



CREATE EFFECTIVE

# *MARKETING CAMPAIGNS*



**KU** THE UNIVERSITY OF  
**KANSAS**  
School of Business



# *Introduction*



**You're aiming for a C-suite office.** To get there, learn to think like an innovator.

In today's hyper-connected world, digital and social media marketing has become an indispensable tool for companies, CEOs, and job seekers. With a thorough understanding of digital media and the social media universe and how to use it, you'll have an essential competitive edge. No matter what path you take with your MBA, expertise in digital and social media marketing will set you apart.

Based on the marketing curriculum in KU's acclaimed online MBA program, this guide explores the four social media zones, the critical channels in which they operate, and the ways in which brands and individuals interact within them.<sup>1</sup>

In the KU School of Business, you'll become fluent with resources that keep you on top of your game and ahead of the competition.

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# Digital and Social Media Marketing at the University of Kansas

## THE KU SCHOOL OF BUSINESS

Become an agile leader with comprehensive knowledge of critical business competencies. With its top-ranked online MBA program and 25,000-member Jayhawk alumni community, the KU School of Business delivers a world-class education. The online MBA program is designed around you, so you can study on your own schedule, wherever you live.

The information in this guide is featured in the course material for **MKTG 754: Digital and Social Media Marketing**, which is taught by marketing expert and KU MBA Kelly Crane.



## MEET KELLY CRANE



Kelly began her career working in marketing in the music industry in Austin, Texas. She has held director- and vice president-level marketing positions with companies in multiple industries, including entertainment, healthcare, telecommunications, and advertising. She has more than 30 years of experience in advertising agencies, corporate environments, and the public sector.

She's the former director of the KU School of Journalism's Integrated Marketing Communications graduate program, where she taught relationship marketing and the program's capstone course to working adult graduate students.

In addition to her academic and marketing leadership roles, Kelly has a history in digital marketing that dates back to the late 1990s. During this period, she engaged in internet and email marketing initiatives before the emergence of social media and widespread email usage.

One notable project she worked on was the creation of an online website/portal dedicated to women, covering topics such as parenting, fashion, and spiritual life. This website also served as an online membership-based community. Kelly utilized email marketing strategies to effectively reach and engage the community members

With an MBA from the University of Kansas and a BA in Psychology from Baylor University, Kelly is a freelance integrated marketing trainer, coach, and consultant with an interest in entrepreneurship.

# MKTG 754:

## Digital and Social Media Marketing

**MKTG 754 aims to provide the theoretical knowledge and practical insights for:**

- Integrating social media and digital marketing into the traditional marketing mix
- Understanding and engaging social media consumers
- Monitoring and measuring the results of these efforts

**In this course, you'll learn to:**

- Manage digital marketing and social media
- Understand the psychology of online consumers
- Understand the impact of digital marketing and social media on traditional marketing strategy
- Review the digital and social media marketing process
- Critically evaluate the various social media platforms and online content
- Successfully measure the impact of digital marketing efforts

**Among other topics, you'll discuss search engine marketing, Google AdWords, Google Analytics, and Facebook Insights.**



# What is a Playbook to a Social Media Campaign?

*A social media campaign is an organized marketing effort to increase consumer awareness, interest, and loyalty to an organization, brand, product, or service, through social media channels.<sup>2</sup>*

## SOCIAL MEDIA IMPACT

As reported in January 2023, 4.76 billion people around the world—59.4% of the global population—use social media.<sup>3</sup> Fans and customers engage with brands in nearly every industry, including food, fashion, sports, music, and travel. In fact, 73% of consumers say a brand's social media presence influences their purchasing decision,<sup>2</sup> and 88% of the world's thought leaders have a Twitter presence.<sup>4</sup> So whether you're a digital strategist or managing one, a CEO or a job-seeker, digital marketing and social media are indispensable tools in your arsenal. It's the key to engaging with your audience.

## AUDIENCE ENGAGEMENT TACTICS

If you're involved with product launches, webinars, and more, audience engagement will be vital to your success. You might set out to attract more customers, members, or participants. Regardless of your goal, you need to get creative with your social media efforts:

- Poll your audience and find out what's relevant
- Offer contests and giveaways
- Encourage users to generate and share original content

## CAMPAIGN-PLANNING PLAYBOOK

It is tempting to jump into content development and social posting, but developing an overarching engagement strategy and a plan for tracking are critical first steps that can make or break your campaigns.

Keep reading to explore components of campaign development and measurement that are critical to the planning, pitching, and research stages in areas of business beyond marketing. We'll give you the tools to create a campaign and make mistakes in a low-pressure environment. That way, when you set out to build a budget and win over stakeholders, you'll be prepared to bring your A-game.

**Did you know?**

**88% of the world's thought leaders are on Twitter.<sup>4</sup>**

# YOUR ULTIMATE PLAYBOOK TO THE Four Social Media Zones

HOW DO ALL THESE PEOPLE CONNECT HERE?

Before diving into campaign creation, it's important to understand the social media universe and all its inner workings. It's a world where fans, influencers, and brands interact with one another according to rules set by each channel. Users are often motivated by a "What's in it for me?" mentality. Successful social media brands build content strategies around relationships, relying on principles of shared participation.

People interact on social media in four different zones.

## THE FOUR SOCIAL MEDIA ZONES<sup>5</sup>

### 1 SOCIAL COMMUNITY

**Uses:**

- Sharing
- Socializing
- Conversing

**Examples:**

- Twitter
- Facebook
- Instagram Stories
- Pinterest

### 2 SOCIAL PUBLISHING

**Uses:**

- Editorial
- Commercial
- User-generated content

**Examples:**

- YouTube
- Blogs and Vlogs
- Infographics
- SlideShare

### 3 SOCIAL COMMERCE

**Uses:**

- CRM/Services
- Retailing/Sales
- Human Resources

**Examples:**

- Amazon
- Facebook
- Groupon
- TripAdvisor

### 4 SOCIAL ENTERTAINMENT

**Uses:**

- Social games
- Gaming sites
- Entertainment communities

**Examples:**

- CoolMath
- FarmVille
- Miniclip
- Pogo

## SOCIAL COMMUNITY<sup>6,7</sup>

In our digitized world culture, people look for experiences that connect them with other people. Many believe that social media has the power to unify people who think differently. When you think about your own participation on social media, what makes you feel connected to a brand, cause, or community?

Social channels create connection through relationships and participation in common activities. Consider:

- People feel more connected to brands whose CEOs are active on social media<sup>7</sup>
- About 65% of users say that, when a CEO regularly uses social media, it feels like real people run the business<sup>7</sup>

### SOCIAL COMMUNITY CHANNELS INCLUDE:

- TikTok
- Instagram
- Facebook
- Snapchat
- LinkedIn
- Blogs
- Podcasts

## SOCIAL PUBLISHING<sup>8</sup>

Social publishing is not reserved for top influencers. Personal and commercial brands publish content and optimize it for sharing. If you've ever shared photos and videos, you've been a social publisher. Food, retail, entertainment, and hospitality brands are active in this zone, and they publish articles, videos, and recipes—with links to other material—to increase brand awareness. Some companies with bigger budgets combine celebrity sponsorships and cultural branding to maximize their content's impact on audiences.

### SOCIAL PUBLISHING CHANNELS INCLUDE:

- YouTube
- Instagram Stories
- Pinterest
- Twitter

## Did you know?

Hundreds of brands use selfies in marketing campaigns.

As of this publishing, the hashtag #selfie has been used more than 185 million times.<sup>5</sup>

“Selfie” was the Oxford Dictionaries’ word for the year in 2013<sup>10</sup>

## SOCIAL COMMERCE

In this zone, companies want to retain existing customers, reinforce their brand loyalty, and gain new customers. Companies employ tools to boost user-generated content, such as reviews and ratings that will entice others to purchase their products.

The use of social commerce is directly tied to the five stages of the customer journey—a process that takes possible buyers or clients from their first knowledge of a product or service to staunch loyalty to it. These stages are awareness, consideration, decision, retention, and advocacy.<sup>9</sup>

	CUSTOMERS ARE ...	MARKETERS USE SOCIAL MEDIA TO ...
<b>AWARENESS</b>	Conscious of having a need but unsure how to meet it	Make sure people know about their products/services
<b>CONSIDERATION</b>	Evaluating their options	Convince customers that their solution is the best
<b>DECISION</b>	Ready to make a choice	Get customers to try their products
<b>RETENTION</b>	Determining whether they made the right choice	Convert undecided past customers into fans
<b>ADVOCACY</b>	In a position to promote and defend the product/services to other people	Ensure that these customers have fallen in love with the products/services/brand

### SOCIAL COMMERCE CHANNELS INCLUDE:

- Facebook
- Groupon
- TripAdvisor
- Pinterest

## SOCIAL ENTERTAINMENT

This zone includes options for play and enjoyment, such as gaming sites, alternate reality games (ARGs), and entertainment communities. Gaming sites include major brands, such as Nintendo and Disney. Many focus on niche areas like adventure and sports, while others are designed to appeal to people in specific demographics: women, Millennials, teenagers, and so on.

### SOCIAL ENTERTAINMENT CHANNELS INCLUDE:

- CoolMath
- FarmVille
- Miniclip
- Pogo



# FOUR ESSENTIAL STEPS TO Campaign Success

**HOW DO YOU CREATE AN ENGAGING SOCIAL MEDIA CAMPAIGN?**

Launching a successful campaign can be challenging even for experienced marketers. Each step is critical, so bypassing steps can lead to unforeseen challenges. For instance, if you skip a social media audit or fail to identify the correct target market for your campaign, your message could fail to reach its mark. On the other hand, if you carefully plan and execute your campaign, you could expand your audience significantly.



**RESEARCH**



**PLAN**



**LAUNCH**



**MEASURE**



# RESEARCH

## CAMPAIGN GOALS

Begin with the end goal in mind. Research and identify a campaign goal that aligns with the company's business goals. What problem do you want to solve, or what do you want to achieve through the campaign?

Examples include:<sup>6</sup>

- Increase traffic to your website
- Boost brand awareness
- Build or strengthen your brand community
- Convert leads into loyal customers
- Drive sales and revenue
- Get customer feedback on poor-performing products or services

## THE STATE OF YOUR SOCIAL MEDIA PROFILES

If your brand already has a presence on multiple platforms, a social audit could yield a gold mine of information about your content—what is and is not working. You'll want to gather some specific data, such as the number of followers on each of your channels as well as top posts, impressions, and reach.

Use the built-in analytics tools on each channel and select a good template in which you can record all the information in one place. Next, look for patterns. Are CEO messages or user-generated photos generating the most buzz? Which demographic is engaging the

most with your content and why?

Conducting an audit can seem like a massive undertaking, but it's worth the time. You'll set goals and develop a plan based on the in-depth analysis you conduct. If you know what type of posts get the most engagement, plan to create more of them. If some posts have lackluster performance, maybe they're reaching the wrong audience. Reevaluate the platforms you're using and determine on which ones you should be active.



# RESEARCH



## BUYER PERSONAS

Once you have a clearly defined goal, identify your target market or audience. An effective digital marketing and social media campaign strategy depends on a deep understanding of your best customers, including their motivations, pain points, and demographics.

Buyer personas are fictionalized profiles of your target customers. Use market research and customer surveys to develop these personas. Find out what their goals are and how your products or services can help them reach those goals. You might develop multiple buyer personas, depending on your offerings.

When creating buyer personas, give the persona a name and find a picture that you think encapsulates who you think they are in your mind's eye. Think of people you know who may be in your target audience. Then, when creating your social media content, write it as if you're speaking to that person by name. It helps personalize your marketing and allows you to write in a more relational and conversational way.

Additionally, when developing buyer personas, use these questions as a guide:

1. Who are the customers?
2. What platforms do they use most frequently?
3. What is their source of news?
4. What kinds of events or conferences do they attend?
5. How do they make vendor decisions?
6. What knowledge or information do they seek?
7. What are their pain points?
8. How can your product or services help meet their needs?
9. Why do they use our product, service, or platform?
10. What strategies can you use to retain them as a customer?



# PLAN<sup>6</sup>



Once you have a goal in mind, figure out which platforms or channels you'll use to run your campaign. Your buyer personas should give you a strong sense of who your loyal followers are and where to find them online. If you have an established brand presence already and have found that certain channels yield more activity, stick with those. If your goal is to attract more people to your community, consider going beyond your comfort zone.

Determine what types of content you want to create for the campaign. It could include lifestyle blogs to promote specific products, a giveaway when entrants follow your brand on Twitter or Facebook, or a video series for Instagram stories. Then, create concepts and messaging that align with your campaign goals and resonate with your community.

# LAUNCH<sup>11</sup>



Launching a successful campaign requires significant collaboration among team members. Social media calendars are essential tools that allow your team to create, organize, and schedule effective content—all in one space. Use templates to streamline the content approval process, which can save time and reduce stress. With these support tools in place, your team is free to focus on the business of creating high-quality content that supports your brand identity.

The calendar is the place where your team members share ideas, collect feedback, and store multimedia assets together. Think of it as a tool for seamlessly orchestrating an event with different performers. To create a cohesive social media presence, it's important to have a clear overview of your content lineup. Utilizing a calendar allows you to visualize how different content pieces align and make adjustments as necessary.

Avoid last-minute or a barrage of clustered posts by leveraging the analytics provided by each social media channel or your own analytics packages. Analyze data to determine the optimal days, times, and frequency for posting on each channel. Keep in mind that posting strategies may vary across channels, so it's crucial to adapt and adjust accordingly to keep your content strategic, effective, and engaging.

# MEASURE<sup>12</sup>



When you launch the campaign and your first posts are published, give your message a chance to gain traction. Evaluate whether the content performance matches your expectations.

Consider your marketing objectives to determine which metrics, or Key Performance Indicators (KPIs), would be best.

OBJECTIVE	EXAMPLE KPIs	NOTES
<b>Reach/Awareness</b>	Impressions/Views, Likes, Followers/Subscribers, Audience Growth Rate, Social Share of Voice (SSoV)	Followers/subscribers is considered a vanity metric; Engaged followers or subscribers are key
<b>Engagement</b>	Engagement Rate, Amplification Rate, Comments/Shares Per Post	Focus on meaningful engagement like comments and shares for stronger brand impact.
<b>Loyalty</b>	Conversion Rate, Purchase Frequency, Average Order Value, Customer Lifetime Value (CLV), Repeat Purchase Rate	Leverage customer loyalty KPIs to guide strategies to nurture and retain valuable customers.
<b>Social Listening</b>	Volume (#) of mentions, Sentiment (positive, negative, neutral), Shares, Likes	Extract actionable insights from social listening data to inform decision-making and improve customer experiences.
<b>User Generated Content</b>	Quantity of posts, Social traffic generated by posts, UGC Conversion Rate/ Reach/Sentiment Analysis	Encourage UGC creation: Focus on quantity; quality; conversion rates; reach

Imagine that your goal is to boost community engagement by 25% in four months. For measurable results, create a campaign around a unique hashtag and inspire your customers to post about their experiences with your product(s). Depending on your company values, consider adding a philanthropic component. Donate a certain amount to an environmental cause for every hashtag submitted. Monitor how your hashtag is trending to measure engagement levels. Some content strategies might be wildly successful right away and others might need to be tweaked for better performance.

# Which Social Media Tools Will Support Your Success?

As you prepare to launch your campaign, it's time to think about marketing automation and social media management tools. The dozens of available options include Hubspot, Buffer, Hootsuite, Sendible, SocialPilot, and Design Wizard, among many others. Carefully consider which ones are best for your budget and achieving your marketing goals. Do you want to increase audience engagement? Are you looking to gather information about trending hashtags? Or maybe just check out what your competition is doing?

## A strong social media tool:<sup>13</sup>

- Integrates with multiple social networks
- Allows multiple team members to post social content
- Automates publishing of content
- Customizes data analysis (by demographics, location, and interest, etc.)
- Makes it easy to manage content during an emergency or crisis

Whatever your goals are, digital marketing and social media tools can support your marketing initiatives before, during, and after campaigns. They make planning easier and increase the odds of your campaign being successful—even with limited resources. With the right tools, you can simplify content creation, identify top-performing posts, and discover insights to refine your campaign.



TO BECOME A BUSINESS LEADER, YOU NEED THE

# UNIVERSITY OF KANSAS ONLINE MBA

Building a strong social media campaign is one of the many challenges you'll address in the University of Kansas online MBA program. You'll work with classmates on planning, implementing, and measuring a social campaign connected to a real-life sporting event. You'll learn from instructors who bring expertise in analytics and social media, with a deep understanding that businesses seek creative minds who approach marketing challenges from different perspectives and angles. The instructors are aware that the social media universe is constantly changing with new audiences, platforms, and features, and they will prepare you with the skills you need now and as you advance into business leadership.

“My KU MBA experience was something special. I was stretched and challenged every day, and I was surrounded by a group of exceptional classmates who had tons to bring to the table. Classroom learnings as well as networking opportunities gained during my MBA have greatly benefited my career thus far.”

**MALCOLM PROUDFIT, MBA '20**  
**CEO, GOOD ENERGY SOLUTIONS**

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