



HOW ARE CONSUMERS INFLUENCED BY DIGITAL CONTENT?

70%

OF US POP. HAS AT LEAST ONE SOCIAL NETWORKING PROFILE

ACTIVE SOCIAL MEDIA USERS:
2.307 BILLION

ACTIVE MOBILE SOCIAL USERS:
1.968 BILLION

NUMBER OF WORLDWIDE SOCIAL MEDIA USERS
PROJECTED TO GROW **20%** BY 2018

90% OF YOUNG ADULTS (18-29) USE SOCIAL MEDIA

MOTHERS WITH CHILDREN UNDER AGE 5 MOST ACTIVE ON SOCIAL MEDIA

CONTENT WITH RELEVANT IMAGES GETS **94%**
MORE VIEWS THAN THOSE WITHOUT

HOW ARE CONSUMERS INFLUENCED BY DIGITAL CONTENT?

WHAT'S MOST IMPORTANT TO CONSUMERS?

1. BRAND SHARES NEW CONTENT
2. CONTENT IS RELEVANT TO BRAND
3. BRAND ENGAGES WITH FOLLOWERS

57% OF CONSUMERS SAY THEY'D BE SOMEWHAT/VERY INFLUENCED BY POSITIVE COMMENTS ABOUT A BRAND ONLINE

92% OF CONSUMERS TURN TO PEOPLE THEY KNOW FOR REFERRALS LINK TO INFLUENCER MARKETING

21% OF WOMEN WILL CONSIDER PURCHASING PRODUCTS SUPPORTED BY INFLUENCERS

61% OF PEOPLE HAVE A BETTER OPINION OF BRANDS THAT OFFER GOOD MOBILE EXPERIENCES

4 OUT OF 5 CONSUMERS USE SMARTPHONES TO SHOP

35% OF ONLINE CONSUMERS HAVE MADE A PURCHASE BASED ON SOCIAL MEDIA AD

70% OF TWITTER USERS EXPECT A RESPONSE FROM BRANDS THEY REACH OUT TO, 53% WANT A RESPONSE IN LESS THAN AN HOUR

75% CONSUMERS MORE LIKELY TO PURCHASE A PRODUCT WHEN REFERRED BY FRIEND ON SOCIAL NETWORK

HOW ARE BUSINESSES TAKING ADVANTAGE OF SOCIAL CONTENT?

88%

OF B2B MARKETERS USE CONTENT MARKETING AS PART OF THEIR STRATEGY

MOST EFFECTIVE B2B CONTENT MARKETERS ALLOCATE LARGER PORTION OF BUDGET TO CONTENT MARKETING 42% OF THEIR TOTAL BUDGET

61% OF STARTUPS USE SOCIAL MEDIA FOR MARKETING

86% OF BUSINESSES USE USER GENERATED CONTENT

58% OF B2B MARKETERS SAID THEY'LL INCREASE THEIR BUDGET FOR CONTENT MARKETING BY 10%

92% OF MARKETERS IN THE US ARE USING FACEBOOK ADS TO PROMOTE

TOP 3 GOALS FOR SOCIAL MEDIA MARKETING PROGRAMS

1. BRAND AWARENESS (74%)
2. WEBSITE TRAFFIC (53%)
3. LEAD GENERATION (41%)

INFLUENCERS SHARING YOUR CONTENT CAN LEAD TO 310 TIMES INCREASE IN CONVERSION RATES [15]

IN 2014 \$3.3 BILLION IN US SALES COULD BE TRACKED TO SOCIAL MEDIA

BEST PRACTICES FOR EACH NETWORK

GENERAL DO'S

- Create a social media policy for company employees so everyone knows what the rules are when it comes to posting on behalf of the company
- Designate one person who is responsible for posting and responding to avoid double responses and an inconsistent voice
- Get the whole company involved - everyone should contribute content that can be shared, and everyone should be sharing the company's channels/updates
- Treat social media as social - Mix marketing messages and company updates with industry news and conversations with followers and influencers
- Stay current & respond to people in a timely manner - if someone has a question about your company and you respond a week later, the opportunity is lost
- Add your social media channels to all communications to encourage people to follow
- Decide on a voice for your social media channels, preferably one with personality
- Use correct spelling and grammar. Yes, it matters.

GENERAL DON'TS

- Swear (unless it's part of your brand)
- Post financial information or any proprietary numbers
- Get in a social media war with trolls or haters. Take it to email or private messages
- Buy followers. It defeats the purpose of using social media and just gives you a bunch of unengaged followers
- Accidentally post something personal from a corporate account
- Overuse hashtags - use 1-2 relevant hashtags. They're meant to streamline conversations, otherwise they're just spammy
- Use photos you don't have the rights to. Make sure you use original photography, stock photos, or photos with permission from the photographer
- Create accounts you don't intend to maintain long-term (for example social media accounts for condo buildings vs. the developer)
- Automatically post from one network to another (Facebook to Twitter, etc.)

TWITTER

DO

- Build a complete profile, with a bio, website, cover photo, and photo
- Link to industry articles, photos, videos, and other multimedia
- Use a third-party Twitter application like Hootsuite to manage multiple accounts
- Schedule posts throughout the day - Hootsuite is also a great tool for this
- Respect current events. A global disaster is not the time to hawk a company's product (see: the NRA Tweeting the same day the Aurora, CO movie shootings happened)
- Tag other users in your Tweets when you're talking about them
- Retweet people you want to know you exist
- Ask questions or post Twitter polls to encourage conversations and engagement
- Add photos to your updates (you can include up to 4) - they get double the engagement
- Add GIFs - you can search for them directly from the status box
- Use hashtags to join conversations or capitalize on trends (only if relevant)
- Create Lists of influencers in your industry - it helps you get on their radar, and makes it easy to interact with key groups of stakeholders

DON'T

- Send auto-direct messages
- Ignore followers who have a legitimate customer service issue
- Pay people to Tweet about your company and not disclose it
- Hop on board a current event trend to promote your product (Aka American Apparel sending out a promotional code to people who were "bored" during Hurricane Sandy and in the affected areas)
- Spam people: don't message 20 people in a row asking them to perform an action
- Mass follow people - Twitter has follower limits, and will block your account if you follow hundreds of people at a time

FACEBOOK

DO

- Build a complete Facebook page, with a bio and description, link to website, cover photo, company logo, and a call to action (sign up, visit website, etc)
- Use engaging pictures and graphics - posts that have large and striking images tend to be the most successful and have the highest engagement
- Use the Facebook ads network. Facebook might be free, but the best way to get your page and content seen is by paying to promote it
- Tag, like, and share content from other people, publications and businesses
- Consider using video - Facebook video is growing extremely quickly
- Provide discounts, special access, or other promotions for your Facebook fans

DON'T

- Don't flood your Facebook feed with updates.
- Facebook is not like Twitter, where the news feed moves with lightning speed. On Facebook, things move slower and people may get annoyed if you post every few minutes
- Do not ignore comments or questions. This is bad customer service and shows your customers or fans that you do not care
- Do not delete comments. Deleting negative or angry comments can open a floodgate of more negative comments and can quickly spiral into a crisis. The best solution is to address the issue and the person who left the post as quickly as possible
- Do not send direct messages to your fans or contacts telling them to like your page or buy your products

INSTAGRAM

DO

- Invest in great photography, either original or stock - Instagram is the most visual network, and you need to invest in high-quality visuals to stand out
- Use relevant hashtags tied to real communities (#thecreatorclass, #passionpassport) instead of vague ones (#fashion)
- Build your grid in advance to make sure it's cohesive, or use an app like VSCO to see if the photo you're going to post fits into your current aesthetic.
- Consider launching an influencer campaign to get Instagram power users to post about you
- Launch "tag a friend to win" contests - they work really well on Instagram
- Post at least once a week
- Use video - Instagram supports 15-second videos
- Use emojis when relevant
- Try Instagram ads - any business can run Instagram ads from the Facebook Ads Manager
- Reply to all your comments, and make sure you're only working with others that do. It's the best way to engage your audience.
- Put in the time to do some proactive engagement by liking and commenting on people's photos

DON'T

- Use links in your caption - Instagram is the only social network that doesn't hyperlink website addresses in your captions, so make sure any relevant links are used in your bio
 - Re-post other users' images without credit
 - Post low-quality images from an iPhone or smartphone
 - Use Instagram if you can't commit to using high-quality images on an ongoing basis. It's not for everyone
 - Use filters excessively. Your photos should just look like your photos but more dynamic
- Instagram isn't about the day-to-day: People want to see what your brand is ABOUT, not what you actually do everyday. It's supposed to be make believe
- Post inspirational quotes
 - Repost something by taking a screenshot on your phone

LINKEDIN

DO

- Create a LinkedIn company page and add relevant info - company description, website
- Add your employees to your page so people can see the faces behind the company
- Consider paying for Sponsored Updates if you're a B2B company
- Use LinkedIn to post job opportunities
- Use LinkedIn as a personal tool - the more you build your personal network, the more it reflects positively on your business
- Use the "publish a post" feature to publish thought leadership and long-form posts (some people treat it like a blog)
- Proactively connect with people on your personal LinkedIn
- Add a detailed description about your job and your company to your personal LinkedIn profile
- Share relevant industry news, company blog posts, and any other business-related content on your business page
- Use LinkedIn to keep your network warm - make an effort to endorse contacts for their skills, like/comment their work events or updates, and post recommendations

DON'T

- Post content that's not business-related - LinkedIn is exclusively for professional networking, so save the personal updates for Facebook
- Spam people by sending them sales-y private messages
- Connect with people without providing context - always add a note about why you're connecting if you haven't met them in person

SNAPCHAT

DON'T USE IT
FOR BUSINESS
UNLESS YOUR
AUDIENCE IS
UNDER 25,
JUST DON'T!

BLOGS

DO

- Use a platform like WordPress to host your blog - it's the most common content management system
- Choose a WordPress template that matches your website's aesthetic, and customize it to make it yours (you don't want your blog to look like everyone else's blog)
- Create a blog with appropriate categories
- Plan a content calendar so that you can write for each category respectively throughout a period of time. (I.e if you have two categories try to write equally for both)
- Link back to previous blog posts if relevant
- Link to brand pages or websites where appropriate (e.g. if you're writing about Apple products link back to the product or home page)
- Cite any information/give credit where it's due
- Find great pics from Getty Images, Flickr, or other sites with a creative commons license and then link back, or use your own proprietary images - don't use photos without permission (we've made this mistake!)
- Write the key information in the first paragraph and follow it with the filler text
- Optimize your posts for SEO - use keywords in the title and body text so your content matches the keywords you want to rank highly for on Google

DON'T

- Copy other blog posts word for word
- Use images you don't have the rights to
- Write TL;DR (too long, didn't read) posts - keep it short and snappy - under 500 words is best
- Reference other people's blog posts without citing them and linking back

TIPS FOR GROWING YOUR SOCIAL MEDIA COMMUNITIES

- Proactively follow people
- Engage with other users - retweet, like, comment
- Think about who you're talking to and create quality content that your audience wants to interact with
- Leverage the audience of influencers & stakeholders
- Add your social media communities to all marketing materials
- Engage your employees to share content & grow your communities

BENCHMARKS FOR SUCCESS: WHAT SHOULD YOU BE MEASURING?

You need to outline metrics for success, and measure them on a monthly basis:

1. Blog traffic - visits, bounce rate, new visits vs. existing visits
2. Referral traffic to your website from social media channels
3. Follower growth, and total number of followers
4. Engagement/interactions on social media posts
5. Conversions/clicks on ad campaigns - cost per click, click-through rate, conversions
6. Impressions - the # of people your posts are reaching
7. Demographic/geographic data - who are your followers, and where do they live?

Use simple tools like Google Analytics and SproutSocial to monitor these stats on an ongoing basis.

RECOMMENDED TOOLS

1. **Hootsuite** - social media management & scheduling
2. **Buffer app** - social media management & scheduling
3. **Audiense** - building followers on Twitter
4. **SproutSocial** - social media analytics (basic)
5. **Sysomos** - social media analytics & listening (comprehensive)
6. **WordPress** - blogging platform
7. **#PAID** - influencer research & campaign tool
8. **Canva** - visual creation tool
9. **HeyOrca** - social media management and content calendars for teams
10. **Grum.co** - Instagram scheduling & management

SOURCES FOR STATISTICS USED IN PRESENTATION:

ExpandedRamblings.com

LinkedIn press page

Instagram press page

Globalmediainsight.com

Facebook newsroom

Twitter press page & about page

Snapchat Ads page

AdWeek

Writtent.com

Hubspot blog

Business2Community.com

Smartinsights.com

SEMrush.com

Forbes.com

Socialmediatoday.com

Socialnomics.net

Statista.com

SproutSocial.com

Socialmediaexplorer.com

Brandwatch.com

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