



Digital marketing front lines

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DIGITAL MARKETING FRONT LINES



THE AGENDA

01

WHO IS JACQUI

Just in case you missed it...

02

ASSUMPTIONS

The things I have to assume you know or have a handle on

03

STRATEGY

How does social fit into your bigger picture?

04

SOCIAL STRATEGY

There are layers to it... I know. Annoying.

05

MESSAGING ACROSS LINES

Different space, same message?

06

THE TECHNICAL

Do you understand the power of the platform?



Who is Jacqui

CEO, One Degree Marketing
Founder, Elevation Academy
Mother
Wife
Target Aficionado

BS Marketing, University of Alabama, Small Business Administration
Emerging Leaders Grad, Goldman Sachs 10K Small Business Grads,
American Marketing Association Young Professional Marketer of the
Year, Birmingham Business Journal 40 Under 40 , Women to Watch,
TEDx Speaker, if you're still reading, bless you





ASSUMPTIONS

Let's call this pre-work...

01

Harbor a basic understanding of the platforms.

02

Defined your marketing foundation like brand tone, voice, product/service offering, audience, etc.

03

A big picture strategy ... but maybe we should start here

Zoom out...

Why are you on social?

FIRST THINGS FIRST... BUSINESS STRATEGY/PLAN

Business plans and goals beget marketing plans and goals

THAT PLAN THAT SUPPORTS THE OTHER PLAN

Your marketing strategy is your north star of marketing across the board

PRO INSIGHT

This strategy is an ever-evolving document

What if I don't have that...

DEVELOPMENT:

Conduct market research.

Define your goals.

Identify your target audience and create buyer personas.

Conduct competitive analysis.

Develop key messaging.

Choose your marketing channels
Create, track, and analyze KPIs.

Present your marketing strategy.

[HubSpot blog post](#)



Social Strategy

THE POINT

Your social media strategy is your master plan for how you create, post, and engage with your social media content.

THE PROCESS

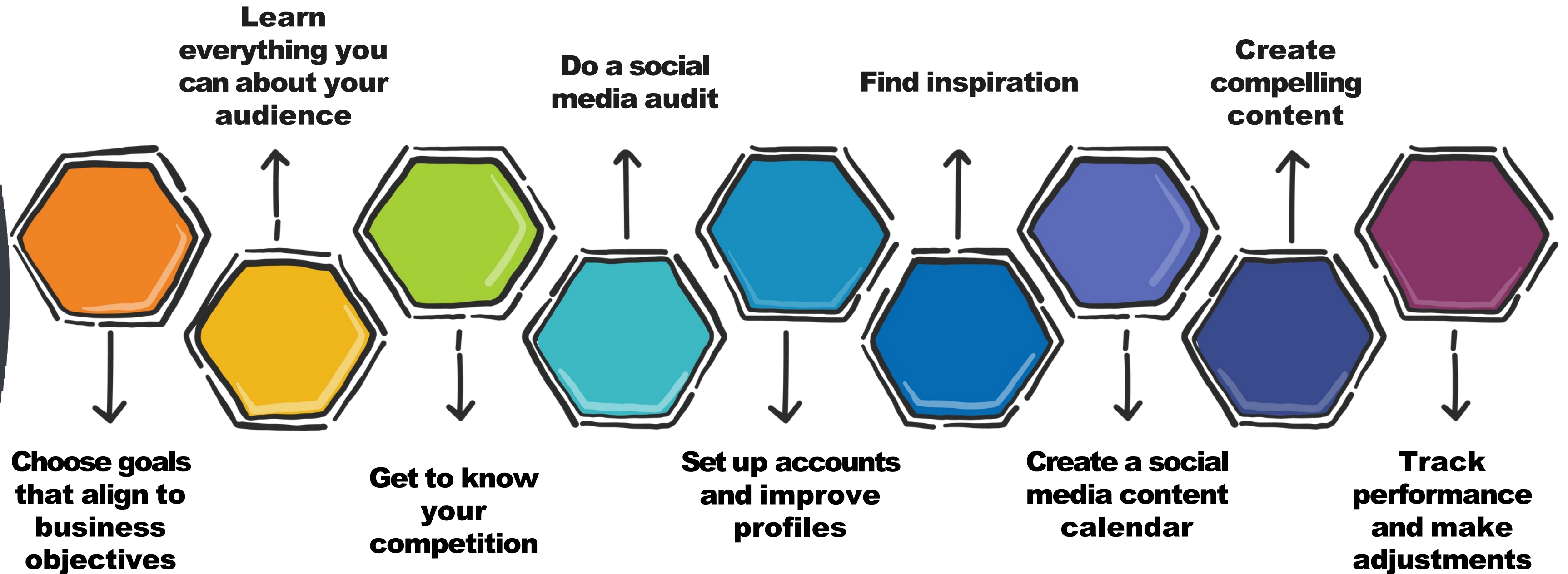
Yes, more planning, mapping and more is ahead.

THE PROMISE

With a strategy in place, you have a higher chance of an effective presence.



Social Strategy



[Hootsuite blog post](#)



Messaging Across Lines

THE POINT

The message of your brand must remain consistent. But, adapting is key.

THE PROCESS

Do you understand the language of that platform?

THE PROMISE

Taking time to adapt your message and content can be a gamechanger.





QUESTION:

**DO YOU FIRST KNOW
YOUR BRAND'S
OVERALL
MESSAGING?**

Messaging Across Lines

KNOW YOURSELF

Understand who you want to be as a brand? Your brand is a person.

KNOW YOUR AUDIENCE

Know what resonates with your audience. How they speak and take in info matters.

KNOW WHERE YOU WANT TO BE

Brand position plays into your message. What convos do you want to be in?



Messaging Across Lines

**WAIT. ... THE TECHNICAL PIECE
WILL HELP HERE...**

LET'S JUMP THERE!

The Technical

THE POINT

You can't maximize your efforts if you don't understand what you have at your disposal.

THE PROCESS

Take time to understand the platform you're committed to.

THE PROMISE

Your efforts will go further if you are fully utilizing the space.



The Technical

The tool:

Reels
Posts (timeline)
Stories
Highlights
Live
Guides
Fundraising
Broadcast Channels
Shop
Messenger

The demos:

Instagram has more than 2 billion active monthly users

Instagram's audience is 52.2% male
And 47.8% female

47% of American adults use Instagram

70% of Instagrammers are under 34 years.

90% of Instagram users follow at least one business account

81% of Instagrammers use the platform for researching new products and services.

87% of Instagram users say they take action after seeing a product on Instagram.



The Technical

The tool:

Reels
Posts (timeline)
Stories
Live (Stars)
Messenger
Pages
Groups
Events
Shop

*Meta: Business manager, ad marketing, content planner, etc.

The demos:

Facebook is the most used online social network worldwide

Roughly 3 Billion monthly active users as of the second quarter of 2023

36.7% of the world's population uses Facebook monthly

70% of Internet users are active on at least one Meta platform

67% of monthly users are active daily

Users spend an average of 19.7 hours a month on Facebook

The average engagement rate for a Facebook Page post is 0.07%
The average Facebook Page posts 1.68 times per day
People are 53% more likely to buy from a business they can message
54.9% of Facebook users follow or research brands and products on the platform



Users by age as of Aug 2, 2023

13-17- 3.4%
18-24- 18.1%
25-34- 23.6%
34-44- 18.4%
45-54- 13.9%
55-64- 11.2%
65+- 11.4%

Users by Gender as of Aug 2023

Female- 54.7%
Male- 45.3%

The Technical

The tool:

Timeline
Pages
Showcase Pages
Articles
Newsletters
Events
Live
Messenger
Polls

*Personal pages have more elements

The demos:

Users by Age group as of Jan 2023

18-24- 21.7%
25-34- 60%
35-54- 15.4%
55+- 2.9%

Users by Gender

Male-57.2 %
Female- 42.8%

80% of LinkedIn users drive business decisions

53% of U.S. LinkedIn users are high income earners

LinkedIn users have twice the buying power of the average online audience

98% of LinkedIn users have a post-secondary education



The Technical

The algorithms:



Instagram doesn't have a singular algorithm that oversees what people do and don't see on the app. We use a variety of algorithms, classifiers, and processes, each with its own purpose. We want to make the most of people's time, and we believe that using technology to personalize everyone's experience is the best way to do that.

Each part of the app – Feed, Stories, Explore, Reels, Search and more – uses its own algorithm tailored to how people use it. People tend to look for their closest friends in Stories, use Explore to discover new content and creators and be entertained in Reels. We rank things differently in these different parts of the app, and have added features and controls like Close Friends, Favorites and Following so you can further customize your experience.

(<https://about.instagram.com/blog/announcements/instagram-ranking-explained>)

The Technical

The algorithms:



Feed Ranking

To rank what you see in your feed IG uses: Your activity (reels you've liked, saved, reshared, commented on, etc) information about the post (signals both about how popular a post is), information about the person who posted and your history of interacting with someone.

The Technical

The algorithms:



LinkedIn's algorithm measures a range of factors to guess how relevant any given post might be to your audience.

It will sort your content into one of three categories: spam, low-quality or high-quality.

Spam: You might get flagged as being spam if you use bad grammar or include multiple links in your post.

Avoid posting too frequently (more than every three hours), and don't tag too many people (more than five).

Hashtags like #comment, #like, or #follow can flag the system, too.

The Technical

The algorithms:



Low-quality: These posts aren't spam. But they aren't following best practices for content, either. If you can't make your post engaging, the algorithm considers it low quality.

High-quality: These are posts that follow all LinkedIn content recommendations:

- The post is easy to read

- Encourages responses with a question,

- Uses three or fewer hashtags,

- Incorporates strong keywords

- Only tags people who are likely to actually respond. (That means no spamming Oprah, OK?)

Messaging Across Lines

**OKAY... NOW!
LET'S TALK ABOUT ADAPTING
OUR MESSAGES.**

Messaging Across Lines

THINGS TO REMEMBER

- The psychology –different platform, different mentality.
- The platform –different platform, different prioritized method of engagement.
- The product –different platform, different aspect to be highlighted and pain point to call out.





Example

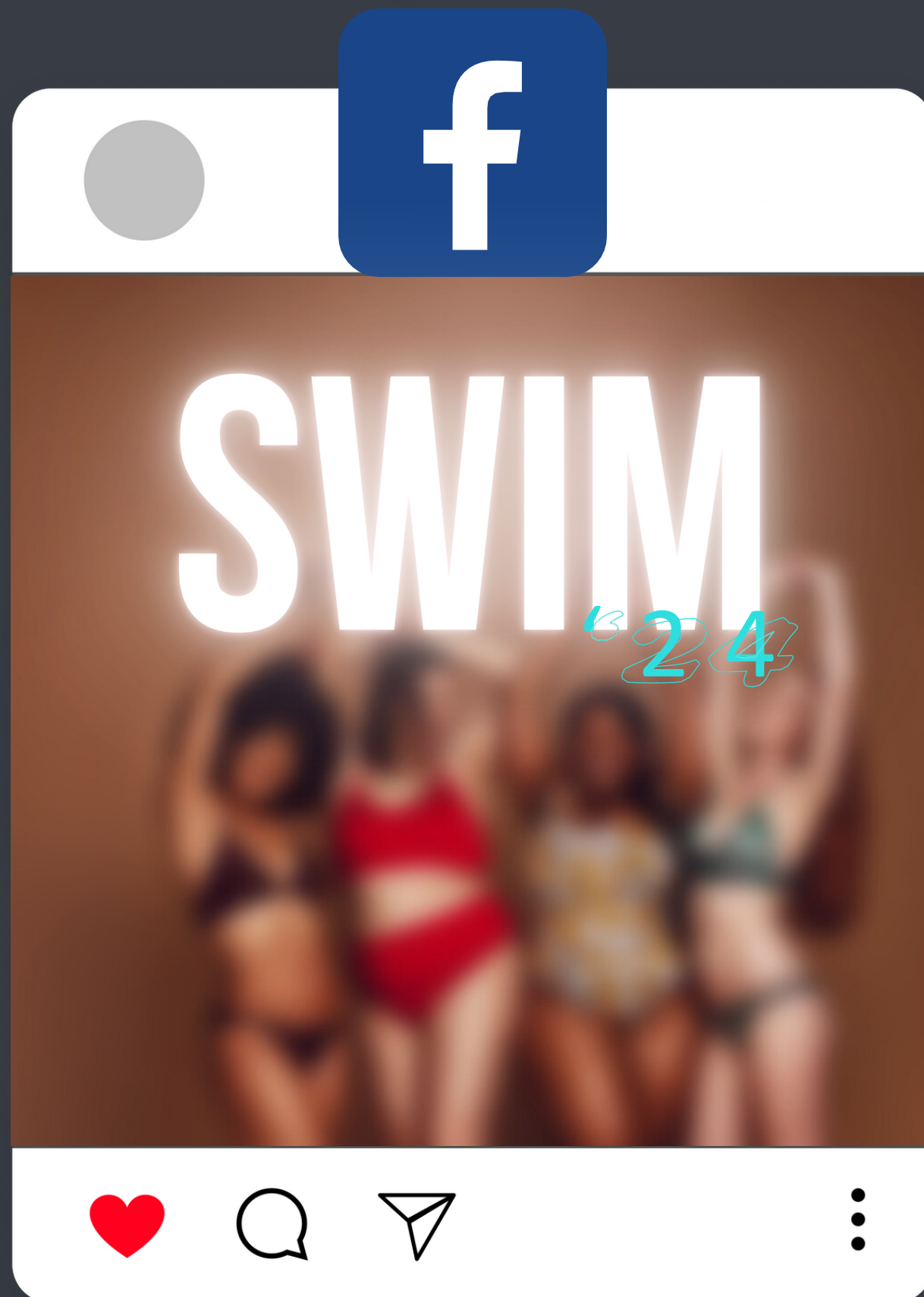
The message:

New product. Coming soon (date). Call to action. Pain points. Benefits. Details of product.

Press Release style:

Birmingham-based designer brand, Jacqui's Couture, launches Summer 2024 swimwear line featuring luxury fabrics and beading from African Massai tribes. The swimwear line will feature all-inclusive sizing with designs being cut to fit different body types to ensure everyone can bring luxury to their vacation experience.

Visit jacquiscouture24.com to sign up to be the first notified when the line becomes available this November.

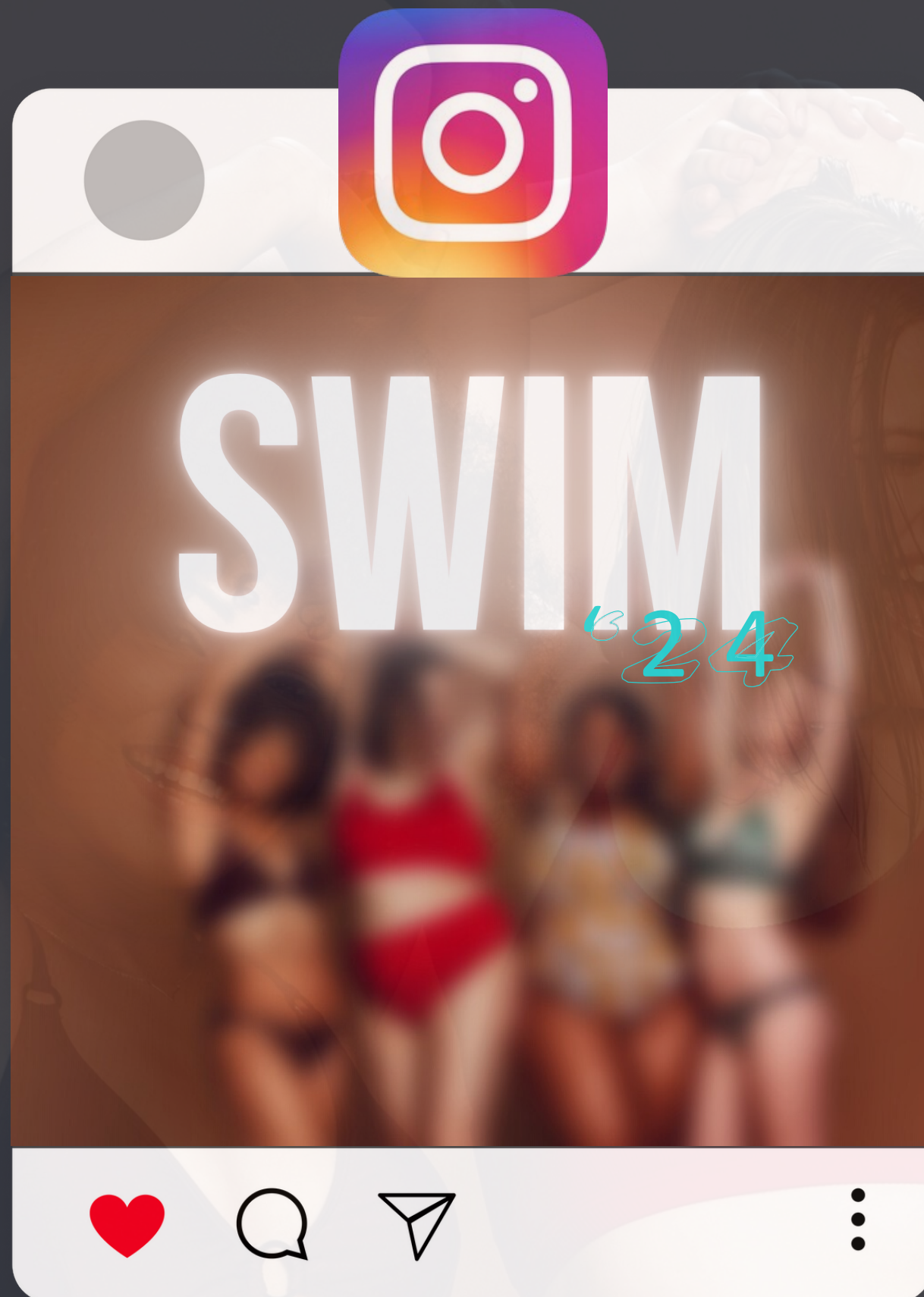


☀️ Exciting News! Birmingham's very own Jacquie's Couture is thrilled to announce the launch of our Summer 2024 swimwear line. Dive into luxury with our exquisite designs featuring the richness of African Massai tribe fabrics and intricate beadwork. But that's not all –we're proud to offer all-inclusive sizing, ensuring every body type can bask in the lap of luxury on their vacations. 🏖️

Be the first to know when these stunning pieces drop this November! Visit jacquiscouture24.com to sign up and be among the first to flaunt the latest swimwear trends. 🌊

#JacquisCoutureSummer2024
#LuxurySwimwear #AllInclusiveFashion

- **Stories:**
 - **series of blurred photos with link sticker for C2A**
- **Live:**
 - **series with designers to talk about inspiration**
- **Messenger:**
 - **Auto-responder with C2A**
- **Event:**
 - **Launch Day event**
- **Shop:**
 - **Use when line is ready to buy**

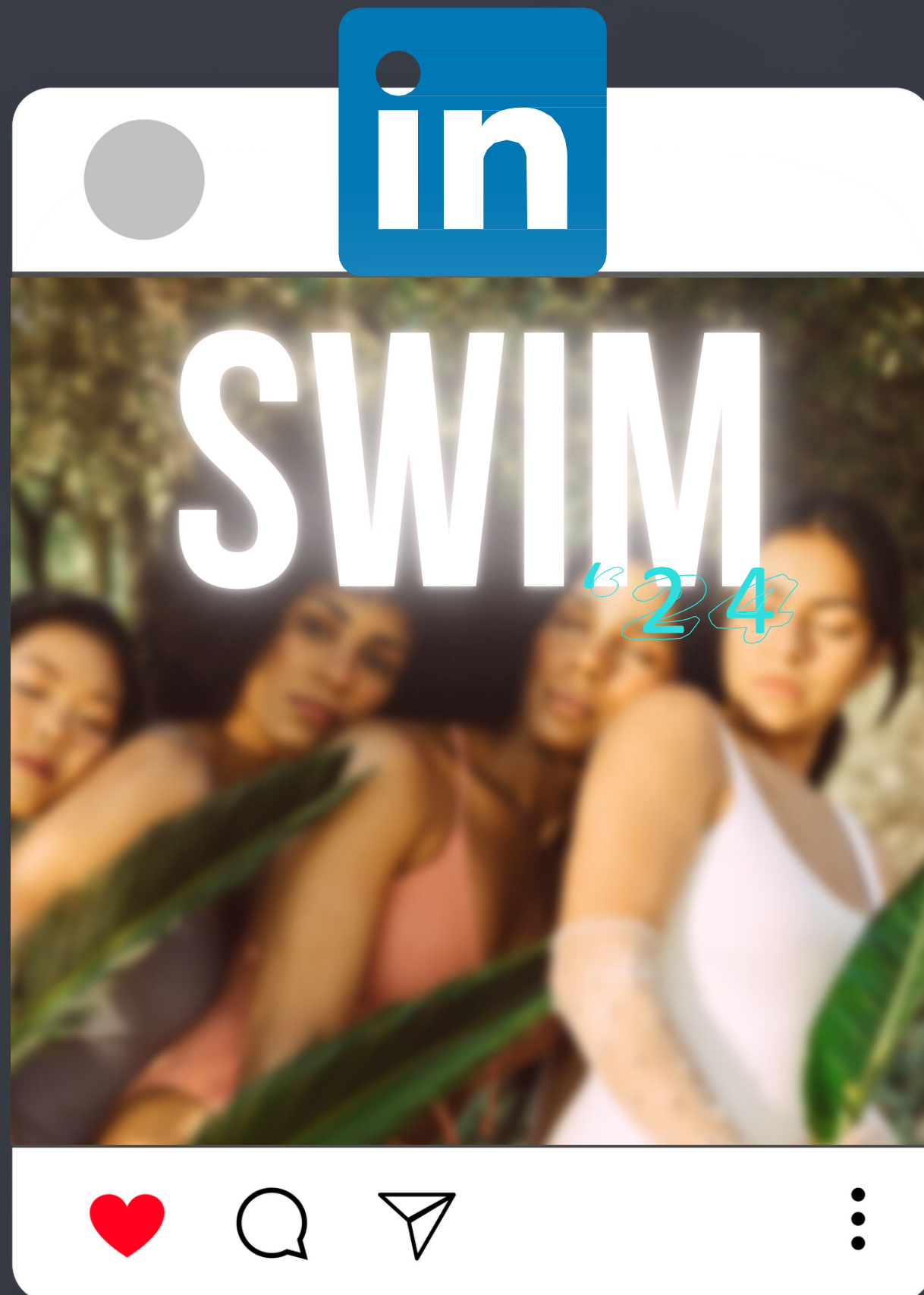


★ The wait is almost over! Birmingham's own Jacqui's Couture is thrilled to unveil our Summer 2024 swimwear line. Dive into the allure of African Massai tribe fabrics and exquisite beadwork as you embrace the essence of luxury. 🌴

With all-inclusive sizing, we're making sure everyone can enjoy the sophistication of Jacqui's Couture on their getaway. ☀️ Be the first to make a splash in these breathtaking designs – sign up at jacquiscouture24.com to be in the know for our November launch! 📣

#JacquisCoutureSummer2024
#LuxurySwimwear #AllInclusiveFashion

- **Stories:**
 - **series of blurred photos with link sticker for C2A**
- **Live:**
 - **series with models to talk about how the swimwear feels (plus-size inclusivity)**
- **Guides:**
 - **Styling swim/vacation wear**
- **Post Reminder:**
 - **Launch Day notifications**
- **Shop:**
 - **Use when line is ready to buy**



Birmingham's very own fashion sensation, Jacqui's Couture, is excited to announce the launch of our Summer 2024 swimwear line. We're bringing the elegance of African Massai tribe fabrics and intricate beadwork to the world of swimwear, setting a new standard for luxury and style.

Our commitment to inclusivity shines through in our all-inclusive sizing, ensuring that every individual can experience the sophistication of Jacqui's Couture, regardless of body type.

Stay ahead of the fashion curve by signing up at jacquiscouture24.com and be the first to make a splash in our stunning swimwear collection this November. Join us in embracing luxury with purpose!

#JacquisCoutureSummer2024 #FashionLaunch
#InclusivityMatters

- **Posts:**
 - **Focus on lifestyle and call out work breaks, vacations, etc.**
 - **Focus on ethical side**
- **Polls:**
 - **Ask lifestyle questions AND what makes your choose swimwear**
- **Articles/Newsletter**
 - **Be our own PR and tell our story in a series featuring Massai artists, etc.**

IF YOU'RE LOOKING FOR ME



linqapp.com/TheJacquiJones