



Social Media Compass: Navigating Social Media for Your Business

Presented by **Aleja Seabron of The LMC Groups** and
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Social Media Compass:

Navigating Social Media for Your Business

ALEJA SEABRON the Imc groups GILLIAN DOUCETTE driveprofit

SOCIAL MEDIA COMPASS



- Finding the right audience: Targeting and creating avatars
- Case Studies: Managing online brands
- Recent changes across main platforms:
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ LinkedIn
- Marketing tools for 2019/2020 including automation and content creation

TARGETING



What do you want out of this?

- Increase sales?
- Awareness strategy or close your sale?
- Which step of your sales funnel do you want to reach your customers?

Length of time for the campaign

- Establish project framework
- Determine how to approach the project as a whole

How will you trigger engagement?

Different types of conversations you want to be involved in

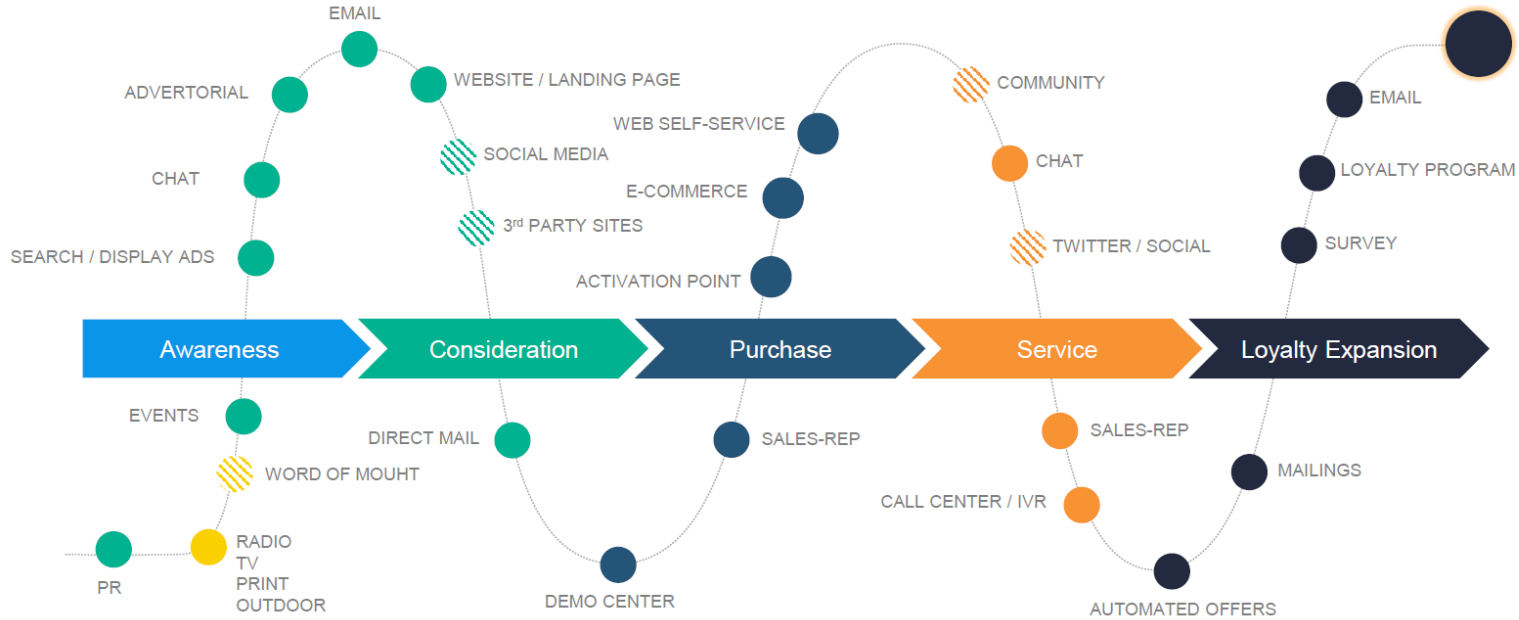
- Your brand is mentioned
- Your competitors are mentioned
- Generic subjects with little/no connection with your business

Decide call to action



Big Data for Marketing simply started with understanding customer journey

Online TOUCHPOINTS



Offline TOUCHPOINTS

Reference: Harvard Business Review – Competing on Customer Journeys

AUDIENCE PERSONAS



Kayla Planner

ABOUT

- Age 25-34
- \$50K - \$75K or <\$20K
- Medium - High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Go to fewer events but plan them far in advance, more likely to travel nationally or regionally for an event.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Buying and planning activities well in advance - right when an event is announced or tickets released. Care about the quality of an event and coordinating with social group.

CORE NEEDS

Pre-sale options, notifications for ticket sales, planning event outings for groups with budgeting and scheduling tools.

PAIN POINTS

Events selling out quickly, finding events that fits everyone's budget and schedule when planning for a group.

65%
Total Universe GTV

4 - 6
Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

CASE STUDY 1

How Salt Point delivers brand authenticity and created a connection



The Process – Worksheet provided

Step 1: Understand your audience!

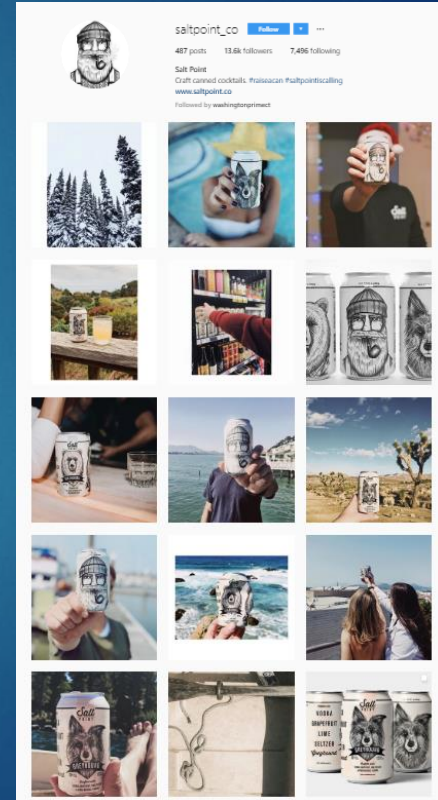
- Start by taking a deep dive into your audience by platform
- Do certain posts create more engagement?

Step 2: Turn audience insight and brand goals into social strategy

- What are your brand's values?
- What differentiates your brand?
- Why do employees and customers choose your brand over others?

Step 3: Measure success and iterate

- How do you want your audience to engage?
- What is your measurement of success?



CASE STUDY 1

How Salt Point delivers brand authenticity and created a connection.



Building the CAN through Instagram #RAISEACAN



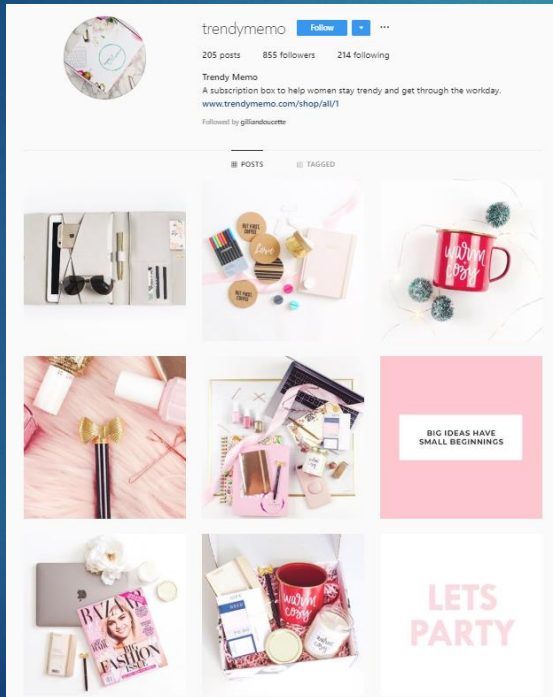
CASE STUDY 2

How trendymemo used social platforms for their strengths to build the brand



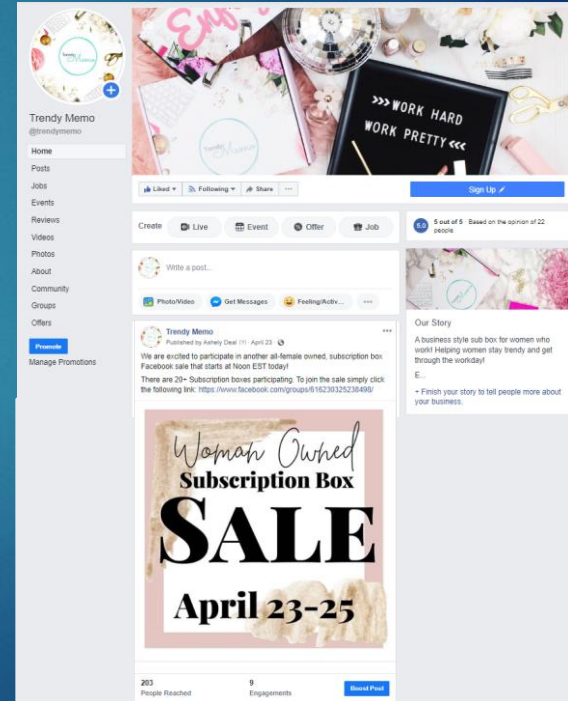
Instagram

Inspirational | Image-focused | Emotion and influence



Facebook

Deals | Value | Facebook Marketplace



RECENT CHANGES: FACEBOOK



- **New Business Tools in Messenger** – Convert those personal profiles!
 - ✓ Lead generation
 - ✓ Appointment booking
 - ✓ Improved reporting for events
- **Stories** – New collaborative and monetization features
 - ✓ Collaborative features, allowing multiple pre-selected accounts to share their own image or video to your Story
 - ✓ New engagement-oriented reply feature, allowing brands to ask users to submit their own images or videos
 - ✓ Monetization and selling features will allow select creators to tag products that they're promoting and then sell directly
- **New Video Publishing Tool** – Workaround with Live rehearsals
 - ✓ Allowing a test run on Admin and Editor Pages before publishing
 - ✓ New “trimming” feature
- **Tag Your Facebook Page in an Instagram Story**

RECENT CHANGES: INSTAGRAM



- **Instagram for Business** – Convert those personal profiles!
 - ✓ Categories
 - ✓ Call to action
- **IGTV** – Instagram's response to YouTube
 - ✓ App that can be used alone or in tandem with Instagram
 - ✓ Rule of thumb: Videos should be 3-4 mins
 - ✓ Need more time? Consider creating a series
- **Creator Studio** – The answer to our desktop prayers
 - ✓ Launched last fall
 - ✓ Can use for Instagram and Facebook
 - ✓ Can schedule posts to Instagram
- **Tools**
 - ✓ Countdown sticker
 - ✓ Nametag
- **Stories**
 - ✓ 15 seconds
 - ✓ Disappear after 24 hours
- **Follow Hashtags**

RECENT CHANGES: TWITTER



- **Changes to Tweet Restrictions** – Helping your business fit more into the 280-character limit
 - ✓ Media attachments (photos, GIFs, and videos) no longer affect your character limit
 - ✓ When you reply to a tweet, the Twitter handle does not count against your character limit
 - ✓ Tweets that begin with a Twitter handle are now seen by all followers
- **Profile Page Revamp**
 - ✓ Easier to share business information
 - ✓ Simplified analytics page and summary of page performance
- **Setup Automated Welcome Messages**
 - ✓ This is great for after-hours communication to let your customer know you have received the message and will get back to them
- **Display Office or Business Hours**
 - ✓ Add times when your team will be available to respond to direct messages and tweets
- **Customer Support**

RECENT CHANGES: LINKEDIN



- **Kudos**
 - ✓ Virtual cards you can give to connections
 - ✓ Shows up on newsfeeds for more visibility
- **Hashtags**
 - ✓ Add hashtags to your company page
 - ✓ Join conversations about your business or industry
- **Voice Messaging**
 - ✓ Explain longer or more complex ideas without typing
 - ✓ You control the tone and allow your personality to show
 - ✓ Great for when you're "on the go"
- **QR Codes**
 - ✓ No business cards? No problem! Open the app and scan to connect automatically!
 - ✓ Add QR Code to printed marketing materials
 - ✓ Solves "Jane Smith" issue
- **Find Nearby**
 - ✓ Locate your connections who are within your proximity
 - ✓ Downside: Both parties need to have this turned on (Bluetooth enabled)

AUTOMATION TOOLS



Work smarter, not harder!

***But be careful what you automate*

Followers

- Crowdfire
- Socedo
- Circleboom
- SocialBro
- Tweepi
- Gramboard
- Gramto
- Archie
- Instazood
- Combin

Content Curation

- Google Alerts
- Flipboard
- Headslinger
- Klout
- DrumUp
- Feedly
- Tailwind
- Buzzsumo
- Curated
- Crowdynews

Post Automation

- Hootsuite
- IFTTT
- Agora Pulse
- Buffer
- Social Oomph
- SocialFlow
- SocialPilot
- Sprout Social
- Zapier
- Falcon.io

Social Listening

- Mention
- Brand24
- Socialert
- Social Mention
- TweetReach
- HowSociable
- Keyhole
- SumAll
- HubSpot
- Awario

Content Creation

Content is king!



Best Practices

- Identify and set goals
- Invest in images, videos, and content
- Research trends, hashtags, and your audience
- Plan your social content
 - ✓ You don't have to be everywhere all the time
 - ✓ Know when to post on which platform
- Promote and share your content
- Measure results
- Pull it all together: Recap!

Tools and Programs to Create Content

Images & Video

Canva | Evernote | Skitch | infogr.am |
Piktochart | Promo | Adobe Spark | Stencil |
iMovie | Soapbox | Boomerang | Google Photos

Content, Surveys, Interaction

PollDaddy | Quotes Cover | Quozio | Infogram |
ThinkLink | Google Charts | iMeme | Meme
Buddy | GiphMaker | Giphy | SlideDog | Sway

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Thank you for joining us!

You don't want to miss our State of the Industry panel (sponsored by FASTTRAK), which starts at 11:15 a.m. in Grand B-E.