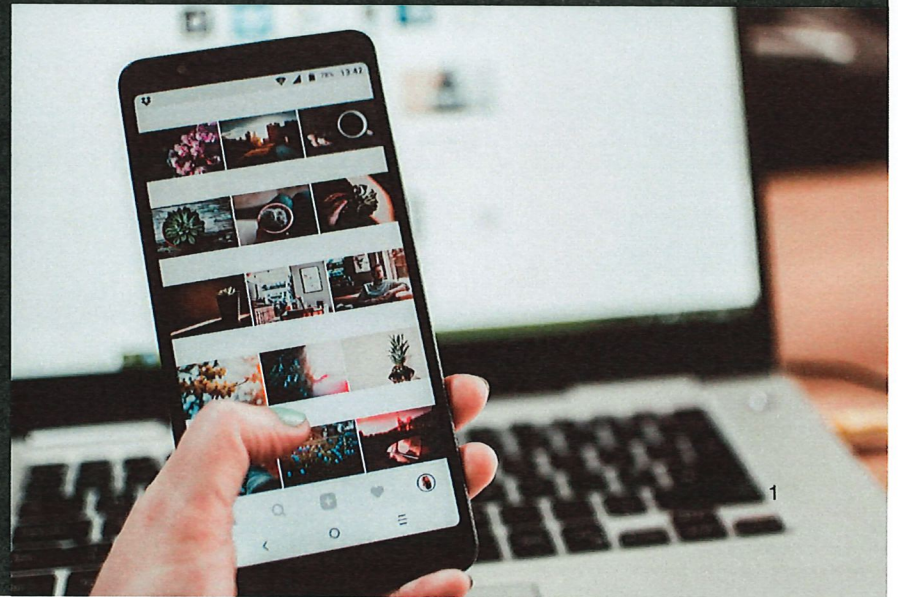


# GOODGIANT

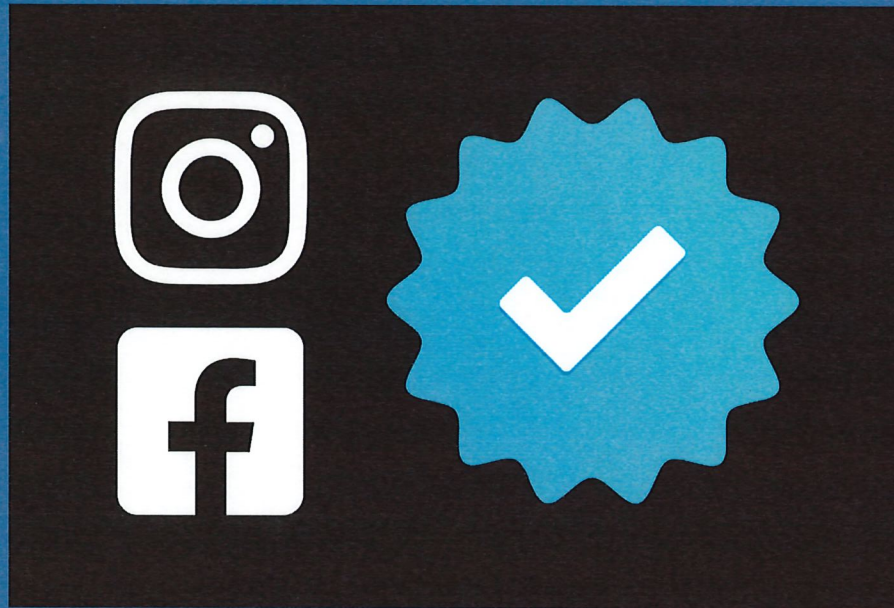
## SOCIAL MEDIA MARKETING 101





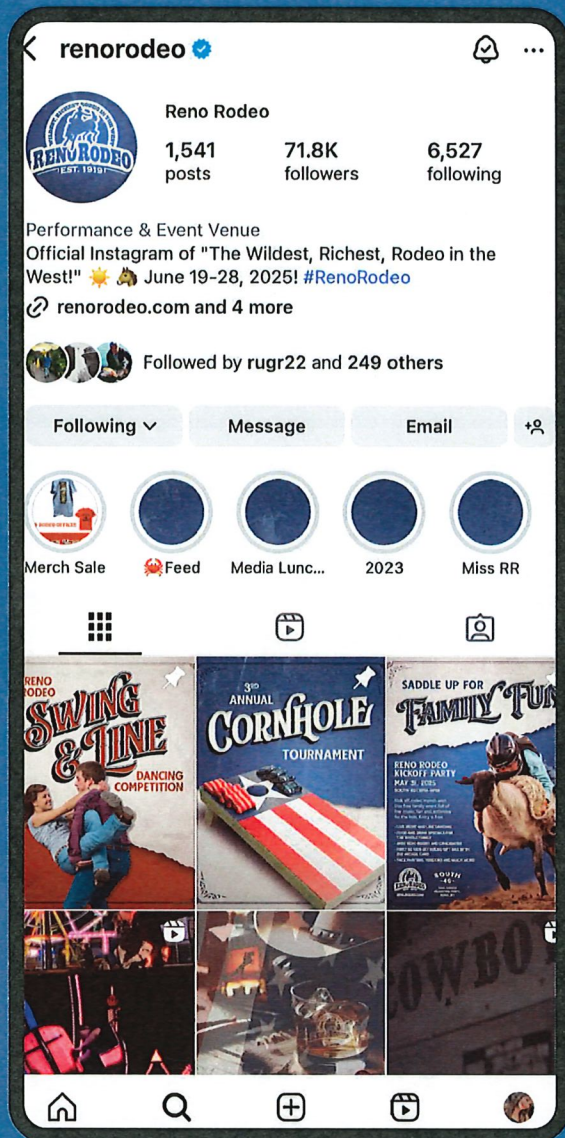
## META VERIFIED

Has your business had problems with phishing and scams?  
We suggest signing up for Meta Verified! It is a paid subscription for Facebook and Instagram that offers creators and businesses enhanced credibility, protection, and visibility.

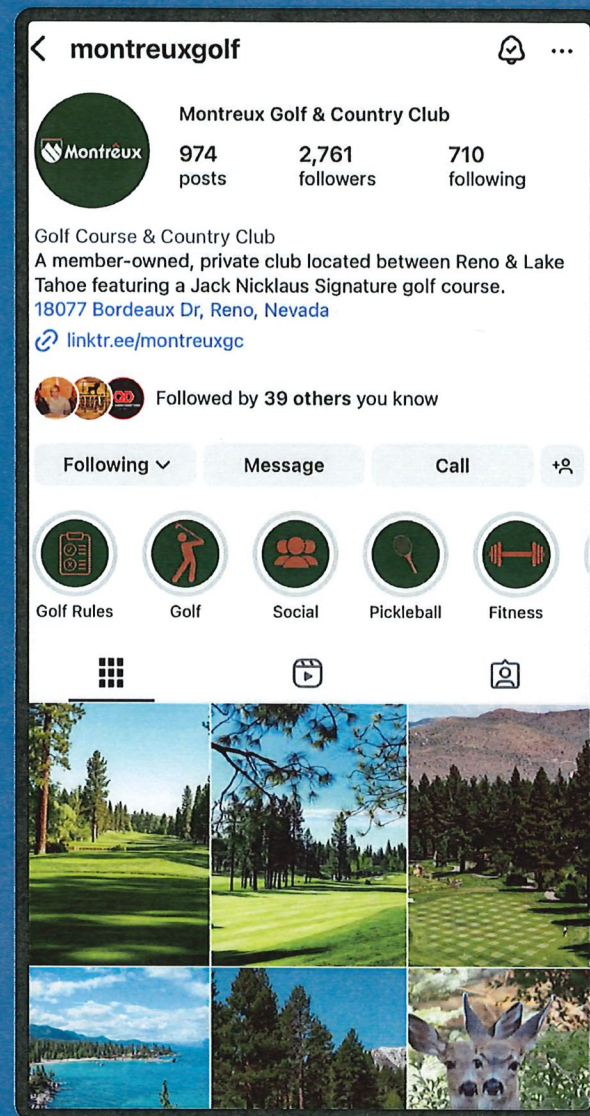




EXAMPLE  
ACCOUNT WITH  
META VERIFIED



EXAMPLE  
ACCOUNT WITHOUT



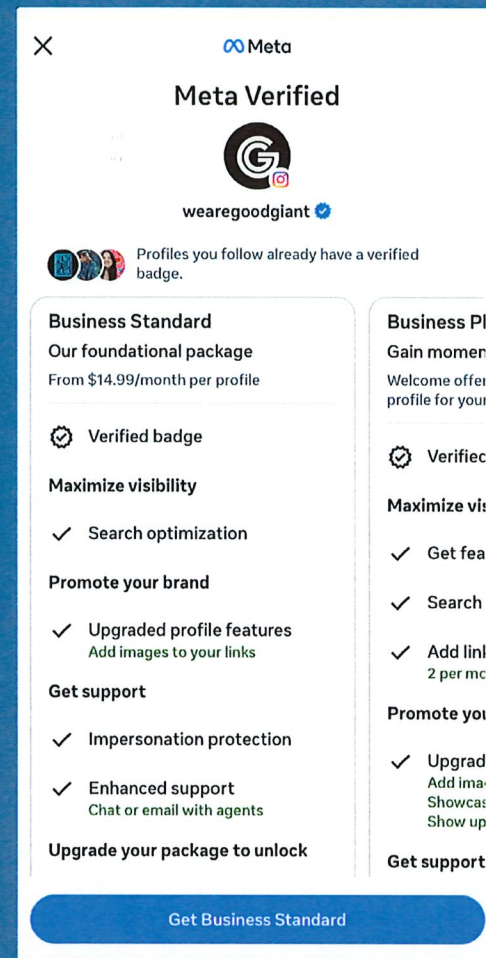
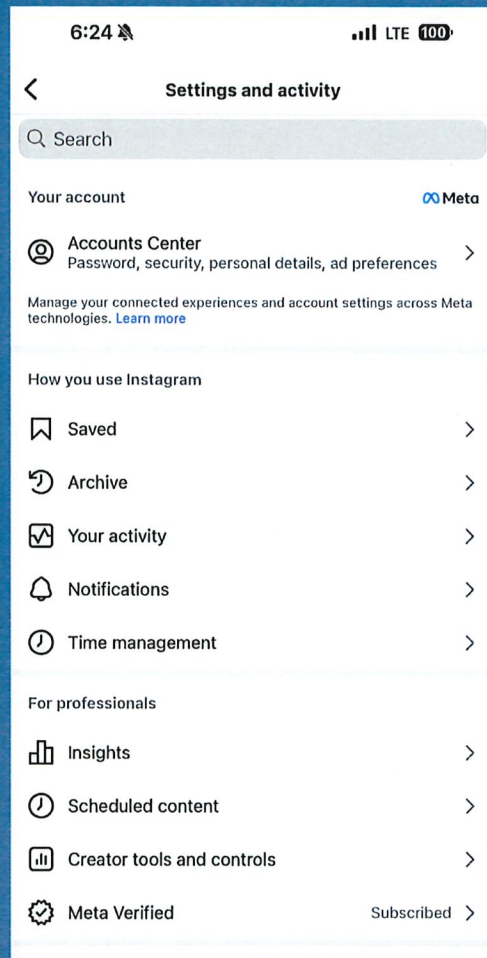


## META VERIFIED

- Verified badge: Builds trust and authority with your audience
- Impersonation protection: Proactive monitoring against fake accounts
- Direct support: Access to real human customer service from Meta
- Increased reach: Potential boost in visibility across the platforms, you come up higher in search
- Exclusive features: Stickers, profile enhancements, and priority in comments



# META VERIFIED







## Tips for Writing Captions

### Write like you talk:

- Use a friendly, on brand tone—talk to your players like regulars.
- Keep it short. Aim for 1–3 short sentences max.
- If you're using AI, make sure to proof and edit to match brand standards.
- Make it engaging: Ask questions: “Who’s feeling lucky tonight?”
- Give simple CTAs (calls-to-action):
  - “Tag your bingo bestie”
  - “Share if you’ve won a blackout!”





## Tips for Writing Captions

Use emojis (but don't overdo it!)

- 🎉👏💰🔥 They help catch the eye
- Great for bullet points or replacing words

Tell the players what is in it for them:

- “\$100 up for grabs tonight!”
- “Early bird games start at 5—don't miss it!”

Hashtag smart:

- Use 3–5 local or niche hashtags (#BingoNight #[YourVenueName])
- Avoid spammy ones like #follow4follow



# Collaborating With Social Media Influencers/Creators

## Why Work With Influencers/Creators?

- Reach new audiences — especially locals and niche gaming communities.
- Build trust — people tend to trust people more than ads.
- Create authentic content — influencers can make your brand feel personal and fun.
- They provide you with great content for your own pages as well as share on their social channels.



# Social Media Influencers/Creators Process

1. We begin by collaborating with the client to thoroughly understand their objectives and the target audience they aim to reach. This foundational step ensures alignment on goals and expectations. We also discuss budget.
2. Our team compiles a comprehensive list of potential influencers who align with the campaign objectives. Each influencer undergoes a vetting process to review their content, audience engagement, and ensure no controversial or brand-inconsistent material is associated with their profiles. We use lots of different tools to find influencers - including creator marketplace, articles about influencers and more!
3. We initiate contact with selected influencers, providing an overview of the project and collaboration details. This stage often involves a series of communications to finalize the project scope and expectations. This is where we also discuss budget.
4. Once the project scope is established, we prepare a formal agreement using the agreement template. We include all deliverables.
5. GG collaborates with the influencer to develop campaign content. All content is reviewed and approved by the social team prior to publication to ensure alignment with brand guidelines and campaign goals.
6. Post-campaign, the social team compiles a comprehensive recap summarizing the collaboration, content performance, and overall campaign outcomes.



# Sahara Las Vegas Influencer Case Study

Total Influencers Secured for Campaign: 5

Total Followers Combined: 1,664,700

Total Pieces of Content Collected: 215 Photos & Videos from Creators

Total Posts to Feed: 26 Posts

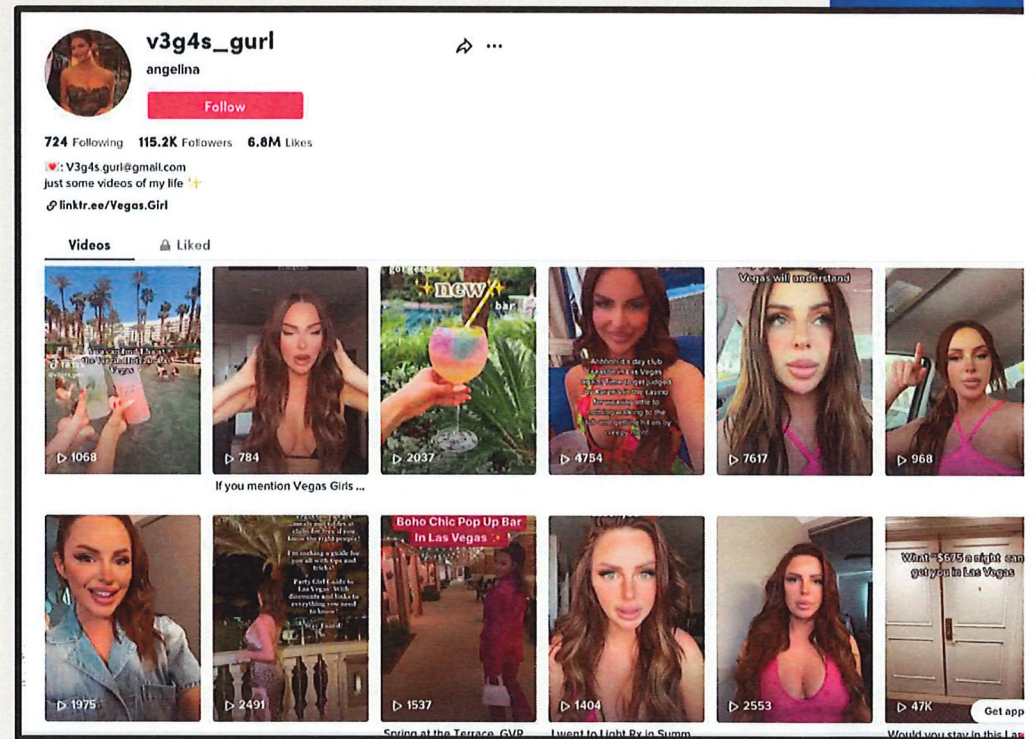
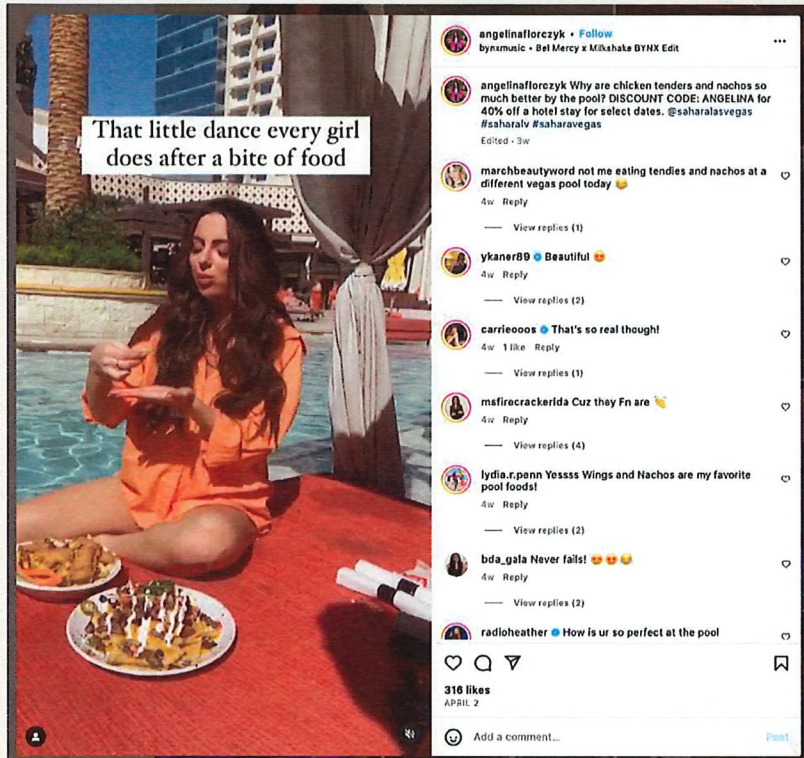
Highest Performing Influencer for Bookings: Angelina



# ANGELINA

Total Followers: 115,200

Total Engagements: 40,765

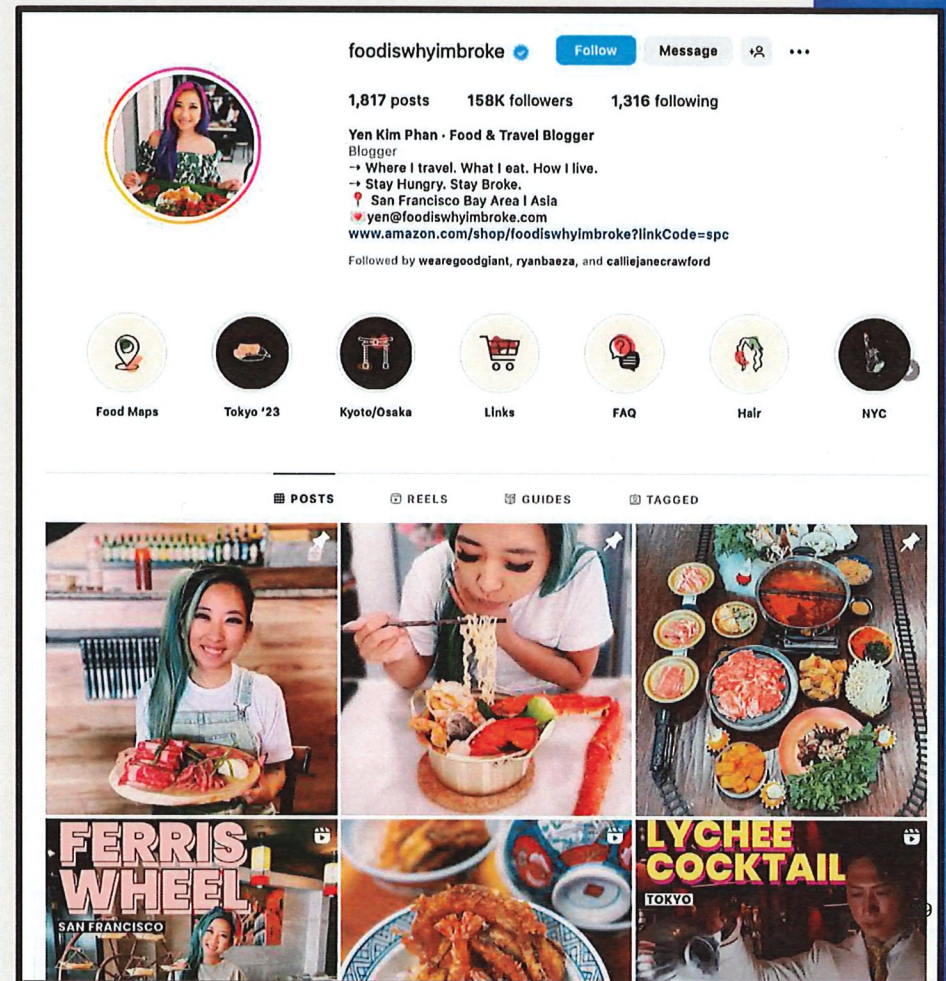




# YEN - FOOD IS WHY I'M BROKE

Total Followers: 158,000

Total Engagements: 8,876



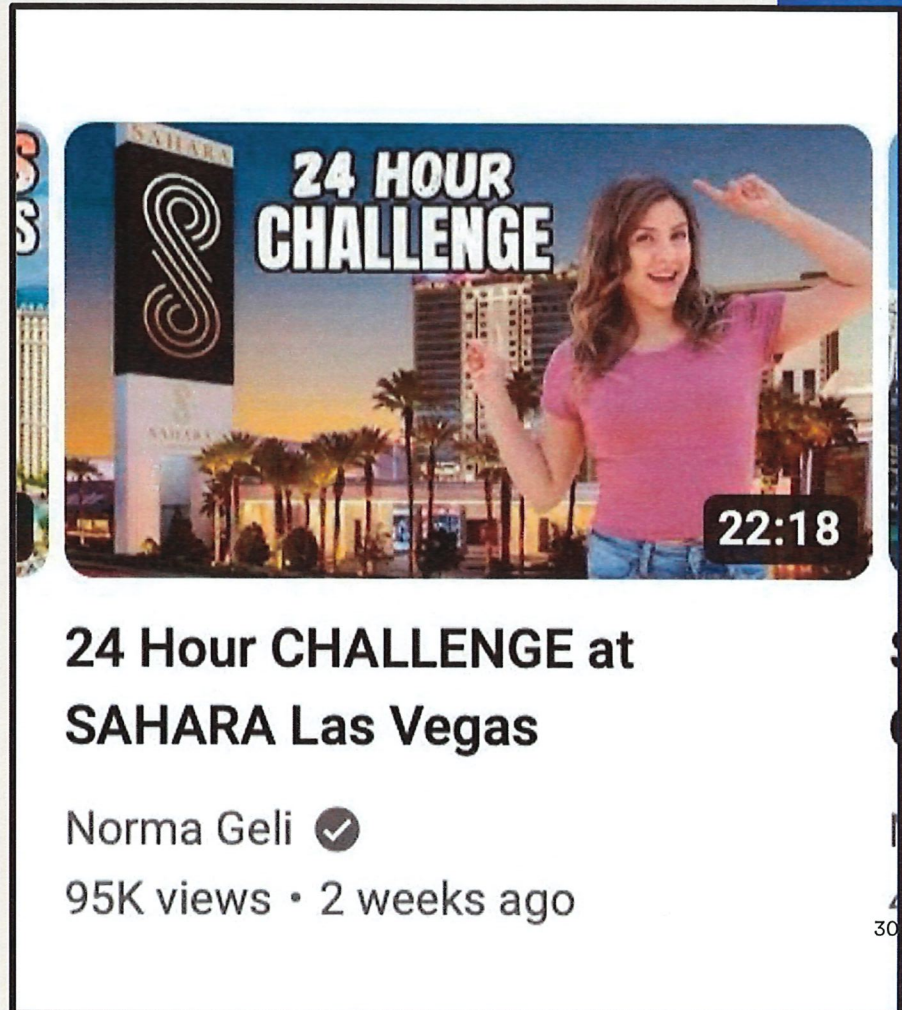
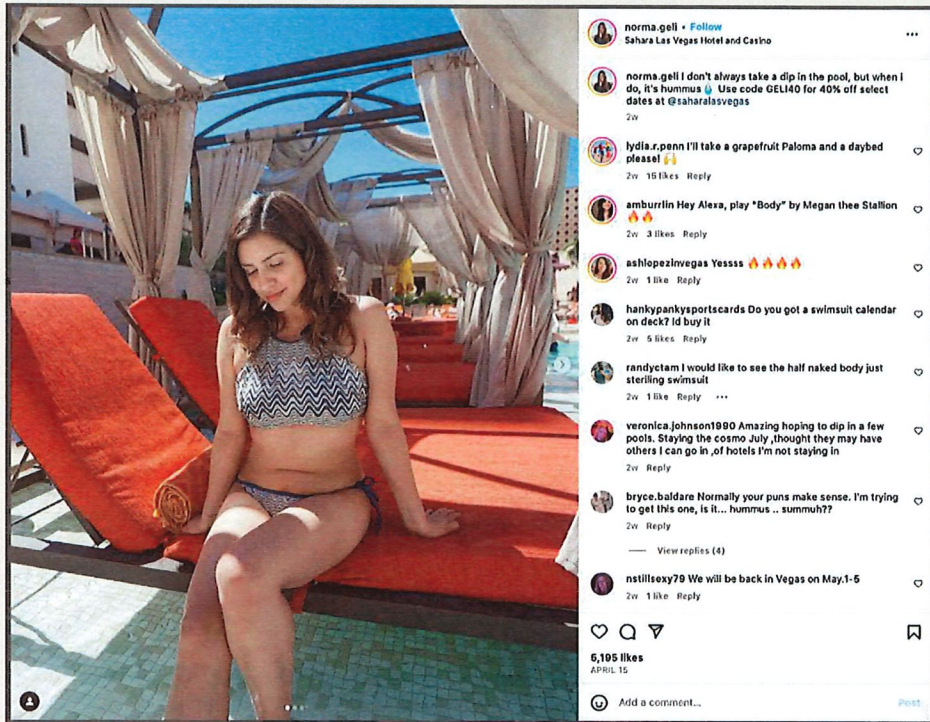


# NORMA GELI

Total Followers: 159,000

Total Engagements: 12,765

Content Provided: 5





# Chris Kabeya

Total Followers: 363,000

Total Engagements: 9,675

Content Provided: 5





# OLIA MAJD

Total Followers: 406,000  
Total Engagements: 3,745





# Community Management

Why it matters:

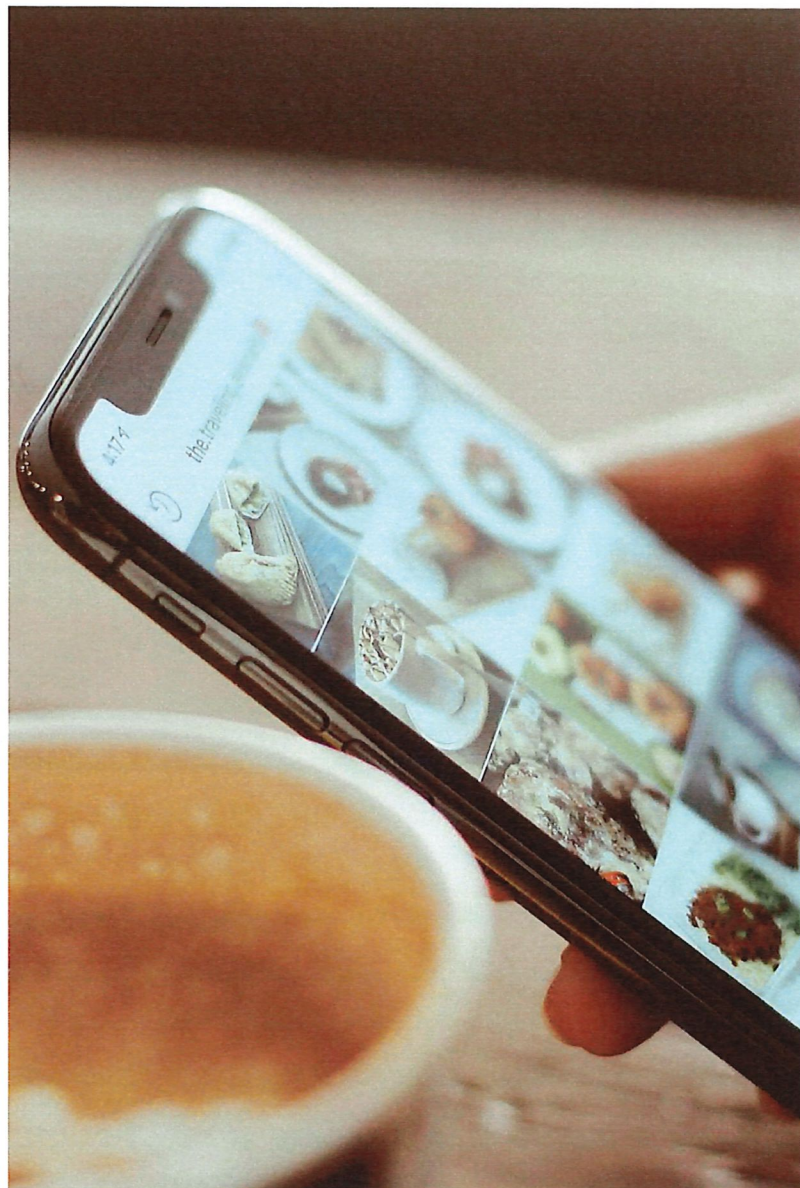
- Your online presence is your digital front door.
- Players trust your reviews, comments and responses as much or more than ads.
- How you handle questions, complains, and praise builds your brand reputation.



# Community Management Best Practices

- Respond to all comments and messages — yes, even the negative ones within 24 hours.
- Acknowledge wins and regulars in replies or posts.
- Stay positive, polite, and on-brand in every reply.
- Use saved replies or templates for frequently asked questions.
- Create a community management cheat sheet for your team.
- Like and reply to guest tags and photos.





## Social Media Trends We're Loving!

- Short-form video using the collab feature on Instagram.
- Hyper-local content and community shoutouts.
- Get people to tap, vote, or comment — it feeds the algorithm!
- Text over video tends to perform well.
- Repurpose top-performing content across channels for better ROI.
- Using trending audio with your TikTok/Reel content.



## USING THE COLLAB FEATURE ON INSTAGRAM

### What's an Instagram Collab?

A co-authored post where two accounts share the same content, appearing on both profiles simultaneously.

- **Double the Exposure:** Posts show up in both feeds—maximizing visibility and reach with no extra content needed.
- **Built-in Trust:** Followers see a brand or creator endorsed by someone they already trust, which drives engagement.
- **Boosted Performance:** Collab posts often receive higher likes, comments, and shares than solo posts due to cross-audience interest.
- **Efficient Growth Tool:** An easy way to grow followers organically and increase engagement without paid promotion.



## USING THE COLLAB FEATURE ON INSTAGRAM

### Instagram Collabs Are Perfect For:

- Influencer or creator partnerships
- Brand-to-brand promotions
- Player features or community spotlights
- Event co-hosts
- Shared posts with a sponsor

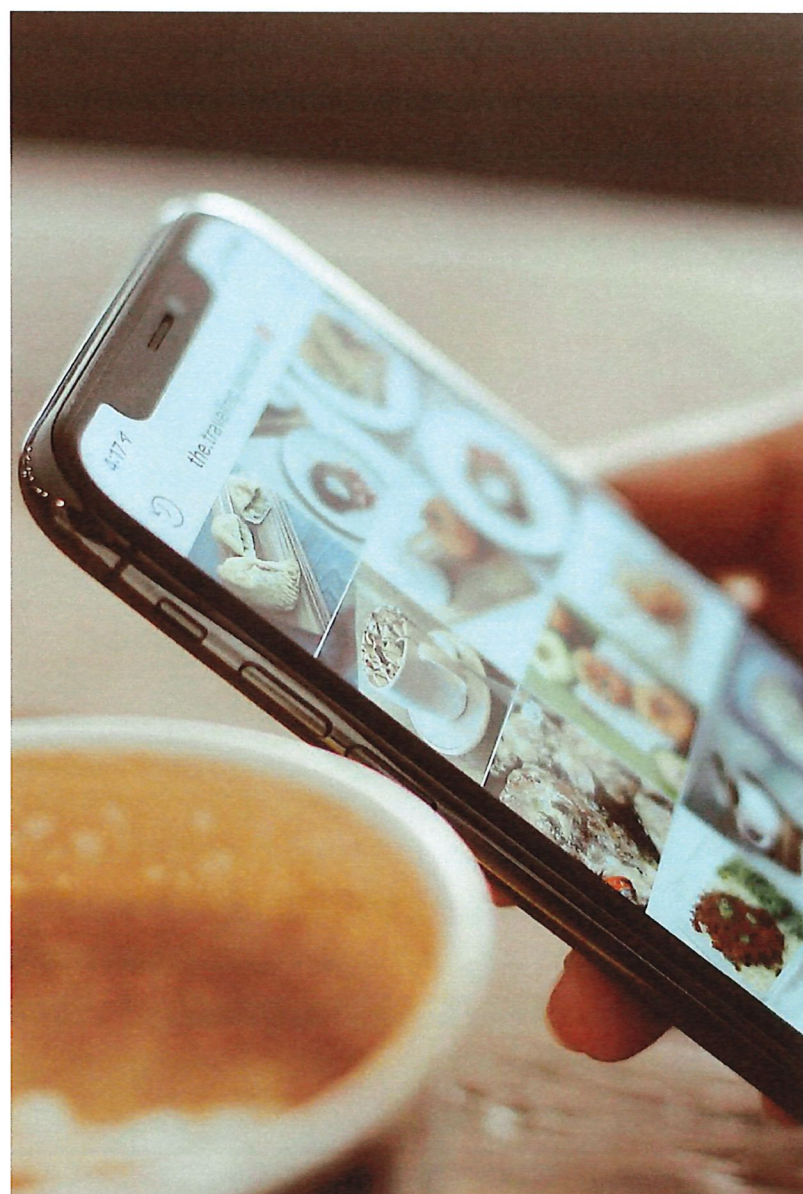


# Paid Social Media Boosting

- Use boosted posts for organic content that is performing well.
- Set goals: more website, more event responses, more video views or more messages.
- Start with \$50-\$100 per boosted post for up to a week.
- Target by location (30-50 mile radius), age (depending on your player base) or interests (bingo, casinos, concerts, gaming)
- Promote storytelling, not just selling
- Highlight what makes your property unique

## Avoid:

- Don't run ads without a goal
- Avoid too much text in the image, it hurts performance
- Don't target too wide







## Tracking Success

- Track your performance with a tool like Sprout Social.
- We like to do weekly, monthly, quarterly and yearly reviews.
- Look at your engagement. Not just likes – comments and shares!
- Track what content performs best, and do more like that.
- Over time, your data will tell you what your players care most about.
- Use this data to guide future campaigns & content!