

# Social Media & viral marketing

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***Dr Keith Mason FRAeS***

Istanbul Technical University

Air Transportation Management, M.Sc. Program

Airline Marketing

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# Social Networks & Viral Marketing



Dr Keith Mason

Head, Centre for Air Transport Management

# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

# Social Media

- The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue
- Social media are media for social interaction. It is easily accessible and scalable communication techniques, which have changed the way of communication between organizations, communities, as well as individuals

- Social networking
  - To get news
  - To get information
  - To get personalised insight
  - When I have a problem my network will solve it
    - Lost cat, can't turn on the heating, how to solve
  - Things I am interested in come to me by the networks I join
  - We use it for fun
  - We use it to share our views about other people and companies



**1B**  
monthly  
global active  
users



**800M**  
monthly  
global active  
users



**200M**  
monthly  
global active  
users



**200M**  
monthly  
global active  
users



**135M**  
monthly  
global active  
users

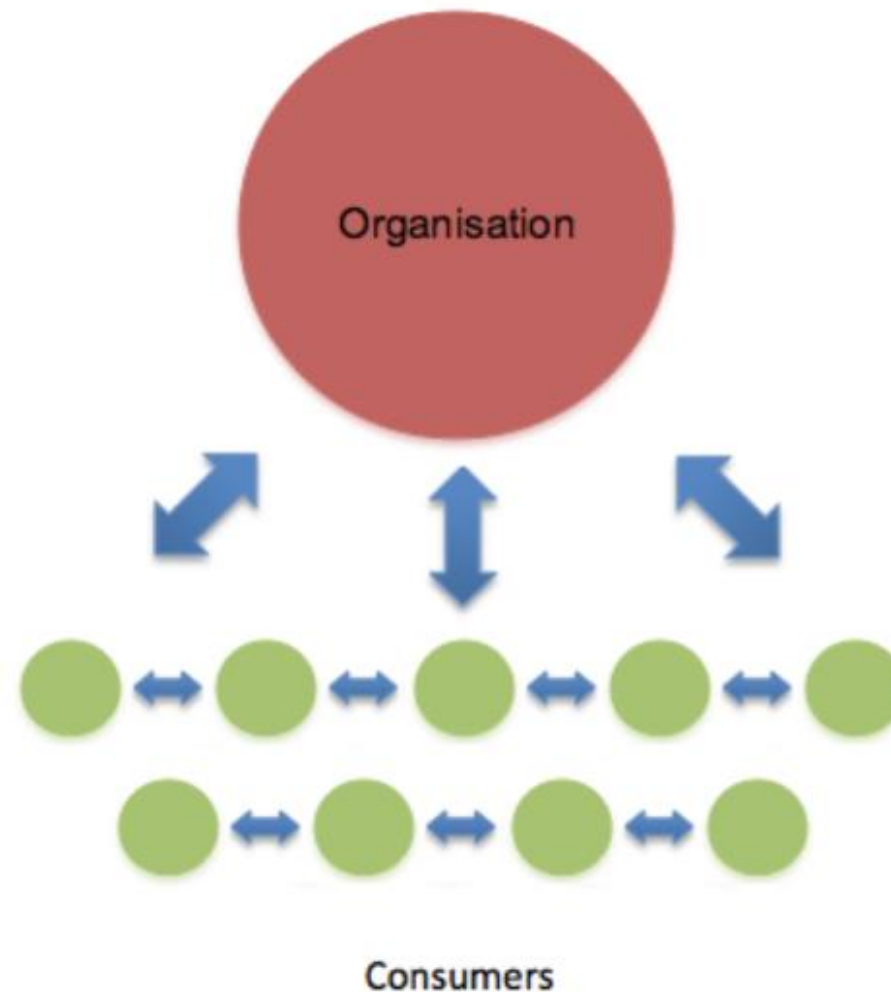


**40M**  
global active  
users

Source: (MediaBistro, 2013)



# Multi-directional, multi-lateral engagement in social networks



I came, I shot, I  
shared!





# Changes the way marketers need to think

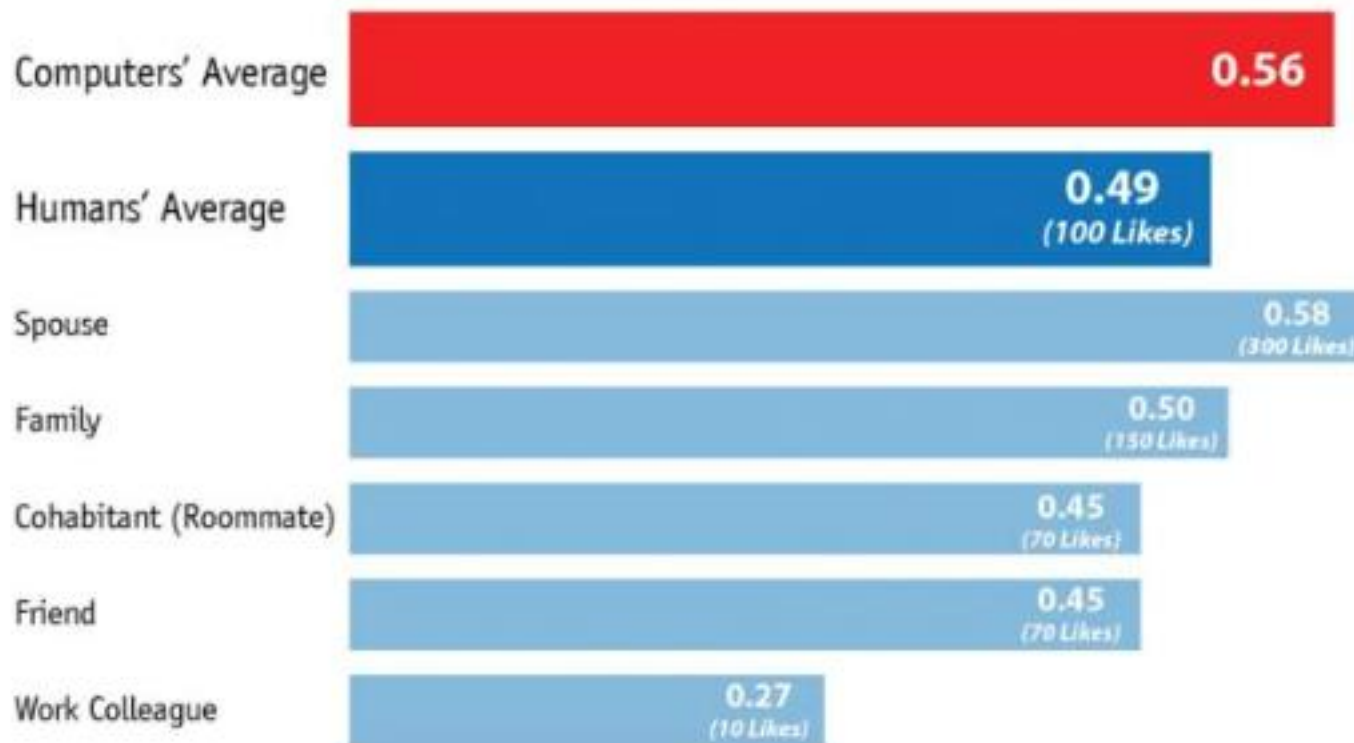
Traditional Media	Social Media
One-way, one-to-many communication	Many-to-one, multi path dialog
What marketers think the brand value is	Consumers express how they perceive the brand
Consumers segmented by demographics and viewing behaviour	Consumers segmented by social behaviour
Content developed and finely controlled by the marketer	Content generated by the audience, influencers and the marketer; some content only partially controlled by the company
Buzz driven by what is cool	Buzz based on message content, WIIFM (What's in it for me)
Expert recommendation (e.g. Michelin Guide, etc.)	Peer and influencer recommendation (e.g. TripAdvisor)
Content publishers control all channels	Users opt-in for publishers' content
Top-down strategic approach	Bottom-up, "voice of the consumer" strategy
Information managed by hierarchy	Information provided on demand
Emphasis on cost and return on investment	Relatively low cost to participate

The things you like on Facebook (movies, books, brands, etc.) reveal your personality

## How accurate can computer models judge personality compared with humans?

Accuracy, correlation with self-ratings

*(The number of Facebook Likes computer models need to achieve a higher accuracy)*



# Cambridge Univ study – myPersonality.com

- In the study, a computer could more accurately predict the subject's personality than a work colleague by analysing just ten Likes; more than a friend or a cohabitant (roommate) with 70, a family member (parent, sibling) with 150, and a spouse with 300 Likes.
- Given that an average Facebook user has about 227 Likes (and this number is growing steadily), the researchers say that this kind of AI has the potential to know us better than our closest companions.
- The implications for segmentation/brand advocacy, loyalty and targeting are immense.

# Goals of social media



# Some Facebook facts

(March 2012 data)

- One in 7.7 people in the world have a Facebook account.
- Daily active users are up to 526 million (up from 372 million last year)
- Monthly mobile users now total 488 million
- Eighty-three million monthly active users accessed Facebook solely from mobile by March 31, 2012
- 300 million photos are uploaded to the site each day
- 3.2 billion Likes and Comments are posted daily
- 57% of Facebook users are Female
- Average user has 130 friends

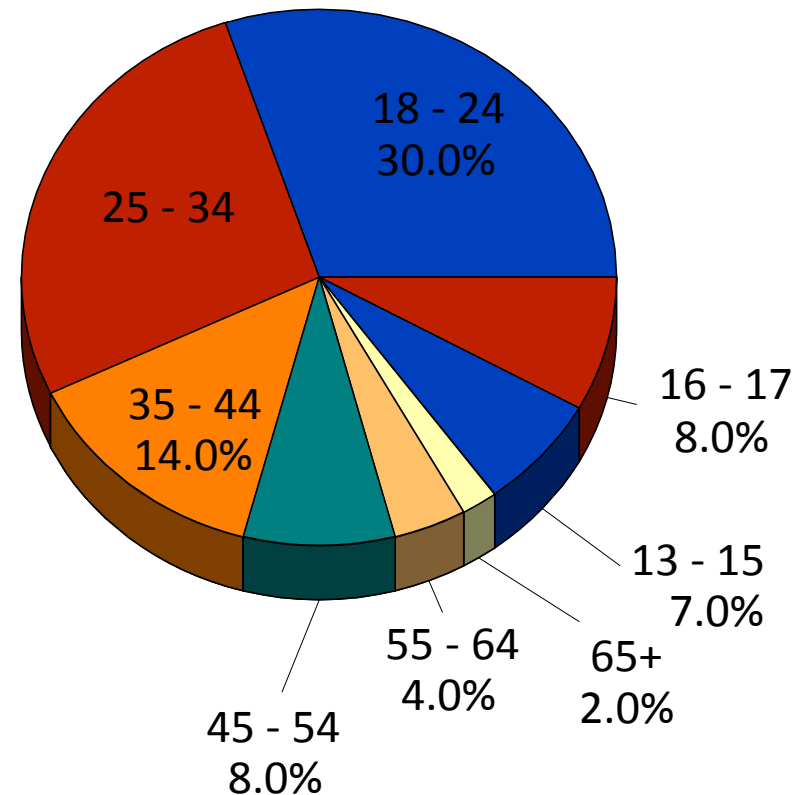


# Facebook's top 20 countries (August 2012)

No of Users

1. <a href="#">United States</a>	161 826 740
2. <a href="#">Brazil</a>	55 846 040
3. <a href="#">India</a>	52 932 380
4. <a href="#">Indonesia</a>	39 964 660
5. <a href="#">United Kingdom</a>	39 270 080
6. <a href="#">Mexico</a>	37 105 240
7. <a href="#">Turkey</a>	31 497 020
8. <a href="#">Philippines</a>	29 136 740
9. <a href="#">France</a>	24 466 860
10. <a href="#">Germany</a>	24 173 880
11. <a href="#">Italy</a>	21 922 140
12. <a href="#">Argentina</a>	19 749 860
13. <a href="#">Canada</a>	17 715 280
14. <a href="#">Colombia</a>	17 129 980
15. <a href="#">Spain</a>	16 419 940
16. <a href="#">Thailand</a>	16 212 160
17. <a href="#">Japan</a>	13 212 340
18. <a href="#">Taiwan</a>	12 721 580
19. <a href="#">Malaysia</a>	12 713 320
20. <a href="#">Egypt</a>	11 382 500

## Age Distribution on Facebook



# ROI in Social Media

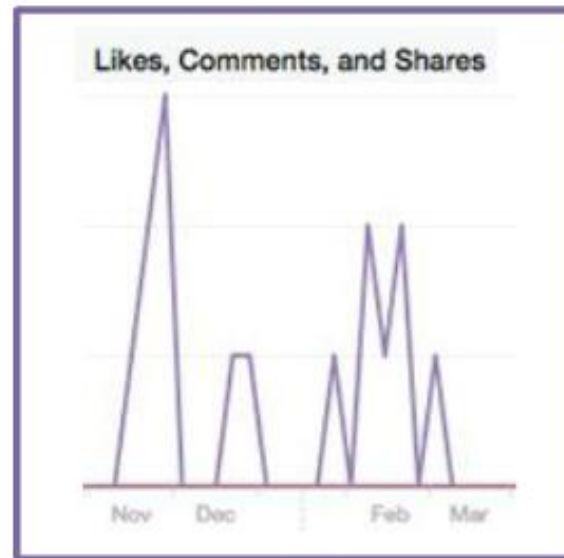
Cost: 0.2 euro per 1000 impressions  
Volume: 200 million impressions per year  
CPA: 12% of revenue  
ROI: 1:8 (on a linear attribution model)



# Three types of Social Media Analytics



1. REVIEW ANALYTICS



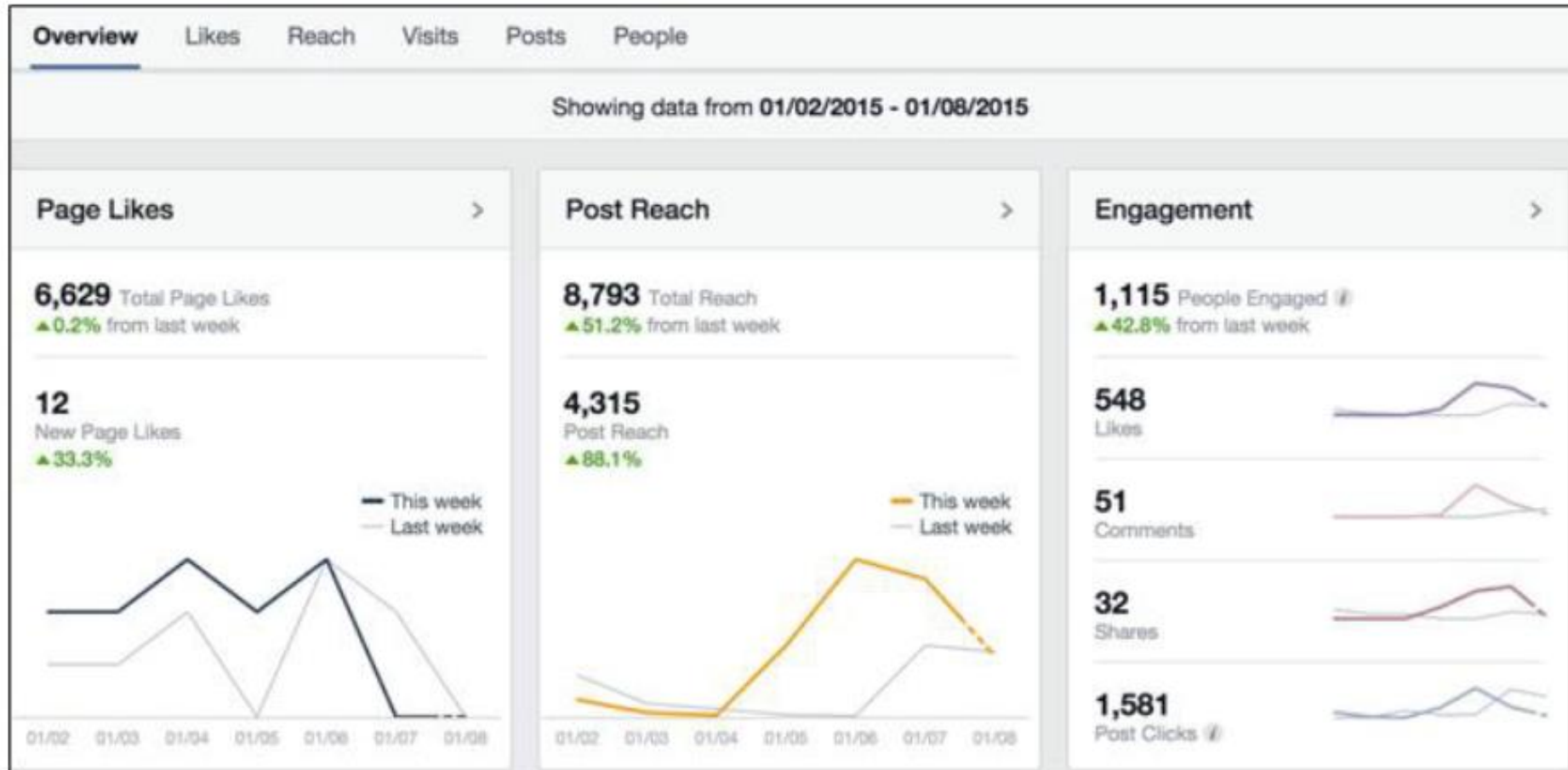
2. SOCIAL ANALYTICS

Social Network ?	Sessions ↓
1. Facebook	558 (38.19%)
2. Twitter	544 (37.23%)
3. LinkedIn	238 (16.29%)
4. Google+	80 (5.48%)
5. Netvibes	11 (0.75%)

3. WEBSITE ANALYTICS

# Measuring Social Media ROI

Example Metrics: Facebook  
Insights overview



# Twitter

- Est. 2007 - "a short burst of inconsequential information"
- Twitter has over 100m users
- New users are signing up at the rate of 300,000 per day.
- Of Twitter's active users, 37 percent use their phone to tweet.
- Social Media Convergence
  - 60% of all tweets come from third party applications.
  - Is it possible to maintain multiple social network platforms?
    - Bebo, Myspace, Ping, Twitter, Facebook,
  - What about travel “social” networking?
    - Lonely Planet, Airline.com, TripAdvisor, etc.

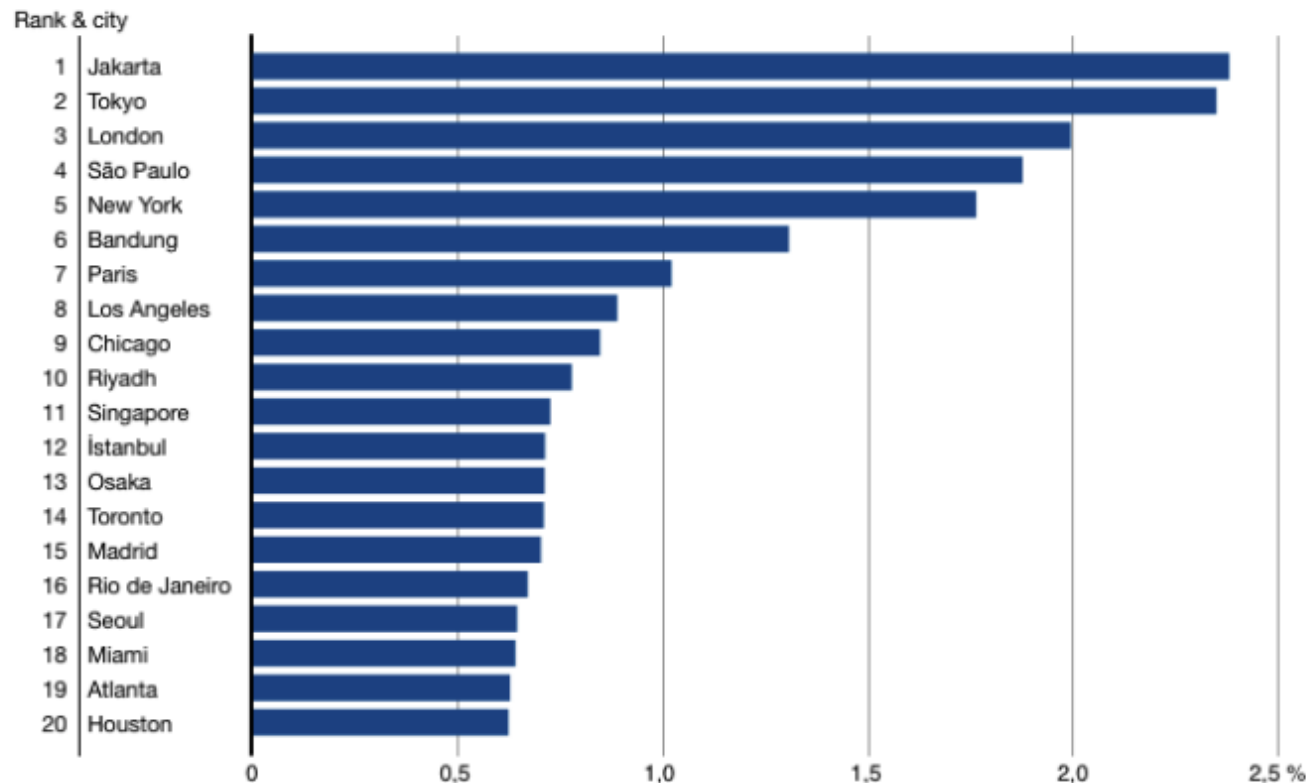


# Twitter Stats

- The average Twitter user has 126 followers
- Over 40% of Twitter users do not tweet anything
- About 0.05% of the total twitter population attract almost 50% of attention on the channel – CELEBRITIES, SPORTS STARS, etc.
- 71% of the millions of tweets each day attract no reaction
- Twitter now has more than 140 million active users, sending 340 million tweets every day

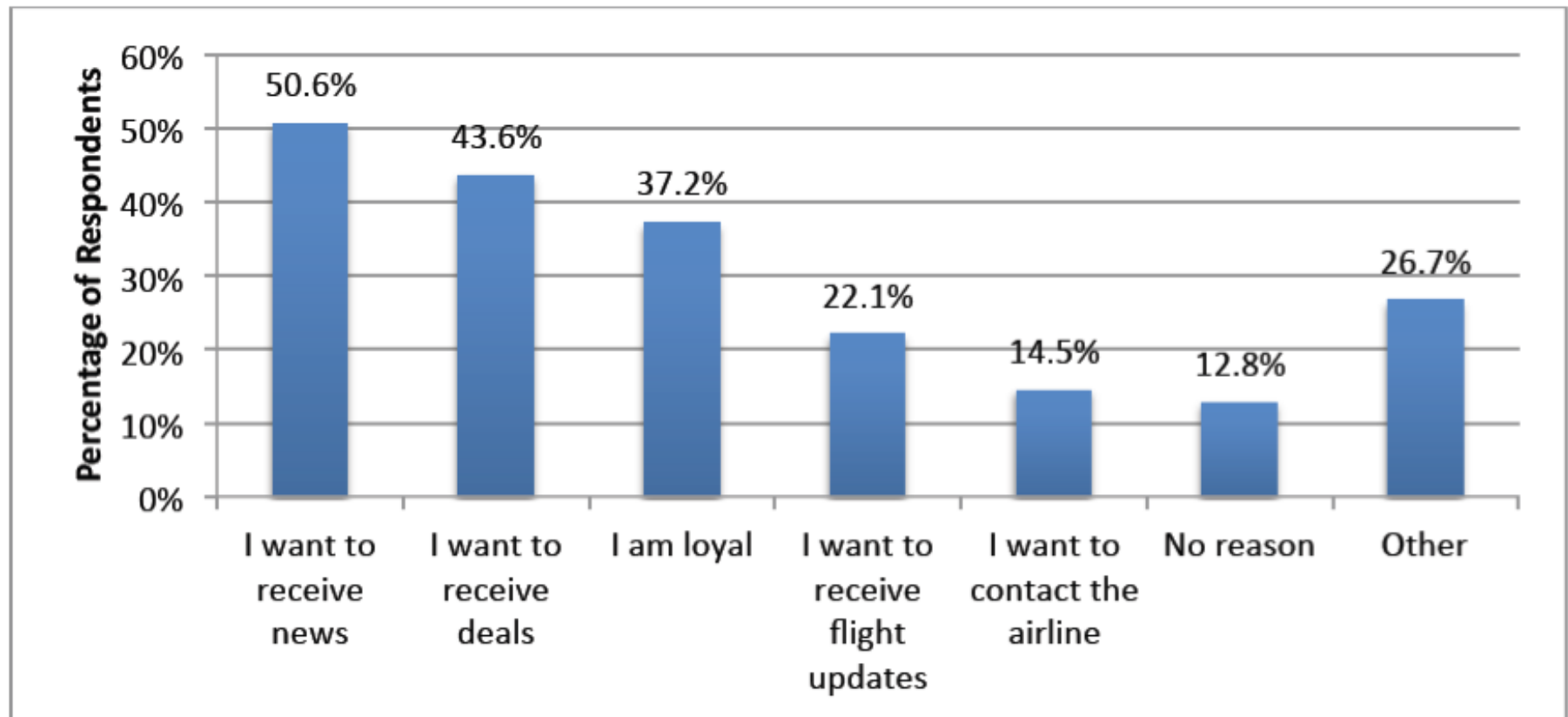
## Top 20 cities by number of posted tweets

(among 10.6B public tweets posted in June 2012)



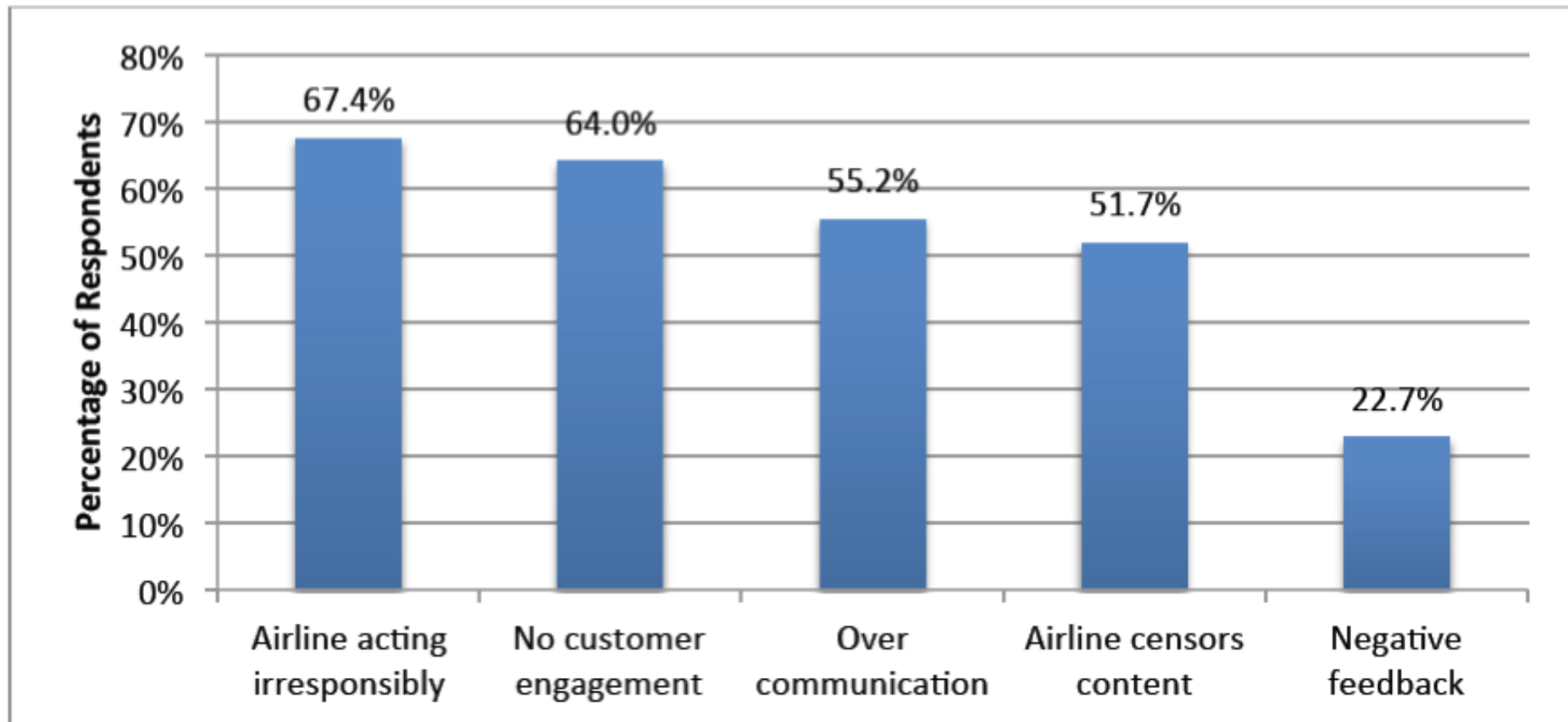
Source: (SemioCast, 2012)

**Figure 4.12 – Respondents' reasons for following or liking an airline**



Source: Tan, 2011 – n =172 users of social media, 85% <50 years)

**Figure 4.17 – Reasons to lose interest in an airline on social media**



Source: Tan, 2011 – n =172 users of social media, 85% <50 years)

What are the key issues for an airline to consider regarding social networks?

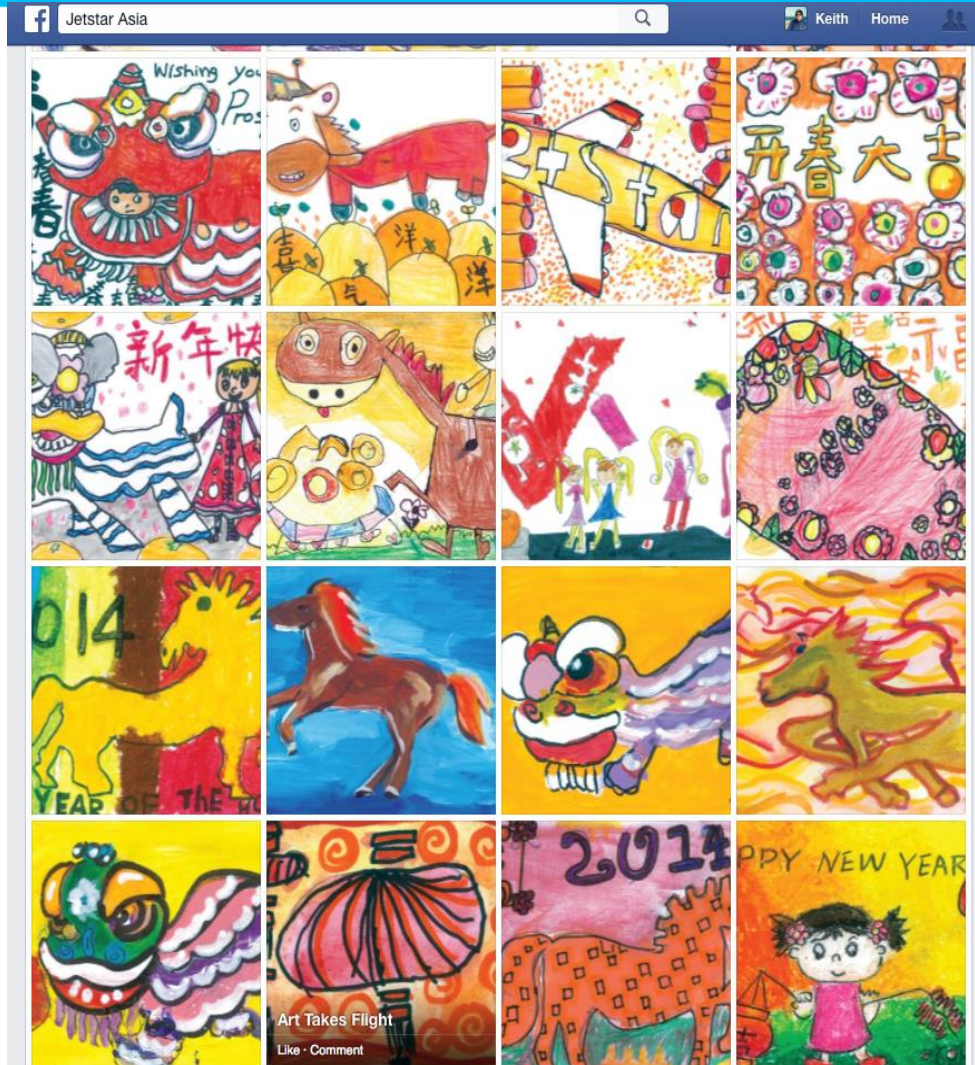
What should be its objectives in social media management?



# Social Networks and Airlines

- Service delivery
- PR
- Advertising
- Promotions
- Gamification
  - Gaming techniques to drive engagement and loyalty
    - Enables non-gaming activities (filling in surveys, posting reviews, “checking-in” to locations) to become more engaging for participants. Earning points/status to drive repeat activity and loyalty to social media site

# Jetstar Asia, Year of Horse competition (2014)



- How does the airline resource social media campaign and response?
- Are social media responders empowered by company?
  - Are brand values at the core of the responses?
- What role does the airline want to social media to play in its development?

# SQ Tweets (2014)



**Singapore Airlines** @SQ\_USA

15 Mar

11

Snuggle up in SIA's Givenchy-designed sleeper suits and freshen up with Ferragamo toiletry kits offered in Suites [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)



**Singapore Airlines** @SQ\_USA

14 Mar

11

Download one of these new screensavers to keep track of time in any Singapore Airlines destination <http://bit.ly/dLf2rP> [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)



**Singapore Airlines** @SQ\_USA

11 Mar

11

Enjoy new gourmet dishes created by SIA's International Culinary Panel, comprised of world-renowned chefs [#cuisine](#)

[View details](#) · [↩](#) [↻](#) [★](#)



**Singapore Airlines** @SQ\_USA

09 Mar

11

Fly the New A380 Nonstop from LAX to Tokyo; Enjoy Five Nights' Luxury Accommodations from \$1,249 <http://bit.ly/grlORI> [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)



**Singapore Airlines** @SQ\_USA

08 Mar

11

SIA's A380 LA service kicks off Mar. 27 but you can explore the aircraft through interactive features here <http://bit.ly/gNcK0V> [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)



# 2015

**Singapore Airlines**   
@SingaporeAir

**Singapore Airlines** 

@SingaporeAir

Welcome to the official SIA Twitter page!  
For specific feedback, share with us via  
[bit.ly/pNINCN](http://bit.ly/pNINCN) or contact your local SIA  
office ([bit.ly/qmRATA](http://bit.ly/qmRATA))

 [singaporeair.com](http://singaporeair.com)

 Joined February 2011

 Tweet to Singapore Airlines

 57 Followers you know



 97 Photos and videos



TWEETS 11.3K FOLLOWING 159 FOLLOWERS 170K

Tweets Tweets & replies Photos & videos

 **Singapore Airlines** @SingaporeAir · 6h

Tried #kumpir in #Turkey? #Didyouknow each potato is mixed with  
cheese, then topped w/ ingredients of your choice?






  25  25 ...

[View more photos and videos](#)

 **Singapore Airlines** @SingaporeAir · Jan 10

This is our idea of #relaxing. What's yours? #FlySQ



  28  30 ...

[View more photos and videos](#)

 **Singapore Airlines** @SingaporeAir · Jan 10

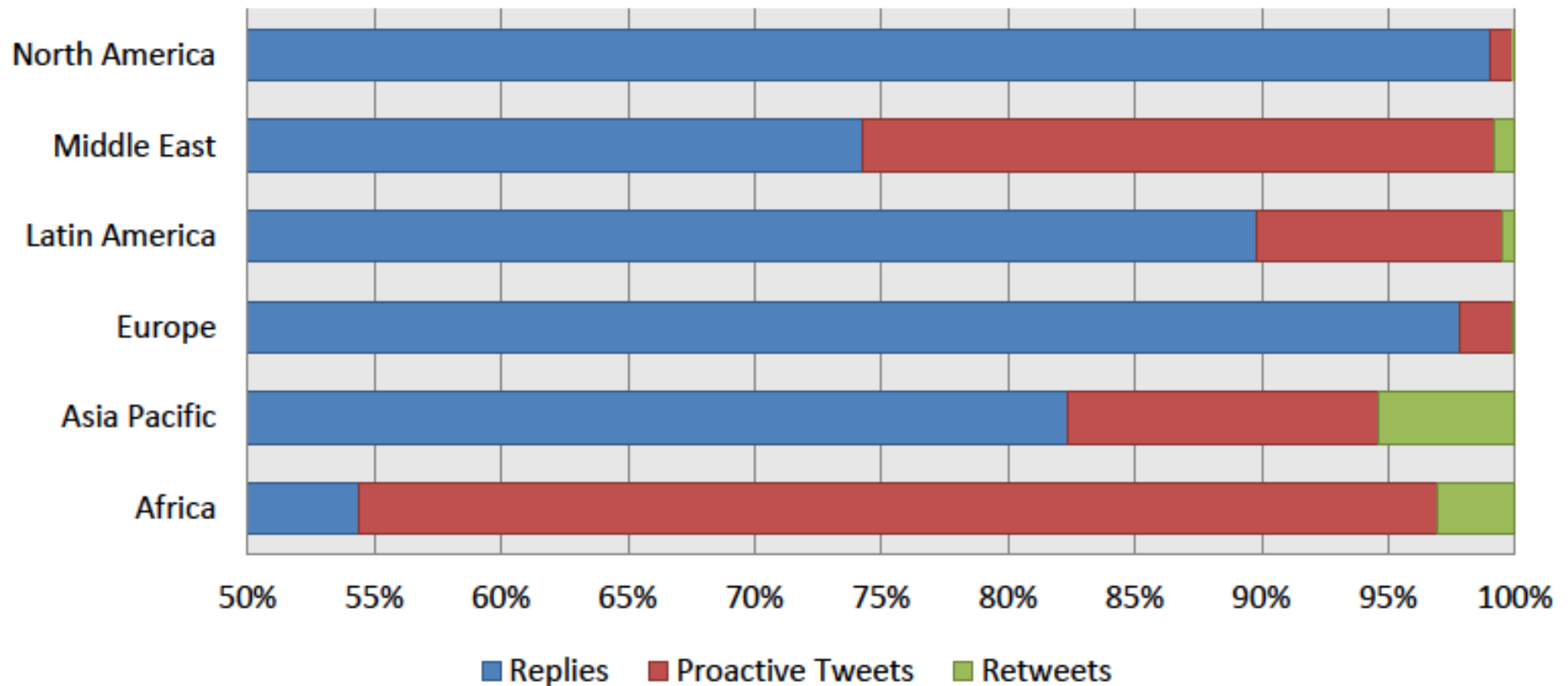
Originating in India, Yoga has taken its stance around the world. Show us  
your poses! #yogaaroundtheworld



ranfield  
UNIVERSITY

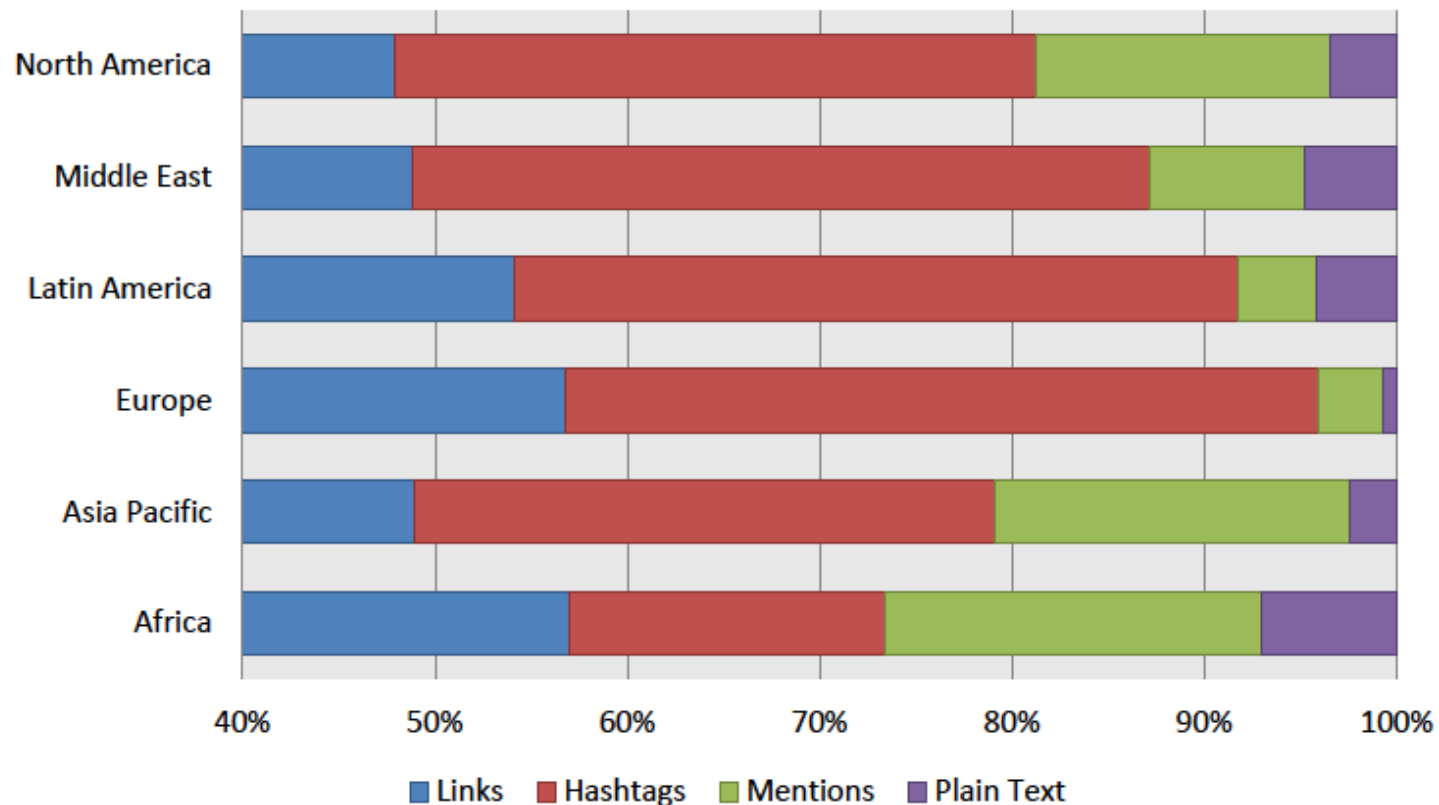


## Tweet Type

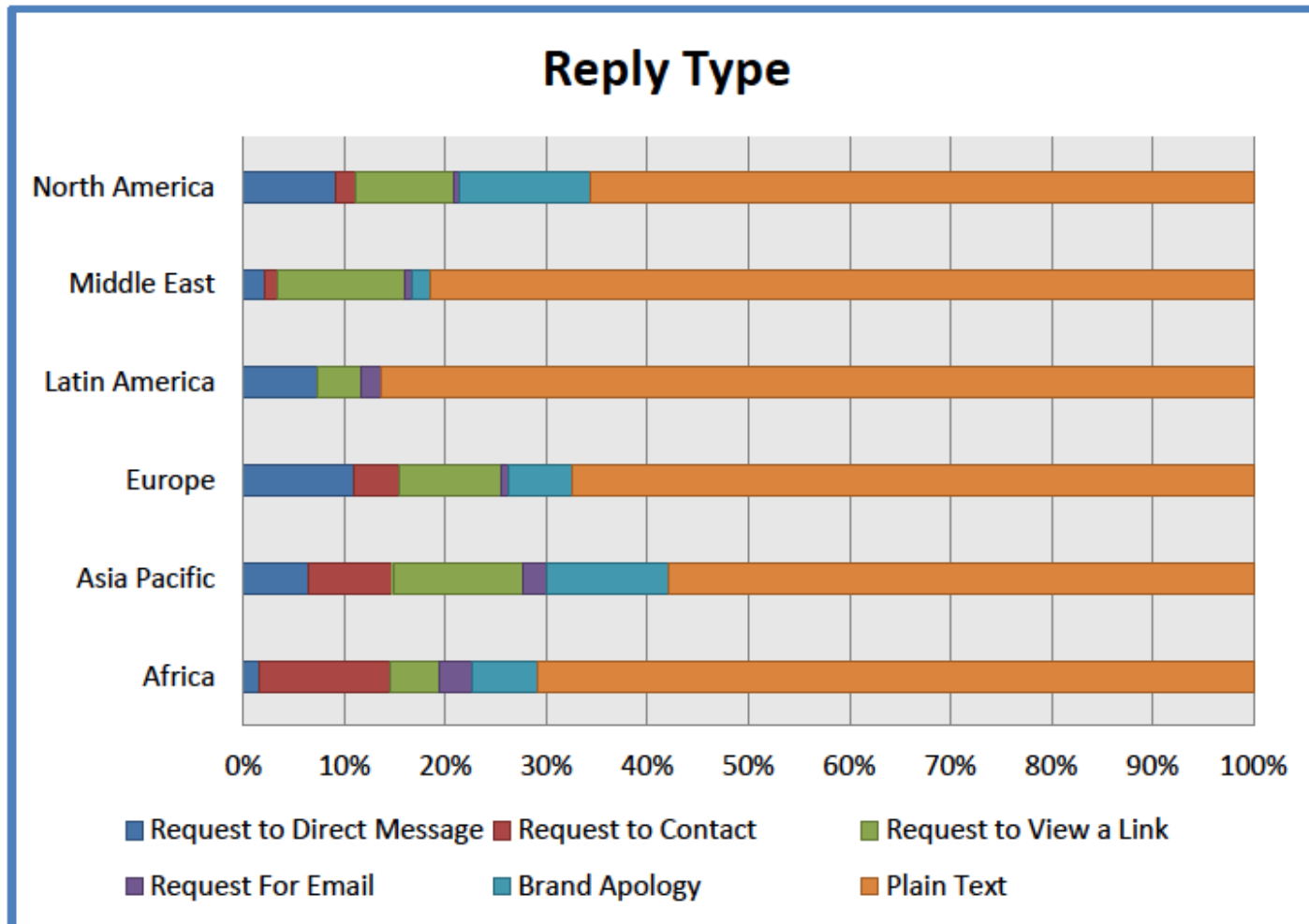


Source: A. Kandimalla, 2013

## Proactive Tweet Method



Source: A. Kandimalla, 2013



Source: A. Kandimalla, 2013

2015



**katy** @katye1010 · 3h

@SingaporeAir boyf still not got luggage after landing in SG 24 hours ago from LHR. When will he get it & how do we complain officially?



**Singapore Airlines** ✓

@SingaporeAir



 **Follow**

@katye1010 Dear Katy, pls send us his booking ref, flight itinerary & contact details to sq\_social@singaporeair.com.sg (1/2)




5:10 AM - 12 Jan 2015


# To make it viral

- Humour
- Sex
- Shocking
- Controversy
- Cute
- Cuddly
- Unexpected
- REACTION WITH AUDIENCE
  - I'VE GOTTA SHOW THIS TO MY FRIENDS

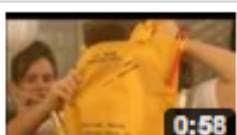
# Watch the playlist

- ☐ 1
 


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