

GUIDE

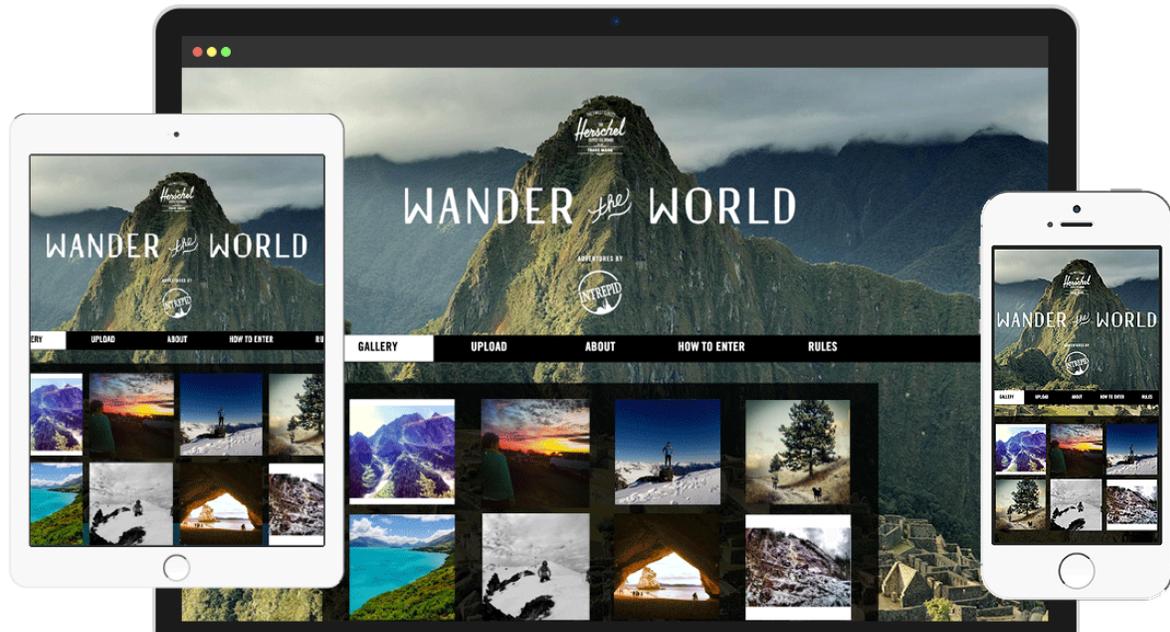
Hootsuite Campaigns

Acquire fans, gain leads, and build customer loyalty



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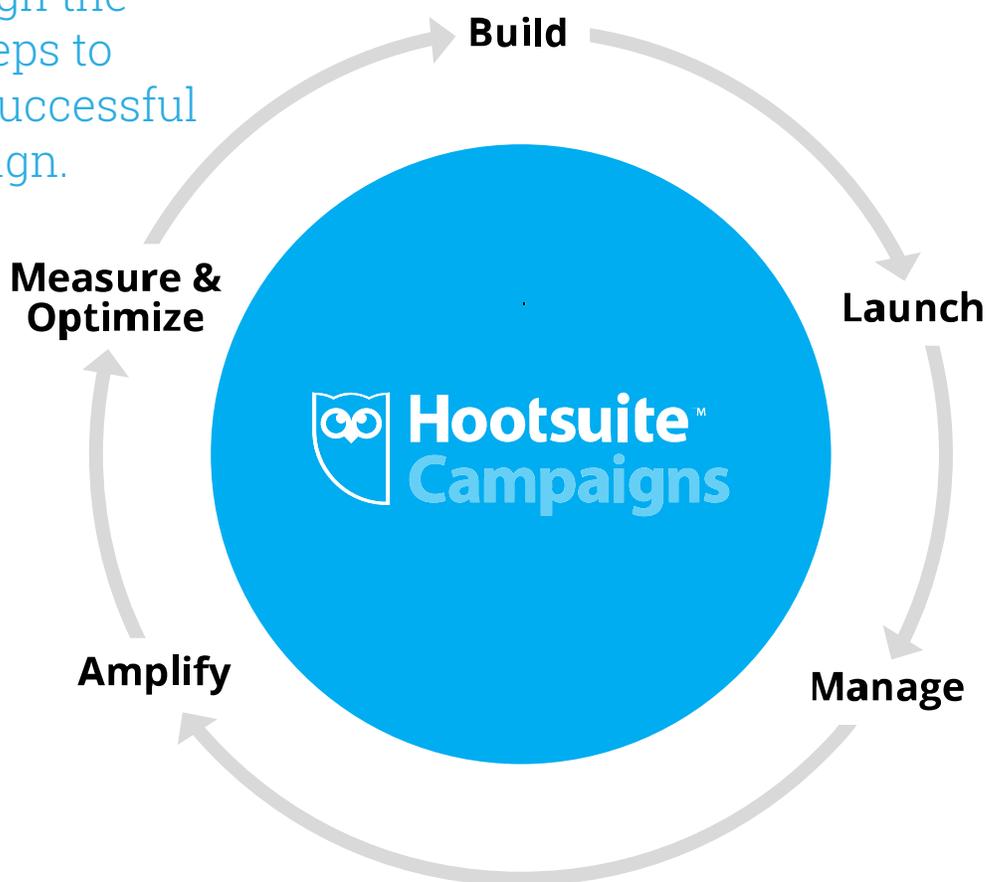
This guide covers the 5 essential steps for launching large-scale social media campaigns. We'll show you how to match social tactics to business goals, reduce manual work, and track campaign success back to revenue.

Increase the reach of your campaigns with one integrated workflow

With Hootsuite Campaigns, your organization can quickly create mobile-friendly social campaigns including powerful social media apps, contests, quizzes, and branded galleries.

From manual daily tasks such as moderating contest submissions to coordinating a national promotion strategy, Hootsuite Campaigns streamlines your workflow and makes it easy to gather and analyze social data.

Let's go through the 5 essential steps to launching a successful social campaign.



1. Build your campaign around one business goal

Every contest or campaign should have a clear and specific business goal. This will allow your social team to clearly show Senior Directors and VPs that social campaigns are delivering business impact.

Select a business goal:

Hootsuite Campaigns lets you build different campaigns to match business goals.

- Audience growth**
Spark conversations and increase engagement with your online community with beautiful contests, reward with incentivized sharing, and boost the number of fans and followers on your social networks.
- Generate leads**
Run sweepstakes to capture email addresses and other valuable data from your prospective customers.
- Drive sales**
Build promotional campaigns and connect fan entries to in-store or ecommerce purchases.
- Retain customers and build brand advocacy**
Reward loyal customers with promotions and empower followers to promote your brand with user-created contributions.
- Capture consumer data**
Combine data collected via contest entries with existing social and digital data, helping to better understand consumer drivers, new product development, and the influence of social media on purchase intent.



2. Launch in the right format

Choose a campaign template

With Hootsuite Campaigns, you can easily build a mobile-ready campaign without design or IT help. Social media teams can choose from 13 customizable templates including caption contests, beautiful video or photo galleries, or national sweepstakes.

Easily customize to express your brand

Once you've selected the campaign type, you can easily customize colors, images, font, and layout. If you want to customize your campaign's design even further, you can include custom CSS and Javascript as well.

Choose what data to collect

Build required fields for entry (ie. email address, name, zip code, etc.) and decide what consumer data is valuable to your organization. With Hootsuite Campaigns, you can compare this new data with existing social data, as well as export to third-party analytic platforms such as Google Analytics or Omniture.

With Hootsuite Campaigns, you have multiple options for launching your campaign. These options are designed around specific goals. All options are optimized for mobile and can be launched right from your Hootsuite dashboard.

Drive action with a microsite

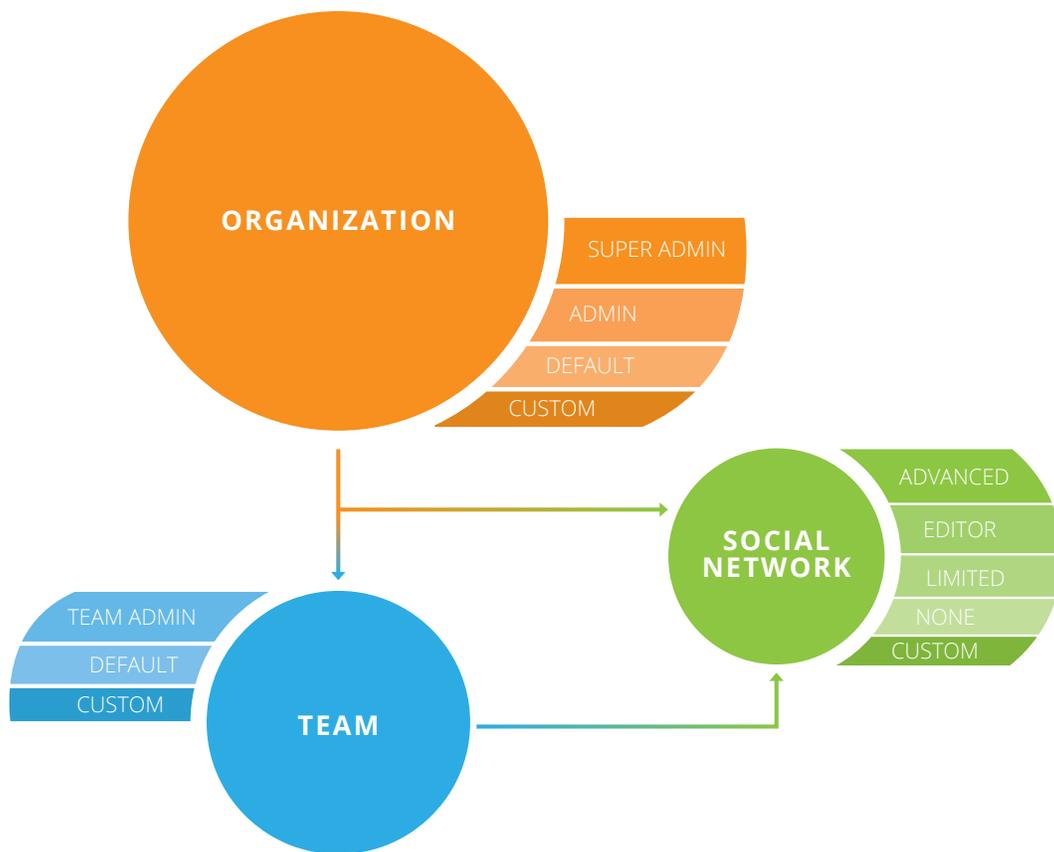
If your campaign is geared towards a specific action instead of engagement —such as entering a summer getaway contest or booking a test drive of a new car at a local dealer—microsites offer cohesive, mobile-friendly experiences.

Boost organic reach with a Facebook app

Any Hootsuite Campaign can be launched as a custom Facebook app, including those based in other social networks. This tactic can help you not only boost engagement among your existing Facebook audience but also acquire new followers.

Drive traffic with an embedded iFrame

An inline frame (iFrame) is a method for embedding HTML content within another web page. Using iFrames makes it easy to design, edit, and publish your campaign through the Hootsuite Campaign Builder.



3. Easily manage across departments

Once you launch, your team will be able to manage all of the incoming and outgoing campaign activity from your organization's Hootsuite dashboard, helping your teams efficiently manage tasks and streamline approvals.

For example, let's say you've launched a video contest. Your community team can use search streams in Hootsuite to find interesting user submissions and ban questionable content from users. They can then tag the best submissions for the Creative Director to review and feature as the post of the day.

Teams can also coordinate cross-channel promotion with different regions or external team members. For example, you can schedule messages for different time zones, coordinate schedules with your PR agency, or draft messages for your digital agency to use in Facebook and Twitter ads.

It's simple to consolidate social data sources as well. Track the complete customer path by combining data from contests with existing social data from Hootsuite and then export data to a digital analytics platform such as Google Analytics or Omniture. This will show the specific impact of individual posts and campaigns on revenue.

Official Channels



Employee Amplification


1,905,712
likes




968,779
followers



2,874,491
TOTAL REACH




233,201
FULL TIME
EMPLOYEES




200
average
friends




61
average
followers

60,865,461
TOTAL REACH



4. Amplify with organic reach

Using Hootsuite, you can promote the campaign across multiple channels and then listen closely to how audiences are engaging with it in order to further amplify your success.

Use these Hootsuite Campaign features to increase organic reach and save time.

- Schedule messages for multiple channels
- Bulk upload to schedule your upcoming promotional campaign messaging in advance
- Add campaign tracking codes to your URL parameters to track referral traffic from different networks and individual messages
- Geo-target messages and tailor copy for regional markets
- Increase cross-network traffic by curating content from Instagram, Twitter, and Vine into branded streams



5. Measure & optimize

With Hootsuite Campaigns, you won't have to wait for your Analyst team to tell you what's working. You can see live campaign data, giving you ample opportunity to tweak and refine in real-time. Once the campaign is completed, you can export all social data for detailed analysis.

Real-time tweaks to complete

- Look for demographic trends**
Are some demographics responding better than others (such as women 25-31, instead of woman 18-25)? Shift ad spend or tactics based on what's resonating.
- Refine by geography**
Do campaigns in the UK have higher conversion rates than the US? Target social messaging to different segments and regions using geo-targeting.
- Launch a quick customer survey**
This will help you understand why visitors are abandoning your landing page. Make copy or small design changes based on their feedback such as simpler instructions or fewer fields in entry boxes.

Track the complete customer path

Hootsuite Campaigns connects with Google Analytics and other web analytics tools such as Omniture, so you can map the entire customer journey.

- Calculate the true economic value of social contests
- Conduct a cohort analysis of new followers gained from social campaigns, tracking the time it takes for them to make their first purchase
- Understand the impact of social activity on ecommerce or in-store purchases
- Analyze which social networks produce a higher ROI
- Gather customer insights that can be used for new positioning, markets, and product development

Next steps

The end of your campaign is an opportunity to analyze what worked and what didn't. What social messaging was most effective? Which demographics and geographic areas responded best? Did you define your objectives well enough?

Once you've analyzed what worked, use these insights to improve the targeting and tactics of your next campaign.

We also encourage you to share social data with the rest of your organization. From consumer insights that might help product research teams to conversion insights that could help lower customer acquisition costs in paid search, social campaigns have insights that the entire organization can use to refine strategies and better understand the voice of the customer.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting enterprise.hootsuite.com

Trusted by 744 of the Fortune 1000

