



PRESENTED BY





#sbdcbbootcamp

Social Media Explained with Bacon



facebook®

I like
bacon



twitter



I am
eating
#bacon

Linked



I am
good at
eating
bacon



*four*square

This is
where I
eat bacon



You  Tube



Watch me
eat my
bacon

 Instagram

Here's a
vintage
photo of my
bacon



Pinterest



Here's a
recipe with
bacon

SOCIAL MEDIA

In 2019:

90.4% of Millennials

77.5% of Generation X

48.2% of Baby Boomers
were active social media
users.



SOCIAL MEDIA

Drives traffic to your web site

Improves SEO with keyword rich content

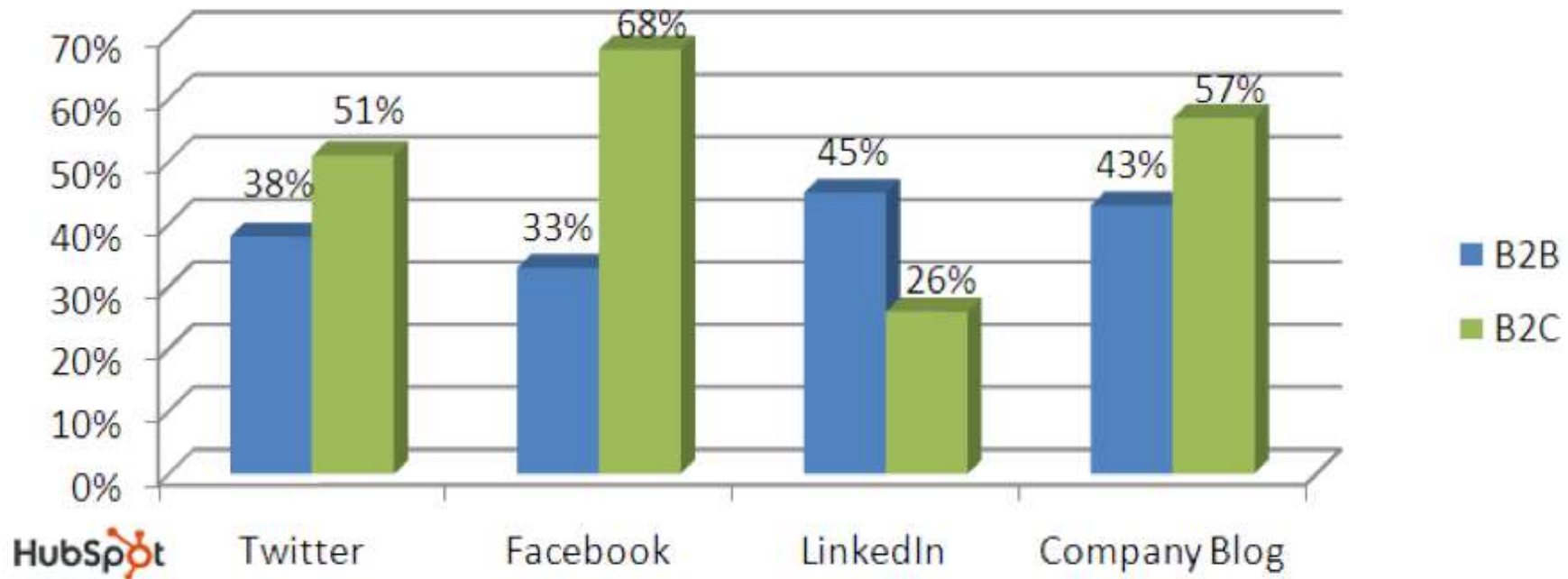
Gain better understanding of clients' perceptions of your business

Increased awareness of your business



Social Media is for B2B & B2C

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>



Facts & Figures

facebook®

68% of all US Internet users are on Facebook.

74% of marketers believe it's important
for lead generation strategy.

Users share 2.5 Billion pieces of content every day.

1.15 Billion + users

facebook[®]

96% of Facebook users access it on mobile.

The best time to post on Facebook is weekdays between 10am and 3pm.

81% of businesses prefer video marketing on Facebook.

facebook®

Facebook gives your business an image.

You can have live conversations with people who matter, making it a more personal experience.



All the links and posts on your Facebook page are indexed by search engines.

Through comments or posts, you can have direct feedback and conversations with your target audience.



#2 Search engine on the web making it a great resource for traffic and leads.

500 Years of YouTube videos are watched on Facebook everyday.

More video is uploaded to YouTube in one month than the major U.S. TV networks created in 60 years.

1 Billion + users



YouTube reaches more adults aged 18 to 49 during prime time than any cable network does in an average week.



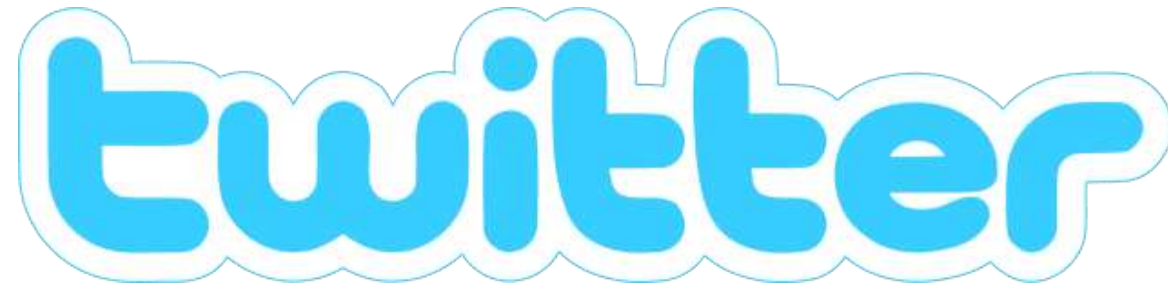


96% of all teens in
the United States
use YouTube.



“How To...” Videos are a great way to help people solve problems.

Social Media Networks, websites and blogs integrate YouTube embeds into their platform framework, allowing users to watch videos directly from their feeds.

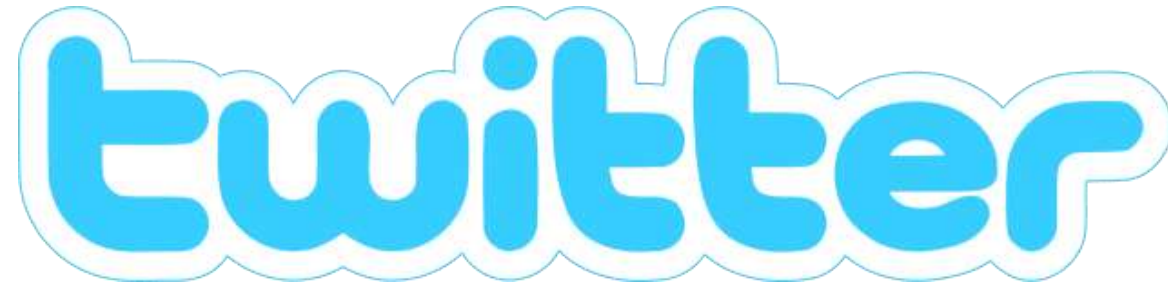


60 % of Twitter users access it via mobile device.

Fastest growing age demographic is 55 to 64 years old, registering a 79% increase in active users.

On average, over 400 million tweets sent daily.

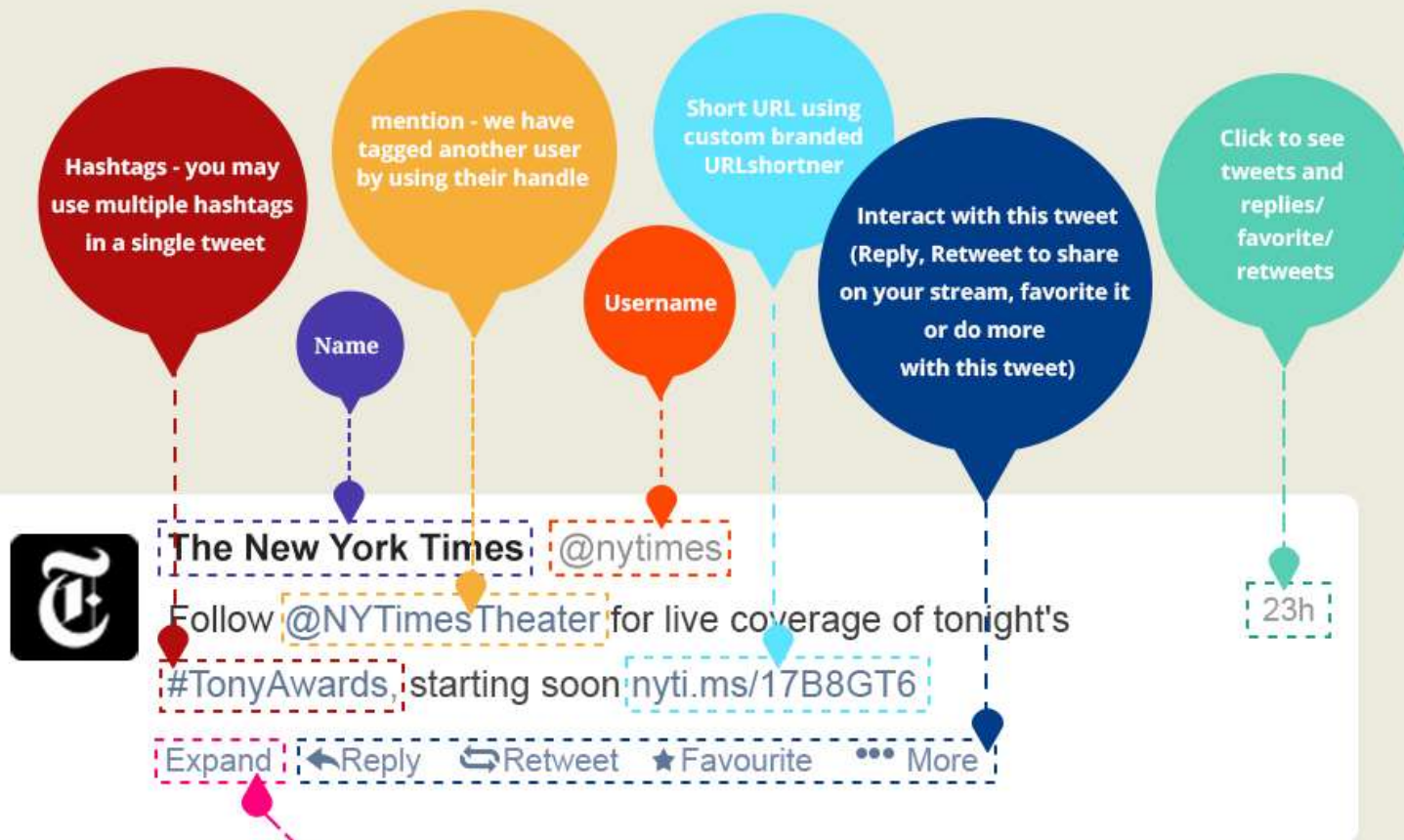
500 Million + users



Businesses Use Twitter to Converse with Prospects, Provide Customer Service and Drive Website Traffic.

83% of the people who sent a Tweet to a company and received a response, felt better about the company and were more likely to do business with them.

ANATOMY OF A TWEET



Expand to see replies/ favorite /retweets in the same page



43% of US marketers have found a customer through LinkedIn.

3 Million companies have company pages.

50% of users have a Bachelor's or Graduate degree.

690 Million + users



People typically visit LinkedIn with a purpose to make connections, gain insights about their industry,

It is a great way to quickly find content that is relevant to your target market.



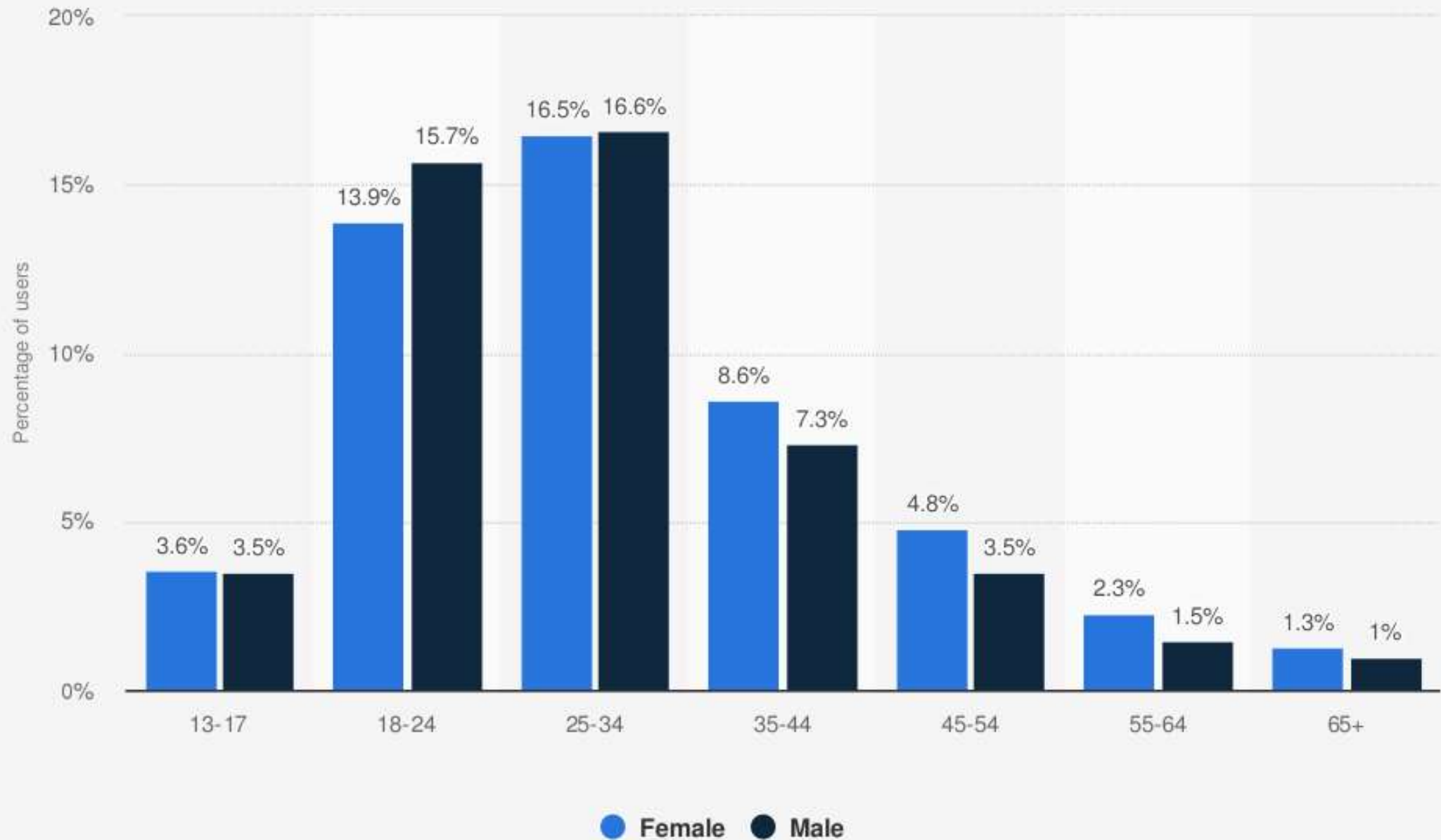
More than 16 billion photos uploaded to site.

71% of US businesses use Instagram. It surpassed Twitter in business users in 2017.

Receives 1,000 comments per second.

1 Billion active users
5 Million photos uploaded everyday.

Distribution of Instagram users worldwide as of October 2020, by age and gender



Pinterest

More than 69% of users are female.

80% of total pins are repins of existing content.

29.5% of the most popular pins come from the food and drink category.

DIY Crafts receives the next-highest amount of pins at 13.4%.

70 Million + users



Downloaded over 2 billion times on the App Store and Google Play.

Ranked as the top-most downloaded app in the App Store for Q1 2019, with more than 33 million downloads.

800 Million + users



Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24.

One in eight adults have joined TikTok.



Nextdoor is the neighborhood hub for trusted connections and the exchange of helpful information, goods, and services.



The Nextdoor app is now used in more than 260,000 neighborhoods in 11 countries worldwide, including the United States, where one in five households are active on the app.

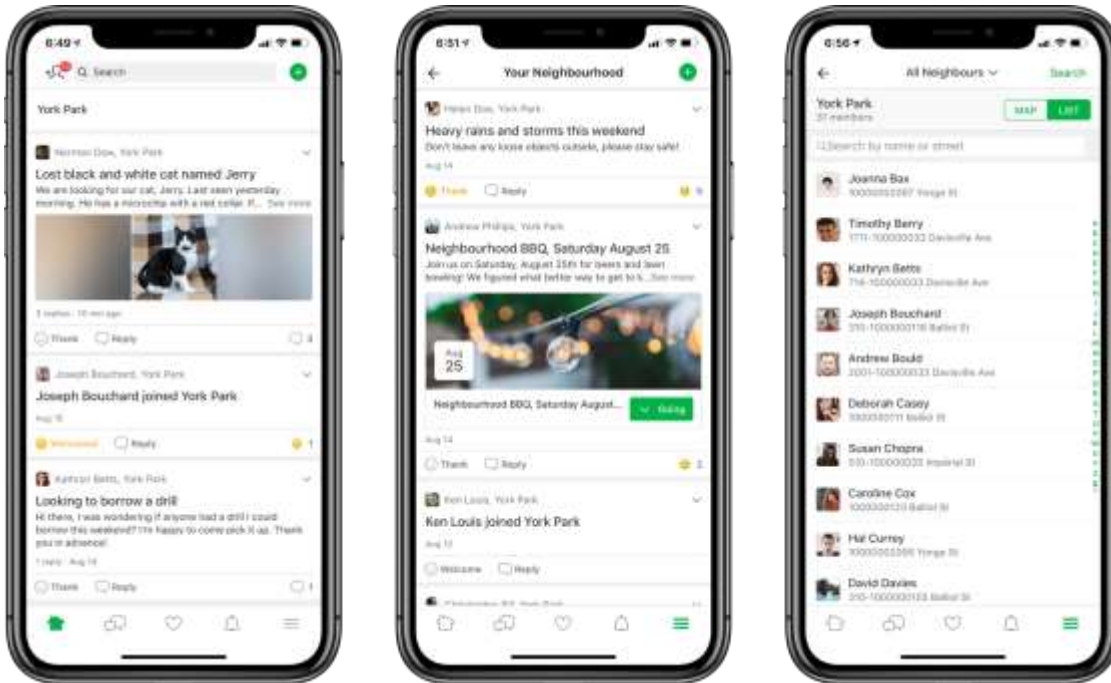


The strength of the Nextdoor social network relies on the power of proximity. Nextdoor is local, right down to the postal code.

For businesses, that means local targeting is already organically built-in to the experience.



Businesses use Nextdoor to:



- Run Local Deal ads
- Engage with the community
- Share special offers
- Gauge their local reputation



Alignable



Alignable is the free network where small business owners build trusted relationships and generate referrals.



Alignable



Alignable has over 25,000+ communities all across North America.

3 Million + users



Alignable



A hyper-local version
of LinkedIn.

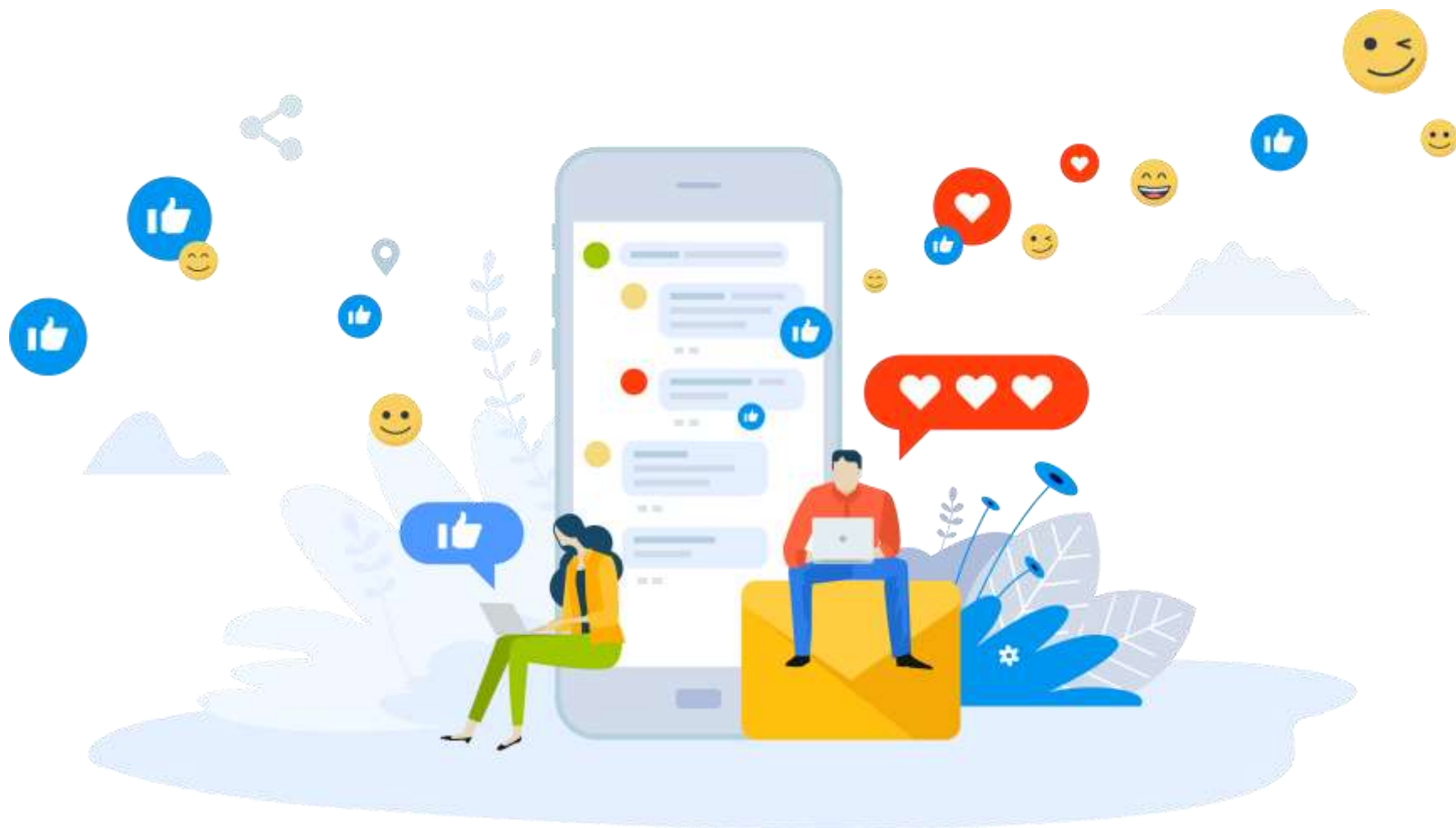
A great place for small and
local business owners to
connect.



Alignable

Unlike LinkedIn, Alignable is 100% for small business owners to connect and exchange referrals with the business owners in your Local Community.

Social Media



Increase Brand Awareness

Avoid promotional messages.

Focus on meaningful content and a strong brand personality through your social channels.

Through more efficient social media targeting, you reach your core audience much faster.

Social Media ROI

The sum of all social media actions that create value (brand awareness, revenue, customer satisfaction).

Engagement

When people perform actions on your Page. They may like a post, click on a link or comment on an image.

Tips for businesses using Social Media to connect with customers

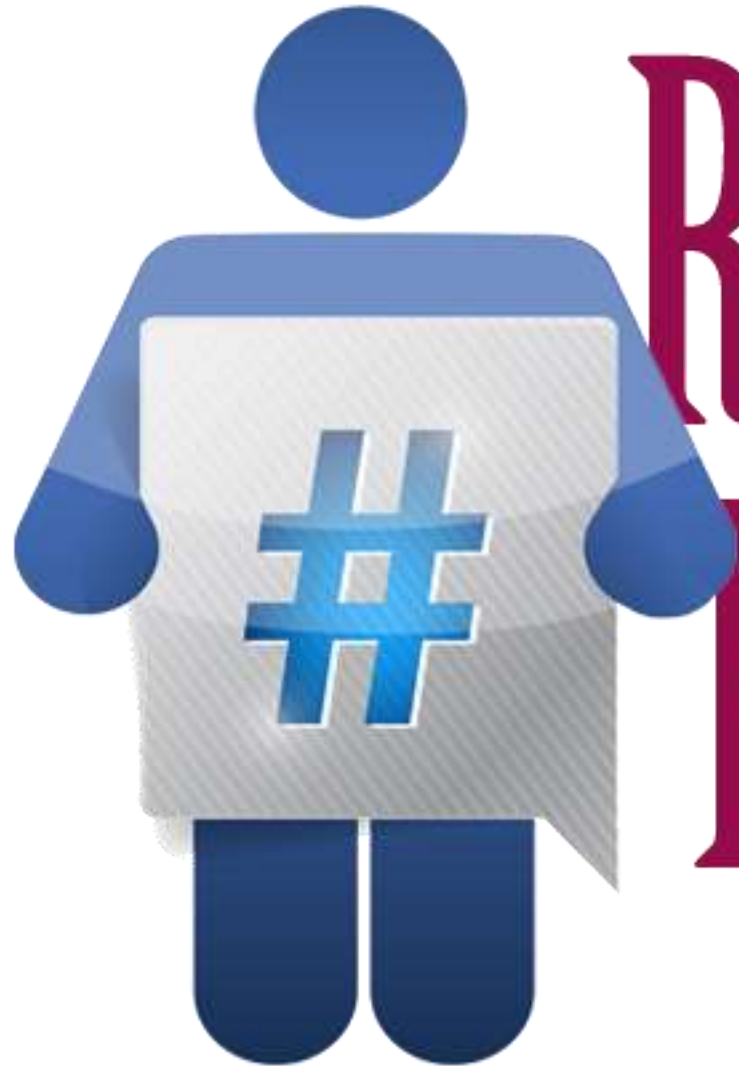


1. Listen relentlessly.
2. Reply immediately.
3. Have a human voice.

Social Media

IS

Content Marketing



Rehashing Hashtags

#Hashtags

Hashtags help identify a common topic or theme.

Hashtags have become a critical way to communicate and link information on Social Networks.



Why are Hashtags Important?

Hashtags make your information searchable by anyone.

Your post appears in the stream of the hashtag you used.

Build an audience & community.



How to Use Hashtags

Identify where your posts or subject fits in. Chances are there is already a hashtag being used for your area of communication.

Find someone who is already active in your field, and then see what hashtags they are using.

If you see one you like, click on it, all posts with that given hashtag will appear.



Social Media Tools





HootSuite offers a comprehensive solution for all aspects of a business' online promotion activities. You can enter blog posts with ease, handle social media interaction across multiple networks, monitor website metrics, and incorporate SEO features via one easy to use platform.



Buffer allows you to share content (yours and content from the Internet) across multiple social networks.

You can set a pre-set schedule to share posts, and when you share these articles into your "buffer app" it puts the post into a queue to be published at your set time.



HubSpot is an all-in-one Inbound marketing platform that helps you outline your marketing goals, and track your progress. It offers access to the necessary SEO and keyword strategies to help you develop an online marketing campaign, but also offers ongoing feedback to justify your advertising efforts.

Search Engines Focus on 2 Factors

On-Page Content

Content on pages of your website
or blog

Off-Page Content

Trust/Authority via
Social Media &
Link Building



Types of Content

Branded Content

Specific to your business

Non-Branded Content

Specific to your industry or field



SMART Goals

Specific Set real numbers with real deadlines.

Measurable Make sure that you can track your goal.

Attainable Work toward a goal that is challenging but possible.

Realistic Be honest with yourself.

Timebound Give yourself a deadline.

SMART Goal Example

I will acquire three new clients for my consulting business within two months by asking for referrals, launching a social media marketing campaign and networking with local businesses.

This will allow me to grow my business and increase my revenue.

Quantify Your Efforts

Number of engaged users.

How often is your post shared?

How many submitted an online form.

How many clicked on link to your site.

Social Authority/Influence

Influence is the ability to drive action.

When you share something on social media or in real life and people respond, that's influence.

SOCIAL MEDIA

AND



Social Authority

- Individuals or Organizations are recognized as experts in a given field or topic.
- Participate in online conversations and contribute valuable information.

SOCIAL MEDIA

AND



Content Curation Tools

Content Curation is about showing thought leadership.

Good content creation tools help you save time and increase productivity.

They streamline the process of:

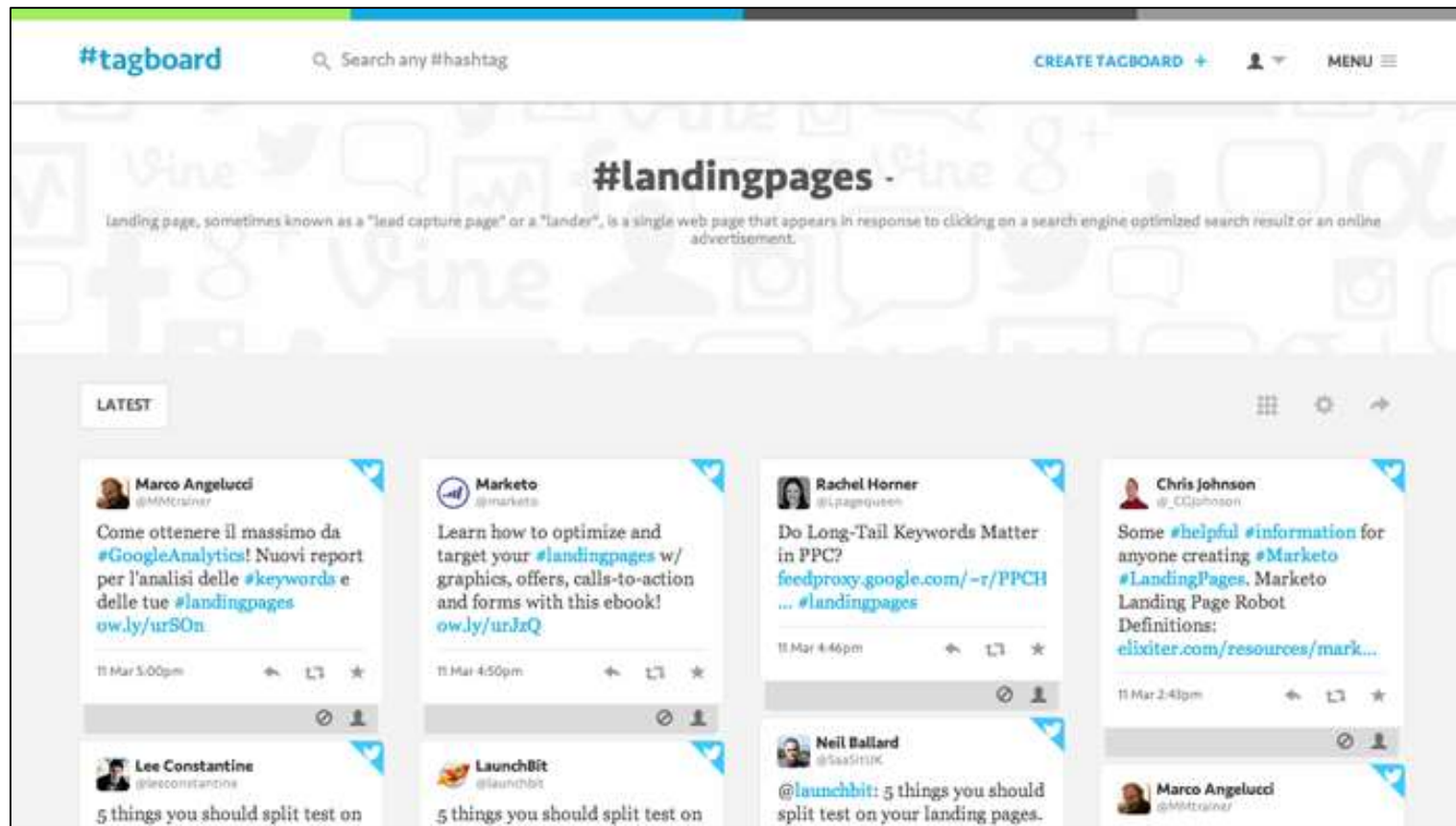
- Develop content ideas on a consistent basis
- Organizing and executing content promotion
- Identifying link prospects
- Tracking your results



#tagboard

#tagboard

Tagboards automatically aggregate social media hashtags from Twitter, Facebook, Instagram and others in a single view.



The screenshot displays the #tagboard interface for the hashtag #landingpages. At the top, the header includes the #tagboard logo, a search bar with the text "Search any #hashtag", and navigation options for "CREATE TAGBOARD +", a user profile icon, and a "MENU" icon. Below the header, the main content area features the hashtag #landingpages and a definition: "landing page, sometimes known as a 'lead capture page' or a 'lander', is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement." The background of this section is decorated with faint social media icons like Vine, Twitter, and Instagram. Below the definition, a "LATEST" tab is active, showing a grid of social media posts. The posts are from various users, including Marco Angelucci (@MMTrainer), Marketo (@markets), Rachel Horner (@Lpagequeen), Chris Johnson (@CCJohnson), Lee Constantine (@leconstantine), LaunchBit (@launchbit), Neil Ballard (@SaaS11UK), and Marco Angelucci (@MMTrainer). Each post includes a profile picture, name, handle, text content, and a timestamp.



Scoop.It! helps you find content from your favorite topics and allows you to share it via your favorite social networks or blogs.

A screenshot of the Scoop.it website interface. The top navigation bar includes the Scoop.it logo, an "Upgrade" button, a search bar with the text "Scoops, topics, users", a "New Scoop" button, and a user profile for "Visionary" with 8140 followers. The main content area is divided into three columns. The left column features a scoop by Russ Merz, Ph.D. titled "Here Are the Best Ways You Can Leverage Positive Online Reviews | Sprout Social", with a photo of two people talking and a snippet of text about online reviews. The middle column features a scoop by Brian Vanish titled "Twitter Teams Up With European Galleries In #MuseumWeek To Push Its Cred With Culture Vultures", with a painting of a group of people in a room. The right column has a "On the Blog" section with a photo of a city street at night and a post titled "4 ways to increase your curation traffic" with a "Tweet" button showing 50 shares. Below that is a "My Curated Topics" section with "search engine optimization" and "100 suggestions". A vertical "feedback" button is on the right edge of the page.

In Conclusion

Start by Defining Your Goals

Improving your customer service so customers can reach out with complaints, questions, and concerns. Identifying new leads and prospects who are similar to your best customers.

Identify Your Audience

Reaching out to new audiences and new demographics who might be receptive to your products or services Increasing brand awareness and exposing your business to new people.

Learning about the needs, wants, and habits of your audience and customers to increase traffic to your site and boost sales.

Plan Your Content

Consider the type of content you like to create and that works best with your brand

**Pair Your Goals, Audience,
and Content with the Right
Platform**



VGL.COM

Presentation available:



www.slideshare.net/hbram