

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.

1

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.

2

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

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

12%

check Facebook every couple of hours

40%

don't mind being interrupted for a message

32%

check social media during meals

7%

would check a message during an intimate moment

4 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.



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



64% OF **TWITTER** USERS

and



51% OF **FACEBOOK** USERS

are more likely to buy the brands they follow online.

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



THESE STATS MAKE IT CLEAR THAT SOCIAL MEDIA IS
INFLUENTIAL, IT'S POWERFUL, AND IT'S HERE TO STAY.

SOURCES

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<http://www.youtube.com/yt/press/statistics.html>

STILL NOT SURE? LETS 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.

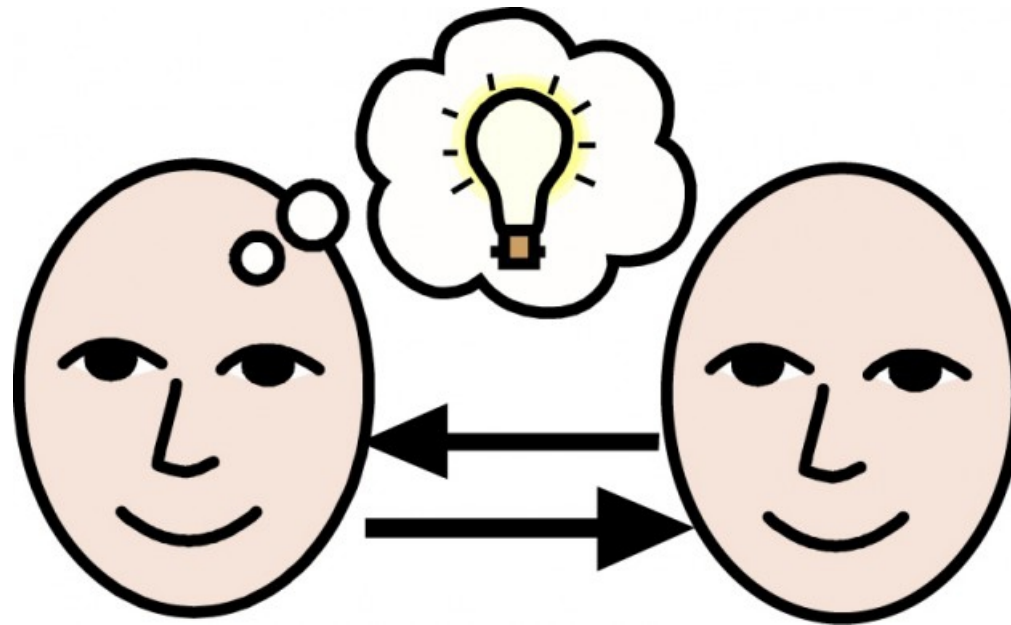
YouTube: is a free video-hosting website that allows members to store and serve video content. YouTube members and website visitors can share YouTube videos on a variety of web platforms by using a link or by embedding HTML code.

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.

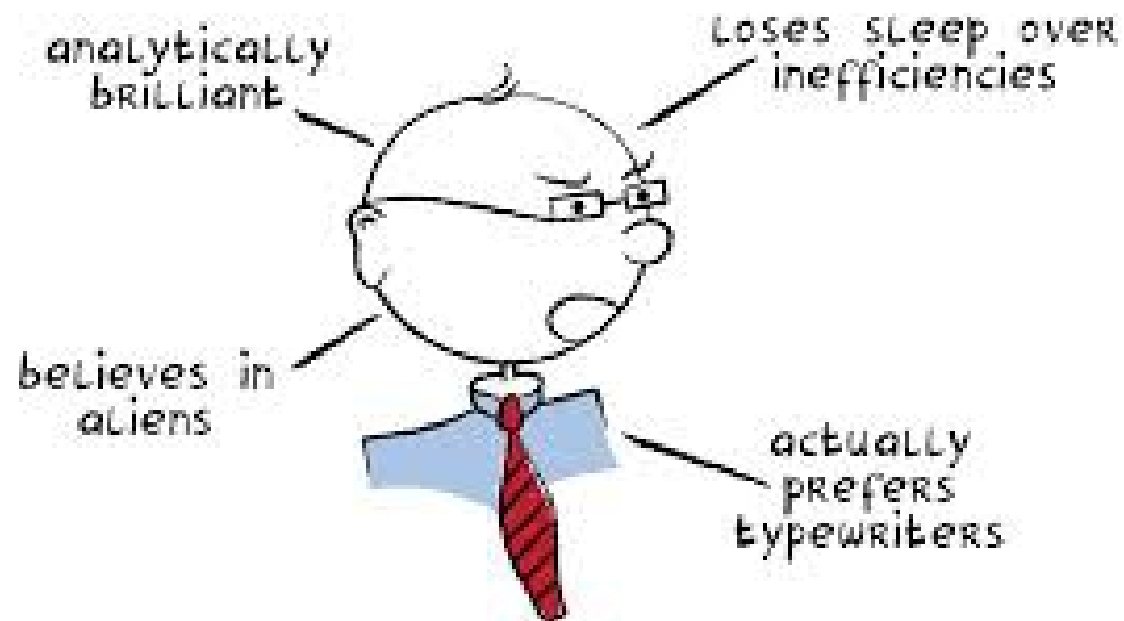


Know Your Audience

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.

Know your audience.



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?

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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?

A Social Media Strategy

25 questions to help define your social media strategy

On Analyzing and Measuring

- 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.

Measurement

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 visit 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 to 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 Analytics

The screenshot shows the Facebook page for Paul Erdman, a musician/band. The page features a cover photo for 'THE ONLY ALL ORIGINAL MUSIC SHOW ON BROADWAY' and a profile picture of Paul Erdman. Two blue arrows highlight specific analytics features: one points to the 'Promote' dropdown menu in the top right, and the other points to the '83% response rate, 3-mins response time' badge on the left side of the page.

Page Header: THE ONLY ALL ORIGINAL MUSIC SHOW ON BROADWAY
SPECIAL 8 HOUR CMA FEST SHOW: 13+ ACTS • 2 STAGES • FREE
AT **Tin Roof**
A LIVE MUSIC JOINT
316 Broadway Ave. Nashville, TN

Profile: Paul Erdman
Musician/Band

Navigation: Timeline | About | Photos | Likes | More ▾

Search: Search for posts on this Page

Post Creation: Status | Photo / Video | Offer, Event +

Analytics (Left Side):

- 83% response rate, 3-mins response time
Reply more to turn on the badge
- 11K likes +17 this week
Paul Erdman and 149 other friends
- 3,532 post reach this week
- See Pages Feed
Posts from Pages you've liked as your Page
- Boost "Red White ..." for \$20
This post is performing better than 90% of your posts. Boost it to reach up to 2,000 more people.

Analytics (Right Side):

Promote ▾

THIS WEEK

- 3,532 Post Reach
- 226 Post Engagement
- 6 Shop Now
- 2 Website Clicks
- 2 of 4 Response Rate
- 3 minutes Response Time

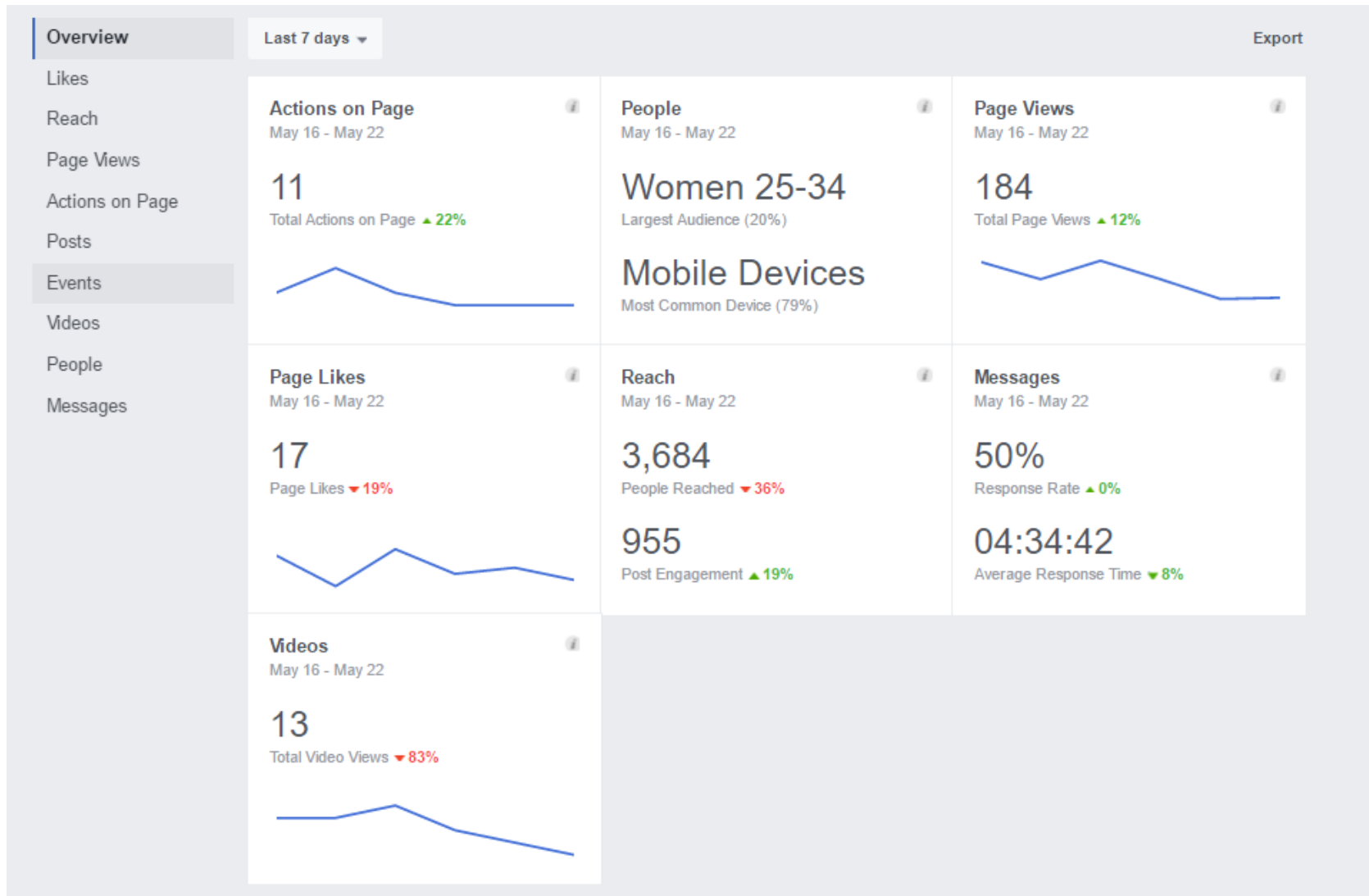
Recent:

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008

Post: Paul Erdman
Published by Paul Erdman [?] · 2 hrs · 🌐

Gig rundown for the week;
Wed-Hair Crafters 40th Anniversary Open House, 5-8 solo
Thur-Pat's Irish Pub 7:30ish-??? BAND
Sat-Private Party
Sun-On The River, Tavern 6-10 BAND

Facebook Analytics



Facebook Analytics

Overview

Likes

Reach

Page Views

Actions on Page

Posts

Events

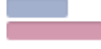
Videos

People

Messages

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/23/2016 10:15 am	 Gig rundown for the week; Wed-Hair Crafters 40th Anniversary O			96 	4 3 	Boost Post
05/23/2016 10:08 am	 Paul Erdman's cover photo			0 	0 2 	Boost Post
05/22/2016 4:08 pm	 I mean, look at this! We are still feeling the buzz from last night!!			0 	0 0 	Boost Post
05/22/2016 10:53 am	 What a crew! See ya next time folks!!			1K 	16 25 	Boost Post
05/22/2016 1:08 am	 Red White and Blue Milwaukee rocking it.			357 	11 15 	Boost Post

[See All Posts](#)

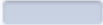
Facebook Analytics

Pages to Watch

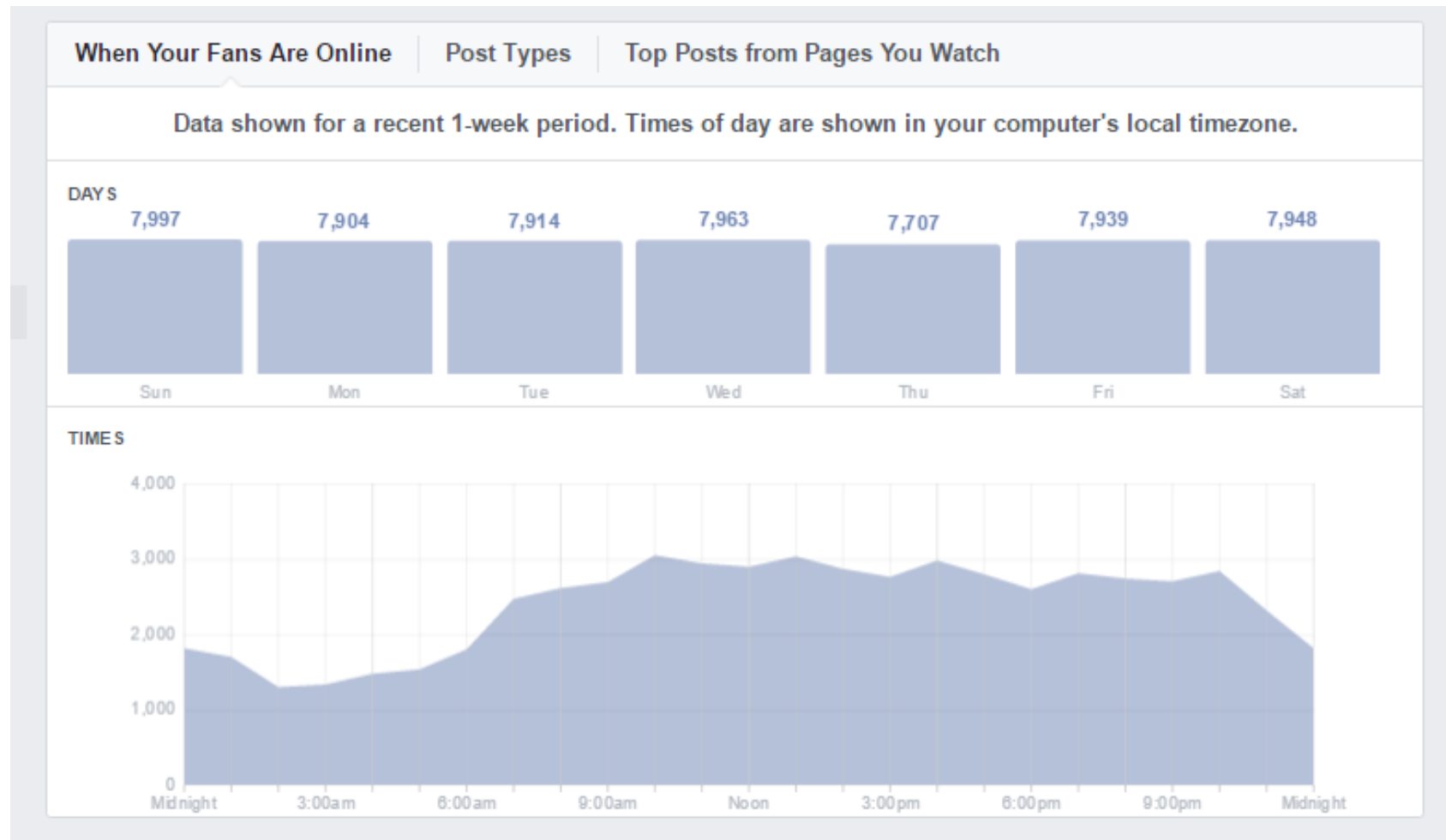
Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

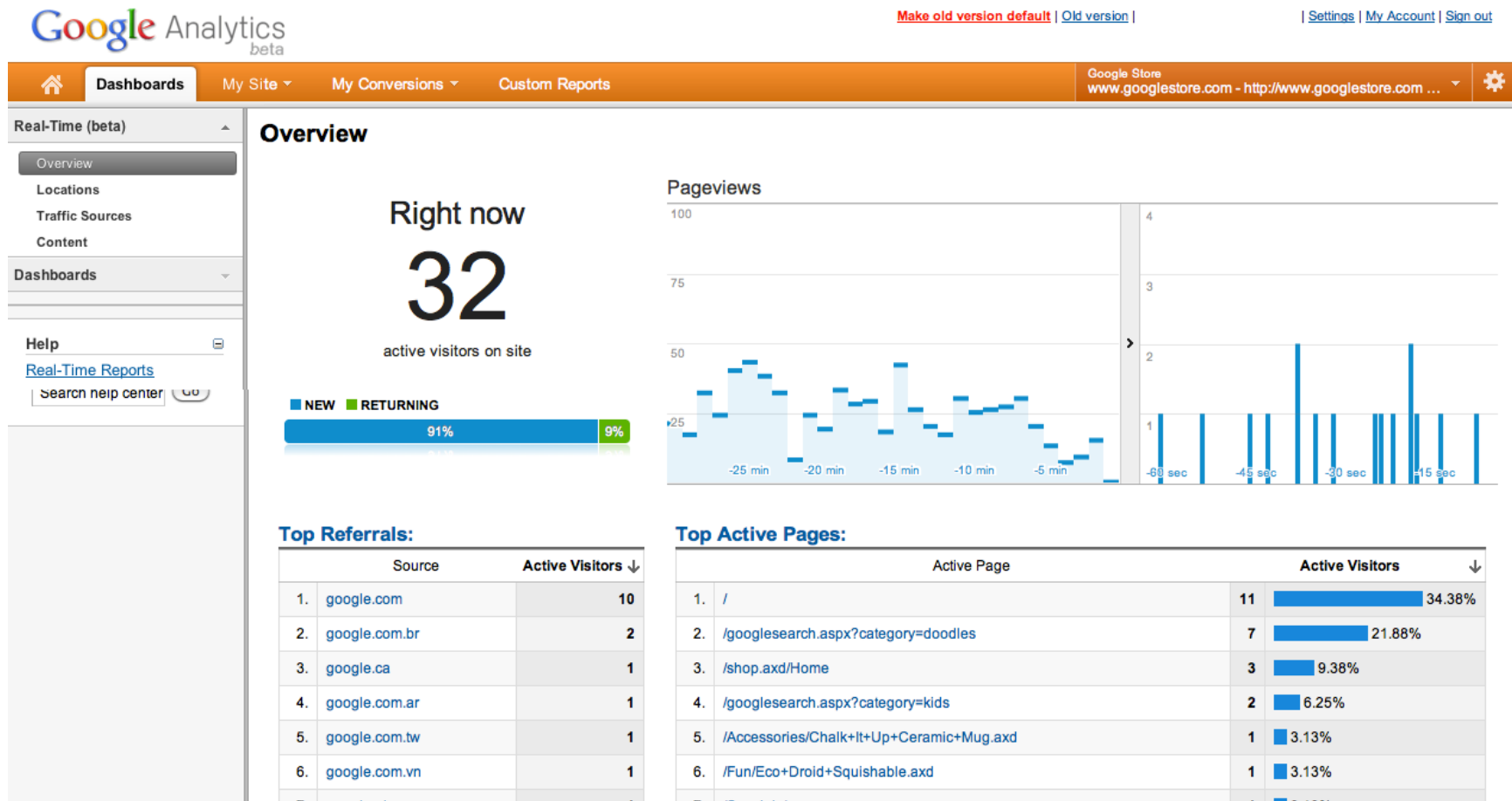
Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Paul Erdman	11.9K 	▲ 0.1%	16	151 
2  StarHeart	9K 	▲ 1%	2	5 
3  The Sandbar Bums	691 	▲ 0.4%	7	51 

Facebook Analytics



Google Analytics



Google Analytics



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