SOCIAL MEDIA MARKETING
(or why your Facebook cover actually matters)
a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

Web site

a location connected to the Internet that maintains one or more pages on the World Wide Web.

Computer

World Wide Web

The world wide web is a system of interlinked hypertext documents that are accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks.

Social Media

COMMUNITY

E-mail

Friend

(1) a person whom one knows and with whom one has a bond of mutual affection, typically exclusive of sexual or family relations

(2) (usually) a member of the Religious Society of Friends, a Quaker.

Share

Add Friends

Cloud Computing

Tweet

Photo

Text
**social media**

/ˌsôSHəlˌmedēə/

*noun*

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

- Millennials: 90.4%
- Gen X: 77.5%
- Baby Boomers: 48.2%

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)
LOW COST OF ENTRY
WHY NOT?
WHICH ONES SHOULD I USE?
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

Write a post...

5 out of 5 - Based on the opinion of 2,142 people

Photos

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

Community
See All

Invitation for you to like this Page
57,761 people like this
58,953 people follow this
Logan Thomas, Kellie, and 72 other friends like this or have checked in
2,276 check-ins

See All

Mama Crockett Up in Yadkinville!
619 S State St, Yadkinville, NC 27055-8197, United...

You like Mama Crockett's Cider Donuts

22

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

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!
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

Learn how to build an epic vegan cheese board.

How to Build the Perfect Vegan Cheese Board | Whole Foods Market
Get easy tips for building a vegan cheese board from That Ch... holiday.wholefoodsmarket.com

This sale is super *cheesy.* Kaasaggio Originale Gouda Cheese is 25% off!
bit.ly/2CludgJ

Team Member favorite

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

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

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

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

Whole Foods Market Retweeted

Erin Yarborough @eyarbrugh - Oct 28
He's the good kind of fat. @WholeFoods #halloween2019
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.

舱: beckandthebirdie, Samantha G., Aleasha W., Christina H.

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%

7,148 votes · Final results

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!

Starbucks Coffee @Starbucks · Oct 31
Just some last minute costume inspo from this good bois barkista and a couple of adorable cappucinos.

舱: Cindy C., Ericha R., Jeni L.
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
We believe in unearthing beauty, however hidden or subtle it might be.
We believe in humanity.
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

armogirllfromglendale #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.

chartierryyc 🍩🍱

mjwatson511 @zeus_maverick511
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!)
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)

thesocialginger.com
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

Adobe Spark Video
Video Editor, Slideshow Maker

Slideshow Creator
Turn your memories into movies
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.fundera.com/blog/business-pinterests
- https://videocontentathon.com