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Communications & Training



Social Media Marketing

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WOW Communications & Training

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Resources

Handout Download: wowcommunications.ca/39

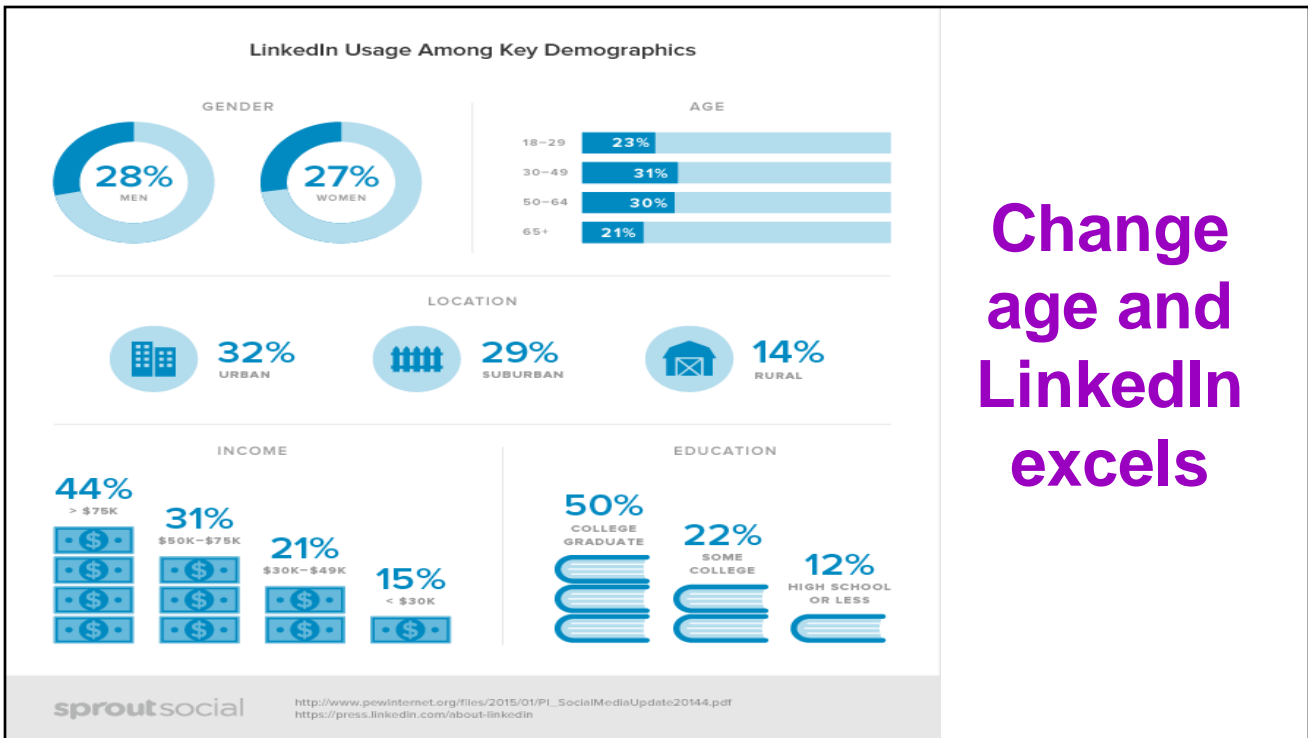
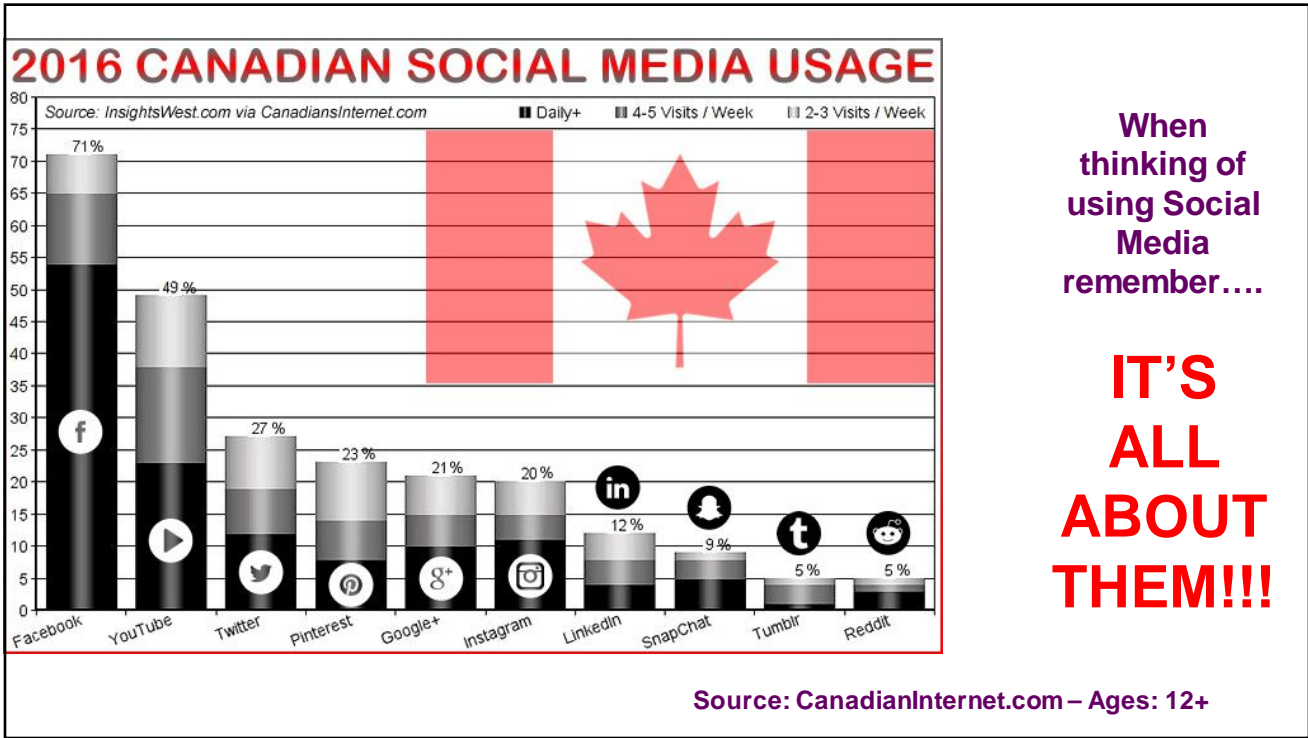


Google: State of Social Media 2016/2017 – simplymeasured.com



Tip: Set up another email for downloads

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Do you know your target customer?

- Ask them what Social Media they use
- Hubspot.com
- PewResearch.org
- Marketingprofs.com
- eMarketer.com
- Statistics Canada
- Social Media Sites
- Statisticbrain.com
- Blogs
- Coaches & Consultants

**It's all about
THEM
Not about
YOU**

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What is Social Media Marketing?

Helping
Helping
Helping
Selling
Selling
Selling

- IT'S **NOT** ABOUT SELLING!
- It's about **SHARING** knowledge
- Customers buy when they want to buy
- If you help enough people they will remember you when they need to buy

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Sharing or selling?

LEADERcleaning
Jan 03, 10:58pm via Twitter Web Client
7 Things That Shorten The Life of Towels:
[goodhousekeeping.com/home/cleaning/...](http://goodhousekeeping.com/home/cleaning/)
#yql #lethbridge #yyc #yeg #cleaning
#laundry
leadercleaning.ca

pinnaclecalgary
9:49am via Buffer
Pinnacle #Custom Cabinets - #yyc #home
#library #interiordesign #design
buff.ly/1RruOpl buff.ly/20ZOdRG

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Time vs Money

THE INBOUND MARKETER

"NEW MARKETING" is "any marketing tactic that relies on earning people's interest instead of buying it."

- Communication is interactive and two-way.
- Customers come to you:
Via search engines, referrals, social media
- Marketers provide value.
- Marketer seeks to entertain and/or educate.

THE OUTBOUND MARKETER

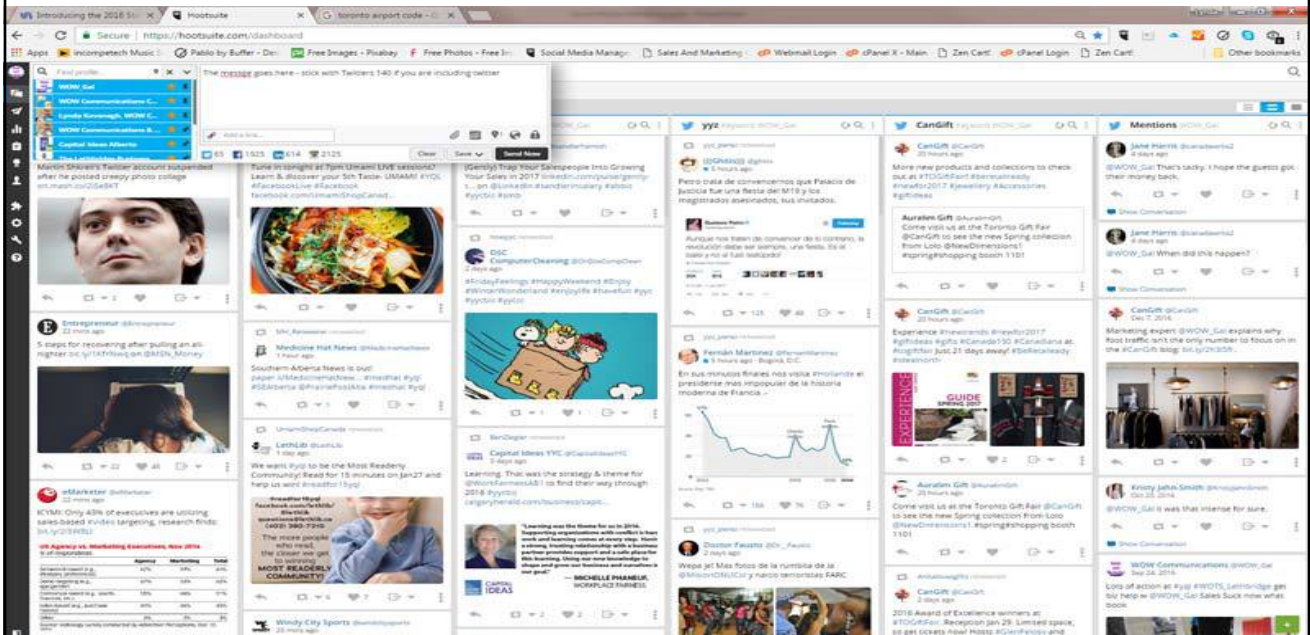
"OLD MARKETING" is "any marketing that pushes products or services on customers."

- Communication is one-way.
- Customers are sought out:
Via print, TV, radio, banner advertising, cold calls
- Marketer provides little to no added value.
- Marketer rarely seeks to entertain or educate.

Where are your customers getting their information from?

wowcommunications.ca

Ya but.... I don't have time for SM





Which Social Media Network???

- Facebook
- Pinterest
- Instagram
- Twitter

Social Media for Business – not Personal!

1. What is that SMN good for?
2. What is that SMN not so good for?
3. When is the best time to post to that SMN?

All SMN have “Help” sections

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#1 Question - Do your customers use Facebook?

Marketing with Facebook – the good

- Allows people to connect with “Friends” through posts
- Familiar interface – Largest Social Media Channel
- Use a Branded Page - not a Profile
- Ads can be targeted with reasonable budgets
- Ads, page activity, posts can be monitored through “Facebook Insights”
 - Insights allow you to know if you are reaching your target customers
- B2C – creates your “community
- Allows for personal two-way conversations



#1 Question - Do your customers use Facebook?

Marketing with Facebook – the good

- Displays photos, videos and testimonials
- Can be useful in recruiting employees
- Easy to create promotions/ events
- Usually talking to friends so soft sales is acceptable
- Your website will rank higher if linked to Facebook
- Claim a Facebook Vanity URL then promote that address
- Easy to learn and post
- Connected with Instagram & WhatsApp
- Integrated with YouTube

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Marketing with Facebook – the not so good

- Some audiences snobby attitude to Facebook & Facebook marketing - know your audience
- Your Page is connected to your Profile – check settings
- Constant updating with engaging content – essential
- Facebook is always changing algorithms
 - Not all Page fans see each post (limited likes lower on page)
 - Facebook picks & chooses what posts you see
 - Based on most recent interactions
 - 1000+ followers before Facebook notices you
- People primarily don't search – get connected through friends

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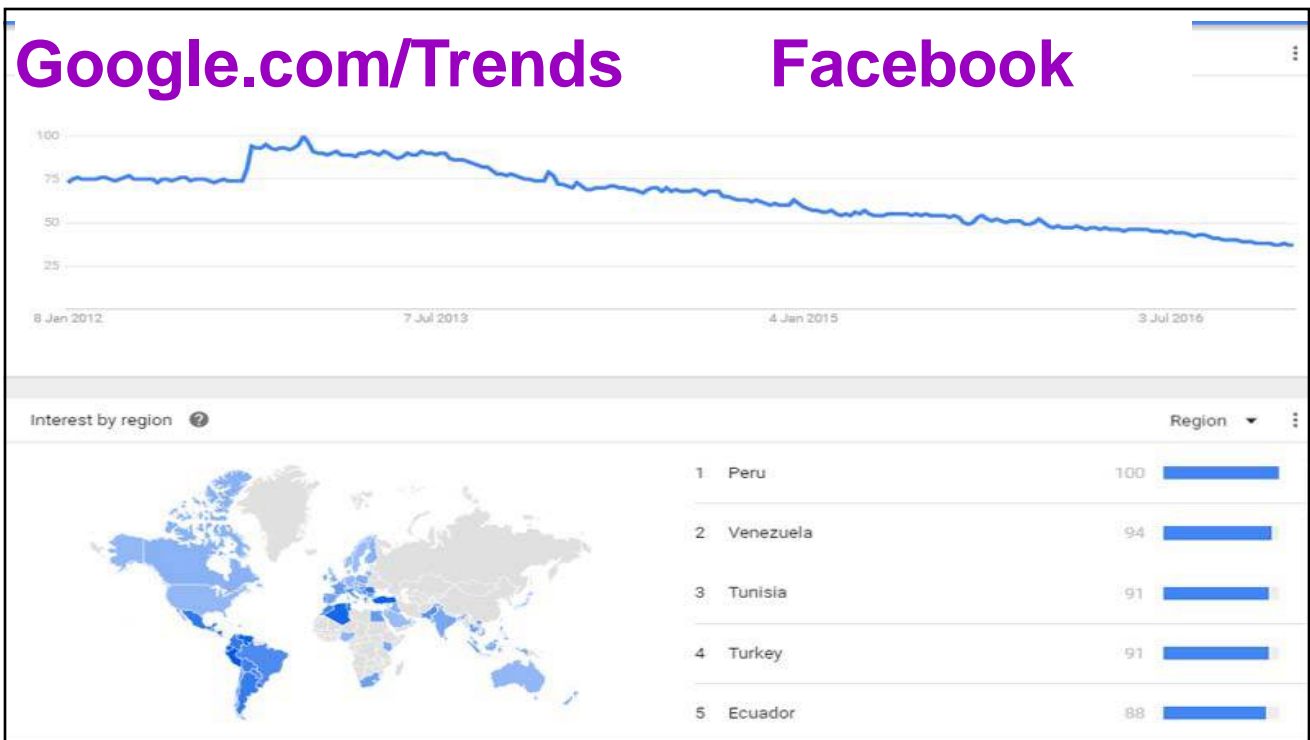
Marketing with Facebook

The best time to post

- 1 – 4pm
 - noon - 1pm peak for “shares” / 3pm peak for “Ad clicks”
- Best days of the week – Wednesday 3 – 4pm
- **Compelling post with photos/videos will create higher engagement with 53% more likes and 104% more comments**
- Worst day to post:
 - Mondays
 - Weekends worst times - before 8am and after 8pm
- Use Facebook Insights to track response rates

Source: Fast Company

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Facebook Resources

- **Setting up a Facebook page:**
 - <https://www.facebook.com/pages/create/>
- **Using Facebook for business:**
 - <https://www.facebook.com/business/overview>
 - **Beginners Guide to Facebook Advertising:**
 - <http://sproutsocial.com/insights/facebook-advertising-guide/>
- **Top Facebook Updates for 2017**
 - <https://adespresso.com/academy/blog/top-updates-facebook-monthly-need-know-now/>
- **Understanding Facebook Algorithms**
 - <http://wallaroomedia.com/facebook-newsfeed-algorithm-change-history/>

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#1 Question - Do your customers use Pinterest?

Marketing with Pinterest– the good

- **Allows users to virtually share and find new interests**
- **Boards – like a book - interest specific – put pins on boards**
- **Pins – like bookmarks – visuals and links to things you like on Pinterest or on websites – help with specifics**
- **Excellent for product-based business – Pictures and content**
- **Set up is important:**
 - **Setup a business account rather than personal account**
 - **Think carefully of your User Name (url) keep it Branded**
 - www.pinterest.com/wow.com
 - **Complete your bio and Board descriptions in detail**

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#1 Question - Do your customers use Pinterest?

Marketing with Pinterest– the good

- Payment pins available through Shopify
- Works well as B2C - 80% of Pinterest users are women
- Can put prices on pins - 36% more likes
- Can engage in conversations with people
- Can promote your Branded Pinterest URL address
- Should pin often
- Show don't just tell (don't just show hiking boots, show what people can do with the hiking boots)

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Marketing with Pinterest – the not so good

- Pinterest's advertising principles are enforced
- Target is 80% women but need to do psychographic research into types of women
- A bit complicated to make your website/blog "pinnable"
 - Pin It Button, Widgets
- B2B marketing Return On Investment low
 - People aren't in business mode when on Pinterest
 - Conversion rates low – more looking and visiting but not buying
 - When board clicked/ visit site must have a **CLEARLY VISIBLE BUY NOW BUTTON**

Source: Brushfire Inc. Report.

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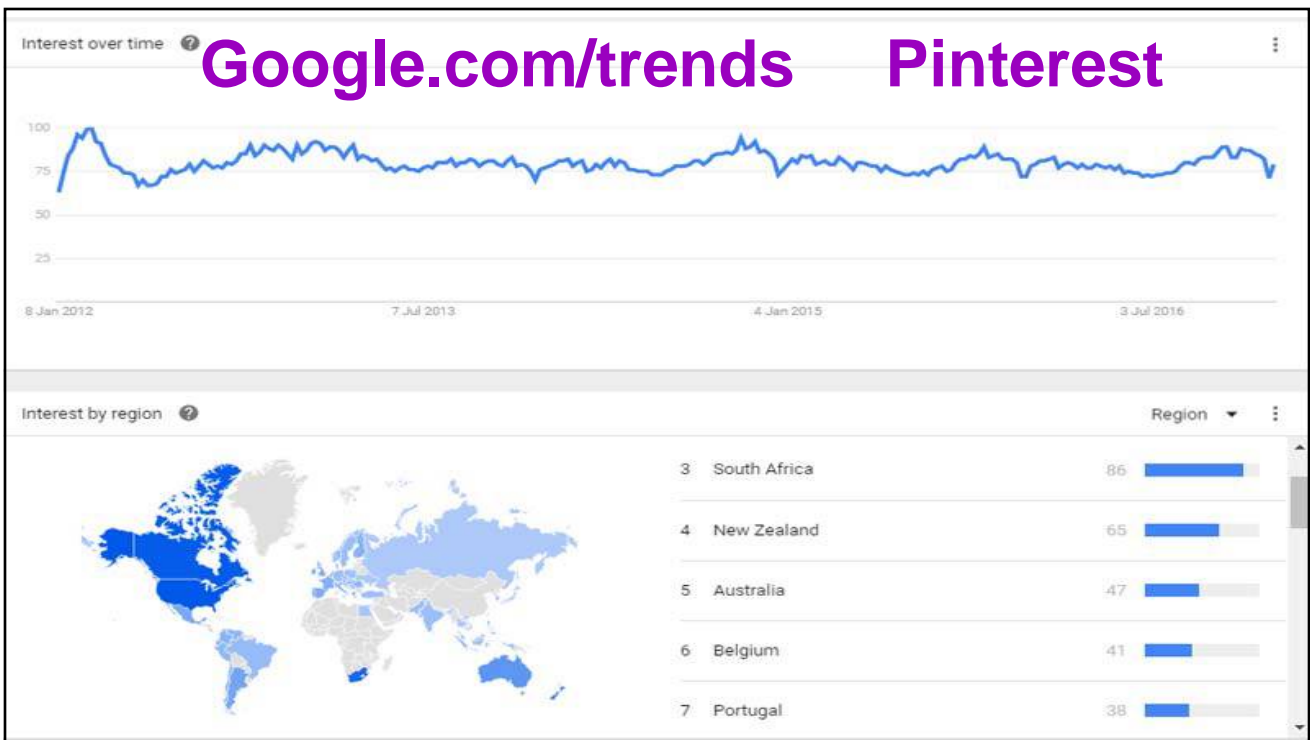


Pinterest

The best time to post

- Saturdays, 2pm – 4pm / 8pm – 11pm
- Weekdays 8pm – 11pm (Peak 9pm)
- If you are in the fashion, retail & hospitality industries – best time is Fridays 3 – 5pm
- Worst times to post 8 – 5 weekdays
 - People are working!!

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Pinterest Resources

- **Pinterest Acceptable Use:**
 - <https://about.pinterest.com/en/acceptable-use-policy>
- **Pin it buttons:**
 - <https://developers.pinterest.com/tools/widget-builder/>
- **Shopify Payments:**
 - <https://help.shopify.com/manual/payments>
- **How to invite people to your Pinterest boards:**
 - https://www.youtube.com/watch?v=I8Ud2TJ4_HI
- **How to improve your Pinterest marketing:**
 - <http://www.socialmediaexaminer.com/26-tips-to-improve-your-pinterest-marketing/>

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A picture says 1000 words



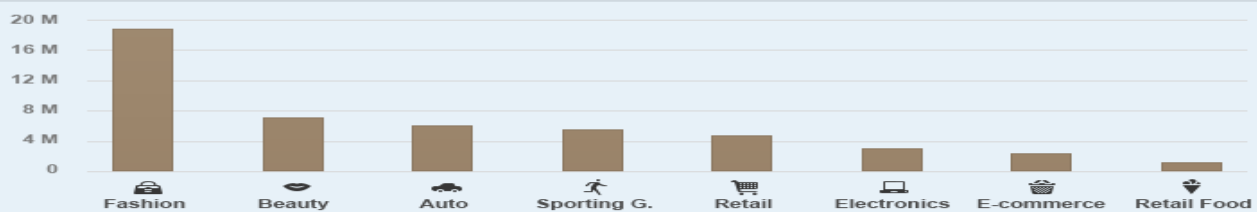
#1 Question - Do your customers use Instagram?

Instagram – the Art of “Thumb-stopping”

- Primarily SM for sharing photos (94%) and Videos (gaining in popularity)
- 400 million users (Nov. 2015) (+33% in one year)
- 75% outside of North America
- 80 million photos / day 3.5 billion likes / day
- Owned by Facebook

Fashion - Instagram's Most Engaging Industry

Top Pages by Industry Average Number of Interactions



Data Range: July 01, 2015 – September 30, 2015

socialbakers



#1 Question - Do your customers use Instagram?

Marketing with Instagram– the good

- Displays products (picture / 1000 words)
 - Services can also be displayed
 - Behind the scenes video
- Each post should send people to your website
- Search - allows people to find your products
- Increases Brand awareness
- Announcements / Events can be shared
- Can be selective of what Pinterest pins to share
- Use analytical tools to monitor

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#1 Question - Do your customers use Instagram?

Marketing with Instagram– the good

- Post photos & videos that tell a story – create emotion/ engagement
- Builds trust & a personality for your business
- Keeps people talking about your business
- Can hold contests (“Like” a photo = entered to win)
- A chance to go viral
- Can use #hashtags - #wowcom (Match with other SMN hashtags)


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Marketing with Instagram – the not so good

- Can be a time waster – sidetracked
- Poor image quality = poor Brand image
- Guidelines recommend 3 posts/ day max
- Be careful with # - max 4 – per post
- Small number of “Likes” leaves bad impression
 - 100 followers or more – take the photo down
- Use selfies sparingly
- Take advantage of #TBT (Throw Back Thursday)

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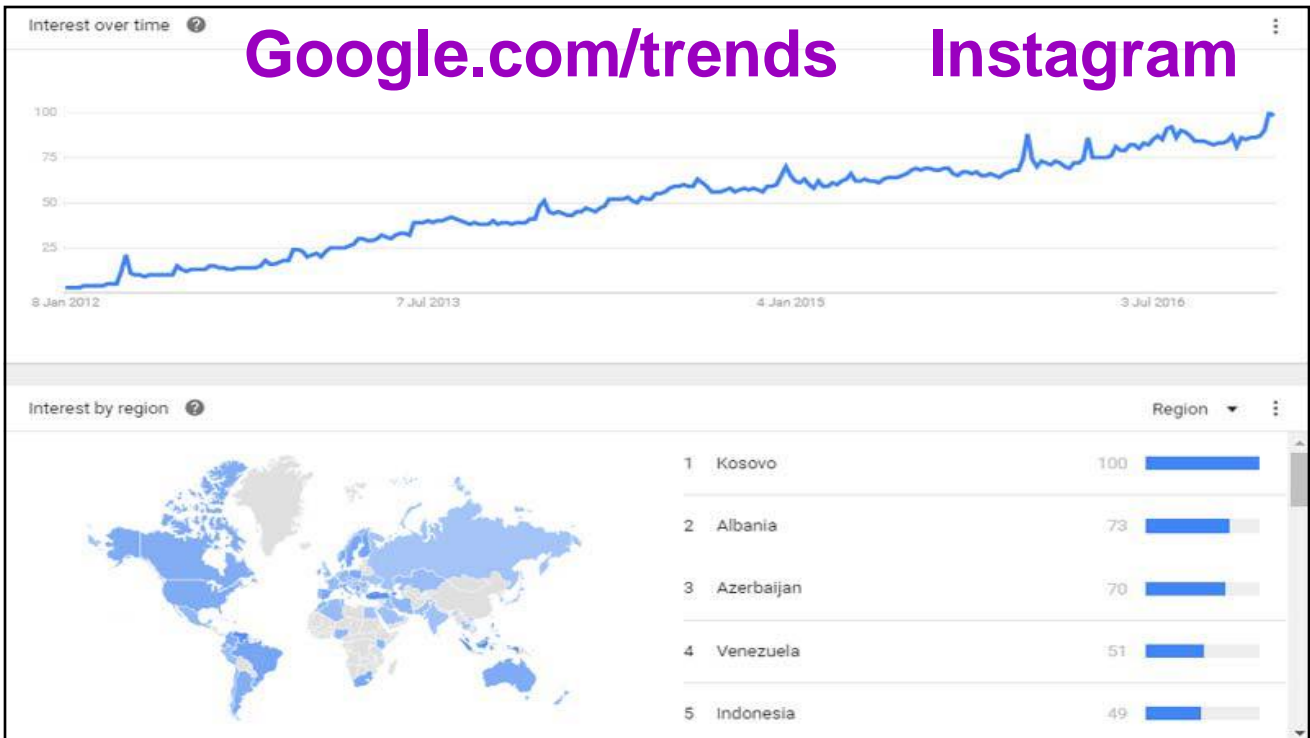


Marketing with Instagram

The best time to post

- Engagement is consistent throughout the week
- Slight spikes on Mondays
- Slight dip on Saturdays
- Best time to posts 3 – 4pm
 - 18 – 29 / 37%
 - 30 – 49 / 18%
 - 50 – 64 / 6%

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Instagram Resources

**Check out IKEA
Catalogue on
Instagram**

- **Instagram for business:**
 - <http://www.socialmediaexaminer.com/instagram-for-business-tips/>
- **How to hold a contest on Instagram:**
 - <http://corp.wishpond.com/instagram-marketing-resources-for-businesses/how-to-create-a-successful-instagram-contest/>
- **How to use #hashtags with Instagram:**
 - <https://help.instagram.com/351460621611097>

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#1 Question - Do your customers use Twitter?

Marketing with Twitter– the good

- Thanks Donald for Twitter resurgence
- Fabulous for research
- ReTweeting is the new prospecting using specific #
- Creating awareness with people who don't know you
- Hashtags (#) can target specific area (#yyz #Ottawa) or for specific interests or groups (#wine)
- Creating hype for event
- Sharing knowledge positioning you as an expert

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#1 Question - Do your customers use Twitter?

Marketing with Twitter– the good

- Driving traffic to blog/website/Facebook/promotion
- Make me laugh & I'll retweet
- Give me content for my friends & I'll retweet
- Use attention-grabbing images – increase 150% retweets
- Use actionable words “download” “free trial”
- Inspire retweets with stats or infographics
- Be real, be honest, share not sell (1/25)

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Marketing with Twitter – the not so good

- Dealing with bad tweets (complaints)
- What's a Tweet – Short burst of info 140 characters
- Hard to encouraging dialogue & engagement
- Getting through the clutter
 - Less than 4 times a day can get lost
 - #yyz – 8 – 10
- # of times a day – DON'T SPAM – change message
- If no one retweets, something is wrong

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Marketing with Twitter

The best time to post

- Weekdays provide 14% more engagement than weekends – B2B Targets
- Weekends provides 17% more engagement on weekends & Wednesdays – B2C Targets
- Peak days are Monday through Thursday
- Best chance for ReTweets are noon, 5pm, 6pm
- Twitter users are 181% more likely to Tweet during commuting times
- Worst times to post business messages after 8 on weekdays and Fridays after 3pm

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Twitter Resources

- Register a hashtag (must have a Twitter account):
 - <http://twubs.com/>
- How small business can use Twitter:
 - <http://www.socialmediaexaminer.com/small-businesses-twitter-marketing/>
- Guide to Twitter Etiquette:
 - <http://mashable.com/2013/10/14/twitter-etiquette/#AJ9L1gP4YkqK>
- Finding someone's Klout score:
 - <http://marketing.wtwhmedia.com/how-to-see-klout-scores-in-twitter/>

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Which Social Media Network???

- Facebook
- Pinterest
- Instagram
- Twitter

- Start with the SMN most of your target customers are using.
- 20 minutes a day for 3 weeks.
- Monitor your activity.

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Resources

- **WOW Paperback & E-Book: Sales suck... NOW WHAT?**
- **WOW Online Demand Business training at wowcommunications.ca/click on VIDEO ONLINE TRAINING**
- **Sign up for our newsletter at wowcommunications.ca & receive a **FREE** 45 minute audio podcast “**Crash Course in Marketing**”**

Handout Download: wowcommunications.ca/39

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Send us a Selfie Video about how this session helped your business!



We'll thank you by providing a download link to a our "Sales for the Terrified" 70-minute podcast.

And put a link for your selfie to your business' website

**Send to:
Lynda@WOWcommunications.ca**

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