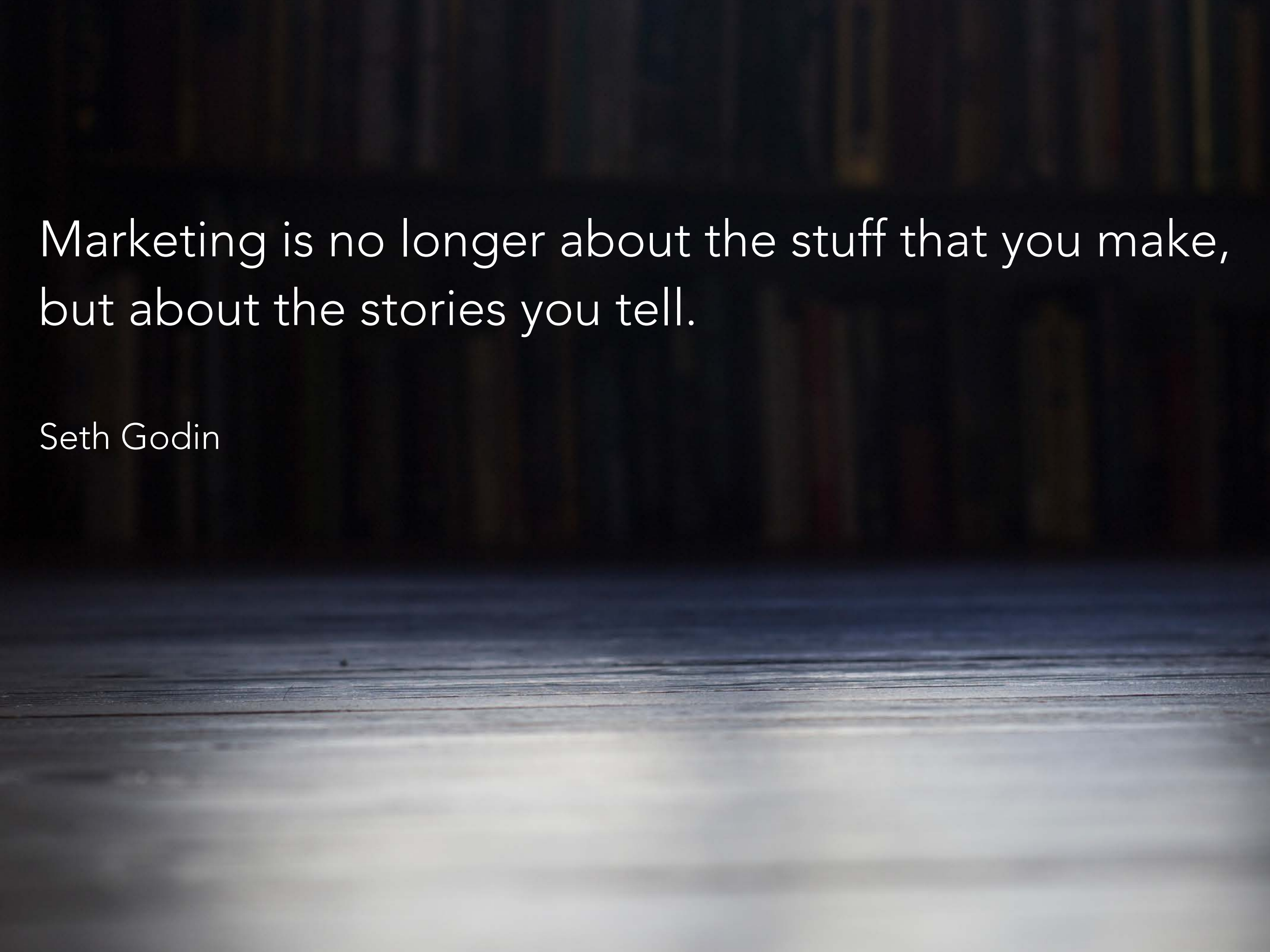


creagent
MKTG 

The background is a dark, out-of-focus image of what appears to be a wooden floor or a similar textured surface. The lighting is low, creating a moody atmosphere. The text is overlaid on the upper half of the image.

Marketing is no longer about the stuff that you make,
but about the stories you tell.

Seth Godin

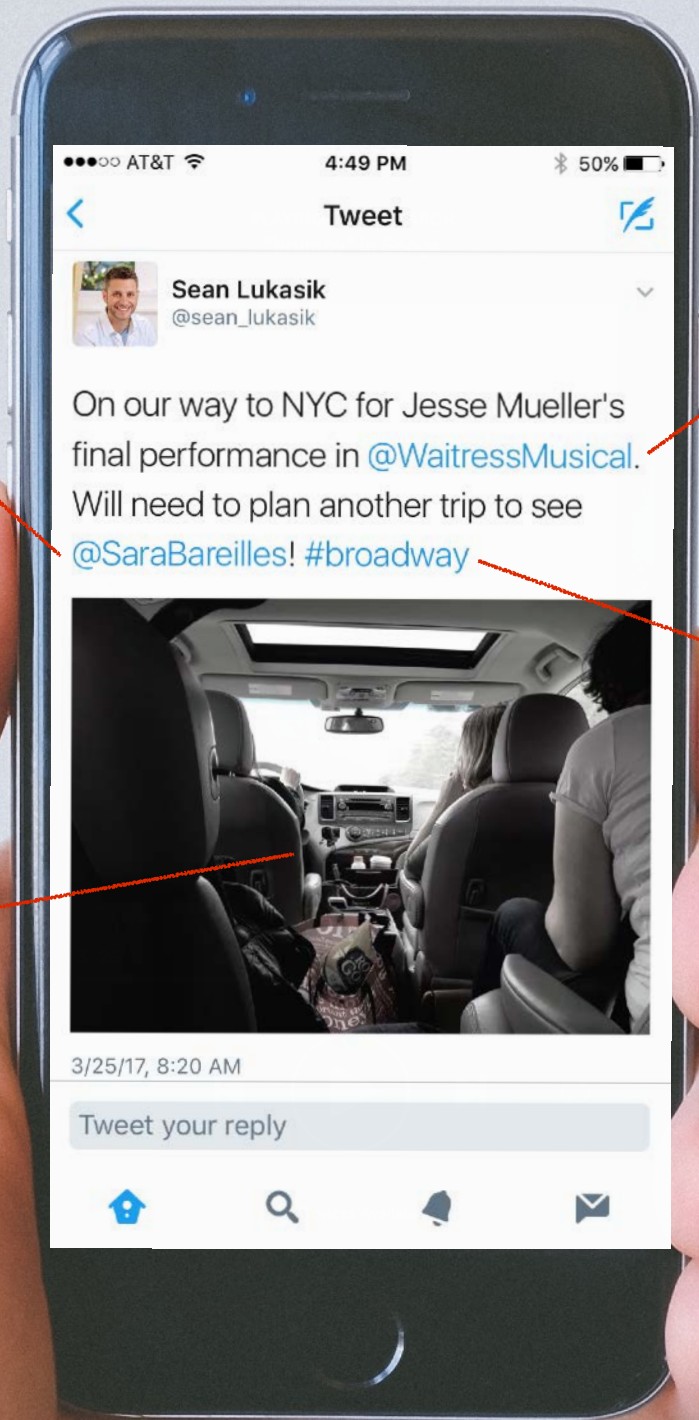
#myFLXtbex

ACCOUNT TAG

ACCOUNT TAG

PHOTO

HASHTAG



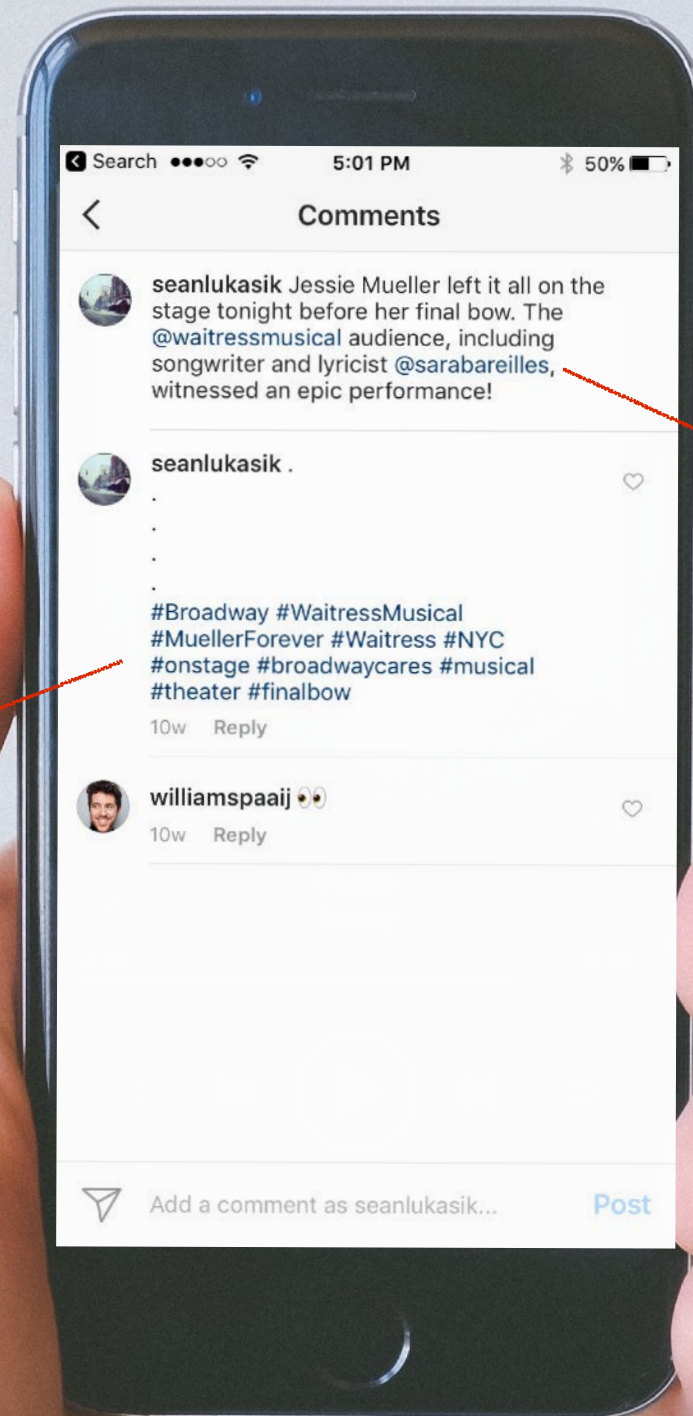
- Engage More Than You Broadcast
- Jump on Trending Topics
- Be an Industry Resource
- Schedule Tweets When it Makes Sense
- Use “Retweet With Comment” vs. “Retweet”
- Don’t Measure Success by Follower Count
- Spend Time on Your Copy

PHOTO

ACCOUNT
TAG

ACCOUNT TAG





HASHTAGS

ACCOUNT TAG

- Engage More Than You Broadcast
- Use Hashtags Liberally
- Don't Measure Success by Follower Count
- Post Great Pictures
- Use Instagram Stories Appropriately
- Establish a Consistent Look

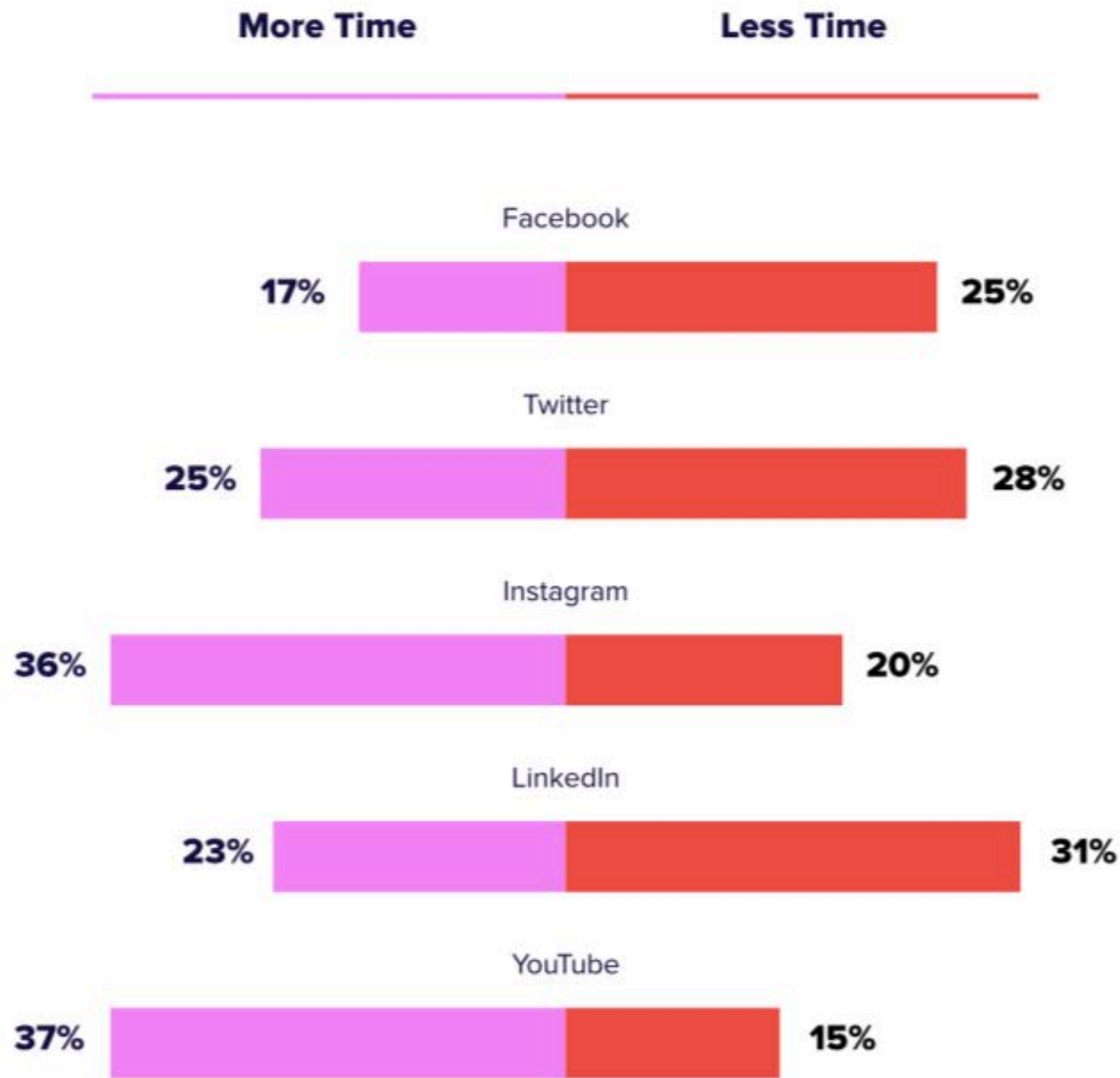
What are travelers looking for?

- Wine and Lakes
- Education and Information About the Region
- Options Outside of Wine and Lakes

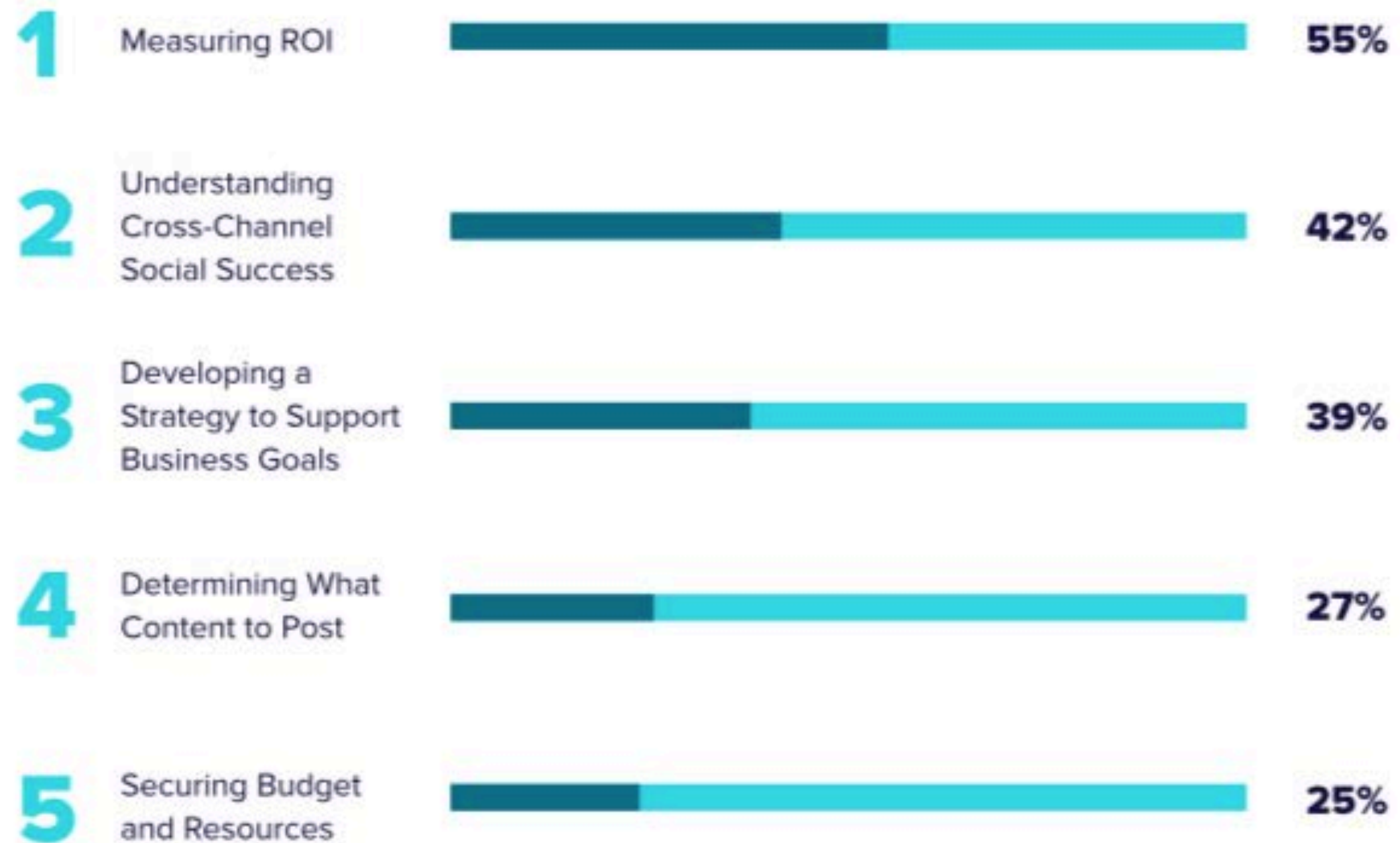
What mistakes are we making?

- Overthinking
- Diving TOO Deep
- Avoiding Twitter and Instagram
- Trying to Control the Message

Shifts in Consumer Time Spent on Social

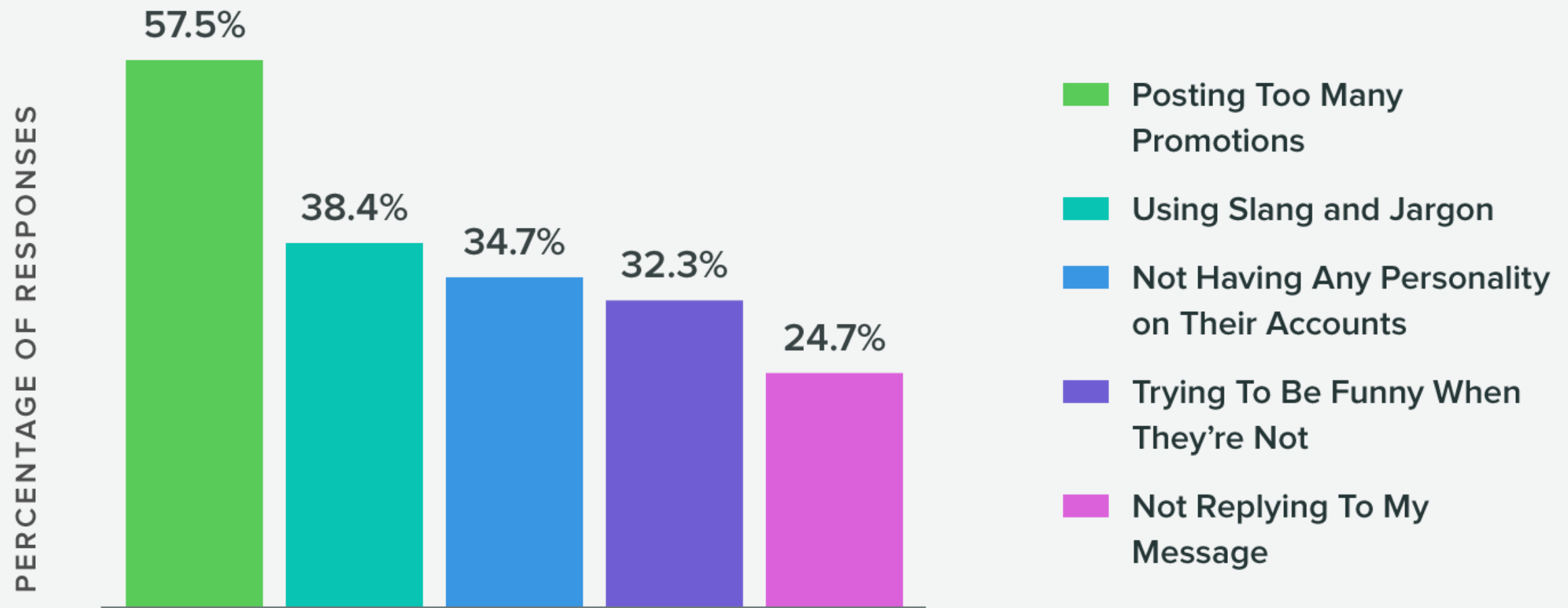


Challenges for Social Marketers



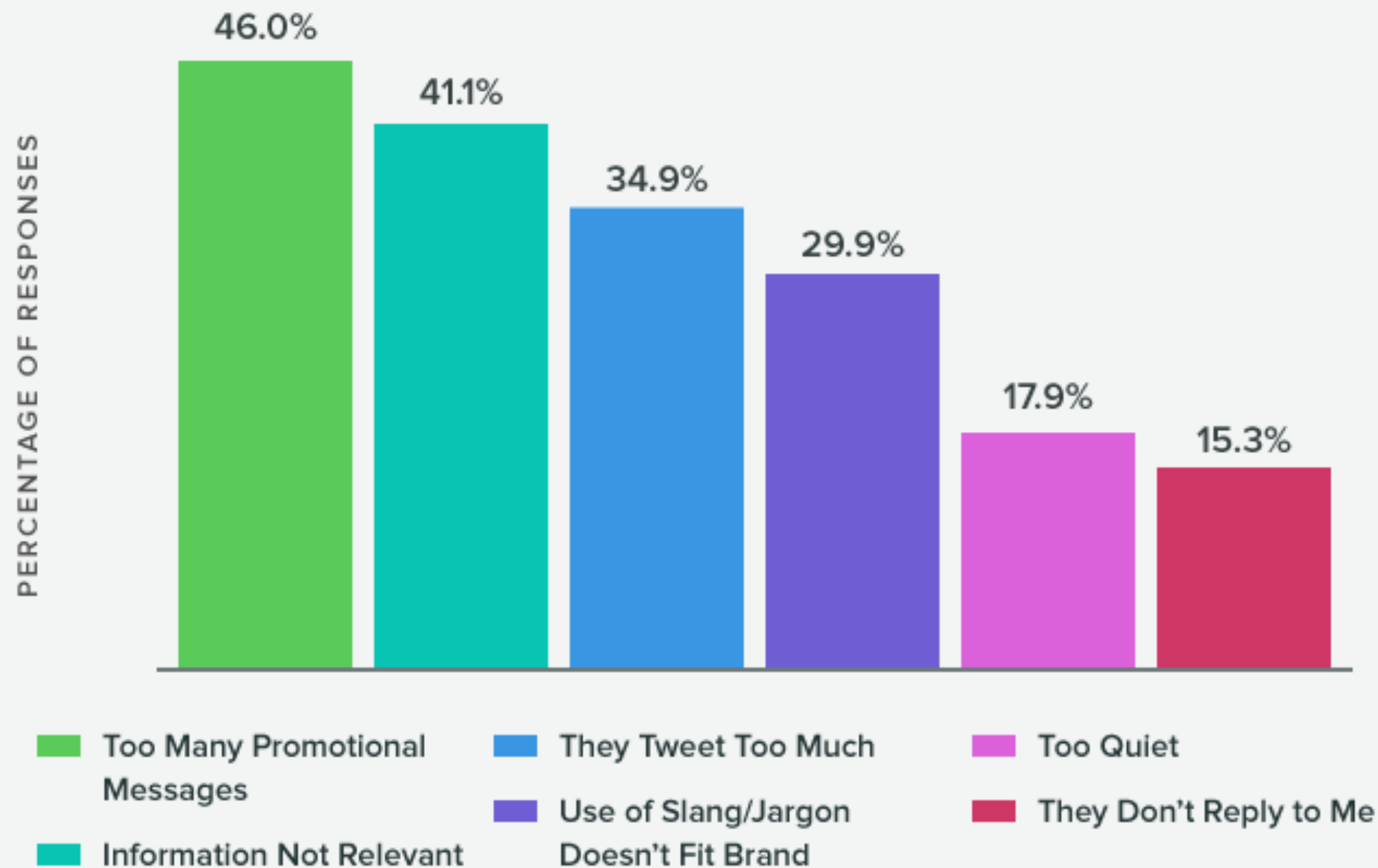
Annoying Actions Brands Take on Social Media

Q2 2016



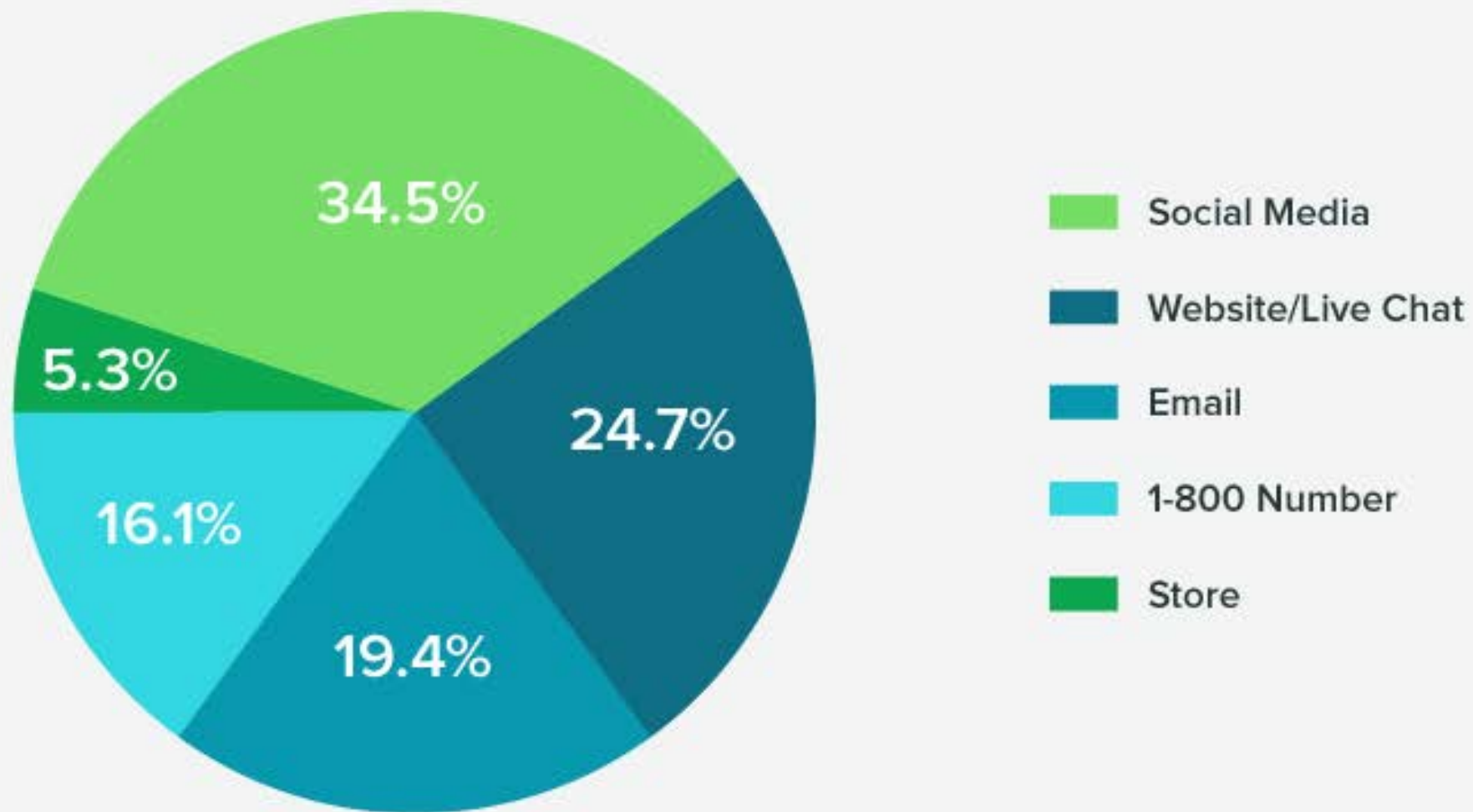
Actions That Make People Unfollow a Brand on Social Media

Q2 2016

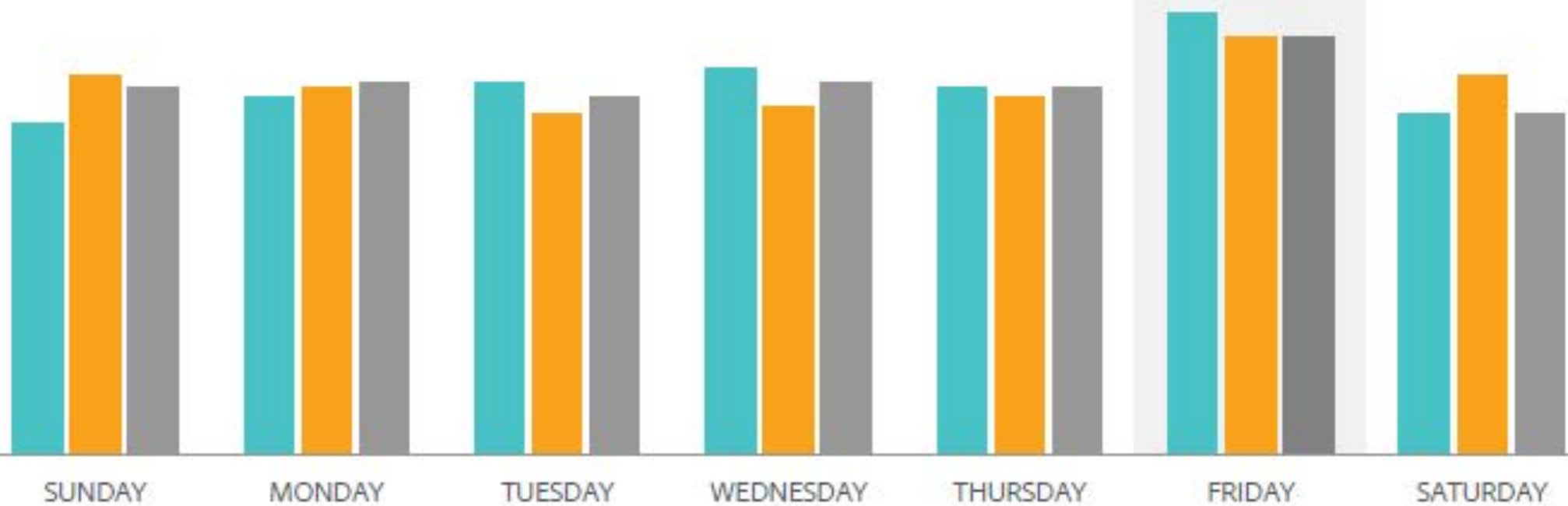


People's Top Choice for Customer Care

Q1 2016



The most
comments, likes
and shares occur
on **Fridays**



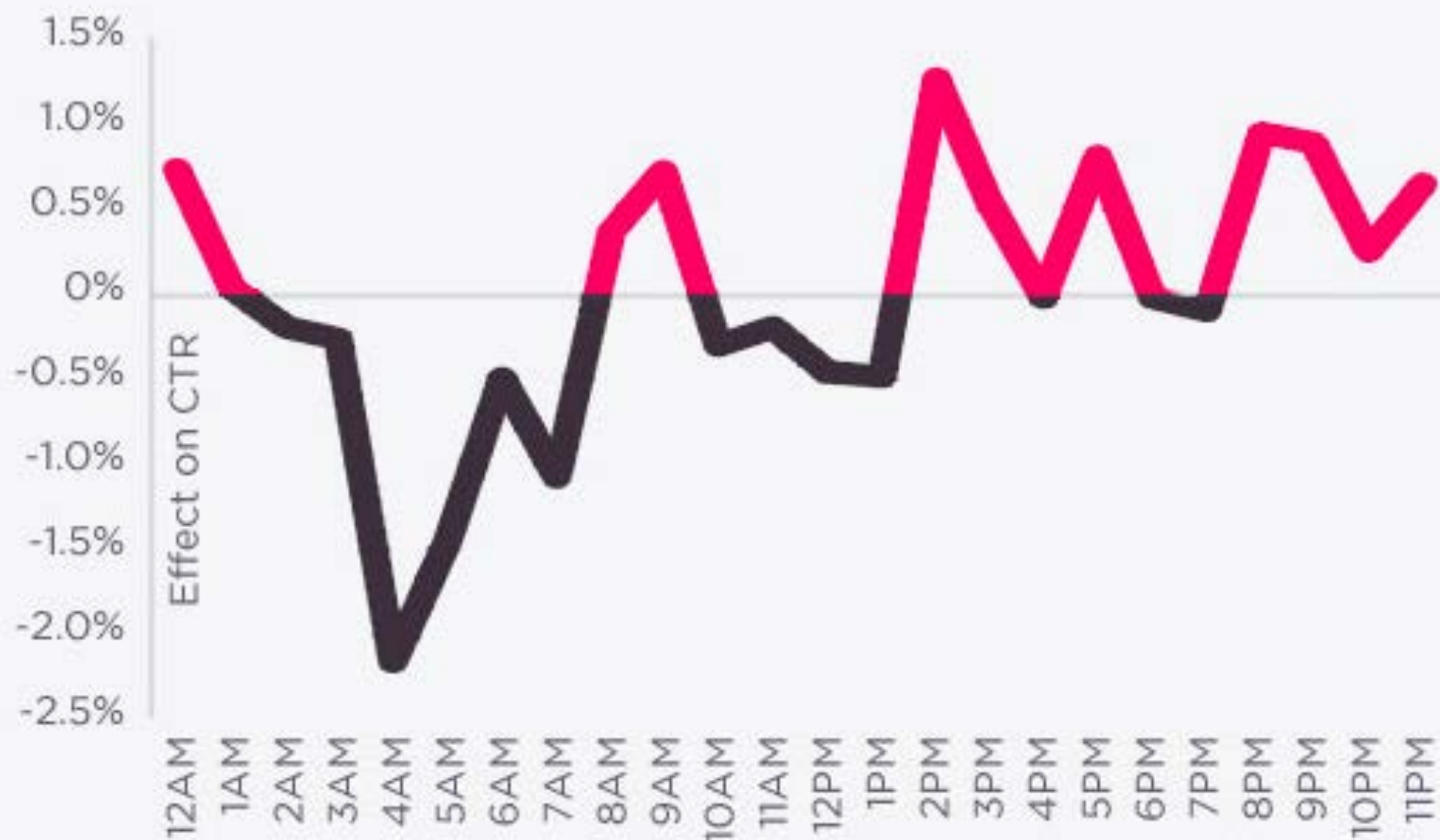
SHARE OF ENGAGEMENT TYPE BY DAY
(Q1 2014)

COMMENTS LIKES SHARES



Tweet later in the day.

I found that tweets posted in the afternoon hours had higher CTRs than tweets posted in the morning.



THE IMPACT OF #myFLXtbex



Instagram

107,356

Users Reached

393,296

Impressions

11,818

Engagements



Twitter

1,033,337

Users Reached

12,274,864

Timeline Deliveries

Twitter Chat

The influencers hosted a Twitter chat on the last day of their trip, June 13. Over the course of one hour they posed travel-related questions to Twitter users to spark conversations about Finger Lakes Wine Country. The chatter was overflowing and kept up for several hours beyond the official chat.

From 1:00 PM - 3:00 PM on June 13, there were:

631

Tweets

749,587

Users Reached

6,465,432

Timeline Deliveries

#myFLXtbex
trended:

#12 worldwide

within the first half hour

#7 worldwide

by the second half hour



sources:

blog.hootsuite.com

sproutsocial.com/index

hubspot.com