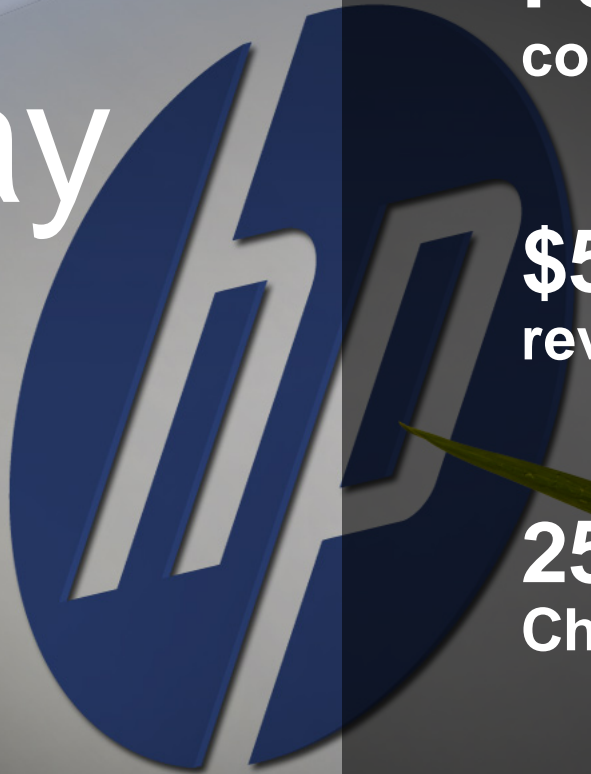




Putting Paid Social Media to Work for Your Brand

Leslie Drate, US Consumer Print Social Media
August, 2016

HP today



**Fortune 100
company**

**Operations in
170 countries**

**\$52.7B revenue
revenue in FY15 ¹**

**~50,000
employees**

**250,000+
Channel partners**

**Fortune
Most Admired
#7 in technology**

**18,000+
patents**

¹ Total net revenue is based on non-GAAP segment reporting for fiscal year 2015. Total net revenue is calculated based on total segment revenue, which does not include intercompany eliminations.



Print & PC leadership



HP's Commercial PCs
rank #1 or #2
in 44 of the top
50 countries



HP ships 1.7 PCs
every second



HP's Printing
ranks #1 or #2
in 46 of the top 50
countries (ink + laser)



HP ships 1 printer
every second



Powering **430**
of the Global Fortune
500 companies



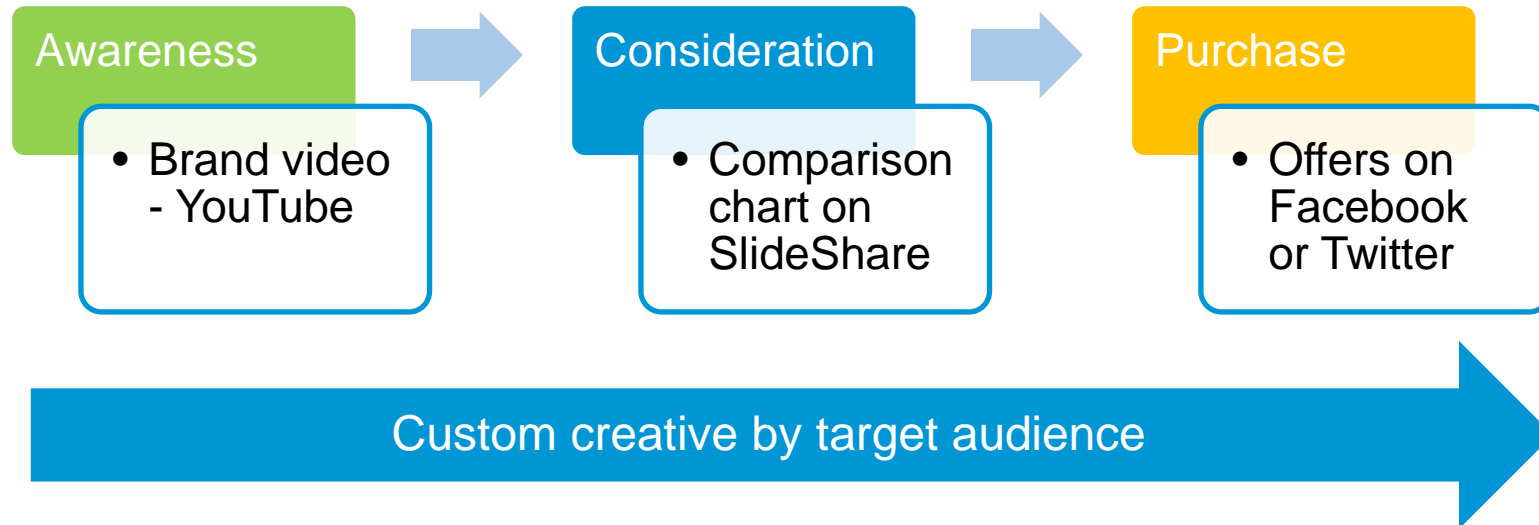
7 Steps to a Social Media Campaign

1. Objectives
2. Budget
3. Target audience
4. Key messages
5. Content types
6. Platforms
7. Targeting and retargeting

1. What Are Your Campaign Objectives?

What do you want to accomplish? Will this be a paid campaign?

- Awareness – watch a brand video, influencer content
- Consideration – watch an unboxing video, comparison charts, infographics
- Purchase – Buy Now buttons, pricing offers, coupon codes



2. Establish Your Budget

Run the scenarios to determine how much money you'll need:

Target audience: 1 million = $\$7.09 \times 1,000 = \$7,090$

Don't forget to add your cost of creative

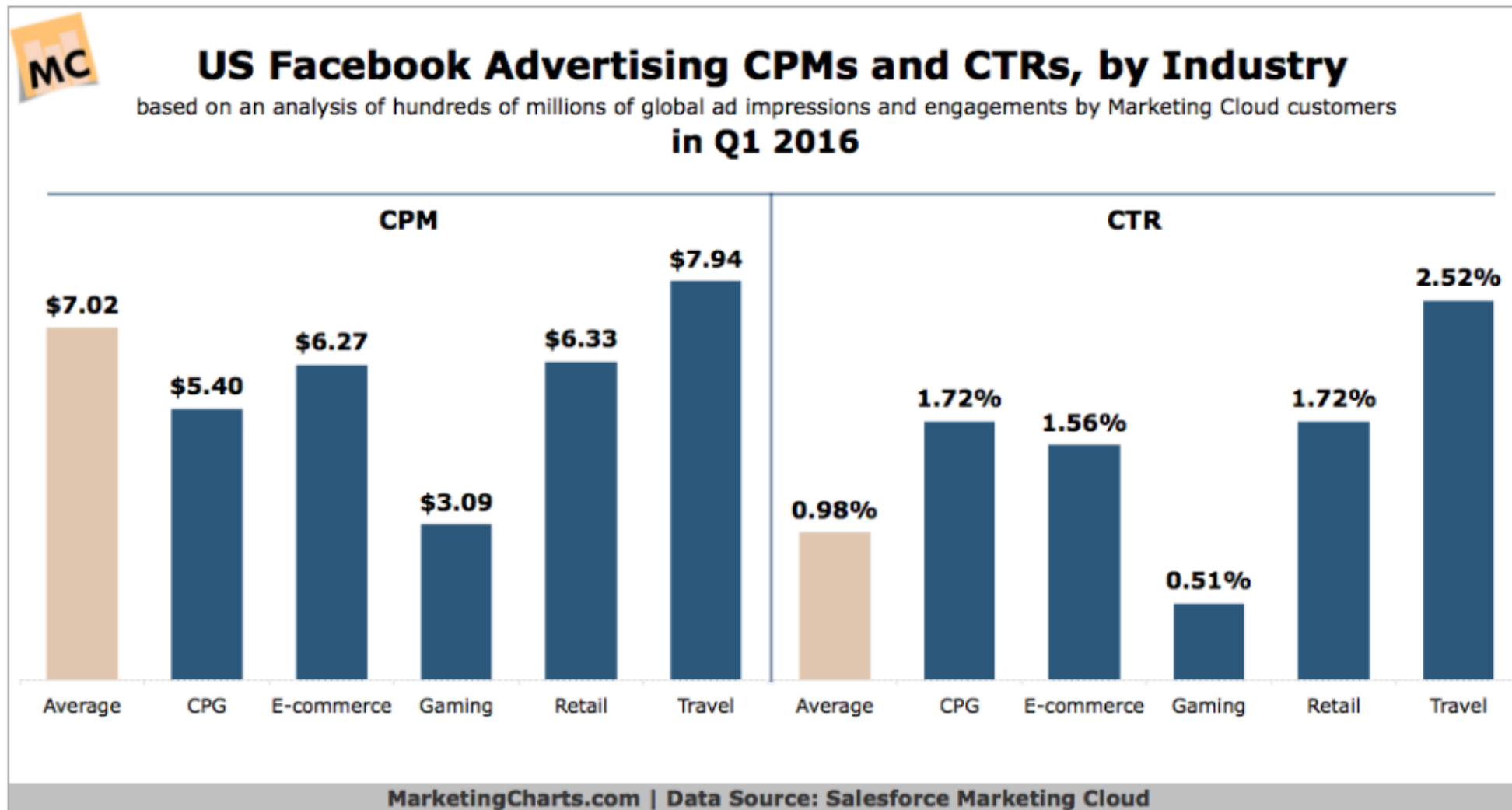
Click through rate: .98% = 9,800 clicks

Conversion rate on landing page: 2.35% = 230 sales

Value per conversion: $\$50 = \$11,500$ in sales

How to Define Your Paid Social Media Budget

Some benchmarks to start with

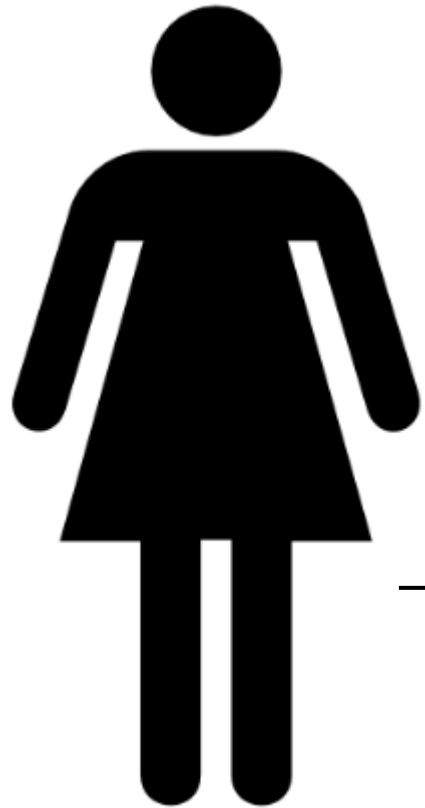


3. Who Is Your Target Audience?

Facebook, Instagram, Twitter and YouTube offer these targeting options

- Location - country, state, zip code, or even the area around your business
- Demographics - age, gender, interests—and even the languages they speak
- Interests - hundreds of categories like music, movies, sports, games, shopping and more
- Behaviors - things they do—like shopping behavior, the type of phone they use, or if they're looking to buy a car or house
- Connections - reach the people who like your page or your app—and reach their friends, too (lookalikes)
- Keywords – especially helpful on Twitter

Know Your Target



- Shops at Best Buy
- 36 years old
- Shopping for printers
- Has school-aged children

4. What Are Your Key Messages?



The new DeskJet 3700—With so many colors to choose from, the pop art masters would've gone pop wild hp.com/go/deskjet3700



Like Comment Share



Never run out of ink, nor inspiration. Introducing HP Instant Ink, an ink subscription service that delivers ink right to your door before you run out.



Enroll to save up to 50% off on ink

Ink delivered right to your door

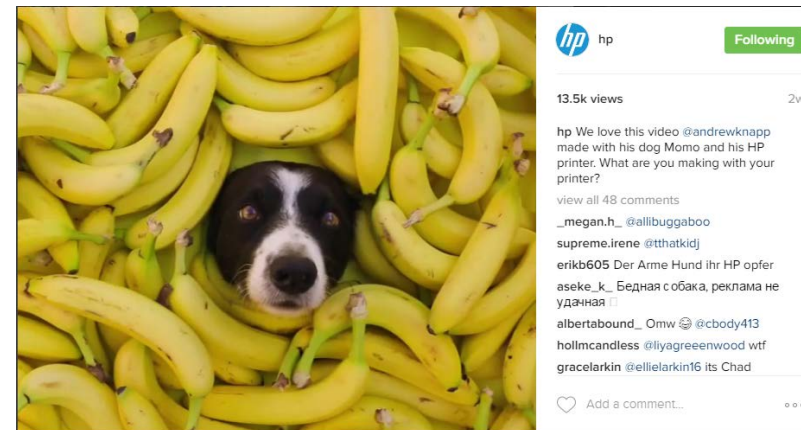
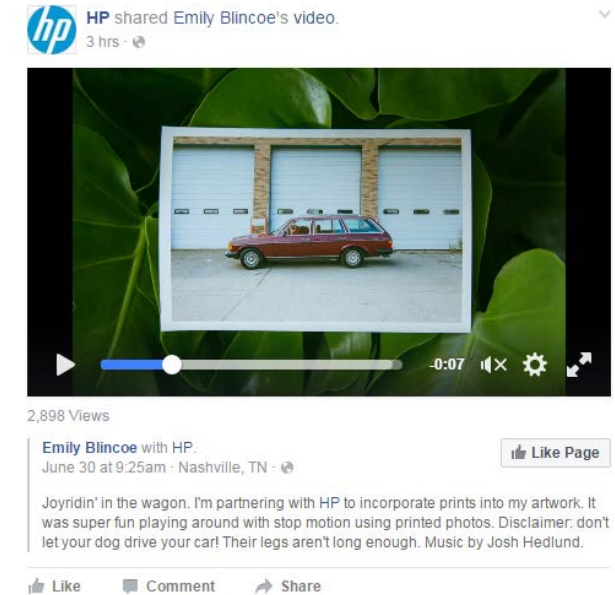
HP.COM

Sign Up

Like Comment Share

5. Choose Your Content Type

- Text posts
- Text and image
- Instagram image – higher quality
- Text and video
- Animated GIFs
- Influencer content
- Shares, retweets
- Snapchat
- Live: Periscope, Facebook Live
- Paid options like:
 - Carousels
 - Canvas
 - Snapchat filters



6. Choose Your Social Media Platform

- Facebook – widest audience, storytelling, graphics and <2-min. videos
- Instagram - graphical stories and <60 sec. videos
- YouTube – everyone, search, brand awareness, influencer, how-to
- Twitter – analysts, employees and media; trends male, real-time, Vine, Periscope – news-oriented
- Snapchat – 14-18; real-time photos and videos, filters, mobile
- LinkedIn – better targeting for business
- Google+ - trends male and technical



7. Buying Targeted Media



Target Audiences

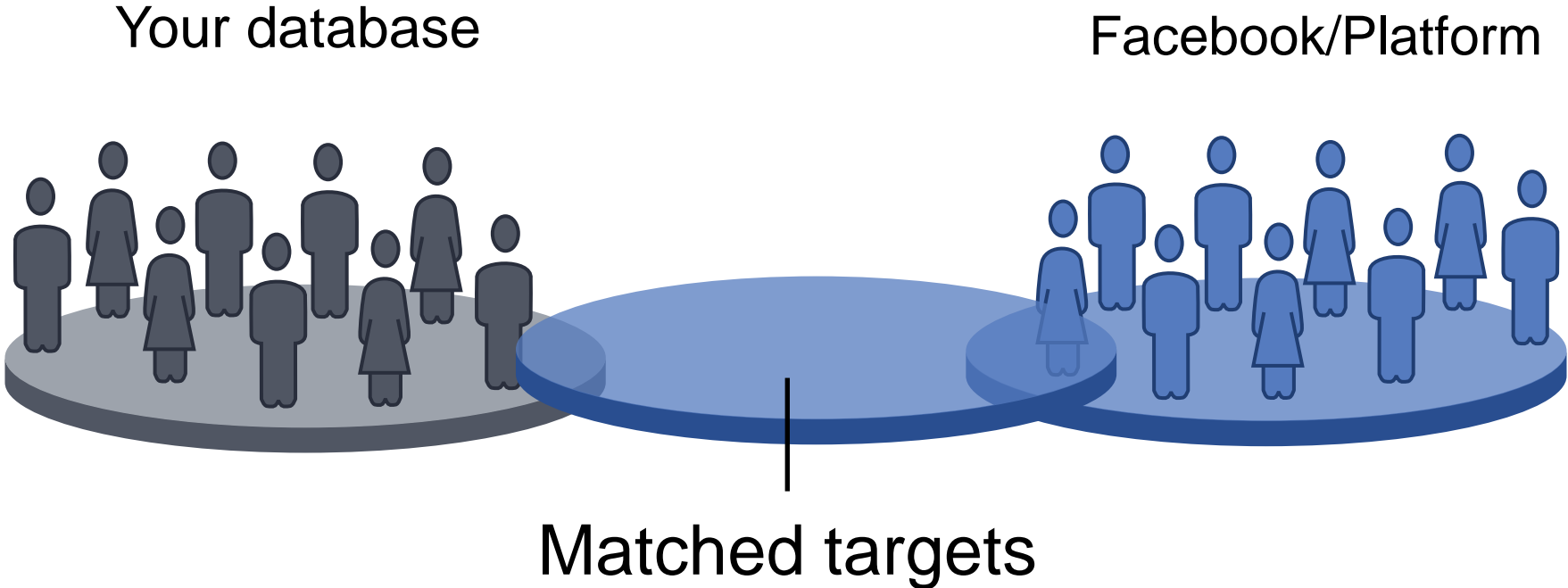
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- Keywords

Retargeting – Getting More for Your Paid Social Media Dollar

- Targeting is good, but retargeting allows you to focus marketing dollars and brand messaging on a specific target audience that is more likely to buy from you than other audiences
- Retargeting is more affordable, efficient and effective
- Types of data
 - CRM data
 - Website visitors
 - Data you buy
 - Data you borrow

Custom Audiences on Facebook

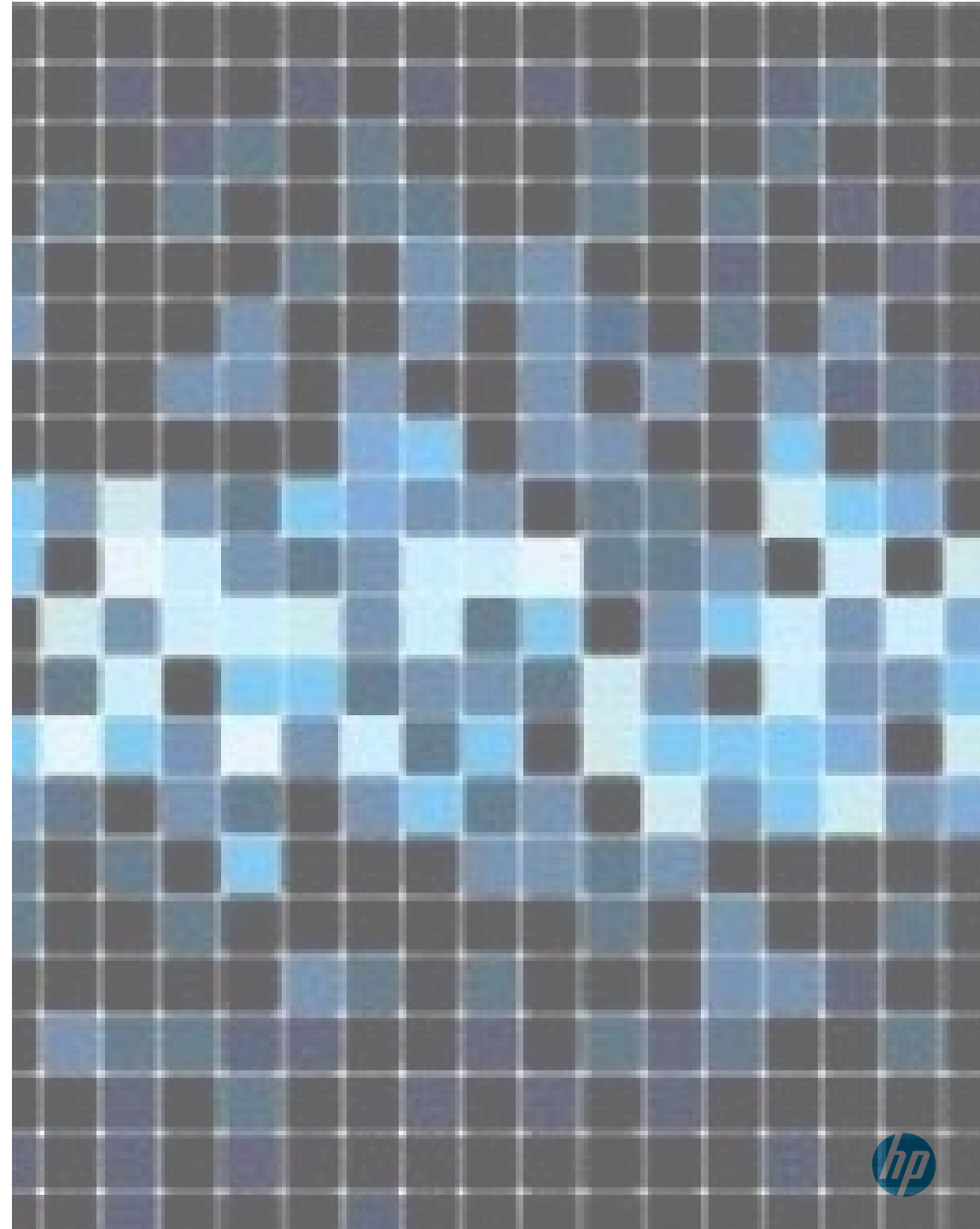


Website Visitor Data

Available for Facebook and Twitter

How it Works

- Place a pixel on key web pages
- Build audiences you can target on social media
- Track conversions
- Target visitors to specific pages
- The day you post the pixel code you have zero customers in your database

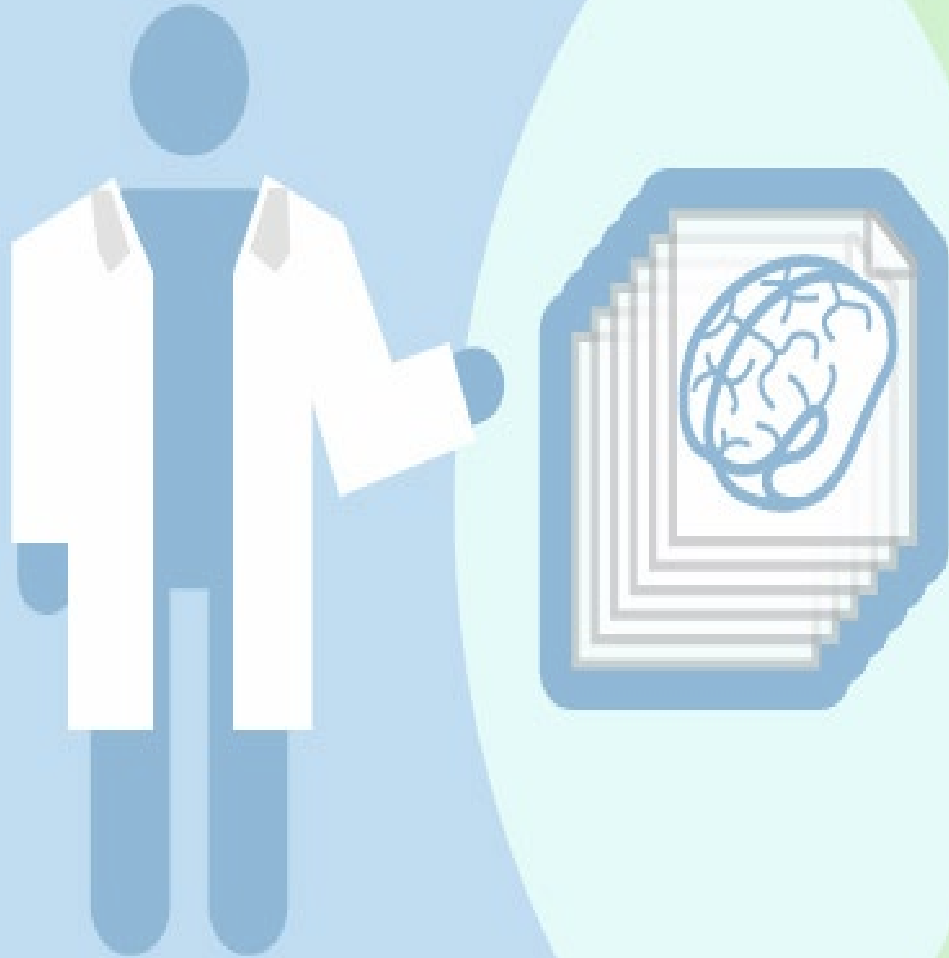


Case Study

- Facebook Retargeting: April, 2016
- Tested
 - Facebook targeting
 - HP Custom Audience
 - HP Pixel Audience
- Results
 - The Custom Audience using HP data performed **4X** more efficiently at delivering the audience to the **landing page**
 - Cost per **order** for the Custom Audience was 71% lower than Facebook targeting

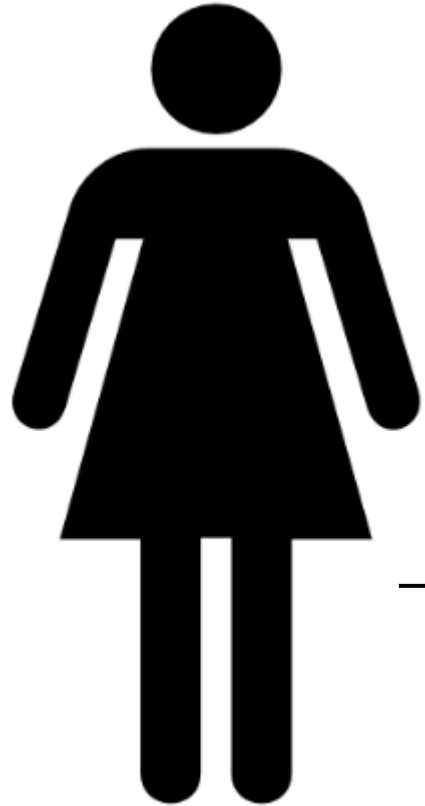


Borrow Partner Data



- Consider which of your partners share your goals
- Ask your partners if you can target their customers on social media
- Your partner can run the social media advertising via their account or you can run it on yours

Buying Social Media Data



- Shops at Best Buy
- Lives in Denver
- Shopping for printers
- Has school-aged children

What we discussed

1. Objectives
2. Budget
3. Target audience
4. Key messages
5. Content types
6. Platforms
7. Targeting and retargeting



Questions?

[@lesliedrate](https://twitter.com/lesliedrate)