



Leveraging Emerging Social Platforms

August 2015
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A low-angle, motion-blurred photograph of a dark-colored car driving on a paved road. The car is on the right side of the frame, moving towards the left. The background consists of lush green trees and a blue sky with white clouds, all blurred to convey a sense of high speed. A teal-colored rectangular box is overlaid on the lower right portion of the image, containing white text.

The rules of marketing
HAVE CHANGED.

Where are we getting results for clients?



...and also....

Instagram

- Owned by Facebook
- 300 million monthly active users
- 75 million daily users
- 20% of Internet users use Instagram
- 51% male / 49% female
- 90% younger than 35



Brands to watch:

- GoPro
- Target
- Clark

For Small Businesses:

- Engagement likes, tags
- Excellent for brand awareness
some retail sales
- Visual imagery important

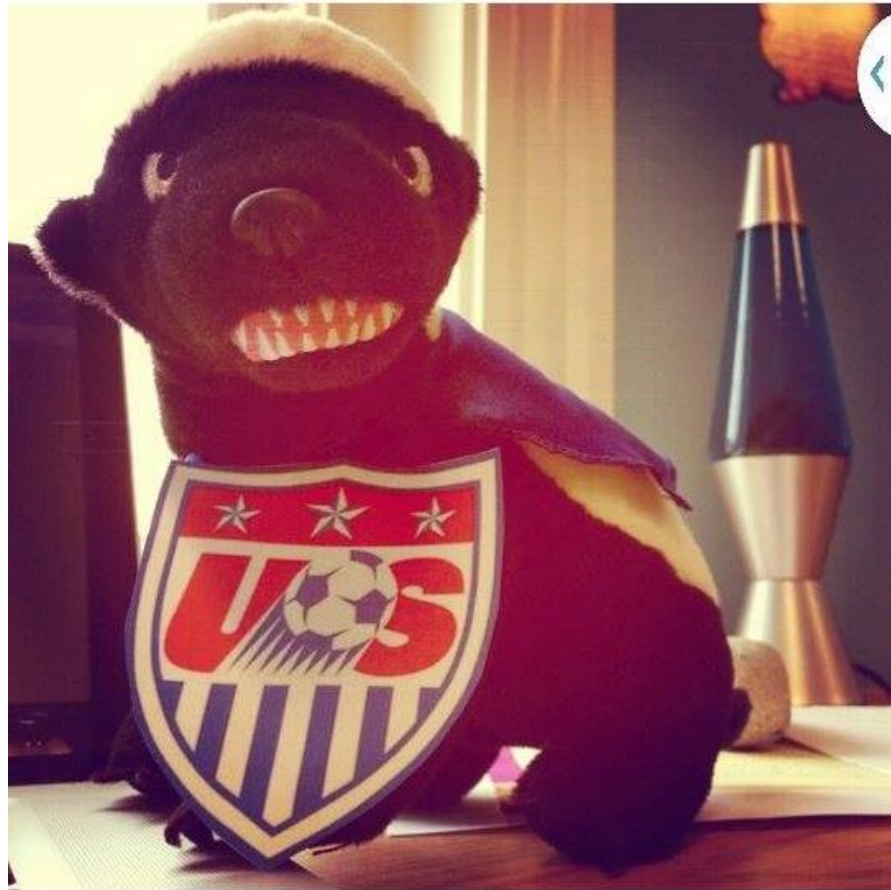
#Hashtags and #Trends



dreamlocal

Dream Local Digital

8w



♥ shannonkin, j_shone, lesabinsta

dreamlocal #LetsDoThis #USA #USAvsGermany



mainebagsandgoods

2w



♥ jackietara0220, saylor2012, lesabinsta, kiaimonson

mainebagsandgoods Logo Bag...#logo #latitude #longitude #bridalshowergift

Engage your audience



nyautoshow

🕒 16w



❤️ 280 likes

nyautoshow Stop by the #NYIAS Buzz Hub at the North Concourse of the @javitscenter for free temporary tattoos for kids!



nyautoshow

🕒 16w



❤️ 805 likes

nyautoshow What do you think of the suicide doors on this @rollsroyce at #NYIAS?

Show Behind the Scenes Moments



♥ shannonkin

localmediaassoc Awesome charging station hosted by xad at #somoconf
shannonkin Nice!!!!



♥ jcluchey, girlatsea, bbakeralgeo, heatherfurman, kwlacasse, cknoblock17, kbrownbrown, betsydaisy
eliotcutler It's official: we're on the ballot!



shannonkin

33w



16 likes

My @mantraband - love them, I buy them as gifts to myself. My newest one is special to encourage me to take a risk in my personal life: follow your heart. The other ones are dream bigger, live what you love and peace comes from within (words on the inside) #mantrabands

Love it! Thank you so much for sharing, Shannon! :)

Thank YOU I so love them!!


Listen & Respond



@shannonkin



@shannonkin

 dreamlocal
digital



70+ million people

saving

50+ billion objects

on more than

1+ billion bulletin boards

**80% of them
are on their phone**



In case you missed it....

80%

Traffic is mobile

Pinterest SMB Growth

Hundreds of thousands of monthly active businesses on Pinterest






80% of all Pinterest businesses have less than 10 employees






2/3 of all Pinterest businesses have a physical storefront

50% of all Pinterest businesses consider their core customer base as local

The Denver Post

15 Boards 208 Pins 18 Likes Activity Follow All 811 Followers 48 Following


Newspapers Pining (Col...	Restaurants Worth Visiting	Favorite Colorado Places	Colorado Culture	Colorado Fashion
1220 pins · 444	10 pins	14 pins	21 pins	12 pins
				
Unfollow	Follow	Follow	Follow	Follow

Front Pages	Colorado Sports	Gardening	At Home	Food and Recipes
41 pins	16 pins	24 pins	13 pins	17 pins
				
Follow	Follow	Follow	Follow	Follow

Atlanta Journal-Constitution


15 Boards 1,441 Pins 311 Likes Activity [Follow All](#) 1,706 Followers 2,264 Following

AJC Travel: U Went There
226 pins · 📌




Follow

AJC Peachtree: U Pinned ...
213 pins · 📌




Follow

The Vent: U Said It
308 pins · 📌




Follow

The Braves: Atlanta's Team
101 pins




Follow

Recipes: U Cooked It
215 pins · 📌




Follow

Atlanta Music
97 pins · 📌




Follow

Atlanta Restaurant Review...
90 pins · 📌




Follow

A Few Of Our Favorite Pins
135 pins




Follow

Homes: U Design It
97 pins · 📌



Follow

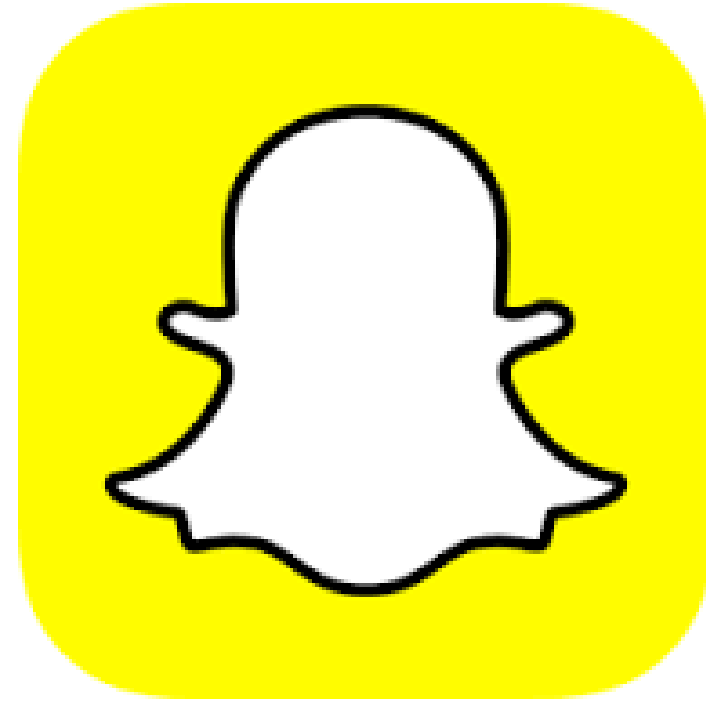
Weddings, Etc.: U Look Fab
78 pins · 📌



Follow

Snapchat

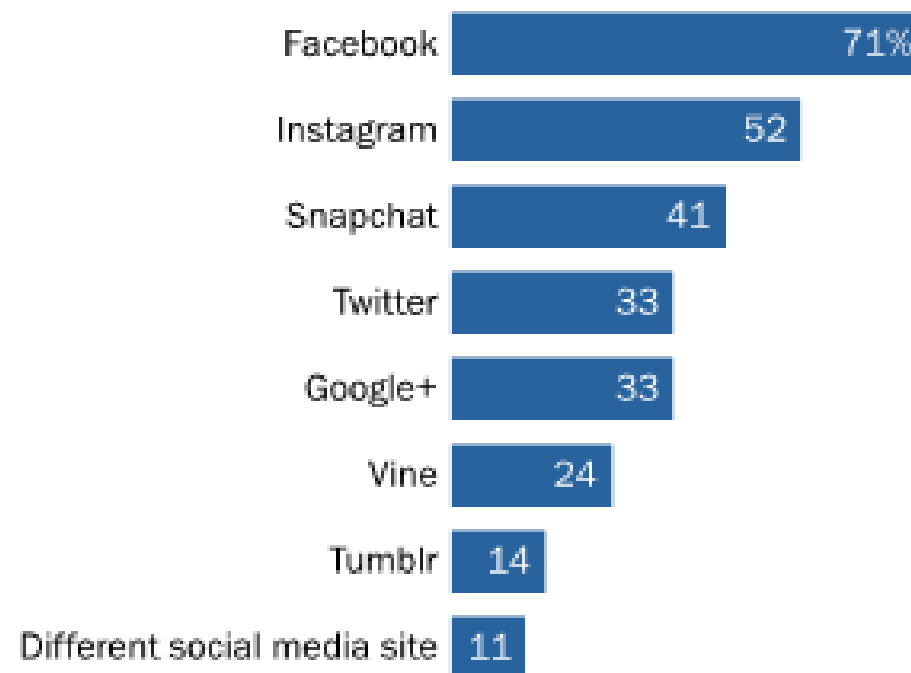
Photo & Video messaging
application to a controlled list of
recipients, messages expire after 24
hours



Reaching Teens

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

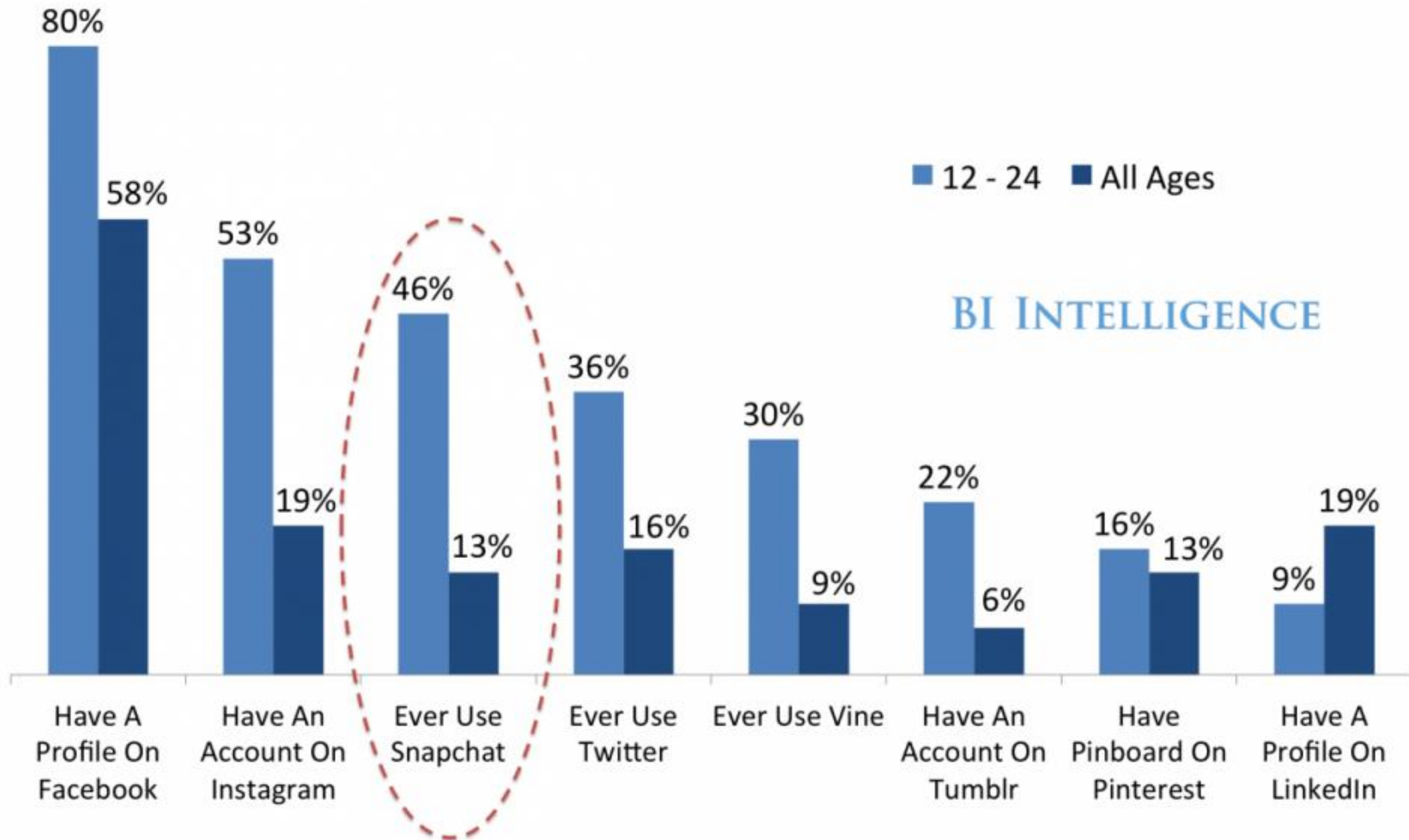


Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Nearly Half Of Americans Aged 12 To 24 Have Used Snapchat

Percentage Who Use Each Social Network In U.S. - Early 2014



Snapchat

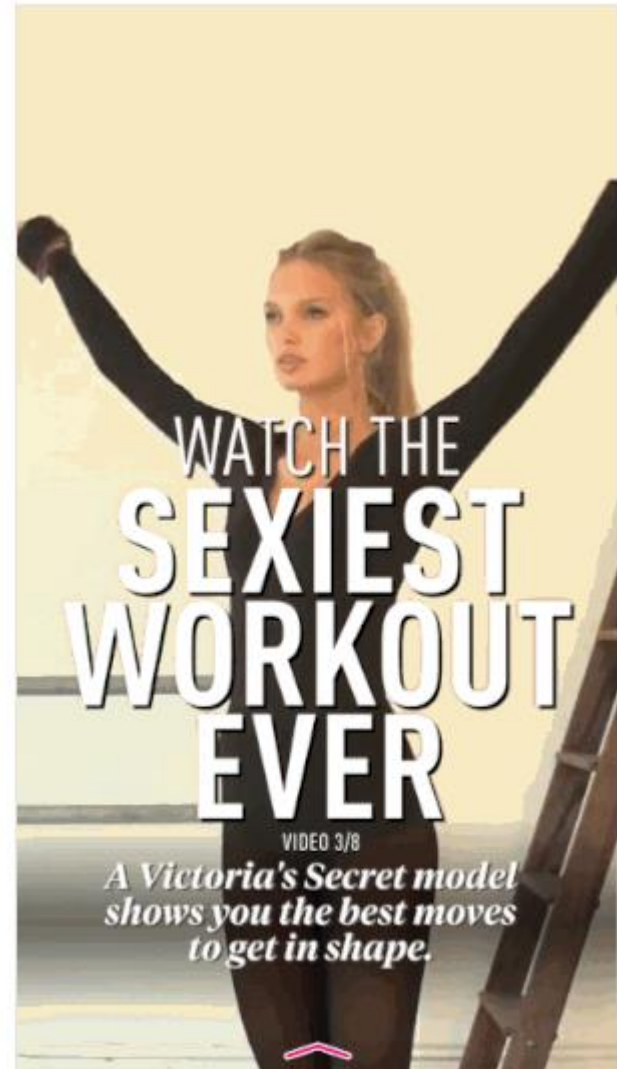
- 100 million daily active users
- 400 million Snaps sent each day
- Roughly 70% women
- 30% of U.S. millennial internet users use Snapchat regularly
- 77% of college students use Snapchat daily
- 45% of users are between 18-24





Cosmo.com on Snapchat

- Daily collection of best content
- Publishes 5-10 articles at 8 am each day
- Sponsors include Pink, Starbucks, Sperry
- “Building this audience is a priority, it’s where they are”



Daily Mail on Snapchat



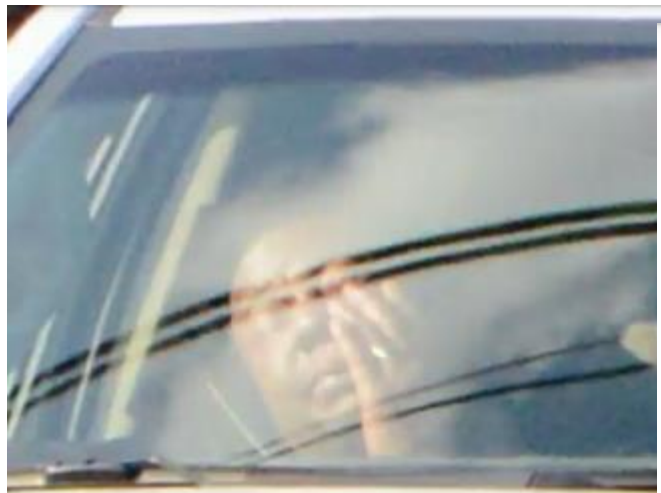
@shannonkin

PICTURED: Ben Affleck's delight as ex-nanny rolls up to his LA home late at night with champagne... AFTER Jennifer Garner fired her

He's vehemently denying he's having an affair with his children's former nanny but Ben Affleck seemed absolutely delighted to see her during a late-night rendezvous at his LA home last month.

The photos taken July 17 show Christine Ouzounian, 28, visiting the actor, 42, and giving him a boxed gift more than two weeks after she was fired by Jennifer Garner.





'I should have saved her'

Guilt-laden Bobby Brown says he should have become Bobbi Kristina's guardian 'just like Britney's dad'



DailyMail.com

Racked with guilt over daughter Bobbi Kristina's death, Bobby Brown confides: 'I should have made her go to rehab and become her guardian - just like Britney Spears' father did to save her.'

Bobbi Kristina Brown was laid to rest beside her mother, Whitney Houston on Monday but her father, Bobby Brown, was not there.

He is reeling over her tragic death, telling friends he could have prevented it and is beating himself up over not fighting harder for her life.

'Bobby has so much guilt that it is eating him up every day,' a close family friend explained to DailyMail.com.

'He told me he should have insisted Krissy get help for her drug addiction and he should have forced Nick Gordon to move out of her townhouse and leave her alone — legally, if necessary.'

Press and hold to send to a friend!

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Tears: Bobby Brown is reeling over his daughter's tragic death





Brands to watch on Snapchat

- Sour Patch Kids
- Taco Bell
- Audi
- Small businesses: Build mobile phone contact databases, leverage Snapchat for brand building, live events, connecting with younger audience



Vine

- Mobile service that let's you create and share short looping videos
- Share to your network on Vine, Facebook and/or Twitter
- Owned by Twitter

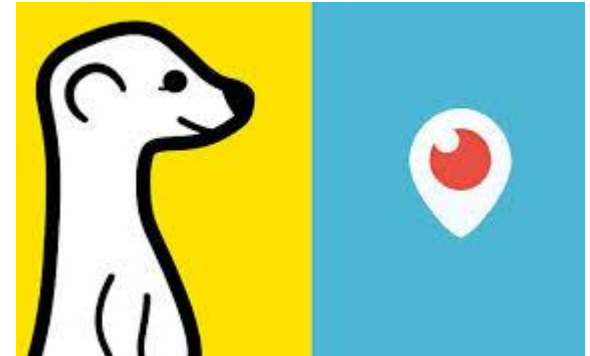
Brands to watch:

- Mashable
- Bat Dad
- M&Ms
- Visa



Periscope

- “See the world via someone else’s eyes”
- Purchased by Twitter for \$100m
- Live video streaming app, updates to people who follow you on the app



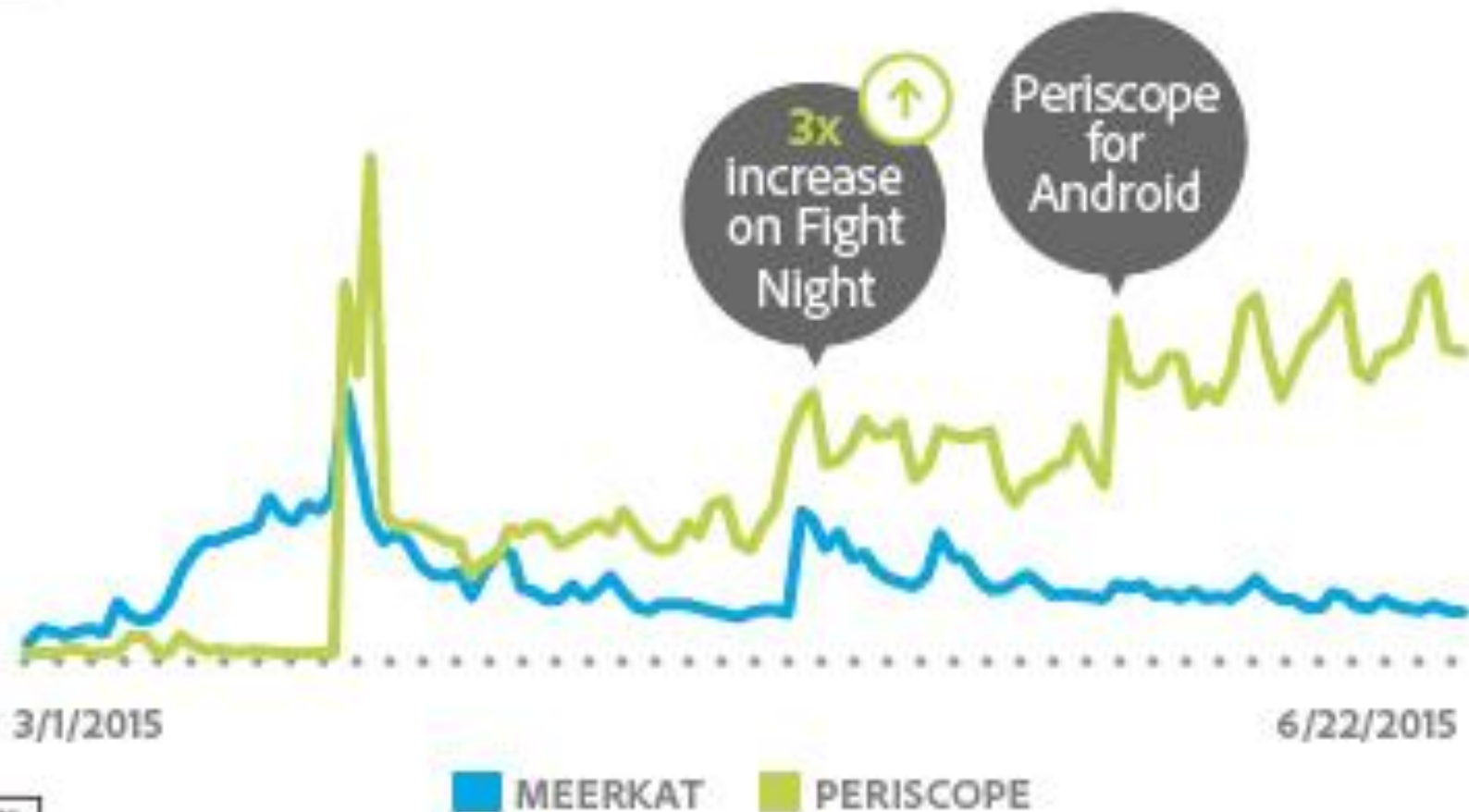
Meerkat

- Live video streaming over Twitter
- As soon as you start broadcasting, your Twitter handle tweets links
- Up to 5,000 people can watch at a time





SOCIAL STREAMING BUZZ MEERKAT VS PERISCOPE (Q1 2015 - Q2 2015)



The way to learn....



...is to use the tools
Go where your audience is.

If you don't sell it...



Someone else will.

Offer Complete Solutions



Apply Sales Effort and Discipline,
and you will win

If you need help



For attendees:
A free evaluation of your options

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