NAMM\textsuperscript{U} Grow Your Business
Social Media
2019 Update

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BASIC MARKETING PRINCIPLES

The right MESSAGE to the right PERSON at the right TIME
Which social platforms really matter?
No social platform matters for your business without a strategy.
Social media is good at:

- Building and Deepening Relationships
- Humanizing Your Brand
- Education and Thought Leadership
- News and Updates in Real Time
- Expanding the Reach of Your Message
- Generating Foot Traffic

- Driving Web Traffic
- Increasing SEO
- Generating Sales/Donations
- Extending the Brand Experience
- Creating an Audience for Campaign Use
- Audience Insights
- Customer Service
SOCIAL MEDIA

OWNED
What YOU say to a BROAD audience.

PAID
What YOU say to a SPECIFIC audience.

EARNED
What OTHERS say about you.
• 2.2B users – everyone is there
• 68% of Americans use Facebook
• 65+ users have doubled
• Half of teens use the platform
• 88% of users access via mobile
Good at:

- **Conversation** – 1:1, 1:many, many:many
- **Amplification** – SHAREABLE
- **Rich media** – links, video, interactive, imagery
- **Paid** – lots of great options, very efficient

Bad at:

- **Organic reach** – FB changes the rules regularly, ~1% organic reach
- **Real time** – the algorithm doesn’t show posts to users when they’re posted, but at varying times
- **Bandwidth** – reach suffers drastically with higher volume
- **Discoverability** – hard to organically reach new audiences
Stories
150MM users
Ads
Shopping

Page Design
Messenger
Recos
Events

Ads Ads
Instagram
Targeting

Creation
Video Tools
360 images
3D images
1. Use it smartly
2. Focus on the individual
   a) Messaging
   b) Recommendations
   c) Ad targeting
3. Events!
1B users – everyone (young) is there
23% more engagement than Facebook
59% US users are <30 years old
72% of teens use it every day
400M people watch IG Stories daily
Good at:

- *Capturing attention* – each post takes full screen
- *Visual branding* – reaction is instant and impulsive
- *Discoverability* – hashtags, tagging, & search
- *Platform growth* – very active users
- *Paid* – numerous options; efficient spend

Bad at:

- *Amplification* – not easily shareable
- *Rich media* – no real links, traditional video doesn’t work well, not interactive
- *Bandwidth* – diminishing returns with high volume (<3 per day)
- *Conversion* – hard to get people out of the app
Stories
- Stickers
- Ads
- Filters

Biz Acct
- Analytics
- Stories Links
- Algorithm

Ads Ads
- Stories
- FB Integrate
- CTAs

Influence
- 4B Likes/day
- Discover
- IGTG

@benunh
1. Convert to business account
2. Get a strategy for Stories
3. Make your space Instagrammable
• 326M users
• 65M US users
• 37% of users <30 years old
• 56% of users earn >$50k/yr
• 500M tweets per day
Good at:
- *Conversation* – 1:1, 1:many, many:many
- *Real time* – cultural moments
- *Amplification* – SHAREABLE
- *Rich media* – links, video, interactive, imagery
- *Bandwidth* – high cap on content volume
- *Driving web traffic*

Bad at:
- *Capturing attention* – fast paced, high volume
- *Platform growth* – not attracting new users
- *Paid efficiency* – lots of great paid options, but not very efficient
CustServ
- Expected
- Prepare
- Listen

Moments
- SEO
- Engagement
- Rich experience

Ads Ads Ads
- Targeting
- Pre-roll
- Analytics

Media
- Live video
- Polls
- Longer tweets

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1. Make a plan for customer service
2. Make a poll
3. Listen for opportunities
• 186M active users
• 110M US users
• 71% of users are <30 years old
• 59% of users are female
• 3B snaps per day
Good at:
- **Capturing attention** – each post takes full screen
- **Visual branding** – reaction is instant and impulsive

Bad at:
- **Amplification** – not easily shareable
- **Rich media** – no real links, traditional video doesn’t work well, not interactive
- **Conversion** – hard to get people out of the app
- **Discoverability** – hard to organically reach new audiences
AR
Geofilters
Lenses

SnapCode
Easy follow

Ads Ads
Unskippable
Discover feed
Tile/story

Influence
3B snaps/day

@benunh
1. Snappable moments and places
2. Geofilter your location
• 1.9B users – everyone is there
• 380M US users
• 5B videos watched per day
• 62% users are male
• 9% of small biz have account
Good at:

- Amplification – SHAREABLE
- Embedding video – for use on .com or with media outlets
- Paid – lots of great options, very efficient
- Discoverable – related videos, being added to playlists
- SEO – can show up in top search results

Bad at:

- Conversation – 1:1, 1:many, many:many (trolls dominate)
- Real time – most subscribers won’t see your video instantly
- Breaking through – there is a LOT of video content uploaded every day
1. Use it smartly
2. Insight-driven content creation
3. Use CTAs
4. Find good influencers
• 260M active monthly users
• 154M US users
• 44% of users earn >$75k/yr
• Top social site for B2B
• 3M users post content
Good at:
- *Conversation* – 1:1, 1:many, many:many
- *Amplification* – SHAREABLE
- *Rich media* – links, video, interactive, imagery
- *Paid* – lots of great options
- *Organic reach* – you can still reach an audience without paid support

Bad at:
- *Broad reach* – caters to professionals
- *Content mix* – only certain content topics are successful (professional-related)
- *Paid efficiency* – higher CPCs than other platforms
1. Use it personally
2. Create a business page
3. Employee recruiting
• 250M monthly active users
• 125M US users
• 81% of users are female
• 50% of users earn >$50k/yr
• 80% of users access via mobile
Good at:
- *Amplification* – SHAREABLE
- *Discoverable* – easier to reach a new audience via search
- *Paid* – great options, very efficient
- *Organic reach* – you can still reach an audience without paid support
- *Traffic driving*

Bad at:
- *Real time* – most users will see posts via search, not immediately when they’re posted
- *Mass audience* – smaller user base, more targeted demographic
- *Conversation* – it’s not a place where people are interacting with each other in the same way as other channels
Engage
No Likes
View/Pin
Hashtags

Site Integration
Pin your images
Pin your pages

Ads Ads Ads
Business acct
Simple/effective

Page Design
Cover image
Featured boards
Smart Feed

@benunh
1. Integrate pinning into your website
2. Check out paid options for traffic driving
3. Convert to business account
RECAP

• Strategy above all else
• 3 parts of social – owned, paid, earned – consider each for each platform
• Be thoughtful – test first, then implement
• Get used to constant change!
THANK YOU!

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