

Optimising your Creative Venture with Social Media



the
SOCIALTREE

The Socialtree

About Us.

We are The Socialtree.

A Social Media Marketing and Management Company Based in Chandlers Ford.

Let us Help you Branch out on Social Media.





About Me

**Business Management
Enterprise and Innovation
Degree – First Class**

Digital Marketing Minor

**Inbound Marketing
Qualification**

SM Freelancer

**BioTeq Implant in My
Hand**



Before The Socialtree

APOLLO APPAREL

How's Your Social Media?

0 – No presence as of yet

5 – Posting sporadically with no real goal

10 - Expertly crafted posts/a wide range of content (no help needed)

What we are going to talk about!

- ✓ The Different Social Networks
- ✓ What Networks Right for Me?
- ✓ Posting Guidelines
- ✓ Story Telling and Adopting a Personality
- ✓ Tips and Tricks (How To Save Time)

Advertising Timeline

Traditional Advertising

Billboard Ad's

Television Ad's

Leaflet Dropping

Newspaper

Radio

Online Advertising

Email Marketing - 2013 (Extremely Powerful) - Today
(GDPR makes it Harder)

Search Engine Marketing - PPC/Ad Words and SEO

Social Media - Social Media Advertising

Mobile Advertising



2000

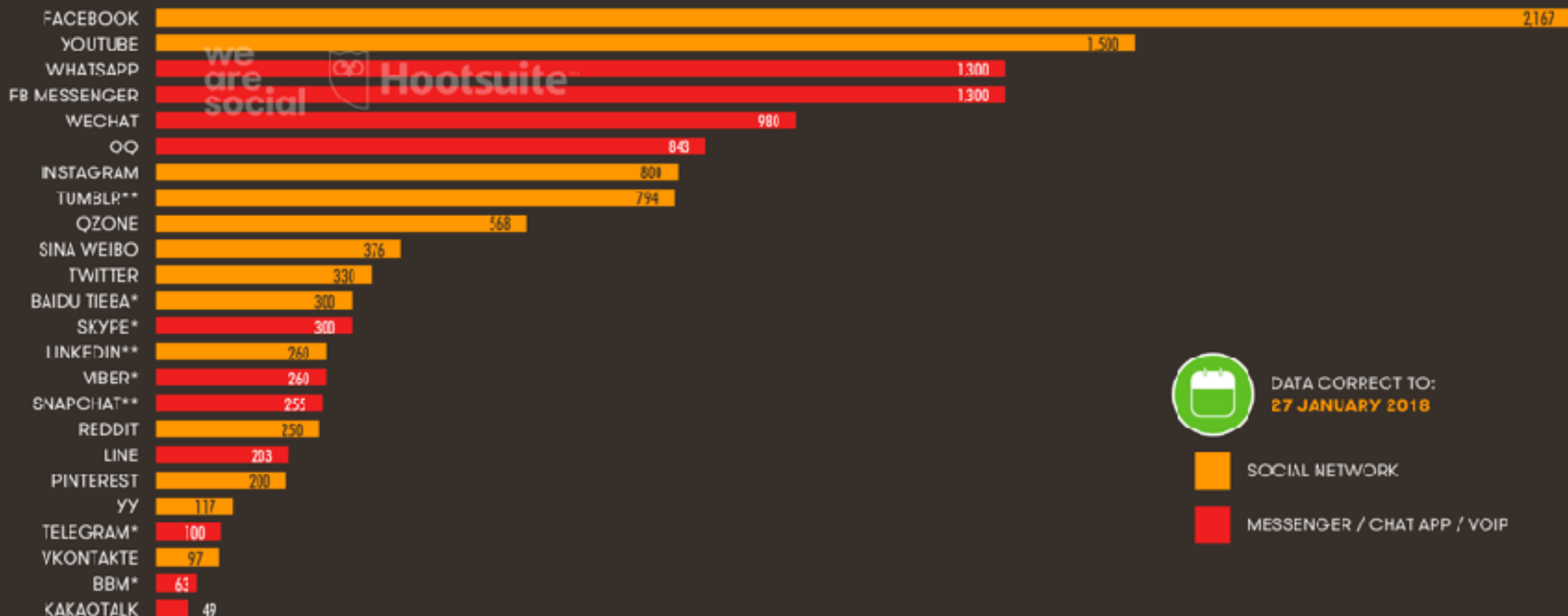


2018

JAN
2018

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



DATA CORRECT TO:
27 JANUARY 2018



SOCIAL NETWORK



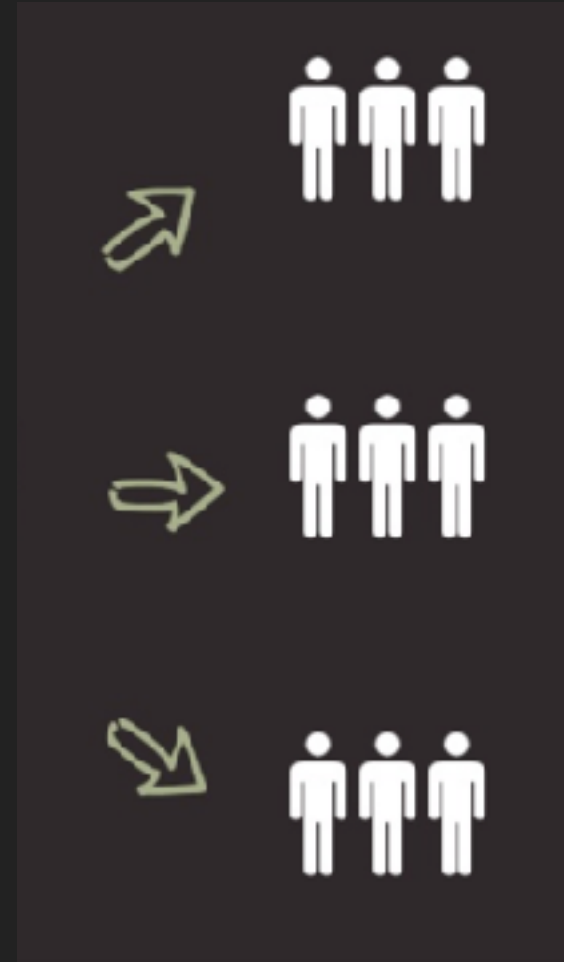
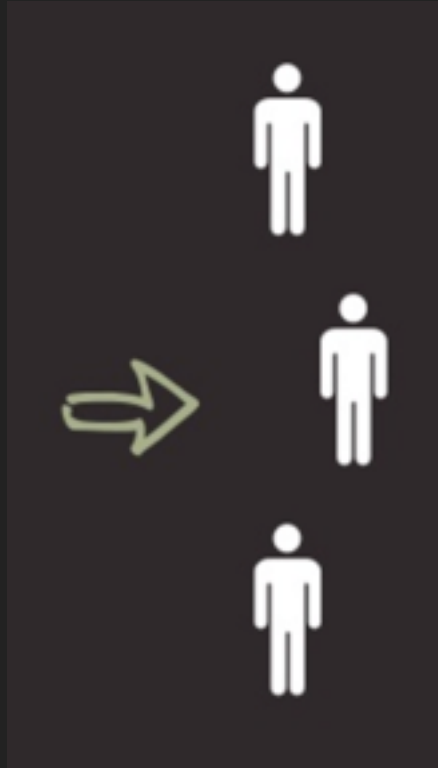
MESSENGER / CHAT APP / VOIP

Before Social Media – Getting Your Message Heard



One message distribution before Social Media

Before Social Media – Getting Your Message Heard

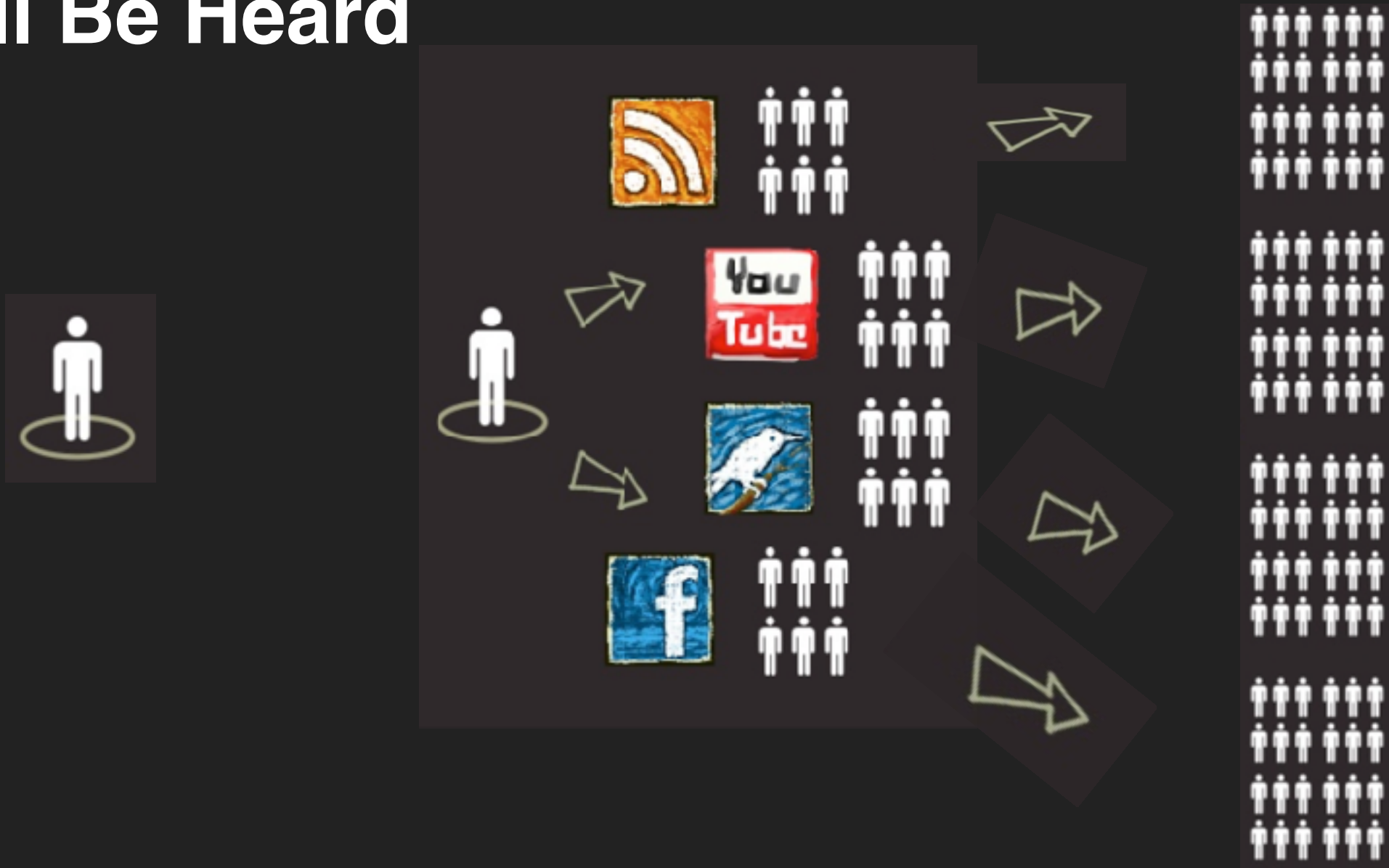


Now With Social Media – Your Message Will Be Heard



One message distribution with Social Media

Now With Social Media – Your Message Will Be Heard



Facebook.

1.2 Billion Daily Active Users

Every second there are 20,000 people on Facebook

79% of all users are accessing Facebook from their mobile.

Personal profiles and fan pages

Pay to Play

Facebook's user base grows by eight people per second



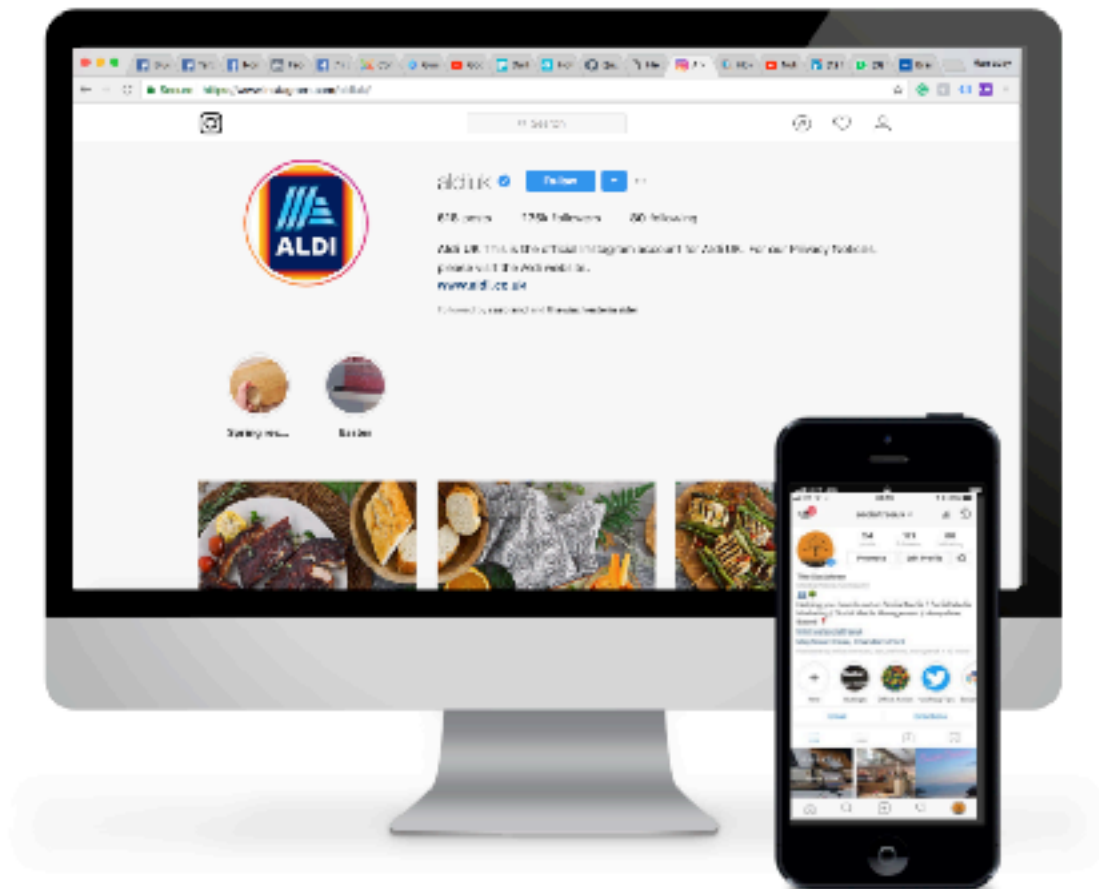
Variety of Different Posts

- Product Centric
- Customer Centric
- Employee Centric
- Live Videos/Stories
- Events/Recent

Rule of Thumb

- 80/20 – 80% Value – 20% Indirect/Inbound Sales





Visual Platform - A picture says a thousand words

Bought By Facebook for \$1 Billion

800 Million - Active Users

Great place to use hashtags and showcase your creative venture

Instagram users engage more on weekdays and in the evening



Twitter.



Communication Platform

Today, around 500 million tweets are dispatched into the Twitterverse every 24 hours from all over the globe

Over 1.3 billion accounts have been Created

Tend to be used by businesses for service updates

Hard to get your voice heard above the crowd

Interesting Fact - Almost Called "Friendstalker"

What Social Networks Are Right For Me?

Go to where your customers are (Who, What, Where, When)

Focus on 1-2 SM Networks (Don't spread yourself too thin)

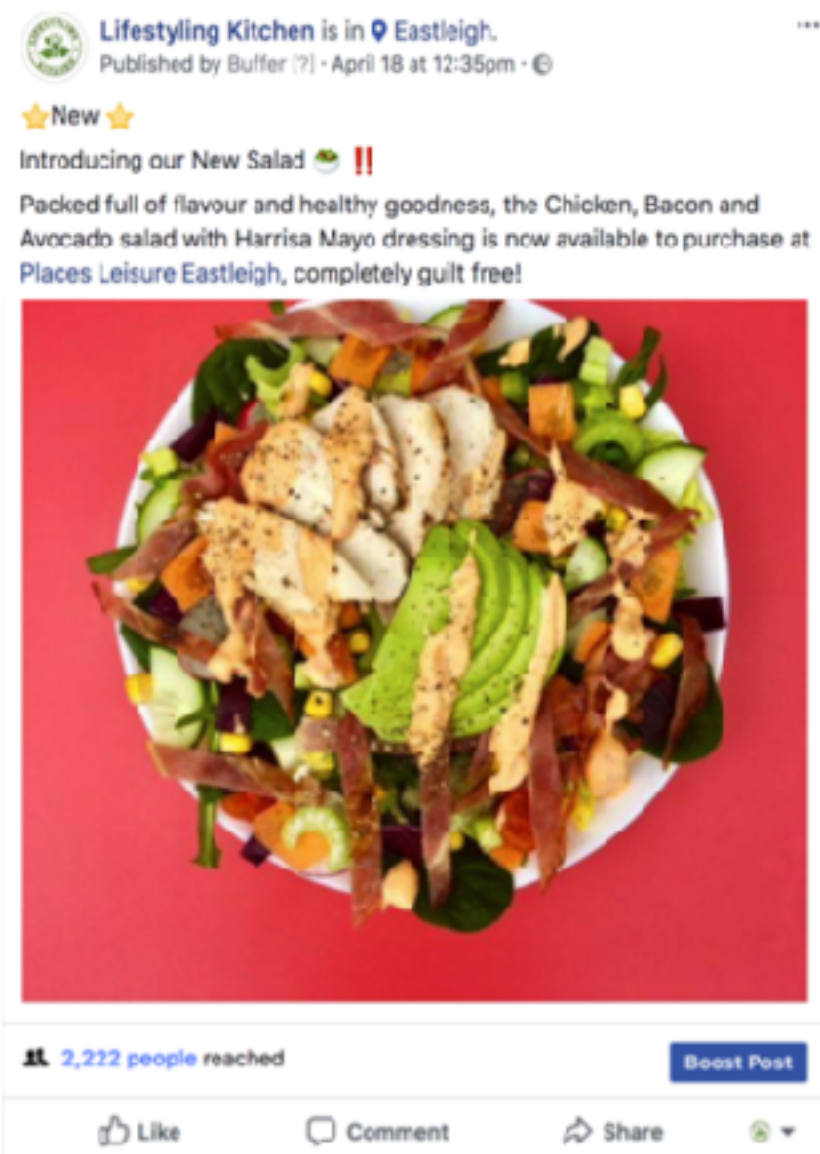
How do consumers prefer to view content?

Posting Guidelines

Facebook

vs

Instagram



Facebook Posting Check List:

Emojis (Add some personality to your posts)

Spaced Text (Split your text up)

Geo Tags/Location Tags - Improve visibility of your posts in certain locations.

Tag relevant other users

Use Insights and engagement metrics to view the best time to posts - Tends to be 12pm - 4pm on Facebook (Work Times)

Use a scheduler to save you time



lifestylingkitchen • Follow
Eastleigh

lifestylingkitchen 🥰 Introducing our Brand New Look 🥰

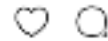
A lot of time and effort has been put in by the team into creating something "fresh, modern and simplistic", in keeping with the Lifestyling way of life. . We hope you like it! 🥰

#healthylifestyle #lifestyling #rebrand #branding #newdesign #lifestyleassistant #foodforthought #nutrition #gymmotivation #foodhelp #saladlover

emmysarah25 Love this look 🥰❤️

emmysarah25 Love this look 🥰❤️

lifestylingkitchen @emmysarah25 Thank you 🥰❤️



22 likes

JUNE 1

Add a comment...



Instagram Posting Guidelines

Emoji's

GeoTags

Split Text/Dotted Spacing

Hashtags (Most Important – Pick 10-15 Relevant Hashtags)

Create your Own Branded Hashtags

**#WinchCulture #Winchestival
#Theatreroyal #Hatfair
#WinchLiving**

Hashtagging

1) What is a hashtag?

2) What are they used for?

3) What are the benefits and why should I use them?



Improves
Visability of your
Post

Helps you
communicate
with others who
use the same
hashtag

Different
Practices on
Different
Networks

What Personality Fits your Brand/Creative Venture?

How to Speak and Interact with Others

Tell Your Story – Visual Story Telling





SPECIAL BUYS



Online & in-store. Every Thursday & Sunday.

Special Buys





Tips and Tricks

facebook

Join Groups

Join groups to get your voice heard and spread the word

Boost Button

Avoid pressing that **boost button** without first nailing your Social Presence

Remain Social

Speak and **Interact** with those who mention you and your creative venture, add that personality to your brand.

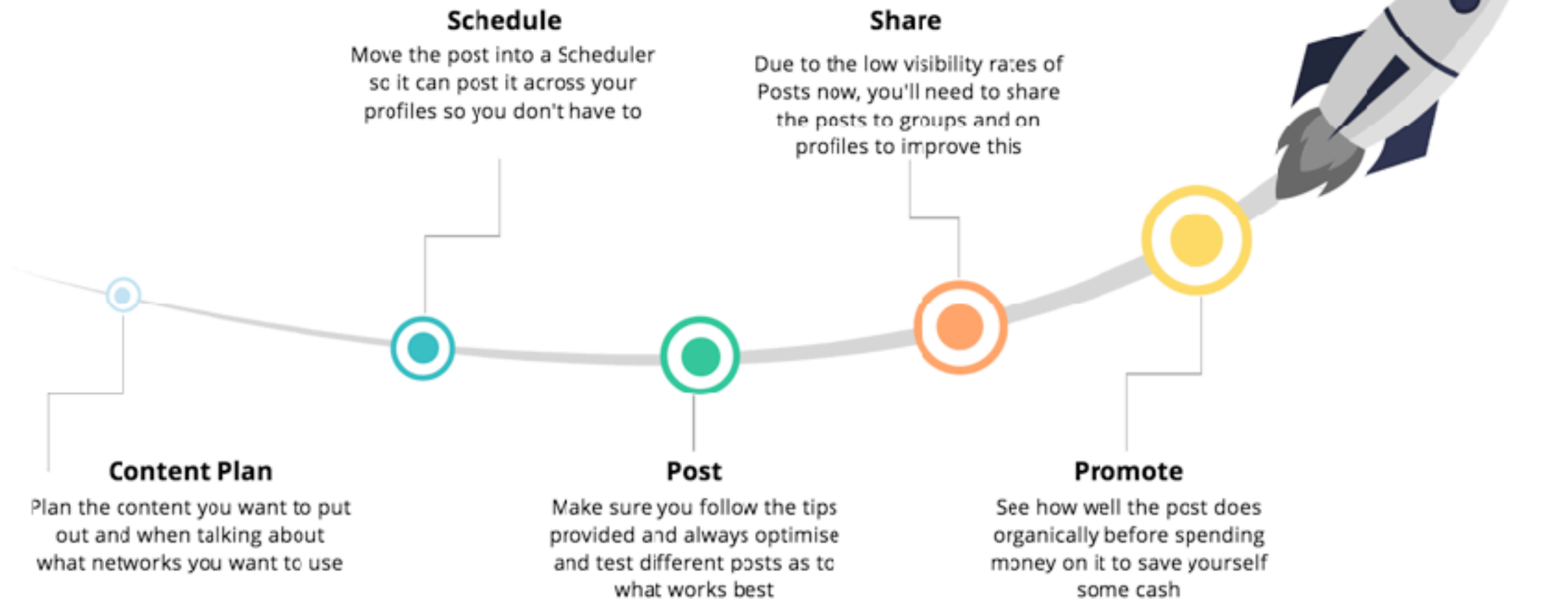
Don't Over Do It

Consider what posts to put out and what **content** you are putting out. Try a variation!

**Set Some
SMART Goals**

Gain 100 new page likes in 10 days by interacting with others and posting a range of quality content

Posting Guideline.





Who are you Targeting?

What content do they want to see? If you are a Business Page on IG see this on the **Insights** tab

Leave your Mark

Top 9 Hashtags, Top 9 photos, leave comments and like others comments

Remain Active and Social

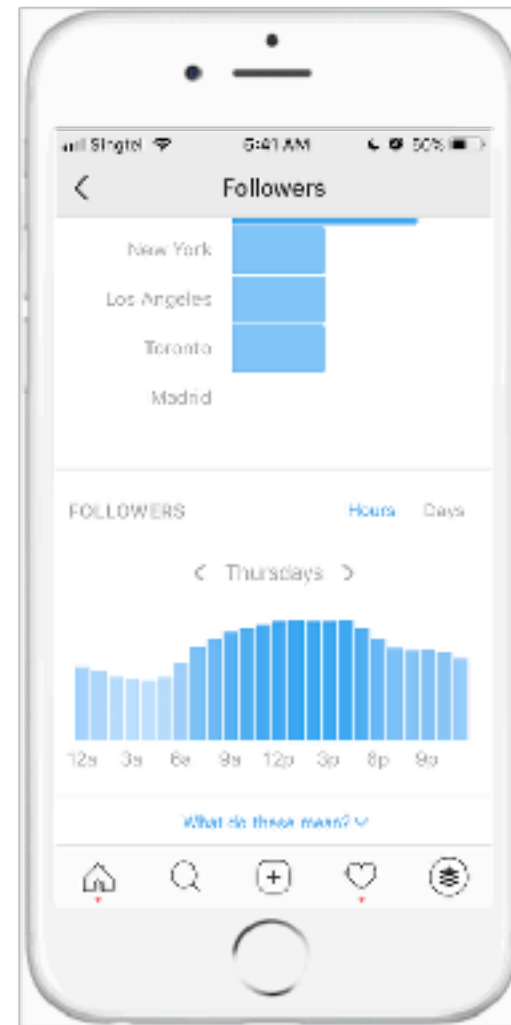
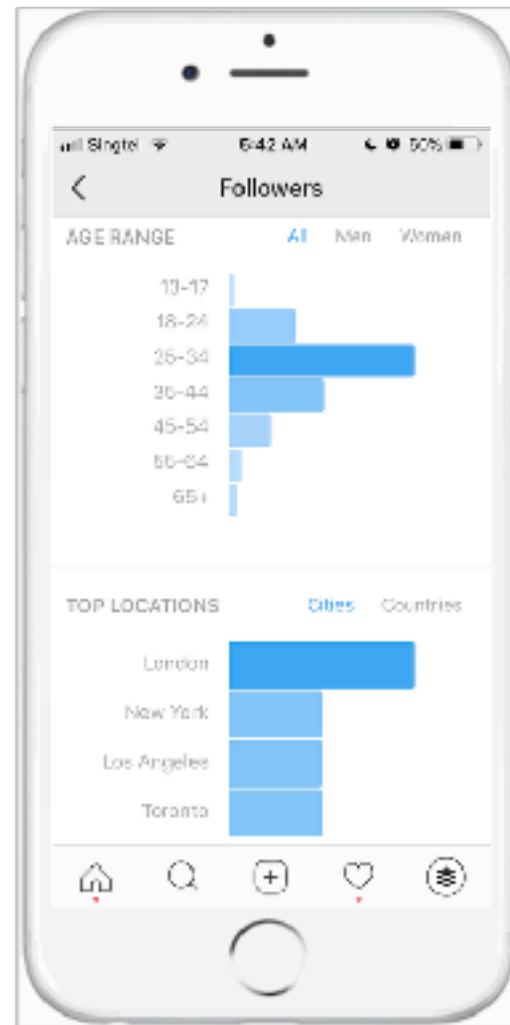
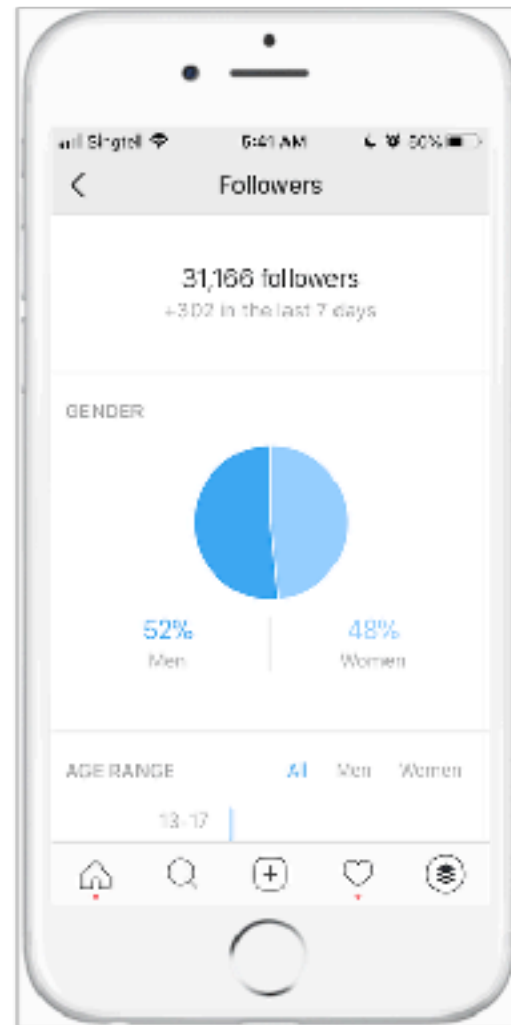
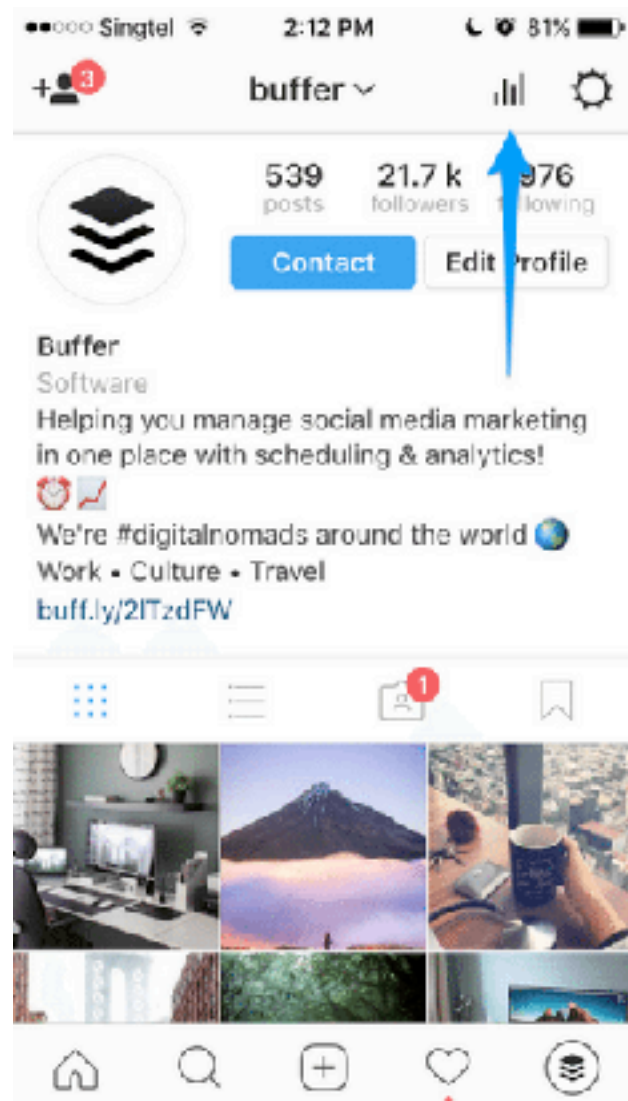
Make sure you reply to every comment and mention of your page and remain active across the platforms

Geotags and Hashtags

Helps improve visibility of your posts

Engagement Groups

Joining Engagement Groups on Facebook can help you quickly build an Instagram following or improve the visibility of a post





Instagram Growth & Engagement

✓ Joined

Member since 11 hrs

New Zealand · PLEASE READ IF NEW TO GROUP.... Welcome to Insta G&E! As part of this exclusive group we'll share content including: -...



Instagram Engagement Group

+1 Join

269 members · 6 posts a day

Group dedicated to helping each other to become successful on Instagram. This group is for anyone thinking about taking Instagram...



Instagram Engagement Group

+1 Join

2.2K members · 10+ posts a day



Instagram Engagement Group ✓ (Official)

+1 Join

2.2K members · 10+ posts a day

United States · ****THE OFFICIAL GROUP**** 35 wall posts max per day. Posting Times: 12pm EST - 10pm EST ** SIMPLE GROUP...

EXAMPLE ENGAGEMENT GROUPS



5-8 Daily Interactions

To build a following it's recommended that you post and repost at least 5 pieces of content per day

Twitter Hours

On Twitter every hour there is a dedicated Twitter Hour – That links to a hashtag – Right now is #Dentisthour and #WineOclock

Hashtags

The power of the Hashtag

Use Images

This may seem like an obvious hint but USE **IMAGES**

Monitor Mentions

Retweets and Interactions are extremely important



SOCIALPILOT

**Any Questions Specific to
Your Creative Venture?**

