With 2013 now behind us, modern marketers are well versed in the importance and potential impact of social data and engagement - so much so that 70% of marketers expect to increase their social media marketing budgets in 2014 (MediaPost).

The new year is poised to shift social marketers’ focus from simply establishing a social game plan to measuring social marketing impact, implementing data-driven strategies, and creating effective cross-channel user experiences. Marketers must answer the call of innovation and find new, creative ways to acquire and retain customers by leveraging social media, social data, and unique web and mobile experiences, or risk being left behind by the competition.

In this guide, we’ve compiled 6 of the most influential social media marketing strategies that we’ve shared over the past year to help give you a jumpstart on achieving and measuring real social ROI in 2014. Here they are:

**Six Social Media Marketing Strategies to Focus on in 2014:**

- Start Measuring Social ROI
- Turn Anonymous Visitors into Known Customers
- Foster a Data-Driven Marketing Approach
- Grow an Interactive Community of Trust
- Unify Cross-Channel Experiences
- Nurture Consumer Relationships with Rewards
Start Measuring Social ROI

ROI BEGINS WITH SOCIAL LOGIN

The most effective way to begin measuring social ROI is by integrating social login, which acts as the first access point to a user’s identity. Social login lets users authenticate and log in to your web properties using their existing social identities.

Essentially, social login is the gateway to social ROI -- it orchestrates data capture in a permission-based, streamlined manner.

WHY SOCIAL LOGIN?

Not only is social login necessary for achieving ROI, it’s also proven to increase site conversions.

+67% Page Views
Socially logged in consumers view 67% more pages.

+56% More Time
Socially logged in consumers spend 56% more time on site.

We examined thousands of websites and mobile applications offering social login and discovered that social login increases user acquisition by an average of 33 percent. Moreover, socially logged in users view 66.7 percent more pages and spend 56 percent more time on average interacting with the site.
WHAT YOU SHOULD BE MEASURING

Social login improves registration conversions, provides businesses with relevant, accurate data on their users, and helps decrease forgotten password issues. When considering ROI, it's important to measure each of these value adds to figure out social login's true impact:

**Increase in registrations**
How much have site registration numbers increased since implementing social login?

**Value of a registered user**
To determine the value of a registered user, you’ll want to examine the estimated return for new user registrations. Take the following example: An ecommerce site registers 10,000 users a month. Of these registrations, 500 users go on to make purchases on the site over the span of a year. If each purchaser's average shopping cart conversion is $75, then the value per registered user is $3.75. What is the value per registered user for your business?

**Decrease in forgotten password help desk issues**
When users log in socially, they save themselves from having to remember another username and password combination; your business, in turn, avoids the hassle of dealing with lost password recovery issues. What is the decrease in support costs since implementing social login?

**FORMULA TO MEASURE SOCIAL LOGIN ROI**

\[
\text{SIncrease in registrations with Social Login } \times \text{ Value per registered user} + \text{ Savings from reduced forgotten password support costs} = \text{SOCIAL LOGIN ROI}
\]

*To determine the value per registered user, we used the following formula:
(purchase value × number of purchases) / monthly registered users
Methods will vary by industry.*
Turn Anonymous Visitors into Known Customers

We’ve all been there: your 13-year-old niece borrows your computer for a day and uses it to casually browse her favorite women's clothing sites. For the next several weeks, you’re bombarded with ads tailored to her interests that have absolutely nothing to do with you. Not only is this irritating, but it’s also a poor use of money and resources on the business’ side.

Traditional retargeting techniques are the equivalent of playing a drawn-out guessing game: the only supposed knowledge you really have about the user stems from what you’re able to piece together from his or her browsing history. This is hardly a holistic picture of the user, as it completely leaves out important facets such as the person’s background, social graph, likes, and more.

By failing to capture valuable, actionable user data, businesses forgo opportunities to connect with and engage customers at an individual level. In other words, these anonymous visitors continue to stay anonymous and businesses are left in the dark trying to market to an unknown audience. Businesses must invest in a robust database that is able to effectively collect, store and organize huge quantities of consumer data.

THE TWO C’S OF DATA STORAGE

1. Cloud Storage for Elasticity and Scalability
With the total volume of big data across the globe already in the zettabytes, the need for efficient, dynamic storage systems is greater than ever before. When it comes to storing big data, traditional IT infrastructures lack the elasticity and scalability of cloud storage systems. In other words, cloud storage models allow easy access to data by multiple users and are equipped to handle massive amounts of data.

2. Centralized Storage for Unification
Businesses with more than one web property (i.e. a website and mobile app), or multiple locations for collecting user data, can allow stored data to be accessed easily by keeping it in a centralized location. Unifying data this way makes it easier to scale marketing efforts and reach the right users at the right time.
Unify Cross-Channel Experiences

Last year eMarketer reported that 45% of consumers prefer a combination of online, mobile, and in-store shopping. Unfortunately for marketers still depending on retargeted ads to convert consumers, cookies do not translate to mobile devices, and with mobile usage quickly eclipsing desktop usage, this presents a significant problem. As consumers connect with brands across a wider variety of touchpoints, marketers are struggling to construct a single view of consumer identity across channels.

Giving users the option to register for websites via social login enables marketers to effectively track their identities across channels, tying all activities to a single social identity, no matter the device. Marketers are then able to construct much more complete and accurate user profiles that in turn enable them to create increasingly relevant, customized and seamless omni-channel experiences for consumers.

WHAT MOBILE MEANS FOR THE COOKIE

While cookies have traditionally helped marketers provide users with more targeted ads and content via desktop, the rapid adoption of mobile technology is changing the face of data-driven marketing and quickly making cookie retargeting an obsolete strategy. 56% of US adults now have a smartphone, and 34% own a tablet (Pew) - with such a wide variety of mobile device types, operating systems, browsers and apps, tracking user activity across channels and devices has become exceptionally difficult. Marketers must shift their focus to establishing concrete, unique consumer identities that can be linked across desktop and mobile to construct complete user profiles.
SUCCESS STORY

93-year-old KLM Royal Dutch Airlines recognized the need to grow with connected consumers by establishing more authentic relationships across a variety of mediums. To address this need, KLM created the airport simulation game, Aviation Empire, where users can sign in using social login to participate. To bridge mobile and physical experiences, Aviation Empire incorporates GPS technology to reward players virtual game points for checking-in to airports in real life. Social elements like a leaderboard displaying the top-ranked gamers and the ability to share game activity across users’ social channels foster a highly interactive, engaging multi-channel experience. With Aviation Empire, KLM can now successfully reach consumers on a more engaging level outside of the actual flying experience.
Foster a Data-Driven Marketing Approach

As important as the data collection process is, having access to social data is only as useful as your ability to make sense of it. In order for your business to harness social data to gain a more comprehensive view of your users, data needs to be accessed and managed in a way that makes sense to the end users that are analyzing it.

Traditionally, user databases are managed by IT departments. Thus, accessing this data requires marketers to first submit a request to IT to generate a report that presents the data in a digestible format. Not only is this method extremely time-consuming, but it’s also a drain on IT resources and a difficult process to sustain over the long term.

Instead of relying on IT resources to interpret social data, businesses need a marketer-friendly, web-based dashboard that enables marketers to access user data, define their audience segments, and apply these findings directly to their marketing strategies. This grants marketers full control over their marketing efforts, allowing them to work with the data themselves to glean new insights on their user bases and turn these insights into measurable actions.
INTEGRATE WITH THIRD-PARTY MARKETING SYSTEMS

Now that we’ve established the importance of collecting data for user analysis purposes, it’s crucial to understand how this information can be leveraged to deliver direct value to your business.

When utilized properly, social data can be leveraged to personalize user experiences and drive revenue for businesses. One way to leverage social data for targeted marketing is to integrate this information into third-party marketing platforms such as email marketing systems, advertising services, recommendation engines, and more.

By implementing existing data with third-party marketing platforms, businesses can personalize marketing efforts and create more meaningful user experiences. The panel to the right outlines some ways that social data can integrate with third-party platforms to accomplish user engagement and marketing goals.

THIRD-PARTY MARKETING SOLUTIONS THAT WORK WELL WITH SOCIAL DATA

1. Email marketing services can use social data to personalize email marketing campaigns.
   Examples: MailChimp, Silverpop, ExactTarget

2. Advertising services can use social data to curate and display tailored ads to site viewers.
   Examples: Google DoubleClick, Lotame, ADTECH

3. Recommendation engines can use social data to provide unique content and product recommendations to users.
   Examples: RichRelevance, Certona, MyBuys

4. Web analytics can integrate with social data to provide a more comprehensive view of users’ site activity and engagement.
   Examples: Google Analytics, Omniture, KISSmetrics

5. Data management platforms can turn social data into measurable, actionable insights.
   Examples: Bluekai, Adobe AudienceManager, Core Audience
Grow an Interactive Community of Trust

According to AdAge, 55-60% of Millennials want brands to help them connect and share with brand audiences. Interactivity is a main value among the next generation of consumers, and creating a digital environment that is conducive to sharing and connecting is becoming a necessity for brands. Incorporating ways for consumers to interact in the context of your website via social plugins like ratings and reviews, comments, and share bars puts your brand at the center of the social experience, effectively building relationships and developing a trusted social community around your brand.

While encouraging social engagement and honesty builds customer communication and trust, it also promotes positive sharing. In fact, more than one in three consumers have recommended a brand they Like or Follow on a social network (Ipsos), while 85% of Fans of brands on Facebook recommend brands to others, compared to 60% of average users (Syncapse). As social opinion plays an increasingly larger role in shaping brand perception and consumer relationships, establishing this level of community trust and interaction is the key to increasing referral traffic, expanding your customer base and building brand loyalty.

### Spending Satisfaction & Advocacy Among Fans Vs. Non-Fans

<table>
<thead>
<tr>
<th>METRIC / MEASUREMENT (2013)</th>
<th>FANS</th>
<th>NON-FANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Average spend (P12M) (Fans²)</td>
<td>$255</td>
<td>$139</td>
</tr>
<tr>
<td>Likelihood to Recommend [8-10 on 10-pt scale]</td>
<td>85%</td>
<td>60%</td>
</tr>
<tr>
<td>Overall Impression [8-10 on 10-pt scale]</td>
<td>87%</td>
<td>61%</td>
</tr>
<tr>
<td>Likelihood to Purchase [4-5 on 5-pt scale]</td>
<td>88%</td>
<td>60%</td>
</tr>
<tr>
<td>Current Users of the brand</td>
<td>78%</td>
<td>43%</td>
</tr>
<tr>
<td>Overall Satisfaction [current users only] [8:10 on 10-pt scale]</td>
<td>87%</td>
<td>74%</td>
</tr>
<tr>
<td>Likelihood to Continue Using [current users only] [8:10 on 10-pt scale]</td>
<td>91%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Source: Syncapse 2013
EARNING TRUST OVER TIME THROUGH PROGRESSIVE PROFILING
Not all data has to or should be requested the first time a consumer visits your website. To gain a better understanding of consumer information over time, businesses should take advantage of progressive profiling. Progressive profiling refers to collecting consumer information and building comprehensive user profiles over the course of multiple consumer interactions. Each time you interact with a user is another chance to learn something new about her, and as you create opportunities for consumers to engage with each other and your brand via social plugins over time, you gain access to an increasing depth of actionable user data.

SOCIAL PLUGIN SUCCESS STORY
Major daily newspaper Dallas Morning News is one example of a brand that has effectively implemented social plugins by adding social login and comments to its website. Authenticating user identities via social login before allowing them to comment not only turns anonymous users into known customers, but it also creates a more genuine and trusted user environment by reducing comment spam. These social implementations resulted in a 92% increase in comment activity, as well as a 95% decrease in labor needs for comment moderation.
Nurture Relationships with Rewards

Gamification opens the door for brands to create incentives for customers to visit and spend time and again through interactive reward systems and loyalty programs. Statistics show that companies that offer rewards card programs see 46% higher customer spending (LoyaltyLeaders), so providing consumers with a means to earn and redeem rewards is a proven and powerful marketing and sales tool.

Gamified rewards like giving a consumer free merchandise for reaching level 5 on your mobile app, or offering her a 25% discount for sharing her favorite items with her social networks not only increase engagement, but also make consumers feel valued. Stimulating such feelings of exclusivity and membership results in increased conversion rates and consumer loyalty. Brands should construct loyalty programs that incorporate multi-step processes and stretch across various real-world and virtual channels to create a more immersive customer experience.

CASE STUDY
Boyd Gaming Customers Hit the Jackpot with Gamification

Boyd Gaming’s B Connected Social is the first online social gaming platform connected to a casino loyalty program. Participants can earn points by booking hotel rooms, linking their social media accounts, sharing promotions with friends and checking in at any Boyd Casino. These virtual points can then be exchanged for real-world rewards like vacations, iPads, slot dollars and gift certificates. This gamified reward system led to exceptional results, including:

- Over 700,000 visits to B Connected Online a month after launch
- Over 115,000 game-based actions each month by members
- Over 35,000 social media shares, resulting in more than three social referrals per share
- A 30.4% increase in social check-ins to Boyd gaming outlets
Conclusion

2014 is poised to present a brand new set of challenges and opportunities for marketers. Those who focus on measuring and optimizing social marketing efforts to find new ways to connect closer with consumers across channels and devices will set themselves apart to lead the pack in 2015.

About Gigya

Gigya provides clients with the rich data, intelligence and tools needed to reach consumers with the right messages, on the right platforms at the right times. Gigya drives user acquisition and engagement for over 700 enterprises and reaches 1.5 billion unique users per month, ensuring that today’s businesses stay relevant in the age of the connected consumer.

For more resources and information on how to measure and optimize your 2014 social marketing efforts, visit Gigya.com. To get started right away, you can speak with a product expert by calling: **888-920-1702**