Social Media Marketing Webinar

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Which of the following channels does your business use currently?

- Facebook: 93.7%
- Twitter: 84.4%
- Instagram: 80.9%
- LinkedIn: 70%
- YouTube: 60.8%
- Pinterest: 28.9%
- Whatsapp: 14.5%
- IGTV: 11.5%
- Snapchat: 8.7%
- Twitch: 1.7%
- TikTok: 0.8%
- Other: 4.1%

State of Social Report / 2019
buffer.com/state-of-social-2019
Let’s Start With Instagram

Instagram can help you reach your audience—whether you are currently open, closed, changing your business model, sharing items in stock, offering discounts or helping your community.

Brands are also using Instagram to reinforce their commitment to their community and show care and positivity during an uncertain time.
1 Expand your business and services digitally

As physical distancing becomes a reality for people and communities around the world, businesses need to communicate with customers in creative ways using digital platforms. Instagram can help businesses stay relevant and keep giving people the things they love in this uncertain time. That means bringing communities together in the moment, offering further ways to shop online instead of in-store, and providing a place to educate and entertain customers with interactive video experiences.

TOOLS TO USE

INSTAGRAM LIVE
INSTAGRAM SHOPPING
IGTV

Bring your community together in the moment with Instagram Live.

At a time when it’s best to create space apart, we can connect together online. Bring events online or host a Q&A with Instagram Live, and you can even ask a friend to join. We’re seeing creators, public figures and businesses go live to educate and entertain people. Instagram and Facebook Live views doubled within a week in Italy. To get as many viewers for your Instagram Live as possible, tease it on Feed and Stories before you go live, and post your Live video to Stories when you’re done so it shows up for 24 hours. You can also save your Live video and upload it to IGTV.

Here’s some inspiration:

• Nail polish brand Olive & June (@oliveandjune) is hosting live mani bootcamps, sharing manicure tips and asking followers what they want (free shipping, nail challenges, etc.).

• Illustrator Wendy MacNaughton (@wendymac) is showing kids of all ages how to draw.
Michelin-starred Canlis Restaurant (@canlisrestaurant), is changing their service to offer takeout and delivery of family meals.

Recipe box company Gousto (@goustocooking) is committing to their community and promising those who are vulnerable that they will still be able to deliver fresh food, donate to food banks and give discounts.

Shoe brand Rothy's (@rothys) is sharing Feed posts about the steps they’re taking to close stores and keep the community safe.

Wedding dress company Anomalie (@anomalie) raised awareness for a fundraiser on their Feed, to raise money and use their supply chain connections to get certified masks to frontline workers.
Use Stories to humanize your brand and drive entertaining engagement with your community. Stories is an ideal surface to share timely messages during this rapidly evolving situation.

Since Stories are viewable for only 24 hours, you can use them to keep your followers up to date on the latest news from your business, like changing hours or inventory in stock.
Stories & Direct Messages

- Use the Questions sticker to find out what people want to hear from you about during this time.
- Provide daily reflections and tips for customers.
- Create a Highlight of your COVID-19 updates.
- Create a Highlight featuring your most relevant products to make it easy for people to reference and find the things they need right now.
- Create fun challenges for people to reshare in their stories and @mention their friends.
To start a Live video, make sure you have a strong Internet connection. Swipe right from Feed to open the Stories Camera, then tap “Live” then “Start Live Video.” You can go Live for up to an hour, and you’ll see when new people join. The longer you stay Live, the more time your fans have to join. Your most engaged followers may receive a notification that you’re Live, and your Story will move to the front of their Stories bar at the top of the Feed.
Instagram Shopping

Make content actionable:

Use Shopping Tags

Upload your Product Catalog to begin.
Instagram IGTV

IGTV is full screen (vertical or horizontal), and videos can be up to 1 hour long. You’ll have your own channel on IGTV that gives you more opportunity to be discovered by new fans and customers. When people open IGTV, they’ll see multiple channels filled with videos from creators and businesses they already follow on Instagram and others they might like based on their interests. • Make sure you publish original (not repurposed) content, and use sound, editing and graphics techniques to make your IGTV stand out. Engage the viewer in the first 3 seconds. Always use Feed Preview to increase your IGTV views. The new IGTV cropping tool allows you to select a thumbnail image so it looks good on your Instagram profile grid.
1. Create a Business Page & Profile
You must have a Facebook Page to run ads and create a free Business Profile on Instagram. If you don’t have one yet, create a Page.

2. Set Up Ad
Select your ad objective, target audience and ad format within Ads Manager. Or select a post you’ve already shared on Instagram and tap Promote. We recommend you let Instagram automatically create an audience of people similar to your existing followers.

3. Determine Budget
Decide how long your ads will run and what budget you’re comfortable with spending.

4. Publish
Now that your ads are ready to go, hit publish. You’ll get a notification when your ads are approved and ready to run.
Instagram Ad Examples
Easy Instagram Ads

Within the App

The easiest way to run ads is by promoting posts you've shared on Instagram. Just select the post you want to promote, and then track how many people are seeing and interacting with your promoted post by tapping.
Instagram Tools & Resources

INSTAGRAM FOR BUSINESS COVID-19 PLAYBOOK
How brands can take action during a crisis
New Tools on Facebook

Host group video calls.

Go live on Facebook.

Use Portal to host classes.
Facebook Content Ideas

Giveaways

Ask a question

Photos

Facebook stories

Video updates (live video often send notifications)

Engagement
# Measuring Facebook Marketing Success

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<thead>
<tr>
<th>Metric</th>
<th>Description</th>
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<tr>
<td>Post Engagement</td>
<td>Engagement metrics for each post</td>
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<td>Organic Likes</td>
<td>Organic interaction with content</td>
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<td>Unlikes</td>
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<td>Links Clicked</td>
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<td>Page Impressions</td>
<td>The number of times a page was viewed</td>
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<td>Video Performance</td>
<td>Video performance metrics for each video</td>
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Hair Bow company onboarded its entire catalog onto Facebook Marketplace in a matter of minutes.

As soon as the products were live on Marketplace, orders began coming through.
Facebook Messenger

Jasper's Market
521K people like this
Food/Grocery
12:30 PM

Hi there! Here's your coupon for 20% off when you visit us this month. Just show it to us at checkout: SUMMERSALE

20% off entire purchase
Expires October 1, 2018

HubSpot
1.9M people like this
Product/Service

Typically replies instantly

HubSpot uses your info to contact you about our content, products, and services. See our Privacy Policy in the menu for more info and how to opt-out.

When you tap Get Started, HubSpot will see your public info.

Get Started
Example: Moroccan Oil Campaign

The beauty company ran Facebook video and photo ads in a campaign to boost brand awareness and sales of its new hair color masks, and saw a 2.2X lift in website purchases.
Facebook Ad & Messenger

**Carousel**
Show up to 10 images or videos in a single ad.

[Learn more](#)

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**Photo Ads**
Inspire your audience with photo ads.

[Learn more](#)

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**Video Ads**
Capture attention with engaging video ads.

[Learn more](#)

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**Instagram**
Promote your business to an engaged audience.

[Learn more](#)

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**Ads in Stories**
Share your story with immersive full-screen ads.

[Learn more](#)

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**Custom Audiences**
Reach your customers and contacts on Facebook.

[Learn more](#)

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**Lookalike Audiences**
Find people similar to your customers and contacts.

[Learn more](#)

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**Measurement**
Make better marketing decisions based on insights.

[Learn more](#)
Establish your brand with a free LinkedIn Page

Attract followers and build brand awareness by posting content on a free LinkedIn Page.

Get started with LinkedIn Pages
Linkedin Business Page

Aim to include an image in your posts

Images typically result in a 2x higher comment rate. We've seen custom image collages (3-4 images in one post) perform especially well for organizations.
As an educational institute, you can request access to features like the Alumni...
LinkedIn Business Page

Video gets 5x more engagement on LinkedIn, Live Video gets 24x more

And neither have to be difficult. Visit our Help Center for specs to get started with regular video. Once you’ve mastered that, apply for access to LinkedIn Live.
Showcase what makes your brand unique

Upload PDFs or PowerPoints to showcase what makes your brand unique. We’ve found members respond best to behind-the-scenes stories that highlight your unique culture and values. See how Hubspot does it.
Spotlight employees to humanize your brand

Recognize important team moments or celebrate your employees with personalized shout-outs from your Page.
Discover trending topics and articles

Select your target audience to find out what topics and articles they’re already engaging with on LinkedIn and share directly to your Page. Visit our Help Center to get started.
Linkedin Business Page

Social Notifications
- Show all
- Reactions
- Shares
- Comments
- Mentions

Re-share posts where your organization is @mentioned

Highlight the best of your brand by re-sharing mentions from employees, executives, and key customers. Find them under your Page's Activity tab.
We’re looking forward to streaming on #LinkedInLive from #Davos this year. Don’t forget to tune in!

#wef #digitaltransformation #innovation

Reach new, relevant audiences with your content

Hashtags are a great way to expose your brand to a wider audience. Identify 3-5 hashtags that are top of mind for your organization and add them to your posts when relevant.
Linkedin Business Page

Get your post in front of the right audience, for free

Target your organic Page posts to a specific language, location, region, university, function, seniority, industry, or company size. This is especially useful if you're a global Page with multiple geographic audiences.
Linkedin Ads

SPONSORED CONTENT
Native ads that appear in the LinkedIn feed

SPONSORED MESSAGING
Engage your audience in LinkedIn Messaging

TEXT ADS
Simple PPC or CPM desktop ads

DYNAMIC ADS
Ads automatically personalized to your Audience
YouTube & TikTok

300 hours of video are uploaded every minute.

YouTube reaches more 18-49 year olds than any broadcast or cable network on mobile.

59% of executives prefer watching video to reading text.
Take this time to better communicate.

“Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.”

MARK CUBAN
Billionaire entrepreneur
Questions?

Type your question to the chat box

Contact Us:

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