

Social Media Marketing Webinar

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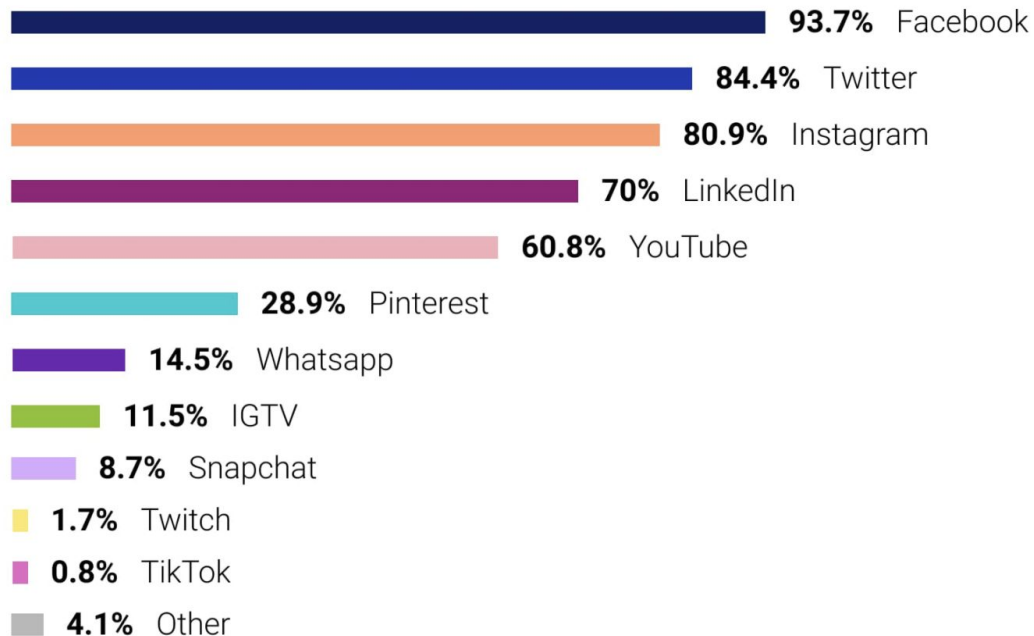
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help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



THE
UNIVERSITY
OF RHODE ISLAND



Which of the following channels does your business use currently?



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

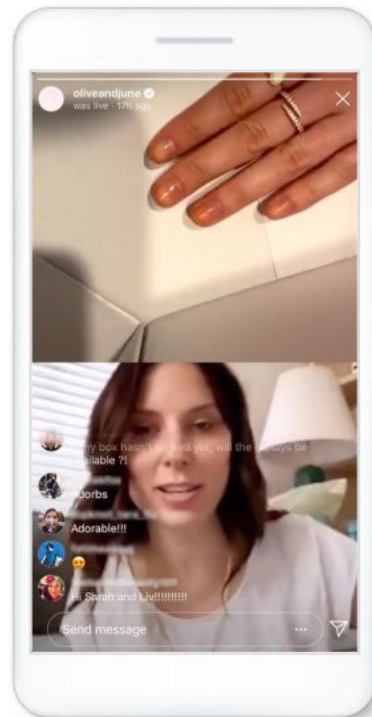
INSTAGRAM LIVE
INSTAGRAM SHOPPING
IGTV

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 Italy². 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.



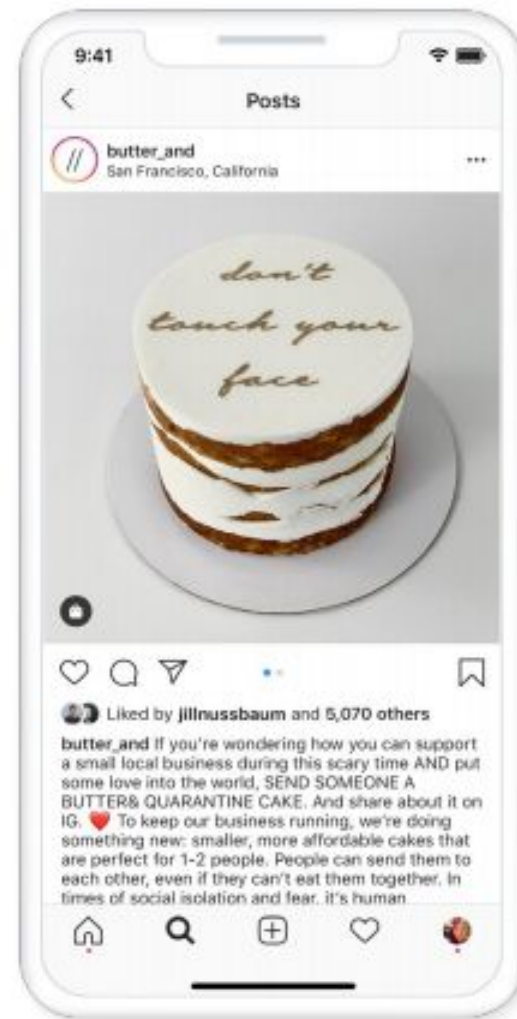
Instagram Feed

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.

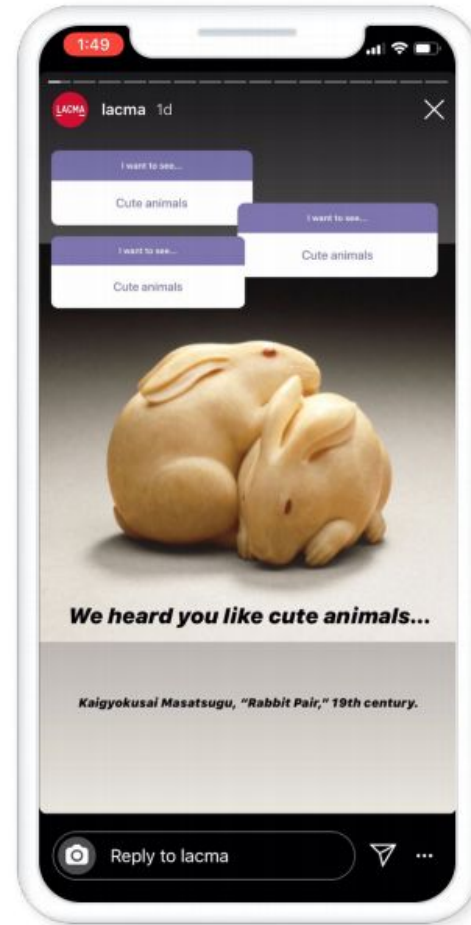
Wedding dress company Anomalie (@anomalie) raised awareness for a fundraiser on their Feed, to raise money and use their supply chain connections to get certified masks to frontline workers.



Instagram Stories

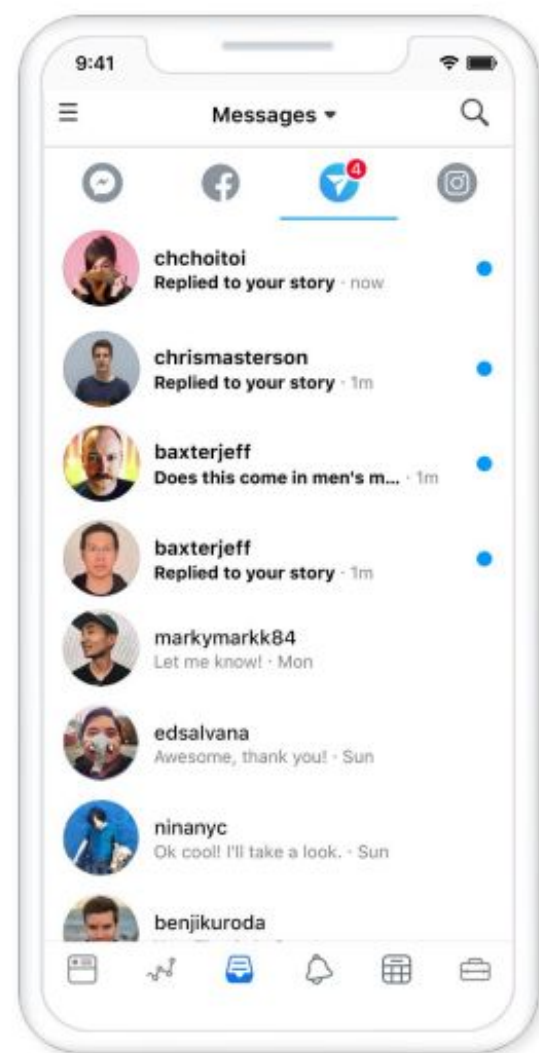
Use Stories to humanize your brand and drive entertaining engagement with your community. Stories is an ideal surface to share timely messages during this rapidly evolving situation.

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.



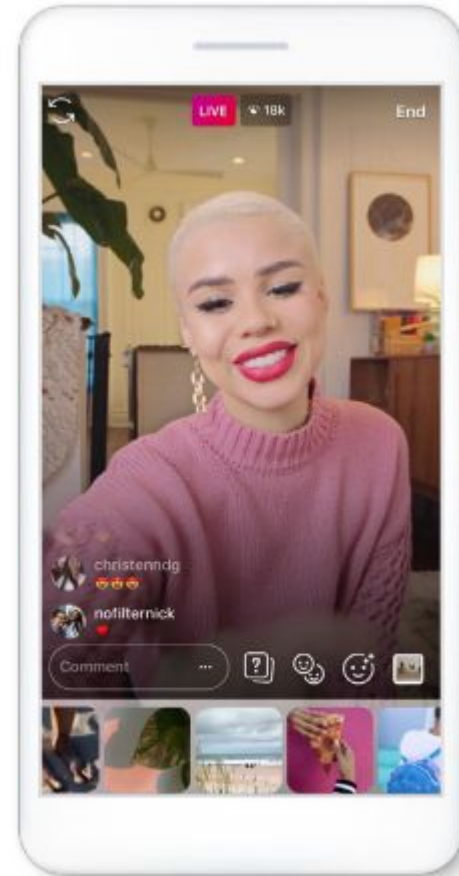
Stories & Direct Messages

- 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.



Instagram Live

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.



Instagram Ads

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.

[Learn More](#)

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.

Messenger Rooms for Portal



Facebook Content Ideas

Giveaways

Ask a question

Photos

Facebook stories

Video updates (live video often send notifications)

Engagement



Mahesh Ranganathan 7 to 11 and 5 to 10 has really worked for me... Taking naps in the afternoon helps refresh. Scheduling some calls during this break in the day makes me more productive.

Like · Reply · 1w



Most Relevant is selected, so some replies may have been filtered out.



HubSpot  That's so interesting! How have you mastered the art of the power nap?

Like · Reply · 1w



Measuring Facebook Marketing Success

Post Engagement

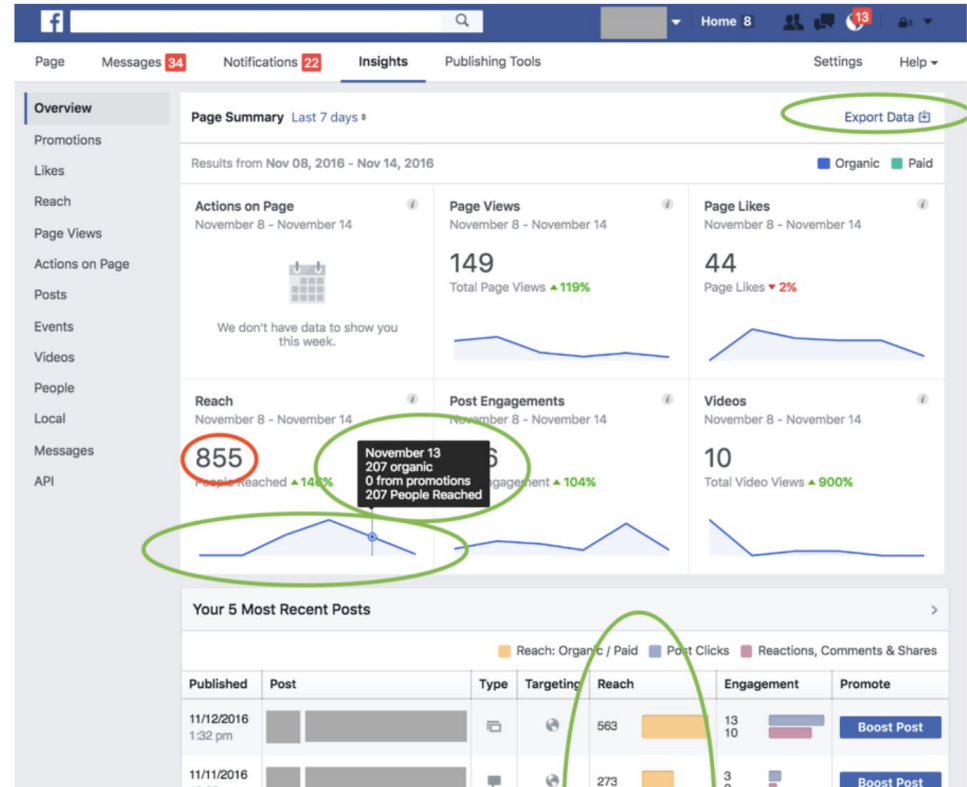
Organic Likes

Unlikes

Links Clicked

Page Impressions

Video Performance



Facebook Resources & Tools

FACEBOOK for Business

Get Started

Learn


Insights

Solutions

Resources

Support

COVID-19 Resources

Create an Ad 

COURSE · 1 LESSON

Introduction to the Facebook Family of Apps and Services

This lesson takes a brief look at the apps and services in the Facebook family, including Facebook, Instagram, Messenger and Audience Network.

Start Course

COURSE · 5 LESSONS

Create Facebook Ads

Learn about choosing an advertising objective, and learn how ads are created, targeted and delivered on Facebook Ads Manager.

Start Course

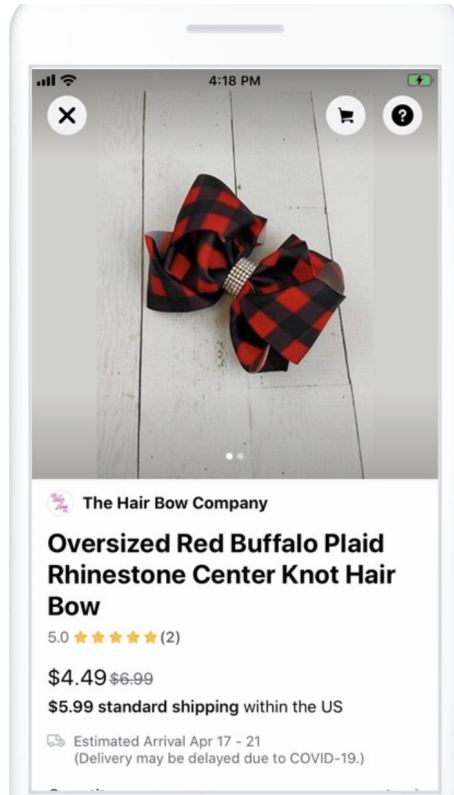
COURSE · 7 LESSONS

Ad Auction and Delivery Overview

Take a look at how Facebook's ad auction works, including how budgets, ad relevance and other factors affect your ads' delivery and performance.

Start Course

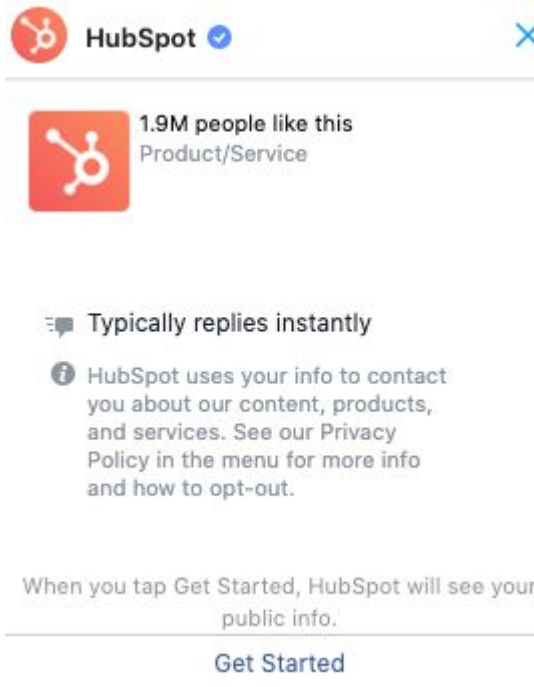
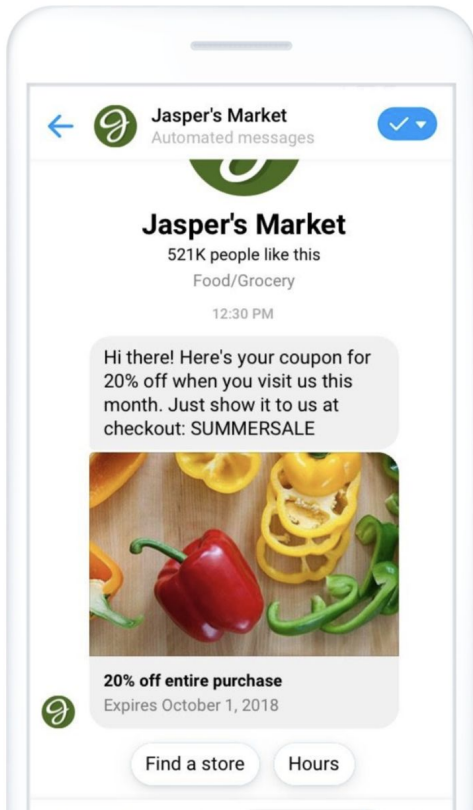
Facebook Marketplace



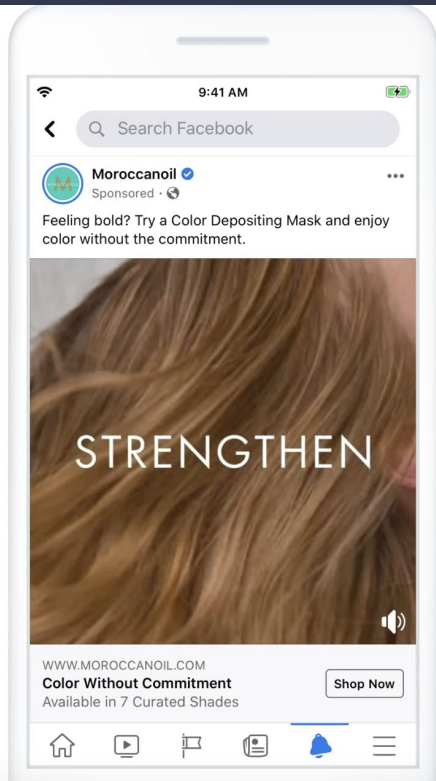
Hair Bow company onboarded its entire catalog onto Facebook Marketplace in a matter of minutes.

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

Facebook Messenger



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.



Carousel

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

[Learn more](#)



Photo Ads

Inspire your audience with photo ads.

[Learn more](#)



Video Ads

Capture attention with engaging video ads.

[Learn more](#)



Instagram

Promote your business to an engaged audience.

[Learn more](#)



Ads in Stories

Share your story with immersive full-screen ads.

[Learn more](#)



Custom Audiences

Reach your customers and contacts on Facebook.

[Learn more](#)



Lookalike Audiences

Find people similar to your customers and contacts.

[Learn more](#)



Measurement

Make better marketing decisions based on insights.

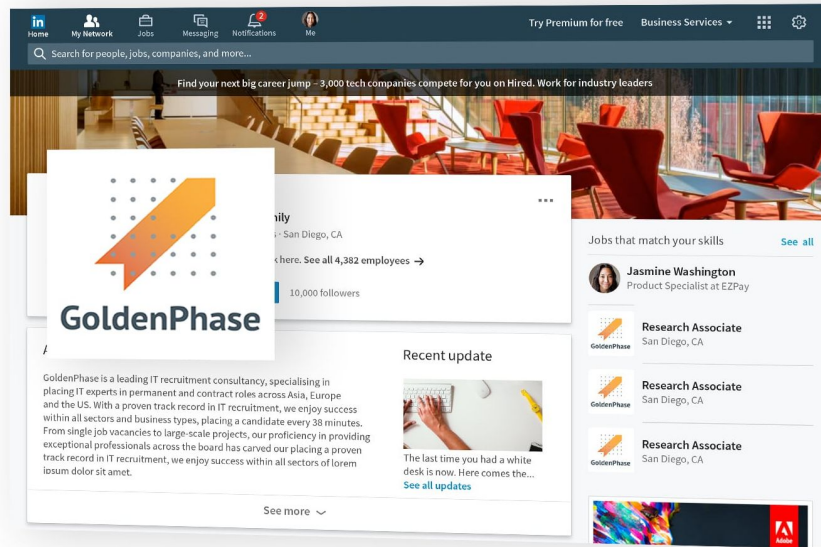
[Learn more](#)

LinkedIn

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



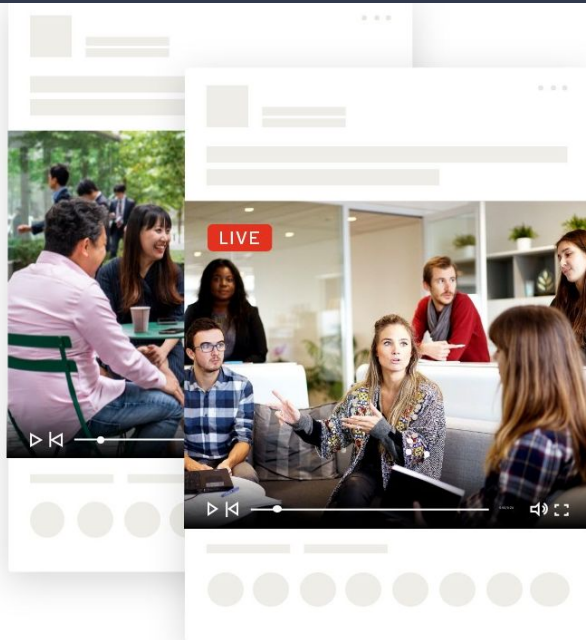
Aim to include an image in your posts

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.

LinkedIn Business Page

The image shows a screenshot of a LinkedIn Business Page for a company named "Homuork". At the top left is the LinkedIn logo and a search bar. To the right are navigation icons for Home, My Network (with a notification badge of 2), and Jobs. Below the navigation is the company name "Homuork" and an "Admin view" button. A horizontal menu contains "Page" (underlined), "Content Suggestions" (with a "NEW" badge), "Analytics" (with a dropdown arrow), and "Activity" (with a notification badge of 59). A teal banner below the menu features a building icon and the text: "As an educational institute, you can request access to features like the Alumni". At the bottom, a video player is partially visible with a play button.

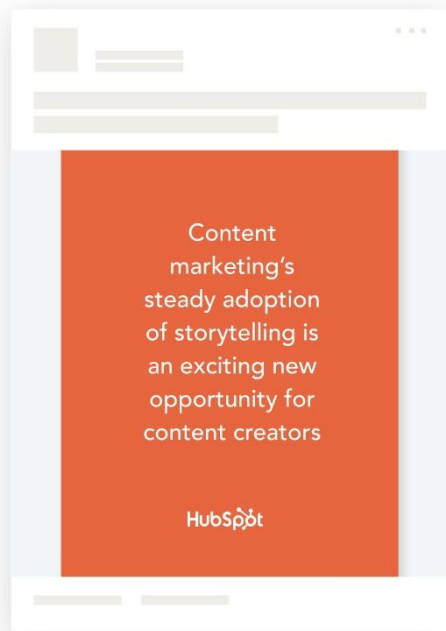
LinkedIn Business Page



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](#).

LinkedIn Business Page




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.](#)

LinkedIn Business Page

× Welcome teammate Post



Add description

72 characters maximum 56/72

+ Tag your teammates (optional)

Spotlight employees to
humanize your brand

Recognize important team moments or celebrate your employees with personalized shout-outs from your Page.

LinkedIn Business Page

Estimated audience size
820,000

Filter by

- All LinkedIn members
- Page followers
- Employees

Industry +

Location +

Job function +

Seniority +

Trending content for last 7 days

+ Add a topic

Mobile Video games Design thinking

The screenshot displays a sidebar with filtering options and a main content area showing trending topics. The sidebar includes 'Estimated audience size' (820,000), 'Filter by' (All LinkedIn members, Page followers, Employees), and demographic filters (Industry, Location, Job function, Seniority). The main area shows 'Trending content for last 7 days' with a '+ Add a topic' button and three topic buttons: 'Mobile', 'Video games', and 'Design thinking'. Below these are three placeholder cards for trending content, each consisting of a square image and three horizontal bars of varying lengths.

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

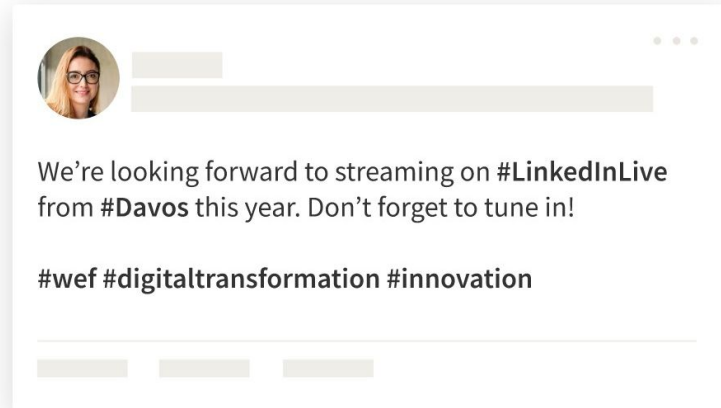
Comments

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.

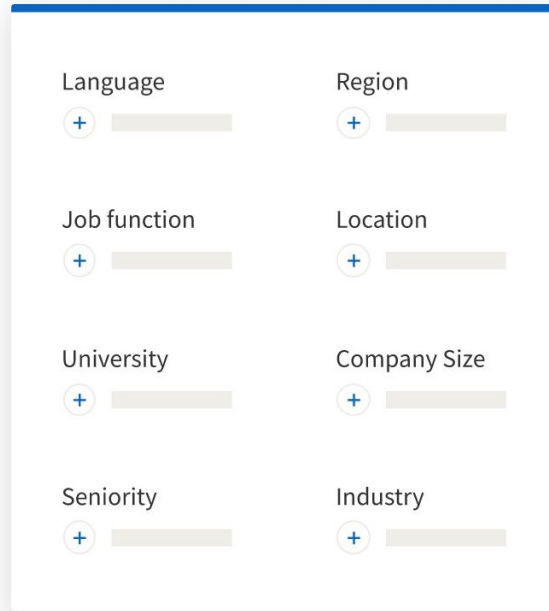
LinkedIn Business Page



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



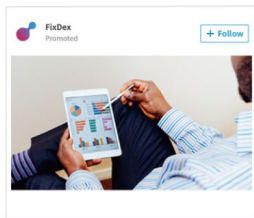
The image shows a white rectangular panel with a blue border at the top, containing eight targeting options arranged in two columns. Each option consists of a label, a blue plus sign in a circle, and a horizontal grey bar representing a selection range.

Language	Region
Job function	Location
University	Company Size
Seniority	Industry

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.

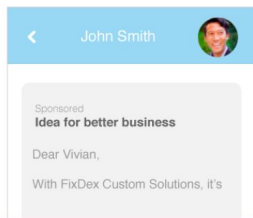
LinkedIn Ads



SPONSORED CONTENT

Native ads that appear in the LinkedIn feed

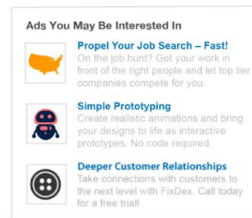
[Learn more](#)



SPONSORED MESSAGING

Engage your audience in LinkedIn Messaging

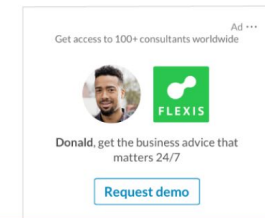
[Learn more](#)



TEXT ADS

Simple PPC or CPM desktop ads

[Learn more](#)



DYNAMIC ADS

Ads automatically personalized to your Audience

[Learn more](#)

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:

401-874-7232

<https://bit.ly/regRISBDC>

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