



# Invest in lines - not dots.

**Our mission is simple:**

Turn marketing from an expense to an investment that generates a return.

# SOCIAL MEDIA INTRODUCTION

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May 1, 2014





# Introductions

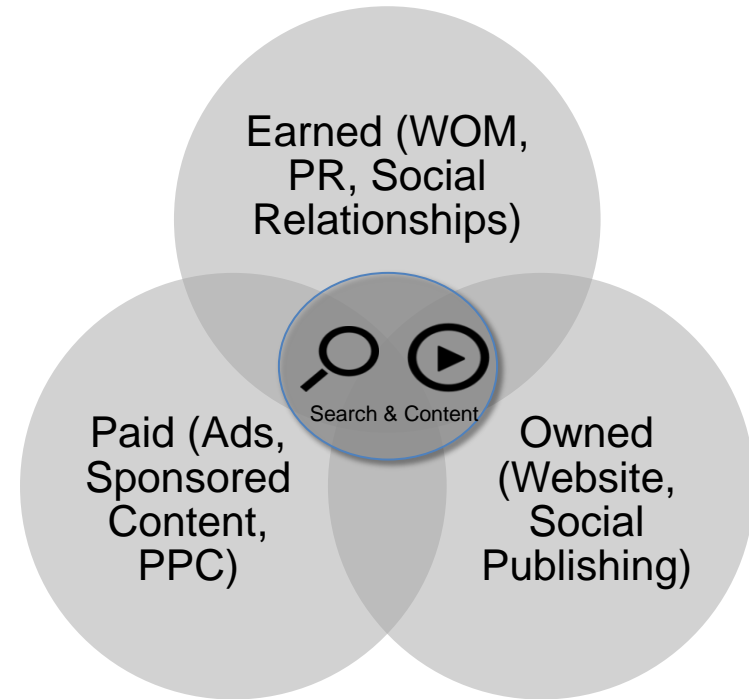
Eliza Newcomb (@NewNukem)

- Social media strategist at 90octane, a conversion-driven marketing agency.
- Experience in social media marketing integration in tourism, theme-park marketing, CPG and B2B clients.
- Loves relationship marketing through social media and telling brand stories in a relevant way.

# Social Media Landscape

The media landscape in which all companies stories exist across different consumer touch points.

A social media strategy will consider both the consumer travel journey (from inspire to experience to loyalty) and the media landscape in which all Denver-based businesses exists.

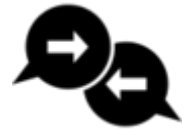


# Social Overview

Users want meaningful online relationships, but how can local businesses do this efficiently?



- Make offline personality shine online
- Bring the brand, hotel attraction, or store's story onto mobile and desktop devices
- Network and build relationships as if offline (two-way dialogue)
- Provide value to users by being relevant, timely, helpful, entertaining; not just marketing



# Social Impact on Local Business

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## Insights:

- Social signals are used to **impact search engine rankings**
- 72% of online adults **use social media** (May 2013, Pew Research)
- 81% of US respondents indicated that **friends' social media posts directly influenced their purchase decision** (May 2013, Forbes)
- 8 in 10 social media users in U.S. **would rather connect with companies via social media than corporate websites** (MBA Online, 2013)

## Assumptions:

- **You don't have 40 hours to dedicate to social media** (Just a hunch...)

# Social Media Ecosystem

*Business Insider*, 2012: That Insanely Complicated Social Media Marketing Graphic Just Got Updated

Today, let's keep it simple by focusing on key platforms for most businesses:



## Consumer & Search Impact



## B2B



## Search Impact



# Social Media Framework

## Strategy

- ✓ Who do you want to talk to?
- ✓ Why do you want to talk to them (define objectives)?
- ✓ How much time do you have?
- ✓ What is your story?

Month 1

## Platforms

- ✓ Which platforms do my consumers use?
- ✓ Which platforms align with my objectives?
- ✓ What can I actively maintain?

## Execution

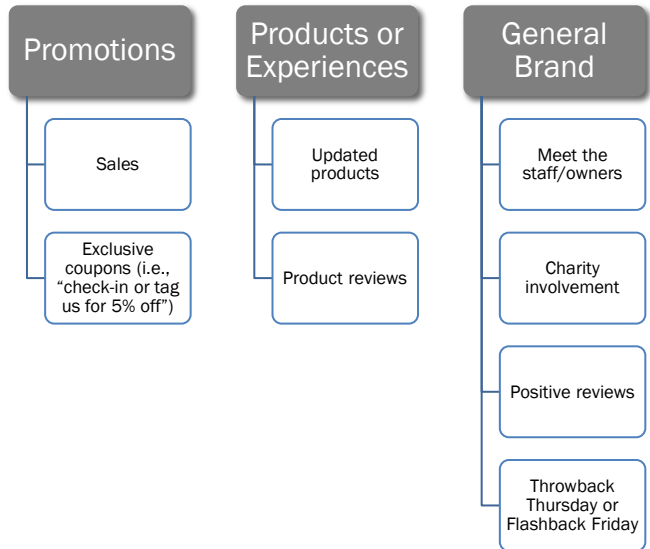
- ✓ When do I want to share my story and where?
- ✓ Who will be responsible for management? Responding to consumers?
- ✓ How will I know what's working?

Month 2

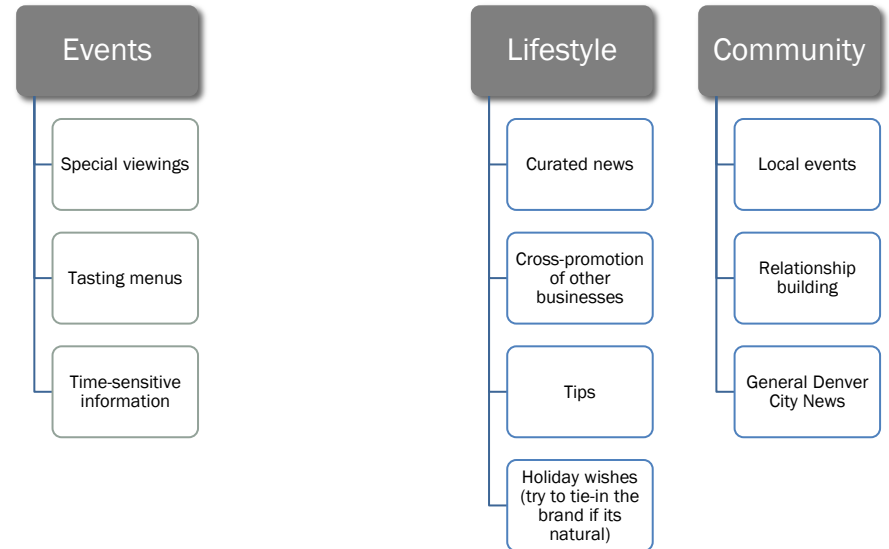


# Building Your Story

Marketing: 30-40% of your messages on social media



Providing Value: 60-70% of your messages



# Assessing Platforms



Goals	Dependent on a Businesses Objectives				
Platform is good for local businesses trying to:	Build community and relationships Provide customer service Showcase brand story	Showcase brand story through longer-form storytelling House store information for search engines to index, can be a simple extension of the website	Network with other professionals on behalf of your business Showcase business services	Tell your store's visual story Instagram: quick way to visualize the brand experience	Respond to reviews House brand information for search engines to index
Content Cadence	3-6 times / week	1-2 unique times / day + 1-2 curated	Dependent on level of activity and if using LinkedIn as a Business or a Personal account Business accounts should publish 1-4 times per week	YouTube: As available Instagram: 1-3 times per week	1-2 times / week
Expected Response Turnaround	4-24 hours on Facebook depending on nature of posting 1-2 hours on Twitter, but as fast as possible is best	As needed	2-3 days, as needed	YouTube: as needed Instagram: 1-3 days, can engage with historical user-generated content to build community	As needed
Building community	Be personable Be human, responsive Share interesting content Respond in a timely manner	Sharing timely content	Professional networking	Showcasing visuals aligned to the brand Engaging with those who share images of your business	Responsiveness Professionalism

# Tips & Tricks: Writing

## Writing Your Story: Google Drive (Docs)

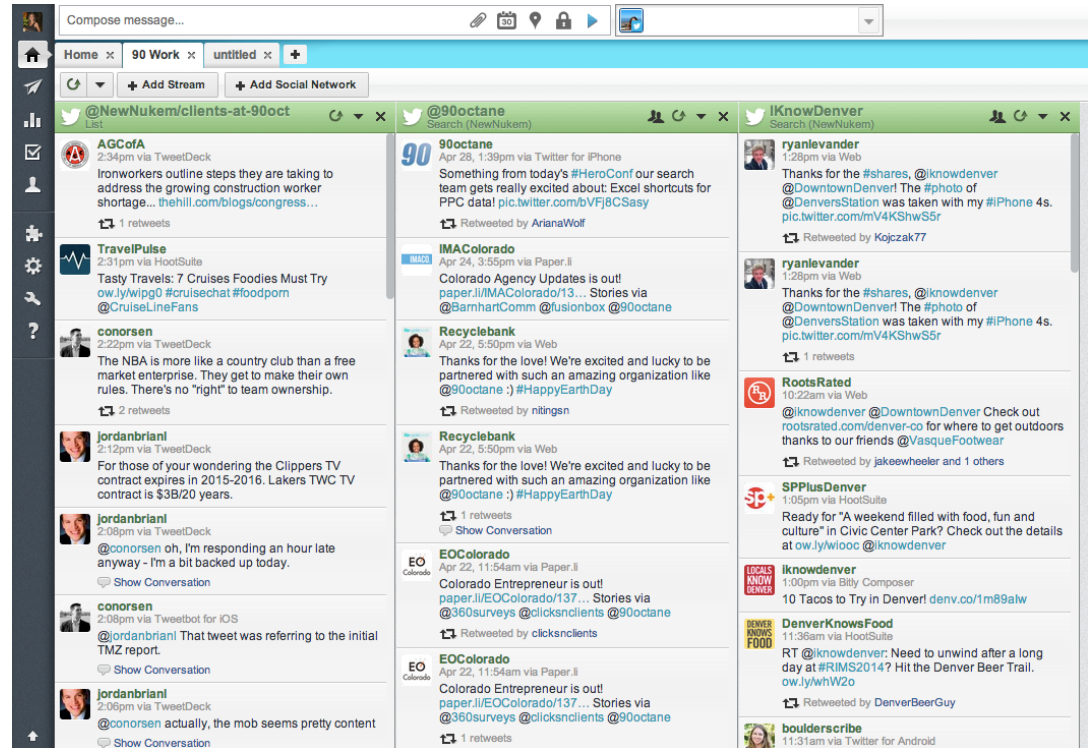
- Use **Google Docs** to keep track of **your content** (where and when its going live)
- Set aside **2-3 hours** to draft posts for all the platforms you are active on for the next 1-2 months
- **If you aren't a writer, ask around** to see if employees or friends are – many local businesses use freelancing friends to produce content
- Just make sure to **review before publishing** as you know your brand best

fx	Date	A	B	C	D	E	F	G	H
1	Date		Content Bucket	Facebook Copy	Twitter Copy	Link	Comments	Likes	Clicks
2					Week of April 1-April 7				
3				Flow Studios is on Facebook! We're excited to connect with long-time Pilates lovers and those new to the practice.	Flow Studios is on Twitter - we're excited to connect with Chi Pilates, Yoga and dance lovers!				
4	4/1/2012	Information		Meet our Instructors - they are passionate about Pilates, yoga, healthy balance and you!	Meet our Instructors - they are passionate about Pilates, yoga and finding a health balance.	<a href="http://www.flowchicago.com">http://www.flowchicago.com</a>			
5	4/2/2012	Meet the Instructor		The warmer weeks in Chicago are getting us so excited for the summer! Do you have any Spring resolutions?	This weather in Chicago is getting us excited for the summer!				
6	4/3/2012	Inspiration		We will be using our Facebook page to share inspiration, information about the studio, monthly promotions and tips for health & wellness lovers out there. Please let us know if you have any questions about the Studio!	Follow us on Twitter or Facebook [insert link] for studio updates, inspiration and tips on healthy living!				
7	4/4/2012	Information		Our instructors started practicing Pilates for all different reasons - what brought you in to your first class?	Our instructors started practicing Pilates for all different reasons - what brought you in to your first class?				
8	4/5/2012	Meet the Instructor		Tonight's 8:30 p.m. Pilates Exo Chair class in Lincoln Park has been cancelled. Sorry for any inconvenience!	Retweet inspirational tweet.				
9	4/6/2012	Promo		Register online for a Saturday class? Register online for classes in the Lincoln Park <a href="http://ow.ly/a73ax">http://ow.ly/a73ax</a> or West Loop studio <a href="http://ow.ly/a73dK">http://ow.ly/a73dK</a>	Looking forward to our 10 a.m. Resistance & Balance class with Jeremy! Will we see you there?				
10	4/7/2012	Engagement		How are you spending this [insert weather description] Saturday in Chicago?	Reply to a client that either checked in via FourSquare or followed the brand during the week.				
11					Week of April 8-April 14				
12	4/8/2012	Easter		Happy Easter Chicago! No classes today at either studio. See you later this week!	Happy Easter Chicago! No classes today at either studio. See you this week!				
13	4/9/2012	Inspiration		Share an inspirational article.	Retweet inspirational tweet.				
14	4/9/2012	Information		Have you seen our West Loop Studio? [Upload photo album]	Have you seen our West Loop Studio? [Link to FB photo album]				

# Tips & Tricks: Publishing

## Publishing Your Story: Scheduling & Curating

- Facebook allows you to **schedule posts in advance** if you run a Page (not on personal accounts)
- [HootSuite](#) (a free social media management tool) allows you to **publish to Facebook and Twitter and engage with your community** from any device
- [Google Alerts](#) are a **free email alert** allowing businesses to see if anything is published within certain keyword parameters; can help with curating stories to share with your community
- Platform Insights: all social media platforms have some form of measurement available on them for **free**



# Tips & Tricks: Resources

## Staying Up-to-Date: Resources

- Social media platforms have Help Centers for small and large businesses:
- [Local Facebook Pages](#)
- [Facebook for Business](#)
- [Twitter for Smaller Businesses](#)
- [Pinterest for Business](#)
- [Yelp Business Account](#)
- [Google Local for Businesses](#)
- [Nitrogram Guide to Instagram for Businesses](#)
- [Tips for Getting Started in LinkedIn](#) for Small Business
- [Tips for Starting a LinkedIn Business Page](#)

## Pages with a Location

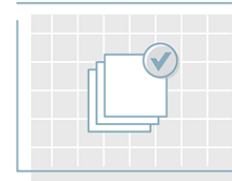
If your Page represents a business with a location, it's important to add your address to get special features that will encourage engagement and reach people when they're on the move. You can add your location by clicking on Edit Page on your admin panel and filling out the fields under Basic Information.



### Nearby

People use the "Nearby" section on Facebook apps when they're out and want to find something to do. When they tap on "Nearby" they'll see what's around them. Adding a location helps your business show up so that people can find you.

[Go to your Page](#)



### Check-ins

Adding your address to Facebook also makes it possible for people to check in when they visit you. When someone checks in, they're telling their friends that they've visited you. When people search for Pages on Facebook, or look for places using Nearby, one of the first things they'll see is how many of their friends have liked you or checked in at your location.



### Events

Pages that have added a location can also create an event right from the sharing tool. When you create an event for your Page the people who've liked you can see it as a story in News Feed or when they visit your Page. You can also encourage people to check in at your event so their friends know they attended it.

# Integrating Your Story

To the consumer, your brand's digital story is not a website separate from an app with independent search results and social media activities.



Your brand's digital story comes to life on a desktop, mobile and onsite experience as an integrated digital experience. Social is just part of the story...but start by prioritizing platforms and your brand story.

The logo features the word "90octane" in a large, bold, blue, italicized sans-serif font. Below it, the words "conversion-driven marketing" are written in a smaller, blue, lowercase sans-serif font. The background consists of a horizontal bar chart with blue bars of varying heights, some topped with white segments, set against a light blue gradient background.

# **90octane**

conversion-driven marketing

518 17th St., Suite 1400  
Denver, CO 80202

web | [www.90octane.com](http://www.90octane.com)

phone | 720.904.8169

email | [info@90octane.com](mailto:info@90octane.com)