



Leveraging Social Media: Do You Have to Pay to Play?

Fort Bend Chamber of Commerce

Oct 5, 2016

Let's Get Social



@kwiggi1



katewnilsen



Kate Nilsen

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"There is no such thing as digital marketing.

There is marketing -- most of which happens to be digital."

Brad Jakeman, PepsiCo



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Website



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marketing

Website Adjustments

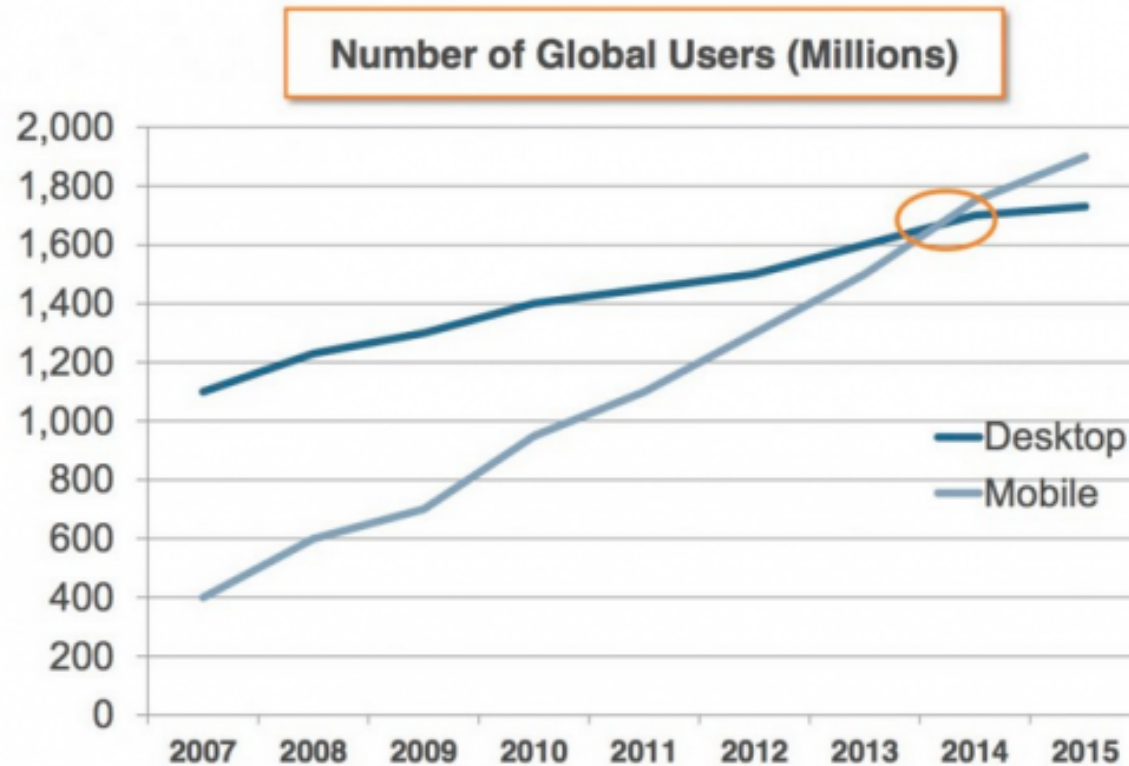
- Take a Look as an Outsider!
 - » Customer Demographics Matter
- Mobile Friendly
- Make It Easy to Explore
- Content Strategy

**Get familiar with Google Analytics at
analyticsacademy.withgoogle.com**

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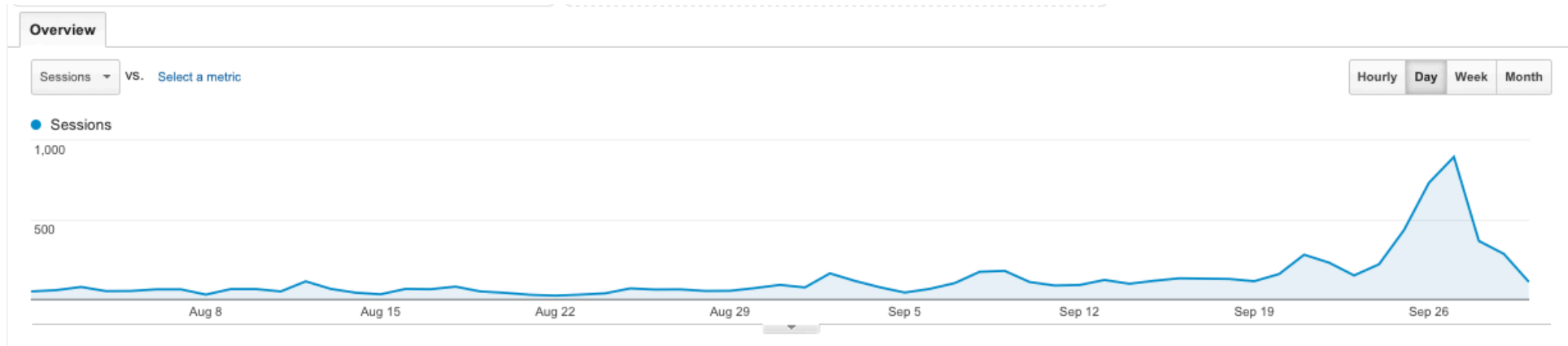


Mobile Friendly Marketing



150x
Users check
mobile phones
per day

Know What's Working Now



Google Analytics

Home **Reporting** Customization Admin

Search reports & help

Primary Dimension: **Source / Medium** Source Medium Keyword Other

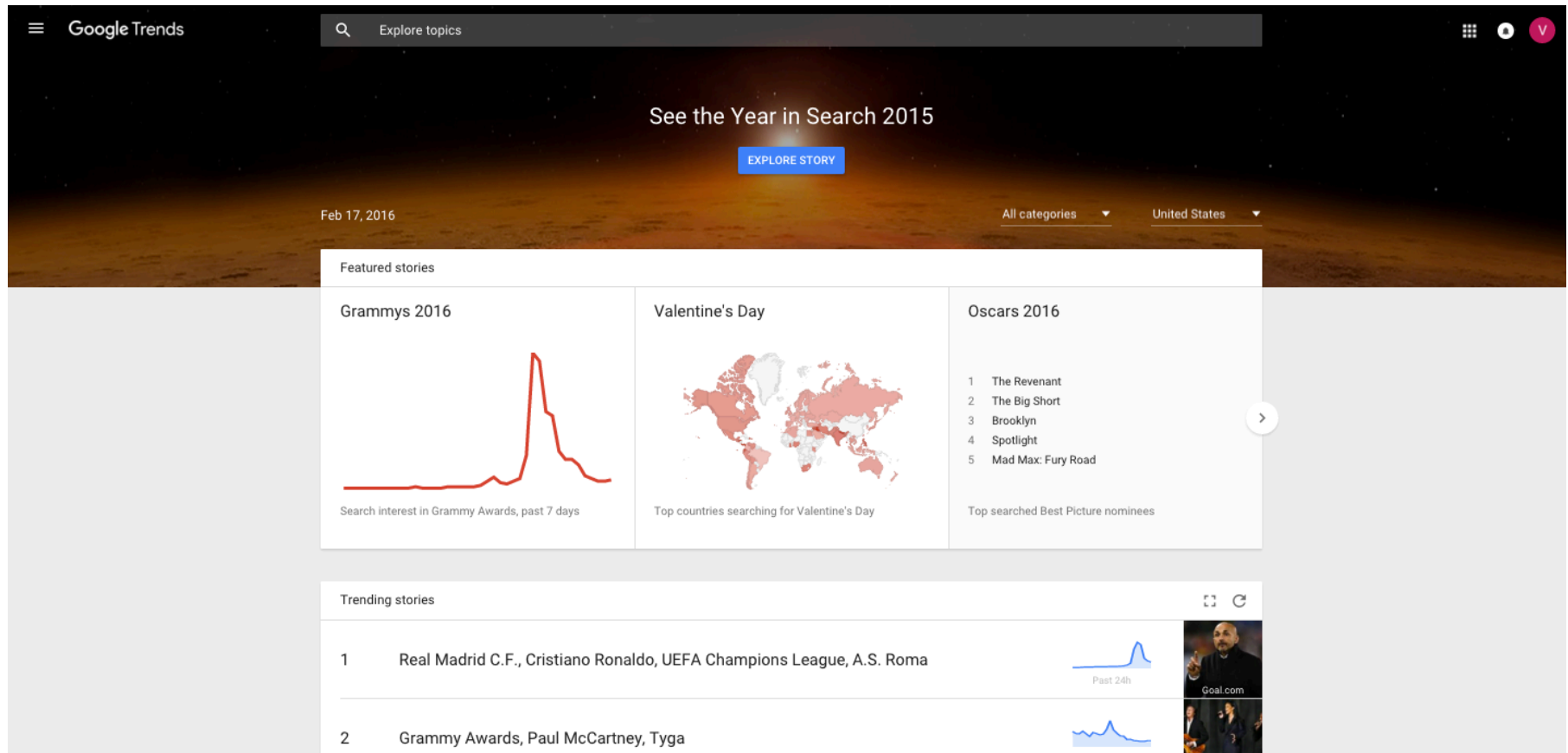
Plot Rows Secondary dimension Sort Type: Default

| | Source / Medium ? | Sessions ? |
|--------------------------|-----------------------------------|---|
| | | 7,802 % of Total: 100.00% (7,802) |
| <input type="checkbox"/> | 1. google / organic | 3,400 (43.58%) |
| <input type="checkbox"/> | 2. (direct) / (none) | 958 (12.28%) |
| <input type="checkbox"/> | 3. Contacts / email | 819 (10.50%) |
| <input type="checkbox"/> | 4. m.facebook.com / referral | 492 (6.31%) |
| <input type="checkbox"/> | 5. facebook / promopost | 443 (5.68%) |
| <input type="checkbox"/> | 6. trfind.com / referral | 377 (4.83%) |
| <input type="checkbox"/> | 7. yahoo / organic | 292 (3.74%) |
| <input type="checkbox"/> | 8. bing / organic | 202 (2.59%) |
| <input type="checkbox"/> | 9. runningintheusa.com / referral | 176 (2.26%) |
| <input type="checkbox"/> | 10. facebook.com / referral | 157 (2.01%) |

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Write Content That's Trending



<https://www.google.com/trends>

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Where to Be & What to Say

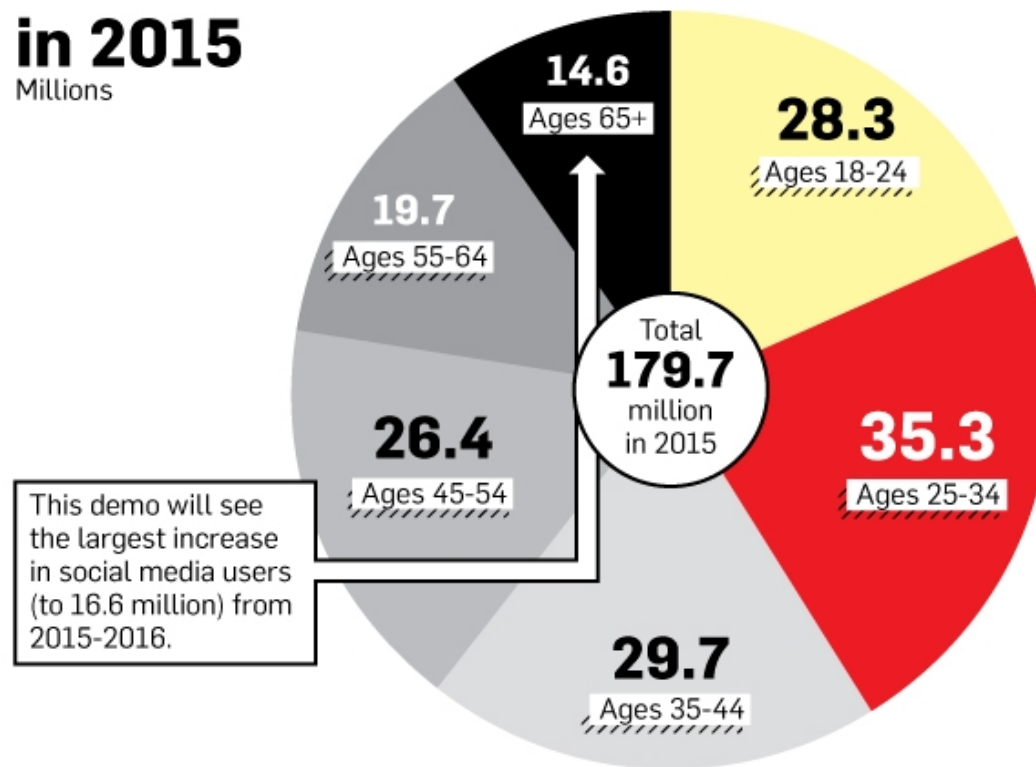


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Total social network users in 2015

Millions



This demo will see the largest increase in social media users (to 16.6 million) from 2015-2016.

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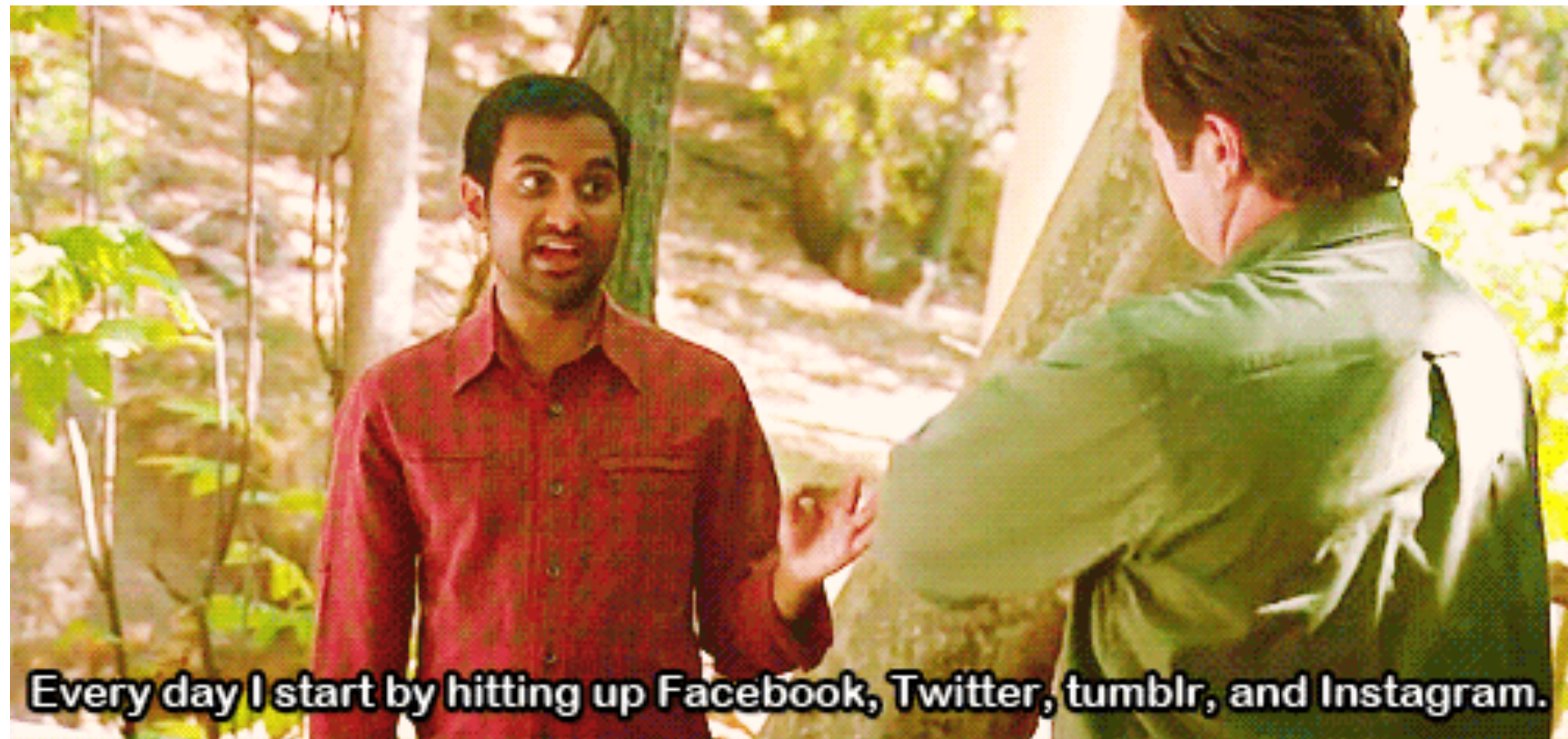


Source: <http://www.adweek.com/news/advertising-branding/new-social-stratosphere-who-using-facebook-twitter-pinterest-tumblr-and-instagram-2015-and-beyond-1622>

SOCIAL MEowDIA EXPLAINED



Source: <http://www.jsums.edu/socialmedia/strategy-and-guidelines/>



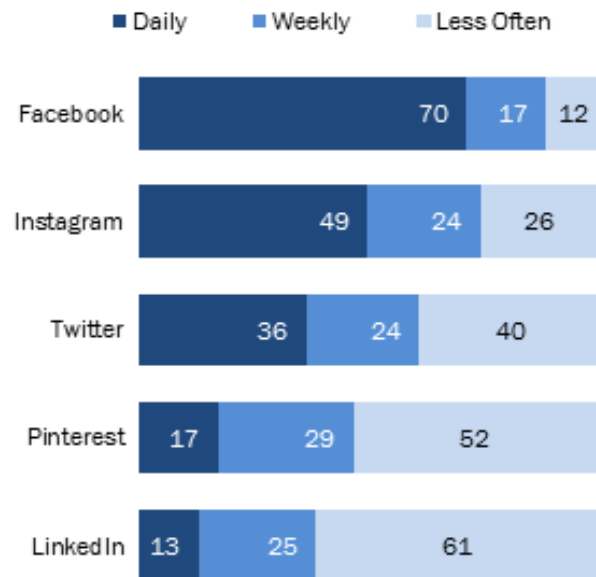
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Social Usage

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

Social media matrix

% of users of each particular site who use another particular site (e.g., 34% of Pinterest users also use Twitter)

| | Use Twitter | Use Instagram | Use Pinterest | Use LinkedIn | Use Facebook |
|------------------------------|-------------|---------------|---------------|--------------|--------------|
| % of Twitter users who ... | - | 58% | 42% | 47% | 91% |
| % of Instagram users who ... | 52% | - | 47% | 38% | 94% |
| % of Pinterest users who ... | 34% | 43% | - | 40% | 88% |
| % of LinkedIn users who ... | 39% | 35% | 40% | - | 86% |
| % of Facebook users who ... | 29% | 34% | 34% | 33% | - |

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014.

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Source: <http://www.pewinternet.org/2015/01/09/frequency-of-social-media-use-2/>

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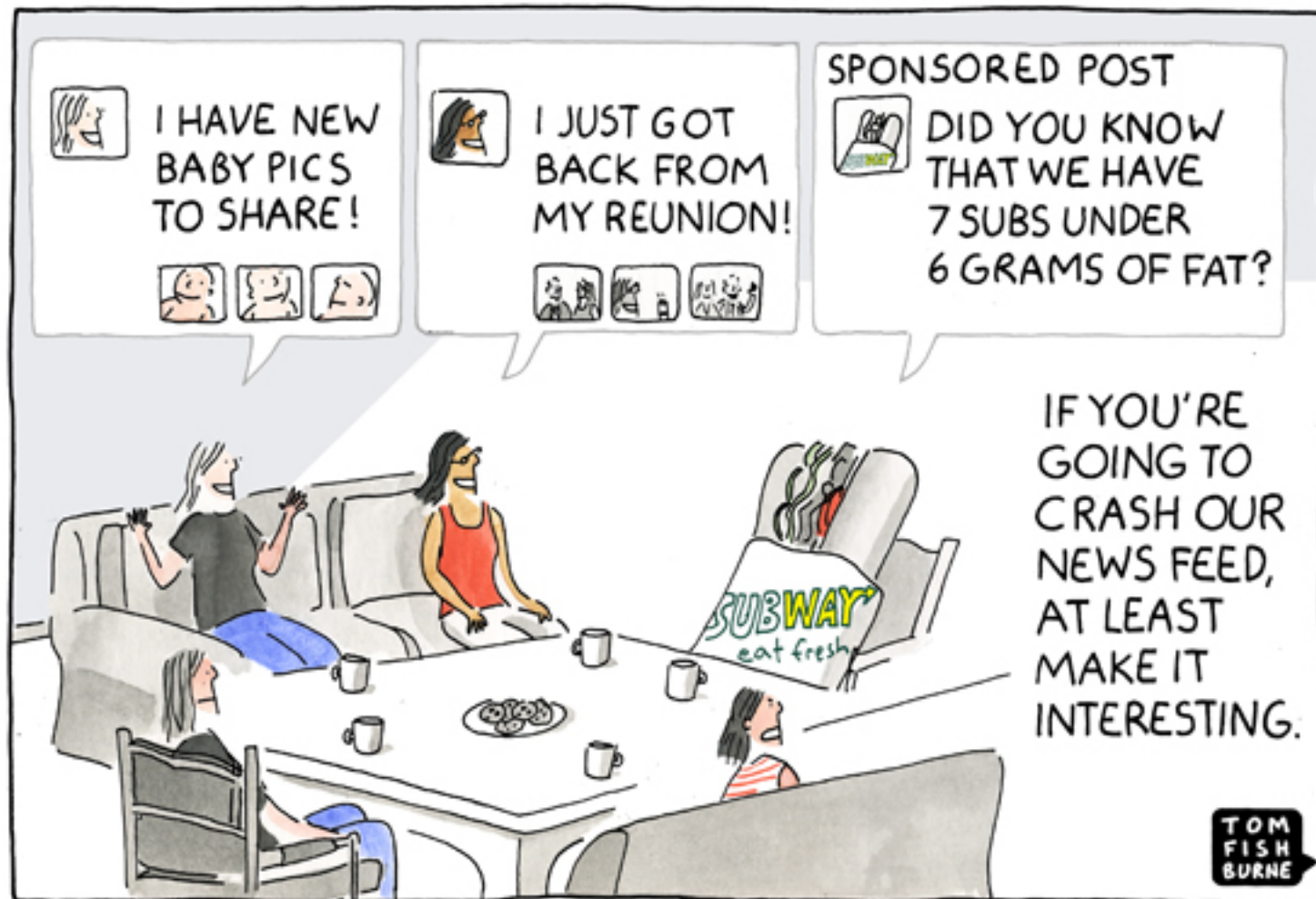
Social Message Best Practices

- Know Your Audience
- Tell Them Why They Should Care
- Concise, Thumbstopping Message
- Imagery is a MUST
- Don't Feel Too Salesy
- Be Ready to Respond

**Social is often a discovery medium.
'YOU' centric messaging is key.**

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© marketoonist.com

Source: <https://marketoonist.com/2014/05/sponsored-posts.html>

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YouTube

- Huge Growth
- 300 million U.S. users, 4 billion video views every day worldwide
- Best Practices
 - » Optimize Video Thumbnails to Pique Interest
 - » Include Keywords in Title and Description
 - » Distribute On/Off YouTube
 - » Ads are available.

Reaches more U.S. adults aged 18 – 34 than any U.S. cable network.

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YouTube Examples



Cross Creek Ranch ~ Master Planned Community in Fulshear, Texas

Cross Creek Ranch by Johnson Development

Subscribed 144

Add to Share More

Published on Apr 25, 2014

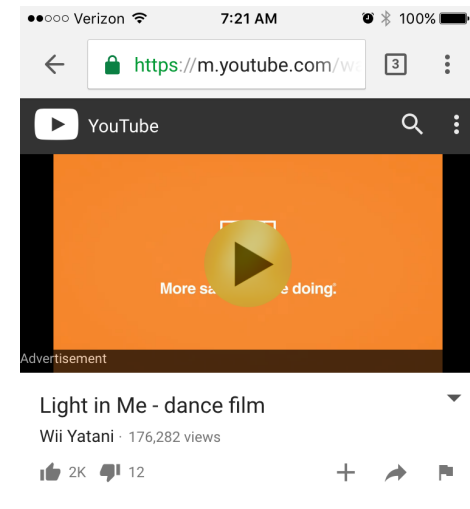
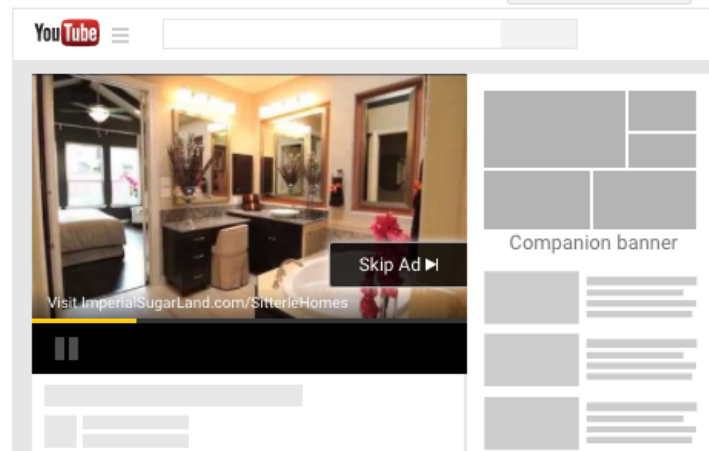
Explore Cross Creek Ranch. Located in Fulshear, Texas in Fort Bend County, just west of Houston, Cross Creek Ranch is a community by Johnson Development Corp. Our new home community is served by the highly acclaimed Katy and Lamar Independent School Districts. Premier home builders offer sustainable and green options with attention to quality design environment.

<http://www.crosscreektx.com/index>

Category People & Blogs
License Standard YouTube License

SHOW LESS

Preview in-stream ad



How To Fill In Eyebrows
AD by UCq7EY7H2XF6TV7Z5mLv-aNg

"Young & Beautiful" DANCING IN THE RAIN (Lana Del Rey tribute - starrin...
[ActionLeo]
236,347 views

Hold On By Tannos & Choice [Official Short Dance Film]
Stephen Tannos
197,463 views

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Why Ads Work Here

Demographics •

Interests •

Remarketing •

Placements •

Topics •

Keywords •

Add topics

Search by related term, phrase or URL

Search

Topic

- ▶ Arts & Entertainment
- ▶ Autos & Vehicles
- ▶ Beauty & Fitness
- ▶ Books & Literature
- ▶ Business & Industrial
- ▶ Computers & Electronics
- ▶ Finance
- ▶ Food & Drink
- ▶ Games
- ▶ Health
- ▶ Hobbies & Leisure
- ▶ Home & Garden
- ▶ Internet & Telecom

Add interests

Affinity audiences (reach) ▾

Search by related term, phrase or URL

Search

Affinity audiences (reach)

- Art & Theater Aficionados
- ▶ Auto Enthusiasts
- Avid Investors
- Beauty Mavens
- Business Professionals
- Comics & Animation Fans
- ▶ Cooking Enthusiasts
- Do-It-Yourselfers
- Family-Focused
- Fashionistas
- Fast Food Cravers
- Foodies
- ▶ Gamers

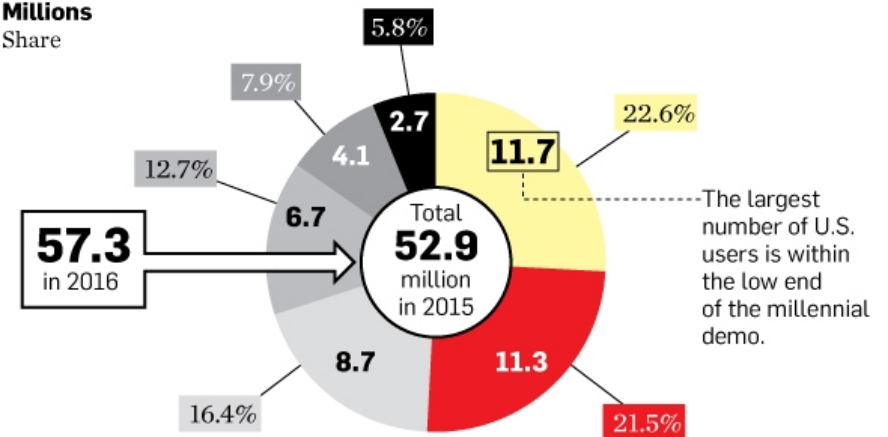
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Twitter

- Younger Millennial Audience
- Best Practices
 - » Find influencers with common interests
 - » Use Photos
 - » Hashtag it up!
 - » Ads are available

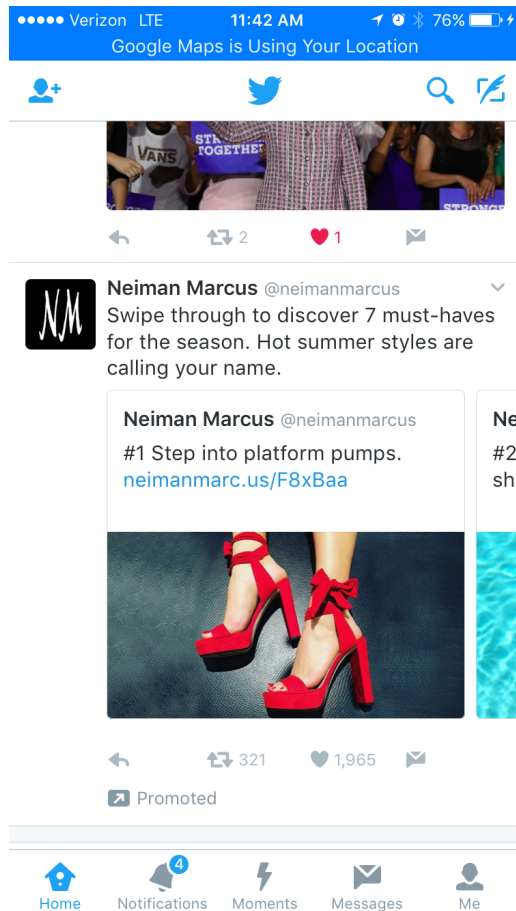
Twitter
Millions
Share



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Twitter Examples



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Why Ads Work Here

Funding — Credit/debit card Automatic bid — Yes Daily budget — Required

UNSAVED 1 Overview > 2 Audience > 3 Budget > 4 Creatives

AUDIENCE PROFILE

▼ Select locations (required)

Target users by country, states, regions, metro areas, or postal codes. [Learn more.](#)

Search for locations, e.g. United States

 or

Import multiple locations

Target users located in...

Country

✕ United States

▼ Select gender

We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. [Learn more.](#)

☒ Any gender ☐ Male ☐ Female

Select languages

Select devices, platforms, and carriers

SELECT ADDITIONAL AUDIENCE FEATURES

+ Add keywords

+ Add followers

+ Add interests

+ Add tailored audiences

+ Add TV targeting

+ Add behaviors

+ Add event targeting

▼ Customize where Promoted Tweets appear.

☒ Users' timelines

Promote Tweets into the home timeline of the specific group of people that you are targeting

☒ Profiles & Tweet Detail Pages

Promote Tweets to users when they visit profiles and tweet detail pages on Twitter.

Audience summary

PROFILE

In 1 location
Gender: Any gender
Languages: Any languages
Platforms: On all platforms
Carriers: On all carriers

AD PLACEMENTS

Users' timelines
Users' profiles

POTENTIAL AUDIENCE SIZE



RECOMMENDED RANGE

Audience estimates are unavailable at country and demographic level. Please add additional targeting features to view estimates.

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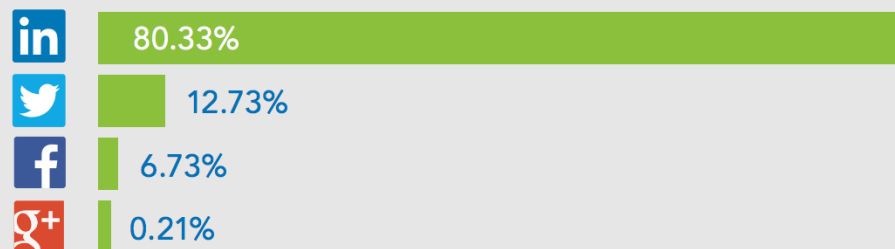


LinkedIn

- Most Effective network for B2B
- 122 Million U.S. users, 28% of online adults
- Best Uses
 - » Relationship building
 - » Reputation development
 - » New business via social selling
 - » Ads are available

LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

80% of social media B2B leads come from LinkedIn



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LinkedIn Examples

BBVA Compass shared: Following • 4mth

Experts from BBVA Compass and First Data Corporation are hosting a webinar on cyber security on Tuesday, May 24th at 12:00PM CDT. Register to attend this webinar here: <http://spr.ly/6043BopM9>

BBVA Compass First Data
Powered

Cyber Security: What You Don't Know Can Hurt You

Free Webinar • May 24, 12:00 pm CDT, 1:00 pm EDT

Presented by Dr. Braden R. Williams, VP/CTO, Security and Fraud Solutions at First Data Corporation and Sean Zelmanovits, VP, Treasury Management Officer at BBVA Compass

Like • Comment • 41

BBVA Compass Sandra Lee, a multi-Emmy® and Gracie® award winner, shares lessons learned from her own rise to success and tips on living bright and building better businesses. Watch her visit with BBVA Compass small business client, The Shape of Behavior in Houston, TX:



BBVA Compass Small Business Stories - Shape of Behavior [Episode 1]

spr.ly • Sandra Lee visits BBVA Compass small business client, The Shape of Behavior in Houston, TX. Sandra Lee, a multi-Emmy® and Gracie award-winner, is an internat...

Organic Targeted to: All Followers

| | | | |
|--------------|-----------|--------------|--------------|
| 6,008 | 12 | 13 | 0.42% |
| impressions | clicks | interactions | engagement |

Gained from Sponsoring

2 campaigns

| | | | | |
|----------------|------------|--------------|--------------------|---------------|
| +17,175 | +62 | +1 | +2 | +0.38% |
| impressions | clicks | interactions | followers acquired | engagement |

[Manage](#)

Like (11) • Comment • Pin to top • 1 month ago

Verizon 7:26 AM 100%

Like Comment Share

The Ritz-Carlton Hotel Compa... 224,724 followers

"I feel strongly that emotional intelligence is a key ingredient for success. When you lead with heart, your performance will follow. For The Ritz-Carlton, the group guest extends far beyond si ...see more

Keys to Planning a Successful Meeting <http://www.ritzcarlton.com/>

Sponsored by The Ritz-Carlton Hotel Company, L.L.C.

215 Likes • 5 Comments

Like Comment Share


Abengoa

Home My Network 10 Messaging Notifications Me

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Why Ads Work Here



OK, now let's target your audience















Reach the right people by selecting specific targeting criteria like job title, location and more.

Target by the audience below

What location do you want to target? (required)

include [See full list](#)

Select specific targeting criteria to zero in on your ideal audience:

| | | | | |
|---|---|--|---|--|
| Company name  | Company industry  | Company size  | Job title  | Job function  |
| Job seniority  | Member schools  | Fields of study  | Degrees  | Member skills  |
| Member groups  | Member gender  | Member age  | Years of experience  | |

☒ Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion.


☒ (BETA) Deliver my campaign to my target audience beyond the LinkedIn feed.


Save audience as template (optional): [Save as new](#) | [Update existing](#)

Your estimated target audience

400,000,000+ LinkedIn members

[How do I target the right audience?](#)

 Audience expansion: Enabled

 Deliver beyond the LinkedIn feed: Enabled

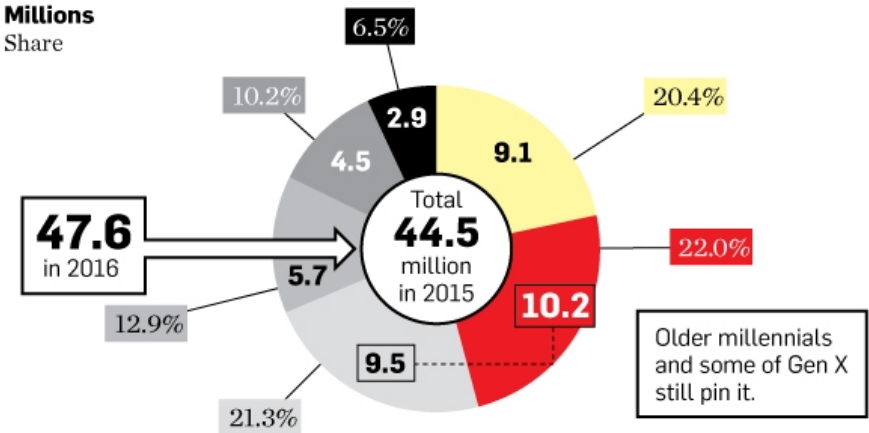
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Pinterest

- Females, Millennials & Some Gen X
 - » 21% of Online Adults
 - » 70% Female, Tends Suburban
- Best Practices
 - » Use searchable keywords
 - » Visuals are key
 - » Ads are now available

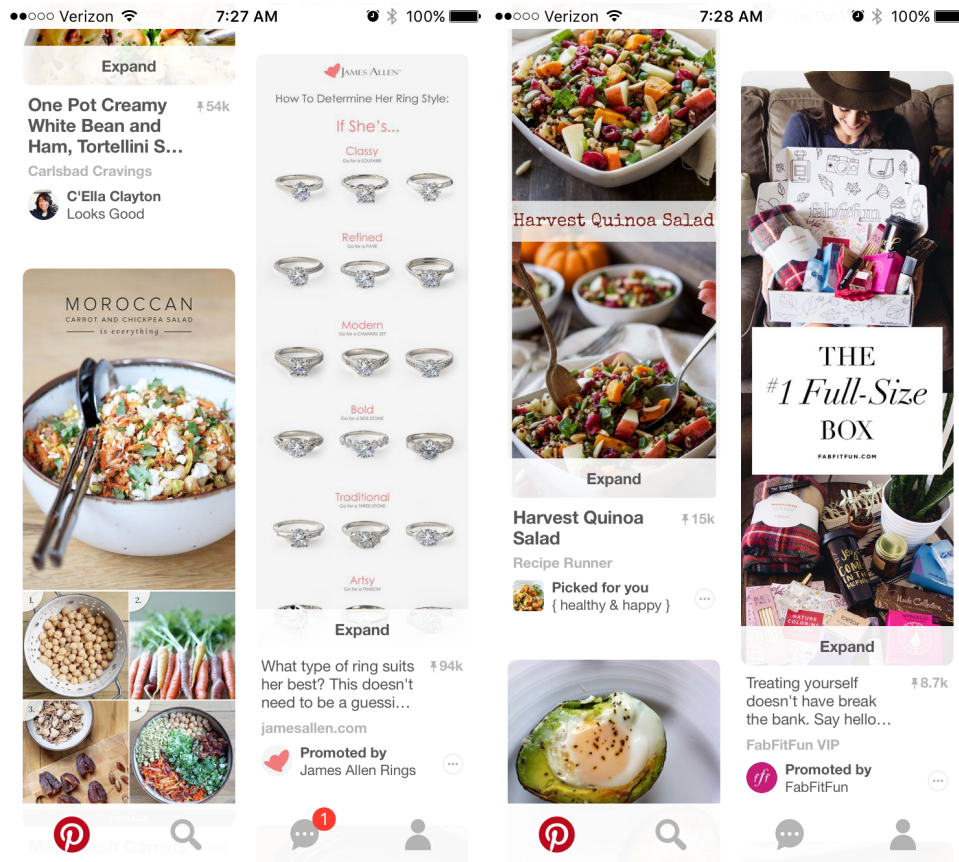
Pinterest
Millions
Share



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Pinterest Examples



Saved from
Woodlands Fabrics & Interiors



Saved from
plantationhomes.com

Comments



You saved to Kitchens
This kitchen with white cabinets and dark granite opens onto the living room for an open concept floor plan. See more of this model home in Grand Mission Estates.

10w



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Why Ads Work Here

Step 3 of 3

Add more details

| | | |
|---|---|---|
| Interests Pick relevant topics to reach your audience in their home and category feeds. Learn more. | <div><input type="text" value="Search"/></div> <div><div><input type="checkbox"/> animals</div><div><input type="checkbox"/> architecture</div><div><input type="checkbox"/> art</div><div><input type="checkbox"/> cars motorcycles</div></div> <div>0 selected (Clear all)</div> | <div><div>View</div></div> <div>Test Plantation Homes in...</div> <div>Campaign dates 9/30/2016 - ongoing</div> <div><div>Budget \$5.00</div><div>Maximum bid \$0.00</div></div> |
| Keywords Add keywords so your Promoted Pin shows up in search results. If you don't target any interests, keywords help us surface your Pin in home and category feeds. Learn more. | <div><input type="text" value="Search for keywords"/></div> <div><p>Search for keywords relevant to your Pin, and use the suggested keywords to target your Pin to more relevant audiences.</p><p>Try these searches: <u>plantation homes</u> <u>homes</u> <u>houston</u> <u>rooms</u></p><div>Import keywords</div></div> <div>0 selected</div> | <div>0 interests</div> <div>0 keywords</div> <div>All U.S. locations</div> <div>All languages</div> <div>All devices</div> <div>All genders</div> |
| Locations | <div><input checked="" type="radio"/> All U.S. locations</div> <div><input type="radio"/> Pick specific locations</div> | |
| Languages | <div><input checked="" type="radio"/> All languages</div> <div><input type="radio"/> Pick specific languages</div> | |
| Devices | <div><input checked="" type="radio"/> All devices</div> <div><input type="radio"/> Pick specific devices</div> | |
| Genders | <div><input checked="" type="radio"/> All genders</div> <div><input type="radio"/> Pick specific genders</div> | |

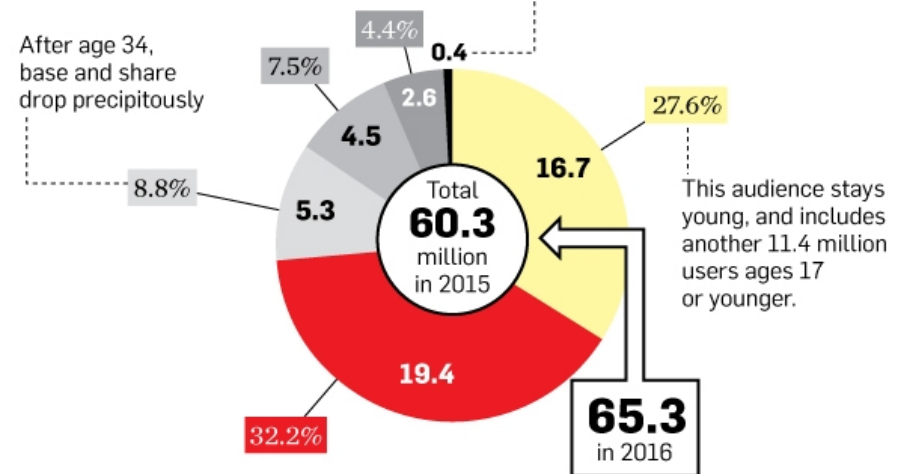
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Instagram

- Younger Crowd - 34 & Under
 - » 17% of Online Adults
- Best Practices
 - » Hashtags
 - » Include link in your bio
 - » Ads are now available

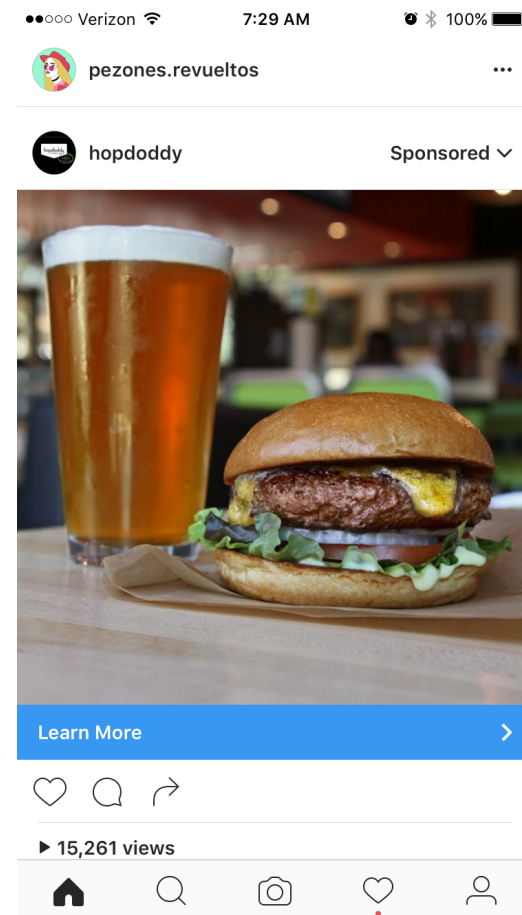
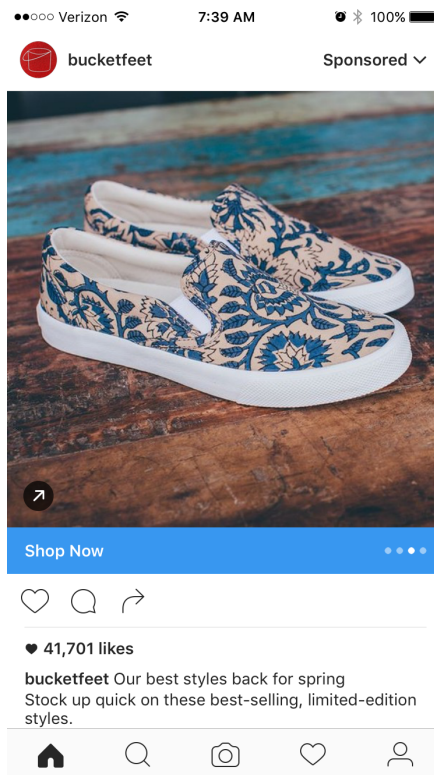
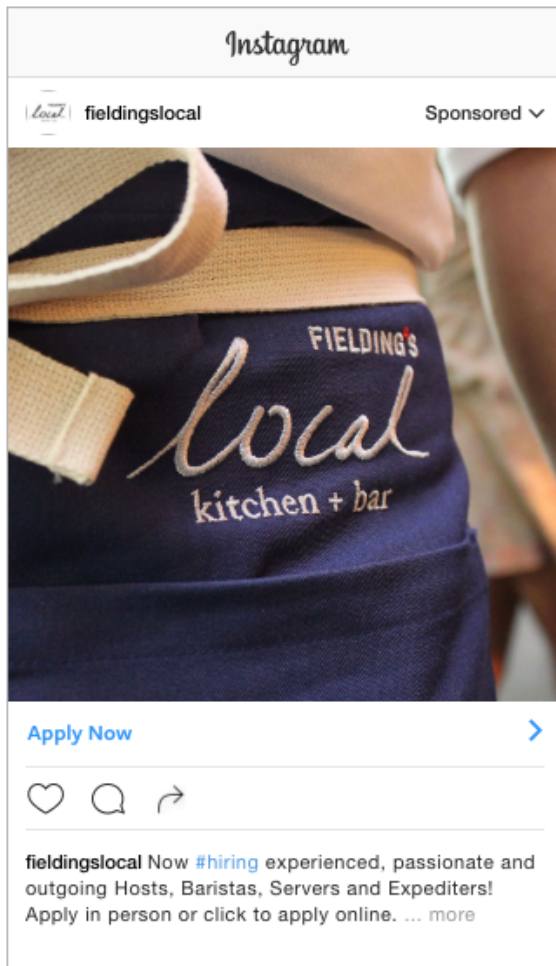
Instagram
Millions
Share



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Instagram Examples

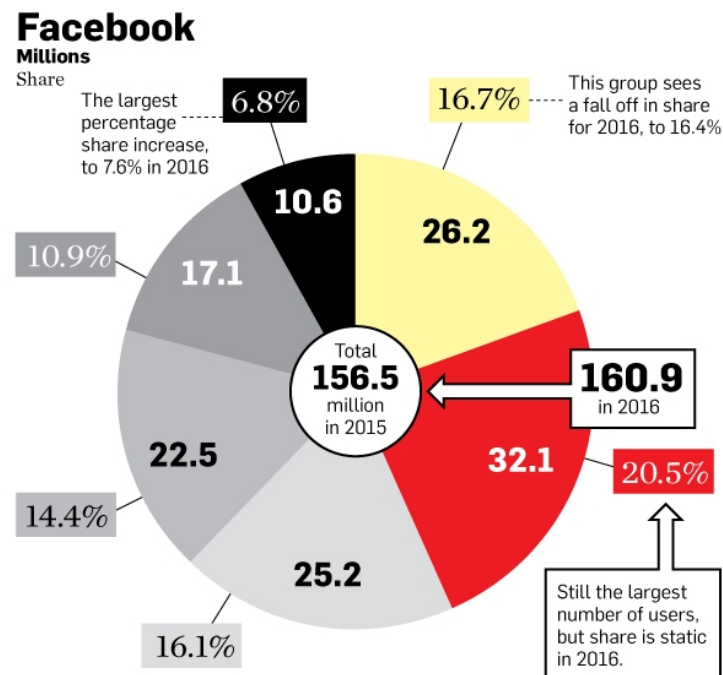


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Facebook

- 71% of Online Adults Use Facebook
 - » Facebook says <1% of your Fans see your posts
- Best Practices
 - » Use Photos
 - » Use Video

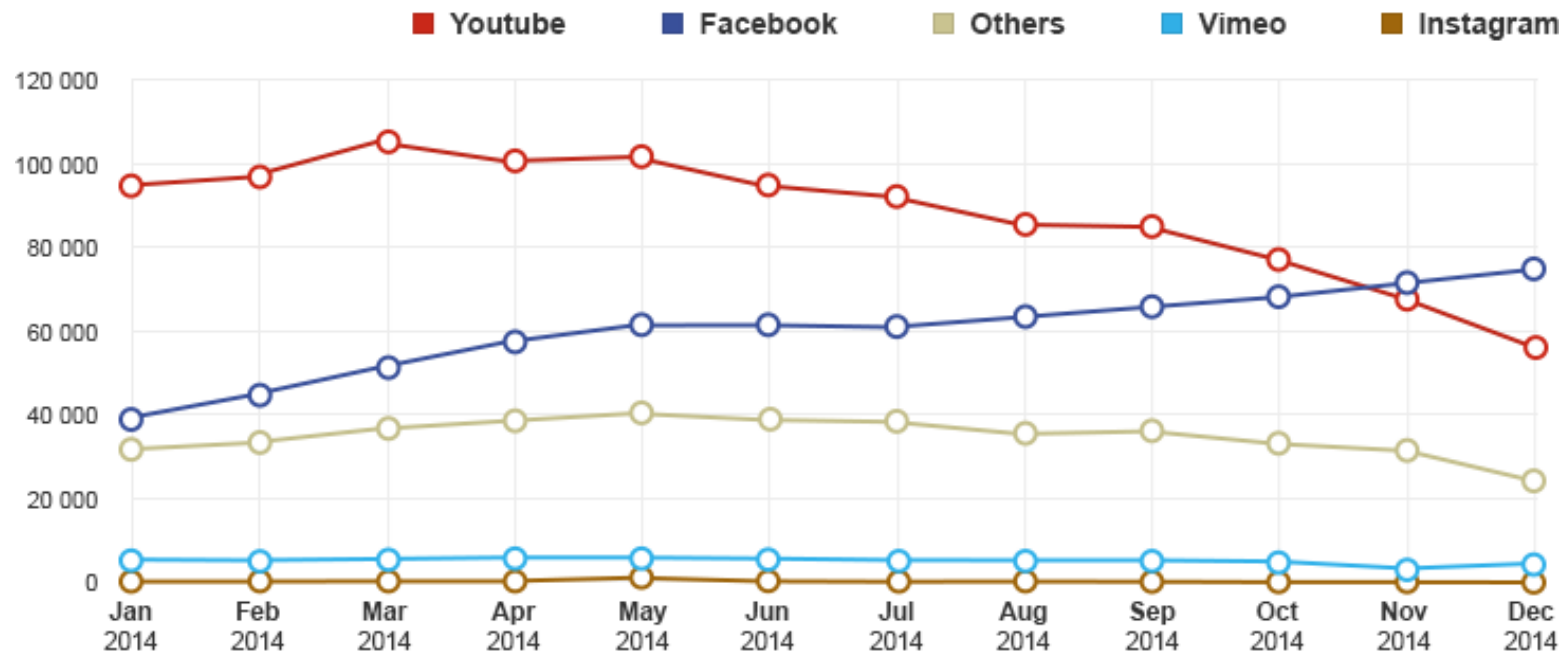


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Did you know? Brands love FB.

Share of Number of Video Posts



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Facebook Reality

- Facebook is no longer a social platform for business
- <1% of your Facebook Fans see your posts organically.
- To reach your audience, you have to advertise.



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Facebook Advertising

- Two Options:
 - » Boosted Posts
 - » Ads
- Know your Demographic
- Know your Seasonality
- Monitor Organic Posts for Success

**Get familiar with Facebook Ads at
facebook.com/blueprint**

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Facebook Advertising

Sienna Plantation by Johnson Development

added 3 new photos.
Sponsored · 🌐

This gorgeous four-bedroom home by Meritage Homes at 2714 Orleans Way has room for the whole family! And the best part, it's ready now — get settled in time to enjoy relaxing at one of the water parks in Sienna this summer! See more photos here: www.siennaplantation.com/Missouri-City_home/2714+Orleans+Way



136 Reactions 5 Comments 2 Shares

Like Comment Share

Frank's Americana Revival

Sponsored · 🌐

Stop in and try one of our delicious salads! The Smoked Tenderloin & Stacked Romaine Salad is served with Pecan Smoked Beef Tenderloin Medallions and topped by a delectable Blue Cheese Dressing.

Click to view even more amazing lunch options:
<http://www.frankshouston.com/menus>



Lunch Menu | Frank's Americana Revival

Frank's Americana Revival is a River Oaks Houston restaurant with a refined but comfortable atmosphere, mid-century d

[FRANKSHOUSTON.COM](http://www.frankshouston.com)

53 Reactions 3 Comments 2 Shares

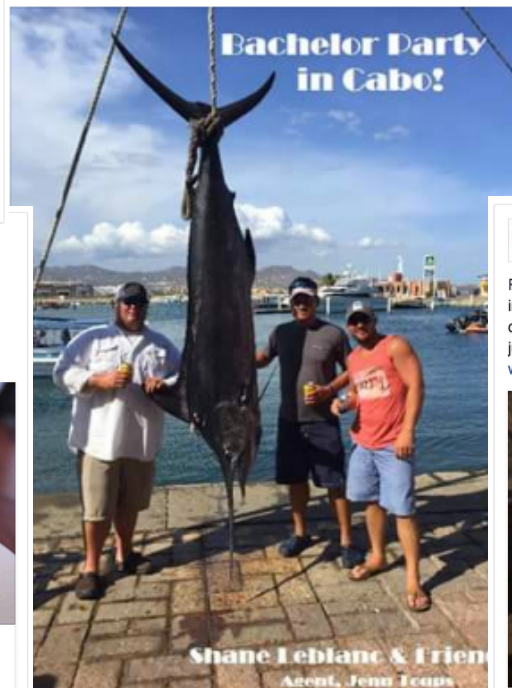
Like Comment Share

Travel Central : Travel Agency

Sponsored · 🌐

Cabo makes a great destination for a Bachelor Party! Shane and friends had a blast....Great planning, Jenn! See what clients are saying about their vacations....

<http://travelcentralvacations.com/Page/client-testimonials>



Melinda LeBlanc Bourgeois and 13 others

Like Comment Share

Southwest Airlines

Sponsored · 🌐

Houston, ¡siente la brisa tropical!



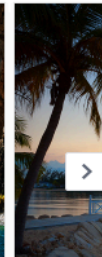
Costa Rica

espanol.southwest.com



Cabo San Lucas/Los Cabos

espanol.southwest.com



Jamaica

espanol.southwest.com

146 Likes 5 Comments 4 Shares

Sugar Land Wine & Food Affair

Sponsored · 🌐

Procrastinating on buying your tickets to the Sugar Land Wine & Food Affair in just 17 days? To remind you of what you'll miss, check out our video recap of last year's escapades from the VIP Dinner all the way to Bistro Brunch. It just won't be the same without you there. Get your tickets now:
www.sugarlandwineandfoodaffair.com/events



35 Likes 2 Shares

Like Comment Share

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Why Ads Work Here

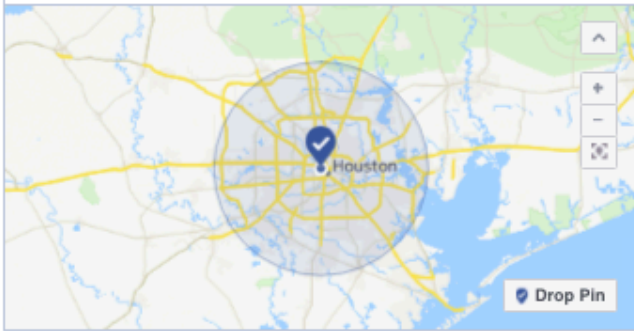
Locations ⓘ

Everyone in this location ▾

United States

📍 Houston, Texas + 25mi ▾

📍 Include ▾ | Add locations



Drop Pin

Add Bulk Locations...

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggested Recently Used Browse ⓘ


Demographics ⓘ

Interests ⓘ

Behaviors ⓘ

More Categories ⓘ

Audience Definition




Your audience is defined.


Audience Details:

- Location - Living In:
 - United States: Houston (+25 mi) Texas
- Age:
 - 18 - 65+
- Placements:
 - Facebook Feeds, Facebook Right Column and Instagram


Potential Reach: 3,000,000 people


Estimated Daily Reach

 650 - 1,700 people on Facebook



0 of 2,000,000 ⓘ

 350 - 920 people on Instagram



0 of 580,000 ⓘ


This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 30 days

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Facebook Advertising

**Plantation Homes**
Sponsored · 

 Like Page

Find your spacious new home with easy access to I-10. New homes in Firethorne from the \$390s.



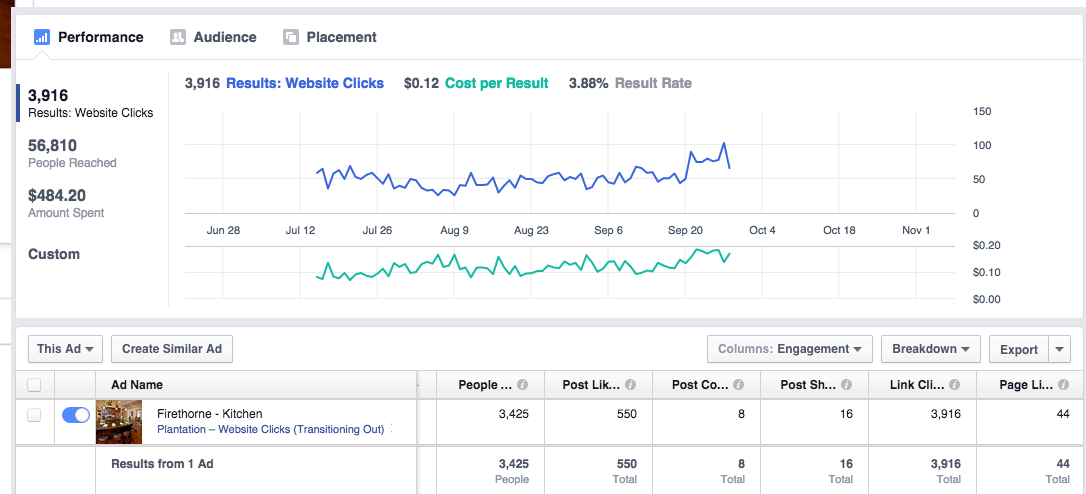
Available New Homes For Sale at Firethorne in Katy, TX | Plantation Homes

Firethorne is a 1,400 acre master planned community that combines the vibrancy...

WWW.PLANTATIONHOMES.COM | BY PLANTATION HOMES

500 Likes · 6 Comments · 16 Shares

 Like  Comment  Share



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Q&A

If you want a copy of this presentation, please email me or hand me your card.

Kate@BlueSkyMkt.com



@kwiggi1



katewnilsen



Kate Nilsen

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