



# DIGITAL BRANDING

*Xây dựng thương hiệu kỹ thuật số*

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Bài 4: Xây dựng thương hiệu trên mạng xã hội (PHẦN 1)

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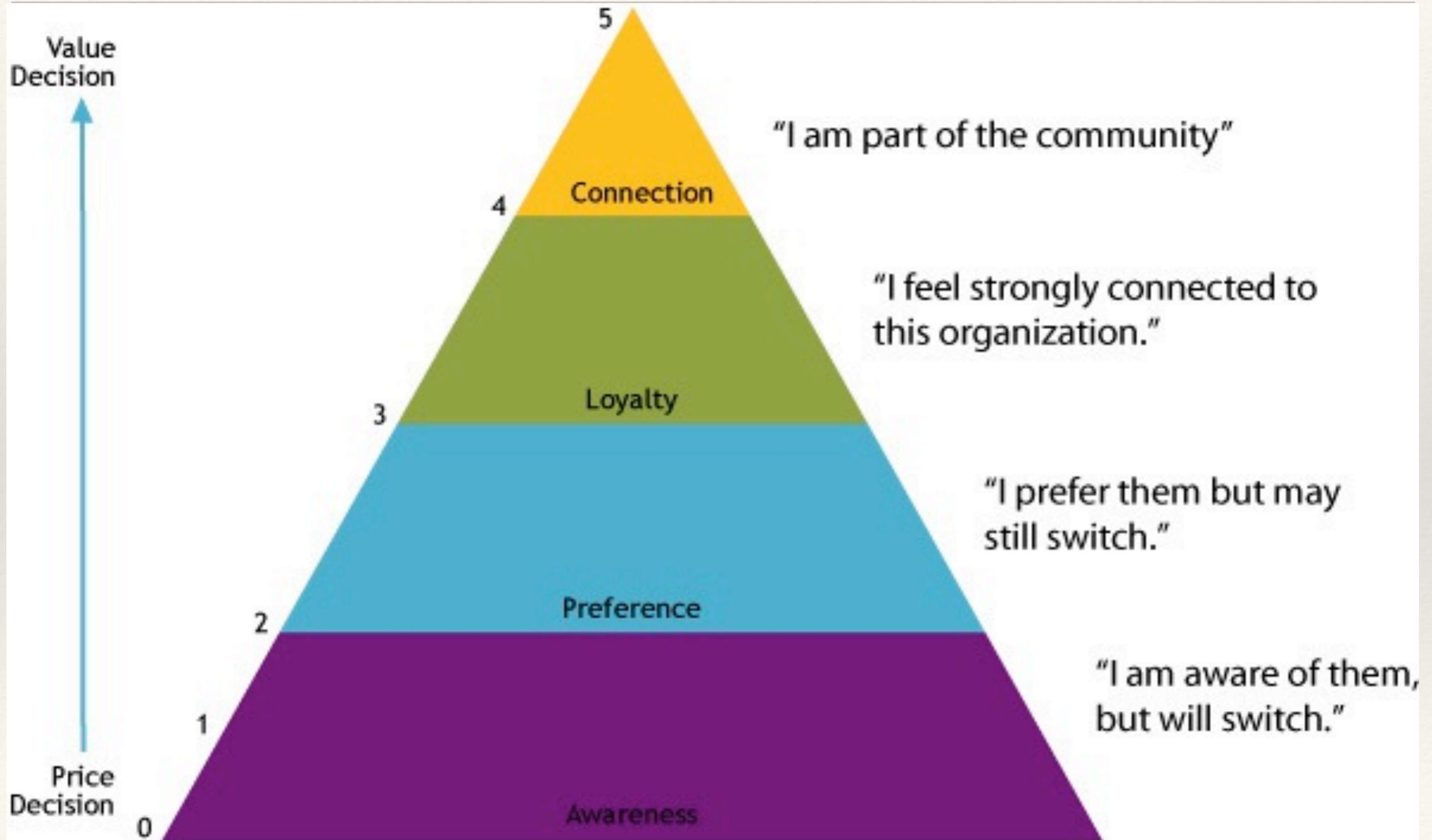
# Nội dung

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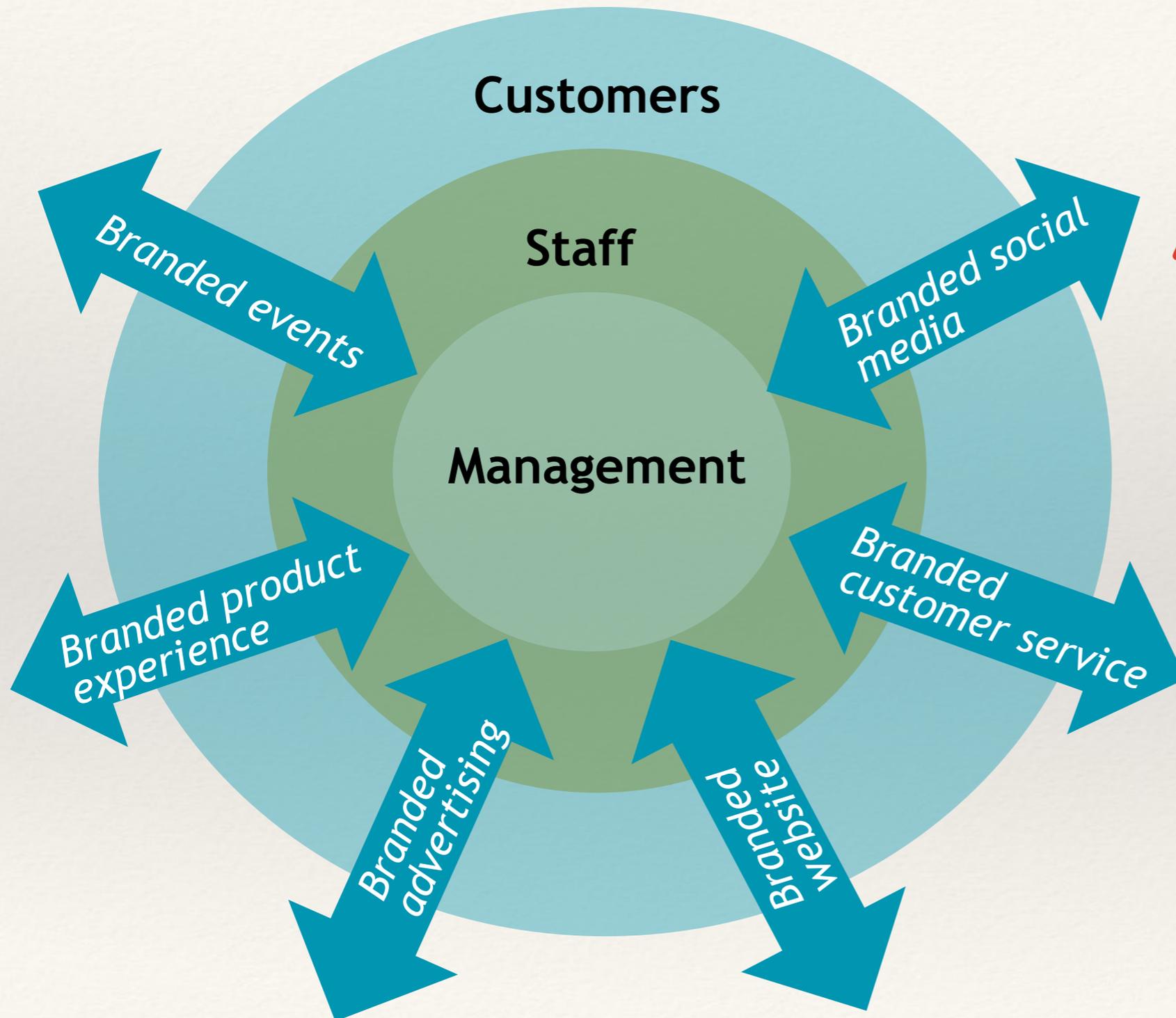
- ❖ Chiến lược xây dựng thương hiệu trên mạng xã hội
- ❖ Các công cụ quản trị mạng xã hội
- ❖ Xây dựng thương hiệu trên Facebook
- ❖ Bài tập nhóm: Lập & triển khai 1 chiến dịch Xây dựng thương hiệu trên Facebook

# Chiến lược xây dựng thương hiệu trên mạng xã hội

# Brand equity pyramid

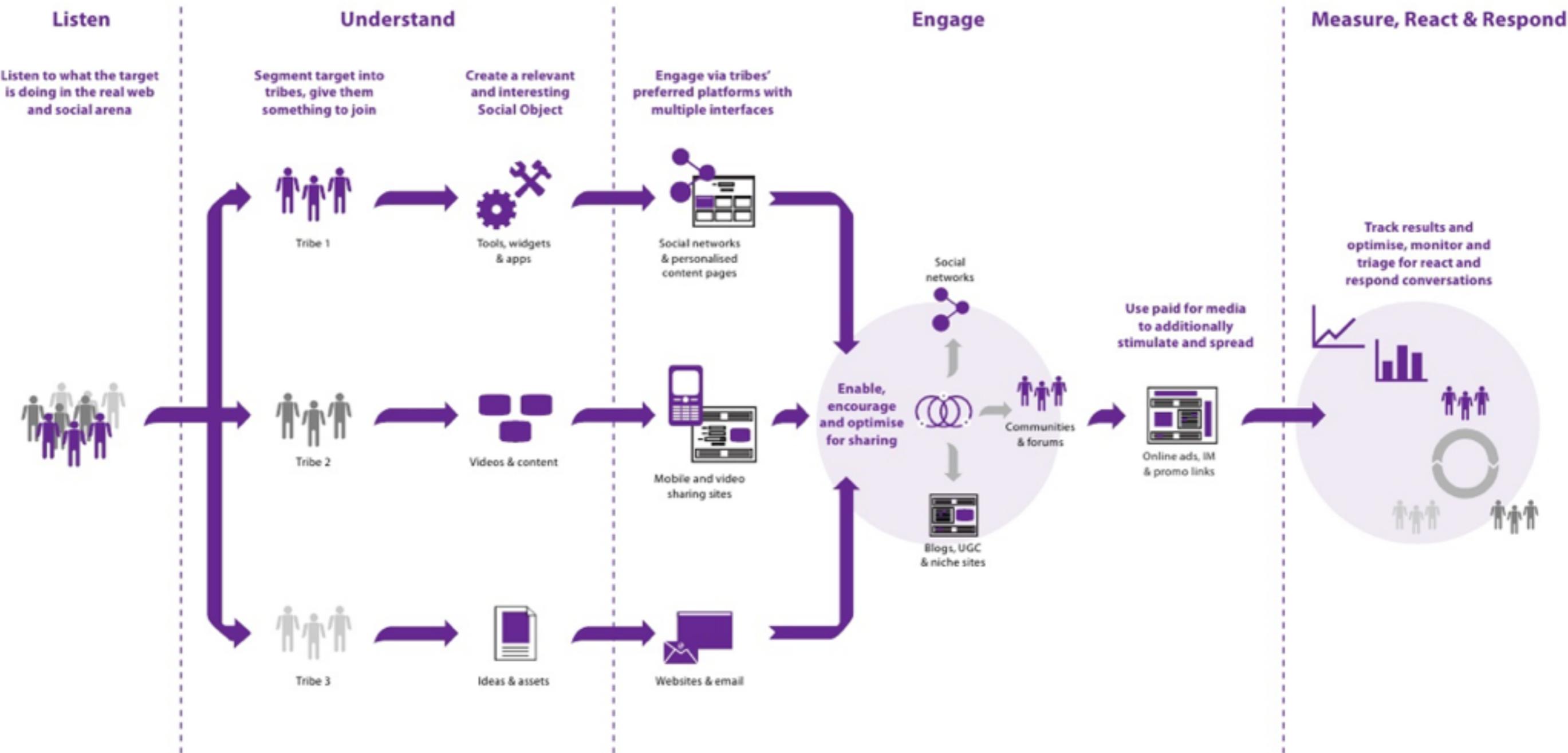


# Brand Community model



*The more you engage,  
the stronger your brand*

# Social program management





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE  
83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE



1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING

CONSUMERS CAN RELATE TO **PICTURES**



MOST FOLLOWED BRAND IS **NATIONAL GEOGRAPHIC**

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

25-35 YEAR-OLDS ARE THE MOST ACTIVE



540 MILLION ACTIVE USERS



LINKEDIN

**BUSINESS ORIENTED** SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**



79% OF USERS ARE **35** OR OLDER

300 MILLION USERS



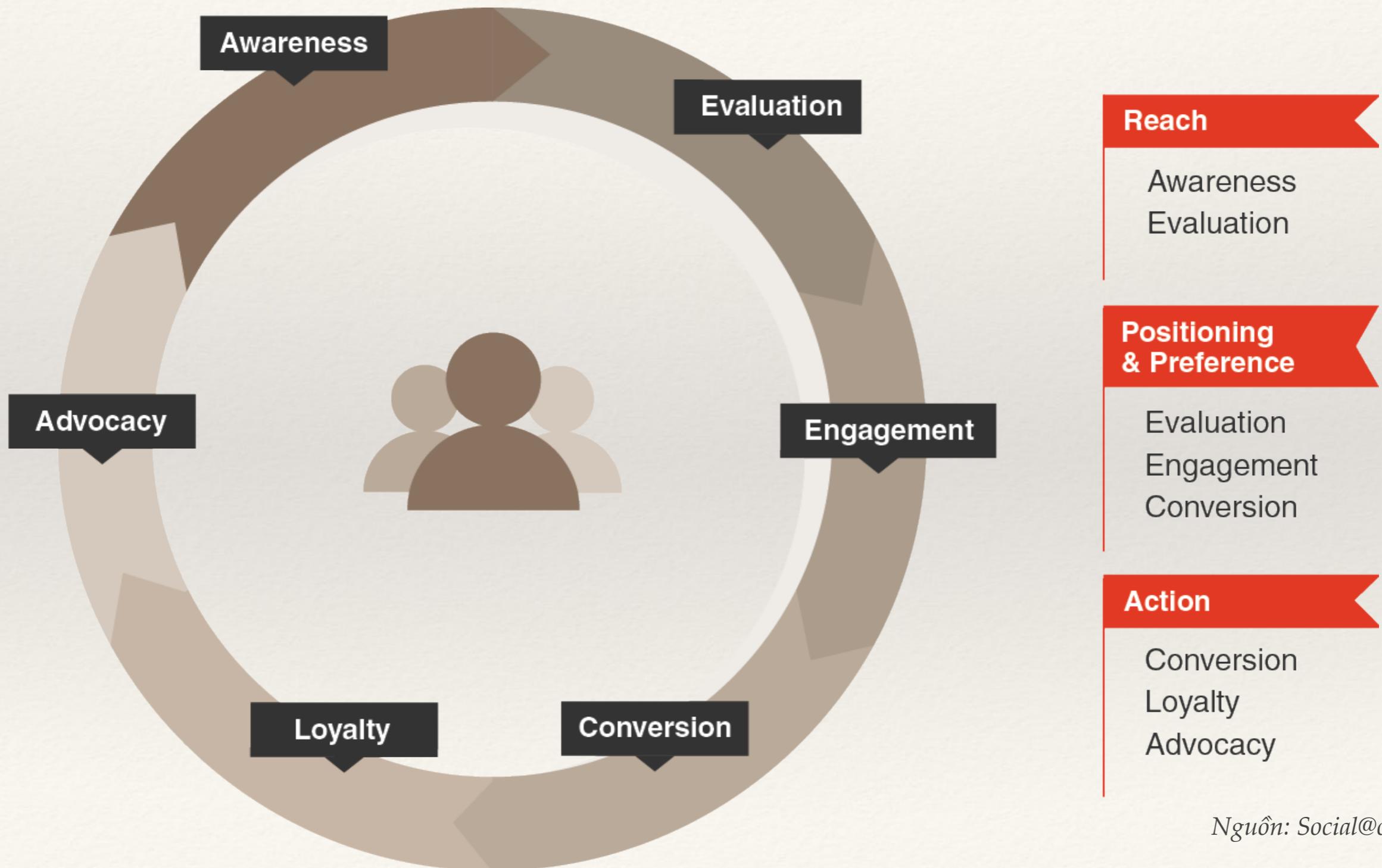
# Social Platform Cheat Sheet

\* Updated May 2015

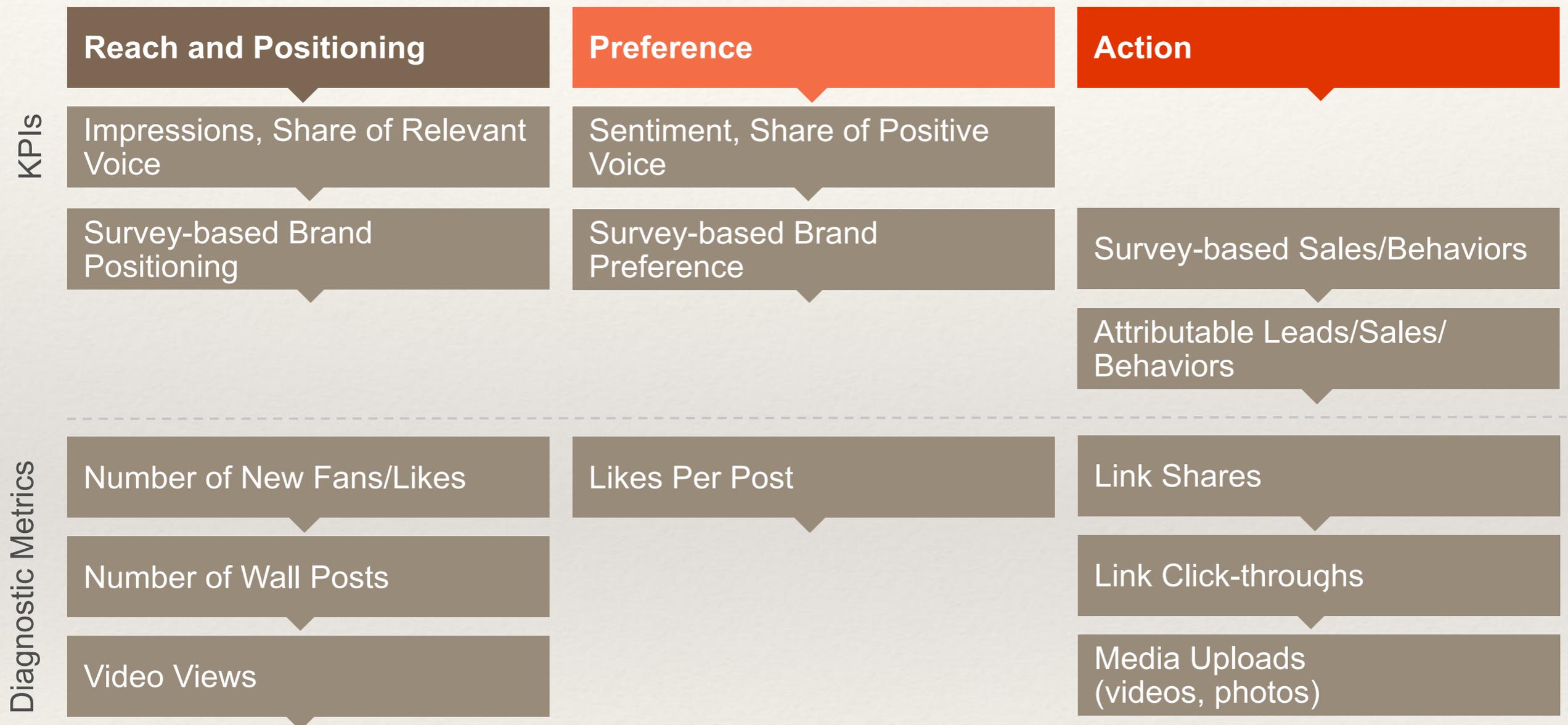


<b>Need to Know</b>	Most established social channel; broad reach in US & global. Very advanced targeting; paid ads necessary.	Very well established w/ strong ad products & potential for wide reach, though audience is more niche	Owned by Google. 2nd most popular search engine. 6 billion hours of video watched per month.	Owned by Facebook. Very high engagement rates relative to other channels. All mobile. 70 M photos /day	Massive growth in last 3 years. Created a new design language that many have emulated. 80% mobile activity.	Started by a high school dropout; now owned by Yahoo. Blogging platform for the creative set.	Owned by Twitter. Launched the short-form video craze. Very influencer driven. Nearly all mobile.	Questionable value as a "social network" but not irrelevant. Mostly used to bolster SEO.	Able to reach under 25 demo. Mobile-only with disappearing images/videos + 24-hour "stories"
<b>Who's On It</b>	Everyone. However, teens are using it less, and differently (more for networking)	A fairly wide audience, with pops in: Tech, Marketing, African American, Entertainment, Politics	Everyone - Especially millennials, teens & young men.	Millennial parents, millennials, teens, and early adopters. Audience is getting more mainstream.	Mostly US, mostly women 25-54. Recent rise in men to the platform (1/3 of sign-ups male) as well as gains internationally.	Teens and Millennials. Popular amongst the fashion, art, entertainment & creative set.	Early adopters, millennials and teens. Hardcore content creators.	Large international audience + tech early adopters. Also has implications for whole Google ecosystem - so basically everyone.	Young adults and teens 15-25; roughly 70% women.
<b>MAU</b>	1.44 Billion	302 Million	1 Billion	300 Million	Est. 72.5 Million Registered Est. 30 Million MAU	Est. 43 Million	40 Million	540 Million	120 Million
<b>How People Use It</b>	Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events. Also used for customer service.	Many are spectators rather than active participants, discovering content, articles & news. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquiries.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcasing their lives in unique, artsy, or adorable ways. Lots of selfies and food. Getting inspired by what others are sharing, including friends, brands & influencers.	Discovering new things & products; getting inspired; planning their lives.  Notable: Women - food and drink, crafts, home decor, and fashion. Men - photography, art, design, and home decor.	Curating & creating content that provides a window into their personalities, interests, etc. Riffing on pop culture, trends, humor, etc. Following others who inspire them.	Consuming & sometimes creating fun, interesting 6-second videos. Following influential content creators.	Often used for promoting one's personal businesses or career.  Occasionally following brand content.	1:1 short snippets of photos/videos that disappear (after up to 10 seconds). Can screenshot images.  Daily storytelling to all friends via 24-hour "story" feature.
<b>How Brands Use It</b>	Publish high quality visual content, often an extension of brand campaigns. Elicit engagement from fans & non-fans. Can do very robust demo & interest targeting.	Real-time participation in cultural events. Publish high quality visual & text based content. Ask questions & have 1:1 conversation with consumers & influencers. Host Twitter chats & parties. Respond to customer service inquiries.	Distribute TV commercials and other video content, and create unique web-based video content. Leverage influencers to create video content. Paid media - pre-roll, banners, in-video, etc.	Publish high quality photographic and video content & engage with fans. Leverage influencers to create branded content.	Integrate Pinterest button on website & optimize web content for Pinterest. Creating rich pins (including product, app, and place) to make content more discoverable. Maintain Pinterest profile & curate relevant content.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Some convergence with Yahoo advertising.	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	SEO  Less commonly used as a content distribution channel, and when it is, it's used mainly by publishers or tech brands.	Behind the scenes, exclusive content. Content must be entertaining, organic, and on the fly.  Working with influencers to engage with fans.
<b>Content Types</b>	Strong visuals (print quality) with less than 20% text on image; embedded Videos	140 character limit Text based, image content, & GIF's	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters" 15-second looped videos	Strong vertical visuals - with links back to (& pulled from) brand website and strong descriptions	Visual / image based content, videos & GIF's	6-second videos	Text-based content. Can include visuals, videos & links back to brand website	Images, videos, drawings, emojis, text
<b>Paid Media</b>	Yes - Robust	Yes - Robust	Yes - Robust	Yes - Needs IG Approval	Yes - App Download & Cinematic and Rich Pins	Yes - Basic	No	Yes - Thru Google	Yes - Discover Feature, Brand Stories
<b>What It Can Help Achieve</b>	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Trial (Mainly Entertainment) Reach New Audiences	Brand Equity Usage Occasions Purchase Intent Brand Engagement Traffic	Awareness Brand Equity Brand Engagement Traffic Sales	Brand Equity Traffic	Brand Equity Brand Engagement	Traffic Search Optimization	Brand Equity Brand Engagement Young Audiences
<b>Major KPIs</b>	Shares, Comments, Likes Impressions, Video Views CTR, CPE, CPF	Retweets, @replies, Favorites, Followers Impressions, CTR, CPF Hashtag use	Video views Video completion rate Comments, Likes	Likes, Comments, Hashtag use, Impressions (on paid)	Impressions, Clicks, Repins, Likes, Comments, CPA, CPE	Reblogs, Notes	Revines, Comments, Loops (# of times video is played)	Clicks, Comments +1's	Views, Screenshots, Replays

# Brand Desires are Simple...



# Measuring the ROI of Social Media



# Các công cụ quản trị mạng xã hội

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# Social listening

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- ❖ Socialbanker
- ❖ SocialMention
- ❖ Topsy
- ❖ Sprout Social
- ❖ MeltWater
- ❖ SocialHeat
- ❖ Social Boomerang
- ❖ Buzzmetrics

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# Social conversation

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- ❖ ArgyleSocial
- ❖ Hootsuite
- ❖ Spredfast
- ❖ Sprinklr
- ❖ Postling
- ❖ Buffer

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# Social marketing

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- ❖ ShortStack
- ❖ EngageSciences
- ❖ BuddyMedia
- ❖ Agorapulse
- ❖ Shoutlet

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# Social Analytics

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- ❖ SimplyMeasured
- ❖ SocialBakers
- ❖ CrowdBooster
- ❖ SproutSocial
- ❖ SourceMetrics

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# Social influencer

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- ❖ Appinions
- ❖ GroupHigh
- ❖ Klout
- ❖ PeekAnalytics
- ❖ Kred

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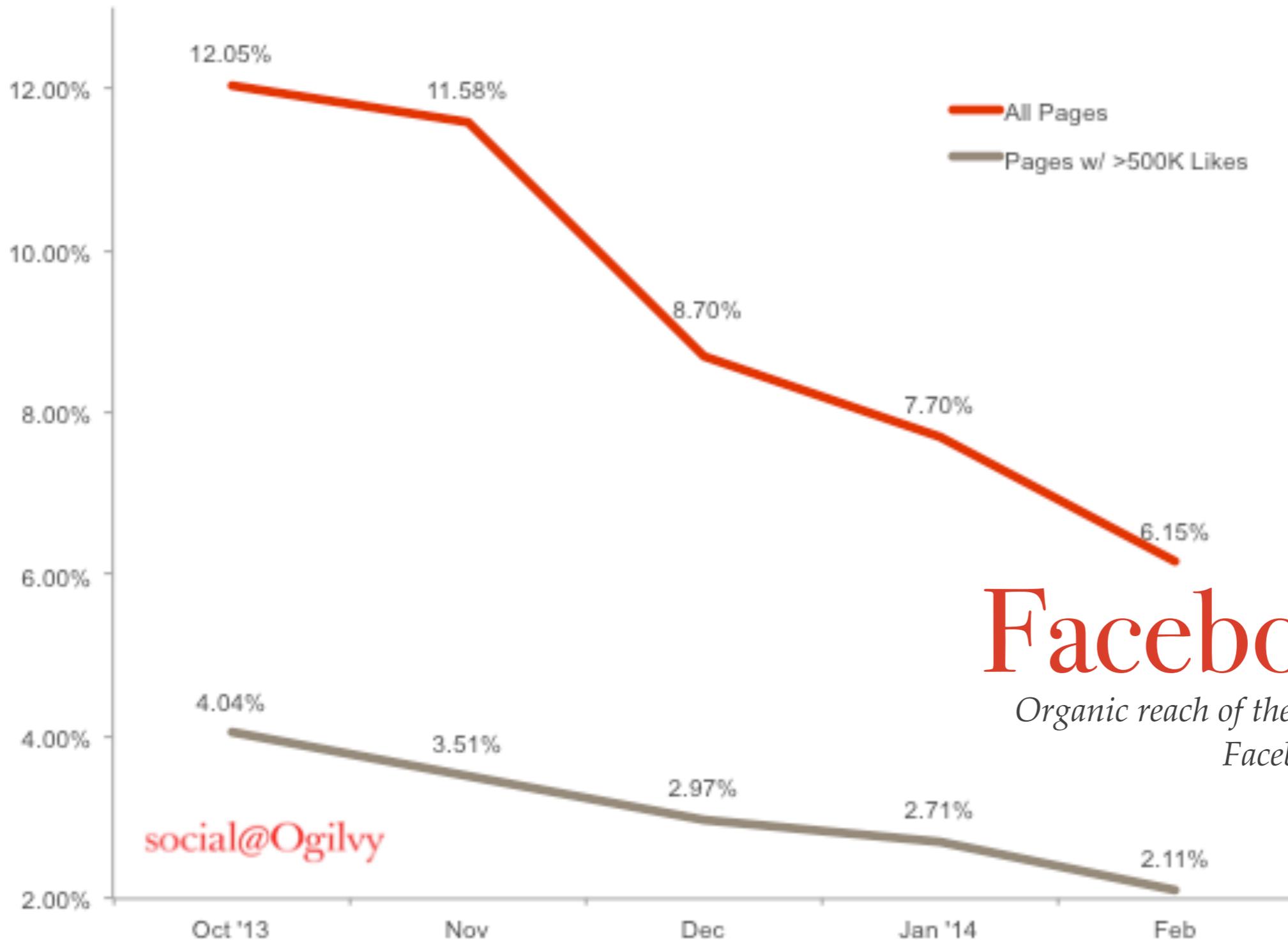
# Case study

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- ❖ WestJet Airlines Christmas Miracle
- ❖ My Starbucks Idea
- ❖ A.1. Original Sauce on Facebook
- ❖ TIPP-EX - A HUNTER SHOOTS A BEAR on Youtube
- ❖ Subway on Twitter
- ❖ Four Seasons on LinkedIn
- ❖ Nest on Google+
- ❖ Marks & Spencer on Instagram

# Xây dựng thương hiệu trên Facebook

# Average Organic Reach of Content Published on Brand Facebook Pages



## Facebook Zero

*Organic reach of the content brands publish in Facebook is destined to hit zero.*

*It's only a matter of time.*

social@Ogilvy

Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

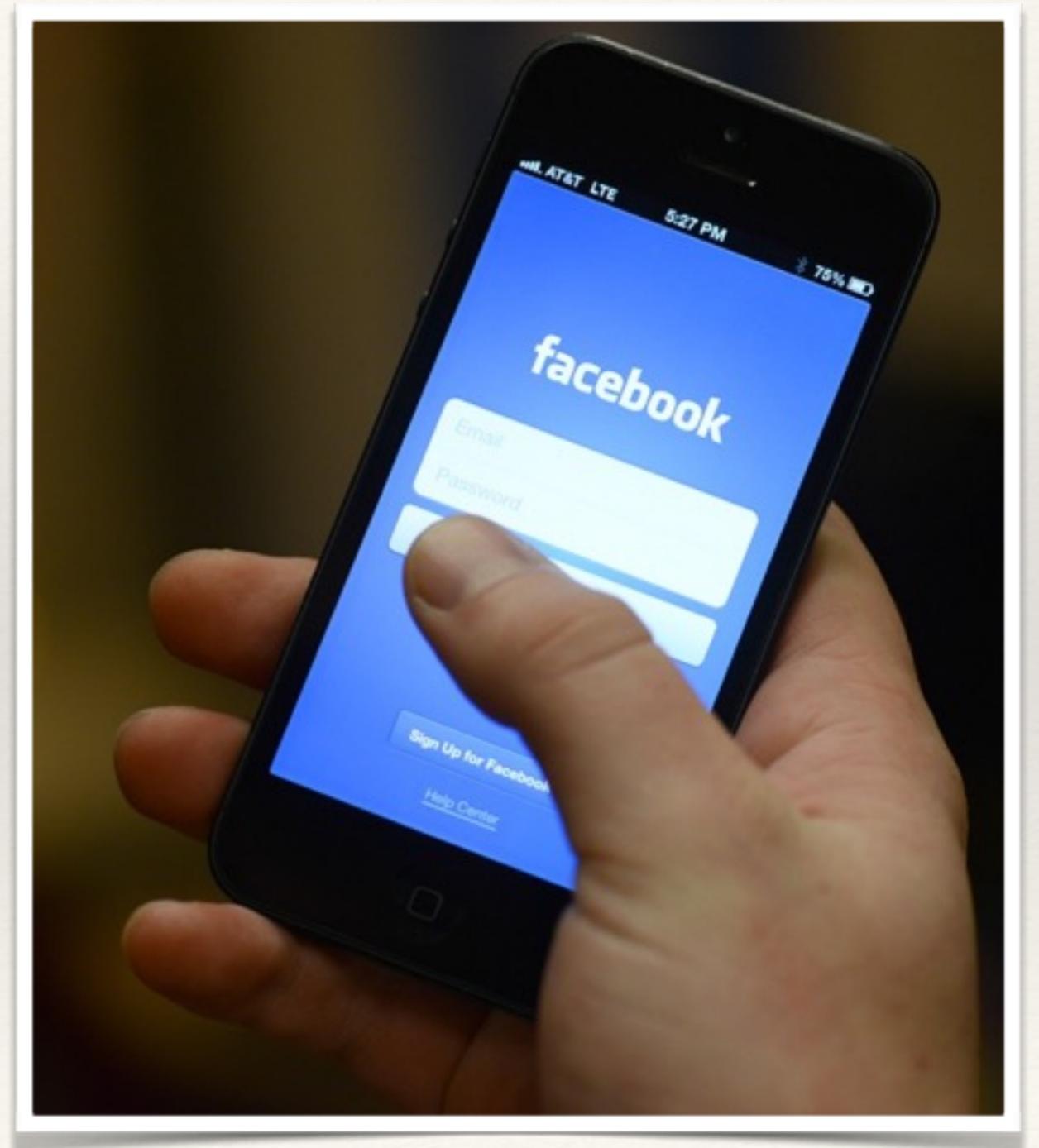
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# Zero Facebook

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Tại VN, Vinaphone phối hợp với Facebook triển khai sử dụng phiên bản Facebook dành riêng cho thuê bao Vinaphone.

Theo đó, khi khách hàng truy cập địa chỉ wapsite <http://0.facebook.com> trên máy điện thoại di động, wapsite sẽ hiển thị trang facebook dưới dạng tin (*text*) như cập nhật trạng thái, bình luận, like, hiển thị thông tin trong trang cá nhân của khách hàng.



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# Facebook Timeline for Brands

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- ❖ Timeline invites brands to play (creatively) in a visually appealing, chronological **space**: Telling a brand history is the obvious application of timeline, but the creative arms race will be reinvigorated as top brands out-do each other with inventive timeline uses.
  - Brand History: [Coca Cola](#)
  - Gamification: [Fanta](#)
  - Brand Vision: [The New York Times](#)
- ❖ Timeline raises the creative bar, and creative investment: Historically, many brands re-used content from other platforms as filler for Facebook posts. Brands who are fully adopting a unique timeline strategy will need to recalibrate levels of investment in creative direction and resources in order to develop Facebook timeline content.
- ❖ It's all about "storytelling": The community management calendar process will need to be revisited to accommodate text editorial and high volumes of multimedia. This will impact timelines, review cycles and brand teams involved in the process.
- ❖ Reach Generator will make brand posts work harder with existing fans: Reach Generator will literally promote an entire post as an in- newsfeed promoted ad. This means the job of community manager expands to include media planning/ deployment as well as posting and moderation.
- ❖ A new collaborative ownership model is important to success: Who owns your page? Who manages it? Now that Timeline allows your brand's page to become a true integrated paid/earned channel, it's important to have paid and earned experts in place working in tandem to take advantage of this new landscape.

# Likes shouldn't be the end goal



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# Do this: The algorithm loves ...

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- ❖ Posts with lots of comments
- ❖ Posts with lots of likes
- ❖ Post types that users seem to prefer more than others (e.g., photo, video, or status update)
- ❖ Posts that reference a trending topic
- ❖ Posts that receive a high volume of likes, comments, or shares in a short time
- ❖ Link posts
- ❖ Videos uploaded to Facebook that receive a large number of views or extended viewing duration
- ❖ Posts that tag other pages within the text
- ❖ Posts that are liked or commented on by one's friends
- ❖ Posts from pages that one interacts with often
- ❖ Post types that one interacts with often
- ❖ Posts from pages with complete profile information
- ❖ Posts from pages where the fan base overlaps with the fan base of other known high-quality pages
- ❖ Images and videos that have not previously appeared in the Open Graph
- ❖ Links that have not been posted before

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# Don't do this: The algorithm is not too keen on ...

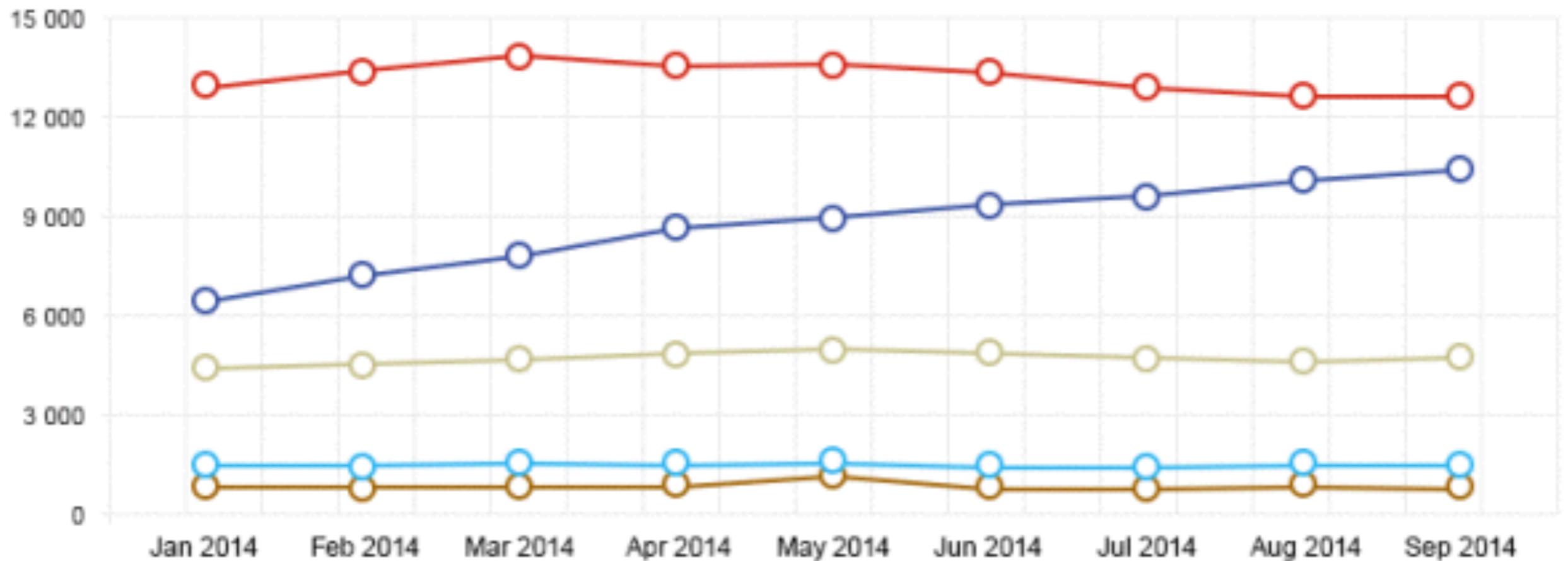
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- ❖ Clickbait
- ❖ Frequently circulated content and repeated posts
- ❖ Like-baiting
- ❖ Posts that include spammy links
- ❖ Text-only status updates from pages
- ❖ Posts that are frequently hidden or reported (a sign of low quality)
- ❖ Posts that contain the words “like, comment, or share”
- ❖ Posts with unusual engagement patterns (a like-baiting signal)
- ❖ Posts that receive negative feedback categorizes as “meme content”
- ❖ Posts that are classified as memes by Facebook's visual analysis of overlaid text on image

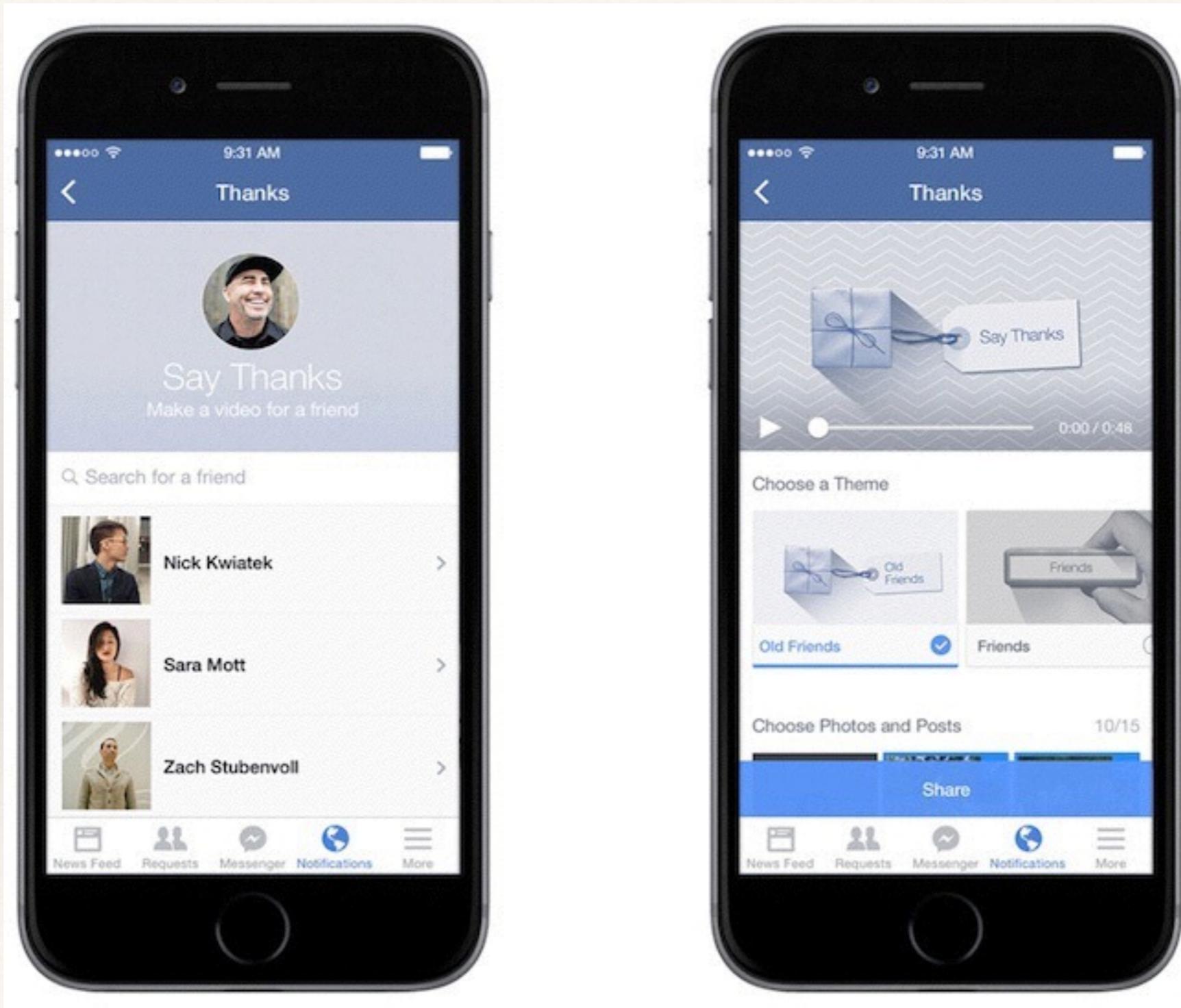
# Facebook Video

Share of Number of Video Posts

YouTube Facebook Others Instagram Vimeo



# Facebook: “Say Thanks”



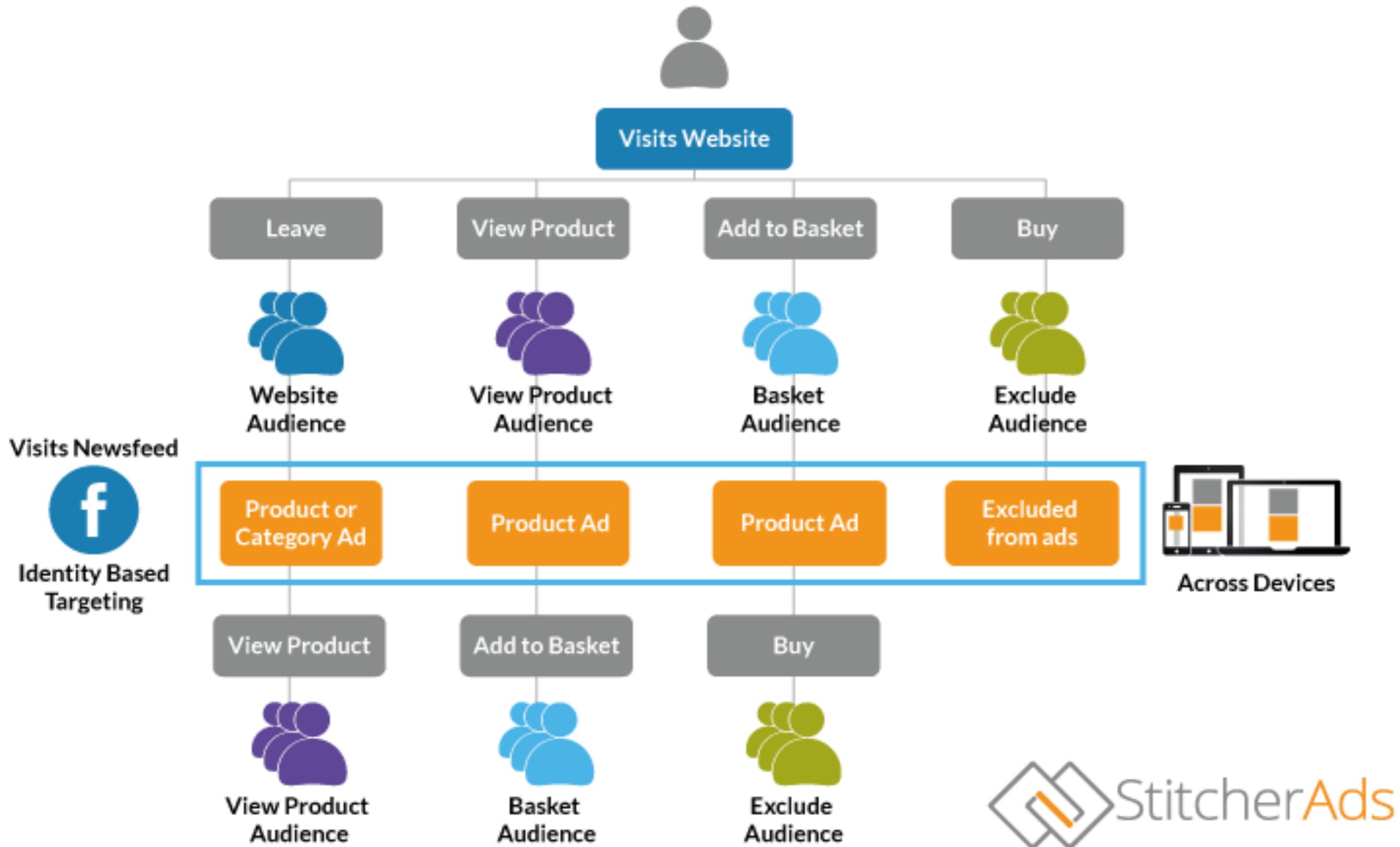
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# Facebook ads

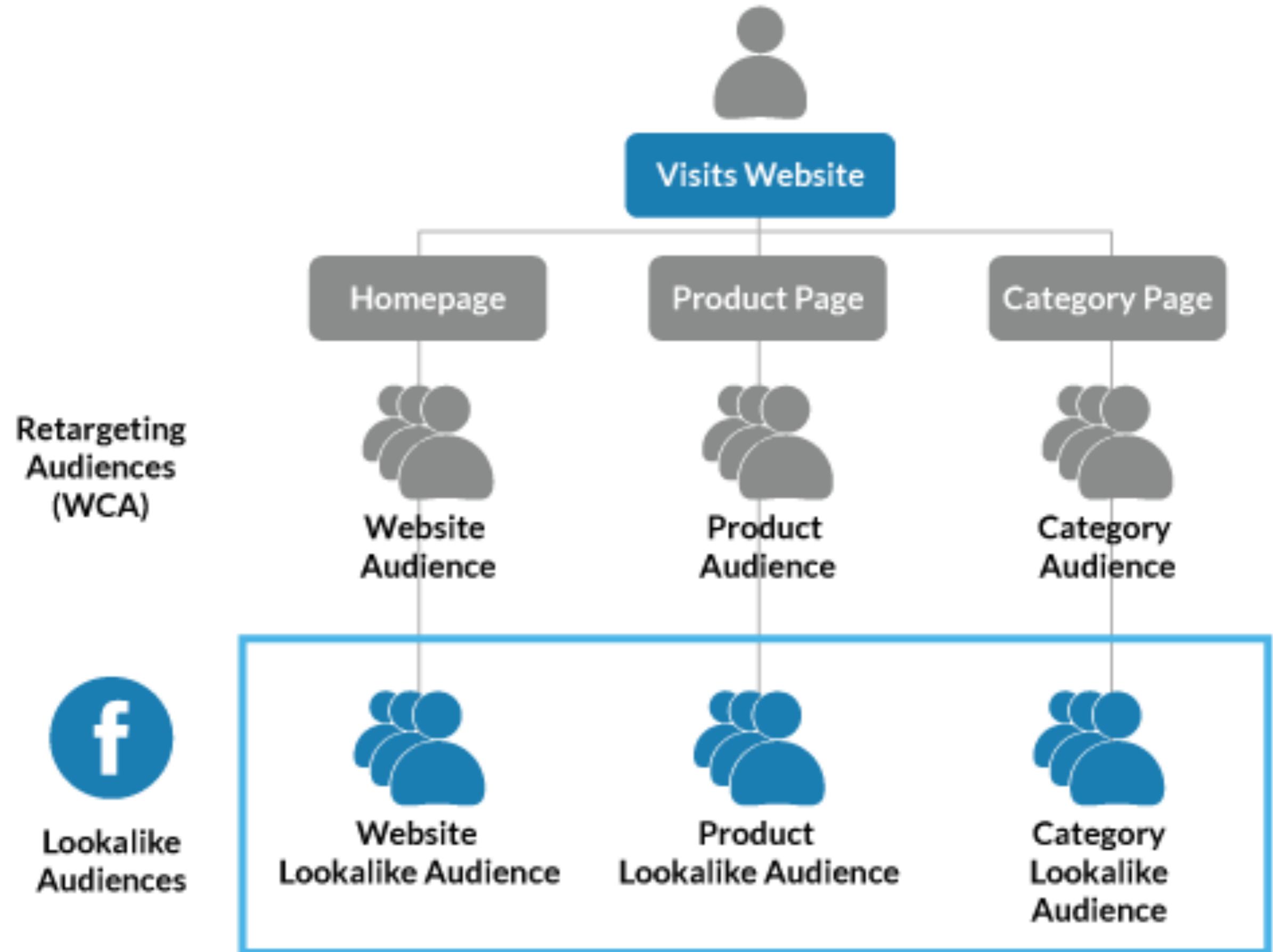
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Structuring your Facebook campaigns

# Facebook Retargeting - Web Custom Audiences



# Facebook Lookalike Audiences



# Facebook monitoring tools



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# Facebook Apps

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- ❖ Pagemodo
- ❖ Woobox
- ❖ Shortstack
- ❖ AgoraPlus
- ❖ FanAppz
- ❖ HootSuite
- ❖ Birthdayfb
- ❖ Birthday Cards

# Lập chiến dịch trên Facebook

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# Chiến lược nội dung

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CÂU CHUYỆN VỀ  
THƯƠNG HIỆU

GIỚI THIỆU SẢN PHẨM,  
DỊCH VỤ, KHUYẾN MÃI,  
SỰ KIỆN

THÔNG TIN TƯ VẤN, CÓ  
GIÁ TRỊ

KHÔNG GIAN ĐỂ CHIA SẺ,  
Q&A, THU THẬP THÔNG TIN,  
PHẢN HỒI, CHĂM SÓC KH

CUỘC THI, GIẢI THƯỞNG

GIẢI TRÍ, MINI GAME

# Action plan

THỜI GIAN	GIAI ĐOẠN 1	GIAI ĐOẠN 2	GIAI ĐOẠN 3
THÔNG ĐIỆP	Thông điệp thương hiệu trong từng giai đoạn		
MỤC TIÊU	Nhận biết thương hiệu	Tương tác với thương hiệu	Phát triển cộng đồng trung thành & ủng hộ thương hiệu
HOẠT ĐỘNG	Những hoạt động cụ thể trong từng giai đoạn nhằm thực hiện mục tiêu		
KPI			

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# Bài tập nhóm

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- ❖ Lập & triển khai 1 chiến dịch Xây dựng thương hiệu trên Facebook với mục tiêu tự chọn