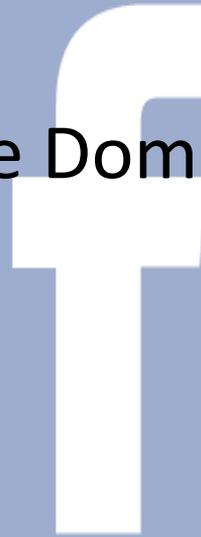


# Social Media and Communication

Prof. Isabelle Dominique Kroeh



Guilherme Marega L. Gomes

Denise Yael Popovsky

Senkoun Kaba

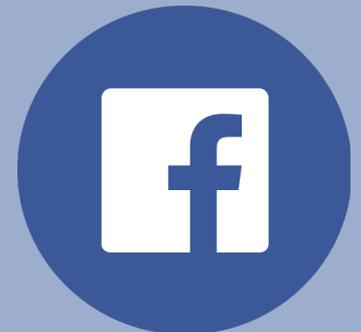
Fang Zhai

# facebook

- Facebook is an American for-profit corporation and an online social media and social networking service based in Menlo Park, California. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. The Facebook name comes from the face book directories often given to United States university students.
- Their mission statement is to give people the power to build community and bring the world closer together.

# USAGE

- **Professional usage:** Create a Facebook Page, Create and boost posts, Communicate with costumers through Messenger, Grow audiences, Recruitment, Create Facebook Ads, Organize events etc.
- **Personal Usage:** News feed, Find friends, Post or share articles, Share photos or videos, Create or join groups, Organize or join events, Timeline, Messages, Like, Marketplace, Find a job, Shopping, Live video, Game etc.
- **More than 2 BILLION active users worldwide**
- **23 MILLION in Canada**



# USAGE

## 79% of online adults (68% of all Americans) use Facebook

*% of online adults who use Facebook*

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

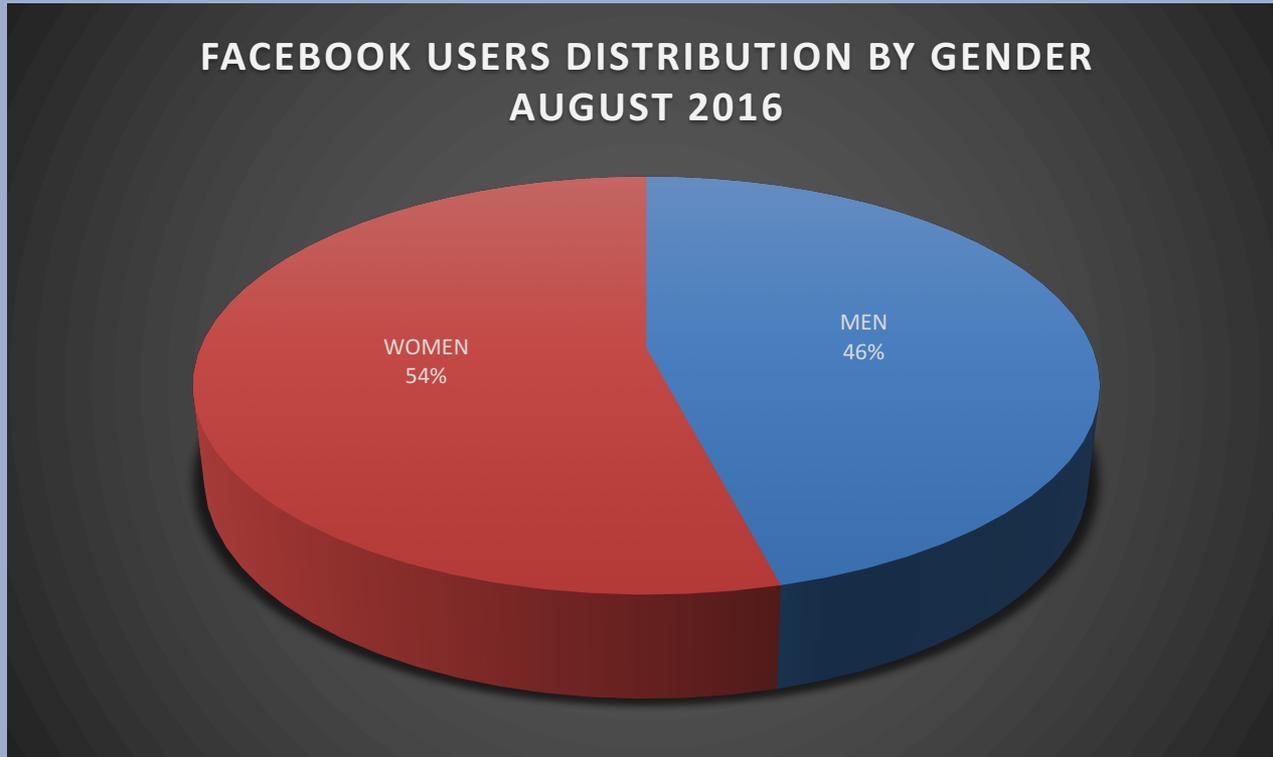
Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER



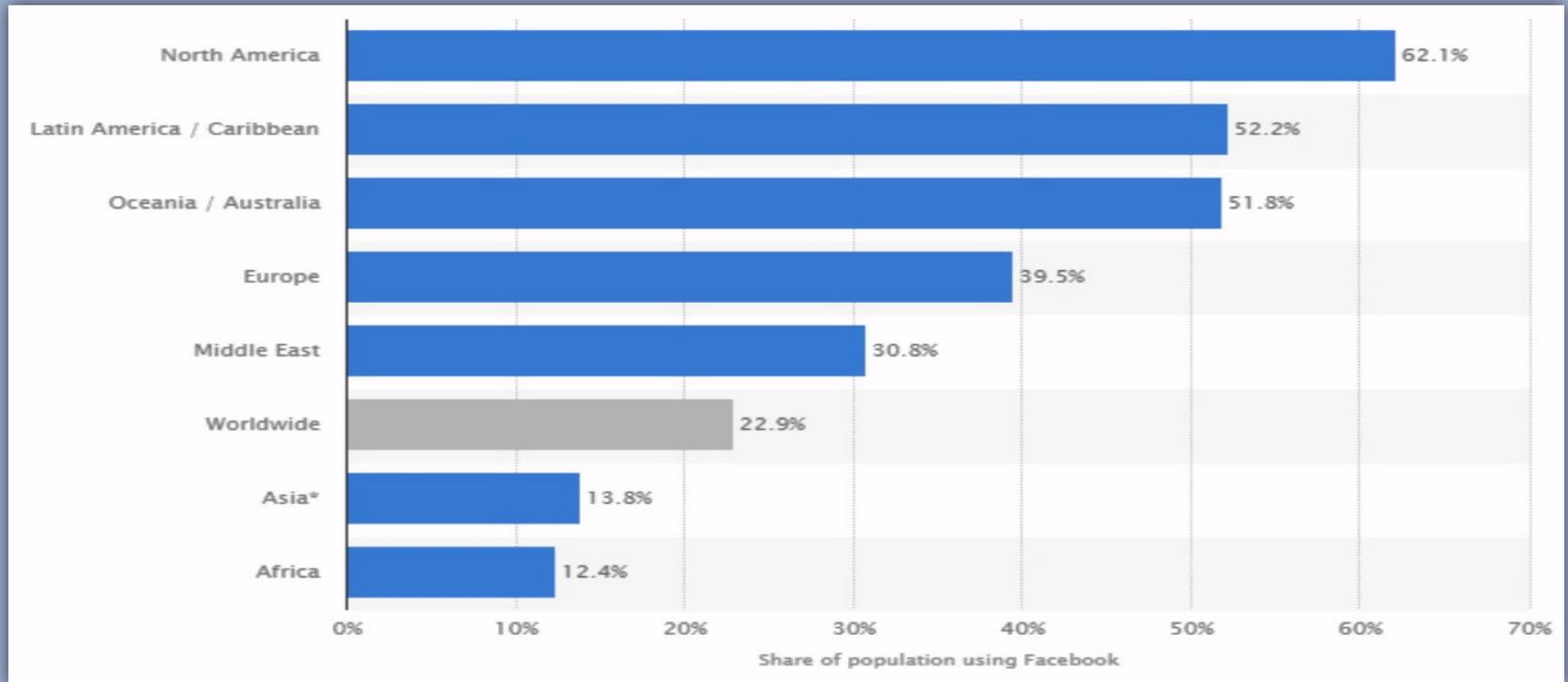
# METRICS



**AVERAGE TIME: 35 MINUTES**

Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)

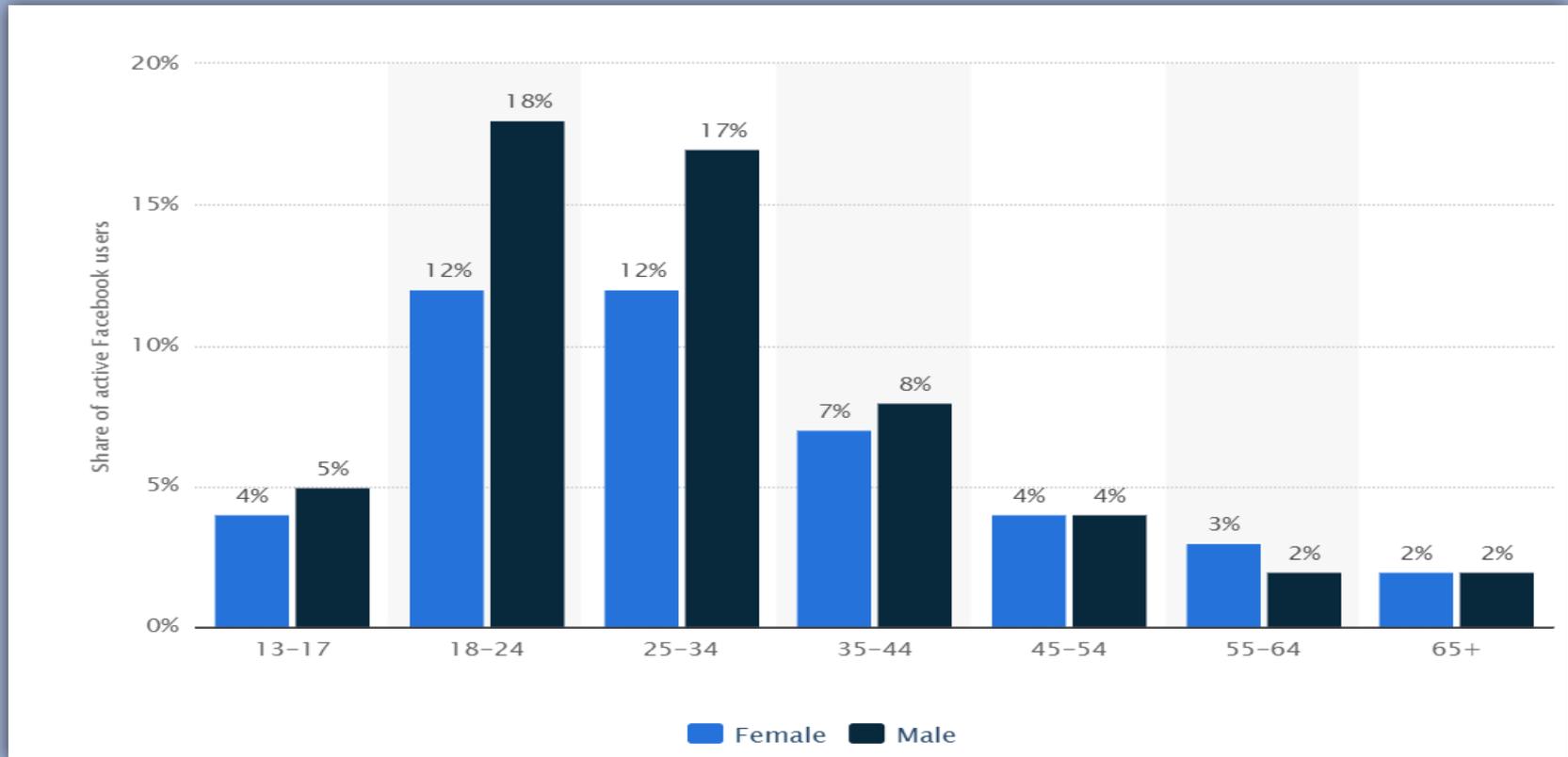
# METRICS



**22% OF THE WORLD'S POPULATION USES FACEBOOK**

Source: [wordstream.com](http://wordstream.com)

# METRICS

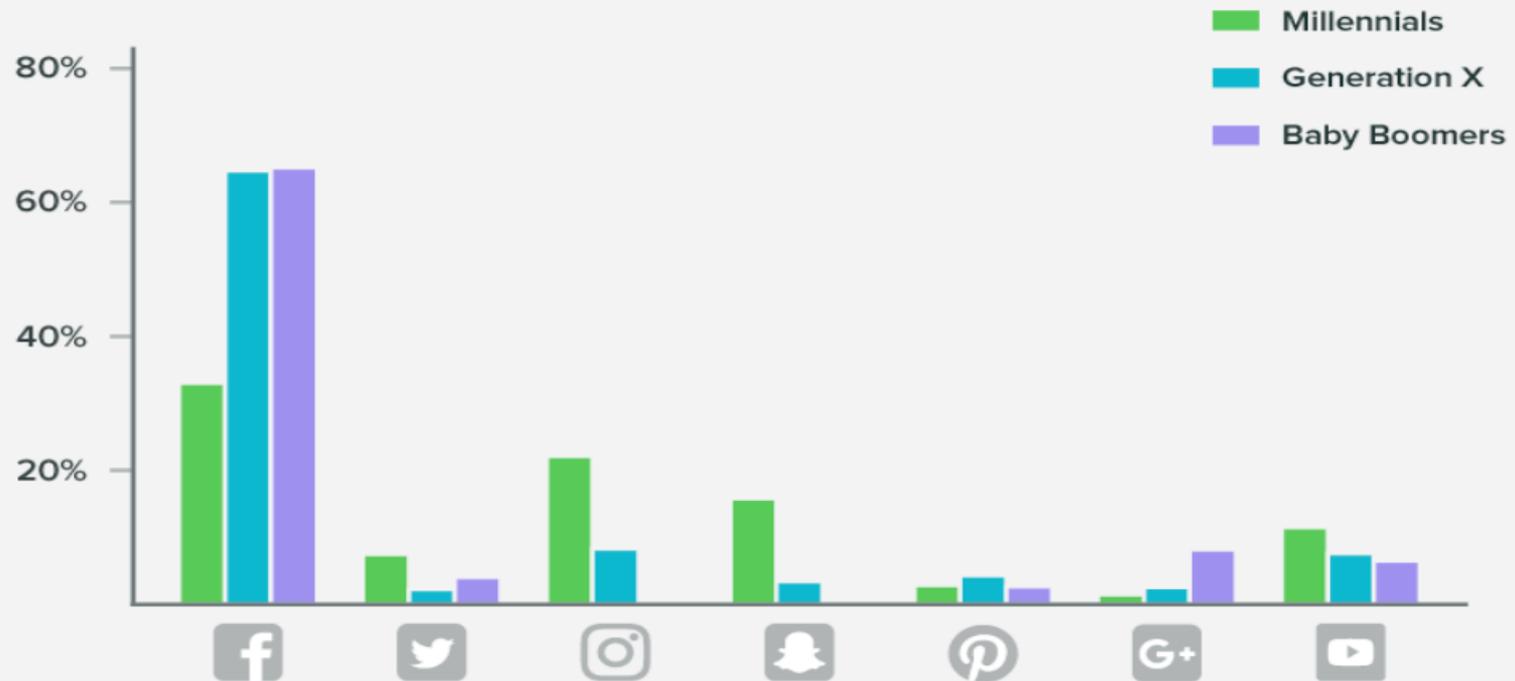


This statistic shows that there are more active users among 18-34 years old (Jan. 2017)

# METRICS

## Network Preferences by Generation

Q1 2017



sproutsocial

[sproutsocial.com/index](http://sproutsocial.com/index)

80% FROM SMARTPHONES

# BUSINESS CAPABILITIES

- **BUILD YOUR PRESENCE**

Facebook pages put your business where people spend their time discovering.

- **CREATE AWARENESS**

Help people discover your business on the platforms where they go to find and share new things.

- **DRIVE DISCOVERY**

Let people explore your products and services – and win fans, followers and customers.

- **GENERATE LEADS**

Offer people the opportunity to learn more about your business to find out which ones are most likely to make purchases.

- **BOOSTS SALES**

Get people to take valuable actions by connecting with your leads, app users and others.

- **EARN LOYALTY**

Offer deals, products recommendations and quick customer service right from your page so customers keep coming back.



# ADVERTISING CAPABILITIES

- **CORE AUDIENCES**

Select your audience manually based on characteristics, like age, location, demographics, interests and behaviours.

- **CUSTOM AUDIENCES**

Upload your contact list to connect with your customers on Facebook. This can help you foster relationships and drive sales.

- **LOOKALIKE AUDIENCES**

Use your customer information to find people similar to them on Facebook.

- **AUDIENCE INSIGHTS**

Audience Insights helps you learn more about your target audiences. You can gather aggregate attributes like interests and behaviours that you can use to find new audiences who may be interested in your business.



# ADVERTISING CAPABILITIES

- **AD CAMPAIGN COMMAND CENTER**

Facebook Ads Manager is an all-in-one tool for creating your ads, managing when and where they'll run and tracking how well your campaigns are performing. Through a powerful ad management tool, Ads Manager is designed for advertisers of any size and experience level.

With the Ads Manager mobile app, you are able to keep an eye on your campaigns and make changes from anywhere.

- **FACEBOOK POWER EDITOR**

With Facebook Power Editor you can simplify many of the complex tasks that come with running large-scale ad campaigns. You'll save time with features like being able to bulk edit many parts of your campaigns at once. And you can streamline your workflow by adding filters that put your most important information right where you need it.

# FACEBOOK CAMPAIGN #1

- **SPORT CHEK**

Canada largest retailer was spending lots of time and money (half of their marketing budget) on circulars.

Only 17% of their customer were reading it.

They then decided to try online advertising with Facebook for 2 weeks

**Results:**

-12% in national in-store sales

-23% lift of in-store sales (promoted items)

There was a storm in the east, they had flexibility with digital flyers so they put all their offers to the west the next day (44% lift in 2 days)

They were able to have real-time feedback from customers, so they knew they had to modify some offers, their rebate offers. Flexibility was the key of their success.



## FACEBOOK CAMPAIGN #2

- **POPEYES LOUISIANA KITCHEN**

The fast food chain wanted to boost awareness of its famous 12-hour marinated Bonafide® Chicken, so it developed a captivating Canvas, increasing ad recall by nearly 10%.

**Results:**

Popeyes Louisiana Kitchen successfully raised awareness with its creative and immersive Canvas.

- 9.3% increased in ad recall
- 5 million people reached

To engage as many people as possible, the Popeyes team targeted a broad audience based on interests and behaviors. It also retargeted ads to a Custom Audience built from people who had interacted with past Popeyes videos, and a 1% lookalike audience based on this Custom Audience.



# FACEBOOK CAMPAIGN #3

- **NEXT ACADEMY**

NEXT Academy is a coding school based in Kuala Lumpur. It aims to empower budding entrepreneurs, designers and marketers all over Southeast Asia with the right skills, knowledge and network to pursue their ambitions in today's highly digitalised world.

**Results:**

NEXT Academy—using Facebook products—didn't just generate solid leads, but it also efficiently used the leads to grow its school within a lean sales structure. Compared to NEXT Academy's previous campaigns, lead ads delivered:

- 35% lower cost per lead
- 3x more return on ad spend

The coding school used lead ads to connect with aspiring entrepreneurs, designers, coders and marketers within a minimum operating cost, achieving a 35% lower cost per lead.



# CLIENT PUBLICATION



Les tendances de la saison  
d'automne sont les looks  
en denim.

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TRÈS LUXUEUX ET PARFAITEMENT ADAPTÉ POUR UNE  
ÉLÉGANCE QUOTIDIENNE

# CLIENT PUBLICATION

