



Social Media Mash-up

How to Leverage the Big 5



Where to Build Your Community

You Can't Be Everywhere at Once

7 in 10 Americans use social media

<http://www.pewinternet.org/fact-sheet/social-media/>

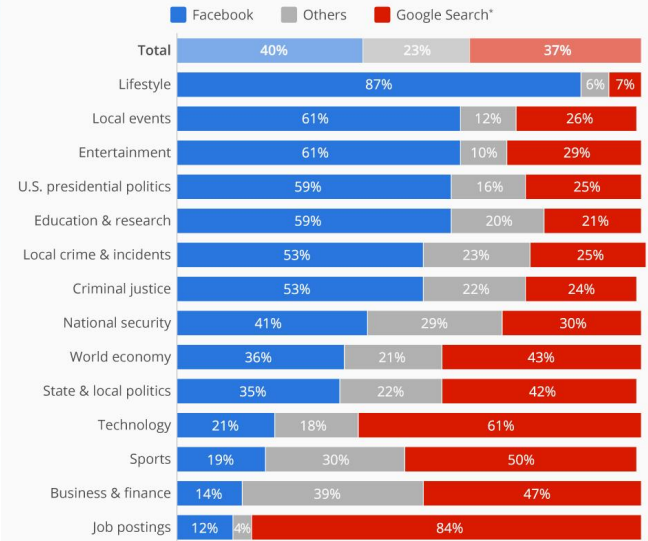
Social Search Drives Traffic

- Facebook & Google Compete for Top Referral Source

<https://www.forbes.com/sites/adamhartung/2017/05/26/the-trend-to-facebook-referrals-is-a-risk-to-google-search>

Referral Traffic – Google or Facebook?

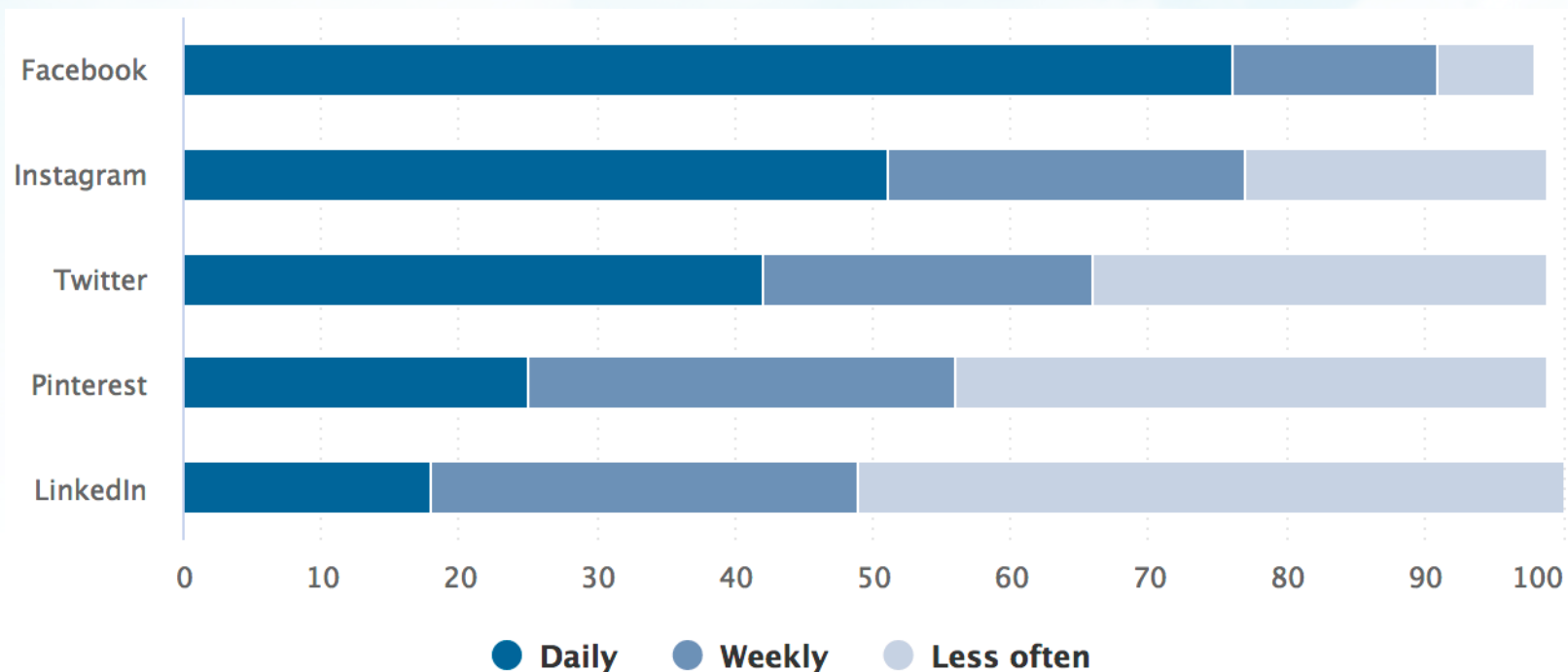
Distribution of referral traffic sources, by article topic



* Not including Google AMP
Some figures do not sum to 100 due to rounding
@StatistaCharts Source: Parse.ly



Where Is Everyone?

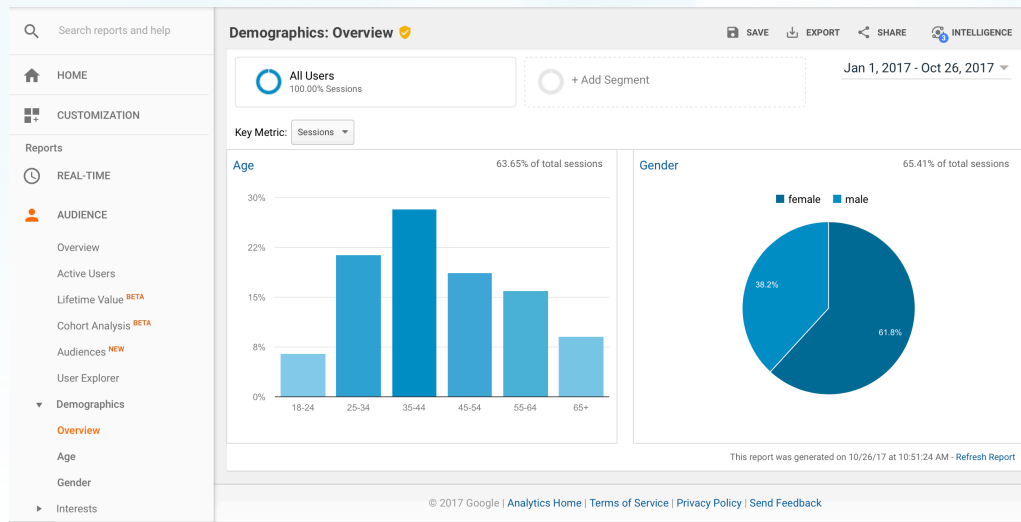


Before You Jump In

- Are your customers there?
- Do you have the time?
- Does your message fit the platform?
- Do you have a monitoring plan?

Gather Customer Insights

- Google Analytics
- Facebook Audience Insights
- MailChimp Social Profiles



Content Creation

Plan for Organic Success to Kill it with Ads

Editorial Calendar

- Plan quarterly or monthly
- Consider seasonality of your business
- Plan ahead for important dates or themes
- Do you have partners you can leverage to share?
- Mix media & messages

Pro Tips

- Mobile is NOW
- Images & Videos are King
- Know Your Audience
- Storytelling
- Be Ready to Respond



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Tools We Love

- Scheduling your content
 - Free - Feedly, Buffer
 - Paid – CoSchedule, Meet Edgar
- Grammarly
- Browser extensions

Paid & Organic Social

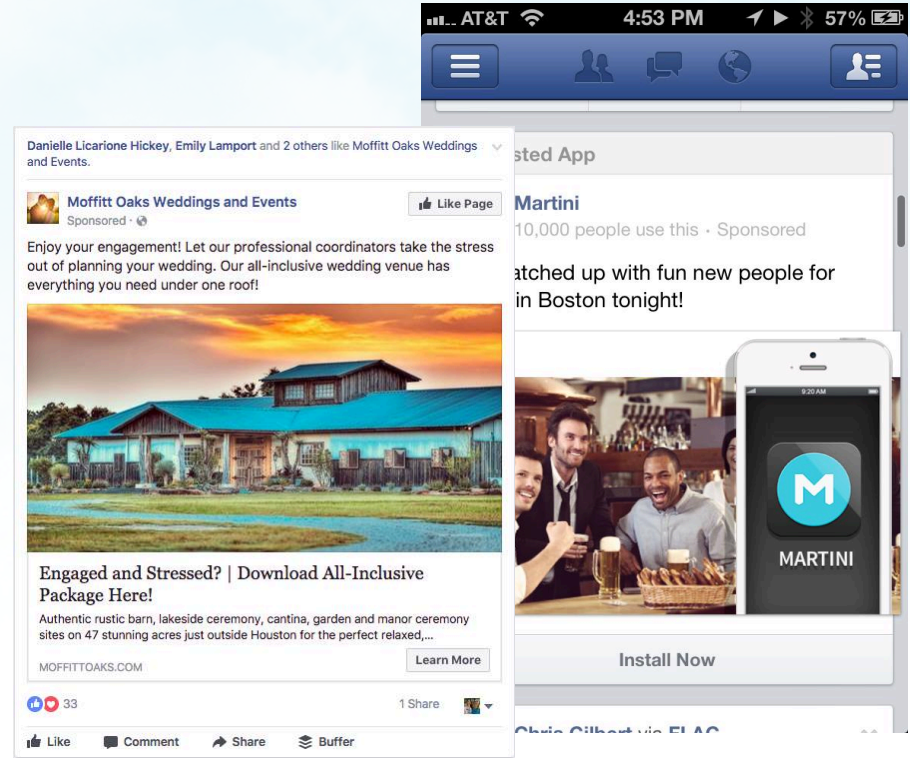
Where to pay & how to play

**“We are all unpaid
workers toiling in the
data mines of
Facebook.”**

- HuffPost editor-in-chief Lydia Polgreen

Targeting is Crucial

- Know your prospect demographics
- Know their interests & behaviors
- Know how your prospect uses each channel

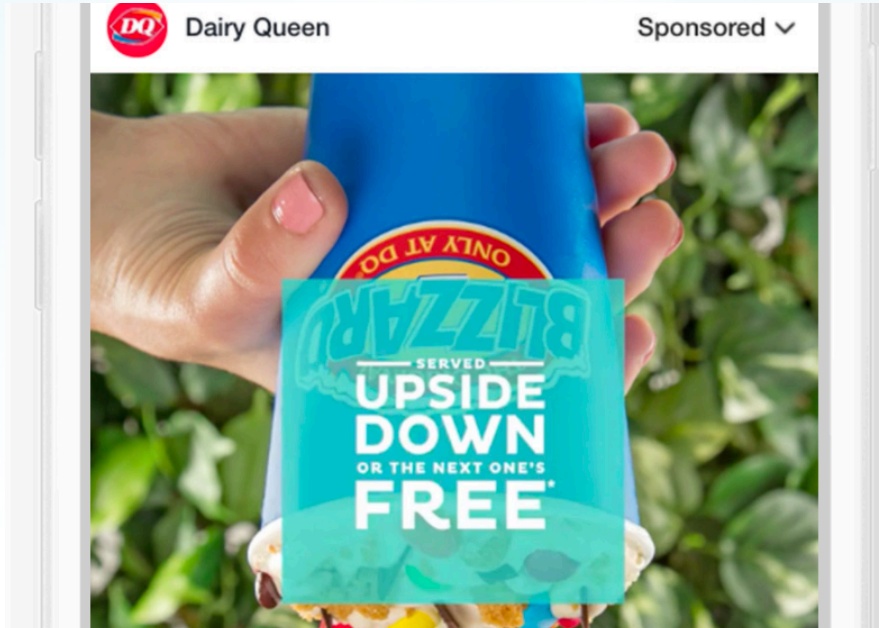


Facebook



- Ads are a must – no longer free traffic
- Play WITH the algorithm, not against it
- Track more than the shiny metrics
- Use that pixel!
- Think past the click – is your website mobile friendly?

Instagram

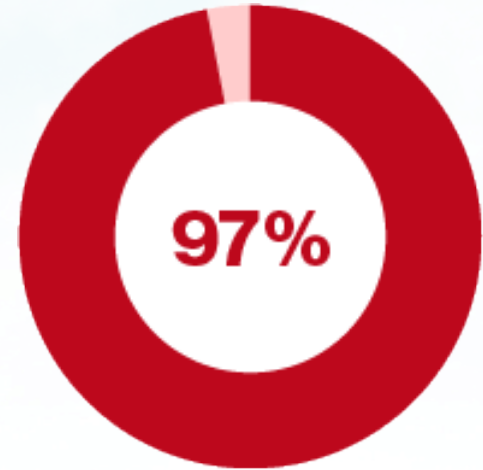


- Hashtags & Followers still (kind of) matter
- Is your photography/video Insta-worthy?
- How does your industry and prospect compare?

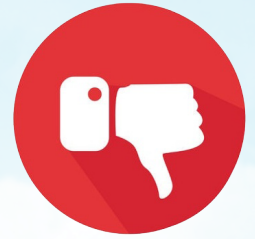
Pinterest



- Descriptions & Followers still (kind of) matter
- Is your pin visually appealing & useful?
- Link to your site in your pins!
- Think about the long game - ads do great for residual traffic

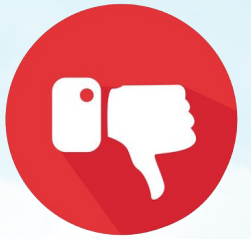


LinkedIn



- Great recruitment tool
- Consider the lifetime value of your customer
- Rapidly improving the channel
- Better for networking than ads

Twitter



- Declining usage
- Limited use cases for success



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Q&A