

A close-up photograph of a smartphone, likely an iPhone, with a bokeh background of colorful, out-of-focus lights in shades of pink, orange, yellow, and blue. The phone is positioned diagonally across the frame. A large black triangular shape is overlaid on the bottom left corner, containing white text.

**NOT ALL
SOCIAL CHANNELS
ARE CREATED EQUAL**

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No matter what your brand has to say,
there's an audience willing to listen and engage.

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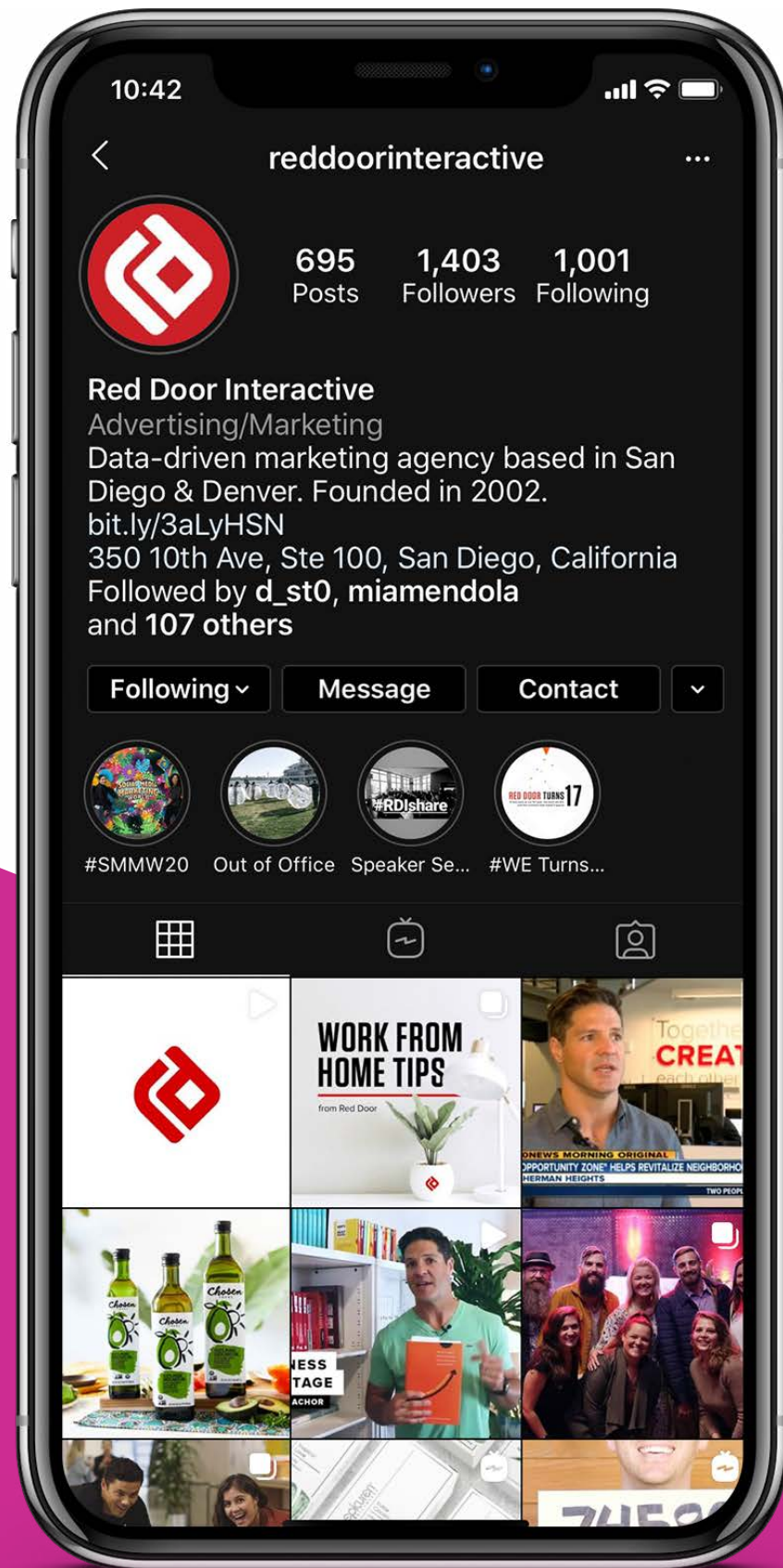
01
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SOCIAL MEDIA RECAP

Over the past year, social media was dominated by viral Tik-Tok dance challenges, fried chicken debates, an egg selfie that cracked Instagram, and a #starbucks cup that transcended time. What is all this content telling marketers? No matter what your brand has to say, there's an audience willing to listen and engage. In fact, Hootsuite reported an active 3.5 billion social media users in 2019, with over 46% of the world's total population using social media. Of course, growth in users parallels the pace by which social media continues to evolve year over year. Each sequential generation has a direct impact on current changes to social platforms, along with how technology companies will continue to push digital boundaries without compromising human integrity and security.

Marketers, more than ever, must be nimble in adjusting and forecasting their social media strategies across different verticals. As social media platforms evolve, they must not only be self-educators, but also present themselves as strategic leaders in order to evolve and elevate their brands' social and content performance. In the past year alone, there were several key social updates that affected marketers and will continue to influence marketing campaigns in 2020.



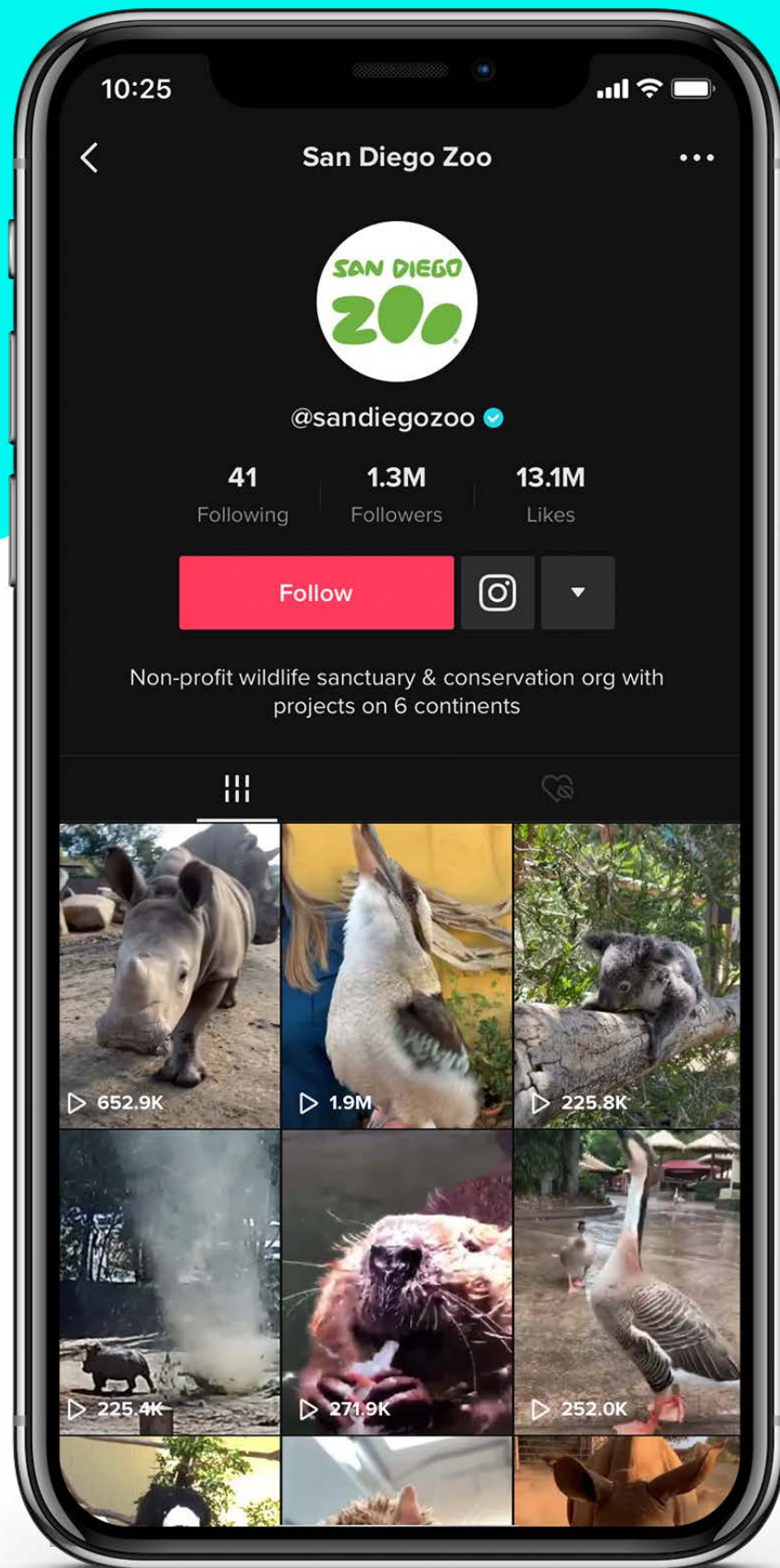


INSTAGRAM LIKES

Instagram has seen its fair share of updates, especially over the last five years. In 2016, Instagram Stories launched, responding to its then biggest rival, SnapChat. In 2018, Instagram TV (IGTV) introduced long-form vertical video to the platform. And in 2019, Instagram announced that it would be removing the ability to view the number of “likes” on users’ posts. In a WIRED25 interview, Instagram CEO Adam Mosseri noted that the reason for removing public-facing engagements was to create a safer place for users to post content in their platform.

This latest update is a cause for concern for influencers and marketers who have created businesses based on follower growth and similar metrics such as likes, comments, and views. While this update is still being rolled out across the U.S., we have yet to see how it will affect key performance indicators and other measurements of success for a brand’s Instagram strategy.

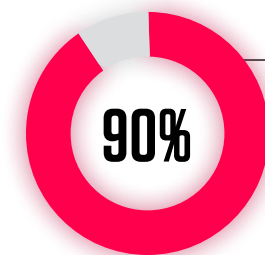




RISE OF TIKTOK

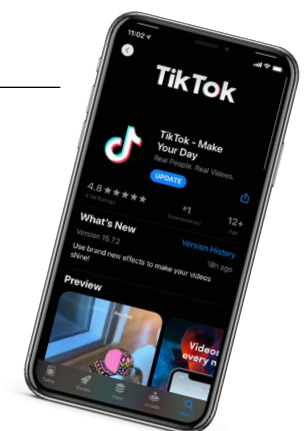
TikTok is a video-sharing app that launched internationally in 2017, becoming hugely popular in the U.S. after it merged with Musical.ly in 2018. Users can create 3 to 60-second videos, often in the form of story times, skits, songs, dance videos, or viral challenges, and upload them for people to view. TikTok's popularity started to peak **in early 2019, with roughly 500 million active monthly users and over 1.1 billion installs as of March.** As video content has proven to outperform other content types, it's not surprising this video-first app exploded onto the social media scene.

We see brands across every vertical jumping on the TikTok bandwagon. One of our favorite examples is from a local favorite, [The San Diego Zoo](#). In just three months, the San Diego Zoo has reached 1.2M followers on TikTok, averaging around 1M views per video. How are they doing this? With a simple and approachable content strategy: posting videos of “animals doing things,” to the tune of popular TikTok songs and remixes. This type of content is likely filmed on a phone, but is entertaining because it provides “behind the scenes” views of rare moments many don't get to see. This makes these videos perfect for TikTok.



90% of all users are returning to the app daily.

TikTok was the fourth most popular free iPhone app downloaded in 2019.

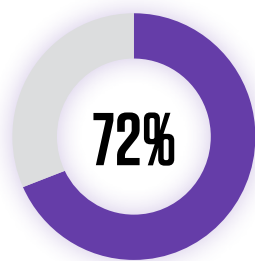


LIVE STREAMING



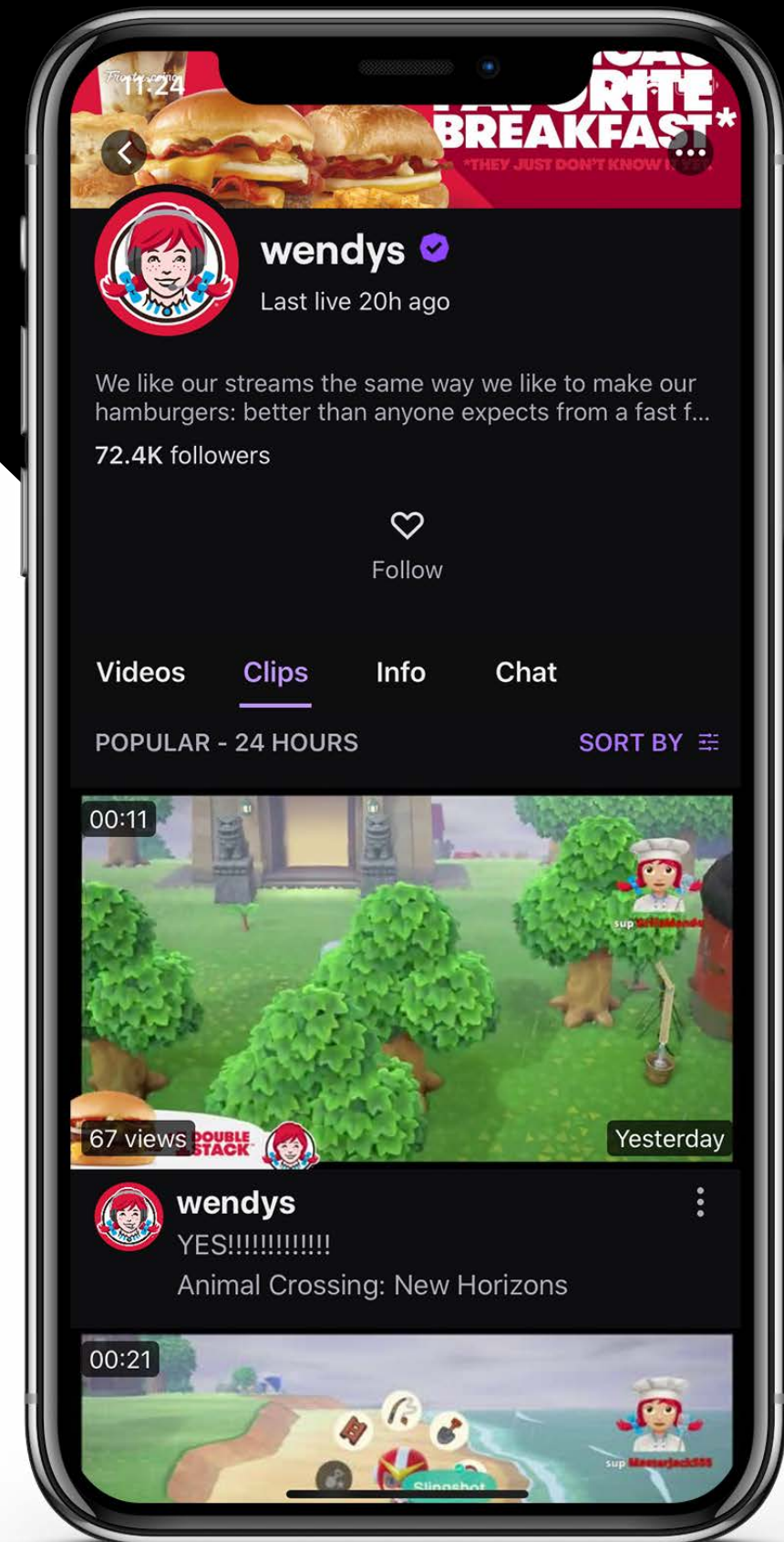
YouTube is the second biggest social media site (Facebook is the first), with 1.9 billion monthly active users. But while it has reigned as the long-time king of video content, we did see a new video streaming service surge in 2019—Twitch. For those not familiar, Twitch is a live-streaming video platform for gamers that allows people from all over the world to interact with other gamers, get tips on game play, and follow popular personalities.

In an interview with StreamElements chief executive Donor Nir, Nir claimed that the most interesting development on Twitch was the [growth of its “Just Chatting” category](#). Just Chatting is when people simply tune in, watch, and chat with their favorite gamers. For brands, this opens the door to capitalize on a space that might not seem relevant on the surface.



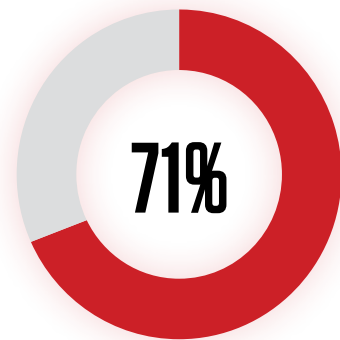
In Q2 2019, Twitch made up over 72% of all live hours watched.

One brand that saw an opportunity to advertise on [Twitch in a creative way is Wendy's](#). They knew that users come to this platform to interact with others and play games, and that the last thing they want to do is consume ads that interrupt their viewing experience. To avoid this, Wendy's created an account for themselves, so they could organically interact with users. When the brand entered the game Fortnite in a custom mode called Food Fight, viewers consumed over 1.5M minutes of the game play, and the mentions of Wendy's increased 119% during this time across other social networks, just from users sharing the content. It pays to use these video platforms in a transparent way to engage with users, rather than disrupt them.



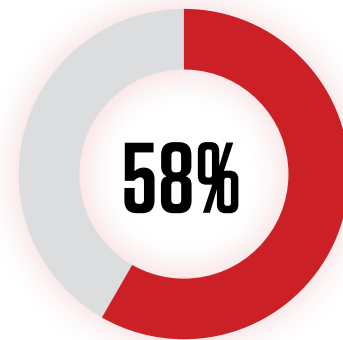
SOCIAL MEDIA STATE OF THE UNION

What are the top takeaways from the changes to the social media landscape in the past year?



VIDEO CONTINUES TO THRIVE ONLINE:

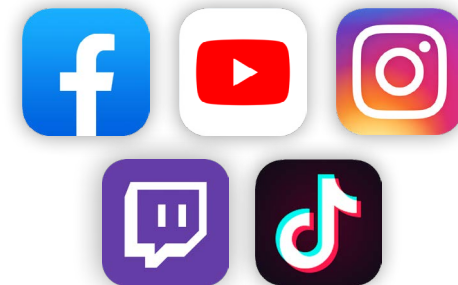
71% of businesses are implementing video into their content strategies compared to the previous year.



BRAND'S SOCIAL MEDIA PLAYS A HUGE FACTOR IN CONSUMER PERCEPTIONS & PURCHASING:

58% of consumers visit a brand's social media pages before visiting their website, which was an 81% increase compared to 2018.*

[*Social Video Trends Consumer Insights for 2020 report by Animoto.](#)



SOCIAL PLATFORMS FOR ENGAGEMENT:

Facebook, YouTube, and Instagram remain the core three social platforms in terms of number of active users, but that doesn't mean marketers should shy away from the highly engaged audiences and upward growth potential offered from newcomers like **TikTok and Twitch**.



02
▼

WHAT'S THE VALUE IN SOCIAL MEDIA MARKETING?



WHICH SOCIAL METRICS REALLY MATTER?

Social media metrics are often segmented into three categories:



AWARENESS

This reflects the total potential attention your brand gets across a social media platform. It is often measured by **impressions, views, audience growth, post reach, page reach, and cost per thousand impressions (CPM).**



ENGAGEMENT

This reflects the amount of audience interaction with your brand's content. It is often measured by **likes, comments, and shares.**

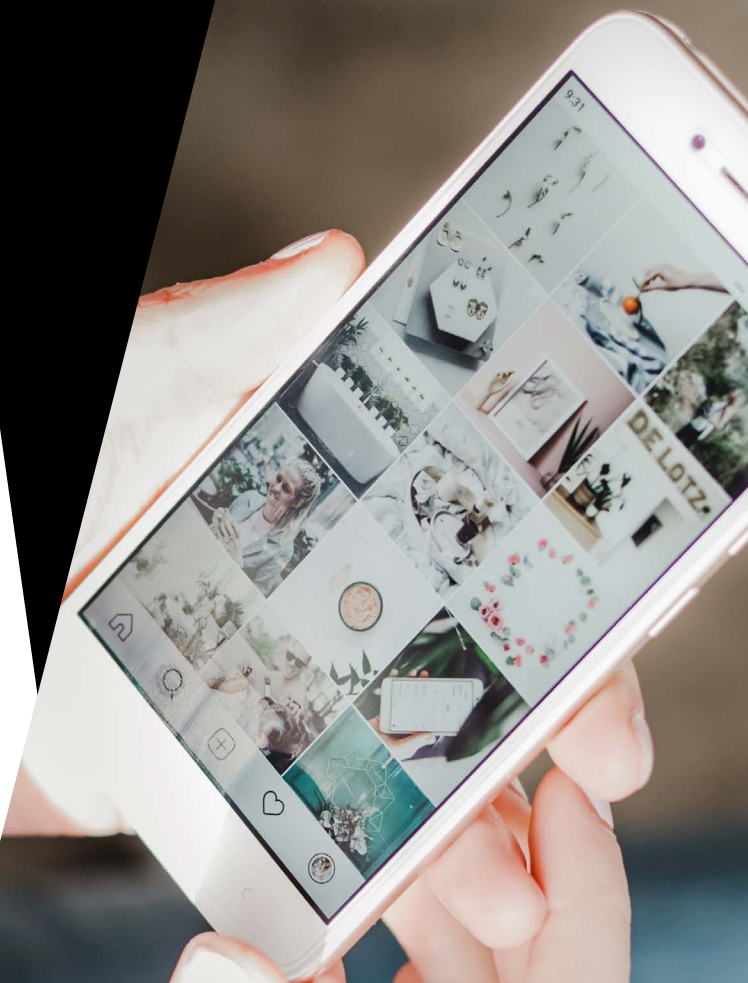


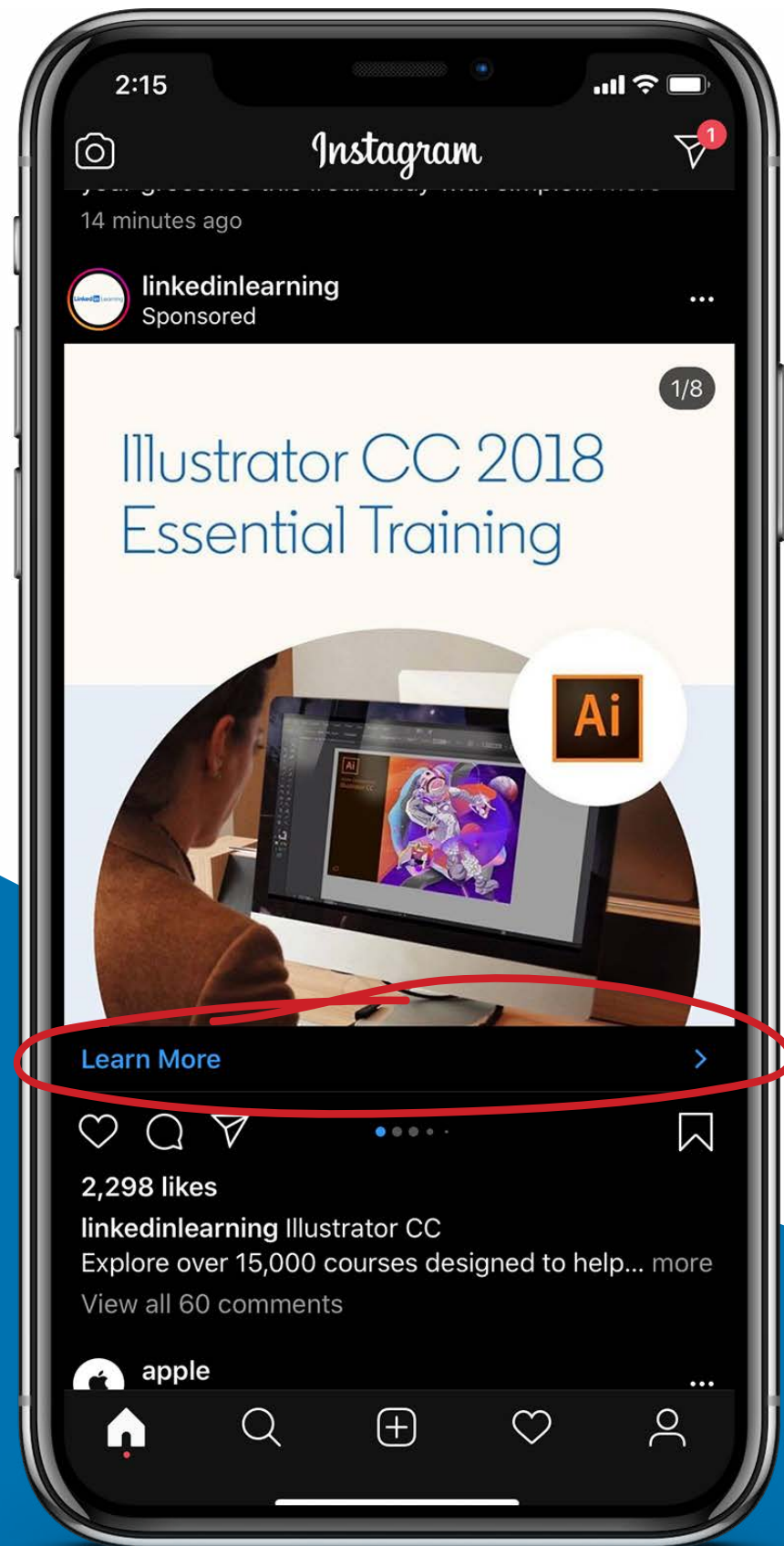
CONVERSION

This reflects the effectiveness of your social media campaign in driving users to complete a desired action. It is often measured in **click-through rates (CTR), cost per click (CPC), cost per acquisition (CPA) and/or customer acquisition cost (CAC).**

Not all metrics are weighted the same. For example, your brand could have thousands of followers and receive hundreds of "likes" on every social post, but if users are stopping at this stage and not being enticed to complete a significant conversion action, your brand is not receiving the full marketing potential of a strategic social media campaign.

With some more mature digital marketing channels, Awareness and Engagement metrics are viewed mostly as leading indicators of success, and not the ultimate goal of the campaign. Just as you wouldn't expect an SEO campaign to focus on the impressions it can generate, social media marketers shouldn't solely rely on metrics such as likes, which are increasingly seen as little more than vanity metrics by the more savvy marketers.





CONVERSION ACTIONS

While generating direct purchases from marketing efforts would make any CFO grin, it's also important to be realistic about the unique strengths—and limitations—of social media as a promotional tool. One of those inescapable limitations is the mindset of the social audience, and specifically the absence of purchase intent. It's not realistic to expect social media to drive direct purchases to the same extent as an inbound channel like SEO or paid search: just like other forms of popular media, a social audience comes for the entertaining content, and (begrudgingly) stays there long enough to view the ads. However, while that fact is inescapable, it's not to say the audience won't convert.

Conversions for any channel are effectively achieved when the value conveyed by the offer exceeds the difficulty of taking the conversion action. In the realm of social media, marketers can explore ways to either increase the value of the offer (free gift with purchase!), or decrease the difficulty of the conversion action. **One excellent strategy here is to make actions simpler for those on social, such as using specific lead ads on Facebook that allow users to complete a form without leaving the platform.** Another strategy for minimizing the barrier to conversion on social is asking for a lower-tier conversion action from users, such as submitting their phone number or email rather than making an immediate purchase. This still contributes value to the organization by opening a new line of communication with potential customers.

SHARING

When brands create consumer advocacy on social media, it pays in multiple ways. One of the most tangible impacts of building an active social community is the potential reduction in customer service inquiries by connecting new buyers with brand advocates through social media groups. [Many studies show that there is some value in a community asking and answering other members' questions.](#) Real users sharing tips about the best uses for your products and troubleshooting of products can lessen the load on call centers, improve consumer perception on product value, and provide authentic social proof of satisfied customers.

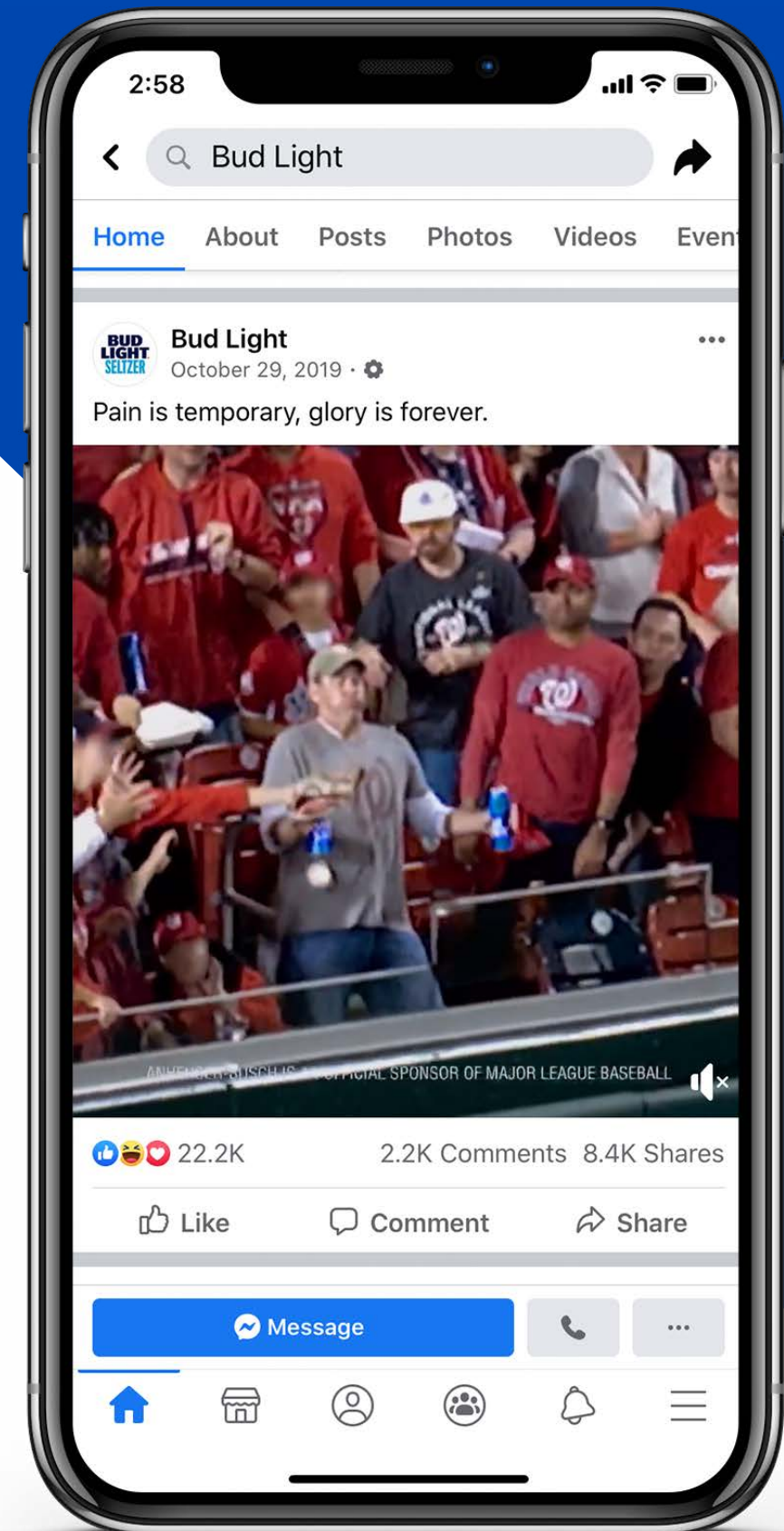
Community conversation and advocacy can be measured with metrics like shares, reshares, engagement rate, retweets, and more. Sharing represents valuable organic consumer advocacy— that is, the willingness of consumers to accept and approve of a brand. The rate at which your content is shared can thus measure the strength of your company's relationship with its audience on social media.

When a brand effectively builds a digital community, it fosters interaction between customers while providing the needed social proof to break through the self-promotional nature of traditional marketing messages. A community of advocates builds authentic confidence in a brand's reputation in a way that can't be replicated through any level of wordsmithing, ad placement, or creative design.



Beyond the impact that sharing metrics can have on your audience's willingness to buy, they can also be leveraged to assess the quality of your content. If a user crosses the threshold from passive consumption, to reaction/engagement, and finally to active sharing, it means they are adopting an aspect of your brand as a part of their personal identity.

Taking note of what is being shared by your target consumer is also an important way to proactively join brand conversations. Cue **Budweiser**. They took notice of a viral video featuring a fan at Game 5 of the World Series who would rather take a foul ball to the chest than put down his two Bud Lights. Not only did Budweiser take this video and [re-share it](#) within 20 minutes, they created [a t-shirt for him to wear](#) at Game 6 within 12 hours, and [a brand campaign](#) using the footage within 2 days. By taking fast action, it is estimated that Bud Light [received ~\\$8M](#) in exposure from this shareable moment, stating they would have had to spend that much in advertising to reach the success metrics they got from this campaign. If they had waited days instead of minutes to capitalize on this event, the video would have already entered the viral canonical graveyard and thus been rendered "un-shareable," and the brand may have never reached this result.





ENGAGEMENT SUMMARY



Though the concern of the vanity of metrics is valid, it's important that brand marketers don't make the mistake of ignoring engagement measurements altogether. While there is no inherent business value in social media audience size, or number of likes on your content, the information still provides valuable insights to your audience.

Since these metrics provide a direct line of feedback on content, they can be used to determine what evokes a response from your customers, which can then be leveraged for website content, product ideation, or other marketing collateral.

Finally, engagement metrics are a forward-looking predictor of future audience size, because if people stop engaging, they'll stop caring—and then eventually stop buying.

03

DRIVING YOUR AUDIENCE TO ACTION

While we can all agree that some audience actions are more valuable than others in the social world, if you can't entice your audience to take the actions you want (engagement, sharing, conversion), it's going to be difficult to drive business success. Driving action from your audience requires a deep understanding of who they are, and how they view your products relative to their social media universe.



Red Door Interactive's social strategy framework relies on measurements from six categories to determine how to interact with a brand's audience on social, and entice them to take the actions you want. Those six categories are:



**PRODUCT PURCHASE
FREQUENCY**



TYPE OF GOOD
(Basic, Discretionary, Lifestyle)



**PRICE VS
SUBSTITUTES**



**AUDIENCE AGE
RANGE**



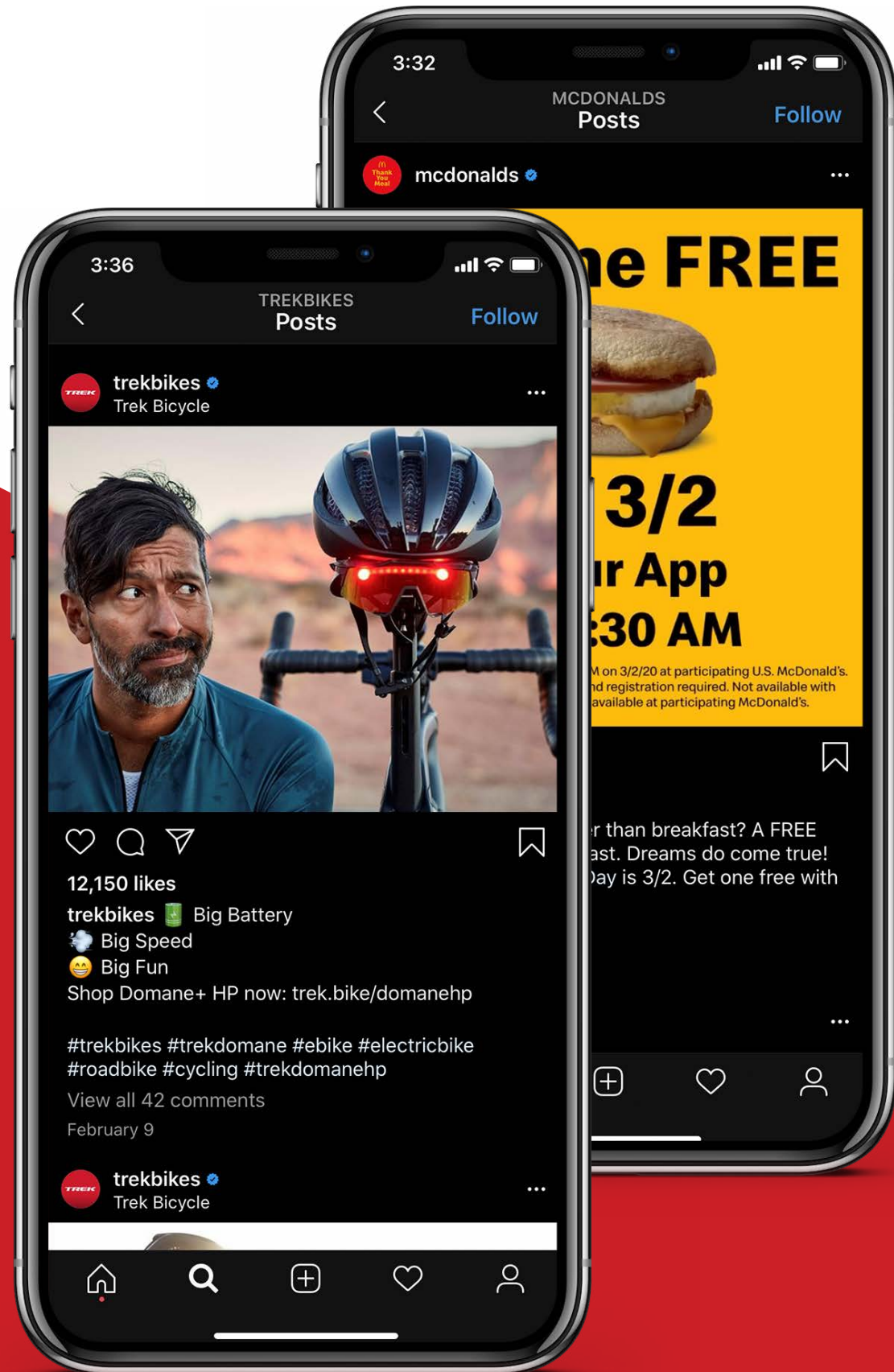
**AUDIENCE
AFFINITIES**



**MARKET
GEOGRAPHY**

The information across these categories helps determine the overall strategy for the content needed to drive social media marketing success. The top three categories (purchase frequency, type of good, price) can help inform exactly when and how to integrate product-focused content into your messaging, as well as provide a guiding light for the types of meaningful interactions your audience will take on social in relation to your brand. While the bottom three (age, affinities, geography) are engagement-focused metrics, they are important in ensuring your content is delivered to the right people, and keeps them attentive to receive conversion messages.





FREQUENCY

Purchase frequency is a major determinant of social media strategy, and dictates how aggressively a brand can utilize paid and organic social tactics to push sales-based messaging like discounts and limited time offers.

A scroll through the feed of a company like McDonald's shows a slew of offers, ranging from a free Egg McMuffin for downloading their mobile app, to the chance of winning a free seasonal McFlurry. Each offer clearly sacrifices the profit from the immediate sale, in the hopes of gaining that shopper as a lifetime customer. The discount itself is useful content for the brand's audience, and creates both engagement on the platform and early adoption of the latest menu item.

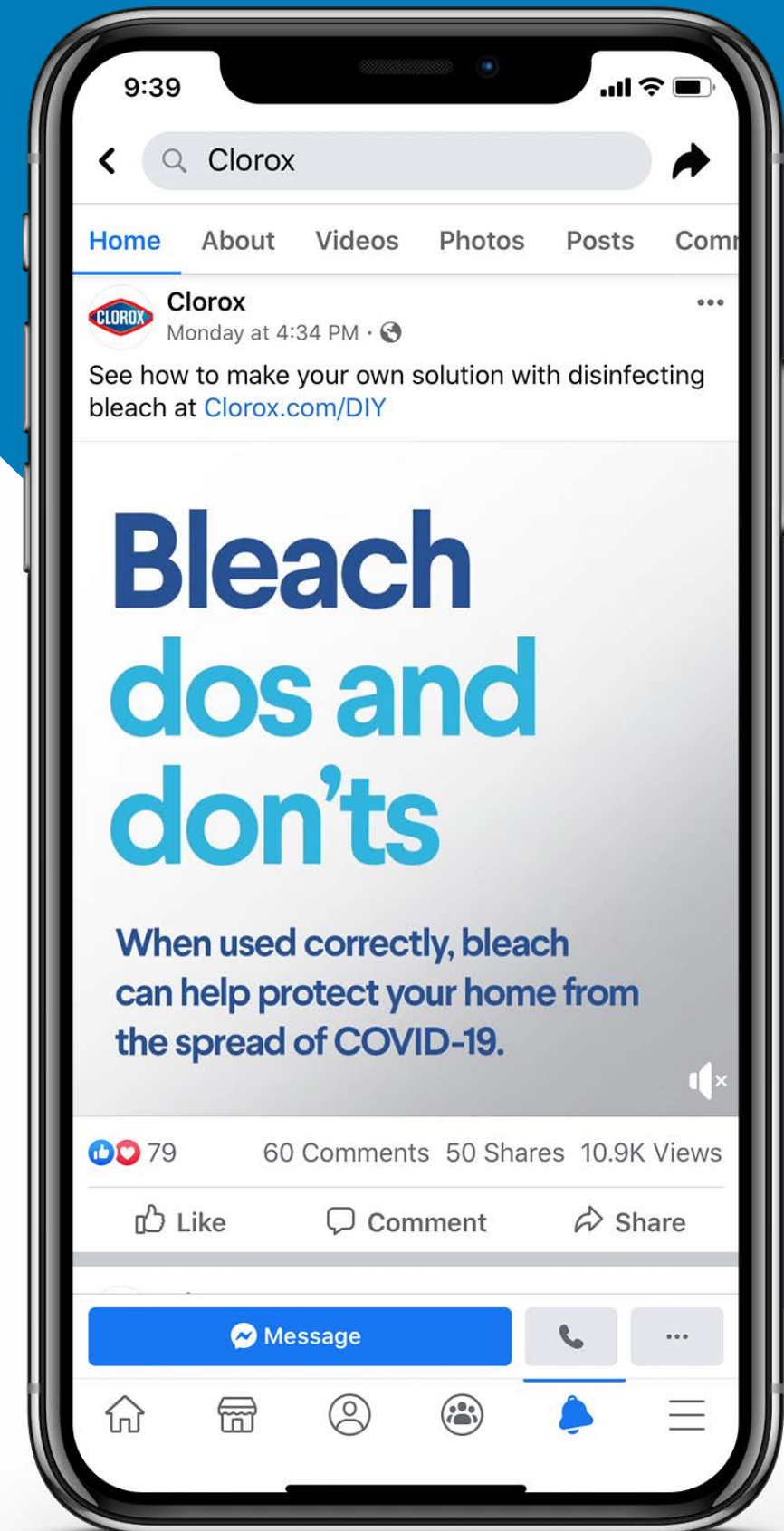
On the flip side, a company like Trek knows you're not likely to purchase multiple bicycles within a decade, and therefore, the company must achieve profitability in just a single sale. Trek has far less flexibility in its ability to leverage discounts and offers to entice action, and so needs to employ a more deliberate content strategy to create channel engagement.

TYPE OF GOOD

If you sell an entry-level, basic product that everybody has to buy, chances are your product is not seen as glamorous, and motivating shoppers to associate themselves with your brand may be difficult. Ubiquitous goods like gasoline, marinara sauce, and health insurance don't inspire tremendous brand loyalty, and don't result in spontaneous selfies from blossoming social media influencers. **Social media marketing campaigns for products on this end of the spectrum need to focus on creating a content strategy that draws attention to the channel rather than relying on an existing audience of followers.**

Social media fans of Clorox follow the brand on Facebook because it provides helpful tips on home safety and upkeep—not because the audience is passionate about chlorine bleach.

Audience passion starts to change with more elevated products across all categories. For instance, while everybody needs transportation to get around, you'll see a much greater number of Ferrari t-shirts being worn out in the wild than you will Ford swag. Fancy steakhouse dinners provide ample opportunity for Instagram-worthy photos, while fast food dinners are forgotten as quickly as possible.





When the product shifts from something with broad ownership to something more niche, that is where the real change happens in audience passion and engagement. For these types of niche products like Raspberry Pi for programmers, wetsuits for surfers, or team apparel for sports fans, the passion and participation flows freely. However, at this level, the enthusiastic social media audience can also often be leading experts on the topic. Appealing to this group requires a marketing team with an authentic understanding of the subject matter and industry, and a deep commitment to coverage of the events and news that matter.

Expanded storytelling and increased need for social proof is necessary for certain types of goods. These goods can include:

- High-value purchases like a home or car
- Low-frequency purchases like a graduate degree
- Highly complex offerings like PCB design software
- Revolutionary products that are not socialized in the market like The Squatty Potty

PRICE VS SUBSTITUTES

The price tag on your product determines the level of persuasion required to achieve a sale, which in turn dictates the tone and cadence of how your social channels should be activated. A brand selling toilet paper understands that not only is the product's cost low, it's also a basic consumer necessity. This inherently changes the tone of social media content. The voice can be casual, leaning into relatable elements of daily life to stay top of mind. On the other hand, a luxury car brand is inclined to create a sophisticated persona. This isn't to say a toilet paper brand couldn't create "luxury"-styled social content—it just may have to be intentionally ironic for the audience.

Products with a high amount of substitutes can also change cadence and messaging across social channels. Cola brands, for instance, need to go to extremes to differentiate themselves and connect to user lifestyle. Not all campaigns relate directly back to products, because products with a high amount of substitutes are likely staples in consumer awareness.

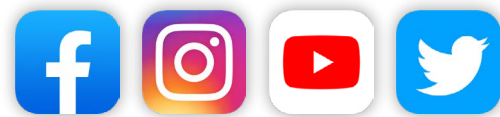
Depending on price of the product, audiences that have discretionary budgets are key. While some social platforms may provide information around audience household income, relying solely on this to market an expensive product across social media is not enough.

Our tip? Utilize influencers who have built a network of engaged users of luxury product lovers, or utilize partnerships with other luxury brands across social media to drive your desired audience to action.



AUDIENCE AGE RANGE

It is crucial to understand which social networks are popular among your audience age demographics. Each brand should outline a social channel strategy based around the age of each key consumer segment, with allocation of efforts based on priority groups. Social content should follow suit, with key products and brand messaging oriented toward certain age groups surfacing primarily on channels where this age group lives. Determining the best channels for a brand's desired age group can be gathered by:



Age demographics of a brand's current channels.

Facebook, Instagram, YouTube, and Twitter will outline the age range.

Pay special attention to the ages of followers vs the ages of those engaging with content to have the best understanding of successful demographics.



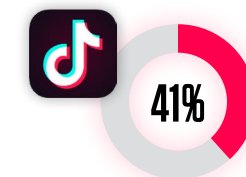
General social channel demographic saturation.

Utilizing research from eMarketer, social network reports, or industry reports can reveal information about age groups that are most saturated on specific social networks.



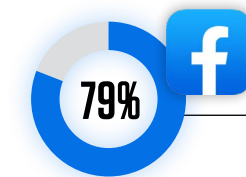
#1 brand loved by children ages 6-12*

*eMarketer

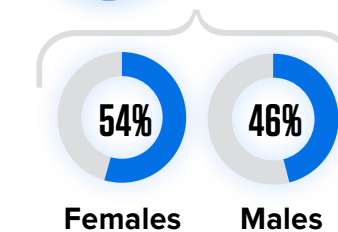


Teens for TikTok!
The largest percentage users are age 16-24

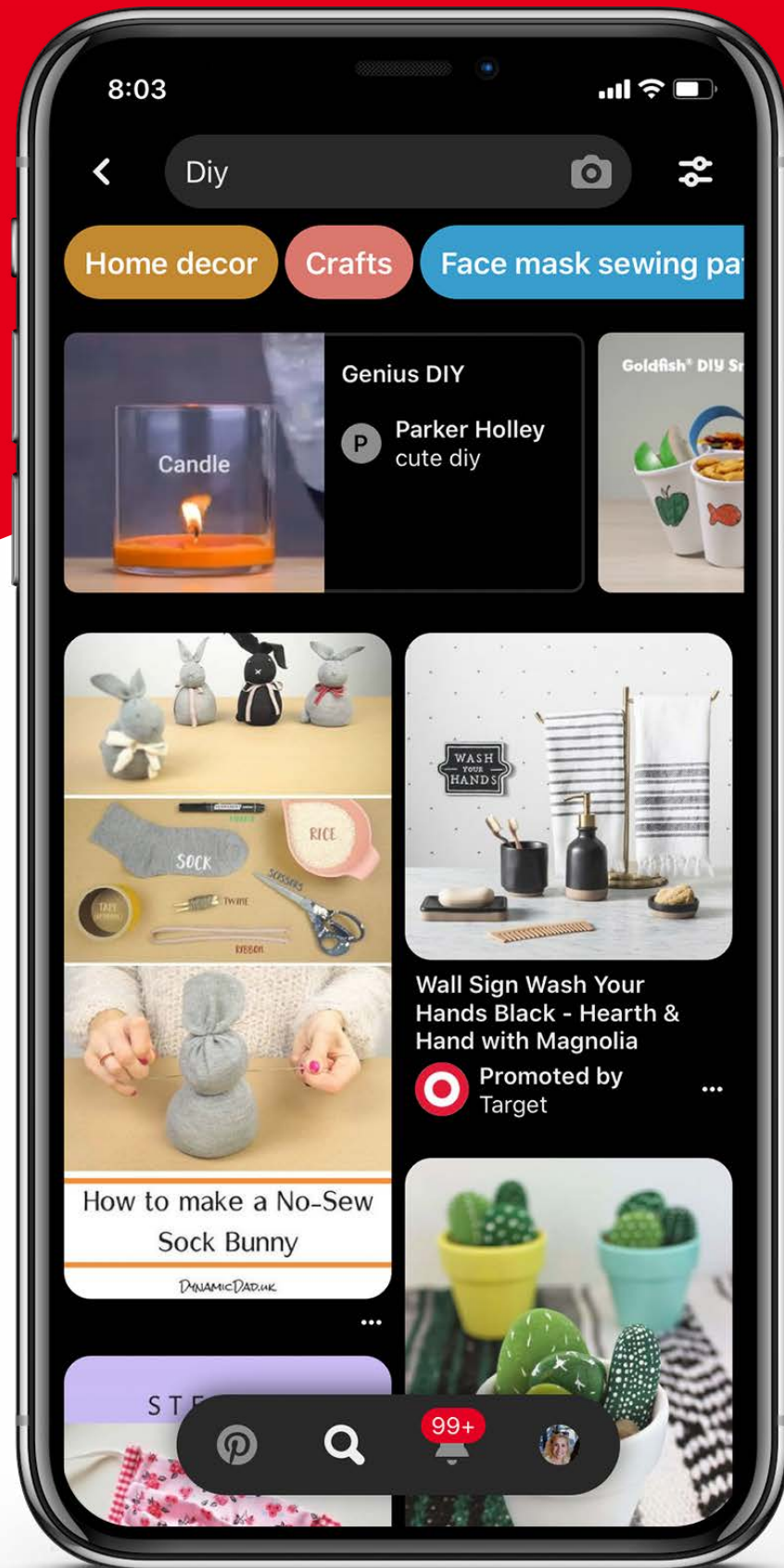
* Oberlo



Moms on Facebook!
79% of users are ages 30-49



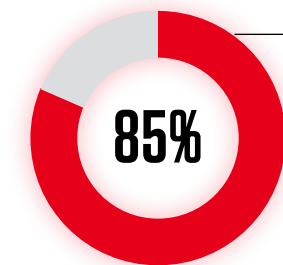
We know that various demographics can swiftly change their social network preference. A brand targeting a teenager would likely have allocated a large percentage of social media resources to Snapchat just two years ago, whereas today TikTok and Instagram are the more popular platforms for this demographic. It is also important to think generally about social channel activity based on key age groups. As each brand evolves, so should a documented social strategy to re-evaluate important platforms.



AUDIENCE AFFINITIES

DIY moms. Documentary fanatics. [Bronies](#). From the extremely general to wildly specific, all audiences tend to have unique affinities that can dictate where resources should be allocated within social media communication. While many research tools like Resonate or L2 can outline where users consume social media based on affinity, groups may have interactions on networks that provide equal weight or importance to brands who can relate. When using audience affinities to determine social media strategy, think less about **which channels** and more about **which conversations**.

Moms that love DIY may seem to be most active on Pinterest, with 85% of Pinners saying they start a project by going to Pinterest. Having access to consistent resources on this channel is a necessity for this audience. This is not to say that there could be an equal or greater number of those interested on Facebook, which indicates over 400M people are active on the platform and interested in DIY.



85% of Pinners saying they start a project by going to Pinterest.





When targeting an audience of a certain affinity, use of paid social and proactive engagement is important to reach the niche conversations. Keep up to date on trending social media challenges that your audience is participating in, hashtag communities they reference, or key opinion leaders they follow in order to successfully reach them.

Social media fans won't follow your brand if you are simply advertising, and this means double for those low-frequency purchases without discounts and ubiquitous goods that don't generate consumer excitement (though, we've seen an interesting occurrence with toilet paper since the coronavirus pandemic began). In order to keep your fans engaged and receptive to your product-focused messaging, you need to at least provide something of interest in your social media content.

MARKET GEOGRAPHY

Does a brand provide a product or service that is available on a local, national, or international scale? Answering this question will determine which channels to take advantage of and which social media strategies to deploy. A local business like a restaurant can only benefit from a certain threshold of reach and engagement across social. Think of it this way: if a large amount of resources were put into a video for this restaurant, and media spend for the video garnered over 1 million views, how many of these 1 million viewers can actually become viable customers? Notoriety and internet fame for brand recognition of a local restaurant can only go so far if your audience cannot complete a purchase from where they are located.

Below are some thought starters for social strategies for both local and national brands:



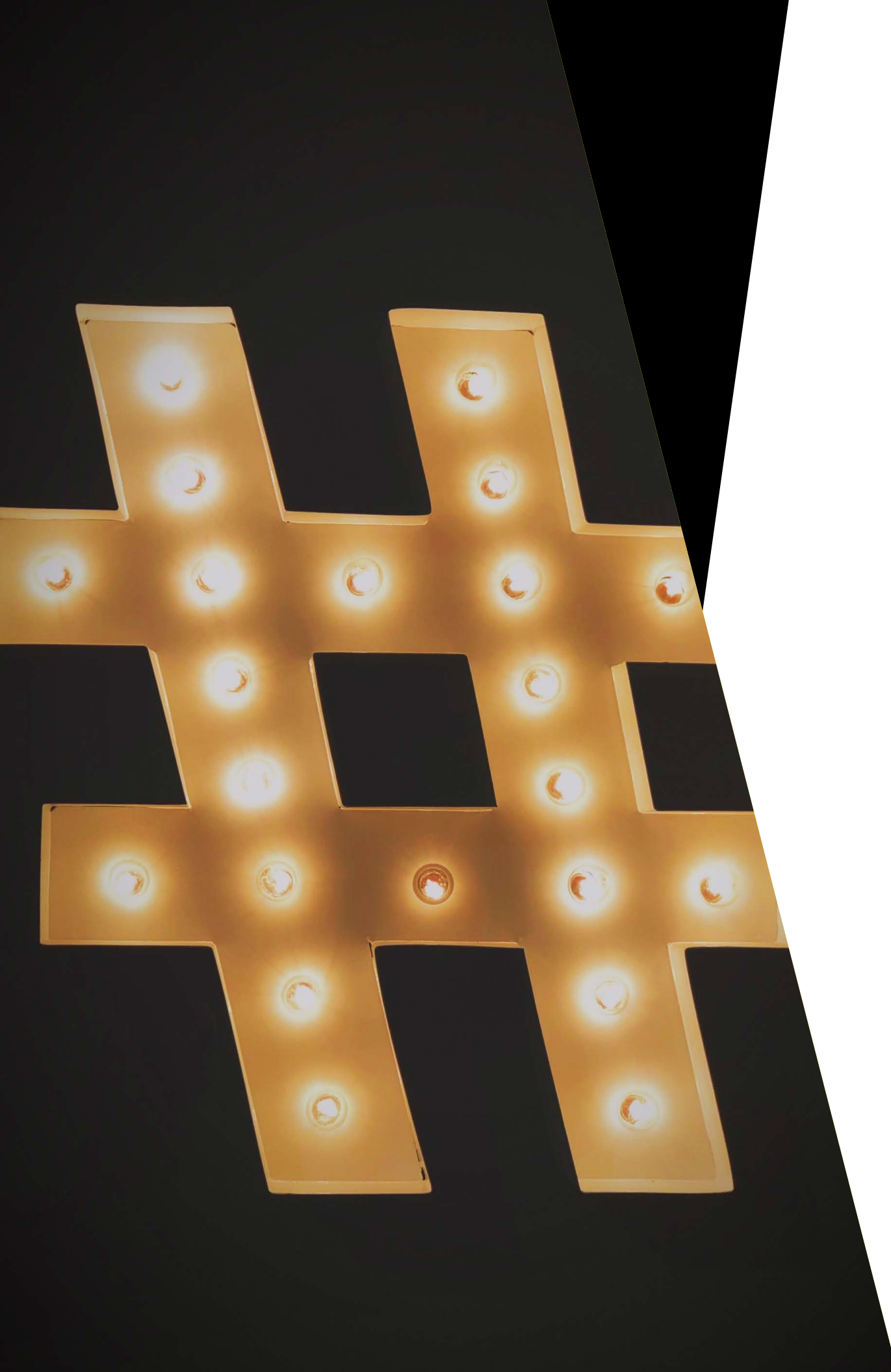
REGIONAL / LOCAL

- Heavily utilize paid social for region-specific targeting.
- Deemphasize viral content as its impact is smaller due to limited availability of product.
- Focus content strategy around hyper-local pieces, reflecting current events/activations that are impacting your region.
- Focus less on reach and audience growth and more on engagement.



NATIONAL / INTERNATIONAL

- Focus on a full-funnel approach with broad reach, while still investing in paid social.
- Align with widely reaching cultural trends that impact global mindsets.
- Explore social-first campaigns playing off cultural shifts or trending social sentiments, as viral content is pertinent to stay competitive.



SOCIAL STRATEGY BY INDUSTRY

Now that you've determined your desired end action and measured your brand against the six categories of industry classification (audience demographics, affinities, market geos, etc.), you're almost ready to deploy your social media strategy. But before you can get started, you must also have an understanding of how the social conversation around specific industries stacks up across platforms, helping you determine what percentage of marketing efforts are—or should be—allocated to social media.

On the next page is an overview of key industries' social conversation and net sentiment over the last 365 days. A lower net sentiment percentage indicates a high negative sentiment and low positive sentiment.

SOCIAL STRATEGY BY INDUSTRY



AUTOMOTIVE

262 million mentions

1.4 trillion potential impressions

14% net sentiment



ALCOHOL

127 million mentions

5.2 billion potential impressions

37% net sentiment



FAST FOOD

96 million mentions

835 billion potential impressions

37% net sentiment



BEAUTY

12 million mentions

87 billion potential impressions

60% net sentiment



FASHION

18 million mentions

123 billion potential impressions

51% net sentiment



HIGHER EDUCATION

49 million mentions

539 billion potential impressions

27% net sentiment



HOME DÉCOR & DESIGN

2 million mentions

24 billion potential impressions

50% net sentiment



TRAVEL

184 million mentions

3.6 trillion potential impressions

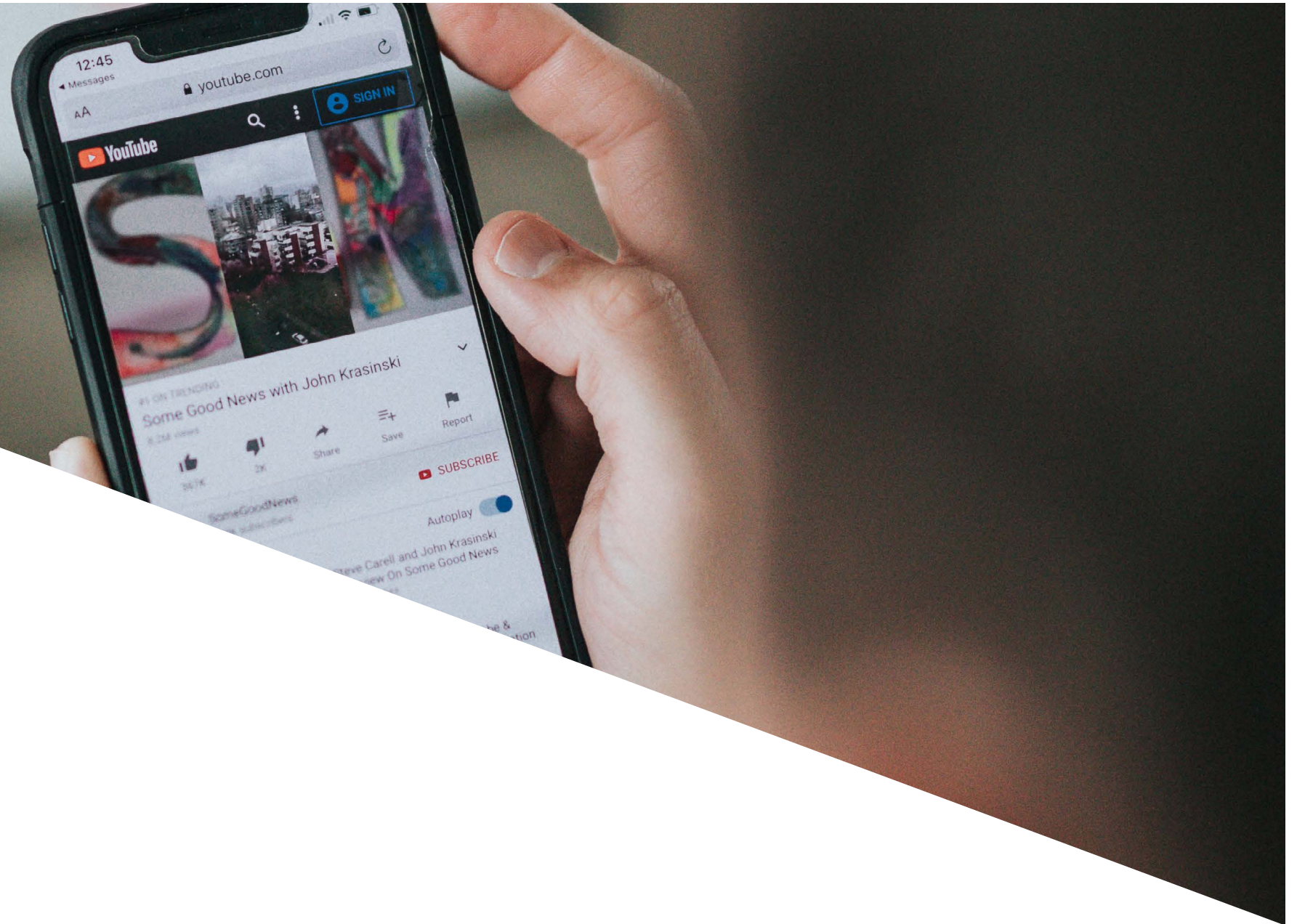
45% net sentiment

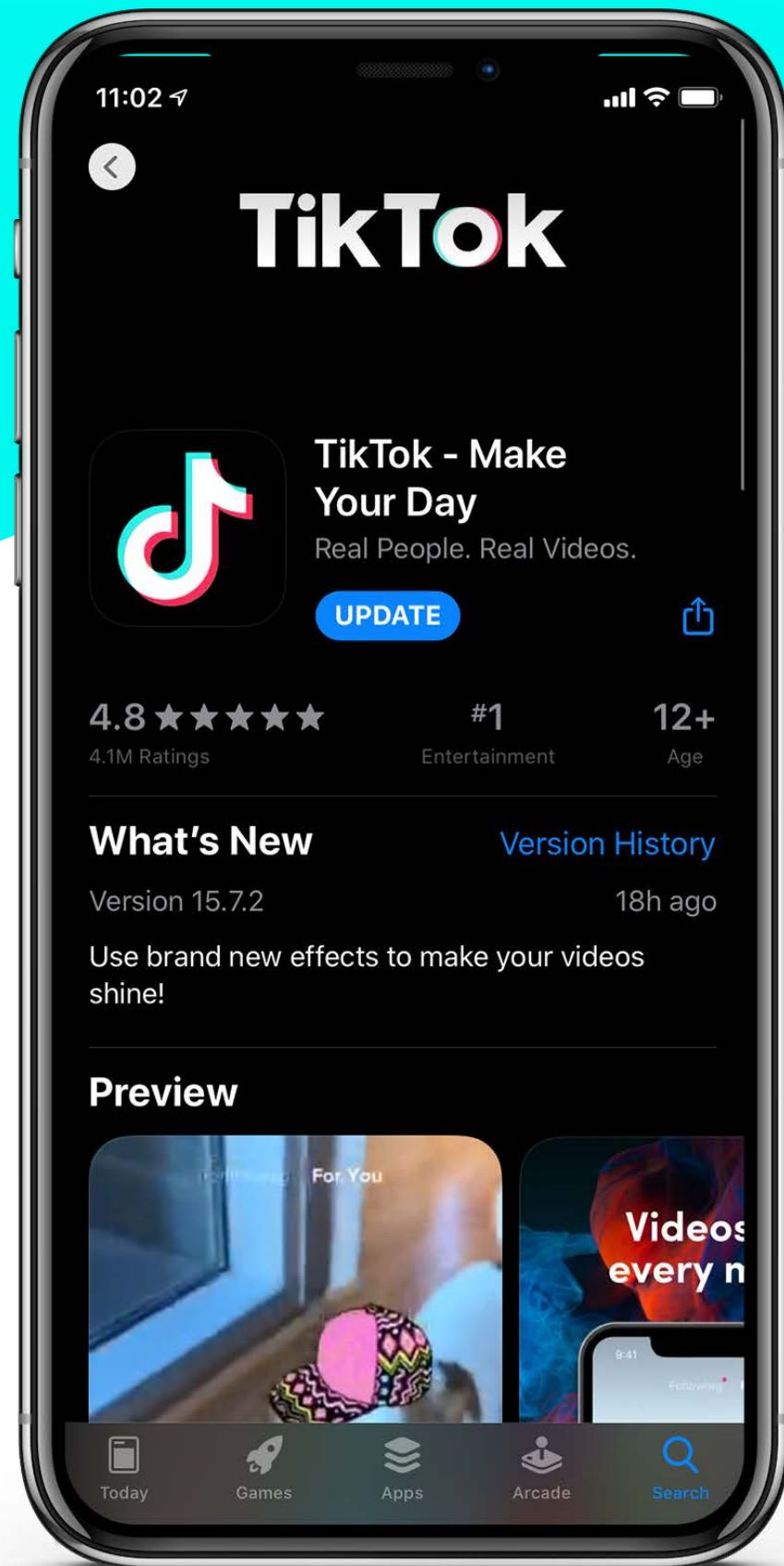
As we can see in the data, mentions, impressions, and sentiment vary drastically between industry. Tracking fluctuations in industry conversation provides insight for nimble social strategies, allowing social marketers to get a sense of what's occurring beyond their sphere of influence in their category.

04

SOCIAL FORECAST 2020

Channel predictions that existed for 2020 took a backseat to rapid trend analysis of social platforms due to the coronavirus pandemic. Let's take a look at earlier predictions and how they may have shifted through the first quarter of 2020.





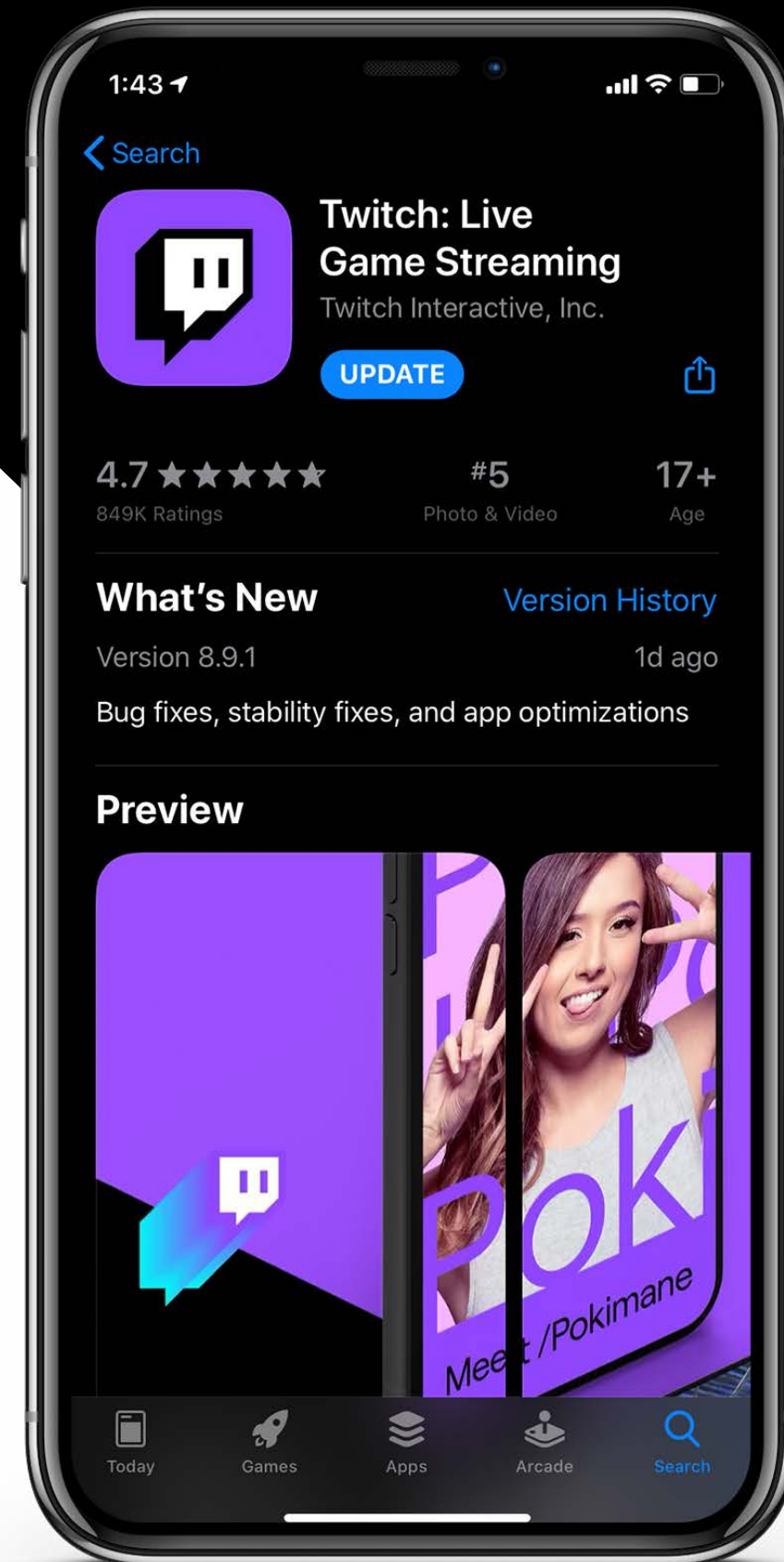
TIKTOK FORECAST

eMarketer predicted that the TikTok userbase [will continue to increase through the year, with 20% of all social media users signing up by 2021](#). It is not expected that this growth will be hampered by the COVID-19 crisis, and we may find that it increased at a greater rate than anticipated after Q2 analyzations are complete. With major institutions like the World Health Organization joining TikTok, we may see the platform experience an increased cultural value as an information-sharing tool.

TWITCH FORECAST



Twitch's userbase is expected to receive the attention of [more than 15% of US digital video viewers in 2020](#), and currently surpasses YouTube as the lead streaming video provider. The Twitch audience is expanding from gamers to include unboxers, comedians, fashion, and beauty streamers. With entertainers now forced to create content from home, we can expect to see a shift in the types of users on Twitch. Ad spend toward audiences on streaming platforms should be a consideration in 2020, and we hope to see a breakdown of the changes in audience demographics by the end of Q2.



ENGAGEMENT ACROSS SOCIAL PLATFORMS



Twitter is experiencing a noticeable increase in usage during the pandemic, as it's serving its best purpose as a tool for spreading awareness, discussing the crisis, and sharing viewpoints. As for ad spend, eMarketer had predicted at the beginning of 2020 that it would increase on Twitter, despite the ban on political ads. However, [Twitter reported in March](#) that it expects a decrease in Q1 revenues due to the crisis. **The role of Twitter as an insight, opinion, and link-sharing platform will drive its usage through increased reliability for ad-hoc, crowd-sourced news updates.**



Facebook usage was predicted by eMarketer to drop to a “new low” of 33 minutes per day, with more and more people abandoning the platform. However, [Facebook has recently reported an increase in engagement](#), specifically with the use of its non-monetizable messaging app and sharing of news. **Ad spend on Facebook should be a continued focus in 2020 for older audiences.**



Instagram is predicted to pass Facebook in terms of young adult usage, per eMarketer. It was expected that Facebook and Instagram would take over 80% of the social video ad spend in 2020, with most video ads posted to stories rather than feed. Since the outbreak, Instagram has experienced an increase in story engagement, though [eMarketer cautions that](#), because stories monetize at a lower rate, crucial ad spend may be shifted toward feeds.



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