

Twitter Thread by Jerry Daykin

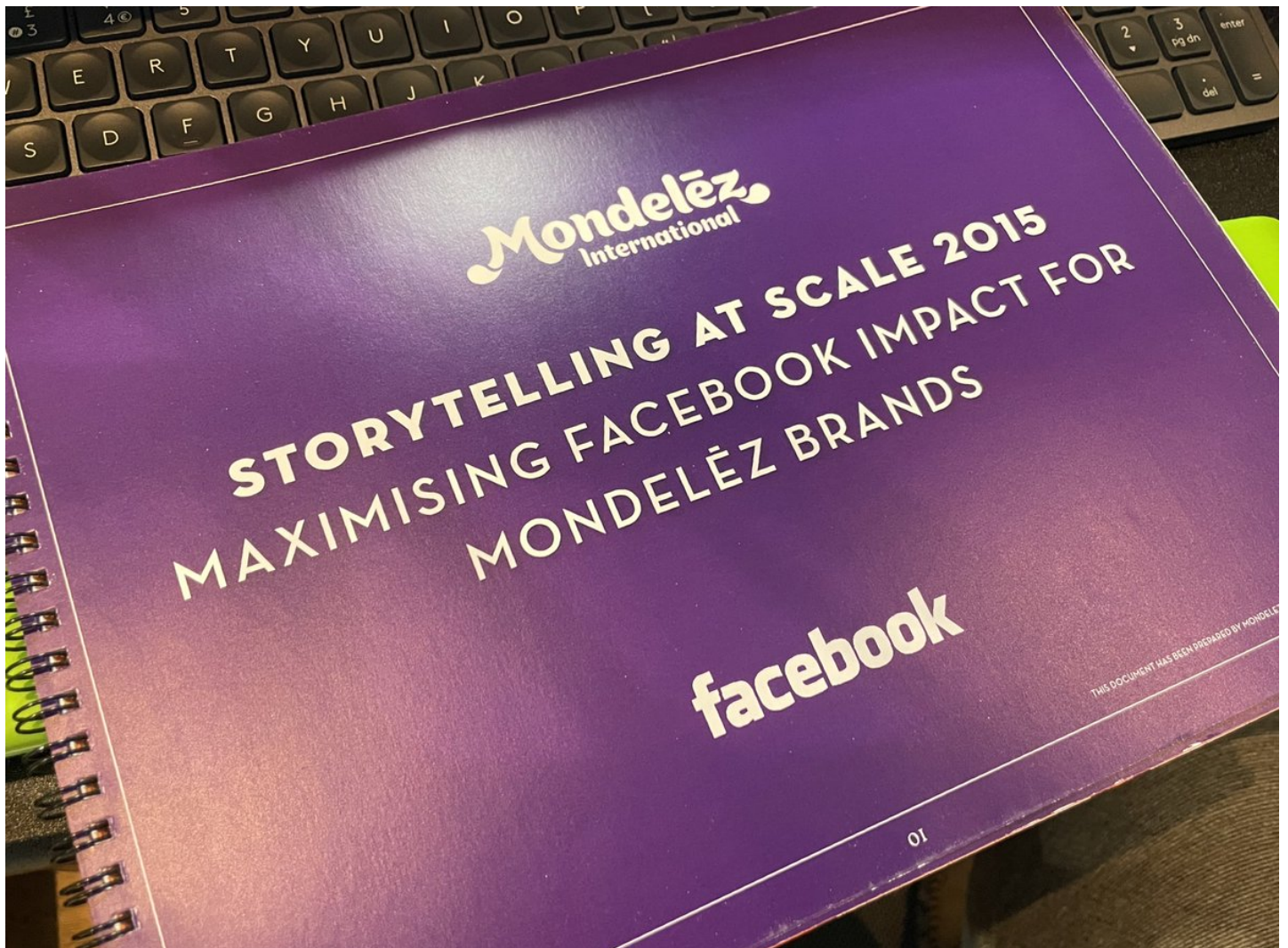


Jerry Daykin

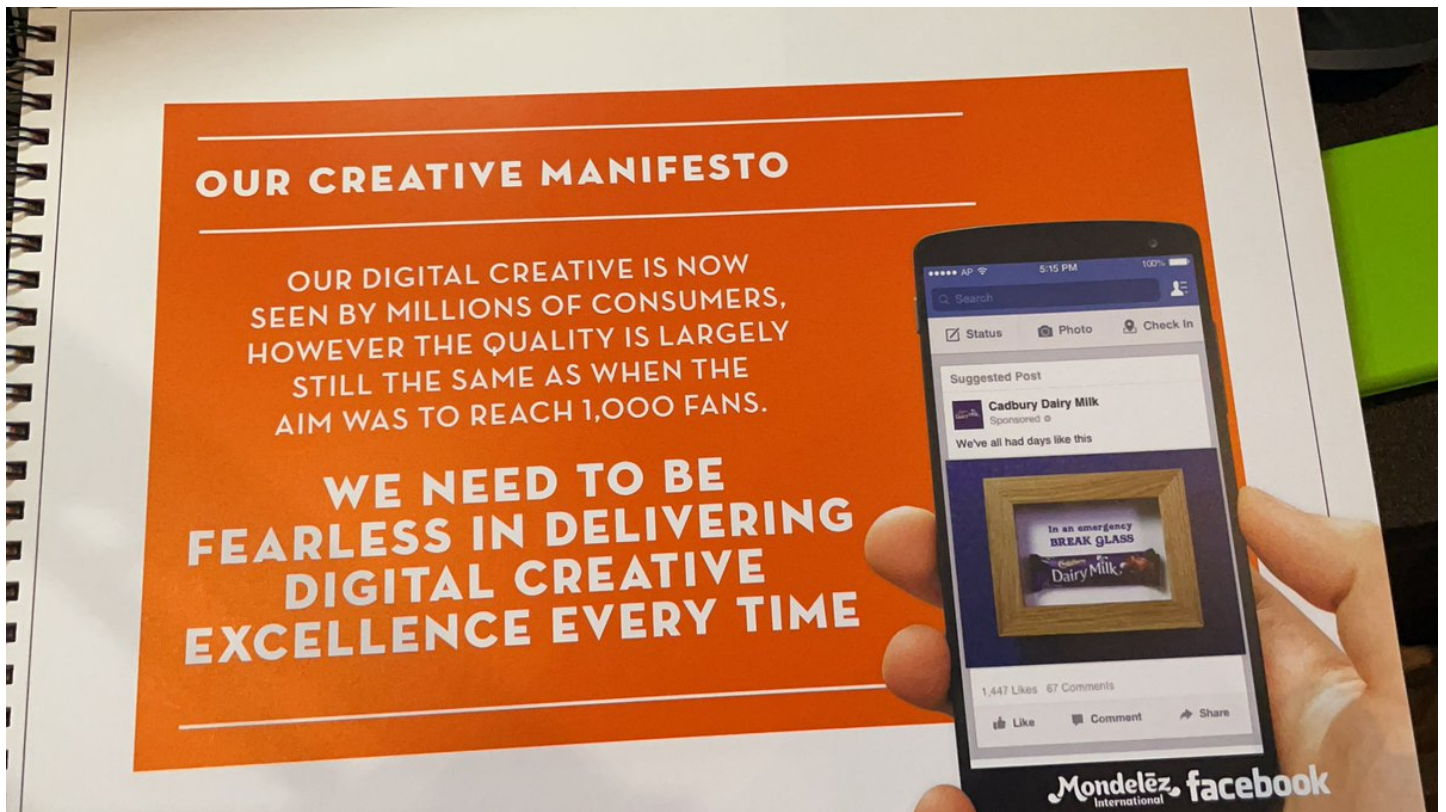
@jdaykin



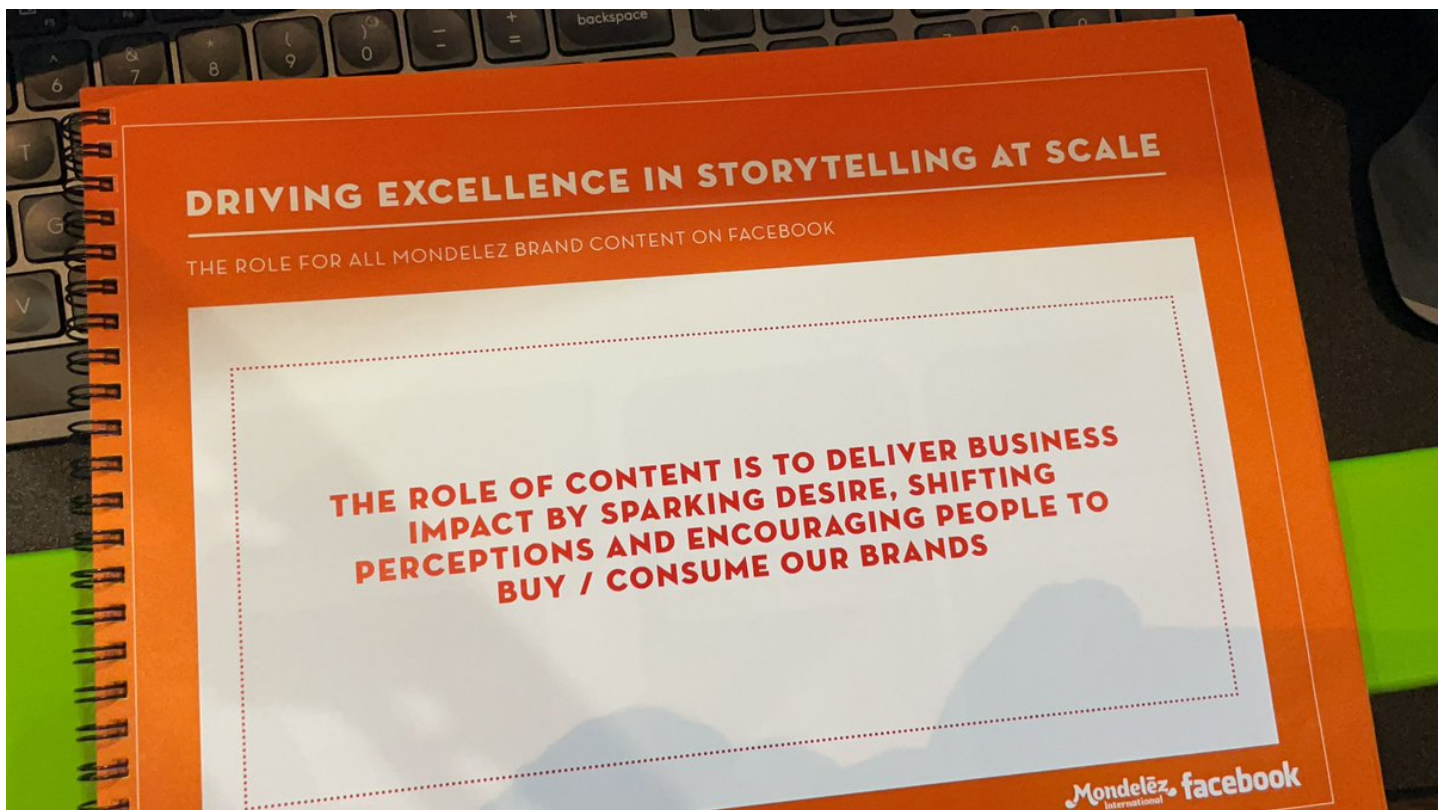
Time to lift the lid? Can you 'live tweet' reading a 6 year old playbook you co-wrote and it not be the be the most boring thing ever? How could something written about social media 6 years ago possibly even be relevant eh?! #StorytellingAtScale



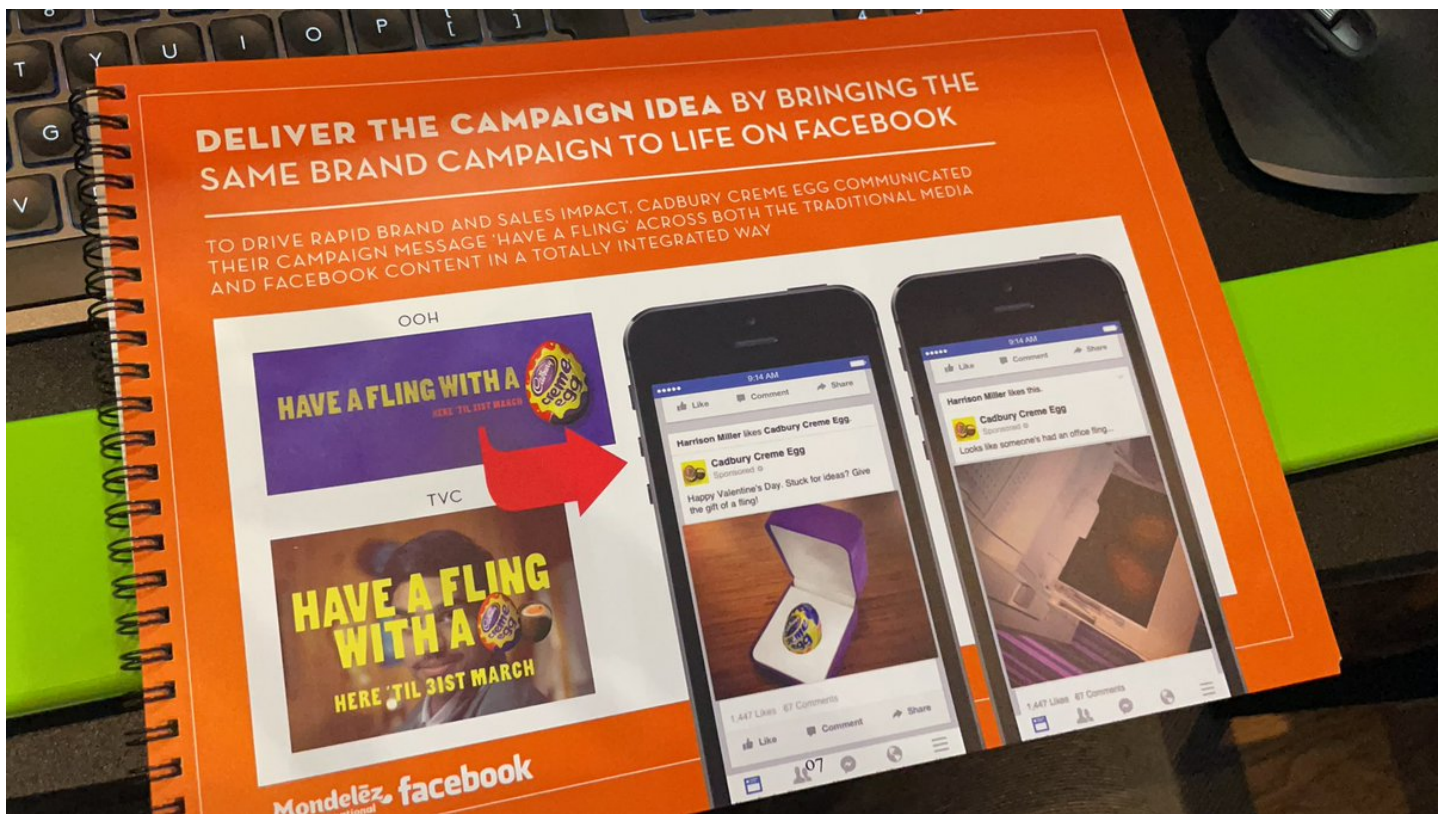
From a creative perspective we could almost stop right here... the biggest challenge in churning out content is that you don't give yourself the time to make exceptional content that you'd actually want millions of people to see... like your TV ads. #StorytellingAtScale



This doesn't seem... controversial? But we gave it a whole page because frankly all too often it still is ■■■■
 #StorytellingAtScale

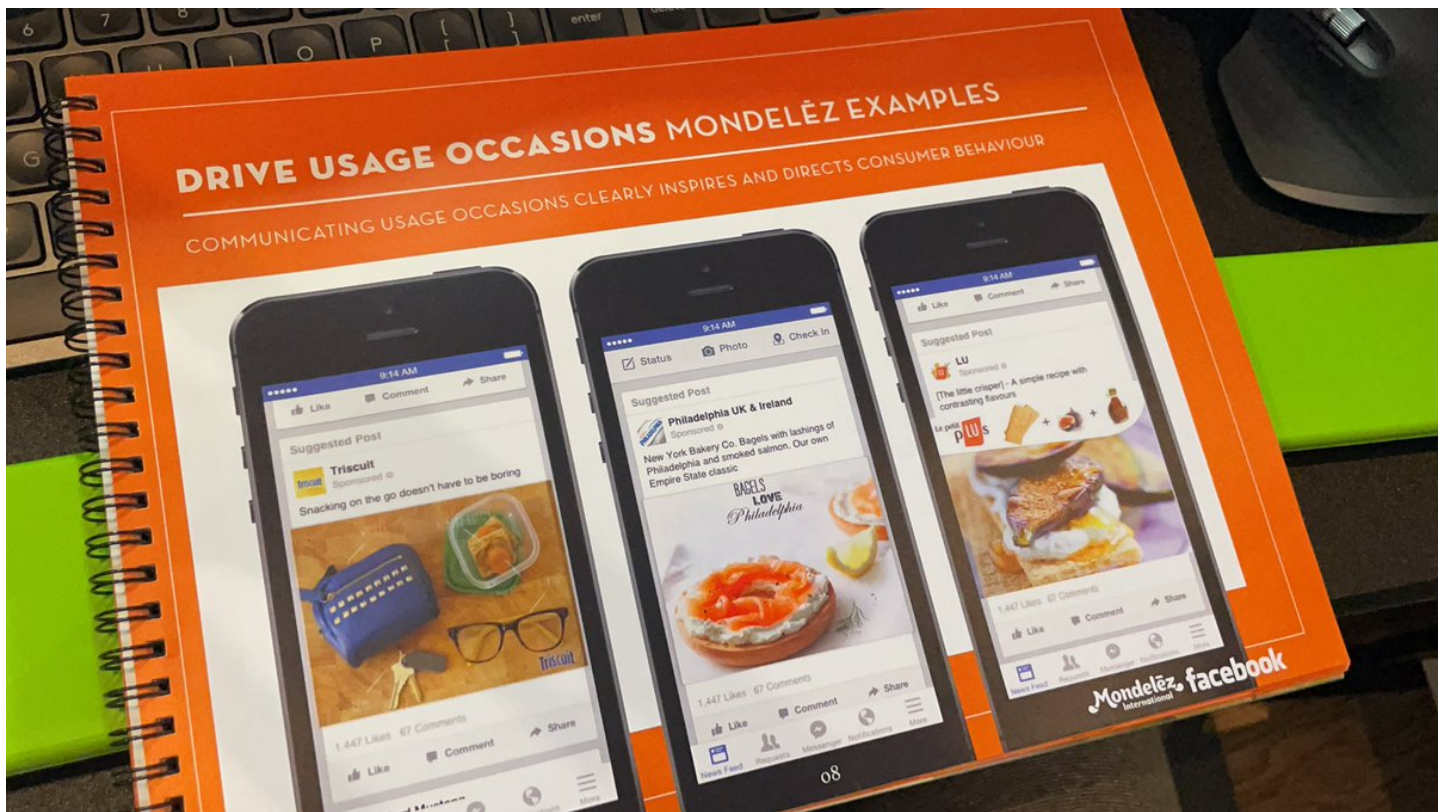


An integrated campaign that brings the same campaign idea (and distinctive assets ideally) to life but in a way that makes sense on social...? Sounds pretty obvious. This was the output of the first ever UK 'Publishing Garage' workshop with Facebook & Elvis. #StorytellingAtScale



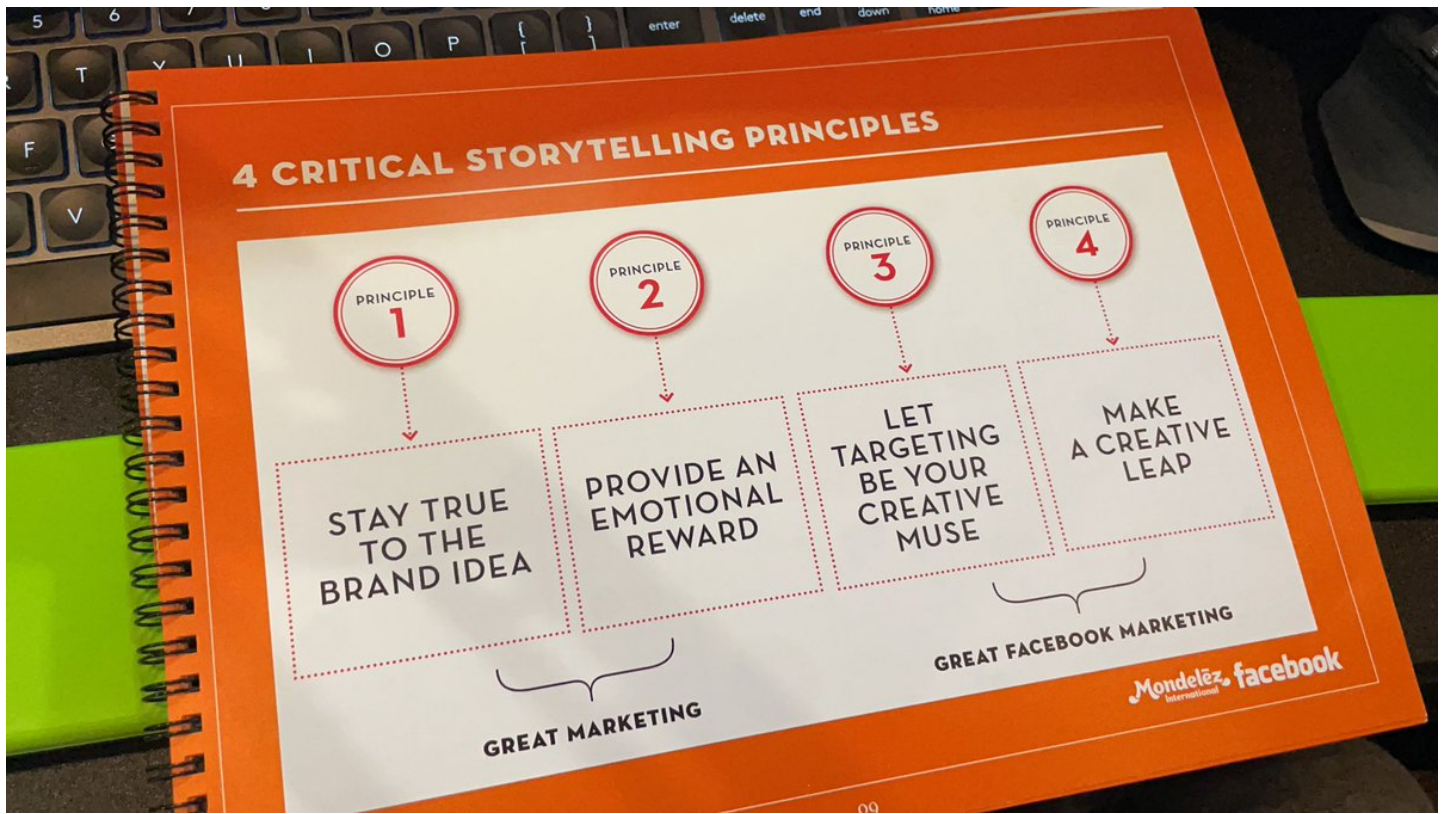
Ahh yes, perhaps not award winning creativity but let's acknowledge FB isn't always the biggest/broadest brand building canvas... practical occasion based (category entry point even?) content and simple reminders or prompts play a big role.

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Look, this isn't rocket science is it folks... but yes, apply good brand & creative best practice to your social content too.

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Did I mention I used to work on Oreo? I think I do say it in passing occasionally... but anyway, the Daily Twist was more a triumph of consistency (in content AND reach) than it was for inspiring a one off (but fun) Tweet. #StorytellingAtScale



Honestly we came to see that even this 'reduced' calendar was WAY too much content and nothing was getting maximised reach or wear in (let alone wear out) but yes is more is still a good take home. #StorytellingAtScale



Remember Facebook Apps? We were fighting those back then... we won that battle much more cleanly than the ongoing war against cheap tricks in social ■ #StorytellingAtScale



Ooh, this is a glorious slide in which we named and shamed some of our own brands for the cheap tricks they were using!

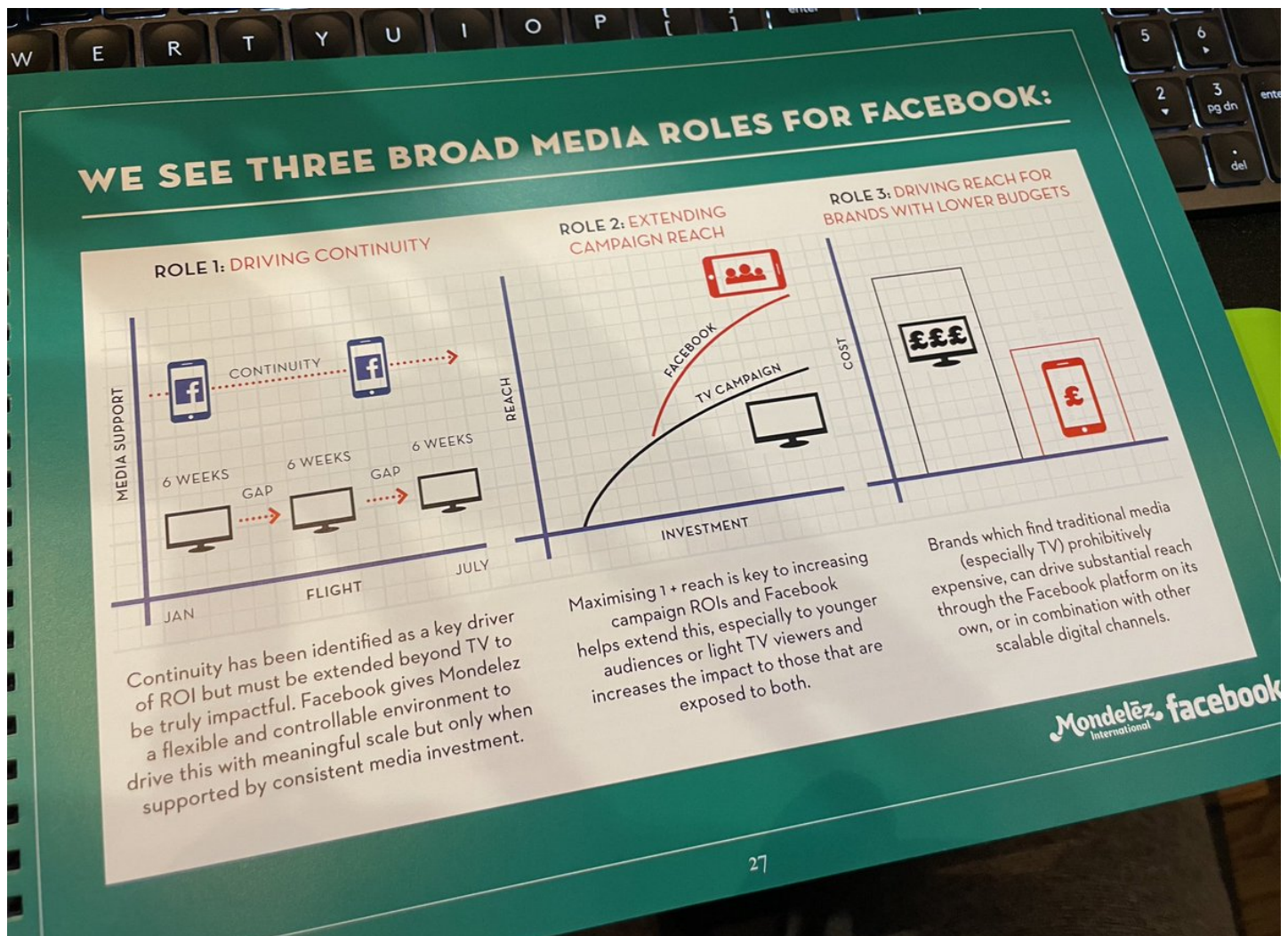
Cute animals ■
Desperate plea for engagement ■

Forced engagement competitions ■

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[This Slide Image Is Redacted ■]

Ahh media thinking... imagine approaching social media platforms as serious media channels with opportunities to drive continuity, increase reach, or allow smaller brands to activate?! #StorytellingAtScale

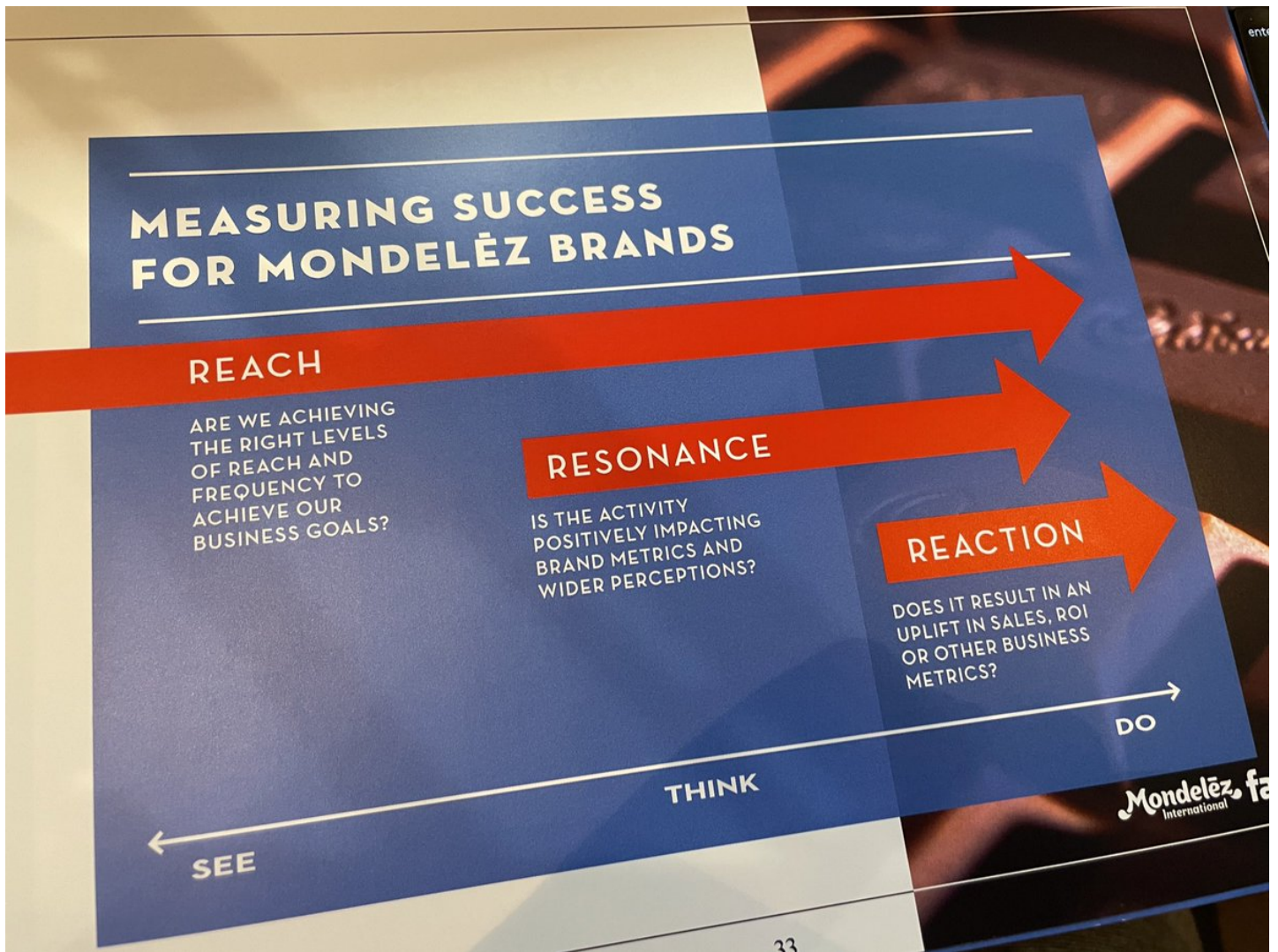


And the media money shot... things have evolved a bit but not a lot since then. NB - we're not talking about a few hundred £ here and there, we're talking about how we scale social to reach 50%+ of our total target consumers on a regular basis. AKA #StorytellingAtScale

BEST PRACTICE MEDIA PRINCIPLES

	CONTINUITY	CAMPAIGN
REACH TARGET	50%-60% OF AVAILABLE TARGET AUDIENCE	60-75% OF TARGET AUDIENCE
FREQUENCY	<p>Average Frequency Target: 1-2 per week, 12 max per campaign</p> <p>Frequency of Creative: Brands should focus on producing 5-8 strong pieces of creative a month, rather than attempting to post every single day.</p>	
FLIGHT LENGTH	N/A	6-8 WEEKS
TARGETING	<p>Prioritize Broad Reach over Niche Targets - We should prioritize driving reach to a broad audience (typically defined only by age and possibly weighted by gender).</p>	
PLACEMENT	<p>Focus on the Feed - News Feed drives 8X better results than Right Hand Side, so let's put Mondelēz brands where we know we have the best chance of driving front of mind awareness.</p> <p>Mobile First - The majority of impressions will naturally fall on mobile (reflecting consumer usage) but we should consider artificially accelerating this where appropriate to get closer to purchase.</p>	
BUYING	<p>Whenever possible, use the Reach & Frequency Tool to plan and control frequencies, layered with discounted Reach & Target Blocks used to drive peak reach within campaigns.</p> <p>Avoid buying on a standard CPM basis where possible as the inability to cap frequency means the effective cost per unique reached rapidly increases.</p> <p>Our approach to Facebook in nearly all instances should be to reach consumers with great content there, not drive them to another destination. Buying on a CPC basis reaches a small 'cheaper' and more likely to click audience which in fact makes it even more expensive on a genuine cost per unique basis.</p>	

Measuring social based on... reach, resonance & reaction? Not social metrics and engagement? ■ did we reach enough people? Did we make them think anything different? Did we make them do anything different? #StorytellingAtScale



Long time listeners... it won't surprise you to learn I went hard against 'engagement' - rebranded as 'digital actions' to try and find a role for, but really clear it's not about business value in itself, MAYBE about content testing (I'm less convinced now) #StorytellingAtScale

DIGITAL ACTIONS

WHAT ARE DIGITAL ACTIONS?

TRADITIONALLY, 'ENGAGEMENT' MEANT MOVING THE HEARTS AND MINDS OF CONSUMERS. IN THE DIGITAL AGE, MARKETERS STARTED REFERRING TO CLICKS ALSO AS 'ENGAGEMENT' WHICH HAS CAUSED SIGNIFICANT CONFUSION. TO CLARIFY, MONDELÉZ IS ADOPTING THE LANGUAGE OF 'DIGITAL ACTIONS' WHEN REFERRING TO THE CLICKS THAT ARE MADE ON OUR BRAND STORIES ON FACEBOOK AND ACTIVELY CHOOSING TO DEPRIORITISE THIS AS ANY MEASURE OF CAMPAIGN SUCCESS

WHAT CAN DIGITAL ACTIONS TELL US?

X
DIGITAL ACTIONS DO NOT HAVE ANY CORRELATION TO SALES UPLIFT, ROI OR CAMPAIGN SUCCESS OF ANY KIND.



✓
AT AN INDIVIDUAL POST LEVEL, DIGITAL ACTION RATES MAY BE USED AS A CREATIVE OPTIMIZATION INDICATOR OF THE RELEVANCE OF A SPECIFIC POST TO A TARGET AUDIENCE.

SEE APPENDIX FOR MORE READING ON WHY DIGITAL ACTION RATES ARE NO LONGER CONSIDERED METRICS OF CAMPAIGN SUCCESS.

Mondelez International facebook

REALLY hard against engagement... there's a whole splendid explaining why they are nonsense numbers. We went on to remove/ban active engagement metrics from central social media performance dashboards, and to try and stop agencies using it. #StorytellingAtScale

APPENDIX

MORE INFORMATION ON DIGITAL ACTIONS

DIGITAL ACTIONS, ALTHOUGH EASY TO MEASURE, DO NOT DRIVE BUSINESS RESULTS

DIGITAL ACTIONS SEEM LIKE A GOOD WAY TO MEASURE SUCCESS...

"EASY TO MEASURE AND TRACK"

"INDUSTRY STAND BY"

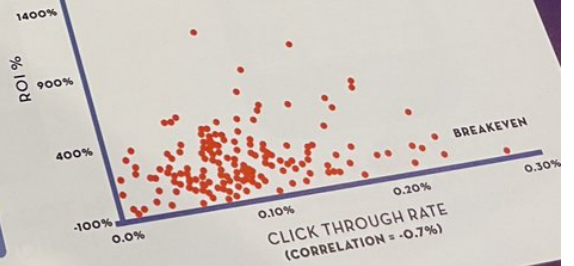
"IT'S INTUITIVE: PEOPLE MUST CLICK IF THEY LIKE IT MORE"

"I HAVE SEEN GOOD CAMPAIGNS WITH HIGH ENGAGEMENT"



.....HOWEVER THERE IS NO CORRELATION THAT DIGITAL ACTIONS DRIVE SALES

Nielsen NetEffect meta analysis indicate no correlation between CTR and ROI



Mondelez International

I liked this because it spoke to global inclusion and accessibility... lots more you can do in this space now.

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A WORD ON FEATURE PHONES

GROWTH IN MOBILE IS HAPPENING GLOBALLY, BUT MORE RECENTLY IT IS BEING POWERED BY GROWTH IN EMERGING ECONOMIES. THIS GROWTH HAS OPENED UP COUNTLESS OPPORTUNITIES TO REACH PEOPLE WHO WERE ONCE UNREACHABLE.

WHAT'S MORE, FACEBOOK OFFERS THE OPPORTUNITY TO DO JUST THAT WITH THE ADDED CONVENIENCE OF THE ABILITY TO EXECUTE THE SAME STRATEGY ACROSS ALL DEVICE TYPES. KEEP THE BELOW IN MIND AS YOU EXECUTE CAMPAIGNS IN HIGH-GROWTH MARKETS AND ASK YOUR LOCAL FACEBOOK PARTNER FOR MORE DETAILS!

SCALE



70%
OF MOBILE
DEVICES
GLOBALLY ARE
FEATURE
PHONES

CREATIVE CONSIDERATIONS

- COPY SHOULD BE SHORT, SIMPLE AND DIRECT (75 CHARS MAX).
- EVERY POST SHOULD CONTAIN THE KEY BRAND WORD. (EXAMPLE: COCA-COLA'S POSTS ALWAYS CONTAIN "REFRESH" OR "REFRESHING"). REINFORCE KEY WORDS
- STRONG VISUAL BRANDING: COLORS, LOGO, ICONOGRAPHY. IF THE BRAND HAS A STRONG VISUAL ELEMENT WITH A LOT OF EQUITY, SUCH AS A COLOR OR LOGO, WORK IT INTO THE IMAGE
- SHOW CELEBRITIES' FACES CLEARLY. IF THE CAMPAIGN INVOLVES A CELEBRITY, ALWAYS SHOW THE CELEBRITY'S FACE - IDEALLY WITH OR NEAR THE PRODUCT.
- ENSURE IMAGES MAKE SENSE GIVEN THE POTENTIAL SIZE OF THE SCREEN. SOME FEATURE PHONES CAN ONLY ACCOMMODATE 10X10 VISUALS



Mondelēz facebook
International

All of that to conclude that marketing on social media channels is kinda like marketing elsewhere? With some media specific upsides and unique creative opportunities? Oh right. Also organic social was more or less banned (except for customer service/replies) #StorytellingAtScale

CONCLUSION

OUR APPROACH TO FACEBOOK WORKS BY THE PROVEN RULES OF TRADITIONAL MEDIA. HOWEVER, THAT DOESN'T MEAN FACEBOOK HAS NOTHING ELSE TO OFFER MONDELÉZ BRANDS.

WE ARE PARTICULARLY COMMITTED TO EXCELLENCE ON THE FACEBOOK PLATFORM BECAUSE IN ADDITION TO BROAD REACH, IT PROVIDES OUR BRANDS WITH THE FOLLOWING OPPORTUNITIES:

- TO REACH CONSUMERS ON THEIR MOBILES, WHEN THEY'RE AS CLOSE AS POSSIBLE TO THE ACTUAL POINT OF PURCHASE
- TO USE DATA & TARGETING TO REACH DIFFERENT CONSUMERS WITH CONTENT WHICH IS MOST PERSONALLY RELEVANT TO THEM
- TO GUARANTEE SOCIAL CONTEXT & RECOMMENDATION (WHICH INCREASES MEDIA EFFICIENCY) WHEN PROMOTING OUR CONTENT TO FRIENDS OF OUR FANS
- TO DRIVE THE MOST EFFICIENT AND CONTROLLABLE DRIVER OF CONTINUITY, ESPECIALLY THANKS TO FREQUENCY CAPPING TOOLS.
- TO UPDATE OUR CREATIVE REGULARLY AND THUS BE MORE VARIED AS WELL AS MORE REAL TIME AND RESPONSIVE

And we're done. There are things that have evolved, new opportunities and even some more rigour... but IMHO you could follow all this and have a pretty strong social media approach, especially if you work out how it fits in with your other channels. ■■■■ #StorytellingAtScale