

The Social Media Moneyball

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Social Media Use by Numbers



189 Million daily users
1.9 billion monthly users

Instagram

400 Million daily users
95 Million photos and videos per day



500 Million tweets per day
328 Million monthly users

You **Tube**

1 billion users
1 billion hours of video watched each day



166 Million monthly users
10 billion videos watched per day

twitch

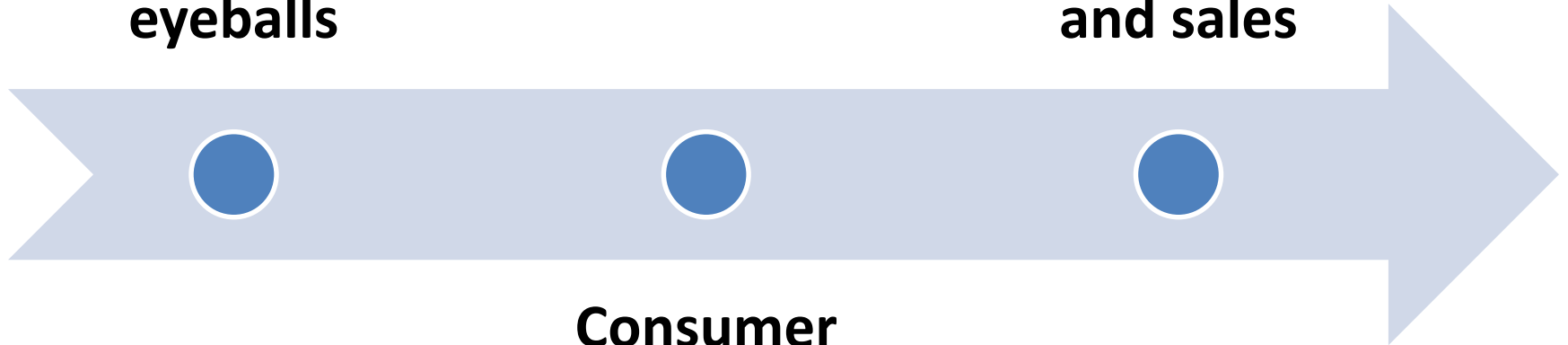
10 Million daily users
106 minutes per day

Opportunity

Reach a lot of eyeballs

Opportunity to build brand and sales

Consumer endorsement of products



Curse of Plenty?

**Too many
social media
chasing
people**

**Leads to low
consumer
engagement**

**There's
limited
discretionary
time during
the day**

**E.g., Less than
15 seconds
spent reading
a tweet**

Bottom line?

Whatever you share has to capture attention and move the consumer to action rapidly

Photos, posts, videos, ... need to *engage and* convey the message *within a few seconds*

Key Principle for Visual Social Media

Visual attractiveness

Which version is more engaging?



Source: chrispetrick.wordpress.com



Source: desktopwallpapers.com

Using Instagram Filters





Source: Thenorthface page on Instagram



Source: www.olapic.com

Timberland



THE BODY SHOP



Source: www.olapic.com

Facial Dominance

The Dangers of First Impressions

At a young age we're told not to judge a book by its cover or form judgments about people based on their appearance. Our brain disagrees: It takes about 35 thousandths of a second for someone's face to make a first impression on us. Nicholas Wade reviews 'Face Value' by Alexander Todorov

By Nicholas Wade

3 COMMENTS

July 14, 2017 2:59 p.m. ET



Changing the shading of a face can make it look less trustworthy. PHOTO: ALEXANDER TODOROV/SOCIAL PERCEPTION LAB

Source: *The Wall Street Journal*

Our Research

33 online
retailers

Categories

Beauty

Housewares

Jewelry

Price range:
\$3 - \$3285

87,419 displayed
Instagram photos

Over 25
million views

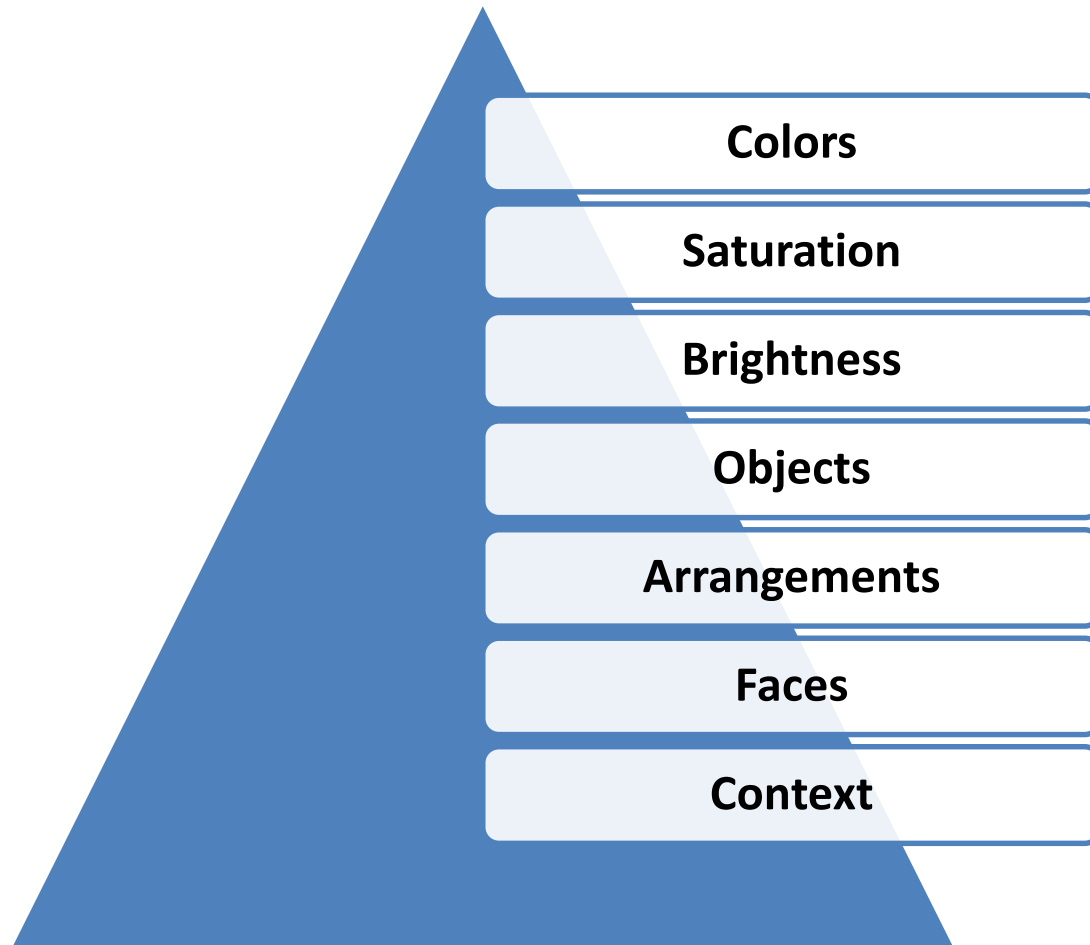
Over 550 thousand
product page visits
from photos

Presence and
prominence of faces
suppress product
exploration

Real Results from Improved Photo Selection

Category	Increase in Conversion Ratio	Increase in Average Order Value	Increase in Revenue	Increase in click through rate in Facebook retargeting ads
Clothing	60%		\$700,000	
Jewelry, accessories and gifts - Client 1	42%	23%		
Jewelry, accessories and gifts - Client 2	9%	7%	\$155,000	
Mass Merchandise	73%			
Discount Retail	110%			
Bicycles and accessories	80%	\$50		
Furniture and Home Goods				43%

Drivers of Visual Attractiveness



Key Principle for Textual Social Media

Quick readability

Which Version?

Tweet 1:

- **FIRST ON CNN: After Petraeus scandal, Paula Broadwell looks to recapture 'normal life.'**
<http://t.co/qy7GGuYW>
- **First on CNN: Broadwell photos shared with Security Clearance as she and her family fight media portrayal of her** [same URL]

Tweet 2

- **Workers, families take stand against Thanksgiving hours:** <http://t.co/J9mQHIEqv>
- **Staples, Medieval Times Workers Say Opening Thanksgiving Day Crosses the Line** [same URL]

Source: Tan, Chenhao, Lillian Lee, and Bo Pang. "The effect of wording on message propagation: Topic-and author-controlled natural experiments on Twitter." arXiv preprint arXiv:1405.1438 (2014).

Key Principles for Quick Readability

Frequent use of Topic-Related words

FIRST ON CNN: After Petraeus scandal, Paula Broadwell looks to recapture 'normal life.'
<http://t.co/qy7GGuYW>

- **Number of retweets: 5**

First on CNN: Broadwell **photos** shared with Security Clearance as she and her family fight **media portrayal** of her
[same URL]

- **Number of retweets: 29**

Early Location of Topic-Related Words

Workers, families take
stand against
Thanksgiving hours:
<http://t.co/J9mQHilEqv>

- **Number of
retweets: 46**

Staples, Medieval Times
Workers Say Opening
Thanksgiving Day
Crosses the Line [same
URL]

- **Number of
retweets: 27**

Study

14,148 tweets

62 brands

Five topics

9.1% - 12.3%
average increase
in the number of
retweets

Automobile

Food &
beverage

Dining

Airline
categories.

Brand news

Events

Promotions

Time-sensitive
announcements

Calls-to-action

Facebook, Snapchat and Twitch

Facebook

- Fan engagement with brands is public information
- Any brand can analyze visual and textual posts of high-performing brands and learn

Snapchat and Twitch

- Context has a big role
- Run multiple A/B experiments to identify visual and textual content that works better in different contexts

Thanks!

**Glad to engage
in (free!)
research**

Contact

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