

Brand: Fabuloso

Product category: Cleaning supplies

SM Platform: Twitter

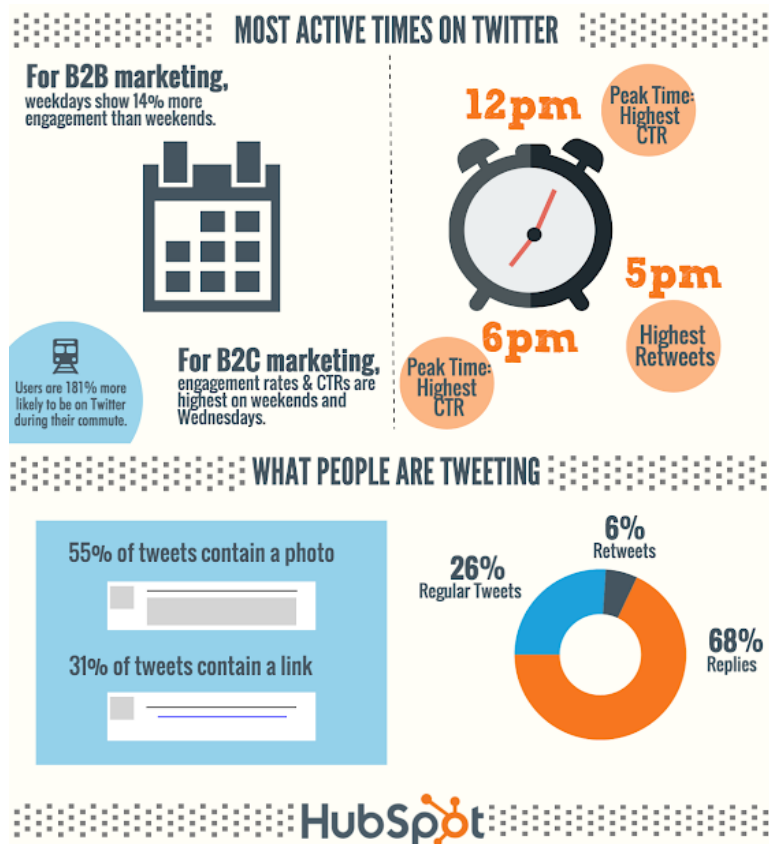
1. History, Statistics & Users

- In 2006, Twitter co-founder Jack Dorsey developed an idea for an SMS-based communications platform, where friends could keep tabs on each other through status updates (MacArthur, 2018).
- 140 character limit established due to the limit that mobile carriers imposed with SMS protocol standard. In 2017 Twitter increased the character limit to 280, reflecting the change to smartphones (MacArthur, 2018).
- Many of Twitter's innovations were driven by users themselves. Functions include the use of the @ symbol to identify another Twitter user, hashtags, and placing "RT" before a message to signal reposting from a user (MacArthur, 2018)
- 80% of users aren't American, and the platform operates in 33 languages (Cooper, 2019).
- 500 million tweets are sent each day (Cooper, 2019).
- Q3 2018 reports show 9% more people are using Twitter on a daily basis. "While monthly users decrease, the number daily users has been increasing consistently since 2016" (Cooper, 2019).

2. Usage

- 40% of U.S. adults who use Twitter are aged between 18 and 29 years old (Tien, 2018).
- 71% of users (12% of Americans) are reading news on Twitter. Twitter is the leading platform for "bleeding-edge news and up-to-the-second happenings" (Cooper, 2019).
- Twitter users have above average incomes. 30% of Americans who earn \$75,000 or more use Twitter (Tien, 2018).

- 85% of SMB (small and medium-sized business) Twitter users say providing customer service on the platform is important (Cooper, 2019).
- A well-placed shout out is an effective way to complement your advertising. 40% of users say they've made a purchase because of an influencer's tweet (Cooper, 2019).
- Brands tweeted an average of 122 times a month in 2018.
 - B2C brands have better results when tweets are scheduled around working hours (commutes, lunch hours, etc.) (Cooper, 2019).
- Tweets with video attract 10x more engagement (Cooper, 2019).



3. Group member experiences using Twitter

- **Molly:** I created a Twitter account in middle school but only maintained the account for a brief amount of time, as I found myself using Instagram and Facebook more frequently because that's where most of my friends had accounts. I liked Twitter's constantly updating stream of news and trending topics. Most of my experiences with Twitter now are through memes I share and receive from my friends (Greenwald, 2019).
- **Kim:** I created my first Twitter in middle school and consequently made a few more, each designed for certain purposes and all utilized to express my complaints, desires, and other thoughts. It was especially popular in high school, but when I got to college Facebook became the more popular platform again. Although never my main reason to use it, it's interesting to see news pop up on my Twitter feed and it used to be the first place I found out new information. I was definitely a more frequent user in the past, but now only occasionally go on there to find more information or voice my thoughts (Daliagon, 2019).
- **Cassidy:** I used Twitter in highschool for a little while but deleted it before coming to college. I used it for staying in the loop with friends and news sources but ultimately found it repetitive and full of nonsense content (Welch, 2019).
- **Ilayda:** I just recently created a new Twitter account but I am not a frequent user, but I use it a lot as a part of my current Marketing Assistant job at UREC. What I really like about Twitter is that I get to see related news, events or stories at the top of my search results. This helps me a lot by allowing me to stay up to date in current events and I get to explore what other Recreation Center's tweet to promote their events. It also allows me to get inspiration on how we can use Twitter for promotion or testimonial purposes (Oran, 2019).

4. Advantages and Disadvantages of Twitter

Advantages:

- Narrow Segmentation
- Multiple Types of Ads

Disadvantages:

- Lack of Analytics (not as in-depth as Facebook and Google)
- Easy to Be Missed

- Hard to Prove ROI (Leonard, 2018)

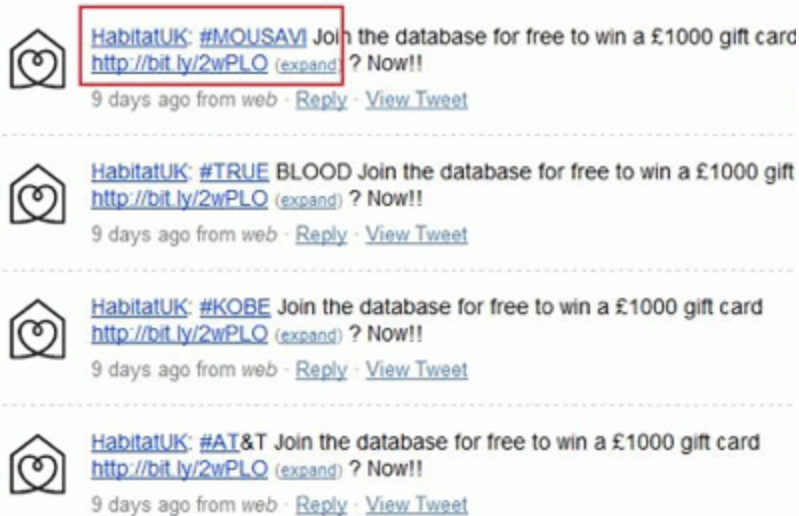
5. Successful advertising campaign



Twitter's worldwide influence was utilized in *Snickers* Australia's #Hungerithm campaign, in which the brand monitored both positive and negative sentiments in real time. Whenever negativity or anger swept through the platform, *Snickers* reduced prices at every 7-11 in the country. Brand mentions on Twitter increased by 120%, and the campaign delivered more than 30 million earned media impressions (Josephson, 2017).

6. Failed advertising campaign

Furniture retailer Habitat received backlash after a 2009 campaign that abused trending topics to promote tweets. The brand's account spammed a variety of trending topics to boost traffic to its profile. One tweet that offended followers was a promo that used the #MOUSAVI hashtag, taking advantage of the presidential election protests in Iran. This example demonstrates the importance of selecting appropriate, relevant trending topics to increase traffic and promote your brand (Bhasin, 2012).



7. Advertising on Twitter

Cost

- Twitter allows you to set the maximum amount you're willing to spend on the entire campaign, the amount you're willing to pay per click, and daily maximums as well.

Process

1. Choose between "promote mode" which is promoting your own ads in Twitter streams or search results OR "Twitter ad campaign" which displays multiple tweets and the username in other areas such as "who to follow"
2. We would choose "promote mode" because it is unlikely that someone would want to follow a cleaning product's Twitter page. Promote mode would allow us to interact with users and show off the brand. The goal is building brand awareness and connecting with a younger generation. Our use of GIFs, quizzes and humorous tweets would catch users attention.
3. We would select "promote mode" from twitter's ad campaign section and then enter in details such as five locations, time zone, and up to five interests to promote our tweet. Our interests would be college life, sports, fitness, beauty and music. Our locations would be Harrisonburg, VA, Morgantown, WV, Washington, DC, Tuscaloosa, AL, and Santa Barbara, CA.
4. Review criteria and select billing (Goliger, 2019).

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1. Target:

- **Persona:** Ricky Greenwald
- **Demographics:** 21 years old, college student
- **Geographics:** College campuses in the U.S.
- **Psychographics:**
 - **Activities:** intramural soccer, video games, eating out with friends
 - **Interests:** Computer programming, beer olympics
 - **Opinions:** Cleaning is boring and a waste of time.
- **Usage Patterns:** Doesn't really have a preference for cleaning supplies, usually buys the cheapest brand.

2. What was our first choice SM platform and rationale for using it?

Our first choice for a SM platform was Twitter because of its wide array of features that could be used to appeal to the target audience. Twitter is very conversational-based which allows for open, two-way-communication with the consumer. It is a medium that helps present and introduce a brand's image to its consumers. The ability to include visual aspects (header, icon) to showcase the brand also draw viewers in. Memes appeal to the target age group and are very easily spread through the platform through retweets and easy-to-save and share images, GIFs and videos. As we were also interested in putting together a contest, we imagined Twitter would be one of the best platforms to host one. Finally, hashtags can link potential consumers to the brand who were otherwise unaware of it.

3. Current Mindset: The target does not currently know about Fabuloso. They are aware of other cleaning supply brands from commercial advertisements and what he's seen his parents use. The target knows that cleaning supply brands vary in scents, uses and ingredients.

4. Desired Mindset: We want the target to choose Fabuloso cleaning products over others in the store. The target should know that Fabuloso will clean effectively and leave the space smelling fresh. The target should feel comfortable cleaning with Fabuloso products.

5. Competitors Mindsets:

- **The Clorox Company:** The target associates this brand with mainly bleach based products. Since the target does not have much experience using bleach for cleaning he typically will not buy this brand.
- **Mr. Clean:** The target is aware of this brand from the commercials but has always associated it with mom's cleaning supplies.
- **Swiffer:** The target is very familiar with this brand and doesn't find it intimidating to use. When the target went to college his mom gave him her old Swiffer so that is his current cleaning method.

6. Creative Strategy Statement: Using Fabuloso will leave your post-party space smelling fresh with a deeper clean.

7. Evidence:

- Fabuloso Complete™ contains two additional active ingredients for a deeper* clean (*vs. regular Fabuloso) and still fills your rooms with the great smell that you've come to expect from Fabuloso.
- Fabuloso benefits include cutting through grease, removing lime scale, helps remove stains and has an irresistible scent.
- A lot of students in college partake in parties and social lives that result in messes, especially sticky floors from spilled alcohol.

8. Tone:

- Joking
- Silly
- Relatable

9. Brand Profile

- **Social Media Calendar**
 - **For more detailed calendar:**

- <https://airtable.com/tblnwlcvKStKZME72/viwJ03AucTbda207y?blocks=hide>
 - For a monthly overview:
 - <https://airtable.com/tblnwlcvKStKZME72/viwGpsKigcRTECU4Z?blocks=hide&date=undefined&mode=undefined>
 - Login Info:
 - Username: smadfabeloso@gmail.com
 - Password: smad342themicks
- Mockup Twitter page

<https://twitter.com/AllFabuloso>



10. Lessons Learned

We learned that there are a few ways to advertise on Twitter and that each way has advantages. We also learned that having a social media calendar helps organize posts and engagement.

11. Do we recommend this platform for advertising?

Yes; overall, Twitter is a great place for brands to reach a large number of people while simultaneously having direct, personal interactions with users. Twitter ads allow you to narrowly segment who your ad is shown to, through using keywords and common interest categories. You can also select a specific objective for your ads, such as gaining followers, website clicks, tweet engagements, app installs, etc. An additional benefit is that you only pay if users perform the outcome that you want them to. Brands also have several options for the types of ads they want to run. Options include promoting tweets that appear in timelines that match your target, promoting your account to gain followers, or running a promoted trend, which is the most expensive option.

12. What is the best type of product category to advertise on this platform? Why?

Food is easy to advertise on Twitter because people enjoy following accounts such as Chipotle and Wendy's. These accounts have established a persona for their brands through relatable tweets with human personality and retweeting funny posts from users. Some food companies also offer deals and interactive tweets for users. Another good product category to advertise on Twitter is Airlines and Travel. Companies within this category use Twitter's two-way communication to engage in rapid replies to customer complaints and questions.

13. Anything else we want to share on this social media platform?

Twitter specializes in introducing a brand to new audiences who can then go on the brand's page and learn more, in-depth information about them. Through the several features that can be presented on the brand's page, audiences are able to familiarize themselves with the brand's persona and product or services. Through engaging with the brand, the audience is more likely to remember and recognize the brand in the future, and to mention the brand to friends and family.

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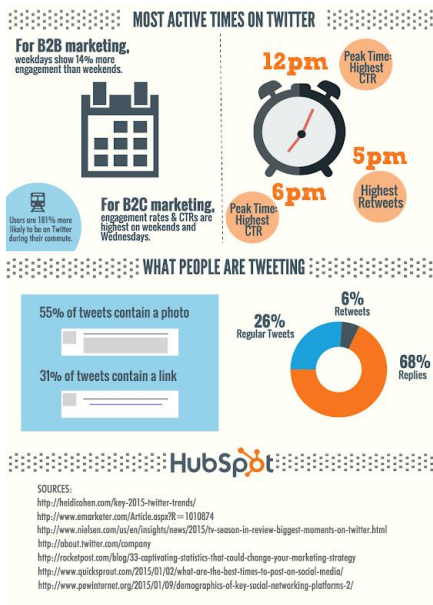
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