
IC Presents: L+ L

SOCIAL MEDIA MARKETING BEST PRACTICES & PLATFORM REVIEW

TERRY RICE

BROOKLYN DIGITAL MARKETING

SOCIAL MEDIA STRATEGY

TERRY RICE

terry@brooklyndm.com

- Digital Marketing Instructor at General Assembly
- Trainer and Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- MBA from the University at Buffalo with a dual concentration in Marketing and Business Consulting
- Facebook Certified Advertising Professional

WENDY'S vs THUGGY-D

 **Wendy's**  @Wendys · 3d

Our beef is way too cool to ever be frozen. 😎



62 152 1,194

 **Thuggy-D** @NHride · 7h

your beef is frozen and we all know it. Y'all know we laugh at your slogan "fresh, never frozen" right? Like you're really a joke.

3 9 15

 **Wendy's**  @Wendys · 7h

Sorry to hear you think that! But you're wrong, we've only ever used fresh beef since we were founded in 1969.

1 15 43

 **Thuggy-D** @NHride · 7h

so you deliver it raw on a hot truck?

1 8 5

 **Wendy's**  @Wendys · 7h

Where do you store cold things that aren't frozen?

1 32 106

 **Thuggy-D** @NHride · 7h

y'all should give up. @McDonalds got you guys beat with the dope ass breakfast

2 12 8

jake Retweeted

 **Wendy's**  @Wendys

Replying to [Thuggy-D](#)

You don't have to bring them into this just because you forgot refrigerators existed for a second there.

1/2/17, 11:31 AM

UNITED BREAKS GUITARS

YouTube

Search

A man with dark hair, wearing a white long-sleeved shirt and dark pants, is sitting and playing a sunburst electric guitar. He is looking slightly to his right. In the background, there are two protest signs on sticks. The sign on the left says "HALIFAX" in blue marker. The sign on the right says "CHICAGO" in orange marker. The background is dark.

United Breaks Guitars

sonsofmaxwell

Subscribe

12,876

15,825,151 views

Add to

Share

More

90,001

1,887

UNITED BREAKS GUITARS

Broken Guitar Has United Playing the Blues to the Tune of \$180 Million



A longer form of this deck will be provided to you if you send me an email (terry@brooklyndm.com)

I'll also pass along a supporting document with additional information.

I can stick around for a bit to answer questions.

- Overall Best Practices
- Setting Goals
- Platform Review
- Key Takeaways & Next Steps
- Ask Me Anything

OVERALL BEST PRACTICES

Social media is what makes your brand's marketing ecosystem come alive.

It's more than just a way to advertise; it's a place to start **conversations**, forge **relationships**, tell **stories**, and get details about your audience the way you would with a new friend at a party.

Your goal is to seamlessly fit in with other people attending the party.

- Engage, but don't interrupt
- Provide value
- **Listen more than you talk.** Your audience will tell you exactly what they care about if you just take the time to listen.



DON'T JUST TRY TO SELL STUFF, PROVIDE VALUE

To create great content you should reference the 'Honeycomb of Value', and layer around a common theme that summarizes your customer's interests, desires, or pain points.

You'll need to be able to answer the question 'What's in it for me?'

Keep this in mind every time you post.



DON'T JUST TRY TO SELL STUFF, PROVIDE VALUE

Examples:

Fitness Apparel Brand: '10 Ways to Stay Hydrated on a Hot Summer day'

High End Fashion Brand: 'Tips for Negotiating a Higher Salary'

Non Profits: *'Here's the impact of your donation'*

B2B: '2017 Predictions for the Interior Decorating Industry'

Marketing Tech Company: 'How to Interview a Direct Response Marketer'

DON'T JUST TRY TO SELL STUFF, PROVIDE VALUE

The absolute best way to provide value is by listening. You can't provide value if you don't understand what your audience is currently interested in.

80% of your content should be value driven, with the remaining 20% being on brand with a call to action.

Homework:

Audit your Social Media content to determine your current ratio.

**THINGS TO CONSIDER
BEFORE GETTING
STARTED**

WE NEED MORE LIKES.

WE NEED LESS.



Like



Love



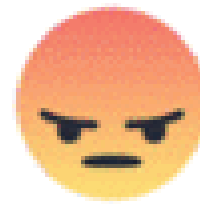
Haha



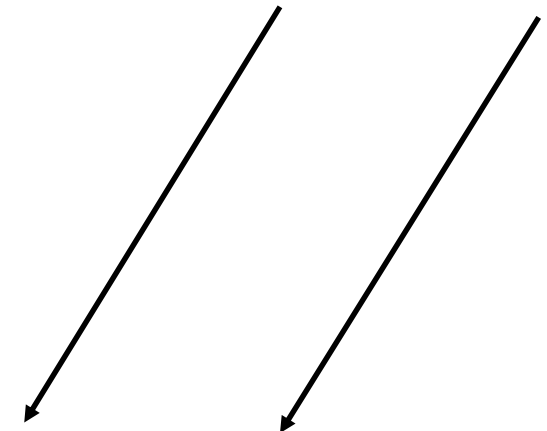
Wow



Sad



Angry



What would you like to accomplish?

Who are you trying to reach?

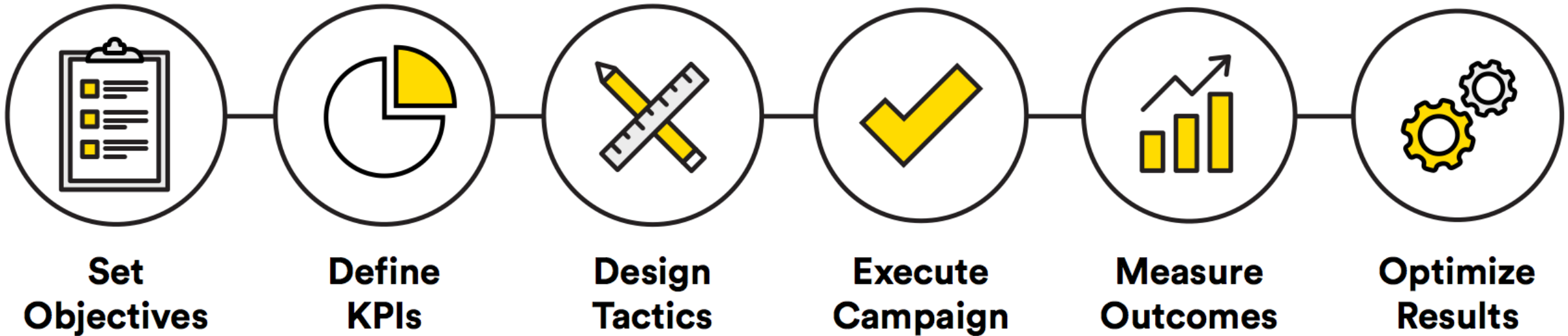
What platforms are they on?

DIGITAL MARKETING OBJECTIVE-FIRST FRAMEWORK

THE OBJECTIVE-FIRST FRAMEWORK

An extremely lean Marketing Plan used to Define, Develop, and Document campaign strategy.

THE OBJECTIVE-FIRST FRAMEWORK



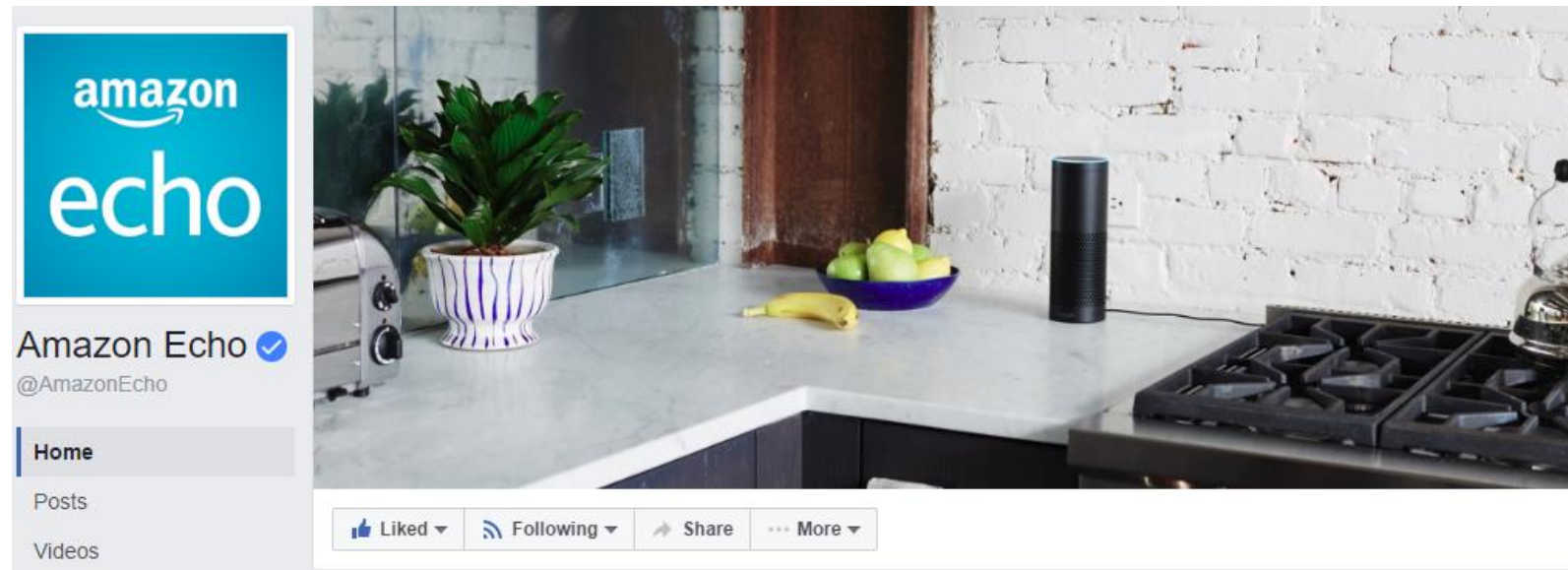
CASE STUDY: AMAZON ECHO



DEFINE YOUR OBJECTIVE

Objective: Increase user generated content on Facebook page

Why?: User generated content is viewed as less biased, and increases product awareness/adoption



DEFINE OBJECTIVES

In order to properly manage expectations, you'll want to set S.M.A.R.T. goals

Specific

Measurable

Attainable

Relevant

Time-bound

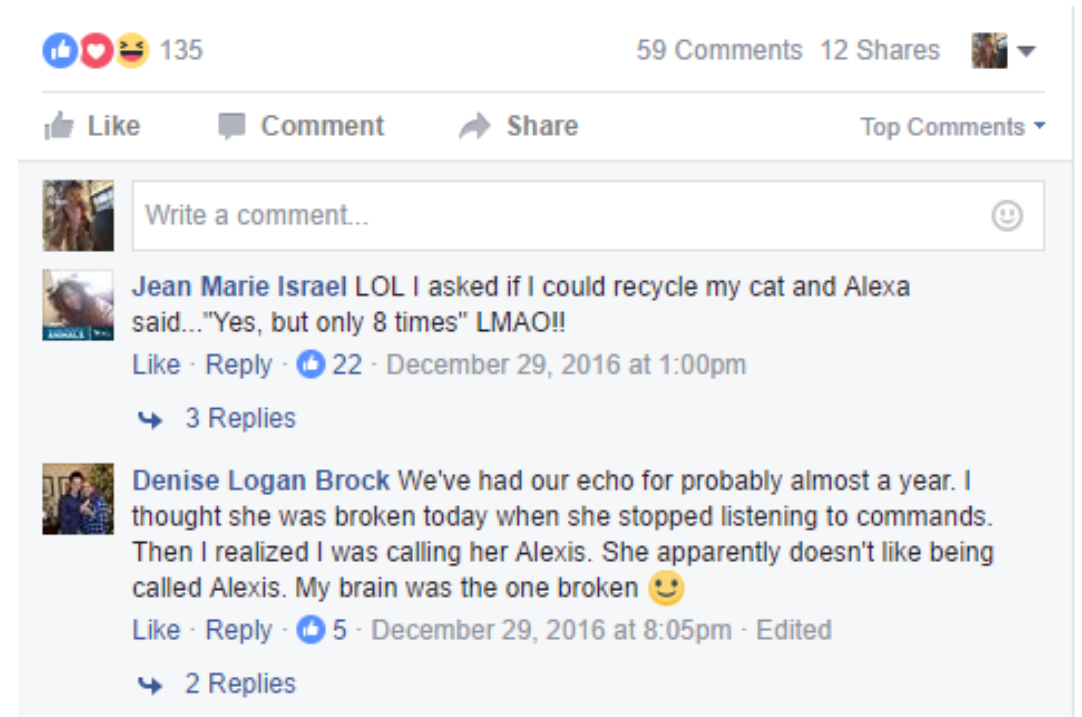
Example:

Increase user generate posts by 20% quarter over quarter

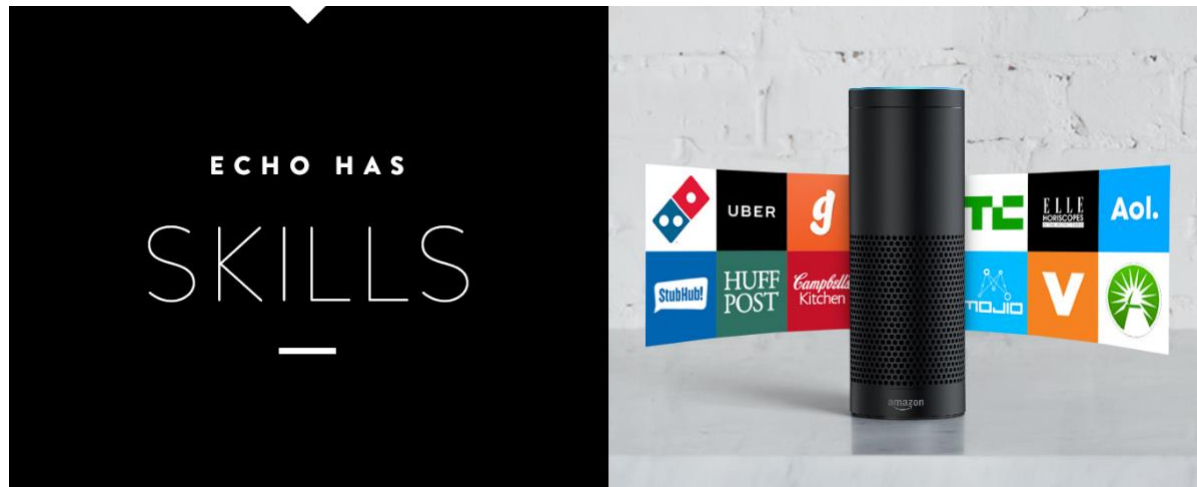
DEFINE KEY PERFORMANCE INDICATORS (KPIs)

These are metrics that let you immediately know how you're tracking towards your goals.

- User Comments/Day
- User Comments/Post
- Shares
- Reactions

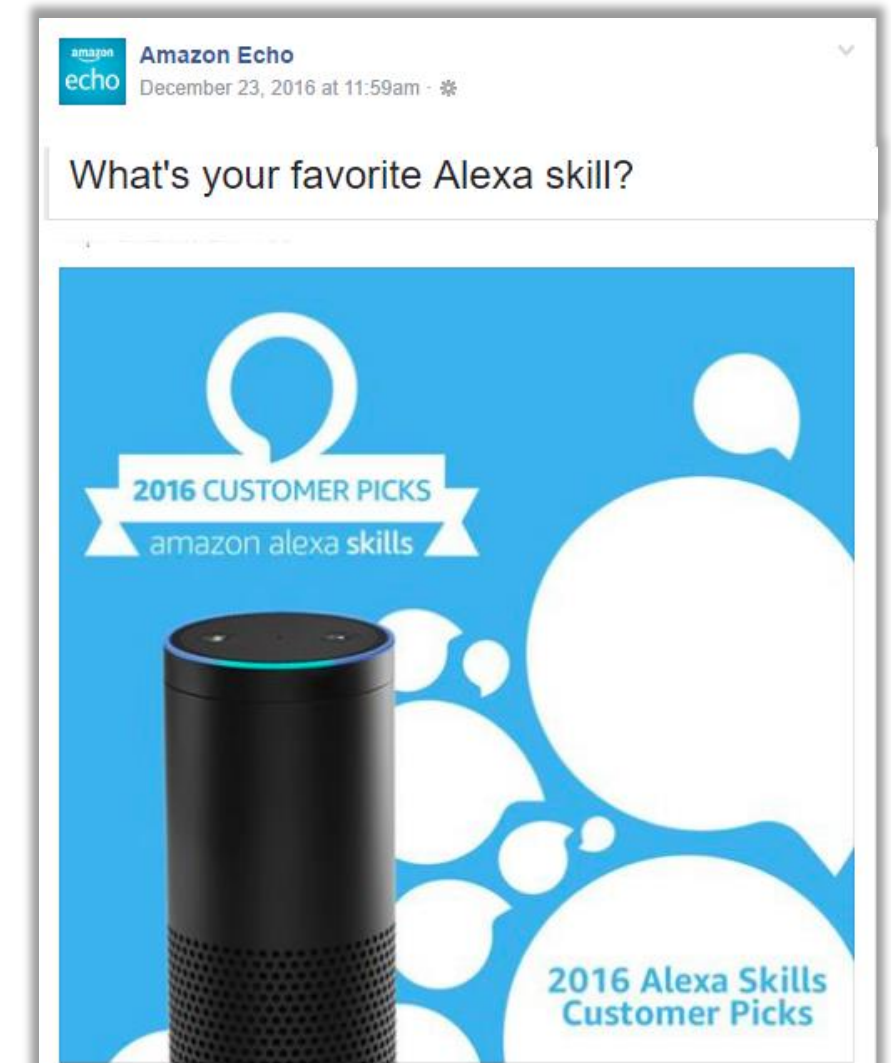


DESIGN TACTICS



Fun Fact:

Asking a question is one of the best ways to get user generated content.



EXECUTE CAMPAIGN

- Targeting
- Budget
- Platforms
- Duration



Joe Glenn Stapp Jr. My dot starts my car!!!

Like · Reply ·  3 · December 23, 2016 at 3:40pm



Cece Hammonds How does it do that?

Like · Reply · December 23, 2016 at 4:29pm



Bonnie Welch Yes, how does it do that. I have both dot and alex

Like · Reply · December 23, 2016 at 4:54pm



Write a reply...



MEASURE OUTCOMES

It is vital that you track your campaigns so you can analyze the data, and discover areas of opportunity.

There are several ways to do so, and it's useful to use more than one source in order to validate your data.



Aja Perry Alexa is my BFF...I love her!

Like · Reply · December 24, 2016 at 2:43am



Rhonda Pratt Emge Love the thermostat skill

Like · Reply · December 23, 2016 at 2:44pm



Jamie Beyersdorfer Pritchard Linda Beyersdorfer you should 'like' this page!

Like · Reply · December 26, 2016 at 11:07pm




Sandra McIntyre Douglas Defriest a must list for your bud, Alexa

Like · Reply · December 23, 2016 at 1:08pm



Ellen Cole Love my Alexa such a great invention

Like · Reply ·  1 · December 23, 2016 at 2:56pm

OPTIMIZE RESULTS

Once you have analyzed your data, refine or stop your campaigns/strategies based on results.

Segment your results in order to determine what yields the best results.

For example:

- Content
- Creative
- Device

Fun Fact:

80% of Social Media time is spent on mobile.

Not so Fun Fact:

40% of visitors expect your site to load within 3 seconds.








PLATFORM REVIEW

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

Before deciding what platforms you want to be on, take a look at where your competitors or similar companies are, what they're doing, and how they're finding success.

TAILORING WITHOUT LIMITS **CREATE YOUR LOOK**

Create Your Look invites you to individually combine your preferred size and fit of trousers and jacket, creating a suit that perfectly matches your body type.



hugoboss



Follow

HUGO BOSS The official Instagram account of BOSS Menswear & BOSS Womenswear. #thisisboss www.hugoboss.com

1,539 posts

1.3m followers

392 following



HUGO BOSS

📍 Germany · www.hugoboss.com · 🐦

The official Pinterest account of BOSS Menswear & BOSS Womenswear

13
Boards

1.5k
Pins

0
Likes

15.1k
Followers

17
Following

Filter by Date

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year

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Content Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

[Uncheck All](#)
[Filter](#)

[Search!](#)
[Export](#)
[+ Create Alert](#)

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Results not relevant enough? [Click here to search for "kombucha tea" in the article's title only](#)

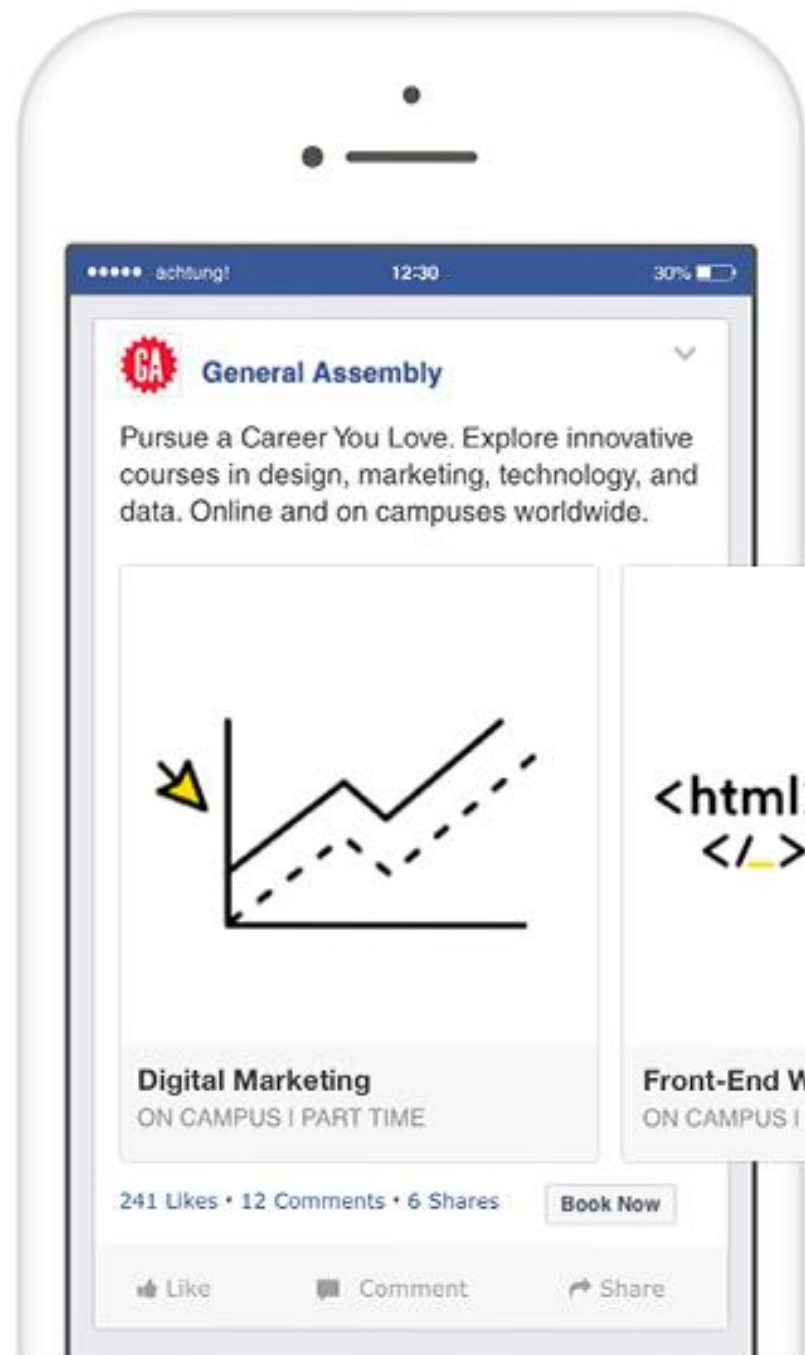
Sort by: [Total Shares ▾](#) Page 1 of 38

		FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES ▼
<div>Can you get drunk off kombucha tea? - CNN.com</div> <div>cnn.com - More from this domain</div> <div>By Ana Cabrera And Sara Weisfeldt, Cnn - Dec 9, 2015</div> <div>Article</div>	<div>🔗 View Backlinks</div> <div>👤 View Sharers</div> <div>🔗 Share</div>	13.2K	12	130	7	3	13.3K
<div>Kombucha – “Tea Of Immortality” (Recipe)</div> <div>healthandbeautylifestyle.com - More from this domain</div> <div>May 11, 2016</div> <div>Article</div>	<div>🔗 View Backlinks</div> <div>👤 View Sharers</div> <div>🔗 Share</div>	6.3K	0	3	119	1	6.4K
<div>8 Evidence-Based Health Benefits of Kombucha Tea</div> <div>authoritynutrition.com - More from this domain</div> <div>By Joe Leech, Dietitian - Mar 9, 2016</div> <div>Article</div>	<div>🔗 View Backlinks</div> <div>👤 View Sharers</div> <div>🔗 Share</div>	4.2K	22	71	407	16	4.8K
<div>Kombucha Tea</div> <div></div> <div></div> <div></div>	<div>🔗 View Backlinks</div>						

FACEBOOK

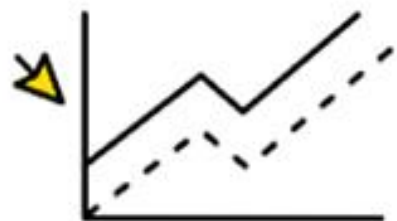


- 1.6 billion users = everyone
- Create engaging content in order to get more reach for posts
- Videos, Carousel, and Canvas posts tend to get more engagement, which increases reach
- Videos with captions get 2x more engagement
- Facebook Live is hot right now, and gets priority in the News Feed



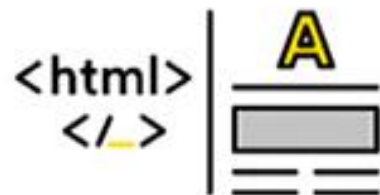
General Assembly

Pursue a Career You Love. Explore innovative courses in design, marketing, technology, and data. Online and on campuses worldwide.



Digital Marketing

ON CAMPUS | PART TIME



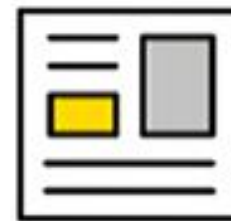
Front-End Web Development

ON CAMPUS | PART TIME



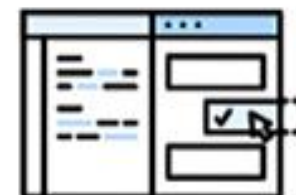
Data Science

ON CAMPUS | PART TIME



User Experience Design

ON CAMPUS | PART TIME



JavaScript Development Logo

ON CAMPUS | PART TIME

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DIGITAL MARKETING

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Skills & Tools

Gain proficiency in social advertising and use Facebook, Google AdWords, and Google Analytics to find meaning in user behavior.



Production Standard

Develop and plan a campaign driven by data and paid-search strategies — and measured by key performance indicators.



The Big Picture

Become a driver of your company's bottom line by using cutting-edge techniques and platforms to market products and acquire users.



Facebook Marketing



Google Analytics



Email Marketing



Search Engine Optimization



Paid Search Ads

FACEBOOK LIVE

This is a great opportunity to engage with your audience in real time, and with a more organic experience.

Consider doing the following:

- Q&A on topics related to your product or service
- Product demos
- Panel discussions with industry experts
- Success stories/testimonials



INSTAGRAM

- 500 million users, skews slightly female
- Great for branding, not as effective at direct response
- Upgrade to an Instagram Business Account in order to get audience demographics and include calls to action such as 'Contact Us'
- Instagram Stories are quickly gaining traction, and are ~~competing~~ trying to compete with Snapchat
- Instagram Live is now a thing as well



INSTAGRAM STORIES

A feature that lets you share all the moments of your day, not just the ones you want to keep on your profile.

As you share multiple photos and videos, they appear together in a slideshow format: your story.

Great opportunity for storytelling and testimonials.



SNAPCHAT

- 200M users, skews MUCH younger
- More of a branding play as well, but direct response is growing
- Extremely popular right now, but challenging to measure
- 'Memories' feature allows users to save their snaps, and create a longer narrative. (Huge!)
- Geofilters allow brands and services to reach Snapchatters in a specific area.



SNAPCHAT CONTENT: MEMORIES

Memories is a searchable and shareable archive of your favorite snaps and Stories.

If this sounds rather similar to Instagram Stories, you've clearly been paying attention, but Memories came first.

You would leverage these the same way you leverage Instagram Stories.

However, Memories finally let's you upload content created outside of the Snapchat app, allowing for much better production quality.

All other Snapchat content must be created within the app.

SNAPCHAT GEOFILTERS

A design you can overlay onto a photo you take in snapchat, but are only limited to a specific location.

You can target Industry City for about \$10/hour.

Note, you cannot include phone numbers, URLs, handles, or email addresses.



TWITTER



- Near Real-time and great at one-to-one outreach.
- To make the most of Twitter, put together a list of influencers in your space, then follow and RT them.
- More importantly, you should also follow their followers, and get involved with their conversations.
- Live events present good opportunities to take advantage of your audience's focused attention.
- Potential audience is somewhat based on trending topics and news

TWITTER TOOLS: FOLLOWERWONK

followerwonk »
A Moz App

Features & Pricing | Moz account? Log In | [Try Free with Twitter](#)

[Search Bios](#) | [Compare Users](#) | [Analyze](#) | [Track Followers](#) | [Sort Followers](#)

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.




[Login with Twitter](#) and we'll overlay your follow status. [Want to find your top followers?](#)

[more options](#)

Examples: actors, managers, VPs, architects, mad scientists, SEOs, inbound, actresses

Twitter users with "kombucha tea" in their profiles

Showing 1 - 50 of 129 results (order by [relevance](#))

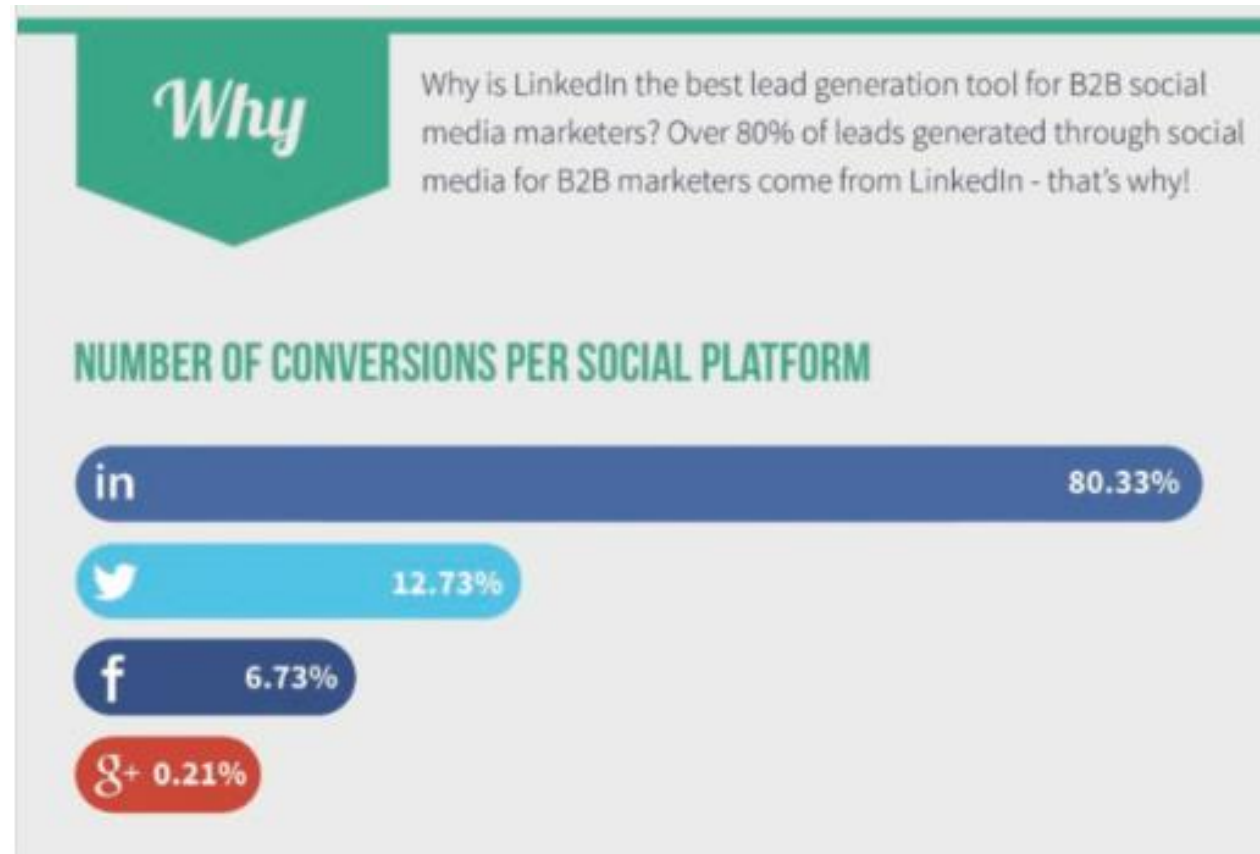
No filters ▾		tweets ▴ ▾	following ▴ ▾	followers ▾ ▴	days old ▴ ▾	Social Authority ▴ ▾
follow	 Get Kombucha @GetKombucha A Small (yet moderately awesome) Kombucha site, with Kombucha Recipes, Kombucha Benefits and Kombucha Cultures -- We Help You Make Free Kombucha Tea.	4,513	22,018	21,178	2,722	14 ▬
follow	 Townshend's Tea @TownshendsTea Serving fine teas, spirits and kombucha in the Pacific Northwest.	2,010	491	4,574	2,759	46 ▬
follow	 TheBU Kombucha @TheBUKombucha Flavor-packed #kombucha tea for energetic people. Born in Hawaii, made with love in California. #ilikeyourenergy	1,275	1,374	2,323	1,890	31 ▬

LINKEDIN

- Huge B2B marketing opportunity
- Reach people based on their industry, skillset, or seniority
- Follow Influencers and channels to reach your target audience
- Gimmicky ads and images should be avoided here



LINKEDIN



GOOGLE+

- Great for Hangouts, not so great for anything else
- There has been a proven impact on SEO (Search Engine Optimization)
- Users tend to skew male, a bit younger, more tech & news focused



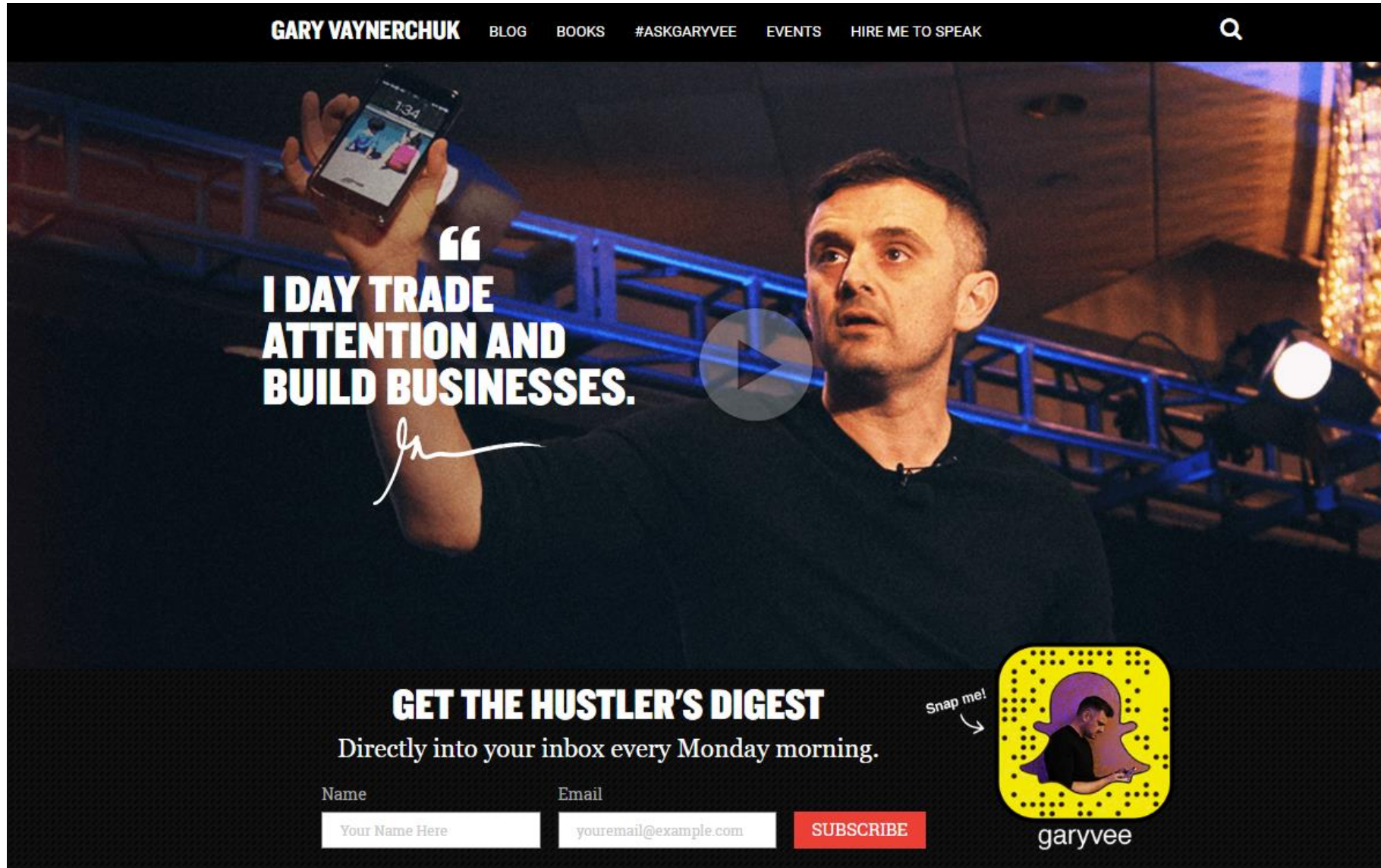
NEWS AND FORUM SITES

- This is where a lot of trending topics first emerge
- Keep your ear to the street in order to understand what your audience is talking about
- Although the impact is harder to measure, what you discover here will feed your other Social Media channels



KEY TAKEAWAYS

- Start with a goal, and then develop your strategy around it
- Discover where and how your target audience engages on Social Media
- Focus on developing one or two platforms first, then expand if it makes sense
- Listen more than you talk
- Provide valuable content, don't just try to sell stuff

The image shows the hero section of Gary Vaynerchuk's website. At the top is a black navigation bar with white text links: 'GARY VAYNERCHUK', 'BLOG', 'BOOKS', '#ASKGARYVEE', 'EVENTS', and 'HIRE ME TO SPEAK'. A search icon is on the right. The main visual is a video of Gary Vaynerchuk holding a smartphone, with a large play button overlay. Text on the video reads: '“ I DAY TRADE ATTENTION AND BUILD BUSINESSES. ”' with a signature below. At the bottom, a dark section promotes 'GET THE HUSTLER'S DIGEST' with a sign-up form for Name and Email, a red 'SUBSCRIBE' button, and a Snapchat QR code with the handle 'garyvee' and the text 'Snap me!'.

MARTECH CMO **SOCIAL** SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MORE SUBSCRIBE

FOLLOW US 🔍

Marketing Land

**GREEN LIGHT**
Pinterest to become an affiliate's best friend again

**MARKETERS REJOICE**
Google Analytics adds Search Console data, replaces SEO report

SUBSCRIBE TO MARKETING DAY
Your email here.
SUBSCRIBE

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BIGGEST SEARCH GEEK

PROVE YOUR SEM CHOPS
WIN COOL PRIZES!
PLAY NOW →

**SMX**
BIGGEST SEARCH GEEK VIII


Social Media Marketing


Kick off each Monday with the best news and ideas in social media.

Your email here.

SUBSCRIBE

PROVE YOUR SEM CHOPS
WIN COOL PRIZES!

**WANTED**
BIGGEST SEARCH GEEK

**SMX**
BIGGEST SEARCH GEEK VIII

PLAY NOW →



How Instagram is winning brands' video budgets despite "controversial" sales strategy



Facebook brings its retargeted ads to Instagram, travel brands
Facebook's Dynamic Ads (née Dynamic Product Ads)

ATTEND OUR CONFERENCES



Are you a social marketing pro? The

WHAT'S NEXT?

Facebook Advertising & Campaign Optimization (January 12th)

Discover best practices for paid Facebook Marketing, and how to get the most out of your budget.

Social Media Content Strategy (January 19th)

Understand how to create social content that will turn follower into leads and customers.

Social Media Monitoring & Analytics (January 26th)

Learn how to measure the impact of your social content, and tools you can leverage to automate the process.

AMERICAN RED CROSS GETTING SLIZZERD



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnslizzerd](#)



dogfishbeer Dogfish Head Brewery

Good plan! RT [@ereed812](#): After I drop off a pint of blood to the [@RedCross](#), I'm replacing it with a pint of [@dogfishbeer](#) [#gettnslizzerd](#)

16 Feb



dogfishbeer Dogfish Head Brewery

Or make a donation! RT [@Michael_Hayek](#): In honor of all the great work the [@redcross](#) does I'm tagging any beer tweet 2day w [#gettnslizzerd](#)

16 Feb



@riaglo
Gloria Huang

Rogue tweet frm [@RedCross](#) due to my inability to use hootsuite... I wasn't actually [#gettingslizzard](#) but just excited! [#nowembarassing](#)



RedCross American Red Cross

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

12 hours ago



RedCross American Red Cross

Thanks for turning our Twitter mistake into a good thing: <http://bit.ly/fZ6K0n> and thanks to [@Dogfishbeer](#) for helping out.

1 hour ago

Q

&

A

KEEP IN TOUCH!

TERRY@BROOKLYNDM.COM

Also available for Team Training & Consulting.