

April.10.2017

NAMP Workshop: Social Media - Intermediate "Part Deux"



The Session's Agenda

- Choosing the Right Social Media Platform
- Building a Social Media Strategy
- What You Said You Wanted to Hear
- Closing & Recap

Choosing the Right Platform

Decisions decisions



Choosing the Right Social Media
Platform for Your Business

3 Important Questions:

1. Does it make sense for the type of content I/we put out?
2. Do our potential customers spend time there?
3. Does it make sense for me/us?

Facebook



- Largest social network in the world
- 1.65B monthly users
- Average time spent is 20 minutes
- Thursdays & Fridays between 1-3pm are the busiest times

Tips to Make Facebook Content More Shareable

- **Entertainment**
 - Elicit a reaction
- **Practical Value**
 - “How-to” content that addresses FAQ’s
- **Beliefs & Causes**
 - Give them something to believe in
- **Interest**
 - Topics that are currently trending amongst your audience
- **Incentive**
 - Offer them something
- **Aesthetics**
 - Make it beautiful



Facebook Analytics

- **Number of Fans**
 - Page Likes
- **Post reach**
 - # of unique people who saw your post
- **Post Engagement**
 - How many fans liked, commented, or shared your post
- **Paid vs. Organic**
 - # of likes and reach through other ways than an ad
- **Time of say and day of week**
 - When people are seeing your Facebook Content



Instagram



- Facebook-owned photo and video sharing network
- 400MM monthly users
- 34% Market Share
- Offer advertisers 30-second ads, image ads, and other formats

Tips to Make Instagram Content Great

- Show off pictures of staff and artists
- Re-post or create collages using photos from others and tag and thank them
- Host a contest or sweepstakes
- Show off sneak peeks.
- Use hashtags the way you would on Twitter
- Ask yourself: Is this image beneficial to the customer?



Instagram Analytics

- **Comments Received**
 - How engaging is the content?
- **Most Engaging Hashtags**
 - Which hashtags should you be using?
- **Engagement per followers**
 - Is your engagement relative to your followers?
- **Followers Gained**
 - How much reach do your posts have?
- **Referral Traffic**
 - How much traffic is your website getting from IG?



Snapchat



- Social mobile platform for photos and videos
- 60% of users are 13-24
- 4B video views a day
- Geofilters allow you to add a geographical location to your “snaps”

Case Study: **BLANTON MUSEUM OF ART** SnapChat THE UNIVERSITY OF TEXAS AT AUSTIN

- In 2014, Blanton decided to roll Snapchat into their marketing strategy to “reach students where they already are.”
- They wanted to combat the notion that art museums are “stuffy”, while speaking the students’ language
- Blanton’s snaps were funny and included pop-culture references
- Within eighteen days they had 500+ followers

Snapchat Analytics

- **Unique Views**
 - Those who opened and viewed the first photo or video or at least one second
- **Story Completions**
 - How many people viewed the final snap in a branded Snapchat Story
- **Completion Rate**
 - % of those who watched a Snapchat story from start to finish compared to those who stopped watching at a certain point
- **Fallout Rate**
 - The rate at which people are viewing certain pages and not others
- **Screenshots**
 - Which and how many users took a screenshot of a particular



Pinterest



- Social network that allows users to share interests via photos and videos
- 100MM monthly users
- Fastest growth
- Can target users based on their interests, location, age, etc.

Tips to Make Pinterest Content Great

- Theatre organizations have used it to display “Pinspiration” boards of their designers’ inspirations
- Visual art museums like Getty Museum have a cross-posting campaign with Instagram called “Insta-Getty” where they post users’ photos onto a board on their Pinterest page (crediting the photographer)



Pinterest Analytics

- **Profile**

- Which pins people like most
- Pin impressions
- “Re-pins”
- How many people clicked on your pin

- **Audience**

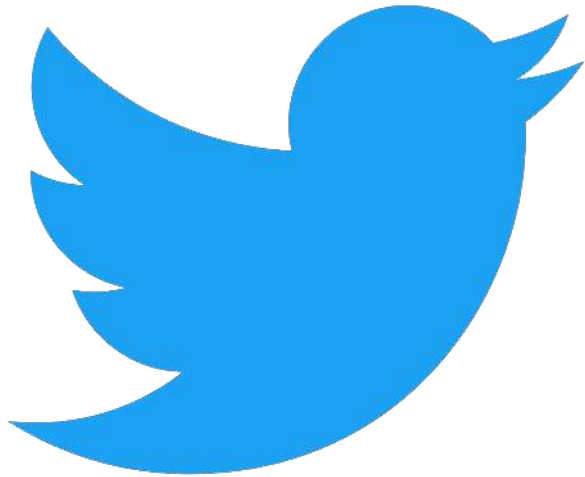
- Demographics: gender and location
- Categories of pins your followers are interested in
- What other businesses your followers follow

- **Website**

- See how the “pin it” button on your website is performing



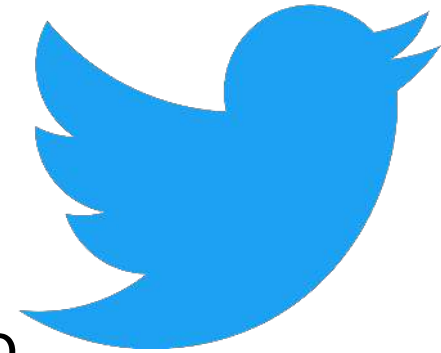
Twitter



- Launched in 2006
- You could only send tweets via SMS, hence the 140 character limit
- Great for distributing information to followers
- 500MM tweets a day
- 300MM monthly users

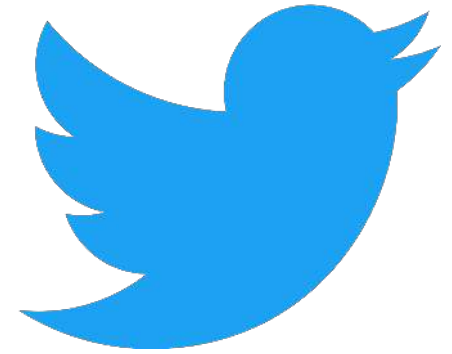
Tips to Make Twitter Content Great

- Be succinct and get to the point
- Express yourself
- Embed links: make getting to content easy
- Listen: Engage and converse
- Talk back: Answer questions
- Host a “Twitter Chat” and invite followers to join a conversation.
- Host a “Tweet-Up”: an in-person meeting of twitter followers at your venue or event.



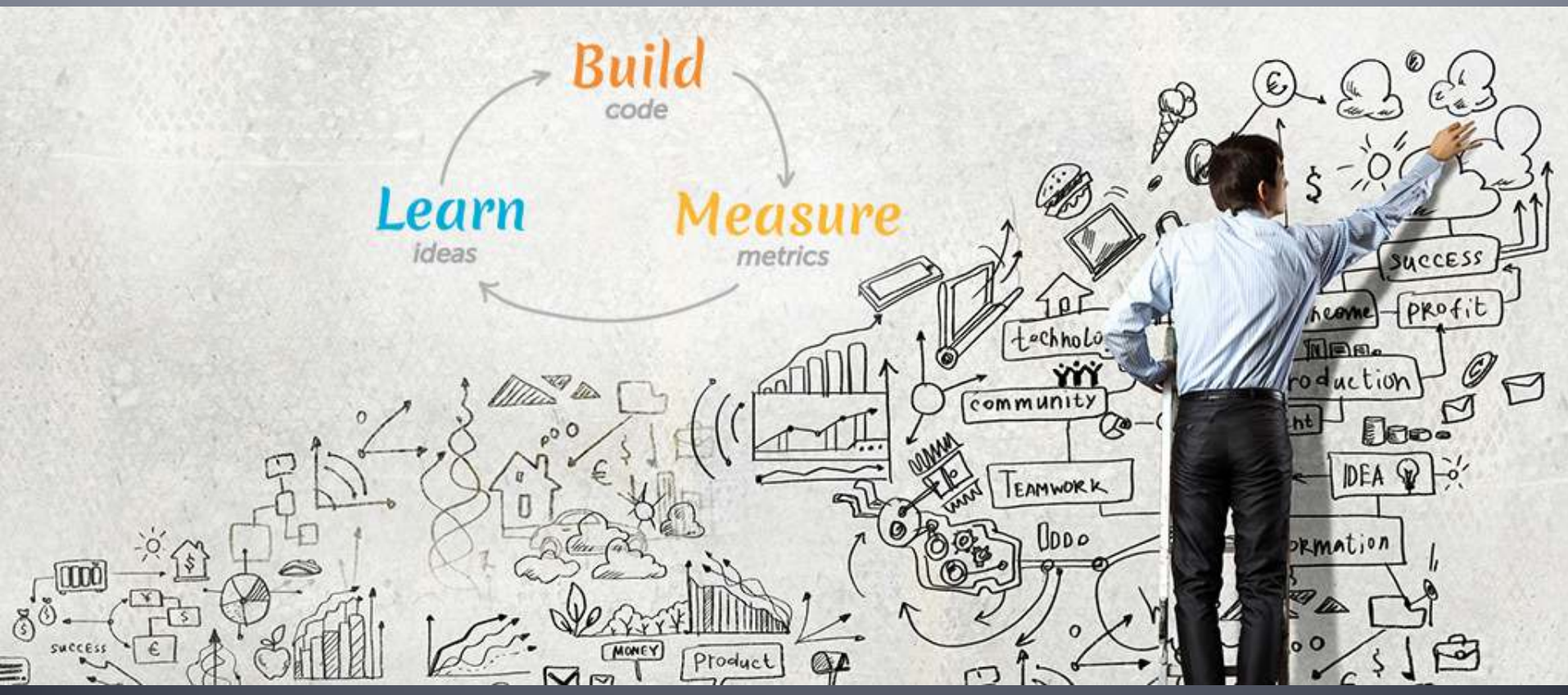
Twitter Analytics

- **Number of Followers**
 - Total users who follow your feed
- **Tweet Impressions**
 - Number of people who saw your tweet
- **Engagement Rate**
 - Number of engagement you received out of those who saw your tweet
- **Mentions**
 - A tweet that contains your “@” handle anywhere in the body of the tweet
- **Demographics**
 - Age and household income



Building a Social Media Strategy

Basic Steps, Marketing Funnel, Social Media Funnel



Because Prayer Doesn't Always Work

“Lord, Please
Let People
Come to Our
Shows.”



41% OF TICKET
BUYERS



PURCHASE THEIR TICKETS ONLINE

THE AVERAGE U.S. CONSUMER SPENDS

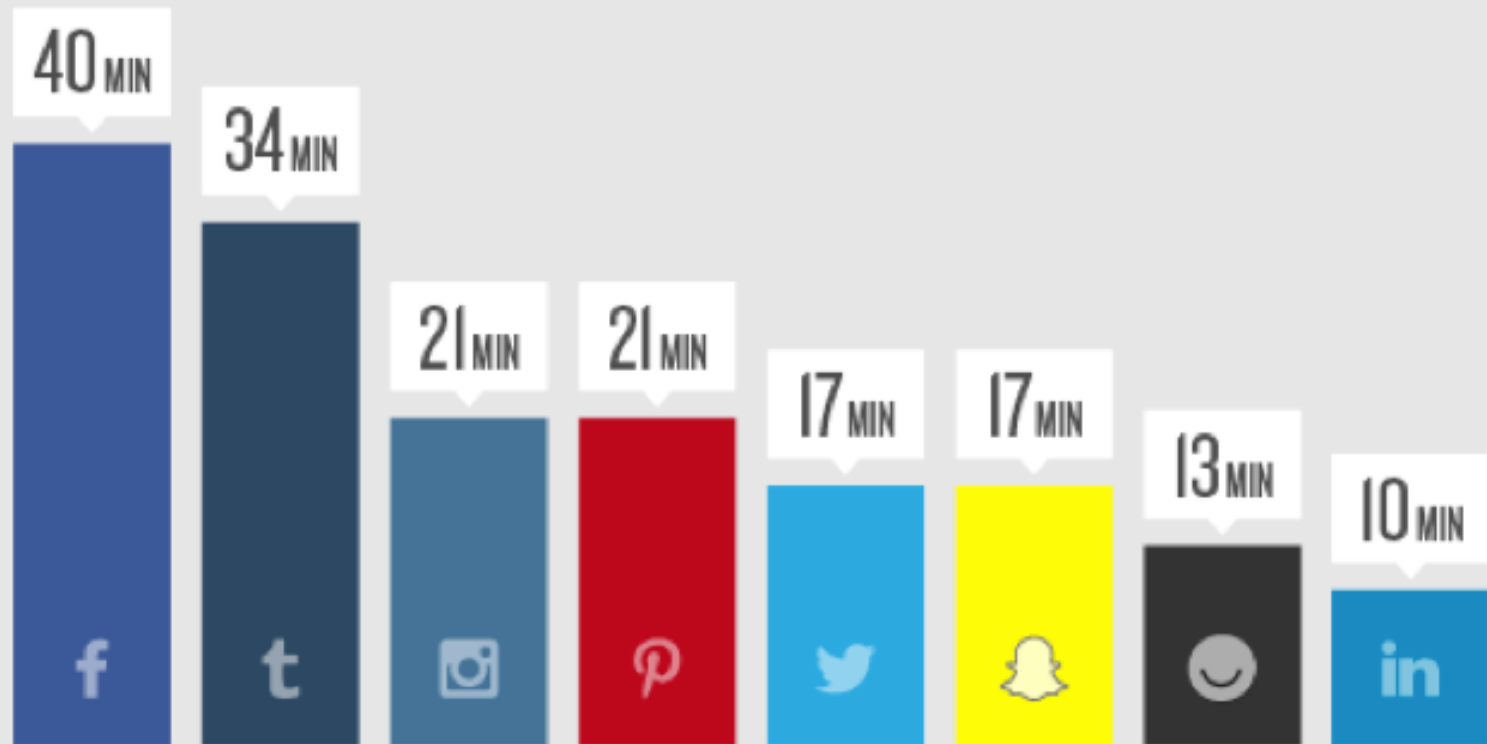


60 HRS
A WEEK



CONSUMING CONTENT
ON DIGITAL DEVICES

Average Time Spent On Social Networks
Per Day By Americans



How Do You Start to Put it Together?



Where To Start

1. Start with your **Marketing Strategy & Goals**
2. Conduct a **Social Media Audit** and decide which platform makes the most sense for you
3. Develop **social media goals** that support your Marketing goals

Social Media Strategy: Basic Steps

- Step 1: Start Small
- Step 2: Listen
- Step 3: Develop Relationships
- Step 4: Leverage Influencers
- Step 5: Align Goals to Metrics
- Step 6: Be flexible

Social Media Strategy: Tools for Listening

- Step 1: Start Small
- **Step 2: Listen**
- Step 3: Develop Relationships
- Step 4: Leverage Influencers
- Step 5: Align Goals to Metrics
- Step 6: Be flexible



socialmention*

Real-time social media search and analysis:



Social Media Strategy: Tools for Identifying Influencers

- Step 1: Start Small
- Step 2: Listen
- Step 3: Develop Relationships
- **Step 4: Leverage Influencers**
- Step 5: Align Goals to Metrics
- Step 6: Be flexible

The logo for Buzzsumo, featuring the word "Buzzsumo" in white text on a blue rectangular background, with a white Wi-Fi symbol to the right.The logo for sproutsocial, with "sprout" in green and "social" in grey.The logo for KLOUT, featuring a stylized orange and white "K" icon followed by the word "KLOUT" in bold black letters.The logo for Kred, featuring a shield-shaped icon with "Kr" in white on a green and blue background, followed by ".Kred" in bold black letters.

Exercise: Identify Your Influencers

If You Have Your Laptop

<http://bit.ly/BuffaloIdentifyingInfluencers>

If You Don't

Look at the handout

Once You identify Them: Leverage Them 😊

- Extend your brand reach by creating or supporting content on *their* channels
- Get influencers to be a part of content you share or to cross post on your channels
- Allow them to do a “social media takeover” of your channel (trust is key here).


Social Media Strategy: Aligning Goals to Metrics

- Step 1: Start Small
- Step 2: Listen
- Step 3: Develop Relationships
- Step 4: Leverage Influencers
- **Step 5: Align Goals to Metrics**
- Step 6: Be flexible

A way to begin: The Marketing Funnel

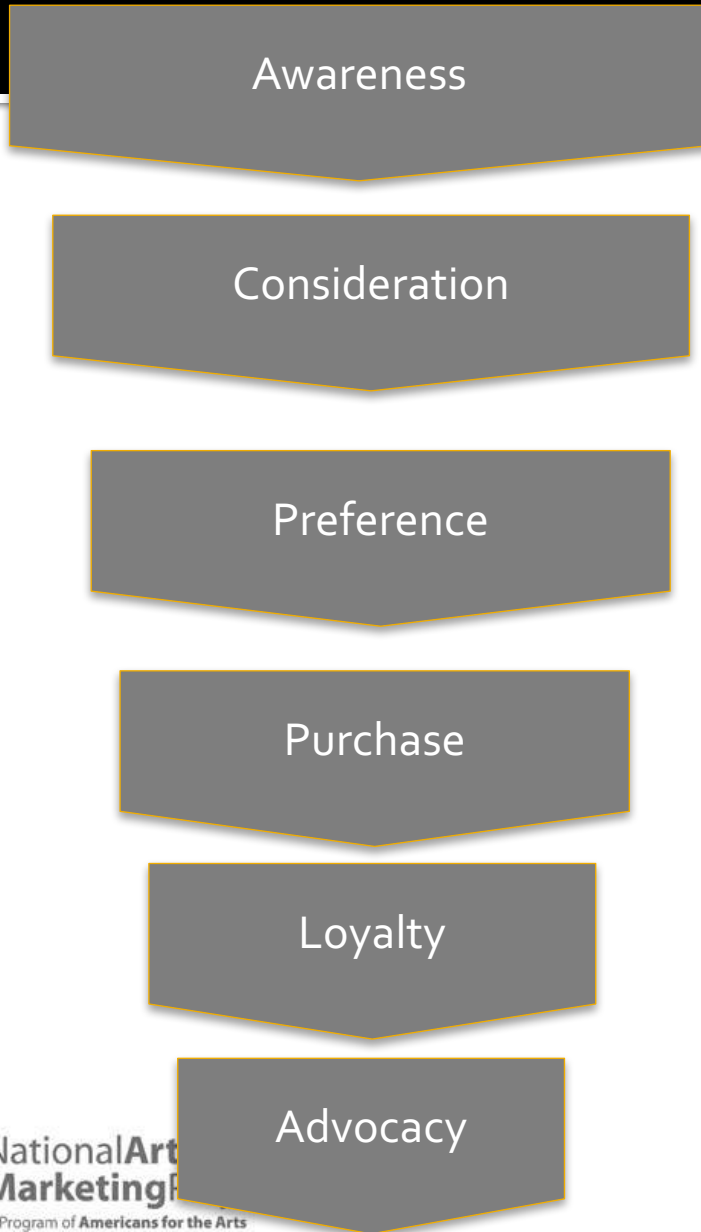
- Understand the steps consumers go through to hear about, purchase, and tell others about your product.



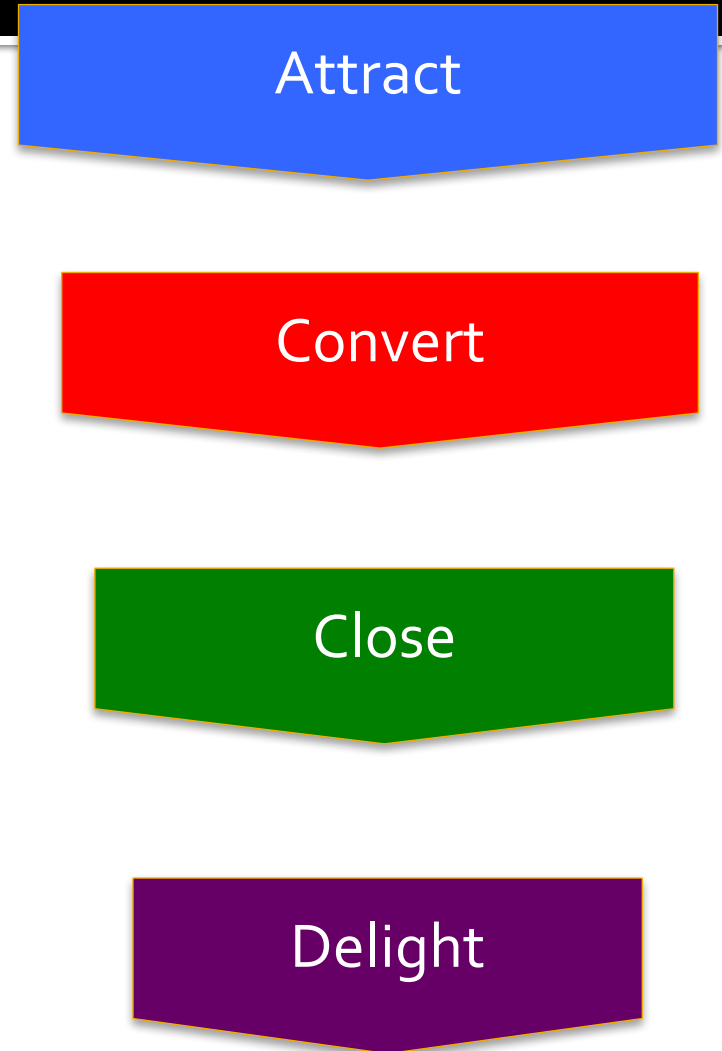
A close-up portrait of a man with dark, curly hair and a beard. He has a wide-eyed, open-mouthed expression of surprise or shock, with his eyebrows raised and furrowed. He is wearing a dark suit jacket over a light blue collared shirt. The background is a plain, light gray.

“Ok. So how do I
translate this for
Social Media?”

The Marketing Funnel



The Social Media Funnel



The Social Media Funnel

Attract

The diagram illustrates the Social Media Funnel as a vertical sequence of four downward-pointing arrow shapes. Each arrow is a different color and contains a stage name. The top arrow is blue and labeled 'Attract'. The second arrow is red and labeled 'Convert'. The third arrow is green and labeled 'Close'. The bottom arrow is purple and labeled 'Delight'. The arrows are centered and stacked vertically, with the top arrow being the widest and the bottom arrow being the narrowest, creating a funnel shape.

Convert

Close

Delight

The Social Media Funnel: Aligning to Marketing Goals

Attract

Raise **Awareness**

Convert

Get **Consideration**
and **Preference**

Close

Increase **Purchase**

Delight

Create **Loyalty** and
brand **Advocacy**

The Social Media Funnel: Goals to Metrics

Attract
Build new fans

Reach, Clicks, Fans,
Engagement, etc.

Convert
Turn fans to leads

Email/Newsletter
sign-ups, downloads

Close
Turn leads to customers

Conversions, Ticket
Sales, etc.

Delight
Make 'em Happy

Shares, Mentions,
Retweets, etc

Attract

Example: Tools & Platforms



- Twitter growth tool that lets you get relevant followers from your current list of followers, and from certain keywords
- Facebook allows you to build your audience by re-targeting ads to those who have similar profiles to your core audience.



Close

Example: Put Your Price Upfront



Zipcar @Zipcar · Jan 5

Choose your car. Choose your adventure. Wheels when you want them. Gas, insurance & new scenery included.



Join Zipcar for \$7/month.

zipcar.com

The Social Media Funnel: Goals to Tools

Attract

Raise **Awareness**



Convert

Get **Consideration** and
Preference



Close

Increase **Purchase**



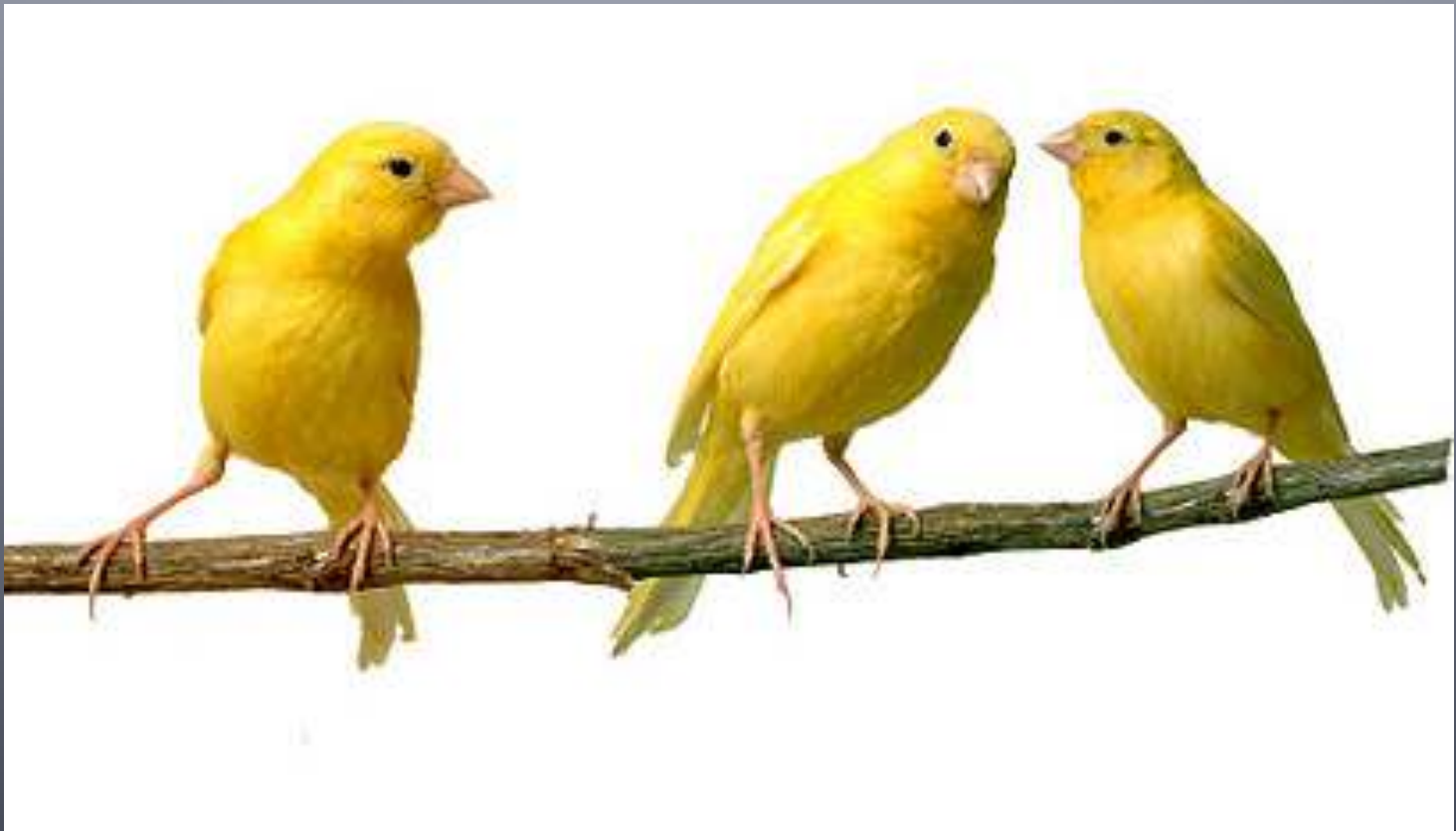
Delight

Create **Loyalty** and
brand **Advocacy**

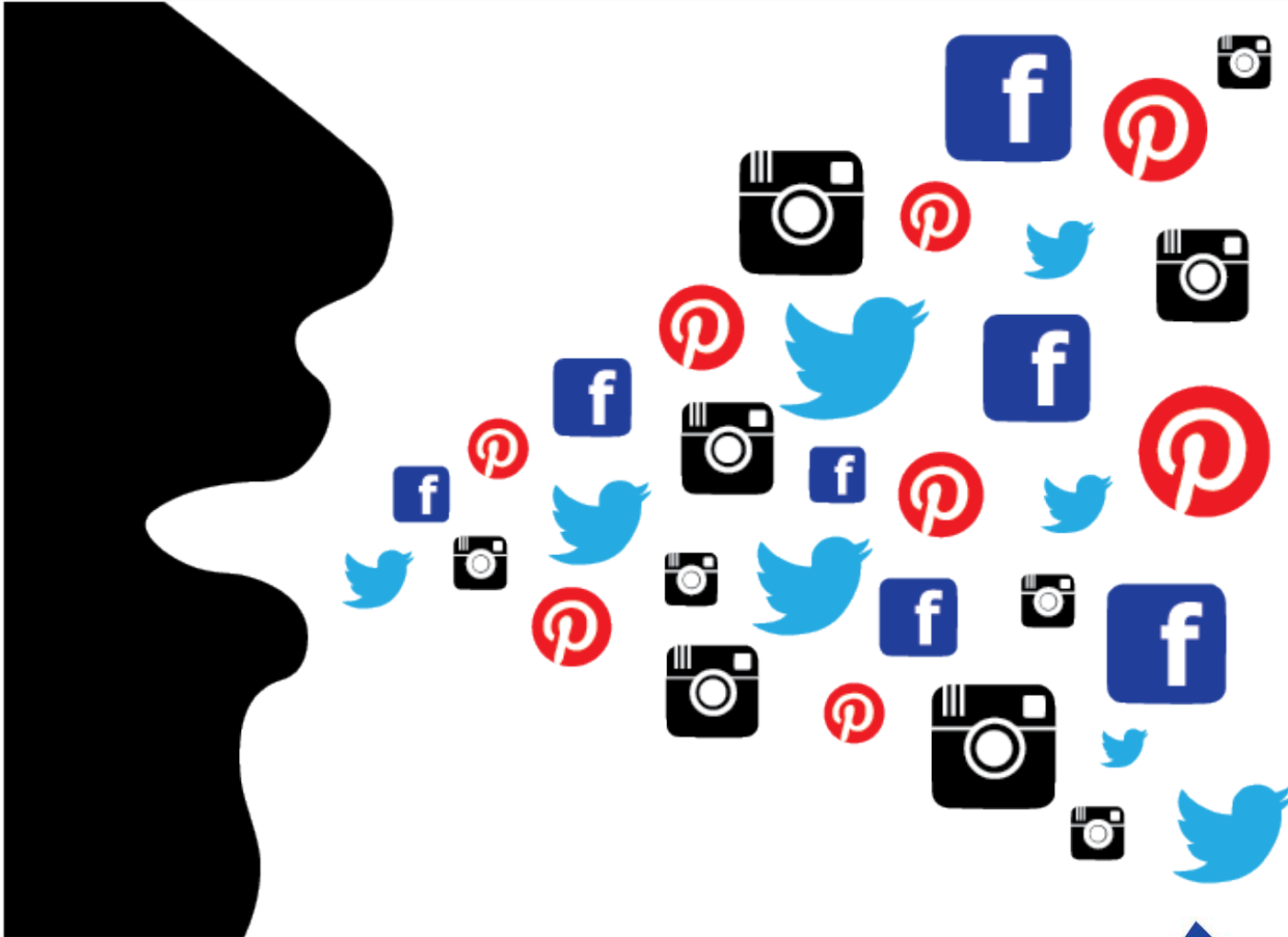


What You Said You Wanted To Hear

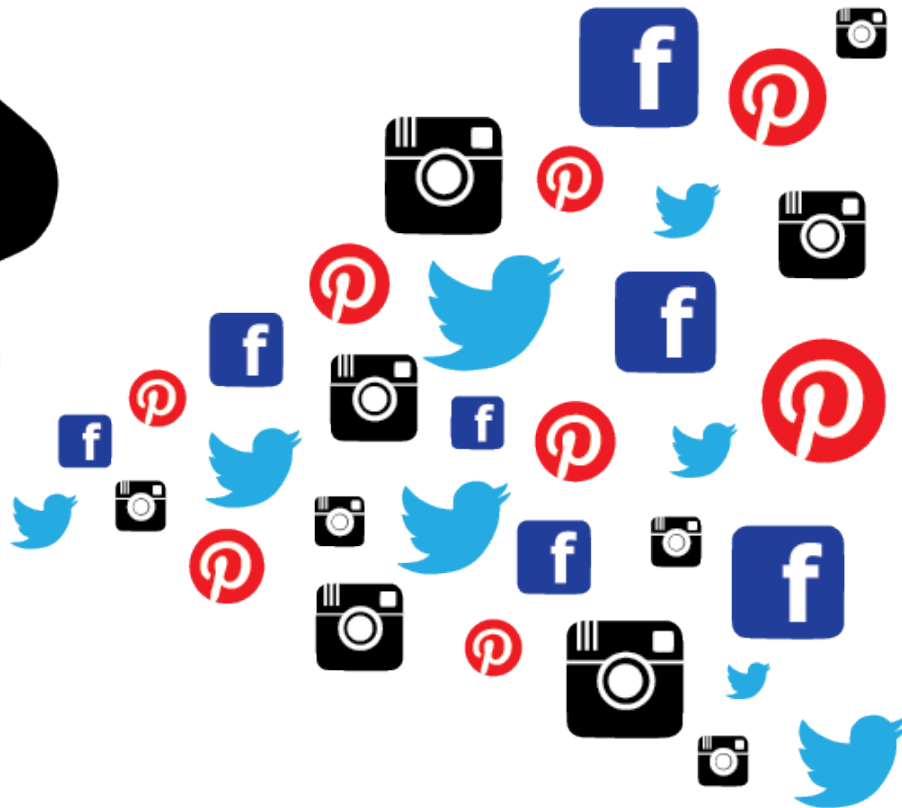
Survey Results



Finding your Social Media Voice



Finding your Social Media Voice



Voice

Tone

Finding your Social Media Voice

Voice

Your brand personality. Described as an adjective

Tone

A subset of your voice that is determined by audience, channel, and situation

The Three “C”s of Brand Voice

- Three “C’s”
 - **Culture**
 - What does your company stand for?
 - **Community**
 - How do they speak? What’s their language?
 - **Conversation**
 - What do you want to add to the conversation?

Brand Voice Example: Wendy's

- Wendy's uses Twitter to establish some humor and edginess to its brand
- A user asked Wendy's where the nearest McDonald's was:



Mika @_inkedSnowFlake

18h

@Wendys can you find me the nearest Mcdonalds?

Brand Voice Example: Wendy's

- Wendy's responded 😊



One More...



Hexic @iTsHeX1c

17h

@Wendys My friend wants to go McDonalds, what should I tell him?



Wendy's 
@Wendys



Follow

@iTsHeX1c Find new friends.

8:46 PM - 3 Jan 2017



31



128



Closing & Recap

Things to keep in mind



Recap

- Choosing the right platform is about understanding what each can do for you
- Knowing the type of content that works for certain platforms is critical for engagement
- There are many tools to help you manage the major platforms. Use them 😊
- Aligning goals to metrics is important
- Discovering your social media brand voice can give some personality to your brand

Thank You!

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