

Social Media Marketing: A Note about Return on Investment

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Abstract

Several marketers are aware that social media presents a very effective way to reach their existing and potential customers. At the same time, it is imperative that companies understand that they are getting a proper return on their marketing investments in this social media space. However, the inability to measure the return on investment of social media marketing strategies continues to confound marketers across various industries. In this paper, we look at various options through which marketers can address this very critical issue.

Key words: Social Media Marketing; Return on Investment;

1. Introduction

Many large and small companies today use social media to market their products or create awareness for their brand(s). Social media is a very influential tool in the savvy marketer's toolbox. It can be used to reach millions of people in an instant with very minimal effort. Any business can potentially post a picture, make a tweet, or publish a video that might be seen by millions of customers around the world. Any post has the potential to make or break your company.

Starting a business account on social media is free and easy. But getting a good return on your social media investment is not. So why do results vary from business to business? How do businesses measure the return on investment of a social media marketing campaign? How does a business get its followers to share, comment, and like their brand on social media platforms such as Twitter, Facebook, and YouTube?

This paper will discuss tactics to get a good return on your investment, and how to use them effectively in your social media marketing campaign. When used effectively, social media can be a powerful tool for marketing today and will become increasingly more important in 2020 and beyond.

2. Background

Facebook was first created in 2004 by Mark Zuckerberg in his college dorm at Harvard. At first, Facebook was only available to Harvard University students. By 2006, Facebook would become the most dominant social media platform with over 1.44 billion active users (Smith, 2018).

YouTube then became the first video streaming and video sharing network when it started in 2005. Followed closely by the creation of Twitter in 2006, and the world has never been the same since. Fast forward to today and the most popular social media network is still Facebook which in 2019 reached over 2 billion active users, up from 1.44 billion active users in 2006 (Byrom, 2019 ; Smith, 2018).

In the early years, businesses did not utilize social media as a channel to communicate with their customers due to their limited reach and functionality. Today social media has evolved into a marketing tool for businesses to attract more customers. Worldwide the population has grown to over 7 billion people, with more than 3 billion of those people being on social media. So, as the number of users and networks grow, so does the need for companies to use these networks and the information they provide to their advantage (Lal et. al., 2020).

Today people spend more time on social media sites than ever. Everyday users spend roughly 20% of their time posting, commenting, liking, and viewing something on social media. Twelve percent of the world's population has a Facebook account and in North America more than 50% of people have a Facebook account. Facebook users combined spend about 20,000 years online each day (Lal et. al., 2020).

YouTube is a powerhouse too. On an average day, YouTube has over 4 billion views of its videos, and collectively those views account for 500 years of video watched each day by 800 million users. That's a lot of pet videos. What this all means is that the more time is spent on these networks the more data they are collecting from users (Lal et. al., 2020).

These data points are important for businesses because users are not simply scrolling by content but interacting with it. Most of the time they are engaging with what they see in some way. YouTube's analysis of its videos revealed that at least 100 million of its users interacted with content each week by liking, commenting, or sharing its videos on other networks. Although the early 2000s saw the creation of some of the most powerful social media networks today like Facebook, YouTube, and Twitter, there have been a slew of new networks like WhatsApp, Instagram, Snapchat, TikTok, and Pinterest. Of these new comers, the most popular and fastest growing social network is Instagram. The photo sharing app Instagram was founded in 2010, and in 2019 already has over 1 billion monthly active users—making it the third most popular social media network behind Facebook and YouTube (Raut and Kulkarni, 2020).

Despite the buffet of social media networks to choose from and a gold mine of information available for businesses to use to get a good return on their investment, many companies still do not know how to use social media effectively. Most companies get mixed results and many marketers still do not understand how social media functions (Pencarelli and Mele, 2019). A survey of 3,800 marketers illustrates that those surveyed revealed that their top concerns were:

- How to track social media return on investment?
- How to identify and engage with the most influential social media users?
- What tactics to use to create an effective social media strategy?

3. Social Media Strategies and ROI

3.1 Benchmarks

In order to get the most return on your investment, you must first make a list of your current website analytics such as how many website visitors you currently have, referral links and what your current search engine optimization (SEO) ranking is. Record any current customer satisfaction scores you have on sites such as Facebook or Google. If you currently have social media accounts, count the number of followers you have, LinkedIn connections, Facebook fans, blog subscribers, and Twitter followers (Montenegro 2018).

Look at what you have and determine what is working and what is not. Determine which channel is bringing you the most revenue and why. Find opportunities for improvements and make changes. Next define your goals.

3.2 Goals

Get clear about your goals. Is the goal to get sales leads and get as many people to buy your product as possible? Or is it to raise brand awareness and promote social causes to build on its reputation? Or do you wish to generate leads, get more email signups, or views for a specific piece of content? In order to get the most return on investment, link the company's goals to your social media strategy (Del Gigante 2019).

Once you have figured out what your goals are the next step is to define the key performance indicators that will get you to those goals. If the goal of the campaign is sales, how many more online orders did you get after you posted your ad? If the goal was brand awareness, how many more followers or likes and shares did you get after a post? Or if the goal was lead generation, did you get more people to sign up for your newsletter or subscribe to your podcast after a post was made? (Lal et. al. 2020).

3.3 Prioritizing Key Performance Indicators (KPIs)

Over time one may find out that not all Key Performance Indicators are created equal. Determining which KPI gets you the most bang for your buck may take years to discover. Assigning a value for each metric takes time and may evolve as consumer tastes change and more insights into consumer preferences develop. But it is possible to get started right away by examining the relationship between revenues and what you do online (Del Gigante 2019).

Some examples of KPIs include the value of goods purchased online, the volume of goods purchased, the cost to promote those goods, the frequency customers purchase products repeatedly, and the time between purchases. After examining website analytics and social media metrics, a value can be assigned to each piece of content or post. For example, track what a call to action on a post does. Do people follow your post's call to action versus finding you from a browser. Or are they making more purchases by clicking through? (Cooper 2018).

During this phase of assigning a dollar value to a KPI, a company may discover that likes and comments may not lead to as many sales as shares of a post and views of a video. Instead other metrics may take on more importance such as website visits, sign-ups, followers, and the click-through rates (Del Gigante 2019).

A simple metric for measuring the effectiveness of a post on Twitter would be to measure the number of tweets your company made and count the number of followers earned after a campaign is done. Counting your number of tweets and followers is a measure used for brand awareness. Counting the ratio of followers and comments made would be a measure of brand engagement (Cooper 2018).

The metrics are important to your brand and contain valuable information about what to post going forward. Increasing brand engagement is valuable because you are increasing familiarity with your brand and increasing your number of tweets is important for staying top-of-mind for your customers. Brand engagement is important because it increases the connection that your followers have with your brand and re-tweets or shares is your followers' attempts at influencing the behavior of the people (Cooper 2018).

Increasing brand engagement and awareness are important for generating leads and getting your followers to like your products, and most importantly buy them. But various tactics are more powerful than others for getting people to buy your products such as collaborating with an influencer or publishing a video. Others are not as effective such as getting likes and comments. But let's examine why each are important to increasing your return on investment and some techniques for using each effectively.

3.4 Likes

What is the value of a like? Facebook is rumored to be getting rid of likes so should your company still want them? Does this throw your marketing strategy out the window? The surprising answer is that it does not. The reason why is because Facebook's ranking algorithm favors content that is liked by users in the newsfeed over content that is posted in chronological order.

So how do you utilize the algorithm change to your companies' advantage on social media sites such as Facebook? Get people to like your Facebook page by getting more business page likes you will increase the likelihood that more users will view your content. By getting more users to like your page, you bump up your posts on the newsfeed.

In addition, getting more users to like your business page increases your social proof. Social proof is a psychological concept that asserts that the more people that like you the more easily you will be able to get more people to engage in an activity or action that you want. So, it is the boy band effect. In music videos for new up-and-coming boy bands, producers will hire hundreds of screaming fans to chase after them, giving you the impression that they are popular so that it will influence you to listen to them. The hope is that you seeing others go crazy over them will make you go crazy over them too.

The boy band effect is a powerful tool in marketing. If all your friends are talking about a page and raving about its products, it is more likely that you will also like the same page, and you will also purchase their products. So more page likes mean more trust and with 2/3 of Facebook users visiting a business page at least once a week, the more liked your business page is, the more it can take advantage of social proof (Animalz 2019).

Even though organic reach is gone, more business page likes will get you in front of more people and increase the likelihood that you will get more engagement too. So, in order to get more business page likes, your business page should include compelling content that will get users to like your business page (Animalz 2019).

According to Animalz (2019), there are several strategies to get more people to like your Facebook page. The first strategy is for your Facebook page to have a background picture that is eye-catching and says something about your brand. Use a profile picture like a logo or that of a mascot that people will associate with your brand. Both your cover photo and profile picture should show what your company sells. In addition to a relevant background and profile image, make sure that the information on the page is correct. Users that visit your business page want to learn more about your product. They want to be able contact you or purchase a product from you so make sure you are not providing them with wrong information. The business page should be a way for your brand to show off its uniqueness but do not forget it is also there to inform users about your brand.

The second strategy is to invite users to like your page in posts to drive up engagement. If your business content gets a lot of engagement, this is a great way to get more people to like your page. It is important when using this strategy that the people that like your page engage with your content because continued disengagement will drive down your content's rankings in the newsfeed. The third strategy is to interact with your followers. The more you interact with your followers the more willing they will be to interact with your brand. Whether those users are friends, users that have engaged with your brand in the past, or your competitors' followers, interact with them. The more your brand engages with users, the more they will feel personally connected to your brand.

Keep in mind that the more engaged your users are, the more likely they will say good things about your brand. Your followers must continue to be nurtured long after they have liked your page because their support will be vital to all your social media marketing campaigns. Ultimately, the more Facebook likes you get, the greater your return on

investment. Facebook may or may not take away the like counter but even if they do, likes will still be seen on your end. In conclusion, likes will still be a crucial component of your social media marketing campaign. Likes are very valuable to a social media marketing campaign, but so are comments.

3.5 Comments

Have you ever raised a concern to someone, and that person just sat there and did not respond back to you? How did it make you feel? Did it make you feel good about that person? Did your opinion feel valued or did you feel ignored when the person you were speaking to did not acknowledge you? This is the way people feel when they make a comment or raise a concern on a brand's social media page, and they don't respond to them (Guar 2019).

Whether you are a business that is small with a few hundred followers or a big business with thousands of followers, you must respond to every social media concern raised on your site. You may not want to or feel like that is a daunting task, but you have to. Your company invested time, money, and energy getting followers, and when one of them has a complaint, it must be addressed. After all this is *social* media and anytime you do not engage with a follower who has engaged with you, it does not reflect well on you, and it will affect your bottom-line sooner or later.

Whether or not you respond, how long you took to respond, and how you respond are all important factors when making a comment. Whether it is on Twitter, Facebook, Instagram, or any social media network, the way you respond can have a positive or negative effect on your brand. Responses are about customer experience and as with any customer service experience it is important to have a good experience. Let's dive in to see why responding back to your customers on social media is so important.

Think about the last time you had a bad experience at a business. Did you think about writing a bad review or leaving a mean comment to them on social media? Chances are that you did. According to a 2017 survey from Sprout Social, social media is the preferred method of communication for millennials when communicating with a business. That means whether it is to rave about your product or service, asking for a discount, making a complaint, or looking for a refund, social media has become the most preferred channel of communication for millennials. 80 percent of customers believe that social media has made businesses more accountable due to social media's transparency. When a comment is made under a YouTube video, or a company is tweeted at on Twitter, anyone can see it.

These comments are so important that more than 60 percent of customers are more likely to reconsider a purchase or visit a business if the brand has a lot of negative social media comments. Out of 1000 consumers surveyed on Sprout Social, 500 people said they have used social media to complain, and 17 percent of those surveyed stopped buying a brand's product or service due to a lot of negative comments.

Knowing that your return on investment could be negatively impacted by bad comments on social media makes it more important than ever that customers have a good experience. Getting a bad comment online is not the end of the world. Social media has made it easier for customers to reach you faster and thus affect you negatively faster. Therefore, the key is to turn a negative experience into a positive one. The way to do that is all in how you respond.

When a customer logs a complaint, the ball is in the company's hands regarding how to respond. The worst thing a company can do is not respond back at all. Not responding back can lead to more resentment from the customer which could lead to more backlash from other customers. What your company needs to do is nip the situation in the bud and take control.

It is important to respond back to the customer as quickly as possible in order to show that you care. Turning the situation into a positive one can lead to earning back that customer's trust, deepening customer loyalty, and even gaining more followers.

When a company gains a better reputation for customer service online, it may inevitably receive more questions and comments from customers because they know they will get a good response. Commenting back builds trust and a positive brand awareness. This is great for your brand and could set you apart from your competitors.

Engaging your customers through comments is a win-win for the customer and the business. The more you respond to your customers, the more visitors your website gets. The more visitors your website gets, the more attention you will get from others and the more others will be willing to do business with you.

In addition to building trust for your brand, comments might also help you improve your products and services. By taking what they say to heart, you may be able to spot ways to make your services better in a way you may not have considered before.

Constructive criticism can be invaluable because in this competitive business world you need every advantage you can get. Listening to a customer's complaint may help you see something you have not seen before. No product or company is perfect, and there is always room for improvement.

In conclusion, regular and professional responses are important to building your brand and your return on investment. In a Twitter poll, customers stated they were even willing to pay more for a brand that they got a better response from online. So, if a customer leaves you a negative comment online, respond back quickly and professionally, attempt to fix their issue, and thank them personally for their time (Guar 2019).

3.6 Video

Social media is meant to be engaging, and what can be more engaging than video. Video engages sight, sound, and emotions more than any other form of content. In fact, Facebook CEO Mark Zuckerberg said in 2017, "I see video as a mega trend." Video is huge and getting as many views as possible for your published content maybe the key to getting more people to buy your products (Byrom 2019).

Views of branded video content have increased by 99% on YouTube and 258% on Facebook from 2016 to 2017. Video content on Twitter is six times more likely to be retweeted than a photo Tweet. If you are looking for strong return on investment, video could be it. Let's look at some video strategies and see how brands have been engaging with their followers with video on Facebook, YouTube, Instagram, and Snapchat.

3.6.1 Facebook

The world's population is on the rise and most of those people are on Facebook. As mentioned earlier, more than a third of the global population is on Facebook. That is a lot of eyeballs and that makes Facebook very valuable for engaging your customers through video. In fact, over 100 million hours of video are watched every single day by Facebook's incredibly diverse audience. So, what are people watching?

The key to remember is that Facebook is all about fun, family and friends, and people come to Facebook to be entertained. Facebook highlights the accomplishments and silliness of everyday life. Videos such as "How to wrap your cat for Christmas 101" is a silly video of a woman wrapping her grumpy cat in wrapping paper. This video received more than 326 thousand shares and 2.9 thousand likes since 2017. Of the 84 percent of marketers who have posted videos on Facebook, 85 percent have stated that video on Facebook was an effective strategy.

Many of us have a story or two of our moms doing something funny on vacation. Well Airbnb made a marketing campaign around a term they made up called "vacation mom." A vacation mom is used to describe something that a mom does on vacation. So, they asked followers to video themselves talking about something their mom did on vacation. These feel good videos garnered 2.4 million views raising awareness for Airbnb's brand.

So how does the algorithm work for video? In order to increase the views of your videos, a KPI is to monitor how frequently your videos are completed. The higher the percentage of completion for your videos, the higher it will rank in the feed. Content that is emotionally charged will be more likely to be viewed completely and shared by your followers.

One strategy to get people to watch all your videos are to have strong visuals. Realize that 85% of videos are viewed with the volume off so use strong visuals in your video. Also use a call to action to get people to buy your product, comment on the video or download your app. Do not worry too much about how long your video is when you are starting out. Instead focus on making your content as engaging as possible (Byrom 2019).

3.6.2 YouTube

YouTube is the undisputed king of video. More people watch videos on YouTube than any other social media network. According to YouTube statistics, over a billion hours of video are watched daily on YouTube. Some other mind-blowing facts about YouTube from merchdope.com are 300 hours of video are uploaded to YouTube every single minute. Every single day 5 billion videos are watched and in a month that is an average of 3.25 billion hours of video (Merchdope 2019).

Statistics that need to be considered when creating a video for your business are that the average viewing session on YouTube lasts 40 minutes. The hours people spend is rising however, at 60% year over year. Given all these facts, only 9% of U.S. small businesses use YouTube as part of their marketing campaigns. In order to stand out amongst the sea of new videos, it may be most important to have an incredible introduction to your video. This is because 20% of people who will start your video will leave after 10 seconds if they are not engaged enough. If you can master YouTube, the return could be enormous. Many marketers have found tremendous success on YouTube. Groupon is such a company that has found great success on YouTube (Byrom 2019).

The use of targeted advertisements and relevant content cannot be overstated. In the case of Groupon, they tailored video content based on the kinds of products their audiences wanted to see. Groupon has a wide range of offerings on

their site from beauty products and services to entertainment and dining. So, they targeted travel videos only to users who like traveling and food videos for home cooks.

Their videos are successful because they put ads in front of audiences that are already looking for a product or service. Groupon found that users are more receptive to ads about exercise equipment if they have been looking up videos on exercise. Makes sense doesn't it? A campaign video Groupon posted about a bored family going on Groupon and getting discounts on awesome family activities gained them 160,000 new paying customers and boosted their brand favorability by 20 percent. Certainly, the return far outweighed the dollar cost of producing the video.

YouTube is crushing it with video, but how will you know what kind of video your customers want to see or how long of video your customers will pay attention to? The answer is testing, testing, testing. People watch all kinds of content on YouTube from the bizarre and absurd to the inspirational and informational and just to confuse you even more people watch videos that are as short as 6 seconds to as long as 24 hours.

Unlike Facebook, which is all about entertainment, or LinkedIn which is all about careers, YouTube is harder to define. The variety of YouTube campaigns and content offerings that have been successful are as diverse and ever changing as the audiences of people themselves. You will not have a clear understanding of how to structure your videos and how receptive your audiences will be to them until you publish them and track your progress.

Even so, there are a few general principles to stick to when creating your campaigns such as getting to know your audience. What are the most popular pages in your industry? Who are the people looking for those videos and what do they want to see? With YouTube, you have a lot of room to experiment so test out different kinds of video and get interactive, have a call to action, try a length of video and keep track of your completion rate and do whatever works again and again.

Optimize your video with great titles and metadata and use strong graphics to get people's attention once you have them hooked. Remember to release new content regularly. Due to the high volume of new videos being uploaded by the minute, you want to upload relevant and fresh videos like clockwork. Finally make your videos shareable on other social networks by enabling embedding on each of your videos.

The up-and-comers in video are Instagram, Snapchat, and Twitter. The key to success on Instagram is to use as few words as possible and use plenty of hashtags so relevant users can find your content. The reason for fewer words on Instagram is because Instagram is a simple visual platform. So, use beautiful videos and pictures and keep your posts simple.

Snapchat is underutilized and not as established as a social media marketing tool compared to other networks due to videos vanishing after 24 hours. Less than 12% of marketers use Snapchat video in their campaigns and only half of them found it to be successful. Even so, some brands such as the Washington Post and the NFL have found success on the platform.

Their success is due to the raw nature of Snapchat Video. When a football star is in the locker room on Snapchat video talking about their upcoming game, it feels more personal and spontaneous. Some keys to marketing successfully on Snapchat are to use lots of text and funny emojis and filters in your videos. This may seem a little immature and that is because it is. Most Snapchat users are between the ages of 12 and 24 and the percentage of users by age goes down steeply after that.

On Twitter, video is two times more memorable than other forms of content and 6 times more likely to be retweeted compared to photos. The reason for this lies in the nature of Twitter's newsfeed where content is more tailored to users than other networks, so its users respond better to video ads than on other platforms. Video can be an effective strategy on Twitter and some keys to a successful Twitter video are to hook people within the first three seconds of your video and tell a compelling story. Videos that have a story and people in them within the first three seconds increase the emotional intensity of video and are watched 133 percent more than videos without a person in it. Also use text in your videos. Videos that exhibit words have a higher completion rate (Byrom 2019).

Now you have your benchmarks, goals and KPIs set. You also know about the different networks and content that is important to achieving a high rate of return. But how much is this going to cost you and how do you calculate your return on investment?

3.7 Costs

Determining social media return on investment depends on your company's goals. If the company's goal is to make sales, then the return on investment is as simple as assigning a dollar value to each expense activity involved in producing the campaign and then compare that to the revenue received at the end of the campaign.

If the goal is to get more followers, then compare the number of followers at the beginning of the campaign and the production value of the campaign and compare that to the number of followers the campaign gained at the end of the campaign. But what do you include in cost?

The budget of a social media marketing campaign varies wildly from company to company due to whether the company decides to prioritize social media as part of their marketing strategy or not. Some companies have a big social media presence and other companies do not have one at all. For some companies the expense can be easy to determine or negligible. It could just simply be an employee on their phone taking pictures and posting them to their company Facebook page. For other companies calculating the return on investment can be a daunting task due to the labor, technology, and miscellaneous expenses such as travel and office supplies that go into producing a campaign.

For companies with large social media marketing budgets, expense may include labor, equipment, rent, electricity, travel, office supplies, and advertisement costs from Facebook and Twitter. Some companies even pay a network of social media influencers to market their products. For companies with smaller budgets, expenses may just be a cellphone (Del Gigante 2019).

Calculating Return on Investment (ROI)

What are the steps to calculate the return on investment? Well it is relatively easy. First you take your company's total revenues from social media minus the total cost of the social media (investment into social media) then you do the calculation (Del Gigante 2019):

$$(\text{Total Social Revenue} - \text{Total Social Costs}) \times 100 / \text{Total Social Costs} = \text{Social ROI}$$

The ROI helps us to see what efforts are working and which ones are not. As a company spends more time developing products, acquiring technology, investing in its people, and learning the changing tastes of consumers and what platform is best to reach them, the ROI will change. It is a helpful metric, but it is not all math. There are many factors such as creativity, trends, and just plain luck that are not calculable. But the ROI is critical in determining which key performance indicators are delivering results (Dodaro 2019).

4. The future of Social Media Marketing

So now you know all the components that drive the ROI and how to calculate it. Your campaign is going great and you are a social media marketing master now, but what is the future of Social Media Marketing? What is your company's plan for staying ahead and improving your return?

The purpose of a good social media marketing campaign is to attract potential customers and move them through the phases of becoming loyal repeat customers and get a good return out of it. If your campaign is too focused on building, it's brand and not selling enough products through online sales, then your business goals and social media plan are not aligned.

The fact is, most businesses still do not know how to use social media effectively. Even so, when marketers were asked which medium would they predict would be the best source of leads for their business, social media had the clear lead. 53 percent of those surveyed favoring social media in the future over direct messaging and email marketing, even though marketers are not entirely confident in social media marketing today (Hutchinson 2019).

Could robots do a better job and get a better return? Automation could be the key to the next stage in social media marketing. Many of the functions involved in the process of a social media campaign can be automated. Robots could better assist customers through the buying process, potentially leading to a better customer experience, and reduce labor costs as machines could take over. Although the benefits could be favorable, automation seems at odds with social networks (Lal et. al. 2020).

Social media users crave human interaction. The fact that we want to be more connected with each other is what drives us to log into social media in the first place. Brands that develop a personal relationship with users create a deeper bond with their users than brands that do not. These real bonds make automated responses appear disingenuous in comparison. But as a company scales up, it is not possible to respond to every comment and engage with every customer uniquely.

There is opportunity in automation but how much of the benefit there will be and how that may impact the customer experience could be a long way off. In social media everyone has a voice. In a good customer experience that voice is being listened to, and when machines become the only ones doing the listening how customers interact with brands through social media will change along with it (Shay and Van der Horst 2019).

The world's population is growing and so are the number of users on social media. Automation will need to be considered by companies to get costs lower and create more efficiencies, and striking the balance will be key to a better customer experience.

Indeed, most business are only getting average results in their social media marketing efforts, but on the other hand businesses see a future when their business goals are more aligned with their social media goals. So, the burden is on marketers to get better and learn more about what works and what doesn't and create best practices for their social media marketing campaigns to maximize their leads and justify the cost of their social media marketing campaigns.

5. Conclusion

Social media is a powerful marketing tool for companies to use. Companies can setup a social media account easily for free on any number of social media platforms. Each platform such as Facebook, YouTube, and Twitter have different features that make each more receptive to different kinds of content.

When approaching your social media campaign, it's important to first start off by counting your current performance indicators such as number of followers and determine what is currently working and what is not. Then define your goals and your key performance indicators that will help you achieve your goals.

It is important to understand the importance of like, comments, and videos that drive users to like your business page because it will improve your rank. Respond to all comments to drive traffic and mitigate any customer issues. Videos are a megatrend so use them. Have strong graphics, use people, and have a story arc. Use the information from networks to customize ads to your audience for maximum effect.

There are so many reasons for marketers today to use social media to boost their brand awareness and generate more leads. But it is up to marketers to test, continue learning, and apply only what works. Marketers see the value in social media marketing but still do not feel completely confident running an effective marketing campaign or calculating the return on investment of a social media marketing campaign (Hutchinson 2019).

There are many established networks ready for your company to use but more are still coming all the time. As you learn more about your customers and trends in your industry, it will be important for you to re-assess your goals and KPIs to match your company's goals. The future of social media marketing is a bright one and as marketers improve their techniques and automate, their ROI will improve.

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