

Social Media Management and Your Brand



Why Social Media?

Anyone can do it

It's free

It's easy

It won't take long



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Why Not Use Social Media?



No one pays attention



Nothing to say



It's a waste of time



I don't have time

Why Not Use Social Media?



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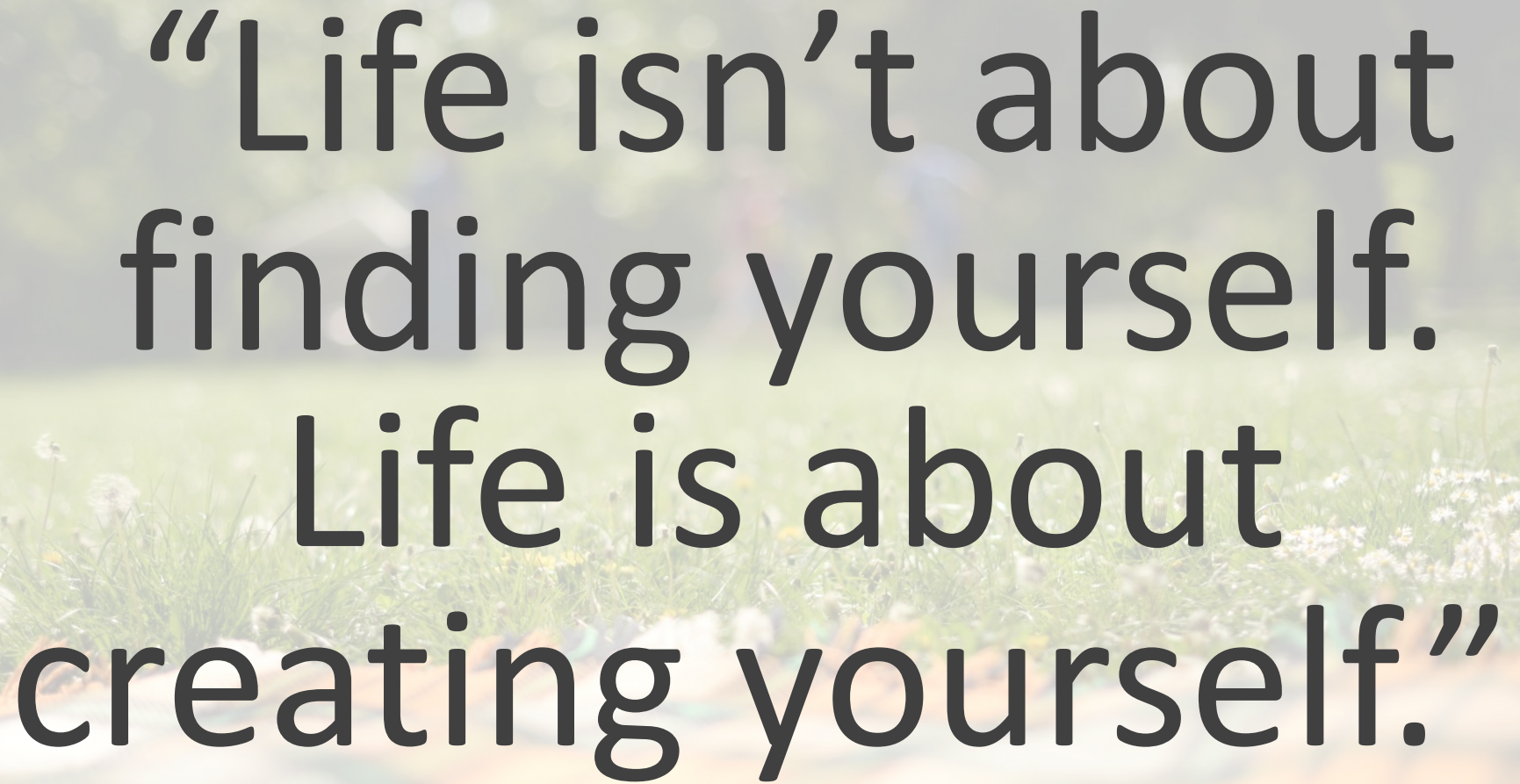
Nothing to say



It's a waste of time



I don't have time



“Life isn’t about
finding yourself.
Life is about
creating yourself.”

George Bernhard Shaw, Author

Who

Why

Character

Charisma

Competence

What

Google
Yourself &
Business

Ask
others,
customers

Where do
you want
to be?

Where do
you stand
right now?

Take a
Good
Look

How do I want to position myself?

My company? My business?

What makes me/us different and unique?

How do I/we solve problems better than others?

How can I highlight my strengths and negate my weaknesses?

Create Your Brand


Define skills, strengths

What does the “market” need

Who are you “up against”

Choose your niche

Find your voice

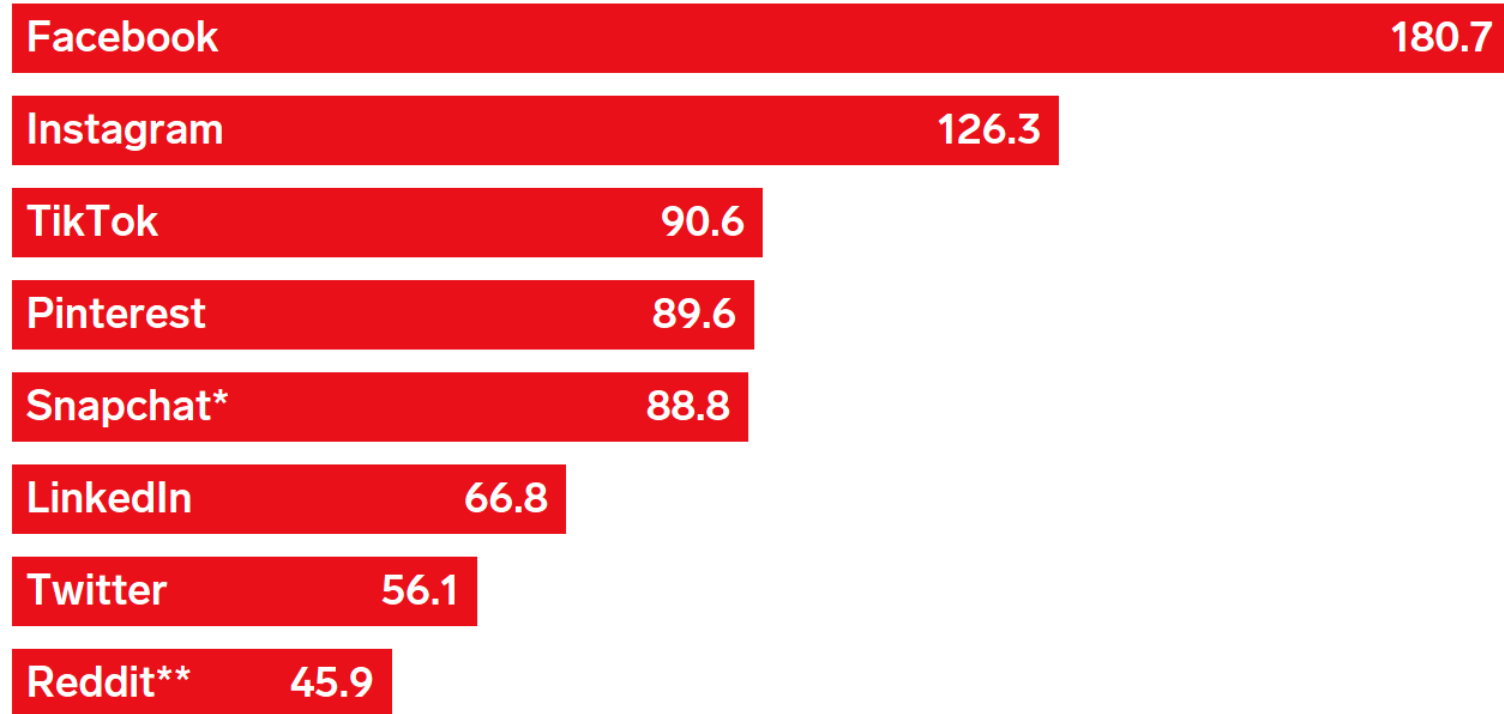


Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

Social Network Users in the US, by Platform, 2022

millions



*Note: internet users of any age who use a social network via any device at least once per month; *via mobile device only; **logged-in users*

Source: eMarketer, November 2021



Social Media to Build Your Brand

Drive Web Traffic

Build Relationships

Brand Loyalty

Level Playing Field

Visibility

Establish Voice

OUT

Follower Growth

Best Times to Post

Engagement

Content Calendars

Organic Reach

IN

Lists / Web Traffic

Paid Ads

Placements

Conversions

Retargeting

77%

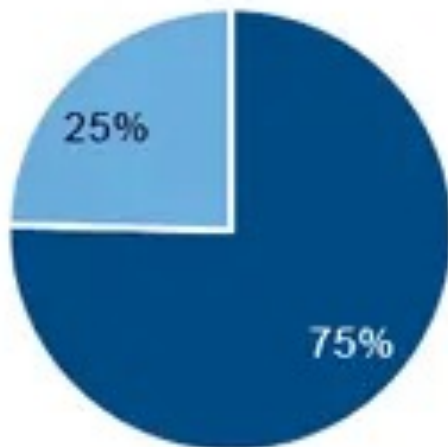
**of consumers are more likely
to buy from brands they follow
on social.**

- 
- Low or no cost
 - Accessibility
 - Engage
 - awareness
 - Drive Sales
 - Build Loyalty
 - Brand Authority

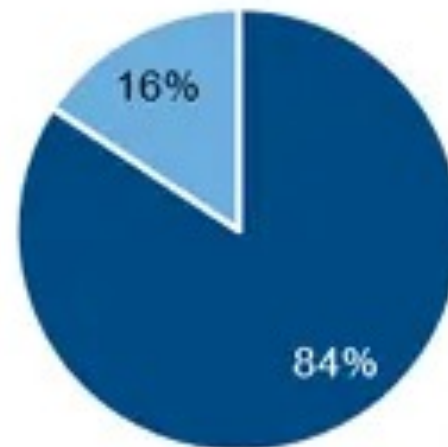
75% of B2B Buyers and 84% of C-Level/VP Executives Surveyed Use Social Media to Make Purchasing Decisions

Q. *Have you ever used social media, such as LinkedIn, Twitter, Facebook, or online professional communities, to assist in any way with your company purchasing decisions?*

Entire Sample



C-Level/VP Executives



■ Yes
■ No

[*Social media in the purchase decision of the B2B buyer – IDC via LinkedIn – click for PDF*](#)

SOCIAL MEDIA STRATEGY

② DEFINE YOUR TARGET MARKET



- ❖ Demographic
- ❖ Psychographic
- ❖ Behavioral

④ MEASURE SUCCESS WITH SMART GOALS



- ❖ Specific
- ❖ Measurable
- ❖ Achievable
- ❖ Relevant
- ❖ Timely

① ESTABLISH WHY YOUR BUSINESS EXISTS



- ❖ Brand identity
- ❖ Mission
- ❖ Vision
- ❖ Goals & objectives

③ IDENTIFY YOUR COMPETITORS



- ❖ What do you offer that's different?
- ❖ Why should customers choose you?

⑤ CONFIRM YOUR BRANDING STRATEGY



Ensure social media efforts are consistent in messaging, tone of voice, and look with other forms of digital & traditional marketing communication



Who
has
time for
that?



Social Media in 3 Hours a Week



TIME
MANAGEMENT



PLAN AND
SCHEDULE



SET A TIMER



ORGANIC + ADS



What You Can Do Today

Themes

Create + Curate

Schedule

Test

Free & Low Cost Tools

Google Local

Canva

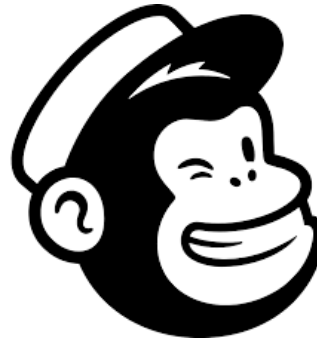
Facebook

Hootsuite

Constant Contact

MailChimp

Sendible



Don't claim to do stuff

Be known for it



Performance section with 'Promote' and 'Customers' buttons. A 'Get verified' button is also present.

Two side-by-side cards: 'Add photo' (Businesses with photos get more clicks) and 'Add business number' (Let customers learn more about your business).



Mo's Diner

Website Directions Save

Old fashion diner in California

Edit business information

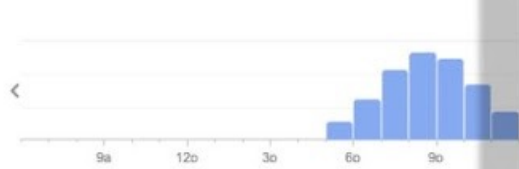
Diner restaurant and bar with a menu of shakes, burgers and all-day breakfasts.

Address: 480 Cast Street, CA 94040, United States

Hours: Open · Closes 11PM

Phone: 561 087 0027

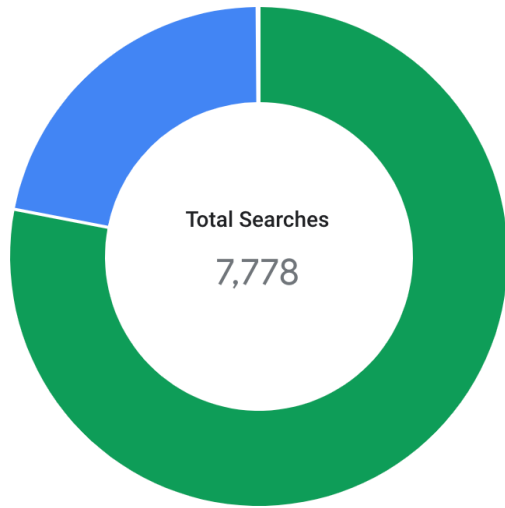
Popular Times



Mobile view of the Mo's Diner business profile. Includes search bar with 'mo's diner', navigation tabs (ALL, IMAGES, MAPS, SHOPPING, VIDEOS), and a 'Your business on Google' section with 'Edit profile', 'Promote', and 'Customers' buttons. A warning message states: 'You're not verified. Some of your edits may not be visible to customers.' Below this is a 'Get verified' button and a 'Learn more' link. At the bottom, there are 'Get verified' and 'Add photo' cards.

How customers search for your business

1 month ▾



Google Business Page



Posts

Local Search

Get Found

Data

SEO Impact

Benefits of Paid vs. Organic Social Media



Paid Social

Audiences

Goals

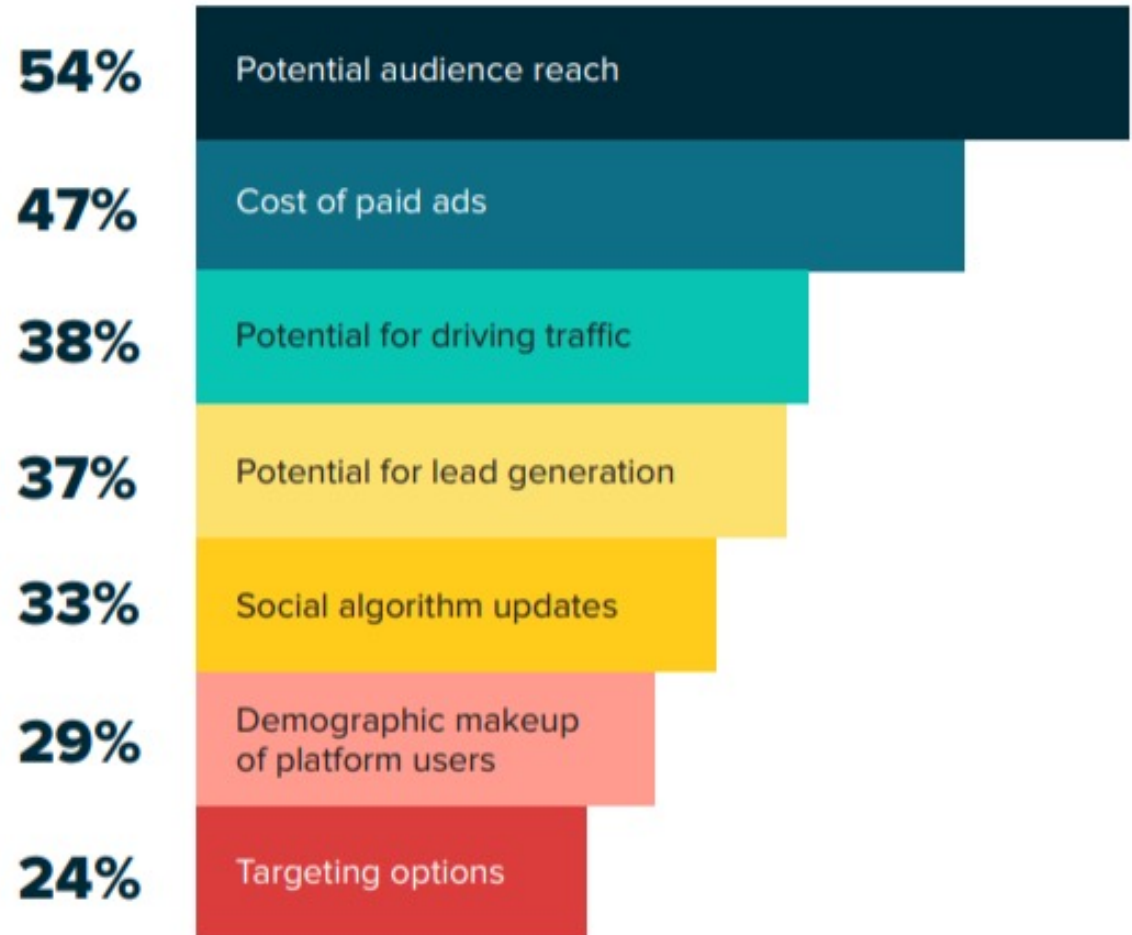
Ad Type

Budget

Creative

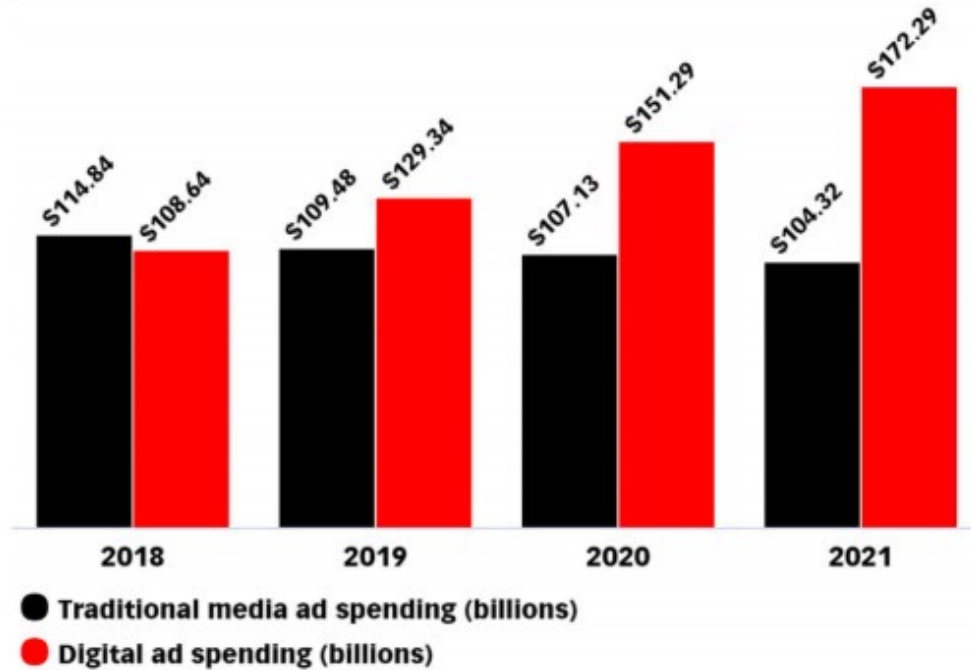
Test

How marketers prioritize which social platforms to invest in



Digital vs. Traditional Ad Spending

United States, 2018-2021



Source: eMarketer, Feb 2019

www.eMarketer.com

Ad Spending

Digital Increases

TV

Radio

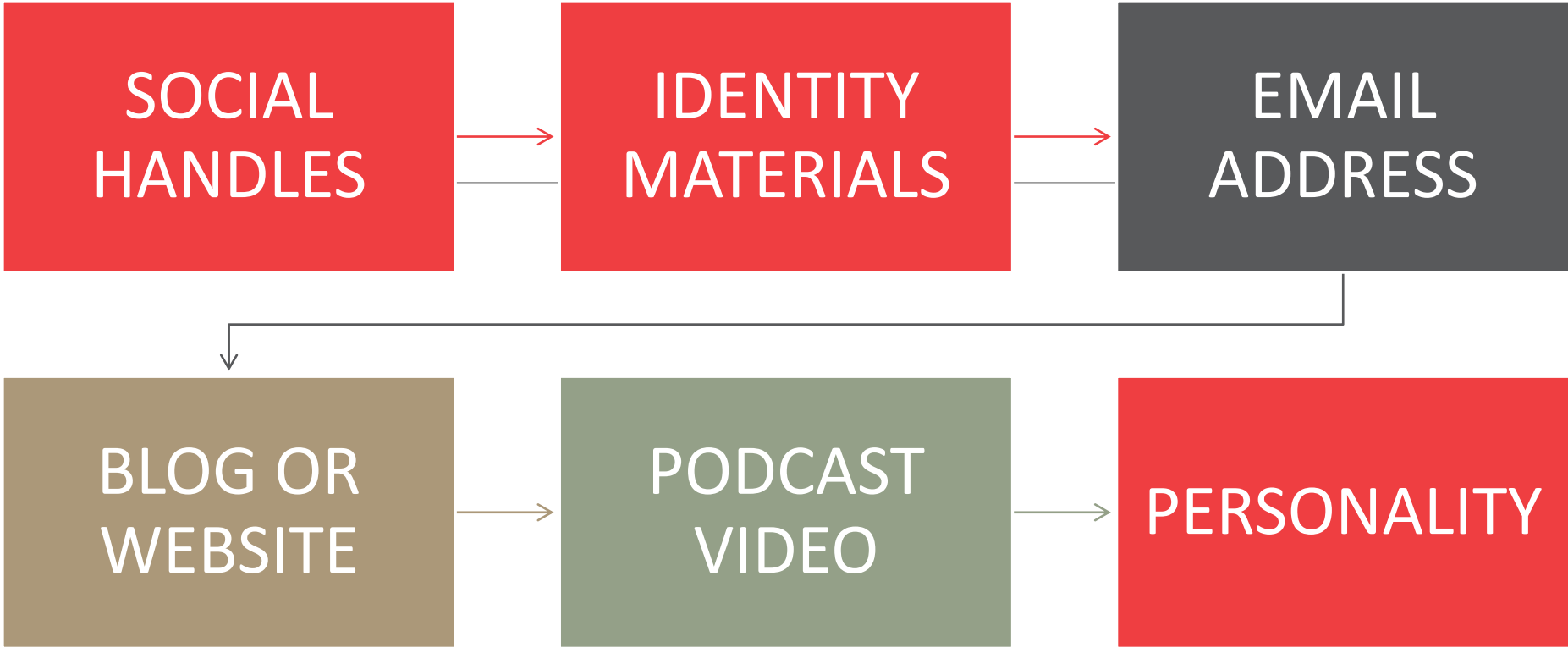
Social





Marketing Checklist

1. Who Are You
2. Define Target Audience
3. Why You Matter
4. Marketing Foundations
5. Marketing Foundations
6. Competitive Landscape
7. Plan
8. Implement - Consistent



You are in the
business of
content marketing

Images

video

Written

audio



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@red66marketing

“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman

What will you do now?



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Resources

Images

<https://sproutsocial.com/insights/topics/social-media-for-small-business/>

<https://www.emarketer.com/chart/228174/us-social-media-users-by-platform-frequency-feb-2019-of-respondents>

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Content Ideas

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<https://blog.hootsuite.com/organic-vs-paid-social-media/>