



# PHD SOCIAL MEDIA STRATEGY

*Leveraging Digital Platforms for  
Growth, Engagement, and  
Authenticity*



*by Isabella Derosia*

01.

## THE FACTS

*How social platforms have substantially grown.*

02.

## LIFESTYLE MARKETING

*Get a deeper understanding of Lifestyle Marketing and apply it to your plan.*

03.

## FACEBOOK

*Understand META, Boosting, and how to grow Groups.*

04.

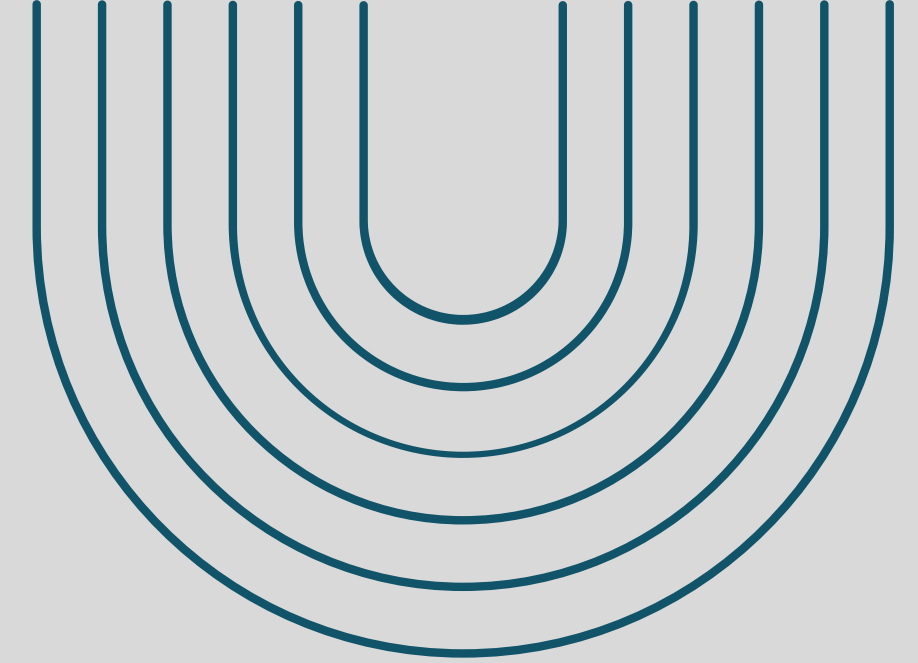
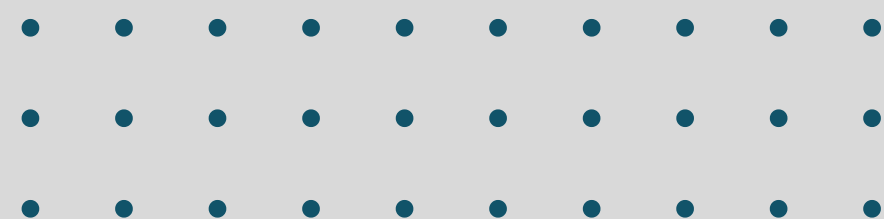
## B2B

*Different things you can do to market to other businesses.*

05.

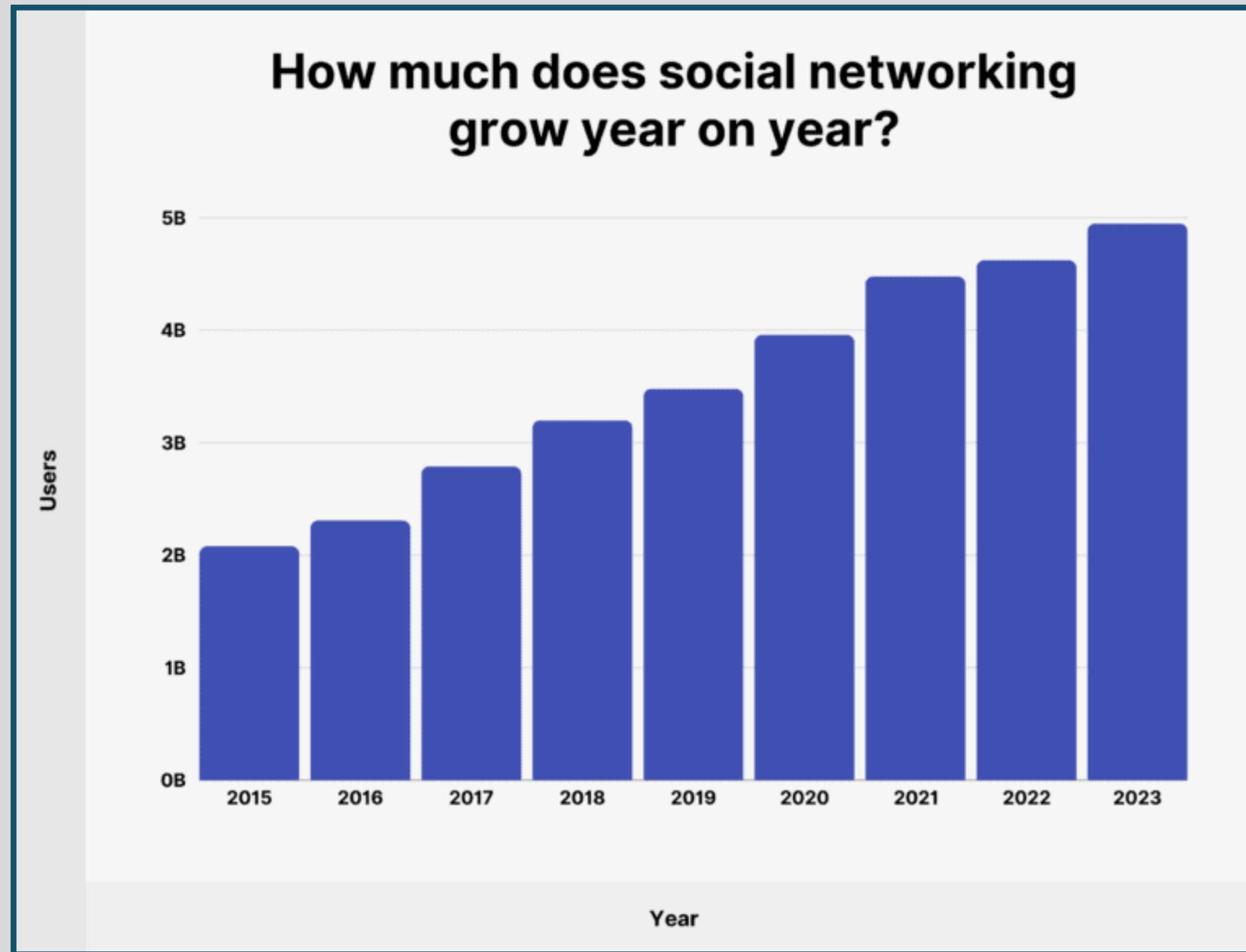
## ENGAGEMENT

*How to get more engagement on all platforms.*



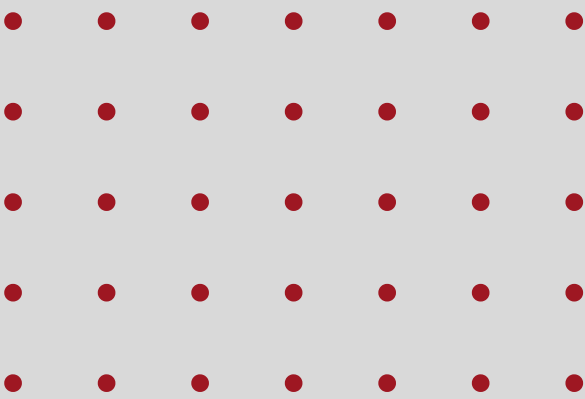
# OUTLINE

In 2023, there were 4.95 billion people actively using social media in the world, and this is an increase of 7.07% year-on-year from 4.62 billion in 2022.



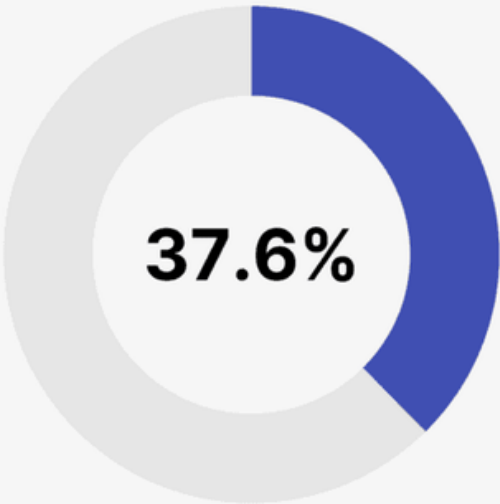
## 01. THE FACTS

# OPPORTUNITY



The number of people using social media is over 4.95 billion worldwide

37.6% of all internet users worldwide use social media for work purposes

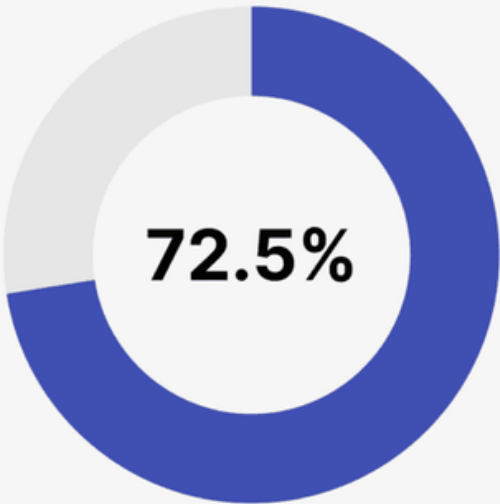


61.4% of the world's total population is currently using social media



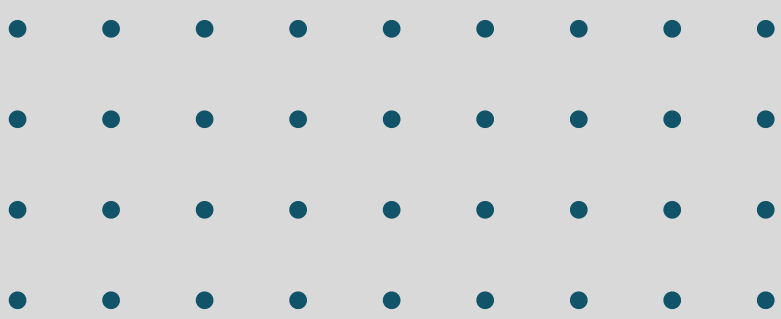
The average time spent on social media per day is 2 hours 24 minutes

72.5% of Americans are on social media

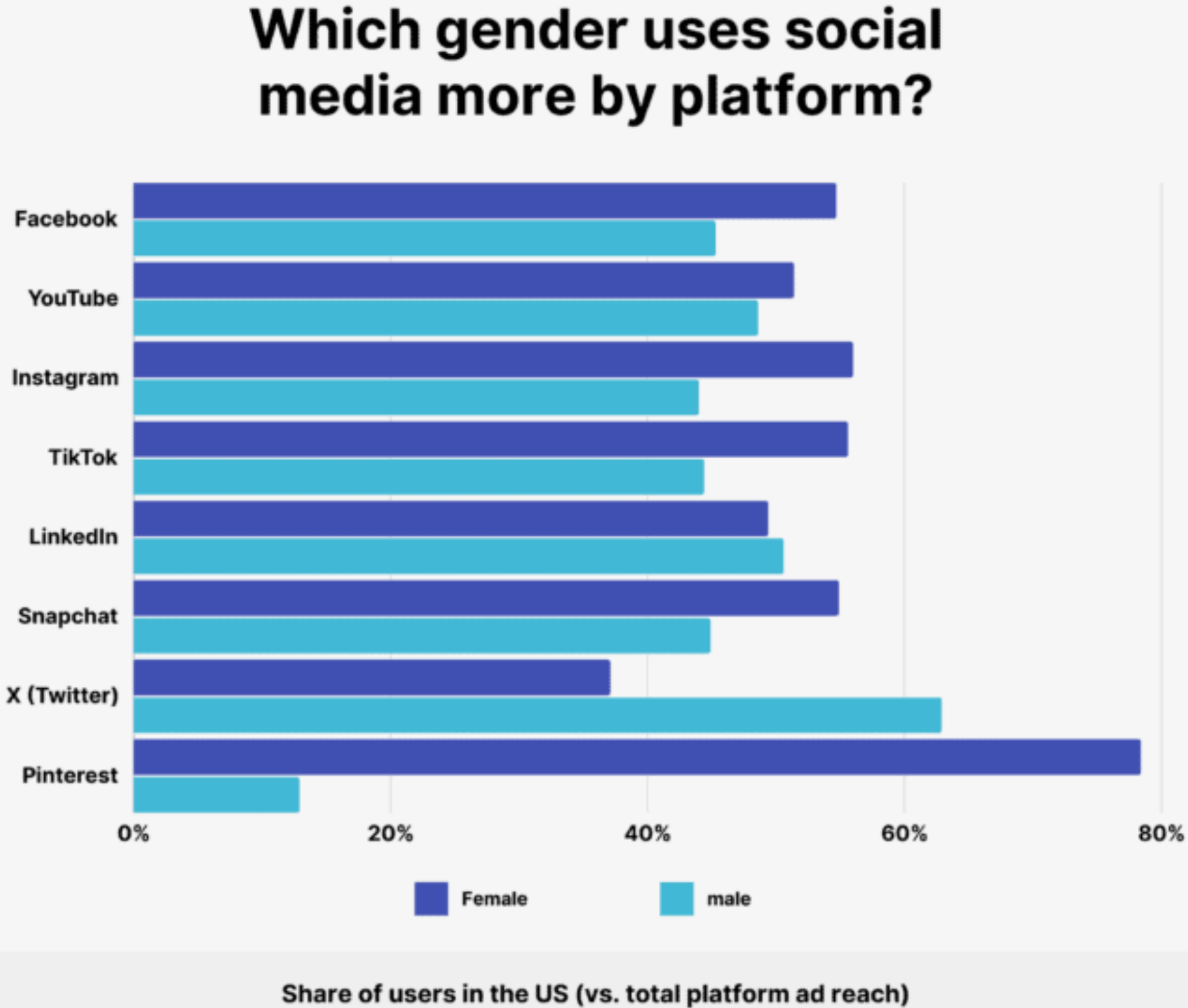


The average number of social media accounts is 6.7 per person

# UNDERSTANDING DEMOGRAPHICS



Social network

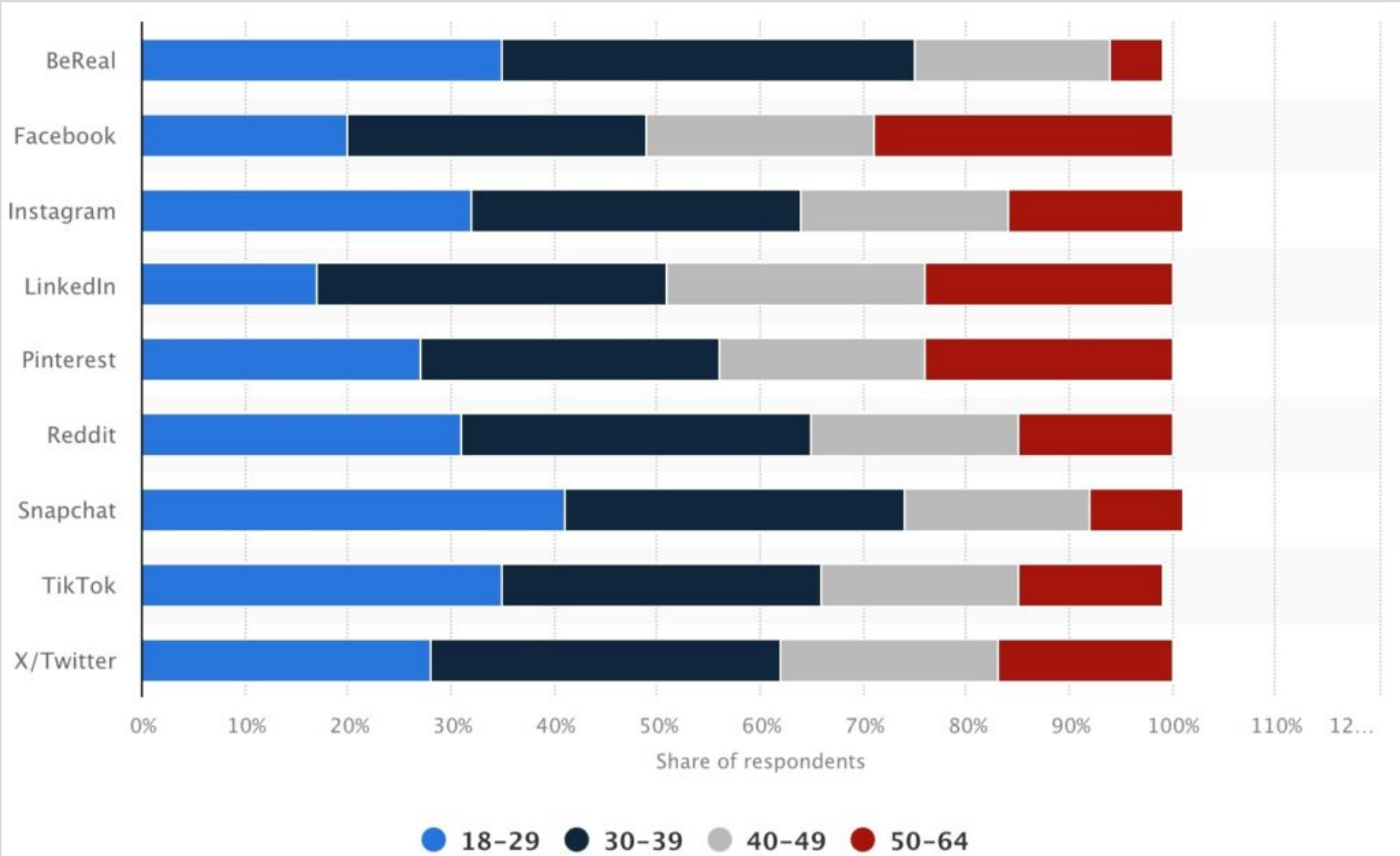


A demographic refers to a particular segment of a population defined by specific characteristics such as age, gender, income, education level, marital status, occupation, ethnicity, and more.

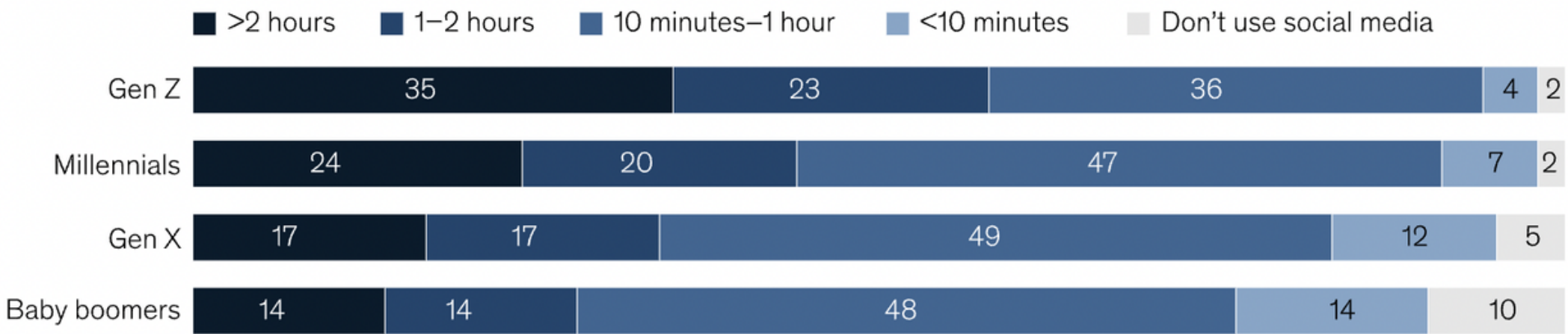
*Ex: a demographic profile of a market might include information about the age range, gender distribution, income levels, and educational backgrounds of the people living in that area.*

Understanding demographics is crucial for businesses to effectively target their products or services to the right audience and tailor their marketing strategies accordingly.

# THE PLATFORMS AND THEIR DEMOGRAPHICS

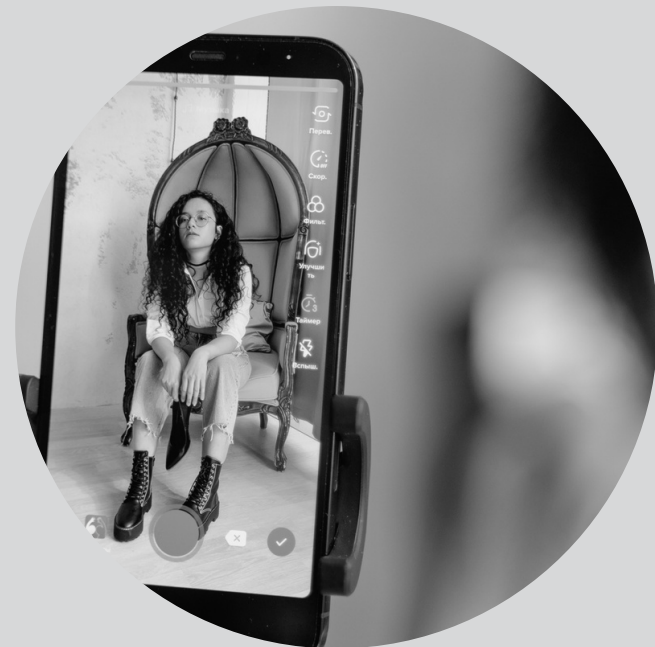


Time spent on social media daily,<sup>1</sup> % of respondents (n = 41,960)



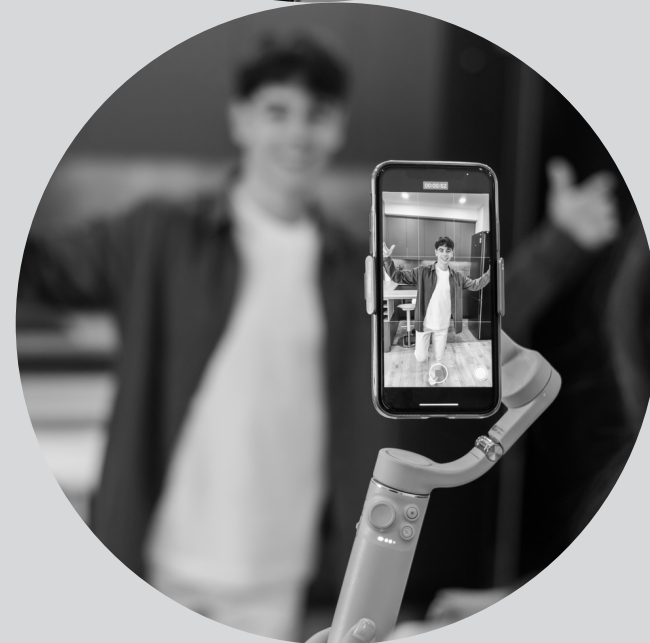


Lifestyle marketing is a strategy that targets consumers based on their interests, values, and behaviors, rather than just demographic characteristics. It has grown due to the increasing focus on personalization and the desire for brands to create deeper connections with their target audience.



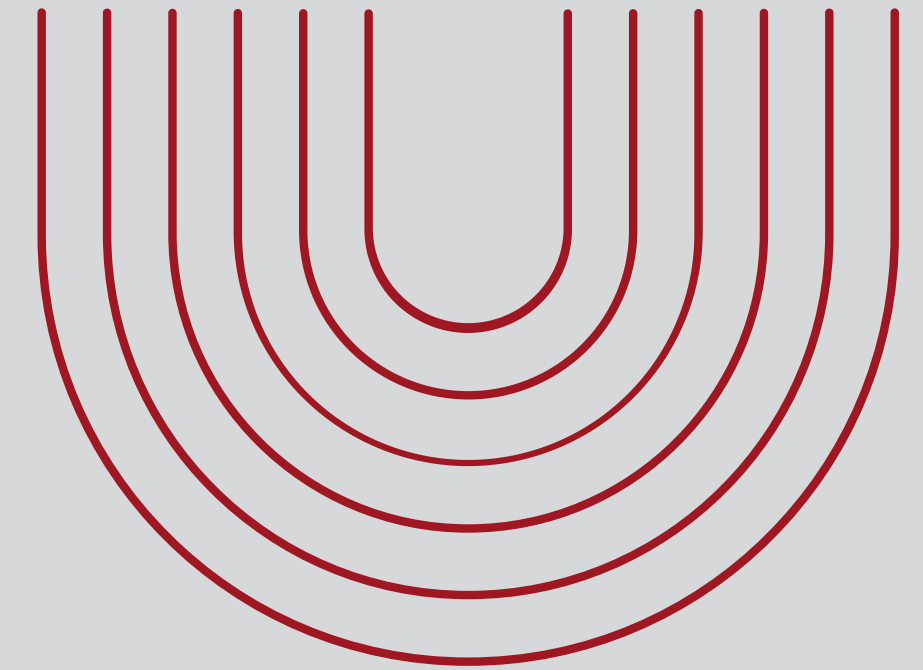
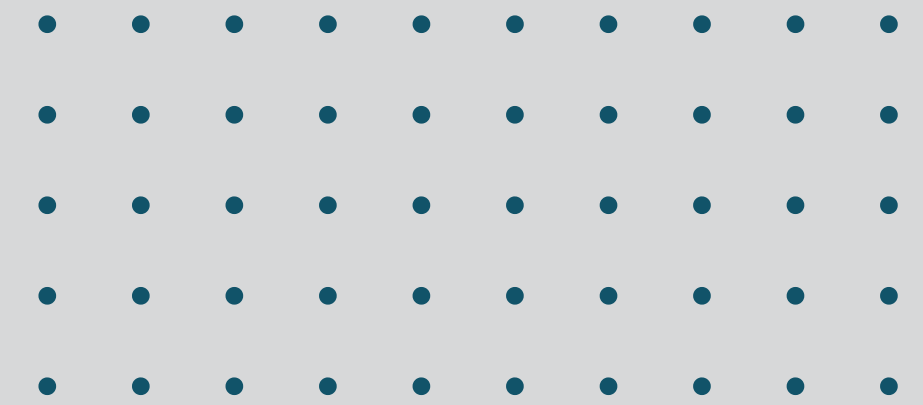
### **Relatability**

Remind them you're a human!



### **Authentic Reactions**

Encourages genuine chatter on your platform.



# **LIFESTYLE MARKETING**

expected to reach \$21.2 billion worldwide in 2023

## **02. LIFESTYLE MARKETING**

# WHAT ARE REELS AND STORIES?

Essentially, they are both short form video/photo content. Reels and Stories have become integral components of social media platforms, revolutionizing how users consume and interact with content.

## REELS

*Reels, pioneered by Instagram, offer short-form video content, typically lasting up to 30 seconds, often set to music or audio clips, fostering creativity and entertainment.*

## STORIES

*Stories, popularized by Snapchat and adopted by platforms like Instagram and Facebook, provide ephemeral content that disappears after 24 hours, encouraging authentic and in-the-moment sharing.*



# REELS AND STORIES



# STRATEGY

## LIFESTYLE POSTS

Focus on a “lifestyle” way of posting. Show the users your own travel experiences, tips, tricks, packing lists, etc.

## UGC

User Generated Content is one of the most important things in marketing. Comments, reviews, likes, etc. If you’re more authentic, your UGC will be, too. And you can use all of this in your marketing materials!

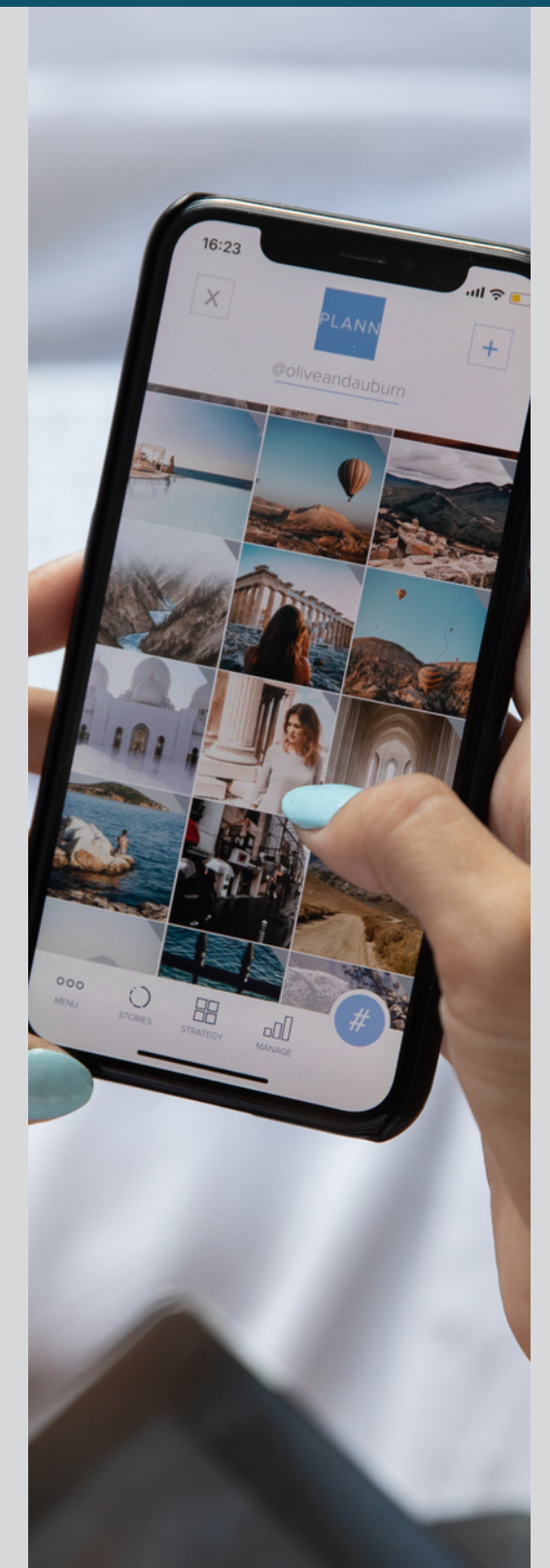
## AUTHENTICITY

Focus on being your true self! We are moving more and more into a digital environment where trust is coveted.

## BEHIND THE SCENES

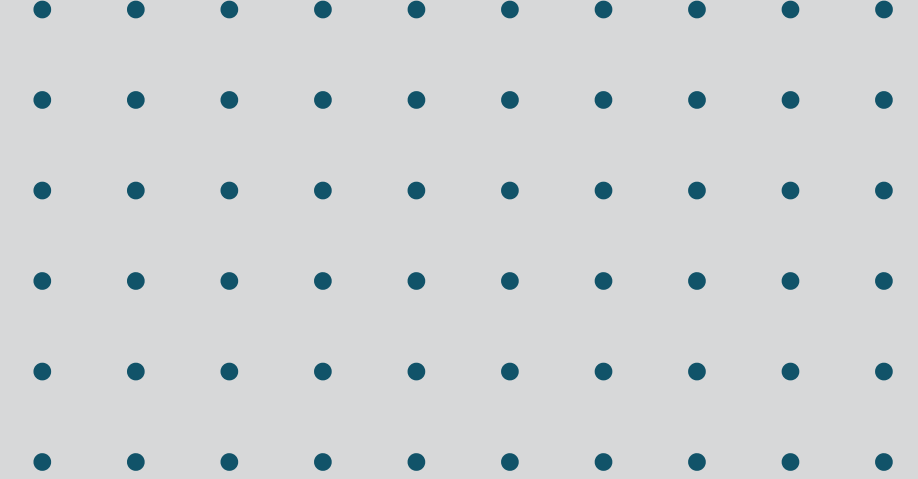
If you’re traveling or doing something travel related, make sure you post about it. It’s reassuring to your clients to know their travel agent is actually traveling. They also enjoy the “exclusivity” of seeing behind the scenes of vendors.

## LIFESTYLE MARKETING



## O2. LIFESTYLE MARKETING

# FACEBOOK



**3.065  
BILLION**

The most used social media platform worldwide.

**2/3  
ACTIVE**

Over 2/3 of these users are active daily.

**59%  
REACH**

59% of users have reached out to a brand.

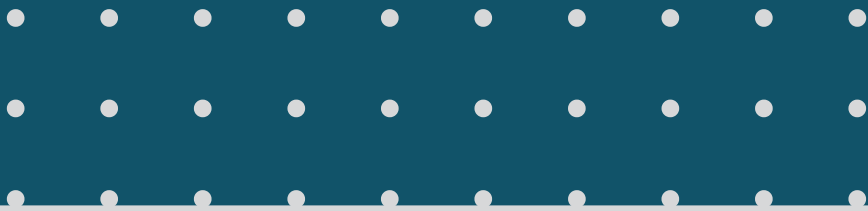
**25-34  
AGE GROUP**

Sees higher usage among people below the age of 44.



# PAGES: THE DIFFERENCES

PERSONAL	BUSINESS
Meant for personal use.	For business and Groups For business or building communities
Against FB's policy to use it for business.	Can only see public data: user's name, photo, location.
Private (can change setting to make some things public or only visible to certain people or groups of people)	Public, searchable on Google
Can schedule using third party tools.	Can schedule posts directly on Facebook or using a third-party



# PAGES: DO'S AND DON'TS

DO	DON'T
DO share useful posts or events from your Business Page to your Personal Profile	DO NOT post all of your business updates on your personal Facebook
DO engage your audience with trending topics in your industry on your business page	DO NOT post political or religious views on your Facebook Business Page
DO post content that is accessible to everyone on either pages	DO NOT fill your Business Page with jargon and data
DO invite your friends to like your Business Page	DO NOT take it personally if they don't accept
DO post important business information on your Business Page	DO NOT make your personal posts public

# GROUPS

	Public	Private
Who can see what people post, comment and share in the group?	Anyone, on or off Facebook	Current members of group
Who can see who's in the group?	Anyone on Facebook	Current members of group
Who can see who the admins and moderators are?	Anyone on Facebook	Visible: Anyone on Facebook Hidden: Current members or anyone invited
Can admins change the privacy setting after creating the group?	Yes (can change to private)	No
Can you post without admin approval?	If the admins allow	If the admins allow
Can you post, comment and participate in the group without being a member?	Yes, although admins can choose whether approval of posts and participants is required	No





# WHY USE A GROUP

## PERSONAL

A more personal experience for your clients.

## ORGANIZE

Organizing events and promotions exclusive to group members.

## VALUE

Providing value through helpful content and discussions

# STRATEGY

## How to Effectively Grow Your Facebook Group

### Provide Value

Focus on offering valuable content and advice rather than direct promotion. Share travel tips, destination recommendations, packing hacks, and insider insights. Establish yourself as a helpful resource within the group.

#### Participate

By actively participating in conversations, you can showcase your expertise and build rapport with group members.

#### Visuals

Visuals are powerful tools for capturing attention and sparking interest. Share high-quality photos and videos of destinations, accommodations, and travel experiences to inspire and attract engagement.

### Join Relevant Groups

Look for groups that cater to your target audience. Joining groups where your ideal clients are active increases the chances of reaching and engaging with them.

#### Host

Organize live Q&A sessions or webinars within the group to address common travel-related questions, provide travel tips, or discuss trending topics in the industry. Live sessions can foster real-time interaction and engagement.

#### UGC

Encourage User Generated Content. Encourage group members to share their own experiences, photos, and recommendations.

# WHAT IS META?

A business suite offered for Facebook and Instagram. You need a business page in order to access META.

## POST ACROSS FACEBOOK AND INSTAGRAM.

*With Meta Business Suite, you can publish feed posts and stories for both Facebook and Instagram without switching accounts. If you want to post for a later time when your customers are most engaged, you can schedule your posts and stories, save them as drafts or upload creative assets to the media library.*

## MANAGE YOUR INBOX.

*Read and reply to messages and comments across Facebook, Messenger and Instagram in a single place, and create Automated Responses for faster replies.*

## CREATE ADS.

*Get more people to see and engage with your business by boosting a post or creating an ad placed across Facebook and Instagram.*

## TRACK INSIGHTS AND TRENDS.

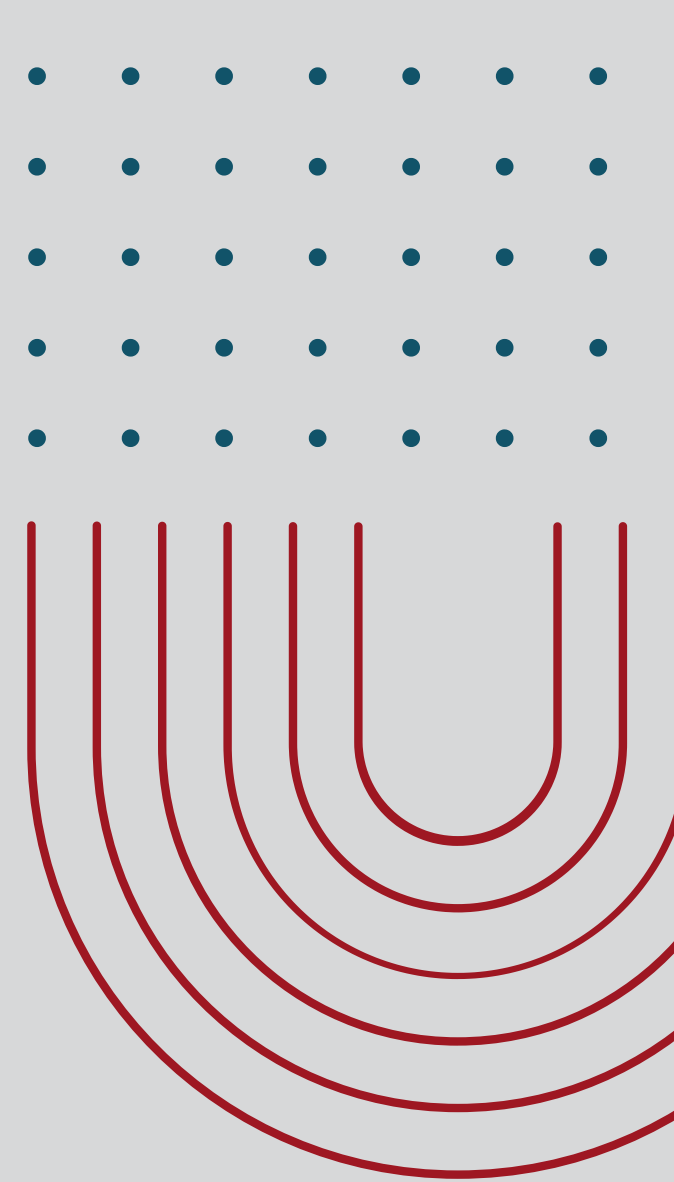
*See how your posts are performing, track key trends and learn more about your Facebook and Instagram audience.*

## SEE ALL ACTIVITY AT A GLANCE.

*Review all activity for your business on Facebook and Instagram using your Activity tab. You can also prioritize unread messages and comments by viewing your To-Do List directly on the Home screen.*

## ACCESS HELPFUL TOOLS.

*From Meta Business Suite on desktop, you can quickly access other Meta tools like Ads Manager, Commerce Manager, Business Settings and more.*



# META CAN TELL YOU WHEN YOUR USERS ARE ACTIVE THE MOST.

Day	Best time to post on Facebook (EST)
Monday	6 am to 4 pm
Tuesday	7 am to 4 pm
Wednesday	7 am to 4 pm
Thursday	6 am to 4 pm
Friday	7 am to 4 pm
Saturday	8 am to 3 pm
Sunday	11 am to 4 pm

THE AVERAGE TIMES WHEN THE MOST PEOPLE ARE ONLINE.

## 03. FACEBOOK



# BOOSTING YOUR POSTS

## HOW CAN BOOSTING BENEFIT YOU?

### TARGET MARKET

Boosting can increase the awareness of your brand in general, but you can tailor each boosted post to fit your target demographic. Facebook provides targeting options for you. You can also create a custom audience or retarget people who have interacted with your Page or website.

### ENGAGEMENT

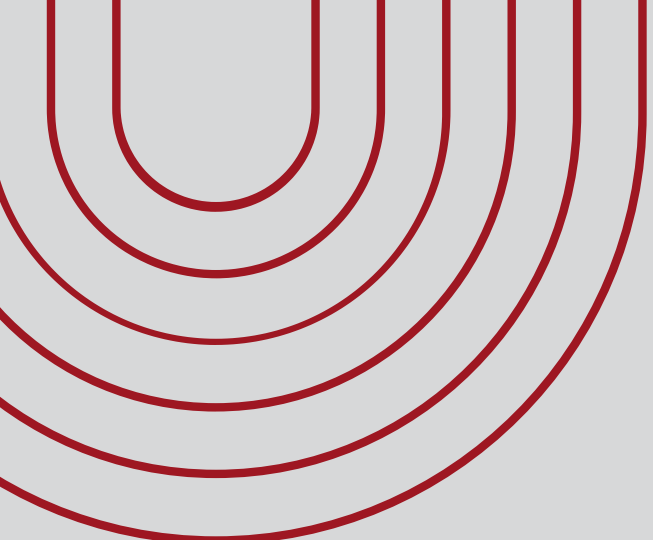
Facebook's algorithm prioritizes content that receives higher engagement, such as likes, comments, and shares, making it more likely to be seen by others. By boosting posts that encourage interaction, such as asking questions or sharing captivating travel stories, you can increase reach and build relationships.

### VISIBILITY

Meta shows your ad to people most likely to click your ad and sends them to your chosen destination. Can significantly enhance user visibility by expanding reach to a broader audience beyond your current followers, thus increasing the likelihood of engagement and interaction with your content.

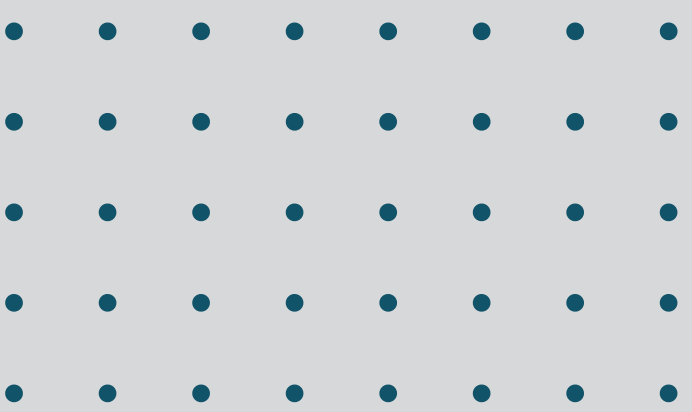
## 03. FACEBOOK





# B2B

LINKEDIN



## PROFESSIONAL NETWORK

LinkedIn provides access to a vast network of professionals and businesses in the travel industry, making it an ideal platform for establishing valuable B2B connections and partnerships.

## TARGETED ADVERTISING

With LinkedIn's targeting options, you can tailor your marketing efforts to reach specific B2B audiences, such as corporate travel managers, and event planners.

## THOUGHT LEADERSHIP OPPORTUNITIES

Allows you to showcase your expertise and thought leadership in the industry through content sharing, articles, and participation in relevant groups and discussions, helping to build credibility and trust among B2B clients and partners.

# GET MORE ENGAGEMENT

ON YOUR SOCIALS

## **LEVERAGE DATA-DRIVEN INSIGHTS**

Utilize advanced analytics tools to gain deep insights into audience behavior, preferences, and engagement patterns.

## **COMMUNITY MANAGEMENT TACTICS**

Utilize sentiment analysis, social listening, and engagement automation tools to proactively address feedback, resolve issues, and cultivate a loyal and engaged community.

## **HARNESS THE POWER OF INFLUENCER MARKETING**

Develop strategic partnerships with other agents who possess niche expertise and authority. Implement co-creation campaigns and influencer amplification strategies to enhance your brand credibility, reach, and engagement.

## **CONTENT PERSONALIZATION**

Utilize machine learning algorithms and AI-driven content recommendation engines to deliver hyper-targeted content experiences that resonate with individual audience members, driving higher engagement, retention, and conversion rates.

## **OPTIMIZE FOR EMERGING PLATFORMS AND FORMATS**

Stay ahead of the curve by identifying emerging social media platforms, trends, and content formats. Experiment with interactive storytelling formats, and content strategies to capture attention, stimulate engagement, and differentiate your brand in a competitive landscape.



# CONGRATULATIONS

**You now have your PhD in  
Social Media Marketing!**

If you have any additional  
questions you can reach out  
to me at  
[isabella@outsideagents.com](mailto:isabella@outsideagents.com)  
904 739 2224 ext 110

