

Social media marketing

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Digital Doors®

My Goal

To offer you a big-picture view of social media for your business rooted in marketing best practices that you can use digitally and beyond.

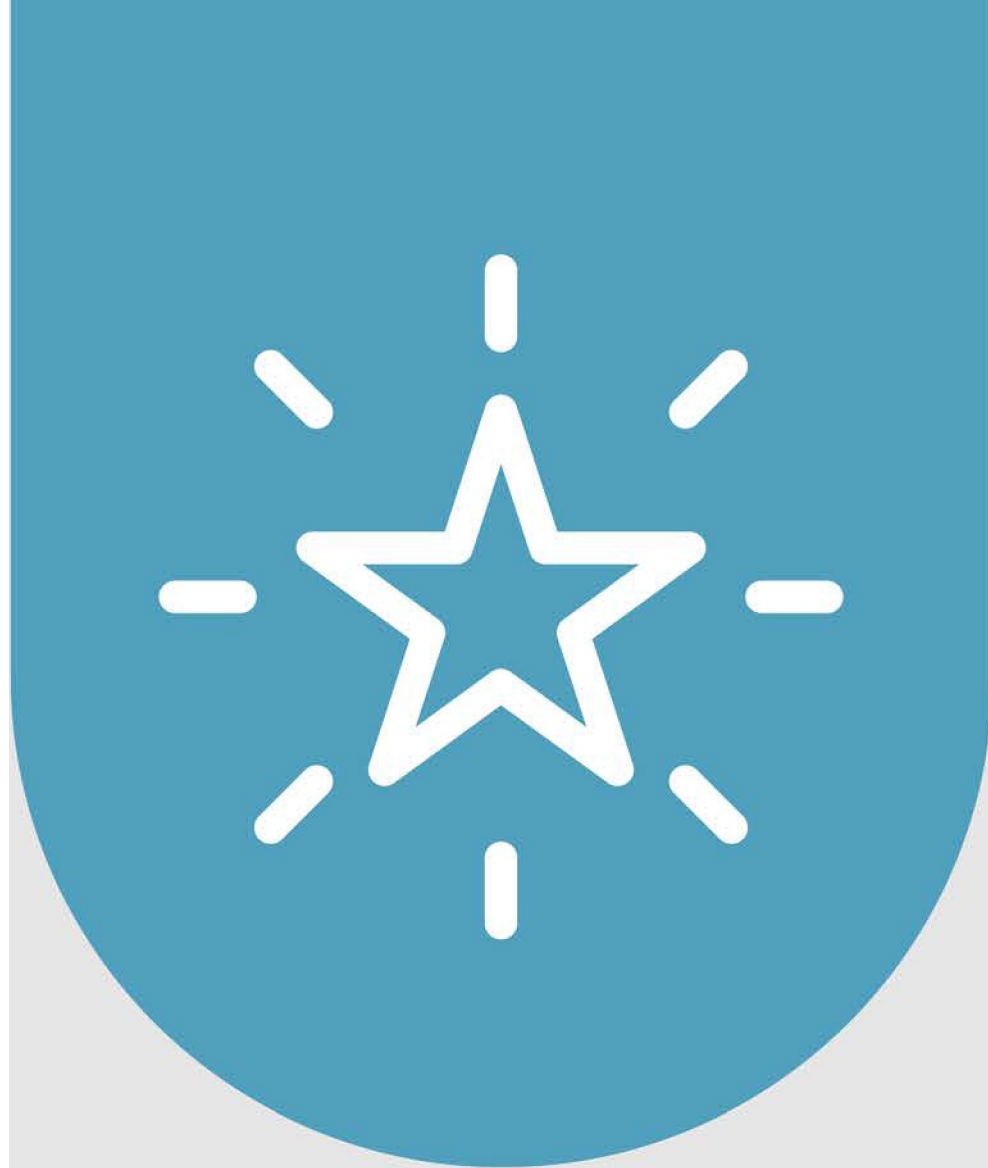


LET'S BEGIN

YOU

This section is the only time I'll focus on you.
Sorry, not sorry.



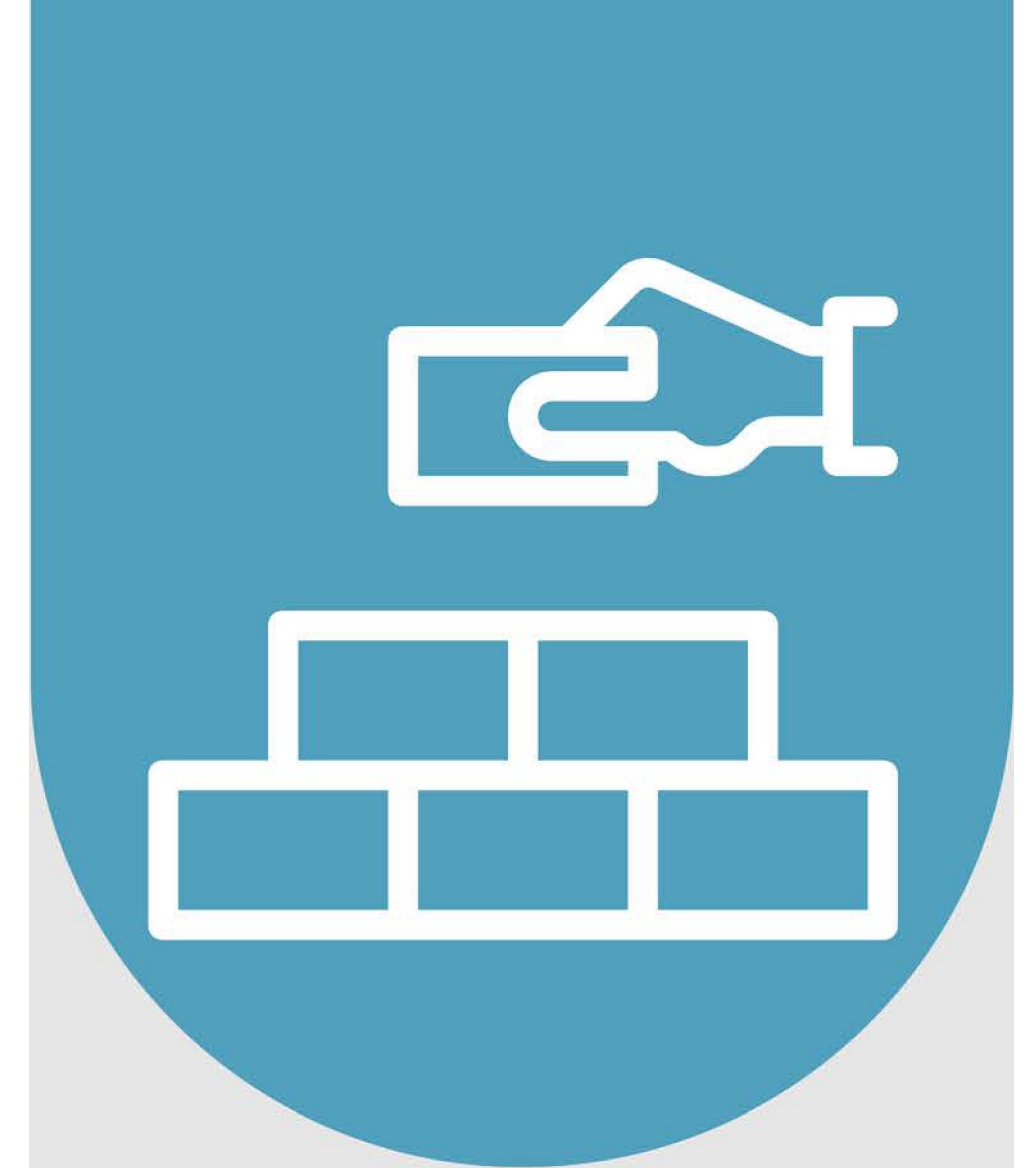


Who you are is the north star of everything you publish, say, or do.

Know Thyself



**Bring on the boring
marketing/branding 101**



Great social is built on a solid marketing foundation

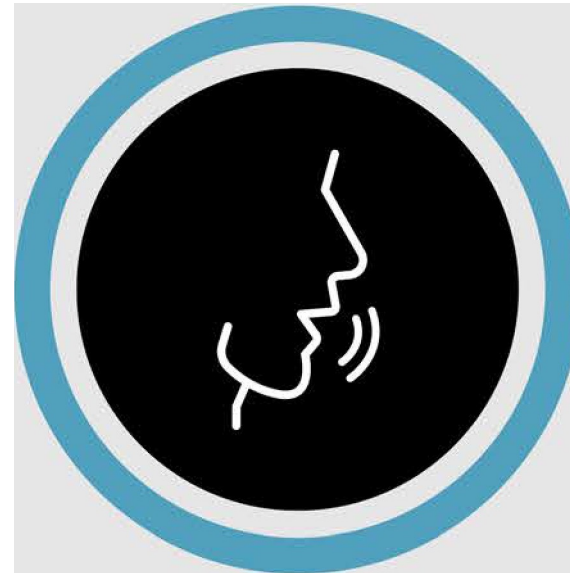
Foundations

Be very very clear.



Who We Are

Mission
Statements, Vision,
Etc.



Our Tone/Voice

Brand Personality.
Funny? Witty?
Serious? Relaxed?
Do we curse?
back?



What We Believe

Core Values,
Beliefs.
Where do we
stand on rights?
World events?
Injustices? Etc.



What We Do

How do we
communicate
what we offer?
What problem do
we solve? How do
we make lives
better?

How To Develop



Audit your current tone & voice

- Pull examples from current communications.
- Notice inconsistencies.
- Note how your audience has responded to different tones you've used.



Identify your audience personas

- Create avatars for your target audience
- Understand your audience's preferred language.



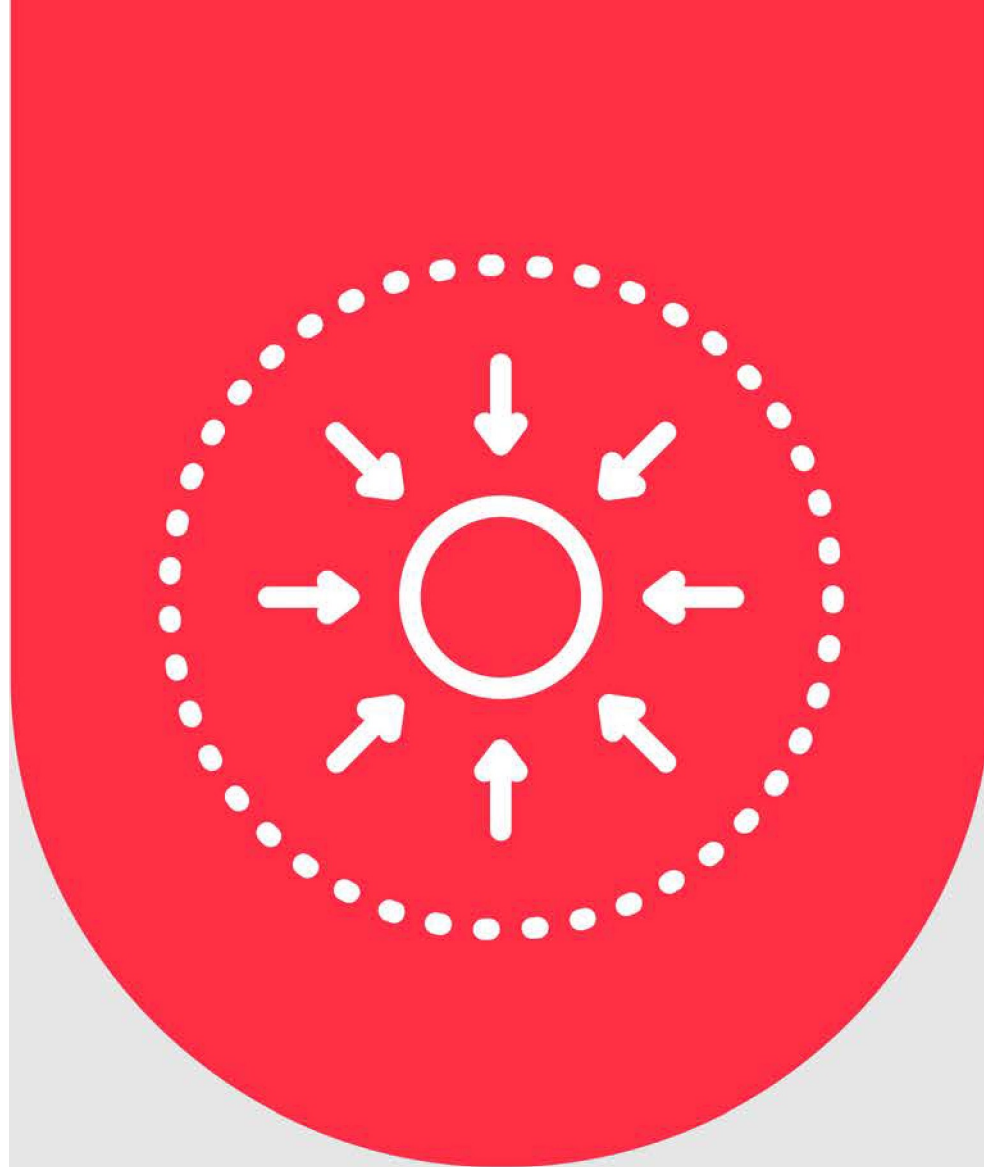
Decide your position

- When (my brand) speaks in media, we take an authoritative tone. We are confident. We make statements and do not sound unsure.
- When (my brand) speaks on social, we can be more relaxed. We use emojis. We are empathetic. Still confident, but relatable.

LET'S TALK ABOUT THEM

Follow their heart.





Be highly specific about defining your audience.

Know Them



Build your avatar.



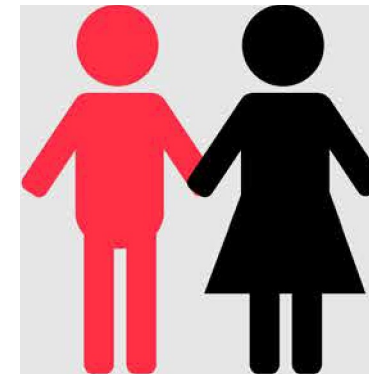
Every communication, post, and piece of content we make should be to the person we have defined.



Know Them

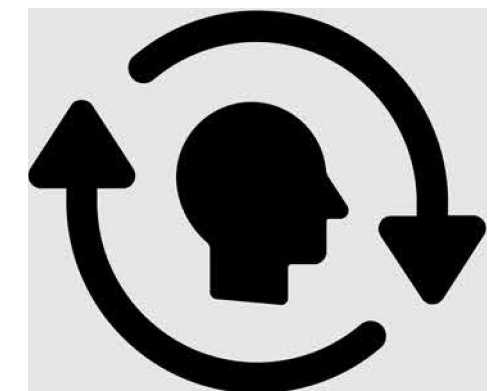
What are their Demographics / Psychographics?

Tell us who they are and what they are capable of.



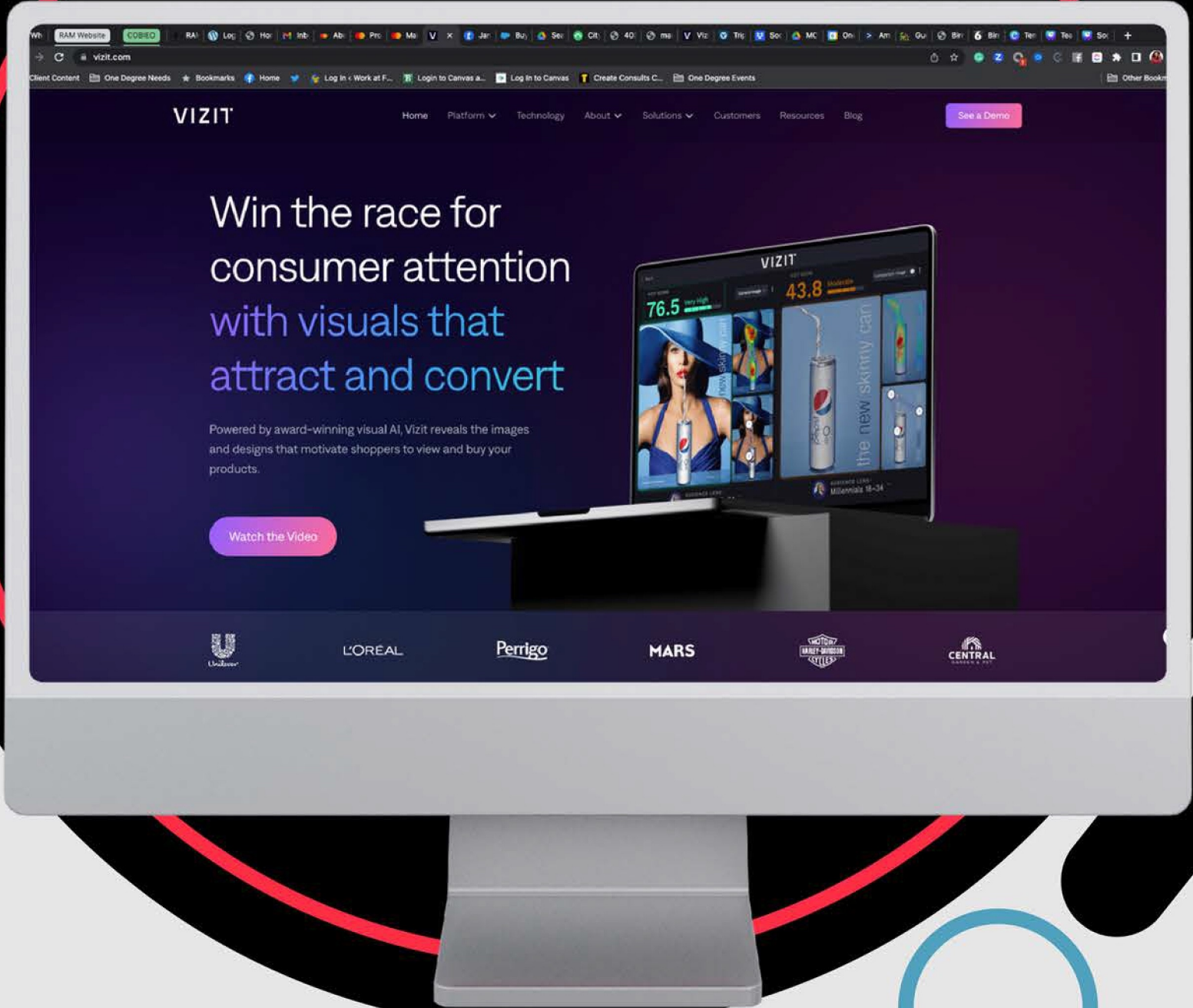
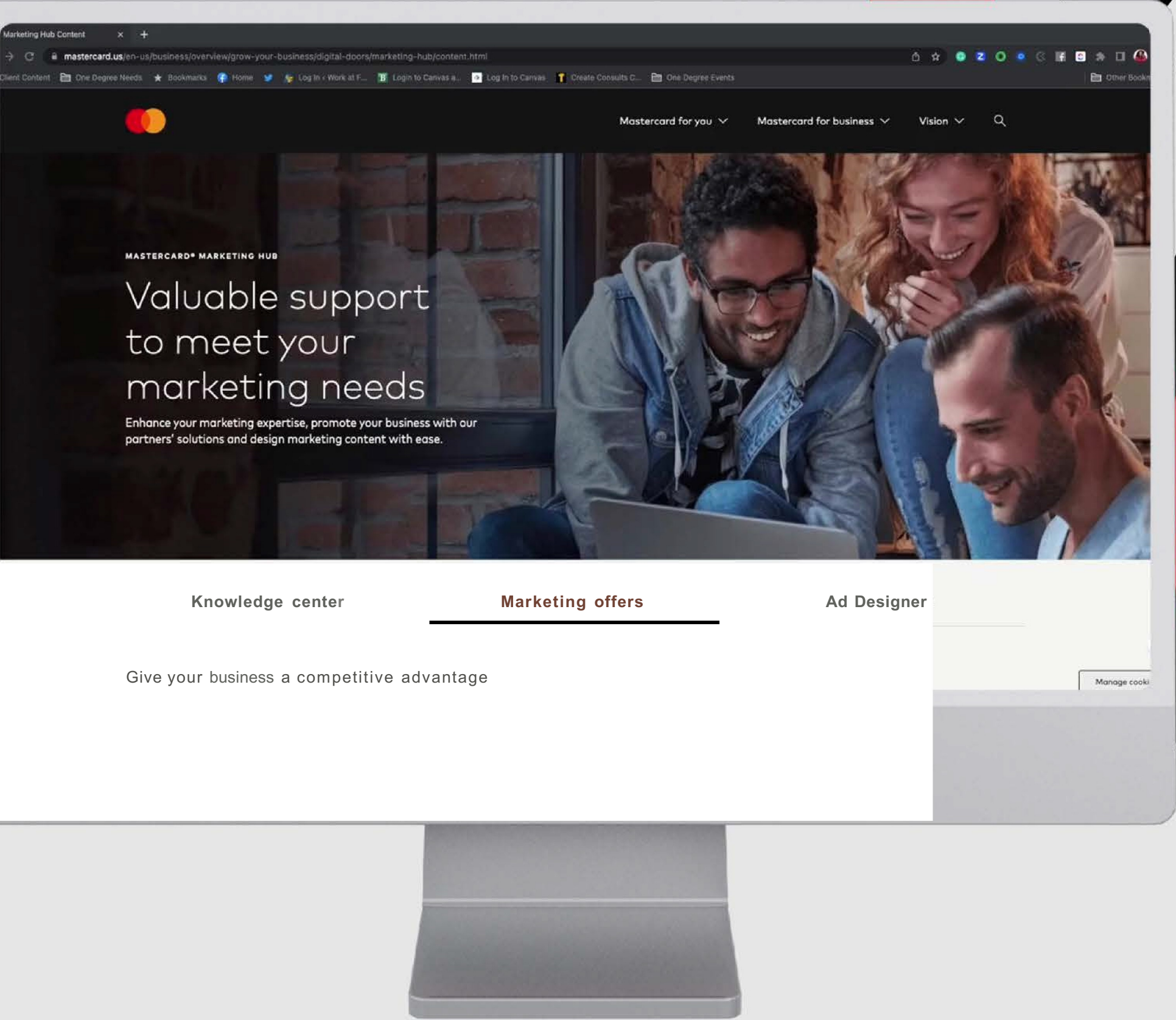
Demographics

Age, Location,
Language, Income,
Family Makeup,
etc.



Psychographics

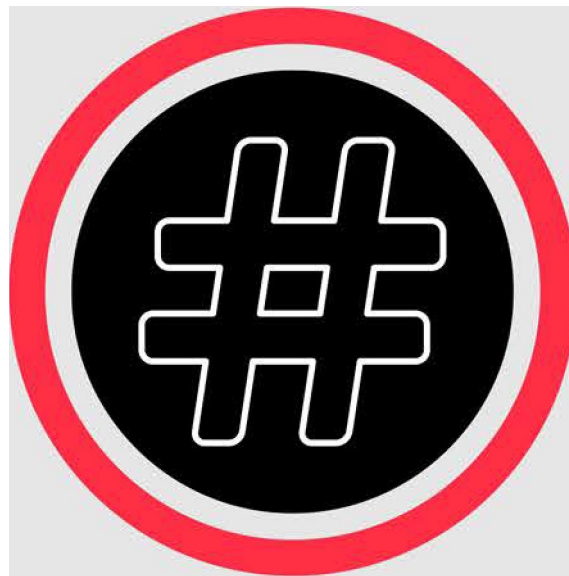
Interests, Beliefs,
Stage of Life,
Challenges



Know Them

Use Social Listening.

Need to know more? Put your ear to the streets.



Hashtags/Search

Search relevant hashtags and see what your audience is expressing.



Competition

What does your audience say about your competition?
Why? What do
they do well?



Gather & Try

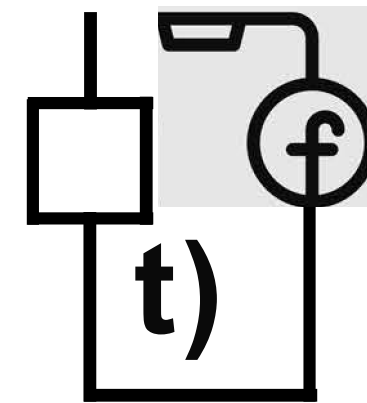
Notice recurring elements and make a list of things to incorporate.



Know Them

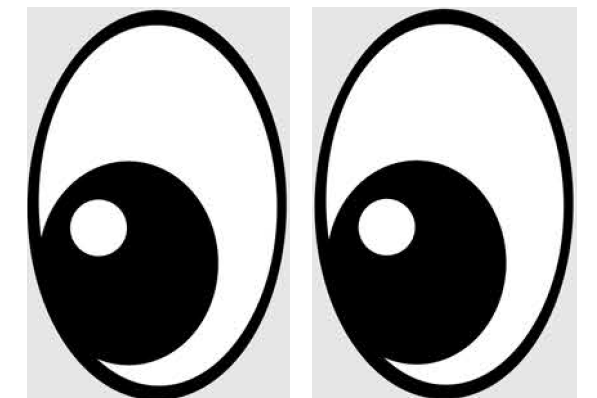
Where do they hang out?

Be where they are.
Even if it's not your personal favorite.



Platform Info

Every platform can
tell you who uses it.
It's a simple Google
search.



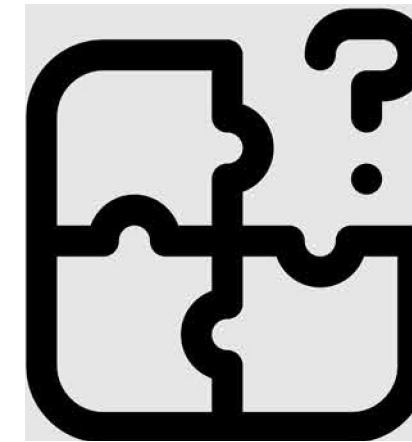
But, also...
You know where
they are.



Know Them

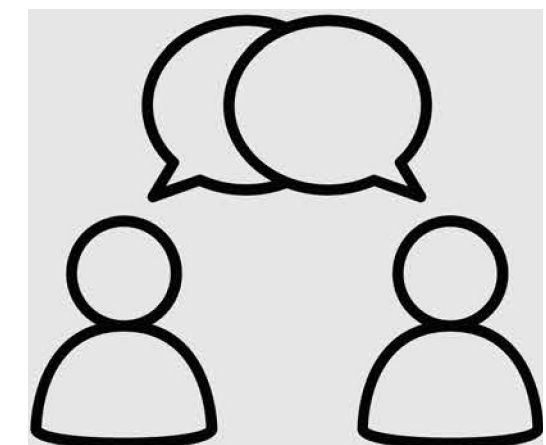
What do they want in the channels they like?

How do they want to interact with a brand like yours?



Problem-Solving

What problem are you solving? What are you giving them more or less of? How are you making their life better?



Interactions

Do they like high-fives and yaaassssses? Do they prefer relatable content? Do they prefer info/tutorials?



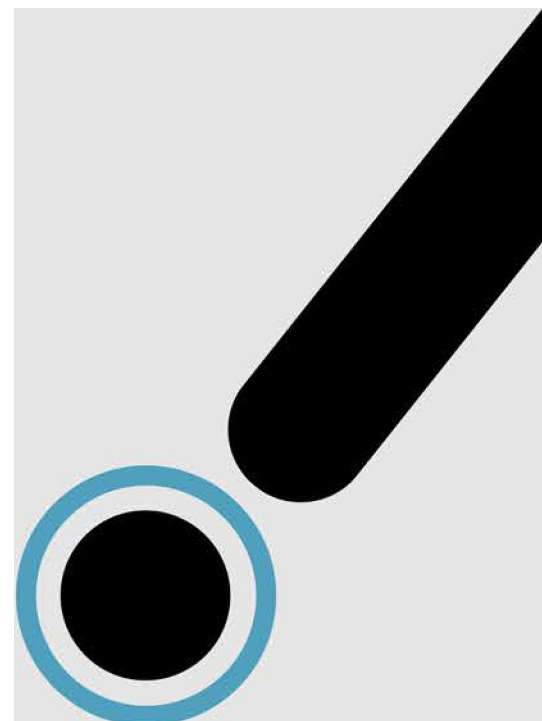
WHAT WE KNOW

WHO WE ARE

We can clearly communicate our value, what we offer, what problem we solve, and what we believe in a language that our audience can understand.

WHO WE ARE

We know their pain points (how they describe them in their language), where they like to hang on social, what kind of content they like, a little about their life outside of social.





**LET'S TAKE ALL
THIS TO SOCIAL!**

Begin with the end in mind. Setting goals for social helps you understand it's worth and value.





First, what is your definition of success?
{This answer is in your business goals.)

Goal Setting & Metrics



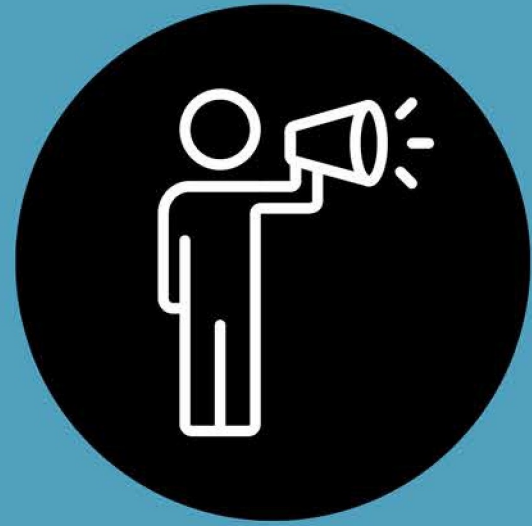
**What social media metrics
reflect progress for those
goals?**



You: How am I
supposed to know that?

Match The Metrics

There are many. Do your research.



Brand Awareness

Cast a wider net. Want to be front of mind.

Goal Setting & Metrics

Followers - if this number is growing, your brand is becoming known to more people.

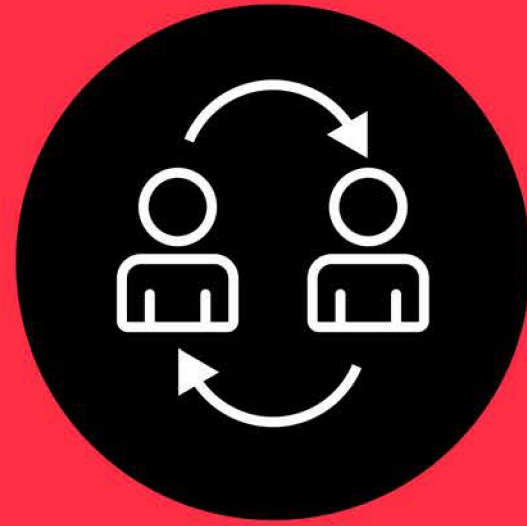
Impressions - How many times a post has been seen. (includes repeats AND unique views.)

Post Reach - Number or unique accounts that saw the content.

Website Traffic - helps you understand if your content is getting people through your digital door.

Match The Metrics

There are many. Do your research.



Conversions

Can be revenue or non-revenue.

Let's focus on non-revenue.
mind.

Goal Setting & Metrics

Link Clicks - are they interested enough to take the next step.

Newsletter/Email list sign-ups - if you're offering, are they moving through you pipeline.

Forms filled - are they putting the ball back in your hand.

Any call-to-action -
If you're asking them to do a thing.
Them doing that thing is the metric.

Goal Setting & Metrics

Make The Metrics Make Sense

Great. You know what metrics match up with your goals. Now what?



Add Numbers

Deepen your definition of success. What number represents a goal achieved?



Add Dates

In what timeframe will you achieve the numbers you just decided?



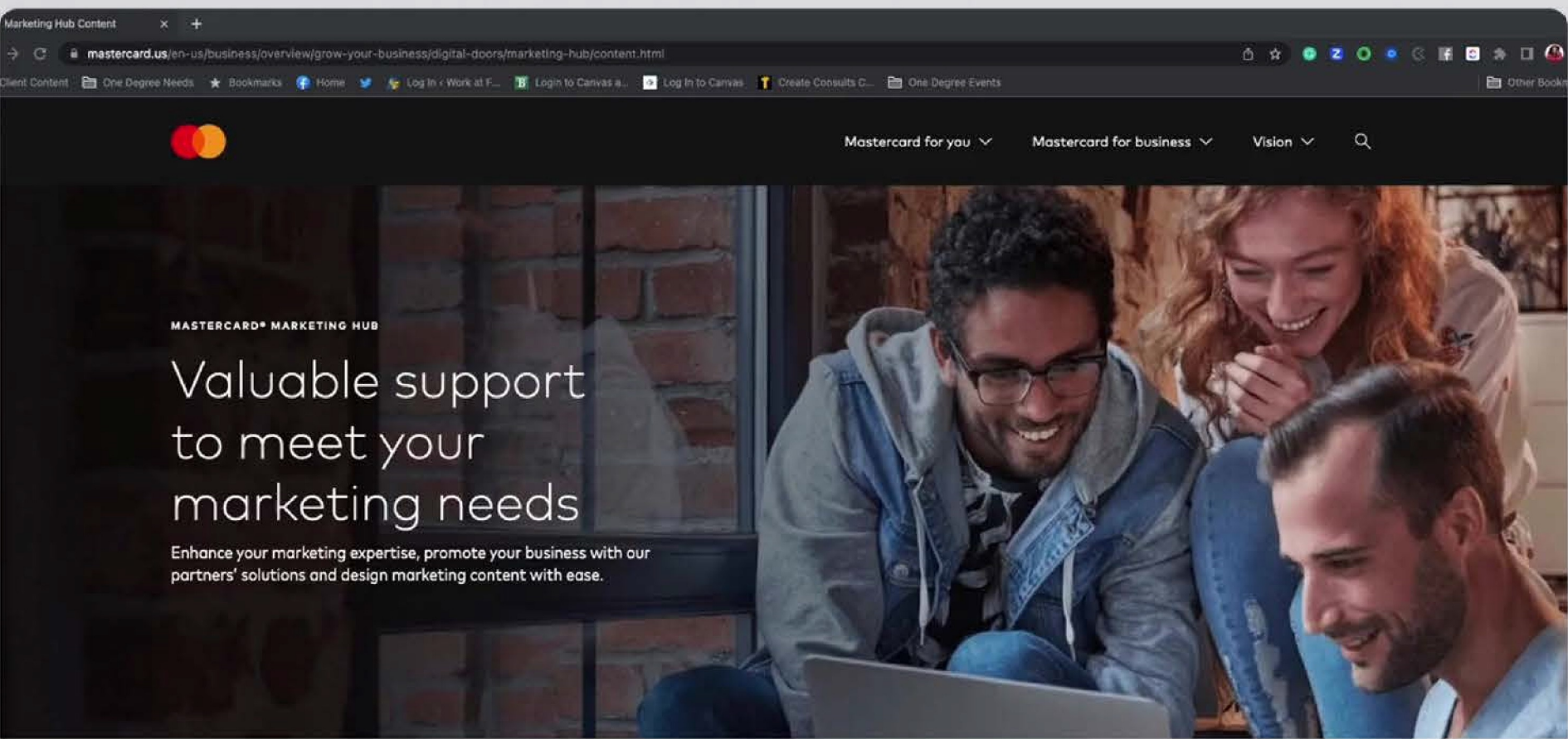
Add Check-ins

At what point will you check in on these goals and decide if you're on track or need to adjust?



Pro-tip

Share this with your team or someone who can help you stay accountable.



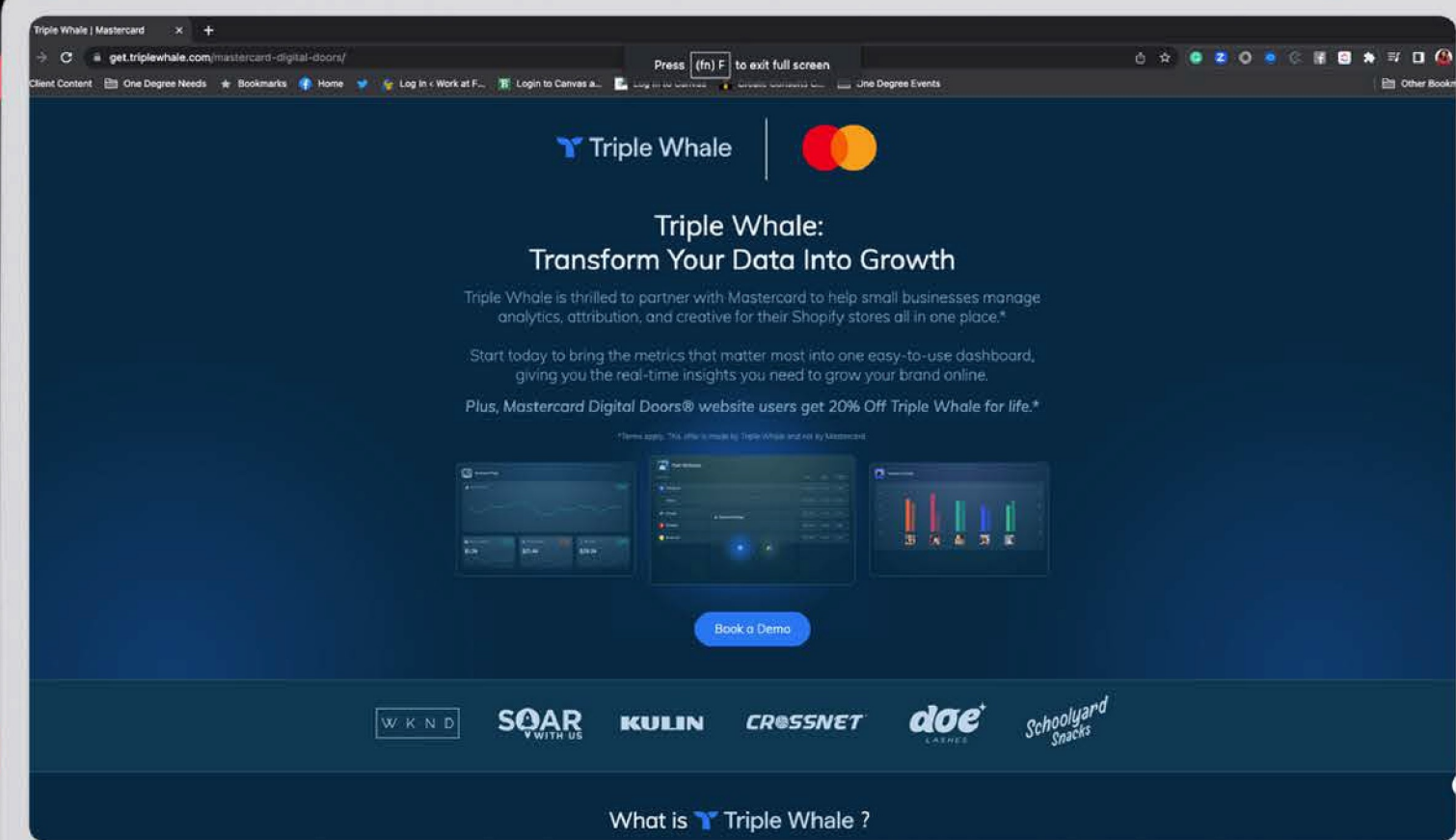
Knowledge center

Marketing offers

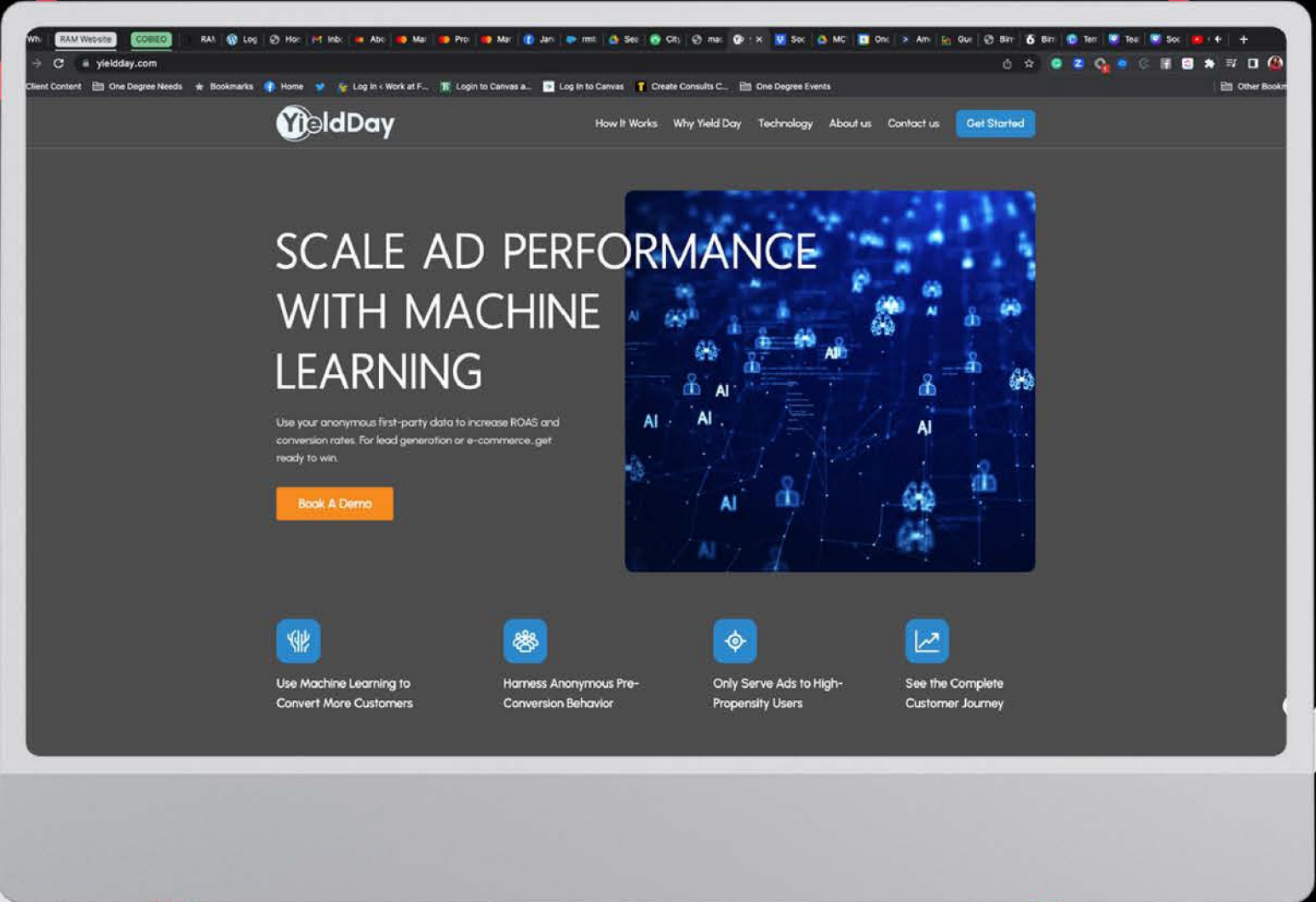
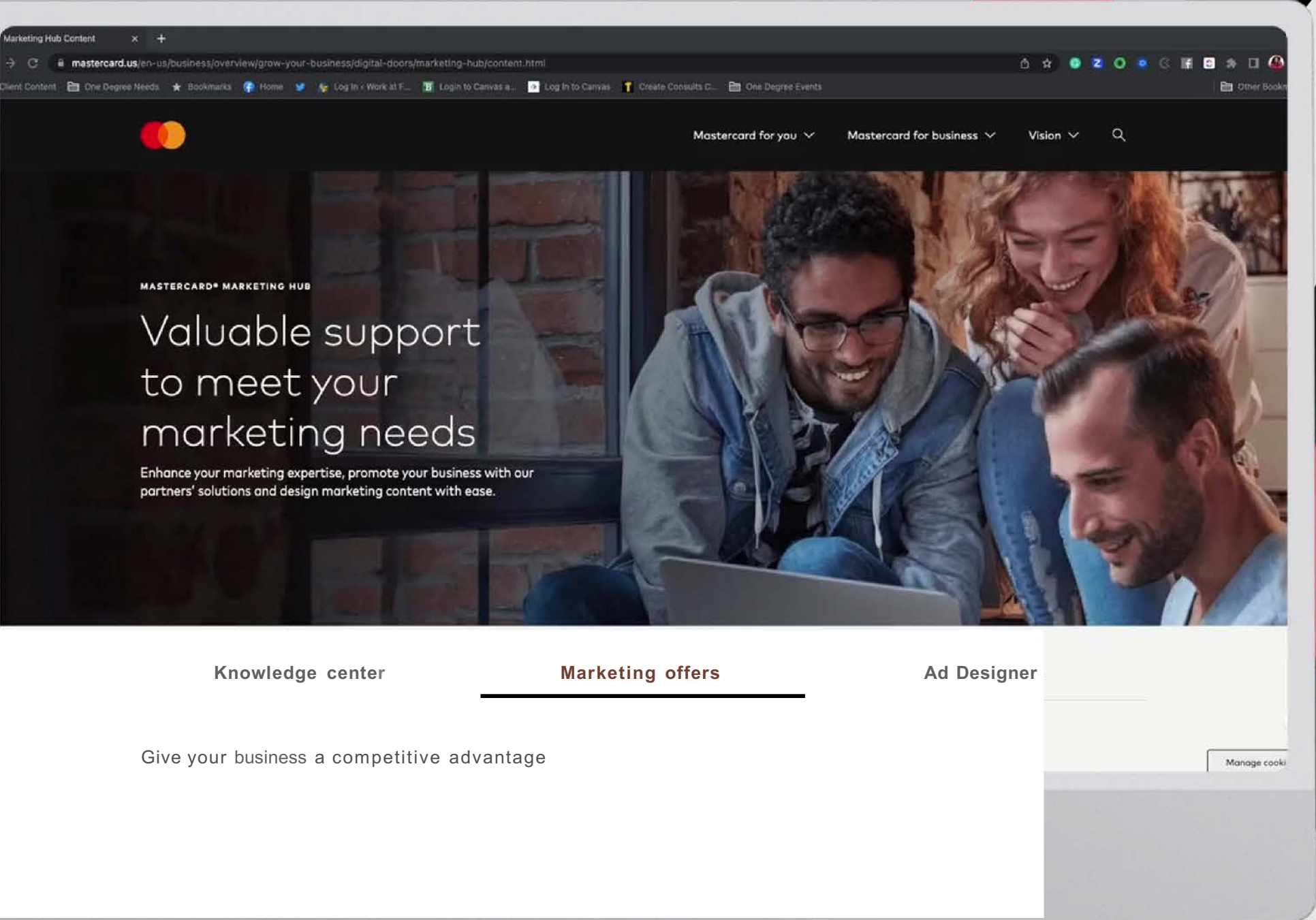
Ad Designer

Give your business a competitive advantage

Manage cooki



What is Triple Whale ?





WHAT WE KNOW

WHO WE ARE

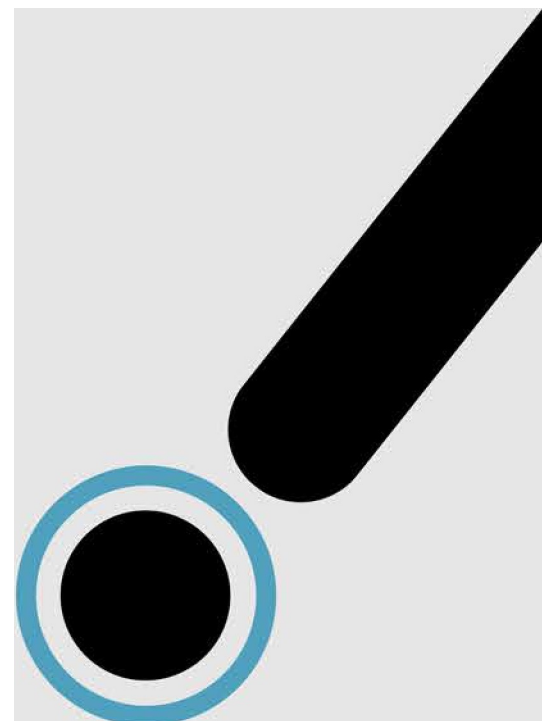
We can clearly communicate our value, what we offer, what problem we solve, and what we believe in a language that our audience can understand.

WHO WE ARE

We know their pain points (how they describe them in their language), where they like to hang on social, what kind of content they like, a little about their life outside of social.

OUR GOALS

We know what we are trying to get out of the content we create and publish.

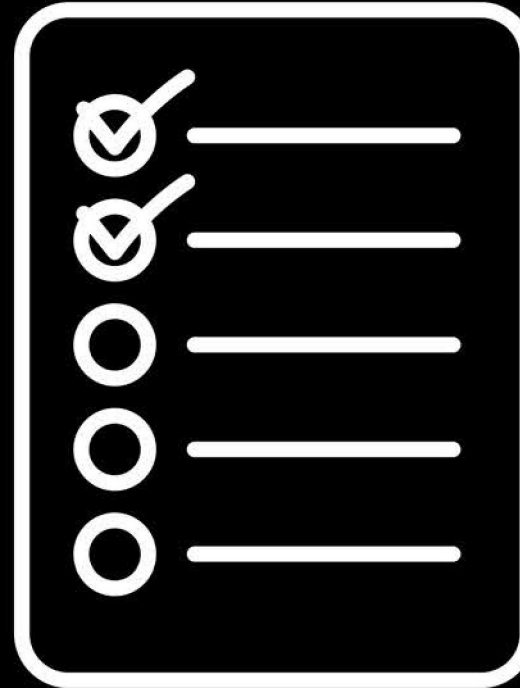


PLANNING & CONTENT CREATION

Knowing the foundations eliminates
the paralysis that happens here.



Planning & Content Creation

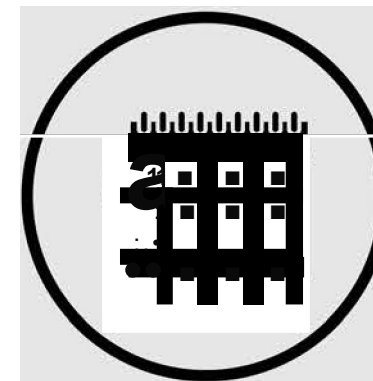


Planning helps you create
cohesive and intentional
content that attracts and
keeps the RIGHT audience
in a way that reaches your
goals.

Planning & Content Creation

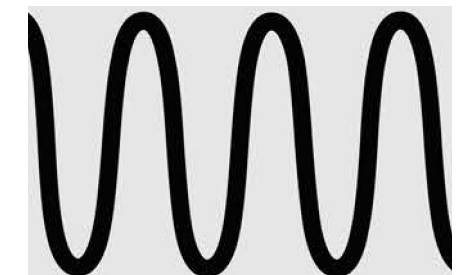
Time & Frequency

Let's build a repeatable process.



Timeframe

What length of time is this plan for? How often will you repeat it? Monthly? Quarterly?



Frequency

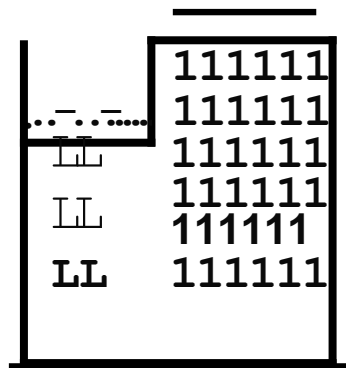
What frequency of posting are you trying to maintain?
X times a da /week?



Planning & Content Creation

Listing

List what matters in your business and for your audience in that timeframe. "Drop Your Anchors."



In Your Business

Team member happenings.
Anniversaries.
Sales. Launches.



In Your Industry/The World

What are the cyclical things in your industry?
Etc. Holidays?
Special days?



In The Life of Your Customer

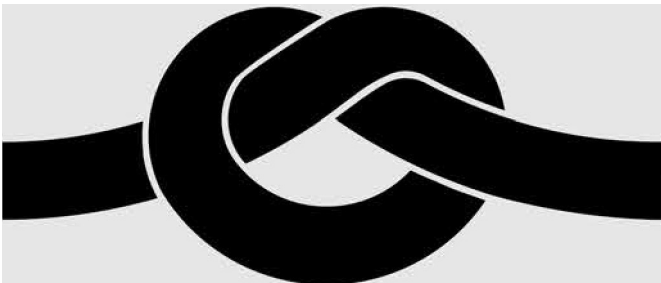
Think of your avatar.
What's on their mind during this timeframe? How can you help them?



Planning & Content Creation

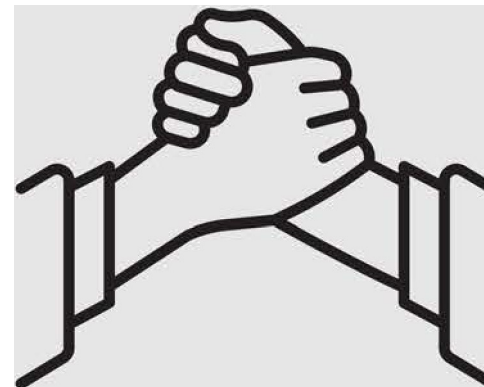
Listing

List what matters in your business and for your audience in that timeframe. "Drop Your Anchors."



Tie It Together

What conversation can you have over this time frame?
Can you use a holiday?



How Does It Support Goals?

Does it push sales?
Does it get new followers? What theme can move the metrics?



What Calls-To-Action Support Goals?

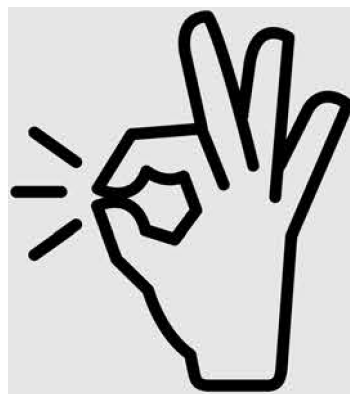
Do you need them to tag someone?
Follow? Like? Join?
Pay? What are you asking for?



Planning & Content Creation

Lay it out

What do you need?



In A Perfect World

What does the dream content plan look like?



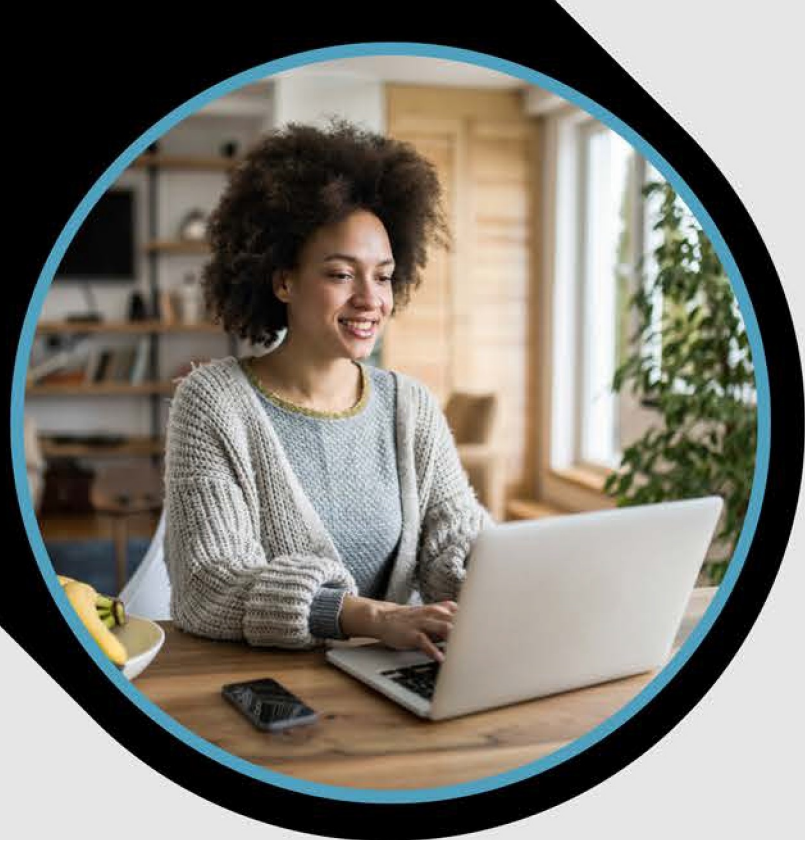
Make A List

Make a list of all the content you need to make it happen.



Bring It to Reality

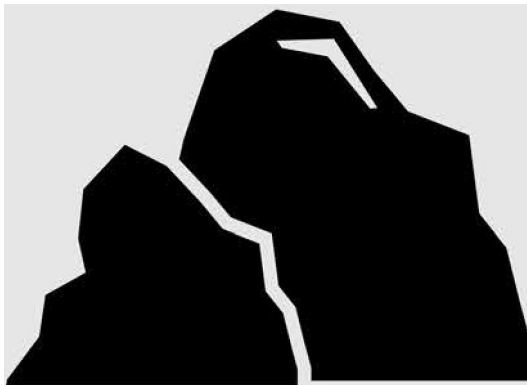
Seale it back to what you can handle.



Planning & Content Creation

Please be realistic & honest with yourself.

What do you need? Who do you need to get this done?



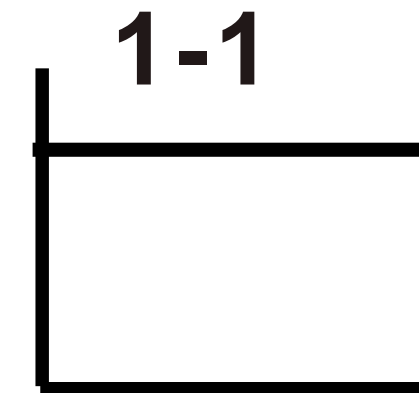
Big Rock Method

What larger piece of content can you create that you can slice off of?



Get Help

Do you need to schedule with anyone to make this happen?



Make It A Date

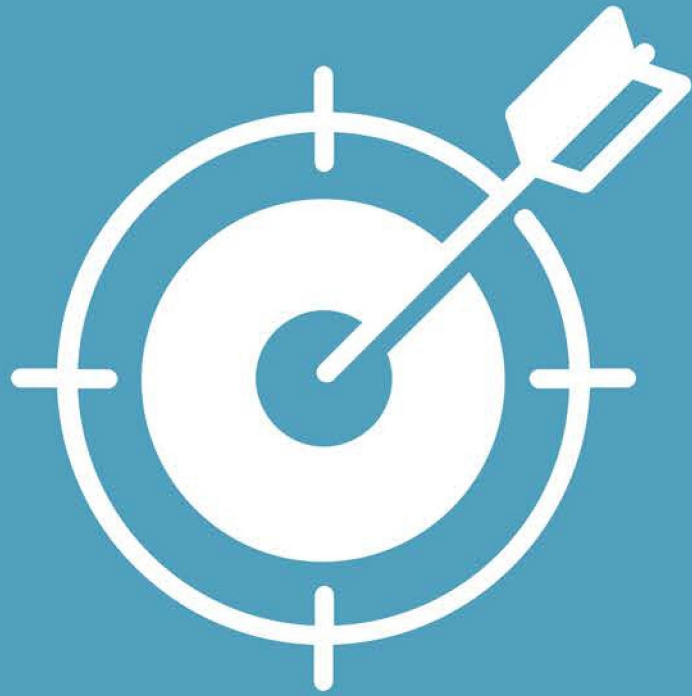
Put it on your calendar so you know it's real.

SCHEDULING & MANAGEMENT

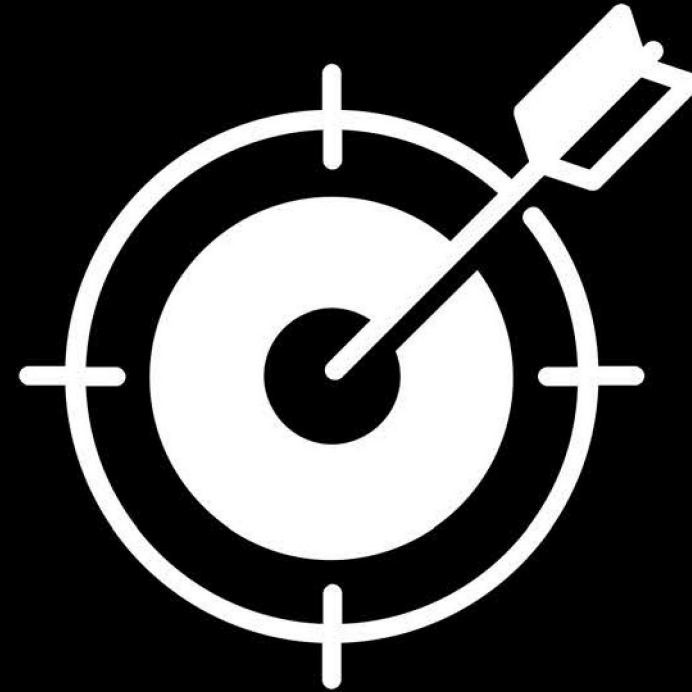
You can show the world your amazing work **NOW!**



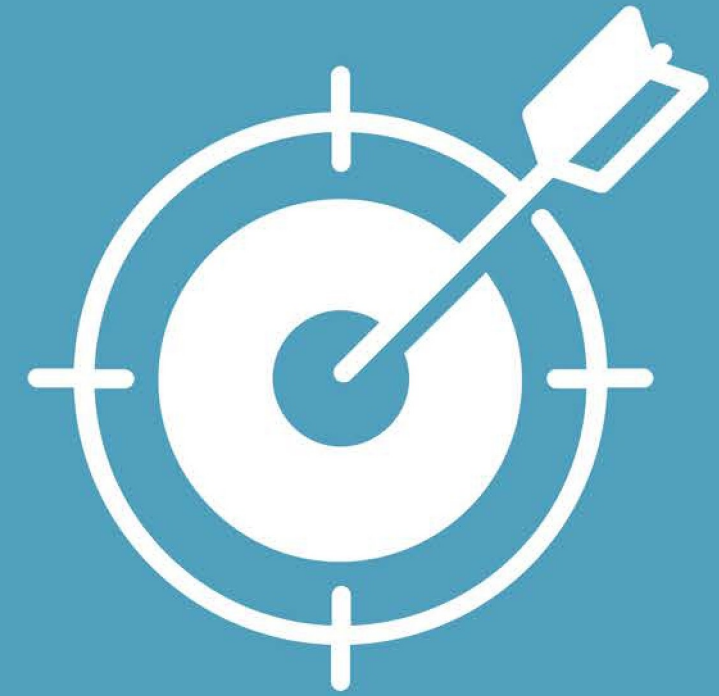
Scheduling & Management



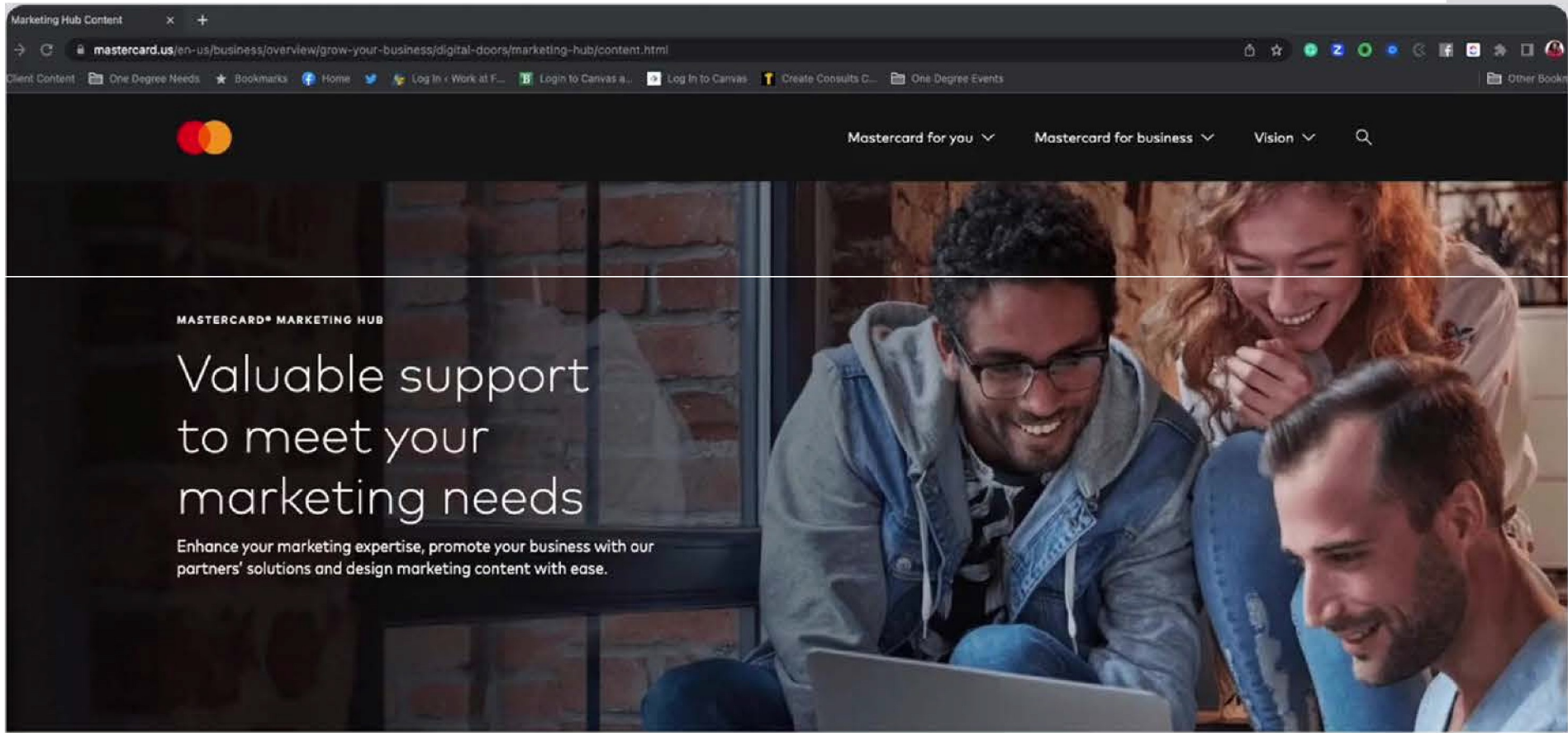
Scheduling helps you eliminate paralysis.



Facebook/Instagram and LinkedIn have a native scheduling tools.



Here is a list of a few other platforms for content creation and scheduling.

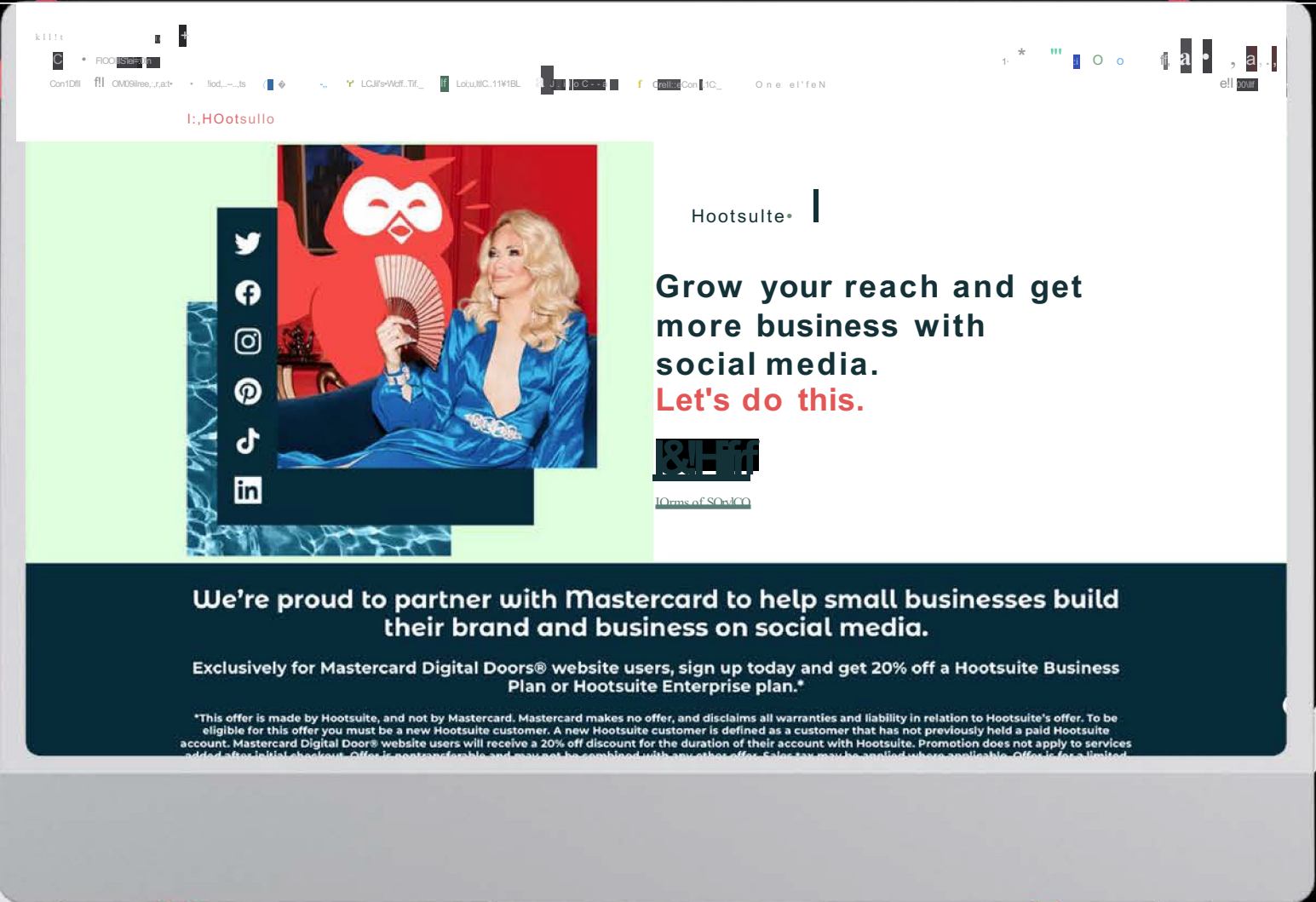


Knowledge center

Marketing offers

Ad Designer

Give your business a competitive advantage



Hootsuite

Grow your reach and get more business with social media. Let's do this.

We're proud to partner with Mastercard to help small businesses build their brand and business on social media.

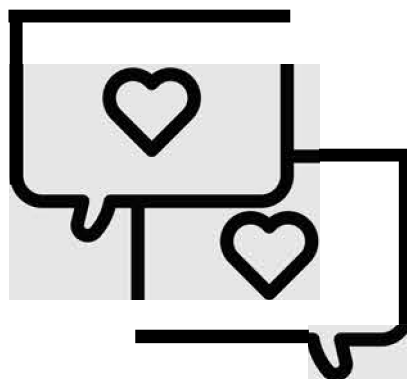
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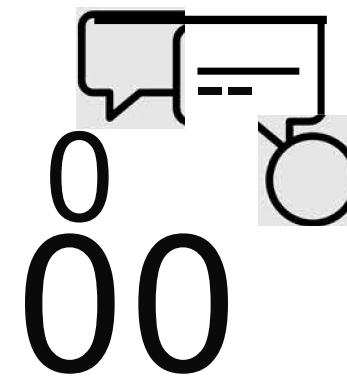


Scheduling & Management

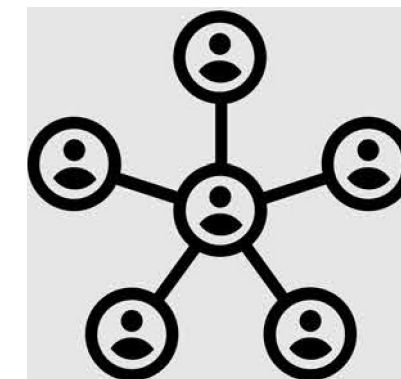
Get involved.



Interact with your content.
Like comments.
Reply to comments.
Answer Q's. Direct the traffic.



Interact with followers content
Find them and talk to them. Thank them. Make them feel special.



Organic invitations
Don't be afraid to say "Hey, I'm over here being great. Join me!"