

Social Media Marketing TODAY

Best Practices & Tips for Success

Presented by

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A Video You Just HAVE to See!

Top 15 Websites in the U.S.

- According to Alexa.com (as of April 2015), the top 15* websites in the U.S. are:

1. **Google**

2. **Facebook**

3. **YouTube**

4. **Amazon**

5. **Yahoo!**

6. **Wikipedia**

7. **Twitter**

8. **eBay**

9. **LinkedIn**

10. **Reddit**

Key:– *search engine*, *social network*

11. **Craigslist**

12. **Imgur** (photo sharing)

13. **Go.com**

(a searchable directory
news, stocks, sports,
and free email)

14. **Tumblr**

15. **Netflix**

* It's Interesting to note that social networks Pinterest is #16 and Instagram is #25, respectively.

Let's Understand Social Media

Social Media is...

- Engaging
- Powered by the User
- Two-way conversational
- Multi-faceted

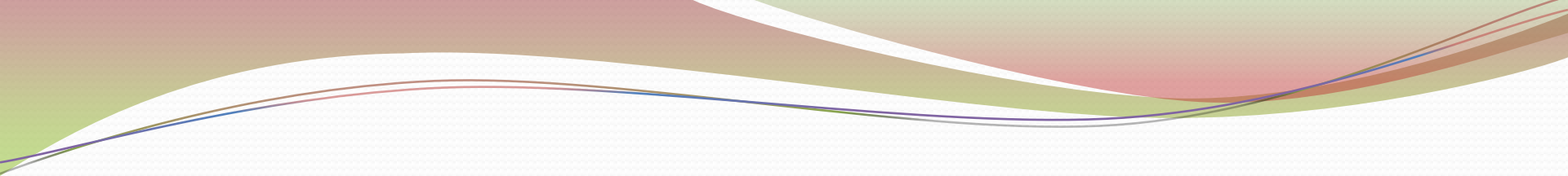
Social Media is NOT...

- Traditional Marketing
- Driven by the brand
- One-way
- Forced messaging

Social Media by Definition

- “Social” – pertaining to, devoted to, or characterized by *friendly relations*.
- “Media” - the means of *communication* (i.e. television, radio, newspaper, magazine) that *reach or influence people* widely.

Put them *together* and you have –



***a means of communication*
that reaches or influences
people while building
*relationships.***

That's the **key!**

Oh and...

Social Media does NOT take the place of one-on-one, face-to-face communication.

However, it can enhance it!

What Do All of These Have in Common?



They are all **user-driven!**

A Bit About Marketing

*“Most organizations spend their time marketing to the crowd. **Smart organizations assemble the tribe.**”*

*“A marketer can offer a product, take orders and move on. **OR** he can use **interactions** with prospects to create something **more...**”*

*~ Seth Godin
“Tribes”*

How Do You Get Started?

Having a Strategy is KEY to Success!

What is Your Social Media Strategy?

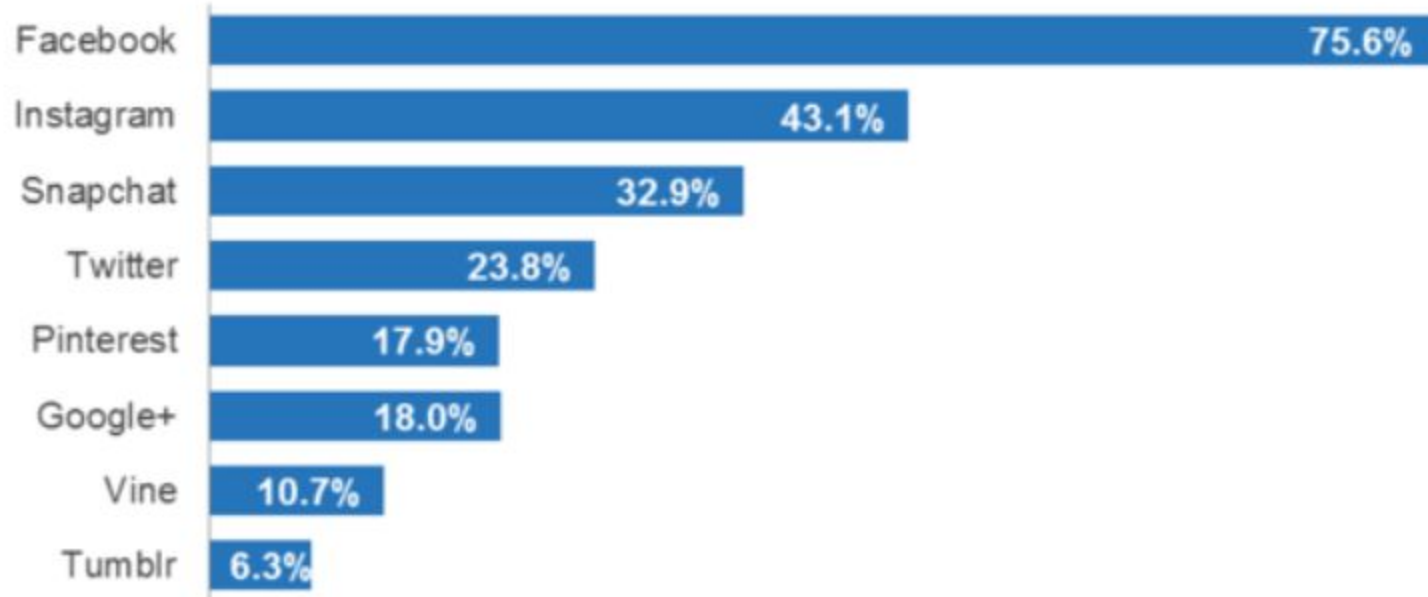
Questions to ask yourself:

- What are my **goals**? (Think – what info can I provide?)
- Who am I **targeting**? What is (and where is) my audience?
- What will my **content** be & **WHO** will be responsible?
- How much **time** will I spend on social media?
- What **tools** should I use to reach my target?
- How will I **measure** success? (i.e. What will my time table be?)

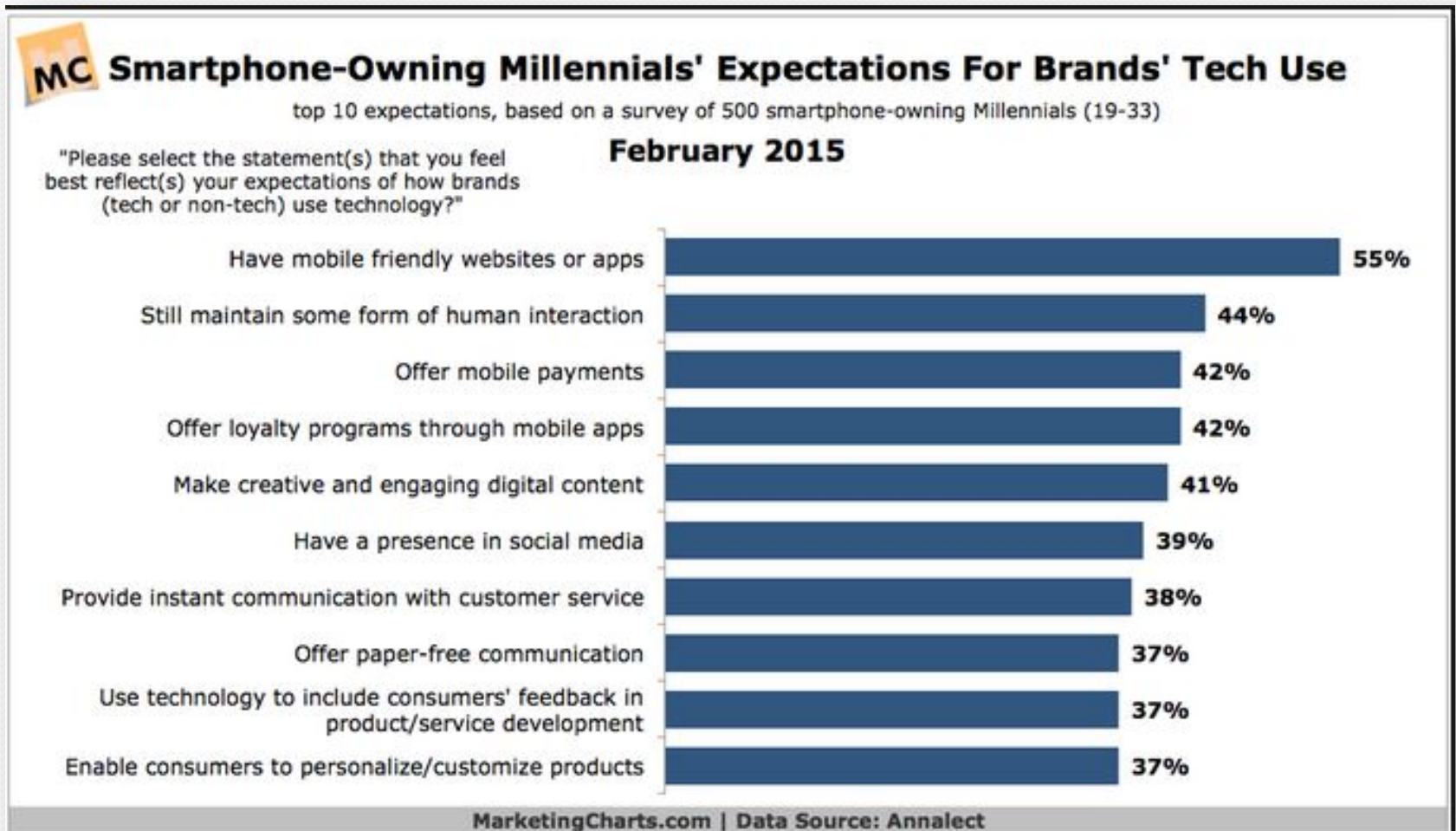
Trying to Reach Millennials?

Leading Social Media Apps Among 18-34 Year Olds by Smartphone Penetration

Source: comScore Mobile Metrix, U.S., Jun 2014



What Do Millennials Expect From Brands?



Best Practices

The “Dos” and “Donts”!

#1 CARE About Your Page/Profile

If you don't, how can you expect others to?


Make It Desirable!

- Add a Cover Photo that describes “You”
- Profile Picture Should be Professional / Logo
- Complete the “Necessary” sections
 - Bio
 - About
 - Active Link
 - Etc.
- Add Photos – Professional, App-based, User-Generated

Howell Woods Environ Center



JoCo Livestock Arena



Johnston County Livestock Arena

Business Services · Agricultural Service

4.3 ★ · 23 public ratings

Unofficial Page Is this your business?

Like Save Suggest Edits

Suggest Contact Info

This will help people find this place

☒ Phone number

☒ Email

☒ Website


Ignore Save

ABOUT


REVIEWS

Tell people what you think


★★★★★

 **Jessica Parker** — 1★ It would be so helpful if the address was on here somewhere.

Like · Comment · over a year ago · 20 Reviews

 **Dann Rousell** Look at the Bing Map posted here, and click on "Directions" if needed, ok? Jessica Parker

April 7, 2014 at 6:58pm · Like

 **Jessica Parker** I know how to get there!! Someone had asked for

#2 It's NOT All About You

Get familiar with the 80/20 rule...and use it!

80/20 = Engagement!

- SHARE content from other Pages/Profiles – JoCo **OR** Related
- ASK questions
- Create FUN content
 - “Keep Calm and ____”
 - Memes
 - Video clips of like-minded content (Subscribe to YouTube Channels that make sense for your industry)

It's Not ALL About You



Did you hear about our BIG event on Saturday? Oh and we've got a awesome news coming up in our next newsletter. You should sign up! Don't forget about the 10% off deal at Holiday Inn for Memorial Day weekend too. By the way, get ready! Looks like the DOT is doing road construction again on Bypass 70.

- Follow the **80/20 rule** –
 - **80%** content your audience wants, what they care about
 - **20%** content about your business

#3 Contests / Discounts

Like it or not, it's what the people want!

The #Winning Formula!

- Make sure you're following the guidelines set by the platform FIRST.
- Partner together to provide prizes for contests...and make them worthwhile (It may not be about a shiny new Apple Watch...or it might. It depends).
- Alternate contesting too
- Partner together for discounts
 - For example – “Sign up for our newsletter & receive a 10% discount on your next purchase at Dwayne’s for Mother’s Day”

#4 Use Facebook as Your Page

It's a “hidden gem” often forgotten!

“Tag” and “Like” are your new friends!

- “Like” other Pages as Your Page
 - Featuring and Time Management
- “Tag” other Pages as you update yours with content about/for them
 - The Page Admin gets notified when their Page has been “tagged”
 - This also works for other platforms too!

Historic Downtown Smithfield



Historic Downtown Smithfield, NC

April 22 at 8:35am · 🌐

I ran into WE SHIP IT yesterday ten minutes before they closed, and needed to have something overnighted. They quickly got the shipment ready, called the UPS driver, who had already made her stop there for the day, and even offered to personally drive over and meet her. When I said I would meet the driver, Ken gave me his cell phone number in case I had any problems. This package is currently out for delivery in Missouri! 😊

That, my friends, is excellent customer service! Thank you, We Ship It!

Like · Comment · Share

👍 47 people like this.

Most Relevant ▾



Write a comment...



Johnston County Arts Council Great job!

Like · Reply · April 22 at 7:19pm



Crystal Benson Great Job!!

Like · Reply · April 22 at 8:57pm

#5 Use Your Time Wisely

Time Management is KEY!

Take Advantage of What's Available

- Dashboard systems / scheduling
 - Facebook Pages have a scheduling option
 - Dashboard systems (i.e. Hootsuite, Buffer, Sprout Social) allow for scheduling AND cross-promotion
- Consider - Where is your audience? What time of day can you reach them most?
- Apps!
 - All the major platforms have them

Facebook Scheduling



Putting the final touches on my presentation for the JoCo Hospitality Association tomorrow. Invited by the Executive Director of Visit Johnston County, NC, I will be presenting to their membership TODAY's best practices for social media marketing. Looking forward to meeting the group & sharing my expertise!



Visit Johnston County, NC

Tourist Information

9,311 Likes

1,978 talking about this

Schedule
Backdate
Save Draft



Boost Post

Post



Sprout Social

The image shows a screenshot of the Sprout Social website and its dashboard. The website header features the Sprout Social logo, navigation links (FEATURES, PRICING, CUSTOMERS, ABOUT, INSIGHTS), a phone number (1.866.878.3231), and a LOG IN button. The main headline reads "Powerful Social Media Software" with the subtitle "A MANAGEMENT & ENGAGEMENT PLATFORM FOR SOCIAL BUSINESS". A prominent green button says "START YOUR FREE TRIAL >", followed by the text "No credit card required, no software to install".

The dashboard screenshot below shows a sidebar with "Smart Inbox" and "Saved Messages". The main content area is titled "GROUP TRENDS" and displays analytics for "Across Sprout Social's Twitter and Facebook accounts" for the period "May 14, 2013 - May 21, 2013" (Past Week). The analytics include:

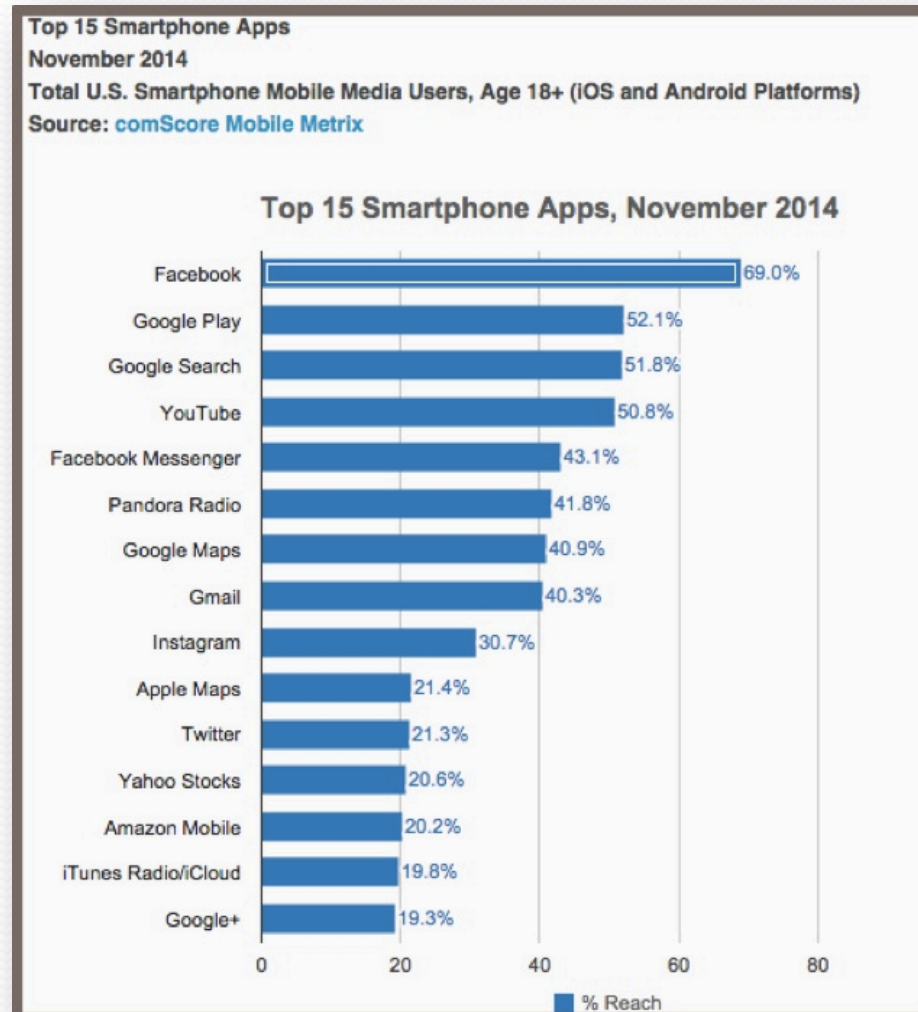
Metric	Value
Incoming messages	198
Sent messages	118
New Twitter Followers	8,674
New Facebook Fans	345

Additional metrics shown are:

- Response Rate: 78%
- Average Response Time: 25min
- 1.3k INTERACTIONS
- BY 1.3k UNIQUE USERS
- 4.9m IMPRESSIONS

On the right side of the dashboard, there is a "STUFF TO DO" section with buttons for "GO TO INBOX", "VIEW MY TASKS", and "VIEW REPORTS". Below this is a "PROFILES" section.

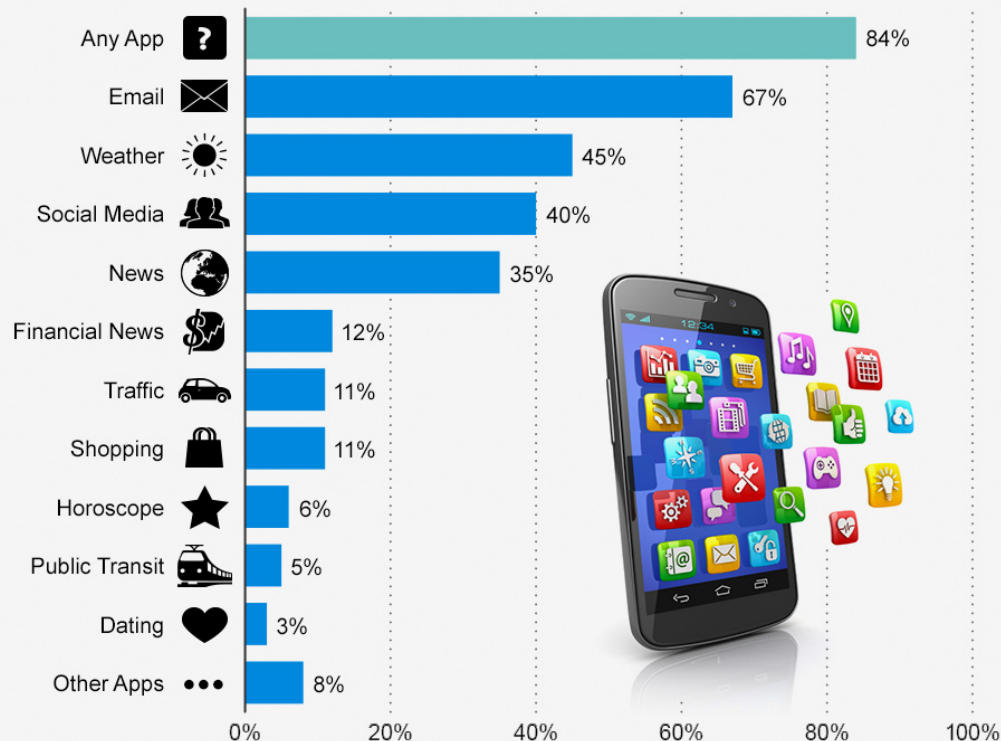
Top 15 Smartphone Apps Nov 2014



Consider the “Morning Routine”

84% of Smartphone Owners Use Apps During Their Morning Routine

% of U.S. smartphone owners who check the following types of apps first thing in the morning



statista
The Statistics Portal

Mashable

Source: SOASTA

BONUS Tip: INVEST!

Those who say this is “free” marketing are wrong!

There is no such thing as FREE!

1. Social Media Marketing is an INVESTMENT in Time
 - Time to build the platforms
 - Time to build the audience
 - Time to ENGAGE
 - Time to monitor!
2. INVEST in a marketing consultant / in-house marketing assistant
3. INVEST in Social/Digital advertising

Want to promote? Advertise digitally (and contesting!)
INVEST.

"Worldwide social network ad spending reached **\$16.10 billion** in 2014, a 45.3% INCREASE from 2013 that pushed social's share of overall digital ad investment to 11.5%. Combined social network ad dollars from North America, Western Europe and Asia-Pacific represented 93.7% of global expenditure. January 2015"

Source: CMO Council - <https://www.cmocouncil.org/facts-stats-categories.php?view=all&category=marketing-spend>

3 Content Tips

To start your social media marketing off RIGHT

Content Tip: It's Not ALL About You



- Follow the **80/20 rule** –
 - **80%** content your audience wants, what they care about
 - **20%** content about your business

Content Tip – Imagery is \$\$\$

- The *more images* you share on your social channels, the better the chance to *build brand awareness*.
- *Quality* images are important for *professional photos* (i.e. your social profile images, your website photos)
 - ❖ *Another tip – LABEL your images for better SEO!*
- Use *photo apps* (i.e. Instagram, LiPix, Pic Stitch, Pic Play Post) to enhance your *virtual shelf* by using their features for editing.



BEST Social Media Tip. Period.

- Start with ONE platform.

When it becomes second nature and part of your routine, move on to the next. Do the same thing with that one and then move on to the next, so on and so forth.



Recap – 4 Best Practices to Remember

- **Social isn't going anywhere.** It's become a part of Search.
- Start with a **strategy!**
- From that strategy, start with **ONE platform FIRST.**
- The platforms are constantly changing. **Continue learning** about them (Follow me, sites like Mashable, Tech Crunch, Social Fresh, etc.). Attend workshops!

Do at least that and you're on your way to successful social networking for your business!

A Little Background About Your Presenter

- Graduate of Salem State University, Salem MA 1992
- Public & Private Educator for 10 years
- Freelance PR and Marketing Consultant for over 15 years
- Former Community Content Liaison at WNCN NBC 17
- Blogger since 2005
- MySpace, 2006
- Twitter, 2007
- Facebook, You Tube, Linked In, 2008
- Founder of (women's org) *Tweet Divas*, 2009
- Foursquare/Swarm, 2010
- Instagram, 2011
- Pinterest, 2012



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Follow *me* on Twitter or on Facebook!

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