

Maximizing Your Social Media Presence



RED66
MARKETING



aba
ada business association

Rebecca's
fiery red hair.

Rebecca's
football number.

R **RED** **66**
M A R K E T I N G

We are passionate
about marketing!



Why Not Use Social Media?



No one pays attention



Nothing to say



It's a waste of time



I don't have time



Social Media is an
Ever-Changing
Landscape

Speed & Authenticity

It moves fast

Channels do
not matter if
your
audience
isn't there

Be real.
Seriously





Trends to Pay Attention To

- Authenticity
- Video Domination
- Social Commerce
- Customer Service
- Listening & Engagement



Trends to Pay Attention To

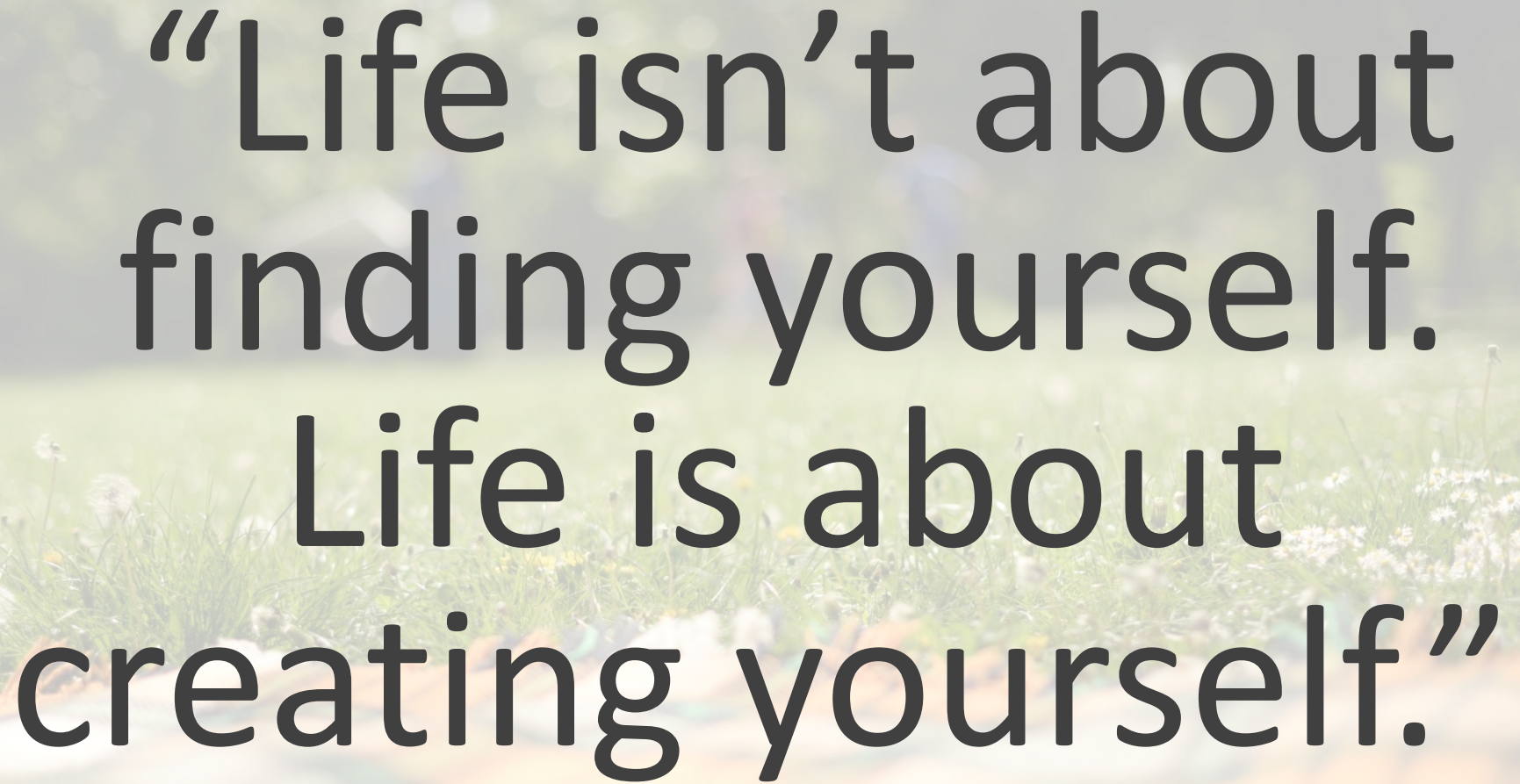
- Personalization
- User Generated Content
- Automation & AI
- LinkedIn for B2B
- Pay to Play



CLUE
THE PLAY



User Generated Content (Kind Of)
Supports Best Season in 15 Years



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

George Bernhard Shaw, Author

Google
Yourself &
Business

Ask
customers

Where do
you want
to be?

Where do
you stand
right now?

Take a
Good
Look

How do I want to position my business?

My products? Myself?

What makes us/me different and unique?

.

How do we solve problems better than others?

How can I highlight my strengths and negate my weaknesses?

Create Your Social Brand

Define your business strengths

What does the market need

Who are you up against

Know your niche

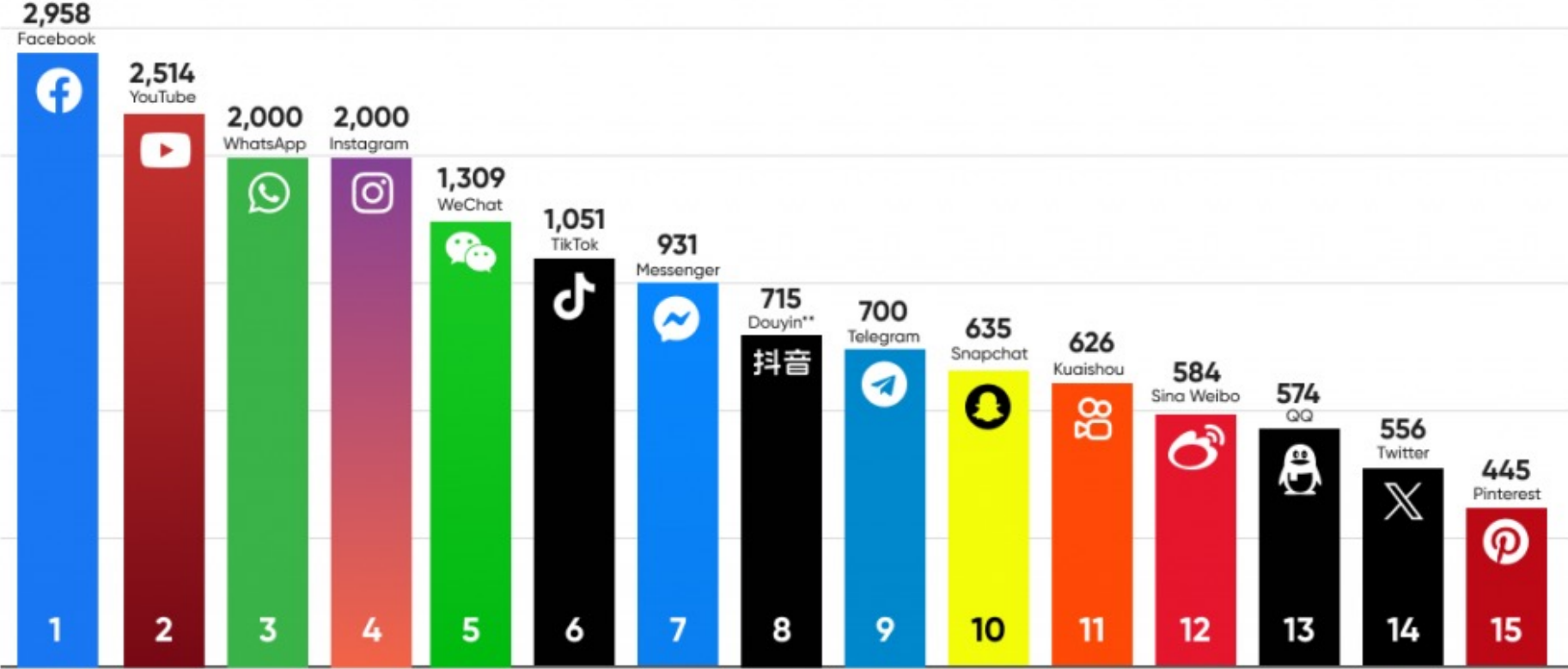
Find your voice



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

- Jeff ~~Bezos~~, Founder, Amazon.com

Social Media Platform Users in Millions



source: [statista.com](https://www.statista.com)



Social
Media
to Build
Your
Business

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%

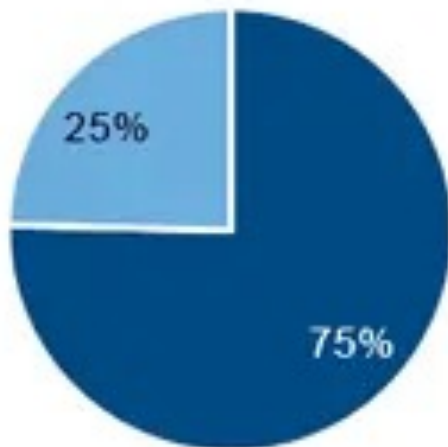
of consumers are more likely to buy from brands they follow on social.

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

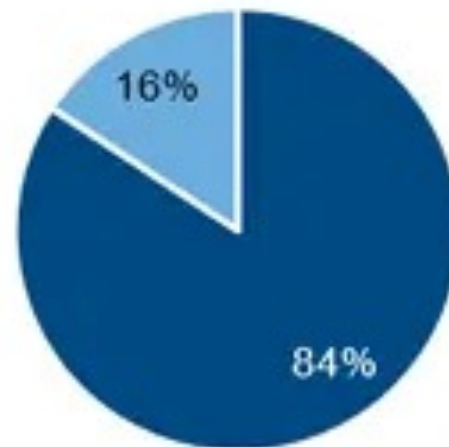
75% of B2B Buyers and 84% of C-Level/VP Executives Surveyed Use Social Media to Make Purchasing Decisions

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 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

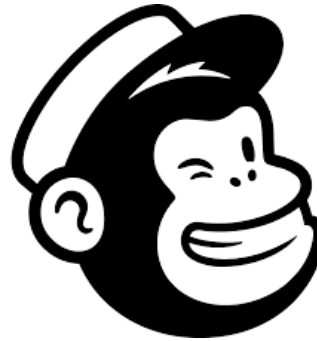
Facebook

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 with a checkmark icon is also present.

Two 'Add' 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 Google Business profile for Mo's Diner. 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 are 'Get verified' and 'Learn more' buttons. At the bottom, there are 'Get verified' and 'Add photo' cards.

Benefits of Paid vs. Organic Social Media



Paid Social

Audiences

Goals

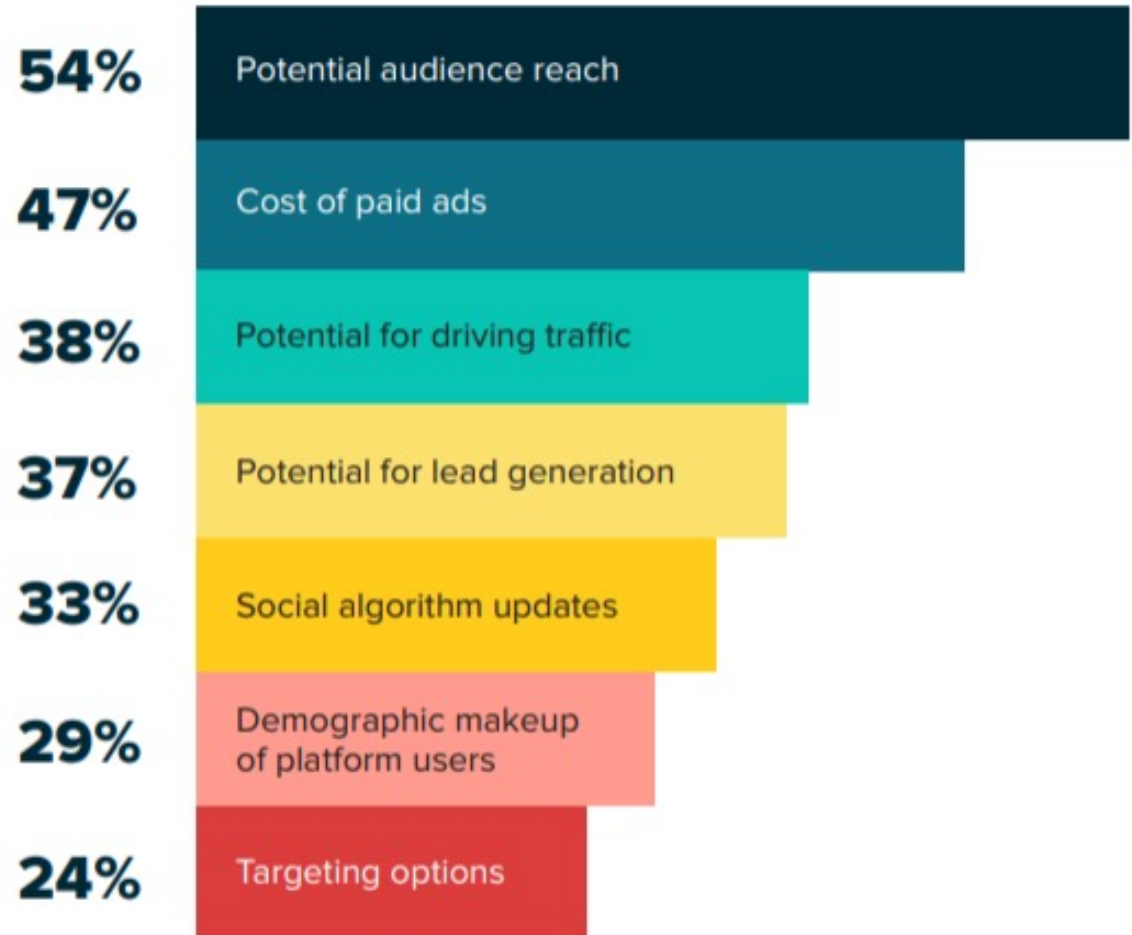
Ad Type

Budget

Creative

Test

How marketers prioritize which social platforms to invest in





Social Marketing Checklist

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

You are in the
business of
content marketing

Images

Video

Written

Audio

GET
(COMFORTABLE
BEING
UN-COMFORTABLE

Take Risks
Challenge Yourself
Try It – (Testing)
Be Unique
Be Relevant



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“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

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Content Ideas

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