



Let's talk
about **social**
media.

DIGITAL
MAIN ST.

HAMILTON
BUSINESS
CENTRE.

Hello!

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DMS SQUAD

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

- Erik Qualman, Socialnomics

Vatican Square - 2005 - 2013



So why is
social media
marketing so
important?
**The proof is
in the data.**





Daily Active Social Media Users



3.5 billion

○ social media users –
which equates to **about
45% of the population.**

(Emarsys, 2019)



Customers Are Using Social Media

54%

of Social Browser
use social media
**to research
products.**

(GlobalWebIndex, 2018)

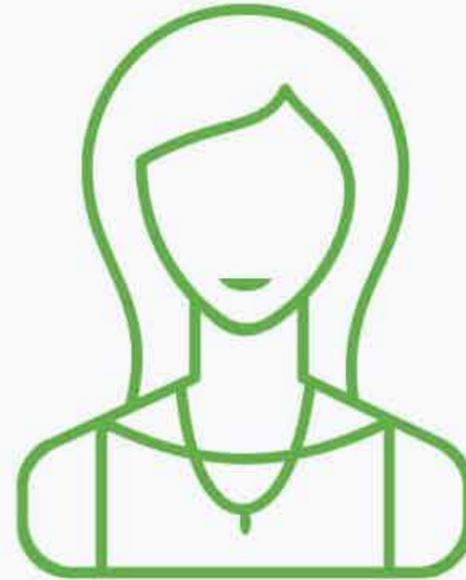


Social media users by generation



90.4%

Millennials



77.5%

Gen X



48.2%

Baby Boomers

Millennials

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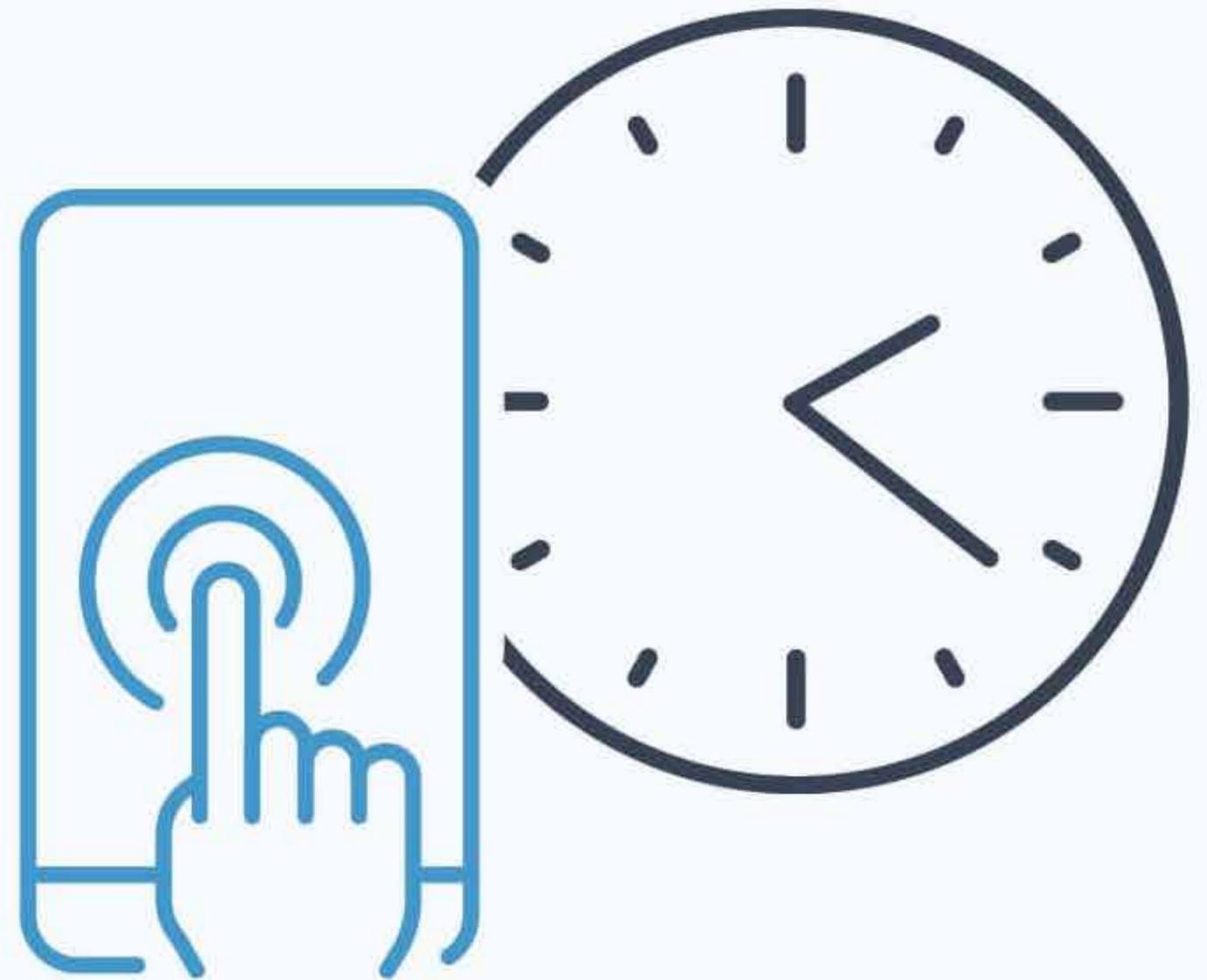
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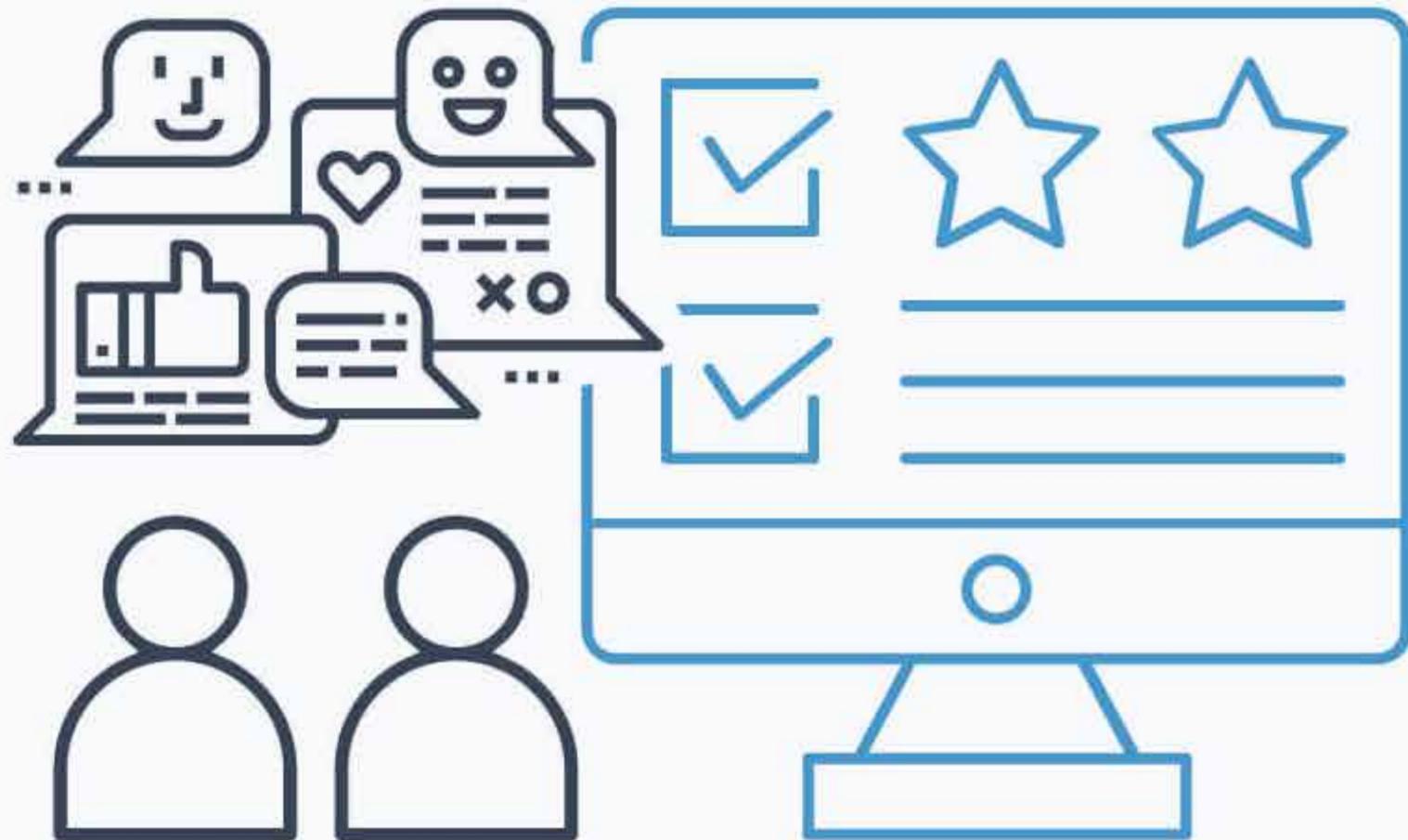
Time spent on social media per day

An average of
3 hours
per day is spent on **social
networks and messaging.**
(Globalwebindex, 2018)





The Impact of Positive Customer Experience



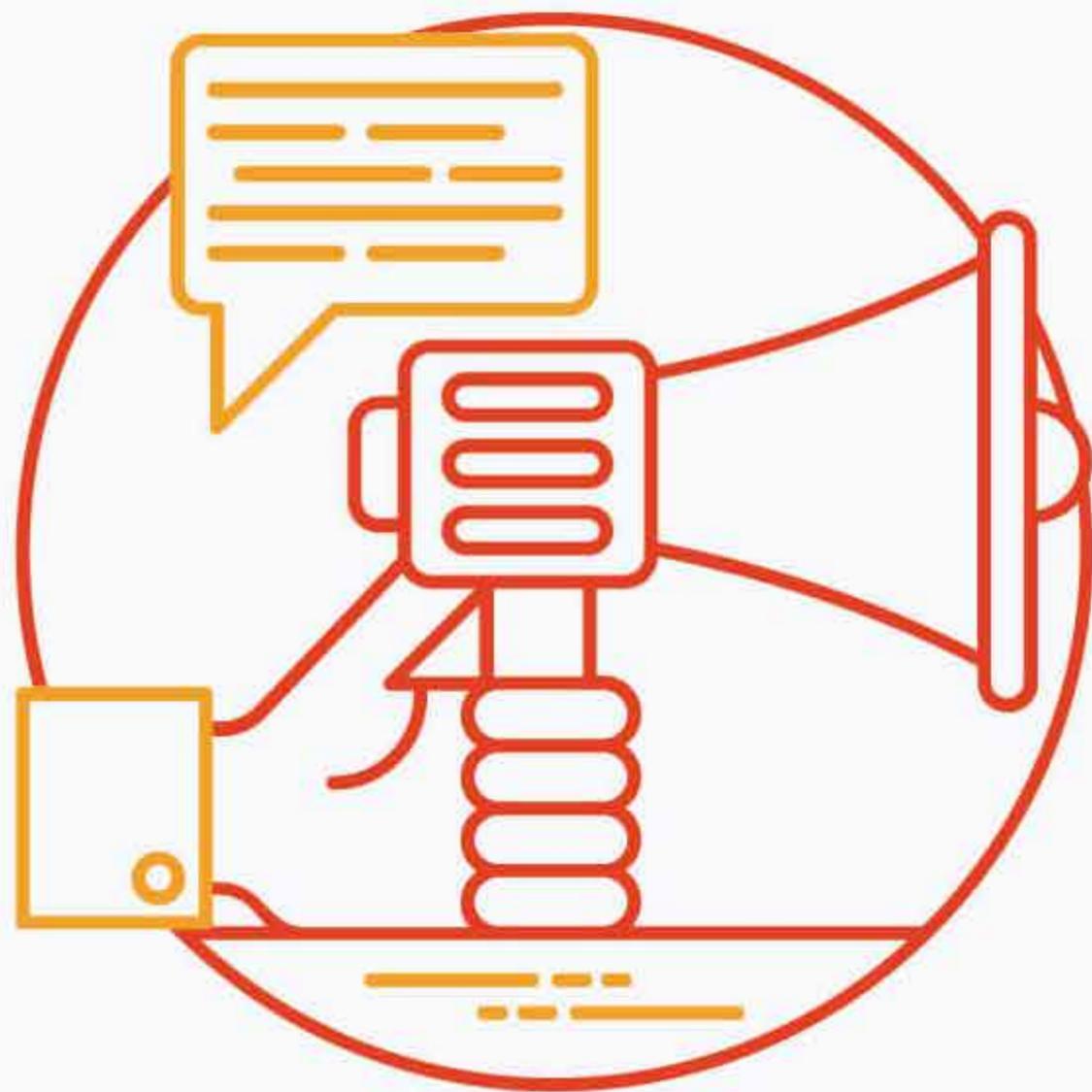
71%

of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**

(Forbes, 2018)



The Power of Social Media Marketing



73%

of marketers believe social media marketing has been "**somewhat effective**" or "**very effective**" for their **business.**

(Buffer, 2019)



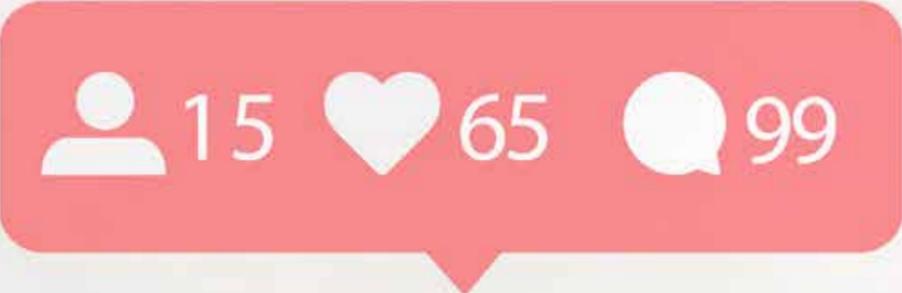
Now, let's
talk social
media
**best
practices**

#1) Listen for mentions of your brand name (and others)

Know what people are saying about you on social media channels. If you do - you can track, analyze, and respond to those conversations quickly. If you don't - you're missing out on valuable insights for your business. But depending on your industry and customers, you may find that the obvious go to channels may not always be where your customers are talking about you most. Niche forums, Snapchat, Reddit, TripAdvisor, Yelp, or other sites may just be as important.

Tip: Google Alerts and Social Searcher are both easy and free/freemium ways to monitor and get notifications when someone mentions your business name or brand name.





15 65 99

#2) Listen for social selling opportunities

Social selling doesn't always mean a conversion directly as a result of social media. Usually, it's about social media managers getting the assist from their sales teams. For example, someone might tweet that she's thinking about buying a new treadmill and the local fitness equipment store chimes in with a useful video or blog post. Look for these kinds of opportunities - and also times when someone may not be so happy with your competitors. Social selling opportunities are everywhere once you start looking.

Tip: Google Alerts and Social Searcher can also be used to monitor your competitors names, keywords, and products.

#3) A/B test your messaging

A/B testing (a.k.a. split testing) allows you to test small variations of your messaging to learn what works best for your audience. This is particularly useful when running social PPC campaigns. How?

- Separate your audience into two random groups
- Show a different message variation to each group (images, format, colours, emojis, etc.)
- Compare the responses to your chosen metrics (reach, conversions, comments, etc.)

The key - change one thing at a time. Otherwise, you're back to guessing if you change multiple aspects of the message.





#5) Be mindful of over-sharing

While it's important to stay in the loop and maintain social relationships, posting too often can turn off your audience. Delivering focused, exciting content less often will yield better results and help you grow your following.

Create a content calendar with a posting schedule and stick to it. Everyone in your social media audience is busy - and they'll appreciate clear and concise communication.

Tip: You can use social media automation software like Buffer and Hootsuite in conjunction with a well planned content calendar to schedule your post in advance saving time and effort.

#6) Help your customers become experts

You've accumulated a ton of knowledge about your industry, products, and services. Share what you've learned with your customers and community and help them become experts in their own right. Here are a few approaches:

- Pay attention to the questions your customers ask most and put them on the FAQ section of your website (or build one)
- Lead by example. Conduct research, post case studies, and share learning moments on your blog

Tip: You don't always have to have all the answers. Just be helpful.





#7) Find proven content ideas (look for gaps)

In a data-driven digital era, knowledge is synonymous with success. The more detailed your insights, the more easily you'll be able to identify the strengths and weaknesses of your competition, and refine your approach.

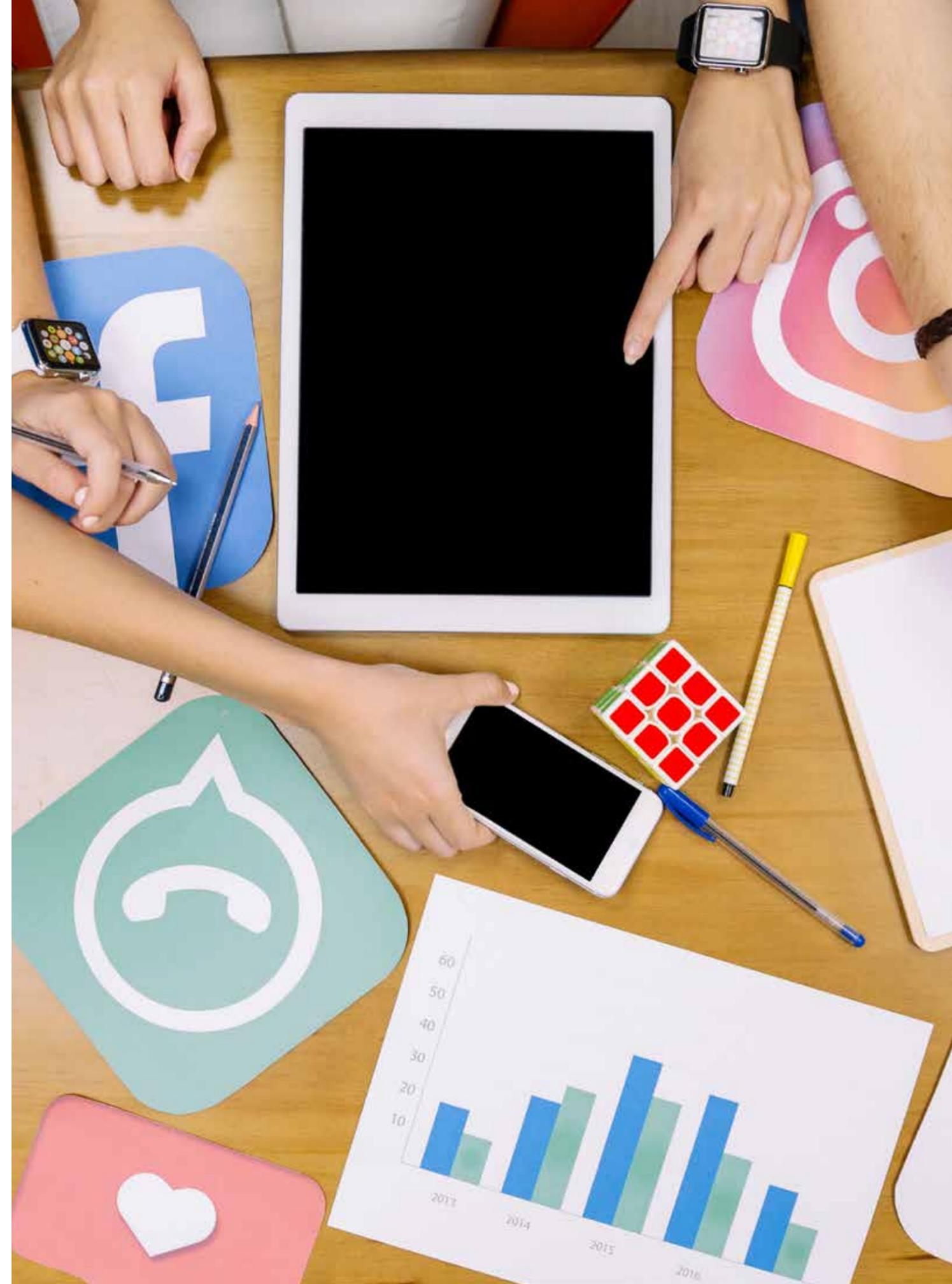
You can use a tool like **BuzzSumo** (paid/free) to find out which of your competitors' content performs best on a variety of social channels, from Facebook to LinkedIn. You can also view top-trending social content within your industry.

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
		39.9K	2	1	0	-	5	39.9K	🔍 < 📄 🗑️
		25.1K	105	12	0	2	5	25.2K	🔍 < 📄 🗑️
		8.6K	28	2	0	2	4	8.6K	🔍 < 📄 🗑️

#8) Respect the rules of each channel

Smart social media managers understand that each social network is its own entity. Even if you want to share the same thing (like a big product announcement) across mediums, make sure you're using each social network the way it's meant to be used — and to the best of its abilities. For example, a Facebook post doesn't need to be under 280 characters like a tweet and can include larger image sizes than an Instagram post.

Tip: When creating images for social media, be sure to find out what the optimal size is for each platform to ensure text and or image don't get cut off or distorted.





#9) Test ideas for new marketing campaigns

One of the biggest benefits of building a large social network is the ability to test new copy, images, and concepts with that audience. Experiment with different headlines and post types to find what might work in an email, newsletters, website, or other online marketing channels. Look back on your most retweeted, shared, or commented on content to get ideas for new content marketing efforts. Your social audience is a great petri dish.

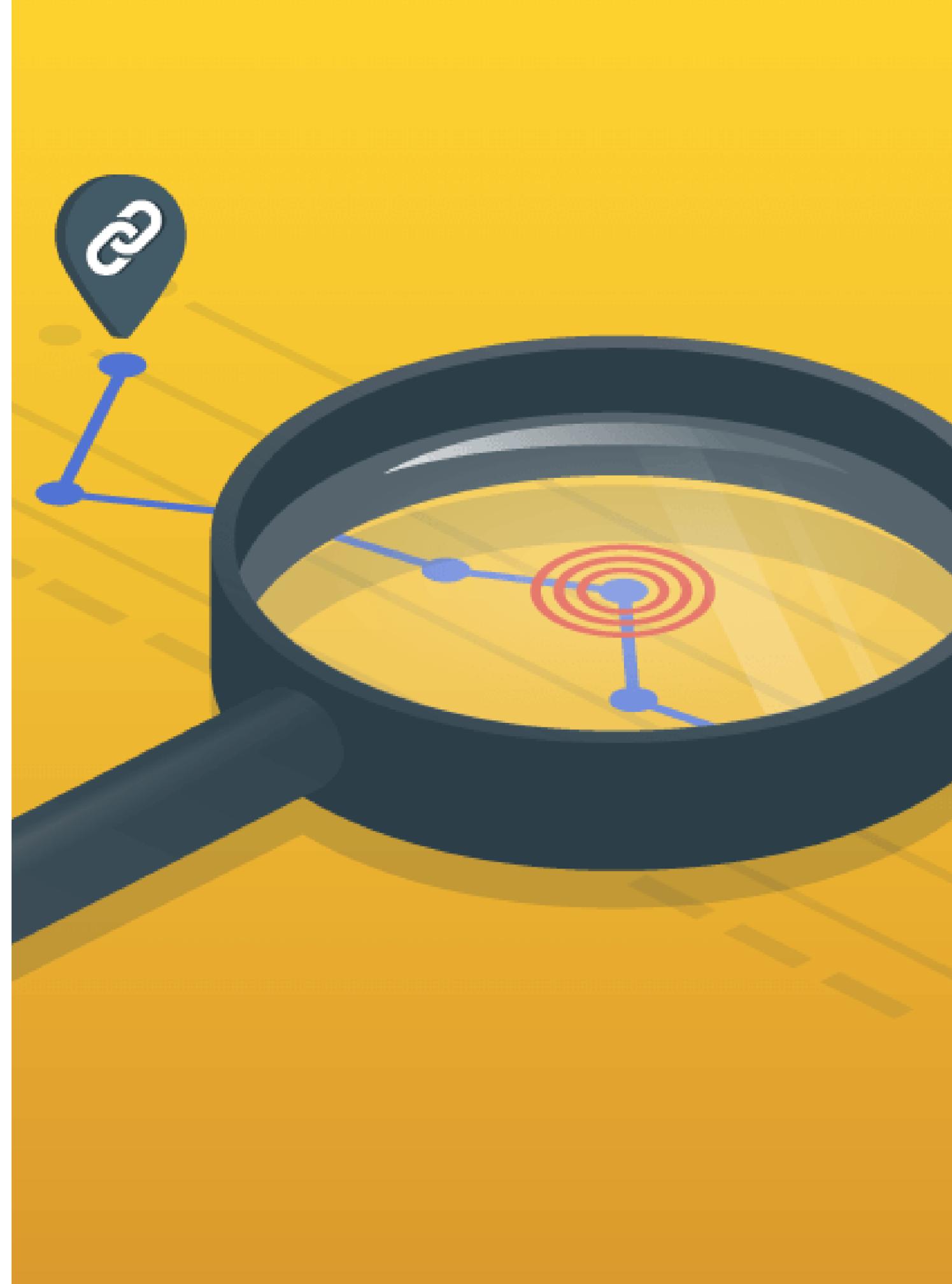
Tip: Use your social channels native insights or analytics to gather this information.

#10) Use tracking URLs

Tracking URLs are a great way to prove the return on investment (ROI) of social. As a rule, every time you publish, post links that have a tracking code built into them. This tracking code will then feedback into an overall database, helping you track which social networks are driving the most traffic and purchases. When it comes to proving the ROI of social, every link counts.

Tip: You can create free tracking url's using the Google Campaign URL builder.

Example: https://www.concessionstreet.ca/?utm_source=concessionstbia&utm_medium=slidedeck&utm_campaign=novagm





#11) Tell a story

An engaging Instagram story (or any other instances of slideshows, carousels, or video) must first and foremost - tell a story. Avoid a bunch of random images thrown together, it will just leave the viewer confused. Let your audience “in” on the story by adding context and making one cohesive story.

Tip: Using a story board is a great way to visualize your Instagram or other social story telling efforts ahead of time.

#12) Repurpose existing content

If your planning to be relevant in business over the long term, you need to consider putting out as much content as possible. The reasons many small businesses don't make content is they over-think and overvalue the production.

Repurposing ideas:

- Take a screenshot of a good performing tweet, crop out the top and bottom elements around the tweet (making it more contextual) and post to Instagram
- Find a popular or trending meme and layer text, labels, or info on top to make it contextual to your world (authentic to your voice)





#12) Repurpose existing content

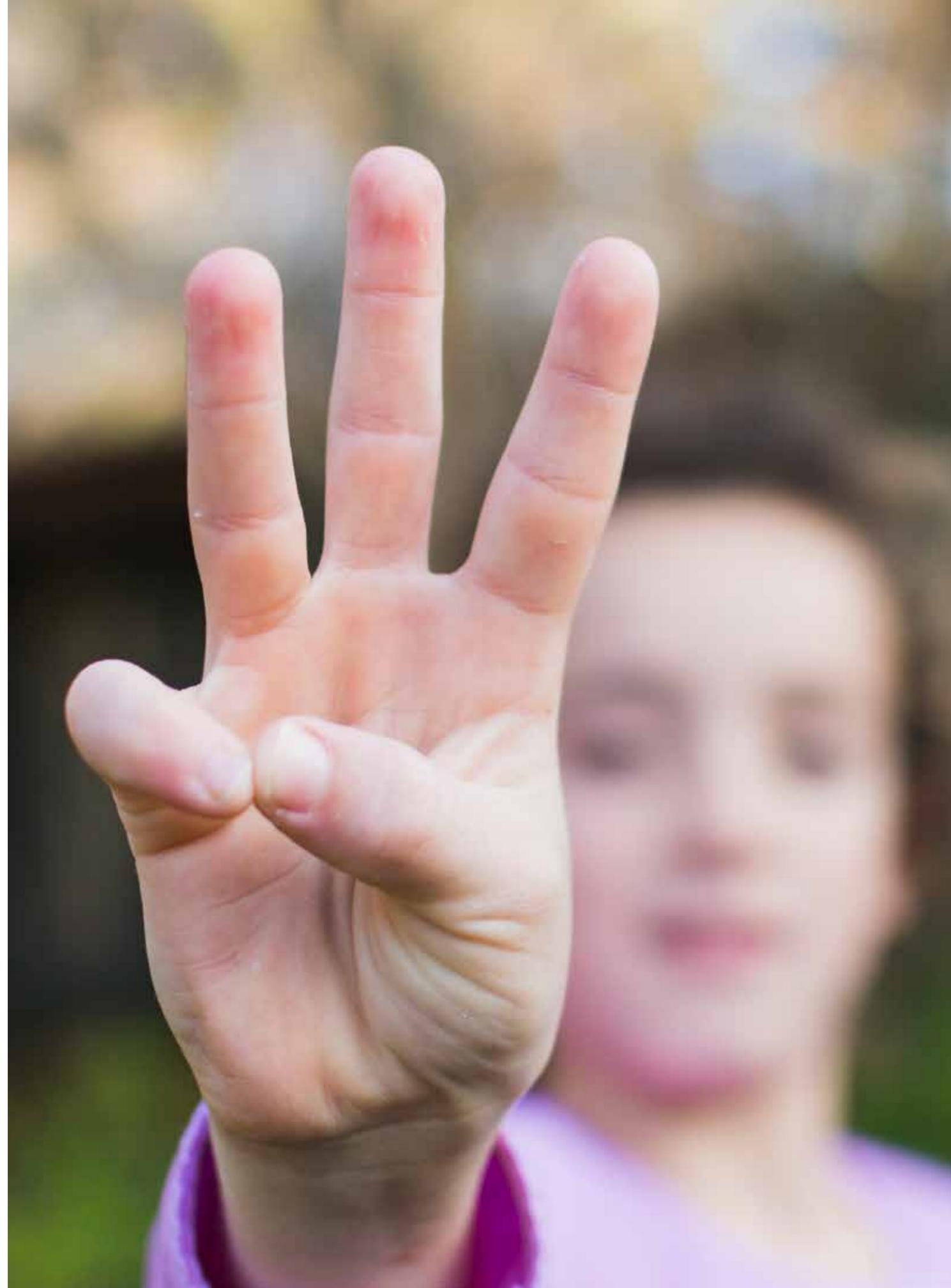
Repurposing ideas:

- Screenshot or pull snippets from online reviews and testimonials to create a cool and effective social proof campaign (can be used in a carousel on Facebook, Instagram or as a standalone images)
- Capture still images from your best performing video content and overlay captions, quotes, etc. Choose moments that resonate with your audience (social listening)
- Transcribe a previously recorded webinar or how to video and create a blog post from it (increase organic SEO opportunities)

#13) Follow the social media “Rule of Thirds”

If you’re using social media as a dumping ground for links, you’re doing it wrong. There’s more to social media than promoting your content. You’re missing out on the more social side of social media, like building your network and making friends. And your accounts won’t be much fun to follow.

There are three types of social posts. And blending them together is part of social media best practices. Here’s a breakdown of the “Social Media Rule of Thirds.”



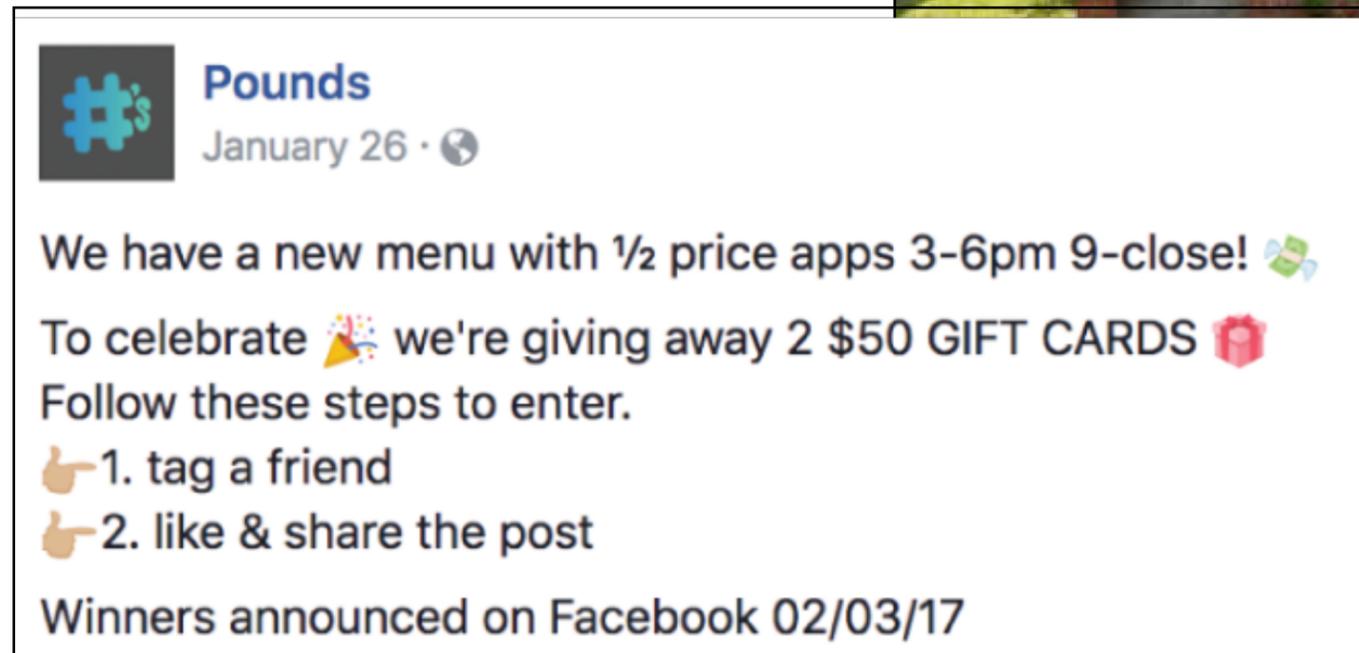
#13) Follow the social media “Rule of Thirds”

1/3 Brand Content: Ask for something/Sell something

After ‘giving value’ to your community (providing non-promotional content of value) is the time you can ask for something or sell something.

Example:

- Sign up for our mailing list
- View my listing at 123 New Street



Pounds
January 26 · 🌐

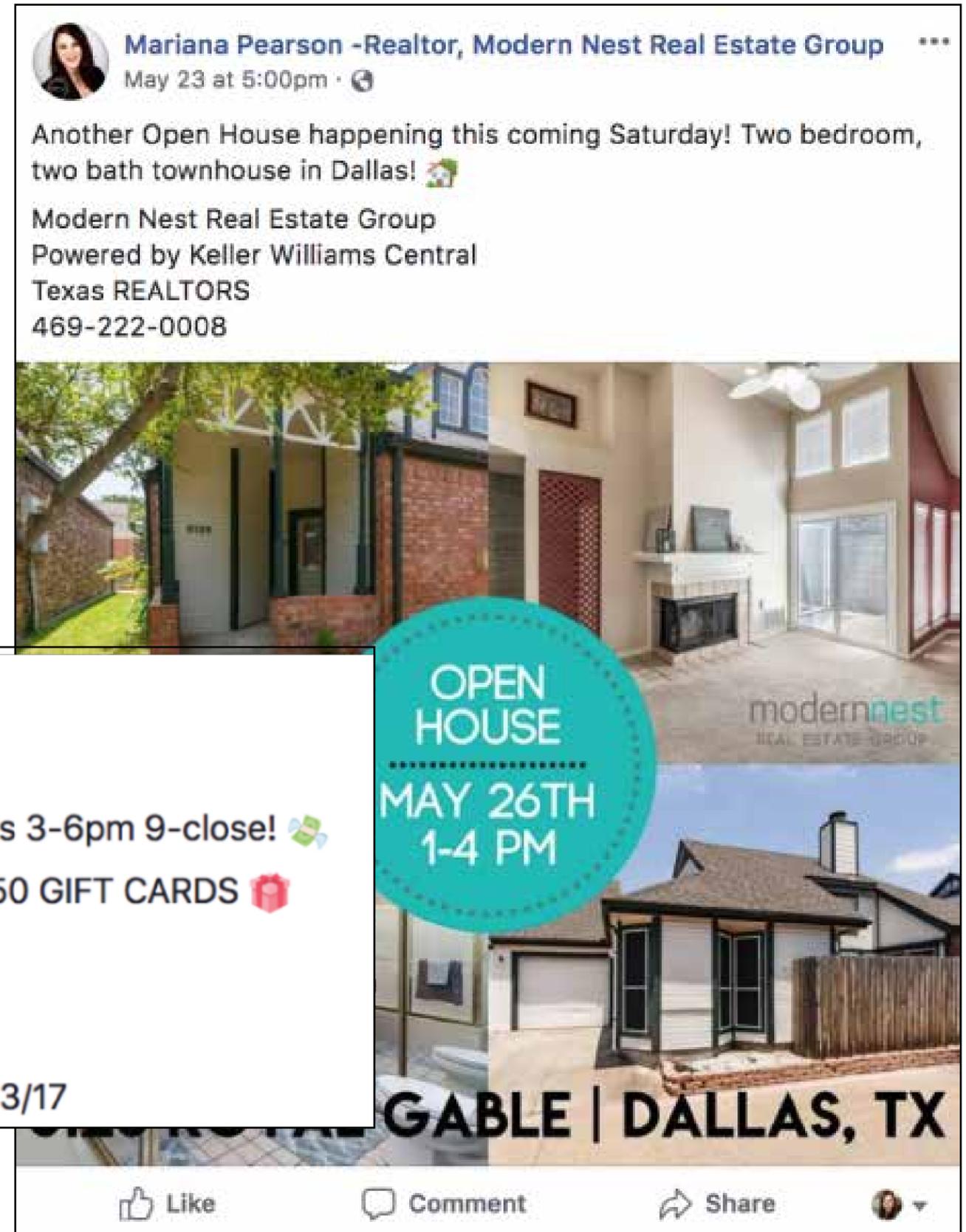
We have a new menu with ½ price apps 3-6pm 9-close! 🍷🍷

To celebrate 🎉 we're giving away 2 \$50 GIFT CARDS 📁

Follow these steps to enter.

- 👉 1. tag a friend
- 👉 2. like & share the post

Winners announced on Facebook 02/03/17



Mariana Pearson -Realtor, Modern Nest Real Estate Group · May 23 at 5:00pm · 🌐

Another Open House happening this coming Saturday! Two bedroom, two bath townhouse in Dallas! 🏡

Modern Nest Real Estate Group
Powered by Keller Williams Central
Texas REALTORS
469-222-0008

OPEN HOUSE
MAY 26TH
1-4 PM

GABLE | DALLAS, TX

Like Comment Share

#13) Follow the social media “Rule of Thirds”

1/3 Industry/Helpful Content: Add value/Tips & tricks

Add value to your community by posting content about industry related topics and news. This can be tips & tricks, sharing industry news, etc. Be interesting by being interested in others.

CoSchedule Published by CoSchedule App

A social media manager tends to wear a lot of different hats... so we created a bunch of different task checklist templates to help manage your to-dos! <https://cos.sc/2q1hBL7>

7 SIMPLE

Social Media Checklists

To Boost Your Efficiency

Boost Post

Like Comment Share

Ty Cae PA and Office Services and Lucy Simpson-Brooks

Write a comment...

CoSchedule @CoSchedule · Mar 10

Pro Tip: Re-share your top-performing content to get bigger results.

cos.sc/2lwtR6E

#13) Follow the social media “Rule of Thirds”

1/3 Personal/Fun Content: Show your a human/build a connection.

It’s important to develop a connection with your community as your brand. Be kind, be real, be funny, be respectful, be empathetic. Be all things you would want someone to be towards you.

Example:

- Happy Friday, what are your weekend plans?
- Meet our new social media team!

