



SOCIAL DRIP

WHITE PAPER

Harnessing the power of MarketBeam's Social Drip

MARKETBEAM, INC

ABOUT MARKETBEAM

MarketBeam is an end-to-end Social Media Publishing, Amplification and Analysis platform helping businesses fully thrive on social media.

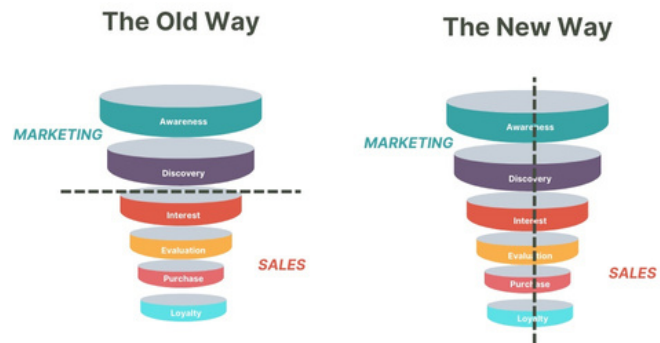
<https://marketbeam.io>

What is Social Drip?

Social Drip is a proprietary functionality built by MarketBeam, that drips social media posts to audiences during a preset period. It solves the biggest challenge of short lived content on social media, maximizing reach and boosting content engagement.

Extended Role of Marketing in Sales

Marketing's role in supporting sales has drastically changed over the years. Marketing responsibilities included building brand awareness, educating target market and generating top of the funnel MQLs (Marketing Qualified Leads).



With increased online content consumption majorly on search engines and social networks, buyers' journey has impacted significantly. The buyers' journey now includes self education, discovery and even, evaluation of tools. Buyers do not prefer to engage with sales staff until they move to the Intent phase.

This has led Marketing to share responsibilities throughout the sales process.

Role of Social Media in Marketing and Sales

With this significant change in buyers' journey, companies need to be present where the buyers are. With over 3 billion people using social media, businesses cannot afford to neglect this channel.

Social media is used starting from generating awareness to being used as a sales nurturing tool, especially in long sales cycles where persistent follow-up can become a deterrent to closing the sale.

Unique Problems of Organic Social Reach

Limited Lifespan

The time required to create social content is much higher than the lifespan of the content itself. And, it has an even shorter time to create a true impact on the overall social growth.

Once content is posted on social networks, there is usually a limited lifespan. It varies significantly based on the social networks. For example, research shows that the lifespan of social content can be very short, from instant degradation on TikTok, to 6 hours on Facebook and 48 hours on Instagram. Twitter is just 15 to 18 minutes while LinkedIn is 24 hours if there is engagement on the post shortly after posting. For every post that engages the interest of followers, there will be hundreds (or even thousands) that are missed.

This means that publishing social content is only the first step. Every post needs nurturing to sustain engagement.

Unknown Social Algorithms

No social network will ever share their ever-changing algorithms that determine whose feed should have what content. This leads to guessing potential reach with little control on distribution results.

Our research based on real-world data showed, if social posts generate engagement right after posting, the algorithms identify the content as share-worthy. This means, the posts will be distributed more widely to,

- Followers of the hashtags used
- Followers of the people or companies tagged
- Followers of the company that published it

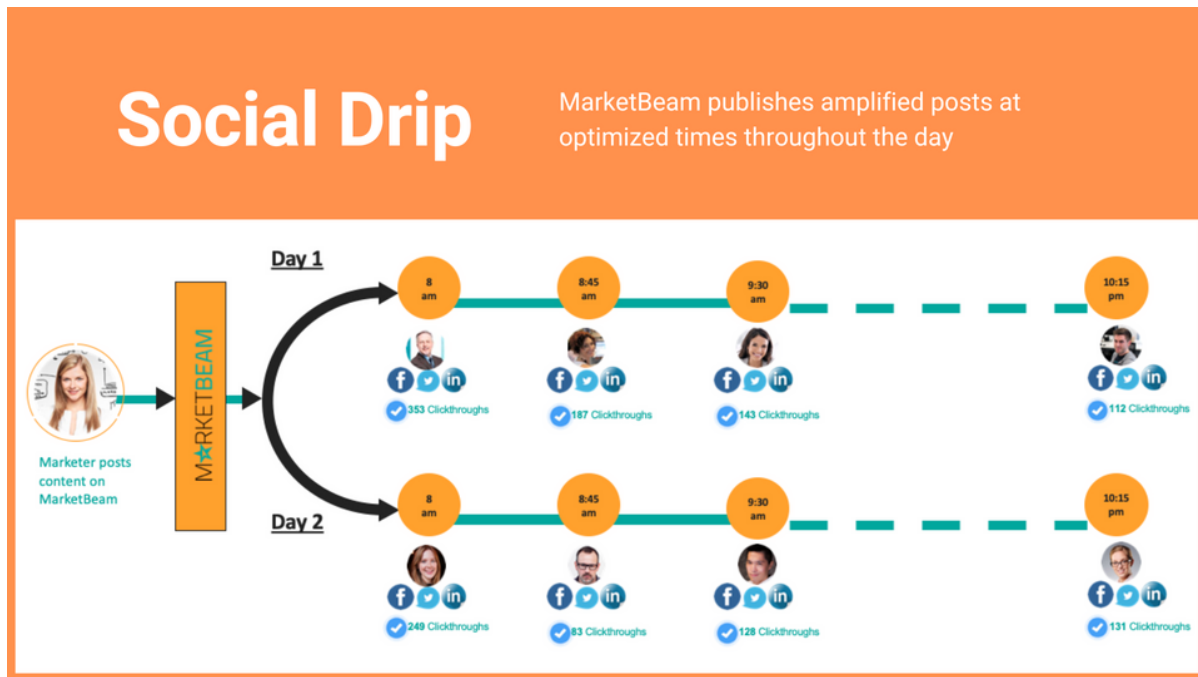
The caveat is that reaching a larger audience heavily depends on the initial engagement a post receives.

Solution

Introducing Social Drip

Social Drip is a proprietary feature built by MarketBeam, that drips social media posts to audiences' feeds, significantly extending social media contents' lifespan up to several days.

This mechanism helps keep the brand on top of prospects' minds and prompt action without jeopardizing the relationship.



1. Leverage Right Social Networks

Social Drip is embedded into MarketBeam's Employee Advocacy product.

Employee advocacy, utilizes social networks of employees to distribute brand content, build thought leadership, generate and nurture organic leads. Employees of a business connect their social media accounts like LinkedIn and Twitter to MarketBeam. Social content team creates quality social media posts,

then employees share content with their networks through the automated Social Drip.

According to a study produced by the Pew Research Center, the average American has 634 connections in their overall network and for LinkedIn, this increases to 930 connections on average. This makes the combined networks of employees significantly higher than the brand's followers.

2. Drip during 'Social Media Business Hours'

8AM - 8PM Rule

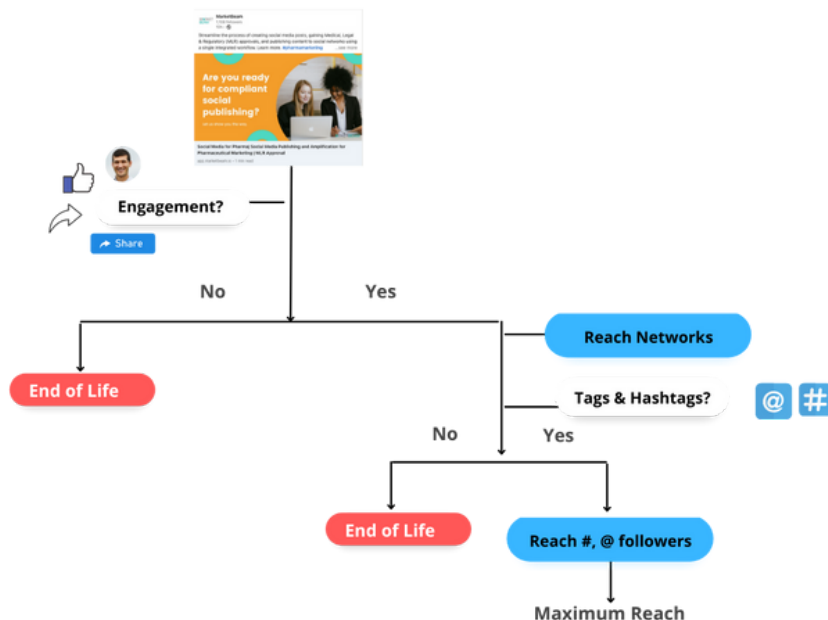
To give content the best chance of success, it needs to be shared progressively over a period of time. Social content owner or admin of MarketBeam can determine the Social Media Business Hours for the Drip. The '8am - 8pm' is a commonly chosen window where most of the audiences are active on social networks. Some businesses start at 6am and end their Social Media Business Hours at 10pm in order to increase potential reach.

For a business with 400 employees, content can be distributed up to 4 days, choosing 100 employees each day by MarketBeam's algorithm. This helps keep content alive for 4 days, rather than just a few hours.

3. Get Hashtags to Work

Only when there is engagement in the initial 1 to 2Hours, a post continue to live on social networks. With this engagement, then the followers of the hashtags will be reached.

With Social Drip, content gets guaranteed engagement from employees. This initial engagement will get the content in front of the followers of hashtags. Without the initial engagement, hashtags do not add value.



Benefits of Social Drip

In addition to the general benefits associated with strong organic social growth:

- Social Drip creates up to 400% more engagement
- Guaranteed initial engagement for every social post that leads to larger reach
- Automate employee participation, save time and ensure distribution consistency

End Notes

[Lifespan Of A Social Media Post: How Long Is Your Content Relevant? \(atistfyre.com\)](https://www.atistfyre.com/lifespan-of-a-social-media-post-how-long-is-your-content-relevant/)

[We're all marketers now | McKinsey](https://www.mckinsey.com/industries/marketing-and-advertising/our-insights/we-re-all-marketers-now)

[Part 3: Social networking site users have more friends and more close friends | Pew Research Center](https://www.pewresearch.org/internet/2018/03/01/social-networking-site-users-have-more-friends-and-more-close-friends/)
[69+ LinkedIn Statistics That Matter in 2022 \(techjury.net\)](https://techjury.net/linkedin-statistics-2022/)