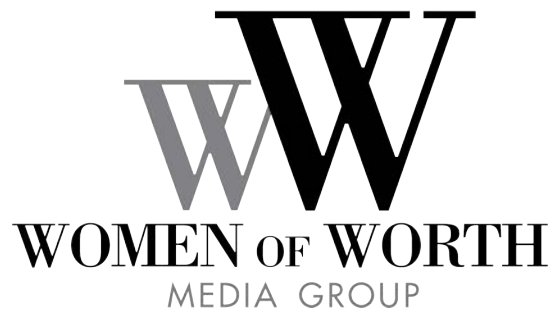




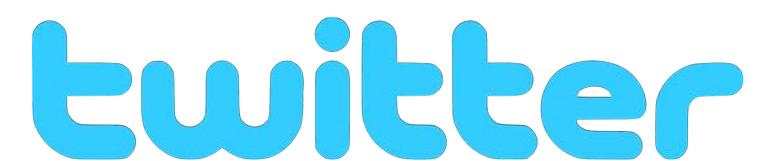
BUILDING BRAND PRESENCE WITH SOCIAL MEDIA MARKETING



Design Intense, along with its dedicated partners, offers a depth of experience in both traditional and social media marketing.



- Campaign Development
- Google AdWords
- Google Display Ads
- Facebook Ads
- Facebook Pages
- Channel Setup
- Channel Branding
- Ad Design



THE TOP PLAYERS



- Over one billion active users
- Business page posts and messages
- Inline ads



- Over 500 million active users
- 280 characters in a "Tweet"



- Over 72 hours of content uploaded every minute
- One billion unique visitors per month



- Over 90 million active users
- 8,500 likes and 1,000 comments per second

THE SECONDARY PLAYERS



- Over 48+ million users
- 25 million unique visitors per month



- Over 170 million active users
- +1s increase search engine ranking



- Over 72 hours of content uploaded every minute
- 200 million active users

HONORABLE MENTIONS (MOSTLY YOUNGER GENERATIONS)



snapchat



WHY MARKET ON SOCIAL MEDIA?



1. Increase Brand Awareness
2. More Inbound Traffic
3. Improve Search Engine Rankings
4. Higher Conversion Rates
5. Better Customer Satisfaction
6. Improve Brand Loyalty
7. More Brand Authority
8. Cost-Effective
9. Marketplace Insights
10. Leadership Position

FIRST, ESTABLISH YOUR ONLINE BRAND

(IT IS A LOT LIKE ONLINE DATING)

1. Define your ideal mate **customer**
2. Develop an your online personality
3. Interact regularly
4. Provide incentives to grow relationships



SECOND, MARKET YOUR BRAND ON SOCIAL MEDIA

1. Establish marketing goals
2. Pick your channels
3. Study the competition
4. Analyze success
5. Build the campaign
6. Dedicate staff
7. Maintain presence



5 SUCCESSFUL SOCIAL MEDIA CAMPAIGNS



- **Sell a Concept**



- **Share the Experience**



- **Quick Enticement**



- **Connect to an Event**



- **Tell a Story**



https://www.youtube.com/watch?v=B_1itDHomgE

- Based on market research of why people chose AirBNB — 86% of its users select the platform because they want to experience the cities they visit like locals

Encouraged people to live like a local using AirBNB.

THE CAMPAIGN

- The hashtag *#livethere* was used in all social media applications.
- Partnered with professional & amateur photographers to create visually compelling images
- Combined with traditional marketing in magazines and TV

RESULTS

- 11 million views on Facebook
- 56,000 likes and 5,200 comments



<https://vimeo.com/201340695>

- The Chicago Cubs hadn't made it to the World Series for 71 years. As a sponsor of Major League Baseball, MasterCard saw the opportunity to become a part of history.
- The aim was to connect with Cubs fans and get involved in the conversation around one of the biggest World Series' ever.

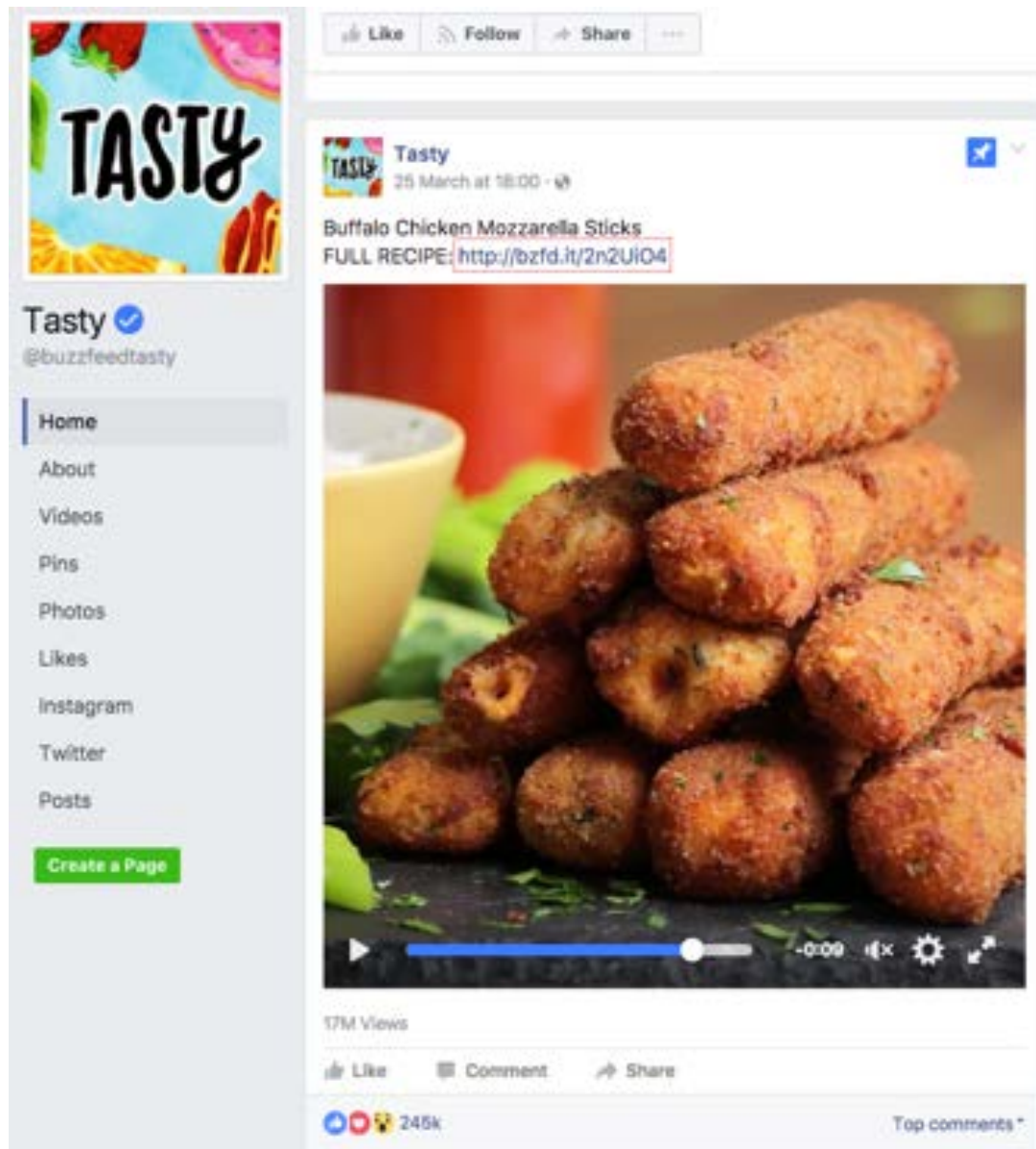
MasterCard based their campaign on a rumor that Wrigley Field fans weren't as loud as other fans.

THE CAMPAIGN

- MasterCard built a sound meter app especially for the World Series to measure just how loud Wrigley Field fans were and used the results to create a unique piece of content.
- They released the film online and on social media just as the Cubs won the final game of the series.

RESULTS

- 897,000 engagements, which included 527,000 video views
- MasterCard's most retweeted and shared video



<https://www.buzzfeed.com/tasty>

- Tasty videos are essentially cooking shows for the social media generation. These videos, typically lasting less than 2 minutes, deliver on-trend recipes to a highly engaged audience.
- Wide range of recipe videos. The diverse offerings are meant to encourage people to share the clip with their friends and family.



The campaign tapped into a simple truth: “people love tasty foods” according to Frank Cooper, BuzzFeed’s chief marketing officer.

THE CAMPAIGN

- In just over 15 months, Tasty have published 2,000 recipe videos, giving the brand a steady stream of new content.
- The content is tailor-made for Facebook’s autoplay feature, which starts playing videos without the sound on.

RESULTS

- Videos reach around 500 million users monthly.
- 100 million Facebook fans; 1.8 billion views in September alone



https://www.youtube.com/watch?v=gEi1J_hQbb0

- Foreign airline (from Middle East), high-end luxury (\$21,000 first class airplane ticket) wants to break into American market.
- Having a great plane and great service isn't enough. You have to show what makes your brand different.
- Using a familiar face makes the different approachable.

"We chose to take a humorous approach to showcase the amazing products we offer on board," Boutros Boutros, Emirates' SVP of Corporate Communications, Marketing & Brand

THE CAMPAIGN

- Active social media account— video shorts of destinations, videos of their planes, correspondences to commenters, — but they also incorporate influencers to truly capture their buyer personas such as Jennifer Aniston.

RESULTS

- Number one video ad according to Daily Viral
- Latest 60 second clip has been viewed over 3.8 million times since its Oct. 5 debut online.

PEAKS RESORT: STORYTELLING CONTEST



Your Telluride Memory Contest!

Winter, Spring, Summer or Fall, no matter your favorite time of year, nobody forgets their first visit to Telluride. With plenty of memories to choose from over the years, we want to hear your favorite memories here in Telluride.

GRAND PRIZE: One night stay at The Peaks Resort and Spa and dinner up to \$150 on us at Allred's.

FIRST PRIZE: \$200 Telluride Ski Resort Giftcard and a coffee table book.

SECOND PRIZE: \$100 Telluride Resort Giftcard and a coffee table book.



- The Peaks Resort & Spa in Telluride, Colorado participated in the Telluride Storytelling Contest

<https://www.thepeaksresort.com/>

- Contests are a natural place to start experimenting with a social media campaign: they have a defined start and end time, its easy to track participation and most of the variables are well within your control.

The main attraction was the contest, Peaks Resort used social media to build awareness of their brand by leveraging on the existing event marketing.

THE CAMPAIGN

- Followers were encouraged to submit their story about a Telluride experience and then get their friends to vote to select a winner.

RESULTS

- The contest received an impressive number of entries and second round of social-media fueled attention (the voting) raised awareness for The Peaks brand.
- A huge amount of content is created that can continue to build a bond with potential customers well after the contest is over

DO

- Determine which channels you want to promote
- Have a dedicated team to post content and monitor feedback
- Generate content from a variety of sources: professional, original, customer provided, promotions
- Keep consistent with your online personality whenever possible
- Use hashtags to get involved in trending topics

DON'T

- Ignore or delete comments
- Use spam hashtags
- Oversell

Social Media Marketing is a cost effective way to **build brand presence, increase volume, and retain customers**. But, remember that launching a campaign is just one step, a long term commitment to maintaining an online presence is necessary for full benefit.





DESIGN
intense

THANK YOU

