TOOLS AND STRATEGIES FOR INCREASING THE EFFICIENCY OF SOCIAL MEDIA CAMPAIGNS

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Abstract:

Social CRM (Customer Relationship Management) is use of socialmedia services, techniques and technology to enable organizations to engage with their customers.

Social CRM tools allow businesses to better engage with their customers by, for example, listening to sentiments about their products and services. Ownership of social media is shifting away from Marketing and Communication as engagement increasingly relates to inbound customer service-based topics.

Rather than social being seen purely as a space for companies to deliver outbound marketing messages, it is the inbound customer queries that allow for meaningful points of engagement and the building of brand advocacy.

There are hundreds of social media tools specifically designed to make the lives of social media marketers easier. This paper just highlights a few of them together with the most important features that will show us how we can use them to improve our social media marketing.

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1. Introduction

Customer relationship management, or CRM, is a business strategy for interacting with current and potential customers. Sounds pretty pompous, but despite the difficulty arising from a concept so complex, romanian companies have understood the need to create their specific relationships with the users and buyers of products. They must be attracted to the company, retained and maintened.

Most likely, these changes in mindset are due to more and more stronger competition, and especially to social media phenomenon. Competitive companies want to understand customer behavior and needs to be able to optimize their marketing and sales or support (in initial phase) activities, and social media platforms offers a very powerful tool to deepen these relations.

Social media has led to the emergence of a new form of CRM, called Social CRM. Traditional CRM was a representative of strategies and functions of sales, marketing and support which aimed at introducing clients to a particular route, to ensure their loyalty. Basically, information about clients was gathered, which was stored by a company's CRM system that allowed later to specifically address to certain customers.

Social CRM is a concept that stemmed from CRM in the context of incredible expansion of social media. And the changes are essential: a process management defined by company(CRM) turns into a customer defined process that controls by their number and voice the ways of evolving the communication. They choose when to enter the blogs, Facebook or Twitter, they no longer have to schedule certain hours. Channels are selected by them and also the restrictions.

Social media has an unprecedented potential for the companies who really want to approach customers. Major brands have understood that, and now they want not only to create their virtual communities, but also to get the relationships with consumers and users to the next level and to be present on the same channels. Otherwise, they take the risk of being excluded from these conversations about the company.

The concept of PR was much easier before. When public relations emerged, they consisted of press statements and special offices trying to create a sense of transparency. The public should be informed about the company activity and the communication was unidirectional. But we are no longer in

1900. Now the company must inform itself about the public, to find out what they prefer, what displeases them, what would they change, how the company can help them, and much, much more.

Information must occur constantly, because as the social media advances, users are becoming increasingly difficult to predict. Most of them likely get not in contact with companies because they really want to interact, but to inform, to qualify for certain promotions or other personal reasons. Company management must realize which of them are loyal customers or extremely interested. It is advisable to talk with them in forums, social networks, blogs and even by email, for them to feel positive interaction with the company from which they buy. That will turn them into the best agents to promote the brand in question, thus the business goals of campaigns becomes much easier to achieve.

In order to achieve the goals in Social Media campaigns is vital the building of a strategy. With a solid strategy the company will be able to set realistic goals, to determine in what way will achieve these goals, and can determine when this will happen.

2. To be successful, the marketer must be specific

He must begin by setting specific goals. Very often, companies make the mistake of not being specific when they establish the goals of marketing campaigns. "I want to increase the number of readers" should not be established as a goal. If this would be their purpose, it could be said that the manager has achieved the target when one new reader is added. The more specific he is about his goals, the easier it will be for him to figure out what to do. Besides, he should establish what he hope to obtain. Its targets should not present ambiguity in any way. If he does not have unambiguous, precise information, it will be impossible for him to efficiently measure his work and he will not understand what exactly can bring the success.

3. That purpose, can it be achieved?

Along with the understanding of what he has to obtain, the marketer must have a system to measure the progress he make and to tell him exactly when he reached the goal. He must think if the goals he has can be really achieved.   Although it sounds great to have a million readers, is this

realistic? If he sets unrealistic goals, he will be exposed to disappointment. It has as its goals can be achieved easely; for example, to increase the number of readers by 20%.
Evidence of its work with deadlines

Finally, it must be sure he sets a deadline for its purposes. Using the example above, although it would be great to increase the readership by 20%, if he has not a deadline for it, it will be very easy for him to miss. It must be set a deadline to keep track properly, such as increasing the number of readers in six months.

When the goals for social media campaigns are established, it must be kept in mind that the goals may vary depending on the company's mission. In addition, the goals will change continually, depending on the brand growth and recognition.

4. The goals for Social Media must be categorized

When developing goals for a brand, it may be useful to divide these goals into categories. CMS Wire, a popular web magazine specialized in Customer Experience Management, Digital Marketing, Social Business and Enterprise Information Management, recommend that these goals to be divided into the next four categories:

- Goals in order to enlarge audiences;
- Goals for activity;
- Net income versus costs;
- Goals for commitment.

It must be remembered that the existing goals for Social Media will vary depending on the specific network chosen, Twitter, Facebook or Pinterest being different. When talking about goals on Twitter, most likely the focus will be on increasing the rate of commitment, the tweets frequency, subscriber number growth, etc. The goals for Facebook, in contrast, could be very different and might be so: to increase the responses frequency, the number of likes, etc. But since the brands does not have profiles on Pinterest, as they have on Facebook or Twitter, it is obvious that the goals on this network will be much different. Even so, that does not mean that some goals must not be settled. A solid goal for networks as Pinterest or Instagram can be the increasing the number of distributions.

5. The influence of old statistics

If some difficulties are encountered in determining what kind of goals should be established, it must be tried to reveal the old statistics or analysis as to know what goals have been achieved in the past. If these statistics are divided in monthly traffic and the percentage of traffic that came from various sources, it can be made some ideas about how to make improvements. In addition, there is now a clear beginning in order to achieve the goals.

6. There is not always success / failure

When setting the goals for social media it does not always matter whether the purpose has been achieved or not. The main idea is to continue the evolution. Very often, it is easy to feel like a failure that a specific target has not been reached. When this happens, it may appear discouraging. Instead of appering the blockade that it has not been achieved the purpose, it should be reserved some time to analyze what was done, for future improvements. It should be avoided focusing only on what went wrong and it must be observed the implemented strategies that worked successfully.

It is necessary to remember that the only way we can know what works for the brand is to explore and try new things. That means to test and to pursue the activity, and then to make changes in marketing strategy in order to improve future work.

Regardless of the number and type of goals that are set for the Social Media marketing, the end result is the big picture. At the end of the day, it is important that the marketing strategy is not meant just to attract more readers, or to increase the number of content distribution. In fact, it is about creating conversations around the brand that will resonate with the target audience.

Generally, when an antrepreneur starts his own business, he does not expect to need to spend so much time on social networks online. However, he learns that he must create a reputation on online platforms and keep in touch daily with his fans and readers.

Most people who run their own business introduced marketing by social media as part of their market strategy. It is the responsibility of the contractor to keep in touch with the current and prospective clients and to represent his products in an effective manner. The next tools will help to develop a more productive online campaign.

7. The tools that helpped to develop more productive online campaign

PIXABAY
Social media users are attracted to visual content, so it's necessary to posting daily creative images. That means we can not simply take any image from Google; an entrepreneur should seriously consider copyright. Pixabay.com is a website where it can be found free quality images that can be used in any way. Definitely something suitable for every need will be found in the huge collection of over 320 000 photos, illustrations and artistic designs.

ELANCE
In the case of publication of articles or blog posts related to business, the activity on social networks will become more productive. When there is not enough time to create unique content, experienced writers on Elance platform can easily be hired. The announcement is posted, it will be hired a writer who will create the wanted content, and in a few days it will be ready a quality content without any effort!

SWAYY APP
In addition to images, it should be posted various items associated with the activity. With the help of Swayy it can be found interesting content that will be surely distributed by readers. All the marketer has to do is to look for topics associated with the respective field and daily he will find content that will capture audience attention.

BUFFER
Being always present on various social media networks can handle much of the time. With the help of Buffer the traffic can increase, can cause fans to be more active and can save time by scheduling posts that are to be published on social media networks. Buffer for businesses will help create a constant presence online without too much effort to settle this aspect of the marketing campaign.

LIKEALYZER
With this tool it can be analyzed and monitored the Facebook page and the information gathered can be used to increase the traffic on business

page. In addition, Likealyzer can be used in order to analyze competitors pages, for then it can be compared the results with own page. This information will help in exploring different possibilities for increasing the effectiveness of the presence on social media networks.

CANVA
It can easily be captured the attention of fans through graphical representations associated with the business. There is no training required in graphics for this; Canva will help create pictures for the Facebook page, invitations, business cards, brochures and presentations without any effort from the user.

TWTRLAND
Twitter is becoming more influential by the day, so it is necessary to make the business presence felt and to create a solid base of readers. With Twtrland it can be found influential Twitter users that will promote the business. Moreover, it will be available a visual representation of this presence on Twitter, Instagram and Facebook.

MENTION
This monitoring application in real time will tell where the business is mentioned on the Internet. If someone leaves a negative comment about the product or services presented, the marketer can quickly interfere and the situation can be changed.

TOPSY
There is no need to spend all day standing on Twitter to understand the trends in online. With this analytical applications, it can be searched, monitored and analyzed the posts, photos, links or videos posted on Twitter by a particular user or on a particular theme.

RIGNITE
This monitoring tool can help keep a record of all the social media accounts owned. It is also possible monitoring VIPs, the influential people or competitors in industry, in order to engage in productive discussions.

Using the tools listed above, social media campaign will become more productive and will require less effort!

8. Conclusions

It became also essential for companies claiming a significant market share to be on the top positions in Google search. SEO (Search Engine Optimization) is an important tool for online marketing. Traffic generation is needed and this is one of the best ways to do it.

Social media has reached a level that can provide a new front that companies try to focus their efforts. This impressive social environment generates traffic and gives users access to an impressive amount of information. Marketers have realized the importance of social media and constantly look for ways to communicate and especially interact with impressive user bases.

SMO, or Social Media Optimization, is inspired by SEO. Currently, SMO is defined as the company's effort in social media stage for a more important presence, for a more complete interaction with users and for sales increase. SMO can be done through social media tools such as Facebook, Twitter or Google+, but also more complex, through a coordinated effort of blogging, forums and updates comments. Those who work with SEO pretty well understand this.

The content plays an essential role for SMO, as it does for SEO. It must be posted pertaining things to attract the public, and also to be easily found by those interested. The most important difference between SEO and SMO is while SEO attract the traffic on own site through the search engine activity, SMO works directly with contacts and those interested, encouraging them to share the content posted on their network. That means to be viral in the social media scene.

Of course, it's not easy to do SMO. Marketing in general is not easy, and this growing branch is not yet well enough defined in order to exist a general recipe. Perhaps this is beauty: no one can tell you that what you do is not good, only after analyzing the results some conclusions can be drawn. The fact is some time is needed to create content, to read comments, to answer them, to remain active in the social media sphere. Basically, it must be taken a serious commitment towards their own initiative.

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