Social Media Saturday

LIVE with ANDREW BROWNE

3 Savvy Secrets
TO GROW + STRENGTHEN YOUR STRATEGY

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A Fort Lauderdale, FL native now based in Orlando, FL, Andrew leads Social Media Saturday to educate and empower entrepreneurs and influencers alike. He is an Associate Professor of Mathematics and understands how to juggle multiple social media channels, as the co-owner multiple businesses and former Social Media & E-Commerce Manager for a Big Box Retailer. He is now sharing all his knowledge with you.

WHAT *you* WILL LEARN

Secret no. 1 KNOW YOUR AUDIENCE

Secret no. 2 TARGETED MARKETING

Secret no. 3 DIVERSIFIED CONTENT

Bonus CREATING CONTENT

Audience Analysis

Choose a Platform: Facebook   Instagram

Number of Followers To Date:
Top Locations:
Age Range:
     Men:
     Women:
Gender Breakdown: M: W:
Audience Most Active Times:
  Su:
  M:
  Tu:
  W:
  Th:
  F:
  Sa:

Case Study: The Afro Whisperer

ON FACEBOOK: Calvis Williamson is a Central Florida entrepreneur, whom built a loyal community on her personal Facebook profile, began sharing her holistic approach to wellness and beauty, and moved her target audience to her business profile, The Afro Whisperer. She began organically advertising to her target audience about her knowledge in holistic and natural wellness, and her product assortment. Through taking custom orders, and developing all-natural product lines for hair, skin, and body, she leveraged her target audience and gave them what they did not know they needed: an expert with local product assortment.

Audience Analysis

Self Assessment

What are some common objections to doing business with me?

_____
_____
_____

Why should he/she buy from me instead of a competitor?

_____
_____
_____

Why should he/she follow and engage with me?

_____
_____
_____

Who is your target audience?

_____
_____
_____

Case Study: Reviewing Your Data

Review Your Last Two Promotions.

Does this audience lineup with your audience?

YES   NO

How many impressions did you receive? ▬▬▬▬▬

What percent are Interactions? ▬▬▬▬▬▬▬ %

Marketing Analysis

Current Tactics

What tactics do you currently use?

- o Brand Collaborations
- o Contests/Giveaways
- o Email Blast
- o Facebook Ads
- o Google Ads
- o Affiliate Marketing
- o Organic Posts
- o Blogging
- o Traditional Media
- o Re-Targeting
- o Other:

What new tactics do you want to try?

- o Brand Collaborations
- o Contests/Giveaways
- o Email Blast
- o Facebook Ads
- o Google Ads
- o Affiliate Marketing
- o Organic Posts
- o Blogging
- o Traditional Media
- o Re-Targeting
- o Other:

Case Study: Warby Parker

ON INSTAGRAM: "In a survey on user-generated content (UGC), 76% of respondents said they trusted content shared by "average" people more than by brands (Jumper Media, 2018)." Warby Parker leveraged this data and implemented it in three ways: reposting standard UGC on their Instagram feed, asking their audience to post their best dog photos (#WarbyBarker; @warbybarker), and giving the opportunity to try on four pairs of glasses to find which is the best (#WarbyHomeTryOn).

Marketing Analysis

Benefits of Segmented Audience
Hone In - Adapt your marketing to a segment of your audience. Marketing can be tailored to different segments.

Weed Out - Don't waste time on underperforming segments

Example:

Women in Orlando
vs
Women, Aged 25 - 34, in Orlando
vs
Single Women, Aged 25 -34, in Orlando

Results
You will see:
Open rates and click rates improve in email marketing
Engagements and Interactions improve on Social Media

Likes improve when posting on brand content
Comments improve with authentic dialogue

Pro Tips:

Reach: Number of unique accounts that have seen any of your posts.

Impressions: Total number of times your posts have been seen.

Effective Frequency: Impressions/Reach = 3

Content Self-Analysis

1. What is your content style?

_____
_____
_____

2. What inspires your content?

_____
_____
_____

3. Will your aesthetic change/evolve over time?

_____
_____
_____

Case Study: The Glam Kitchen

ON INSTAGRAM: Home Cook and Millennial Food Blogger Shauntay turned her passion for cooking and sharing recipes on Instagram to Influencer magic. She began sharing short step-by-step videos of her food prep through her Instagram stories, and then posting the outcome on her profile. The delicious looking recipes began attracting comments and questions from viewers and admirers. After referring them to her stories, her audience consistently commented that everything they tried was tasty. Her content is so on brand and respected, that she went from 300 followers to 12,400 in eight months and recently partnered with her first product sponsor.

Content Checklist

1. Clearly Defined Goals

_____ Increase Brand Awareness
_____ Generate Leads
_____ Increase Engagment
_____ Establish Authority

2. Audience Demographics

Age: _____
Location: _____

3. Platform Preferences

_____ Facebook   _____ Instagram
_____ Twitter   _____ LinkedIn
_____ Pinterest   _____ YouTube

4. Content Preferences

_____ Video   _____ Download Reports
_____ Blog Post   _____ Webinars
_____ Photos   _____ Content Bank

5. Ten Key Hashtags

#_____
#_____
#_____
#_____
#_____

6. Schedule

Post _____ times/week
Best Day of The Week: _____

7. Third-Party Tools

Hootsuite
Sprout Social
bit.ly
Canva
Ripl
Dash Hudson
MailChimp
Other:_____

8. Track Yourself
Post & Review Results

"Keep the Jewels- Loose the Snooze!"

#_____
#_____
#_____
#_____
#_____

Content Analysis at-a-Glance

Six Steps to Strengthen Your Strategy

_____Review Current Usage

_____Enhance Network Bios

_____List Out Goals

_____Create a Schedule

_____Add Video/Story Content

_____Analyze, Adjust, Repeat

Four Content Mistakes

1. Wasting Time on the Perfect Photo

2. Posting Too Much, Too Often

3. No path to conversion

4. Implementing Old Strategies

Content Checklist

1. Clearly Defined Goals
2. Audience Demographics
3. Platform Preferences
4. Content Preferences
5. 10 Key Hashtags
6. Schedule
7. Third-Party Tools
8. Track Yourself