

# بازاریابی رسانه‌های اجتماعی و محتوای دیجیتال

اشکان بروج

مدیر آکادمی گردشگری ایران

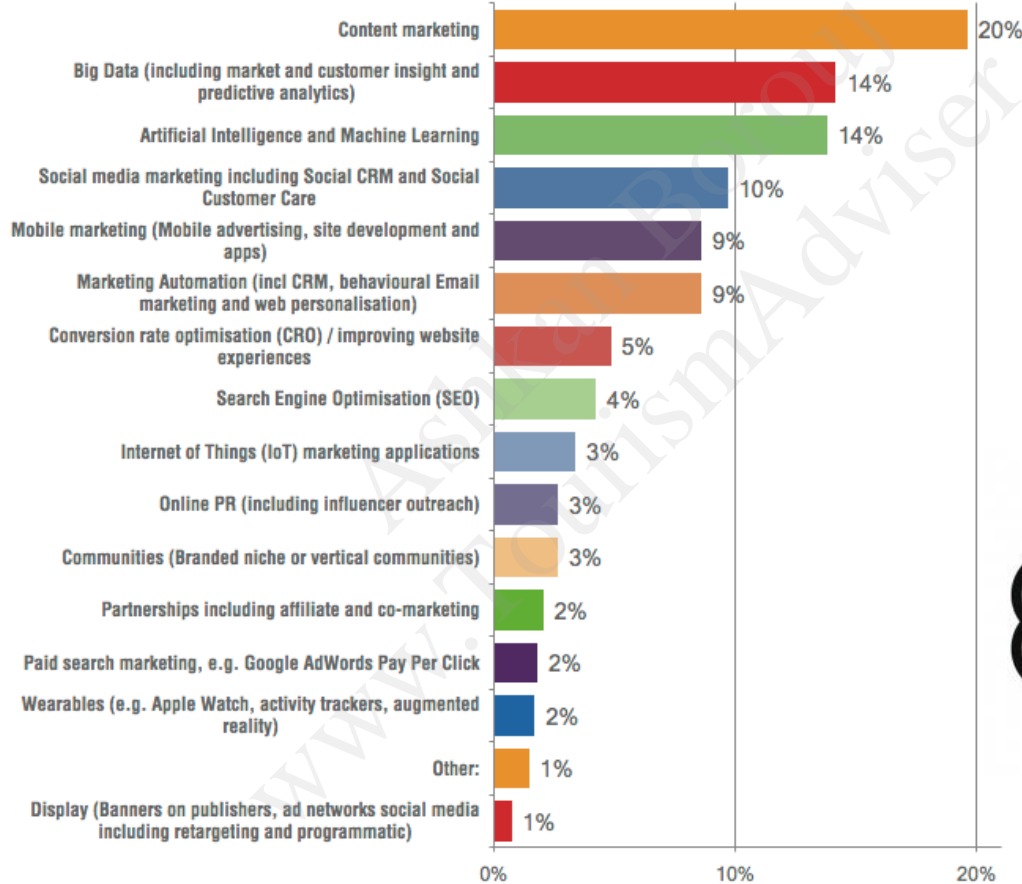
کارشناس ارشد مدیریت بازاریابی گردشگری  
مدرس و مشاور بازاریابی و شبکه‌های اجتماعی

دوره تخصصی بازاریابی دیجیتال

تهران - دانشگاه شریف - اردیبهشت ۹۷



## Select the SINGLE marketing activity that you think will make the largest commercial impact in 2018 for your business (or your clients)



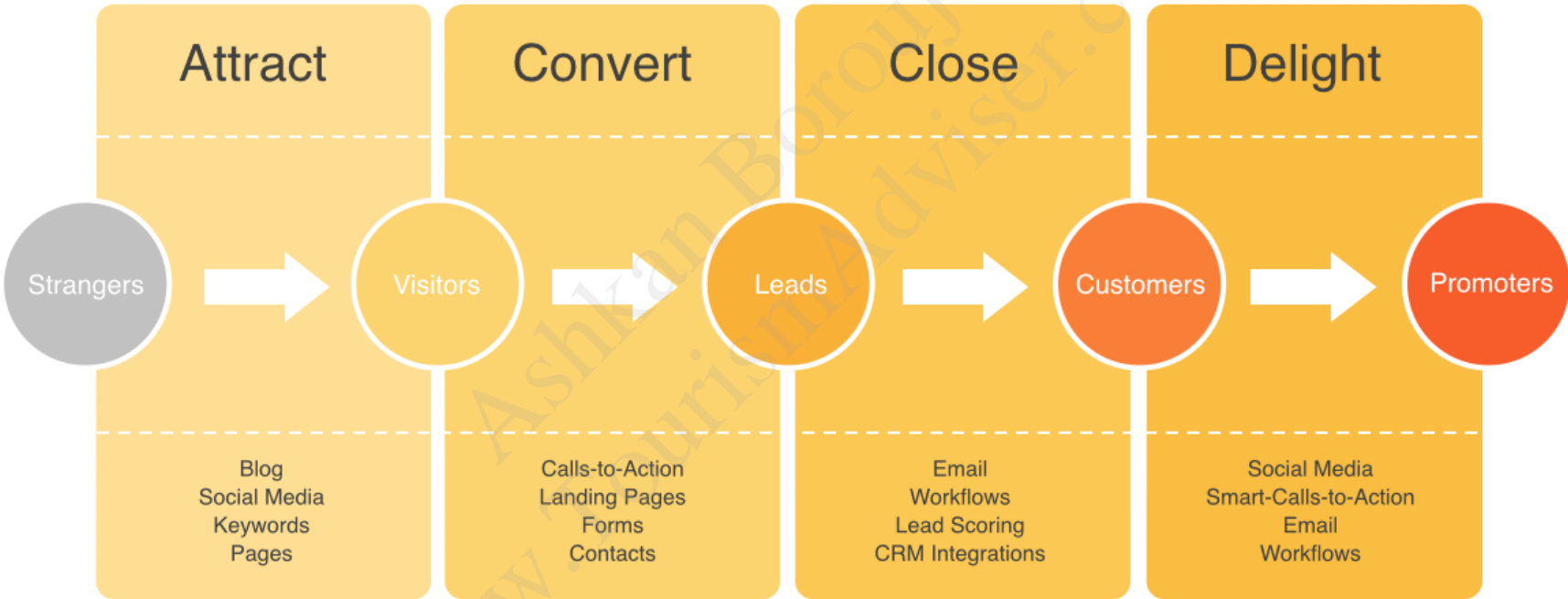
بازاریابی دیجیتال



# Inbound Marketing

بازاریابی رایجی

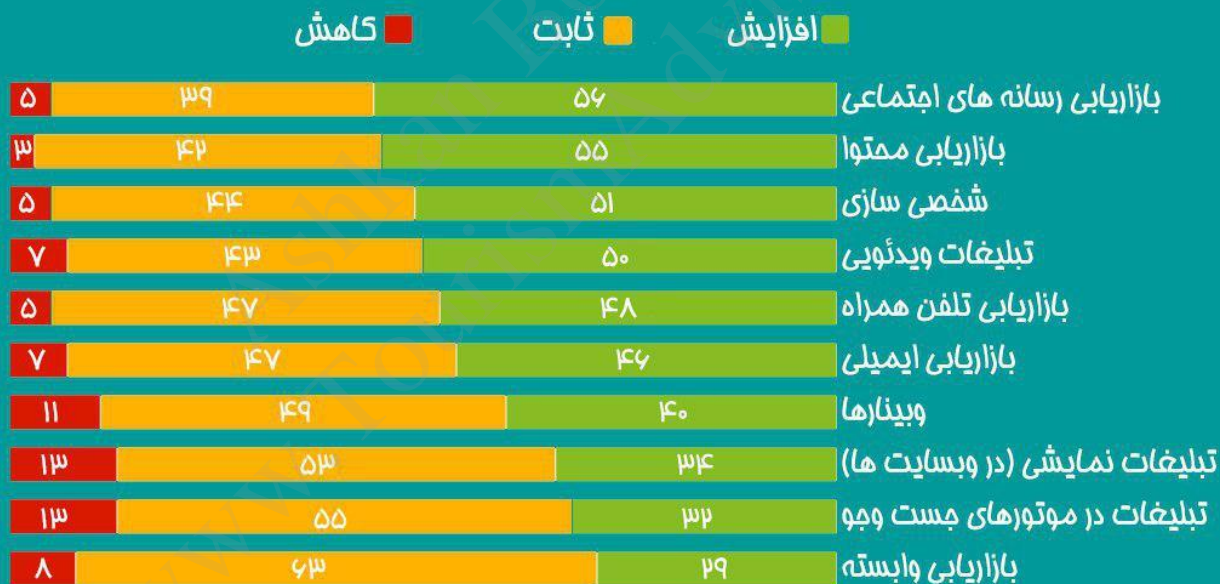






## رسانه های اجتماعی و محتوای اولویت های اصلی برای بازاریابان هستند.

برنامه های بودجه بازاریابی دیجیتال برای سال ۲۰۱۷ (در % از پاسخ دهندگان)



بر اساس نظرسنجی از ۳۳۳۴۷ شرکت بازاریابی شرکت در سراسر جهان.



آیا شبکه های اجتماعی و رسانه های اجتماعی یک مفهوم هستند؟

Ashkan Borouj  
www.TourismAdviser.com







- **شبکه‌های اجتماعی، ساختاری اجتماعی** از افراد است که بر اساس **علاقه‌های مشترک** به یکدیگر وصل شده‌اند.
- هدف اصلی شبکه‌های اجتماعی **ارتباط** با دیگر افراد است.
- شبکه‌های اجتماعی درباره **انسان و ارتباطات** متقابل است.

- **رسانه‌های اجتماعی** را می‌توان استفاده از فن‌آوری وب و تکنولوژی موبایل برای تبدیل ارتباط به یک **گفتگوی تعاملی** تعریف کرد.
- رسانه‌های اجتماعی **یک مکان** است که شما می‌توانید اطلاعات را به افراد دیگر منتقل کنید.
- رسانه‌های اجتماعی **یک وسیله برای ارتباط** با دیگران است.
- بستری برای **بازاریابی و شهرت**

JAN  
2018

# DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



7.593  
BILLION

URBANISATION:  
55%

INTERNET  
USERS



4.021  
BILLION

PENETRATION:  
53%

ACTIVE SOCIAL  
MEDIA USERS



3.196  
BILLION

PENETRATION:  
42%

UNIQUE  
MOBILE USERS



5.135  
BILLION

PENETRATION:  
68%

ACTIVE MOBILE  
SOCIAL USERS



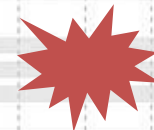
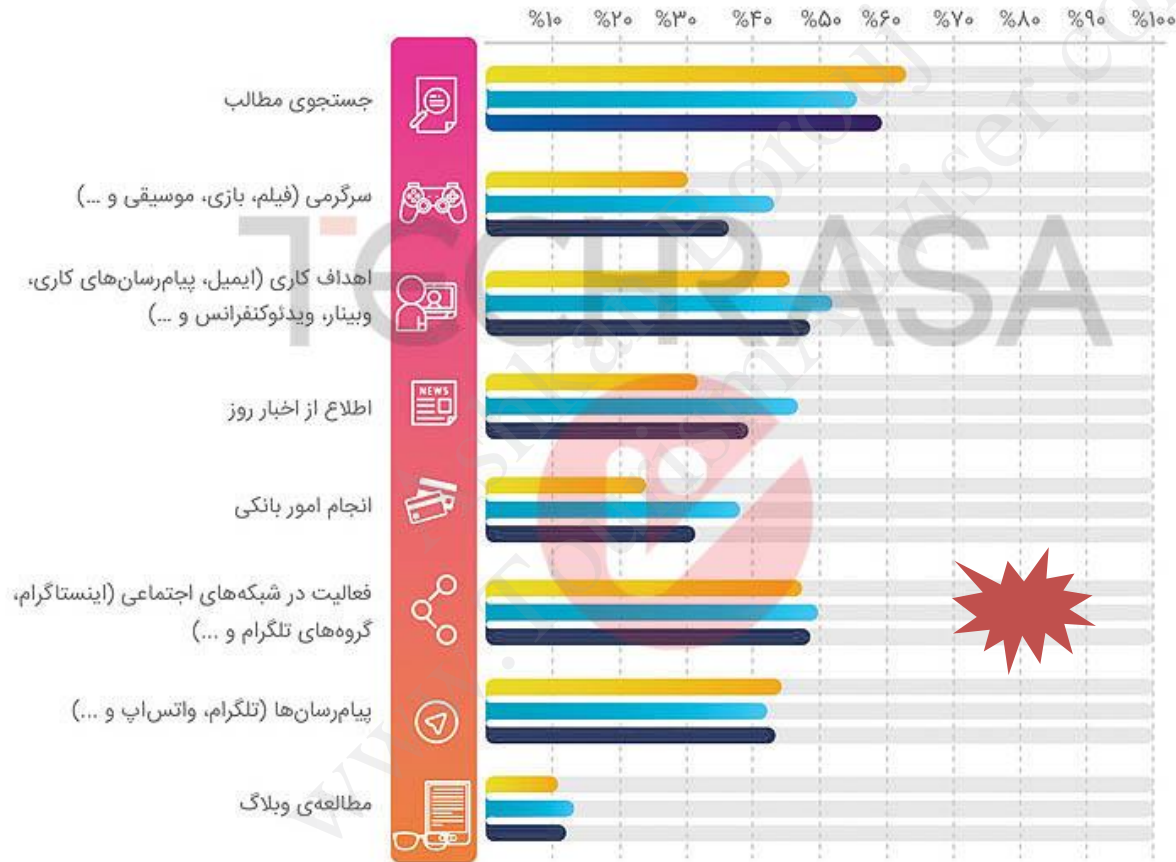
2.958  
BILLION

PENETRATION:  
39%

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



## کدام یک از گزینه‌های زیر هدف شما برای استفاده از اینترنت است؟





# Types of Social Media





## Types of Social Media

- **Social networks** - Connect with people
- **Media sharing networks** - Share photos, videos, and other media
- **Discussion forums** -Share news and ideas (REDDIT,QOURA,DIGG)
- **Bookmarking and content curation networks** - Discover, save, and share new content (Pinterest, Flipboard)
- **Consumer review networks** - Find and review businesses (Yelp, Zomato, TripAdvisor)
- **Blogging and publishing networks** - Publish content online (WordPress, Tumblr, Medium)
- **Interest-based networks** - Share interests and hobbies (Goodreads, Houzz, Last.fm)
- **Social shopping networks** - Shop online (Polyvore, Etsy, Fancy)
- **Sharing economy networks** - Trade goods and services (Airbnb, Uber)
- **Anonymous social networks** - Communicate anonymously – Virtual Game & Life (Whisper, Ask.fm, After School)



# Facebook Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services\*



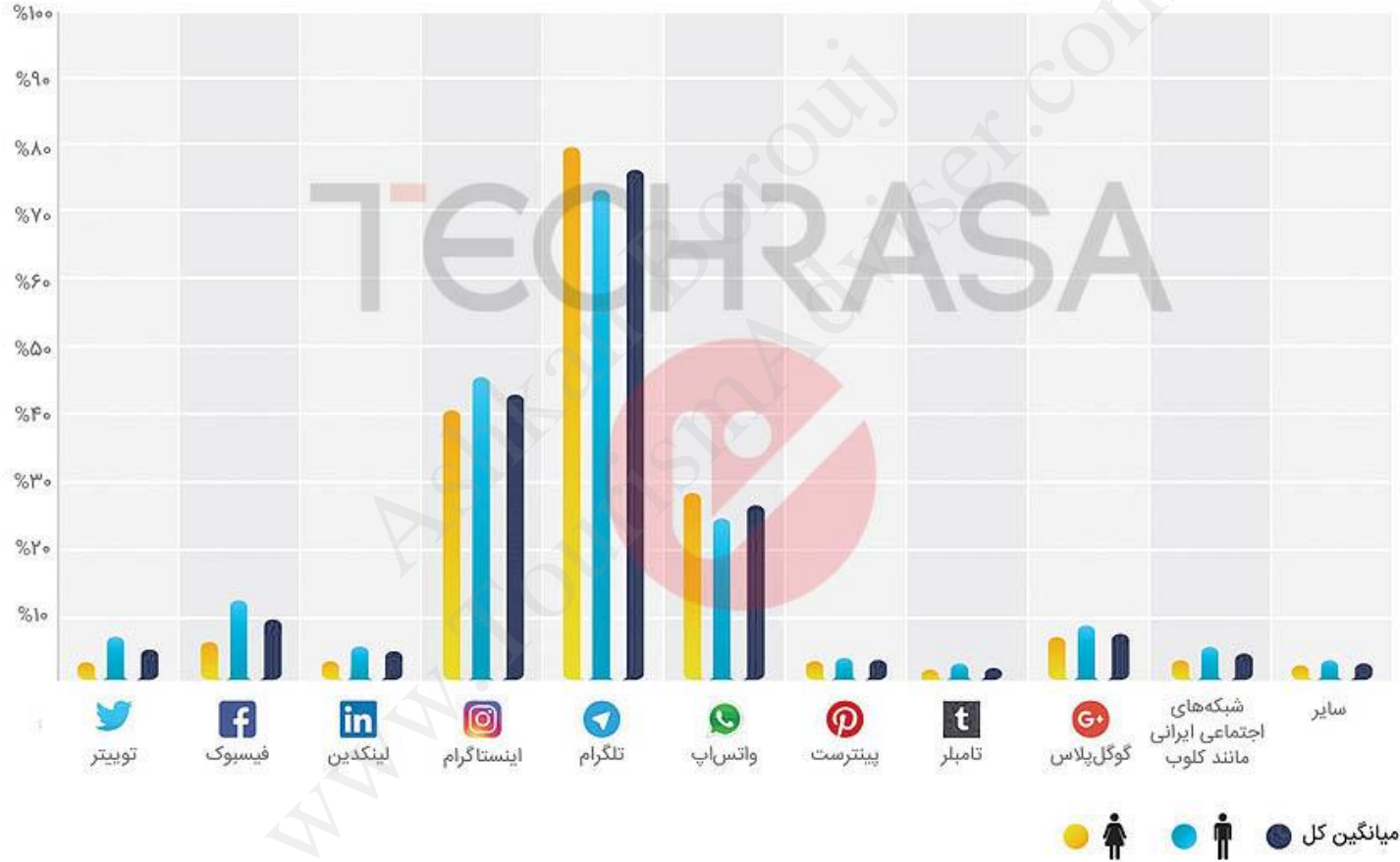
\* latest available data (Dec. 16 - Sep. 17)  
\*\* daily active users  
Source: Company filings & announcements



Active Users of Key Global Social Platforms.  
January 2018

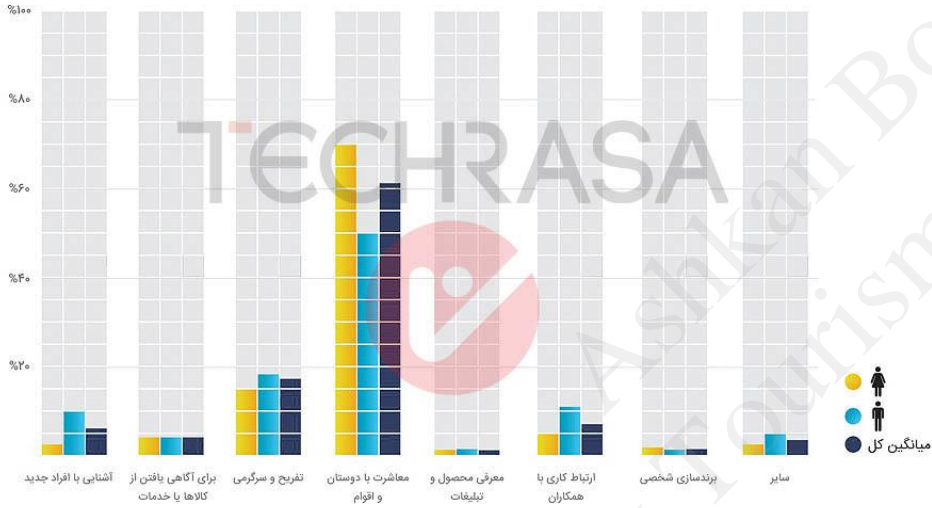


## در کدام یک از شبکه‌های اجتماعی یا پیام‌رسان‌های زیر کاربر فعال هستید؟

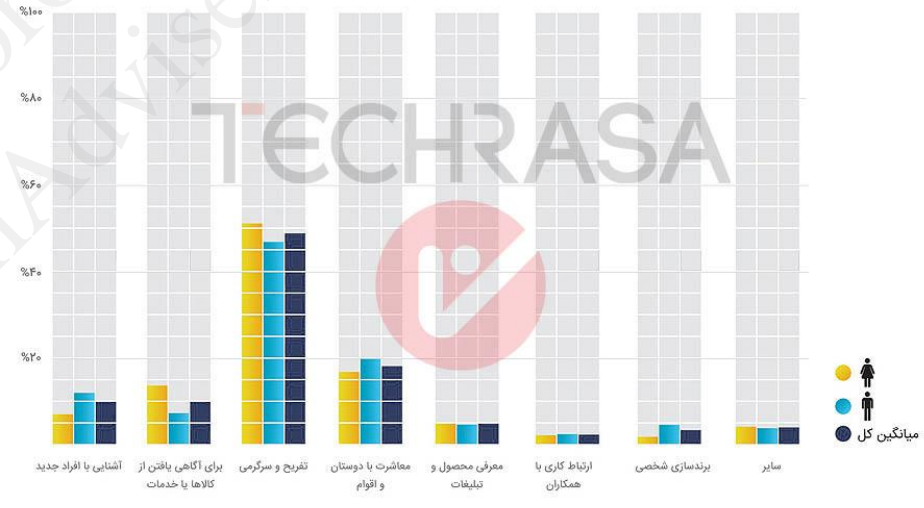




### معمولاً به چه منظوری از پیام‌رسان تلگرام استفاده می‌کنید؟



### معمولاً به چه منظوری از شبکه‌ی اجتماعی اینستاگرام استفاده می‌کنید؟







## Facebook



Text



Image



Video



Link

## Instagram



Image



Video

## Twitter



Text



Image



Video

## Pinterest



Image



Video



Link

## LinkedIn



Text



Link



Pulse

## Google+



Text



Image



Video



Link



## What Social Media Can Do for You

*Why Do I Need  
Social Media  
for My  
Business?*

Anyone can tell you your business needs to be on social media, but it's **why** that matters most.





**Average Mobile users Check their device**  
**150 Times** per day!

Askan Borouj  
www.TourismAdviser.com



**70%** of followers have taken some **Action** after seeing content on **Twitter**

**70%** of **Instagram** users have looked for a **Brand** online



## What Social Media Can Do for You

### Brand awareness

- ✓ Drive **conversations** that reference your brand, product or service
- ✓ Influence **attitudes and behaviour** towards your destination or organisation

### Reach

- ✓ Social **bookmarking and content**
- ✓ Increase your media reach (the **viral effect** of social media)

### Visibility

- ✓ **Search engines** are becoming more social
- ✓ Index social content and incorporate social signals into their **ranking algorithm**;
- ✓ **keyword** rich social media can help to elevate visibility;
- ✓ **tags, bookmarks, links** etc. make your content appear more authoritative in search engines

### Online experience/ content crowdsourcing

- ✓ you can **stimulate the creation** of content such as storytelling, tips from travellers, video and photo

### Knowledge

- ✓ Monitoring **what is said** may result in valuable **insights** into customer needs and behaviour
- ✓ **Ideas** for product development or service improvement



## What Social Media Can Do for You

### Innovation

- ✓ Technologies allow you to **co-create** and **collaborate** with customers and stakeholders

### Customer service

- ✓ Technologies to provide or improve the **quality of customer care**

### Operational efficiency

Social media networking sites allow you to **collect free information** that may help you:

- ✓ to better **target** your messages and **paid media**
- ✓ lowering customer acquisition **costs**

### Revenue generation

- ✓ Users, fans and followers, can be acquired as **leads** and converted into **paying customers**
- ✓ Drive **sales** directly or indirectly by offering unique offers

### Marketing

- ✓ **Communicate** with consumers in **all stages** of their customer journey,
- ✓ Offering the chance to identify prospects and **build loyalty**
- ✓ Turn customers into **brand advocates**



## What People Share On Social Media





# What People Like To Share On Social Networks

جستجو

مقایسه

مناظره

اشتراک



Pictures

43%



Opinions

26%



Status update of what and how they are doing

26%



Links to articles

26%



Personal recommendations of things they like

25%



News items

22%



Links to other websites

21%



Links to other people's post

21%



Status update of what they are feeling

19%



Video clips

17%



Plans for future activities, trips and plans

9%





## ☐ Research Transformed

- ✓ democratization of **online reviews** - **89%** of millennials plan travel activities based on friend's content

### Travel Inspiration & Validation

دسترسی آسان و تاثیرگذاری بسیار زیاد محتوای رسانه‌های اجتماعی

## ☐ Rise in Social Sharing

- ✓ facilitate and expand people's ability to **share travel experiences**
- ✓ Over **97%** of millennials share photos and videos of their travels

## ☐ Enhanced Customer Service

- ✓ become **aware and provide help** to unsatisfied or confused customers
- ✓ **Responding** to complaints and questions helps to humanize your brand and to indicate to current and future customers that they are valued.
- ✓ **Listening to customers** through social media can help your brand create **an exceptional experience**

## ☐ Reshaping businesses

- ✓ The availability of information and ease of self-service booking – **Digitalism!**
- ✓ Advantage : **Personal Touch.**
- ✓ Experience Based: **Unique Experiences Guaranteed!**

## ☐ Changing Loyalty Programs

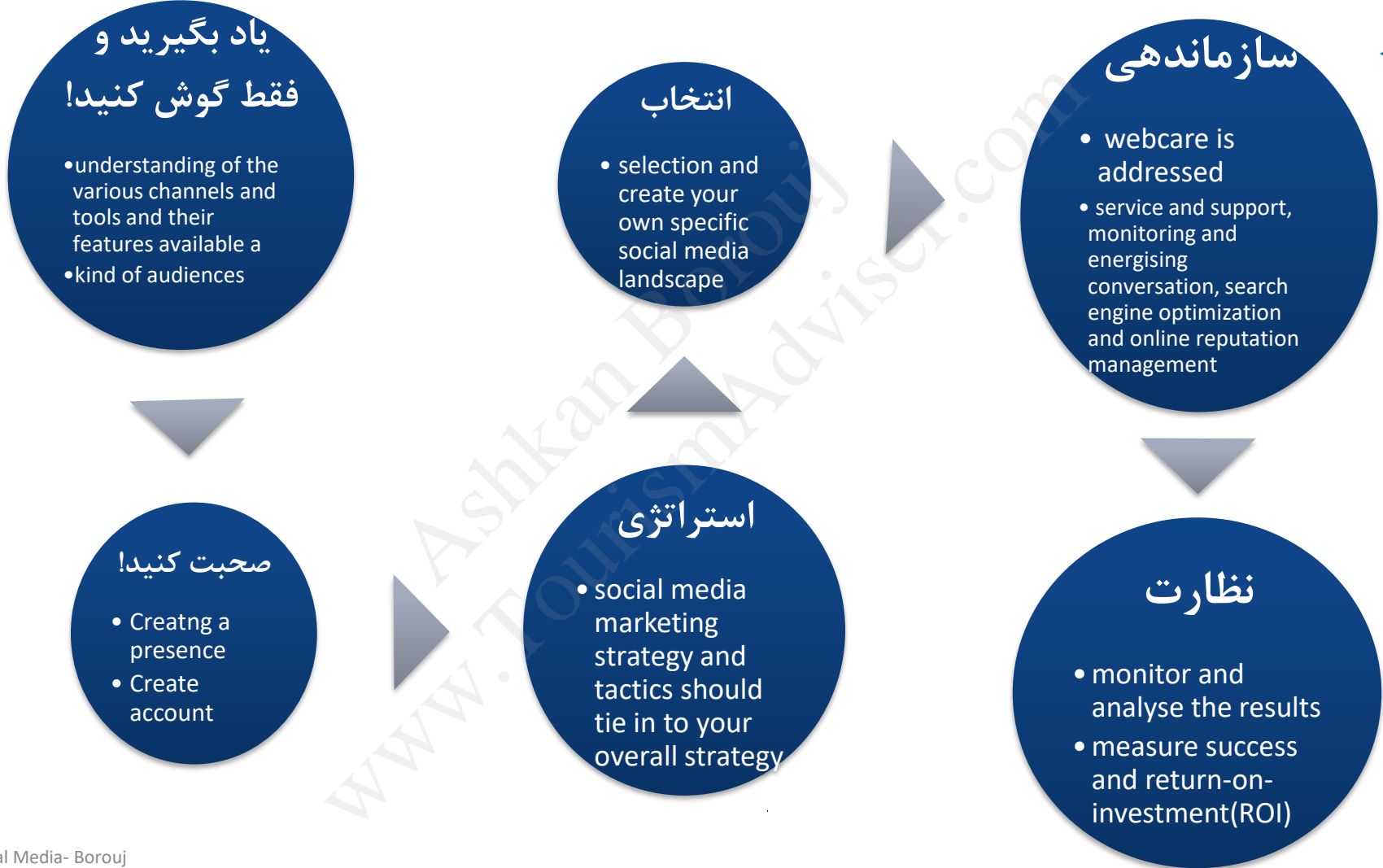
- ✓ discover **passionate guests** and to reward them
- ✓ More than **25% of millennials** that participate in **loyalty programs** are very likely to post about a brand in exchange for loyalty points.

What Social  
Media Can Do  
for  
Marketing



# How to Start







## برنامه تولید و انتشار محتوا

## برنامه





## نوع محتوا

آگاهی

آموزش

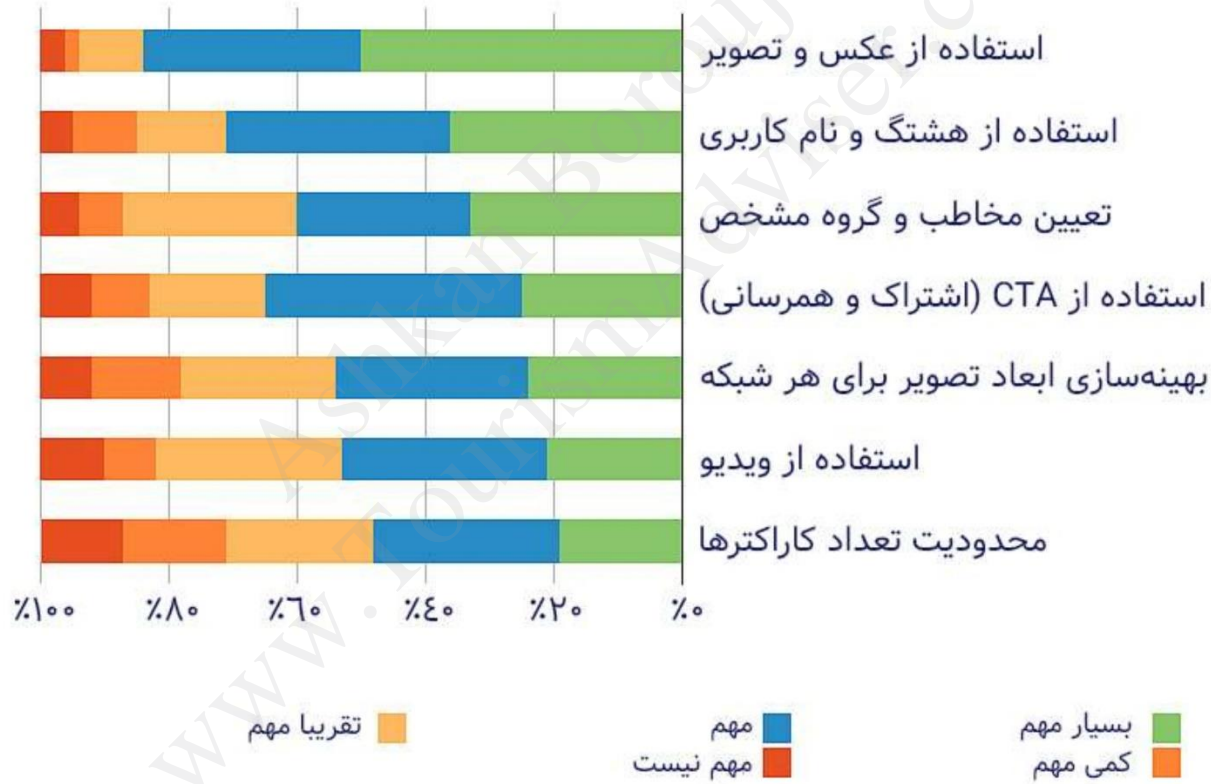
تعاملی

سرگرمی

کسب و کار



## مهمترین روش‌ها برای تقویت محتوا در شبکه‌های اجتماعی







محتوای خوب  
چیه!

# WHY VISUAL CONTENT IS PREFERRED OVER TEXT



People process visuals

# 600,000 times

faster than text.



People retain **80%** of what they **see**, only **20%** of what they **read** & **10%** of what they **hear**.



**90%** of information transmitted to the brain is **visual**.



Larger images increased sales by **46%**.



Retail sites with video content increased conversion by **46%**.



## HELPS IN ESTABLISHING IDENTITY

Logos, colors, typography, symbols & imagery help identify your brand's values & unique personality.

Visual content is

# shared 3x times

faster than text.





## Keys to Success



Use **eye-catching visual content** to link to your **blog**.



Use **humorous content** to create a lasting impression.



**Optimize your designs** for all social networks.



Use **uniform design templates**.



Employ **hashtags**.



# How to Monitor





## Measurement and Evaluation

### ☐ Metrics include:

#### ✓ Audience size

Number of fans/followers and network size

#### ✓ Reach

Number of unique people that **Saw your post or content** and the **Viral impact** of any content being **shared** by your audience.

#### ✓ Engagement

Number of **Interactions** with your content, such as **comments and post likes**.

#### ✓ Sentiment

nature of those **Reactions** (positive or negative)

#### ✓ Outcomes

resultant **Traffic** and specific **Conversion** events



## Measurement and Evaluation

دسترسی	مشارکت	تمایل	اثرگذاری
<p>گزارش رسانه‌های درباره تعداد بازدیدکنندگان . تعداد کلیک بر روی لینک‌های داخل رسانه . تعداد بلاگ ها و توییت‌هایی که محتوای شما را به اشتراک گذاشتند.</p>	<p>تعداد نظراتی که بر روی مطالب شما ارائه می‌شود. تعداد جواب ها و ری توییت هایی که مخاطب بالقوه شما آن را انجام می‌دهد.</p>	<p>تعداد نظرات مثبت و منفی درباره مطالب شما . تعداد نظرات و مباحث مخالفان و موافقان مطالب شما</p>	<p>تعداد بازدیدهایی که از وب سایت شما و یا موضوعات مرتبط با بحث شما در فضای اینترنت صورت می‌گیرد. تعداد طرفداران و علاقه‌مندانی که به دست می‌آورد.</p>
<p>گونه‌های شخصیتی افراد که در مباحث شما شرکت می‌کنند. بررسی گستره اجتماعی شما که چه مخاطبان جدیدی جذب می‌کنید.</p>	<p>گفت و گوها و رویکردهای آنلاین در این بخش ها بسیار با ارزش هستند. نظرات به موقع و با محتوا (سودمند)</p>	<p>میزان ارزشمندی نظرات</p>	<p>قدرت ارتباط و دوستی بین افراد وفادار و تاثیرگذار آنلاین</p>

مقیاس

بهره‌مندی



- HootSuite
- Hubspot
- MeetEdgar
- TweetDeck
- IFTTT
- Buffer
- Sprout Social
- ...



کی، چه جوری، چه کار  
کرد، تہش چی شد؟





# داستان گیتار Tylor و خط هوایی United

YouTube Broadcast Yourself™ India | English Sign Up | QuickList (0) | Help | Sign In

Home Videos Channels Community dave carroll Search Upload

### United Breaks Guitars

sonsofmaxwell July 06, 2009 (more info) Subscribe

There is now a video response:  
<http://www.youtube.com/watch?v=5YjQdC> - Full Story:  
<http://www.davecarrollmusic.com> - In the spring of 2008, Sons of Maxwell were traveling to Nebraska for a one-week tour and...

URL: <http://www.youtube.com/watch?v=5YjQdC>  
Embed: `<object width=960 height=340><param`

More From: sonsofmaxwell

Related Videos

- United Airlines Sucks 105,481 views NutCheese
- CNN: Man Goes After United Airlines On YouTube ... 232,358 views NewsPoliticalNews
- A Woman Like You

2008: Dave Carroll

2014: Ellis Paul

# UNITED



# داستان گیتار تیلور و خط هوایی United

YouTube FR Search

Up next AUTOPLAY

**United Breaks Guitars, Corporate Response Parody**  
Michael  
150K views  
2:20

**United Breaks Guitars**  
sonsofmaxwell  
17M views  
4:37

**Singer's Sweet Revenge**  
CBS  
277K views  
4:36

**Airline smashes \$10,000 guitar**  
CNN  
23K views  
2:16

**Singer's Sweet Revenge**  
CBS News  
49K views  
4:36

**United Breaks Guitars 4? - Dave Carroll Responds to Customer**  
sonsofmaxwell  
56K views  
5:50

**Dave Carroll: Lessons from "United Breaks Guitars"**  
Columbia Business School  
190K views  
@Qbrite

**Bob Taylor**  
www.taylorguitars.com

Taylor Guitars Responds to "United Breaks Guitars"

793,882 views 2K 64 SHARE

**Taylor Guitars**  
Published on Jul 10, 2009

SUBSCRIBE 46K

SUBSCRIBE to check out MORE Taylor Guitars at the Taylor Guitars channel page  
<http://www.youtube.com/taylorquality...> and subscribe at  
[http://www.youtube.com/subscription\\_c...](http://www.youtube.com/subscription_c...)

SHOW MORE



## مشارکت هتل‌ها در Twitter

When lighting up social media  
with **Kindness**  
proves a better way to engage





مشارکت هتل‌ها در Twitter

- Social Buzz
- Edinburgh International Festival
  - Virgin Money Fireworks
- Apex Hotels
- Rory, Jenny and Susan
- Through Twitter asking central offices and hotels in Edinburgh, if they could help Rory see the fireworks without being out in the cold.





## مشارکت هتل‌ها در Twitter

### Results:

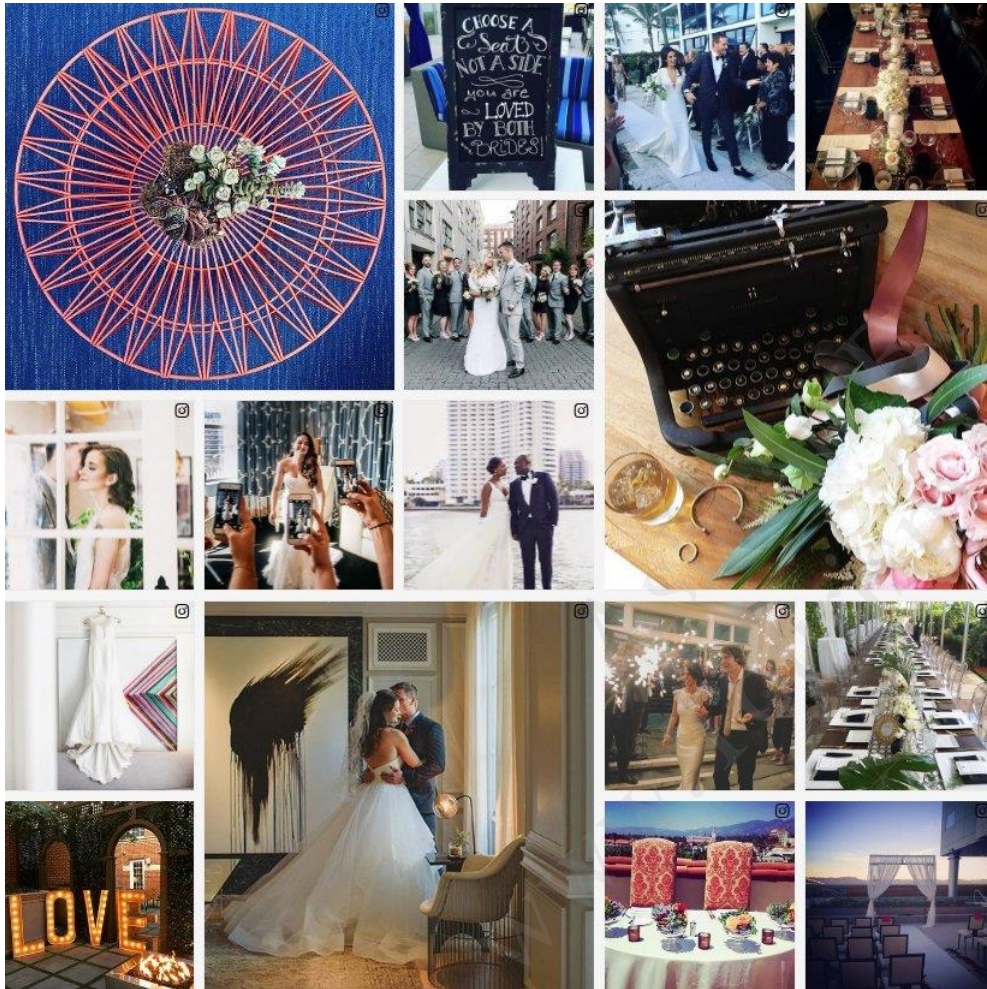
- ❑ Sales are great but so many of the offers pushed out through social have a short-term dimension.
- ❑ The longer term value to a brand on social comes from staff acting like humans, not sales people.

### ✓ Note!

to empower staff to interact with guests, answer their questions and generally engage with all aspects of the social community with a connection to the hotel.



“I’m so grateful to Apex. Rory has had a rough six months, he was in hospital having chemotherapy for six months, he starts radiotherapy today, and then he will have a stem-cell transplant. He’s been so brave throughout. Treats and kindness give him, and the whole family, a boost. We feel so lucky that Susan spotted my tweet and replied, and that Rory had such a great evening.”



- ✓ **Kimpton Hotels and Restaurants** used guests' wedding photos instead of staged, professional photographs to market their wedding venues.
- ✓ The campaign encouraged guests to take photos, tag them with the hashtag #KimptonWeddings

### Results:

- Get some **Credit** for their guests' social activity
- Create UGC for the brand that was **free, authentic, and repurposed** across its marketing channels.



**“IT  
INCREASED  
SALES  
BY 1,000%!”**

**TOM DICKSON, BLENDTEC**



با تصاویری حیرت انگیز، همه‌ها ایجاد کنید...

قدرت محصولاتتون رو نشون بدین!

# GET ELECTRIC WITH URBAN DECAY

SHOW US YOUR FESTIVAL STYLE

## GRAND PRIZE

Two tickets to a summer music festival, a stockpile of UD summer essentials and a pair of exclusive UD Skullcandy headphones.

### BONUS PRIZE (3 WINNERS):

Three additional winners will score our bag of UD summer essentials.

Your Email required

Your Pinterest Username required

What is this?

Yeah, I want to hear more from Urban Decay.

I have read and agree to these official rules.

[View Official Rules](#)

[Piqora's privacy policy](#)

Powered by Piqora

1 COMPLETE form above.

2 FOLLOW @urbandecay on Pinterest.

3 CREATE a board called "Electric Festival Style With UD."

Pin the looks you'd rock at this year's top music festivals (the brighter the better!). Get



روی جریانات محبوب و فراگیر  
موج سواری کنید...

مشارکت مخاطبان و مشتریان برای استفاده از محصولات در موعد طلایی!





# چالش سطل یخ! IBC & ALS



با مخاطبان خود در تعامل باشید ...  
داشتن هشتگ ویژه

چالش سطل یخ!  
IBC & ALS



۱. قدرت ویدیو: سرعت و گیرایی
  ۲. جالب بودن : برای هر دو طرف!
  ۳. جذب افراد مشهور : همه اقشار جامعه در هر سنی
  ۴. زمان بندی: یخ و گرمای نیمه تابستان!
  ۵. هدف، جذب خیریه:
- افراد در موضوعات زیر سهیم بودند
- ۱- تجربه مشترک با دیگران
  - ۲- احساس خوب افراد از خودشان (کار خیر)





# 8 Social Media Trends For 2017-18

1.

Live Streaming Video



2.

The Rise of Chatbots



3.

More Expiring Social Content



4.

Merging of Social Media Platforms

5.

Harder Acquisition of Organic Social Traffic

6.

Virtual Reality and Augmented Reality

7.

More Personalized Content



8.

Increase Usage of Social Influencer

L LUMBERGH



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آکادمی گردشگری



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