



The Top 5 Mistakes in Social Media Marketing

NAMM-U

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Link Walls, VP Digital Marketing Strategy

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About Me



Link Walls

VP Digital Marketing Strategy
ChannelAdvisor

- E-commerce veteran – ChannelAdvisor and Art.com
- Works with retailers around the world on their digital strategy
- Married, father of two boys
- Better late than never, learning how to play guitar

Who is ChannelAdvisor?

Our mission is to connect and optimize the world's commerce.



Retail & Manufacturing customers worldwide



100+ channels supported worldwide



Global transactions



Global employees focused on e-commerce

Social Media Marketing

– why should you focus here?

Why should you market on Social Media?

Retailers are
spending more
on social
marketing

92% of retailers are investing in
social media marketing

$\frac{3}{4}$ of retailers spent more on social
media marketing in 2016 than in
2015

Why should you market on Social Media?

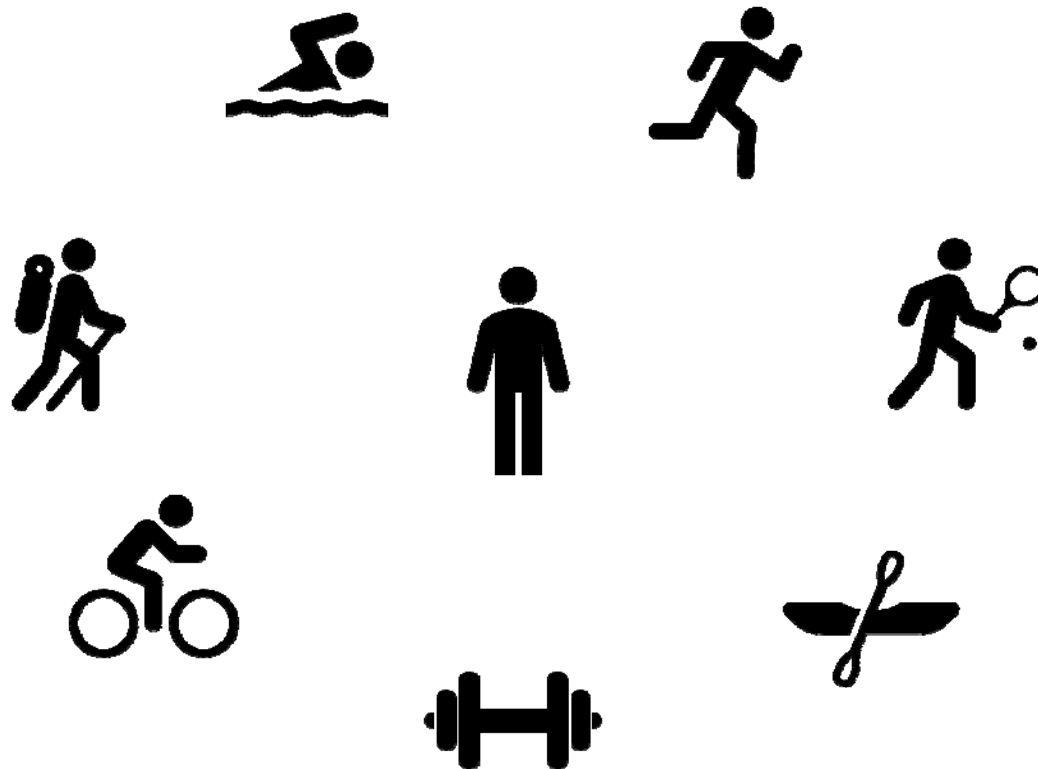
Average user spends 50 minutes on Facebook/Instagram/Messenger

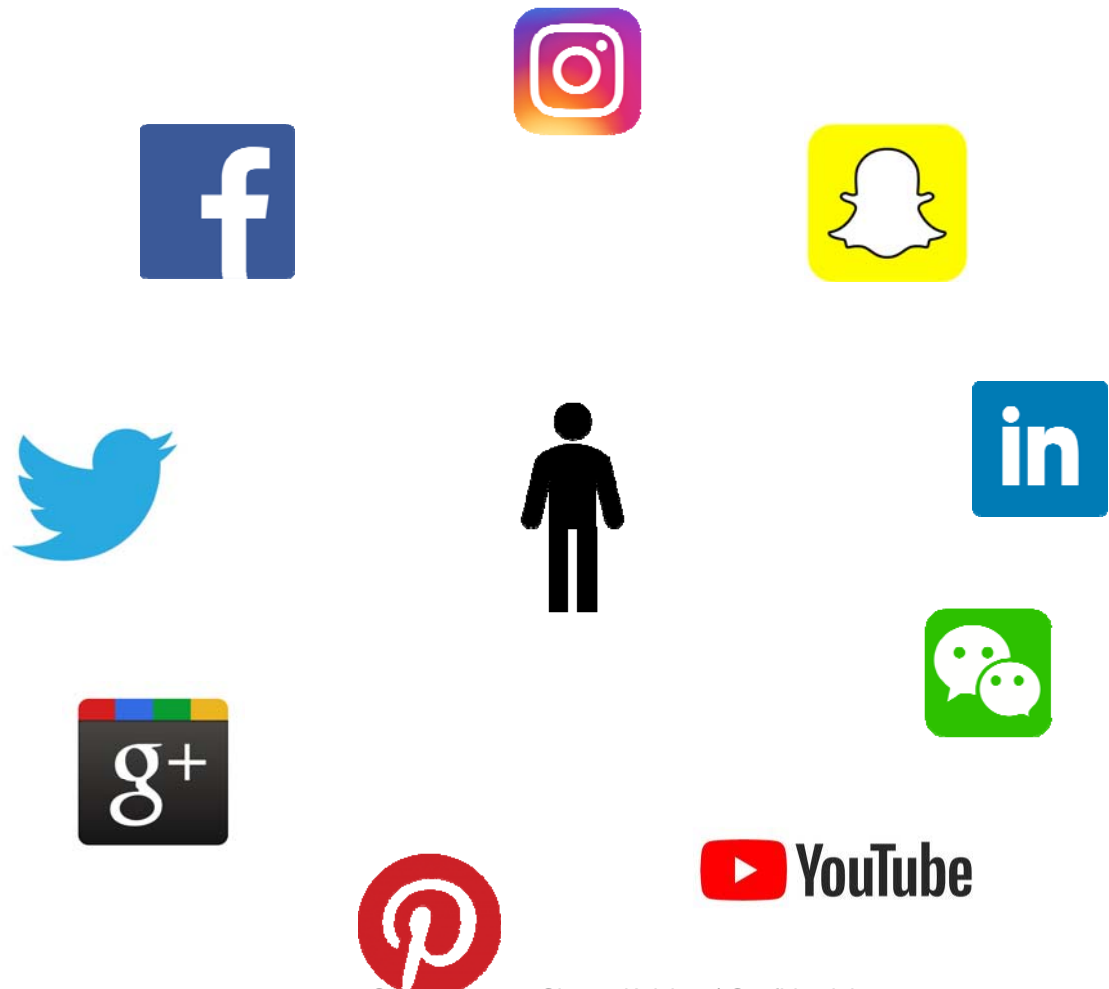
87% of Pinterest users have purchased a product because of Pinterest

Consumers spend significant time on social media

Mistake #1

I will not launch every social platform at once.
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-
- Where is your audience?
 - What is your goal?
 - What resources and budget are you prepared to invest?



Best Practices

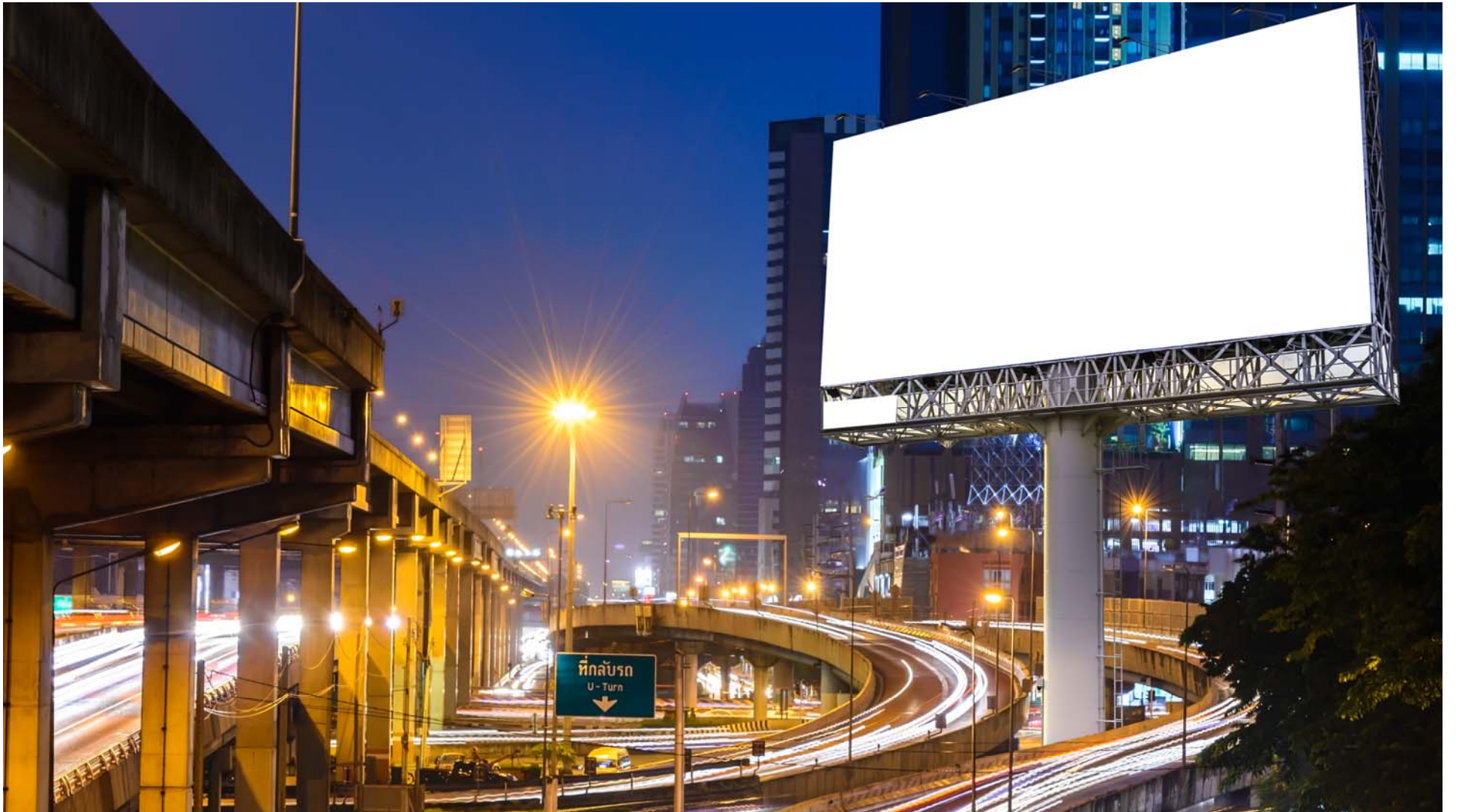
Build a Roadmap



- Claim profiles on Facebook, Instagram and Pinterest
 - Promote social buttons on website
 - 1 new content piece on FB each month
- Start promoting posts on Facebook
 - Create new content for summer product line launch
- Increase budget on Facebook
 - Hire Social Media manager
- Run Instagram specific awareness program
 - Add sharing buttons for Pinterest to website

Mistake #2

I will not use the same message for everyone.
I will not use the same message for everyone.
I will not use the same message for everyone.



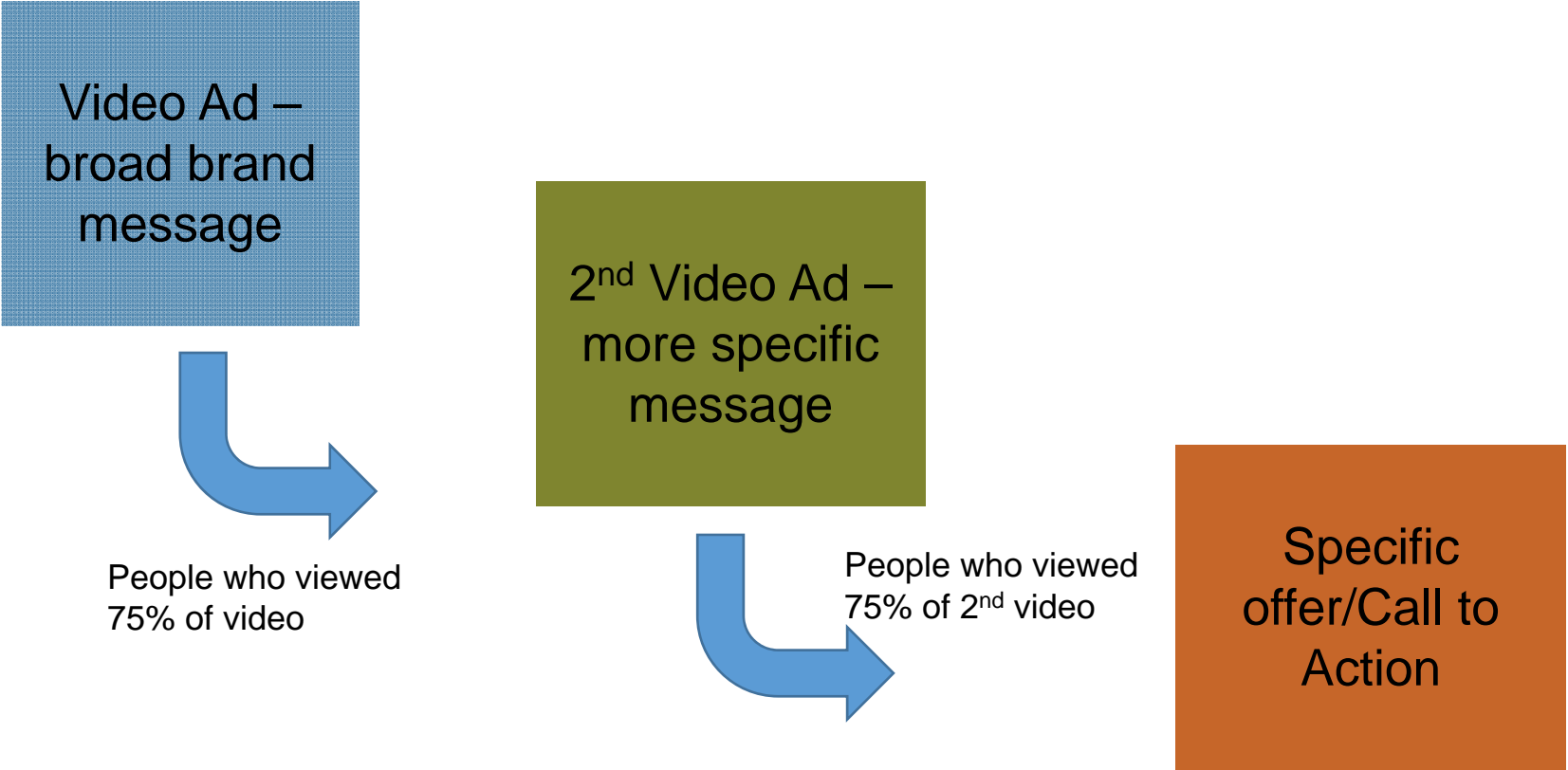
How do you Tailor your Message?

- Identify the goal of your campaign
- Identify your audience
- Determine the appropriate message
- Measure for effectiveness



Best Practices

Example



Mistake #3

I will invest in creative and engaging content.
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I will invest in creative and engaging content.




Would
someone
share this
content?

Ask Yourself

Good Examples

PureFormulas
July 18, 2017 · 🌐

There will be days that you'll want to give in and forget all about your health goals, but that's probably because you didn't have one of these delicious bites lying around! Try out this recipe and indulge in these guilt-free #vegan Blueberry Cheesecake Bites!




Vegan Blueberry Cheesecake Bites
Cheesecake is one of those desserts that I have a love-hate relationship with. I love the taste and I love eating it, but after consuming this...
BLOG.PUREFORMULAS.COM

👍 Like 💬 Comment ➦ Share

👍 10

PureFormulas
July 14, 2017 · 🌐

Tired of your breakfast routine? Mix things up!







Breakfast Ideas for Every Food Mood
As I've mentioned in a previous post, I'm a reformed breakfast eater. Until I got to college, I couldn't be bothered with eating a well-balanced meal in the...
BLOG.PUREFORMULAS.COM

👍 Like 💬 Comment ➦ Share

Video Engagement

Putting Video First

			
Facebook Live	New Camera	AI Style Transfer	Instagram Stories
4x more people	Right next to your	AI paints your photos	100 million+

-
- Focus on storytelling
 - Hook them early – first 3 seconds are key in a video
 - Tell the story with and without sound
 - Invest in production
 - Tailor your story to your audience



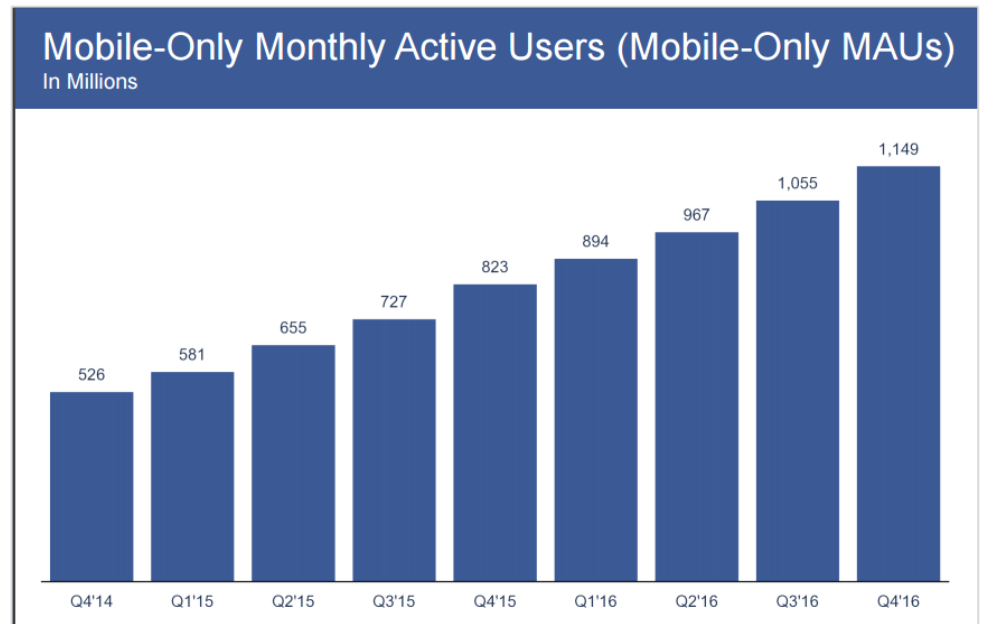
Best Practices

Mistake #4

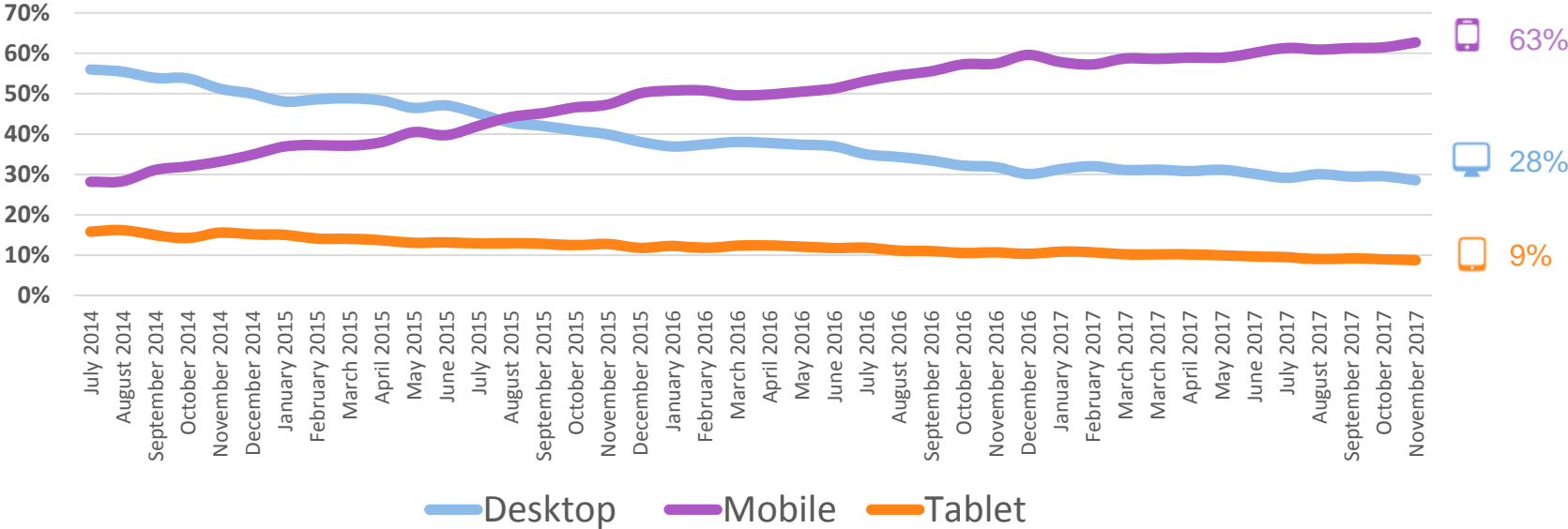
I will think "Mobile First" in my advertising.
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84%

Percentage of Facebook's
Revenue that is Mobile



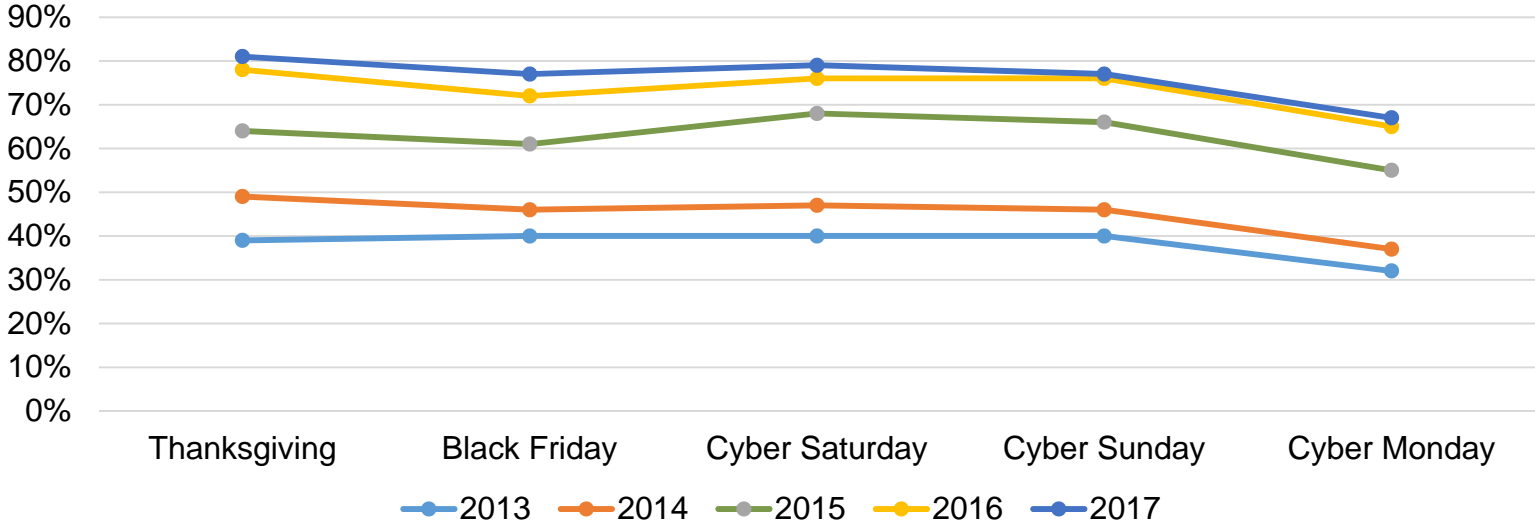
Mobile Traffic Trends



Mobile continues to rise - 5 of every 8 clicks we track are on a Mobile Phone.

Mobile First

Mobile Traffic for Cyber Five



-
- Keep it short – optimize for “snacking” behavior pattern
 - Overlay text on videos
 - Avoid landscape video format



Best Practices

Mistake #5

I won't measure Social Media the same as other channels.
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Social isn't Search (but that is OK!)

The screenshot shows a Google search for "humbucker set" with approximately 3,220,000 results. The search interface includes a search bar, navigation tabs (All, Shopping, Videos, Images, News, More), and settings/tools. Below the search results, there is a "Shop for humbucker set on Google" section with a "Sponsored" label. Five product listings are displayed in a row, each with an image, title, price, and retailer. A scroll button is visible on the right side of the product listings.

Product Name	Price	Retailer	Rating
Gibson BurstBucker 2...	\$129.99	zZounds	★★★★★ (4)
Seymour Duncan Hot Rodded...	\$145.00	Sweetwater	Free shipping
EMG Humbucker Set Black	\$100.00	Reverb.com	
Golden Age Parsons Street...	\$69.62	StewMac.com	★★★★★ (175)
Lace Finger Burner...	\$139.58	Musicians Friend	Special offer

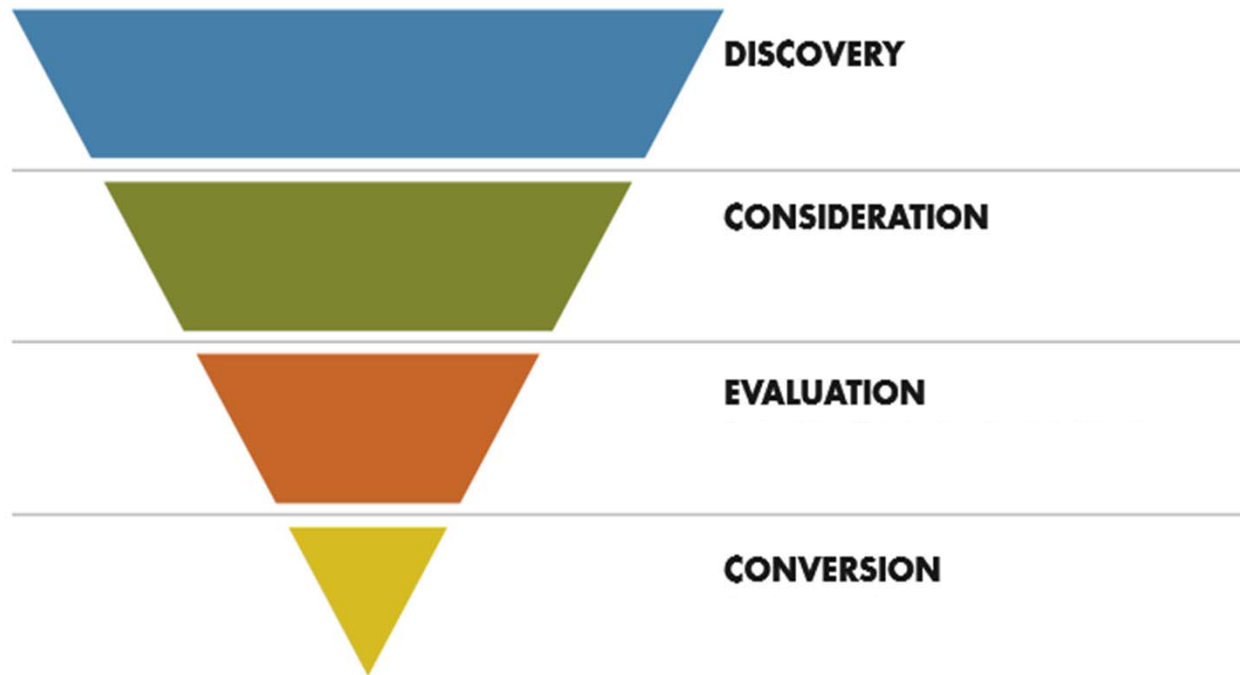
Humbucker Sets | Seymour Duncan
<https://www.seymourduncan.com> › Pickups › Guitars › Humbucker ▾
Custom-voiced by Jeff Loomis and inspired by high-output passive **humbuckers**, this dynamic active pickup **set** is all about clarity, attack and body. ... Hot Rodded **Humbucker Set**. ... The ultimate Hot Rodded **humbuckers**, the JB and Jazz Models make for a versatile combination that will breathe ...

Hot Rodded Humbucker Set | Seymour Duncan
<https://www.seymourduncan.com> › Pickups › Guitars › Humbucker › High-Output ▾

Social isn't Search (but that is OK!)



Understand the Marketing Funnel and where Social Fits



Summary

Best Practices to Avoid Social Media Marketing Mistakes

1. Be selective and master one platform before adding more to manage.
2. Differentiate your message based on your audience.
3. Invest time, money and creativity in content.
4. Focus on the mobile user first, second and third.
5. Measure your social media efforts but use metrics appropriate for the platform/stage of marketing.



Thank you!

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Slides available at:
<http://www.channeladvisor/namm>