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Digital Marketing

4. Social Media Marketing

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1. MARKETING ON SOCIAL MEDIA

- **The Concept of Social Media**
 - Social media allows users to create and share content, which is available to a specific group or the general public, and to communicate with other users on these platforms and across the internet as a whole.
 - Today, the long-term existence and prosperity of a company is unimaginable without an online presence and some form of representation on the internet.
 - An online presence today is almost synonymous with the presence of companies on social media platforms.



1. MARKETING ON SOCIAL MEDIA

- Social media developed from the "dot-com revolution" in the late 90s and early 2000s, with platforms like MySpace and Facebook. Today, they encompass various digital formats, including platforms for sharing multimedia content (images, videos, audio), forums, blogs, chat applications, as well as video and audio streaming services.



1. MARKETING ON SOCIAL MEDIA

Tradicional media	Social media
Fixed, unchangeable	Immediately changeable
Limited comments, not in real time	Real-time comments
Delayed ranking lists	Immediately available ranking lists
Difficult to access archive	Widely accessible archive
Limited media mix	All media can be used
Sharing is not encouraged	Sharing is encouraged
Controlled	Decentralized

Advantages and Disadvantages of Traditional vs. Social Media: A Comparative Analysis

2. CHANGE IN MARKETING PARADIGM - 4C MODEL IN SOCIAL MEDIA

- In social media marketing, the focus has shifted from the traditional 4P (Product, Price, Place, Promotion) to 4C (Consumer, Cost, Communication, Convenience), which emphasizes the user and their interaction with the brand.
- Definition of 4C:
 - Content
 - Connecting
 - Community
 - Curating



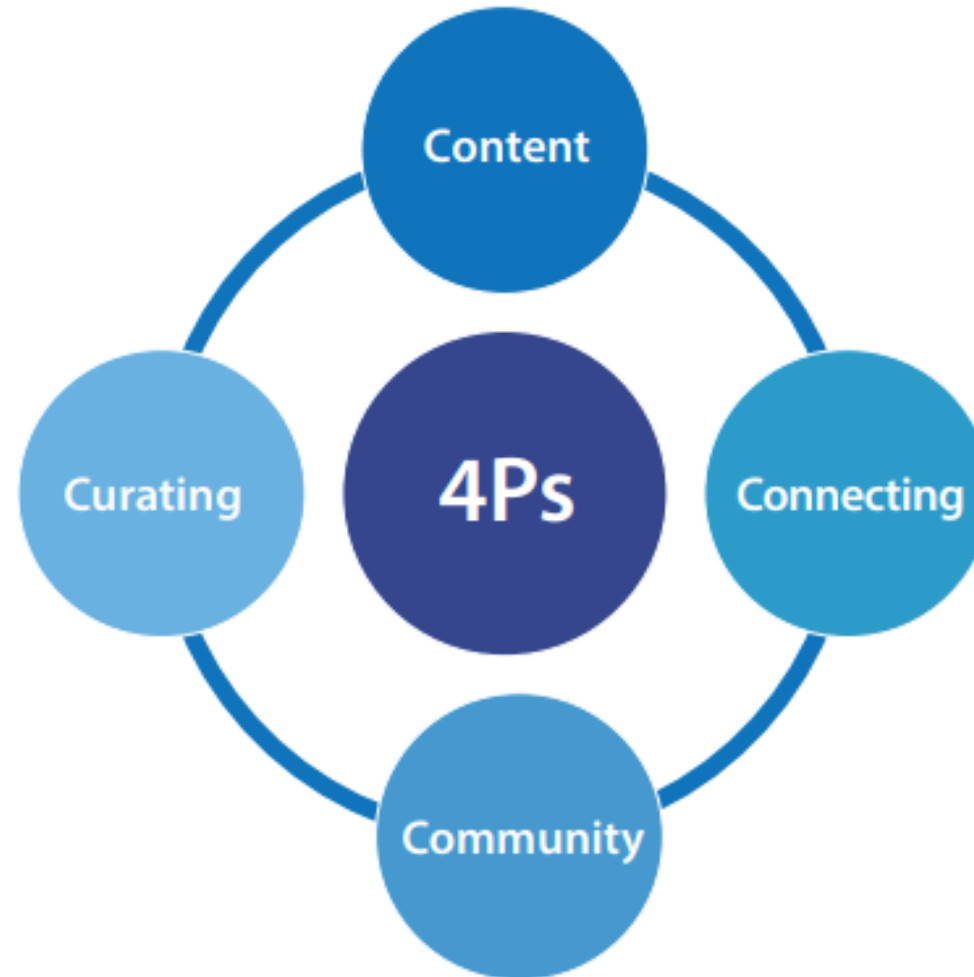


Illustration of 4C versus the 4P Marketing Mix



2. CHANGE IN MARKETING PARADIGM - 4C MODEL IN SOCIAL MEDIA

- **What is content?**
 - Content is the heart of digital marketing, crucial for attracting user attention and encouraging desired actions (purchases, shares, comments).
 - Types of content: Video, text, images, interactive formats.
 - Goal: To create reactions and user engagement.
- **Connecting**
 - The power of connection:
- **Social media allows for quick connections between people worldwide.**



2. CHANGE IN MARKETING PARADIGM - 4C

MODEL IN SOCIAL MEDIA

- Facebook analysis: Over 720 million users are connected through just 4 degrees of friendship.
- Role for companies: Connecting with relevant audiences.
- **Community (Social Groups and Communities)**
- **Definition:**
 - Communities are accessed by people who share common interests.
 - Examples: Fans of certain brands, music band followers, members of themed groups.
 - Role in marketing: Assisting in analyzing users and relevant market segments.



2. CHANGE IN MARKETING PARADIGM - 4C MODEL IN SOCIAL MEDIA

- **Curating (Selection, Organization, and Presentation)**
- **Role of community manager:**
 - Determining which content goes on which channel, when and how to engage the audience.
 - Strategy: Recognizing new marketing strategies and aligning them with the brand's values.



3. CATEGORIZATION OF SOCIAL MEDIA

- Social media can be categorized according to their nature of communication and the nature of the content.
- According to the type of content, social media can be categorized into several different categories:
 1. Social media through which various types of media are shared.
 2. Social media through which photos and graphic elements are shared.
 3. Social media through which video and audio content are shared.
 4. Social media through which predominantly text-based content is shared.



Social Media Pyramid

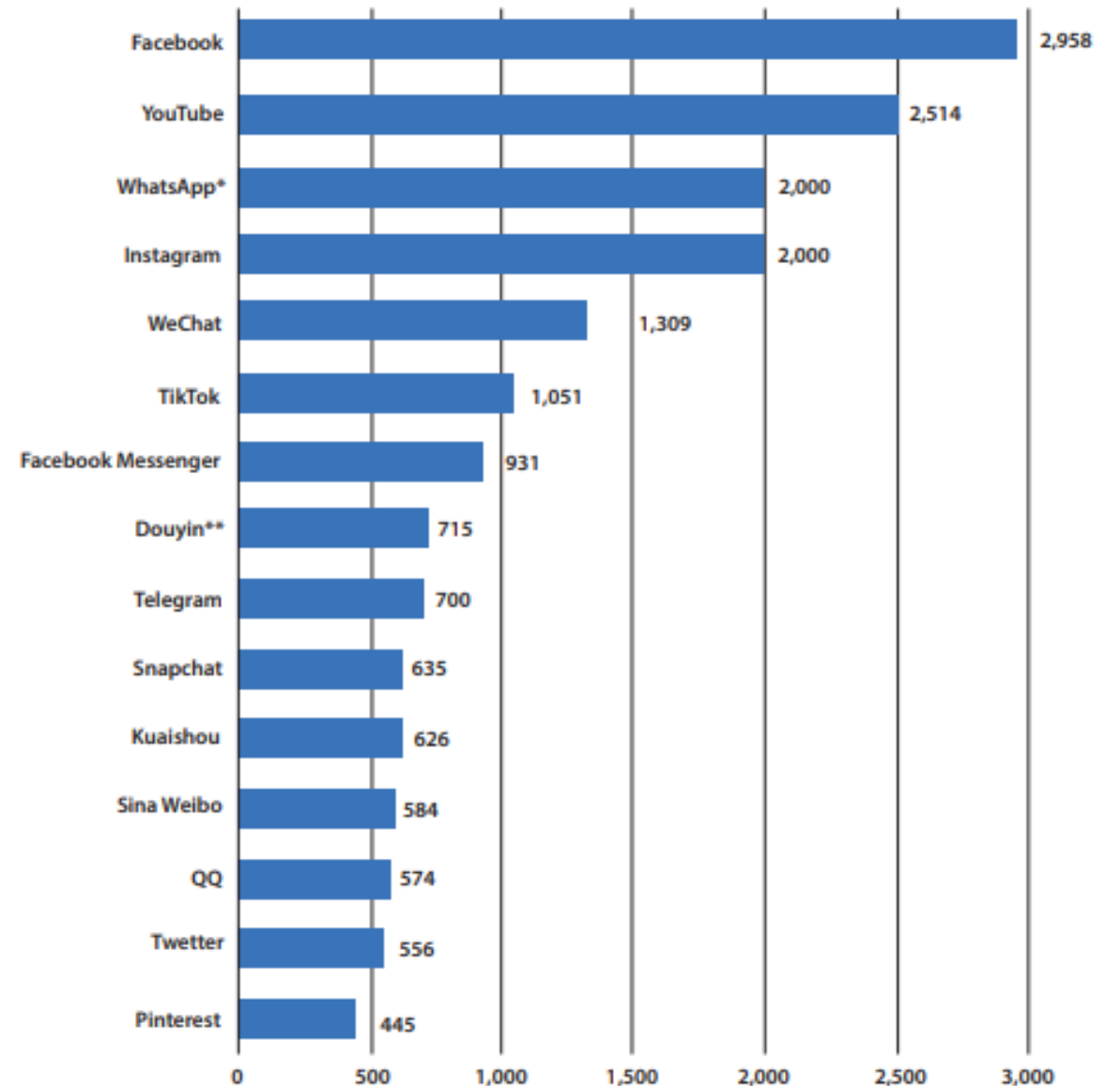


Illustration: The Pyramid
of Social Media



4. MOST POPULAR SOCIAL NETWORKS

Ranking of social networks by the number of active users, in millions of users (Statista, 2023).



4.1. FACEBOOK - GLOBAL LEADER IN SOCIAL NETWORKS

- Founded in 2004 by Mark Zuckerberg and a few friends.
- Facebook is the dominant network worldwide and in the region, owning brands like Instagram and WhatsApp.
- Facebook tracks users and their preferences even outside the network.
- **Statistics and Demographics of Facebook (Newberry, 2021)**
 - 57% of Facebook users are male;
 - 32.4% of users are between 25-34 years old;
 - Only 8.9% of users are from the USA;
 - The average user spends 34 minutes per day on the platform;



4.1. FACEBOOK - GLOBAL LEADER IN SOCIAL NETWORKS

- 79.9% access the app via mobile;
- 36% turn to Facebook for daily news, more than on any other network;
- 45% of searches for new music in the 35-54 age group happen on Facebook;
- Over 500 million people use Facebook Stories daily;
- Over 1.8 billion people are members of one of Facebook's tens of millions of groups;
- Likely due to the pandemic, local group growth during 2020 and 2021 was over 330%;



4.1. FACEBOOK - GLOBAL LEADER IN SOCIAL NETWORKS

- Facebook claims its ads reach markets worth a total of 2.14 billion USD;
- The average user clicks on 12 ads per month;
- The average Facebook page posts 1.55 posts per day.
- **Companies on Facebook**
 - Creating a Facebook page as a microsite for a brand
 - Page components:
 - Cover photo (Hero Image)
 - Brand profile picture
 - Information and links to details
 - Wall with posts and interactions in chronological order.



4.2. INSTAGRAM

- Instagram is owned by Facebook and is one of the largest platforms for sharing photos and video content.
- Some interesting facts about Instagram are (WebsiteBuilder, 2021):
 - Instagram has over a billion monthly active users;
 - About 995 photos are uploaded to Instagram every second;
 - More women use Instagram than men;
 - The majority of Instagram users are between 25-34 years old (33.1%);
 - 60% of Instagram users visit the platform to discover new products;



4.2. INSTAGRAM

- 61% of brands plan to increase their advertising budget on Instagram in 2021;
- The Stories feature has more than 500 million daily users.
- **Content placement on Instagram is done through two main communication subchannels:**
 - Instagram posts (Feed) and
 - Instagram Stories.



4.3. YOUTUBE

- YouTube is a video-sharing platform that is part of the Alphabet corporation (Google).
- Types of content: Short videos, TV shows, music videos, podcasts, educational video courses.
- **Some interesting facts about YouTube are (Omnicores 2021):**
 - It has over 2 billion users;
 - On average, over 122 million users visit YouTube daily;
 - 15.5% of traffic on the YouTube site comes from the USA;
 - Over 70% of YouTube watch time comes from mobile devices;
 - YouTube is the second most visited website in the world;



4.3. YOUTUBE

- YouTube is the second most popular social platform in the world;
- The average YouTube visitor checks 8.89 pages daily;
- The number of channels with over a million subscribers has increased by more than 65% from the previous year;
- People watched 100 billion hours of gaming content on YouTube in 2020;
- YouTube generated \$19.7 billion in revenue in 2020, a 30.4% increase compared to the previous year;
- The number of channels earning five-figure incomes annually (in USD) on YouTube increased by over 50%;
- In the past five years, YouTube has paid over \$2 billion to partners for original content.



4.4. X (TWITTER)

- X is a microblogging network that allows users to post short textual content, photos, GIFs, and videos.
- Interesting facts that show how X differs from other social media platforms (Brandwatch, 2020):
- Over 500 million tweets are posted every day. That's about 6,000 tweets every second.
- X was profitable for the first time in 2017.
- In 2015, X recorded a record revenue of \$717 million.
- During the 2014 FIFA World Cup, over 600,000 tweets were sent in one minute.
- About 65% of companies with more than 100 employees have a company X account.



4.4. X (TWITTER)

- 77% of users have a positive opinion of a brand if they received a response to their tread from the company.
- The average user follows five businesses.
- 80% of users have mentioned a brand in a tread.
- Treads with images have almost twice the chance of being sahred treads.



4.5. LINKEDIN

- LinkedIn is a professional social network founded in 2003 as an online platform where individuals could "post" their CVs.
- Some interesting facts about LinkedIn that companies should consider to understand why they should be present on LinkedIn:
- LinkedIn has over 550 million users.
- Over 20,000 companies use LinkedIn to recruit new employees.
- 80% of leads in the B2B sector come from LinkedIn.
- 70% of people are hired at companies where they already have connections.
- 92% of people who watch videos on mobile devices sometimes share content with their connections.
- 85% of people watch videos with the sound off, so subtitles are essential.



4.6. TIKTOK

- TikTok is a rapidly growing platform for sharing short video content with an advanced algorithm (from 2020 to 2021, it grew almost threefold).
- Some facts about TikTok (Marsh, 2021):
 - Globally, TikTok was the most downloaded app in 2020.
 - Around 41% of users are between 16-24 years old.
 - The app was originally called Musical.ly, which partly explains the importance of background music in the user experience.
 - The app is banned in India, and there were serious political efforts to ban it in the U.S. in 2019 and 2020, or at least have it acquired by an American company.
 - The average time spent on this platform is 52 minutes per day.



4.6. TIKTOK

- **TikTok's market value is reflected through its ability to sell user attention to advertisers. This platform offers seven different types of advertising:**
 - TopView ads - paid videos served to users based on their preferences,
 - Brand Takeover ads - aggressive and frontally positioned branding elements throughout the video,
 - In-feed ads - relies on the network's algorithm to target the video to the appropriate audience,



4.6. TIKTOK

- The app is banned in India, and there were serious political efforts to ban it in the U.S. in 2019 and 2020, or at least have it acquired by an American company.
- The average time spent on this platform is 52 minutes per day.
- Branded hashtag challenges - encouraging interaction on a specific topic that a company believes will help achieve its business goals.
- Branded effects - can communicate a brand, a specific product, or a service in a visually distinctive way.





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Questions & Answers

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