

# Executing Social Media

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# Social Agenda

- What social sites should you be on?
- Using social to build your brand
- Social ads & beyond



*Image Source: GrowthWeaver.com*

**Know where you're going...**



# Navigating the Social Landscape



Image Source: Business2Community.com

**Before you create your plan, know  
who your customers are**



**PLANNING TO MAKE A PLAN  
IS NOT A PLAN**

# Where will you focus your attention?

- ✓ Choose to be active on the social profiles your customers are frequenting
- ✓ Create a plan to update the social profiles your team can handle
- ✓ Use social management tools to help extend your team





PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70 MILLION ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**

**5,700 TWEETS HAPPEN EVERY SECOND**

**560 MILLION ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**

**USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY**

**1 BILLION ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS**

**150 MILLION ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**

**GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY**

**400 MILLION ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**79% OF USERS ARE 35 OR OLDER**

**240 MILLION ACTIVE USERS**



# S CIAL MEDIA EXPLAINED



FACEBOOK

I like doughnuts



LINKEDIN

My skills include doughnut eating



TWITTER

I'm eating a #doughnut



PINTEREST

Here's a doughnut recipe



BLOGGER

Read about my doughnut eating experiences



LAST FM

Now listening to "doughnuts"



FOURSQUARE

This is where I eat doughnuts



INSTAGRAM

Here's a vintage photo of my doughnut



YOUTUBE

Watch me eating a doughnut



GOOGLE +

I'm a Google employee who eats doughnuts

# At a minimum...

- ✓ Remain visible
- ✓ Communicate with your audience
- ✓ Change up your message for different profiles
- ✓ Share relevant articles & images from other companies & profiles



# Get their attention



# Get their attention

- ✓ Post images, articles & blog posts that will relate to your audience and catch their attention
- ✓ Create content specifically to push out into social media: videos, info graphs, blog posts, etc.
- ✓ Create interactions by asking questions, having contests & sharing posts others want to share
- ✓ Set your site up properly using Twitter Cards & Facebook Open Graph for the best execution when sharing links from your own sites

**Manhattan Mini Storage** shared New York Yankees's album.  
Posted by Jen Piasecki [?] · September 26

NY says goodbye to a legend. Did you watch Derek Jeter's final home game with the N.Y. Yankees? #Jeter #NYYankees #FarewellCaptain

**Farewell Captain** (51 photos)



Like · Comment · Share

Manuel Gonzales, Debbie Simkins, Jean Emerson and 7 others like this.

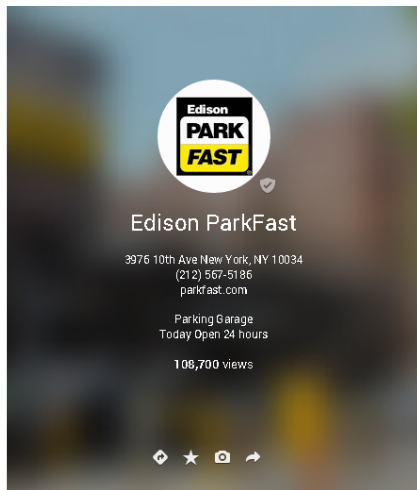
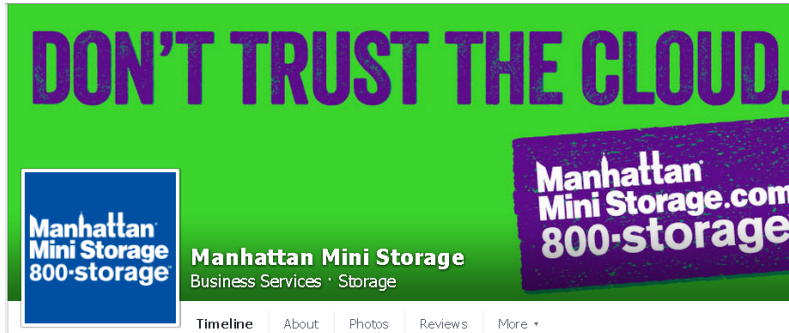
**Will Tooke** @willtooketv · Sep 8  
Incredibly prescient advert from @ManhattanMini near the highline #jlawleak #cloudcomputing #CloudHack



**GW Hoffman Marketing** @GWHoffman1 · Aug 19  
Gone native. @ManhattanMini 's plucky new ads right on target.  
[gwhoffman.com/blog/?p=8119](http://gwhoffman.com/blog/?p=8119) #gwhRealityCheck



# Update Your Pages & Make them Pop



A low-angle, close-up photograph of a person's legs from the knees down, wearing black leggings and red and grey athletic sneakers. The person is standing on a dark, textured surface, likely a paved path or road. The background is a soft, out-of-focus sunset or sunrise, with warm golden light and a blurred horizon. The overall mood is motivational and energetic.

GET  
YOUR  
GOALS  
ON

# Know where you began & establish a goal to work towards

- ✓ Set a baseline – where are you starting?
- ✓ Track your progress – Use analytics programs and social reporting to track likes, follows and engagement metrics on your social profiles as well as visits and conversions on site
- ✓ Don't expect social to be an acquisition tool, though that doesn't mean it can't be



# Extra Credit – Paid Social Ads

Currently ads are available nearly everywhere



Promoted posts, lookalike audiences, sponsored stories



Sponsored Video & Text ads



Promoted tweets & accounts



Sponsored photos & videos



Text, Video & Image Ads


# Boosted Facebook Posts for Engagement

**Boost your post to reach more people.** [Learn more.](#) ✕

**Desktop News Feed**      Mobile News Feed

**Manhattan Mini Storage** via **Time Out New York**  
Sponsored ·

Raise of hands... who has used Uber?



**21 things that will happen to you when you take an Uber in NYC**  
Want to order a cab from your phone? Here's what you'll have to put up with.

[Terms & Conditions](#) Cancel Boost

# Promote Your Facebook Page for Likes

Get More Page Likes

## Ad Preview

Desktop News Feed   Mobile News Feed   Right Column

Suggested Page

 **Manhattan Mini Storage**  
Sponsored

Read our blog for home organization tips, NYC info, and storage solutions!...



**Manhattan Mini Storage**  
Business Services  
5,847 people like this. [Like Page](#)

## Choose Audience

Location [?]

If left blank, your ad will be delivered to **United States**.

Interests [?]

Age  -

Gender  All  Men  Women

## Choose Budget

Daily budget [?]  Est. 28 - 111 likes per day

Schedule [?]  Run this ad continuously  
 Choose when this ad will end

Run this ad until   [?]  
(America/Los Angeles)

 [Terms & Conditions](#)

# Facebook Ads for Acquisition & Visibility

SPONSORED

Create Ad



## Hello, Fall Jackets!

[shop.nordstrom.com](http://shop.nordstrom.com)

Meet Nordstrom's favorite Fall jackets! FREE shipping. FREE returns. SHOP NOW.



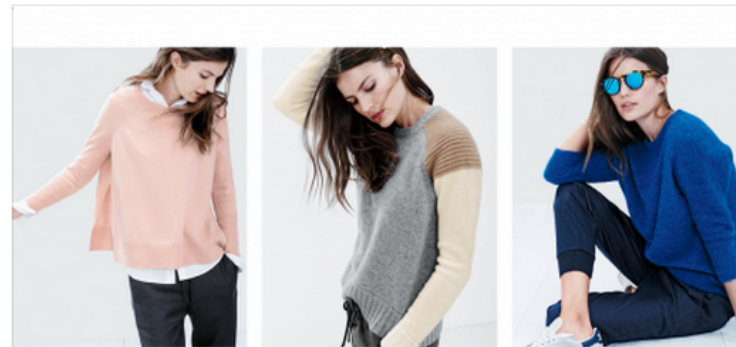
## Save UP to 90% on Clothes

[www.thredup.com](http://www.thredup.com)

Buy & sell like-new clothes from the brands you love. All at up to 90% off.



Nine new styles you definitely don't already have.  
<http://shoo.ly/Sweaters/1DSnsDe>



## It's sweater time

Shop [jcrew.com](http://jcrew.com) for women's clothing and see the entire selection of dresses and...

[WWW.JCREW.COM](http://WWW.JCREW.COM)

Shop Now

# Key Takeaways

- ✓ Know why you are on social & plan accordingly
- ✓ Don't create profiles if you can't properly manage them
- ✓ Update your profiles regularly & interact with your customers
- ✓ Use social ads to increase your reach & gain new followers