



# Sales & Exposure with Social Media:

How to do it and why your business needs it!



# What we'll cover

1. Why having a presence on social media is important for your business
2. Build trust and influence with content
3. Picking the right social network
4. Advertising on Facebook: Choosing the right ad
5. Advertising on Facebook: Choosing the right message



# Why social media is important for your business

What an sometimes look like a huge pain can  
actually have massive gains for your business



# Why social media is important

Everyone is there...37% of the entire world population is on social media





# Why social media is important

One-to-many for marketing messages

- Word of mouth is now on steroids!
- You can create a group of raving fans AND get your message and business in front of your perfect audience like never before



# Why social media is important

Helps with your website SEO

- The algorithms on your website AND the social networks want you to share information and traffic
- Driving people to your website from social media is a great way to increase views, registrations and sales



# Why social media is important

## Great analytics

- Facebook analytics for business pages, Instagram analytics and Ads Manager all give you the information you need
- Don't guess: run tests and let the DATA tell you the story!



# Why social media is important

Bringing people into your funnel from the social media world allows you to build a bridge:

From a **DIGITAL** relationship..

To a **PERSONAL** relationship.

**Every ad, post and video puts another brick into that bridge.**



# Up Next: Building Trust & Influence with Content



# Build Trust & Influence with Content

People need to see you consistently to connect with your business and your brand



# Build Trust & Influence with Content

## Know your audience

- Build personas
  - Who buys from you?
  - Why do they buy from you?
  - What problem do you solve?
- Break it down:
  - Age, gender, lifestyle/stage, likes/dislikes, etc.



# Build Trust & Influence with Content

Use [Answerthepublic.com](https://www.answerthepublic.com) to get the questions they're asking

Try [Buzzsumo.com](https://www.buzzsumo.com) to see the most shared articles in your space

Use [Mangools.com](https://www.mangools.com) to verify how many searches are being done each month



# Build Trust & Influence with Content

Here are some ideas on what you can post:

- Day to day happenings in and around your business
- “Behind the scenes”
- Voting or getting opinions
- User Generated Content (give them a reason to post THEIR stuff and tag you)
- Articles relating to your industry or business (preferably your own articles!)
- Throwback Thursday, Move-it Monday, Funny Friday – quotes, GIFs, etc.



# Build Trust & Influence with Content

Once you know what to say, then it's just about planning!

Create a content calendar, or a daily time to take a picture of your store/business and post it

Consistency is key – even if you only post once a week



# Build Trust & Influence with Content

So what IS the best frequency to post?

1. Facebook: 6 times per week
2. Instagram: 1-2 times per day
3. Twitter: 4-7 times per day
4. LinkedIn: 1-3 times per week (in groups)
5. Pinterest: 3-5 times per week
6. YouTube: 3-5 times per week



# Build Trust & Influence with Content

Best content types:

- 1) Live videos
- 2) Recorded or edited videos
- 3) Photos and collages
- 4) Your own blogs and content
- 5) Articles from third parties



# Build Trust & Influence with Content

Track your progress at: [www.likealyzer.com](http://www.likealyzer.com)

You'll get a score from 1-100:

Below 50: you've got work to do

50-60: You're getting there!

60-70: Keep going! Check your gaps!

70-80: great work

80+: you're on top!



# Up Next: Picking the right social network



# Picking the right social network

You don't have to be on all of them: just the ones where your customers are hanging out!



# Picking the right social network

You don't have to be on ALL the networks – just the ones where your clients are hanging out

People use and spend time differently on the various networks.

Let's break it down

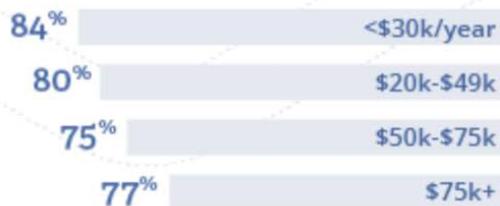


# Facebook

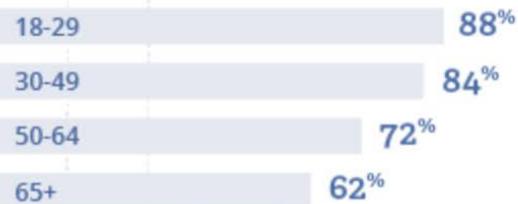
**2 Billion**  
Monthly Active Users<sup>1</sup>



## Income of internet users who use Facebook<sup>2</sup>



## Age of internet users who use Facebook<sup>2</sup>

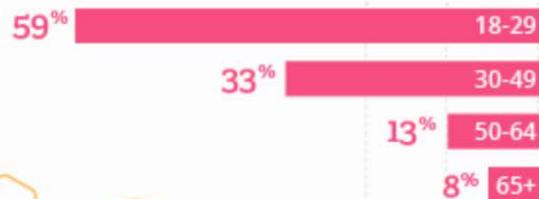


Network where  
millennials and  
Gen X are most  
likely to share  
content<sup>3</sup>



# Instagram

## Age of internet users who use Instagram<sup>1</sup>



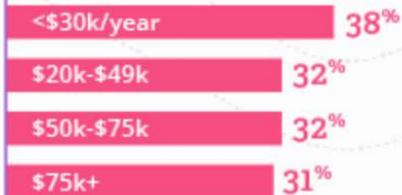
53%  
of teens say  
Instagram is the  
best platform to  
tell them about  
new products<sup>10</sup>

**800 Million**  
Monthly Active Users<sup>™</sup>

**500 Million**  
Daily Active Users



## Income of internet users who use Instagram<sup>1</sup>





# Pinterest

**200 Million**  
Monthly Active Users\*



## Income of internet users who use Pinterest\*



60%  
of Pinterest

## Age of internet users who use Pinterest\*



80%  
of millennials say  
Pinterest helps  
them find things  
they want  
to buy\*

66%  
of women  
between  
25-54 use  
Pinterest\*



# Twitter

**317 Million**  
Monthly Active Users<sup>1</sup>

## Age of internet users who use Twitter<sup>2</sup>



29% of  
Americans with  
a degree use  
Twitter<sup>21</sup>

## Income of internet users who use Twitter<sup>2</sup>



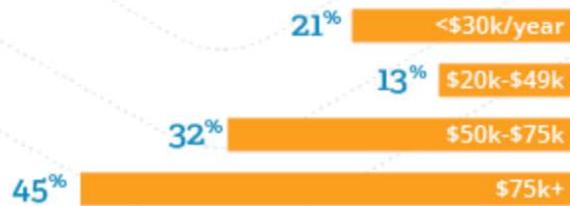


# LinkedIn

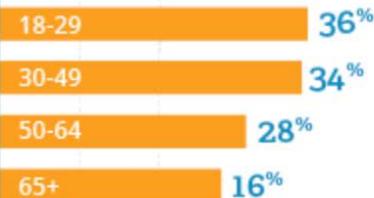
**106 Million**  
Monthly Active Users



## Income of internet users who use LinkedIn<sup>1</sup>



## Age of internet users who use LinkedIn<sup>2</sup>

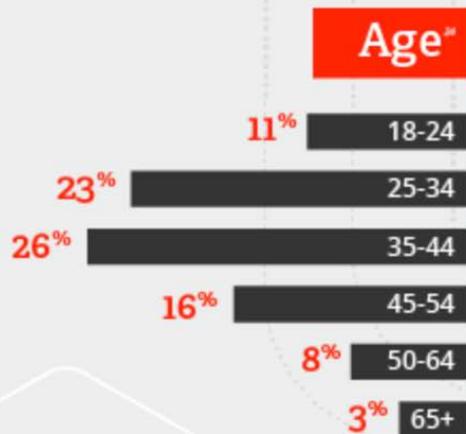


*LinkedIn is the most popular social network with Fortune 500 CEOs<sup>3</sup>*



# YouTube

**1 Billion**  
Monthly Active Users<sup>1</sup>



*YouTube reaches more 18-49 year olds than any cable network in the US<sup>3</sup>*

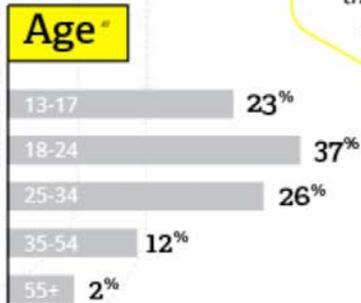
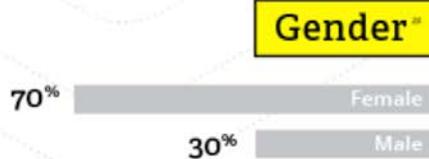
**Gender<sup>4</sup>**





# Snapchat

**300 Million**  
Monthly Active Users <sup>25</sup>



*39%  
of teens polled  
said that  
Snapchat was  
their favorite  
network*<sup>™</sup>

*Active  
Snapchat  
users open the  
app 25+ times  
each day*<sup>™</sup>



# Recommended Network by Industry

	f	Instagram	Pinterest	Twitter	LinkedIn	YouTube	Snapchat
Retail	Yellow	Yellow	Yellow	Red	Red	Grey	Yellow
Media	Yellow	Grey	Red	Yellow	Grey	Yellow	Yellow
Sports	Grey	Yellow	Red	Yellow	Red	Yellow	Yellow
CPG	Red	Grey	Yellow	Grey	Red	Yellow	Yellow
Financial Services	Yellow	Red	Red	Yellow	Yellow	Grey	Grey
Automotive	Grey	Yellow	Yellow	Grey	Grey	Yellow	Grey
Health Care	Yellow	Grey	Yellow	Yellow	Red	Grey	Red

Best Place for Teens



Best Place for Millennials



Best Place to Reach a Male Audience



- Yellow: Ideal For Industry
- Grey: Depends On Content Strategy
- Red: Not Right For Industry



Up Next:  
Advertising on Facebook:  
Picking the right ad



# Advertising on Facebook

Pick the right ad

There are lots to choose from – but only 2-3 that you should be using!



# Picking the right ad

Awareness	Consideration	Conversion
Brand awareness	Traffic	<input checked="" type="checkbox"/> Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



# Picking the right ad

- Best ads to run on Facebook
  - Awareness ads
  - Traffic
  - Lead generation
  - Boosted posts/Engagement ads



# Picking the right ad

Awareness: best for...

- Creating electronic billboards
- Advertising deals and offers
- Building a brand with your audience
- Reminding people where you are, and why you're great
  - Repetition is the answer!



# Picking the right ad

Traffic: best used for...

- Driving traffic to your website
- Driving traffic to an offer landing page
- Getting more people to see/read your blog
- The algorithm will soon be tracking how much of the webpage people reviewed, and if they bounced, or stayed on the website



# Picking the right ad

Lead Generation: best used for...

- Signing people up for anything, including:
  - Webinars
  - Offers
  - Newsletters
  - Events
- Does not require a website or offer page
- Does require a privacy policy



# Picking the right ad

Boosted post/Engagement ad: best used for...

- Getting your content in front of your audience (not just the fans on your business page)
- Generating likes, comments and shares
  - This is what the algorithm REALLY wants to see



# Picking the right ad

## **Instagram Ads:**

You can run Instagram ads using the Facebook platform, and I highly encourage you to do so.

Simply connect your Instagram account to your Facebook page in “settings” and you’ll be able to run your ads on Instagram!



Up Next:  
Advertising on Facebook:  
Picking the right message



# Advertising on Facebook

Picking the right message – so people do what you want them to!



# Pick the right message

Let's think back to our customers:

- - Who they are, what they need and what you offer

Now go a step further:

- What WORKAROUND can they use to avoid you?
- How are you a BETTER solution?



# Pick the right message

There are 5 steps to know what to put into your ads and any messaging:

- 1) What is your customer's common objective?
- 2) What is their problem or trigger?
- 3) What Workaround could they be using?
- 4) Anchor your message in something they would know or reference in comparison to you
- 5) What's their Butterfly: the outcome they really want



# Pick the right message

Who is your customer and what is their common objective?

- They're shopping or engaging with you for a reason: what is it?
- What symptoms are they currently experiencing that they want to get away from?



# Pick the right message

What is their problem or trigger?

Think about why they buy:

- Weight loss product: they want to fit into their old clothes again
- Retail: They're tired of their wardrobe
- Services: Their business is inefficient



# Pick the right message

What workaround could they currently be using?

- Your competitor
- Doing it themselves
- Using automated technologies (likely poorly)



# Picking the right message

Anchor your message in something they would know or reference in comparison to you

Example:

“Taking my online course is like going to class, but way more convenient.”

“We’re like your bookkeeper if they could read the future for your business.”



# Pick the right message

What's their Butterfly: the outcome they really want

This is what they're REALLY after:

- Walking the beach without hiding in a towel
- Bragging to friends that their biz just hit \$1M
- Showing up to work and everyone admiring their clothes
- Taking vacations because their money is in order



# Pick the right message

Then you structure your ad in a simple format:

**ESCAPE and ARRIVAL**

This is simply “you don’t want to be here, instead you want to be THERE – and I can get you there...here’s how”



# Pick the right message

Cringing at the thought of heading to the salon (remember what happened last time??) 🤔

@ We get it – which is why our trained, compassionate hair consultants are on hand to make sure heads turn as you walk in the door. (Just wait until Suzy from accounting sees THIS)

👉 Book your appointment here and end the Hair Nightmares forever! (link) 😊



**End the Hair Nightmare with our Hair Magic!**

Get the cut, blow dry, or colour you need to look absolutely fabulous.

[WWW.HAIRPLACE.COM](http://WWW.HAIRPLACE.COM)

[Learn More](#)

Like

Comment

Share



# It all comes together...

If you know your customer...

What they are looking for from you...

Run the ad or post the content that will deliver that message...

With the right wording to get their attention!



## It all comes together...

- Make sure you track your results:
  - Likealyzer.com for content
  - Facebook Ads Manager for your ads performance
- Review the 5 questions to getting your message right so you always know what to say (both online and offline)



# Questions?

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