

SOCIAL MEDIA CLUB

If you get it, share it

#PMG



UNDERSTANDING SOCIAL MEDIA MARKETING

with @BasilPuglisi
#digitalfacts



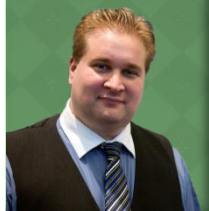
www.basilpuglisi.com

UNDERSTANDING SOCIAL MEDIA MARKETING

The goal of this program is to look at how social media has changed the way we communicate for the purpose of networking and growing business. The session is designed assuming that the attendee knows very little about digital & social media and how content drives business.

Learning Outcomes:

- understand the role of content and how it is the basis for all digital and social media marketing campaigns
- understand how a website is the center of their business and the best chance for success in the digital and social space
- have a complete roadmap for using WordPress for both Search and Social lead generation
- understand the difference between Social Media Marketing and Advertising
- introduced to various social platforms that help generate site traffic
- have a basic understanding of Paid opportunities on Facebook, Twitter , YouTube, LinkedIn and StumbleUpon



SOCIAL MEDIA REVOLUTION

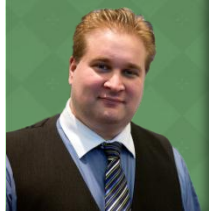
Social Media Video 2013

The Ford Explorer Launch on **facebook** generated — more traffic than a — **SUPER BOWL AD** —



1:02 / 3:51

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MY TAKEAWAYS FROM MY PROFESSIONAL DEVELOPMENT

Takeaways from Google's Advanced Training (New York HQ) with guest Seth Godin and Dale Carnegie Advanced Sales Trainers

- People spend more money on wants than needs
- People buy products because of the way they make them feel
- People follow crowds as part of a desire to fit into a group or tribe

Takeaways from SxSW Interactive (Austin, Texas)

- Social & Mobile are the same when you think about them as software
- Mobile Responsiveness is just the current solution to a problem
- There is no technology that truly measures influence
- Samsung spends a lot of money on user experience

Social Media Week - Social Media Action Camp

- Relationships are the key to the social space
- Peer Influence trumps all other advertising
- Facebook looks at Affinity, Weight and Decay to decide post visibility
- Your content can be 100% your customers voice and experience



CONTENT IS WHAT MAKES EVERYTHING ELSE POSSIBLE

Social Media is a amplifier not the message, nor is it your business!

SOCIAL MEDIA



IF YOU'RE NOT GOING
TO SAY ANYTHING,
WHY ARE YOU USING THE
MEGA PHONE?
(SOCIAL MEDIA)



@BASILPUGLISI

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CONTENT HUB - FANCY NAME FOR WEBSITE

Novice Options (little to no code):

WordPress, dotNetNuke, Wix, Moonfruit, TriPod

My favorite Option:

WordPress, Genesis Framwork, StudioPress Child Theme

Free Plug-ins

JetPack, Constant Contact, Genesis Responsive Slider, si-Contact Form, Social Media Widget, Google Analytics,

Premium Plug-ins

Premise, Timely All In One Calendar, Connections Pro

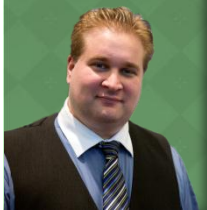
TAKE WORDPRESS FURTHER

GENESIS FRAMEWORK

- Professionally search optimized
- Lifetime support & automatic updates
- State-of-the-art security
- Custom widgets/layout options

The image shows a screenshot of the WordPress 'Genesis - Theme Settings' interface. The interface includes sections for 'Information' (Version: 1.3.1 - Released: September 15, 2010), 'General Settings' (Use for blog title/logo: Image logo, Widgetize right side of header, Select site layout: Content/Sidebar), and 'Primary Navigation' (Include Primary Navigation Menu?). A 'Save Settings' button is visible at the top right of the settings panel.

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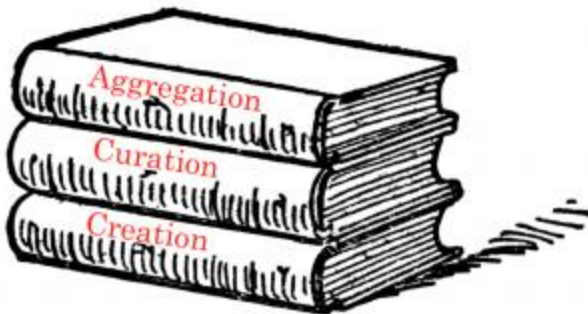


CONTENT: CREATION, AGGREGATION AND CURATION

Creation is the act of developing an original instance of content, it can be something you write, a picture you take, an audio you record or a video. It simply requires that you be the point of origin.

Aggregation is the act of pulling information from different sources without any filtering of content from the sources. Aggregators simply pull content from sources as they are published.

Curation is the act of gathering content, organizing it in a place where you share it. Curation happens when you filter or choose which content you share from a media site or publication or account. Every time you choose to share something that someone else created, you are curating!



SOCIAL MEDIA MARKETING VS ADVERTISING

Marketing has stages developed to accomplish objectives. It requires time, money and your customers.

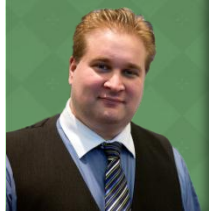
- Content Posts, Comments, Listings
- Tumblr Blogs
- Facebook Apps (Pages that provide functions) i.e. Heyo
- Twitter Automations (and response) i.e. twithawk
- LinkedIn Groups & Company Pages
- Pinterest Boards
- Google+ Brand Pages
- FourSquare Tips

Advertising is something you purchase for a specific objective.

- Facebook Ads, Boost Posts, Targeted Likes
- Twitter Promoted Accounts, Promoted Tweets
- LinkedIn ads by users, advanced Marketing
- YouTube Ads
- StumbleUpon Paid Discovery
- FourSquare promotions

Hybrids - Branded Photos & Contests (Facebook, Instagram, Pinterest)

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FACEBOOK

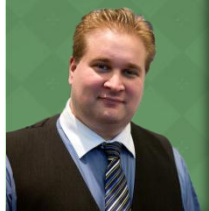
Statistics



- Facebook has over 1.1 billion active users
- More than 50 million pages, 500k promote posts
- The average Facebook user is connected to 141 people
- Facebook users install apps over 20 million times each day
- Over 750 million Facebook users access the site through a mobile device
- Facebook beats Google Weekly news in traffic in the US
- 665 million Facebook users are active each day for 20 minutes

Studies by [KissMetrics](#) have shown that the best time to post content on Facebook to create visibility and likes is at noon and then again at just a bit after seven pm. The best day to get a share is on Saturday.

<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>



TWITTER

Statistics



- Twitter is the most popular among working adults
- Twitter has more than 500 million users, 200 million active
- There are one 400 million tweets a day (250% increase a year)
- Average user spends 170 minutes a month on Twitter
- 60% of users access via Mobile Twitter tools
- Tweets are 17% more engaged if under 100 characters
- Tweets with a hashtag, links, photo is 2x more likely to be RT

Statistics show that the best times to tweet are between 9 to 11 am ET and 1 to 3pm Eastern Standard Time. Even tools like [Timely](#) can help users to figure out the best times to post for their particular crowd and then schedule them for tweeting.

The optimal time of day to get retweeted is between 3 pm and 6 pm, while the best day for it is on Friday.



LINKEDIN

Statistics



- LinkedIn has over 225 million users, in over 200 countries.
- 2 new members every second, 27% visit via mobile
- Almost 4 billion people searches are conducted a year
- More than 2.7 million companies have LinkedIn Company Pages

The best time to publish content on LinkedIn can always vary from network to network. Since many networks may be exclusive to their own locale or country, general optimal time to post during US times can be early morning, around 7 am Eastern Standard Time for those who are coming into work and checking status updates. Again in the early evening starting between 5 pm and 6 pm catches many users at the end of their workday.

The best days to post on the business networking site are Tuesday, Wednesday, and Thursday. Post light reads or quick updates on weekend days.



GOOGLE+



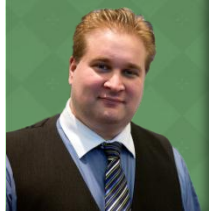
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Statistics

- 343 million active users
- 69% are male users
- Automotive & Electronics are the top industries on G+
- Photos attract the most engagement, then articles then video.
- Wed is the most active day, 9-10AM most active time of day.
- Google Authorship changing SEO results
- Google+ & YouTube combine for Live broadcasting

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STUMBLEUPON

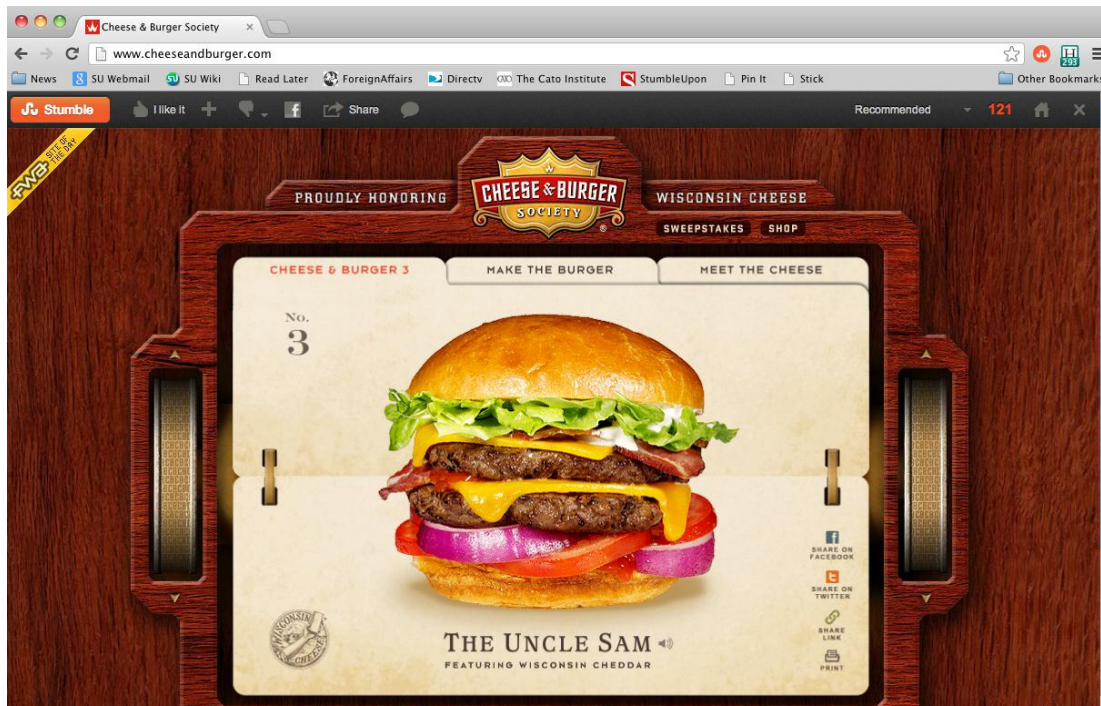


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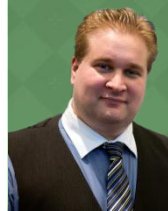
If you get it, share it

Statistics

- 25 million users
- 6 billion stumbles a month
- 1.2 billion Stumbles made per month from a mobile
- 1 billion refer back to the site of origin
- 85% of Stumblers are located in North America



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YOUTUBE



Statistics

- YouTube has more content uploaded in the average 60 days than three of the major television networks have created in 60 years
- YouTube may have the broadest demographics of the big four social networks with users averaging between the ages of 18 and 54 years old
- YouTube is the second largest search engine in the world
- YouTube receives over 100 million views per day
- 84% of internet users view videos online

Sites like [TubeIncreaser](#) and [Gain YT Views](#) that can help YouTube channels increase their viewers and subscribers. While sites like these have legitimate benefits utilizing them overly can have negative effects. The fact is, many YouTube viewers will not even expend the time to check out a video if it has little or no views, so increasing views on your videos can actually *increase the views on your video*. Make sense?

However, nothing goes further when creating videos for your business than to go by [helpful guidelines](#) during the creation process. Keeping top tips in mind is the best guarantee that your content is relevant, high-quality, and a source of leveraging brand awareness for your business.



PINTEREST



Statistics

- 48.7 million users
- 80% of pins are repins
- Average user visits for 14 minutes
- 80% of users are **women**, 50% of which have children
- Average user on Pinterest user spends their second most time on Tumblr

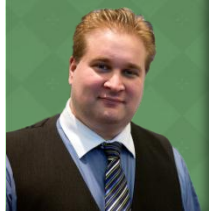
In February 2013, Pinterest surpassed Twitter that month for web traffic to sites from a social media site in categories Women and Health Magazines

TUMBLR



Statistics

- 105 Million Blogs
- 85 million new posts a day
- 174 million unique visitors
- 1hr 38minutes is average time each user spends on the site per month
- 14 minutes per visit with more then 16 page views per visit



EMAIL - THE FIRST SOCIAL NETWORK

Defense Dept in 1970 sent 30 million a month

1. Write compelling Subject Lines

Keep it short and simple and incorporate the benefit of opening the e-mail.

2. Set your objective and then choose the appropriate frequency

Are you trying to promote, inform, or relate to your audience?

3. Call your audience to action

You are sending the e-mail for a reason. Make sure they know it.

4. Make sure they recognize the “From” address

They may know your company name, but not yours. Make sure the email comes from someone they “know.”

5. Keep your main message and call to action “above the fold”

This is “news speak” for making sure that the important information is seen without scrolling the message.

6. Be mindful of mobile devices

Statistics say that 38% of email is opened on a mobile device and only 33% is opened on a desktop, so make sure the fonts and images will look good on your recipients mobile devices.

7. Make sure to use alt-text for your logo and pictures

This is text that describes the pictures and logos should images be turned-off on your web browser, smart phone or e-mail client. That way your recipient knows what should be in the image’s place.



FACEBOOK AD PLATFORM

View Advertising Report

Export Report (.csv) Generate Another Report Schedule this Report

Report Type: Advertising Performance Summarize By: Campaign Time Summary: Custom Date Range: Lifetime

562,836 Impressions **1,290** Clicks **1,062** Actions **0.229%** CTR **\$424.27** Spent **\$0.75** CPM **\$0.33** CPC

Date Range ?	Campaign ?	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	Click-Through Rate ?	Social CTR ?	CPC ?	CPM ?	Spent ?	Actions ?	Page Likes ?
Lifetime	[02/09/2013] Promoting Long Island Real Estate Expo	37,573	79	0.21%	1,099	0	2.925%	0.000%	0.29	8.61	\$323.34	1,007	969
Lifetime	Promoting "Executive Business Lunch: 12:30p.m.- 2:30p.m...."	1,687	1,501	88.97%	39	34	2.312%	2.265%	0.26	5.92	\$9.98	30	2
Lifetime	Real Estate Target	89,451	0	0.00%	12	0	0.013%	0.000%	0.75	0.10	\$9.05	0	0
Lifetime	New Campaign	421,292	0	0.00%	73	0	0.017%	0.000%	0.75	0.13	\$54.61	0	0
Lifetime	Promoting "Irene, Sandy, what's next? Reports show some..."	1,055	406	38.48%	22	10	2.085%	2.463%	0.23	4.72	\$4.98	5	0
Lifetime	Promoting "Kenneth Adams, President & CEO of Empire State..."	0	0	0.00%	0	0	0.000%	0.000%	0	0	\$0.00	0	0
Lifetime	Promoting "The Executive Business Lunch at the Long Island..."	608	150	24.67%	9	2	1.480%	1.333%	0.34	5.05	\$3.07	5	0
Lifetime	Expecting Parents...-Clicks-US-13-65	9,442	397	4.20%	36	2	0.381%	0.504%	0.52	1.97	\$18.61	15	13
Lifetime	Expecting Parents...-Clicks-US-21-65	1,728	0	0.00%	0	0	0.000%	0.000%	0	0.36	\$0.63	0	0



562,836 Impressions **1,290** Clicks **1,062** Actions **0.229%** CTR **\$424.27** Spent **\$0.75** CPM **\$0.33** CPC

Over 200 tickets sold for the through Facebook Advertising Generating more then \$7,000 in gross ticket sales that we could show through data.

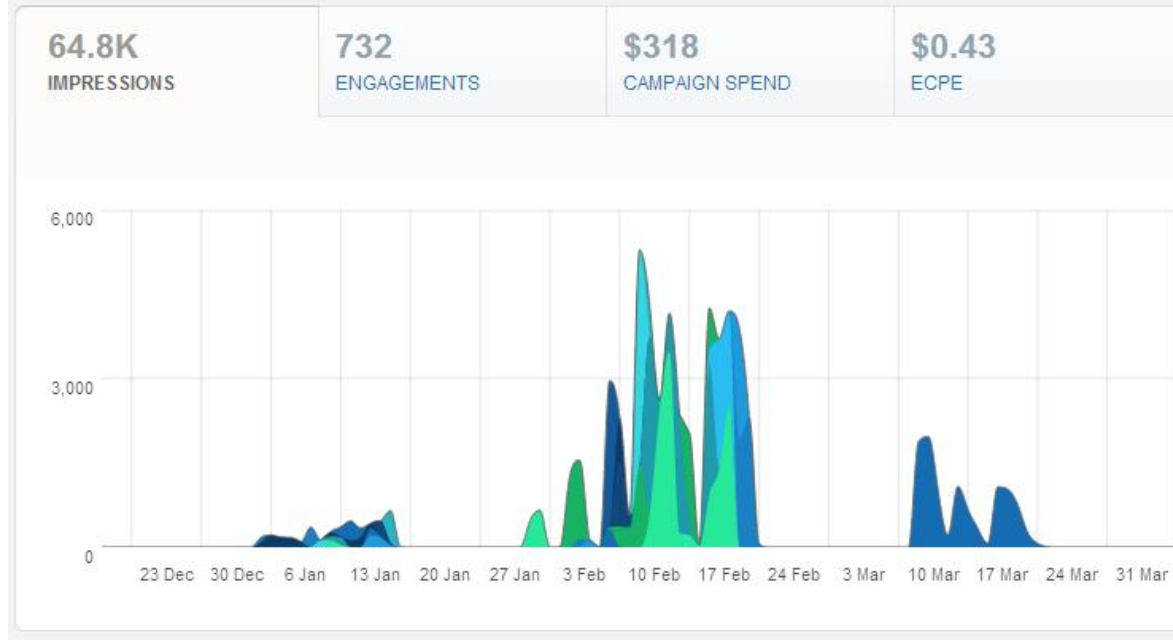


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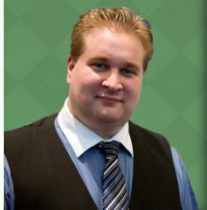


TWITTER AD PLATFORM

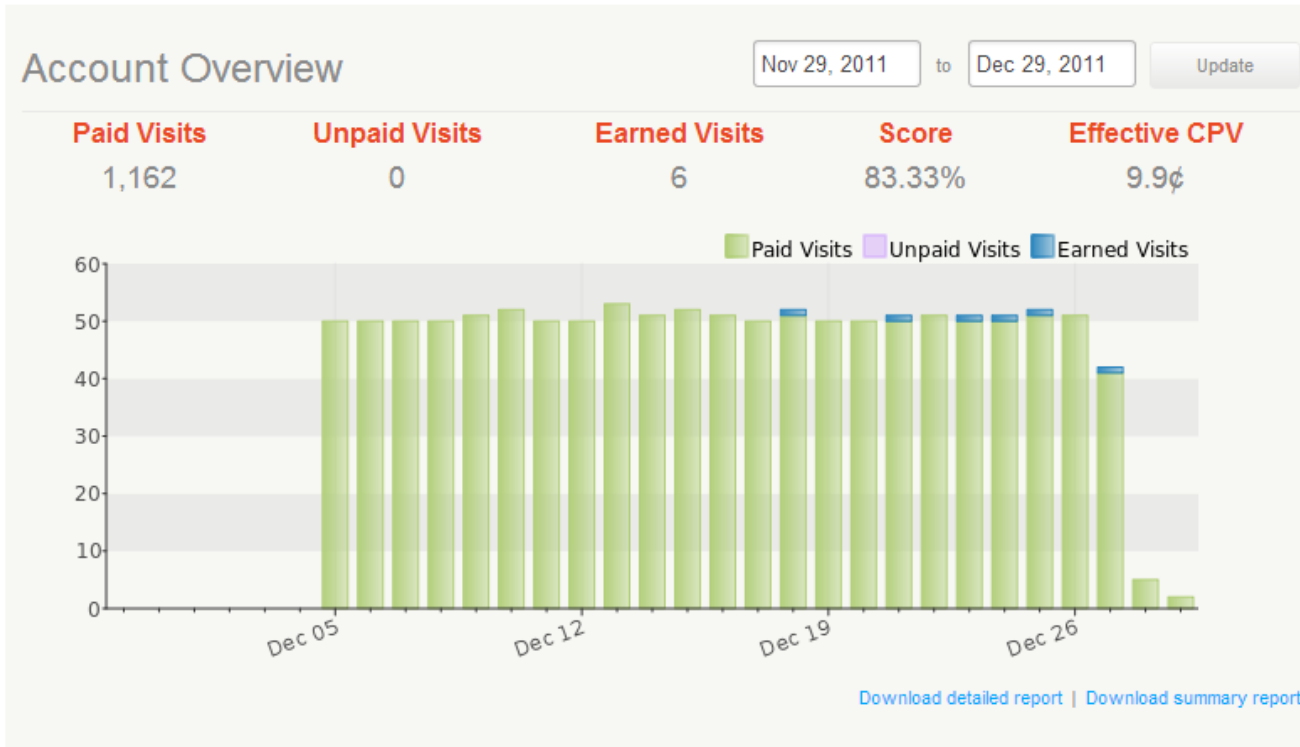
The Social Media Action Camp was just one of the promotions in the campaign, it generated 200 clicks to the events page with these two tweets alone.



	Basil C. Puglisi @basilpuglisi If your looking to engaged for #SMW13 in #SMWNYC check out #smwSMAC 14 Teachers & 2 Keynotes +meals socialmediaweek.org/newyork/events...	9 Feb 2013	9 Feb	11,843	121	0	0	1	1.03%
	Basil C. Puglisi @basilpuglisi Feb 19th Keynotes by @TedRubin & @Ekaterina with @DigitalEthos & @socialmediacub at the #SMWsmac digitaletnos.org/smac/	9 Feb 2013	9 Feb	8,775	79	1	0	1	0.92%



STUMBLEUPON PAID DISCOVERY



Account URLs

Show: Archived Paused

URLs		Lifetime						
URL	Created	Budget	Paid	Unpaid	Earned	Score	Cost	eCPV
Digital Brand Marketing Education http://digitalbrandmarketing.com/	Dec 02, 2011	\$5	1,162	0	16	70.6%	\$116.20	9.9¢
<small>Active: 1 Paused: 0 Archived: 0</small>								
Summary		\$5	1,162	0	16	68.8%	\$116.20	9.9¢

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STOP USING SLIDES!

- Cashie Commerce
- Constant Contact - Lead Generation
- FourSquare & Facebook Check ins
- Traditional Marketing with Social Media

Next:

- Let's look at the Facebook Ad Platform
- Twitter Ad Platform



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WWW.BASILPUGLISI.COM

May 21st @ Hilton Long Island
Social Media Club Long Island

October 24th @ NYXPO
Social Media Action Camp

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