Marketing Your Business Through Social Media Part II

FSC Interactive

Our Online Marketing Firm Team

FSC Interactive's team of online marketing experts bring a broad background of hands-on experience with online brand strategy, social media management, paid search account management, and search marketing strategy. Our group of internet marketing professionals are creative, meticulous, dedicated, and engaged in industry best practices as well as new developments and opportunities.

Get to know the faces and personalities that make FSC Interactive a creative, dedicated, and innovative internet marketing agency that can handle every aspect of your business' online marketing needs.

- Online and Interactive Marketing Agency located in New Orleans, La.
- Specialize in Social Media Strategy, Paid Search Campaigns and SEO
- Specialize in Hospitality and Tourism but work in a number of diverse industries
- Clients include New Orleans Tourism Marketing Corporation, New Orleans CVB and Loyola University

Andy Kutcher

- Director of Accounts at FSC Interactive
- New Orleans Native
- Attended Millsaps College
- Loves: My Dogs, Music Festivals, The Grateful Dead and The Saints

Social Media by the Numbers

- 45-54 year olds are the **fastest growing demographic** across social sites
- Between 2010 and 2012, people following brands on Social Media **increased 106%**
- **Facebook** leads sharing, followed by **email** and **Twitter**
- **Women out-number Men** on most social sites
- Social media sites and blogs reach **80% of all U.S. internet users**

Social Media for Non-Profits

- **50% of nonprofit communicators** label social media as a "**very important**" communication tool
- 55% who engaged with causes via social media have been **inspired to take further action**
- In 2013, **online fundraising** increased by over **13%**
- **56% of people donated** to an organization because they **read a story via social media**
- After becoming a **follower** of a nonprofit's social network, **59% of people donated**
- 47% of Americans **learn about a nonprofit** from the internet, specifically **social media**

http://www.nonprofitmarketingblog.com/site/10_social_media_stats_for_nonprofit_marketers | http://www.npengage.com/nonprofit-research/50-fascinating-nonprofit-statistics/ | http://blog.techimpact.org/20-insightful-nonprofit-technology-and-social-media-stats/

“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman

First Thing’s First….

SET GOAL
MAKE PLAN
GET TO WORK
STICK TO IT
REACH GOAL

Goals

- I want to increase traffic to the events section of the website by **10%**.
- We want a monthly average of **70** interactions on Facebook.
- I want **20** new Followers on Twitter every month.

KNOW YOUR
AUDIENCE

Who is your **Audience?**

- Age, Race, Gender
- How do They Talk to **YOU?**
- How do They Talk to **Each Other?**
- Where are They Spending Time?

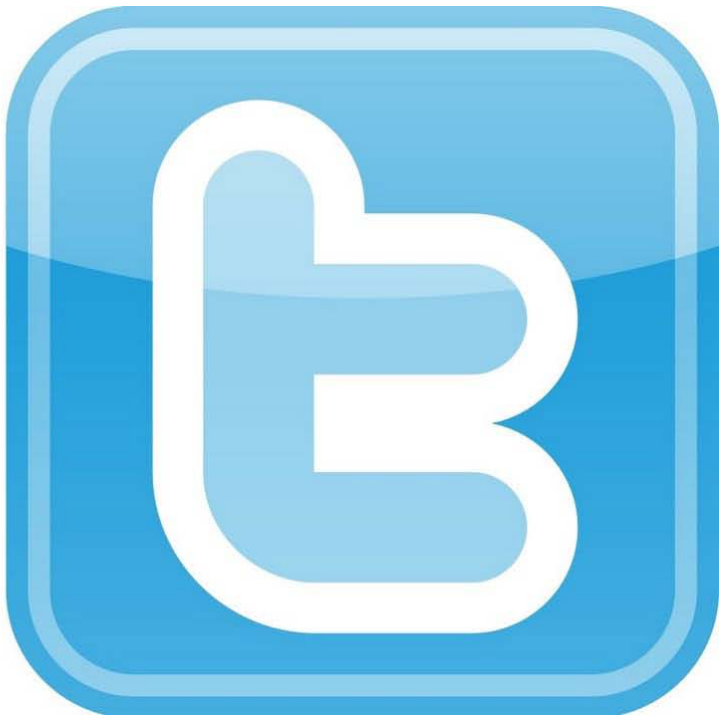
WHO
WHAT
WHERE
WHEN
WHY
HOW
QUESTIONS
ANSWERS

What (and who) are your **Resources**?

- In-house vs. Outsourced
- Team Size
- Available Time
- Accountability

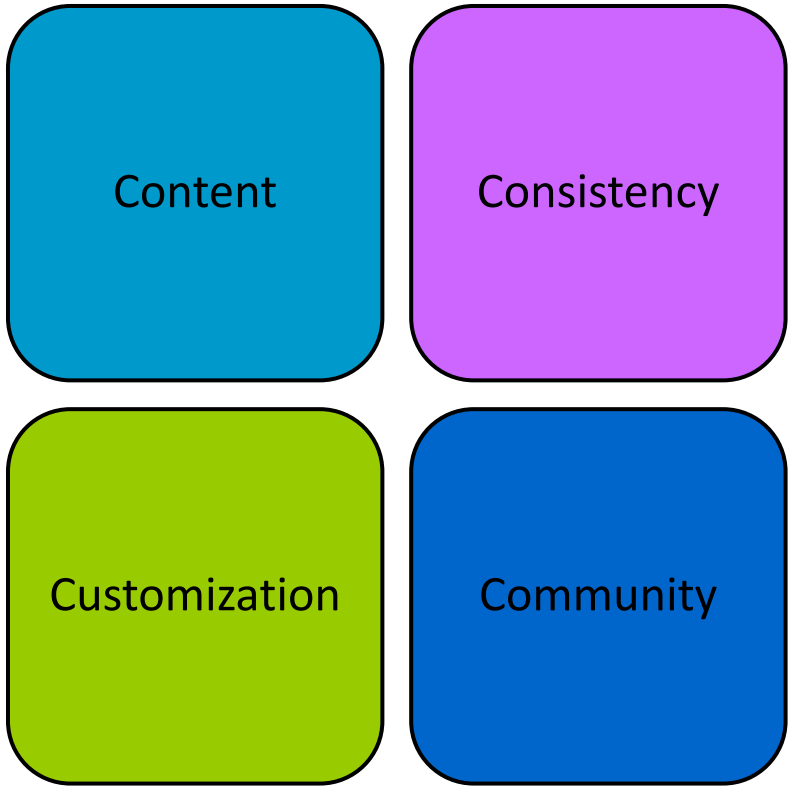
EXPLORE YOUR OPTIONS

Tactics



BUSINESS
CUSTOMER
PRODUCT
TEAMWORK
PROMOTION
DEVELOP
BUDGET
ANALYSIS

The Four C's of Social Media



- **Content is King**
  - Provide Value
  - Be Authentic
- **Consitency is Better Than Rare Moments of Greatness**
  - Do Not Start and Stop
  - Posting/Engaging Should be Daily
- **Customization is Necessary**
  - Set Yourself Apart
- **Community is Success**
  - Identify Your Audience
  - Build Your Community

Let's Talk Specifics...

Facebook

Facebook

- Largest social network in the world
- Average of 700 billion minutes on Facebook monthly
- Average User is connected to 80 Pages
- Every 20 minutes there are 1 million links shared

Tips & Tricks for Using Facebook

Schedule Your Content

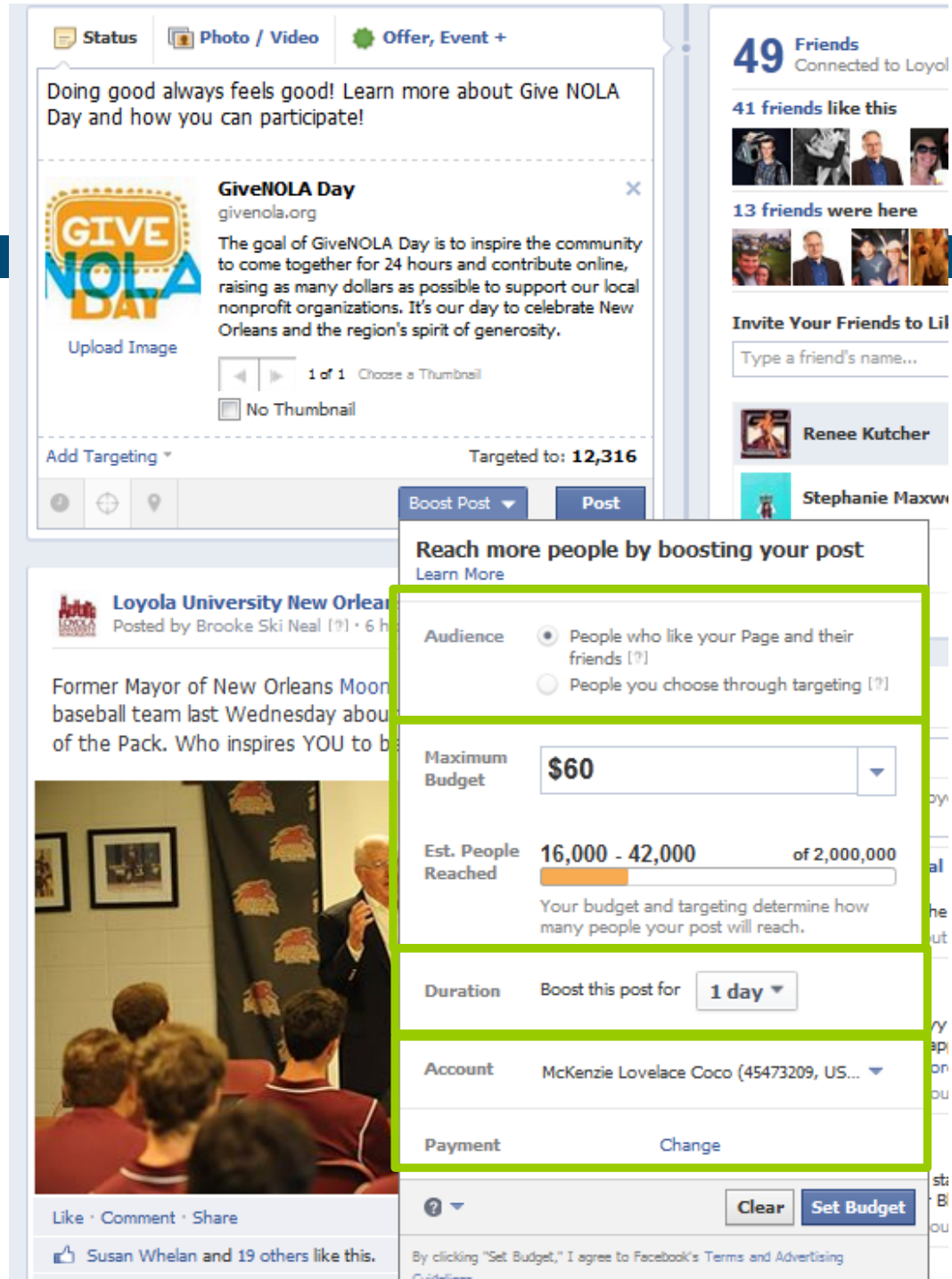
Check Your Scheduled Content

Edit, Reschedule or Delete

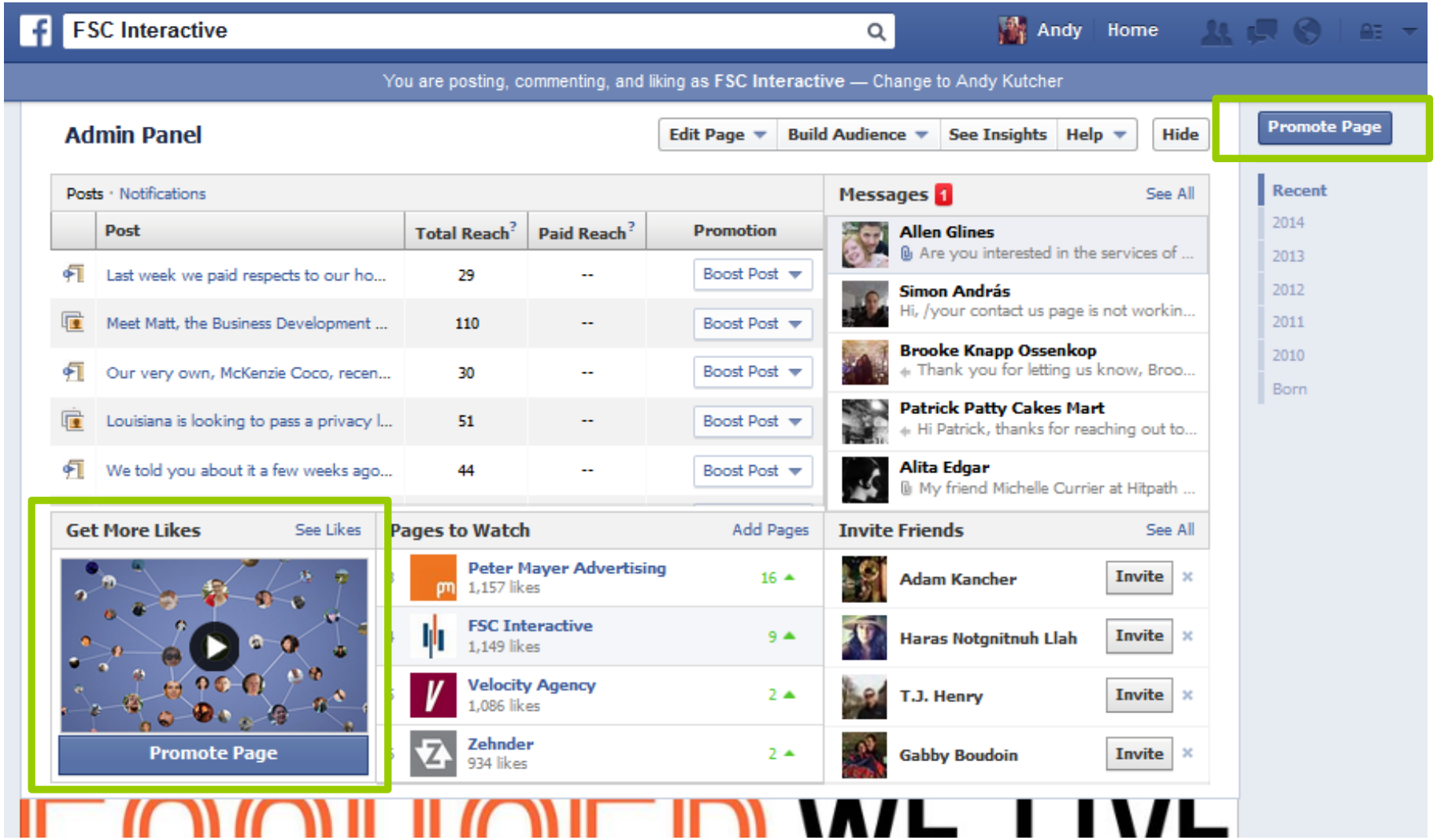
Target Your Content

Promote Your Content

- Audience:
  - Your Fans & their Friends
  - Targeted
- Maximum Budget
  - Facebook will recommend a budget and provide you with an estimated reach based on your budget and audience
- Duration
  - You can run promoted posts anywhere from 1 day to a week
- Account & Payment
  - If you have an advertising account already associated with the Page, it will default to that account

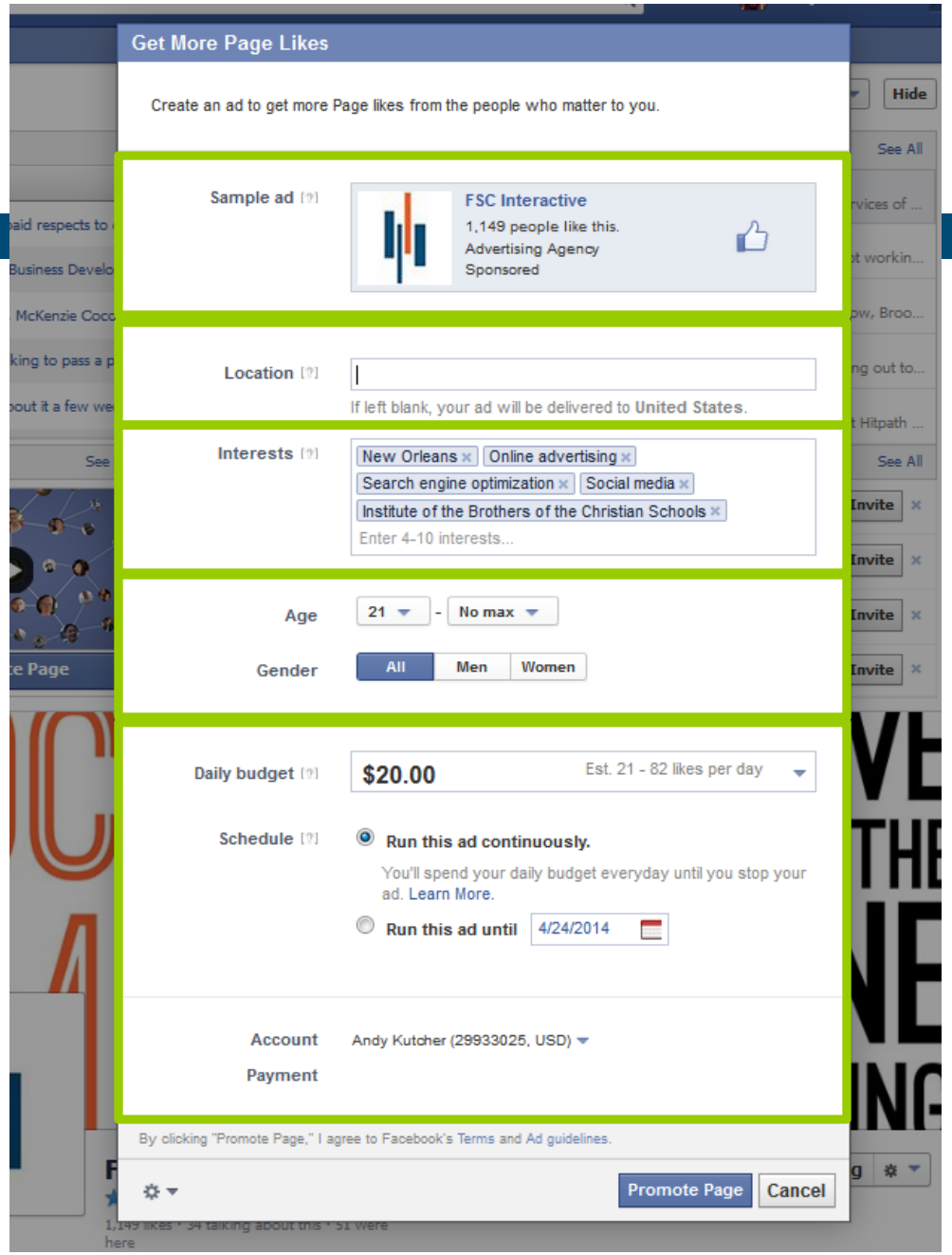


Promote Your Page

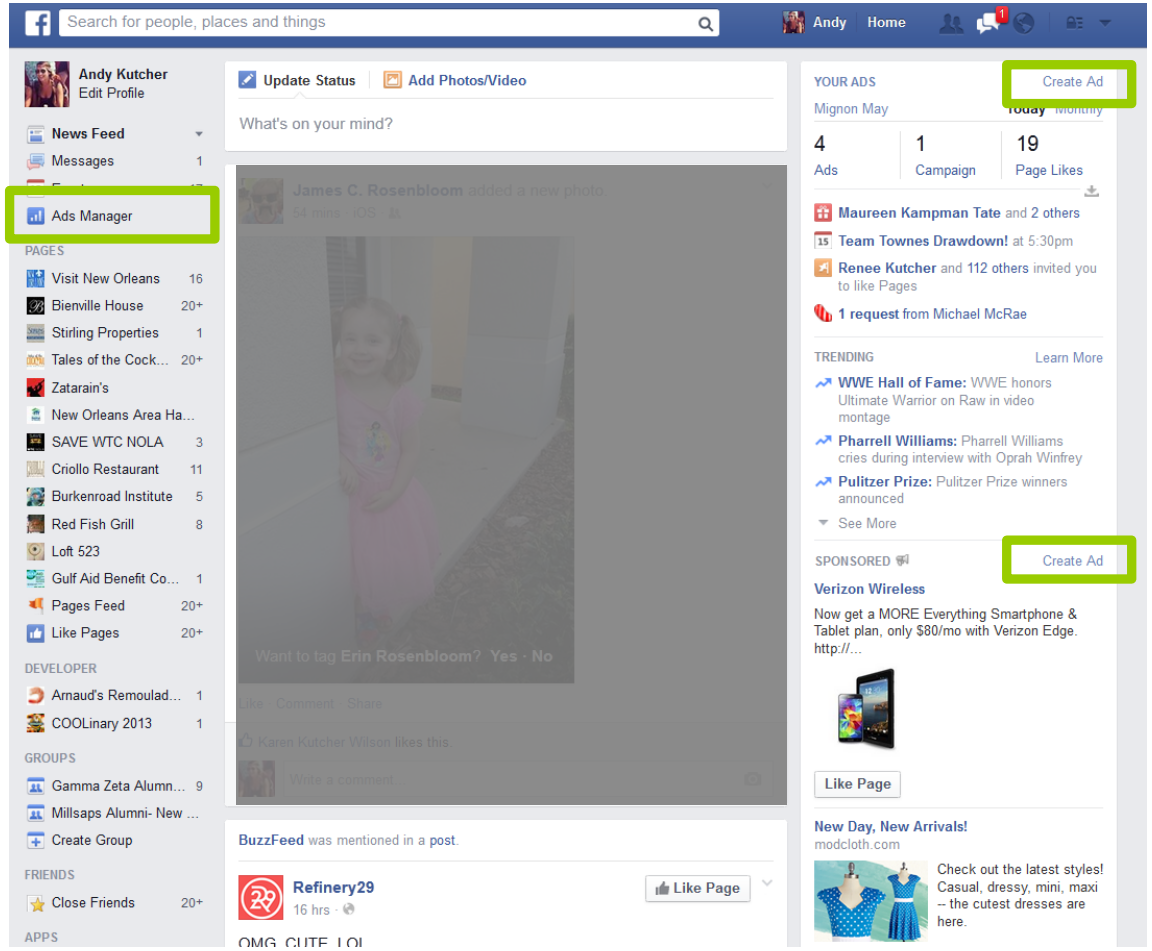


Promote Your Page

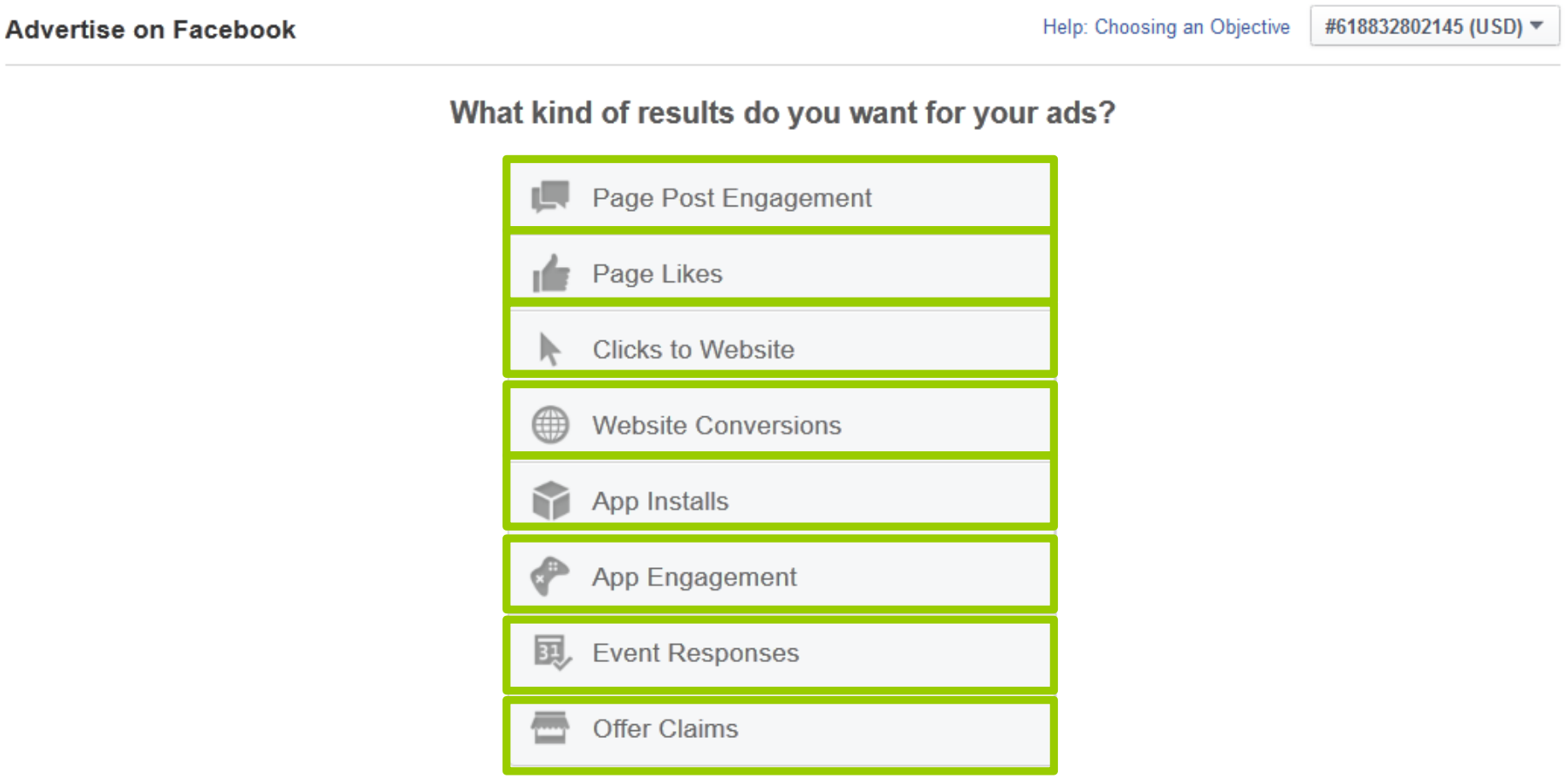
- Sample Ad
- Location
  - Geo-locate your ads if you're expanding into a new market
- Interests
  - You can add as many interests as you see fit and Facebook will recommend interests
- Age & Gender
- Budget, Schedule & Billing



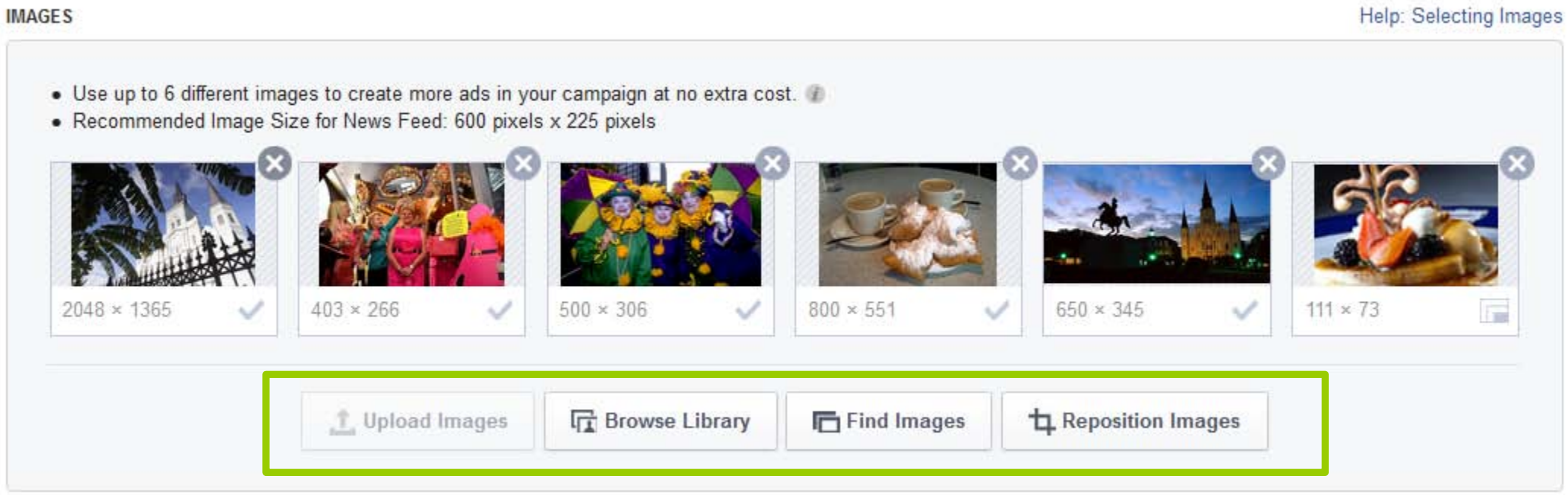
Advertise


Search for people, places and things
Andy
Home
Andy Kutcher
Edit Profile
Update Status
Add Photos/Video
What's on your mind?
News Feed
Messages
Ads Manager
PAGES
Visit New Orleans
Bienville House
Stirling Properties
Tales of the Cock...
Zatarain's
New Orleans Area Ha...
SAVE WTC NOLA
Criollo Restaurant
Burkenroad Institute
Red Fish Grill
Loft 523
Gulf Aid Benefit Co...
Pages Feed
Like Pages
DEVELOPER
Arnaud's Remoulad...
COOLinary 2013
GROUPS
Gamma Zeta Alumn...
Millsaps Alumni- New ...
Create Group
FRIENDS
Close Friends
APPS
James C. Rosenbloom added a new photo.
Want to tag Erin Rosenbloom? Yes · No
Karen Kutcher Wilson likes this.
Write a comment...
BuzzFeed was mentioned in a post.
Refinery29
16 hrs
Like Page
OMG, CUTE, LOL
YOUR ADS
Create Ad
Mignon May
Today
Monthly
4
Ads
1
Campaign
19
Page Likes
Maureen Kampman Tate and 2 others
Team Townes Drawdown! at 5:30pm
Renee Kutcher and 112 others invited you to like Pages
1 request from Michael McRae
TRENDING
Learn More
WWE Hall of Fame: WWE honors Ultimate Warrior on Raw in video montage
Pharrell Williams: Pharrell Williams cries during interview with Oprah Winfrey
Pulitzer Prize: Pulitzer Prize winners announced
See More
SPONSORED
Create Ad
Verizon Wireless
Now get a MORE Everything Smartphone & Tablet plan, only $80/mo with Verizon Edge. http://...
Like Page
New Day, New Arrivals!
modcloth.com
Check out the latest styles! Casual, dressy, mini, maxi -- the cutest dresses are here.

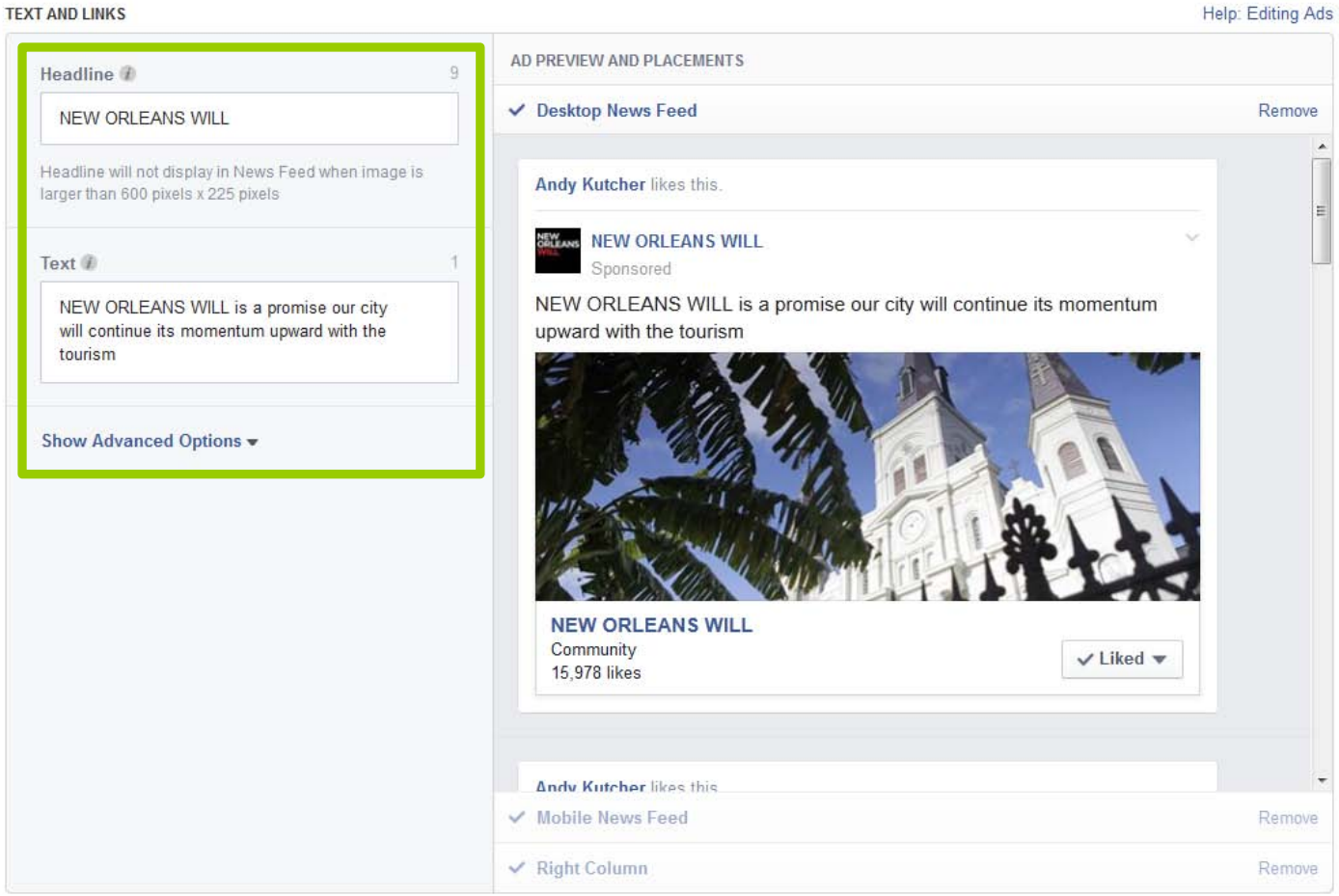
Advertising Options



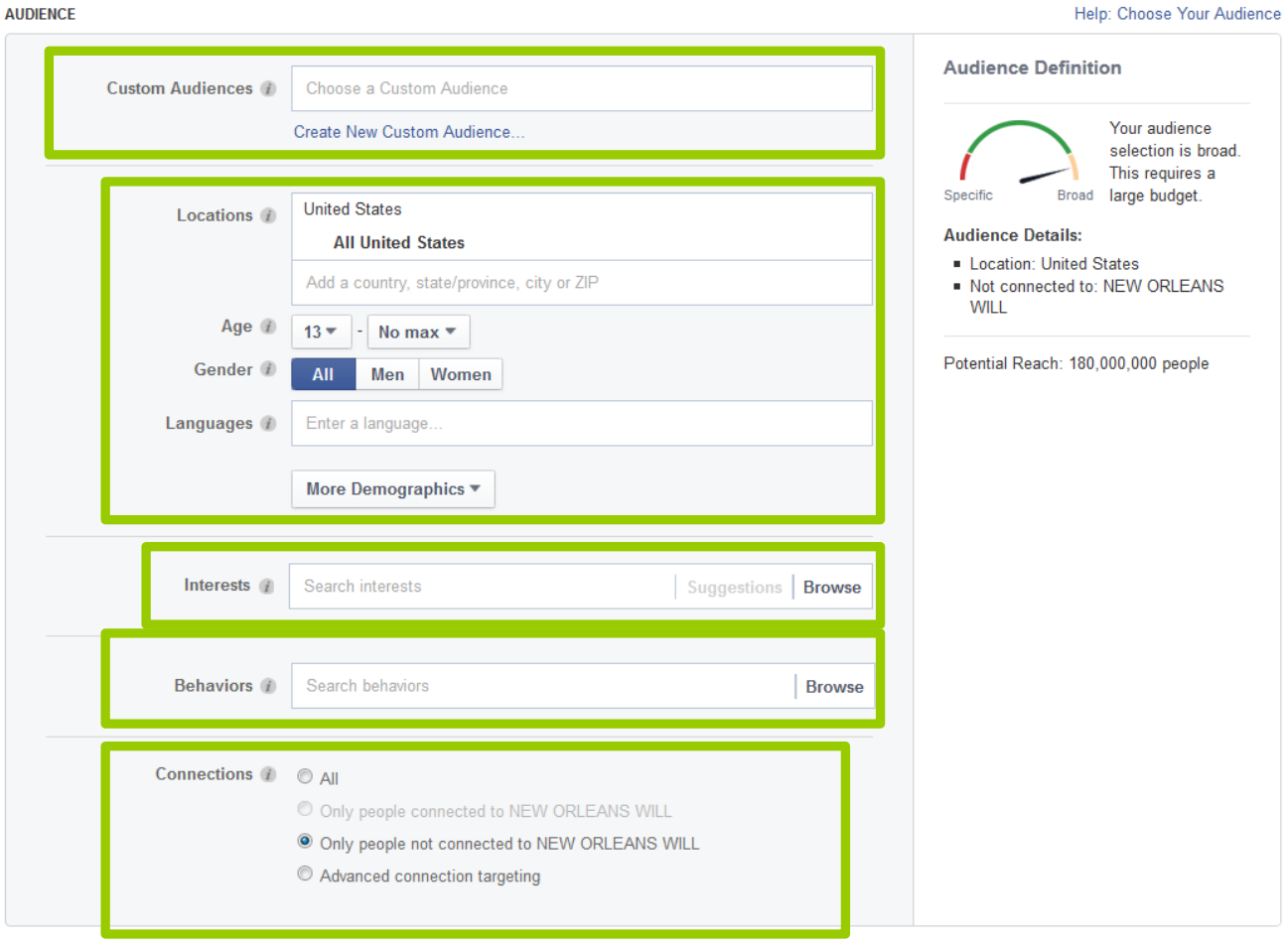
Creating Your Ads – Images



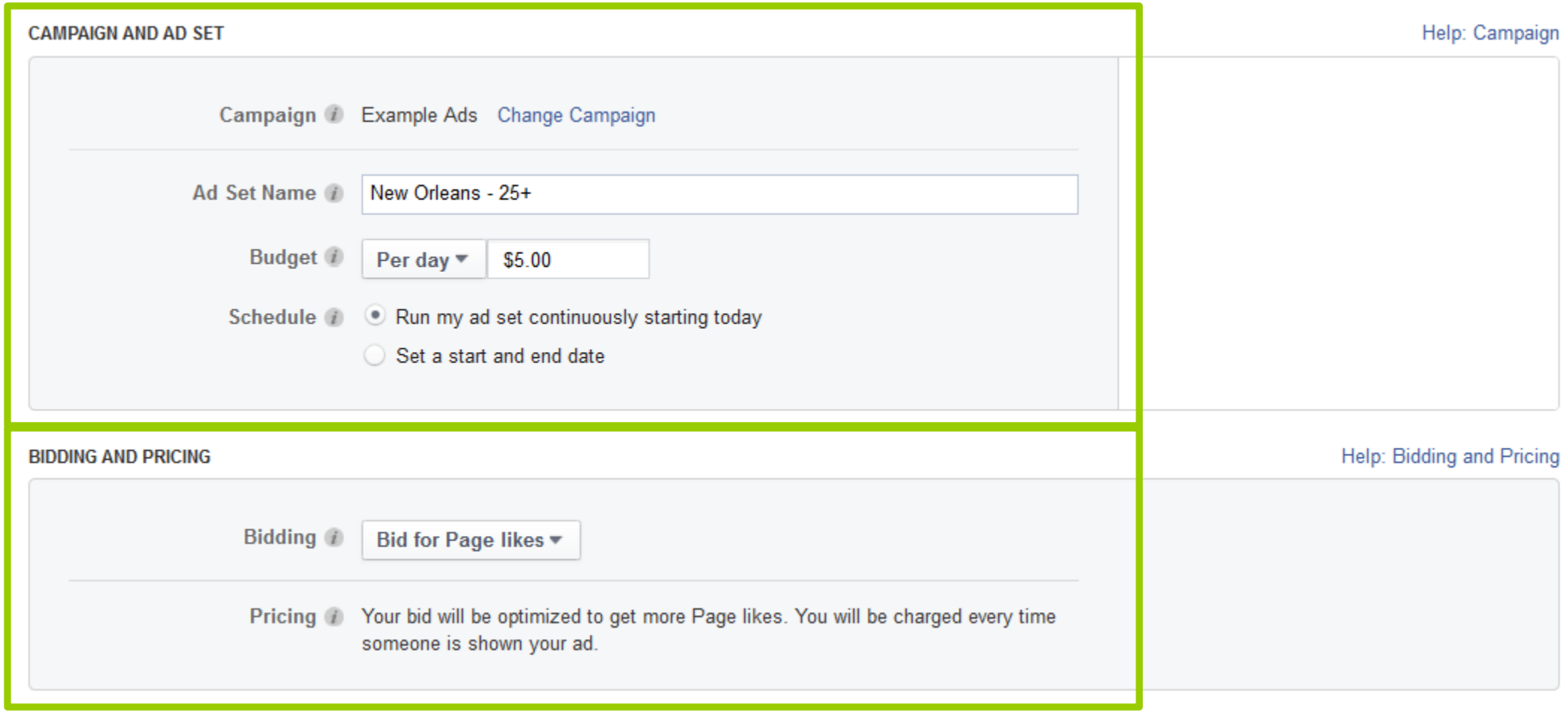
Creating Your Ads – Copy



Creating Your Ads – Audience



Creating Your Ads – Budget & Timing



Targeting Real Life Example

- People located in New Orleans
- 25 and older
- Interests include: Charity and Causes; Community Issues
- Behaviors include: All Charitable Donations
- College graduates
- Household Income of $50,000-$75,000

Potential Reach: 4,000

Audience Definition

Your audience is defined.

Audience Details:

- Location: New Orleans (+25 mi), Louisiana, United States
- Age: 25 and older
- Interests: Charity and causes or Community issues
- Behaviors: All charitable donations
- Education Level: College grad
- Income: Income ($50,000 - $75,000)

Potential Reach: 4,000 people

Reporting for Advertising

View Advertising Report

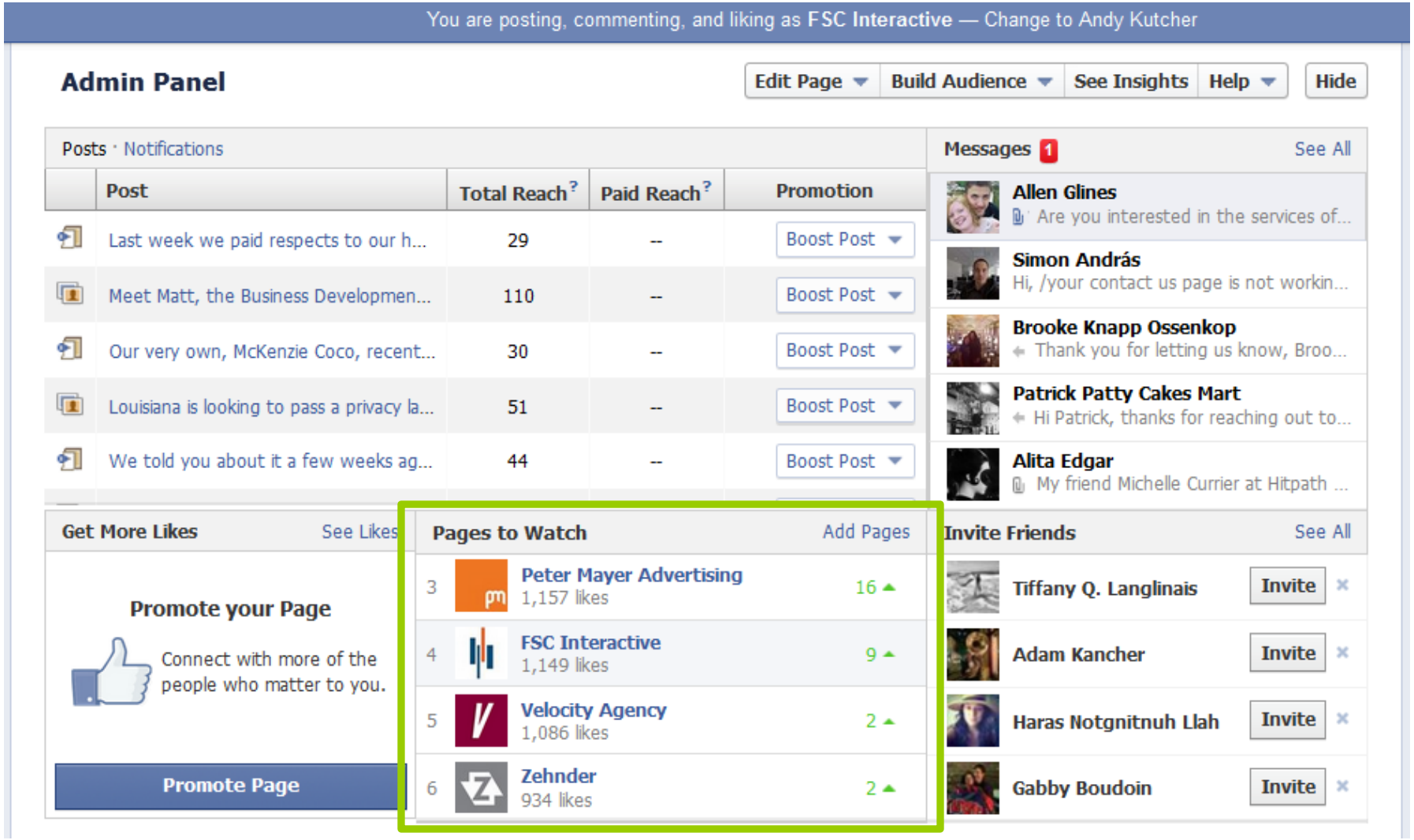
Export Report (.csv) | Generate Another Report | Schedule this Report

Report Type	Summarize By	Time Summary	Filter	Date Range
Advertising Performance	Ad Set	Monthly	A3 Launch Houston - 25-65	3/1/2014 – 4/15/2014

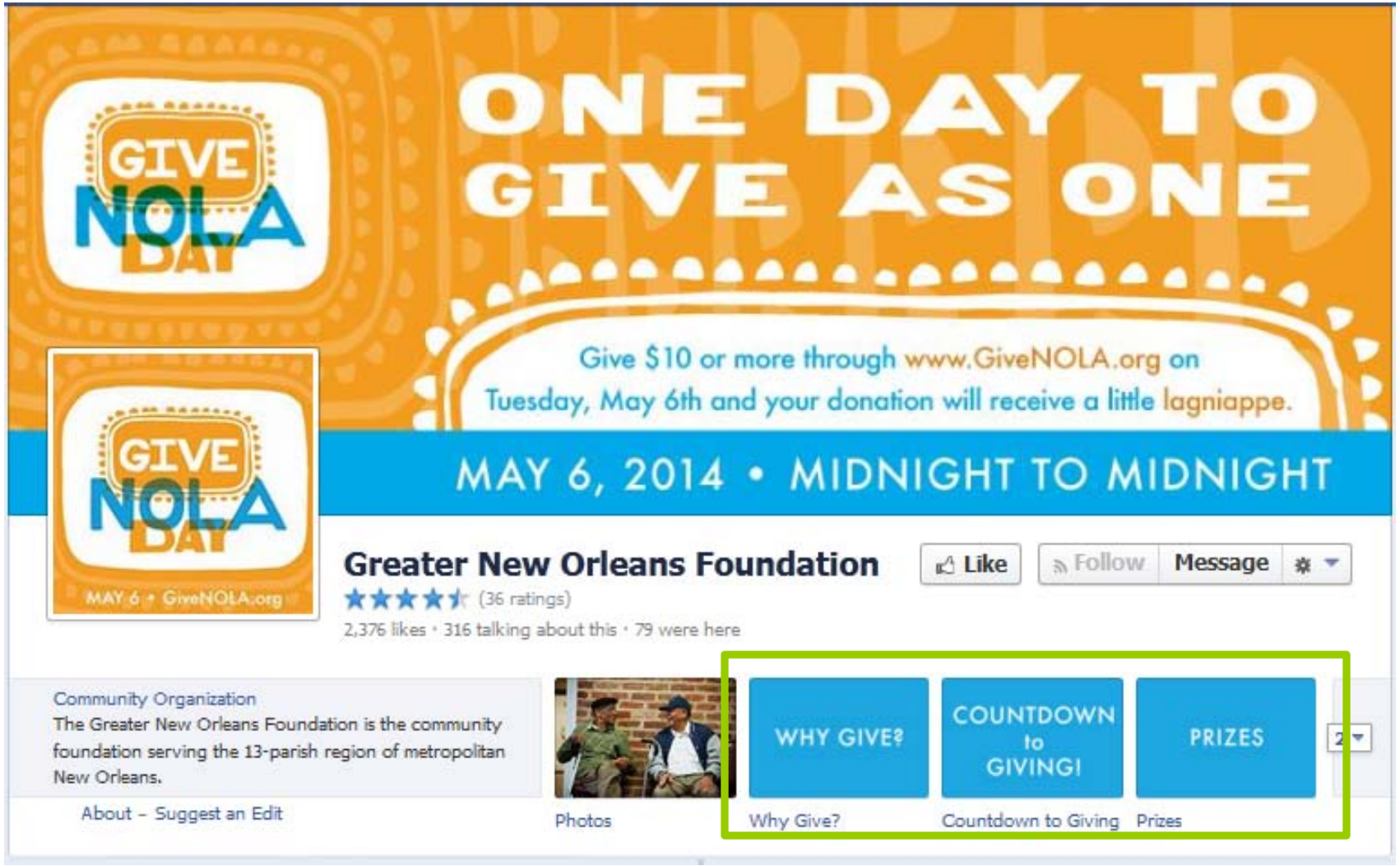
19,071 Impressions **307** Clicks **480** Actions **1.610%** CTR **$91.59** Spent **$4.80** CPM **$0.30** CPC

Date	Campaign Name	Ad Set	Impressions	Social Impressions	Social %	Clicks	Social Clicks	Click-Through Rate	Social CTR	CPC	CPM	Total Spent	Reach	Frequency	Social Reach	Actions	Page Likes	Unique Clicks	Unique CTR
Mar 2014	New Orleans Audi | March 2014 Page Likes	Houston - 25-65	4,810	512	10.64%	19	6	3.971%	1.172%	0.21	8.19	$39.41	2,881	1.7	239	319	156	180	6.248%
Mar 2014	NO Audi A3 Launch Event	A3 Launch	0	0	0.00%	0	0	0.000%	0.000%	0	0	$0.00	0	0.0	0	0	0	0	0.000%
Apr 2014	New Orleans Audi | March 2014 Page Likes	Houston - 25-65	1,433	162	11.30%	46	1	3.210%	0.617%	0.23	7.38	$10.58	1,033	1.4	65	92	34	45	4.356%
Apr 2014	NO Audi A3 Launch Event	A3 Launch	12,828	2,706	21.09%	70	44	0.546%	1.626%	0.59	3.24	$41.60	5,912	2.2	2,592	69	0	65	1.099%

Pages to Watch



Create Custom Tabs



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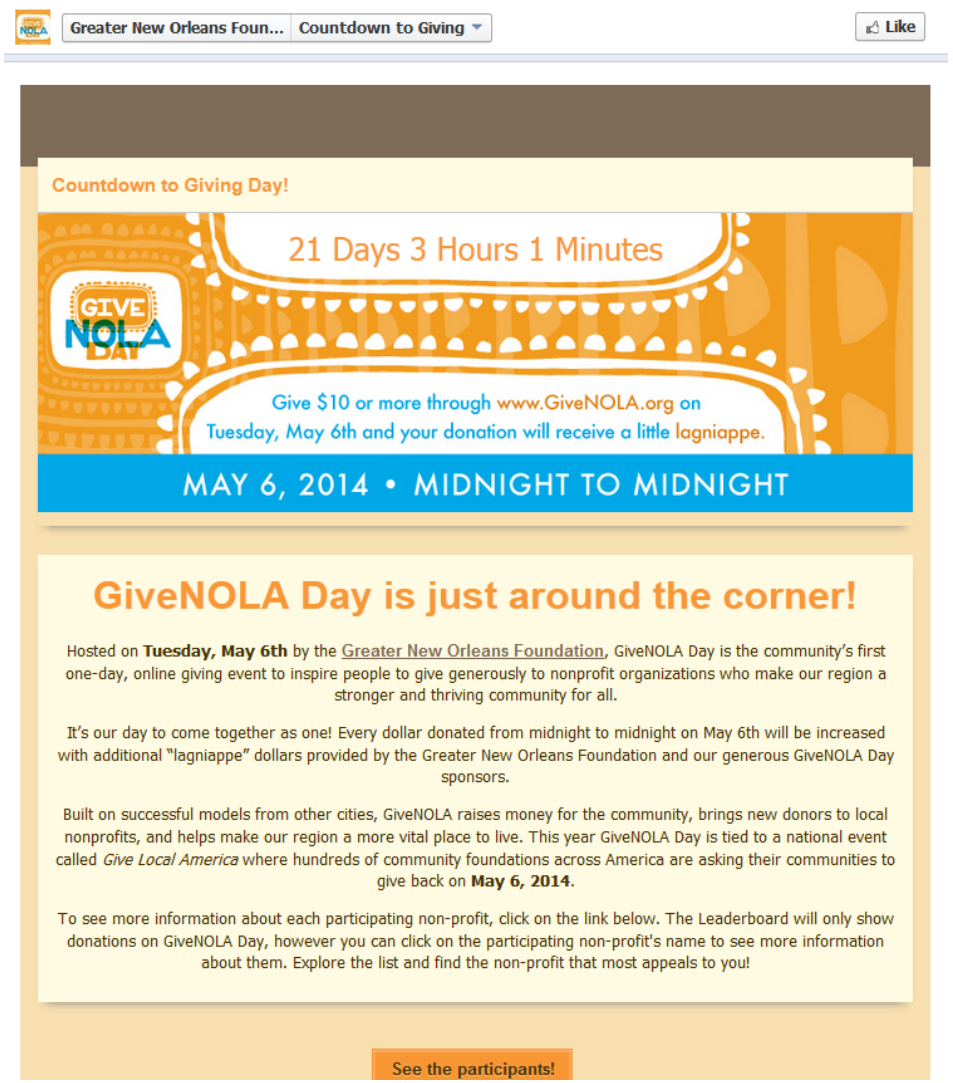
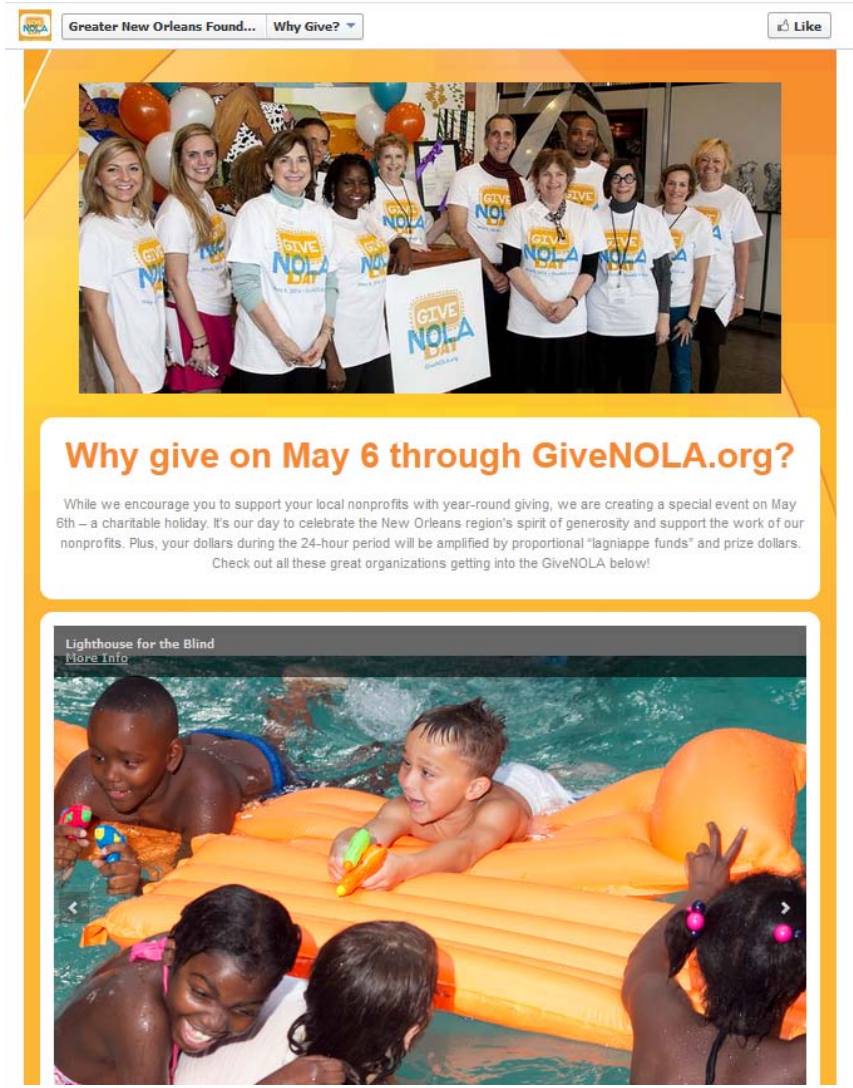
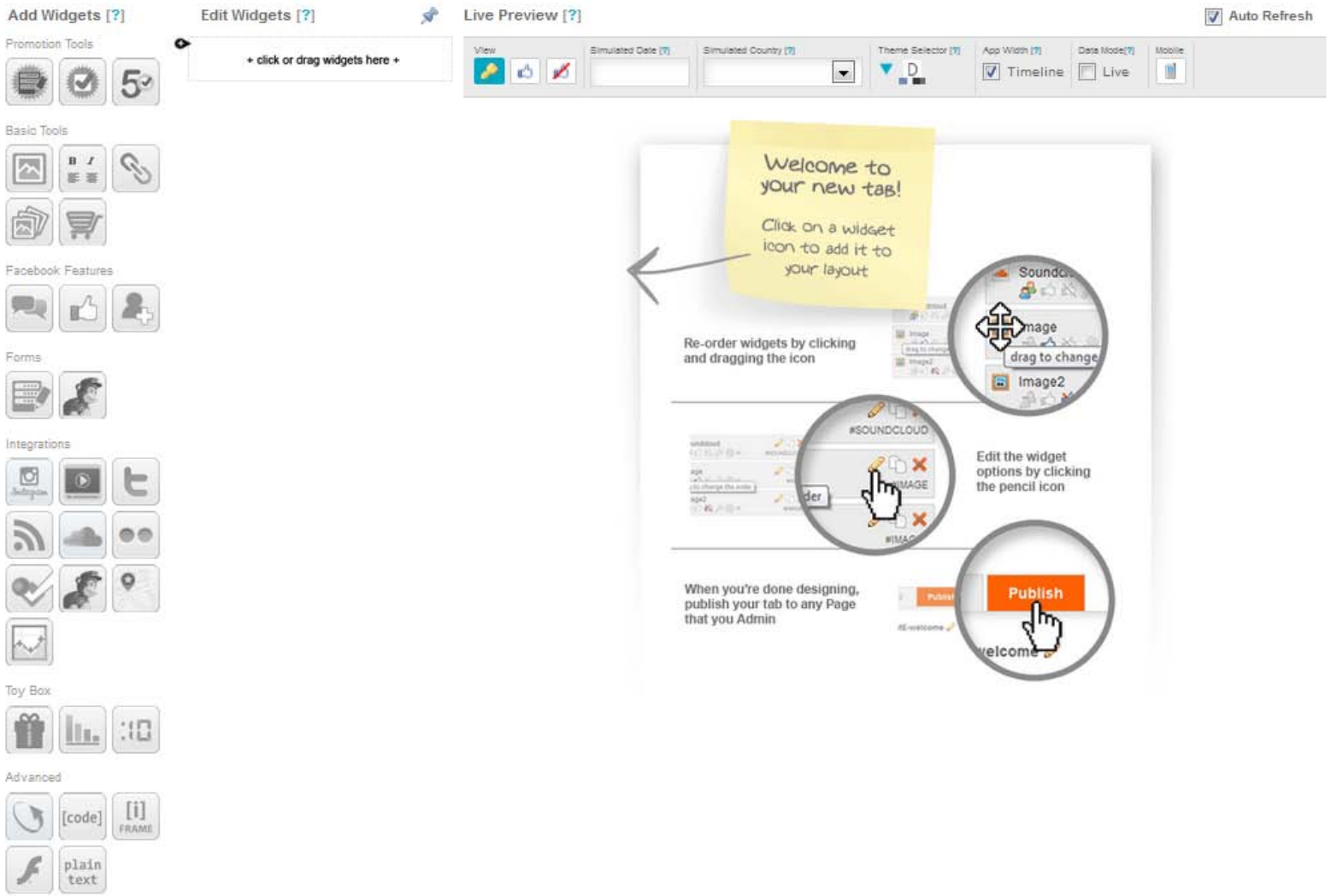
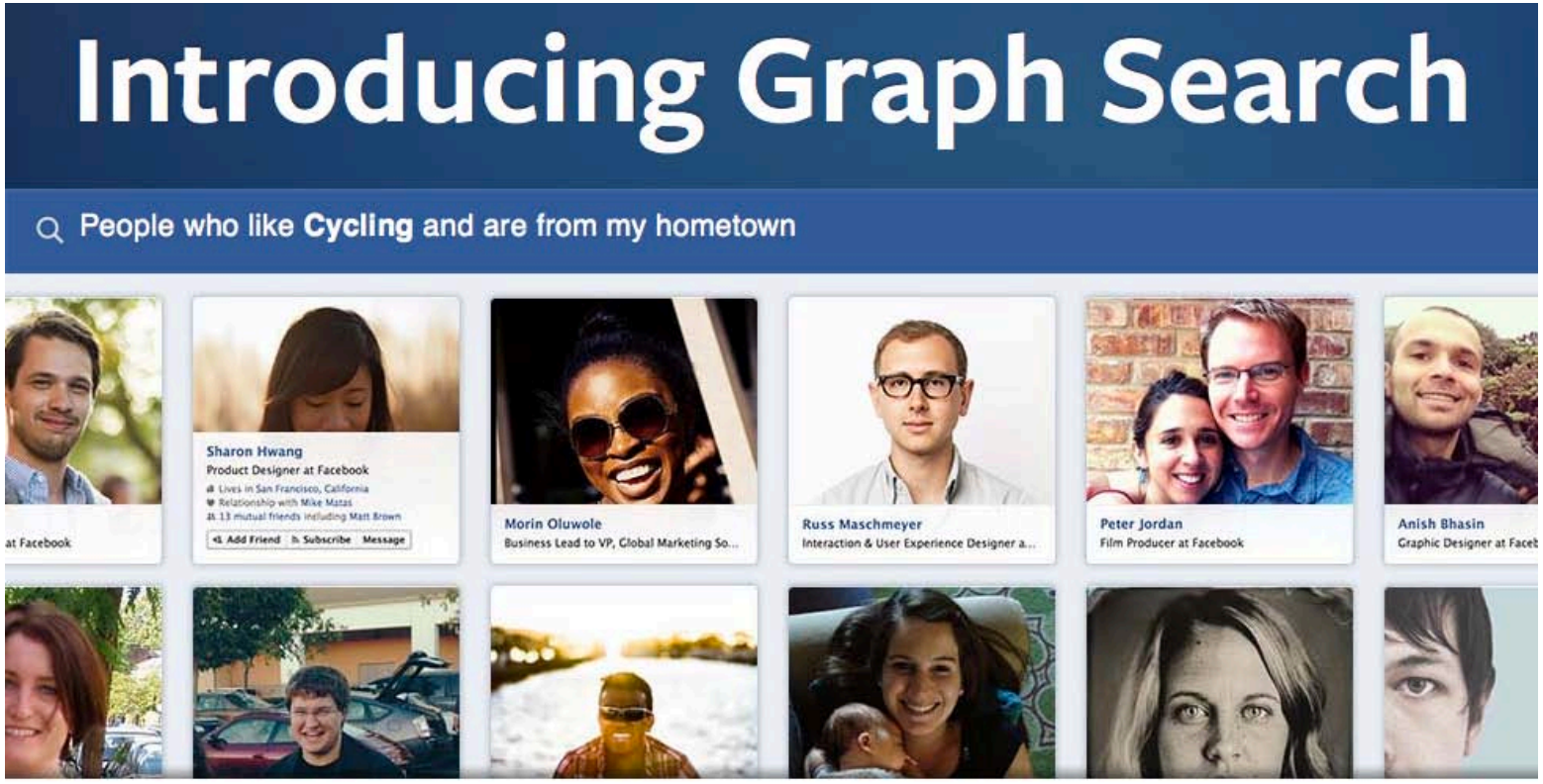




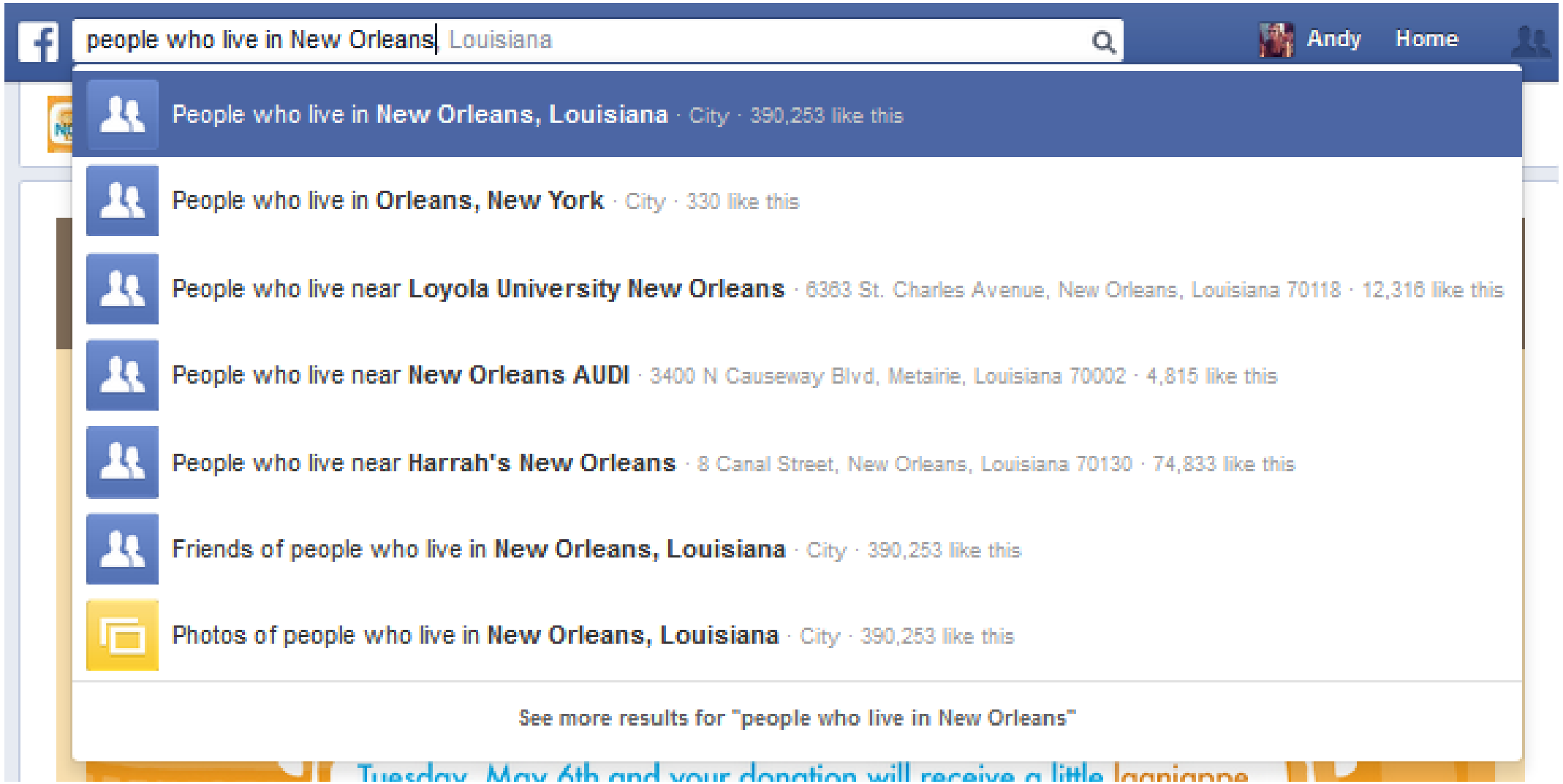
ShortStackApp.com



Learn More About Your Audience



Facebook Graph Search



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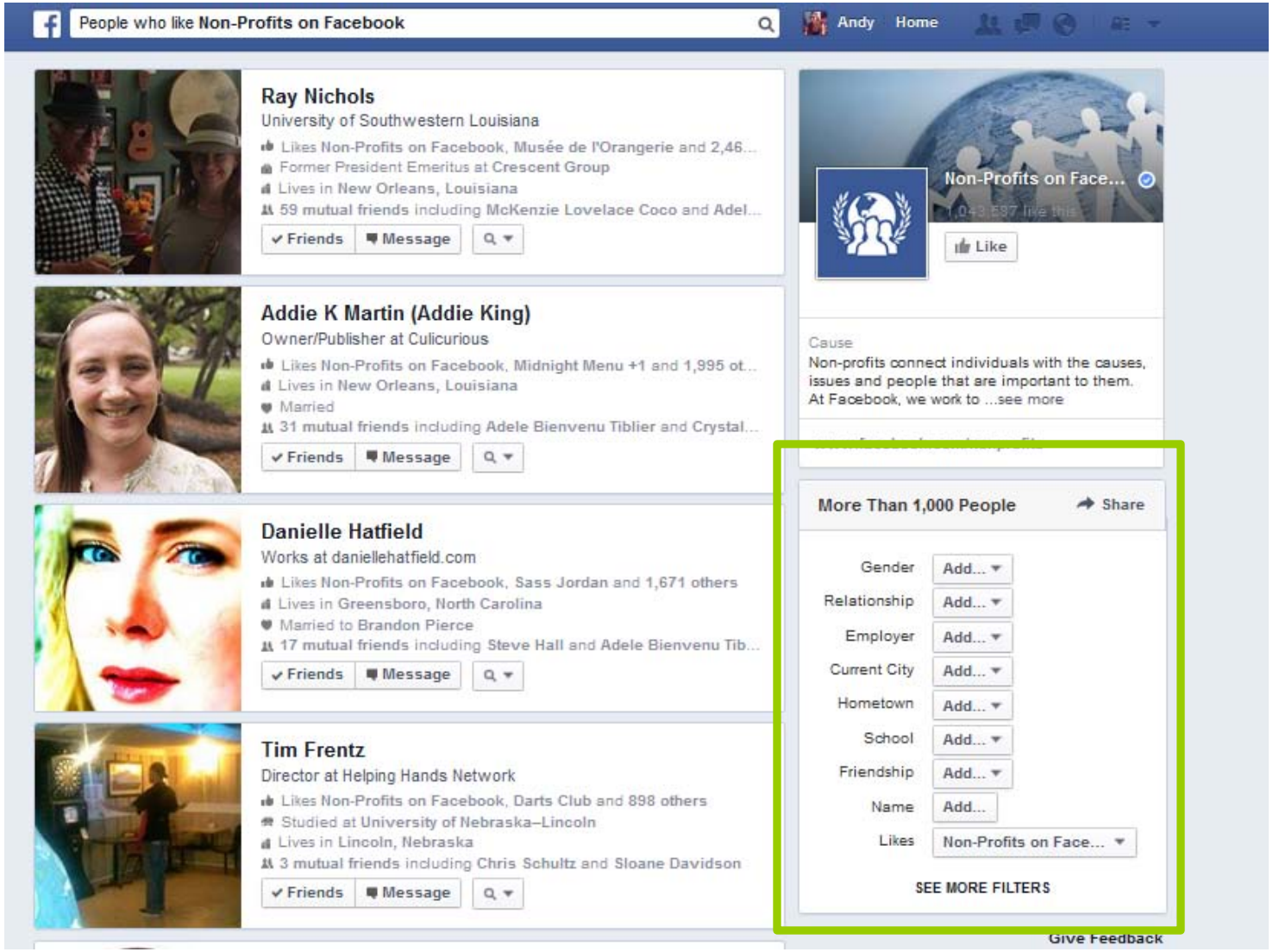
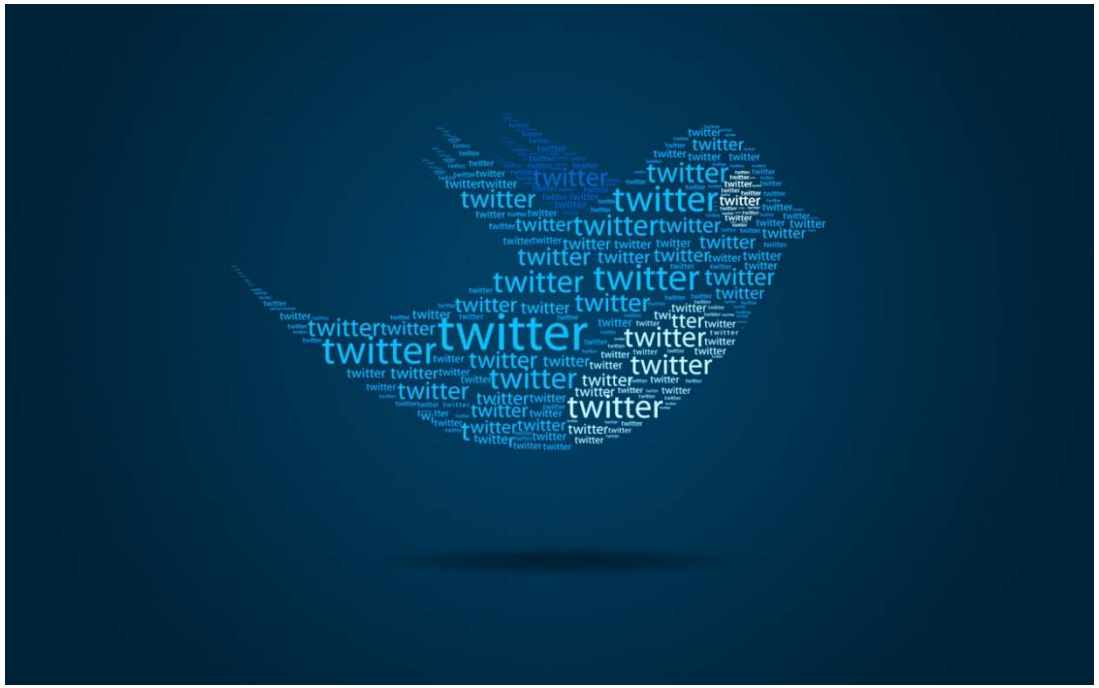


Tips for Facebook

- Try a variety of content types – test links, photos, status and more
- Less is more on Facebook – no need to post more than 1 or 2 times a day (but 1 minimum)
- Update your cover photo and avatar as needed but remember that counts as a post
- Always delete the long link

Twitter

- 500 Million Active Registered Users
- 115 Million Active Users Monthly
- 58 Million Tweets per Day
- Most Frequently Used Social Network for Customer Complaints



Using Twitter as a Brand

Speaking the language

Twitter Translator

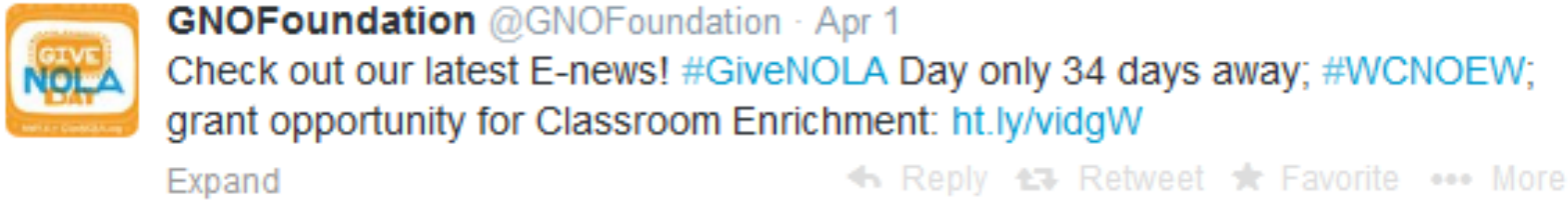
“@-Replies” and “Handles”

Retweet

Andy
@andyknola
Follow
RT @ncantarano: Help raise money for Tsunami Relief: http://bit.ly/awsjaho
Reply
Retweet
Favorite
More
3:41 PM - 20 Jan 13 · Embed this Tweet

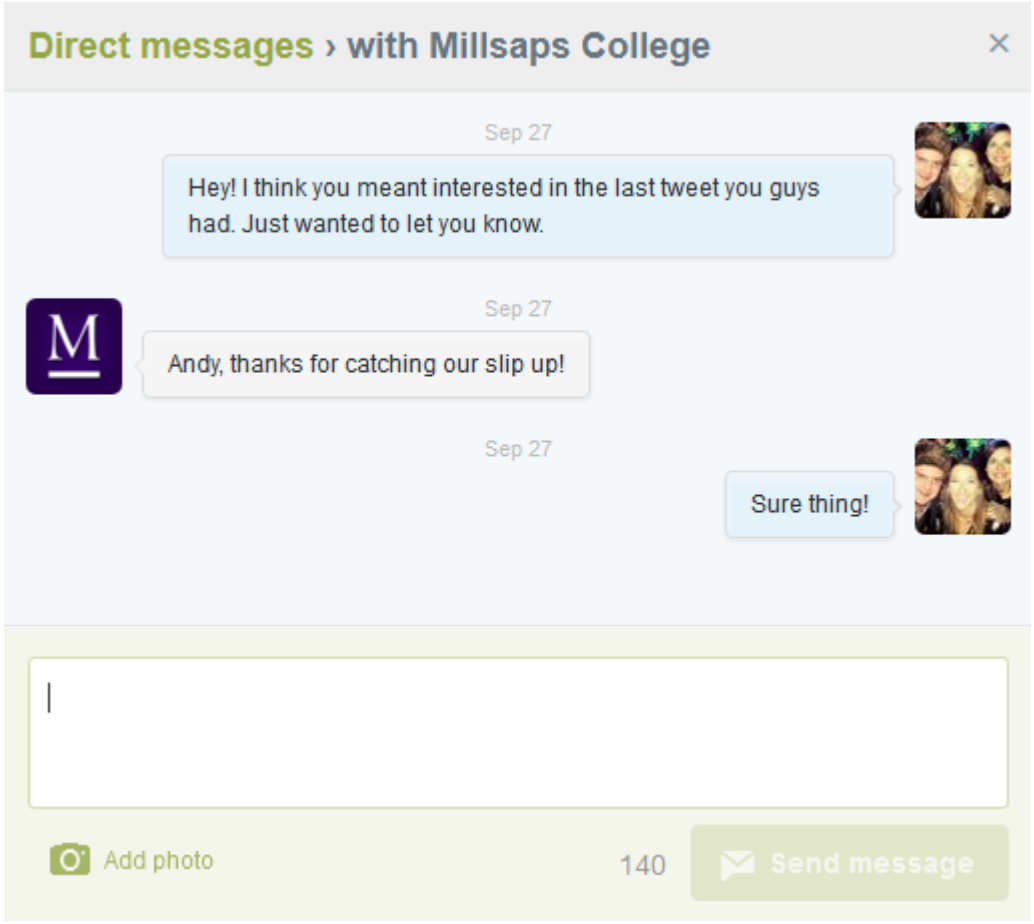
Norman Rockwell

Other “Versions” of Retweet



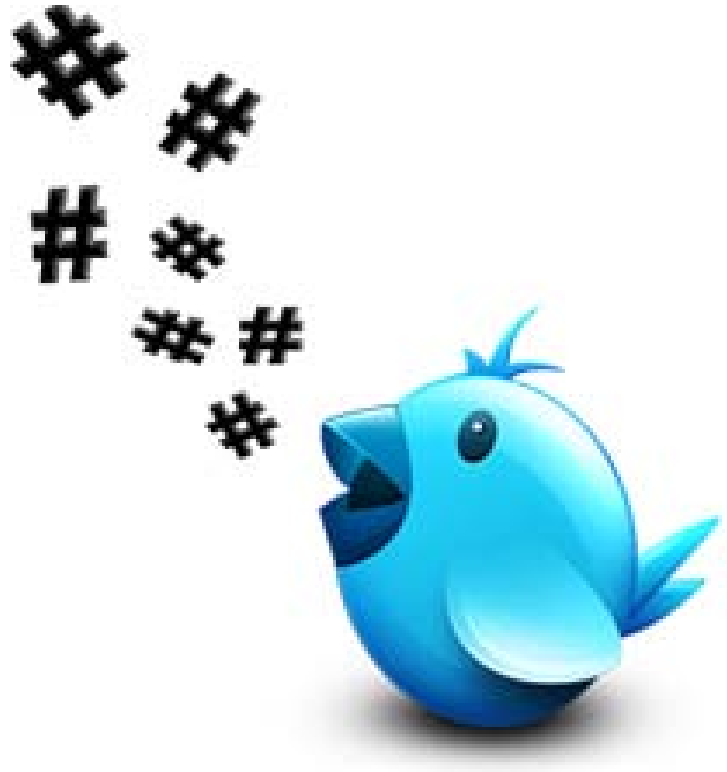
- RT = Retweet
- MT = Modified Tweet
- V/ or Via// = Via

Direct Message



Hashtag

Andy
@andyknola
Follow
Doing good always feels good! Learn more about #GiveNOLA and how you can make a difference!
Reply Retweet Favorite More
3:41 PM - 20 Jan 13 · Embed this Tweet
Andy
@andyknola
Follow
I can't believe Duke is out of the #MarchMadness tournament in the first round again.#IShouldaKnown
Reply Retweet Favorite More
3:41 PM - 20 Jan 13 · Embed this Tweet

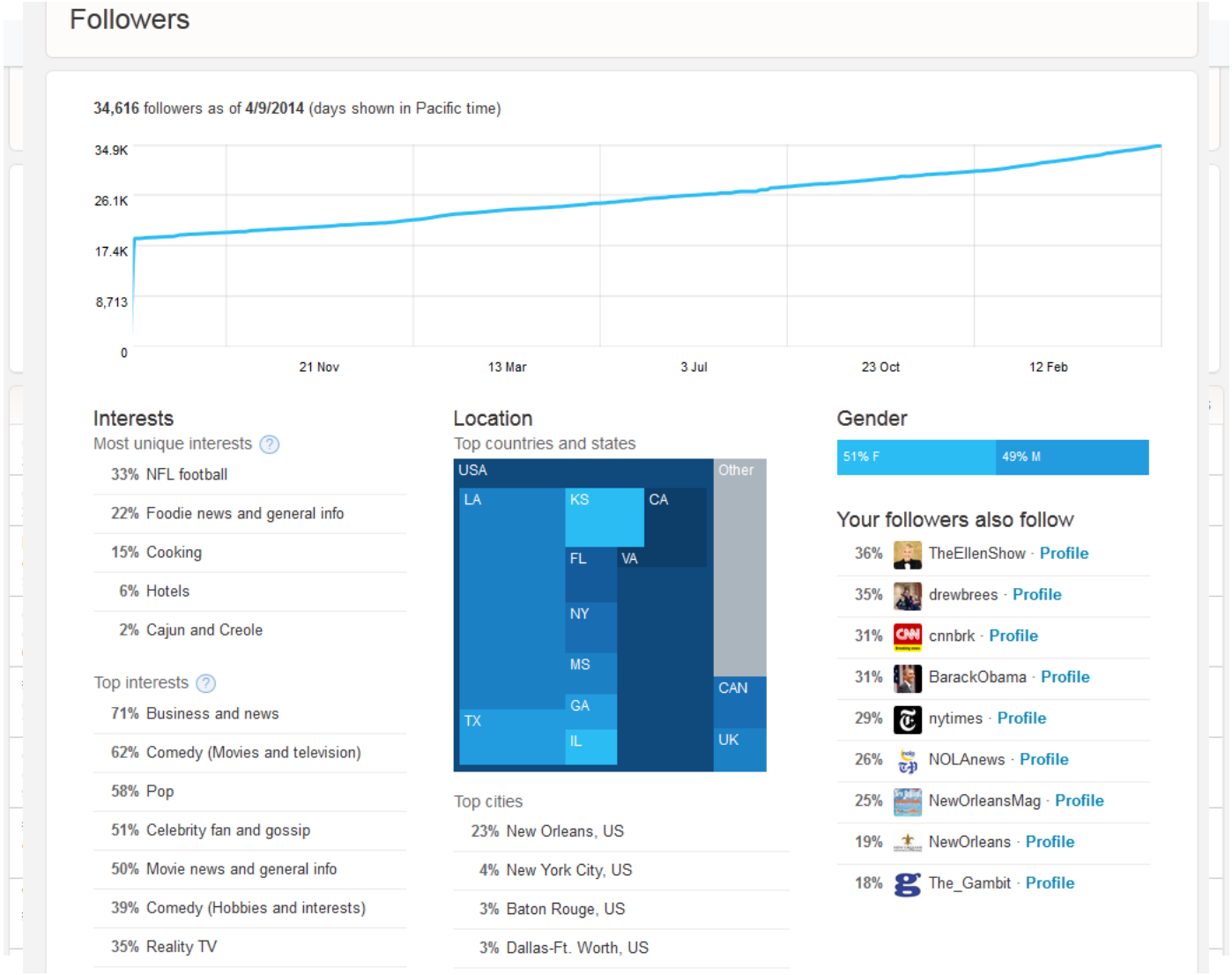


Twitter Rules of Engagement

- Don’t talk all about yourself
- Find the people who interest you
- Try to add value to the conversation
- Follow up with your new friends

Measuring Success on Twitter

www.analytics.twitter.com



Twitter Cards

Twitter Cards

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution
- **Summary Card with Large Image**: Similar to a Summary Card, but offers the ability to prominently feature an image
- **Photo Card**: A Tweet sized photo Card
- **Gallery Card**: A Tweet Card geared toward highlighting a collection of photos
- **App Card**: A Tweet Card for providing a profile of an application
- **Player Card**: A Tweet sized video/audio/media player Card
- **Product Card**: A Tweet Card to better represent product content

Twitter Cards Analytics

Links

Links in Tweets wi

	URL
1	neworlean View Tweets
2	neworlean View Tweets
3	neworlean View Tweets
4	neworlean View Tweets

Sources

Your influencers tweeted from these apps, websites and widgets.

	SOURCE	IMPRESSIONS	URL CLICKS
1	HootSuite View Tweets	4,265	60
2	web View Tweets	481	4
3	Twitter for iPhone View Tweets	301	2
4	Tweet Button View Tweets	54	1
5	LinkedIn View Tweets	39	1

followyourhola.com/131 #followyourhola
View

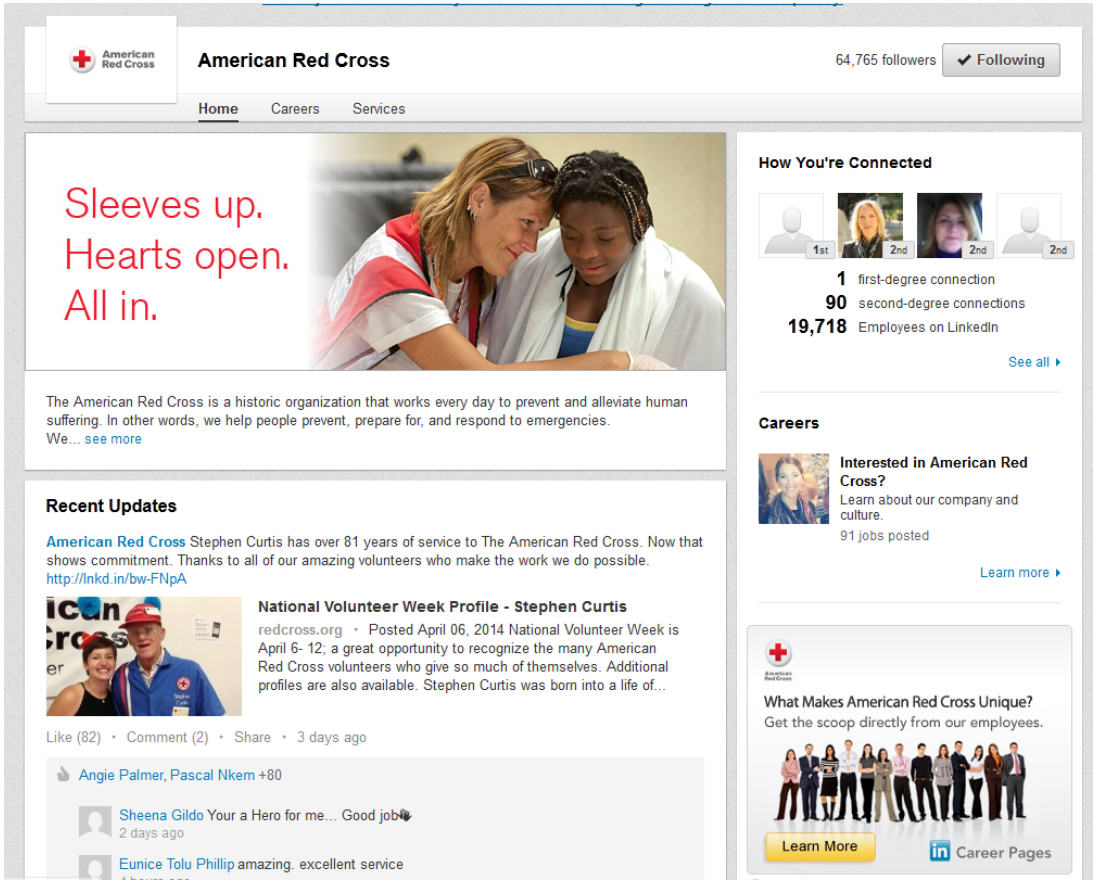
on
rms your readers
amplifies your
100 Tweets sent
ton, you could see
icks to your site.

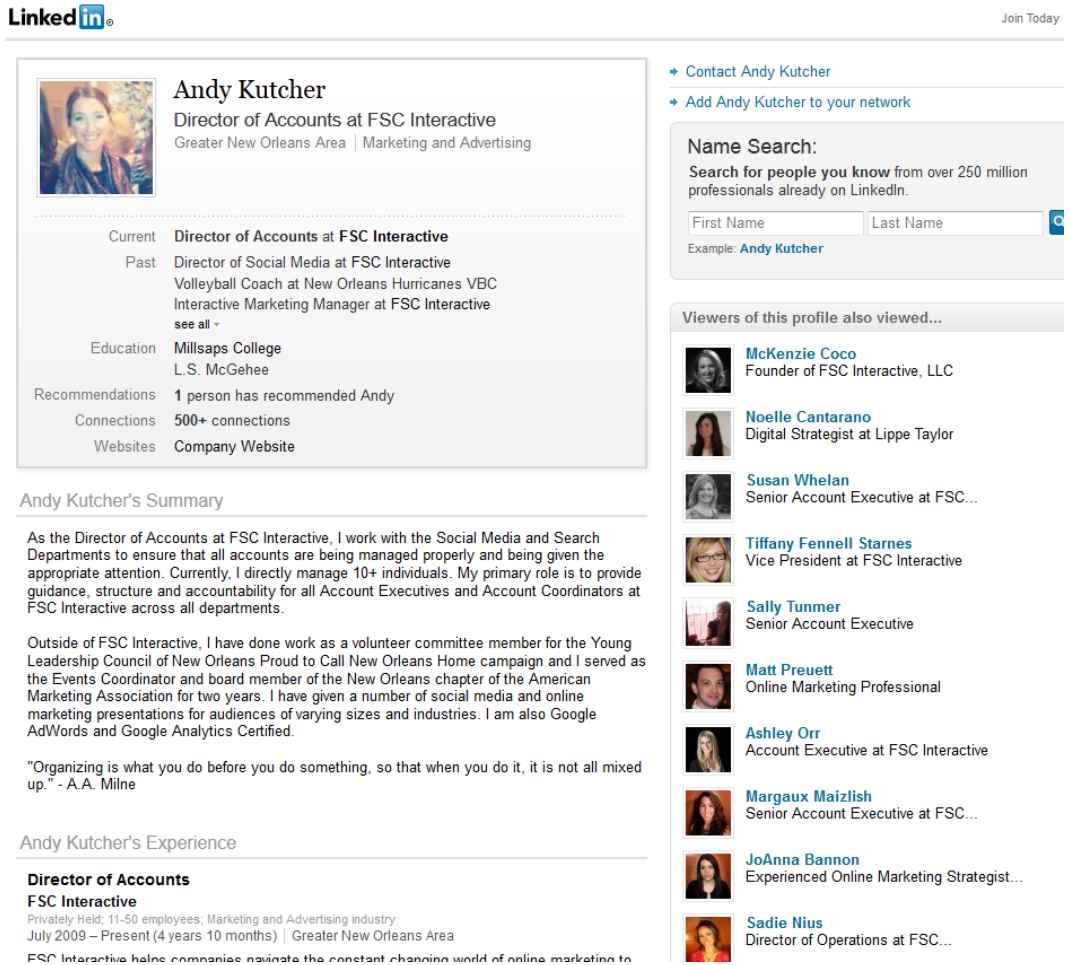
LinkedIn

LinkedIn

- 75% of audience have college degree or higher
- LinkedIn sends more traffic to your website than Facebook or Twitter
- Two new members sign up every second
- There are over 10 million endorsements provided every day

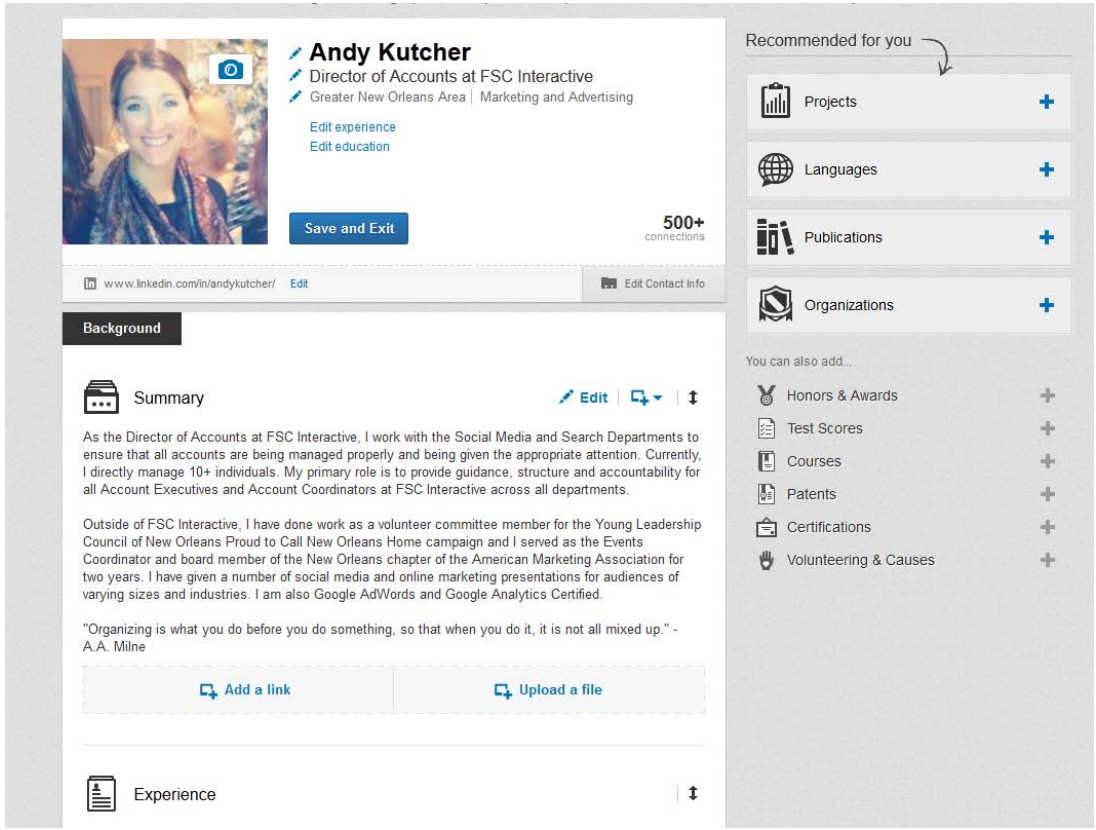
Establish a Presence



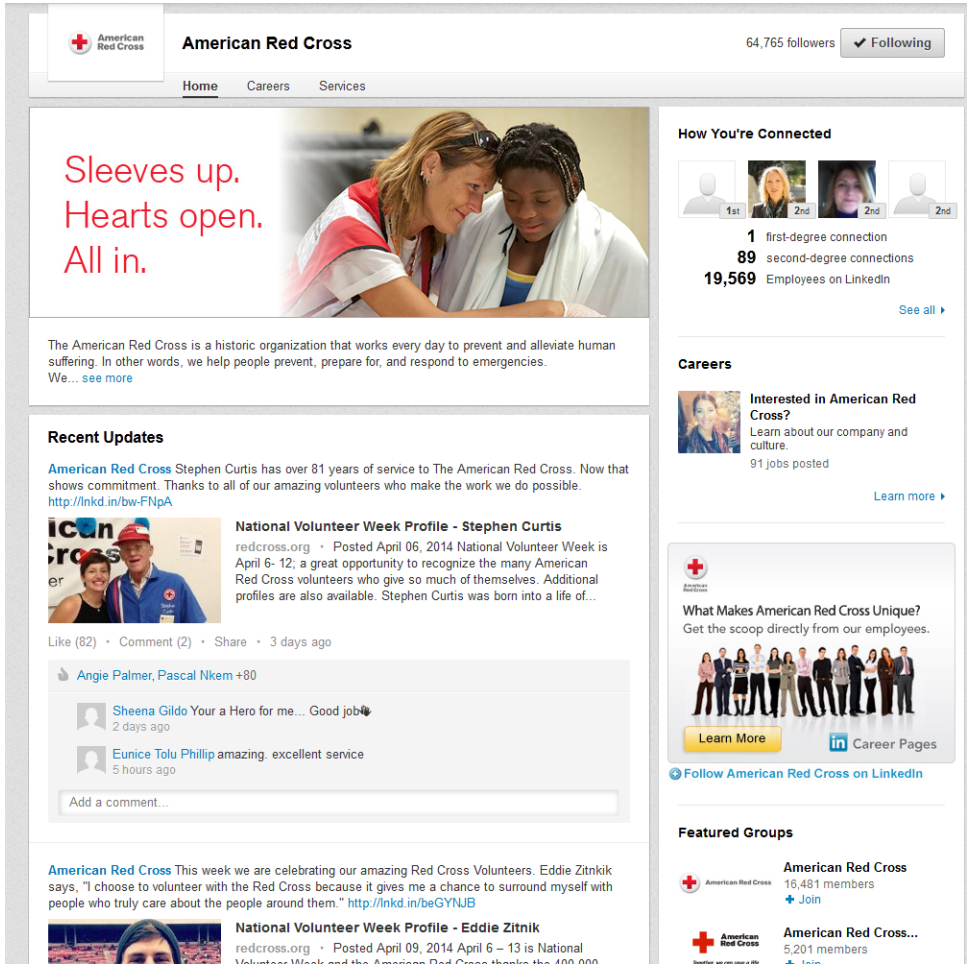


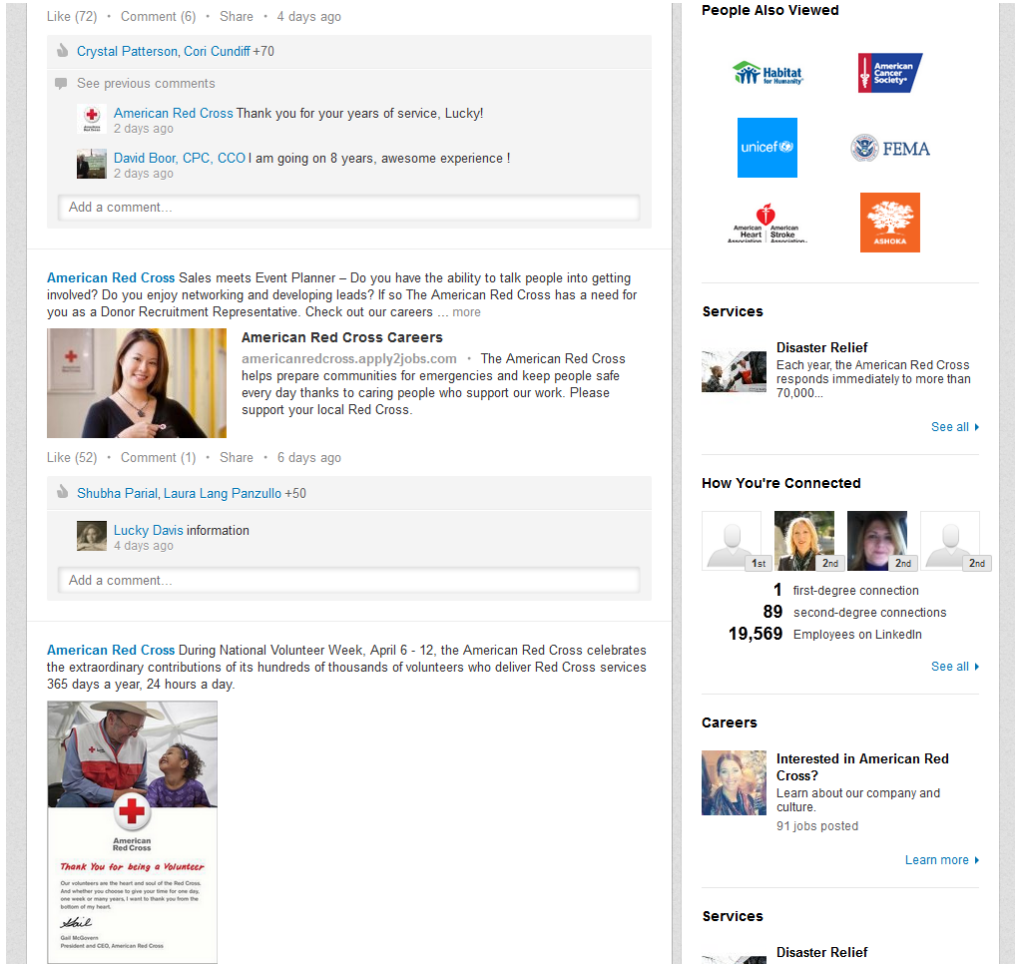
Personal Presence

- Choose a photo
- Add all of your information including where you work, your job title, where you went to school
- Add skills
- Add connections
- Endorse and recommend others
- Join Groups

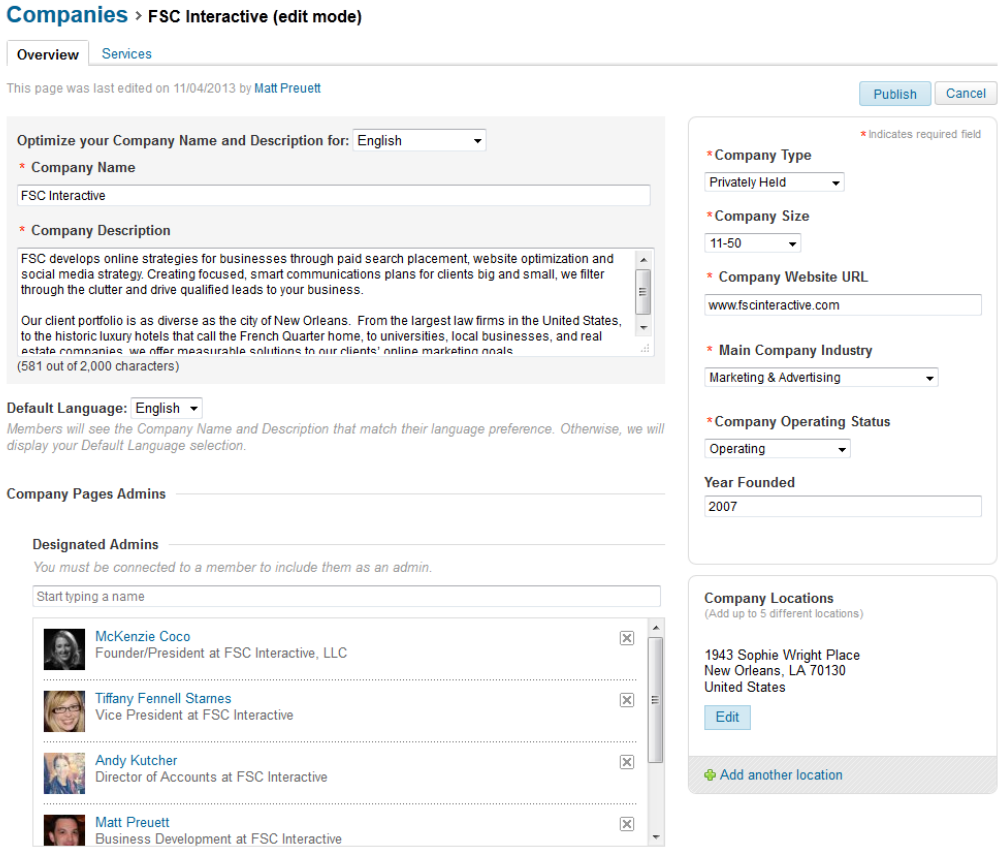


Company Presence





Creating Your Company Page



Update All Services

Internet Marketing Services

We help develop your brand and provide you with confidence in your online marketing efforts and voice. Strategic thought is at the core of our services and we provide the metrics to prove our, and ultimately YOUR SUCCESS.

Small Business Empowerment Program

Be the first to recommend

The FSC Empowerment Program teaches and trains small business owners and staff how to efficiently and effectively participate in social media and online marketing. With a 90 day, cost effective program, FSC will help develop a customized plan to earn the attention and loyalty of existing customers,...

Request recommendations · Share

Social Media Marketing

Be the first to recommend

Social media and online PR are a shift in how people discover, read and share news, information and content. It is transforming monologues into dialogues and transforming people from content readers into publishers. Somewhere online somebody is talking about your company or industry. Do you know...

Request recommendations · Share

Search Engine Optimization

1 recommendation

Making your website efficient to the end user and optimized for search placement are essential pieces in creating a successful online marketing plan. Your site content, online marketing messaging, online listings and even press releases need to be optimized for search engines like Google, Yahoo!,...

Request recommendations · Share

Paid Search Engine Marketing / Pay Per Click Advertising

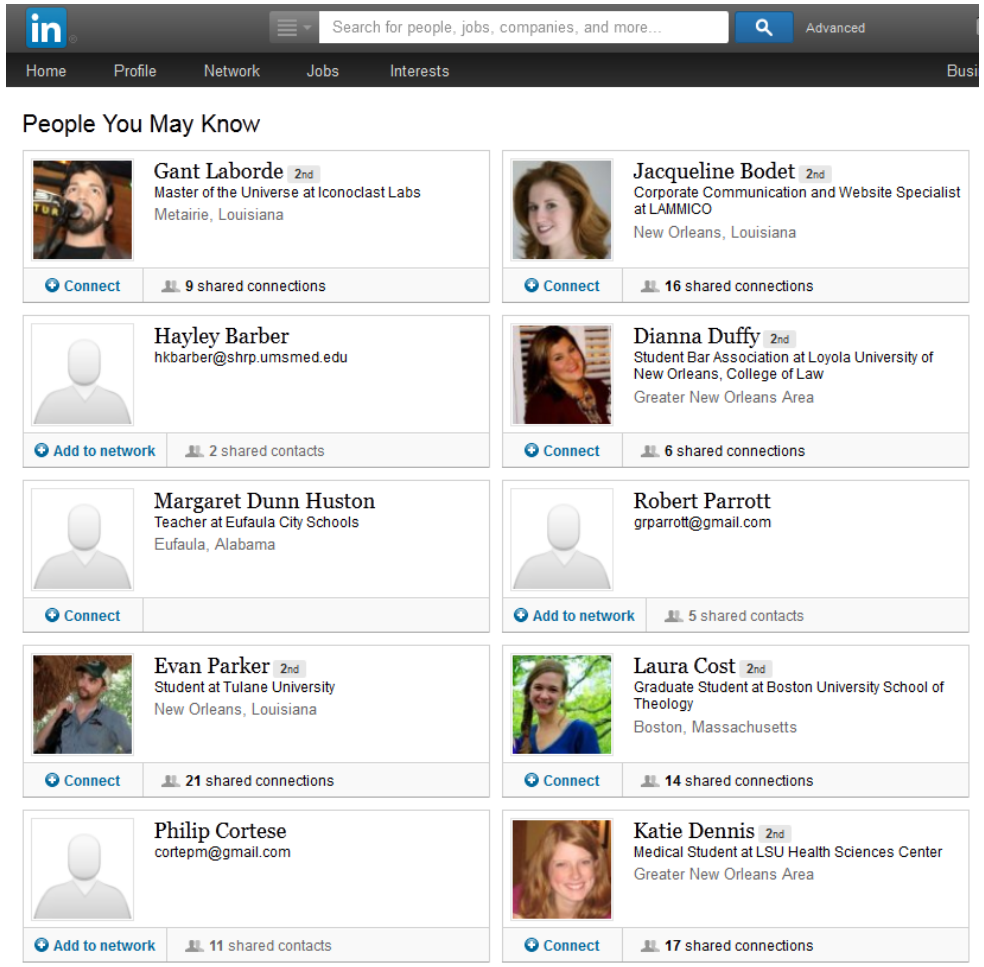
Be the first to recommend

FSC Interactive specializes in the management of paid search campaigns in Google Adwords, Bing Ads, and the Yahoo advertising network; within social media networks like Facebook, Linked In and YouTube; and contextual targeting on various other websites. FSC Interactive's paid search marketing team...

Request recommendations · Share

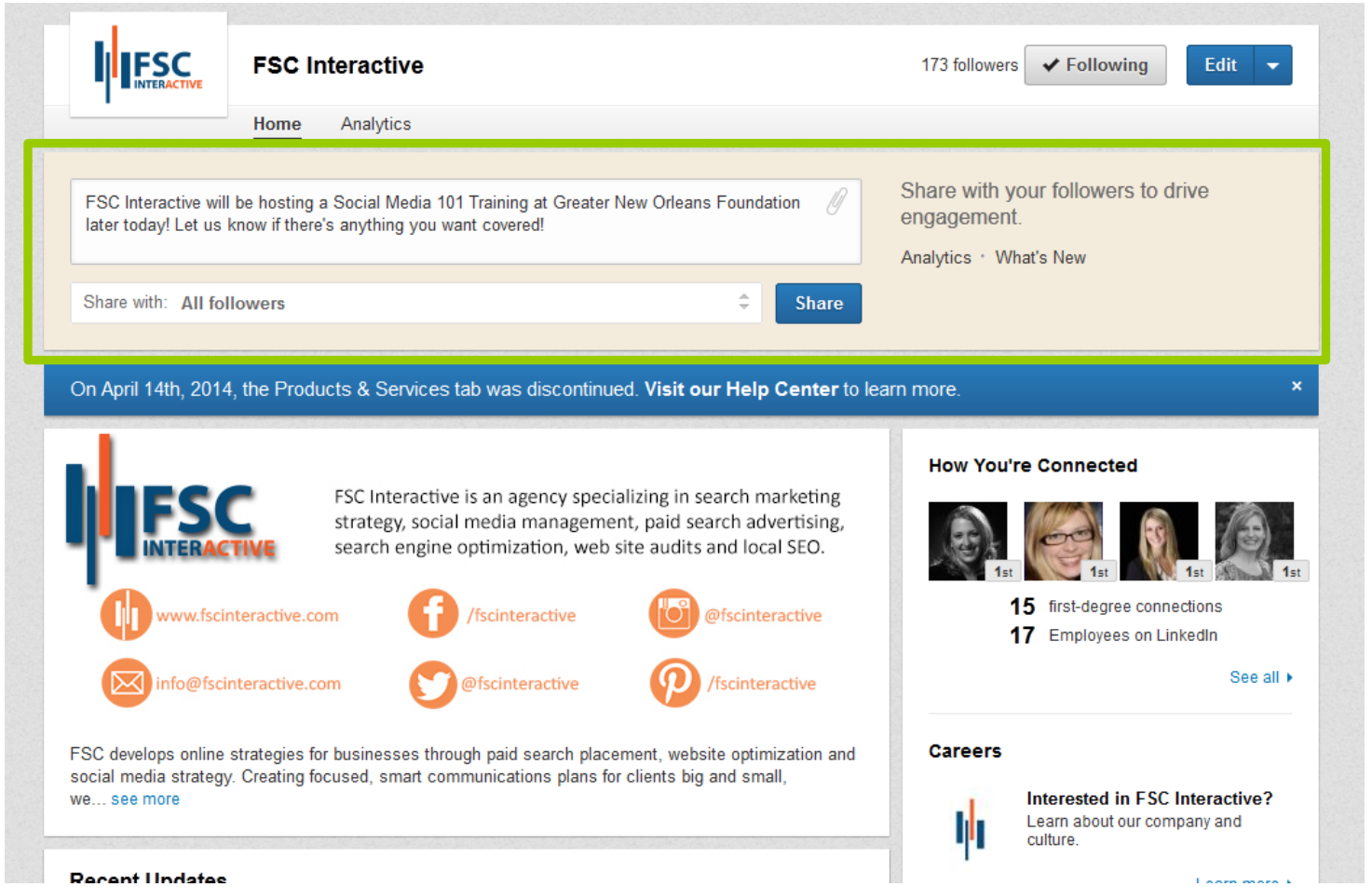
Build, Engage and Cultivate Your Community!

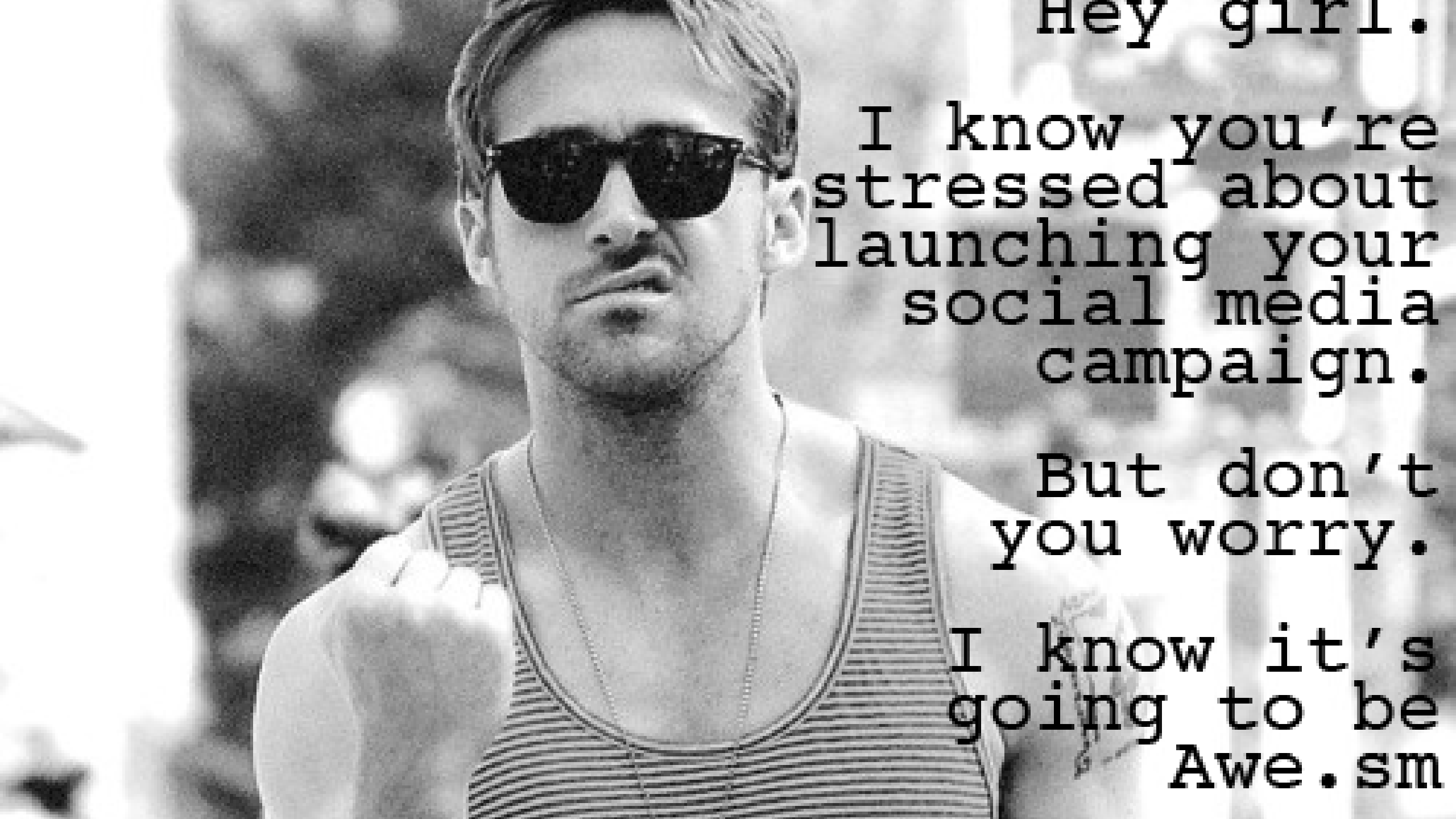
Network, Network, Network



- Connect with people you know
- Ask your board, sponsors and volunteers to connect with YOU and with YOUR COMPANY
- Look for people you WANT to get connected to

Share Updates




Hey girl.
I know you're stressed about launching your social media campaign.
But don't you worry.
I know it's going to be Awe.sm

Questions?

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