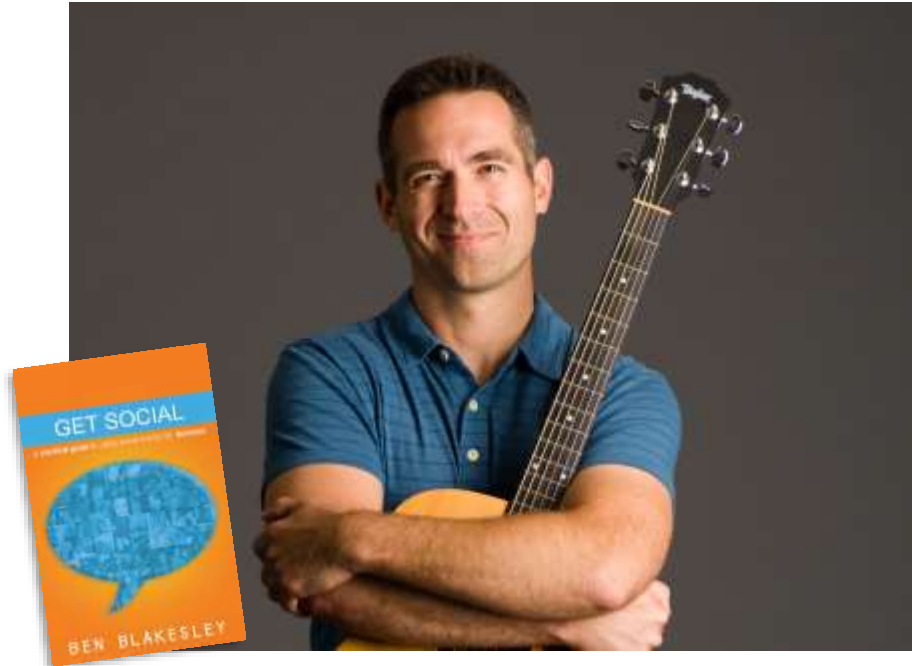


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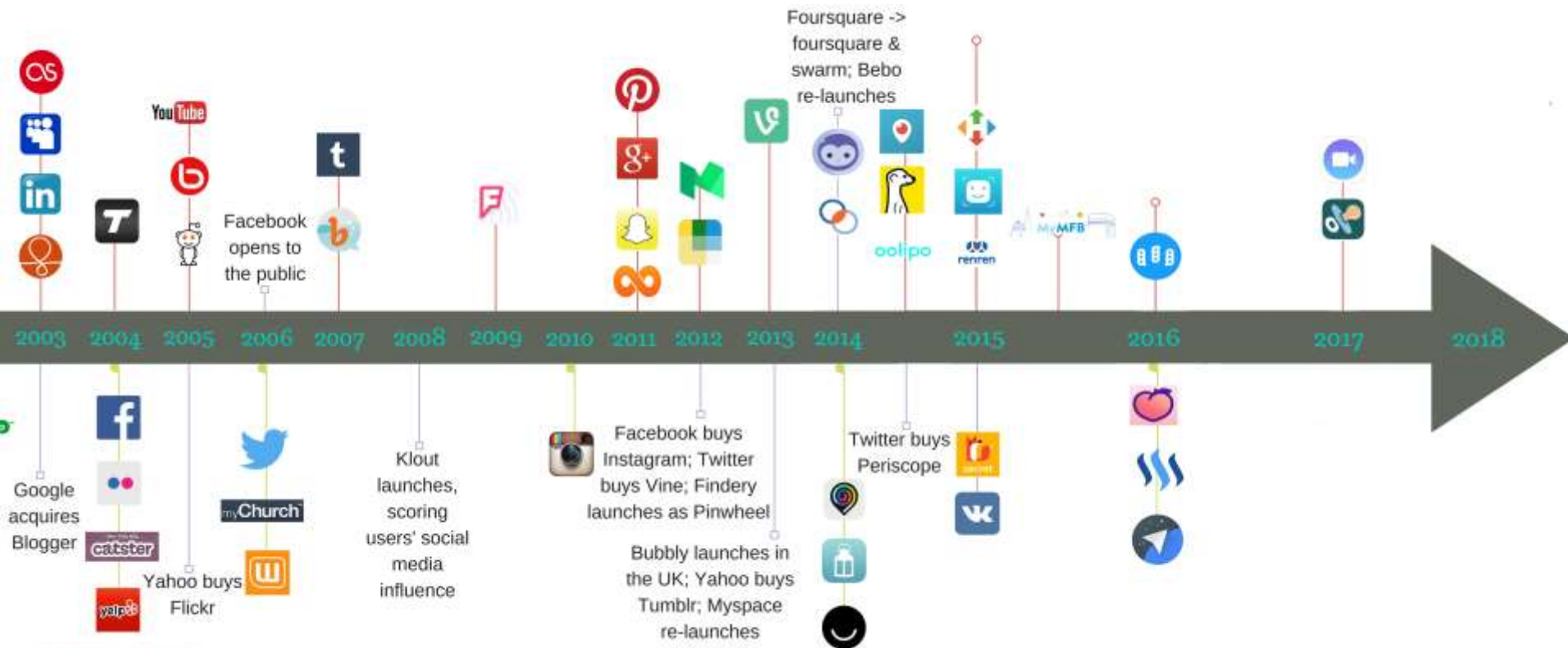


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Ben Blakesley - @benunh

# The **BIGGEST** Secrets of Social Media Marketing







# SECRET #1

There is no one way to “do social media”



Social media **can** be good at a lot of things. **But it can't be good at a lot of things all at once.**

@benunh



## 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



# SECRET #2

“Social Media” isn’t just one thing...

## IT’S THREE!



# SOCIAL MEDIA

## OWNED

What YOU say to a BROAD audience.

## PAID

What YOU say to a SPECIFIC audience.

## EARNED

What OTHERS say about you.

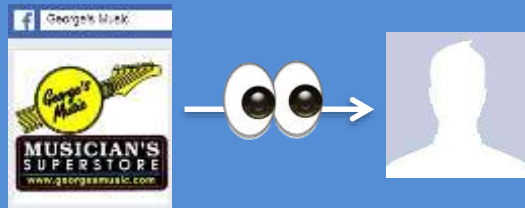


## Owned Organic



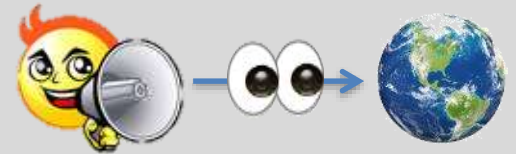
- Viewable to the general public
- Pushed to your followers

## Owned Paid



- Targeted to specific audiences
- Not viewable by the general public
- Not pushed to your followers

## Earned



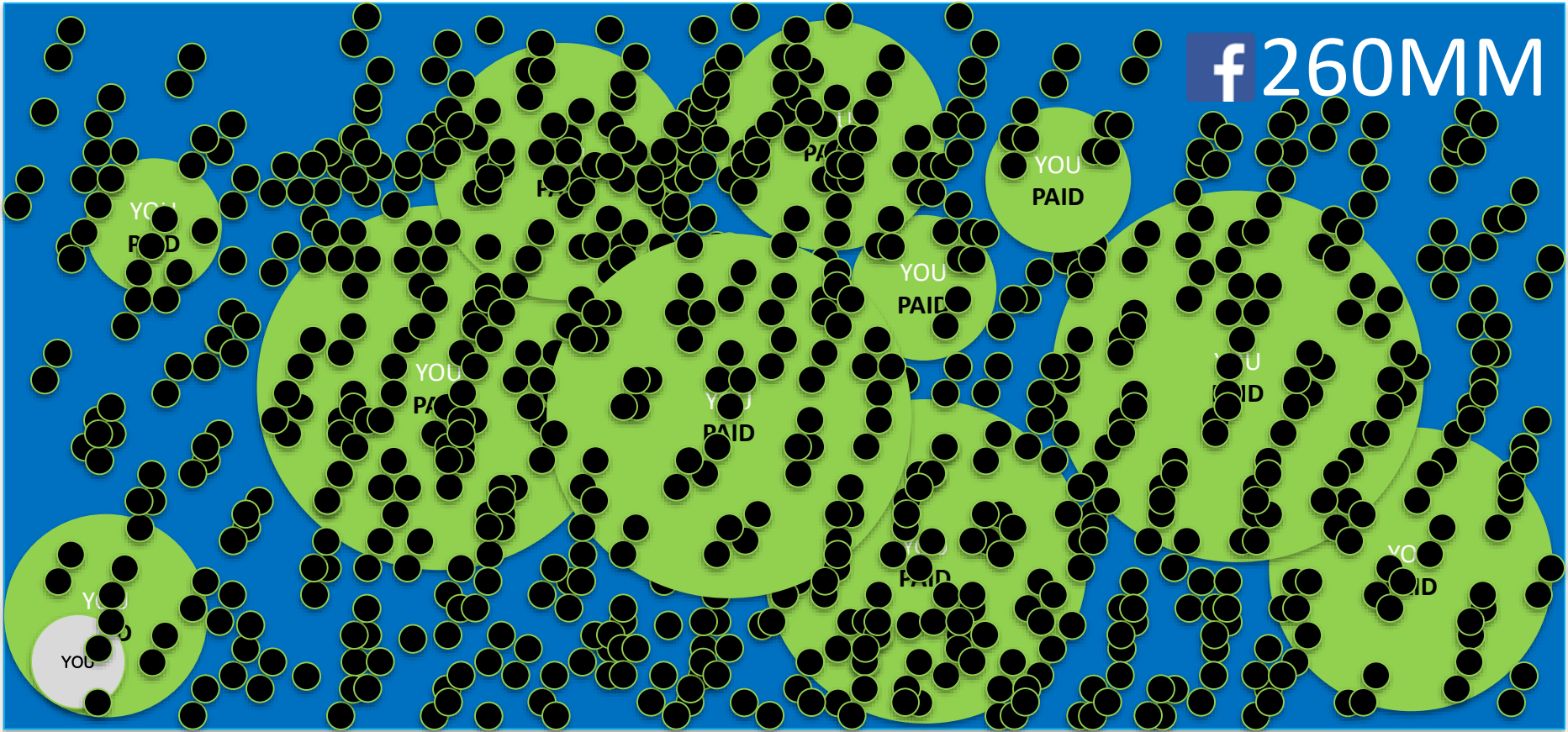
- What others are saying *about* you
- Includes customers, employees, the media, influencers, and general public

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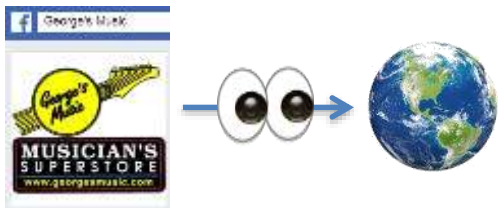


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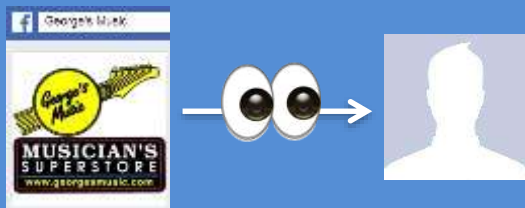


## Owned Organic



- Insight-driven content on topics you know the general public cares about.
- Content that drives people to engage or take some kind of action to move them along the consumer journey.
- Limited bandwidth per channel.

## Owned Paid



- Content targeted to specific audiences.
- Content that drives people to take action to move them along the consumer journey.
- Bandwidth limited within target audiences, but not in aggregate.

## Earned



- Create triggers for customers to share on social media.
- Educate and systemize employees sharing on social media.
- Seed stories with influencers and the media.
- Content authentic to the person posting.



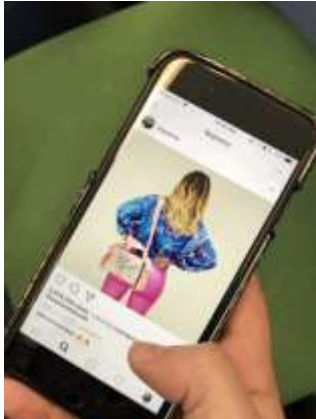
**SECRET #3**

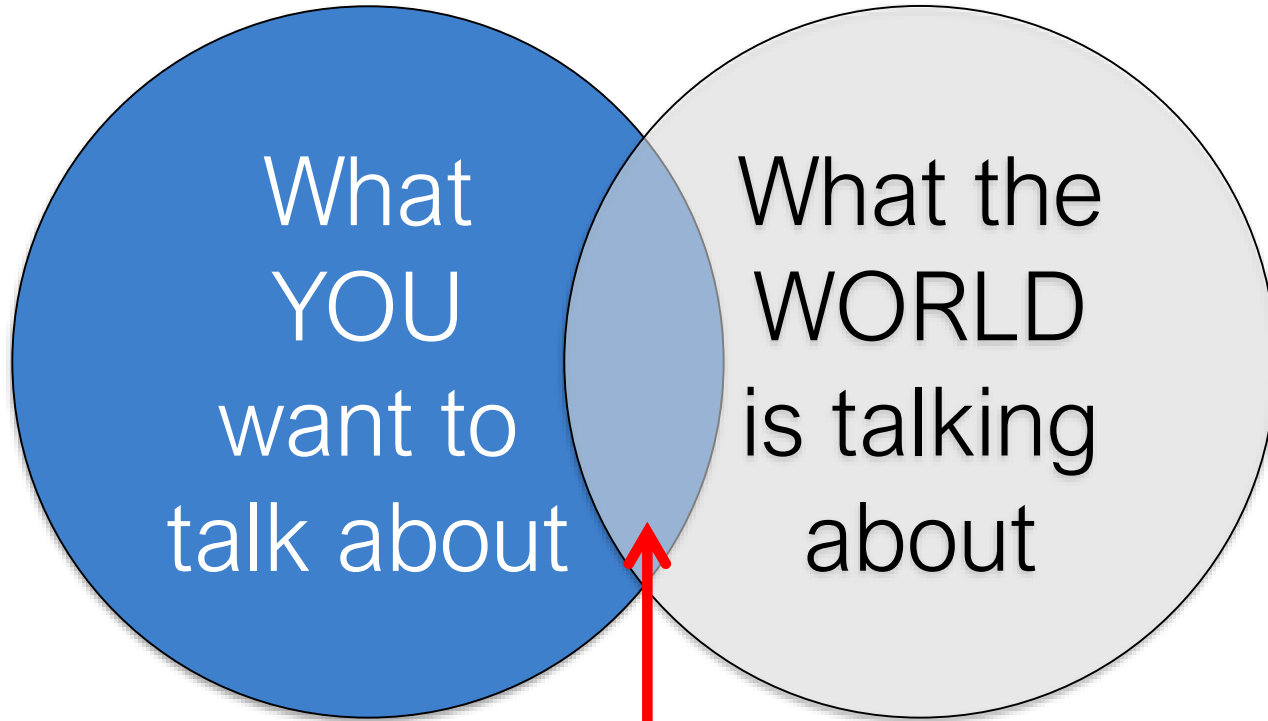
It's not about you,  
**IT'S ABOUT THE CONSUMER!**



# YOUR COMPETITION:

Anything competing for the consumer's attention





What  
YOU  
want to  
talk about

What the  
WORLD  
is talking  
about

Where good content lives



----- BASIC MARKETING PRINCIPLES -----

The right MESSAGE  
to the right PERSON  
at the right TIME



# SECRET #4

It's all data-driven



mmmm...  
What content  
should we  
make?



## Community Insights

Content created in response to insights pulled from social media communities, satisfying an unmet need or interest expressed by the community.

## SEO Insights

Content created to capitalize on online search trends, reaching new consumers.

## Consumer Insights

Content created to engage a specific target consumer, based on the information you have about that target segment.



## RECAP

- There's not one way to do social media
- 3 parts of social – owned, paid, earned – each needs its own strategy that works in concert
- It's not about you – it's about the consumer
- Data-driven decisions

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THANK YOU!

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