



SOCIAL MEDIA MARKETING 101

March 11, 2021

Social Media Marketing 101

THE SOCIAL MEDIA MARKETING TEAM

TODAY'S PRESENTER: **VANNESA VASQUEZ**

VANNESA, RECENT BOMA OEB ASSOCIATE OF THE YEAR RECIPIENT, AND SMALL BUSINESS OWNER. VANNESA HELPS COMMERCIAL REAL ESTATE LEADERS CREATE AND PROMOTE THEIR OWN PERSONAL BRAND. AS A FORMER ACCOUNT MANAGER, SHE LEVERAGES HER KNOWLEDGE OF NETWORKING AND MARKETING TO CREATE A COMMUNITY THAT INCITES GROWTH.

COSPEAKERS: **SONIA SHARMA, KATE EDSTROM, MIKE HEROLD, ALISSA HALL, AND MIKE HEROLD**



OBJECTIVE

- Defining Social Media Marketing
- Defining Personal Brand Statements
- How to find your target audience
- Sharing SM Statistics



SOCIAL MEDIA MARKETING

DID YOU KNOW?

- There are 3.2 BILLION social media users... that's 42% of the world's population
- 24% of businesses don't have a formal marketing plan
- 4.6 billion pieces of content are published daily
- There are 212 Social Media Platforms! Not all of them are utilized, but you can find the list on Wiki.
- 500 million daily users on Instagram
- 83% discover new products & services on IG
- 57% users are mobile users on LinkedIn
- 30% of a company's engagement on LinkedIn comes from employees on LinkedIn
- 77% of twitter users feel positive about a brand - they expect replies on Twitter
- 62% of consumers are more likely to use a company with a Social Media Presence
- 1 Billion hours of video are watched DAILY on YouTube
- 62% of businesses use YouTube

SOCIAL MEDIA PLATFORMS

What is it?

Social media platforms are interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks.

Examples:

Social Networking

Photo Sharing

Video Sharing

Microblogging

Community Platforms

Interactive Platforms

PERSONAL BRAND & WHY IT'S IMPORTANT

Personal Brand Statement | This statement tells your audience who you are and how you can help them.

You can use this in your LinkedIn tagline, resume, and even your social media BIO's.



Social media starts with conversations, especially in these uncertain times. Retrain our expectations and how social media outcomes are valued to move away from click-driven results. Being part of a conversation, in a Facebook Group, on Twitter, or even TikTok needs to be prioritized. Content created and shared should result in conversation and amplification, not through conversions.

Why Social Media is important during the COVID-19 Crisis.

The impact of COVID-19 has increased the number of hours we spend on channels like Facebook, Instagram, LinkedIn, Snapchat, TikTok, YouTube, Twitter etc. The percentage of time spent in a day on Facebook and Instagram has gone up to 62% in India, as per the intelligence platform, Kalagato. Similarly, the time spent has increased to 27% on LinkedIn and 34% on Twitter.

<https://www.b2bmarketing.net/en/resources/blog/social-media-age-coronavirus>

THE STRATEGY

What is a Marketing Strategy?

A plan that is action based, to promote or sell a product/service.

Elements you need to strategize towards:

- Market Research
- Target Market
- Competitive Analysis
- Budget
- Measurement... what are your goals? How can we keep track!?

Why use SMM?

- Cost Effective
- Global Audience
- New Markets
- Engagement
- Audience Insights
- Business Intelligence
- Competitor Analysis
- Social Shopping

Social Media Life Cycle:

- Figure out your target audience
- Create a marketing strategy utilizing your target audience
- Create content
- Tools to achieve consistency and productivity
- Implement plan
- Track & Measure
- Listen to feedback
- Adjust accordingly
- *Implement new strategy if warranted*

Owned Media

- o This is something that you own and run yourself/Web Properties that are owned by you
 - o Blog, Mobile site, Social Media, website
-

Paid Media

- o Advertising you pay for- pay per click, display ads, paid influencers. Etc.

Earned Media

- o Traction that you gain online from reposts, mentions, tags, etc.

FACTS –

1. 500 million daily users
2. 2nd most engaged network
3. Average user time per day is 53 minutes
4. 83% discover new products & services
5. 1/3rd of stories are viewed from businesses
6. 50% of users follow at least 1 business
7. 4x more interactions
8. 80% of users make purchase decisions



Instagram – the visual platform. Consumers go here to be visually stimulated and informed. This is also a very simple and fun platform. So have fun and share pictures and videos of your products, your studio, and your staff. But to be successful, you need good photographs and videos!

Try Instagram Reels, a similar concept to TikTok that has swept the internet, where users can create brief, engaging short-form videos that entertain and educate viewers.

Also consider using the Instagram stories feature to host weekly video sessions to answer customer questions and connect with your audience through a live channel.

INSTAGRAM

LinkedIn – the professional platform. LinkedIn is intended to form professional connections. So unlike Instagram and Facebook, we advise you to have your communication be more professional on LinkedIn. Since this is a more professional platform, people are in a more business frame of mind, so this is a great place for industry focused messages. But even still, remember it's a social platform.



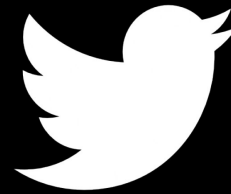
LINKEDIN

FACTS –

1. 33% of users are millionaires
2. 57% users are mobile users
3. 27% have between 500-999 connections
4. Available in 24 languages
5. Companies that post weekly on LinkedIn see a 2x higher engagement rate
6. 55 million companies are on LinkedIn
7. LinkedIn posts with images get 2x higher engagement
8. 30% of a company's engagement on LinkedIn comes from employees
9. LinkedIn saw a 55% increase in conversations among connections in 2020
10. 3 people are hired through LinkedIn every minute
11. 40 million people use LinkedIn to search for jobs each week

FACTS –

1. 500 Mil tweets daily
2. 23% of the internet population
3. Average user has 707 followers
4. 77% of twitter users feel positive about a brand - they expect replies
5. Available in 40 Languages
6. 2 Billion Search Queries a day
7. 83% of world leaders are on twitter
8. 80% are on mobile



Twitter – the blah platform. A quarter of Twitter users would be interested in watching industry or professional events on the platform. If LinkedIn is the office, full of corporate chat, perhaps Twitter is the bar where we let our hair down a bit. Hashtags for professional networks to congregate around are still relevant for online events.

TWITTER

FACTS –

1. 56% of people visit Facebook
2. Potential REACH is 1.9 Billion
3. 96% of users are mobile
4. Images make up to 18% of posts
6. Link posts receive 76% less engagement than video posts
7. 500 Million Daily Viewers of “stories”
8. Politics is the highest ranked type of media
9. 62% of consumers are more likely to use a company with a Social Media Presence



Facebook – the most prominent social media platform, as it is the most personal. Today consumers use Facebook for a myriad of different purposes; keep up with friends and family, sign up for events, purchase products, and so on. It is also commonly used for business posts that relate to operational updates and to engage with a business’s audience through expert and informative content

Your messaging can be similar to that of Instagram here; in fact, many people cross-post on Instagram and Facebook since Facebook owns both platforms. But Facebook does give you more tools to communicate. Note, written content better resonates on Facebook, so consider that when building your content strategy for this platform.

Tip: pin a post to the top of your page to inform your audience about the impacts COVID-19 has on your business. This could include a change of hours, call wait times, and alternative contact options.

FACEBOOK

FACTS –

1. 79% of users have a Youtube
2. Available in 80 Languages
3. 1 Billion hours of video are watched DAILY.
4. 62% of businesses use YouTube
5. 70% of watch time is on mobile
6. 90% of people have found new brands or products through YT
7. 500 Hours of video are uploaded PER MINUTE
8. 37% of all internet traffic



Youtube – the ultimate video media platform.

Tell a story through a video series. Consider highlighting a hardworking employee, or your company's impact in the community.

Post Longform content more often. Longform pieces feel more personal and will give you more space to convey a message.

Conduct an interview. Q&A sessions make for intriguing content, but they also can be helpful when trying to drive a narrative about your company.

You should create a specific YouTube posting schedule and stick with it! Whether it be one video every Tuesday, or two videos per week, design a schedule that matches the amount of quality content you're able to consistently create and upload.

YOUTUBE

BREAKOUT ROOM 1

DO'S

- 1) Start by defining your personal brand
- 2) Identify your target audience
- 3) Post Regularly on Social Media – Be consistent, but don't over post
- 4) Develop valuable content
- 5) Be experimental- Try out videos, try out polls/surveys, live stream, etc.
- 6) Reach out and connect with your audience – keep the social in social media – have a conversation!
- 9) Share tips that are relevant to your brand.
- 8) Promote events

Stay Authentic: Keep it Real



DON'TS

- Don't self promote TOO much
- Profile photos shouldn't include a mess in the background
- Don't post content just for the sake of content. We must be deliberate and intentional in our social media content. Being quick and to the point will have a greater impact on your readers than flooding them with multiple, unnecessary posts that they think are just plain annoying.
- Don't go hashtag crazy
- Don't drink and post lol
- Don't ignore questions, comments, and messages from followers.

BREAKOUT ROOM 2

BEST PRACTICES



BEST GENERAL TIMES TO POST

Facebook: Wednesday, 11 a.m. and 1–2 p.m.

LinkedIn: Wednesday from 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m.

CONSISTENCY IS KEY!

Once you become the hub of information for your followers. They expect it!



Don't put anything out that your mom would be ashamed of.

Be authentically you.

Regardless of age, position, line of business, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You. It's that simple — and yet, that hard.

BE
yourself

STATISTICS OF SOCIAL MEDIA PLATFORMS

Demographic of SM Platforms by Gender (BY PERCENTAGE)

Facebook
 Male- 62%
 Female- 74%

Instagram:
 Male: 30%
 Female: 39%

Twitter:
 Male: 23%
 Female: 24%

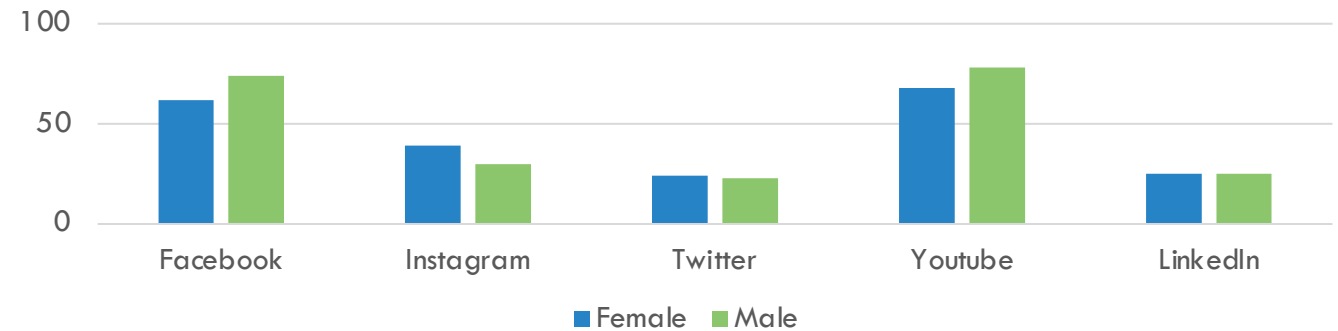
Youtube:
 Male: 78%
 Female- 68%

LinkedIn:
 Male: 25%
 Female: 25%

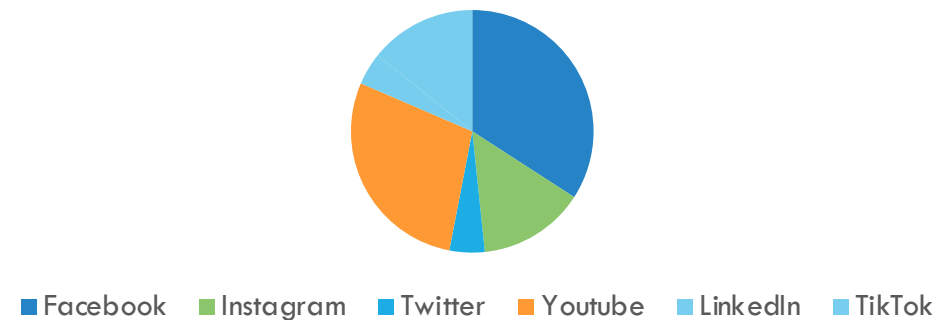
Most Popular SM for Business on a Monthly Basis

- Facebook- 2.4B
- Youtube-2 B
- Instagram- 1B
- Tiktok- 1B
- Twitter- 330 Mil
- LinkedIn- 303 Mil

Demographics of SM Platforms



Active Users



Branding Yourself

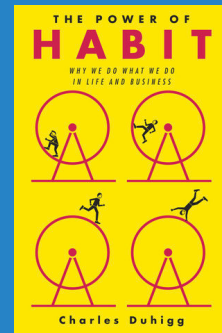
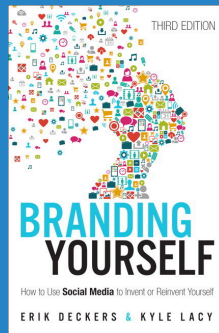
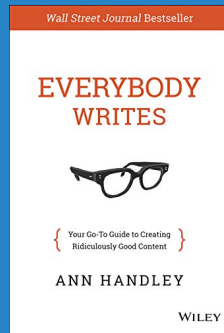
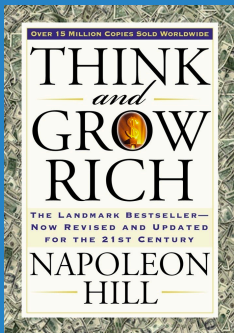
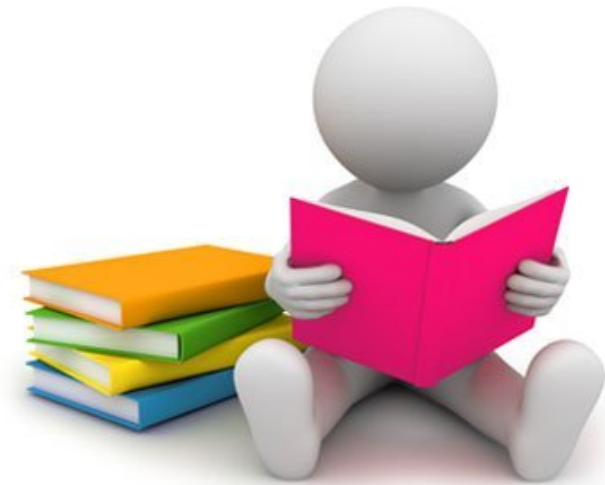
Unfu*k Yourself

The Power of Habit

Everybody Writes

Think and Grow Rich

READING LIST



1. Instagram
2. LinkedIn
3. LinkedIn Learning
4. Facebook
5. Twitter
6. Canva
7. Hootsuite
8. Slack
9. Snapseed
10. Photogrid

APPS TO CONSIDER

NOW ITS YOUR TURN!

CREATING YOUR PERSONAL BRAND STATEMENT

- What is your title?
- What do you do? (*One verb: i.e., help, teach, coach...*)
- Who is your target audience?

- What is their desired result?

Formula:

As a (title), I (verb) (target audient) their (desired result).

NOW.... WE CHALLENGE YOU!

Use what you learned today to start building your own personal brand.

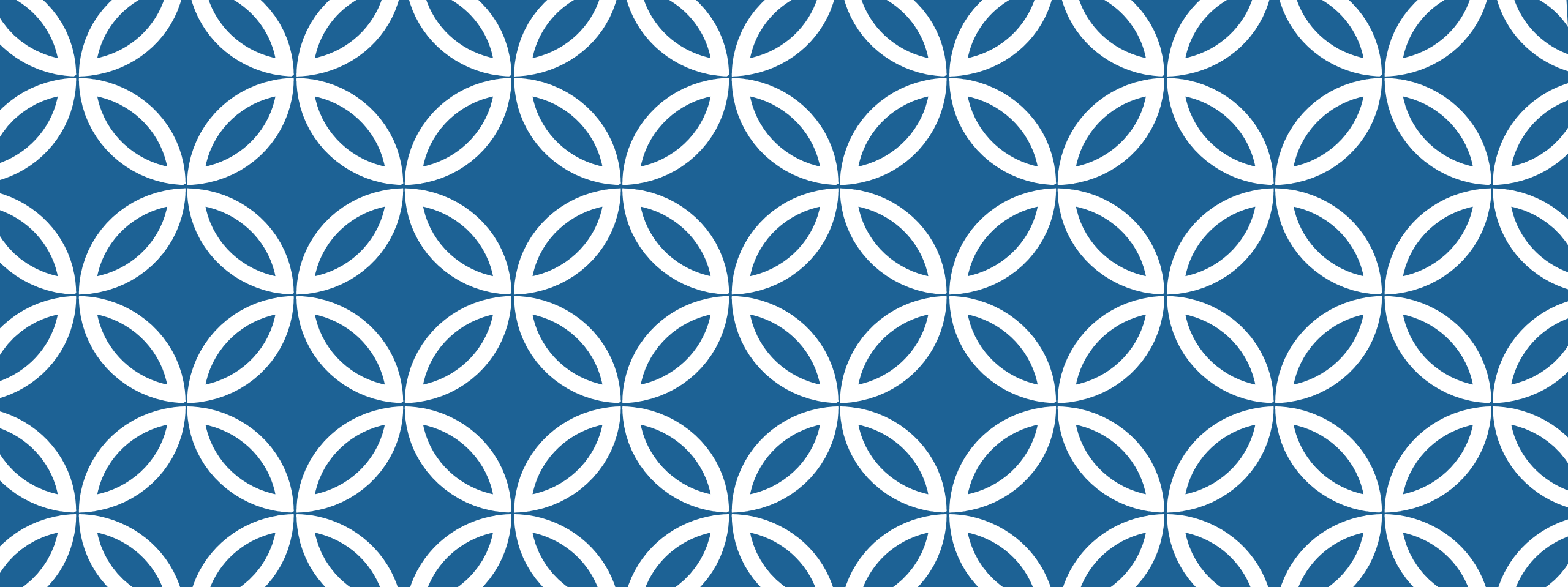
May that be for you, your business persona, or your buildings!

Use the BOMA OEB SM Challenge to get you on your way!

#BOMAOEB @BOMA_OEB

Remember... stay consistent, stay engaged.... & HAVE FUN!

You can continue the conversation on our BOMA OEB Slack Channel!



THANK YOU

Check out www.bomaueb.org for more events