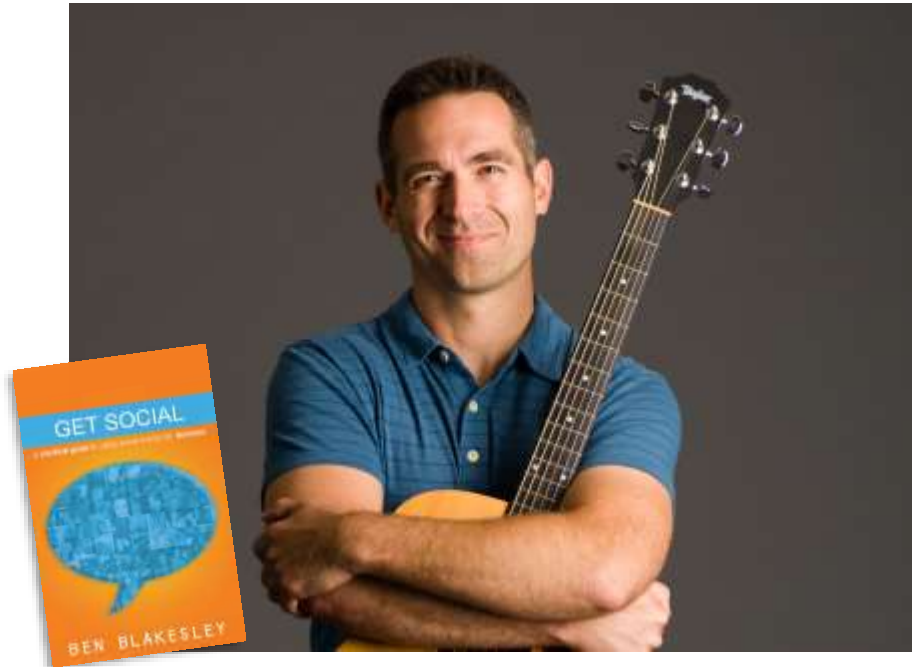


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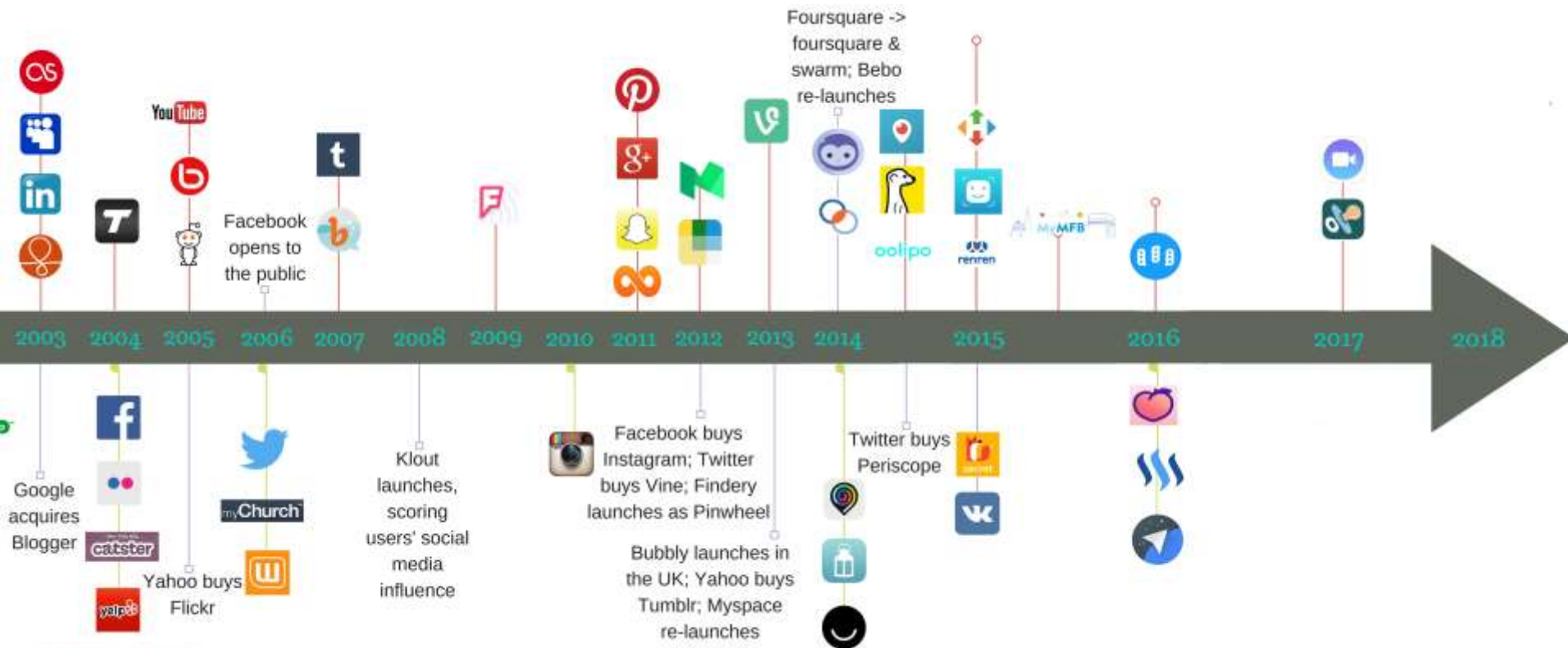


Grow Your Business



Ben Blakesley - @benunh

Social Media 2019 Update





----- 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.

@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



SOCIAL MEDIA

OWNED

What YOU say to a BROAD audience.

PAID

What YOU say to a SPECIFIC audience.

EARNED

What OTHERS say about you.



1. Current state
2. Important new features
3. Ways you can use it



- 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 Ads

Instagram

Targeting

Creation

Video Tools

360 images

3D images

T³ O¹D³ O¹

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 Ads

Stories
FB Integrate
CTAs

Influence

4B Likes/day
Discover
IGTV

T³ O¹D³ O¹

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

T³ O¹D³ O¹

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 Ads

Unskippable
Discover feed
Tile/story

Influence

3B snaps/day

T³ O¹D³ O¹

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



Connect

Annotations
Subscribe
SEO

Biz Tools

Analytics
Research
Management

Ads Ads Ads

Pre/mid-roll
Suggested
Display ads

Creation

Video Tools
Live stream
Editing

T³ O¹D³ O¹

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



Admin

Analytics
Content
Suggestions

Page Design

Showcase
Jobs/Recruiting

Ads Ads Ads

Boost
InMail

Network

B2B
Employee
Advocacy

T³ O¹D³ O¹

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

T³ O¹D³ O¹

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!

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Grow Your Business



THANK YOU!

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