1. Introduction

Social Media marketing is evolving as a hybrid element of marketing mix, and marketers have started focusing on social media as an important element of their promotion mix. Social media can be defined as "A group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of User Generated content". It is a term that covers Social networking sites, Creative work sharing site (videos, photos, content, music), Blogs – company sponsored or user sponsored, micro blogs, business networking sites, Collaborative sites, virtual worlds, social bookmarking, virtual game worlds.

Social media is able to create electronic WoM which influences the customers’ opinion about products, companies and purchase behavior. The Indian companies are now awakening to the fact that “The future is social’ and a result the SMM have become an important and integral part of promotion mix. According to a recent report by Ernest & Young (Feb 19, 2015) “About 90 per cent of organizations reached out to in this study are planning to spend as much as 15 per cent of their annual marketing budget exclusively on social media, up from 78 per cent organizations in 2013.”

According to We are Social’s recent report - Almost 42% of world population has access to internet, which is a significant increase from last year’s 35%. Based on this trend it is projected that by 2016, 50% of world’s population will be on internet with the help of availability of cheaper handsets and data connections. It’s worth highlighting that India’s web traffic is dominated by mobile devices, with phones alone accounting for 72% of all web pages served.

Social media continues to grow apace around the world too, with active user accounts now equating to roughly 29% of the world’s population. Monthly active user (MAU) figures for the most active social network in each country add up to almost 2.08 billion – a 12% increase since January 2014: Facebook continues to dominate the global social media landscape, claiming 1.366 billion active users in January 2015. Crucially, 1.133 billion of the platform’s global...
users – 83% of the total – now access the service through mobile devices.

Social media usage has grown exponentially in India. The number of internet users has crossed 302 million in December 2014, and active social media users were around 106 million. India has become one of the top three countries in terms of number of people using Facebook (more than 100 million), whereas twitter user base is over 33 million. The increase in Smartphones is major contributing factor in growth of internet users. 84% of the facebook users in India access it from their mobile sets. The marketers have to understand that their websites have to be responsive and the social media content have to be mobile friendly. A report by Scommerce suggests that half of the social media driven purchase happens within a week of sharing, tweeting, liking or favourating a product.

2. Current Trends in Social Media

- Videos are becoming favourite of netizens be it you tube, Facebook or any other social medium. In year 2014 according to Social baker’s report Facebook’s share of video posts uploaded directly surpassed direct video posts on you tube. One of the reasons behind it may be the fact that facebook automatically play the content of the video as a user scrolls through the news feed, and also there is a bigger preview box for Facebook videos as compared to you tube. YouTube is still the king in video sharing with Facebook as emerging contender. (Figure 1)

Small sized videos for WhatsApp, Line, and WeChat etc., is also an emerging trend that marketers’ can’t ignore.

- Photos are the second most engaging thing on social media especially on Facebook, followed by twitter and Instagram. Visuals help the viewer cut through the clutter and helps in brand recall. Both images and videos have to tell a story across all platforms and are infused with data and real time insights to increase the reach.

- The 3Cs of social media that creates the buzz are Content, Creativity and Care. The content is the most prominent factor that decides the popularity on social media, the first 5-7 hours creates the buzz when the 3Cs are in place. The creative witty posts are what increases traffic on any media.

- The social networks are following the Facebook’s model of paid visibility this helps the networks increase their revenue and marketers are getting more traffic and brand visibility that they seek. The marketers who have budget constraint are focus on SEO by ensuring relevant content addition regularly.

- # Hashtags# are building collaborative communities – hashtags are another important component of social media revolution. A hashtag connects content across the platforms whether it is Facebook, Google+, Instagram, Pinterest, or Twitter. People with common interest can be united thus giving the companies an opportunity to reach the customers across social media.

- Buy and Install Buttons – Buy buttons on Facebook are giving the customer an option of exploring more choices and concluding the sale by moving to relevant site. While Install button for apps gives customer an option to get closer to seller to get more options, discounts, coupons etc.

- Social Media Marketing is becoming more focused and analytical by using the data about the user collected through apps.

Figure 1. Facebook vs. Youtube-videos viewed (billions) on desktop.
SMM is more engagement marketing the success of campaign depends upon level of engagement of users. A good social media campaign is able to generate UGC favoring, supporting the original message.

3. Successful Social Media Brands

According to Social Baker’s March 2015 Report the top 5 industries on Facebook are Tata DoCoMo, Microsoft Lumia, Samsung Mobile, Aircel India, and Fast track have been leading Facebook in terms of highest number of fans since April 2014 as mentioned in Table 1.

Tata DoCoMo has the highest number of fans on Facebook 11 602 209, Pune Marathas is leading Twitter with 1036 581 followers, and Vodafone India is on top in YouTube according to number of views on uploaded videos 69 059 187.

Table 1 is made on two parameters first one being no. of fans/followers/viewer and other being responses/interaction/ regular subscription to Facebook, twitter and YouTube respectively.

Since Facebook is dominating the Indian social media scene we try to understand the top most brands on Facebook that is Tata DoCoMo and Microsoft Lumia. There is no precise parameter for failed brands but public backlash, Critics opinion and public apologies from the company definitely define failure, considering these as deciding factors the most unsuccessful campaigns that will be discussed further in this paper are Mc Donald's and Papa John’s

4. Research Methodology

The objectives of this research paper is to identify successful and unsuccessful social campaigns and after analyzing these cases to determine critical success factors. The research methodology used is a case based method. The research was secondary and divided into two main parts.

- After going through substantial literature 4 companies - 2 with successful social media campaign and two with unsuccessful media campaign were determined.
- 9E of social media also determined through secondary research was compared with the strategy adopted by 2 successful cases and 2 unsuccessful cases.

5. Cases

5.1 Tata DoCoMo

5.1.1 Facebook Page - Appearance

Tata DoCoMo’s Facebook page About Us section is very young and expressive in its language stating, “We simplify. We question. We hate paradigms – they are meant to be broken. We don’t break the rules…we change the game. We love music, internet, gaming and connecting friends…”
actually even foes :-) Most of all – we love you. We live, eat, sleep and breathe for innovation. We are ambitious, we are young – but we are not new kids on the block. We live to DO…we love to Do the new. We respect the DOers in you.”

5.1.2 Likes and Links
Tata DoCoMo has on 26th April 2015, 13,252,402 fans on its official facebook page followed by Airtel India – 5,833,042, Idea – 2,274,819, and Vodafone india 1,299,671. Inspite of leading on social platform Tata DoCoMo have not been able to convert the fans into customers and are still at 6th position in terms of market share (Sept 2014). There are 54,024 people talking about the brand. Tata DoCoMo’s official website link is also given; the website is also designed to interact with the customers its unconventional design has large number of interaction tools to encourage customers to interact.

5.1.3 Content
The DoCoMo page is image heavy loaded with visuals, funny message memes, celebrity birthdays, apps, news updates etc. On the page the feel is young, fun, and does not focus on aggressive selling instead has updates about uses, apps in a fun way. The last schemes, apps and promotional plans are displayed on the main page. The Tata DoCoMo has a fanbase comprising of youngsters (55%) who are very active and engaged; 38% of them are below 20 years of age. (Social Samosa Report).

The content is entertaining and keeps the youngsters on the page, these may fans may turn into loyal customers in future. Their content strategy is working in their favour.

5.1.4 Page Feedback
Tata DoCoMo has managed this large fan base because of its content it had everything from contests, applications, and daily engagement activities initially. The existing Tata users sent SMSs to join the Facebook page to enjoy exiting offers. In 2011 DoCoMo received seven awards at Annual Indian Digital Media Awards for Best Website (Corporate and micro), best use of Blogs, best integrated campaign, and the best use of Online Advertising. Interface Business Solution Tata DoCoMo’s digital media agency too won Best Social and Digital Media Agency of the year award.

5.2 Microsoft Lumia
Official Microsoft Lumia India Facebook page is a source to hear about our technologies and get insights into the people working for Microsoft.

5.2.1 Facebook Page Appearance
The facebook page is a very informative and motivational page. They are promoting umeede under their latest # make it happen campaign. The page shows its advertisement Saina Nehwal and coach Sebastian vs. An all girls school that does not care about the sports. Apart from these there are many videos on its face book page.

5.2.2 Likes and Links
Microsoft Lumia has on 26th April 2015, 1193419 fans on its official facebook page followed by htc – 6002225 Sony Experia 5319603 and xolo 3413267. Microsoft lumia is way ahead of its followers htc india in terms of fan numbers.

Figure2. Age wise categorization of Tata docomo Fans on Facebook.
The webpage provides a convenient platform to interact with its current as well as potential customers. Many queries related to the products are posted.

5.2.3 Content
The Microsoft Lumia page has many videos and photographs. They encourage lot of engagement from their fans. The contest; 'Your wish is my app', had entries from customers and developers. Similarly romancing India with lumia campaign encouraged participants to post their selfie from a romantic spot of their city. The contest was started with nargis fakri posting a selfie taken at a tomb in lodhi road, Delhi.

5.2.4 Page Feedback
Microsoft Lumia has huge fan base because of the interactions, contests, promotions etc done on regular basis on the page.

5.2.5 The Unsuccessful Brands
Top performers on global Facebook Fan Base criteria are Coke Cola(89,746,011), Mc Donald's(56,698,252), Red Bull(429,761,36), Oreo(39,903,244), and Samsung Mobile(39,158,166). These brands are not able to replicate the same level of success in India Coke is 68th position according to Socialbakers report with a fan base of 2,803,093 fans as on 26 april 15. And Mc Donald the world's number 2 brand on Facebook falls down to rank 153 with a fan base of 1,540,628, and Mc Donalds' India falls right the bottom three in social bakers report with a fan base of 198,570 and is at rank 998. And similarly Papa John's at the rock bottom with a fan base of 194,163 as on April 29, 2015 social bakers statistics. Mc Donald has some brilliant ads to its credit but same effect is not visible on Facebook.

5.3.1 FaceBook Appearance
The about us page is unaltered for social media and is text heavy and fails to give the customer fun and warm feel. The short description says “We love to make you go – I am lovin’ it! Hit like to join in on the fun….” And the long description is completely formal the text is directly from their website without customization for social media. The cover picture says “kuch pal offline, Friend request nahi friendship kar le, share for real” in sync with the current campaigns run by the company. The Videos and apps are also visible on the main page with posts from the customers.

5.3.2 Likes and Linkages
The fanbase of Mc Donald's India is distributed amongst multiple pages, this page has a fan base of 198,563 and 579 people are talking about it. The page has links to its apps, website, YouTube which is the right way to go all platforms should be linked to each other.

5.3.3 Content
The content is mediocre to tempting pictures of food items posted on the wall and liking them is the only way to connect it fails to engage the audience otherwise. The few videos that have been posted in last month have received good numbers of likes, an average of 3000. The world breakfast day celebrated by Mc Donald's also failed to get the response it aimed. It is too premature to be able to comment on future of “Kuch pal offline” but it is an bold step by Mc Donald's to ask people to go offline on the most popular social media platform.

5.3.4 Page Feedback
Mc Donald's has made the classic mistake of making this page of themselves and themselves only social media marketing is essentially engagement marketing, the objective is to build customer relationship by interacting with the customers. The content should be more around recent happenings, more about fun and family bonding over meal instead of only pictures of food.
The content does not initiate conversation and thus they are missing out on connecting with the customers on personal level which is the basic objective of social media platform. The fast food chains thrive on young customers and Facebook is where the young generation is. McDonald is missing on a lot of opportunity to increase brand loyalty through customer engagement programs.

5.4 Papa John’s

Papa John’s is the third largest pizza company in the world, they have 45 outlets in India and are a growing pizzeria in India. On Facebook fan base criteria they are at the bottom 1000th position with a fan base of 201,366.

5.4.1 Appearance

The Facebook page is simple has brand name, links to company website and other social media platforms Twitter and Instagram, which is positive sign. The cover page has cities and locations of Papa John’s outlet. The About section covers the facts about company, its products and the USP of its products, the helpline number and website. It also has a milestones page which has dates on which the fan base crossed 20,000, 25,000, 30,000, 50,000 and 100,000. The timeline is loaded with images, offers, contests and a few customer parties.

5.4.2 Likes and Linkages

The total fans of the official page are 201,366, 487 conversations about it on date 28 April 15. The page is connected to its website, twitter and Instagram accounts, and IPL contest that they are running. The posts are receiving a lukewarm response with few likes.

5.4.3 Content

The content on Papa John’s in fails to appeal the viewers, the images of food, few offers and contest are all the page has to offer. The company tries to oversell itself, Social Media is always about the customer first, when the focus in only on marketer the customers lose interest. The page has photos of parties at their outlets but the pictures fail to impress or attract traffic, the overall content is lackluster. There are no videos on the page, videos are the best way of storytelling and connecting with the audience videos fetch maximum likes and increase the engagement rates of the fans or visitors on the page.

5.4.4 Page Feedback

A below average page which does not evoke emotions or engages the customers in any way. The customer engagement is low, there are hardly any comments on the posts thus indicating that the content has failed to connect with audience. Papa John’s has global page has done well in the past but Papa John’s have also received flak for on social media for some of its employees’ mistakes but those instances were handled well. In India Papa John’s have not utilized the power of social media.

6. Recommendations

On the basis of our literature review, study of recent trends and face pages of brands we have narrowed down some common factors that make or break the brand as a social media successful brand. Since content is driving force on social media marketing the factors related to content and the factors that are indicators of customer engagement are listed below in Figure 3.

What Companies need to focus on – The Critical Success factors

6.1 Experts

In Social Media Marketing Contents is the King, companies should hire the people who expertise in this field. Social media is a double edged sword and can cause more damage than benefit in wrong hands. Tata DoCoMo’s social success is a result of its digital media agency interface Business solution which has bagged 7 awards for DoCoMo and has received Best Social media and Digital Agency year Award in 2011.

6.2 Exclusivity

Design the content for the social platform rather than simply extending the content from your website, and the content should be customized for specific platforms, what works on Facebook may not suit twitter and vice-versa. Tata Docomo’s Facebook page is fun, young and vibrant in spirit, while twitter is used to handle most customer issues; they have 7million plus views on YouTube and 3700 subscribers for their funny videos and microsoft lumia too has used innovative ideas to engage people.

6.3 Explore

Explore in terms of variations of content theme rather than aggressive selling. The social media is about
engagement, exploring the options indicates the kind of content which is most engaging for the customers. Mc Donald’s fails to engage customers as their Facebook page is full of tempting food images only they to explore more options in terms of content on lines of Docomo and microsoft lumia too have motivational facebook page and has provided information about the latest technology. They have never focused on selling directly through social media platform.

6.4 Educate
Social media can be used to educate customers about product uses, offers, plans, contests, company plans. Social media also provides an opportunity for Image building and image correction. Inform customers about upcoming events without compromising on fun and personal touch of social media. Microsoft Lumia uses its Facebook page to educate people about its features, social issues etc.

6.5 Entertain
Social Media is over-crowded, the content should be able to entertain people. The content which is creative, witty, crisp never falls to catch the viewer’s eyeballs. The entertainment value of the content is what leads to customer engagement. The witty posts from Docomo like “they sure bug us, but it’s fun tossing them around” with a image of chat head being moved on phone screen with a caption Are we the only ones who keep tossing them around; is one of the many which keeps entertaining the customers.

7. What Customer want from Social Media - Objectives to be attained using CSFs

7.1 Emotion
The user follows a brand that is able to evoke emotions. The following on Facebook, twitter are an emotional bonding with the brand. On social media customers become a part of brand because of positive emotions towards a brand. The objective of social media existence is that personal bonding. The latest campaign of microsoft lumia ie umeedde has evoked lot of emotions.

7.2 Engages
The customers engage themselves in viewing; liking pictures, videos, and other content the customers are looking forward to engaging content. The microsoft lumia has engaged people through various contests like your wish is my app wherein new ideas for apps were invited and romancing India with lumia wherein a selfie had to be posted from an romantic place in India.

7.3 Experience/Empower
Experience is outcome of first two Es emotions leading to engagement (conversations, comments,) make a cus-
Customer experience the social network privilege of a brand. This is a stage where customer feels he is a part of the brand. The Microsoft Lumia customers use apps on the Facebook webpage, and any other benefits extended to the community which makes them feel empowered.

7.4 Evangelize

The customer is associated to brand on social media when the company is able to monetize this and is able to convert the fans and likes to customer base is called evangelization. The customers like, or follow a brand either when he uses it or desire to use it.

Thus, we can conclude that these 9 Es of social media have been critical factors determining the success and failure of any social media campaign.

8. References


