



BID BUSINESS IMPROVEMENT DISTRICT **BISHOP'S** **STORTFORD**

Social Media



What is Social Media

Social Media is a collection of internet and mobile based sites that allow communication and sharing of ideas across a wide number of devices.

Each of the platforms have different users and different uses.

Your Business on social media means :

You are mobile

You are connected

You have your business in your customer's pocket

Where do people find you?

How do people find your content on the internet?

- Searches - using web browsers or by searching Social Media platforms.
- Shares - finding content on a networking platform through friends/connections sharing them.
- Discovery - suggestions from websites based on searching habits.



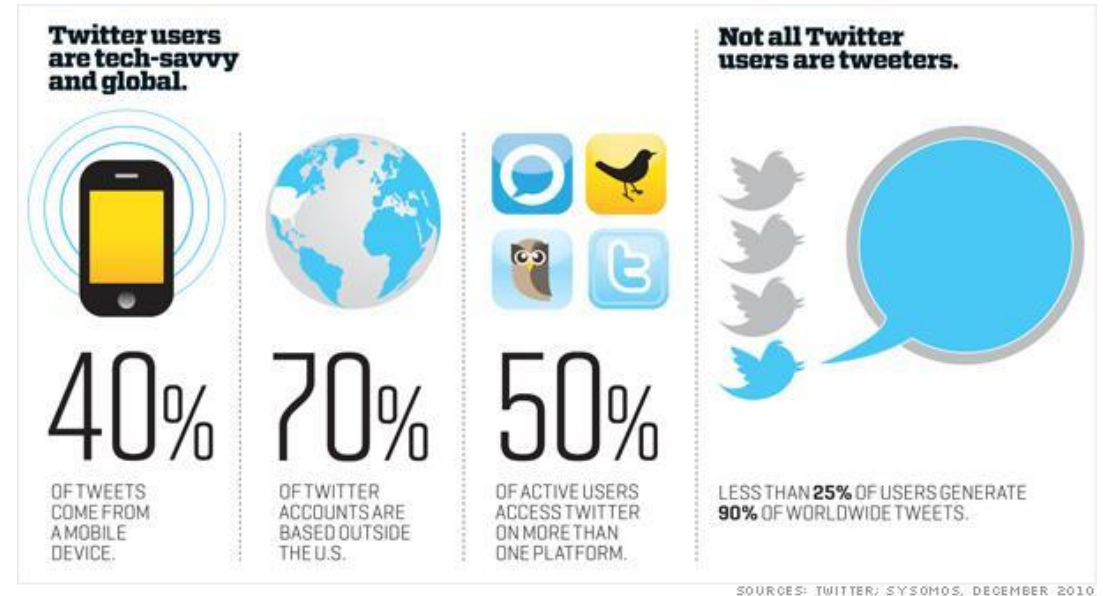
Facebook

- ▶ Facebook is the second-most popular site in the world, behind only Google, and boasts an average time per visit of 10:57.
- ▶ The average Facebook engagement rate for all types of page posts is 3.75%
- ▶ Roughly 74% of Facebook users access the platform daily, and 51% visit multiple times per day.
- ▶ Nearly half of adults (43%) get their news from Facebook.
- ▶ 26% of Facebook users have watched a live stream video in the past month.



Twitter

- Roughly 46% of Twitter users visit the platform daily, and 26% visit multiple times per day.
- Users post about 500 million tweets per day.
- 125 million hashtags were shared every day in 2018.
- Tweets with GIFs get 55% more engagement. Only 2% of Tweets contain GIFs.
- 84% of businesses use Twitter.
- 85% of small-and-medium businesses with Twitter accounts say Twitter is important for customer service.



LinkedIn

- 57% of LinkedIn traffic comes from a mobile device.
- LinkedIn feeds see more than 9 billion content impressions per week.
- 62% of businesses use LinkedIn, but 86% of B2B companies use the network.
- There are more than 30 million companies on LinkedIn, with more than 20 million open jobs.
- The top priority for businesses using LinkedIn in 2019 is to drive more leads (63%).
- 90% of LinkedIn users say they are open to the right job opportunity.

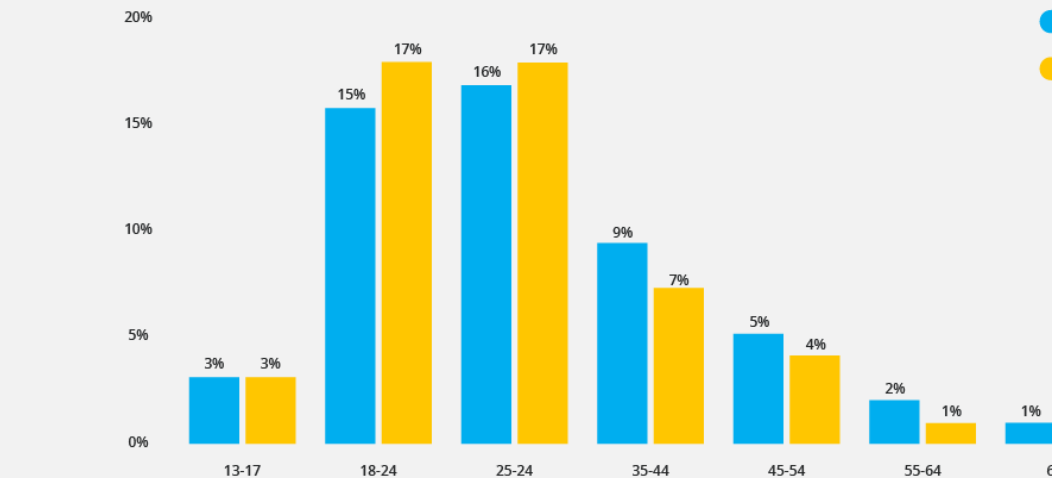
90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn.



Instagram

- Instagram has more than 25 million business profiles.
- 74% of businesses worldwide use Instagram.
- 80% of Instagram users follow at least one business on Instagram, and more than 200 million people visit at least one business profile every day.
- A third of the most viewed Instagram stories are from businesses.
- 60% of Instagram users claim they've discovered at least one new product on the platform.
- 71% of Instagram users are under 35

Distribution of Instagram users worldwide

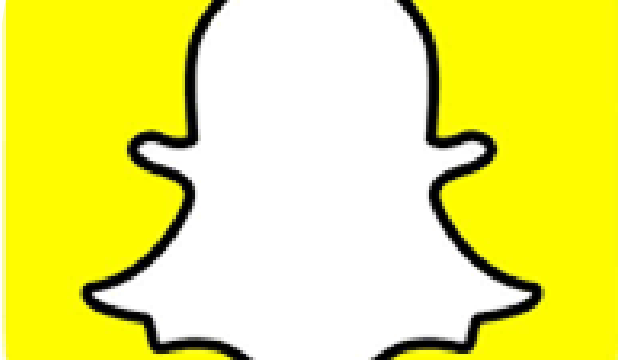


Source: Statista

22+ INSTAGRAM STATISTICS THAT MATTER TO MARKETERS IN 2019

- Fantastic for behind the scenes informal content.
 - Visual Storytelling in 15 second blocks.
 - Add #, Stickers, polls, mentions, Locations.
 - Use boomerang, rewind and superzoom to grab attention.
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- Lasts for 24 hours - can be added to profile as a highlight
 - Swipe down to buy can be added with over 10,000 followers.

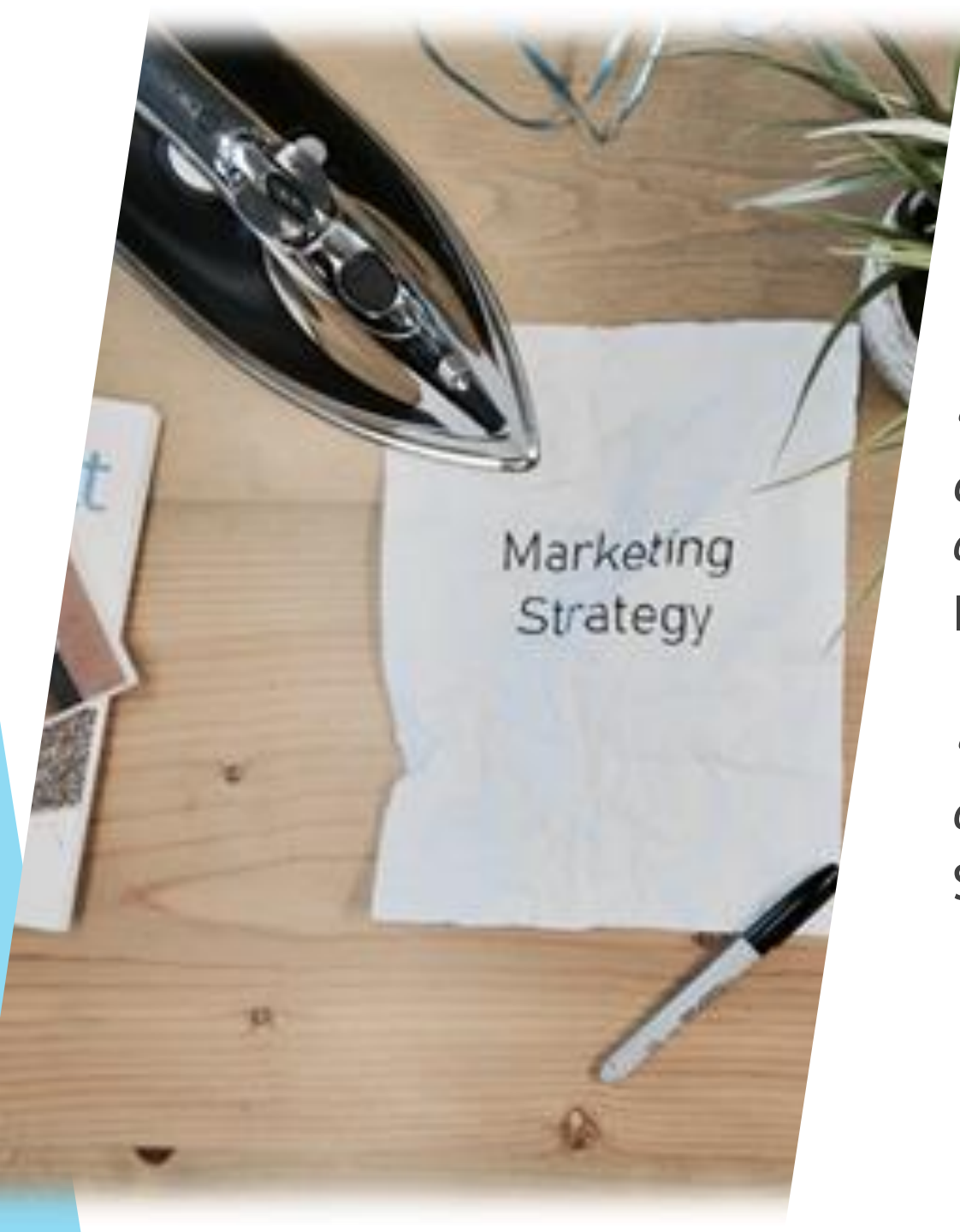
Stories



Other Alternatives

- Pinterest
- Snapchat
- Tik Tok
- Reddit

Go where your audience is.

A photograph of a wooden desk. In the upper left, a silver pen lies diagonally. To its right is a small potted plant with green leaves. In the center, a white piece of paper with the words 'Marketing Strategy' printed on it is visible. A black marker lies horizontally at the bottom of the paper. The background is a light-colored wooden surface.

Content Marketing

“Content is anything that communicates a message to your audience”

Ian Lurie

“Be remarkable! Create content others remark upon”

Seth Godin

Important considerations



Research your customers thoroughly so you can create relevant content



Select the digital networks most relevant to them.



Deliver content regularly and measure results

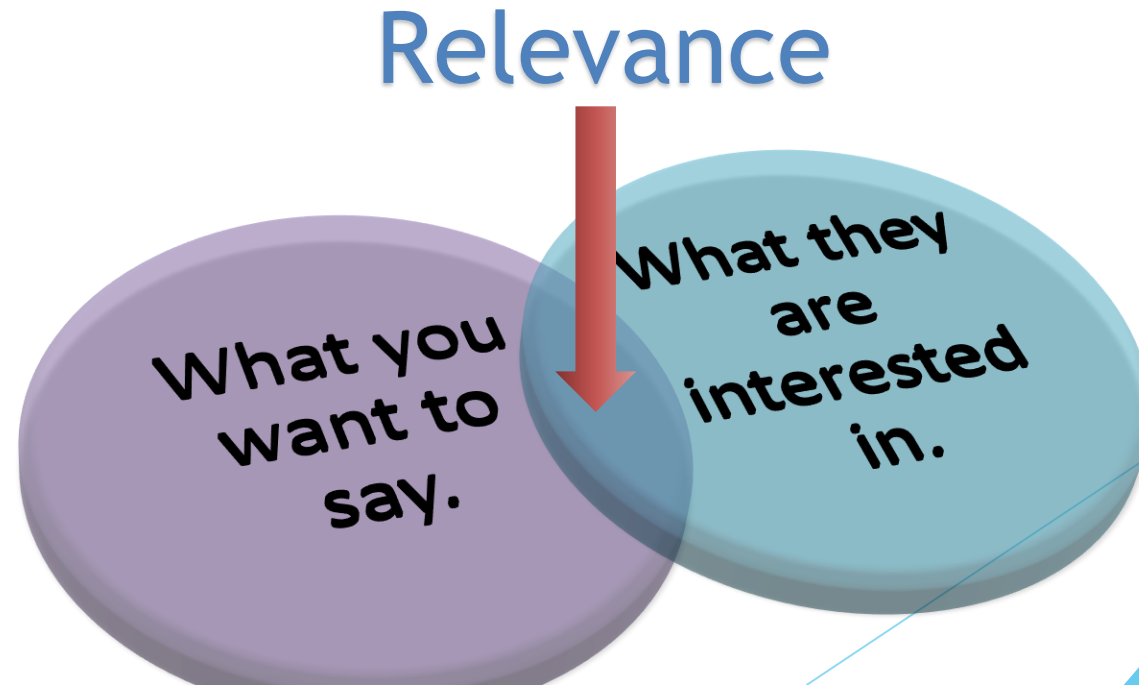


Only select sites that your customers are using.

Content is King, Relevance is Queen.

"I'm sick of people blaming Facebook because nobody likes or shares their posts. If you don't get likes, it's not Facebook, it's because your content sucks. Face it and stop complaining."

Jon Loomed



Why should your customers care?

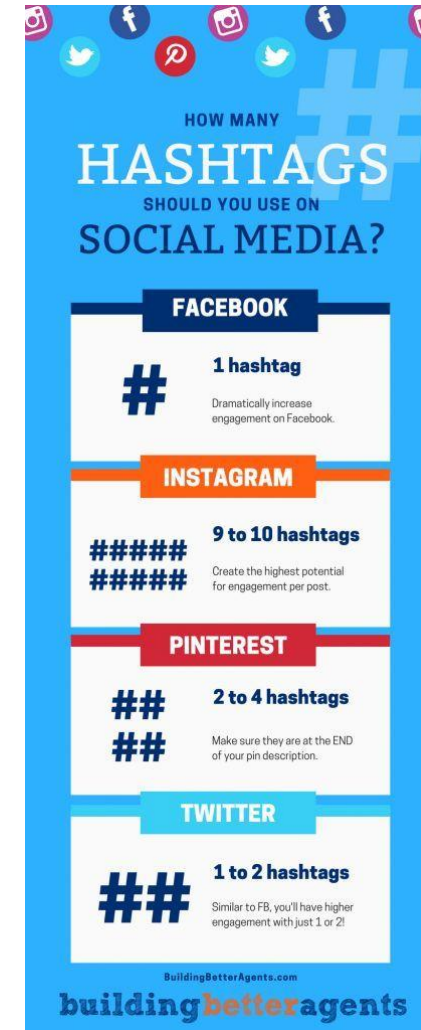
- What is your customers 'why'?
- What do they value?
- How can you apply that to your content?

“Sell to customers who are listening”



Hashtags

- Hashtags are now used on all major platforms.
- Specific relevant content help discovery of your posts.
- Look at quality over quantity when using Hashtags.
- Use you brand as a # to start building awareness



Management and Content Platforms

- Hootsuite
- Buffer
- Canva
- UnSplash
- Hashtagify
- RiteTag
- Answer the Public



Why Video!

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.



Native Video vs Links



Native video on Facebook get's 135% more organic reach than text and images combined.



Native video plays automatically in the feed.



Linked video is static on all social networks.



Live Streaming

- ▶ Live video on Facebook gets a 25% boost to organic SEO
- ▶ Facebook Live videos get six times more interactions than regular video content.
- ▶ Facebook Live sees 8 billion views a day
- ▶ 17% of users said that live videos add a note of authenticity to video content
- ▶ 80% of people would rather watch live video from a brand than read a blog.

Impact

- ▶ Focus on what your customers want to hear.
- ▶ Get to the point, stick to the point, wrap up.
- ▶ Don't sacrifice clarity for cleverness.
- ▶ Don't forget to send them somewhere, a call to action.



Measurement

- Reach - How many people saw it.
- Impressions - How many time it appeared in searches.
- Engagement - How many people did something with it.

Understand what you what your post to do so you can measure the right things.

- New page likes
- Comments
- Click throughs
- Shares
- Call to action

Useful Links

Hootsuite: <https://hootsuite.com/en-gb/plans/free-offerings>

Canva: <https://www.canva.com/>

UnSplash: <https://unsplash.com/>

Rite Tag: <https://ritetag.com/>

Useful Links

- ▶ Google Digital Garage: <https://learndigital.withgoogle.com/digitalgarage>
- ▶ YouTube Academy: <https://www.youtube.com/user/creatoracademy>
- ▶ Marketing Doughnut: <https://www.marketingdonut.co.uk/>
- ▶ Hootsuite Academy: <https://hootsuite.com/education>
- ▶ Facebook Blueprint: <https://www.facebook.com/blueprint/>

Useful tools

Scheduling posts

- Hootsuite
- Buffer
- Sprout Social
- Sendible

Content and keywords

- Feedly
- Answer the Public
- LSI Graph
- Google Trends

Demographics and insights

- Google Analytics
- Google Search Console
- Facebook Insights
- Buzz Sumo

Content Creation

- YouTube
- Canva
- Unsplash
- HubSpot

Any Questions?



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