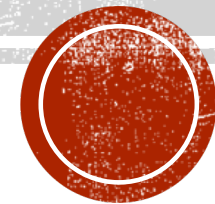


# SOCIAL MEDIA MARKETING

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# THE ART OF CUTTING THROUGH THE NOISE



# THE ART OF CUTTING THROUGH THE NOISE



# IS YOUR CONTENT

- Engaging
- Commanding of attention
- Unique
- Different
- Unexpected
- Something worth pausing for?





# WHY DOES CONTENT GO VIRAL?

- ~~Unique~~
- ~~Different~~
- ~~Commanding of attention~~
- ~~Unexpected~~
- ~~Funny~~
- ~~Interesting~~
- ~~Engaging~~
  
- Because it triggers a certain level of emotional intensity and arousal demanding of action
- Your position in the virality network also helps!



# BRANDING IN THE AGE OF SOCIAL MEDIA

How brands become icons: Cultural Branding - Douglas Holt.

- Map the cultural orthodoxy
- Locate the cultural opportunity
- Target the crowdculture – your tribe!
- Diffuse the new ideology

Keep innovating using cultural flashpoints, and remember, the sooner you realise people are not on Social Media to see you branded content, the better!



# ACTIVITY

- Analyse your own social media behaviour. Go to Facebook, check your activity log.
  - What types of posts do you most engage with?
  - Identify pages you engage with.
  - Draw a persona of your digital self.
- Your experiences: Social? Educational? Entertainment? Friendship?



# YOUR BUSINESS ON SOCIAL MEDIA

- What platforms? Why?
- What are the platforms insights telling you?
- Identify one of the most engaging posts on your page. What are the reasons for such high engagement?
- What type of audience are engaging with your posts? Their personas?

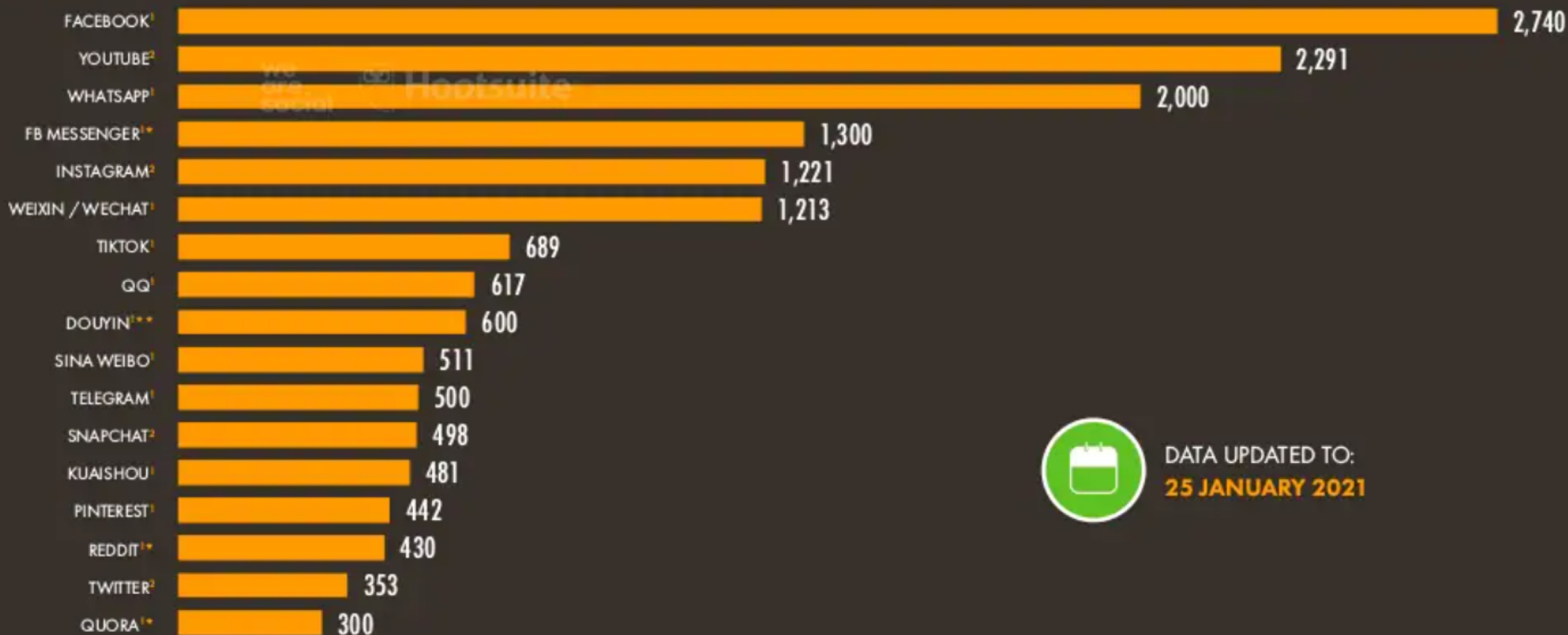




JAN  
2021

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS\*

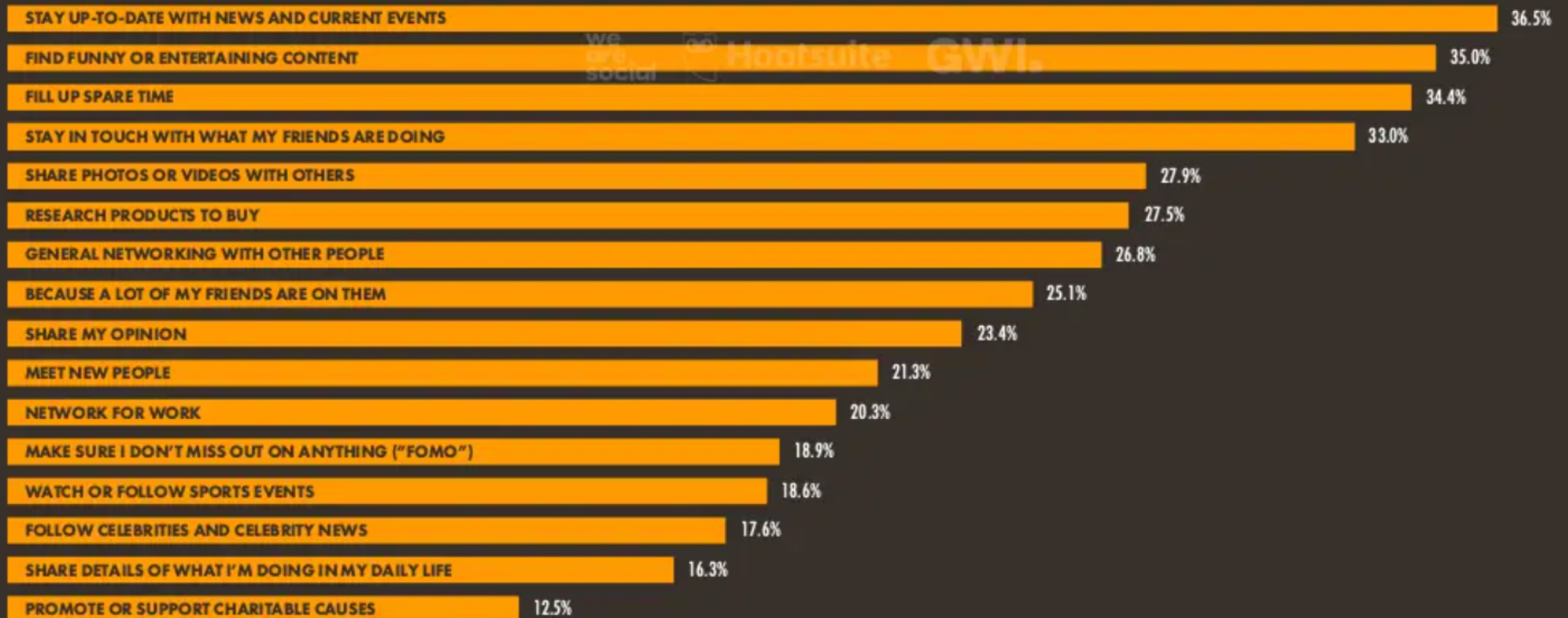


DATA UPDATED TO:  
25 JANUARY 2021

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2021

# REASONS FOR USING SOCIAL MEDIA

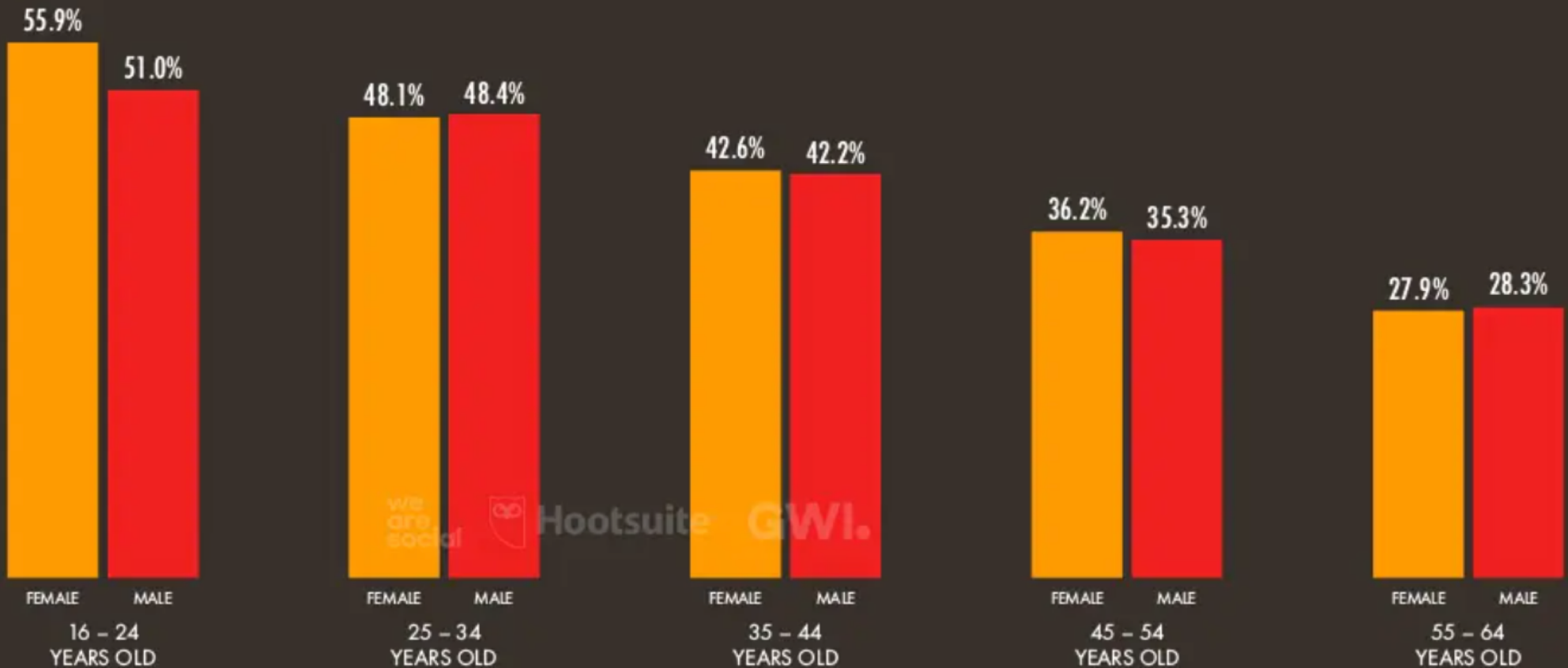
PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA



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# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

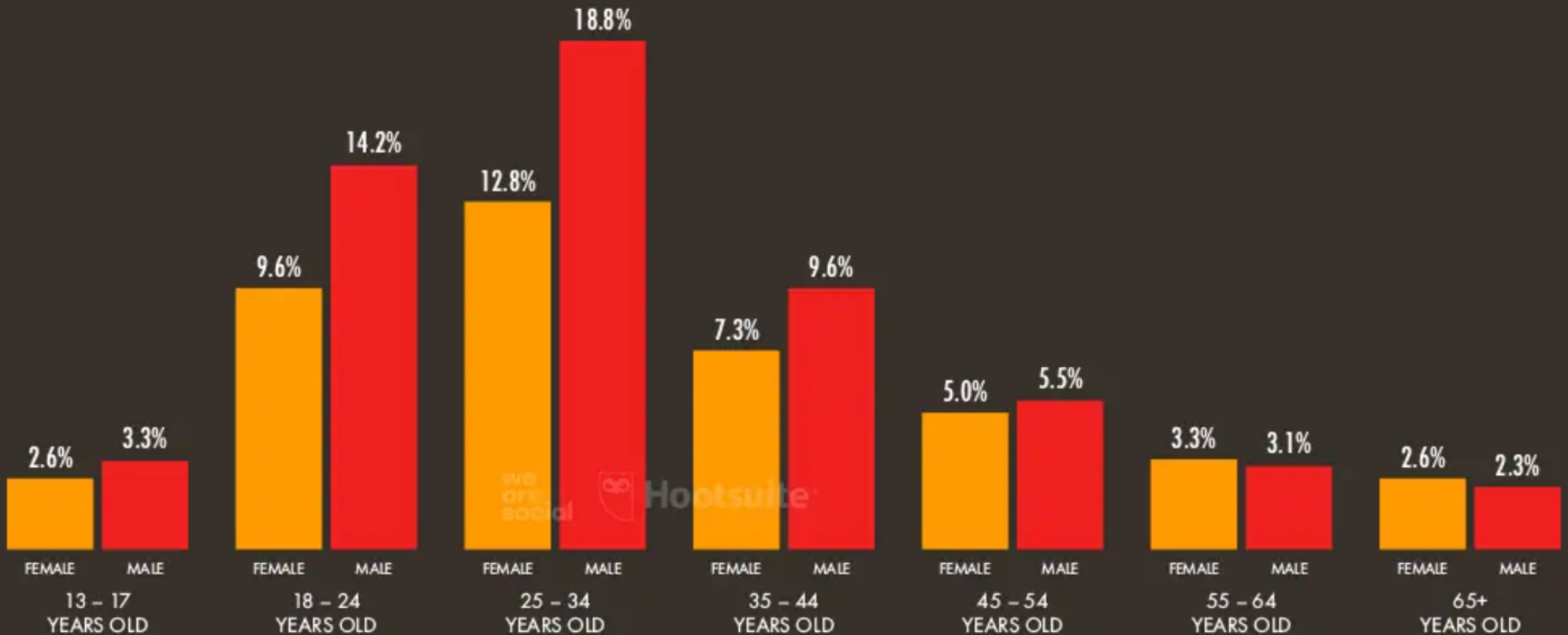
PERCENTAGE OF GLOBAL INTERNET USERS WHO VISIT SOCIAL NETWORKS TO SEARCH FOR INFORMATION ABOUT BRANDS



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2021

# PROFILE OF FACEBOOK'S ADVERTISING AUDIENCE

SHARE OF FACEBOOK'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*



**SOURCE:** EXTRAPOLATIONS OF DATA PUBLISHED IN FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. **\*ADVISORY:** DATA ON THIS CHART REPRESENT FACEBOOK'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE USERS. **COMPARABILITY ADVISORY:** BASE CHANGES.



# KNOW YOUR AUDIENCE

- Fear of flying...



# THE LIKE ECONOMY

- What it is like to be liked
- A like's worth
- Are your followers following?



# REFERENCES

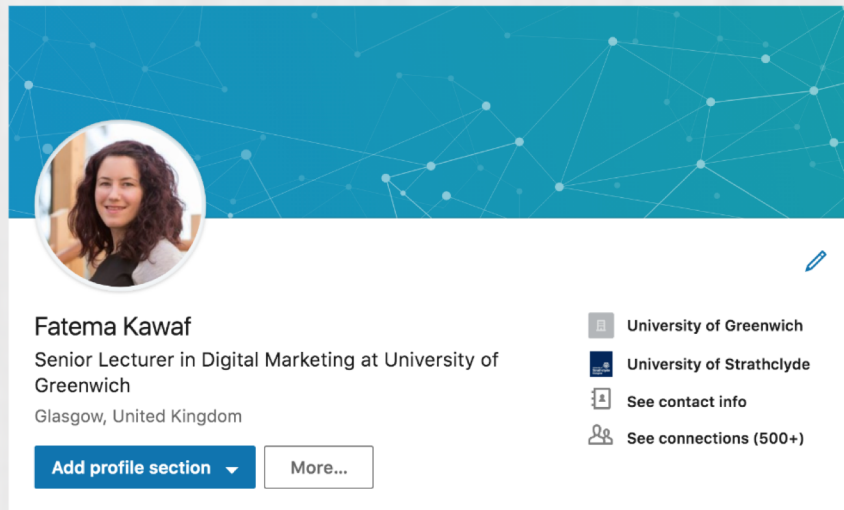
Holt, D. (2016). Branding in the age of social media. *Harvard business review*, 94(3), 40-50. Online: <https://hbr.org/2016/03/branding-in-the-age-of-social-media>

We are Social (2022). Digital in Year Report 2022. Online: <https://wearesocial.com/uk/blog/2022/01/digital-2022/>



Thank you!

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A LinkedIn profile card for Fatema Kawaf. The card features a blue header with a white network diagram. On the left is a circular profile picture of a woman with dark curly hair. Below the picture is the name 'Fatema Kawaf' and her title 'Senior Lecturer in Digital Marketing at University of Greenwich', followed by the location 'Glasgow, United Kingdom'. To the right of the profile picture is a blue pencil icon. Below the profile information are two buttons: 'Add profile section' with a dropdown arrow and 'More...'. On the right side of the card, there are three items: 'University of Greenwich' with a building icon, 'University of Strathclyde' with a book icon, and 'See contact info' with a person icon. Below these is 'See connections (500+)' with a group of people icon.

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Add profile section ▾ More...