



SOCIAL MEDIA FOR BUSINESS

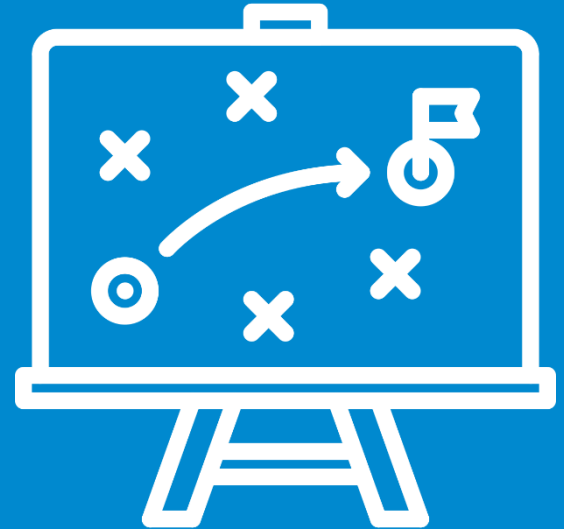
**SOCIAL MEDIA IS NO
LONGER A CHOICE...**

IT'S HOW WE
COMMUNICATE, THE
CHOICE IS HOW WELL
WE DO IT!



**FAILING TO PLAN IS
PLANNING TO FAIL...**

CREATE YOUR SOCIAL
MEDIA STRATEGY!



STEP ONE

WHAT'S YOUR WHY

What are your objectives?

Reach new customers

Receive more bookings/business

Communicate to our customers more efficiently

How will you measure?

Growth in online audience

Engaged audience

Website visits

Bookings/enquiries

Are they SMART?

Specific

Measurable

Achievable

Realistic

Time - bound

STEP TWO

WHO ARE YOU TALKING TO?

Who is your
audience?

Which
platforms?

What makes
them tick?



Clark Andrews

Friendly

Clever

Go-Getter

Age: 32

Work: Software Developer

Family: Single

Location: San Jose, CA

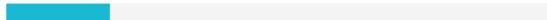
Character: The Computer Nerd



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

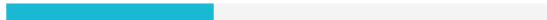
Fear



Power



Social



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

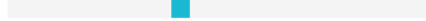
- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Clark is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Clark wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

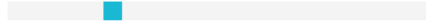
Personality

Introvert



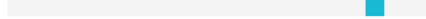
Extrovert

Analytical



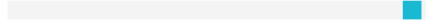
Creative

Loyal



Fickle

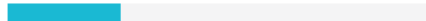
Passive



Active

Preferred Channels

Social Media



Mobile



Email



Traditional Ads



Brands



STEP THREE

BECOME A KING (OR QUEEN) OF CONTENT

**Create a
content plan**

**What type of
content**

**How often will
you post?**



Test, Evaluate and Adjust

**FIND THE PLATFORM
FOR YOU...**

IT COULD BE GAME
CHANGING FOR YOUR
BUSINESS!





TOP TIPS FOR FACEBOOK

FACEBOOK



2.32 billion
monthly active
users!



300 new
users every
minute



44% of consumers say
Facebook influences
their shopping

What's to love in Facebook

- Business Profile
- Statistics and Insights
- Events
- Groups
- Advertising
- Messenger
- Schedule Post

FACEBOOK TOP TIPS

Choose the right type of page for your business

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



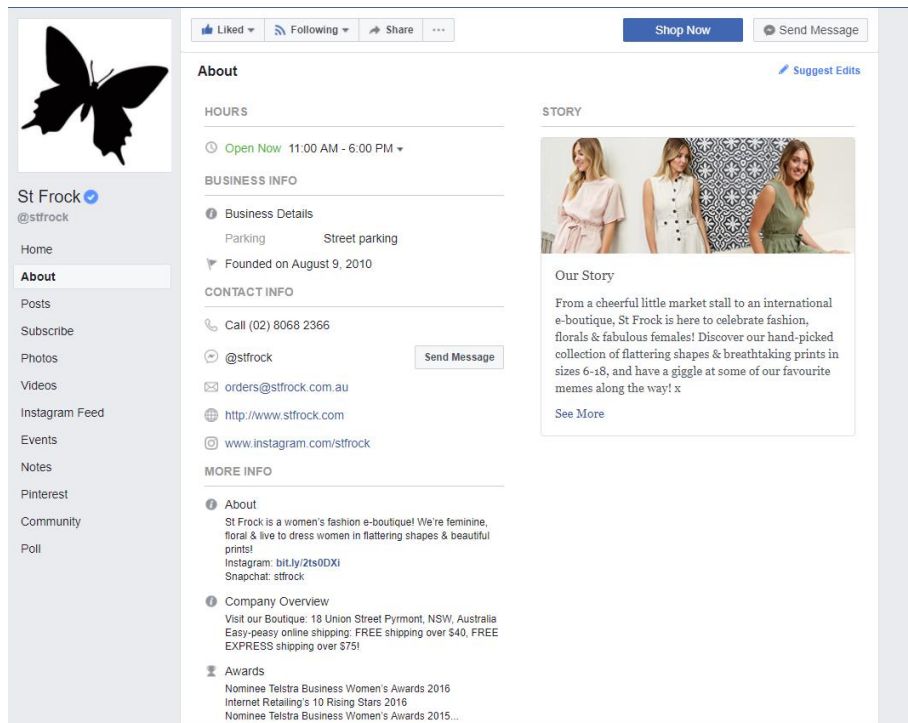
Entertainment



Cause or Community

FACEBOOK TOP TIPS

Make sure you have all your details filled out in About section



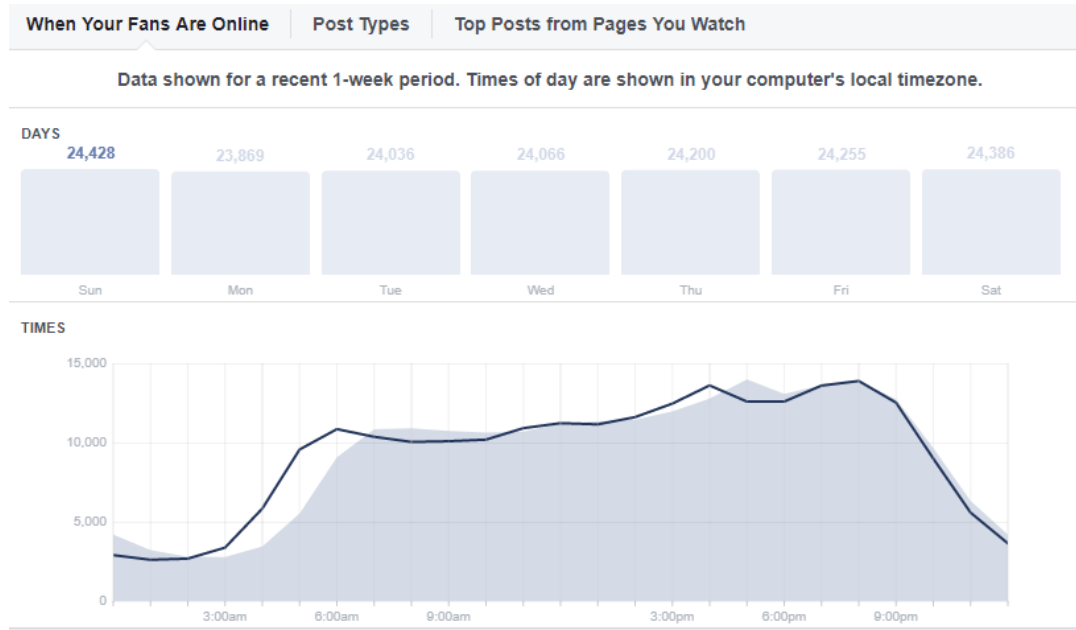
The screenshot displays the Facebook profile of 'St Frock', a women's fashion e-boutique. The profile picture is a black butterfly. The left sidebar shows navigation options: Home, About (selected), Posts, Subscribe, Photos, Videos, Instagram Feed, Events, Notes, Pinterest, Community, and Poll.

The main content area is divided into sections:

- Header:** Includes 'Liked', 'Following', 'Share', and 'Shop Now' buttons, along with a 'Send Message' button.
- About:** The primary section, featuring a 'Suggest Edits' link.
- HOURS:** Displays 'Open Now 11:00 AM - 6:00 PM'.
- BUSINESS INFO:** Includes 'Business Details' with 'Parking' and 'Street parking' options, and 'Founded on August 9, 2010'.
- CONTACT INFO:** Lists 'Call (02) 8068 2366', '@stfrock' (with a 'Send Message' button), 'orders@stfrock.com.au', 'http://www.stfrock.com', and 'www.instagram.com/stfrock'.
- MORE INFO:** Contains an 'About' section describing the boutique as a women's fashion e-boutique, an 'Instagram' link (bit.ly/2ts0DXi), a 'Snapchat' link (stfrock), a 'Company Overview' section mentioning the boutique's location and shipping policies, and an 'Awards' section listing nominations from the Telstra Business Women's Awards and Internet Retailing's 10 Rising Stars.
- STORY:** Features a photo of three women and a text box titled 'Our Story' that describes the boutique's journey from a market stall to an international e-boutique, highlighting its focus on celebrating fashion, florals, and fabulous females. It also includes a 'See More' link.

FACEBOOK TOP TIPS

Post regularly and don't be afraid to schedule at different times, use the insights to get an idea of when is best to post



FACEBOOK TOP TIPS

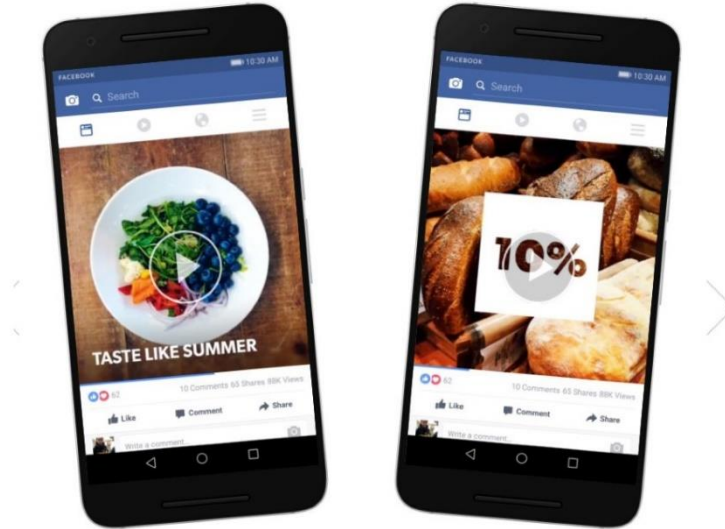
Video is king... but remember 85% of Facebook users will watch your video without sound.

Why not try Facebook Live?









FACEBOOK TOP TIPS

Think smartphone – format of images, readability



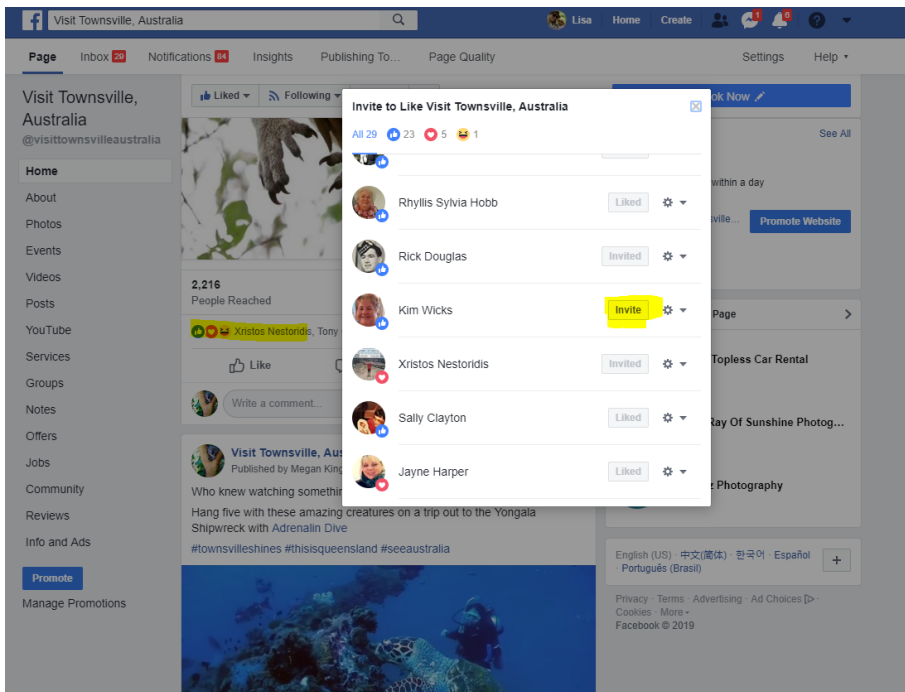
FACEBOOK TOP TIPS

Don't assume everyone will see your post. Budget to boost and advertise!

02/03/2018 9:00 am	 Did you know that there are over 30kms of shared walking			3.	<div> <div>Organic</div> <div>133,960</div> </div> <div> <div>Paid</div> <div>28,680</div> </div>		Boost Post
02/02/2018 4:30 pm	 Boasting more than 300 days of sunshine each year, we've got			162.6K	<div> <div></div> <div>11.1K</div> </div> <div> <div></div> <div>4K</div> </div>		View Promotion

FACEBOOK TOP TIPS

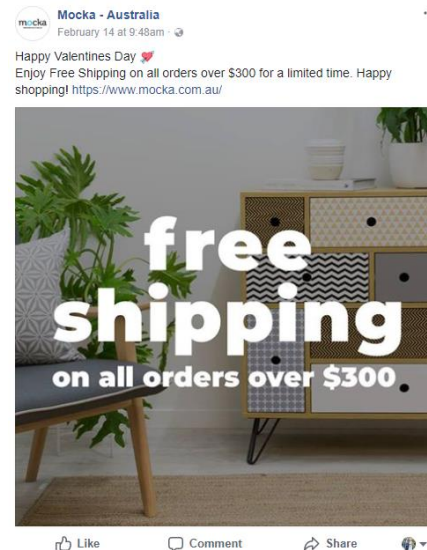
Ask for follows 😊



FACEBOOK TOP TIPS

Remember it's social media – share content that is fun, sharable, interesting and relevant to your brand/business. Don't always SELL!

And don't set and forget remember to engage.



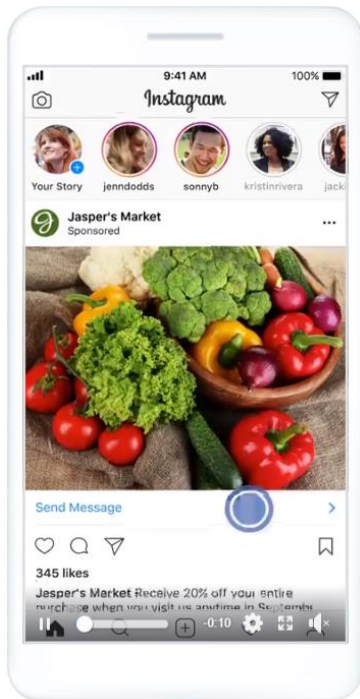
FACEBOOK CONTENT BEST PRACTICE

- Create content that resonates best with YOUR Facebook audience
- Be consistent
- Share stories and conversation pieces. Not sales pitches
- Be human. Be friendly and conversational
- Respond promptly
- Share unique and diverse content and target to the exact customer you are looking for
- Share user-generated content

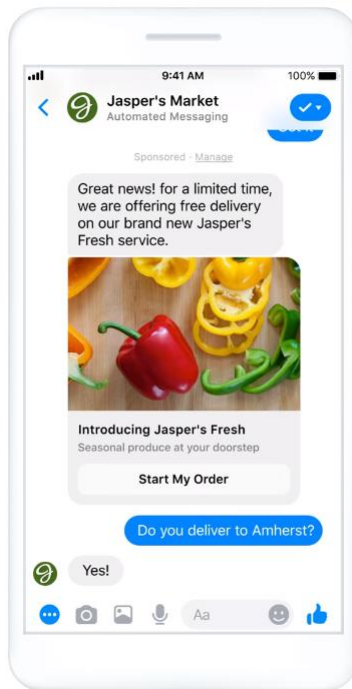


FACEBOOK FEATURES

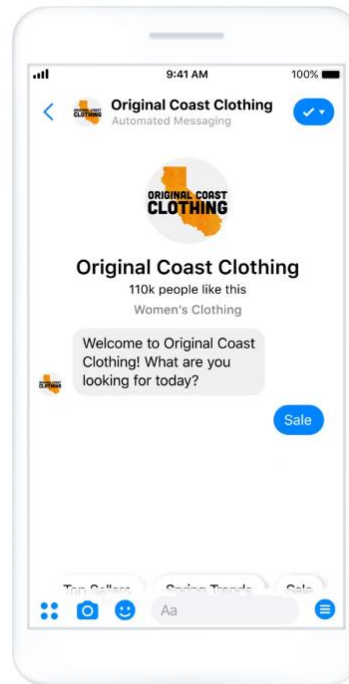
MESSENGER



Start conversations with
click-to-messenger ads



Retarget your customers
with sponsored messages



Acquire new customers

53%
say they are more
likely to shop with
a business they can
contact via a chat
app

ADVERTISING

- Opportunities to target your EXACT audience/customer
 - Cost effective
- Metrics and data to discover what is working
 - Pick your own budget
 - Multi-platform advertising
- Engaging way to promote your product

FINALLY – it's where your audience is!



FACEBOOK PAGE / EVENT

Brand
Page



4 Dates · Sep 28 - Oct 1

Caloundra Music Festival 2018

Kings Beach

Presented by Sunshine Coast Council, the 12th annual Caloundra Music Festival will be held over the weekend of 28 September – 1 October 2018.... More

SEP 28 Fri 12 PM

SEP 29 Sat 12 PM

+2

Nicole, Kim and 5 friends interested

Get Tickets

★ Interested



Caloundra Music Festival

@caloundramusicfestival

Home

About

Photos

Videos



Like Follow Share ...

Book Now

Send Message



Typically replies within a day
Send Message

www.caloundramusicfestival.com

Concert Tour · Music

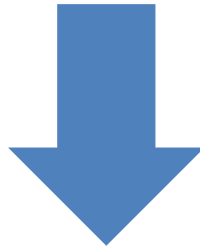
Suggest Edits

Event
Listing



FACEBOOK INSIGHTS

- Find out how your audience is growing over time (likes and following)
 - Find out who your followers are (demographics)
- Dive into detail on engagement from individual posts
 - Actions on page – link clicks, messages etc
 - Average reach and engagement statistics



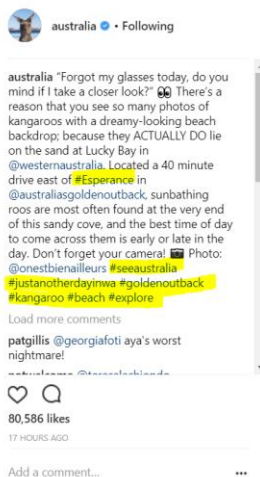
Test, Evaluate and Adjust



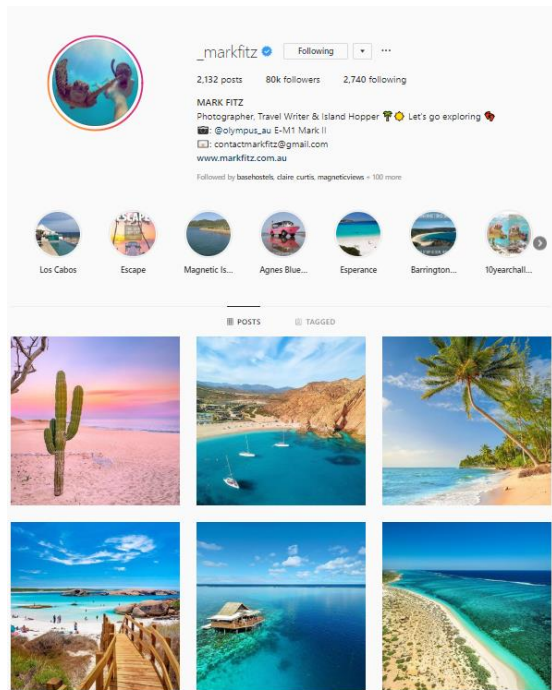
TOP TIPS FOR INSTAGRAM

INSTAGRAM TOP TIPS

It's all about the image but... the #hashtag is also key



Theme your Instagram and stay on brand



INSTAGRAM TOP TIPS

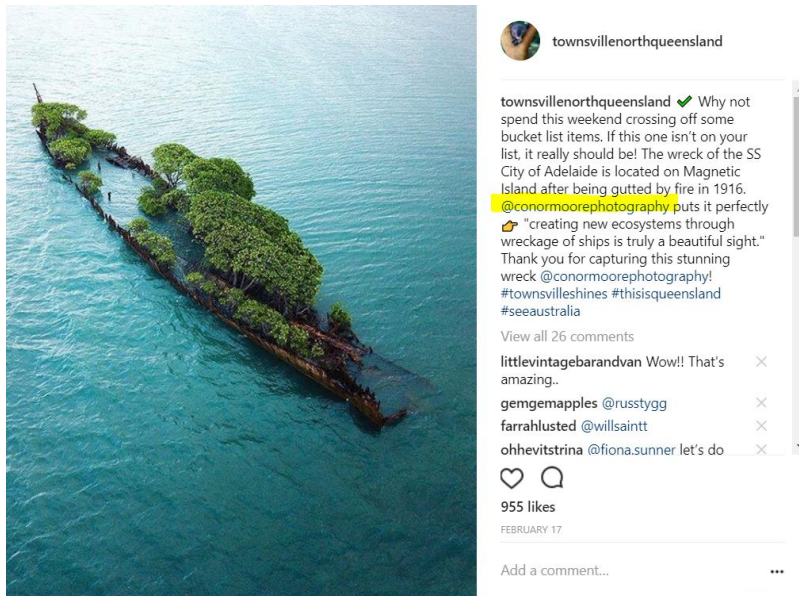
Let others do the selling for you! Digital influencers can take your brand/business to the next level. Note: you might have to pay.

Microinfluencers can be a great option for local audiences and are less expensive (sometimes free)



INSTAGRAM TOP TIPS

Share user generated content – but don't forget to credit!
User generated content can get 8% more engagement.

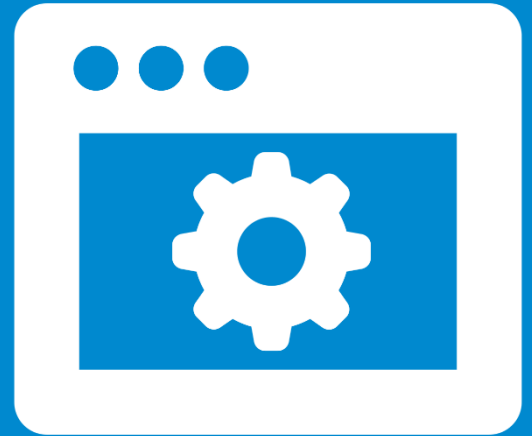


INSTAGRAM CONTENT BEST PRACTICE

- Post your VERY best content – images and video
- Engage with others. Like, comment and follow other accounts.
- Be consistent
- Don't forget about your bio
- Use hashtags wisely
- Mentions (@) and phototags can boost engagement by more than 37%
- Tag your geo-location (particularly for tourism businesses)
- Maximise the mobile screen

**DON'T DO ALL THE
HEAVY LIFTING...**

THERE ARE PLENTY OF
TOOLS TO HELP!



TOOLS FOR SOCIAL EFFICIENCY

agora pulse

bitly



feedly

Later



HypeAuditor



Hootsuite®



Loomly



MailChimp



TIPS FOR MANAGING TIME & SOCIAL

- Schedule for the week ahead
- Batch your time – social listening, engagement and posting
- Use tools to save time and better organise your social
- Share the load – roster teams
- Have regular posts and evergreen content
- Stay on top of things – use Facebook Blueprint

CONTENT IS KING...

IT TAKES A BIT OF
CREATIVITY AND GOOD
INSIGHT INTO YOUR
AUDIENCE!



CONTENT INSPIRATION

Look to similar or competitor businesses for inspiration

DIY or Top Tips

User generated content, monitor your hashtags

Use customer reviews or feedback as content

Days of the Year (eg: craft month, international womens day)

Memes

Weekly Round-Ups (Best photos from the week)

Themes (cutest wildlife, local romantic hot spots)

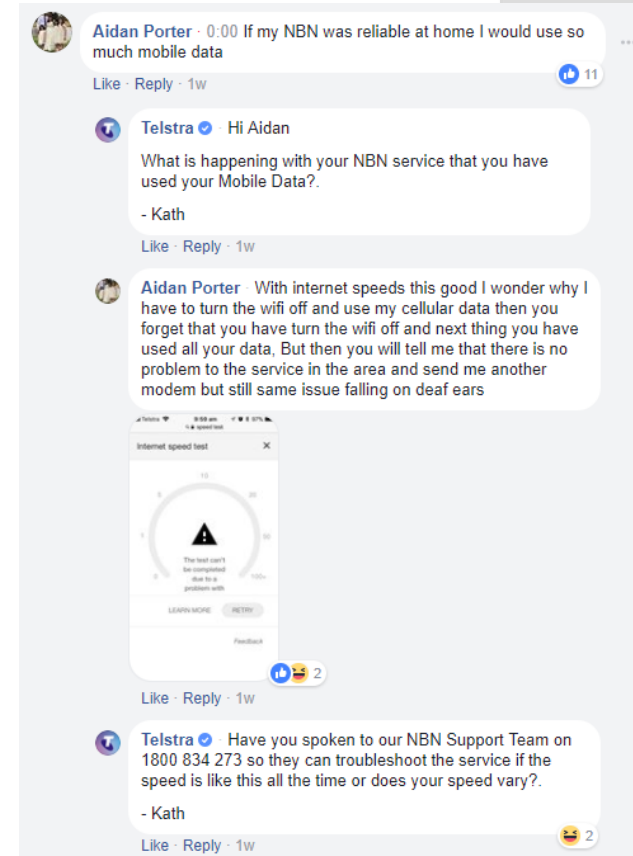
Top lists, Must dos

AWAY FROM THE SCREEN...



DEALING WITH NEGATIVE POSTS

1. DON'T DELETE
2. Respond promptly
3. Be polite and professional
4. Take the issue off-line and respond privately (but make sure you post a public message saying you've acknowledged the concern)
5. Know when to comment and when to walk away
6. Keep your cool
7. Deal with the complaint and show you've made improvements and listened
8. Be personable



QUESTIONS...

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