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IT'S ALL ABOUT DIGITAL INNOVATION

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**Social Media
Management**

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Social Media Management

Whether it is Twitter, Facebook, Instagram, YouTube or other platforms: about 4.5 billion people worldwide use social media – therefore, the number of users has doubled since 2015. Who still views social media just as 'nice to have', denies themselves the growth opportunities that come with it. Social media are now an integral part of our everyday lives, and give companies a chance to reach their potential and existing customers anytime, anywhere.

Herewith, social media haven't only proven to be perfect tools to direct customers' attention to your product and service portfolio or strengthen your customer relationships – successful social media management brings way more benefits than that.

Social networks enable you to raise brand awareness: as users consume your online content, your business will slowly appeal to their subconscious mind. Hereby, you also raise brand recognition – consumers are now able to associate your products or services with a specific category.

Brand awareness plays a huge role when it comes to buying decisions and influences them positively. By publishing relevant content, you not only boost your reach, but you also convey your brand's values. Professional social media management enables you to introduce your company and therefore improve your reputation – as a business but also as an employer, since many social media platforms like LinkedIn or Xing are used for recruitment purposes.

As you can see for yourself, social media are real all-rounders that your company should not leave unexploited. Instead, by using those platforms correctly you can stand out from the crowd. How? We will share the platforms' secrets in the following pages.

Did you know that 60,99% of the world's population use social media?¹

Social Media

On The Rapid Rise Of Social Media

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It is out of the question that social media now plays a big role in our daily routine. A greater degree of non-uniformity prevails as to when the era of social media really began. For many experts, the first e-mails sent by the Advanced Research Project Agency in 1971 represent the first milestone.

Other experts believe that the first social networking sites were SixDegrees and Classmates.com that laid the foundation for interactive applications. The latter were the first platforms in 1995 and 1997 that – unlike forums – allowed to create buddy lists and to search for private contacts.



On the other hand, the first blog was published by Justin Hall in 1994 who was a student at the time – and maybe the first influencer? Many years later, the social network MySpace went online and gained over 50 million users – a number of users that is almost an unimpressive one nowadays.²

In 2004, YouTube and Facebook were founded. Initially, the latter was intended to help Harvard students communicate better via a shared platform – and that would soon change. Then the microblogging services Twitter and Tumblr entered the market, in 2011 Pinterest and Google+. Whilst they only influenced leisure time in the beginning, social media platforms like Xing and LinkedIn soon entered the job market.

The two networks' most important target group are academics whom companies want to target via employer branding, recruitment marketing and advertisements. The first advertisement was placed on Facebook during their founding year. Whilst Zuckerberg was skeptical at first, he soon realized the huge potential social media had as an effective marketing tool: you could not only find friends and acquaintances, but also your target groups – with just a few clicks.

Nowadays from a number of users that amounts to 4.5 billion. Facebook currently has 2.9 billion monthly users, YouTube 2.3 billion, WhatsApp 2 billion and its Chinese competitor WeChat 1.2 billion users.³



Social Media: The Most Important Platforms For Businesses

On average, social media users are on six different platforms. They all have in common the interaction element and content creation. Since those social media channels target different target groups, businesses have to adapt their content or other determine on which platform their online presence is an absolute must

Facebook:

Facebook is the platform with the biggest reach, thanks to its wide range of communication interfaces. Billions of users worldwide use the network every month, which is why Facebook heads the list of the most popular social media networks.

Almost every target group uses Facebook, which explains why the communication platform is of particular interest to companies. After all, communication occurs via more than one format, and hence via images, textual content and videos. Users can interact with each other in the public comment section, or privately in their messengers.

Instagram:

Instagram can definitely be referred to as Facebook's little sister – after all, the company belongs to the multinational conglomerate. Whilst communication initially only occurred via images as well as comments, Instagram now provides a big repertoire of possibilities.

Private individuals as well as companies can post videos for a limited amount of time, short reels and stories. The latter are only available for 24 hours and therewith fleeting. In order to not miss any, users check the platform more often.

About half a billion people watch and use Instagram stories every day, and that pays off: one third of the most consumed stories have been published by companies. Furthermore, you can advertise via Instagram stories, and even integrate your online shop since social commerce is gaining ground.⁴

YouTube:

more than 2 billion users watch their favorite music videos, vlogs, news and more on the video platform. Three former employees of payment service provider PayPal founded the company back in 2004, which has been enjoying great popularity since then.

With YouTube Marketing, businesses can reach their target audience via very different advertising formats. With your own channel you can install your 'online shop window' which introduces and explains your products and services in more detail.

Or alternatively, you can cooperate with production companies and successful YouTubers who pitch your selection of products and services. Or you can advertise worldwide on YouTube – advertisements will be shown on all videos.

Did you know that users spend about 2 hours and 25 minutes per day on social media?⁵



TikTok:

the Chinese video portal is taking the world by storm! The platform is very popular, especially amongst adolescents – a large share of their users is under the age 23. The shared content is fleeting and short – and therewith the perfect mix that makes users spend more time on TikTok.

Whilst many considered TikTok only as a pastime, nowadays international companies like Zalando, H&M and BMW invest in the so-called TikTok marketing. Today's users are tomorrow's customers. If users start interacting with a company when they are still teens, brand awareness will rise.⁶

Xing & LinkedIn:

Xing and **LinkedIn** exclusively serve the purpose of facilitating the recruitment process. Over time they evolved into the most popular marketing tool and B2B platform.

LinkedIn operates at a global level and has more than 766 million users, whereas Xing is a business network for the German-speaking part of Europe and reported 19 million users.⁷

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DEFINITION & TASKS

Social media platforms are so much more than just a medium of interaction. In fact, social media is being used to improve stakeholder management. Which means: by means of social networks, companies can communicate to their customers, their employees, suppliers and investors their brand and vision.

The term 'social media marketing' refers to the strategic use of social networks that can be either active or passive. With active social media management, the company initiates an active communication process with both customers and users.



By using social media, the objective is to achieve business goals – by means of content produced inhouse. Reactive social media marketing on the other hand describes the exclusive use of others' content as a way to achieve corporate goals.⁹

Benefits Of Outsourcing Versus Inhouse Production

Opinions differ as to whether social media management should be managed inhouse or outsourced to an external service provider. The individual consultation and management of your social media accounts provides many benefits.

Firstly, social media change rapidly. Professional social media agencies like Dinnova deal with the latest trends on a daily basis, whereby your company will always be up-to-date and one step ahead of your competitors. Furthermore, experienced social media managers are very familiar with different communication styles and the different formats on each platform.



How Businesses Benefit From Social Media

Social media provide several benefits that you should not leave unexploited.

You will find more detailed information about them in the following list. If you want to stay competitive and keep your market share, social media is a must.

Social Media Can...

Increase Brand Awareness:

as potential clients consume your brand's content repeatedly, the brand accesses their subconscious minds. Eventually, customers will associate your brand with a specific product or service category, and prefer to purchase yours – provided you publish high-quality content on your social media on a regular basis.



Attract Your Target Audience And Increase Your Reach:

you can reach your potential target group via social media. If they like or share your posts, they might reach further potential clients – and can even facilitate your expansion into international markets.

Deliver Important Data For Market Research:

any and all activities on social media can be measured and analyzed. By means of the so-called monitoring, you can analyze mentions as well as feedback other companies and products get; and feed your competitive intelligence with it.

Therewith, you will always be up-to-date and keep an eye on your competitors as well as the latest trends.

Convey Your Brand Personality:

you decide which content and information you want to publish about your company and product portfolio. The decision-making power is all yours, whilst the media's coverage remains beyond your control. Moreover, you can advertise on social media and thus make sure that campaigns reach your target audience without wastage.

Serve As A Communication Channel Between Your Company And Your Customers:

contrary to advertisement, communication is not a one-way-street: your company can target your customers, customers can immediately share their feedback.

Digital campaigns' and posts' success can be measured on the basis of likes, comments, views, shares etc. – an important advantage that offline advertisement can't provide.



Increase Website Traffic:

social media enable the embedding of links to your corporate website and online shop. With just one click you can redirect potential customers to your online presence.

Reach Different Target Groups:

depending on your decision which platform you would like to use, you can reach different target groups. On LinkedIn and Xing you can engage people with employer branding and advertise as a B2B business, whilst about 67% of TikTok's users are between 13 and 24 years old, which entails that they have to be targeted with different content.⁹



Embedding Social Proof:

the 'social proof' concept plays a huge role when it comes to social media. 93% of consumers form an opinion about companies on the basis of online references, and a majority of marketing managers stated that they were planning to collaborate with nano, micro, macro and mega influencers in the future.

The term 'social proof' describes the tendency to assume other people's behavior in order to prevent bad (buying) decisions. Especially experts', celebrities', influencers', friends' and other users' reviews are relevant. This also explains why applications voted as number 1 in the download charts are 50% more likely to be downloaded than the app that ranks second.¹⁰

Social Media: Best Practices

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Social Media

What Is Social Media Management?

➤ **Social Media: Best Practices**

Dinnova – Your Professional Social Media Agency

Using social media is a great opportunity to interact with existing as well as new, potential clients. Yet long-term, this approach only works if your social media accounts and campaigns live up to your customers' standards.

So now you might be wondering, which social media best practices you should take into account? We have summarized the most important information below.

1**QUALITY:**

provide your users with customized content that creates added value – by entertaining, informing and inspiring.

If you have to choose between quantity and quality, the latter should be favored over the first option. Post less, but high-quality content with HD images, videos and error-free texts.

2**STRATEGY:**

define right at the beginning a social media strategy, ideally in collaboration with a professional agency. Make sure that all data is tracked and documented, as it serves as the basis for future decisions.

3**RESEARCH:**

visit your competitors' social media accounts on a regular basis to analyze their followers' reactions, product placements, content and engagement.

4**PARETO PRINCIPLE:**

according to the pareto principle, 80% of your results can be ascribed to 20% of your campaigns and advertisements. Thoroughly plan in which areas you want to invest your money and time, focus on your defined target group and parameters that are crucial factors for your business' success.

5**OPTIMIZATION:**

analyses have shown that Facebook posts with less than 80 characters perform best. The same goes for videos which should not be longer than 60 seconds.

This is due to the shorter attention spans today's users have. Please always bear in mind these developments and research findings.

6**NO DIY:**

'Do it yourself' is an absolute no-go when it comes to social media. Even if up to now your corporate accounts' management was in the hands of a single person lacking prior knowledge, nowadays professional social media is a must.

Their management, conception and the creation of digital content requires a lot of know-how – and time. Task digitalization experts with it, in order to promote your company's digital transformation.¹¹



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Don't let this opportunity pass you by by reaching out to us for a nonbinding consultation.

From the strategic conception to the technical implementation of your posts, stories, tweets, videos, reels etc. – we are your best bet when it comes to social media.





Our service includes any and all services that are essential for companies in the modern, digital era. Thanks to the latest technologies and considering the latest trends, we develop a strategy that is the perfect fit for your company, your target group and the social media platforms concerned.

You would like to know more? Then we are looking forward to hearing from you soon and to collaborating in the near future!



Footnotes

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Contact Us

Learn how we can help your business and schedule a free consultation today!

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