

# Social Media Marketing in 2016

Planning Campaigns That  
Incorporate Real-Time Moments

 Planning Guide



# Real-Time Moments Matter

A look at how social media is powering impactful brand marketing strategies

Marketing is no longer based entirely on planned campaigns. The most effective strategies are now powered by real-time moments that require brands to be agile and creative on the spot. Social media has become a powerful driver behind increasingly important, but fleeting, moments that marketers are desperate to better understand.

In the age of real-time marketing, brands are looking to respond to consumer actions with highly personalized content as quickly as possible, but the most successful tactics behind the concept is still unclear. There is currently little concerted research or industry data available to provide insight into the tactics, goals and strategies that power these real-time efforts. Even with guidelines on best practices and capabilities to put some of these efforts in place, many marketers have difficulty tying them to real return on investment.



*“ Marketing is no longer based entirely on planned campaigns ”*

The 2015 Wayin Real-Time Marketing Report, a first-of-its-kind research study, aims to provide the marketing industry with a quantitative baseline for real-time marketing strategy, execution and trends as currently practiced by brands.

The survey of 200 marketing professionals director level and above who are currently practicing real-time marketing drives home the idea that effective real-time marketing cannot consist of a string of sporadic actions, but instead requires a carefully planned strategy with the resources to discover the right audiences and target them with the right content at the right time.

# The Real-Time Marketing Checklist



Real-time marketing occurs in the moment, but successful marketing teams plan ahead to leverage in-the-moment social activity. These opportunities can come from both large and everyday public events, as well as proactive or reactive brand activation.

By assessing the essential areas incorporated in real-time marketing activities, brands can gain the advantage of readiness and ensure no moments are missed to move the marketing needle

## Determine how ongoing social activity and current events connect to your brand

- Identify always-on topics and conversations related to your products' uses, benefits or complementary categories. (weight loss, sports, fashion, outdoors, games)
- Determine major public events and public celebrations appropriate to include or participate in for brand marketing initiatives. (Thanksgiving, Black Friday, Labor Day, Bosses Day, The Super Bowl, Halloween, New Year's)
- List out the main lifestyle values of your target audiences, notably those which may be reflected in their social conversation. (Healthy living, active lifestyle interests, social causes, areas of fashion, hobbies)
- Assess how each of the above areas can connect to your planned brand marketing campaigns and which can be part of an "always-on" strategy, as well as ways to display this real-time social on other channels to increase awareness and action.

## Align planned marketing and advertising campaigns with real-time activation strategies

- Review planned marketing campaigns across digital, television, mobile and offline channels and identify opportunities for real-time social activation to enhance the outcome (campaign hashtags to invite participation, incentives for social sharing, opinion polling to impact product decisions)
- Select brand-hosted or sponsored events and consider strategies for social participation that extend awareness or drive a secondary action or interest (on-site social contest that extends reach iner/nationally, encouraging social conversations of event announcement to earn media coverage)
- List evergreen brand-specific names, products and industry category keywords referenced in real-time social conversation
- Brainstorm different approaches to social activation at each planned touchpoint, and outline ideas for integrating the content and conversation from these activations on additional screens to extend their persuasive influence.

# The Real-Time Marketing Checklist



## Ensure the necessary technology capabilities are in place for execution

- Select a technology solution allowing for real-Time search capabilities across the big three social networks of Facebook, Twitter and Instagram
- Ensure capabilities of social curation and organization of social content are available to utilize real-time social content in flexible, personalized ways
- Assess the ability to display this curated social content across other marketing screens - such as web, mobile, TV, live events and outdoor jumbotrons - to extend the impact of social activations
- Analyze the importance of being able to store and save social content for ongoing or future use
- Investigate the the level of customization allowed for visual branding and interactive options in creating real-time experiences such as polls, contests, voting and trending visualizations



59%

Plan to increase their RTM budget in the year ahead

98%

Report a positive impact to revenue from RTM

89%

Can tie RTM efforts to overall business goals

## Key Findings

- 1. Marketers agree real-time marketing needs to be immediate, but are still finding it difficult to do:** Nearly half (49 percent) of marketers believe real-time marketing needs to happen within minutes, and a quarter (26 percent) say seconds. Still, 46 percent of real-time marketers require 30 or more minutes to respond to breaking news and events on social media.
- 2. Marketers tie real-time efforts to overall business goals:** Eighty-nine percent of real-time marketers believe they have a good or excellent ability to tie these efforts to overall business goals. Fifty-six percent of real-time marketers say they think real-time efforts help build customer relationships, 55 percent cite event promotion and 51 percent cite content strategy.
- 3. Real-time marketers plan to increase their investments in the year ahead:** Fifty-nine percent plan to increase their real-time marketing budget in the year ahead and 66 percent will increase social media spend specifically.
- 4. Real-time marketers value social media marketing:** About a third of respondents say they employ at least five people to manage social media conversations and respond in real time. More than 78 percent have three or more dedicated employees for social media.
- 5. Timely content creation is still limited:** Forty percent of real-time marketers do not respond to timely news and trends on social media regularly. When they do, it's isolated. Sixty percent of marketers execute all social media content creation and customer engagement on the social sites themselves, not integrating social media content into other marketing channels.
- 6. Marketers depend on technology to enable their efforts but the types of technology varies:** More than half (52 percent) of marketers believe social monitoring tools are the most important software in conducting real-time marketing. Comparatively, 39 percent value social search tools.
- 7. Real-time marketing leads to measurable results:** Ninety-eight percent of companies report a positive impact on revenue from real-time marketing with more than one third of companies reporting a revenue return of more than half.

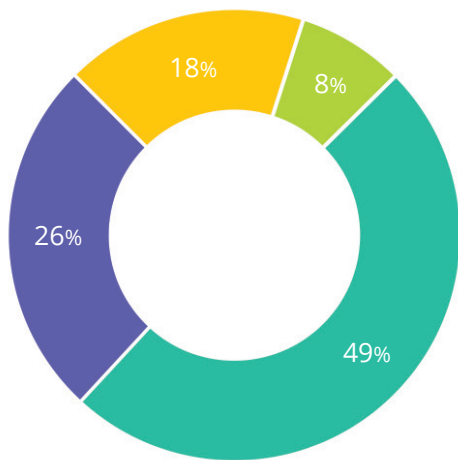
# The Current Real-Time Marketing Landscape

Consumer-generated social media conversations and content are now more important for marketers as social media becomes even more prevalent in the communication habits of daily life. Social media behaviors can uncover valuable insights about audiences and everything from their personal interests and purchasing preferences to how they are promoting their brand loyalty to friends. While this insight can be incredibly powerful in determining the most persuasive real-time actions, marketers are lacking the budget and resources needed to use this information to its full potential.

Overall, marketers believe that real-time marketing needs to be almost immediate and understand where it is providing value across a number of broader business goals. However, most still feel that they are lacking the resources to use consumer-generated content in real time and in a meaningful way.

## Most marketers define real-time marketing response time as happening within minutes, or less

How would you define real-time marketing in terms of response time?



- 49% Within Minutes
- 26% Within Seconds
- 18% Within Hours
- 8% Within Days

Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

While the precise definition of real-time marketing still varies, brand marketers agree that it involves a mix of digital marketing and social media content development in response to audience behaviors as quickly as possible.

The majority of marketers surveyed indicated that for marketing efforts to be “real time,” they believe a brand must be able to react to an event or action within minutes. One in four marketers actually believes real-time marketing requires action within seconds.

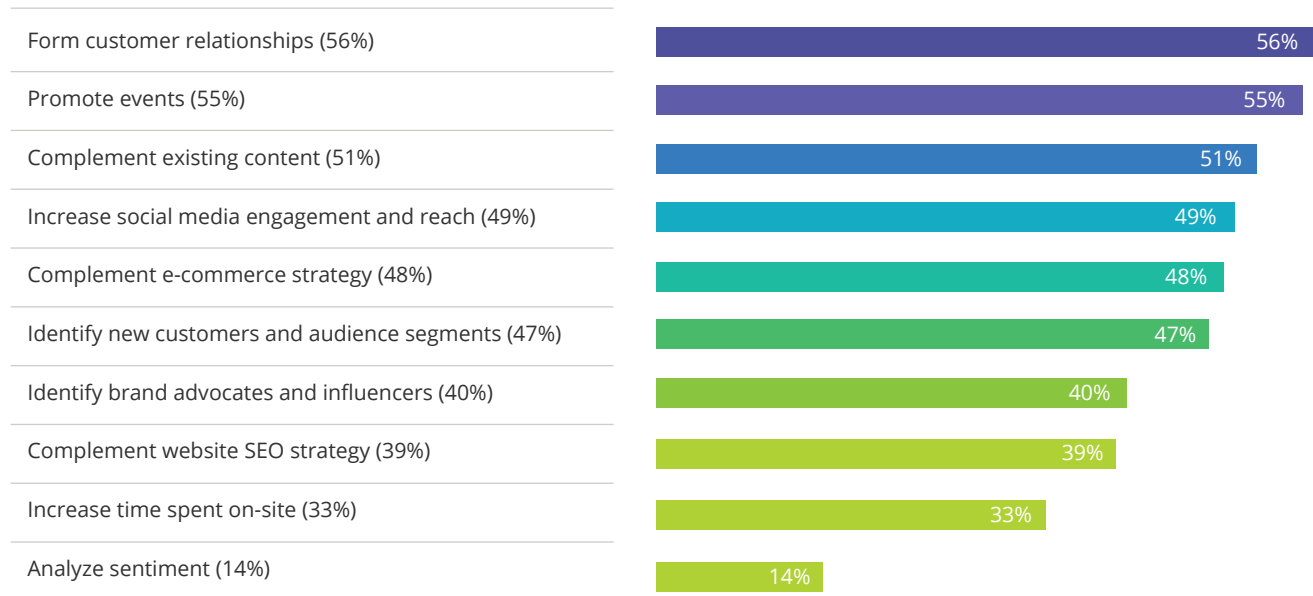
1 in 4

Marketers believe real-time marketing requires action within seconds.

## Companies are executing real-time marketing to achieve multiple business goals

Brands employ real-time marketing to connect to a number of core business objectives. More than half of marketers cite building customer relationships, event promotion and content strategy amongst the top reasons they currently use real-time marketing. Other highly cited goals include increasing social media engagement and reach, complementing e-commerce strategy and identifying new customer and audience segments. Only a third of respondents use real-time marketing to increase time spent on site and few are using owned social media communities.

### Why are you using real-time marketing tactics?

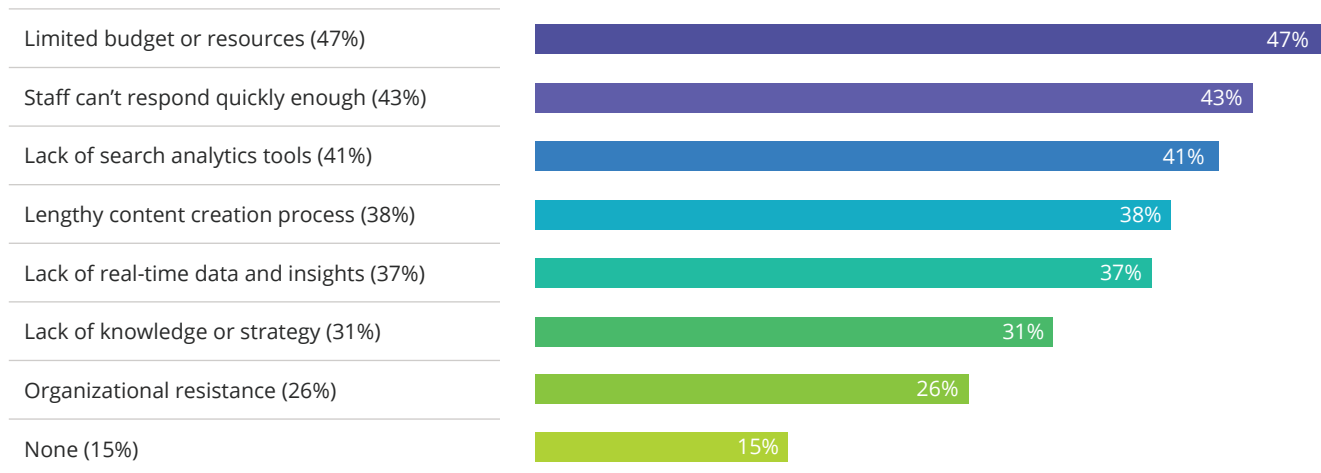


Source: Wayin Real-Time Marketing Report, June 2015.

## Marketers understand the value of real time, but they still report major challenges

While marketers have high hopes for their real-time marketing efforts, most still face budgetary and resource restraints when it comes to the use of social media data to power real-time marketing efforts. Marketers rank limited budget and resources as their biggest challenge, followed by slow staff response time and lack of search and analytics tools. Very few indicated that nothing is standing in their way.

Which challenges are preventing your organization from using social data in real time?



Source: Wayin Real-Time Marketing Report, June 2015.



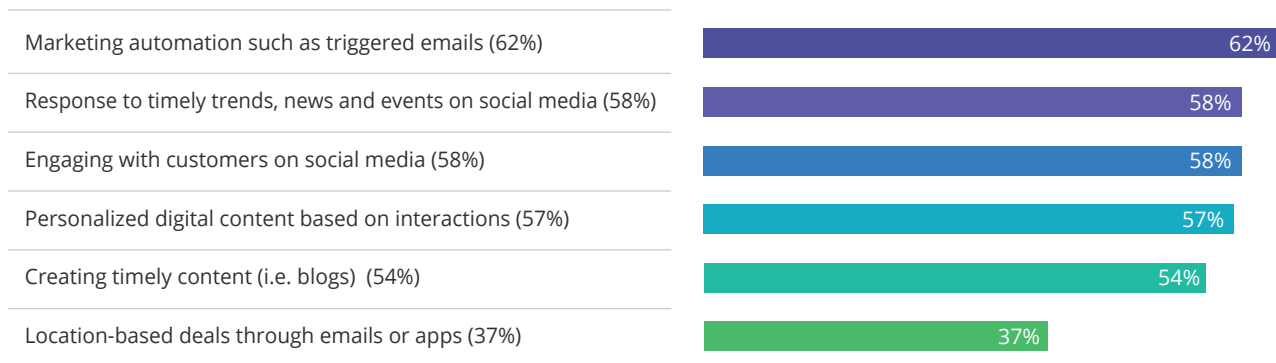
# Real-Time Marketing Strategy and Tactics

Real-time marketers use a mix of tactics and enablement tools to execute as quickly as possible but none seem to have a consistent strategy in place. Most brand marketers have responded to timely news or planned events at least once in the past year, but rarely are they doing so on a regular basis. And while marketers believe they have technology in place to empower better results, most are prioritizing traditional listening tools and lack the technology to search and analyze customer-generated content to help take action.

## Marketing automation is the most commonly used real-time marketing tactic but activities span a mix of channels

Marketers are using an integrated mix of tactics across digital and social media channels to execute real-time strategies. Marketing automation, such as triggered emails, is currently the top tactic used by more than 60 percent of real-time marketers. More than half report that they use on-site social media tactics and personalized digital content, such as display advertising. About two thirds also say they have leveraged big events like the Super Bowl, or unanticipated breaking news like #thedress, at least once in the last year. Despite their wide range of tactics, more than 40 percent of real-time marketers still do not respond to timely trends, news and events on social media regularly, and almost half do not create timely content like blog posts.

Which of these tactics are included in your real-time marketing strategy?



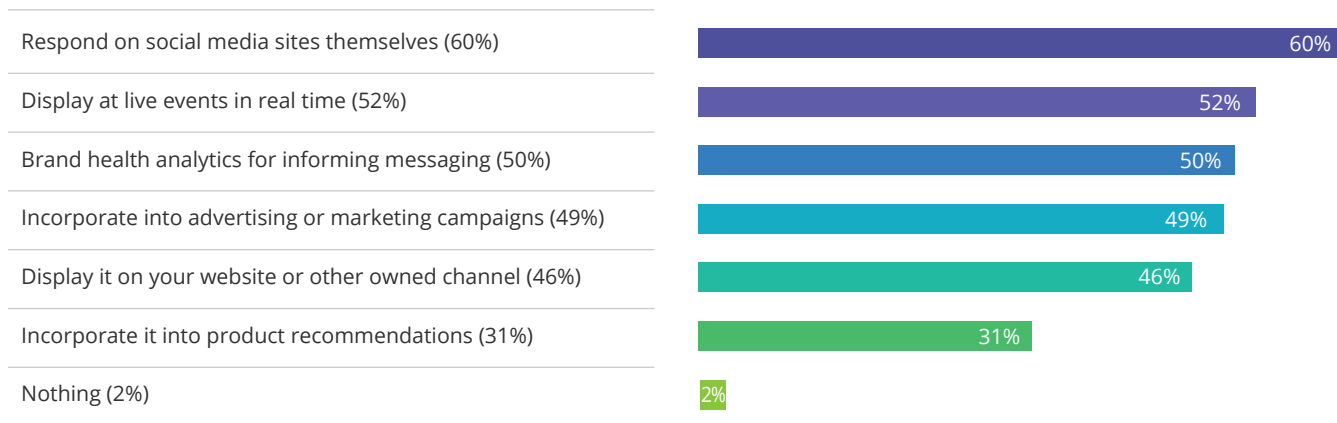
Source: Wayin Real-Time Marketing Report, June 2015.

“ Marketers are using an integrated mix of tactics across digital and social media channels to execute real-time strategies ”

## Marketers are using social content created by customers across a number of efforts

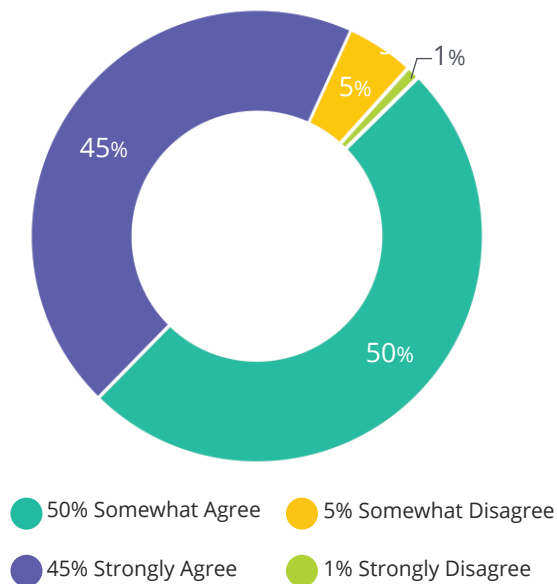
The majority of marketing efforts leveraging content created or shared by customers is isolated to social channel response, but marketers are also employing approaches to integrate this content across other brand channels. Sixty percent report only responding to social media content generated by consumers on social sites. Less than half display social content on their own websites and less than one-third use social content to persuade product recommendations.

What do you do with relevant social content created by customers?



Source: Wayin Real-Time Marketing Report, June 2015.

## Technology is commonly used for real-time marketing on social



“I have the technology in place to allow me to practice real-time marketing on social.”

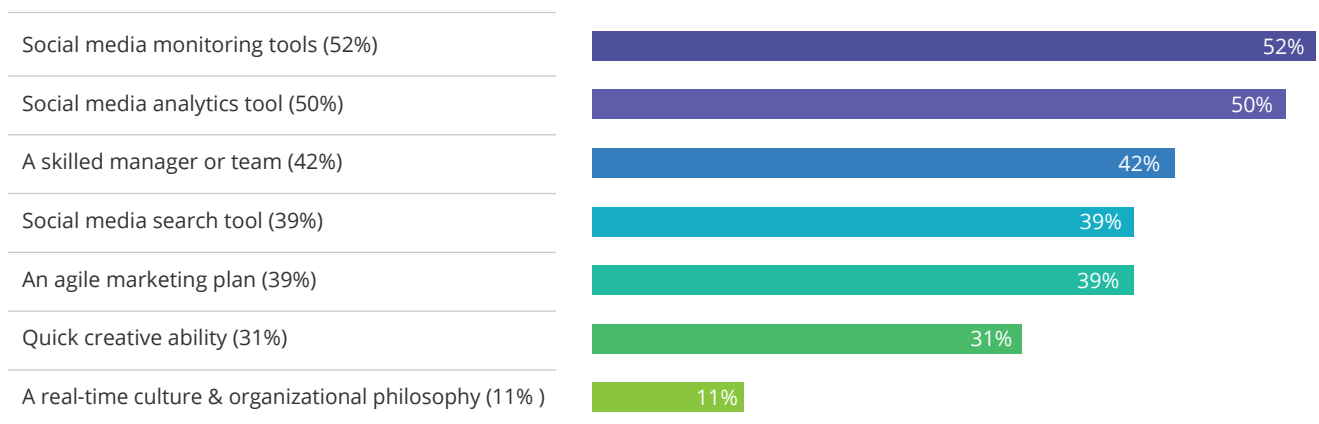
A significant majority of real-time marketers (95 percent) use technology to enable real-time marketing on social media, yet only 45 percent say that they strongly believe their technology is enabling their practices.

Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

## Tools are seen as the most critical element for an effective real-time social strategy

When it comes to real-time social media effectiveness, marketers think tools can best help their strategy. More than half believe a traditional social listening tool is the most important element in a real-time social marketing strategy and 39 percent indicated that they believe real-time social search tools to be of value. Though half of real-time marketers report a social analytics tool is crucial, more than 40 percent indicated that they are lacking this type of technology.

In your opinion, which of the following are the most important elements for an effective real-time social media strategy?



Source: Wayin Real-Time Marketing Report, June 2015.

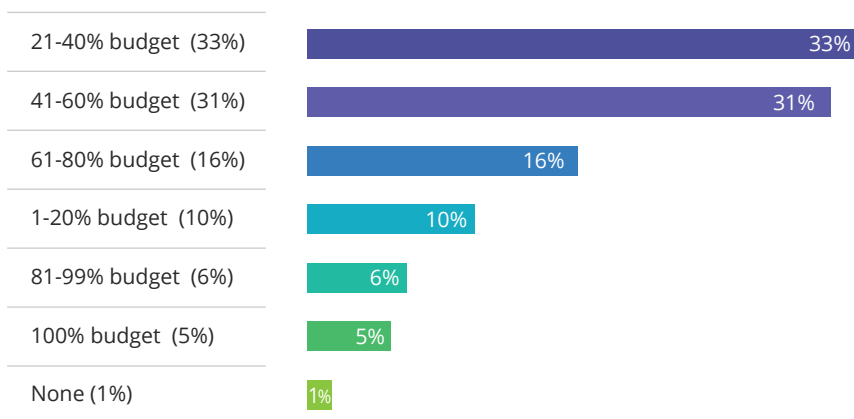
# Real-Time Marketing Investment, Resources and Capabilities

Real-time marketers value social media as a major part of real-time marketing strategies. Real-time marketers are even more likely to say they plan to increase their social media marketing budgets in the next year, with almost two thirds indicating that this is the case. Social media is becoming an influential part of real-time marketing strategies.

## Sizable budget portions are being connected to real-time activities

Most real-time marketers connect between 20 to 60 percent of their overall marketing budget to real-time marketing activities and only about 1 in 10 spend 80 percent of their marketing budgets or more on real-time efforts.

What percentage of your marketing budget is connected to real-time marketing?



Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

Social media is valued as a major part of real-time marketing strategies. Real-time marketers are even more likely to say they plan to increase their social media marketing budgets in the next year, compared to holistic real-time efforts, with almost two thirds indicating that this is the case.

Do you plan to increase your **real-time** marketing budget in the next year?



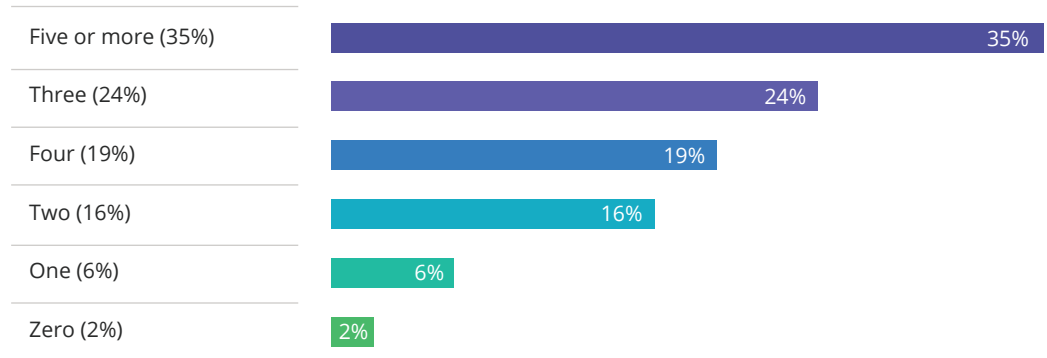
Do you plan to increase your **social** marketing budget in the next year?



## One in three marketers employ five or more people dedicated to real-time marketing efforts

A significant investment in manpower is being spent on social media marketing efforts. More than a third of respondents say they employ at least five people who are responsible for responding to breaking news and events on social media in real time, and just under two-thirds employ one to four people.

How many marketing team members are responsible for responding to breaking news and events in real time?

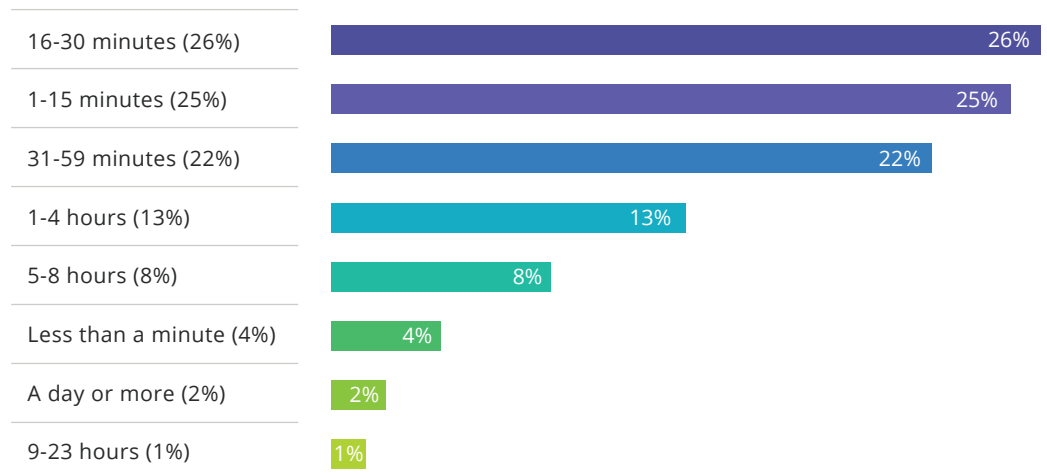


Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

## Marketers understand the need for faster response times, but are struggling to do so

Marketers' visions for real-time marketing are not aligning with their capabilities. Although about one in four marketers say real-time marketing must happen in seconds and nearly all of the real-time marketers surveyed say their teams, regardless of size, are prepared to respond to breaking news, only 4 percent of brands said they can respond to breaking news and events on social media in less than a minute. More than half say they can respond within 30 minutes and almost one in four says it takes them an hour or more.

How quickly can your team respond to breaking news and events on social media?

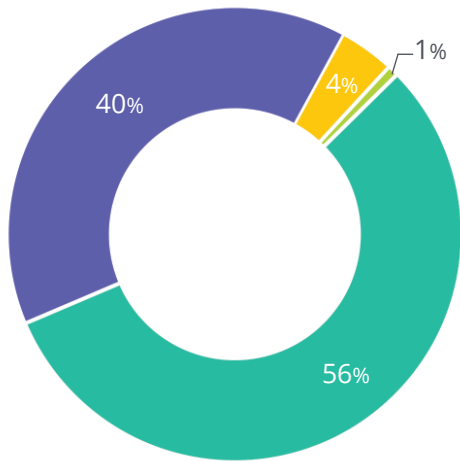


Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

## Marketers agree that their current response times need to improve

Marketers understand their response time should be improved. Over 95 percent of real-time marketers say they feel the need to respond directly to customers more quickly when they post content about their brand on social media. Another 93 percent indicated their need to respond to timely events with relevant content more quickly.

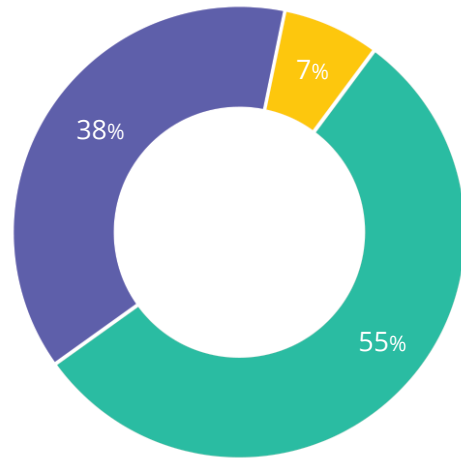
"I need to respond directly to customers more quickly when they post content about my brand."



- 56% Strongly Agree
- 40% Somewhat Agree
- 4% Somewhat Disagree
- 1% Strongly Disagree

Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

"I need to react to trending social media content more quickly to improve my real-time marketing efforts."



- 55% Strongly Agree
- 38% Somewhat Agree
- 7% Somewhat Disagree

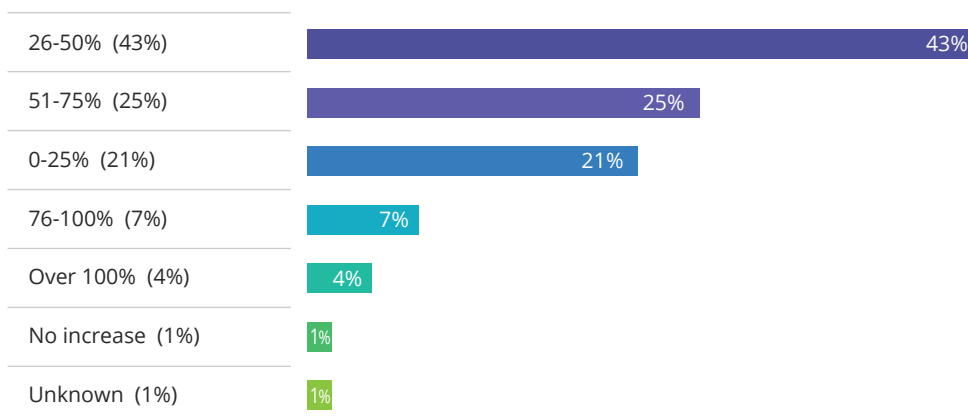
Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

# Measuring the Impact and Return from Real-Time Marketing

## Almost all marketers see revenue ROI from real-time marketing and the ability to connect social media to overall marketing goals

Despite the agreed need for improvements, there are some areas marketers are seeing high returns. Just over a third of real-time marketers are seeing a revenue return on investment of over 50 percent, with most indicating that they're seeing somewhere between 25 and 50 percent. Furthermore, most say they are able to tie their efforts to overall business goals, and just over 40 percent said their ability to do so was excellent.

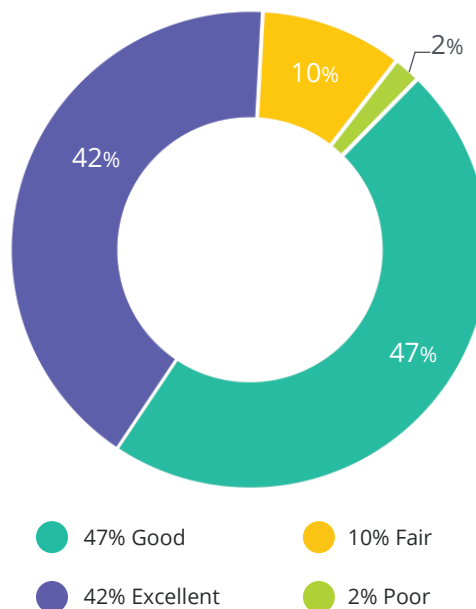
What revenue ROI are you seeing from real-time marketing?



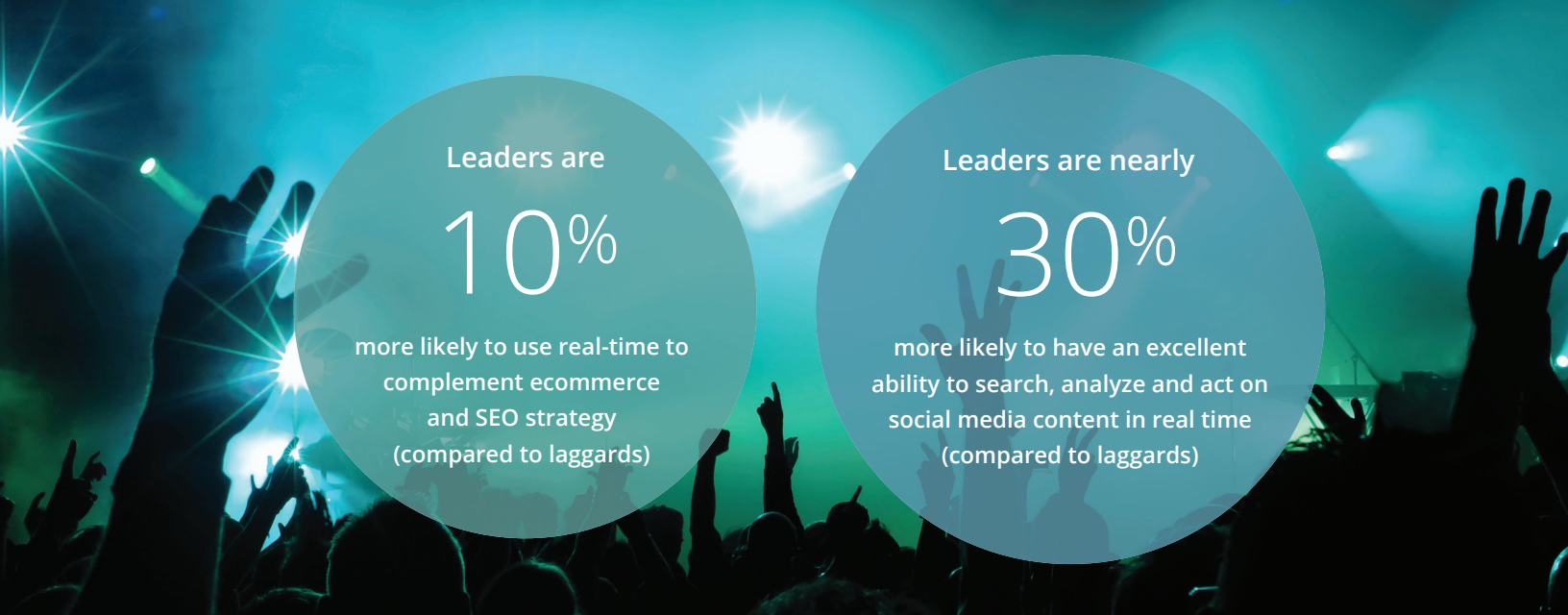
Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

How would you rate your company's ability to connect its social media strategy to overall marketing goals?

For the most part, marketers believe they're putting forth the best effort when executing real-time marketing tactics and are able to tie it to specific metrics, but some are still not seeing the return they're hoping for. While the way marketers are measuring data varies, 89 percent are able to tie return on investment to specific business flows.



Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.



Leaders are

10%

more likely to use real-time to complement ecommerce and SEO strategy (compared to laggards)

Leaders are nearly

30%

more likely to have an excellent ability to search, analyze and act on social media content in real time (compared to laggards)

## ROI leaders are investing more

When comparing the marketers seeing a high return on investment with their marketing peers who are not, there are notable differences in tactics and spending priority. Leaders in ROI (those seeing higher than 50 percent return) allocate a larger percentage of their overall marketing budgets to real-time marketing. In fact, 40 percent more of these leaders say that more of than 60 percent of their marketing budget is connected to real-time marketing.

Additionally, ROI leaders employ twice as many marketers to focus on real-time marketing and over half of the leaders feel that their teams are well prepared to respond to breaking news and timely events compared to about one in three of the laggards.

## ROI leaders employ different tactics

Leaders make far greater use of planned big events (80 percent vs. 58 percent) and unplanned breaking news (78 percent vs. 57 percent) on social media. Alternatively, laggards make greater use of social engagement (61 percent vs. 52 percent) and location-based deals (40 percent vs. 31 percent).

The goals of ROI leaders compared to laggards also vary. Leaders are 10 percent more likely to use real-time more to complement e-commerce and SEO strategy, while laggards are using it more for promoting events, creating customer relationships and increasing social engagement and reach.

ROI leaders also indicate that they have more advanced technology in place to execute real-time marketing tactics and are 30 percent more likely to say that they strongly feel they have the right technology to carry out their real-time marketing strategies. Leaders are also almost 30 percent more likely to have an excellent ability to search, analyze and act on social media content in real time.

While there are some notable differences in practices among the ROI leaders and laggards, real-time marketing has become a priority for brands with social media increasingly powering these efforts. Brands practicing real-time marketing successfully are using a variety of tactics and tying these strategies to overall business goals. They're using more technology and manpower to execute these tactics and are willing to invest even more in the years ahead.





# Takeaways and Implications

## Real-time marketing is a priority for large brands

The use of real-time moments to power brand marketing is not a fad or a trend. It's a growing practice that marketers have prioritized. While companies indicated they want to be able to respond to breaking news and customers faster, most are able to execute real-time tasks in a timely and effective manner. Leveraging planned events like the Super Bowl and unanticipated breaking news, most are able to respond within 30 minutes. Real-time marketers are also investing a significant amount of budget and resources into social media efforts to power real-time strategies. Over half of respondents believe a social media monitoring tool to be the most important factor in executing real-time efforts and about a third of respondents employ at least five people to monitor social media conversations and respond in real time.

## Real-time marketing is driving measurable business returns

Real-time marketing is impacting the bottom line for businesses. Ninety-eight percent of companies report a positive impact on revenue from real-time marketing with more than one third reporting a revenue return of more than 50 percent. What's more, companies are able to tie these efforts back to overall business goals. Almost 90 percent of real-time marketers say their ability to do so is good or excellent. Most are able to pinpoint impact to specific business flows and measure return on investment with web traffic data, followed by revenue and sales then social media engagement.

## Better internal capabilities drive stronger, faster success

While real-time marketers are seeing results, most admit they still lack resources to execute tactics as effectively as possible. Those who have invested more are seeing higher returns. Marketers seeing a higher ROI have hired more staff to handle real-time social media efforts and invested a higher percentage of their overall marketing budgets to power these strategies. ROI leaders also rate their ability to discover, understand and act on social media content higher and prioritize different tactics. All real-time marketers, regardless of ROI, report technology tools as the most important element for effective real-time social — more so than quick creative abilities or organizational culture. Most marketers report needing improved technology to do their jobs better, with the majority indicating a lack of technology as their top challenge.

## The missing piece: contextual analysis

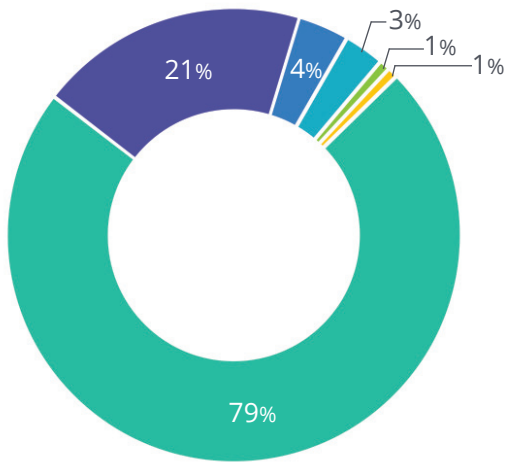
Real-time marketers believe they're using existing resources with success, but many feel they can still do more. Most have responded to timely news or planned events at least once in the past year, but rarely are they doing so regularly. Most marketers are using traditional listening tools, but they lack the ability to search and analyze customer-generated content in real time. While they've invested a significant budget portion for real-time efforts, the majority feel the need to invest even more.

The gap is context, as indicated by report data. Marketers lack an organized strategy required for higher levels of success. They do not have an ability to sort through important content, analyze its context and determine the best way to react and take action to reach key audiences. Most are still using one-off tactics rather than planning concerted efforts at certain times. To drive results, marketers need to choose real-time moments wisely and make those moments matter. More significant investments and the right technology can make this happen. To close the gap from intent and desire to strategy and results, marketers must equip themselves with the ability to search, understand and act on real-time moments.

## Methodology

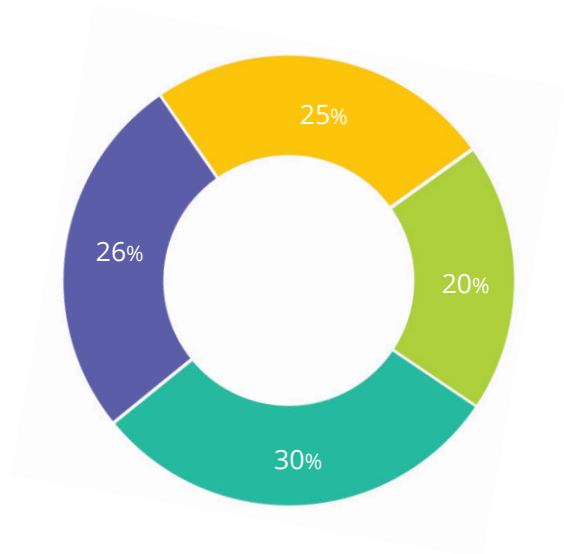
In March of 2015, Wayin surveyed 200 marketers who are currently practicing real-time marketing at companies with \$100 million or more in revenue. Data from the Wayin Real-Time Marketing report were released in June of 2015. Due to rounding, percentages may add up to more than 100.

Marketers from the following industries were surveyed:



- 79% Brands
- 21% Agencies & Consulting
- 4% Media & Publishing
- 3% Other
- 1% Sports
- 1% Non-Profit

Job level breakdown by title of the marketers surveyed:



- 30% VP Level
- 26% C-Level Executive
- 25% Director Level
- 20% Manager Level

Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

## About Wayin

Wayin is a social media intelligence and marketing software company that offers solutions to surface the best social trends and content to persuade audience action and drive marketing results. Wayin gives brands control over their social data to create real-time experiences for consumers that foster trust and drive action.

Co-founded by Scott McNealy, the former Sun Microsystems CEO and co-founder, Wayin is led by key Sun Microsystems alumni, as well as top digital and media industry veterans, and is focused on creating ways to use social media to power business knowledge and growth. Wayin is based in Denver with offices in New York, San Francisco, Los Angeles, Atlanta, Japan, Argentina, Brazil and Hong Kong. [www.wayin.com](http://www.wayin.com), @wayin