Social planning has evolved along with the landscape

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If you have planned Social campaigns, you know it’s not a very straight-forward task anymore.

There was a time where you chose to work with a platform simply because it has the largest scale of your target audience, and you would probably have based your selection on the platform’s unique proposition in order to leverage its strengths. These are important considerations in the planning process, but as Social continues to expand and evolve, the planning approach is also increasing in layers and having to adapt to the changes.

The key changes in Social that affect the way we plan:

1. The range of objectives and marketing solutions available have increased over time; whilst many operate with varied features, they are able to deliver the same outcome, but at different rates of performance. We need to consider the use cases at a granular level and determine how to leverage these solutions effectively.

2. Developments in AI are enabling algorithmic automation in a new era of performance marketing, however, whilst the technology supports in the management of the range of solutions and will optimise via dynamic testing, for maximum effectiveness, it is us that must take control of the algorithms with our strategic rigour, having the understanding of the challenge to define the approach, setting the parameters and adapt throughout.

3. As Social platforms and the communities within continue to expand, there is great value from a wider range of opportunities that can deliver scale and incrementality, therefore can generate real impact for the advertiser. Note that these ‘communities’ also expect highly relevant experiences to match their needs and behaviours.

4. Brand Safety parameters are now fundamental for any Social platform in order to protect advertisers, as well as an increasing focus on media responsibility issues to align with consumer expectations in the protection from harm, inclusivity, privacy and sustainability. Whilst platforms are advancing towards these goals as a priority, the solutions and progress are currently inconsistent.

Planning without much consideration for the changes in the evolving landscape means having a more limited view and missing out on a range of opportunities that may be more appropriate and effective for your media campaign.
Take a broader perspective and lay the foundation for high performance.

The below framework enables more holistic Social planning, maximising results by enhancing user flow, make data-driven decisions and manage the algorithms.

Firstly, it is essential to establish and be clear about what the key objective is and the specific outcome that the activity will be working to. This sets the ambition and direction for our planning.

Determine the right Experiences

It is important to then take a step back, review the current user journey and think about how we can improve ‘customer flow’. At Reprise, planning is based on our ‘Flow’ model, it is where Experience, Media and Content are all interconnected and work together to deliver high performance.

From a Social perspective, this means thinking beyond channel level at this stage and consider the experiences that the user needs to be exposed to along their journey to support in achieving the campaign objectives.

Below are some of the experiences in a Social environment.

- **Takeovers** – High impact and scaled reach at the upper funnel.
- **Content Feeds** – Build and sustain reach and frequency, with wide flexibility.
- **In-Stream** – Capture an audience that is leaned-in to content they’re consuming.
- **Immersive** – High engagement, involvement and consumption time.
- **Personal** – Hyper relevance. One-to-one experience.

Note that the experiences will require certain infrastructure to be in-place to enable a complete and seamless user journey, such as, establishing the right partnerships for influencer activity or having ‘Social ‘Shops’ in operation if there is a commerce layer. This approach brings these requisites to the top of your mind early enough to start collaborating in their development with the relevant parties.

By establishing the right experiences first, the campaign is getting a head start, as there has been consideration for how to best connect with the audience.

Review the related solutions for the audience

At this stage, there is still freedom for reviewing the range of opportunities across multiple platforms that can most effectively provide these particular experiences. The details of this framework include solutions mappings for each of the Social experiences and where they can be most effective within the consumer journey.

Consider the audiences to be targeted and how the solutions available can be leveraged specifically for those audiences. This will spark tactical ideas, creative executions and possible innovation opportunities, which again, may need collaboration with wider parties as necessary.
Quantify the opportunity

Now we can assess how effective the solution would be at delivering the outcome. Calculations may be carried out per individual solution or based on a group of solutions that will leverage algorithmic optimisations within a platform.

Delivering the best efficiency is key, but it needs to be scalable and will therefore need to incorporate the audience sizing data into the planning process. Note that the highest audience size is not necessarily the most effective.

Planning priority will be given to the most efficient solutions that can deliver scale. However, the next set of considerations may affect your weighting.

Choose the Social platform

With a better understanding of what can drive performance, we can begin to narrow things down and choose options based on a number of additional factors:

• The platform or product USP is a useful dimension to help to determine where delivery could be most appropriate and resonate well with the audience, it can be powerful if leveraged well.

• Review the latest Media Responsibility Index developed by Mediabrands to ensure alignment to standards, including brand safety.

• Pay attention to consumer shifts and trends in the landscape, as this can determine focus areas and weighting.

• Account for experimentation and priorities within the advertiser’s test and development roadmap. There may be short-term compromises to consider in the media plan, but testing will generate data and insight that provide significant value in the long-term.

Budget distribution

Finally, the Social media plan is complete, built from having a wider perspective and making decisions based on data, as well as other vital factors. To aid with the various planning considerations and determine budget distributions in your media plan, Reprise ‘Balance’ is a planning and attribution AI tool that leverages historical performance data, the size of the opportunity, weighting preferences and MRI scoring, to support in delivering optimal outcomes.

Summary:

Social marketing has increased in complexity and Social media planning has had to adapt with this. A more strategic approach that considers the user journey and experience sets the campaign up for success and provides the freedom to plan in a holistic way, allowing you to work with a wider range of relevant opportunities, whilst also adding more precision in planning.
Thank You

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