SOCIAL MEDIA 2.0
The Influence of Social Media

Social media is everywhere.

Facebook, YouTube, Google+, Twitter and LinkedIn collectively have billions of users, and they’re getting bigger and more important each and every year.

But what is it that makes them so influential and why should you invest in it?

Well, as we’ve covered, size, for one. One out of every seven people on Earth is now on Facebook, and Twitter, LinkedIn and Google+ all enjoyed banner years in 2015.

Social media also takes up a lot of time, and internet users are happy to get stuck in. This leads to the use of platforms such as Facebook and Twitter becoming second-nature, forming habits that influence their lives, both on and offline.

And businesses, of course, have been revolutionised by these tools. Almost four out of five (78 percent) of brands now use Twitter, and 65 percent of small business owners said that social media has helped them stay engaged with their customers. (Ad-Week)

This infographic takes a closer look at what makes social media so influential – and why it’s here to stay.
IT'S UBIQUITOUS  

Social media use is enormous - and growing. As of January 2013, active monthly membership measured:

- **Facebook**: 1 BILLION
- **YouTube**: 800 MILLION
- **Google+**: 343 MILLION
- **Twitter**: 200 MILLION
- **LinkedIn**: 200 MILLION
- **Tumblr**: 77 MILLION
- **Flickr**: 75 MILLION
- **Pinterest**: 40 MILLION

One out of every seven people on Earth is on Facebook.
IT'S TIME CONSUMING

Internet users spend more time per month on social media sites than ever before:

- Tumblr: 89 minutes
- Pinterest: 89 minutes
- Twitter: 21 minutes
- LinkedIn: 17 minutes
- Google+: 3 minutes

405 minutes
3. It's Habit-Forming

A recent study suggests social media is hard to separate from real life. Of 1000 people surveyed:

- 56% check Facebook daily
- 40% don't mind being interrupted for a message
- 12% check Facebook every couple of hours
- 32% check social media during meals
- 7% would check a message during an intimate moment
IT INFLUENCES LIFE OFFLINE

Compared to the average internet user, social media users are:

- 19% more likely to attend a professional sporting event
- 44% more likely to give their opinion on TV programs
- 45% more likely to go on a date
- 47% more likely to spend money on clothing, shoes, and accessories
- 18% more likely to work out at a gym or health club
- 26% more likely to give their opinion on politics and current events
- 75% more likely to spend money on music
5 IT HELPS BUSINESSES Businesses can take advantage of the prevalence of social media to connect to their consumers.

- 78% USE **TWITTER**
- 75% USE **FACEBOOK**
- 30% USE **LINKEDIN**
- 22% USE **WORDPRESS**
- 13% USE **FLICKR**
- 11% USE **TUMBLR**

65% of small business owners said social media helped them stay engaged with customers.

50% of social media users under 35 follow their online friends’ product and service recommendations.

64% of **TWITTER** users and 51% of **FACEBOOK** users are more likely to buy the brands they follow online.
STILL NOT SURE? LET'S WATCH THIS VIDEO!
SOCIALNOMICS
A Look At Social Media Platforms

**Facebook:** We all know it. I would guess most of us use it or know someone who does. It can be a powerful tool to communicate your message to people.

**Twitter:** Another popular social media option. Twitter allows for quick communication and targeted messages to be delivered directly to mobile devices to create interest and information.

**Vine:** Vine is a free mobile application that enables users to record and share an unlimited number of short, looping video clips with a maximum length of six seconds.

**SnapChat:** SnapChat is a mobile app that allows users to send and receive "self-destructing" photos and videos. Photos and videos taken with the app are called Snaps.

**Google+**(Google Plus) is Google's attempt at social networking. The Google+ service that delivers functionality and many features similar to those of Facebook.

**Instagram** Instagram is a free online photo sharing and social network platform that was acquired by Facebook in 2012. Instagram allows members users to upload, edit and share photos with other members through the Instagram website, email, and social media sites such as Twitter, Facebook, Tumblr, Foursquare and Flickr.

**YouTube:** is a free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding HTML code.
Understanding Your Audience

In 2015, social media is no longer just mainstream. 2015 Social media’s audience is mature in more ways than one.

Social media is not only mature in terms of its life cycle but also in terms of the age of participants.

Specifically, 56% of US online adults 65 and older or 31% of all seniors use Facebook according to Pew Internet’s “2014 Social Media Update,” based on research of the 81% of US adults 18 and above who use the Internet.
Know Your Audience

Know that your audience is social media savvy. This matters whether your business is B2C, B2B, Not-For-Profit or solopreneur.

Regardless of where your business and executives are on the social media experience continuum, your target market knows how to navigate and engage on various social media platforms. Therefore they’ll apply their social media skills to consume your interactions on these sites they way they want to.
Include Facebook

Include Facebook as a core element of your social media mix. As the 800 pound gorilla of social media, you can’t overlook Facebook. To this end, tailor your content for Facebook distribution and mix it up. At a minimum, add relevant, easy-to-consume content on a daily basis.
Be Interesting. Grab Them!

Use a strong headline or hook. Use interesting titles to grab your prospects, customers and/or the public’s attention right away and get them to click-through your shared content to read more on your site as well as to entice them to share.

HERPES: NOT A GREEK GOD
HPV: NOT THE LATEST UTILITY VEHICLE!
POLIO: NOT A GAME WITH HORSES!
VACCINE: NOT GIRLS NAME!
Leverage It!

Leverage other key social media platforms. Don’t limit your organization’s social media use to these 5 entities, especially if you’re seeking the ever elusive teen and twenty-something demographic. At a top level, include Google+ and YouTube.

As Google continues to evolve its search algorithms, these two sites will continue to increase in importance. Remember YouTube is the second largest search site after Google. To reach the under 25 set, get onto Tumblr and start testing Snapchat.
A Social Media Strategy

25 questions to help define your social media strategy

Which questions have I found most helpful in defining my social media strategy? Here are the 25 that I came up with.

On Setting Goals

1. Why have you joined social media?
2. What is your brand’s overall purpose?
3. What do you or your company aim to achieve with social media?

On Knowing Your Audience

4. Who is your target audience?
5. Which social channels do they use?
6. What topics and sources of information are most important to them?
7. What events matter to them and their lives?
8. What problems can you help them solve?
9. What jobs can you help them complete?
A Social Media Strategy

25 questions to help define your social media strategy

On Defining Your Brand

10. What is your brand voice?
11. What is the tone of your social media updates?
12. What emotions do you hope to convey through your brand’s visuals and messaging?

On Planning Content

13. What types of content should I post on which social platforms?
14. What type of content best supports your content marketing mission?
15. What are the main topics, categories or messages that support your brand?
16. Should you use social media to provide customer service?

On Content Creation

17. What realistic resources do we have?
18. Who should set up and maintain my company’s social media accounts?
19. What is the workflow from content creation to publication?
20. How often should I post new content on my social networks?
21. How does social media fit with our other campaigns?
22. How will you measure ROI and define success with your social media strategy?
23. What is working with your social media marketing efforts?
24. What is the customer journey from search to purchase?
25. Where does social media fit within your funnel?

The measurement stage is a big one, and no less important than the others even though it often comes last. Having answers to these questions ahead of time will help you follow up with your strategy and see what works.
Why analytics is important for your business?

Like a four years old, I always keep asking why? Mom, why do I have to do to my bed in the morning mom? Boss, why should I attend this meeting, anyway?

Asking why is a good way to remind yourself what matters, and where your focus should be. Let’s see why we need analytics in our businesses to keep on track
Measurement

Why you need analytics?

To measure and track your results across time
To understand your visitors, leads, prospect
To understand, track and improve the mechanisms used to convert your first visitor into a valuable customers.
Measurement

If we take an honest look on how we use analytics in our busy day-to-day life we realize that we..

look at the number of visits or hits (remember HITS is an acronym for How Idiots Track Success)

We also look at the number of goals and conversion rate and maybe, if we have time, our traffic source and bounce rate and that’s about it.

Wait a minute! Where is the understanding of our visitors and the performance of our website? We look at them, but we don’t give them the attention they really deserve. Not because we don’t want to, but because it takes a great deal of time, some effort and perhaps analytics know-how. Sadly, these are the reports we should focus to keep our business on track.
Facebook Analytix
Facebook Analytics

Overview

- Likes
- Reach
- Page Views
- Actions on Page
- Posts

Events

- Videos
- People
- Messages

Last 7 days

Actions on Page
May 16 - May 22
11
Total Actions on Page ▲ 22%

People
May 16 - May 22
Women 25-34
Largest Audience (20%)
Mobile Devices
Most Common Device (76%)

Page Views
May 16 - May 22
184
Total Page Views ▲ 12%

Page Likes
May 16 - May 22
17
Page Likes ▲ 10%

Reach
May 16 - May 22
3,684
People Reached ▲ 36%
955
Post Engagement ▲ 19%

Messages
May 16 - May 22
50%
Response Rate ▲ 0%
04:34:42
Average Response Time ▲ 8%

Videos
May 16 - May 22
13
Total Video Views ▲ 63%
### Facebook Analytics

#### Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/23/2016 10:15 am</td>
<td>Gig rundown for the week, Wed-Hair Crafters 40th Anniversary C</td>
<td>📸</td>
<td>📱 98 🗓️</td>
<td>📊 4</td>
<td>📊 3</td>
<td>✅ Boost Post</td>
</tr>
<tr>
<td>05/23/2016 10:08 am</td>
<td>Paul Erdman's cover photo</td>
<td>📸</td>
<td>📱 0 🗓️</td>
<td>📊 0</td>
<td>📊 2</td>
<td>✅ Boost Post</td>
</tr>
<tr>
<td>05/22/2016 4:36 pm</td>
<td>I mean, look at this! We are still feeling the buzz from last night!!</td>
<td>📸</td>
<td>📱 0 🗓️</td>
<td>📊 0</td>
<td>📊 0</td>
<td>✅ Boost Post</td>
</tr>
<tr>
<td>05/22/2016 10:53 am</td>
<td>What a crew! See ya next time folk!</td>
<td>📸</td>
<td>📱 1K 🗓️</td>
<td>📊 16</td>
<td>📊 25</td>
<td>✅ Boost Post</td>
</tr>
<tr>
<td>05/22/2016 1:06 am</td>
<td>Red White and Blue Milwaukee rocking it.</td>
<td>📸</td>
<td>📱 357 🗓️</td>
<td>📊 11</td>
<td>📊 15</td>
<td>✅ Boost Post</td>
</tr>
</tbody>
</table>

See All Posts
# Facebook Analytics

## Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOU</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Paul Erdman</td>
<td>11.9K</td>
<td>▲ 0.1%</td>
<td>16</td>
<td>151</td>
</tr>
<tr>
<td>2 StarHeart</td>
<td>9K</td>
<td>▲ 1%</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>3 The Sandbar Bums</td>
<td>691</td>
<td>▲ 0.4%</td>
<td>7</td>
<td>51</td>
</tr>
</tbody>
</table>
Facebook Analytics

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

<table>
<thead>
<tr>
<th>DAYS</th>
<th>7,997</th>
<th>7,904</th>
<th>7,914</th>
<th>7,963</th>
<th>7,707</th>
<th>7,939</th>
<th>7,948</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIMES</th>
<th>Midnight</th>
<th>3:00am</th>
<th>6:00am</th>
<th>9:00am</th>
<th>Noon</th>
<th>3:00pm</th>
<th>6:00pm</th>
<th>9:00pm</th>
<th>Midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,000</td>
<td>2,000</td>
<td>3,000</td>
<td>4,000</td>
<td>3,000</td>
<td>2,000</td>
<td>1,000</td>
<td>0</td>
<td>1,000</td>
</tr>
</tbody>
</table>
Google Analytics

Overview

Right now

32

active visitors on site

Top Referrals:

<table>
<thead>
<tr>
<th>Source</th>
<th>Active Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>google.com</td>
<td>10</td>
</tr>
<tr>
<td>google.com.br</td>
<td>2</td>
</tr>
<tr>
<td>google.ca</td>
<td>1</td>
</tr>
<tr>
<td>google.com.ar</td>
<td>1</td>
</tr>
<tr>
<td>google.com.tw</td>
<td>1</td>
</tr>
<tr>
<td>google.com.vn</td>
<td>1</td>
</tr>
</tbody>
</table>

Top Active Pages:

<table>
<thead>
<tr>
<th>Active Page</th>
<th>Active Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>34.38%</td>
</tr>
<tr>
<td>/google/research.aspx?category=doodles</td>
<td>21.89%</td>
</tr>
<tr>
<td>/shop.aspx/home</td>
<td>9.36%</td>
</tr>
<tr>
<td>/google/research.aspx?category=kids</td>
<td>6.25%</td>
</tr>
<tr>
<td>/Accessories/Chalk+&amp;Up+Ceramic+Mug.aspx</td>
<td>3.13%</td>
</tr>
<tr>
<td>/Fun incarcer/Droid+Squishable.aspx</td>
<td>3.13%</td>
</tr>
<tr>
<td>/Empire</td>
<td>3.13%</td>
</tr>
</tbody>
</table>
Google Analytics

Dashboard

Site Usage
- Visits: 16,107 (Dec 1, 2006 - Dec 31, 2006) 13,209 (21.94%)
- Pageviews: 62,142 (Dec 1, 2006 - Dec 31, 2006) 50,865 (19.39%)
- Pages/Visit: 3.86 (Dec 1, 2006 - Dec 31, 2006) 4.68 (-18.77%)
- Avg. Time on Site: 1:03:33 (Dec 1, 2006 - Dec 31, 2006) 0:20:31 (-4.37%)
- Bounce Rate: 36.81% (Dec 1, 2006 - Dec 31, 2006) 23.86% (2.30%)
- New Visits: 50.44% (Dec 1, 2006 - Dec 31, 2006) 46.73% (-1.42%)

Visitors Overview
- Visitors: 10,160

Traffic Sources Overview
- Direct: 11,543 (71.60%)
- Search Engines: 3,102 (18.30%)
- Referring Sites: 1,438 (8.40%)

Browsers
- Internet Explorer: 13,136 (81.55%)
- Firefox: 2,349 (14.58%)
- Safari: 383 (2.44%)
- Netscape: 116 (0.72%)
- Opera: 55 (0.34%)
Social Media Monitoring

Be where conversion is!

Dont just be there, Interact!

Build trust & relationships!

Comment Policies?
Making the Pitch

You have decided to address your superiors about social media. What next?
Questions

BROCK T. ROSE
marketingtroll@gmail.com
I am also on Twitter, FB, Instagram & LinkedIn