



Gotta catch 'em all!

TIPS & TRICKS TO CATCH THE ATTENTION OF GENERATION Z

THE MODERN UNICORN MARKETER

HARD SKILLS



Analytics

Negotiating and interpreting a large pile of data to discern audience preferences and behavior, as well as evaluate campaign performance and ROI.



Content Strategy

The definition of goals with content, as well as using search engine optimization, link-building, and best practices in amplification to get as much exposure for content as possible.



Social Media

Compiling social data to help make business decisions on how to prioritize time and money spent on social channels based on audience behavior and engagement.



Mobile

Comprehending the connection between mobile and social media usage to determine how to optimize a mobile marketing campaign.



Ecommerce

Understanding customers through online marketing campaigns in social and mobile to see what new channels can be undertaken to boost the company's ecommerce efforts.



SOFT SKILLS

Creativity

Bringing new concepts and ideas to the table for solving existing problems through either images or words.



Resourcefulness

Utilizing all the tools at her disposal to seek the ripest sources of data to come up with the best analysis possible.



Adaptability

Changing plans and accommodating situations when new obstacles and challenges come about with a show of fortitude and an ability to endure hardship.



Collaboration

Working with other teams and specialists to help marketing efforts succeed, as well as provide data and insights that assists them in turn.



Leadership

Directing and inspiring a team towards achieving a common goal through experience, insight, and collaborative effort.



By: Larry Kim, MobileMonkey, Inc.
© <https://MobileMonkey.com>

This is all you need to know



RAISE YOUR HANDS

TIME FOR BRIEF RESEARCH

Basic rules



THINK MOBILE



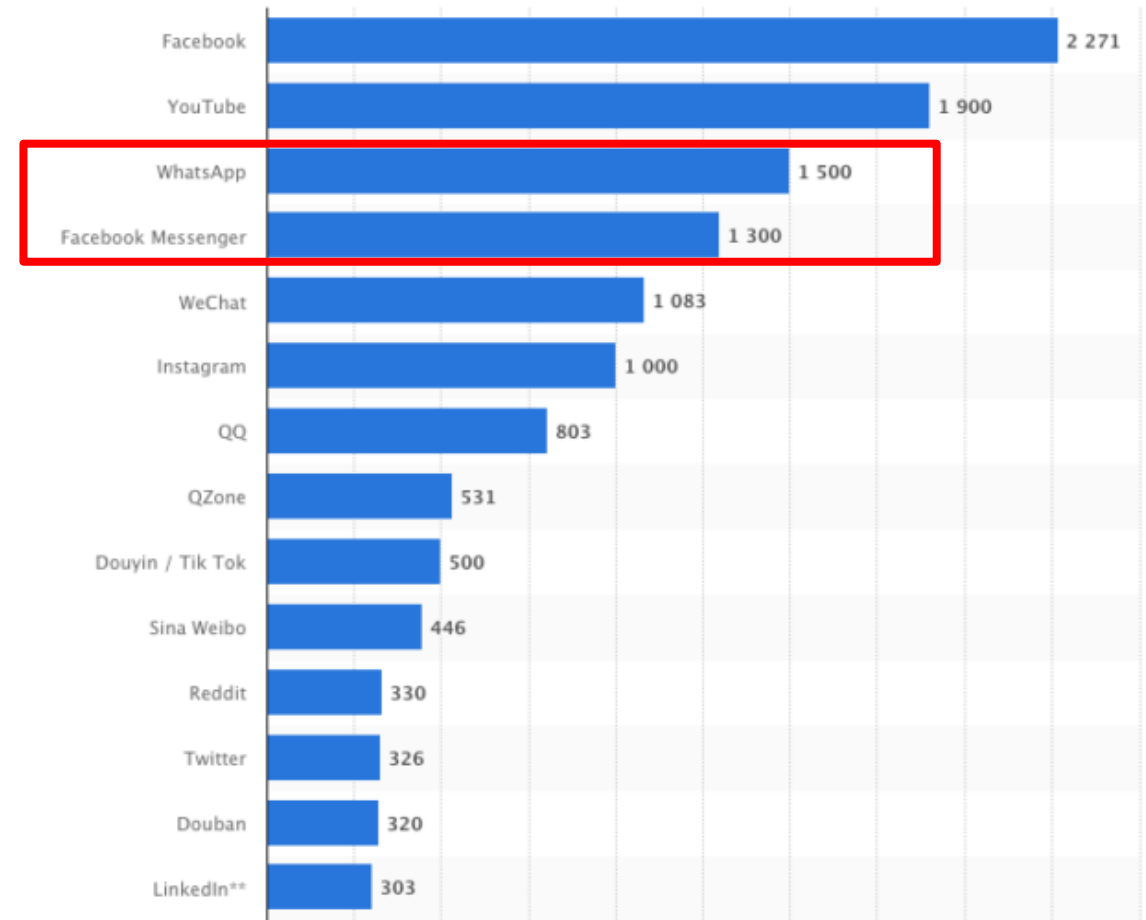
BE FUNNY



PICK RIGHT CHANNELS

Social media landscape

- ▶ Most popular social networks worldwide, January 2019
- ▶ Ranked by number of active users (in millions)
- ▶ Source: Statista



Social media explained

Instagram: Here is a photo/story of my donuts

Facebook: I like donuts

Twitter: See the news about the best donuts in Montreal

YouTube: Watch great donut recipes by YouTuber or chef

LinkedIn: Read an article about Tim Hortons acquisition and its business impacts

Pinterest: See the best donuts recipes to cook at home

This infographic features several donuts with different toppings like chocolate, pink, green, and brown. Each donut is connected to a speech bubble containing a social media icon and a short description of how that platform is used for donuts.

Messenger: Message my friends about the best donuts recipes

WhatsApp: Call or message my friends to know where we will meet to eat donuts

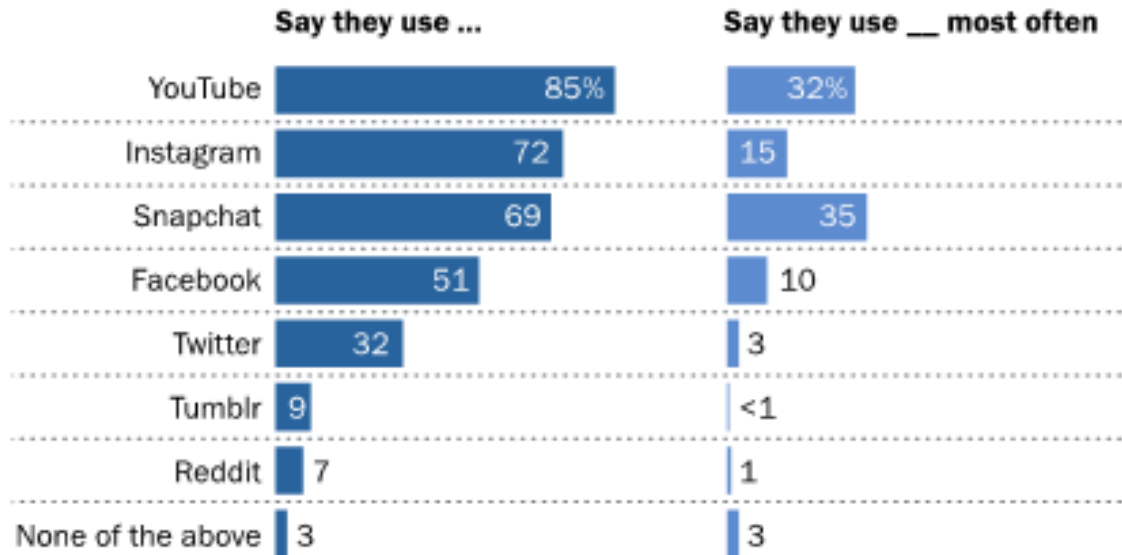
WeChat: Mostly everything (order and pay your donuts, call/video chat, etc.)

Snapchat: Snap of me eating a donut

This infographic features several donuts with different toppings like chocolate, pink, brown, and purple. Each donut is connected to a speech bubble containing a social media icon and a short description of how that platform is used for donuts.

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

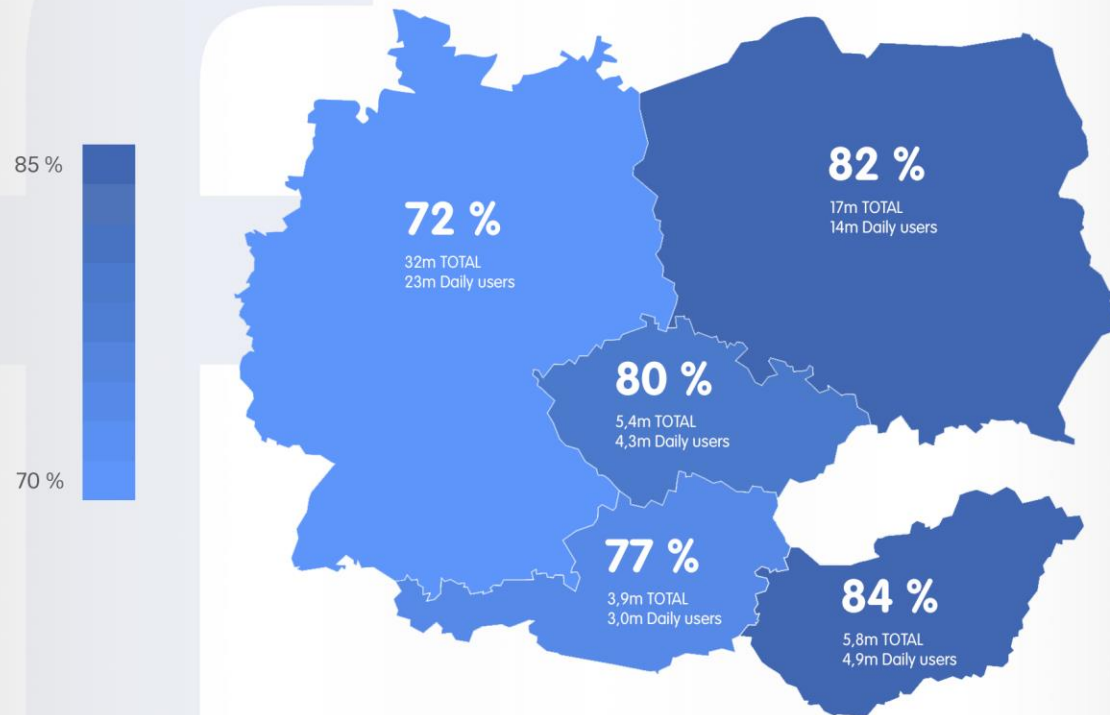
Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

Where have
all the
students
gone?

RATIO OF DAILY USERS TO ALL USERS ON FACEBOOK

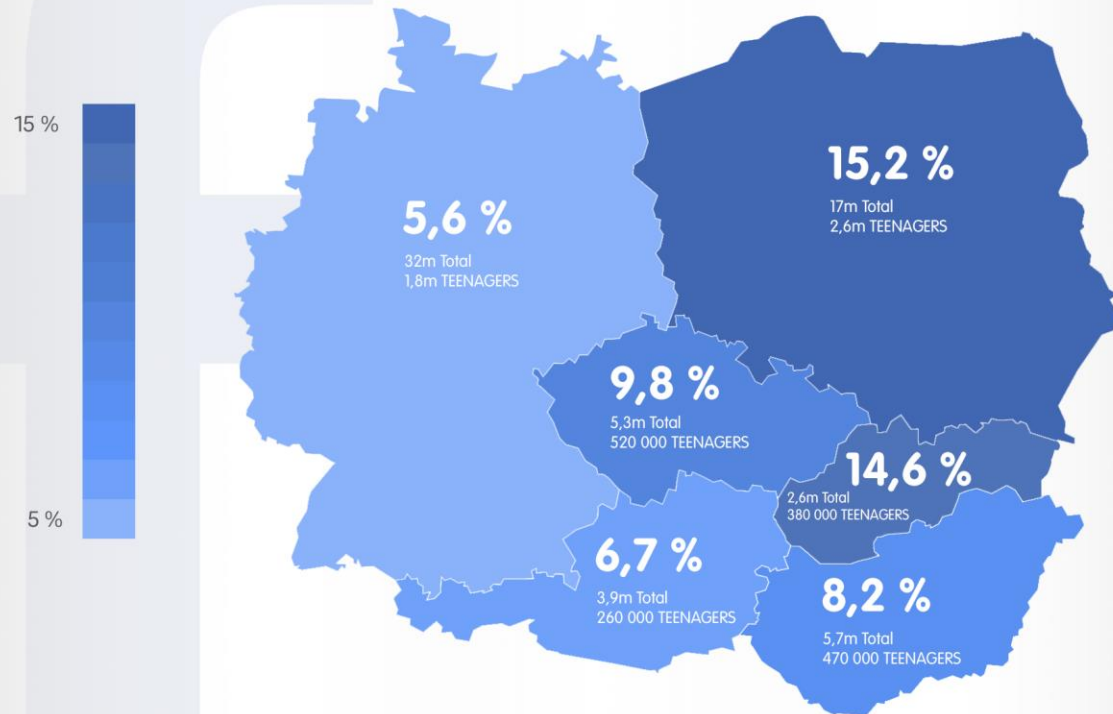


SOURCE: FACEBOOK DATA, MAY 2019

groupm

Central Europe

RATIO OF TEENS USERS TO ALL USERS ON FACEBOOK

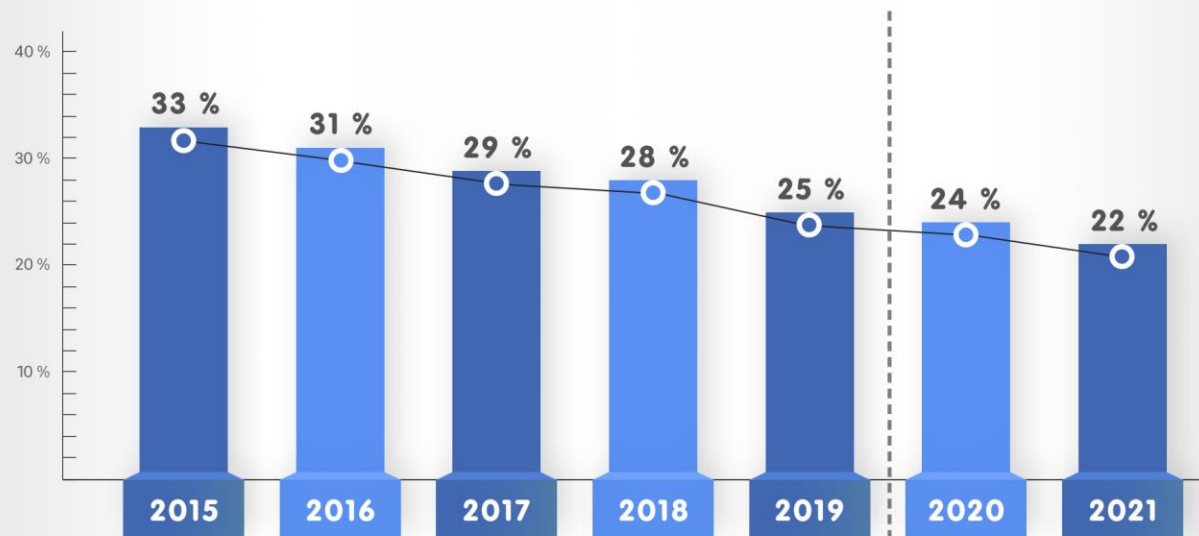


SOURCE: FACEBOOK DATA, FEBRUARY 2019

groupm

Central Europe

PODÍL MLADÝCH UŽIVATELŮ NA FACEBOOKU V ČESKU



ZDROJ: VLASTNÍ DATA, FACEBOOK (ÚNOR 2019), MLADÝ UŽIVATEL = VĚK 15-25

group^m

Czech teenagers

Social media during the day



Morning routine



Last visit before going to
bed



Work days over
weekends

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%

Mobile first

Will it look good on your smartphone?

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

4.388
BILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

57%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



GO

3.986
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION

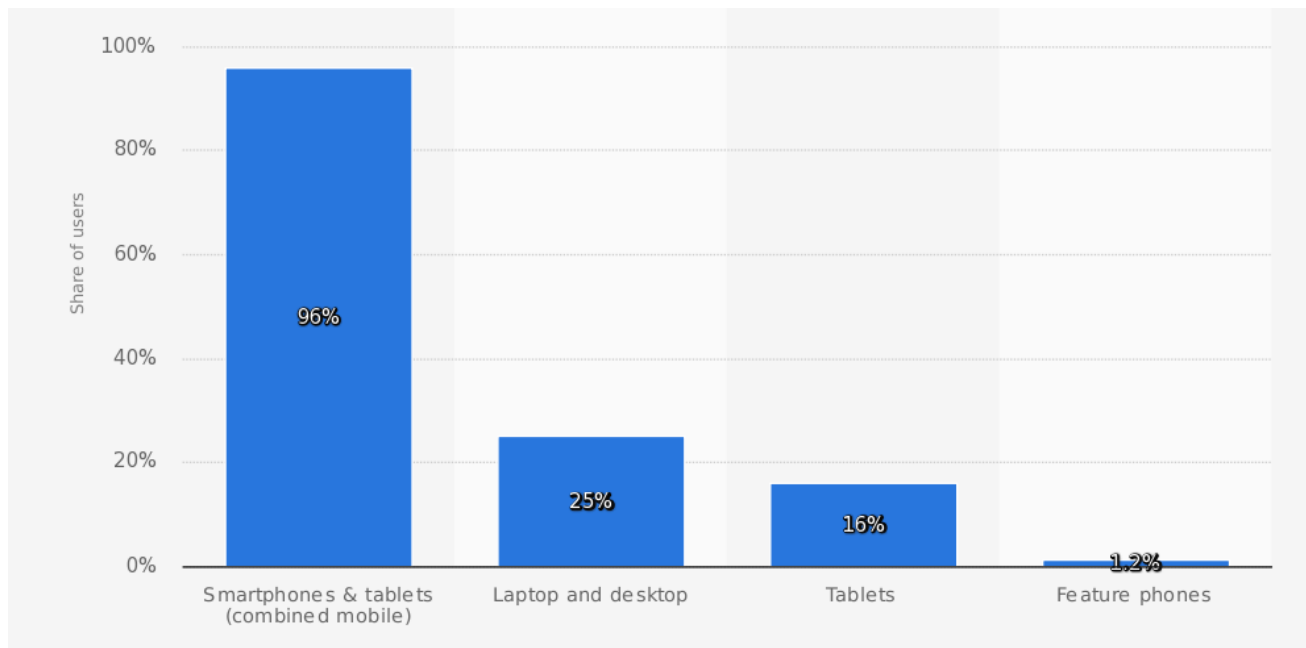


52%

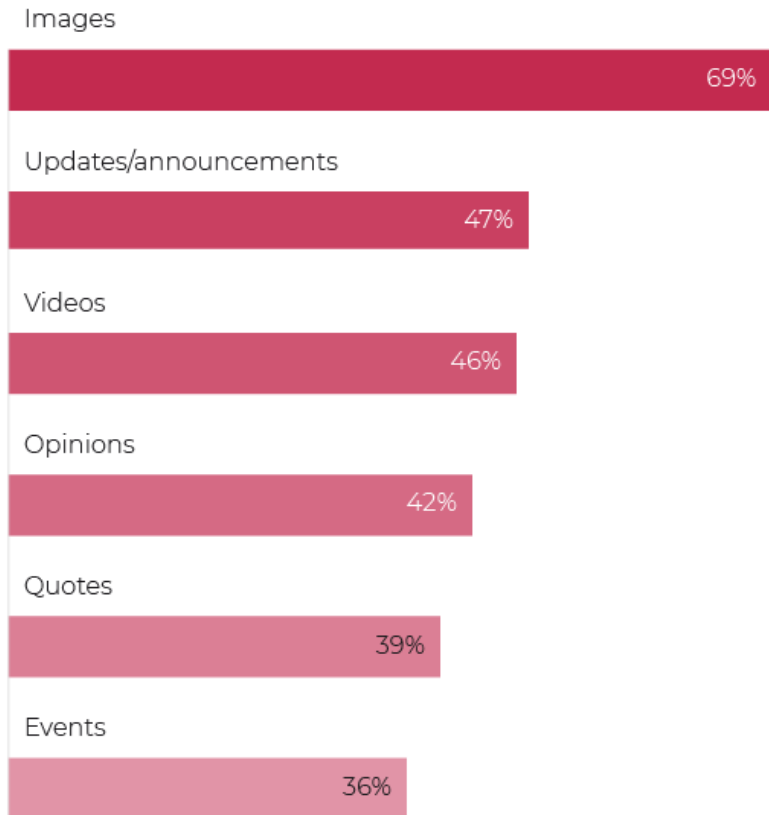
Internet users by device

Mobile internet connection is a basic need

Device usage of Facebook (2019)



WHAT TYPES OF CONTENT DO PEOPLE POST ON SOCIAL MEDIA?



Not all answer choices shown
Percent of total respondents; N=627 social media users
Source: The Manifest 2019 Consumer Social Media Survey



What to post there?

Social media for universities

- ▶ College applicants are increasingly viewing the social media of their prospective schools and relying on information gathered via these networks to help inform their enrollment decisions.
- ▶ A 2016 report found that half of all surveyed students were using social media for this purpose, and that about 80% took into account **conversations with current students** carried out through social media when making their final decisions

Rowan-Kenyon HT, Martinez Aleman AM, Gin K, et al.
Social media in higher education. 2016;42(5):7-128.

Clark M, Fine MB, Scheuer CL.
Relationship quality in higher education marketing: the role of social media engagement. 2016;27(1):40-58.

Nevzat R, Amca Y, Tanova C, Amca H.
Role of social media community in strengthening trust and loyalty for a university. 2016;65:550-559.

International students and you

- ▶ Some 82 % of international students use social media before an enquiry is made, underlining the importance of early engagement.
- ▶ Globally, 42 % of respondents said they would like to use WhatsApp to communicate with universities, while 35 % would like to use Facebook.

Times Higher Education, 2017

WhatsApp for higher education



free



more personal tone of voice



private place to talk



faster than email



multimedia attachments



app running in background



Maastricht University



UNIVERSITY OF
PLYMOUTH



Technische Universität München

Who uses WhatsApp?

Coffee break

WE WILL CONTINUE IN 15 MINUTES





Each
conversation
needs a face

Instagram | Search | Log In | Sign Up

universityofhelsinki [Follow](#)

751 posts 17k followers 311 following

University of Helsinki
 University of Helsinki (Helsingin yliopisto), Finland
 Run by staff and students
 Share your photos by using #wearehelsinki
www.helsinki.fi

Science n... Our Stud...

POSTS TAGGED

Instagram | Search | Log In | Sign Up

oxford_uni [Follow](#)

1,311 posts 548k followers 157 following

The University of Oxford
 The official Oxford University Instagram account.
 Read about our latest research, news and more at www.ox.ac.uk.
[po.st/UNIQ](https://www.ox.ac.uk/po.st/UNIQ)

Discover #OxfordAI #OxfordAI #OxfordAI Student st... Student st... Student st...

POSTS TAGGED

uniofgreenwich [Sledování](#)

Příspěvky (461) Sledující (12,7tis) Sleduji (1 384)

University of Greenwich
 London and South East England university with leading teaching and world class research
 Share your photos with #ProudToBeGre
 Book an Open Day
www.gre.ac.uk/opendays

Clearing 20... Wellbeing Events Student's Union Graduation Open Days Welcome Week

PRÍSPĚVKY IGTV OZNAČENÍ

coloradostateuniversity [Sledování](#)

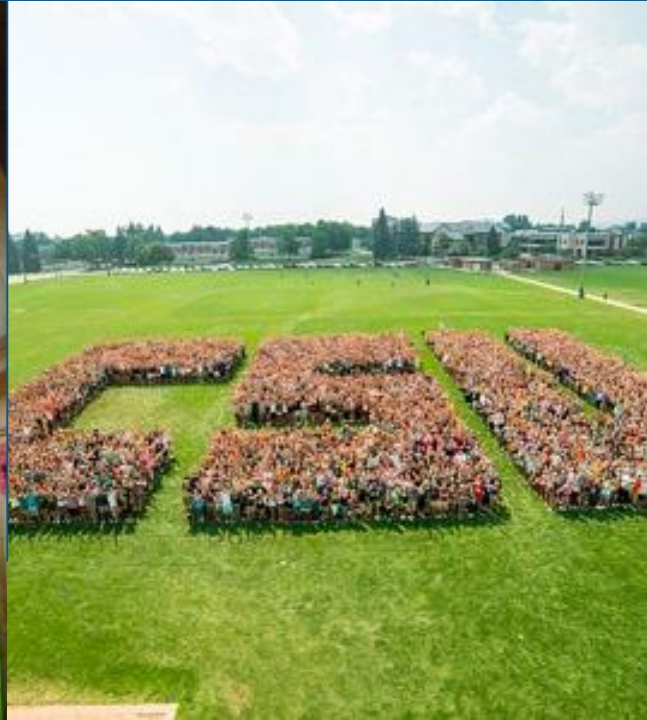
Příspěvky (2 773) Sledující (74,9tis) Sleduji (2 057)

Colorado State University
 Home of the #CSURams, where Green & Gold pride runs deep. #Ramily. Tag your campus photos with #ColoradoState. Snapchat: ColoradoStateU
col.st/Joy8U

Events Tour Tradition #RamGrad FoCo #Ramily Follow

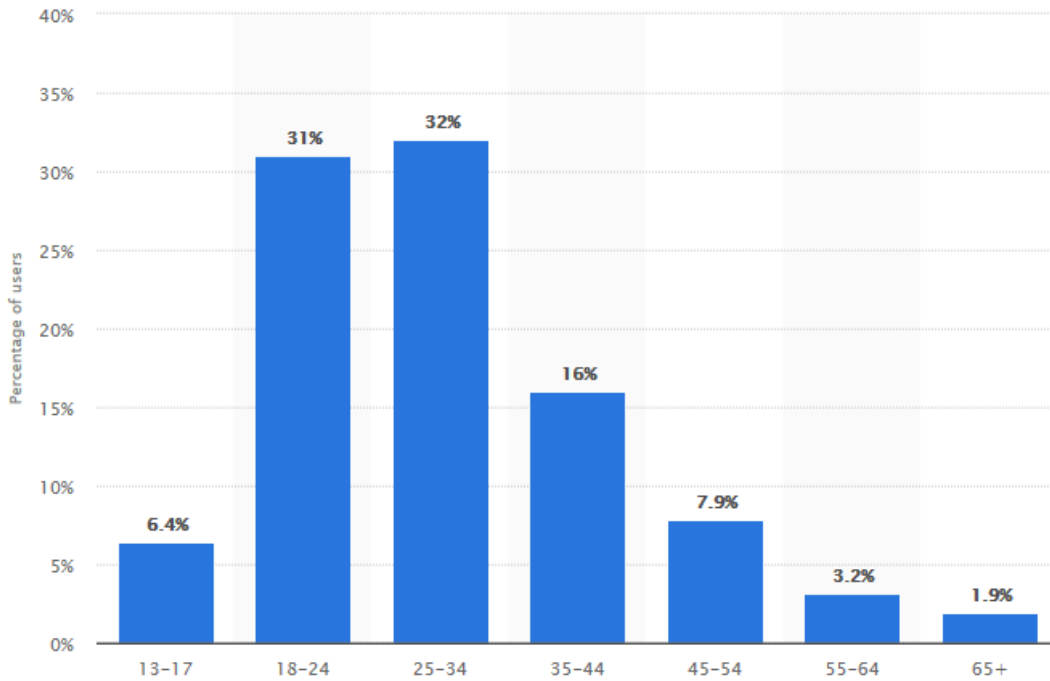
PRÍSPĚVKY IGTV OZNAČENÍ

Instagram: the hidden gem



What to put there

- ▶ Staged photos
- ▶ Drone footages
- ▶ Quotes
- ▶ Instastories
- ▶ Students and their achievements
- ▶ Cool research pictures
- ▶ Memes
- ▶ Guest speakers
- ▶ Landscape and architecture
- ▶ Jokes



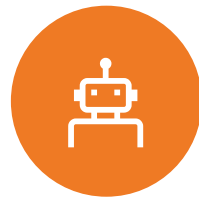
© Statista 2019

Instagram users by age (4/2019)

Try this



Posts with a location get 79% more engagement



Photos with faces get 38% more likes



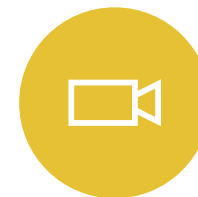
Posts with at least one hashtag get 12.6% more engagement



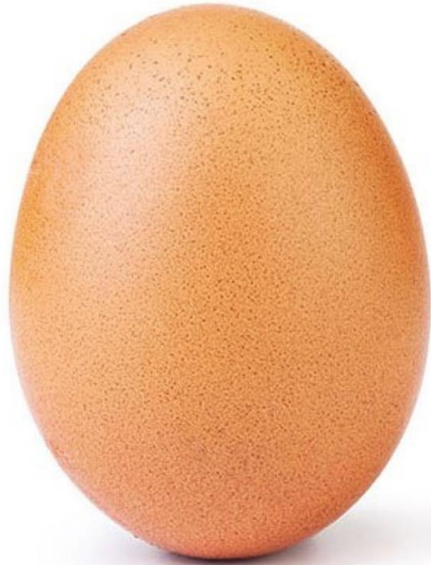
Post the most important content on Tuesday and Thursday



Use emojis



Video posts receive 38% more engagement than photos



world_record_egg • Follow

world_record_egg Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this 🥚

#LikeTheEgg #EggSoldiers #EggGang

Load more comments

tylerrjohnson 🥚



tylerrjohnson 🥚



tylerrjohnson 🥚



record_ball_2k19 Watch my story!
Let's make this ball the most liked ball on Instagram!



azthrifters #|4| ?



baricohen_ Why the hell does a freaking egg get over 50 MILLION



Liked by maymoonbeam and 53,280,044 others

JANUARY 4

Add a comment...



...or, post
an egg

Instagram Stories



Viewable for 24 hours (unless archived)



Video recording up to 15 seconds



Image viewing up to 10 seconds



Unlimited story additions













Direct messaging within Stories













Ask users to turn on notifications for your account

2019 Instagram University Ranking

Rank	Followers	University	Country
1	1,111,129	Harvard University	
2	552,128	University of Cambridge	
3	518,292	Stanford University	
4	506,122	University of Oxford	
5	391,608	Universidad Nacional Autónoma de México	
6	303,745	Yale University	
7	302,291	Universitas Indonesia	
8	297,296	Universitas Gadjah Mada	
9	248,660	Princeton University	
10	223,283	University of Michigan	











Who does
it right?

2019 Twitter University Ranking

Rank	Followers	University	Country
1	3,098,660	Universidad Nacional Autónoma de México	
2	1,533,862	King AbdulAziz University	
3	1,146,727	Universitas Indonesia	
4	996,063	Universitas Gadjah Mada	
5	995,401	Massachusetts Institute of Technology	
6	950,149	Universitas Padjadjaran	
7	934,792	Harvard University	
8	914,767	Universiti Teknologi Kreatif Limkokwing	
9	861,393	Institut Teknologi Bandung	
10	815,603	Instituto Politécnico Nacional	

What about Twitter?

2019 YouTube University Ranking

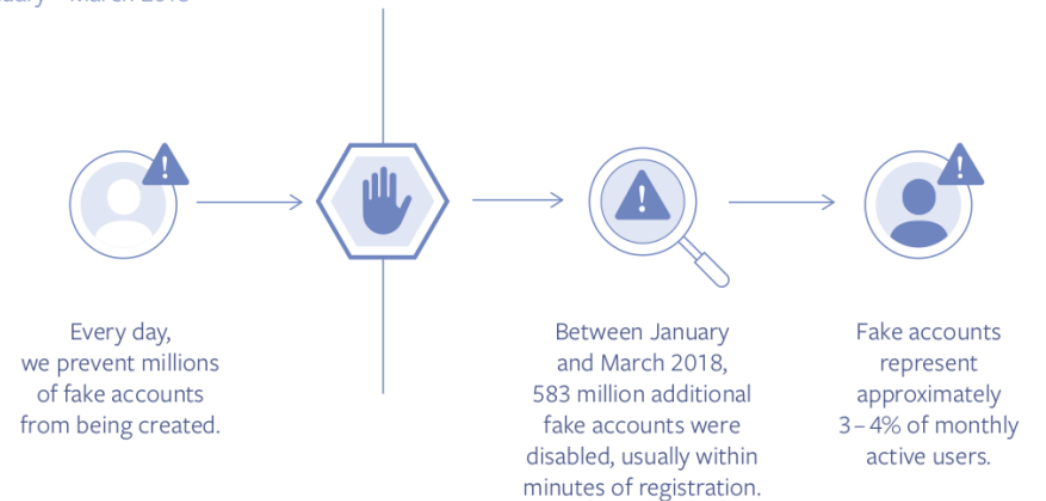
Rank	Subscribers	University	Country
1	921,390	Stanford University	
2	901,690	Harvard University	
3	853,216	Berklee College of Music	
4	460,776	Massachusetts Institute of Technology	
5	299,296	Synergy University	
6	254,895	Shree Guru Gobind Singh Tricentenary University	
7	162,903	University of Oxford	
8	162,386	Universidad Politécnica de Valencia	
9	161,107	University of Cambridge	
10	159,191	Universidade Estácio de Sá	

Lights,
camera,
action

Problems with Facebook

- ▶ A post's average organic reach is only around 6.4% of the Page's total likes
- ▶ Your video has about 3 seconds to capture viewer attention

Keeping fake accounts off Facebook January - March 2018



Influencers: quality over quantity



**BEST INFLUENCERS ARE YOUR
OWN STUDENTS AND EMPLOYEES**



**THINK ABOUT AFFINITY OF THE
INFLUENCER**



**PREFER LONG TERM
COOPERATION**

Great tools to use for free



Social media management:
Buffer, HootSuite,
Later.com, Socialoomph,
Tweetdeck



On-line graphics: Canva,
Photopea, Piktochart,
Stencil, Typito (paid)



Creative text formatting:
LingoJam



Link management:
Linktree

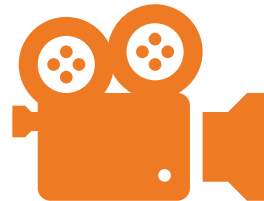


Apps: Snapseed, Canva,
Hype-Type

Social media trends



Real time
communication



Video



Podcasts

Thank you

www.rozanek.cz

Facebook: [/rozanekcz](https://www.facebook.com/rozanekcz)

LinkedIn: www.linkedin.com/in/rozanekfilip

Twitter: [@rozanek](https://twitter.com/rozanek)

Instagram: [@filiprozanek](https://www.instagram.com/filiprozanek)