



Agenda

1. Social Media 101

2. What to Expect Next

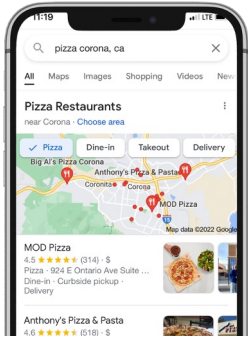
3. Q&A



Why Social Media

THE THREE MOST IMPORTANT CONSUMER NEEDS

When they turn to digital channels to find information before purchasing a product or service, consumers have one or more of these three needs in mind.

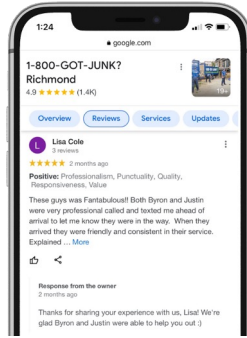


1. Information

97%

of consumers conduct local searches and 56% visit a business right after searching.*

*SOCi Local Search Consumer Survey, 2019

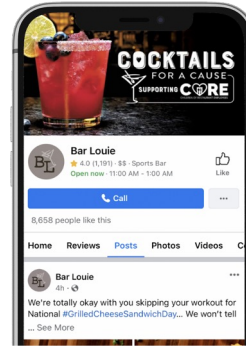


2. Evaluation

89%

of consumers read online reviews before making a purchase decision.**

**Trustpilot, "The Critical Role of Reviews in Internet Trust," 2020.



3. Validation

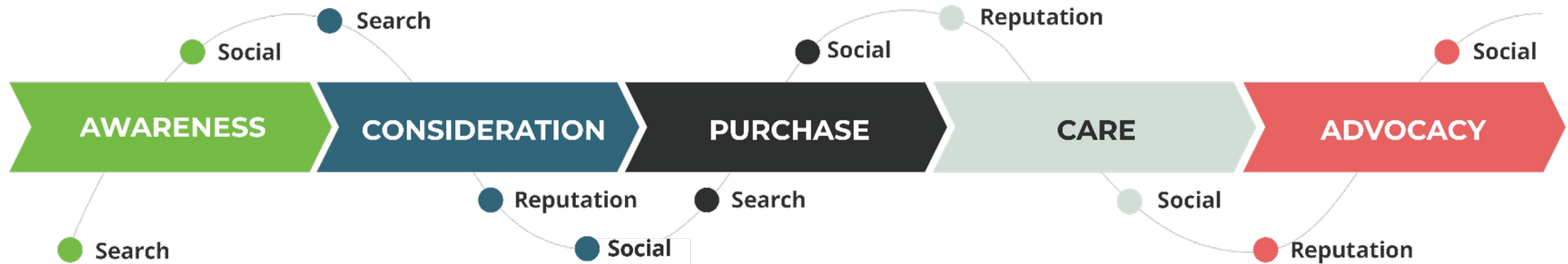
74%

of consumers discover new needs via social media and 82% go on to make a purchase.***

***The Influencer Marketing Factory, Social Commerce 2022 Report.

SEARCH + SOCIAL + REPUTATION = A WINNING LOCAL STRATEGY

- With local marketing, the whole is greater than the sum of its parts
- A winning omnichannel strategy pays balanced attention to search, social, and reputation
- All three are important at multiple stages in the purchase journey



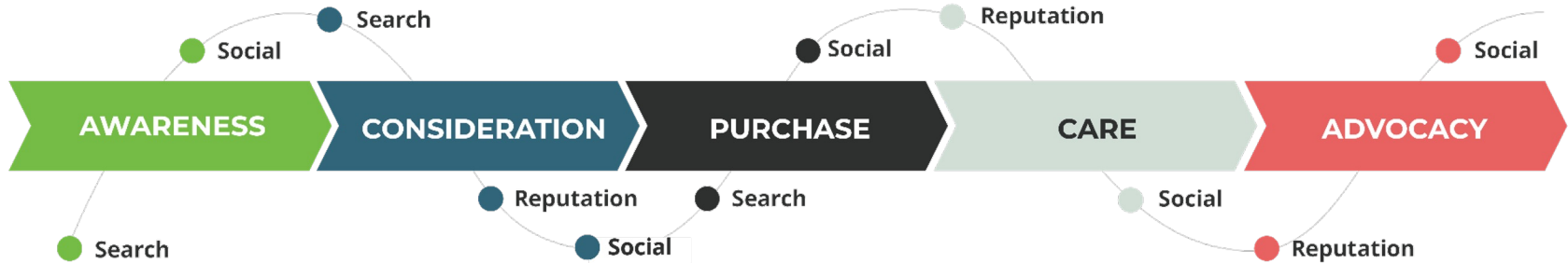
KNOWLEDGE CHECK...

Which stage(s) of the purchase journey does social media play a role in?



KNOWLEDGE CHECK...ANSWER

Social media plays a role in **all stages** of the purchase journey.



THE BIG 3



- Facebook, Instagram and GBP account for the vast majority of your online presence
- All three sites are extremely important for different reasons



How to Approach Each

| | USAGE | STRATEGY | BEST CONTENT TO USE |
|---|---|---|---|
|  | 1.13 billion daily active users | People go on Facebook to see opinions, and real-time content and commentary. | Content that people feel connected to. Posts from friends and family and content lines up with their interests and online behavior. |
|  | 300 million active users | People go on Instagram to find inspiration and an insider's perspective. | Highly visual, thematic content. Should inspire emotions and themes of adventure and unique perspectives. |
|  | Average business is found in 1,009 searches per month | GBP Posts appear when your audience searches on Google. They also show up on Google Maps. | Announce upcoming events, highlight new services, clarify changes in hours, communicate special offers. |

How to Approach Each

| | USAGE | STRATEGY | BEST CONTENT TO USE |
|---|--|---|---|
|  | 810 million members in more than 200 countries and territories worldwide | World's largest professional networking site dedicated to business community. | Business-related content consumption, job posting & searching, business achievements, media mentions |
|  | 390+ million active users | Known as microblogging site for its short captions and searchable hashtag features. | Short captions that direct followers to website, other long-form content, or ask for engagement. Video clips/Images |

KNOWLEDGE CHECK...

True or False: You should have the same strategy for all social media networks?



KNOWLEDGE CHECK...ANSWER

False!! Although some strategies can be repurposed, each network and audience is different, therefore your strategy should be too.



Network Benefits - Facebook

- Facebook is the top social media platform for the total number of active users.
- **Largely informational. Through your Facebook page you can post your business hours, address, and upcoming events.**
 - Facebook has historically focused on text, instead of visuals because it's very detail driven
- Older demographic than Instagram - 41% of all Facebook users are ages 45 and older
 - Advantage to this is these users have higher incomes
- Facebook content appears in users' feed based on their algorithm.
- **40% of consumers said that they watch the most videos on Facebook**
- **Often used to reshare content that isn't original**



Network Benefits - Instagram

- Founded in 2010, Instagram is the “new” kid on the block
- Younger user base:
 - More than half of global Instagram users are under the age of 35
- **Best platform for multiple hashtags**
 - A post with at least one hashtag averages 12.6% more engagement than posts without a hashtag
- **Instagram is all about capturing moments**
 - People want to see visual content that provides a unique user experience
- **Original content reigns supreme on Instagram**



Network Benefits - Google Business Profile (GBP)

- GBP is perhaps the most underutilized site for social, but in some ways the most powerful
 - This is where you can **have timely content when a consumer is already searching for a need** - helps SEO and conversion
- Best practice is to schedule your posts ahead of time, and stay consistent.
- Keep your captions short
 - GBP allows for a staggering 1,500 characters, but we recommend between 150-300
- **Keep it professional, informational, and educational**
- Posts that include a phone number or URL may be rejected by Google, as they have a very strong stance against content that may be in violation of a person or location's privacy



KNOWLEDGE CHECK...

Which social network(s) are best for informational content?



KNOWLEDGE CHECK...ANSWER

Facebook and **Google** are best for informational content. Consider posting topics such as upcoming events or hour changes.



Network Benefits - LinkedIn

- LinkedIn is a professional networking platform that was launched in 2003 for professional development and networking
- Primarily serves individual professionals, it also provides opportunities for businesses to post jobs, showcase new products and services, and network with potential prospects
- Young adult user base:
 - Just over 59% of all LinkedIn users worldwide are ages 25 to 34
 - 63% of LinkedIn users access the network weekly, and 22% daily
- **Best for sharing best practices**
- **Position yourself as thought leaders in your industry**



Network Benefits - Twitter

- Twitter is where conversations are taking place
 - Around 450 million monthly active users as of (early) 2022
- Easy to network with others - it's about as simple as texting
- **Great for content distribution and visibility**
- Increase authority - if you're trying to be known as an industry expert, Twitter can propel your notoriety and influence
- **Great for gathering feedback** - people are happy to provide feedback, opinions, guidance, and information



KNOWLEDGE CHECK...

Which is not true about LinkedIn?



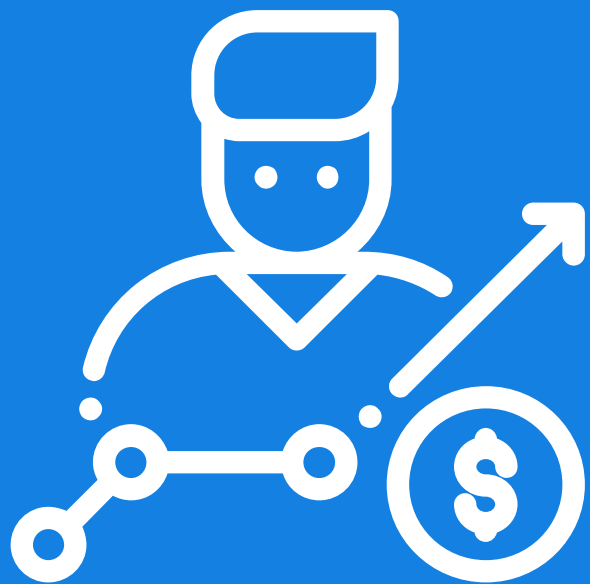
- A. A professional network
- B. Only individuals can use it
- C. Position yourself as a thought leader
- D. Great for sharing best practices

KNOWLEDGE CHECK...ANSWER

Which is not true about LinkedIn?



- A. A professional network
- B. Only individuals can use it - both individuals and businesses can use LinkedIn**
- C. Position yourself as a thought leader
- D. Great for sharing best practices



Organic vs. Paid Social Media

Organic Social Media

What is Organic Social Media?

Free content (posts, photos, video, memes, Stories, etc.) that users, businesses and brands, share with each other on their feeds.



Use SOCi to:

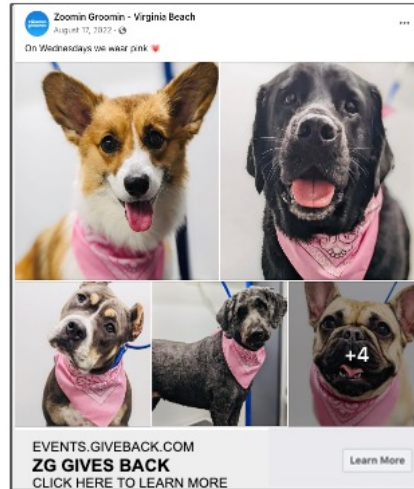
- ✓ Schedule organic social media posts to connected networks
- ✓ Save time by scheduling upcoming events or promotions

Paid Social Media

What is Paid Social Media?

Another word for advertising. It's when you're paying money to Facebook, Instagram, etc. in order to have your content shared with specific targeted audiences who are likely to be interested.

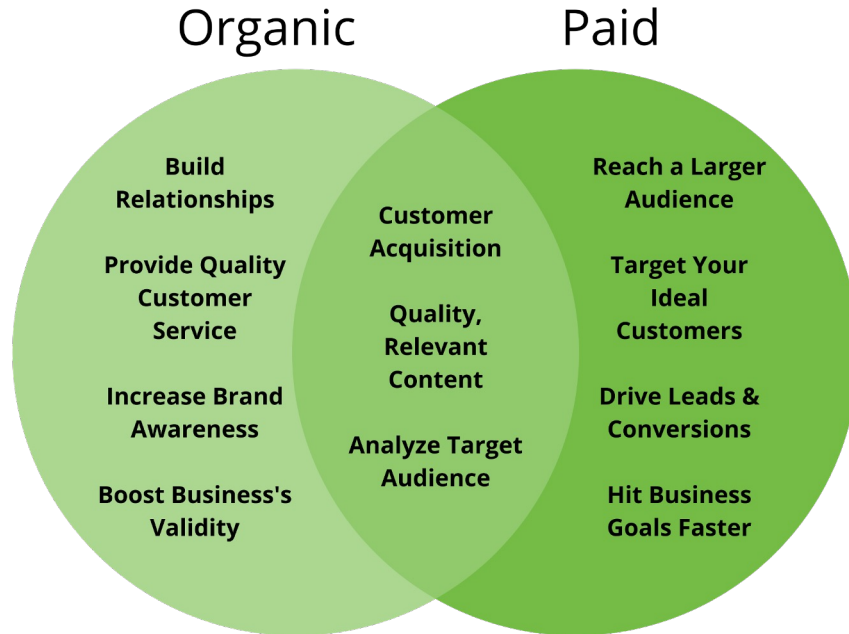
This is executed either through **ads** or **boosting organic content**.



Use SOCi to:

- ✓ Connect your own Facebook Ad account
- ✓ Save time by scheduling **Boosts** and **Ads** ahead of time

Organic vs. Paid



Organic:

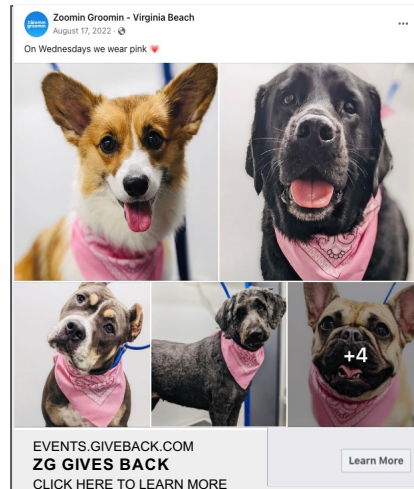
- Less promotion, more value-driven
- Showcase your business
- Local content is king

Paid

- Target the right audience
- Clear call to action
- Reach new prospects

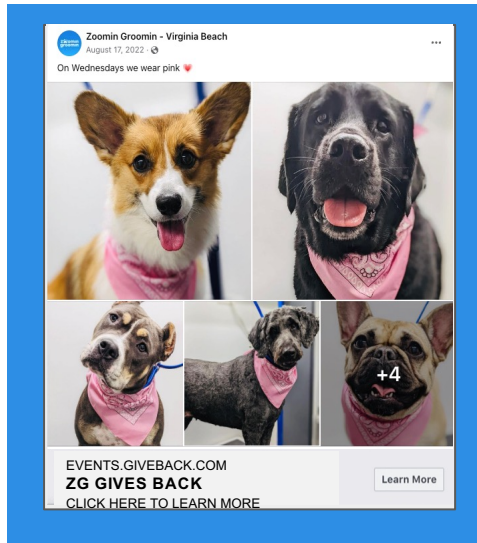
KNOWLEDGE CHECK...

True or False: Organic social media is when you pay for your content to be shared with specific target audiences.



KNOWLEDGE CHECK...ANSWER

False!! Organic Paid social media is when you pay for your content to be shared with specific target audiences.



Promotional Synergy

- **Ensure offline marketing aligns with online**
 - Many customers go to social media to discover your brand further after consuming media from other channels.
- **Highlight promotions**
 - Weekly/monthly specials
 - Local, regional and national promotions
- **Seasonal and ancillary services**
- **Leverage technology**
 - Pre-schedule with SOCi

KNOWLEDGE CHECK...

True or False: I am excited to fully embrace organic and paid social media with my team.



KNOWLEDGE CHECK...ANSWER



True!! I am excited to fully embrace organic and paid social media with my team.




How to Influence Rank - GBP

| Things You Can Control | Things You Can Influence | Things You Can't Control or Influence |
|--|-------------------------------|---------------------------------------|
| Name, Address, Phone, Website | Ranking | "Top level description" |
| Hours, Additional Hours, Special Hours | Conversion | Price range |
| Primary and secondary categories | Justifications | User Generated photos |
| Review response | Q&A | Ratings |
| Merchant photos | Web offers in listings | Featured review snippets |
| Attributes | Featured products in listings | Google Auto Edits / Suggested Edits |
| Google Posts | | Popular Times |
| Service features | | Competitors |
| Business Description | | Customer Proximity |

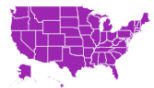


Google Trends

Google Trends United States  

Explore what the world is searching

Enter a search term or a topic 

Or start with an example HIDE

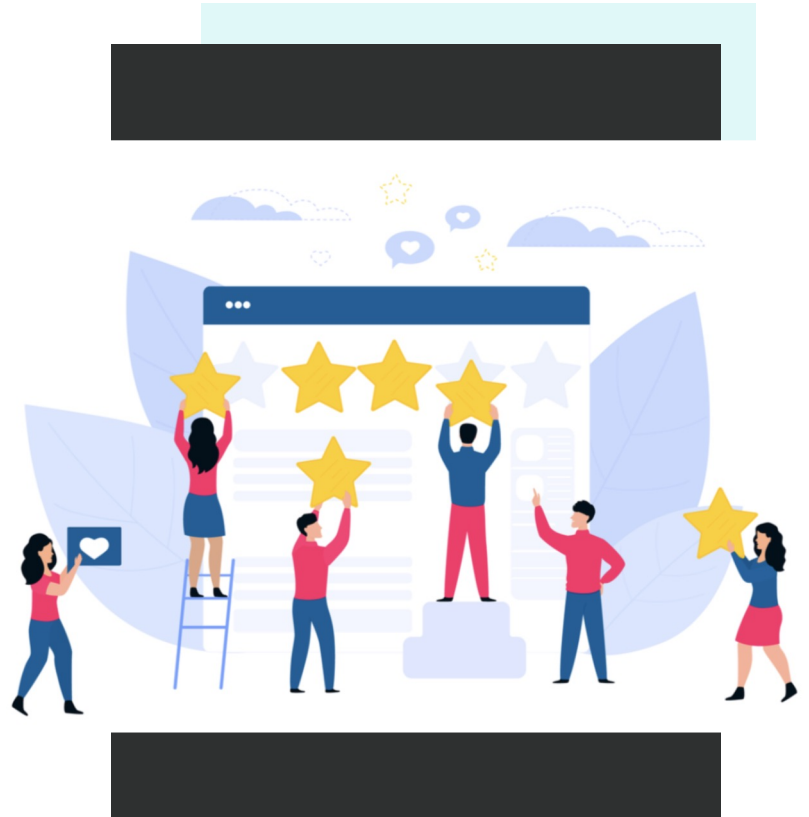
| | | |
|---|---|---|
| <p>● Taylor Swift ● Kim Kardashian</p>  <p>Interest by subregion, Past 7 days, United States</p> | <p>● World Cup</p>  <p>Interest by region, Past 7 days, Worldwide</p> | <p>● Soccer ● American football</p>  <p>Interest by subregion, 2004 - present, United States</p> |
|---|---|---|

<https://trends.google.com/trends/?geo=US>

Reviews impact a business's ability to rank

Google and other search engines appear to reward businesses with higher volumes of positive reviews.

- Placement in the coveted Local Pack at the top of organic local search results
- On average those sitting in **#1 spot**, had more positive reviews than those in positions **#2** or **#3**.
- **Keywords** and **Quantity** of Reviews are two main areas of focus for 2022.



Google Reviews - Conversion Impact

- The average Google profile converts about 3% of its traffic
- Conversion improves by 2.8% for every 10 new reviews you earn
- Conversion improves by 4.4% for each 0.1 star increase in your Google rating
- **Conversion improves by 16.4% when you respond to 100% of your reviews (vs. 0%)!**

KNOWLEDGE CHECK...

True or False: If a business has a higher number of positive reviews than your listing, it's more likely to appear ahead of you in a variety of search results.

KNOWLEDGE CHECK...ANSWER

True! Review volume and positive ratings are very important to Google search!





Q&A

SOCIAL RESOURCES

Promoting your Business [on Instagram](#)
[Boosting Posts](#) on Facebook and Instagram
Localized [Social Content Guide](#)

SEO RESOURCES

[What is “SERP”](#) in SEO
Importance of [managing Listing/Location Data](#)
How to [Rank on Google](#) 3 - Pack
Optimizing Google for [Service Businesses](#)
What is [Local SEO](#)?
[Local Memo](#) - Sign up at the bottom of the page