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FINGER LAKES

Simplifying Social Media

29

• DESIGN STUDIO •

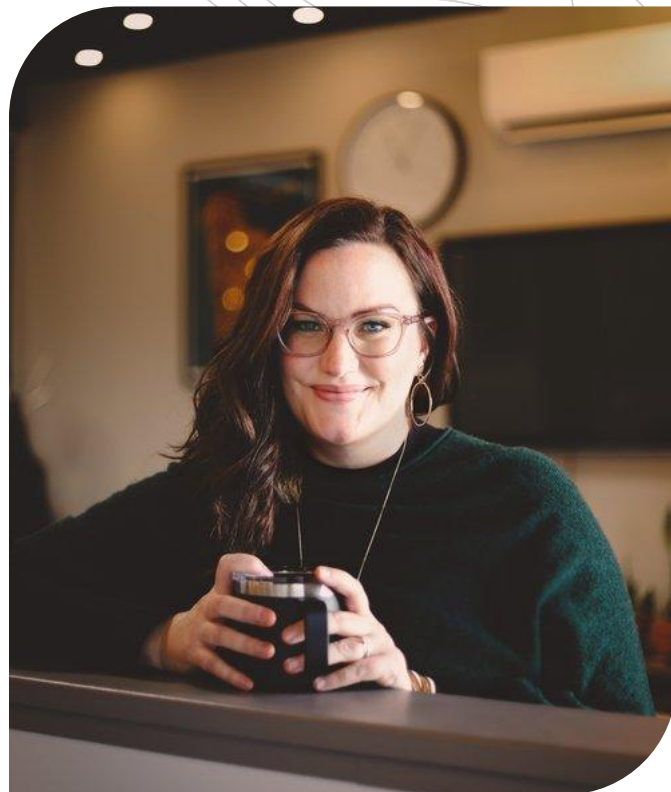
29 Design Studio

*A creative agency for food,
beverage and agriculture brands.*



OH, HEY FAM!

- I'm @maureenballatori
- Grew up on a farm and married a chef
- Lead a feisty group of 9 women at a nimble creative agency
- Brand-building expert for food, bev and ag brands
- Lots of experience in tourism and economic development
- Loves jigsaw puzzles and long walks through Target



Visit
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Cornell **AgriTech**
New York State Agricultural Experiment Station
Center of Excellence For Food and Agriculture


Apples
FROM
NEW YORK

Wegmans

BREWERY
ARDENNES


naturluxe & stars
THE OUTDOOR RESORT EXPERIENCE AT WATKINS GLEN



NEW YORK KITCHEN

Love
BEETS
stay true to your roots

SOOS
EGG SEX DETERMINATION


Leep Foods™

RealEats


MONA
MOON
NATURALS™

Fee Brothers



UPSTATE CAPITAL
ASSOCIATION OF NEW YORK

LATTINI
SUNFLOWER MILK


butter
meat co.


Chelsea
Approved

assured edge solutions


SUNY **RF**
The Research
Foundation for
The State University of New York

SOCIAL MEDIA

virtual platforms for idea sharing and community building

SOME MAJOR PLAYERS

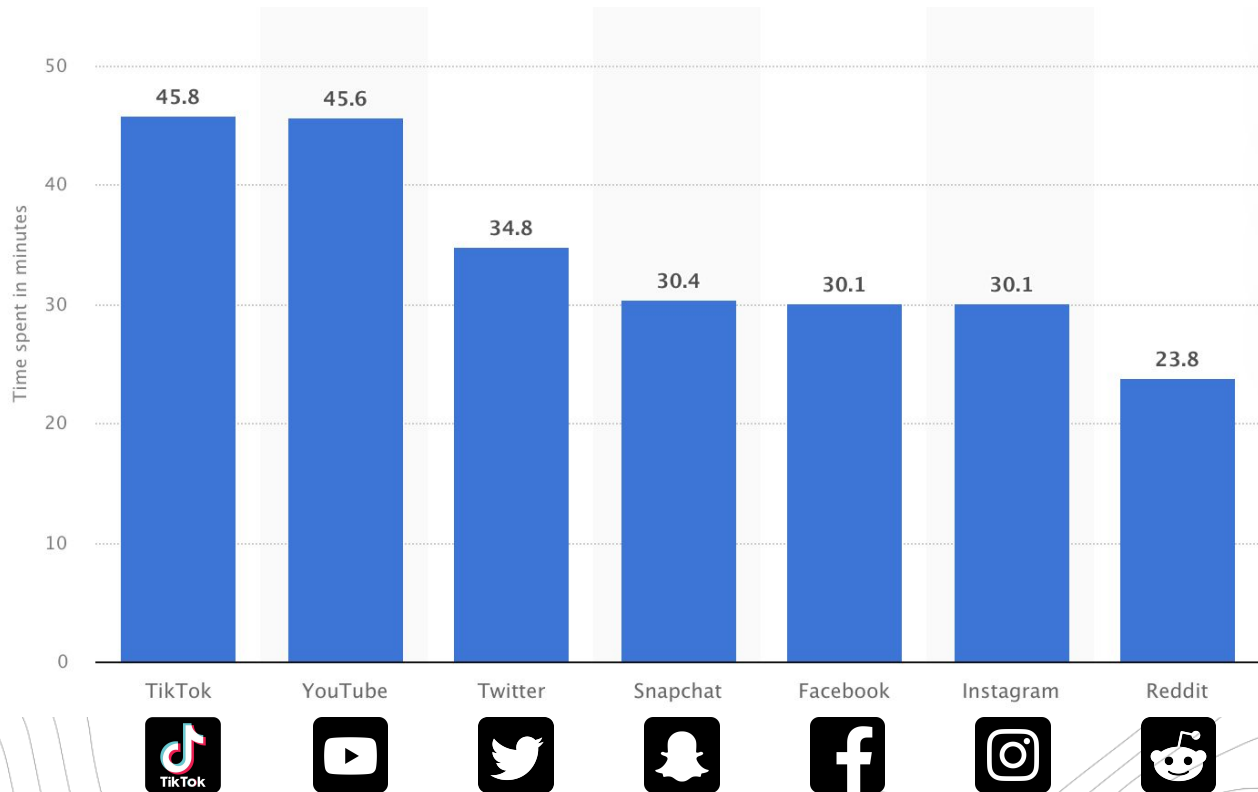


Facebook · Instagram · Twitter · YouTube · TikTok · Pinterest · LinkedIn · Reddit · SnapChat

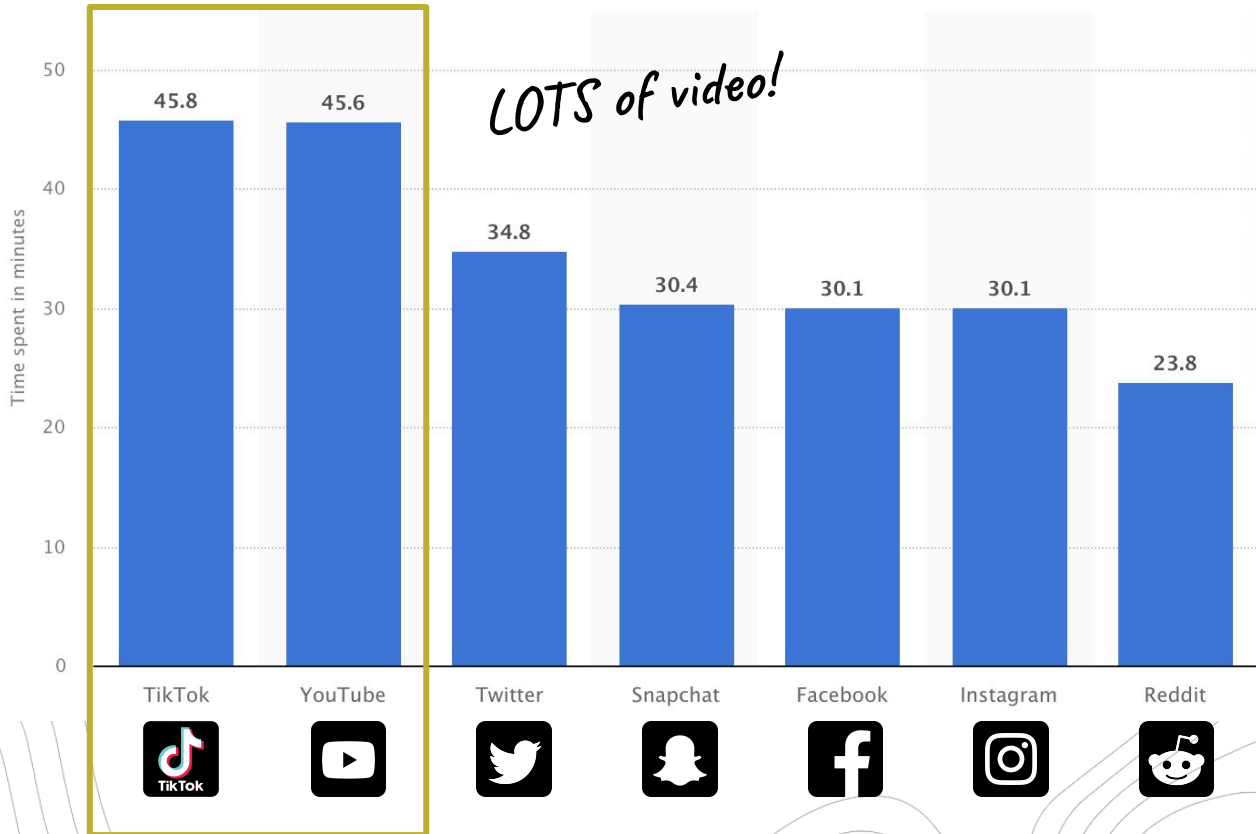
**If you have limited resources,
WHICH PLATFORM(S)
should you be using?**

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Average time spent per day on select social media platforms in the United States as of April 2022







Average time spent per day on select social media platforms in the United States as of April 2022



What are the best times to post on social media?

 Facebook					
 YouTube					
 Twitter					
 LinkedIn					
 TikTok					
	6 - 9 AM	9AM - 12PM	12 - 3 PM	3 - 6 PM	6 - 9 PM

Most common social posting frequency for B2C + B2B brands

	B2B vs B2C	Once a month	Multiple times per month	Once a week	2-3 times per week	4-6 times per week	Every day
 Facebook	B2B					✓	
	B2C						✓
 YouTube	B2B						✓
	B2C					✓	
 Twitter	B2B						✓
	B2C						✓
 LinkedIn	B2B					✓	
	B2C					✓	
 TikTok	B2B						✓
	B2C					✓	
 Instagram	B2B				✓	✓	✓
	B2C					✓	

What **TRENDS** should you
be paying attention to
and how should you stay
on top of them?

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VIDEO

HubSpot prediction:
The **short-form video**
boom will continue,
and will lead to more
short-form video ads

QUICK CASE STUDY ON A 7-SECOND VIDEO

TikTok 1 hour: 391

TikTok 3 days: 864

IG Reel 1 hour: 26

IG Reel 3 days: 458



AUTHENTICITY + TRANSPARENCY

Not all content needs to be super polished! Users love raw, authentic content too as long as its still serving a purpose (entertaining or educational).



INFLUENCER MARKETING + SOCIAL PROOF

HubSpot prediction:
Influencer marketing will
grow and evolve, with
continued growth in the
creator economy

When people shop, they seek
social proof - looking for
reviews, recommendations
and ways that others have
used a product before making
their decision.

PRO TIP:
ANALYTICS.



PRO TIP:

**Build your content library
so you have an arsenal of
assets to pull from for
social media.**

PRO TIP:

Utilize User Generated Content (UGC) to connect with your audience + diversify your content.

PRO TIP:

**Use #flxperience to engage
with Visit Finger Lakes on
social media!**



STAY UP TO DATE WITH WHAT'S TRENDING AND CHANGING

HubSpot

State of Inbound Marketing Trends

All the latest benchmarks, insights, + resources you
need to build a smarter marketing strategy.

2022



**STAY UP TO DATE WITH WHAT'S
TRENDING AND CHANGING**



THANK YOU!

Let's be friends:

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29

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