

November 21st

Weekly Webinar

Welcome!

The Ultimate

Effective

The Ultimate Guide to Effective Social Media for Business



VENDASTA

VENDASTA

Why should you use social media?

...so obsessed with social media. It...
...current events and news, fills...
...ed, and gives us the ability to...
...own to a simple basic desire:...
...and the internet have made it...

...? ...
...understanding as to why...
...focus to your business...
...you're missing out on...
...attention, if you are an...
...a low-cost way of...
...dia can help your...

...? That's about...
...st young people...
...ennials are...
...n? It means...
...on to...
...ow and...
...discover new...
...social...

...the...
...human

How to target your audience

...s, it's important to define your target social...
...fect products and services but aren't able...
...content isn't able to reach the proper...
...and plans hoping that every audience...
...esn't work that way. Before you start...
...ampaign, it's important to define your...

...or client's target social audience?
...content for the right people. Second,
...reate content that actually connects...
...the most exciting reason, it helps to...

How to find your target audience

...fning a target social audience it's time...
...at defining a target social audience?

...It's important to take a close look...
...y purchasing and celebrating your...
...terests. It is very likely that other...
...ct or service.



...K: Google My Business. How does it differ...
...fa cross between a listing and social network...
...unt. It will be easier for customers to find...
...r business. Great posts for this network? ...
...fferings. These posts will be published on...
...e searching for your business.



...Business haven't claimed their Google My...
...n 86% of consumers use the internet...
...point specific Google My Business...
...consumers will be searching for your...
...is platform.

...y the best through this network. If you have...
...products, this will most likely be a good fit...
...posts published to Google My Business



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Today's Discussion

Businesses & social media
Defining your target audience
Finding your voice
Writing good copy
Importance of images
Goal setting

01



**Businesses
should be on
social media**

**90 million small
businesses use Facebook**

[\(Source\)](#)

75.3% of U.S. businesses will
use Instagram in 2020

[\(Source\)](#)

Why Social Media for Business?

Increase brand awareness

45% of the population uses social media

50% of people say they use social media to discover new products

The average person spends 2 hours a day on social networks

Why Social Media for Business?

Increase brand awareness

Humanize the brand



Why Social Media for Business?

Increase brand awareness

Humanize the brand

Become a thought leader



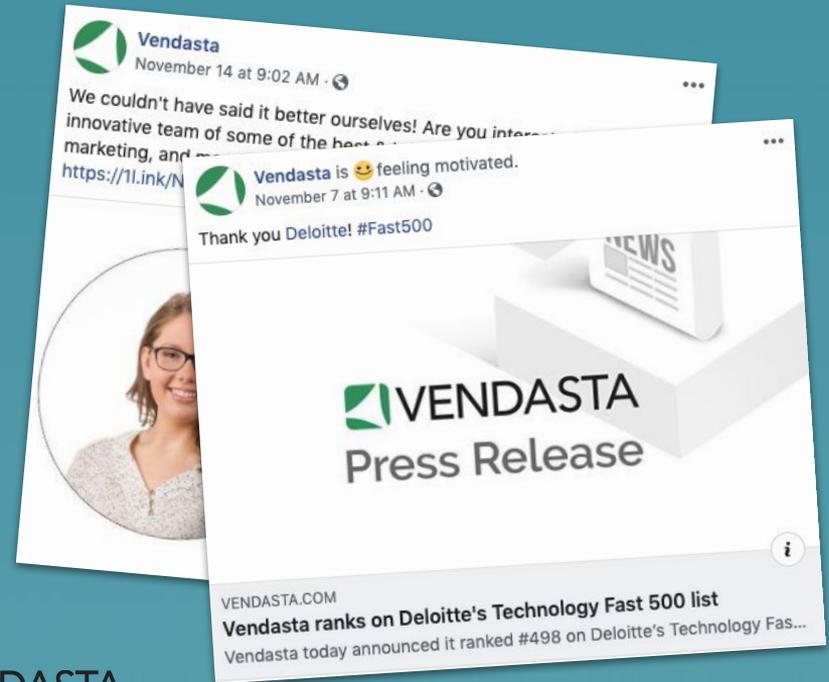
Why Social Media for Business?

Increase brand awareness

Humanize the brand

Become a thought leader

Increase website traffic



Why Social Media for Business?

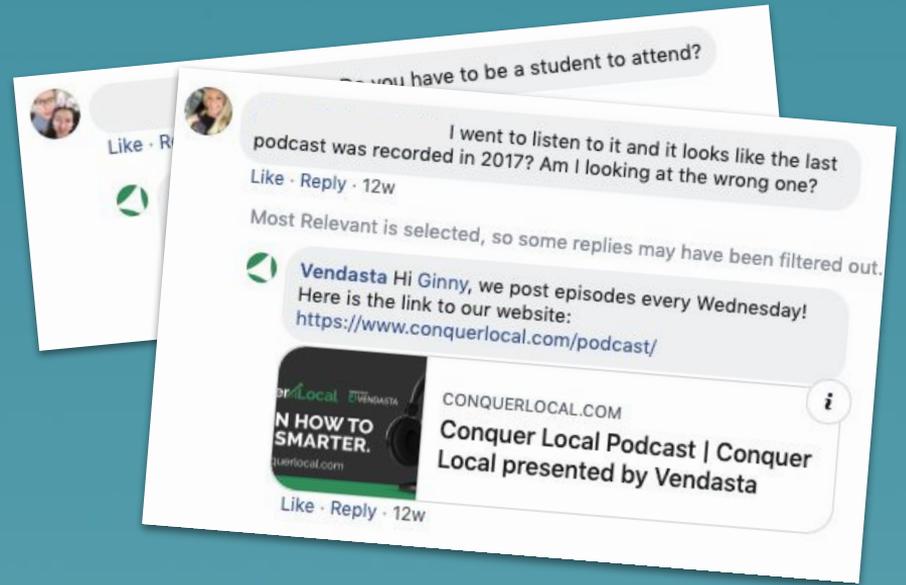
Increase brand awareness

Humanize the brand

Become a thought leader

Increase website traffic

Customer service & support



Why Social Media for Business?

Increase brand awareness

Humanize the brand

Become a thought leader

Increase website traffic

Customer service & support

Stay top of mind



02



Defining your target audience

71% of American adults use
Facebook

[\(Source\)](#)

200 million Instagram users
visit *at least* one business
profile a day

[\(Source\)](#)

30 million of Twitter's daily
users are American

[\(Source\)](#)

Defining a Target Social Audience

Look at the current customer base

Who is already
celebrating the
brand?

Look for common
characteristics and
interests

Defining a Target Social Audience

Look at the current customer base

Analyze the product or service

What products or services are being sold?

What features provide the biggest benefit to customers?

Defining a Target Social Audience

Look at the current customer base

Analyze the product or service

Check out the competition

Who are the closest competitors?

How is the industry interpreted online?

Defining a Target Social Audience

Look at the current customer base

Analyze the product or service

Check out the competition

Choose specific demographics

Demographics

Psychographics

Let's try it out!



- **Current Customers:** Primarily middle-aged men
- **Product/Service:** Mid-level luxury vehicles
- **Competition:** BMW, Acura, Lexus

Let's try it out!

Target Audience Persona

Name: Darren Fox

Age: 43

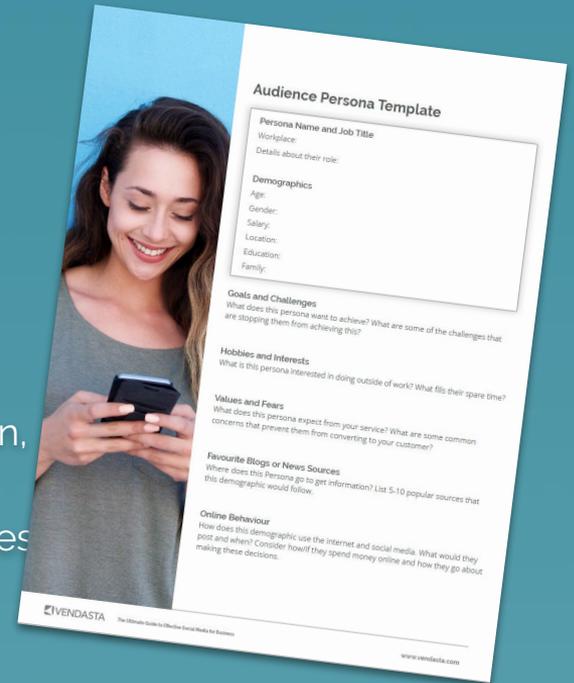
Occupation: Mortgage Broker

Location: Calgary, AB

Goals: Wants to impress his coworkers with expensive, luxury items

Challenges: Needs to continue to save for children's education, only can put away \$200/month for personal saving

Online Habits: Frequently posts to LinkedIn and Facebook; uses variety of news apps; watches sports on his mobile device etc...



03

Finding your voice



Twitter users are more likely to
follow brands that are
inclusive and transparent

[\(Source\)](#)

One-third of the most viewed
Instagram Stories are from
businesses

[\(Source\)](#)

A Well-Defined Brand Voice

Allows you to...

- Streamline responses and reactions
- Help make your business recognizable and identifiable
- Help build trust and loyalty
- Help to target your audience
- Develop a unique style and personality
- Build a community around your brand

Voice

The expression of a brand's personality

Think adjectives: funny, sweet

Vendasta's Brand Voice

- Human
- Helpful
- Friendly
- Straightforward

Tone

How your brand voice is applied

Vendasta's Tone:

- Usually informal
- Clear
- Entertaining
- Sense of humour



How to Identify Voice

Find your adjective

Conv

Jo



How to Identify Voice

Find your adjectives

Identify where followers will hear it

Facebook Posts

Direct Messages

Email Signatures

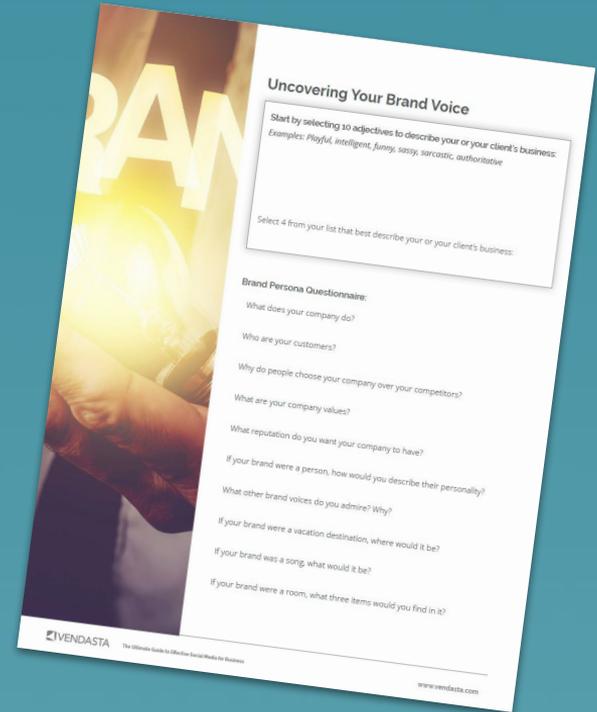
Calls to Action

How to Identify Voice

Find your adjectives

Identify where followers will hear it

Develop a brand persona questionnaire



04



Writing good
copy

**Compelling social copy draws
7.8 times more site traffic**

[\(Source\)](#)

How to Write the Best Social Copy

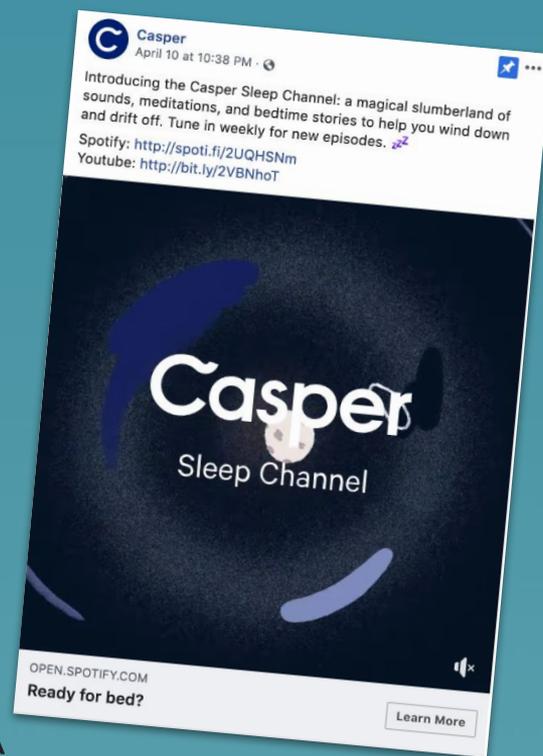
Make grammar a priority



How to Write the Best Social Copy

Make grammar a priority

Be compelling



How to Write the Best Social Copy

Make grammar a priority

Be compelling

Understand active vs. passive voice



How to Write the Best Social Copy

Make grammar a priority

Be compelling

Understand active vs. passive voice

Be clear and concise



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Invoke curiosity



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Use emojis



How to Write the Best Social Copy

Make grammar a priority

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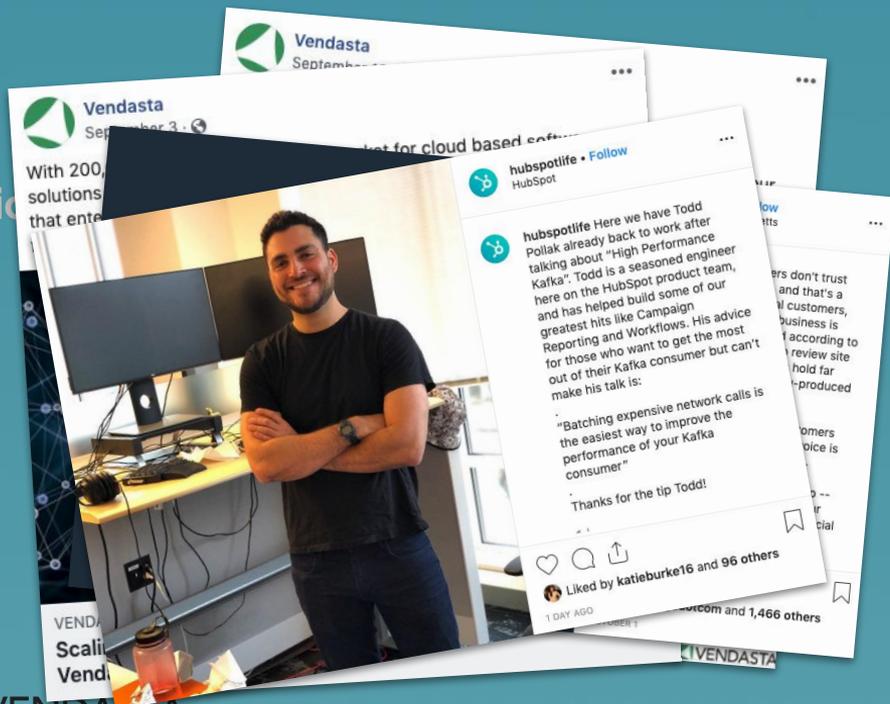
Understand active vs. passive voice

Be clear and concise

Invoke curiosity

Use emojis

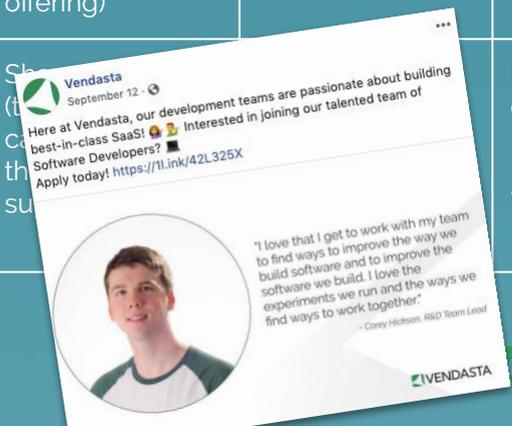
Think audience first



Let's try it



Sunday	Tuesday	Wednesday	Friday	Saturday
Promote the business (share content from blog, podcast, or video of the offering)	Be the expert (share the results from a survey or study)	Ask a question (Engage with followers and ask their opinions)		
Share (the content) with the audience	Introduce an employee	Promote the business (share one of the most popular pieces of content)		



05



Importance
of images

Posts with visual components
get **37% higher** engagement
on Facebook

[\(Source\)](#)

**Tweets with visuals are
retweeted 1.5x more**

[\(Source\)](#)

**People can recall 65% of
visual content vs. only 10%
of written content**

[\(Source\)](#)

Making the Most of Your Images

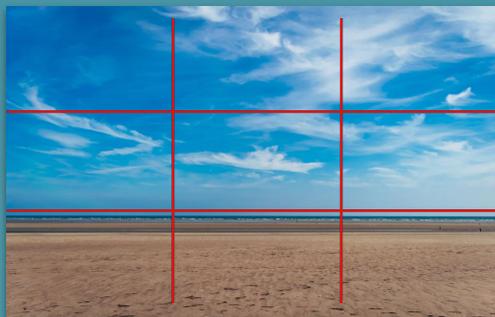
Stock Images

Graphic Design

Style Consistency

How to Get the Best Image

Framing and composition



Rule of Thirds: Most cameras produce photos with an aspect ratio of 3x2, which encourages our mind to see a photograph in thirds



Rather than placing your subject in the center, shoot them in the left or right third of the frame



Pay attention to the depth levels: Have a background that is slightly blurred and a foreground in focus; makes it more dynamic

How to Get the Best Image

Framing and composition

Resolution



Pay attention to image size: upload photos that will look just as good on desktop as they would on mobile. Files with at least 1000 pixels is a good place to start.

How to Get the Best Image

Framing and composition

Resolution

Effective editing



Good Editing

Too Much Editing

How to Get the Best Image

Framing and composition

Resolution

Effective editing

Use contrasting color



How to Get the Best Image

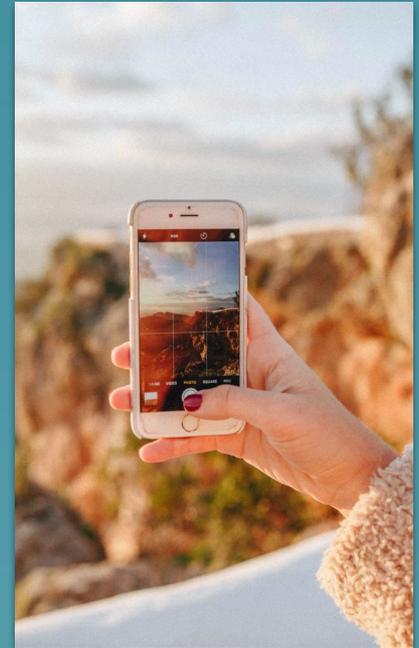
Framing and composition

Resolution

Effective editing

Use contrasting color

Use your phone



06

Goal setting



40% of people that write
down goals don't check
whether they've achieved them

[\(Source\)](#)

How to set social media goals

Start SMART

Define Objectives

Define and track
goal metrics

How to set social media goals

Start SMART

Specific

Measurable

Achievable

Realistic

Time-Sensitive

How to set social media goals

Start SMART

Specific

Your goals should be clear, simple, and defined

Consider the 5 W's:

Who is involved in this goal?

What do I want to accomplish?

Where is the goal to be achieved?

When do I want to achieve this goal?

Why do I want to achieve this goal?

How to set social media goals

Start SMART

Specific

Measurable

You want to set goals that have one or more measurable metrics

Ask Yourself:

How many/how much?

How will I know if I've reached my goal?

What is my indicator of progress?

How to set social media goals

Start SMART

Specific

Measurable

Achievable

Is this goal going to be achievable with the resources you currently have?

Ask Yourself:

Do I have the resources to achieve this goal?

What might I be missing?

Have others been successful with this goal in the past?

How to set social media goals

Start SMART

Specific

Measurable

Achievable

Realistic

Will it be possible to achieve your goal?

Ask Yourself:

Is this goal within reach?

Are you able to commit to achieving this goal?

How to set social media goals

Start SMART

Specific

Measurable

Achievable

Realistic

Time-Sensitive

Every goal you set should have a time frame

How to set social media goals

Define Objectives

Start with broad goals that you would like to achieve

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Start with broad goals that you would like to achieve

Break this goal down into quarterly or monthly objectives

How to set social media goals

Define Objectives

Start with broad goals that you would like to achieve

Break this goal down into quarterly or monthly objectives

Consider developing different objectives for different networks

How to set social media goals

**Define and track
goal metrics**

What metrics prove that you are succeeding towards your goal?

How to set social media goals

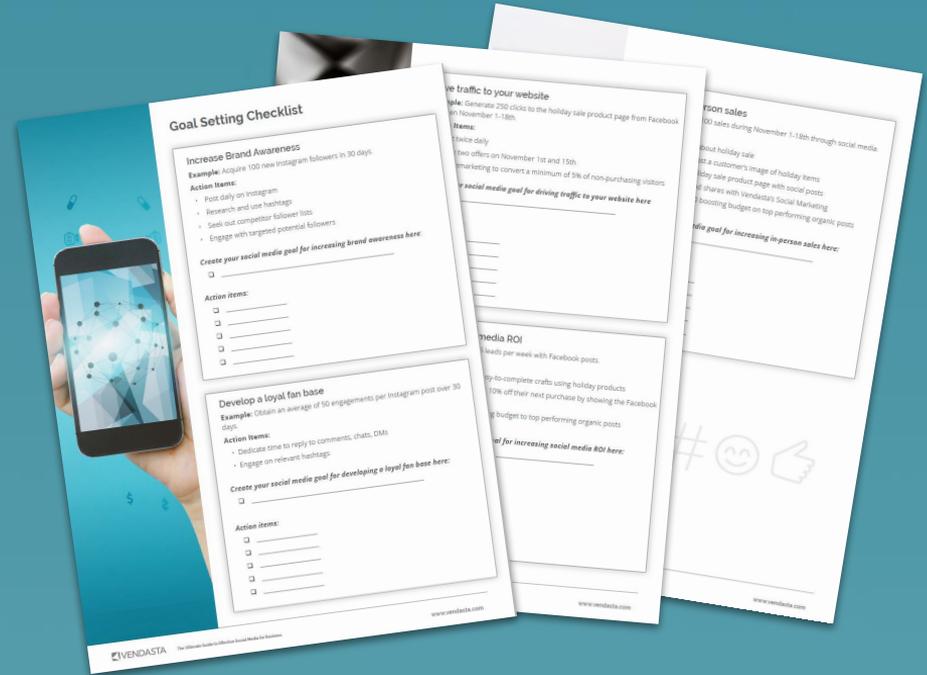
Define and track goal metrics

What metrics prove that you are succeeding towards your goal?

Set up a spreadsheet to track these metrics

What social media goals should you track?

Increase social media ROI
Increase brand awareness
Increase in-person sales
Develop a loyal fan base
Drive traffic to your website



Increase Social Media ROI

Metrics to track

- Conversions from social networks
- Product trials
- Landing page hits
- Email signups

Increase Brand Awareness

Metrics to track

- Follower count
- Reach/Impressions of posts
- Shares/Retweets
- Mentions

Increase In-Person Sales

Metrics to track

- Advertising discounts to social media followers
- Number of tagged posts
- Number of check-ins
- Number of Facebook reviews

Develop a Loyal Fan Base

Metrics to track

- Tagged photos
- Brand hashtags
- Tagged stories
- Engagement on social media posts

Drive Traffic to Your Website

Metrics to track

- Traffic from social media
- Bounce rate of social media traffic
- Clicks
- Shares



Fill up your social calendar

Build your audience by sharing engaging and relevant content, schedule your content in advance and see what your followers are saying across all of your networks.

[+ Compose](#) or [connect another account](#)

Scheduled posts

- if you're like us, you're already convinced
Scheduled for Nov 19, 2019 at 11:58 am
- if you're like us, you're already convinced
Scheduled for Nov 22, 2019 at 11:55 am
- House plants make our lives a little bit better
Scheduled for Nov 24, 2019 at 11:58 am
- House plants make our lives a little bit better
Scheduled for Nov 24, 2019 at 11:58 am
- Winter doesn't just affect your outdoor gear
Scheduled for Nov 26, 2019 at 12:02 pm

[View more](#)

Top posts

- Winter Jasmine is the best
November 8, 2019
Reach: 6
Engagement: 2
- What do snowmen eat?
November 4, 2019
Reach: 6
Engagement: 2
- Looking for a little cat?
November 12, 2019
Reach: 5
Engagement: 0

[View more](#)

Customer posts

- paigesuth
3 months ago on Instagram
I didn't know you had a flower all! 🌻
- sophkokott
4 months ago on Instagram
My favourite are pink ones. Do you have any in st...

[View more](#)

Social Marketing



Social Marketing

The one place for all your clients' social media

- The social media management tool built for agency-to-client collaboration
- Post directly to Facebook, Instagram, Twitter, Google My Business and LinkedIn
- Sell it as your own
 - White-labelled
- Serve all clients from one platform
 - Task Manager
 - Vendasta Advantage



It's about helping your clients...



Build Fans

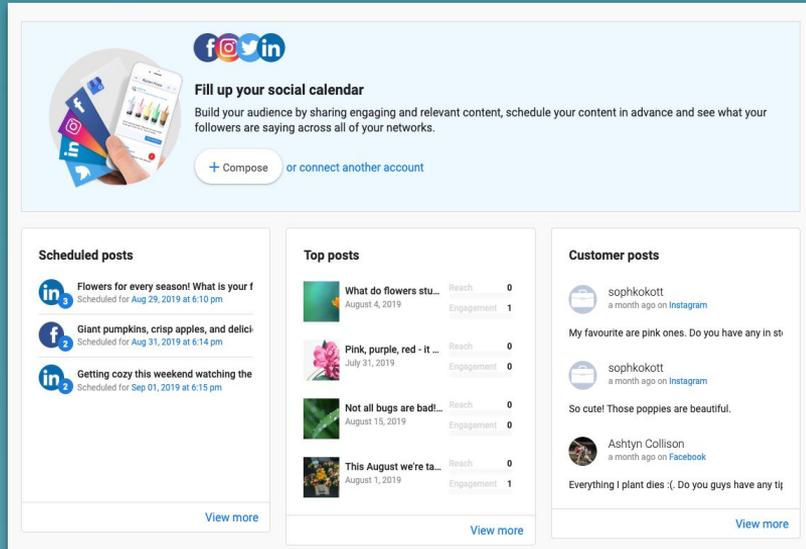


Find customers



**Engage with
the community**

Social Marketing Dashboard



The dashboard features a top banner with social media icons (Facebook, Instagram, Twitter, LinkedIn) and a hand holding a smartphone. Below the banner is a section titled "Fill up your social calendar" with a "Compose" button and a link to "connect another account".

Scheduled posts

- Flowers for every season! What is your f**
Scheduled for Aug 29, 2019 at 6:10 pm
- Giant pumpkins, crisp apples, and delici**
Scheduled for Aug 31, 2019 at 6:14 pm
- Getting cozy this weekend watching the**
Scheduled for Sep 01, 2019 at 6:15 pm

[View more](#)

Top posts

Post	Reach	Engagement
What do flowers stu... August 4, 2019	0	1
Pink, purple, red - It ... July 31, 2019	0	0
Not all bugs are bad!... August 15, 2019	0	0
This August we're ta... August 1, 2019	0	1

[View more](#)

Customer posts

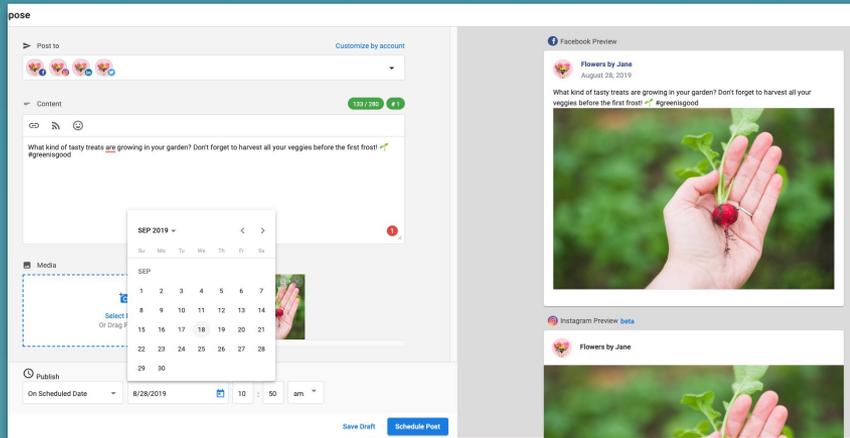
- sophkokott
a month ago on Instagram
My favourite are pink ones. Do you have any in st
- sophkokott
a month ago on Instagram
So cute! Those popples are beautiful.
- Ashtyn Collison
a month ago on Facebook
Everything I plant dies :(Do you guys have any tj

[View more](#)

Build an audience and grow your client's business on social media

Get a high level look at everything that needs your attention. Compose a new post or connect another network. Access scheduled, top, and customer posts from one dashboard.

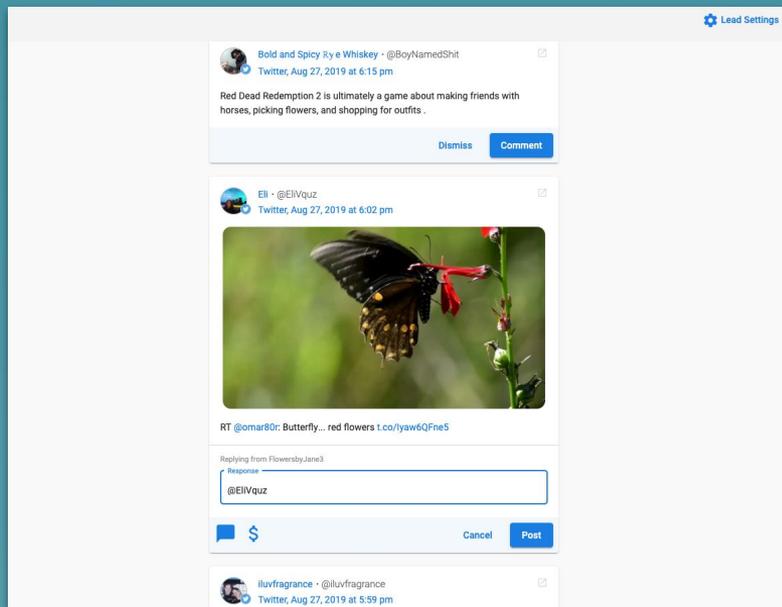
All-in-One Composer



Create the perfect posts for your clients, in one place

Easily upload your own images or videos or select one from our free image library. Add a link from your RSS feed, emojis, or GIFs and schedule it from one screen.

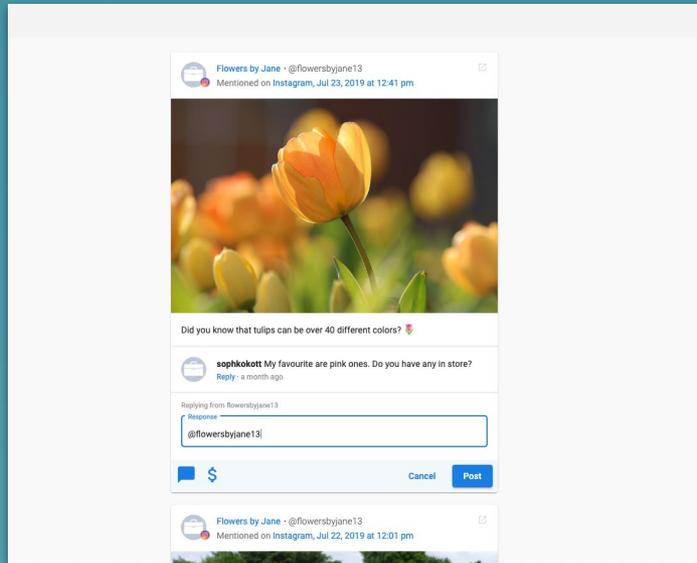
Generate Leads



**Grow your client's business
without leaving your desk**

Discover new customers through Twitter lead searches. Easily respond and connect with those searching for aspects of your client's business.

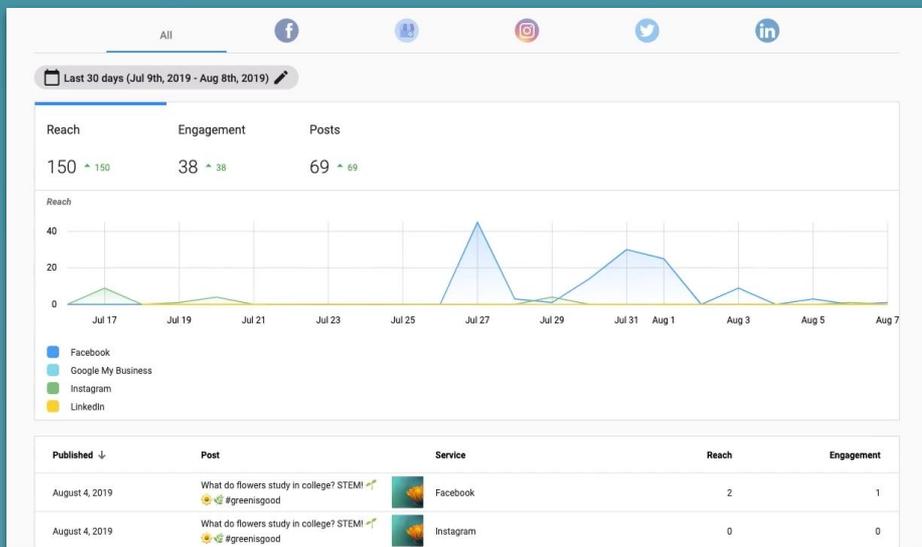
Respond to Customers



Customer support at the speed of social

Respond to customers comments and posts, resolve any issues, and provide amazing customer service on behalf of your clients.

Post Performance Tab



Get advanced insights to grow your client's business online!

Get a better understanding of your post performance across multiple networks and in-depth insights into specific social channels.

A hand holding a smartphone is the central focus, with a semi-transparent blue overlay covering the entire image. The background is dark with colorful bokeh lights in shades of blue, green, and yellow. The text is centered and written in a clean, white, sans-serif font.

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Writing good copy
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