



HARVARD | BUSINESS | SCHOOL

Club of New York

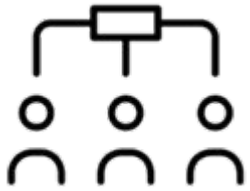
# Digital Marketing: Social Media Tips & Tricks

## HBS Club Connections Call

**Krista Nysten, Marge Wyrwas (HBS Marketing Volunteers)**

*February 12, 2019*

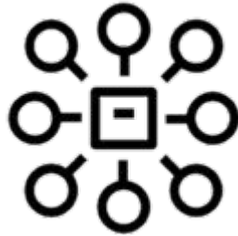
# Digital Marketing Happy Path



unified  
value  
proposition



actionable  
audience  
segmentation



multi-channel  
content  
strategy



optimized  
creative  
strategy



central  
user  
destination



end-to-end  
analytics  
plan

**strategy**

**execution**

**ongoing analysis**

# Tips & Tricks!

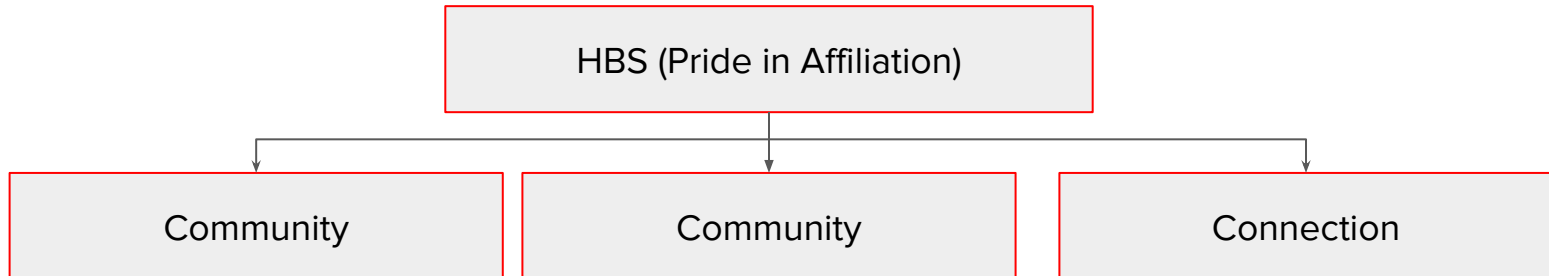
**Develop a compelling value proposition that addresses a key need/desire of your audience that they can't fulfil somewhere else**

- Ensure that all stakeholders are aligned
- Map to a set of tangible benefits that are reinforced in all communications
- Develop audience-facing messaging to encapsulate these key benefits
- Roll-out messaging on central destinations (e.g. Website, profiles)
- Regularly revisit and test your core Value Proposition

# HBS Club of New York Example

**In 2016, we conducted a survey of HBS alumni in New York City to understand where alumni derive the most value from the Club**

- Interviews across age groups, including both members and non-members, showed consistent themes. Our alumni are:
  - Passionate about HBS and proud of being graduates
  - Want to maintain their relationships with classmates
  - Seek new connection to HBS alumni
  - Have a strong desire to play a leadership role and give back.



## ACTIONABLE AUDIENCE SEGMENTATION

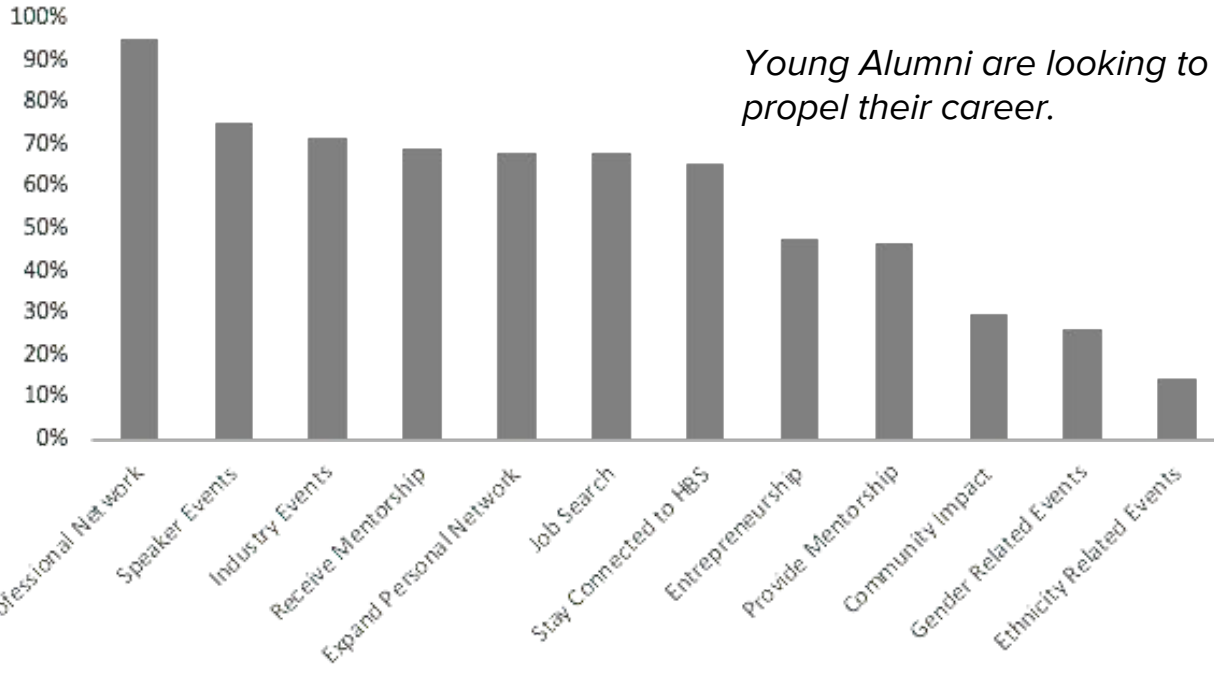
# Tips & Tricks!

- Use surveys and internal data to identify potential audience segments - e.g. demographics, career interests, geography
- Tailor the core value proposition to each of these segments
- Identify the core barriers that we face in engaging these audiences
- Create a testing plan to effectively reach these audiences

## ACTIONABLE AUDIENCE SEGMENTATION

# HBS Club of New York Example

Young Alumni Survey: Desired Benefits from Alumni Club



*Young Alumni are looking to propel their career.*

*They feel they can use the club to engage in:*

1. Expanding a professional network
2. Continuous learning focused on their career
3. Receiving valuable, relevant mentorship

## MULTI-CHANNEL CONTENT STRATEGY

# Tips & Tricks!

**It's key to identify the right content and channels to drive engagement for your target audience**

- *Brainstorm relevant content categories for member and non-members. Gather information from:*
  - ✓ Internal data (popular events / programs)
  - ✓ Member and non-member feedback
  - ✓ Best practices from peer organizations
- *Identify the best channels to deliver this content and reach your audience*
  - ✓ Instagram - *member profiles, event teasers, event coverage, reposts, polls, nostalgic HBS features*
  - ✓ Twitter - *current events, retweets, event promotions, HBS & Club updates, milestones*
  - ✓ Facebook - *create groups, create events, broadcast events via live streams*
  - ✓ LinkedIn - *industry news, member profiles, relevant articles*
- *Create content calendar by channel*
  - ✓ Set up system to post at least 3x / week
  - ✓ Ensure each week has a variety of content types
- *Test and evaluate performance of content categories across channels*

**MULTI-CHANNEL CONTENT STRATEGY**

# HBS Club of New York Example

**Content to Channel Mapping**

Type	Instagram (feed, stories)	Facebook	Twitter	LinkedIn
Alumni Profile	High	Medium	Low	Medium
Event / Program Based	Medium	High	Medium	Low
Community Driven	High	Medium	High	Low
Industry Based	Medium	Low	Medium	High



## OPTIMIZED CHANNEL PLAN

# Tips & Tricks! (1/2)

### Compelling Message

- Communicate a key user benefit (connection, value)
- Place human element front and center

### Visual Design

- Bold colors that will stand-out in the feed
- Use short-form video (20 seconds or less)
- Short text, hashtags

### Call-to-action

- Single, clear Call-To-Action (CTA)
- Create a sense of urgency

### Performance Evaluation

- Creative A/B testing
- Set benchmarks for Click Thru Rate and Cost Per Click

## OPTIMIZED CHANNEL PLAN

# Tips & Tricks! (1/2)

*test, test, test*

Channel	Messaging	Design	Call To Action (CTA)
<b>Instagram</b> Create a world that people want to be a part of	<ul style="list-style-type: none"><li>- Short caption</li><li>- Tag anyone involved</li><li>- Leverage hashtags</li></ul>	<ul style="list-style-type: none"><li>- Images with people are proven to drive higher engagement</li><li>- Don't add too many images with one post</li><li>- Leverage short-form videos where possible</li><li>- Use polls in IG stories</li><li>- Recurring posts (e.g. Alumni Fridays)</li></ul>	<ul style="list-style-type: none"><li>- Follow</li><li>- Like</li><li>- Caption</li><li>- Link to website</li></ul>
<b>Facebook</b> Create groups	<ul style="list-style-type: none"><li>- Relevant events messaging</li><li>- Tag people / partners</li></ul>	<ul style="list-style-type: none"><li>- Design facebook group that's as relevant as possible</li><li>- Live stream events and distribute across social media</li></ul>	<ul style="list-style-type: none"><li>- Sign-up</li><li>- Watch Live</li><li>- Follow</li></ul>
<b>Twitter</b>	<ul style="list-style-type: none"><li>- Repost</li><li>- Link to events or articles</li></ul>	<ul style="list-style-type: none"><li>- Short text</li><li>- Include relevant, popular hashtags</li><li>- Images and videos encourages</li></ul>	<ul style="list-style-type: none"><li>- Sign-up</li><li>- Follow</li><li>- Link to website</li></ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"><li>- Member accomplishments</li><li>- Recurring articles</li></ul>	<ul style="list-style-type: none"><li>- Alumni industry-focused profiles</li><li>- Repost HBS news</li><li>- Installments (e.g. 5 tips...)</li></ul>	<ul style="list-style-type: none"><li>- Follow</li><li>- Connect</li><li>- sign-up</li></ul>

## OPTIMIZED CHANNEL PLAN

# HBS Club of New York Example



Harvard Business School Club of New York  
Sponsored · Like Page

Honor the legacies of our fellow Harvard Business School alumni at one of the largest museums in the world. Plus, take in wisdom from our great panelists, including:

- Former Mayor of New York, Mike Bloomberg, MBA '66
- President & COO of Blackstone, Tony James, MBA '75
- Former Chairman & CEO of TIME inc., Ann S. Moore, MBA '78



**50<sup>th</sup>**  
ANNUAL  
LEADERSHIP  
DINNER

**SAVE THE DATE**  
Wednesday, May 17, 2017

The 50th Annual HBSCNY Leadership Dinner  
Don't miss out, click the button to RSVP today!

HBSCNY.ORG [Sign Up](#)

**Click-Thru-Rate: 3.37%**  
**Cost Per Click: \$.64**



HBS Harvard Business School Club of New York  
Sponsored · Like Page

Join us for the 51st Annual Leadership Dinner!  
Celebrate HBS's own exceptional alumni and their contributions to the Greater New York community.



**51<sup>ST</sup>**  
ANNUAL  
LEADERSHIP  
DINNER

HBSCNY.ORG  
**Wednesday, May 16, 2018**  
Don't miss out, click the button to RSVP today!

[Sign Up](#)

**Click-Thru-Rate: 1.98%**  
**Cost Per Click: \$1.33**

## CENTRAL USER DESTINATION

# Tips & Tricks!

- Develop a central destination, ideally website, to drive traffic
- Ensure the website is broad enough to communicate key benefits
- But flexible enough to drive engagers to the exact content they're looking for
- Enable your website with back-end analytics to track the user journey

# CENTRAL USER DESTINATION

# HBS Club of New York Example

The header features a dark red navigation bar with social media icons (Facebook, Twitter, Instagram, LinkedIn), a search bar with the text "Enter search terms", and links for "Calendar", "Join/Renew", and "Login". Below this is a black bar with the Harvard Business School logo and "Club of New York" text, alongside navigation links for "Get Involved", "Events", "Our Impact", "Resources", and "About Us". The hero section displays a panoramic view of the New York City skyline with the text: "Making a Difference: Engaging Alumni, Impacting Community, Fostering Leadership and Lifelong Learning".

## Get Involved

**ANGELS & ALUMNI STARTUPS**

**Entrepreneurs, Angels >**

**COMMUNITY PARTNERS & SKILLS GAP**

**Pro Bono Consulting >**

**EVENTS**

**Lifelong Learning >**

**LEADERSHIP DINNER**

**HARVARD BUSINESS SCHOOL Club of New York** **52nd ANNUAL LEADERSHIP DINNER**

**SAVE THE DATE**  
12 SEPTEMBER, 2024, 7PM - 10PM

**THE PROGRAM**  
4 Executive Dinner at 7:30 PM  
Dinner and 19th Annual Leadership & Giving Gala  
Networking and Entertainment

**LEADERSHIP**  
Barry S. Stein, MBA '86  
Chairman, HBS Leadership & Giving Gala  
Moderator: 19th Annual Leadership & Giving Gala  
Joe Goldstein, MBA '84, VP, Goldman Sachs  
Moderator: 19th Annual Leadership & Giving Gala  
Moderator: 19th Annual Leadership & Giving Gala

**SAVE THE DATE**  
12 SEPTEMBER, 2024, 7PM - 10PM  
Save the date for the 52nd Annual Leadership Dinner

# Tips & Tricks!

- Set joint goals within your alumni club
- Develop an analytics plan to test / achieve these goals
- Leverage google analytics, and user surveys to input into the final recommendation
- Track and refine the user journey

# HBS Club of New York Example

## HBSCNY CREATIVE

### RESULTS

Campaign	Clicks	Impressions	CTR	Spend	CPC
2018 Leadership Dinner	222	11,233	1.98%	\$ 294.43	\$ 1.33
2017 Page Like Acquisition	439	23,741	1.85%	\$ 247.24	\$ 0.56
2017 Young Alumni Afterparty	198	12,470	1.59%	\$ 220.13	\$ 1.11
2017 Leadership Dinner (Slideshow)	198	5,913	3.35%	\$ 153.70	\$ 0.78
2017 Leadership Dinner (Static)	976	28,924	3.37%	\$ 628.07	\$ 0.64
2017 NVC Deadline	27	1,511	1.79%	\$ 26.69	\$ 0.99
2017 For Founders From Founders	291	11,997	2.43%	\$ 250.04	\$ 0.86
2016 Kathy Ireland Event	150	34,878	0.43%	\$ 195.29	\$ 1.30
2016 Leadership Dinner	539	21,843	2.47%	\$ 965.29	\$ 1.79

## WHERE TO START

# Tips & Tricks!

- Test with an important Club event eg: HBS Professor or CEO Speaker
- Coordinate with HBS Social Media team or the social media team at the CEO's company
- Increase young alumni involvement with your club by asking for their help with social media
- Leverage your club's digital channels to find potential volunteers
- Hire a freelancer or vendor to help leverage social media channels



# Questions?

Contact Us:

Krista Nylén [krista.m.nylen@gmail.com](mailto:krista.m.nylen@gmail.com)

Marge Wyrwas [mwyrwas@snet.net](mailto:mwyrwas@snet.net)

**THANK YOU!**