



n/n ^{new}
narrative

SOCIAL MEDIA MARKETING THAT GROWS MEMBERSHIP

Mohamed Abdelbaki

**Head of Digital
New Narrative Ltd.**

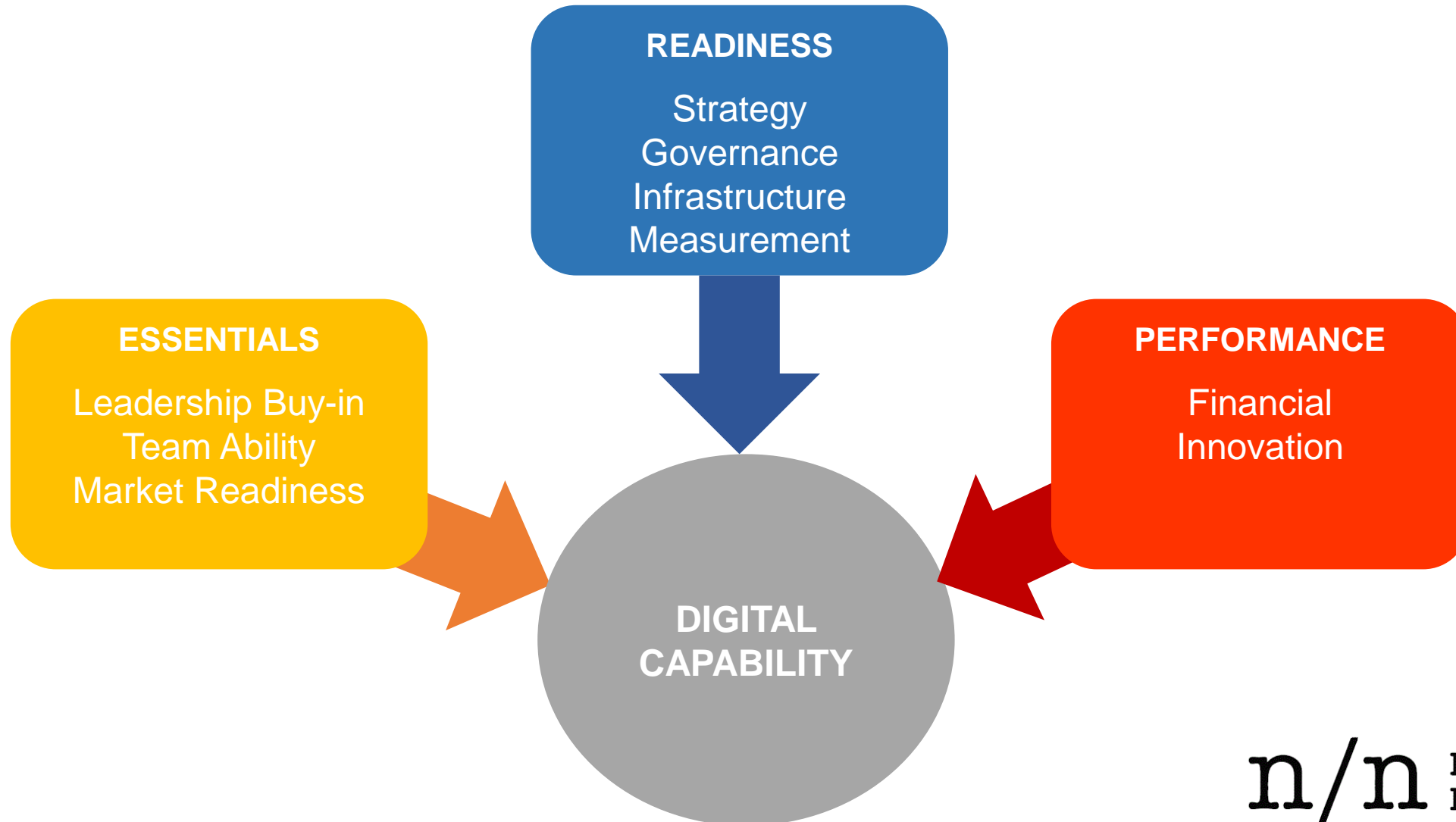
Digital Marketing Leaders

**Hong Kong
31ST July 2019**

AGENDA

- DIGITAL CAPABILITY FRAMEWORK
- SOCIAL MEDIA LANDSCAPE
- SOCIAL MEDIA MOTIVATIONS
- SOCIAL MEDIA PURCHASE JOURNEY
- ONLINE USER JOURNEY
- STRATEGY
- CONTENT
- SOCIAL MEDIA MARKETING
- TOOLS & RESOURCES
- Q&A

DIGITAL CAPABILITY FRAMEWORK



SOCIAL MEDIA LANDSCAPE



Average. Time/Day

#1		Philippines	4:01
		Global Average	2:23
#22		China	2:19
#24		Singapore	2:10
#25		USA	1:57
#26		Hong Kong	1:52
#30		UK	1:50
#45		Japan	0:45

Average # Social Media Accounts

LatAM



APAC



MEA



Europe



NorthAm



8.1

GLOBAL AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS

6.4

GLOBAL AVERAGE NUMBER OF MOBILE ONLY SOCIAL MEDIA ACCOUNTS

n/n new narrative

SOCIAL MEDIA MOTIVATIONS



40%

To stay up-to-date
with news and
current events



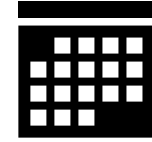
39%

To stay in touch
with what my
friends are doing



38%

To find funny or
entertaining
content



37%

To fill up spare
time



33%

General
networking with
other people



33%

To share photos
or videos with
others



31%

To research/find
products to buy



30%

Because a lot of
my friends are on
them

n/n new
narrative

SOCIAL MEDIA PURCHASE JOURNEY

GLOBAL

28%

Discover brands/products via Social Media ads

25%

Discover brands/products via recommendations on social media

43%

Research products/brands online via Social networks

22%

Posts with lots of likes would increase likelihood of purchasing a product online

12%

A “buy button” would increase likelihood of purchasing product online

HONG KONG

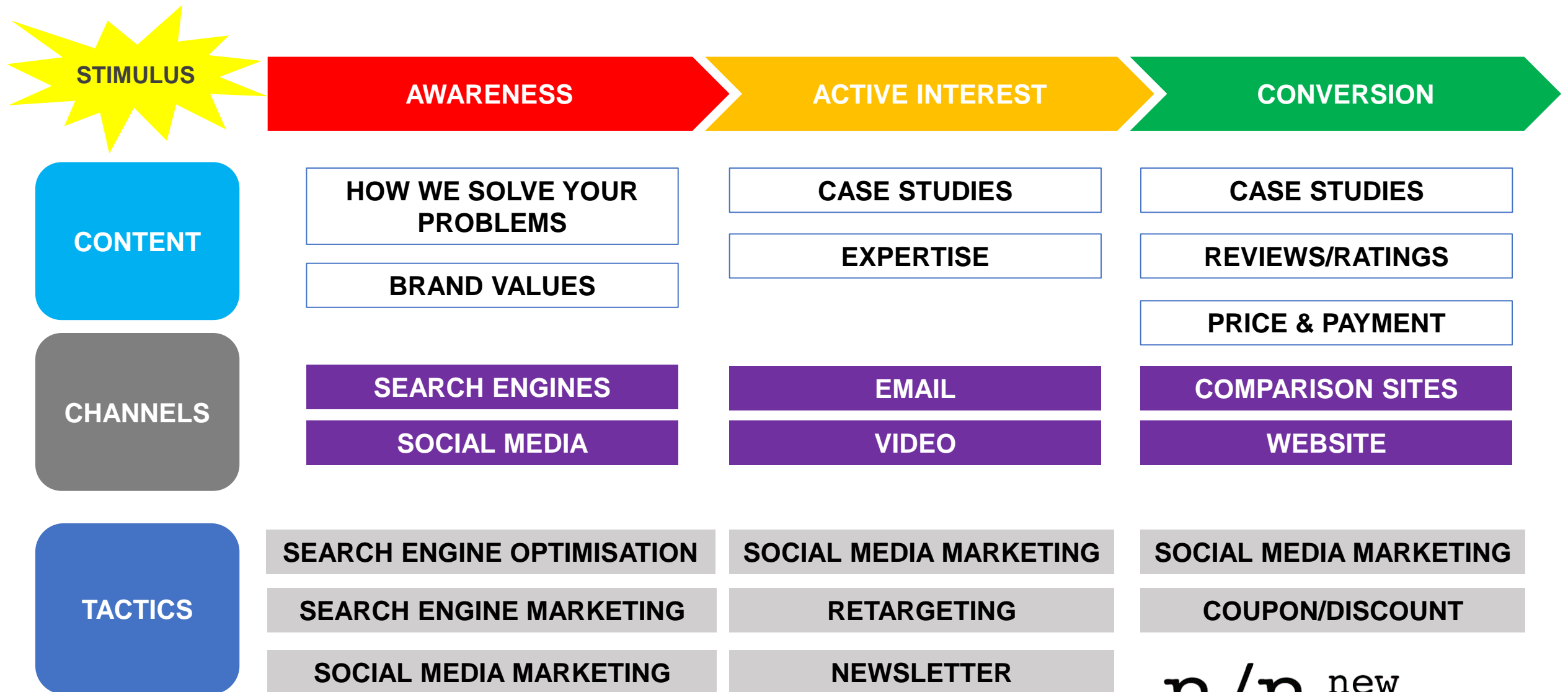
Top 5 Channels for Product/Brand Discovery

- 35% Search Engines
- 34% Ads Seen on TV
- 33% Ads Seen Online
- 31% Word of Mouth Recommendations
- 29% Brand/Product Websites

Top 5 Channels for Product/Brand Research

- 44% Search Engines
- 43% Social Networks
- 33% Price Comparison Websites
- 31% Consumer Reviews
- 30% Brand/Product Websites

ONLINE USER JOURNEY



STRATEGY



SITUATION: Where are we now?

OBJECTIVES: Where exactly do we want to achieve?

STRATEGY: How are we going to achieve our objectives?

TACTICS: What exactly do we need to do to achieve our objectives?

ACTIONS: What do we need to do on a daily basis?

CONTROL: How do we measure success?

Where Are We Now?

- What is our current social media presence?
- Do we have a social media strategy?
- Do we have enough followers?
- What are our engagement rates like?
- What are our competitors doing?
- Do we have the right resources (Money, time and skills needed)?

SWOT:

What are our Strengths, Weaknesses, Threats and Opportunities?

TOWS:

External: Threats and Opportunities

Internal: Strengths and Weaknesses

What Exactly Do We Want to Achieve?

- What is our primary business objective?
- What does the business objective look like in terms of social media?
- What is the desired user action?

SMART

SPECIFIC: Straight-forward and clear

MEASURABLE: Can be easily measured and quantified

ATTAINABLE: Realistic targets

RELEVANT: Relevant to your business objectives

TIME BOUND: Over a defined time period

How Are We Going to Achieve Our Objective?

- TOWS analysis results
- What will make the biggest impact?
- How can we use our existing strengths
- Who exactly are we targeting?
- How do we differentiate ourselves? What is your value proposition?

Types of Strategies:

- Lead Generation
- Content Strategy

What Exactly Do We Need To Do To Achieve Our Objectives?

The 7Ps

1. **Product:** Any changes to our products? Quality, Branding, Warranties
2. **Price:** Any changes to our prices? Shopping/payment methods, Discounts?
3. **Place:** Where are our products available? New channels? Partnerships?
4. **Physical Evidence:** Product packaging, staff experience, online experience
5. **Promotion:** Are we promoting our products well? Branding, PR, Sales
6. **People:** Do we have the right people skills? New hires? Upskilling?
7. **Process:** What processes do we need? Research, Calendars?

What Do We Need To Do On a Daily Basis?

- Who does what each day?
- What resources are required?
- What is a typical day like?
- How are we going to use paid marketing

How Do We Measure Success?

- What exactly are our metrics?
- How, who and how often will we measure and report our metrics?
- Alternative measurement and feedback methods?
- Competitor comparison? Industry benchmarks?
- Have we stayed within budget?

CONTENT

EAT

EXPERTISE

AUTHORITATIVE

TRUSTWORTHY

- **Culture and Values**
- **Content Calendar**
- **Content Formats**
- **3rd Party Content**
- **User Generated Content**
- **SEO Friendly**

n/n new
narrative

SOCIAL MEDIA MARKETING

Promoted Accounts

Promoted/Sponsored Content

Ad Targeting

- Interest targeting
- Follower look-alikes
- Keyword targeting
- Behaviour targeting (UK/US only on Twitter)
- Conversation targeting
- Geo-targeting

Hootsuite @hootsuite
If Instagram is losing younger audiences, the big question is: where are they going?

Check out what this data is telling us by downloading our free Digital in 2019 report: ow.ly/W3SS50u2aHK

Age Group	Female Change	Male Change
13-17 YEARS OLD	-6.2%	-5%
18-24 YEARS OLD	+7%	+8%
25-34 YEARS OLD	+7%	+9%
35-44 YEARS OLD	+7%	+5%
45-54 YEARS OLD	+7%	+8%
55-64 YEARS OLD	+8%	+4%
65+ YEARS OLD	+10%	+4%

94 410 1.1K

Promoted

Eaton Club Hong Kong
116 followers
Promoted

Experience our premium serviced office from \$8,000 & collaborative workspace from \$2,500. Located in a prime & convenient location, Champion Tower, Central, Hong Kong Island. Get 2 months of FREE RENT with our Special Promoti... see more

Exclusive Serviced Office [Sign Up](#) Collaborate with Neighbors

cvent
124,730 followers
Promoted

Marketers: Which of the 7 key digital buying signals are you capturing at your live events?
<https://lnkd.in/fQtsUrU>

The Marketer's Interactive Guide to **Identifying Buying Signals at Live Events**

[HEAD INSIDE](#)

Download the e-book
cvent.com

Who to follow

ROLEX @ROLEX
Promoted [Follow](#)

TOOLS & RESOURCES

TOOLS

GENERAL

- [Google Analytics](#)
- [Google Data Studio](#)

SOCIAL MEDIA

- Native Analytics
- [SocialBearing](#)
- [Twitter Ads Transparency Centre](#)
- [Canva](#)

RESOURCES

GENERAL

- [Think With Google](#)
- [Pexels](#) – [Pixabay](#)
- [GIF Maker](#)
- [Moz Blog](#)

SOCIAL MEDIA

- [LinkedIn Post Inspector](#)
- [Twittimer](#)
- [We Are Social](#)

Q&A

Mohamed Abdelbaki

mohamed.abdelbaki@new-narrative.com



New Narrative Ltd

info@new-narrative.com

