

NAMM[®] | U



Grow Your Business

5 Social Media Strategies to Grow Your Business
Presented by Paul Myatt

Stats...



87% use Mobile



1.871 Billion Users



55% access everyday

Source: Hootsuite

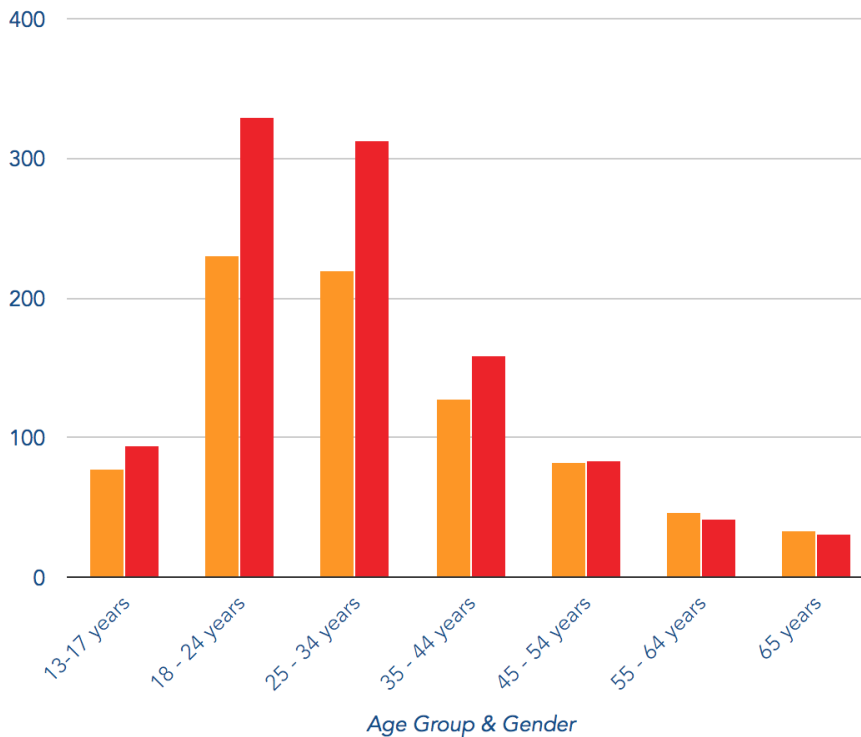


44% Female Profiles



54% Male Profiles

Profile of Facebook Users



Source: Hootsuite



“We know that bootstrapping small business owners have to wear a lot of hats, and while leveraging social media is key to marketing, their website is a professionally branded, permanent place to direct traffic and fuel sales. In our opinion, focusing on email marketing to drive new leads to your eCommerce store is a more cost effective and efficient way to grow your business” - David Rusenko - Weebly Founder

**OH, SO YOU'RE USING SOCIAL MEDIA
WITHOUT A STRATEGY?**

TELL ME HOW GREAT THAT'S GOING



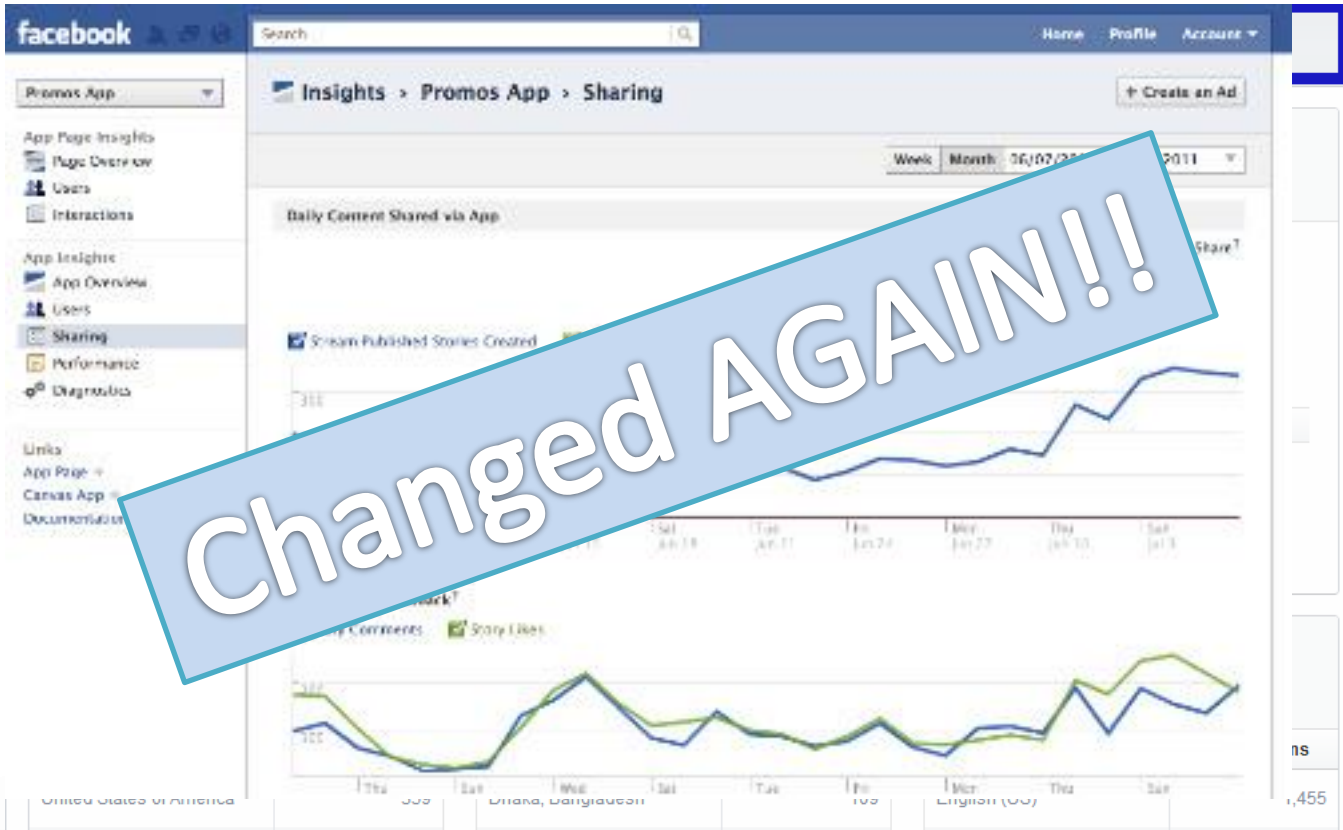


Social Strategy

Facebook



- Website
- Book a trial
- Email newsletter



Read along with the notes...

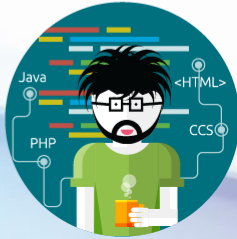
[https://www.facebook.com/
groups/307727732986641/](https://www.facebook.com/groups/307727732986641/)

(<https://goo.gl/PB7xdN>)

Or search: SocialMedia in
groups



Avatars...



Questions

- What do they desire or aspire to?
- What are their fears, frustrations & challenges?
- What do they read?
- What social media are they on?

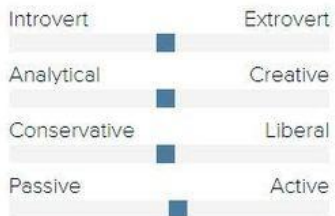
- What are their concerns related to your product or service?
- Where does this concern come from?
- What goes through their mind when they are thinking of purchasing your product/service?



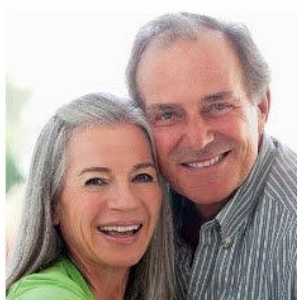
"I just pay the bills, I'll have to check with my wife."

Age: 41
 Work: Accountant
 Family: Married with 2 children
 Location: 5 kms from Forte
 Character: Type

Personality



Cliff and Nancy Davidson



"We really like coming along and spending time with our grandson, it's also good to help our daughter"

Age: 65
 Work: Retired Engineer and Civil Servant
 Family: Married with 3 grown children and 4 grandchildren
 Location: Live within 10 mins of school
 Character: Socially Responsible

Personality



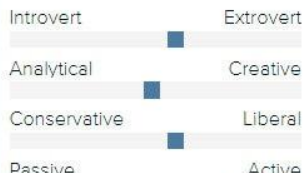
Bec Howard



"They love coming here & I tell all my friends about this place."

Age: 39
 Work: Stay at home Mum
 Family: Married with 2 children
 Location: 5 kms / 30 mins from School
 Character: Socially Active

Personality



- Educated
- Multi-tasker
- Health Conscience
- Flexible
- Child Focussed

Goals

- To find quality programmes for family
- Prepare children for life through edu and exams
- Seeks fun and enjoyment

Frustrations

- Time Poor...
- Childrens' lack of discipline and music practice
- Doesn't really know what she wants

Bio

Bec gave up her job as a Senior Nurse to look after her children full-time. Their safety and welfare are her driving motivation. She constantly seeks advice on edu, health and fun through her network of friends and parents at school/activities, and on social media/online. She's a high energy woman but over analysing and self doubt restricts her activity - this is a big frustration for Bec... She values her childrens' education and milestone-marking

Motivations



Brands



Preferred Channels



Social Media Posting

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Post between 8am & 10am after kids go to school					Post between 9am & 11am or sometimes late Sunday afternoon	
How Learning Music Benefits YOU	Something musical happening in the community	Thought for the Day or Something funny	Music Video	How learning music helps kids at school	Long read – usually educational not always music related	Music Video longer thank Thursday
Posts about clients ANY day and regularly						

Benefits of Learning Music

Monday
Reach: 23

 Forte Dee Why
Published by Hootsuite

How learning music affects the brain - part 1, look for tomorrow's post about what's actually happening in the brain.

#pianolessons #musiclessons #musiceducation #earlychildhood
<http://ow.ly/Vfpa306cTOQ>



How Learning Music Affects The Brain

Music is a universal language and mankind's oldest artform. Even before a child learns to speak, they learn to communicate and connect with song...

FORTEMUSIC.COM.AU

Thursday
Reach: 53

 Forte Dee Why
Published by Hootsuite

Guess what you're giving your child if they learn music...

Self discipline; Attention to detail; Quick mental processing; development deep listening skills; ability to receive criticism; persistence & focus; taking risks; confidence and self-esteem; ability to handle rejection; adaptability; teamwork and collaboration; problem solving; ability to strike compromise among diverse personalities; toned and fit creativity muscles; exercising differentiation; strong work ethic, etc... [See more](#)



Music And Entrepreneurship: The Ultimate Creative Outlet For Business...

Music skills correlate to powerful business attributes for many successful entrepreneurs.

FORBES.COM



Forte Dee Why

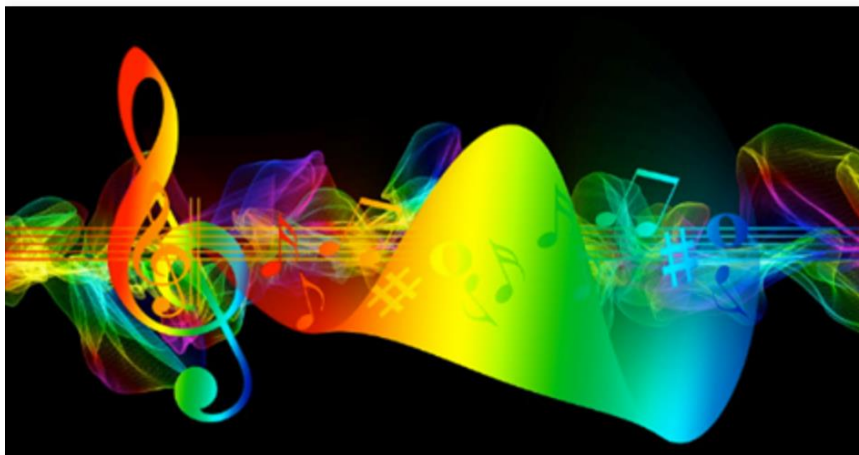
Published by Hootsuite

It seems that the earlier you start music lessons the better your brain is set up for learning. Well worth a read - with links to quite a few other studies.

#musiclessons #pianolessons #earlychildhoodmusic

<http://ow.ly/INiJ306v5yn>

Friday
Reach 136



The Science Behind Music: Why Music Should Be Integrated Into Early...

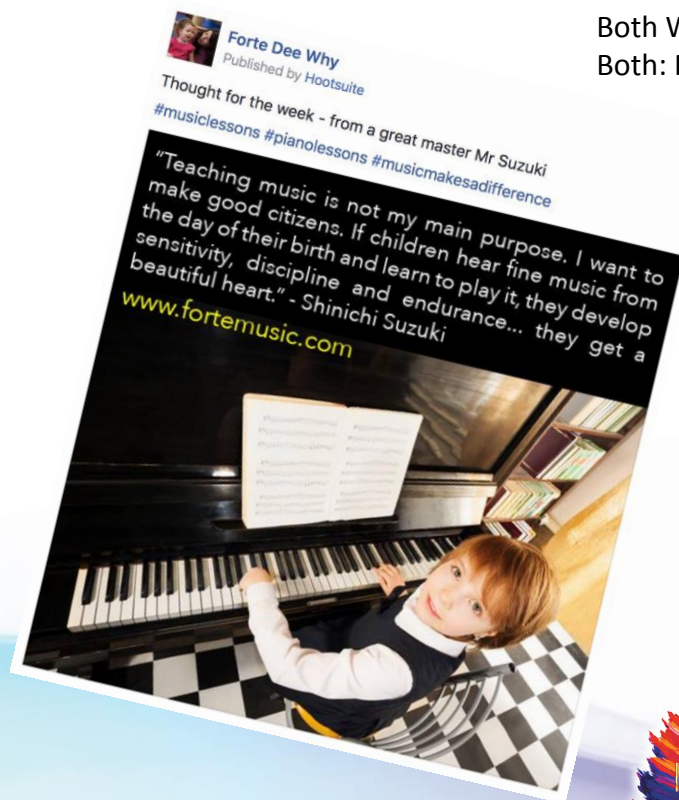
"I would teach children music, physics, and philosophy; but most importantly music, for the patterns in music and all the arts are the keys to..."

EDCIRCUIT.COM



Inspirational Posts

Both Wednesday
Both: Reach 100





Forte Dee Why

Published by Hootsuite

Saturday Long Read... did you know that most tech CEOs don't let or limit their children's access to screens and other devices from a young age. Brain scans are showing very similar brain patterns to drug addicts.

Parents, this New York Post's article is very interesting to read. Does your child need a detox?

#learningmusic #education #musiceducation... See more



It's 'digital heroin': How screens turn kids into psychotic junkies

Susan* bought her 6-year-old son John an iPad when he was in first grade. "I thought, 'Why not let him get a jump on things?' " she told me during...

NYPOST.COM

←
Saturday
Reach 230

→
Sunday
Reach 43



Forte Dee Why

Published by Hootsuite

Sunday morning long read... Why is Finland integrating subjects together and creating a multi-disciplinary model?

#education #musiceducation #musicmatters

<http://ow.ly/adtb306v5VF>



No, Finland isn't ditching traditional school subjects. Here's what's...

Children will look at broader topics and use multi-disciplinary modules, one expert says.

WASHINGTONPOST.COM

Long Reads



Client Posts



Forte Dee Why shared your post.

Published by Paul Myatt [?] ·

Christmas week classes



Paul Myatt added 2 new photos.

13 December 2016 · 🌐 ▼

All these little piano players! They've had a great year on their journey of music discovery and loving it! Day one of Christmas Party week 😊

#pianolessons #musiclessons

173 people reached

Boost post





Forte Dee Why shared your post.

Published by Paul Myatt [?]

Bastien learned at Forte Dee Why since he was 3years old. Mr Paul now teaches him via Skype. He just earned honours for his Grade 3 Theory and will be completing his Grade 7 piano this year.

He was one of the soloists to sing at the Hong Kong City Hall for Christmas with the City Chamber Orchestra of Hong Kong. Impressive!

隨林澤富學習大提琴，也是拔萃小學弦樂團、合唱團、弦樂四重奏的成員及香港兒童弦樂團的中提琴首席。

BASTIEN BUWALDA
(solo singer, 24 December, 2:30pm)

Bastien Buwalda is twelve years old and attends the Australian International School Hong Kong. He was born and raised in Australia and moved to Hong Kong in 2015. He has a great love for music and enjoys both composing and performing. He is currently studying singing with Ivy Mak and preparing for his AMEB Grade 7 piano exam with Chan Siu-wai. Via skype he continues lessons with his Australian music mentor Paul Myatt who teaches him music theory, composition and contemporary piano. Bastien has performed in various music events in Australia. In 2014 he recorded some vocal and instrumental pieces for a DVD by Forte Music Australia entitled Budding Virtuosity. He is an active member of the jazz band, wind band and the junior Choir run by the Performing Arts Department at the Australian International School Hong Kong. He recently performed the role of Kurt in Rogers and Hammerstein's The Sound of Music, and has been invited to join the cast of the musical Melodia to be presented by The Hong Kong Youth Arts Foundation in April 2017.

布伯天今年十二歲，就讀於香港澳洲國際學校。他在澳洲出生，2015年移居香港，他熱愛音樂，喜歡作曲和表演，現時正隨麥可明習聲樂，又在陳小慧的指導下，準備應考澳洲音樂考試局的第七級鋼琴考試。除了跟隨香港的老師學習，他又透過skype繼續師在澳洲音樂老師保羅·麥艾特習樂理、作曲和當代鋼琴。伯天在澳洲時，已經在多類音樂活動中演出。2014年他替澳洲Forte Music Australia唱片公司灌錄了數碼影碟《樂韻新星》，演唱聲樂曲和器樂曲。他在香港澳洲國際學校十分活躍，既參加校內演藝系的爵士樂隊、管樂隊，又是初級合唱團的一員。不久前在音樂劇《仙樂飄飄處處聞》飾演卻特一角，又應邀加入演出音樂劇《Melodia》，該劇由香港青年藝術協會主辦，將於2017年四月上演。



Paul Myatt added 4 new photos.

11 January · 🌐 ▼

Wow Bastien did a wonderful performance in Hong Kong singing last month. I think he liked getting his own dressing room! I'm very honoured to have taught Bas si...

See more





Forte Dee Why shared your post.

Published by Paul Myatt [?] · 5 December 2016 · 🌐

Mr Paul multi-tasking at Forte Dee Why! Liam comes along with his big sister and loves to get into the action! Apparently he's a very good solfège singer, although he only knows: Doh Doh Doh as year 😊



Paul Myatt added a photo and a video.

2 December 2016 · 🌐 ▼

How cute is this little boy, his sister comes to piano lessons each week and he just loves the music. He sticks his hands up so I'll pick him up. Apparently he walks around the house every week singing: "Doh doh doh." The multi-tasking piano teacher 😊

234 people reached

Boost post



Social Posting Goals

- Educational
- Empowering
- Entertaining



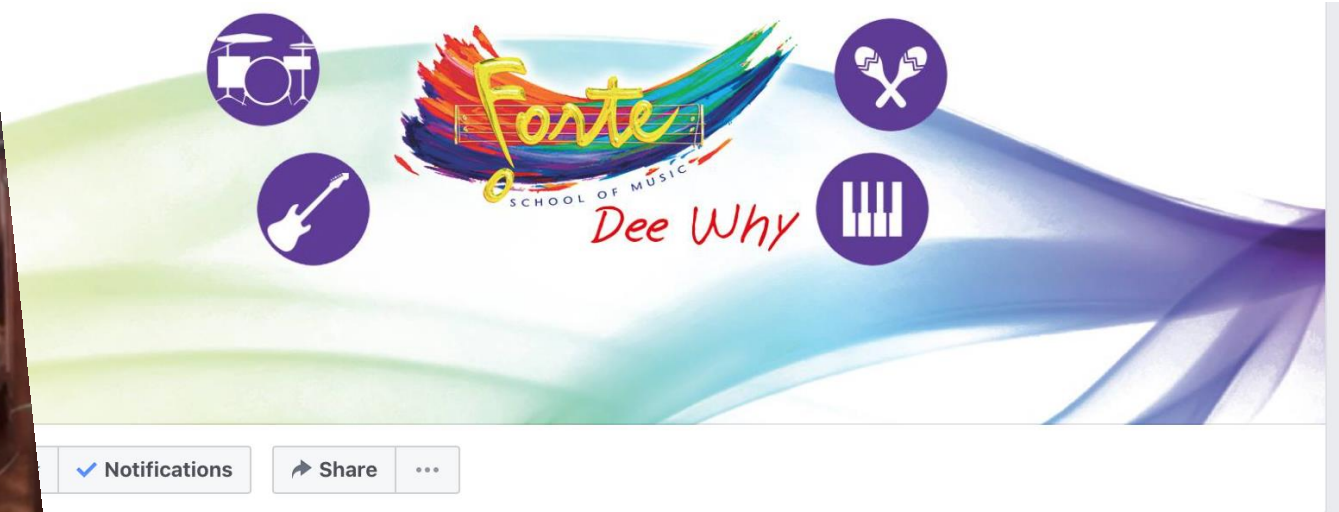
Facebook Profile Posts

- Professional
- Non-political
- No religious comments
- Avoid negativity





Facebook Groups



Group Options

Change group privacy setting



Public

Anyone can see the group, its members and their posts.

Closed

Anyone can find the group and see who's in it. Only members can see posts.

Secret

Only members can find the group and see posts.















All members and admins will receive a notification that the group privacy settings have changed.

Cancel

Confirm

Pick a Group Type



- | | | |
|---|--|--|
| <input type="radio"/>  Buy and sell
Adds features to the group | <input type="radio"/>  Neighbours | <input type="radio"/>  Support |
| <input type="radio"/>  Close friends | <input type="radio"/>  Parents | <input type="radio"/>  Team |
| <input type="radio"/>  Club | <input type="radio"/>  Project | <input type="radio"/>  Travel |
| <input type="radio"/>  Events and plans | <input type="radio"/>  School or class | <input type="radio"/>  Custom |
| <input type="radio"/>  Family | <input type="radio"/>  Study group | |

Cancel

Confirm

Facebook Advertising

- What is your:
 - goal?
 - message?
 - budget?
- How can you measure the results?

NBEC (10151258101014804)

Campaign: Choose your objective.

[Help: Choosing an objective](#) | [Use existing campaign](#)

Campaign

Advert set

- Traffic
- Offer
- Audience
- Placements
- Budget & schedule

Advert

- Pages
- Format
- Full-screen experience
- Media
- Links

What's your marketing objective?

Awareness	Consideration	Conversion
Brand Awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Product Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	



Traffic

Send more people to a destination on or off Facebook.

Create split test: Use this advertising campaign to test advert set strategies NEW

Campaign name

NBEC (10151258101014804) [dropdown]

Create New Advert Set [dropdown] Advert set name [dropdown] Plano Traffic

Campaign
Objective [dropdown]

Advert set
Traffic [dropdown]
Offer [dropdown]
Audience
Placements
Budget & schedule

Advert
Pages
Format
Full-screen experience
Media
Links

Audience

Define who you want to see your adverts. [Learn more.](#)

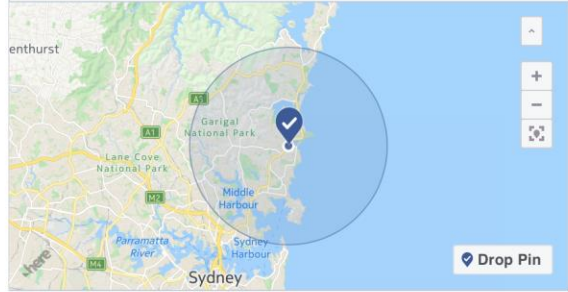
Create new [underline] Use a saved audience [dropdown]

Custom Audiences [dropdown] Add Custom Audiences or Lookalike Audiences [input]

Exclude [dropdown] Create new [dropdown]

Locations [dropdown] Everyone in this location [dropdown]

Australia
5 Dee Why Pde, Dee Why, New South Wales, Australia
+ 10 km [dropdown]
Include [dropdown] Type to add more locations [input] Browse



Add bulk locations...

Age [dropdown] 18 - 65+ [dropdown]

Gender [dropdown] All Men Women

Languages [dropdown] Enter a language... [input]

Audience size



Potential reach: 270,000 people

Estimated daily results

Reach
3,200–9,200 (of 210,000) [dropdown]

Link Clicks
33–120 (of 1,300) [dropdown]

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

NBEC (10151258101014804) [dropdown]

Create New Advert Set [dropdown] Advert set name [info] Plano Traffic [input]

- Campaign
 - Objective [dropdown]
- Advert set
 - Traffic [dropdown]
 - Offer [dropdown]
 - Audience**
 - Placements
 - Budget & schedule

- Advert
 - Pages
 - Format
 - Full-screen experience
 - Media
 - Links

Age [info] 25 [dropdown] - 55 [dropdown]

Gender [info] All Men Women

Languages [info] Enter a language... [input]

Detailed targeting [info] INCLUDE people who match at least ONE of the following [info]

Demographics > Parents > All Parents

Parents with pre-teens (8-12 years of age)

Interests > Family and relationships

Parenting

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people or Narrow audience

Connections [info] Add a connection type [dropdown]

- Facebook Pages > People who like your Page
- Apps > Friends of people who like your Page
- Events > Exclude people who like your Page
- Advanced combinations

Placements

Show your adverts to the right people in the right places.

Adverts in Instagram stories [close]

You can now create adverts that will run in stories. Adverts in stories can only be run on Instagram. Learn more about adverts in stories.

Automatic placements (recommended)

Audience size



Your audience selection is fairly broad.

Potential reach: 34,000 people

Estimated daily results

Reach
1,300–4,100 (of 33,000) [info]

Link Clicks
18–71 (of 490) [info]

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Close

NBEC (10151258101014804)

Create New Advert Set | Advert set name | Plano Traffic

- Campaign
 - Objective
- Advert set
 - Traffic
 - Offer
 - Audience
 - Placements**
 - Budget & schedule

- Advert
 - Pages
 - Format
 - Full-screen experience
 - Media
 - Links

Placements

Show your adverts to the right people in the right places.

Adverts in Instagram stories
 You can now create adverts that will run in stories. Adverts in stories can only be run on Instagram.
[Learn more about adverts in stories.](#)

Automatic placements (recommended)
 Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

Edit placements
 Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

Budget
\$5.00 USD

Actual amount spent per day may vary.

Schedule Run my advert set continuously starting today
 Set a start and end date

You'll spend no more than **\$35.00** per week.

[Show advanced options](#)

Audience size



Your audience selection is fairly broad.

Potential reach: 34,000 people

Estimated daily results

Reach
 310-1,200 (of 33,000)

Link Clicks
 5-28 (of 490)

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Close

Back

Continue

NBEC (10151258101014804) ▾

Advert name ⓘ Default name - Traffic

Campaign
Objective ▾

Advert set
Traffic ▾
Offer ▾
Audience ▾
Placements ▾
Budget & schedule ▾

Advert
Pages
Format
Full-screen experience
Media
Links

Pages

Connect Facebook Page
Your business is represented in adverts by its Facebook Page.

Forte Dee Why ▾ +

or [Turn off News Feed Adverts](#)

Instagram Account
This Facebook Page will represent your business in Instagram adverts, or you can add an Instagram account. ⓘ

Forte Dee Why (Page) OR Add an Account

Format

Choose how you'd like your advert to look.

Carousel
Create an advert with 2 or more scrollable images or videos

Single image
Create up to 6 adverts with one image each at no extra charge

Single video
Create an advert with one video

Slideshow
Create a looping video advert with up to 10 images

NEW
Collection
Feature a collection of items that open into a full-screen mobile experience. [Learn more.](#)

Full-screen experience

Add a full-screen Canvas, a mobile experience that is opened instantly from your advert. Start with a template or create a custom layout with photos, videos and links to get people to engage with your business and encourage them to take action. [Learn more](#)

Add a full-screen Canvas

Close

Account overview

Campaigns

1 selected

Advert Sets

1 selected

Adverts

1 selected

View Advert

Edit

Duplicate Advert

Charts for Advert: Default name - Traffic

Advert name

Default name - Traffic

View Charts Edit Duplicate

Results from 1 advert



Performance

Demographics

Placement

806

Results: Link Clicks

22,542

People Reached

\$743.83

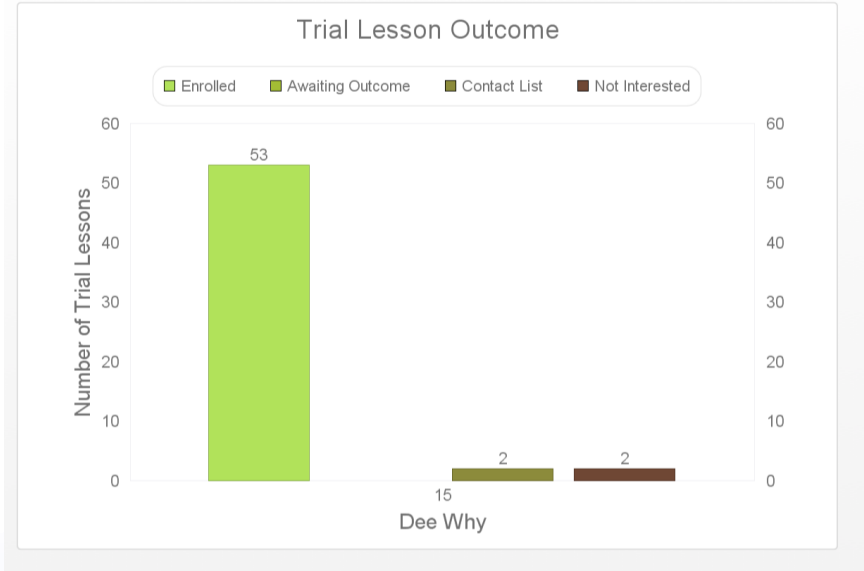
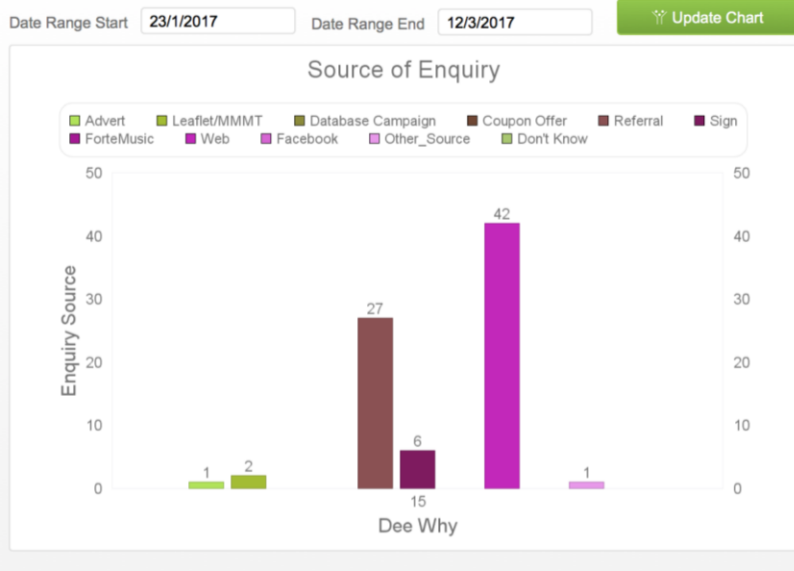
Amount spent

Custom

806 Results: Link Clicks \$0.92 Cost per result 1.35% Result Rate



Results



42 Enquiries from Facebook, 53% of Enquiries of the 28 enrolments

Financial Result:

\$743.83 investment

delivered approximately

\$6,256.17 bottom line profit

If student stay longer than 2 terms that profit increases

5 Social Media Strategies

- Know who your clients are
- Be real with your posts... build trust
- Facebook groups for existing clients
- Facebook Adverts
- Ensure your profile is professional

Facebook Group Info

[https://www.facebook.com/
groups/307727732986641/](https://www.facebook.com/groups/307727732986641/)

(<https://goo.gl/PB7xdN>)

Or search: SocialMedia in
groups



Thank you

