to 24 would grow up into a different kind of an age bracket, would they remain with that kind of an option, or would they switch over to LinkedIn that is where the marketer should focus upon if the marketer is focusing upon the transition of that 18 to 24 bracket to this 30 plus or this 35, 44 or let us say 25, 34 bracket which is switching over to LinkedIn.

Then the complementarity or marketer traveling with their messages from that option to this option makes relevance. If somehow they will remain with that option and they are coming to this option as well, then the marketer would look at the complementarity perspective, and that is where integrated marketing communication planning comes in and when I say IMC planning concerning a specific mode of communication that is we are focusing on social media as a part of digital media.

Media planning is associated with social media. Media planning is relevant to social media as a part of digital media. Media planning is associated with social media, digital media, and our complete structure of marketing communication options. So, this can be a flow and a sequence. It depends if we focus only on social media and the volume we are devoting in terms of our resources for that social media.

And then, what contributes to other digital media options, and how do we complement it with other media options. It depends upon the budget, resources, and so on. Men and women perspective is also there 60-40 ratio is again this is a good picture as compared to other options wherein herein professional world women participation on LinkedIn is high, and that is what we are talking of.

The future growth of women's participation on social platforms in the economy is a very relevant and important thing for marketers to understand not only concerning their creativity, their targeting approaches, their perspective, and putting up the product augmentation at a later stage as well probably we would be talking about product management and branding in some other parts in later discussions.

But again, the point is that is how the cycle develops and influences it traverses from one thing to the other.

Now, B2B marketers targeting business professionals should start with LinkedIn and companies that hire many people, which I have already referred to. Particular business-to-business elements can be addressed wherein specific deals wherein specific options can be generated with

relevance to professional communication in terms of specific machinery options or capital goods options or services options with the specific approach towards the specific decision-makers as your buyers.

Advertising with LinkedIn is related to sponsored content, sponsored in the mail, reaching your audience through their LinkedIn inbox. This is again an essential feature, an outstanding feature that LinkedIn offers; there are dynamic advertising, display ads, and text ads.

Several surveys and studies have also been done on specific social media modes. There are papers associated with LinkedIn as well wherein there is a glimpse of output which says that people they read on as far as text ads go on LinkedIn because the users assume that these would be adding meaning to their information. These are useful for them in due course of time.

They spend time seeing professionals. They have reasons, they have motives, and LinkedIn is associating every one with a specific motive to address in terms of others and so on. Then there are targeting options associated with a location and job-related functions, degrees and skills and demography, company name, and size. Now, this data is crucial in terms of anything you look at.

If you are a B2B marketer, this data and this aspect are very relevant to you because you would like to know who you are interacting with within due course of time and if you are possibly looking for a job option definitely, this is an essential element for marketers focus upon, I am repeatedly suggesting that we should look at users as communicators here.

But from a marketer's perspective, we must keep reminding ourselves that we are watching a particular communication. We want to put our product, service, or message within that communication for those communicating with each other. That is where these kinds of sites are playing a very important role for us then there are LinkedIn groups. We may address the whole of the group as such.

An exciting thing Abu Dhabi tourism engaged in: they focused upon specific features of their city. Abu Dhabi has been a tourism destination also. Still, it is a very prominent business destination. The vital thing their tourism department realized was that people come here and have some time to spend. So how to convert business travel into tourism as well.

If we have some hours where you should be spending, and then they created a beautiful campaign around those spots, those places, that particular time, that skyline, it is a beautiful campaign. Just watch it and go to LinkedIn, and you will realize that it has a lot of relevance,

which also helps them. So, a lot of professionals started visiting the places as such.

Now YouTube is one of the most important contributors to this social media. It has done magic wonders. It is instrumental in popularizing music; it is instrumental in popularizing thoughts. It is instrumental in popularizing several other platforms, even websites. It is instrumental in popularizing personalities and so on. YouTube ads can help you connect with people who are interested in what you have to offer with lots of flow, because it is full of videos.

And you can stay there for a very long time if you want. During the COVID period, people have been telling me that they have been consistently continuously watching YouTube for a number of reasons. Google has upgraded the YouTube data attribution model so you can better measure how users engage with their ads, with marketers' ads, and one can also determine cost per conversion and see YouTube ads performance alongside the search and shopping ads attribution reports.

How Google enables their marketers to understand what kind of benefits they are getting, and there are several other advantages associated with that. YouTube, because it has grown big and it is a picture video-based kind of a platform, so that is it has lots of attraction it has no limits, you can go ahead with watching as much as you want and so on and not to mention it generated 19.7 billion revenue in dollars as of January 2021.

YouTube audience is not only limited to younger generations. Now, here again, this is an advantage as far as YouTube goes, and that advantage would travel towards other social media platforms as well, but in due course of time. This is an evolving situation. A significant percentage of baby boomers are on the video platform per sprout social 2021.

And it is suitable to target every age bracket and generation type as far as YouTube goes. Gen Z consumers are also pretty much active on YouTube, which is an attractive thing associated with YouTube for marketers. YouTube's perspective is relevant with one more thing: marketers should optimize their content and incorporate YouTube hashtags to ensure the platforms know their videos' topics.

And they have been more likely to recommend it. Many videos are available on YouTube; marketers also go there with a similar kind of orientation. Categorization or vocabulary would help people serve. Here I should mention one very important thing: YouTube is served for

specific advertisements by people who wish to watch different kinds of messages.

That is a huge advantage when a platform served for advertising, which is essential. A thought that comes to my mind whenever I watch YouTube advertisements is that if somehow those advertisements are popularized on other media, that makes integrated nomenclature communication more potent because we utilize YouTube to popularize YouTube advertisements on other modes of communication, probably television or newspaper.

Have you watched any newspaper advertisement saying that watch YouTube for this kind of advertisement? There are messages on that, but I have not seen any specific advertisement related to that, there is a suggestion to marketers, and they wish to go for that.

Advertising with YouTube is related to two aspects. One is paid advertising by promoting video content or other content on the site and making a brand channel that provides analytics and community features. That is how two elements are associated with advertising on YouTube. Another aspect is that personalizing and branding your own YouTube channels helps to develop your brand's online presence and assists with SEO search engine optimization.

We have talked about it extensively; through analytics, you can observe what types of content resonate more with your users, and you can also optimize your efforts by sharing popular content on other platforms or even paying for the promotion of popular content to get further reach and awareness when I say you, you mean marketers. we are marketing and integrated marketing communication scholars at this particular moment.

We are students of IMC; I take all of you as prospective marketers in due course of time. With this, I end my discussion on social media communication and social media advertising. There is a lot more to go ahead with and think of, but this is just a more extensive glimpse of how social media, advertising, and communication have become a mainstay in the whole of the integrated marketing communication, plan, perspective, and IMC world should I say.

I will leave you with this thought that where it is leading us, I will leave with this perspective to evolve in your minds in due course of time that how other elements would come up in due course of time to complement social media or would there be a situation where in conventional media or mass media related to I should not be saying mass media because social media itself is becoming mass media.

So, should I say television and newspaper separately, would they be coming back with some

perspective which they enjoyed in due course of time? If they would, what would be the reason or so. These are some of the thoughts I leave with, and I will see you next time with a content marketing perspective which is one of the essential elements of IMC; till then, goodbye.