

Conversation is King

Social Media Strategies to Engage & Grow your Following





MEDIA INSTITUTE

Agenda

- Age of the Individual
- Emotions & Stories
- Relationships
- Multimedia
- Partnerships
- Social Advertising
- Tracking and Reporting

Choose specific social media networks with intention.

- Where are your audiences spending their time?
- Why are they there?
- Why is your brand there?
- Who is on the other end of the line and what do they value?
- How will you make them feel?
- What is the real message of your brand?
- What are your goals?

According to Pew Research Center...

68% of US adults (people over 18) use Facebook and 73% of US adults use YouTube.

Younger Americans (especially those ages 18 to 24) stand out for embracing a variety of platforms and using them frequently:

- 94% of 18- to 24-year-olds use Youtube
- 78% use Snapchat
- 71% use Instagram
- 45% are Twitter users

[Pew Research Center](#)

According to eMarketer.com...

The number of US mobile messaging app users will reach 149.8 million in 2018

with that figure growing to 171.3 million by 2022.

The percentage of the US population using a messaging app will be 45.5% this year; it is estimated that by 2022 more than half of residents will use an app.

[eMarketer](#)

According to eMarketer.com...

Facebook Messenger remains the most popular messaging app in the country, with an expected 126.3 million users in 2018. That figure will swell to 138.1 million by 2022.

This year, 38.4% of the US population will use Facebook Messenger; by 2022, approx. 40.7% will do so.

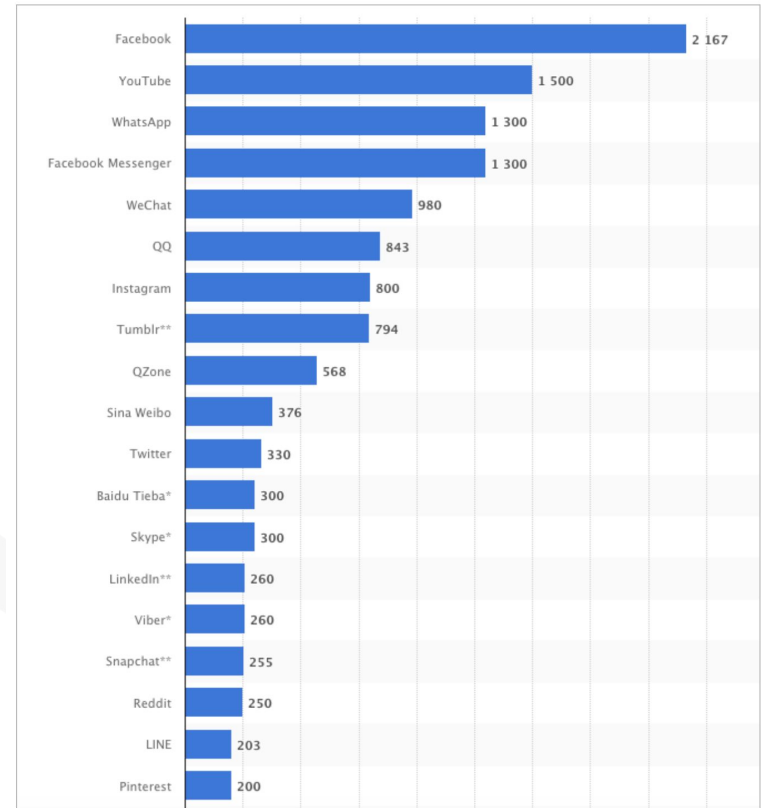
[eMarketer](#)

According to Statista.com...

Facebook Messenger remains the most popular messaging app in the country, with an expected 126.3 million users in 2018.

That figure will swell to 138.1 million by 2022.

[Statista](#)



Conversation Rules the News Feeds

January 11, 2018

Bringing People Closer Together



By Adam Mosseri, Head of News Feed

Facebook was built to bring people closer together and build relationships. One of the ways we do this is by connecting people to meaningful posts from their friends and family in News Feed. Over the next few months, we'll be making updates to ranking so people have more opportunities to interact with the people they care about. Mark outlined this in a post today.

Facebook prioritizes posts that spark conversations and meaningful interactions between people...

These are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to – whether that's a post from a friend seeking advice, a friend asking for recommendations for a trip, or a news article or video prompting lots of discussion. [Facebook Newsroom](#)

Emotion & Stories



Wild health can't be

Different Types of Stories

The “Story of Self”

What motivates your brand? What values does the region or brand share and why? How did the brand become what it is today? How does the brand make people feel and why?

The “Story of Us”

Are you part of a community that shares your values? How do you work together towards a common goal? What kind of experiences, challenges, and resources do you all share?

The “Story of Now”

Is there an urgent challenge to face that is calling your community to action? What path will you take to achieve your region and brand’s goals? How can people take action?

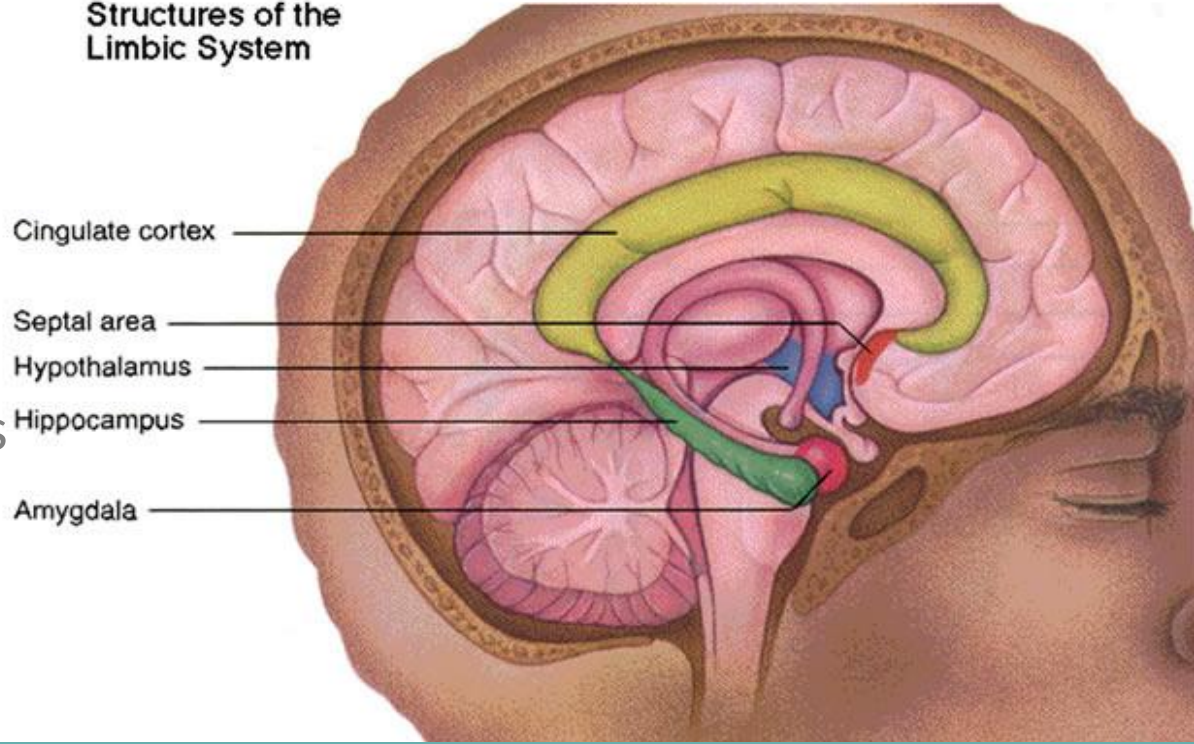
The Power of Emotion

The limbic system of the brain controls emotions and motivation.

Feelings:

- Allow us to make decisions and choices
- Encode things more deeply into our memory

Structures of the Limbic System



The Power of Emotion

“Brands have long understood that making consumers feel something about their products is a great way to sell them.”

“New research from Wharton marketing professor Patti Williams shows the type of feelings matter, especially in an era when younger consumers want to align themselves with brands that speak to their personal values.”

Pride



- Personal accomplishment
- Goals achieved
- Expectations met

Your sense of self is expanded and enhanced.

Pride is associated with luxury brands.

Awe



- experiencing something remarkable or wondrous
- rethink what you know
- your personal self is small in relationship to the world

You know your place in the universe and how small you are.

Awe is associated with social benefit or socially responsible brands.

Relationships

Social Customer Service

According to Social Media today:

- An estimated 67% of consumers now use social media networks to seek resolution for issues
- Customers spend 20-40% more with companies that engage and respond to customers via social media

[Social Media Today](#)

People in Your Network Are Top Priority

Your fans are the key to organic success and getting exposure to people who have never heard of your brand or region.

If you can't engage the people your brand is already connected to how can you expect to engage people who are unfamiliar?

Intent

Your fans are the key to organic success and getting exposure to people who have never heard of your brand or region.

If you can't engage the people your brand is already connected to how can you expect to engage people who are unfamiliar?

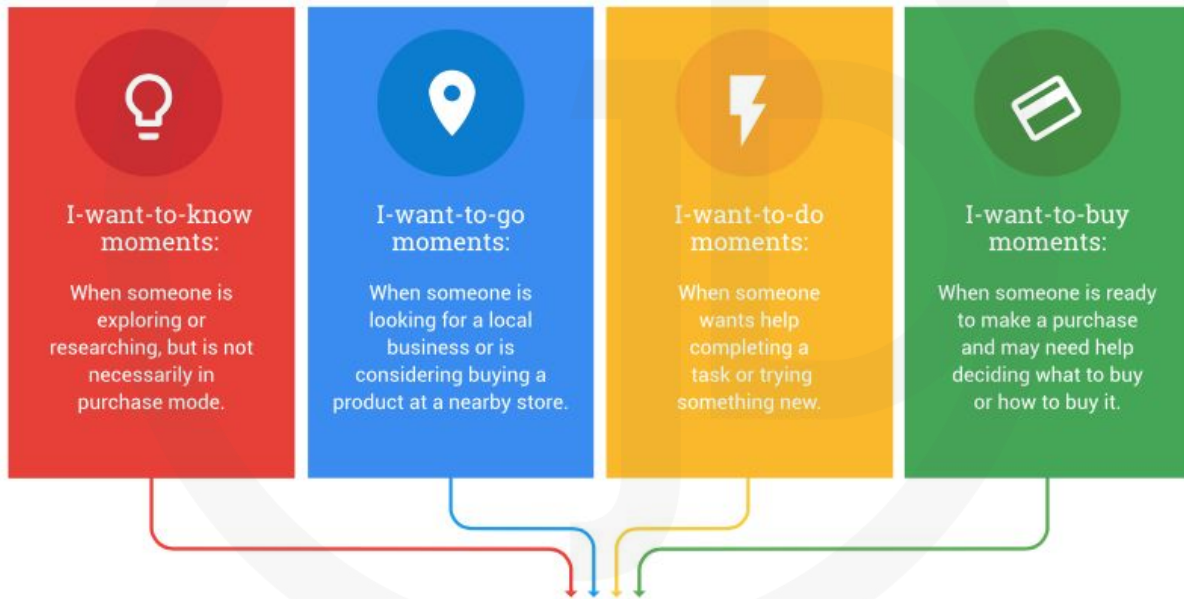
Micro-Moments

There are 4 game-changing moments that really matter.

Think with
Google

Micro-moments =
Mobile-moments

I want to
know...go...do...buy
moments.



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

Life Happens in the Moment

TURNING TO MOBILE IN MOMENTS OF NEED

People rely on mobile devices to manage their lives and inspire their plans. Among smartphone users:



91%

use mobile for inspiration when in the middle of a task.¹

According to Sprout Social...

Feb. 2018 Sprout Social

- 80% of the time spent on social platforms happens on mobile.
- Mobile devices account for more than half of all YouTube views.
- In 2012, the average internet user had three social media accounts—now the average is closer to seven accounts.

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

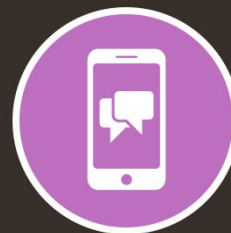
UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

we
are
social



we
are
social



7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we
are
social



MEDIA INSTITUTE

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Multimedia



Website Usability is Key to Digital Success

According to writer Tracy Vides of UsabilityGeek.com,

“In an effort to make sites aesthetically pleasing, designers often sacrifice usability. This is a crime, considering that if the user does not find a clear value proposition within the first 10 seconds, they are very likely going to bail out.

The site needs to **MAKE ITS PURPOSE OBVIOUS THROUGH ITS DESIGN.**”

[READ How Intuitive Web Design Is the Key to Better Conversions](#)



Every Device Matters

Page Speed Matters

Test your site here:

<https://testmysite.thinkwithgoogle.com/>



For every second delay in **mobile page load**, conversions can fall by up to 20%.

think with Google

Source: Google/SOASTA, "The State of Online Retail Performance," April 2017.



Anatomy of a Successful Landing Page

- Headline and sub-headline and call to action button
- Graphic, image, or video that creates a visual focus and holds people's attention
- Testimonials/Reviews
- Benefit list
- Call to action


New Hampshire
LIVE FREE



THINGS TO DO


TRIP IDEAS


PLACES TO STAY


GETTING AROUND


REGIONS

 Click for sound



- 
- 
- 
- 
- 
- 



WONDER FOR THE WINTER

PLAN YOUR WINTER BREAK-AWAY

Start planning your **IDAHO ADVENTURE**

Home > Places to Go > Places to Go / Cities & Towns > Polson

ADD TO FAVORITES



POLSON



CURRENT WEATHER



Video First

Mobile Apps

[Hyperlapse](#) for Instagram

[Boomerang](#) for Instagram

[FilmoraGo](#) by

WonderShare

[Quik](#) by GoPro

[Magisto](#)

[Periscope](#) for Twitter

Youtube Creator Studio

Facebook Business
Pages

Instagram Video and
Stories

[Flipagram](#)

[Horizon](#)

[Cameo](#) by Vimeo

[Lapselt](#)

Desktop Tools

[Camtasia](#) by TechSmith

[Lumen5](#)

[iMovie](#) MAC only

[Animaker](#)

[Biteable](#)

[Youtube](#) Creator Studio

[Vimeo Live](#)

[Wideo](#)

[Animoto](#)

[Vidyard](#)

[VideoScribe](#)

[Powtoon](#)

[GoAnimate](#)

[Shakr](#)

Live VS. recorded content, which is the better choice?

Live streaming:

- makes people a part of something not just a viewer
- pulls higher rates on engagement more quickly
- creates a sense of urgency
- happens in different locations
- takes less preparation, time, energy, and money

Recorded video:

- is easily repurposed on to multiple channels
- builds an archive of evergreen content
- enhances promotional campaigns
- can have a longer shelf life
- allows for editing and is more polished

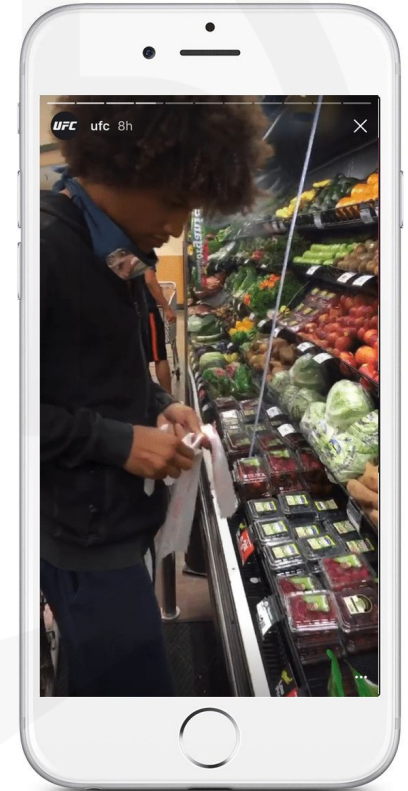
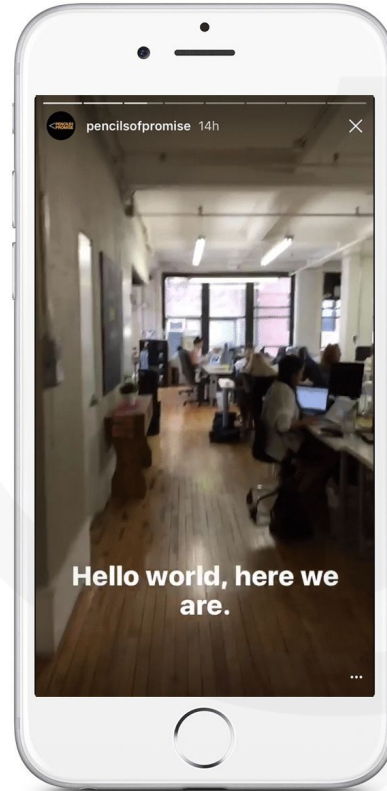
Instagram Stories

What are Stories?

[The Complete Guide to Instagram Stories](#)

Instagram Stories is a feature that typically lets users post photos and videos that vanish after 24 hours.

[300 million accounts use Stories daily](#)



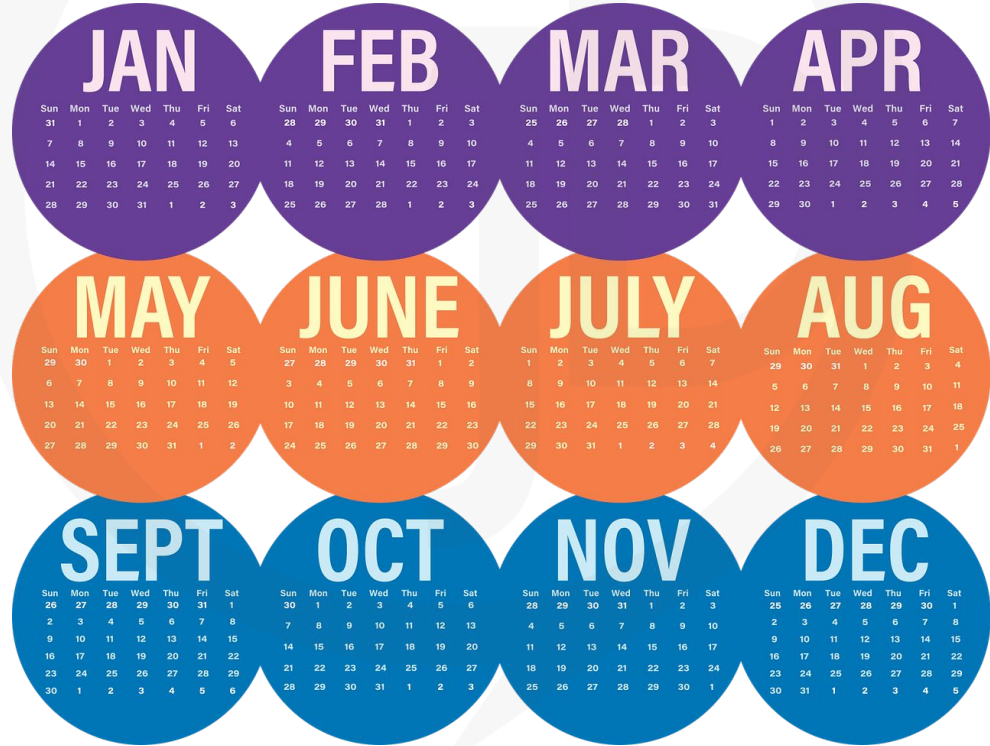
Stories Native Graphics Tools

- Type - color and text
- Live - live stream
- Normal - square photo
- Boomerang - short repeating video
- Focus - blurs the background around a person
- Superzoom - zooms in pulsing for dramatic effect
- Rewind - plays video in reverse
- Hands-Free - record without holding the button

Consistency Is Key

Schedule daily, weekly, monthly, or quarterly updates.

- Do your research, listen.
- Spend at least 1 - 3 months learning.
- Create a content calendar.



Partnerships

A group of five diverse business professionals are gathered around a table in a bright office setting. They are all smiling and appear to be in a collaborative meeting. On the table, there is a laptop, a tablet, a coffee cup, and several documents with charts and graphs. The background shows large windows with a view of a city.

Movers and Shakers

Make a list of other brands, organizations, people, partners, influencers, etc. that:

1. have active, engaged followings
2. speak to one or more of your niches
3. align with your brand, region, or organization's values
4. are fun to work with
5. employ a dedicated social media communications manager



Strategic Content Partnerships

- Use the @ symbol to tag and mention people in posts, images, videos, etc.
- Comment on content from partners.
- Share content from partners.
- Craft content for partners.
- Create a strategy that combines forces.

Social Advertising

Use Location Ads to Generate Walk-in Traffic

Local Awareness ads show ads to groups of people who are near that business's neighborhood.



The image shows a Facebook advertisement for Jasper's Market. At the top left is the logo, a green square with a white stylized 'J'. To its right is the text 'Jasper's Market' and 'Sponsored' with a globe icon. A thumbs-up icon is in the top right corner. Below this is the text 'Come to Jasper's for great organic food at unbeatable prices.' A central photograph shows a woman in a striped dress looking at produce at an outdoor market stall. Below the photo is the text 'Jasper's Market' and a 'Get Directions' button. At the bottom are icons for 'Like', 'Comment', and 'Share'.

Jasper's Market
Sponsored · 🌐

Come to Jasper's for great organic food at unbeatable prices.

Jasper's Market [Get Directions](#)

👍 Like | 💬 Comment | ➦ Share

Target Residents and Visitors with Unique Offers

Target people who are living in an area, are currently in an area, or have recently visited an area.



Local Awareness Ads

A screenshot of the Facebook Ads Manager interface. The left sidebar shows a navigation menu with 'Ad Set' circled in red. The main area shows the 'Audience' configuration for an ad set named '23-45'. A dropdown menu for 'Locations' is open, with 'People who live in this location' selected and circled in red. Other options include 'Everyone in this location', 'People recently in this location', and 'People traveling in this location'. Below the location dropdown, there are fields for 'Age' (23-45), 'Gender' (All), and 'Languages'. At the bottom, there is a section for 'INCLUDE people who match at least ONE of the following' with a list of demographic filters like 'New parents (0-12 months)'. On the right, there are summary statistics: 'Audience Size' (Specific/Broad gauge), 'Potential Reach: 2,800 people', and 'Estimated Daily Results' (Reach: 520-1,500, Post Engagement: 23-140).

Interact with and Boost Facebook Event Pages

1. Boost the event to people in the area
2. Update the Discussion area of the page each week
3. Integrate online ticket purchase with Eventbrite

The screenshot displays the Facebook page for Asheville SCORE. The page header includes the name 'Asheville SCORE' and navigation options like 'Page', 'Messages', 'Activity', 'Insights', and 'Publishing Tools'. The main content area features a large banner image of a city at night with the text 'For Help Starting a Business Contact Asheville SCORE.' Below the banner, there are buttons for 'Call Now' and 'Message'. The 'Events' section is highlighted, showing a list of upcoming seminars. The 'Events' menu item in the left sidebar is circled in red. A 'Create Event' button is also circled in red. A 'Boost Event' button is circled in red, and a dropdown menu is open next to it, showing options for 'Edit Event', 'Share Event', and 'Duplicate Event'.

Asheville SCORE
@AshevilleSCORE

Home
About
Services
Events
Reviews
Photos
Likes
Notes
Videos
Posts
Manage Tabs
Promote

For Help Starting a Business Contact Asheville SCORE.

Liked Message More Call Now Message

Events 6 Subscribers + Create Event Share Events

THIS WEEK

SEP 21	Basic Internet Marketing - Asheville SCORE Seminar Tomorrow 6 PM · by Asheville SCORE	A-B Tech Small Business Ce... Candler	Boost Event More
SEP 24	Business Model and Financial Planning - Asheville SCO... Sat 9 AM · by Asheville SCORE	A-B Tech Small Business Ce... Candler	Boost Event More

NEXT WEEK

SEP 28	Social Media for Business - Asheville SCORE Seminar Wed 6 PM · by Asheville SCORE	A-B Tech Small Business Ce... Candler	Boost Event More
OCT 1	How to Build a Customer Base - Asheville SCORE Seminar Sat 9 AM · by Asheville SCORE	A-B Tech Small Business Ce... Candler	Boost Event More

Edit Event
Share Event
Duplicate Event

Tracking and Reporting



1,649 Visits
25,423 Pageviews
3.81 Page/Visit

Traffic Sources Overview



- Direct Traffic
3,097.00 (40.49%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

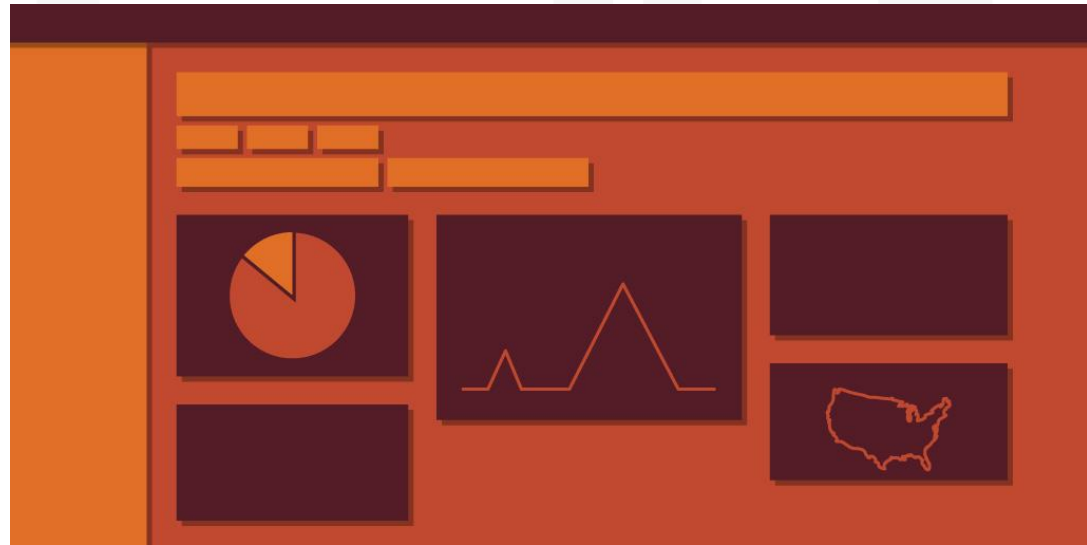
Visitors Overview



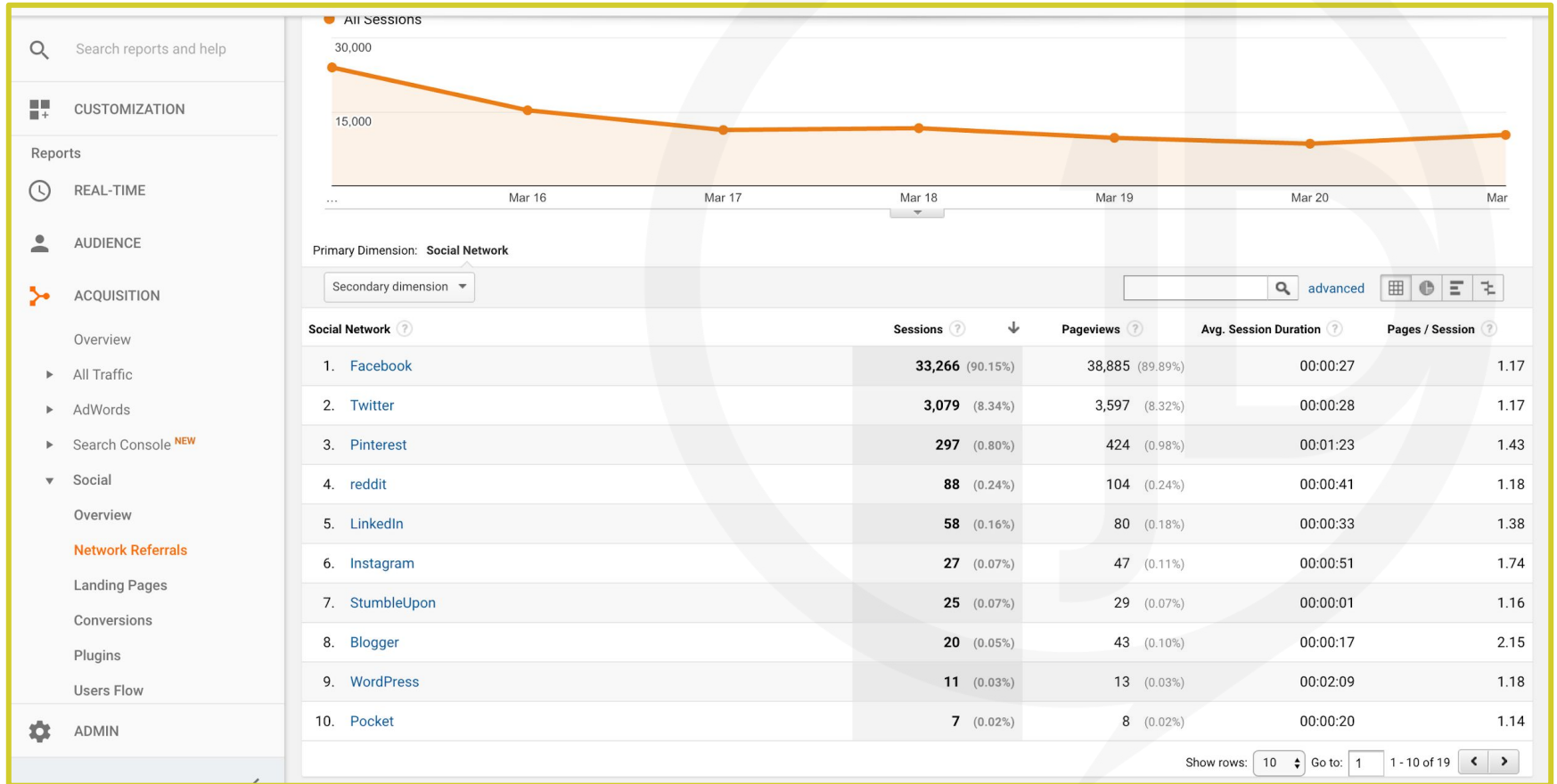
Key Performance Indicators

Outline social media goals in advance.

- Link your goals to specific data.
- Identify what have you accomplished so far.
- Set benchmarks.



Google Analytics > Acquisition > Social



Analyze your Insights and Analytics.

Take a look at your current tracking data to see what people are relating to most.

- ★ **Reach/Impressions** - the number of people who see your content
- ★ **Engagement/Engagement Rate** - the number of likes, comments, shares, retweets, hearts, etc. and reach divided by engagement equals the engagement rate.
- ★ **Posts/content performance** - content engagement and reach stats
- ★ **Network growth** - new likes, followers, fans, pins, etc.
- ★ **Website traffic/conversions** - website visitors and conversions from social networks (requires Google Analytics and Goals)

Thank You

“You do amazing things.
More people should know.”

www.JBMediaInstitute.com

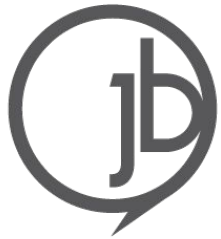
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