



MAGNOLIA

Magnolia Market
@MagnoliaMarket

Home
Shop
Posts

Shop Now

SOCIAL MEDIA MARKETING

(or why your Facebook cover actually matters)

THE SOCIAL GINGER
Concentration Out of Social Media

Send Message



Dictionary

Search for a word



so·cial me·di·a

/ˌsōSHəl ˈmēdēə/

noun

websites and applications that enable users to create and share content or to participate in social networking.



Translations, word origin, and more definitions

WHY BOTHER?



Daily Active Social Media Users



3.2 billion

social media users –
which equates to **about 42% of the population.**

(Emarsys, 2019)



Time spent on social media per day

An average of

2:22

hours minutes

per day is spent on **social networks and messaging.**

(Globalwebindex, 2018)





Social media users by generation



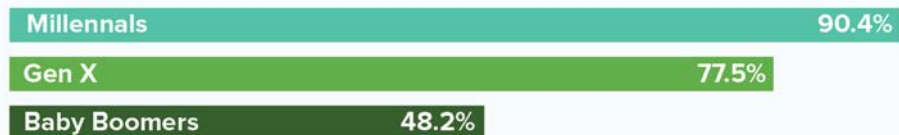
90.4%
Millennials



77.5%
Gen X



48.2%
Baby Boomers



(Emarketer, 2019)



The Impact of Positive Customer Experience



71%

of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**

(Forbes, 2018)



Customers Are Using Social Media

54%

of Social Browsers
use social media
to research
products.

(GlobalWebIndex, 2018)



The Power of Social Media Marketing



73%

of marketers believe
social media marketing
has been "**somewhat
effective**" or "**very
effective**" for their
business.

(Buffer, 2019)

ADVERTISE HERE!



WHY NOT?



WHICH ONES SHOULD I USE?



Link & House
CONSULTANTS

WE WILL FOCUS ON



Facebook



Twitter



Instagram



Linked In



Pinterest

FACEBOOK



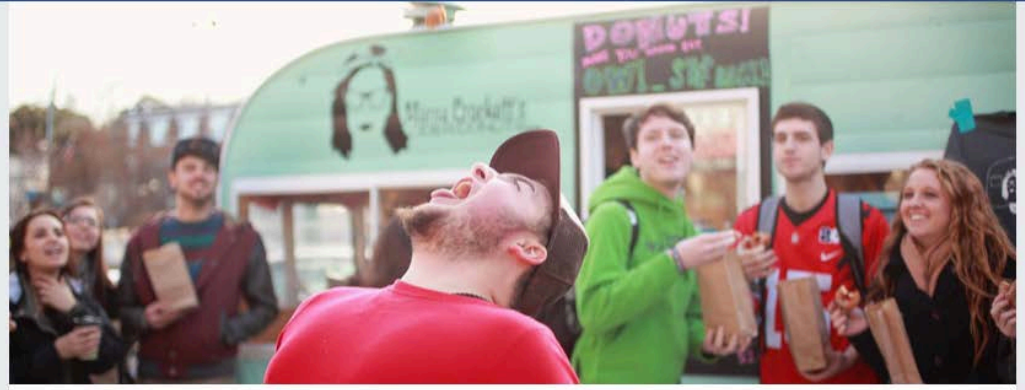
- Cover photo is your “billboard”
- Most practical use: business info
- Allows for long or short content
- Market Leader – 68% of US Adults
- Advertising is very user-specific
- Organic marketing

QUALITY OVER QUANTITY



Mama Crockett's
Cider Donuts
@mamacrocketts

- Home
- About
- Photos
- Reviews
- Videos
- Events
- Posts
- Groups
- Community
- Create a Page



Like Following Share ... Shop Now Send Message

Write a post...
Photo/Video Tag Friends Check in ...

Photos



See All

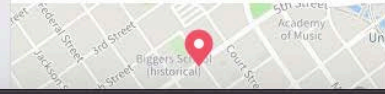
5.0 5 out of 5 · Based on the opinion of 2,142 people



Mama Crockett's Story
West of the Blue Ridge,
Born and raised.
In the orchard,
See More

- Community See All
- Invite your friends to like this Page
 - 57,763 people like this
 - 58,953 people follow this
 - Logan Thomas Davis and 72 other friends like this or have checked in
 - 2,275 check-ins

About See All



Recommendations and Reviews

Mama Crockett's Cider Donuts added an event.
November 13 at 3:33 PM · 🌐



TOMORROW AT 8 AM
Mama Crockett Up in Yadkinville!
619 S State St, Yadkinville, NC 27055-8197, United...
You like Mama Crockett's Cider Donuts

★ Interested

22 9 Comments

Like Comment Share

View 4 more comments

- Rebecca Woods Yes, please come back to Wytheville very soon!!!
Like · Reply · 16h
- Casey Kibe Come to Chapel Hill!!!
Like · Reply · 16h
- Christy Morgan G Jacob Howell 😊
Like · Reply · 12h
- Write a comment...



Mama Crockett's Cider Donuts

November 6 at 4:16 PM · 🌐

LET'S TALK ABOUT CASH: Homies, Mama needs some input here. Who among us would be completely flummoxed if they encountered a food truck that ONLY accepted credit/debit cards, Apple Pay, Google Pay, and other electronic forms of payment?

Don't freak out... we're still accepting those soggy bills you pull out of your sock or wherever (you know who you are), just kinda thinking about what the future could look like.

Side note- If a food truck were to make this move (hypothetical...

[See More](#)



👍❤️🤔 51

277 Comments



Like



Comment



Share



[View previous comments](#)

Oldest ▾



Robbie Reed I use cards as little as possible. Don't like leaving a footprint out there in this day and time. I'm extremely skeptical of the personal swipers on a phone too.

Like · Reply · 6d



Venus Wilmer Simple sign. Cash is excepted, but we don't make change. Over payments always appreciated.

Like · Reply · 5d



Mama Crockett's Cider Donuts

November 4 at 10:07 PM · 🌐

VOTING DAY: Guys, Tuesday is Voting Day in Virginia... you can't vote for Mama, but you CAN show us your sticker any day this week for 1 FREE DONUT at the shop!



👍❤️🤔 126

3 Comments 11 Shares



Like



Comment



Share



[View 1 more comment](#)

Oldest ▾



Holly Berry Mama for President!!

Like · Reply · 1w

👍 1



👑 Top Fan

Mitzi Smith



Like · Reply · 1w



Write a comment...



WHAT TO POST

- Information about your business: who, where, when, what
- Events
- Discussion questions (that you want answers to)
- Educational content
- Articles
- Videos



TWITTER

- Gen Z is most likely to use Twitter
 - 44% of US Adults age 18-24
- 12% of Americans get their news from Twitter
- Great for constant engagement
- Dialogue (on-the-record)
- Bite-sized education

In-The-Moment Content



Whole Foods Market

252.7K Tweets



Whole Foods Market

@WholeFoods

We're the place to discover new flavors, new favorites and new ideas, whatever those might be. Tag your food obsession of the moment with #MakesMeWhole.

Austin, TX bit.ly/WhateverMakesY... Joined June 2008

498.1K Following 4.4M Followers

Followed by Mariner Media, Inc., Jordan Sorensen, and Ellen DeGeneres

Tweets

Tweets & replies

Media

Likes



Whole Foods Market @WholeFoods · 20h

Lush fields of mixed greens
Crispy croutons rain down
Sad without dressing



Tyler Snipes @SnipesTyler · 22h

Whole Foods is my dojo
I am an artist
The salad bar is my canvas

[Show this thread](#)

2

3

22



Whole Foods Market @WholeFoods · 20h

Learn how to build an epic vegan cheese board. 🧀



How to Build the Perfect Vegan Cheese Board | Wh...

Get easy tips for building a vegan cheese board from That Ch...

holiday.wholefoodsmarket.com

3

6

16



Whole Foods Market @WholeFoods · Nov 13

This sale is super *cheesy.* Kaasaggio Originale Gouda Cheese is 25% off!

bit.ly/2CludgJ



3

2

6





Whole Foods Market @WholeFoods · Nov 12

This light and bright crostini is the perfect holiday app. Get the recipe 🍴



Crostini with Camembert, Butternut Squash and Fri...

This light and bright crostini is the perfect holiday app. G...

🔗 holiday.wholefoodsmarket.com



↻ 3

❤ 14



Whole Foods Market @WholeFoods · Nov 8

Do you know how to pick cheeses and pairings for a cheese board? Let our pros help!



How to Build the Best Cheese Board | Whole Foods...

Find everything you need to build the best cheese board — ev...

🔗 holiday.wholefoodsmarket.com

💬 2

↻ 4

❤ 22



Whole Foods Market @WholeFoods · Nov 7

On your mark, get set, 'shroom!



A Guide to Mushrooms and How to Use Them | Wh...

Learn about popular types of mushrooms, plus get delicious r...

🔗 holiday.wholefoodsmarket.com

💬 1

↻ 7

❤ 23



↻ Whole Foods Market Retweeted



Sweet Potato Soul @sweetpotatosoul · Nov 1

Get you a Nana like mine ❤️ She got a group of her friends together to try the vegan Holiday meal I created for @WholeFoods 🥰 I am not worthy ❤️
❤️❤️ Happy #WorldVeganDay



💬 4

↻ 10

❤ 70



↻ Whole Foods Market Retweeted



Erin Yarbrough @eyarbrough · Oct 28

He's the good kind of fat. @WholeFoods #halloween2019 🎃



💬 3

↻ 14

❤ 89



Starbucks Coffee

205.1K Tweets

Starbucks Coffee

@Starbucks

Inspiring and nurturing the human spirit—one person, one cup, one neighborhood at a time.

Need support? We're happy to help at @StarbucksHelp!

Seattle, WA [sbux.co/reusableredcup](#) Joined November 2006

95.3K Following 11.3M Followers

Followed by Fallon Tonight, Ellen DeGeneres, and jimmy fallon

Tweets

Tweets & replies

Media

Likes

Starbucks Coffee

@Starbucks · 1h

We're excited to welcome you to the Starbucks Reserve Roastery Chicago!

Now open on the Mag Mile, this is the world's largest Starbucks—a multistory, multisensory experience featuring an incredible array of coffee, food and cocktails.

#StarbucksReserve #ChicagoRoastery

0:38 18.9K views

38

196

1K

Starbucks Coffee

@Starbucks · Oct 31

Attention: If you see any of these cuties trick-or-treating tonight please give them all the candy. Thank you. 🍬

📷: beckandthebirdie, Samantha G., Aleesha W., Christina H.



19 79 954

Show this thread

Starbucks Coffee

@Starbucks · Oct 31

Just some last minute costume inspo from this good boi barkista and a couple of adorable cappuccinos. 🐕☕

📷 FB: Cindy C., Erica R., Jeni L.



21 204 1.8K

Show this thread

Starbucks Coffee

@Starbucks · Oct 29

A werewolf walks into a Starbucks, what do they order?

Mocha with RIP-ped cream 39%

Nitro Cold BOO 41%

Tall Flat Fright 21%

7,146 votes · Final results

67

46

292

Starbucks Coffee

@Starbucks · Oct 29

"Double, double toil and trouble,
Fire burn and cold brew bubble,"
the werewolf howled at the moon.
Halloween can't come too soon!

0:03 56.5K views

20

121

901

WHAT TO POST

- High quality content
- Post often
- Be human
- Post funny images and videos
- Mainly post images (even with link posts)
- Respond to mentions—engagement is key!
- Retweet posts from followers: actively invite them into the conversation
- Maintain a relevant (and fresh) cover photo

Postplanner.com



Instagram

- 800 million users--38% check multiple times per day
- Make money on site— “Shoppable Posts”
 - 72% of users have made purchases
- Humanizes your business
 - Show, not tell
 - See how others are doing it

Visual Content



magnolia

Follow



2,785 posts

4.6m followers

277 following

magnolia

inspiration for life and home

magno.li/resolve

Followed by linkhouseconsultants, feiney, jand920 + 1 more



blog



shop



silobration



food



silos



kindness



backgroun...

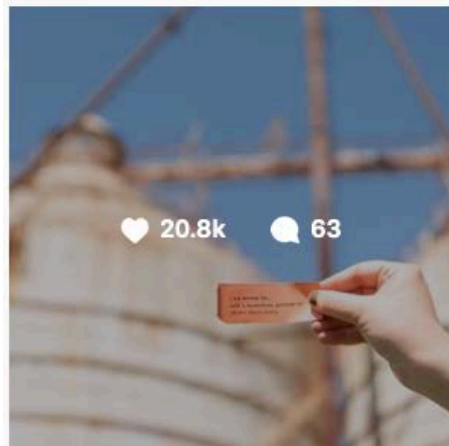
POSTS

TAGGED

We believe in
unearthing beauty,
however hidden or
subtle it might be.



We believe in...





kingarthurfLOUR

Follow

1,587 likes

3d

kingarthurfLOUR @jesslemire from @ajkingbakery prepares brotforms for the morning bread bake. You can read all about A&J Artisan Bakery in the Fall 2015 edition of Sift Magazine (available via the link in our profile!)

_lynneg Looking for gluten free bread for my son who has celiac

armogirlfromglendale #saltbae turned #flourbae

tisap Happy photo of someone doing what she loves.

k8btv Can't wait to go to Elmore class this weekend! #breadcamp.

seniorchiefcupcake Visited A&J in November (my bff's son works there). AMAZING!!! Will definately visit again.

chartieryyc 🍞🏠

mjwatson511 @zeus_maverick511

Log in to like or comment.

...

WHAT TO POST

- Behind-the-scene photos & videos
- High quality photos
- Tell (& show) stories
- Things that “look” consistent with your brand
- What makes you unique (and real)



Pinterest

- Audience is primarily female
- Groups you with similar items
- Items can be bought on-site
- Audience likes “Promoted Pins”
- Has different pin types
 - Product | Recipe | Article | App
- Build library (& authority)

Educational Content (w/Shopping!)



Etsy

10m+ monthly viewers



Follow

Everywhere

www.etsy.com

The market to find whatever you're into, whoever you are. Make, buy, and sell on Etsy.com.

Activity

Community

Shop

Featured

See all boards



Home Decor

163 Pins

Activity

Community

Shop

Latest



Save

[etsy.com](https://www.etsy.com)



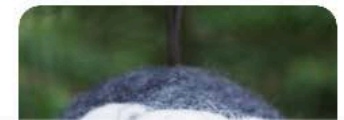
Bague réglable Margarita fleur...
Etsy



Christmas Linen Pajama For...
Etsy



Fall Door Decorating Ideas



1.2m Followers



Trace

7.3k Followers
9.5k Pins 242 Boards

Follow

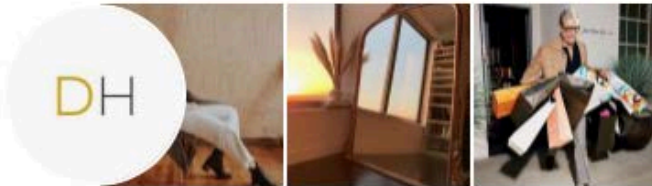


Naturalgems Craft

2 Followers
143 Pins 2 Boards

Follow

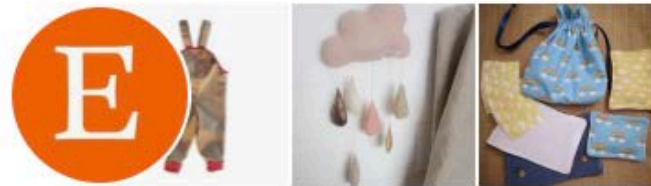
515 Following



Dash Hudson

1.3k Followers
349 Pins 5 Boards

Follow



Etsy DE ✓

6.6k Followers
5.3k Pins 58 Boards

Follow

People also visit



annettestouchofclass.myshop...

1.9k Followers
18.5k Pins 36 Boards

Follow



Birdfolk Collective

1.4k Followers
11.4k Pins 51 Boards

Follow



Activities

Ideas

Farms

Landscape

Design

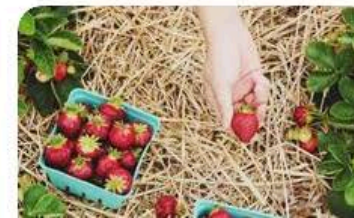
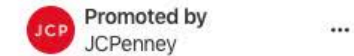
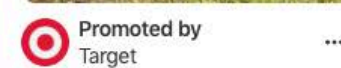
Architecture

Layout

Italy

Logo

Business Plan



WHAT TO POST

- Look to inspire
- Educational Content
 - Articles
 - Tutorials
 - Recipes
- Collaborate with followers
- Use your interests to cross-promote

LET'S TALK VIDEO

70% of Content should be VIDEO

48%

MORE VIEWS

Social media posts with videos receive 48% more views than those without. **(Hubspot)**

70%

MEDIA MIX

Today's recommended social media content mix includes 70% video. **(Facebook)**

54%

PREFERENCE

54% of people want to see more video content from the marketers over text. **(Hubspot)**

95%

REMEMBERENCE

Viewers are 95% more likely to remember a video than text-only version. **(Social Media Today)**

**80% of users
never turn the sound on**

WHERE DO I START?

- Use your cell phone
- Upload natively to platforms
- Be yourself
- Showcase what your ideal client is interested in
- Get better over time
- JUST START





VIDEO RESOURCES



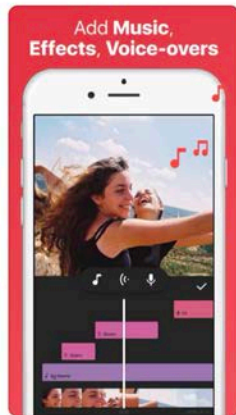
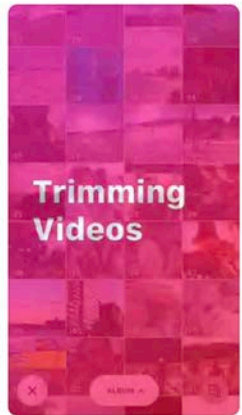
InShot - Video Editor

Video maker with music

★★★★★ 569K

GET

In-App Purchases

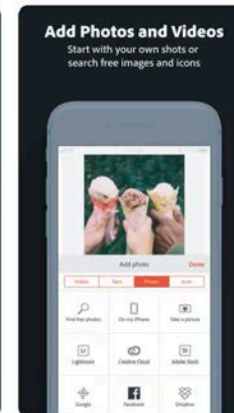
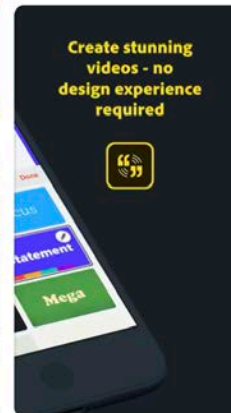
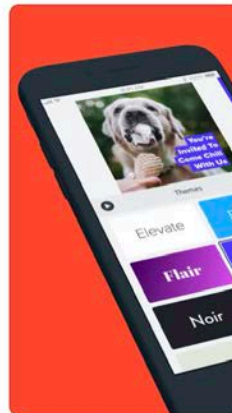


Adobe Spark Video

Video Editor, Slideshow Maker

Editors' Choice

OPEN

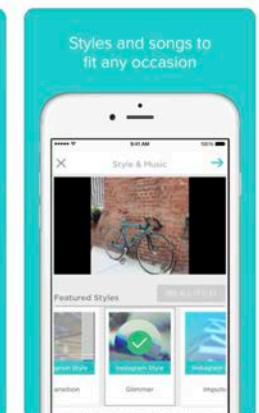
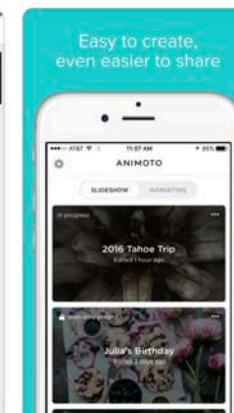
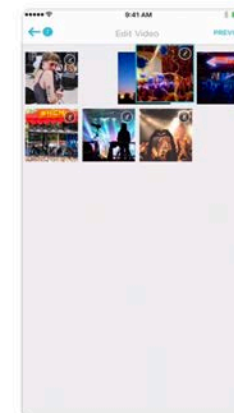


Slideshow Creator

Turn your memories into movies

★★★★★ 21K

OPEN



VIDEO RESOURCES



Selfie Stick



Lavalier Mic



Tri-Pod



Ring Light Kit

WANT MORE?

<https://www.linkhouseconsultants.com/start-social>



RESOURCES

- <https://www.oberlo.com/blog/social-media-marketing-statistics>
- <https://www.bluecorona.com/blog/which-social-media-platforms-best-for-business>
- <https://blog.hootsuite.com/twitter-statistics/>
- <https://www.business.com/articles/10-reasons-to-use-instagram-for-business/>
- <https://www.postplanner.com/blog/19-best-examples-of-how-top-brands-use-twitter/>
- <https://risepro.co/best-brands-on-instagram/>
- <https://www.socialreport.com/insights/article/360025887272-11-Awesome-Ways-You-Can-Use-Pinterest-For-Business>
- <https://www.fundera.com/blog/business-pinterests>
- <https://videocontentathon.com>