6-6-2017

Measuring The Impact of Social Media Marketing on Individuals

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Abstract
Three problems associated with the use of social media in marketing include:

1. The difficulty in tracking, managing, and analyzing the traffic that comes from different social media networks. Google Analytics is one of the data analytic tools that deals with traffic efficiently. It recognizes traffic sources and categorizes them to give the advertiser insights into oncoming traffic to the company’s website. It provides comprehensive statistics about traffic, which can be useful for advertisers to measure the performance of their marketing campaigns.

2. The inability to measure the success of marketing campaigns to increase sales. A/B Testing is a useful way to tell advertisers about the best methods to enhance their final results. It examines the functionalities of websites and advertising techniques during social marketing campaigns that lead to direct or indirect impacts, which can boost sales.

3. The lack of finding target audiences in social media. Social media’s API, such as Twitter Ads, provides many features that can generate new leads. It gives advertisers the ability to target social media users based on their demography, geography, behavior, and interest.

In the business section, the paper covers the impact of social media influencers on their followers and how companies use those influencers within their marketing campaigns. This information can help businesses achieve their social media marketing goals by using these solutions and following measurable plans. Furthermore, the paper mentions some successful case studies that have used these solutions effectively.
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1.0 Introduction

With the massive eruption of technology nowadays, it becomes harder to catch every innovation or trend. In the past, marketing channels were limited to a few traditional ways such as magazines, newspapers, brochures and TV. However, digital marketing has taken over more traditional marketing channels. Digital marketing is defined as the use of digital channels, in particular on the Internet, to market a product or service. Digital marketing began in the late 1990’s and expanded significantly in 2000’s. Nowadays, various digital channels apply in the real world, but the most popular ones are social media marketing, display advertising, email marketing, and affiliate marketing. Every channel has its distinctive features and particular uses. For example, affiliate marketing applies when a company uses an online third party like other websites to market their products with a commission. Email marketing refers to marketing by sending emails to individuals while display advertising depends on advertising on sites.

According to the Internet Advertising Bureau, as it shows in Figure (1.1), the annual revenue of digital marketing was $7.3 billion in 2003 then increased dramatically to $36.6 billion in 2012, and the compound annual growth rate between 2003 and 2012 was 19.7%. In the United States, digital marketing revenues surpassed those of local and national cable television and nearly exceeded those of broadcast television in 2011.

![Figure (1.1): Growth in Internet advertising](https://www.iab.com/wp-content/uploads/2015/05/IABInternetAdvertisingRevenueReportFY2012POSTED.pdf)

Recently, a new direction of digital marketing and social media marketing have grown to capture a great portion of the market share of internet advertising and become one of the most influential elements in the new media. According to Global Digital Statistics Report 2017, the number of social media users represented about 75% of internet users around the globe.

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surprisingly, eMarketer, a market research company that specializes in digital marketing, reported in 2015 that advertisers globally spent about $25.14 billion to reach consumers on social networks, compared to 2014, when they spent $17.85 billion that’s an increase of about 40.8%. The report indicates spending will reach nearly $41 billion in 2017, representing 16.0% of all digital ad spending globally. Technically, social media channels started after the implementation of Web2.0, the technology that enabled interaction between internet users by exchanging, sharing and participating online with each other. Apparently, Web2.0 represents exactly the environment of social media. Before Web2.0, users could only deal with static content, which has very basic features and is useful for news websites but not for social networks.

In marketing concepts, marketers use word of mouth marketing (WOMM) as one of the leading influential advertising methods. WOMM depends on social interaction between people by passing a positive review about a product, service, or even brands through oral communication. However, it seems like a double-edged sword method for commercial companies, because people can negatively affect the company’s reputation when they feel dissatisfied with a product or a service. Consequently, companies take the WOMM very seriously, and they strive to increase the customer’s satisfaction to gain customer’s trust. Lately, Web2.0 has created a new version of WOMM using the Internet, which makes it more efficient and influential. In fact, social media networks constitute one of the essential channels and most attractive environments for eWOMM.

Nowadays, advertisements have so many forms, and they can reach out to consumers in ways that were unimaginable a relatively short time ago. Consumers data, in social media particularly, has become easier to collect and use, which lets marketers direct their advertisements to potential customers. Recently, numerous data analytic solutions have diffused across the globe, which basically can gather, analyze, and examine consumer’s data to help marketers measure the achievement of their marketing objectives. By using different data analytic tools, the marketing campaigns through social media, as an example, have maximized their effectiveness and optimized the return on investment ROI. These advanced applications can offer deep insights not only into consumer preferences and trends, but also consumer behaviors during a past time. Therefore, marketers use data analytic tools in social media marketing to improve the final result and minimize the marketing campaign cost. Increasing sales for a company is not the only goal in social media marketing, they are also using social media for totally different aspects of business such as customer management, brand recognition, reputation management, audience building, and many other things the company can profit from.

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2.0 Background

The basic concept of social network sites refers to the ability to create the opportunity for interaction between businesses, individuals, and organizations to build communication channels and improve relationships. Social media platforms are the most influential method for any business striving to enhance its services, due to the ease of the communication with current and future consumers. Another advantage social channels have for businesses exists in the possibility of targeting consumers based on geographic, demographic, and behavioral data within the company’s marketing campaign. Many of the advertisements can aim precisely to relevant topics. Many of the platforms also direct advertisements to specific users based on the user’s activity such as what to write or post about or who to follow. According to BIA/Kelsey, a media advisory firm, social media advertising revenue in the US was $4.7 billion in 2012, and the expectations are for revenue to be nearly double with about $11 billion by 2017, and the five-year growth rate to reach 18.6%.4

When the most popular social networks were starting, Facebook, LinkedIn, and Youtube waited two years to announced the first advertisement on their network. They were not founded to be marketing tools. Facebook is one of the most popular platforms that provides an online social network. In 2005, Facebook started to make a little profit although it was private for Harvard students only. After one year, Facebook opened publicly to anyone older than 13, and they were able to increase the revenue to reach their first $50 million. By 2007, Facebook had had 100,000 business pages, and advertisements had taken place on the website generating most of the the company’s revenue. Microsoft had paid $240 million to purchase only 1.6% of Facebook’s share. Microsoft had the right to place international advertisements on Facebook. In 2016, Facebook announced that they had about three million active advertisers.5

Youtube was founded in 2005 as an online video sharing site. After one year, Google bought Youtube for $1.65 billion. In mid 2008, a Forbes magazine article talked about the future of Youtube, and it was expected to boost the 2008 revenue to reach $200 million, noting increasing in advertising sales.6 In 2012, YouTube's revenue from its ads program reached 3.7 billion. In 2013 it nearly doubled and was estimated to hit 5.6 billion dollars according to eMarketer.7

LinkedIn focuses more on being a social business networking service that operates via websites. Team members from Paypal and socialnet.com founded LinkedIn in late 2002 and launched on May 5, 2003. LinkedIn depends significantly on its data, so most of the site’s revenue came from selling access to information about its users to recruiters and sales professionals. Besides, advertisements constitute an essential portion of the company’s total revenue. In 2011, LinkedIn increased its revenue in advertising, and they earned $154.6 million

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compared with Twitter which earned $139.5 million. At the end of 2016, Microsoft paid $26.4 billion to acquire LinkedIn.\(^8\)

2.1 Current situation

The number of social media users around the globe increased by 50% from 2014 to 2017. In January 2017, nearly 37% of the world’s population were active social media users, which is an increase from 26% in 2014. The number of active mobile social users have increased 30% since January 2016, according to We Are Social Inc.\(^9\)

![Figure 2.1](https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/)

**Figure 2.1 shows the number of users for the most popular applications. The applications can be placed in three groups: Chat, Social Networks, and Video Communication. The total active users of the three groups exceeds 9 billion. Chat applications include**

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WhatsApp, Facebook Messenger, QQ, and WeChat. Four of the top five applications are chat programs. Their users constitute about 40.7% of the total users.

Social networks include Facebook, Qzone, Instagram, Tumblr, Twitter, Baidu tieba, Snapchat, and Sina Weibo. Facebook has the most users of the sites listed. Although the social networks share characteristics, each has some unique attributes. Social network users are the largest group, making up over half (53.2%) of the total users represented. Two video communication programs are on the list, Skype and Viper. They make up 6% of the total users.

The two primary countries creating social media platforms are the USA and China. The biggest Chinese social networks include QQ, Wechat, Qzone, Baidu tieba, and Sina Weibo. The American social networks include Facebook, Instagram, Twitter, Tumblr, Snapchat, and Skype. The Chinese social networks’ users constitute 32.3% of the total users while 67.7% for the American social networks’ users. Because the American social networks are banned in China, users are forced to use one of the Chinese networks. Chinese social networks are available worldwide.

![Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE](image)

*Question:* Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc.

*Source:* GlobalWebIndex Q4 2014

*Figure (2.2)*

Source: Global Web Index Q4 2014

The popularity of a social media platform depends on many factors such as demographics and geographics. Figure 2.2 shows the percentage of active users based on their age. Percentage of users for the 16 to 24 age group are emphasized.

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The nature and purpose of the platform play an essential role in determining the percentage of users from each age range. Since LinkedIn concentrates on professional businesses and those seeking employment, the combined group of users between 25 to 44 makeup half of the total users. Snapchat is an application for exchanging pictures and sharing daily stories, so it applies more for users between 16 to 24 years old, representing 57% of their users.

Figure (2.3)
Source: Global Web Index 2015

The popularity of Facebook, Twitter, Youtube, and Google+ are compared in Figure 2.3. Visitors to the top social network platforms are shown by country. It illustrates the percentage of users who have visited the site in the last month. Indonesia, Turkey, Mexico, and the Philippines constitute the most countries regarding the number of active users on the listed platforms. The Philippines and Mexico are the top countries in all the listed platforms. Facebook, Twitter, and Google+ are very popular in Indonesia, but users are less active on YouTube. In Turkey, Google+ is not the preferred platform as much as the others.

Although the number of social media users in China and Russia are high, they are at the bottom of the list in terms of active users. Government regulations limit the popularity of some social networks. All the social networks listed in Figure 2.3 are blocked in China because the government wants to make social networks under their control.

In some places, people’s preferences are different from the other world. For instance, people in China use local social media platforms such as Qzone and Baidu Tieba. In Russia,
the listed networks are not blocked, but people much more likely to use the sites VKontakte and Odnoklassniki, both traditional social networks with personal profiles and photo sharing options.\textsuperscript{15}

The cultural factor plays an essential role in the fact that some people are not active in social networks. In Japan, people like to be anonymous when it comes to using social communication channels. Because Facebook requires users to disclose a real name, some people prefer other social networks when the personal information is an option. Rejecting or deleting a friend on Facebook is considered a rude behavior in the Japanese culture, and it might cause awkwardness for some.\textsuperscript{16}

\textbf{2.2 Google Analytics}

Google Analytics is a free web analytics service used to assist marketers on social media marketing. It generates thorough statistics about the traffic of a particular website. In addition, Google Analytics provides practical ways for marketers to measure social media marketing ROI and the success of the marketing campaigns by analyzing the social media users’ interaction with the marketing campaigns.

Google released the first version of Google Analytics in November 2005 to limited users only. In August 2006, it became available for general use at no cost. In 2011, Google released a new version of Google Analytics with more features including: a new interface design, multiple dashboards, and expanded custom report options. After two years (2013), Google announced the latest version of its software, called Universal Analytics. It captures about 83\% of the web analytics market share, according to World Wide Web Technology Surveys.\textsuperscript{17}

Marketers find Google Analytics a practical solution for many reasons. It contains main features such as tracking traffic from social platforms and other sources. Google Analytics deals with traffic professionally, with the ability to isolate the traffic using a segment to analyze the behavior of visitors. It can view real-time traffic, which may raise the efficiency during marketing campaigns in social media. The real-time report shows detailed information about the actual number of visitors who are browsing a given website.

Google Analytics outperforms all of its rivals regarding cost and ease of use. Although Google Analytics has numerous features, marketers can use it for free. It shares the main functionalities of some other paying tools but with no charge, which can be the major advantage of Google Analytics. Google makes Google Analytics easy to use especially for non-technical users. They support every function in Google Analytics with educational videos explaining the importance and use of the function. With a drag-and-drop interface, it becomes a simple process to customizing reports.

Google Analytics lacks several advanced tools for measuring and reporting website traffic. One important feature for measuring website traffic is the bounce rate. Bounce rate is the percentage of visitors to a particular website who leave the landing page without any interaction. It is a powerful metric to gauge the quality of the traffic. Google Analytics calculates the bounce rate entirely differently than other tools do. It can only calculate the time difference between the last page and the first page of a session assuming the visitor browsed more than one page.

\textsuperscript{15} We Are Social Singapore Follow. "We Are Social Singapore." LinkedIn SlideShare. N.p., 26 Jan. 2016. Web.


\textsuperscript{17} "W3Techs." \url{https://w3techs.com/}. Accessed 5 Jun. 2017.
Unfortunately, Google Analytics considers visitors as a bounce if they browsed only the landing page, resulting in inaccurate percentage of the bounce rate.

Google Analytics lacks an important feature: heat maps. Heat Maps shows where visitors are most likely to click or to what extent they scroll down on a given web page (Figure 2.2.1). It helps the user to analyze visitors’ interaction to highlight the most attractive parts in a given website. This feature gives the user a thorough understanding of how visitors interact with a website. Although some paid tools have heat maps such as Crazy Egg and Yandex Metrca, Google Analytics still has not implemented any form of heat maps.

![Figure (2.2.1): A screenshot heat maps on Yandex Metrca](image)

### 2.3 A/B Testing

A/B Testing refers to one of the popular forms of experimental tests that are used to test the effectiveness of a variable on a website page. These tests compare two versions of a single element by testing a subject’s response to element A against element B. They allow to measure the effect of any element on a website. The experiment’s result determines which one of the two variables was more effective.

In social media marketing, A/B Testing can also be applied within marketing campaigns. Marketers run A/B Testing in marketing campaigns to see which advertisement drives better results. The advertisements run synchronously, and they show randomly to social media users. By the end of the experiment, A/B Testing can enhance a specific marketing goal such as an increase in the number of clicks or signups.

The first use of A/B Testing was in 2000 when Google engineers wanted to examine the effectiveness of Google’s search engine. They faced some difficulties to run their first A/B test because of technical glitches that resulted from slow loading times. After that, Google engineers started to improve the time response of the search engine and allowed real A/B Testing to
blossom. By 2011, Google had run more than 7,000 A/B tests on its search engine algorithm. Other big companies like eBay, Netflix, and Amazon are also using A/B Testing for everything that can be tested on their websites.

The A/B Testing tools contributed significantly to improving the efficiency of A/B Testing. In 2006, the first A/B Testing tool, Google Website Optimizer, provided a free tool to use A/B Testing. The main disadvantage was the need for programming skills to write codes for each version. Since 2006, many tools have been developed to allow non-programmers to run A/B Testing easily.

2.4 Social Media’s API

Many social networks have developed an Application Program Interface (API) to create an advertising platform. It enables marketers to direct their advertisements to target audiences. The biggest social networks, Facebook and Twitter, give marketers access to their users’ data such as gender, age, location, behavior, and interest. They try to entice advertisers to invest in their advanced advertising platform and make a profit.

In 2007, Facebook launched their first advertising platform. After two years, Facebook evolved their platform to enable advanced targeting by using their API to access users’ location and language. In 2013, Facebook released Lookalike Audiences which allows advertisers to reach potential customers who share similar characteristics to their custom audience. Facebook Ad features numerous detailed targeting options to help advertisers find their audiences accurately. The main category includes behavior, demographic, and interest, and they can expand to over 100 subcategories. For example, Facebook provides advertisers users’ relationship status; this includes not only those who are single or married but also are in an open relationship, complicated, separated, domestic partnership, and more. These extensive options help advertisers to narrow their target audiences which might lead to increase the conversion rate.

Advertising on Facebook is cheaper than other platforms. According to Wordstream, a search marketing company, Facebook costs $0.59 per 1000 likes while Twitter costs $3.50. The cost might be vary depending on what industry the business is in. According to The Salesforce Advertising Index Q3 2015, entertainment is the cheapest industry with $0.16 regarding Cost Per Click (CPC) while professional services, such as doctors and lawyers, are the most expensive industry with $1.1 CPC.

Twitter, on the other hand, started late in its race to catch up with its fierce rival, Facebook. They launched their first paid advertisement “Promoted Tweet” in April 2010. After three years, Twitter announced Twitter Ads to directly advertise to target audiences using retargeting technology. By releasing Twitter Ads, Twitter was able to boost ad revenue by about 111% in 2014.

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Twitter associates with many partners which can help advertisers to reach their audiences outside Twitter. Twitter features Tailored Audience Targeting that gives advertisers the ability to find users who might have an interest in the business by a third party. For example, a game-mobile application can work with Twitter partners to reach individuals who attended a video-game conference. Because these individuals have a high interest in games, the possibility of downloading the application is high.

Average Click Through Rate (CTR) refers to the percentage of people visiting a web page who access a URL link to a particular advertisement. The CTR on Twitter is higher than Facebook. According to Wordstream, the average click through rate on Twitter is 1-3% while Facebook’s CTR sits at 0.119%.22 One of the reasons for the high CTR is that advertisements on Twitter are displayed within the timeline, while on Facebook they appear in the side of the timeline.

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22 “Facebook Ads VS Twitter Ads - which one should you use? - Matter.”
3.0 Statement of the Problems

3.1 How can a business measure the number of customers that come to their website?

Vision
Successful use of social media advertising brings more customers to a company's website.

Issues
Measuring the success of current social media tools is difficult.

Methodology
Using Google Analytics companies can track the traffic to the company's website as a result of social media.

3.2 How can a business determine the best ways to increase sales by using social media marketing?

Vision
A successful social marketing campaign increases a company's sales.

Issues
Mapping sales results to social media marketing is difficult.

Methodology
Companies have successfully used A/B Testing to determine the success of a social marketing campaign.

3.3 How can a business find target audiences on social networks?

Vision
A successful use of social media marketing generates new leads.

Issues
It is difficult to identify individuals to target for social media.

Methodology
Social Media API's provide information allowing companies to identify sales leads. The API provided by Twitter is a good example.
4.0 Business Component

4.1 Social media influencers

One of the competitive advantages that some companies have in social media marketing includes using social media influencers as the main part of their marketing strategy. Social media influencer refers to a social media user who carries influence over a large number of followers in a social platform. The most popular social platforms contain YouTube, Facebook, Twitter, Instagram, and Snapchat. According to Linqia, a specialized digital marketing firm, out of 170 marketers who participated in the State of Influencer Marketing report, 86% used influencer marketing in 2016. In the past, influencer marketing depended only on celebrities who had a large fan base; however, in the digital world, it has become possible for a regular user to be an online celebrity. Sometimes, those online celebrities have higher influence than offline celebrities over their followers. Therefore, some companies prefer to involve online celebrities within their marketing campaigns.

Social media influencers rely heavily on Electronic Word of Mouth (eWOM) to convey messages to their followers in their preferred social channels. They work hard to have high-quality content on their channel to attract the maximum number of followers. Instead of choosing typical methods to post an advertisement and dealing directly with consumers, some companies use social influencers to link them with their audiences (Figure 4.1.1). They can choose whether to pay the influencer or just give them a sample of a product to tell their followers about the product spontaneously. By having a high percentage of engagement rate with the advertisement, the message can reach beyond the influencer’s followers. To increase the engagement rate, some companies run contests and giveaways on an influencer channel to reach new audiences and increase brand awareness. Social media influencers focus on the business-to-consumer market because eWOM has a high effect in consumer environments. Therefore, influencer marketing might not be a practical method in the business-to-business market.

Figure (4.1.1): A figure shows how influencer marketing looks like. 24

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Companies strive to build a relationship with social media influencers for many reasons. First, they can reach the company’s target audience easily. People follow a social influencer because of his/her interest or passion in a particular subject. Often, because they seem like an expert in that subject, their followers give them a high level of trust. For example, for makeup brands, a makeup artist who has millions of views in tutorial videos in YouTube can be a great choice to involve them in a marketing campaign. Second, marketing through social media influencers costs are significantly lower than celebrities and TV commercials and have a high return. According to Captiv8, an analytics platform that connects brands to social media, the average prices start at $2000 with a Twitter account that has 100k to 500k followers and ends at $300,000 for a 7-million-subscriber channel on YouTube (Figure 4.1.2). Finally, because social influencers have a great effect on their followers, they can drive conversions effectively. Some advertisers use various techniques to give users a reason to take action by offering a limited discount for new customers. They provide a discount code to a group of influencers, and they post it with the advertisement that has an URL link to the company’s website. Each influencer has a unique code to give the advertiser the ability to track the campaign’s performance accurately. In addition, it helps to determine the conversion rate for each influencer and know exactly the value of commissions that they should have.

Figure (4.1.2): Average earnings for influencer posts on selected social media platforms.  

4.1.1 Successful Case Studies

- **Nike**

  In 2012, Nike wanted to start a marketing campaign for the Nike FuelBand featuring the slogan “Make It Count.” They made a contract with one of the famous social influencers, Casey Neistat, who has nearly 7 million subscribers on YouTube. He decided to spend the entire fee from Nike to travel around the world visiting 16 cities in 13 countries in 10 days. During his

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journey, he launched a hashtag #MakeItCount on Twitter and Instagram allowing millions of users to upload photos and send tweets. After that, he uploaded a four-minute video on Youtube about the trip, and the video has received about 25 million views. As a result, Nike’s profit had increased 18% by the end of 2012. 26

**Dunkin Donuts**

In 2015, Dunkin Donuts paid $200,000 to Logan Paul, a Vine star who has 9.5 million followers on Vine and over 10 million followers across all of his social channels, to boost its mobile application downloads and loyalty program. He made a short video on Vine to inspire his followers to download Dunkin Donuts’ application and join the loyalty program. This video has received 5.6 million loops, 11 thousand revines, and 86 thousand likes. In addition, Dunkin Donuts put his picture on their gift cards which led to selling 25,000 cards, representing 32% of the total number of gift card sales that the company made in November 2015. 27

![Figure (4.1.1.1): A screenshot of the Dunkin Donuts Advertisement on Logan Paul’s channel.](image)

**Adidas**

In 2015, Adidas launched one of the biggest marketing campaigns on Instagram, and they chose Selena Gomez, a wealthy celebrity who has 111m followers on Instagram, to be a brand ambassador. She exploited her fame to promote Adidas products in her profile and encouraged her followers to participate in the #MyNeoShoot contest. By sharing photos with this hashtag, fans could win a chance to be one of the six models for the next campaign. As a result, #MyNeoShoot received 12,858 posts, 71,000 mentions, and the Adidas page gained about 40,000 new followers. In addition, this marketing campaign helped Adidas boost sales by 24.2% in one year, while one of Adidas’s fiercest rivals, Nike, experienced a 9.1% drop in sales. 28

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4.1.2 The Impact of Social Media Influencers on Individuals Survey

The researcher has conducted a survey of 1000 social media users to measure the impact of social media influencers on individuals. Male users represented 55% of the participants while 45% were female. Most of the participants’ age ranged between 18 and 39 while 18% divided equally between participants under 18 and over 40. Twitter, Snapchat, and Instagram were the most used channels respectively whereas Facebook, LinkedIn, and Tumblr were the least. The vast majority of the respondents followed at least one social influencer, and approximately three-quarters of them have purchased at least one product, used a service, visited a store, or restaurant based on a social influencer’s recommendation.

In the United States, the government has enacted a law that obliges social influencers to disclose information about paid advertisements to protect people from manipulation. Recently, it has become popular to see those influencers use #ad at the end of their post. The researcher asked in the survey if the social influencer discloses information about an advertisement, to what extent it will affect participant’s opinion about the advertisement. The answers given were significantly different. Around half of the respondents stated that they feel indifferent while roughly a quarter of them were affected negatively and the rest positively. Whereas only 17% of them asserted that they do not trust the influencers, the overwhelming majority give a certain level of trust to their preferred influencers (Figure 4.1.2.1). Therefore, social influencers have been able to have an affect on a significant proportion of respondents’ opinions about a product, brand, service, store, or restaurant (Figure 4.1.2.2). Finally, about half of the participants found the influencer’s credibility increased or steadied after they took the influencer’s recommendation into consideration while only 14% of them said that their credibility decreased (Figure 4.1.2.3).

Demographic factors play an essential role in determining the level of effect on people’s decisions. Therefore, the survey’s results show that about 80% of the female respondents have bought at least one product based on an influencer’s recommendation. On the other hand, this percentage decreased with male respondents with about 20% being influenced (Figure 4.1.2.4). Furthermore, the statistics indicated that young participants are more vulnerable to the effect of social influencers than older participants. In conclusion, social influencers have a high impact on individuals, and the impact rises considerably with young, female people.

Figure (4.1.2.1): How much do you trust the recommendations of your favorite social influencer?
Figure (4.1.2.2): Have you ever changed your mind about a product, brand, service, store, restaurant, etc. because of a social media influencer?

Figure (4.1.2.3): After buying a product or using a service or visiting a place recommended by a social influencer, How much the influencer's credibility has changed?

Figure (4.1.2.4): How many times have you purchased a product based on a social media influencer's recommendation?
5.0 Technology Component

5.1 Google Analytics

Figure (5.1.1): A Screenshot of Stand and Run Sports websites

Stand and Run Sports is a simple e-commerce website designed to demonstrate the use of Google Analytics. It provides a variety of sport goods such as clothing, shoes, equipment and more. The website is linked with Google Analytics to track and analyze traffic. Google Analytics shows the most and least products that visitors viewed; in addition, it shows how long they viewed every single product on the website.

To start tracking the traffic of Stand and Run Sports website, there are a few steps. The first step is creating an account in Google Analytics. The registration process needs a Google account which is used for Google services such as Gmail, Google Drive, Google Calendar, Google+, or YouTube. Under a Google account, the user can create up to 100 Google Analytics accounts, and each Google Analytics account can have up to 50 website properties.

Next, the user needs to link the website with Google Analytics to be able to collect information from it. This involves a main transaction which is finding the tracking code in Google Analytics and inserting the code into the website. The purpose of this procedure is to see the real-time traffic report of Stand and Run Sports website in Google Analytics.
The transaction to link Google Analytics with Stand and Run Sports website is placing the tracking code into the Google Analytics field. In the Admin page of the website, the user needs to click Online Store, then preferences to find the Google Analytics field. Once this process is done, the user can see the real-time report showing the number of visitors and their information.

```html
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
}(window,document,'script','https://www.google-analytics.com/analytics.js','ga'));

ga('create', 'UA-92406697-2', 'auto');
ga('send', 'pageview');
</script>
```

Figure (5.1.3): A copy of the tracking code

The tracking code is a block of JavaScript code that is embedded within the web page’s source. The code operates when a new visitor views Stand and Run Sports web pages. It retrieves data about the page’s request then sends all the information to Google Analytics via a list of parameters. This tracking code allows Google Analytics to connect with Stand and Run Sports website. Under Admin option, the user chooses Tracking Info to copy the HTML code and paste it into a specific field on the website (Figure 5.1.2) and (Figure 5.1.3).
The Page Views section shows how many people are on the website right now (Figure 5.1.4). Second by second, it will update and tell the user how many people are on the website, where they came from, and what content they are looking at. Google Analytics gives detailed information about user traffic such as location, type of device, and traffic source.

In Stand and Run Sports website, the traffic report shows the visitors’ source (Figure 5.1.5). One visitor out of five came from Facebook while others entered the website directly.
This information would be useful especially when the website has new promotions and want to reach new customers in different social media platforms. When advertisers start marketing campaigns in social media, they need to know which platform drives the most and least traffic. That could help them to concentrate the effort more on the platform that brings high traffic.

**Right now**

5
active users on site

![United States vs. Saudi Arabia](image)

**Figure (5.1.6): Google Analytics Location Report of Stand and Run Sports.com 2 May 2017 6:18 PM**

The location report provides information about the visitors’ locations of Stand and Run Sports website (Figure 5.1.6). Most of the traffic came from the USA while there was only one visitor who was browsing the website from Saudi Arabia. Identifying the locations is one of the essential sources of information that advertisers need to know because it helps them to target the customers from the place that has high traffic. In addition to countries, it identifies the cities where users are located.

<table>
<thead>
<tr>
<th>Metric Total: 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Page</td>
</tr>
<tr>
<td>1. /</td>
</tr>
<tr>
<td>2. /account/login</td>
</tr>
<tr>
<td>3. /collections/all</td>
</tr>
<tr>
<td>4. /password</td>
</tr>
</tbody>
</table>

**Figure (5.1.7): Google Analytics Active Pages of Stand and Run Sports.com 2 May 2017 6:18 PM**

Google Analytics counts the total of visitors who are browsing each page on the Stand and Run Sports website (Figure 5.1.7). Forty percent of the visitors are browsing the home page. If the check-out page receives high traffic, the conversion rate and sales will be high too. This information helps the user know what product most visitors are interested in. Advertisers can take this information to market products and make special promotions.
5.2 Twitter API

Twitter Ads feature an advanced advertising form with the ability to reach target audiences accurately. Twitter Ads allows the configuration of its site based on the objective of the ad campaign. Possible objectives include increasing website:

1. Traffic
2. Followers
3. Awareness

If the purpose of a marketing campaign is to increase traffic to a website, advertisers choose to increase a “website visits” objective. The advertisement of the campaign is promoted to users who will visit and take action on a given website. This type of objective calculates the cost based on number of website link clicks.

To boost numbers of followers, the user chooses the Followers objective. It is used to promote the advertiser’s account to build engaged audiences. The promoted account will show within the suggested accounts that Twitter provides to users who might share interests with. To promote an account, advertisers pay per follower they gain.

In case the advertiser wants to increase brand awareness, the Awareness objective is the right choice. The main purpose of this type is to maximize the business’s reach and raise the brand’s awareness. It is chosen when advertisers want as many people as possible see their promoted tweet. Therefore, the cost depends on the number of impressions (CPM).

Figure (5.2.1): A screenshot of the first step to creating a marketing campaign on Twitter
To increase traffic, the advertiser needs to fill out a Create Campaign Form in four steps. Step 1 (Figure 5.2.1) allows the advertiser to create general information about the new campaign. They have two options to set the length of the campaign. The default option is to start immediately and finish when the user ends the campaign manually or the campaign reaches the budget limit. The second option is to set the campaign’s start time and end time. It is limited with timeframe, so the advertiser could customize when the campaign starts and ends. This is useful for a campaign with a limited time offer, conference, or a season like summer or winter.

Additionally, the advertiser could set a website tag to track the actions users take after viewing or engaging with a promoted tweet. It helps to measure the return on investment of the marketing campaign. By setting a website tag in campaigns, advertisers can track actions that happen on Twitter, such as a sign-up or purchase.

The advertiser can select the conversion type out of five listed options which are:

1. **Site visit**: It counts how many visitors have browsed a given website. This choice is used in case the advertiser wants to increase traffic to a website.
2. **Purchase**: It works when a visitor makes a purchase of a product or service on a website.
3. **Download**: It works when a visitor downloads a file, such as a white paper or software package, from a given website.
4. **Sign up**: It works when a visitor signs up for a service, newsletter, or email communication.
5. **Custom**: This is a catch-all category for a custom action that does not fall into one of the categories above.

To track the conversion type on a website, the advertiser needs to generate a Universal Website Tag code snippet for the website (Figure 5.2.2). To find the code, the advertiser visits the conversion tracking section of Twitter Ads, accessible via the Tools menu. This code should be placed into the page’s source where conversions occur. For example, if the main purpose of the marketing campaign is to increase the traffic to a website, the user has to copy the Universal
Website Tag code and place it into the home page’s source. Finally, website conversions will appear in Twitter Ads campaign analytics.

The campaign category is used to expand the reach of the campaign. It helps Twitter Partners determine which advertisements will show on their sites. This option is different from targeting audiences which advertisers use to find potential customers.

The second step in creating a campaign (Figure 5.2.2) allows the advertiser to create an audience profile. It gives the advertiser the ability to make sure the campaign shows only to the target audience. They can filter the audiences precisely based on demography, geography, interest, behavior, keywords, and followers factors. Stand and Run Sports could customize its campaign to males ages 18 to 24 located in Salem, Oregon, interested in football (American) who follow Nike and Adidas.

Furthermore, they can select where they want to place their promoted tweets, whether on users’ timelines or profiles. The first option places the Promoted Tweets onto the home timeline of the specific group of users that the advertiser is targeting. The second option shows Promoted Tweets to users when they visit profiles and tweet detail pages on Twitter.

Finally, the advertiser can reach target audiences by excluding certain users. It is a great option in case the advertiser wants to acquire new customers. For example, the advertiser can exclude users who have already an account or membership on the company’s website from seeing the advertisement.
Step 3 of creating a campaign (Figure 5.2.3) allows the advertiser to set a limit of payment since they pay based on what they receive. They need to set a daily limit for their campaign and a total limit, only if they do not want to end the campaign manually. For instance, the payment limit can be $1000, and the cost per click or follower can be $2. Once the advertisement receives 500 clicks or followers, it will disappear.

Twitter Ads provides three options to set the price based on the campaign objective:

1. “Automatic Bid” allows Twitter to determine the Cost Per Click (CPC) for a given campaign objective. When advertisers do not know the reasonable price of an advertisement, Twitter can set the lowest bid possible automatically.

2. “Maximum Bid” enables advertisers to set the maximum bid they are willing to pay, and they usually pay less. This choice is perfect for advertisers who have a limited budget.

3. “Target Cost” gives advertisers the ability to set a specific price. This bidding choice gives advertisers the flexibility to win competitive auctions.
In the final step (Figure 5.2.4) advertisers design the layout of the advertisement whether it has a picture, short video, or just text. They can choose from existing tweets or start designing a new one. The design should be attractive and related to the business in order to gain users’ attention and increase the engagement rate.

In addition, the promoted tweet could be scheduled on a specific date and time. For example, to attract users who have an interest in sports, advertisers could schedule the promoted tweet to exploit an important event, such as a football match. Usually, user activity is high on Twitter during these events, which can be a good opportunity to reach target audiences.

Each promoted tweet should have an URL or Website Card, which is used to grow website traffic, increase online purchases, or drive specific actions. Website Cards are priced on CPC basis, meaning the advertiser only pays when a Twitter user clicks the advertisement and it directs them to a business’s website.

To design promoted tweets, advertisers should follow media specifications, which include file types and media sizes. In the design phase, there is a live preview on the right side that shows the final layout of the advertisement before publishing. It gives the advertiser the ability to test the promoted tweet on different operating systems such as IOS, Android, and desktop.

In conclusion, if Stand and Run Sports wants to target potential customers on Twitter, they might focus on users located in the USA have an interest in sports. It would be beneficial if they target users who follow rival accounts, such as Nike or Adidas. After that, the promoted tweet receives clicks from interested users who have a high possibility to make a purchase from Stand and Run Sports website.
6.0 Results

6.1 How can a business measure the number of customers that come to their website?

Successful use of social media advertising brings more customers to a company's website. However, measuring the success of current social media tools is difficult. Google Analytics is one of the solutions that can tackle the problem. Using Google Analytics, companies can track the traffic to the company's website as a result of social media. They found Google Analytics a practical solution to deal with oncoming traffic that comes from social media networks efficiently. By analyzing traffic, Google Analytics helps advertisers to measure and improve the performance of marketing campaigns in social media. Here are some examples of companies that used Google Analytics successfully, and how they were able to achieve their marketing goals:

6.1.1 Case Study:

One of the companies that had a successful experience using Google Analytics in social media marketing is Fairmont, a luxury hotel company that has more than 60 distinctive hotels and resorts worldwide. Fairmont uses many social media platforms to create a communication channel with their customers to build trust.

They decided to start many marketing campaigns on Twitter to reach more people. The main objectives they focused on are to increase awareness of offers and drive traffic to their website. Twitter allows Fairmont to find their target audiences accurately, which was one of the factors that made the marketing campaigns successful.

Google Analytics was the interface that Fairmont used to monitor the whole processes. The main goal of using Google Analytics was to maximize and monitor traffic and to optimize the marketing campaign efforts. Their tweets were able to generate traffic to their website, and Google Analytics gave them insights into identifying traffic accurately, which could lead to increasing rates of conversions. The issue that they wanted to fix was the inability to differentiate the traffic that came from the marketing campaigns on Twitter.

Pezzi (n.d.), Fairmont's Director of Analytics and Search Optimization, describes how Google Analytics' campaign tracking variables solved this issue.

Campaign tracking variables allow us to tag our links so that Google Analytics can recognize and measure non-AdWords campaigns that brought visitors to our site. You can use these tags to track paid search and display campaigns, e-newsletters, social media campaigns and more (Pezzi, n.d.).
By using URL Builder tool in Google Analytics, Fairmont’s team could generate a trackable URL to refer traffic to the appropriate tweet regardless of where the visitor found and clicked on the link. It became possible to measure the performance of each promoted tweet because it had been tagged already.

![Source Medium Detail:](image)

**Figure (6.1.1.1):** A screenshot of Google Analytics that shows the number of visitors per marketing campaign.  

In conclusion, figure (6.1.1.1) shows how Google Analytics could differentiate each marketing campaign with its information on number of visits and an average of number of pages per visit. Instead of presenting the total visits of all the marketing campaigns, Google Analytics analyzes each marketing campaign separately in order to give insights into the traffic for each one of them. Google Analytics was a practical solution for Fairmont’s team to improve the understanding of social media traffic and gave them insights into effectiveness of social media campaigns.  

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29 “Fairmont Hotels harness the power of Google Analytics to optimize ...”  
6.1.2 Case Study:

Global Tech LED is a manufacturing company located in Florida, and it specializes in LED lighting design as well as providing LED retrofit kits and fixtures to commercial and industrial lighting. The marketing team wanted to generate effective traffic to their website by focusing on interested consumers to drive purchases. They linked Google Analytics with AdWords, a Google online advertising service that is used to display advertisements to web users. The reason was to acquire new customers who would be willing to switch their existing lighting solutions to the company’s new products.

Global Tech LED implemented Remarketing with Google Analytics to invest in high-potential customers. After linking Google Analytics with AdWords, Google Analytics Smart List was able to monitor all the traffic that came from the web and recognize the users who were most likely to engage. Next, they started a remarketing campaign using Smart List to focus on engaging with high-quality users on a deeper level.

Figure (6.1.2.1): A screenshot of Google Analytics that shows the increased traffic after the remarketing campaign

![Google Analytics screenshot](https://via.placeholder.com/250)

Figure (6.1.2.1) illustrates how using remarketing campaign in Google Analytics Smart List was beneficial to increase traffic to Global Tech LED’s website. Clearly, the effect of Google Analytics was effective to drive high traffic in a short period of time. The traffic was doubled twice from November 2014 to January 2015.

Since Global Tech LED was able to remarket new products to its best customers, its campaign results improved significantly. As a result of using Google Analytics, traffic to Global Tech LED’s website increased over 100%, including brand new markets. In addition, the Click Through Rate (CTR) in the remarketing campaign was 500% more than all other campaigns, and the Cost Per Action (CPA) decreased 75% compared to both search and display

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campaigns. By focusing on campaigns with the best results, it allocated marketing costs more efficiently.

Having all of our data under one umbrella helps us see what is working. There is total transparency on which campaigns are working and who they are working for. This is a defining factor in what makes the Google environment a great asset to our company, says Burns (n.d.), director of marketing, Global Tech LED.  

6.2 How can a business determine the best ways to increase sales by using social media marketing?

A successful social marketing campaign increases a company’s sales. However, mapping sales results to social media marketing is difficult. Companies have successfully used A/B Testing to determine the success of a social marketing campaign. It helps them to examine the efficiency of every single element that might cause an enhancement in ROI within marketing campaigns.

A/B Testing is a practical solution for many marketing issues. It compares two different variants and runs experiments to examine which one works more effectively and has better results (Figure 6.2.1). Almost anything can be tested within marketing campaigns from sales emails, search ads, to website copy. By conducting A/B Testing, companies can increase their website’s traffic that comes from social networks as well as the conversion rate, which leads to a boost in sales. Many companies find this method useful, and it helps them to achieve their marketing goals.

![Figure 6.2.1](image-url)

In sales, businesses that use social media marketing can apply A/B Testing on their own website or social networks. For example, A/B Testing can examine a website’s page with two versions of a single variable such as headline, design, layout, color, or image to see which version caused a direct or indirect effect on sales. In social media, a post or advertisement can be tested by A/B Testing with two different images or headlines running at the same time, and the one that has higher clicks or engagements will be used in the next campaign.

Numerous analytic tools have the ability to run, manage, and measure A/B Testing to get accurate results. For example, Google Analytics provides a content-based experiments feature that can create two or more different versions and give detailed results of which version meets

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the goal. To start A/B Testing, Google Analytics asks the user to define the metric that will be used to determine success. After that, it requires setting hypotheses which can decide what design, headline, content, or layout will be examined in the experiment. At the end of the test, the original page will be replaced with the hypothesis closest to the goal.

To see which variation functioned better, the user should set up a conversion goal to measure the success of the experiment. In e-commerce websites, the user can copy a javascript code and paste it into a page that indicates a successful conversion. For instance, to test which call-to-action button color converts best and increases the number of purchases, the code would be pasted into a page that shows a confirmation message of a successful purchase. With the A/B Testing tool, the javascript code would count every appearance of the confirmation page that was driven by one of the buttons. Finally, the variation that drove most conversions will be chosen by the user.

Although the concept of A/B Testing is simple and effective, many factors can fail the whole experiment. For instance, some users do not test the two variations at the same time. Because of that, the experiment can be affected by factors other than the chosen variations causing inaccurate results. These factors can be one of the experiments might have higher traffic than the other, which can affect on the whole experiment.

In addition, some users do not give the experiment enough time, and they rush the results. Most A/B Testing tools report statistical confidence, which determines when the test finishes and report the best results. To determine exactly how long to run a test before giving up, Visual Website Optimizer (VWO) is a great tool to use to calculate the time A/B Testing should take.

6.2.1 Case Study: = autopilot

Autopilot, a marketing consultant company, had a successful experience with one of its clients that needed to do A/B Testing on their website to increase sales. First, the Autopilot team had done many A/B tests, but they did not have noticeable results. After that, they tried to identify the target audiences by narrowing the scope to better understand their needs. The target audiences were young adults who were looking for a seamless online experience. The Autopilot’s team made a decision to try Push-Pull strategy, which is a way that makes the website’s visitors feel rewarded if they did a specific action instead of demanding their information up front. They decided to use a lightbox pop-up form that appeared only if the user clicked a call to action button instead of a static form that was embedded on the same page (Figure 6.2.2).
Even though this change seems easy, it had a significant impact on conversion rate which was increased from 17.65% to 28.13%. The result after three months contained a 37% increase in conversion rate which produced 100 additional sales and $43,017 in revenue. In addition, this little change caused an 88% increase in the website’s return-on-ad-spend without any increase in marketing spend. The Autopilot team had done the same test with other clients, but the result was not as effective as with this one. They came to the conclusion that what works for a website with one client might not work for others because the target audiences are different. Therefore, it is essential to identify the target audiences and understand the visitors’ behavior by doing A/B Testing frequently to ensure achieving best results.  

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6.2.2 Case Study: Scoro

Scoro, a software-as-a-service company, wanted to promote an advertisement about one of their products on Facebook, and they did several A/B tests to enhance the results. The first A/B Test was to examine the impact of adding an emoji within the advertisement’s headline. They designed two similar layouts with same elements, but one of them had a red flag emoji at the beginning of the headline. The result was significant when the first advertisement with the red flag emoji had the Click Through Rate (CTR) of 0.846% and while the advertisement with no emoji had the CTR of 0.351%.

The next A/B Testing was to run a multivariate test to determine which version has lower Cost Per Conversion (CPC). They wanted to test three different advertisements which had the same headline and text, but various pictures. The first version used a product screenshot along with integration logos, the second version used a product on a light blue background, and the third version used a stock image with text on it. After a period of time, the test results showed the first version had the lowest CPC with €1.817 while the second and the third versions had €2.094, and 2,661 respectively.

The last A/B Testing was related to the type of call-of-action button to distinguish which version was the best. They ran two different buttons “Sign Up” and “Learn More” with the same elements of the two advertisements. They found that the “Learn More” button had a 22.5% higher click-through-rate (CTR) than “Sign Up”. However, cost-per-conversion (CPC) is more important than click-through-rate (CTR), which is in this case “Sign Up” button outperformed the “Learn More” CTA by 14.5%. Finally, they compared the two versions. One of them had the “Learn More” button and the other one had no call-to-action button at all. The advertisement that had no call-to-action button performed better in terms of cost-per-click with only $2.64 versus $3.17 for the advertisement with no button. 34

6.3 How can a business find target audiences on social networks?

A successful use of social media marketing generates new leads. However, it is hard to identify individuals to target for social media. Social Media API’s provide information allowing companies to identify sales leads. The API provided by Twitter is a good example. Twitter Ads provides many features that help advertisers to target audiences based on language, gender, interest, follower, device, behavior, tailored audiences, keyword, and geography.

6.3.1 Twitter Ad

With Twitter Ads, Twitter gives advertisers access to Twitter API data to target advertisements to specific users. They can filter their target audiences based on gender, geography, language, interest, behavior, device, and keyword. By applying with Twitter Ads, companies have the ability to generate new leads, leading to increased brand loyalty, revenue, and ROI. Twitter partners provide a list of users based on their behaviors on Twitter to connect them with advertisers. For instance, a hotel company can reach users who have booked a room in a specific hotel. When Nestle wanted to promote a new product, Butterfinger Cup Minis, they used Twitter Ads successfully. They were able to target their advertisement to users who frequently purchase peanut butter candy in grocery stores, convenience stores, and other in-store destinations. As a result, the advertisement got a 52% increase in engagement rate compared to Nestle’s overall performance in 2014. In addition, Twitter Ads can exclude the audiences whose information has been already entered into the company’s CRM and focus on acquiring new customers. It depends fully on the advanced algorithms that Twitter has developed to make Twitter the best platform that attracts advertisers. Twitter did not forget the user privacy issues, they give their users the choice not to share their information with Twitter partners.

“Utilizing partner audiences allowed us to take our targeting to the next level, reaching precisely the right audience at the right time. We can’t be more pleased with the results.” Birgitta Westphal, Digital Marketing Strategist, Nestlé USA

Figure (6.3.1): A screenshot of Nestle Ad in Twitter

6.3.2 Case Study: Wazy Park App

Wazy Park app helps users to find free street parking spots in a surrounding area in real time via smartphones. Once a user leaves a parking spot, he/she will mark the spot as free to tell other surrounding users about the available parking. After releasing the app, Wazy Park’s team wanted to market the application to get high downloads and sign up new users. They had tried many methods, but they could not reach their target audiences, which are young professional people living in Spain. They tried using Twitter Ads to market their app to generate new leads. They used Follower Targeting, which is one of the options in Twitter Ads to connect advertisers with users who can be interested in the business. The team focused on targeting the followers of related accounts located in Spain such as real-time traffic apps, auto insurance companies, and car magazines; for example: @InformacionDGT, @AutoBildspain, and @autopista_es.

Next, they filtered those users by using a Geo-targeting option, which is an option in Twitter Ads that helps advertisers to reach audiences who are located within the business’s scope. Wazy Park’s team wanted to show their advertisement only to users located within their network range. Lastly, to design the final advertisement on Twitter, they used Card App, which is a powerful advertisement format to advertise mobile applications on Twitter creatively and drive installs. As a result, they were able to find their target audience accurately and effectively. The benefit of using Twitter Ads showed by decreasing the cost-per-install 83% compared to other marketing channels.

Twitter has become our main marketing channel to promote Wazy Park. It allows us to generate app downloads at a very low cost and increase app usage. Says Rodríguez (n.d) CEO, Wazy Park.

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6.3.3 Case Study: SOS-Lapsikylä

SOS-Lapsikylä, a Finnish non-profit organization, specializes in providing individualized care to poor children around the world. It has been in service for more than 50 years, and it serves 130 countries. SOS-Lapsikylä uses social media to build a relationship with their supporters and acquire new sponsors. They used Twitter Ads to run a conversion campaign to encourage people and organizations to be a part of child sponsorships. Twitter Ads helped them reach their target, people who are interested in charitable activities and volunteering. They could reach their target audiences by using Keyword Targeting, a Twitter Ads option that allows advertisers to connect with the people who have recently tweeted or searched for given words.

There are two types of Keyword Targeting on Twitter. First, it focuses on the search results when users are looking for specific words that are related to the business, and the advertisement can show up on the first results. Second, promoted tweets can show users who have tweeted about related words in the timeline. SOS-Lapsikylä’s team was able to show their promoted tweets to users who have tweeted around relevant topics and hashtags such as #EBola. By using Website Card, their promoted tweets associated the advertisement with an image, a headline, as well as tweet copy. The team then changed the layout frequently to increase the percentage of engagement and conversion.

As a result, ROI was increased 350% with Twitter Ads.

We make our choice of digital media based on where our target audiences like to spend their time, and Twitter is a natural part of the media mix. We optimize the media mix and budget allocation based on the ROI calculations. Twitter has established its place in our media mix. Says Luukkonen (n.d)

Digital Marketing Manager, SOS-Lapsikylä

Figure (6.3.3.1): A screenshot of SOS-Lapsikylä Advertisement on Twitter

6.3.4 Case Study: Greenhouse

Greenhouse is a company that provides business-to-business services to implement structured hiring practices that improve the process of finding, interviewing, and hiring candidates. They started running a marketing campaign to increase the number of subscribers for their weekly newsletter, *The Modern Recruiter Roundup*. The main purpose of the newsletter program is to increase purchase consideration and brand awareness. They focused on targeting corporate recruiters in US and Canada. The Greenhouse’s team used Tailored Audiences to re-engage with target audiences who had already expressed interest in their business. Tailored Audience is a useful method to find target audiences outside Twitter and direct the marketing campaign on Twitter toward them.

There are three types of Tailored Audience which are Lists, Web, and Mobile apps. First, advertisers can upload a list of their actual customers who are already registered in their company’s CRM. Second, by using Twitter’s website tag or through Twitter’s Official Partner Program, advertisers can reach the visitors who have visited the company’s website recently. Finally, for mobile apps, it is possible to reach the people who have taken action in the company’s mobile app. Greenhouse’s team chose the first option in Tailored Audience, and they were able to drive strong leads and reach key human resource professionals by uploading lists from their own CRM. After that, they used A/B Testing to see which promoted tweets drive more call-to-action subscriptions.

The marketing campaign achieved great success by increasing the conversion rate to 62% and the number of newsletter subscribers to 15% in one month.

“Twitter is the best source for consuming and sharing content. We chose Twitter because we could easily target and deliver relevant content to the right audience. Says Holloway (n.d) Senior Marketing Manager, Greenhouse Software

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7.0 Conclusions

To the decision maker, who supervises marketers, all that matters is the increase of the business's revenue, regardless of the methodologies that have been used. Although it is useful to follow the trends of digital marketing, misuse of these trends might cause a loss. In this regard, this paper encourages marketers to use social media marketing intelligently, using different solutions to measure the performance frequently. These solutions mean a high possibility of having successful marketing campaigns on social media, which means a boost in sales.

One of the key issues that marketers face is the difficulty in gauging the ROI of social media marketing. The role of marketers is not only running marketing campaigns, but also finding efficient techniques and tools to use them in measuring the ROI, and making sure they are investing in the right places. Unfortunately, some marketers do not follow up with the latest tools in social media marketing. They might struggle with successful marketing campaigns without fully understanding the importance of these tools.

Not only is the risk of social media marketing a financial issue, but it can also cause a public relations crisis as well as security breaches. When it comes to social media, a simple faux pas can transform into a brand-crippling viral crisis. For instance, if an advertisement uses inaccurate information about a product, it might go viral and affect the brand’s reputation. Therefore, decision makers should take public relations crises into consideration and fully understand the power of social media users.

Hackers find business accounts an attractive target. They can hack an account and send spam to a large number of their followers until it becomes a trend. These security breaches put decision makers in awkward situations, especially if there are inappropriate posts containing leaked confidential information, violations of governmental regulations, or posts containing problematic language. All these issues could affect the success of marketing campaigns generated on social media if marketers can not resolve them in a timely manner.

This paper explores the use of social media marketing by an increasing number of companies: the reasons they use it, the strengths and challenges, and the tools that are available to make marketing in this way profitable. Although measuring the impact of social media marketing on individuals can be a hurdle for marketers, solutions help overcome challenges. Companies need to identify specific goals and follow practical strategies before starting any marketing campaign.

To ensure having the best results of a marketing campaign, marketers should select the most appropriate social media analytic tools based on their needs. These tools help to monitor marketing campaigns effectively from beginning to end, including measuring ROI and generating reports periodically. They can deal with every single goal separately to gauge performance accurately and support decision making.

The results of the paper describe the ability of Google Analytics to track traffic professionally. The functionalities and features of Google Analytics are detailed, sophisticated tools used to analyze traffic that comes from different social channels. This program can help determine the best social media platforms to start a marketing campaign. Google Analytics not only detects the traffic source, but can also show the location, type of device, operating system, and Internet browser. From a marketer’s perspective, Google Analytics gives useful insights into a visitor’s behavior on their website by tracking visitors’ activity. Google Analytics software is
simple and easy to use. For tracking traffic purposes, Google Analytics is an ideal solution as a free tool. However, marketers might try other data analytic tools to work with Google Analytics if they want to receive advanced results.

This research highlights the effectiveness of A/B Testing to increase sales. There are numerous solutions used to increase sales in social media marketing, but A/B Testing can be the easiest and most effective one. It allows the user to examine the functionalities of a website and testing techniques during social marketing campaigns that lead to direct or indirect impacts which can boost sales. Some data analytic tools provide a feature to run A/B Testing and measure the results professionally. To ensure the best results, advertisers should choose the appropriate variable carefully and not run more than one test simultaneously. This research suggests running A/B Testing periodically to monitor the performance and ensure the achievement of their goals.

This paper offers a practical solution to generate new leads. The biggest social media networks, Facebook and Twitter, have developed tools to help advertisers target audiences. These tools are capable of overcoming difficulty in reaching target audiences which can be one of the main obstacles for advertisers in social media marketing. It helps to save money and time by using a social media API to achieve the company's goals. By reaching the target audiences, the possibilities of generating new leads will be significantly high, which can lead to an increase in sales for e-commerce websites. This research explains the four steps to start a new campaign using Twitter Ads. It shows how to filter the target audiences, how to set a marketing campaign budget, and how to design the final layout of a promoted tweet. Finally, this paper mentions several successful case studies that used Twitter Ads to achieve their goals effectively.

These solutions are examples of tools that share the goal of making marketing campaigns on social media more successful and lucrative, but they differ in purpose and use. By applying sequential steps, marketers can profit from social media users. Each tool serves a specific step in the sales funnel. The first step is finding target audiences using Twitter Ads to generate new leads. The next step is monitoring traffic that comes from social media using Google Analytics. The final step is utilizing A/B Testing before social media users convert into actual customers.

In the business component, the research measures the impact of social media influencers on individuals and how some companies use those influencers to lead their marketing campaigns. The results of the survey showed the effectiveness that social influencers have on consumer buying decisions. By giving social influencers high trust, consumers are more likely to accept their recommendations. Social media users give higher trust to an influencer who is a specialist in a field than one who is not. The percentage of acceptance may be affected by demographic and geographic factors. The research explains the importance of choosing the appropriate influencers that serve the brand’s objectives. In addition, it shows techniques some brands use to measure the impact of influencer marketing and ways to increase the engagement rate. The researcher finalizes the section with several examples of marketing campaigns which used social influencers and had remarkable results.
8.0 Future Research

This research focuses only on one type of digital marketing: social media. Although it is not the most used channel, the growth of social media marketing is significantly high. The statistics show Search Engine Marketing is on the top of digital marketing in terms of total spending. Future research could include Search Engine Marketing (SEM). Topics would include: what is Search Engine Marketing, why it is important, what are the barriers some marketers face, and how they tackle the problems. The paper will include an overview of related topics such as Pay Per Click, Cost Per Impression, and Search Engines.

Search Engine Marketing is an old term started with the inception of the internet, and it is important to understand why it is still the most accepted type of digital marketing. In addition, the paper will explain how companies use search engine marketing to enhance their website’s rank. Future research can compare search engine marketing with others types of digital marketing such as social media marketing. Furthermore, the research will include an overview of the most popular tools used in search engine marketing such as Google Adwords or Bing Ads, formerly known as Microsoft adCenter as well as successful case studies.

Search Engine Optimization (SEO) is one of the main concepts in Search Engine Marketing. It focuses on enhancing search engine results in the leading search engines on the web such as Google, Bing, and Yahoo. The main difference between Search Engine Optimization and Search Engine Marketing is that SEO includes only unpaid results while SEM contains paid and unpaid results. Every search engine has unique algorithms to make sure that the search results are accurate.

Future research will discuss the keys that give a website high rankings, which can make the website more visible to web users in the search results. The techniques that search engines use will also be discussed to discover how they work and how they deal with words in a website’s content, titles, links, words in links, and website’s reputation. To receive high traffic from search engines, it is important to update the website’s content frequently.
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