

Social Media Marketing

CWMA Conference, October 2017



Sandy Sigmund
V.P. Development & Chief Marketing Officer



Social Media Marketing

A marketing channel and activity (or set of activities) that marketers use to connect with people (fans, followers, customers, prospects, partners, complaints).

****Not to be confused with****

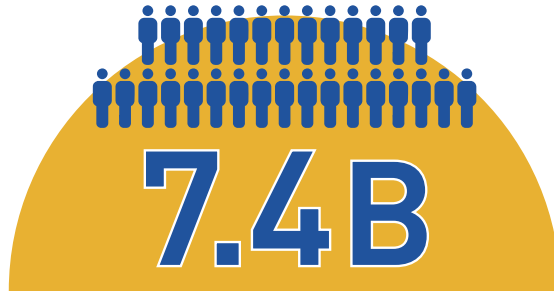
Social Marketing

Marketing that builds awareness around social issues and causes bringing about social change. Social marketing uses social media as a tactic to facilitate this.

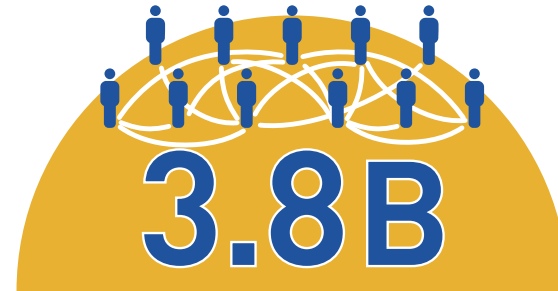
Social media has become an ubiquitous part of a marketers tool kit.

Social Media Is Important

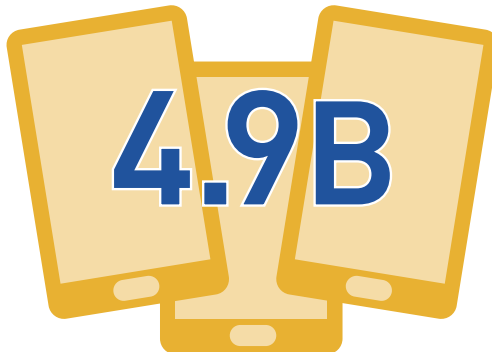
Total Population



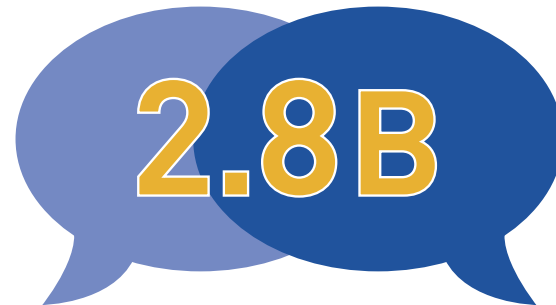
Internet Users



Unique Mobile Users

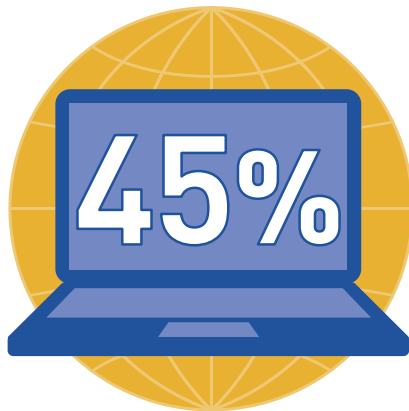


Active Social Media Users



Mobile Surpassing All Other Devices

Laptops & Desktops



Year-on-Year Change

-20%

Mobile Phones



Year-on-Year Change

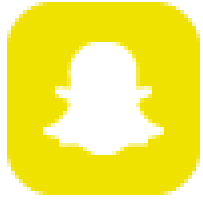
+30%

Tablet Devices



Year-on-Year Change

-5%



Social Media Integrated



 TV: 39%  Outdoor: 5%

 TV: 38%  Outdoor: 13%

 Radio: 10%  Digital : 12%

 Radio: 11%  Digital : 8%

 Print: 24%  Social: 10%






 Print: 10%  Social: 10%

 Experiential: 10%

Social Media Platforms



The Right Place At The Right Time

				
<p>71% of adult internet users are Facebook users as well.</p>	<p>In 2015 Twitter had 320 million monthly active users.</p>	<p>The world's largest professional network with more than 400 million members</p>	<p>Over a billion users. Second largest search engine in the world after Google.</p>	<p>Photo and video sharing by Facebook. 500 million active users.</p>
<p>Curated personal updates.</p> <p>Corporate and Return-It Gang</p>	<p>Experience, create and report</p> <p>Engage in real time</p>	<p>Hiring and networking platform.</p> <p>Builds brand presence</p>	<p>Video Search Engine.</p> <p>Education/awareness through long form video</p>	<p>Photo & video sharing</p> <p>Personalizes the gang profile</p>
<p>Saturday / Sunday 1 – 3 pm</p>	<p>Wednesday Noon, 5 – 6 pm</p>	<p>Tuesday – Thursday 5 – 6 pm</p>	<p>Thursday / Friday Noon – 3 pm</p>	<p>Monday / Thursday 8 – 9 am</p>



A35-54 / Parents

Parents aged 35-54 in BC are heavy users of 'traditional' social media platforms such as Facebook and Twitter

This group has 980,000 Facebook profiles in BC



A18-35

Millennials are the most active group on social media. They have existing profiles on multiple channels and they are continually adopting new social platforms

This group has 1,300,000 Facebook profiles registered in BC



Market Segmentation Analysis



A35+ / 58% Female

Females over the age of 35 are heavy users of 'traditional' social media platforms such as Facebook and Twitter

This group has 1,600,000 Facebook profiles registered in BC



A55+

Despite being the least likely of the target audiences to use social media, about 50% have a social profile. They are most likely to use Facebook

This group has 650,000 Facebook profiles registered in BC

Encorp vs The Return-It Gang



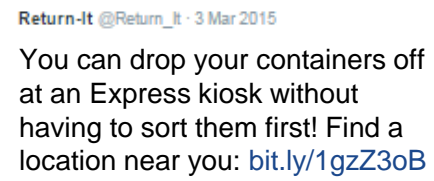
- Factual and educational information for customers
- Corporate voice used to respond to FAQ's and professionally deal with potential issues/complaints



- Fun and cheeky way to engage
- Puppet personalities allows us to interact with people on a personal level
- Allows us to poke fun/guilt or even shame in a non-threatening way

Relevant and Timely

Being a resource to others is the best way to market on social media



Metrics

- **Engagement:** tracks the interaction users have with our social media efforts
- **Reach:** measure of brand awareness, # of people that have seen our posts
- **Cost per:** formula to evaluate price for effort
- **Followers:** tracks the size of our audience



Cost per engagement: \$0.03



Engagements: 37,936



Impressions: 159,119

RESULTS

99% awareness level reached

1 billion containers recovered annually

78% recovery by units.

85.4% recovery by weight.

Pushing a company agenda on
Social Media is like throwing water
balloons at porcupines.

“ Erik Qualman ”