

Social Media 2015 – Confusion, Context, Content

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**Social media great for small business as it is relatively cheap.
However: it can be a huge time suck. It only works if you have a plan
and a strategy.**

Everything is personalized.

CONFUSION – Social is changing fast.

- Social media is great because of sharing – and there is a LOT more sharing going on than what we realize.
- Some sharing you may not think about – email, texting, and IMing count, too.
- Content is king, but it means nothing if you have no way to get it out, get it shared, and make it be seen by the right audience.
- Social media is no longer the time-tested “Survival of the fittest” – and is now, “Survival of the most interesting.”
 - [Example: Marriot Hotels creating content that isn't necessarily about their hotels.](#)
- Your content being seen by a small amount of the *right* audience, is much more effective than a huge amount of the *wrong* audience.

CONTEXT – Where do I have to be, and why?

- There is a lot of noise in the Social Media world. Think of it as a layer of dense fog, settling over sky-scrapers. Only the tops of the highest buildings are seen. You need to make your content stick out, and be noticed.
- [Social Media Site Usage 2014 – Pew Research Center.](#)
- With so many new apps, the assumption is that users are spending less and less time on Facebook. The reality is that they still log in, but the Monthly Active Users are not the same intensity as they once were.
 - Apps like [Refresh](#) create a digital briefing to discover common ground and build stronger relationships with people they were meeting.
 - Refresh is currently off the market as LinkedIn plans to re-release the app. Stay tuned!
- Why should we consider other platforms than Facebook at all?
 - Sometimes, people want to be anonymous. Take [Whisper](#), [Secret](#), [Yik Yak](#), and [Snapchat](#) into consideration.

- People can share secrets, be anonymous, and have instant gratification.
- [Alibaba investment puts Snapchat valuation at \\$15 billion.](#)
 - 100 million monthly users
 - 700 million photos daily
 - 1 billion stories viewed daily
 - Snapchat has more privacy, requires less work, is more engaging, and capitalizes on the Fear Of Missing Out – FOMO.
- What do I do as a brand on Snapchat?
- [Take a look at Tacobell, McDonalds, or Amazon.](#)
- [Ski Utah is on Snapchat.](#)
- [Here is Snapchat Influencer Casey Niestadt for telling a story on American Airlines Business Class Tour.](#)
- [Don't forget to be smart about it. Don't pull a Royal Bank of Scotland Boss Snapchat](#)
- Live video apps are putting the power of reporting into the users hand.
 - Meerkat is cool. [Check it out!](#)
 - [Periscope](#) is the live-video within Twitter.
- To sum it up: We want instant gratification, and we want it now!
- Why do all of these apps and advances matter?
 - People are concerned about missing out. FOMO is real, and it's slowly being eliminated.
 - Being not perfect is the new perfect (Snapchat, Whisper, Secret).
 - Semi-private social networks are keeping anonymity.

CONTENT – Relevance beats reach, any day.

- [New York Times biggest competitor is BuzzFeed.](#)
 - Who leaked that report? BuzzFeed.
- Build your content with legos, not bricks.
 - IF your content is not relevant to your audience, it does

not matter.

- It seems complicated, but delivering the right content, to the right person, at the right time is important.
 - Example: Alaska Airlines shows me \$69 flights to Utah for skiing — I hate the snow. It is a good offer at the right time (ski season) but for someone else.
 - This is the worst scenario and one many brands get stuck in with social as they just push their lowest cost deals not the product that will resonate best with the consumer. This is the outlet mall approach.
- Remember, reach does NOT equal relevance.
 - Reaching 10,000 of the wrong audience is not as important and impactful as reaching 2,000 of the right audience.
- Content Insights:
 - Content will find users, not users will seek content.
 - Content needs to be promoted – but to the right audience.
 - OVERALL: Legos, not bricks for content.