The Key to Success on Social Media
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## Australian Business Solutions Group

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Overview

- Why use Social Media?
- What options are out there?
- Marketing 101
- Marketing Strategy
- How to Communicate on Social Media
- Scheduling Tools
- Community Management
- Analytics
- Paid marketing
Why Social Media is important

• The Australian Population is on Social Media.
• Of our approx. 24.25 million Australian citizens there are 15 million monthly active users on Facebook.
• That’s 61% of the total Australian population that’s active monthly on Facebook alone.

You’re familiar with these, right?
Do you also know these?
Time for a Deep Dive
What is social media?

- Interaction amongst like-minded users online
- Content: create, share, engage
- Part of the overall marketing mix
- Requires its own unique communication style
- Brands and businesses need to be engaging and resonate with their followers
How engaged are you?

• Which channels are your target audience using?
• Content – are your posts engaging and shareable?
SMALL BUSINESS?

You don’t need to do it all
• Launched in 2003
• Bought by Microsoft in 2016 for USD $26.2 billion
• Over 106 million monthly active users
LinkedIn

- LinkedIn is where you want to share your Business related content.
- The more ‘serious stuff’
- **Key Tip:** Look at your marketing objectives over the next 6-12 months. Think of the people you need to connect with to achieve those results and use LinkedIn to connect with those individuals.

Keen to learn more about LinkedIn marketing? Come along to a 1:1 session!
YouTube

• Launched in 2005
• Bought by Google in 2006 for USD $1.65 billion
• Over 3 billion searches per month
• 2nd largest search engine in the world
What can you do with Video

**Demonstrate Products/Services**
Your customers can see what they’re getting in action before they buy.

**Create Community**
YouTube is a tool to share and engage with customers.
Give your customers a way to get to know you and your brand.

**Demonstrate Expertise**
Build your reputation as an expert in your field.
Facebook

- Founded in 2004; Mass launched in 2006
- Over 1.8 billion monthly active users
- The most popular social networking site in the world (by number of active users)
- In 2016 Facebook launched Facebook Live

Keen to learn more about Facebook marketing? Come along to a 1:1 session!
Twitter

- Launched in 2006
- Over 310 million monthly active users
- Growth declined in 2015
- In 2016 Twitter changed its character limit – no longer counts links and images
Instagram

- Launched in 2010
- Bought by Facebook in 2012 for USD $1 billion
- Over 500 million monthly active users
- 90% of Instagram users are younger than 35
Snapchat

- Launched in 2011
- Over 150 million daily active users
- 73% of Snapchat users are Millennials
Pinterest

- Launched in 2010
- Over 150 million monthly active users
- 85% of Pinterest users are female
Google +

- Launched in 2011; Several redesigns since
- Over 111 million monthly active users
- 60% of Google+ users are male
Periscope

- Launched in 2015; Owned by Twitter
- 10 million + accounts
- In 2016 Periscope launched GoPro live streaming
So how do you get what you want out of social media?

- **Marketing 101**
  - Know your goal
  - Have SMART Objectives
  - Identify your audience
  - Run a competitor analysis
  - Present yourself effectively
Know your Goal:

**Increase website traffic:**
Share your web content on Social and drive traffic to your website with calls to action.

**Increase sales:**
Social Selling has taken off. Customers enjoy conversations, transparency, and a bit of ‘give and take’; the more interested you are in your customers, the more interested they will be in your brand.

**Increase newsletter sign-ups:**
Keep your leads ‘warm’ by updating them with your latest offers/company news.

**Improve customer service:**
These days, many people will vent on social media before even picking up the phone, so it’s important that you have procedures in place to deal with complaints effectively and efficiently.
Know your Audience

Sample Sally

BACKGROUND:
• Head of Human Resources
• Worked at the same company for 10 years; worked her way up from HR Associate
• Married with 2 children (10 and 8)

DEMOGRAPHICS:
• Skews female
• Age 30-45
• Dual HH Income: $140,000
• Suburban

IDENTIFIERS:
• Calm demeanor
• Probably has an assistant screening calls
• Asks to receive collateral mailed/printed
Represent yourself Effectively

HINT: pinterest.com/melindabp/window-display-ideas/
Your “Instore” Layout
Facebook Profile Elements
Strategic plan

**Who** are we hoping to engage?

**Why** will they join?

**How** will we engage them?

**What** is our social media purpose?

**What** are our content pillars?

**What** are our content themes?

**What** is our unique tone of voice?

**What** is our personality/character on social media?

**What** are we FOR and what are we AGAINST?

**What** are our rules of engagement?
Action steps

• Set targets and objectives
• Identify channels
• Agree frequency
• Allocate resources
• Plan on a page
SOCIAL MEDIA SPEAK
Considerations

- Targeted communications: inspire, inform, engage and convert
- Create an emotional pull
- Tone of voice: project your brand personality
Targeted communications

**DREAMER**
Looking for temptation
Fuel their desire with aspirational content - tempting images, inspiring copy, high-profile endorsements, competitions

**PLANNER**
Looking for specifics
Actively communicate and cross-link to encourage conversion to booking - product information, itinerary ideas, helpful tips, special deals, package offers

**ADVOCATE**
Previous visitor (positive)
Encourage them to share their positive experience and keep them engaged to drive repeat visitation - personalised messages, exclusive offers, incentives
Emotional pull
Tone of voice

BE UNIQUE
BE CONSISTENT
BE MEMORABLE
BE RELEVANT
CONTENT DEVELOPMENT
Considerations

• Brand pillars
• Message categories
• Content pillars
• Content themes
Example:

<table>
<thead>
<tr>
<th>BRAND PILLARS</th>
<th>Key Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVENIENCE</td>
<td>XX is available 24/7 and services all areas of metropolitan Sydney</td>
</tr>
<tr>
<td>SERVICE</td>
<td>XX promises to deliver a prompt, quality and reliable service</td>
</tr>
<tr>
<td>PRICE</td>
<td>XX is competitive on price and will beat any competitors price</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>MESSAGE CATEGORIES</th>
<th>Weighting</th>
<th>CONTENT PILLARS</th>
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<tbody>
<tr>
<td>PRODUCTS &amp; SERVICES</td>
<td>60%</td>
<td>XX for homes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>XX for businesses</td>
</tr>
<tr>
<td>TACTICAL</td>
<td>20%</td>
<td>Deals &amp; Special Offers</td>
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<tr>
<td></td>
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<td>Competitions &amp; Promotions</td>
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<td>Events</td>
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<tr>
<td>AUTHORITY</td>
<td>20%</td>
<td>Tips &amp; Suggestions</td>
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<td>Case Studies</td>
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<td>Leverage News Agenda</td>
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<tr>
<th>CONTENT THEMES</th>
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<tbody>
<tr>
<td>#SydneyXX</td>
</tr>
<tr>
<td>Here For You</td>
</tr>
<tr>
<td>#PriceMatch</td>
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A note on hashtags…

• Focus on a few strategically chosen hashtags to increase content presence and reach new audiences
• Hashtags shouldn’t be too long or too corporate
• Hashtags shouldn’t always be included mid-post – think about readability
User generated content

- People trust people, not brands
- Provide opportunities for customers to share your business / products via their own social media
- Provide opportunities to acquire and connect with customers on an ongoing basis
Tips:

• Use online tools like Canva to create professional looking cover images and designs posts
• Source high quality images from Shutterstock
• Use the Facebook Image Text Check (facebook.com/ads/tools/text_overlay) to check whether your post images pass the 80/20 rule
CONTENT SCHEDULING
When to post

**DAYS**

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<tr>
<td>34,040</td>
<td>34,002</td>
<td>34,320</td>
<td>34,386</td>
<td>34,494</td>
<td>33,978</td>
<td>34,046</td>
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**TIMES**

- Midnight to 3:00 am: Low activity
- 3:00 am to 6:00 am: Low activity
- 6:00 am to 9:00 am: Moderate activity
- 9:00 am to Noon: Moderate activity
- Noon to 3:00 pm: Moderate activity
- 3:00 pm to 6:00 pm: High activity
- 6:00 pm to 9:00 pm: Low activity
- 9:00 pm to Midnight: Low activity
Facebook newsfeed rankings

The average Facebook user should see 1500 posts per day, but Facebook selects only 300 of these to show in the news feed.
# Content calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time (EST)</th>
<th>Promoted Post</th>
<th>Copy</th>
<th>Image</th>
<th>Image Source</th>
<th>Image Credit</th>
<th>Hashtag/s</th>
<th>URL (Full Link)</th>
<th>URL (Tracking Link)</th>
<th>URL (Short Link)</th>
<th>Comments</th>
<th>Approved to Post</th>
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**Monthly Content Schedule**

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<th>MESSAGE CATEGORIES</th>
<th>LANDSCAPES</th>
<th>ACTIVITIES</th>
<th>ACCOMMODATION</th>
<th>ISLAND LIFE</th>
<th>FOOD &amp; DRINK</th>
<th>DEALS</th>
<th>EVENTS</th>
<th>CAMPAIGNS</th>
<th>OTHER</th>
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<td>Suggested posts per month</td>
<td>4</td>
<td>4</td>
<td>3</td>
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<th>Posts this month</th>
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**TACTICAL**

**TOTAL**
Tips:
COMMUNITY MANAGEMENT
Community management

- Roles & responsibilities
- Published customer service agreement
- Fan response plan & escalation policy
Analytics
Reporting

- Fans/followers
- Reach
- Engagement (incl. including engagement rate)
- Customer response
- Trends & content learnings
Analyse & perfect

- **CREATE** new content
- **PUBLISH** to community
- **ANALYSE** content performance
- **ENHANCE** from learnings
- **OPTIMISE** to meet goals
- **DISCARD** if ineffective

**CONTENT**

**EVOLUTION**
PAID MARKETING (SMM)
36. SMM
Online advertising

- Brands and businesses in Australia spend more advertising dollars online, than in any other channel
- 45% of all adspend in Australia is spent online – almost $6 billion annually
Social Media Marketing

Facebook evolution over the last three years

2013
Build your audience and brand organically

2014
Build your audience and brand with a "boost"

2015
Pay to Play
LinkedIn

- Sponsored Content
- Sponsored InMail
- Dynamic Ads
- Text Ads
YouTube

- Display Ads
- In-Video Ads
- Pre-Roll Video Ads
Facebook

- Page Post Engagement
- Page Likes
- Clicks To Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses

- Offer Claims
- Video Views
- Local Awareness
- Slideshows
- Carousel Adverts
- Dynamic Ads
- Lead Ads
Twitter

- Followers Campaign – CPA
- Website Card – CPC
- App Card – CPD
- Promoted Tweets – CPE
- Video Views – CPV
- Leads Campaign – CPL
Instagram

- Photo Ads
- Video Ads
- Carousel Ads
Snapchat

- Snap Ads
- Sponsored Geofilters
- Sponsored Lenses
Keen to Learn More?

2 Hour Private Workshop

- 2 hour consultation
- Assessment of your current business situation
- Evaluation of internal and external influencers
- Review of your marketing practices
- Form a strategy for your individual situation
- Create a plan of next steps you can take
- Summary Report
- 30 min follow up phone call

$450 ex GST
Additional Resources

- MarketingSuccess.com.au