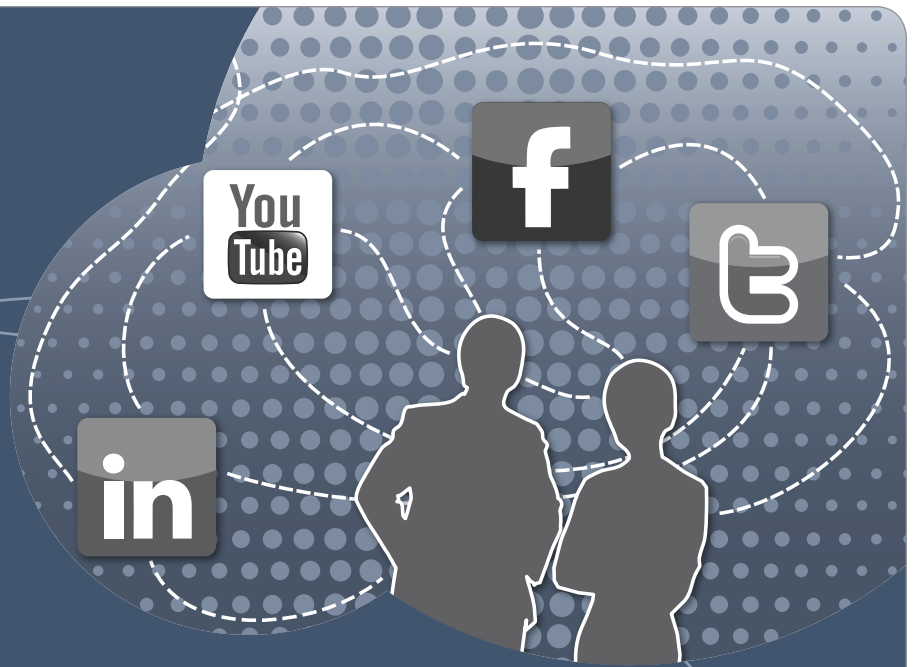




Leveraging the social media paradox

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**// We don't have a choice
on whether **we do social
media,** the **question** is
how well we do it? //**

— Erik Qualman

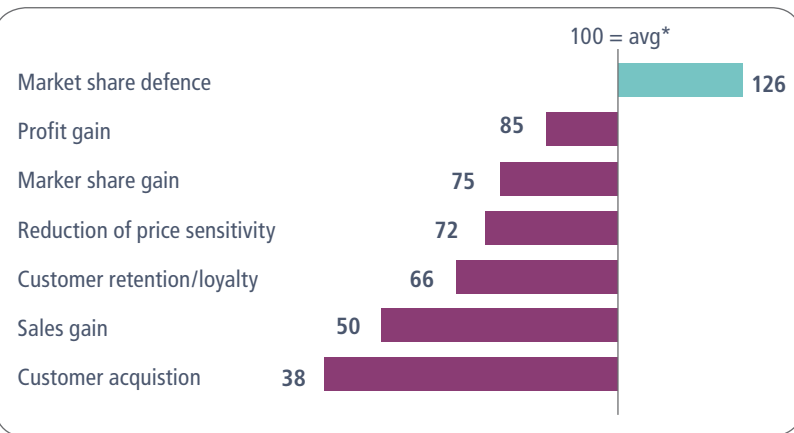
Sometimes it pays to be a contrarian. During the Second World War, the US Air Force employed Abraham Wald, a statistician, to determine where to place reinforcing armor on bombers. The bombers were heavy aircraft so additional armor could only be used selectively and Wald's job was to identify the most vulnerable spots. He analyzed damage on planes returning from bombing raids and identified the most frequently hit areas. **Then he recommended armor be placed *everywhere else*.**

Why? Given that the planes he inspected had withstood being hit in the areas that he saw were damaged, **planes hit elsewhere didn't make it home.**



It's essential to maintain critical thinking and to consider contrary viewpoints when we use statistics, especially to understand social media. Numerous studies have tried to identify the **"value of a Facebook fan"** or the ROI of social media campaigns, but most studies measure ROI as the difference in consumption between fans and non-fans. Thinking contrarily, we should consider that the more someone consumes a brand, the more likely they are to become a fan. Correlation doesn't imply causation.

The IPA landmark study, 'New Models of Advertising Effectiveness,' a meta-analysis of 254 campaigns concluded that "participation-led campaigns are good at market share defense but little else."



Source: IPA 'New Models of Advertising Effectiveness' –
Very large business effects among participation-led campaigns (indexed vs. all campaigns)

Participation-led campaigns were defined as creating “a common dialogue, co-creation experience or ‘conversation’ between brand and audience.” They hypothesised that “the more a campaign demands of its audience, the more effective it is at preaching to the converted, and the less effective at acquisition.”

Intuitively this makes sense. We know with TV and other media that users of a brand are more likely to engage and that participation with marketing initiatives is greatest among those closest to the brand. Which gives rise to a social media paradox, described by Martin Weigel (Head of Planning, W+K Amsterdam) as: **“The people LEAST likely to engage deeply...are the MOST important for growth.”**

Is social media an ineffective marketing tool? Not at all. Numerous campaigns have used social to deliver powerful brand effects. The key is to acknowledge that your most enthusiastic fans are most likely to engage and use that insight to develop strategies that harness their evangelism..

How? Ipsos ASI Digital research has identified three ways:

1. Play to the strengths of each platform – they’re different
2. Deliver content people want to engage with
3. Be relevant and add value

Play to the Strengths of Each Platform

Our UK Social Media U&A study (interviewed 600 UK social media users, July 2012) showed that motivations for using each platform were distinct:

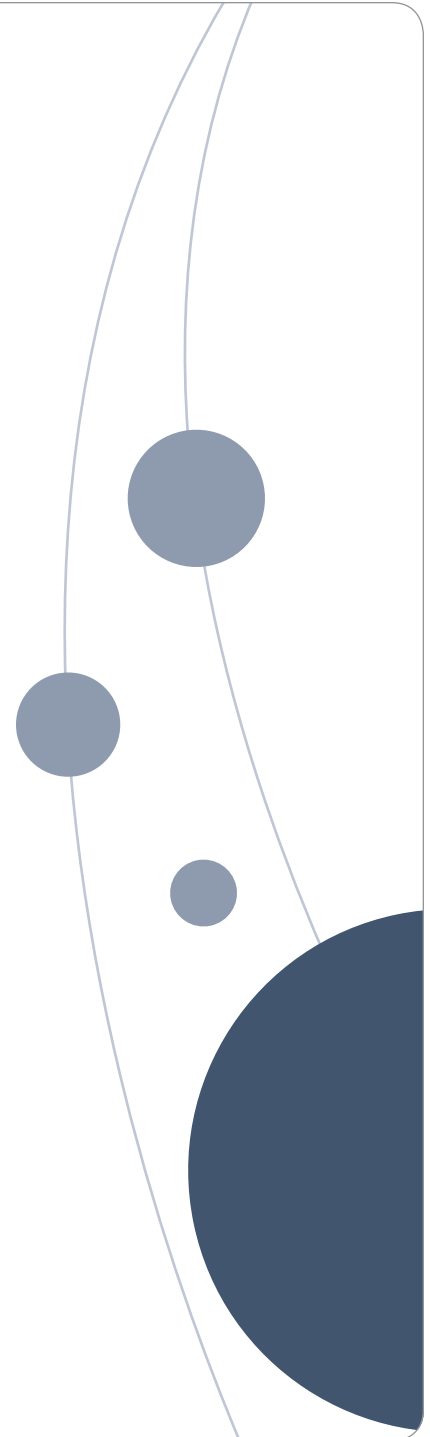
- Motivations for using **Facebook** are around sharing enjoyment with friends
- **Twitter** is about discovery and connection with like-minded people
- **LinkedIn**, similar to Twitter but with greater motivation for building relationships
- **YouTube** is about entertainment, discovery and relaxation... like TV

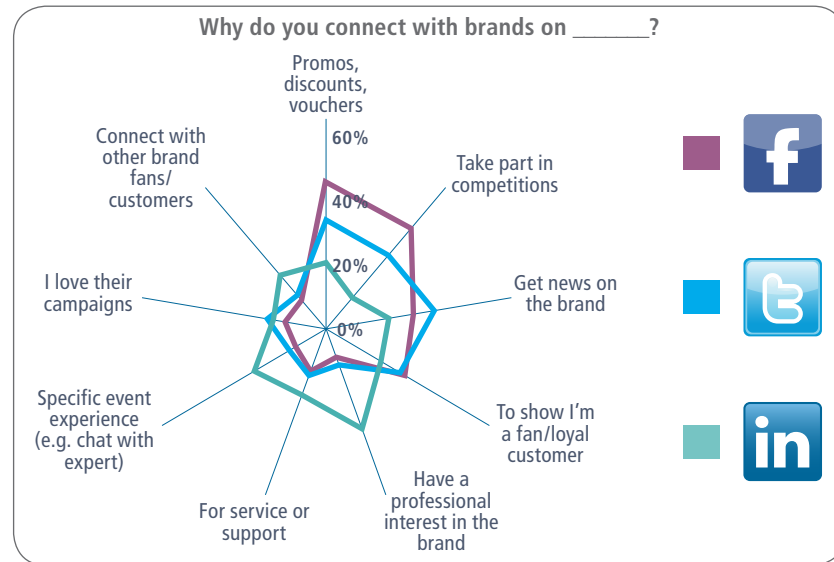
The implication - brands need to behave in different ways on different platforms:

- **Facebook:** do things that bring friends together
- **Twitter:** facilitate discovery and share information between like-minded people
- **LinkedIn:** bring together experts and help them help each other
- **YouTube:** entertain & inform

Deliver content people want to engage with

The content people seek from brands varies by platform. On **Facebook**, the most popular reasons for connecting with brands were transactional (promos/vouchers/offers/competitions); on **Twitter**, the primary motivation was news. **LinkedIn** users are oriented towards service, support and learning from experts.





Be relevant, add value

45% of people who've liked a brand on Facebook have subsequently unliked a brand. The main reasons for unliking are boring content (35%), posting too frequently (31%), irrelevant content (30%), repetitive content (28%) and because the brand was only liked to access a one-time offer (26%).

Innocent (www.innocentdrinks.co.uk) is an example of a brand that avoids these pitfalls. Their Facebook activity perfectly reflects their values and adheres to their policy that anything they post should be 'foooey' – Funny, Useful, Humorous or Interesting. They get tremendous levels of engagement, including thousand of fans who send knitted hats (Innocent places on bottles in-store) and photos from their timelines.

So by developing strategies that harness fans' evangelism, brands can encourage re-transmission and word-of-mouth advocacy to connect with those who are less committed.

Campaigns that achieve this will go beyond market share defense and help brands grow and acquire new customers.

About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the-art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit www.ipsos.com/asi

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