



INTRODUCTION TO SOCIAL MEDIA WITH KATHERINE GEORGE

The Centre, Newlyn
Tuesday 7th February 2023
10am - 1pm



I'm Katherine

Oh So Social[®]

Oh So Savvy[®]



Official Trainer
FACEBOOK
#SheMeansBusiness



Introductions

Please introduce yourself.

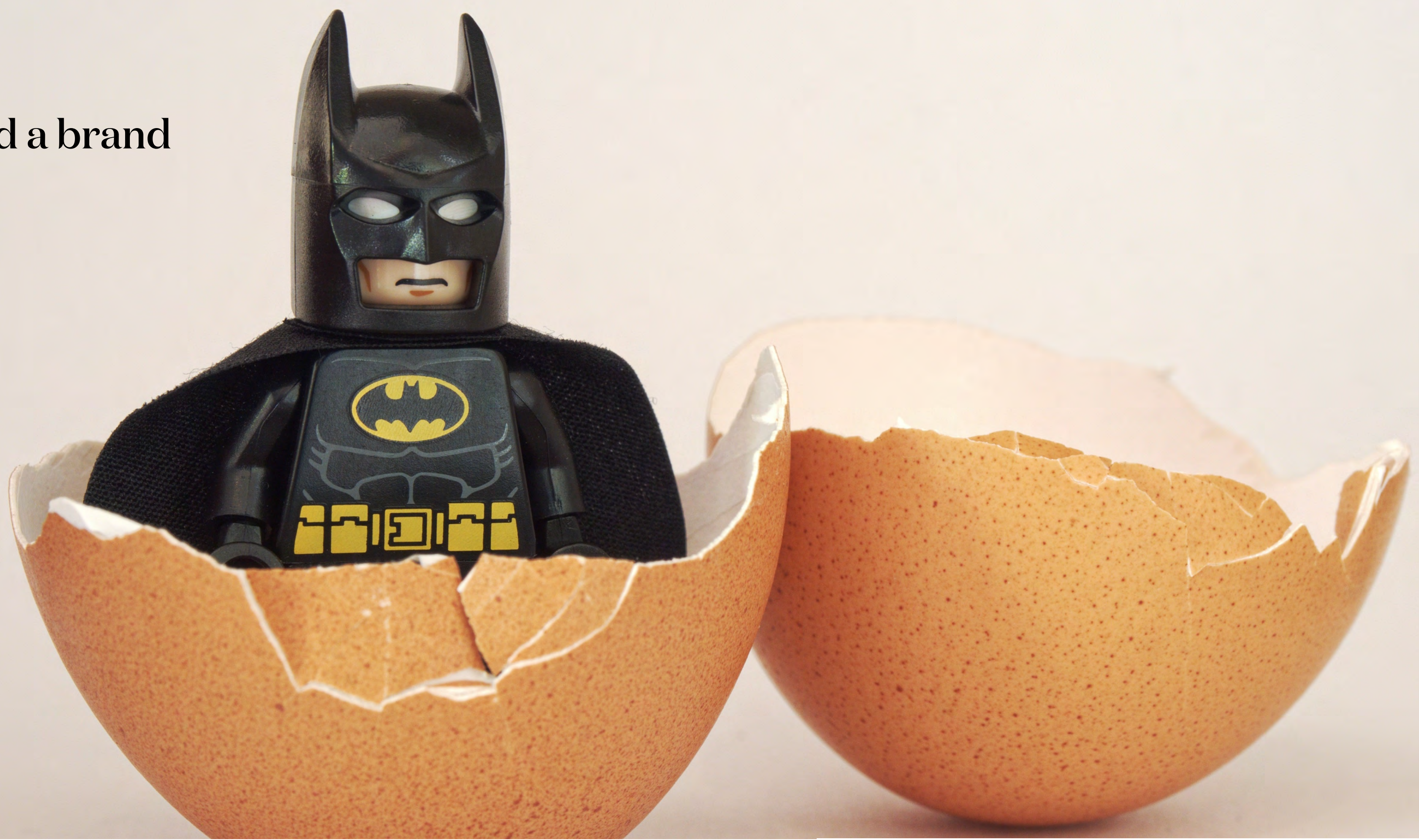
Let us know what are the key things
you want to take away from today?

Why do businesses use social
media?

Build relationships & engage



Build a brand



Support marketing efforts



Public opinion



Sales & action



Sales funnel



Sales funnel

Awareness



Interest



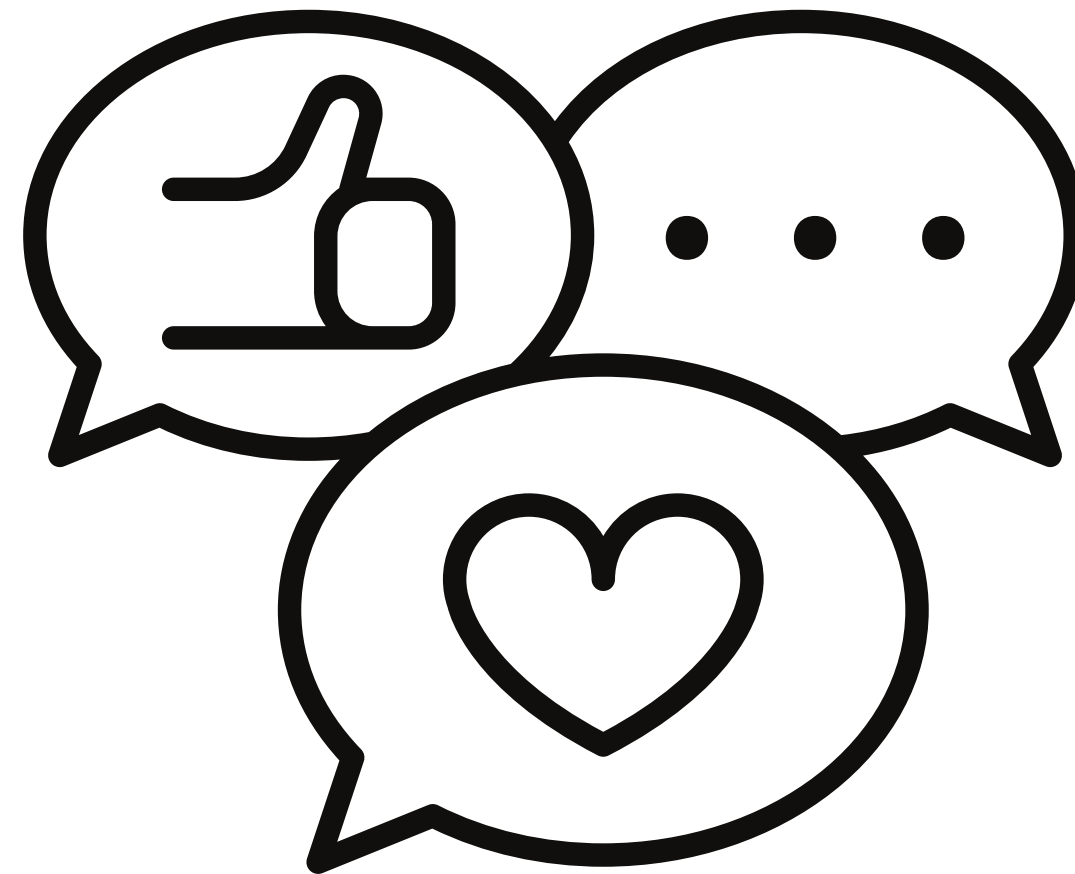
Decision



Action



Feedback loop



Social media is a key part of the sales funnel and marketing mix.

How do you start and
build a social media strategy?

Step one:
Set goals

Goal setting is vital to any strategy.
Your business goals should drive your
social media marketing strategy



SMART Goals

- 💎 S Specific
- 💎 M Measurable
- 💎 A Achievable
- 💎 R Realistic
- 💎 T Timely

SMART Goals

- 💎 **Business goal** - to increase brand awareness
- 💎 **Social media goal** - to increase followers and engagement across social media channels by 10% by May 2023
- 💎 **Business goal** - to increase direct sales and bookings
- 💎 **Social media goal** - to increase website traffic from Instagram and Facebook by 25% by June 2023

SMART Goals

- 💎 **Business goal** - increase booking size (or party numbers)
- 💎 **Social media goal** - to increase the amount of group-focused content on all social channels by March 2023
- 💎 **Business goal** - to increase out-of-season visitors
- 💎 **Social media goal** - to increase local engagement and UGC (user-generated content) by 28th February 2023

Remember these goals

They will help with content creation

Break out task



What are your business goals for 2023?



What are your social media goals?

Step two: Understand your customer

It starts with
your customer



Customer profile



Age & gender



Income & disposal income



Hobbies & lifestyle choices



Job & education level



DMU - who is the decision making unit



Social status



Reason they buy? Need / want / in-group mentally



What problem are you solving?



Why are they using social media?

The tricky questions

What are you really selling?



A solution to a problem



A desire



A feeling or experience

What you're selling may change depending on the time of year



Can your product or service be a gift?

What makes your customer buy?



Discounts / Bulk buys / Reviews

Vanity vs Sanity



Local or Tourist?



You don't have to be on every social media network

You need to be where
your customers are



Once you know who they are,
you know where to find them.



Which networks should I use?



Facebook



Instagram



TikTok



Twitter



Pinterest



Meta family of adverts (Facebook, Instagram etc)



Facebook user statistics

- 💎 World's most used social media network
- 💎 World's third favourite social media network
- 💎 Favourite platform for female users aged 35 - 54
- 💎 Favourite platform for male users aged 25 - 44
- 💎 Average user spend 19.6 hours / month on platform
- 💎 2.91 billion active monthly users - 1.6 billion follow a business
- 💎 36.8% of the world's population use Facebook
- 💎 Organic reach for business 0.07%
- 💎 2.11 billion potential advertising reach
- 💎 98.5% mobile users

Organic Facebook tools for business



Pages



Stories



Messenger



Market Place



Facebook Shops



Facebook Reels



Events



Reviews



Check-ins



Charity donations

Facebook Advertising

Work across the entire Facebook family and target people on demographics including;

 Interests

 Age

 Gender

 Job title

 Search history, interests and hobbies




 Shopping habits

 Personal info like birthdays & relationships

 Behaviour on websites & social networks

Facebook Advertising



Newsfeed

 **Agorapulse**  Sponsored 

In need of a social media management tool but just can't seem to convince your boss it's worth it?

"Tools solve problems. Show what problems the tool can solve, and you can convince management!"



Learn more with the link below.







BUYERS-GUIDE.IAG.ME

Looking for a Social Media Management Tool? [Learn More](#)


How to Buy the Right Social Media Management Tool Deciding on a social ...

  28 1 comments 1 share

 Like  Comment  Share 

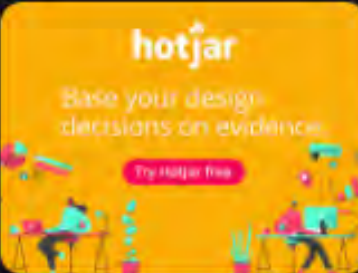
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Meta Audience Network



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This Mother's Day gift your mum the sweetest of treats with our Afternoon Tea Experience 🍰

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[Learn More >](#)



Instagram feed

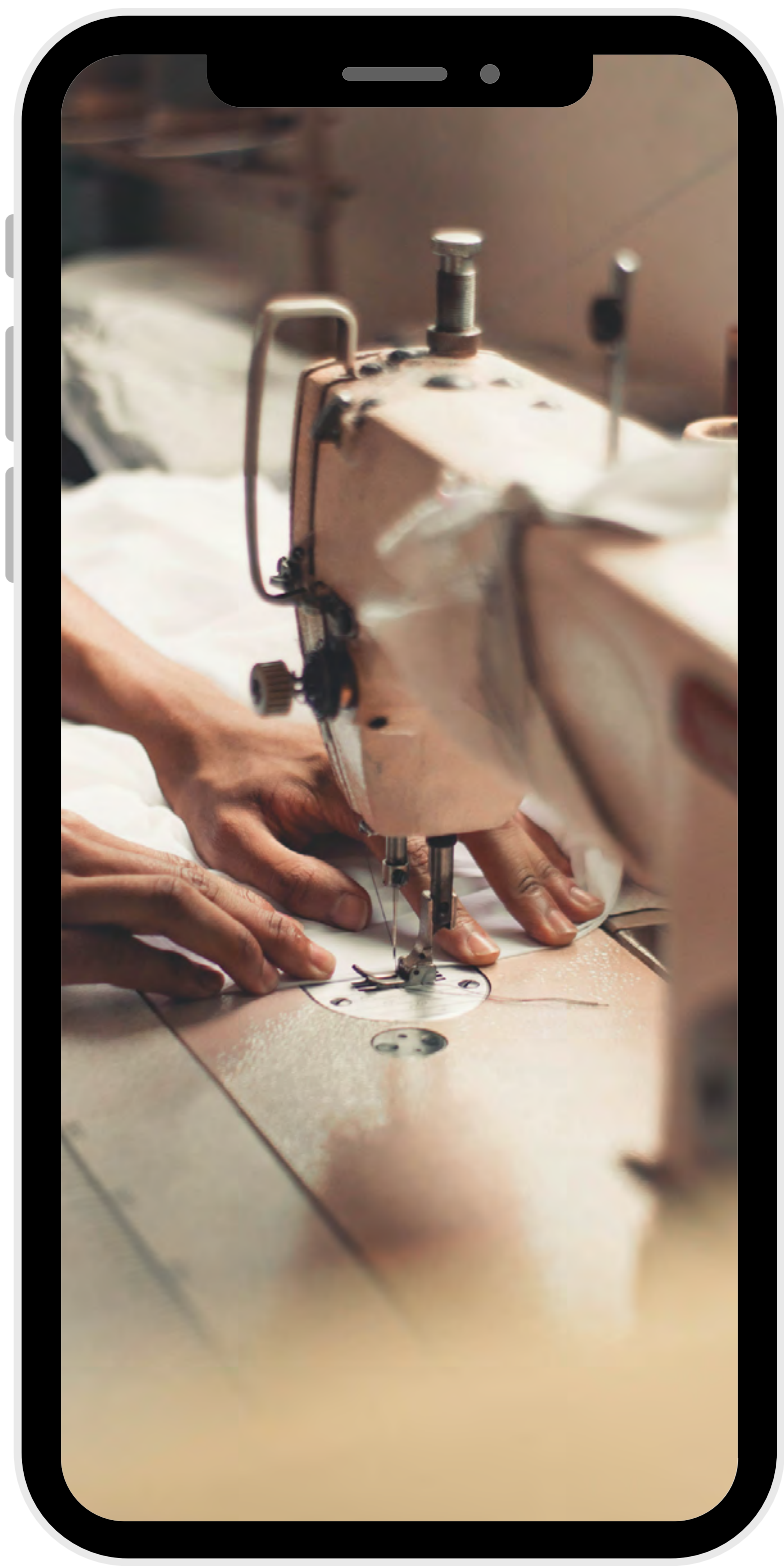


Instagram user statistics

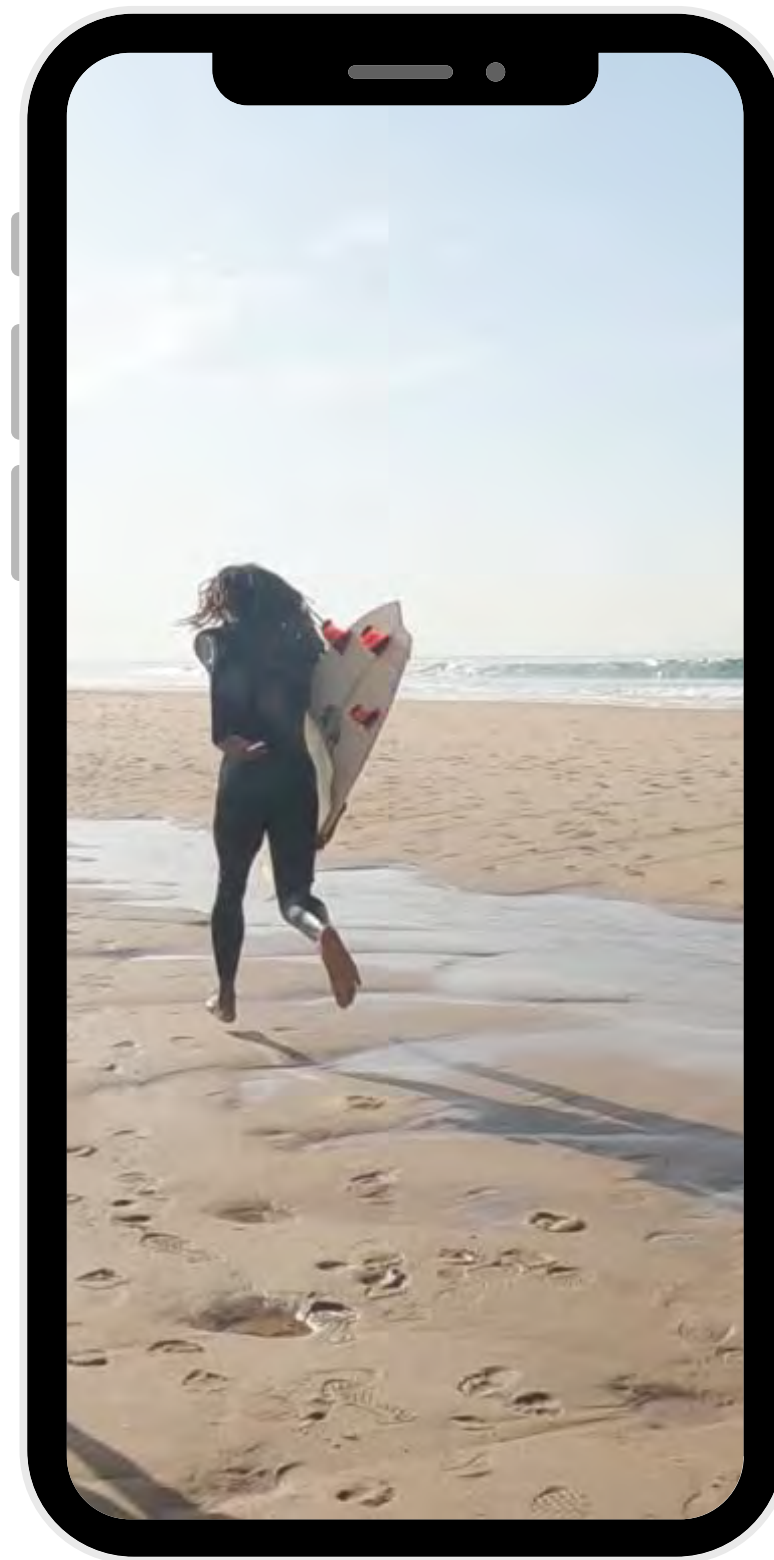
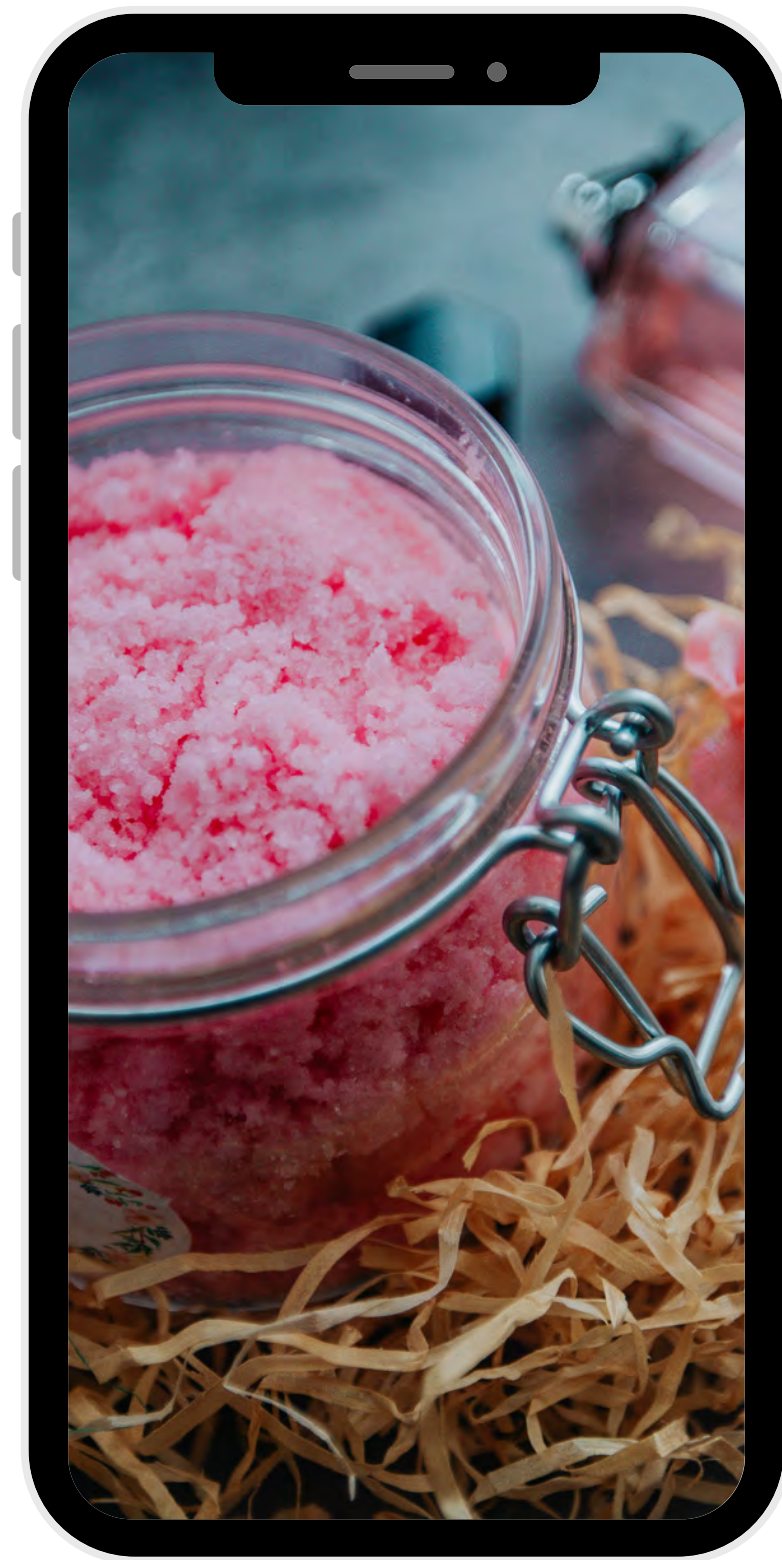
- 💎 World's fourth most used social media network
- 💎 World's second favourite social media network
- 💎 Favourite platform for female users aged 16 - 34
- 💎 Favourite platform for male users aged 16 - 24
- 💎 Average user spend 11.2 hours / month on platform
- 💎 1.48 billion active monthly users
- 💎 18.7% of the world's population use Instagram
- 💎 Organic reach for business 1.94%
- 💎 1.48 billion potential advertising reach

Instagram feed

- 💎 The place for stunning images.
- 💎 Controlled by the machine learning algorithm.
- 💎 Favours regular engagement & content.
- 💎 Hashtags are key - use all 30 per post.
- 💎 Hashtags should reflect the business, the post & use vanity or niche hashtags to help reach.
- 💎 Instagram likes constant content - aim for 5 posts a week or daily.
- 💎 Content should "inspire action."



Instagram
Stories



Instagram
Reels

mobile.twitter.com

Twitter



Twitter
@Twitter



Follow

📍 everywhere, wearing a mask
🔗 [about.twitter.com](#) 🗓️ Born March 21
📅 Joined February 2007

Following

Followers

Tweets

Tweets & replies

Twitter user statistics

- 💎 World's 15th most used social media network
- 💎 World's seventh favourite social media network
- 💎 Average user spend 5.1 hours / month on platform
- 💎 211 billion active monthly users
- 💎 340 million global users
- 💎 436.4 million potential advertising reach
- 💎 8.8% of interest users can be reached via Twitter Ads
- 💎 Twitter users have a higher income than other platform users
- 💎 Twitter users have a higher level of education than other platform users
- 💎 500 million Tweets are sent daily

Twitter for business



Professional profiles



Normal profiles



Twitter spaces



Twitter Blue & verification



Ads

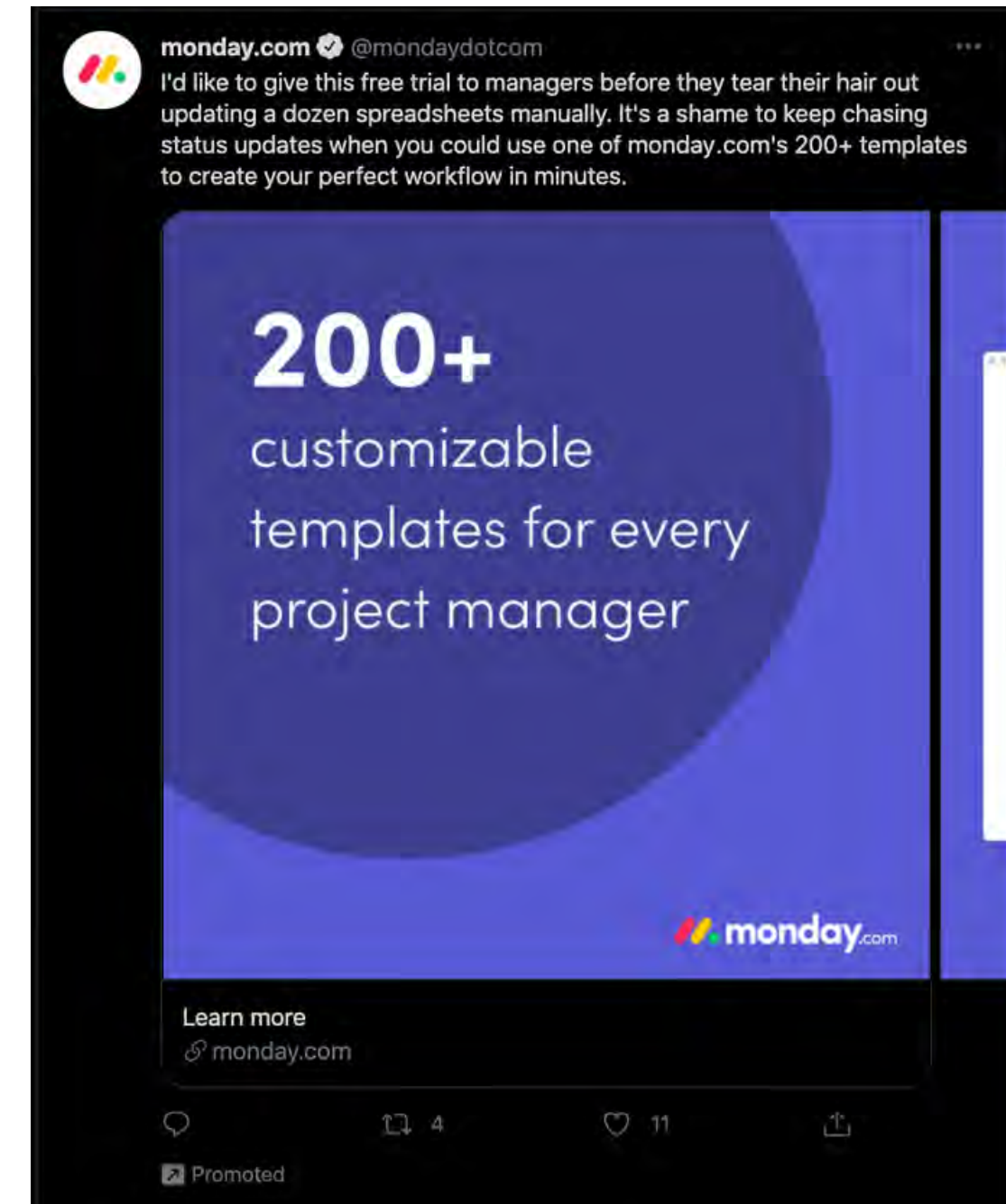


Controlled by a simple algorithm which can be turned off

Twitter Ads

Target people on demographics including;

- 💎 Interests
- 💎 Location
- 💎 Hashtags
- 💎 Mobile network
- 💎 Accounts they follow - the easiest way to target competitors





Pinterest statistics

- 💎 444 million active monthly users.
- 💎 Most people use the platform weekly.
- 💎 Wide-ranging age demographic.
- 💎 76.7% female users.
- 💎 Used as a search engine with 2 billion searches on Pinterest each month.
- 💎 225.7 million potential advertising audience.
- 💎 4.6% of all interest users are on Pinterest.
- 💎 Controlled by a simple algorithm based on history and search history.

Pinterest for business



Business accounts



Insights



Trends and planning tools



Advertising



One of the few networks that works for you.



Large vanity audience as people pre-plan.

Pinterest Ads

- 💎 Video and image adverts sending people to websites, unlike most other adverts they have a clear sales goal.
- 💎 Target people from the knowledge within Pinterest including boards and interests they have, plus any new terms they may search for.
- 💎 Cold audiences and retargeting.





TikTok



@tiktok ✓

Following

Followers

Likes

Follow



TikTok user statistics

- 💎 World's sixth most used social media network.
- 💎 World's sixth favourite social media network.
- 💎 Average user spend 19.6 hours / month on platform.
- 💎 884.9 billion active monthly users (over 18 years old).
- 💎 11.2% of the world's population use TikTok.
- 💎 Biggest platform for those aged 24 and under.
- 💎 17.9% of internet users can be reached via TikTok.
- 💎 Unique algorithm.
- 💎 Fastest growing social media network.

TikTok business tools



Business profiles



TikTok Shopping



Advertising

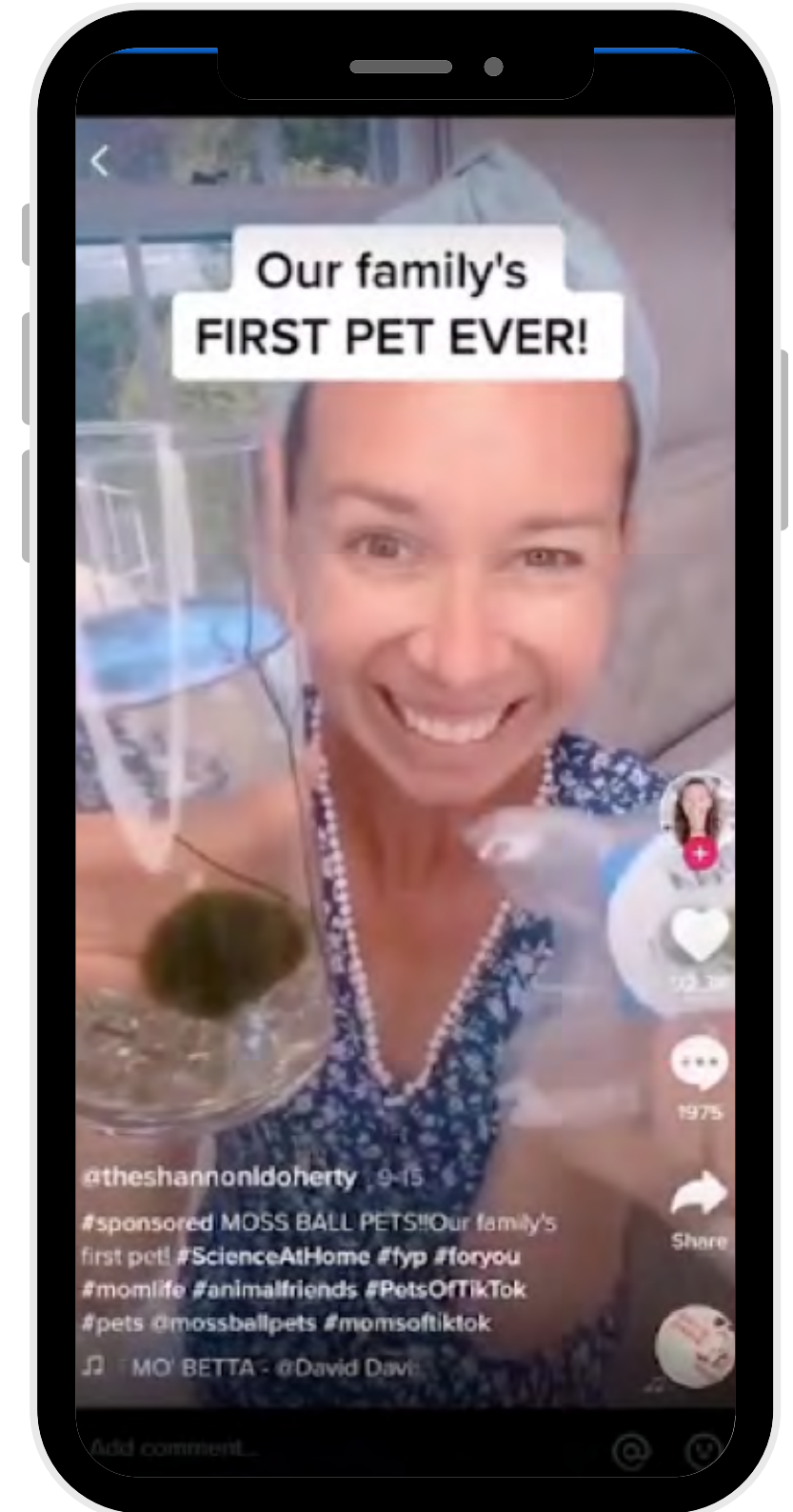
TikTok Ads

Advertising targeting includes;

- 💎 Country
- 💎 Interests
- 💎 Online habits

Things to be aware of with TikTok adverts;

- 💎 £20 a day starting budget
- 💎 Audience has a short attention span so high bounce rates
- 💎 Don't make ads, make TikToks



It's impossible to use all social media
channels brilliantly

It's also a waste of time, money and
resources



It's about selecting the best
network for your customers,
business and social media goals.

By creating audience and platform specific content we can have a one-to-one personal conversation to a large audience.

Break out task



Who is your customer?



Which networks do you think they are using?

Organic vs Paid

Organic social media

- 💎 Long term ROI
- 💎 Slow growth
- 💎 Very loyal engaged audience
- 💎 Brand ambassadors
- 💎 Supports all marketing efforts
- 💎 Free cost but large time investment
- 💎 Easily changeable

Paid social media

- 💎 Quick ROI
- 💎 Quick way to amplify message
- 💎 Fickle audience
- 💎 Money and time investment
- 💎 Should have organic support
- 💎 Can be low budget to price high return
- 💎 It's not magic, you still need a sales funnel

Organic & Paid

Bring people in as new customers with paid advertising and keep them engaging with the brand using organic content.

This will help maintain brand loyalty so your customers keep sticking around and coming back for more.

Increasing your ROI and sales funnel.

Organic & Paid work better together, using only one limits results.



Social ads aren't magic

Start small and scale



Step three: Understand your competition

Competitor analysis

- 💎 Which platforms are they using?
- 💎 What #hashtags are they using?
- 💎 What content are they sharing?
- 💎 Can you see any clear content themes?
- 💎 What messages are they sending?
- 💎 Social listening

Be honest, what are they doing
better and what are you better at?

Break out task



Which networks are your competitors using?



What type of feel do you get from their social channels?

Step four:
Start the right way

Start the right way



Business accounts



Links to the website (or where you want people to take action)



Correct business name within the User Name



The same (or similar) @handles - this is your web URL



Same profile picture & cover photo on all networks



2 Factor Authentication



Business Manager set-up

Social media audit



Look at your current insights



Check Google Analytics



Review content - what is and isn't working well



Engagement levels - are people engaging with you?

Step five: Content

Content on social is different to traditional marketing as social media is a constant communication.

What do you actually post about?

Each business should have its own
content pillars or content themes.

Content pillars



Key USP



Your story



Benefits over features



Value add



Showcase



Location / shops / office / workshops



Products / services



What you're really selling

Content pillars

- 💎 Content pillars showcase what makes the business different.
- 💎 Content planning should include owned, third party & UGC content.
- 💎 Content should reflect the platform and audience.
- 💎 All social content should follow the rule of thirds - 1/3 sales or goal focused - 1/3 brand building - 1/3 sociable engaging content.
- 💎 When done correctly all content can achieve all three.

It's called social media because
you have to be social...

it's not all about sales

Social media is all about building
relationships...

and relationships take time

How do I create thumb-stopping content?

Tell your story...





Falmouth Holiday Homes

Published by Later · 13 February at 12:30 ·



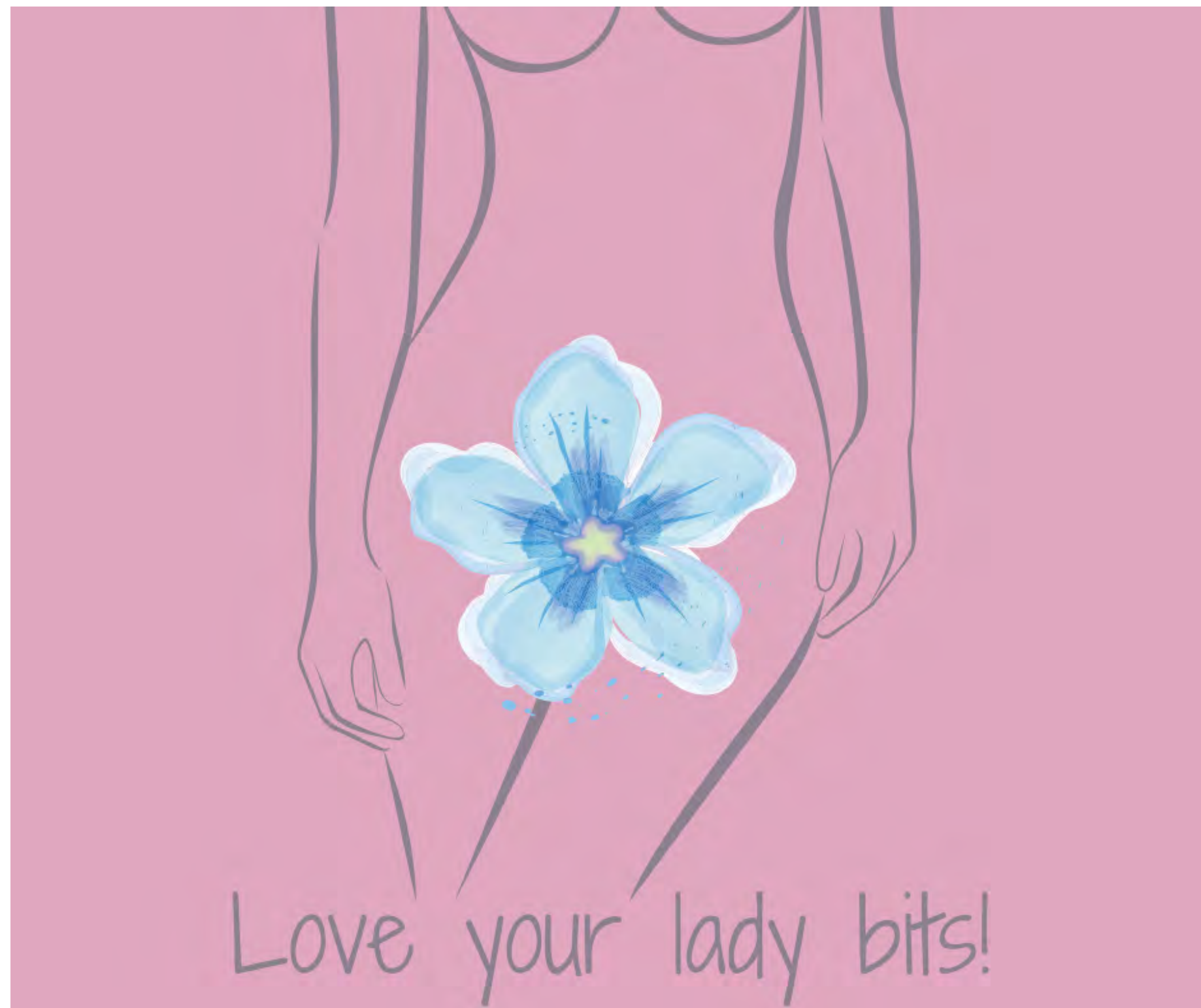
Dogs love Cornwall, and we believe that luxury holiday accommodation can still be pet friendly - which is why many of our properties also welcome your four-legged friends.

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Single message



Catch attention early

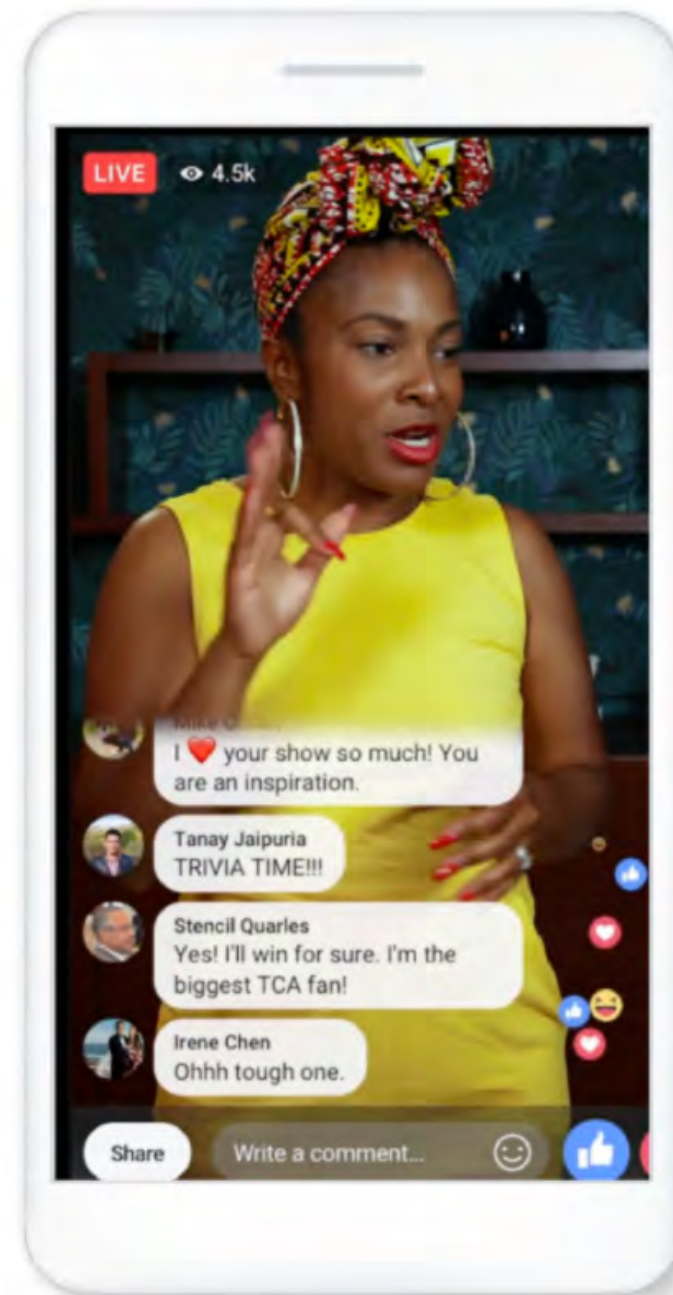


Mobile first
Sound off

Use all of the features available to you



Slideshow & Carousel



Go live



Stories & Highlights



Reels

Food



Faces



Connection



Fears





Time to put
pen to paper

Start backwards

This is great if you have events or something big happening within the organisation.

Use the event date as your starting point, then work backwards.

Think outside

Don't only rely on things happening within your organisation.

Look for other big trending events and topics to cover the slower months and to help maximise the potential reach of communications

Balance your content

Engage. Excite. Educate.

You aren't just pushing for sales,
we are trying to grow our marketing audience.

Your content needs to balance all elements,
not just push for action.

Give yourself time

Turn content planning and content writing into a habit.

Set aside time each week to work on each area of your content plan and make sure you're working ahead of yourself.

Multiple seeds

Don't just write a blog, write everything you need for it for the future.

Write the press.

Multiple social posts.

Email campaign.

Look at different angles for all content you write, and create them when you're in that mindset.

Step five: Implement



Be brave

Step six: Review & test

Review and test



Insights and analytics



Google Analytics



Email insights



Social insights



Increase in KPIs



Press mentions - Google alerts



Social listening

Holistic approach



Final words
of wisdom...



Don't over complicate things

Starting is the hardest part

Remember it's always a test



Be brave

Any questions?

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