Build Your Total Online Presence Using Social Media

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SPEED
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ARE YOU PREPARED?
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Internet Minute

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4 BILLION
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KEYWORDS:

crowd
crowdfunding
crowder
crowder – Musician
crowder – Crowder College, College in Neosho, Missouri
crowded
crowdfire

Press Enter to search.
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B2C & B2B
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**B2C Content Marketing Social Media Platform Usage**

- **Facebook**: 94%
- **Twitter**: 82%
- **YouTube**: 77%
- **LinkedIn**: 76%
- **Google+**: 72%
- **Instagram**: 62%
- **Pinterest**: 61%

**Note:** Fewer than 30% of B2C marketers said they use the following social media platforms: Vimeo (25%), Tumblr (20%), SlideShare (20%), iTunes (18%), Vine (15%), Snapchat (13%), Periscope (11%), and Medium (9%).

2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
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B2C Content Marketing Tactic Usage

- Social Media Content – other than blogs: 90%
- Illustrations/Photos: 87%
- eNewsletters: 83%
- Videos: 82%
- Articles on Your Website: 81%
- Blogs: 77%
- In-person Events: 73%
- Infographics: 62%
- Microsites/Separate Website Hubs: 52%
- Online Presentations: 48%
- Branded Content Tools: 46%
- Mobile Apps: 43%
- Print Magazines: 41%
- Webinars/Webcasts: 40%

Average Number Used: 12
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**B2B Content Marketing Social Media Platform Usage**

- LinkedIn: 94%
- Twitter: 87%
- Facebook: 84%
- YouTube: 74%
- Google+: 62%
- SlideShare: 37%
- Instagram: 29%
- Pinterest: 25%

**Average Number Used:** 6

**Note:** Fewer than 25% of B2B marketers said they use the following social media platforms: Vimeo (21%), iTunes (10%), Tumblr (9%), Vine (7%), Medium (6%), Periscope (6%), and Snapchat (5%).
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B2B Content Marketing Tactic Usage

- Social Media Content — other than blogs: 93%
- Case Studies: 82%
- Blogs: 81%
- eNewsletters: 81%
- In-person Events: 81%
- Articles on Your Website: 79%
- Videos: 79%
- Illustrations/Photos: 76%
- White Papers: 71%
- Infographics: 67%
- Webinars/Webcasts: 66%
- Online Presentations: 65%

Average Number Used: 13

2016 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

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#1 Mistake in Social Media
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5 step plan

1. Have Goals
2. Have a Strategy & Tactics
3. Have great Content
4. Distribution (Tools & Apps)
5. Monitor & Adjust (Be Flexible)
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Be Tactical

- Define your topics
- Choose your social platforms
- Break them down into weekly articles
- **Content is the fuel** in Social Media

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Pitch Your Campaign to Journalists
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content = oxygen
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Visuels
Build Your Total Online Presence Using Social Media
Build Your Total Online Presence Using Social Media
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Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

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1%

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Page   Messages   Notifications 2   Insights   Publishing Tools

SOCIAL MEDIA COACH
PREPARE1.COM
SPEAKING - CONSULTING - WORKSHOPS

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Pay to Play

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Boost Post
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Build Your Total Online Presence Using Social Media INSIGHTS

<table>
<thead>
<tr>
<th>Overview</th>
<th>Likes</th>
<th>Reach</th>
<th>Visits</th>
<th>Posts</th>
<th>People</th>
</tr>
</thead>
</table>

**When Your Fans Are Online**

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

**DAYS**

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</table>

**TIMES**

![Graph showing times of day with peak at 10am with 1,337 views]
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Overview
Likes
Reach
Page Views
Actions on Page
Posts
Videos
People

Daily data is recorded in the Pacific time zone.

Post Reach
The number of people your post was served to.

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People use Facebook at work and at home, on mobile and desktop.

Best Times to Post:

12:00 – 1:00 p.m. on Saturdays & Sundays
3:00 – 4:00 p.m. on Wednesdays
1:00 – 4:00 p.m. on Thursdays & Fridays
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Okay, Marlon...
...this Twitter thing has gone far enough.

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Twitter.com

Usernames should be less than 15 characters
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GIF

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Select a **Campaign Hashtag**

- #chamber
- #memphis
- #business
- #smallbusiness
- #localbusiness
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TIPS

☑ Post 5+ times a day
☑ Use # hashtags 1-2 per post
☑ Create List’s to follow people
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Twitter

Twitter is used at work and at home, usually during down times like commutes and breaks.

Best Times to Post:

12:00–3:00 p.m. on Mondays through Fridays
5:00–6:00 p.m. on Wednesdays
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OOPS...
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Google+ brings more social into other services, such as YouTube and Chrome, and will activate social data across other Google products that millions are already using.
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TIPS

✓ Fill out your Google+ Account
✓ Fill out your Google+ Local Info
✓ Post #hashtags when you post
✓ Use links in your about section back to website
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Google+

Avoid posting during early mornings or late evenings.

The best time to post is between 9-11am.

90% of the people on Google+ are just lurkers and will not interact with your content.

Use Timing+ to track when your audience is online.

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PULSE

LinkedIn for Businesses
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TIPS

✓ Have a good profile photo
✓ Use keywords
✓ Fill out skills
✓ Use LinkedIn Publisher
✓ Complete info about company
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LinkedIn

LinkedIn is for professionals, and they tend to use it during working hours.

Best Times to Post:

7:30–8:30 a.m., 12:00 p.m. & 5:00–6:00 p.m. on Tuesdays, Wednesdays & Thursdays

10:00–11:00 a.m. on Tuesdays
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MORE LEADS
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“What happened in school today? Read my blog.”
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The Sharing Economy

- UBER
- AirBnB
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Get a G.R.A.S.P.
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- **Goals** - What are you trying to do?
- **Reach** - Who do you want to target?
- **ABC’s/Aesthetics** - What is the look and feel of overall experience?
- **Socialality** - What are you going to talk about?
- **Promotion** - How will people find you?
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Q & A
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Thank You

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