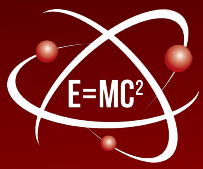


# **Social Media Marketing**

Presented by Epic Marketing Consultants



*Theory that is relative to your marketing needs*

**Hi!**



Over 10 years of Marketing, Web & Graphic Design, and Social Media for Business experience.

**Entrepreneur and Founder  
of QuBella Designs.**

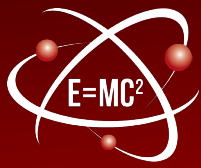
**Wife.**

**Mama of one.**

**Lover of animals, the  
outdoors, and video games.**

**Geek who needs a  
creative outlet.**

**Jessica Bell, Vice President of Marketing Operations  
Epic Marketing Consultants**



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*Theory that is relative to your marketing needs.*

[Home](#) [Mission](#) [Solutions](#) [Clients](#) [Credit Unions](#) [Insights](#) [Contact](#)



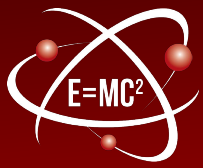
**Genius**  
Imaginative marketing solutions.  
**Our mission in action**

## Our Mission

Epic Marketing is a full-service marketing agency that blends traditional, digital, and social media to create contemporary business solutions.

"Working with Epic is a seamless, satisfying experience with individuals who take a personal interest in the success of your business."

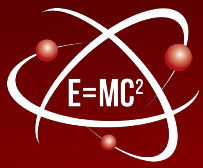
 Derek Neff, President, The Right Answer



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## Resource Conservancy & Development Questions

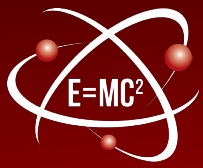
- Is it important to have consistent messaging?
  - If so, why?
  - If so, how?
- Why have a website?
- How do you drive people to your website and social platforms?
- What purpose does the website and social media serve?
- How can it help RC&D's?
- Will it help connect with a younger audience?



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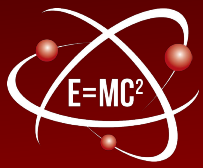
## **Resource Conservancy & Development Questions Cont.**

- Have any RC&D's had success working to get funding from foundations?
- Has their success been through social media? Can it be achieved?
- Are there any regional projects that can highlight the impact of RC&D's on a regional level?
  - If so, share them on your website and social media platforms.
- How to brand from National down to Regional.
- How to support each other with collective efficiency.



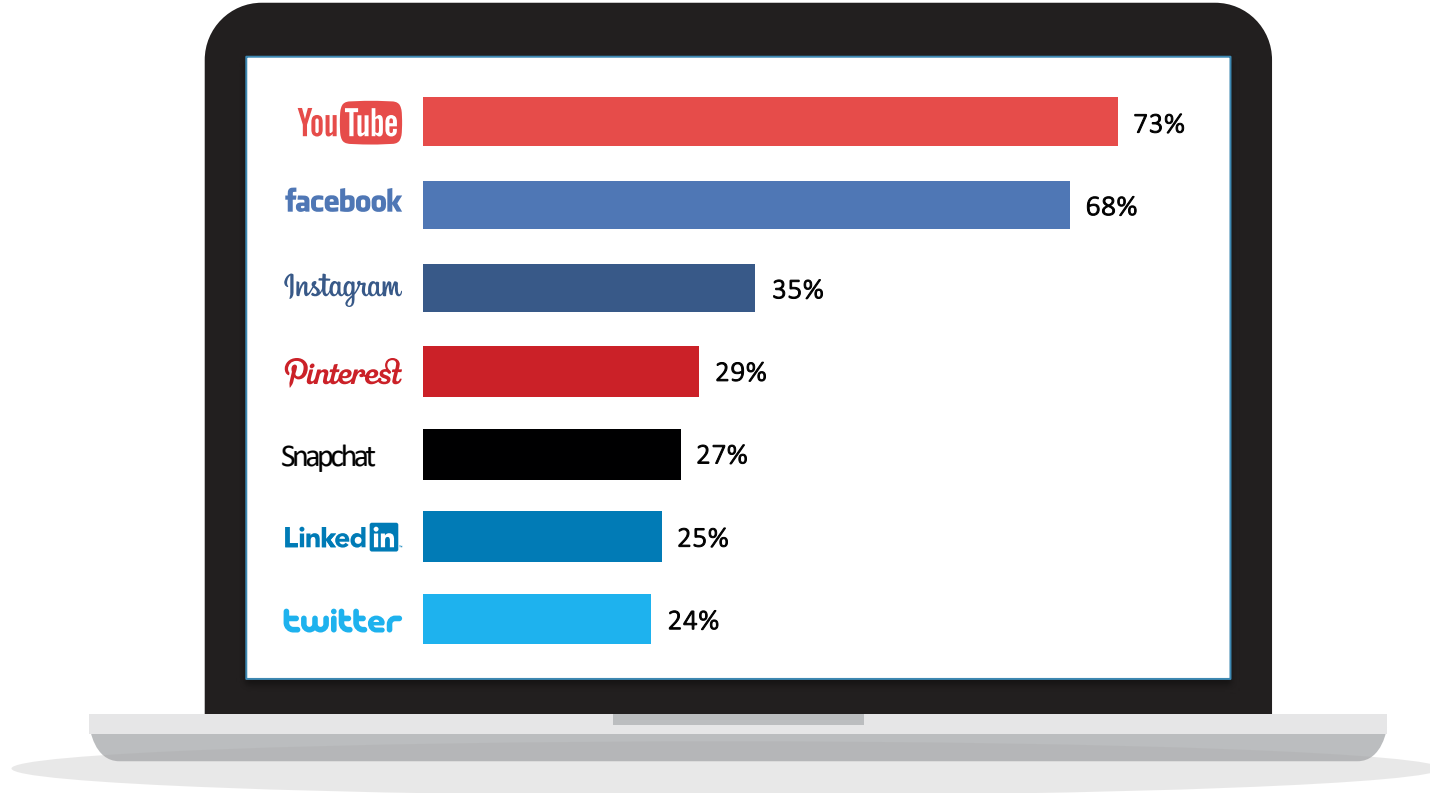
*Theory that is relative to your marketing needs*

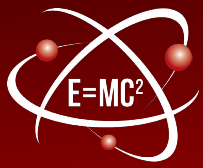
# **USING SOCIAL MEDIA AS A CRITICAL MARKETING TOOL**



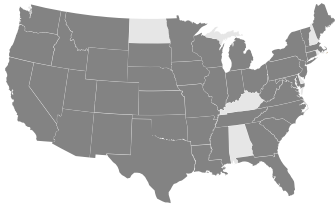
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# Percent of US Adults on Social Media Channels

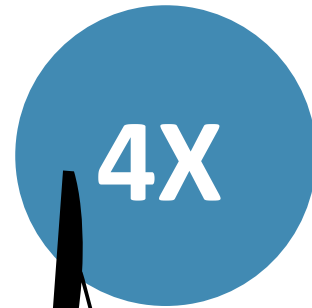




# Theory that is relative to your marketing needs



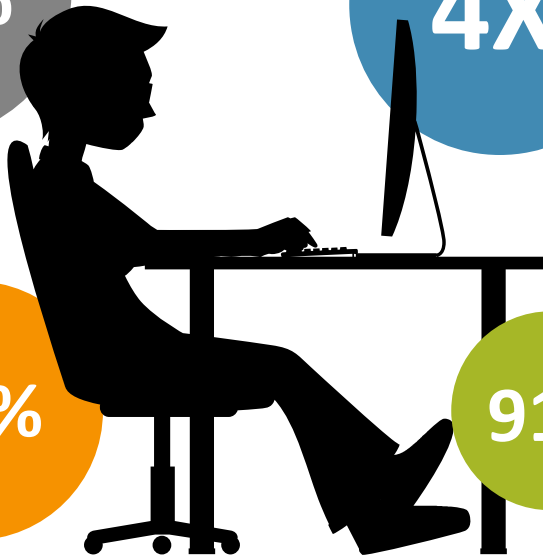
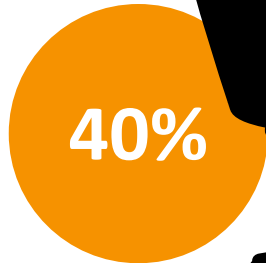
BUSINESSES  
ACTIVELY USING  
SOCIAL MEDIA



AS MANY PROMOTIONAL  
MESSAGES ARE SENT  
FROM BRANDS AS  
OPPOSED TO REPLIES TO  
INBOUND MESSAGES

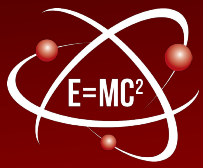


USERS PREFER TO  
SPEND ON  
COMPANIES WHO  
ENGAGE THEM



USING MOBILE PHONE,  
TABLET, AND SMART  
DEVICE TO ACCESS  
SOCIAL CHANNELS

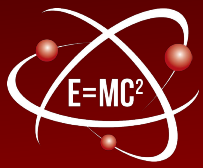




*Theory that is relative to your marketing needs*

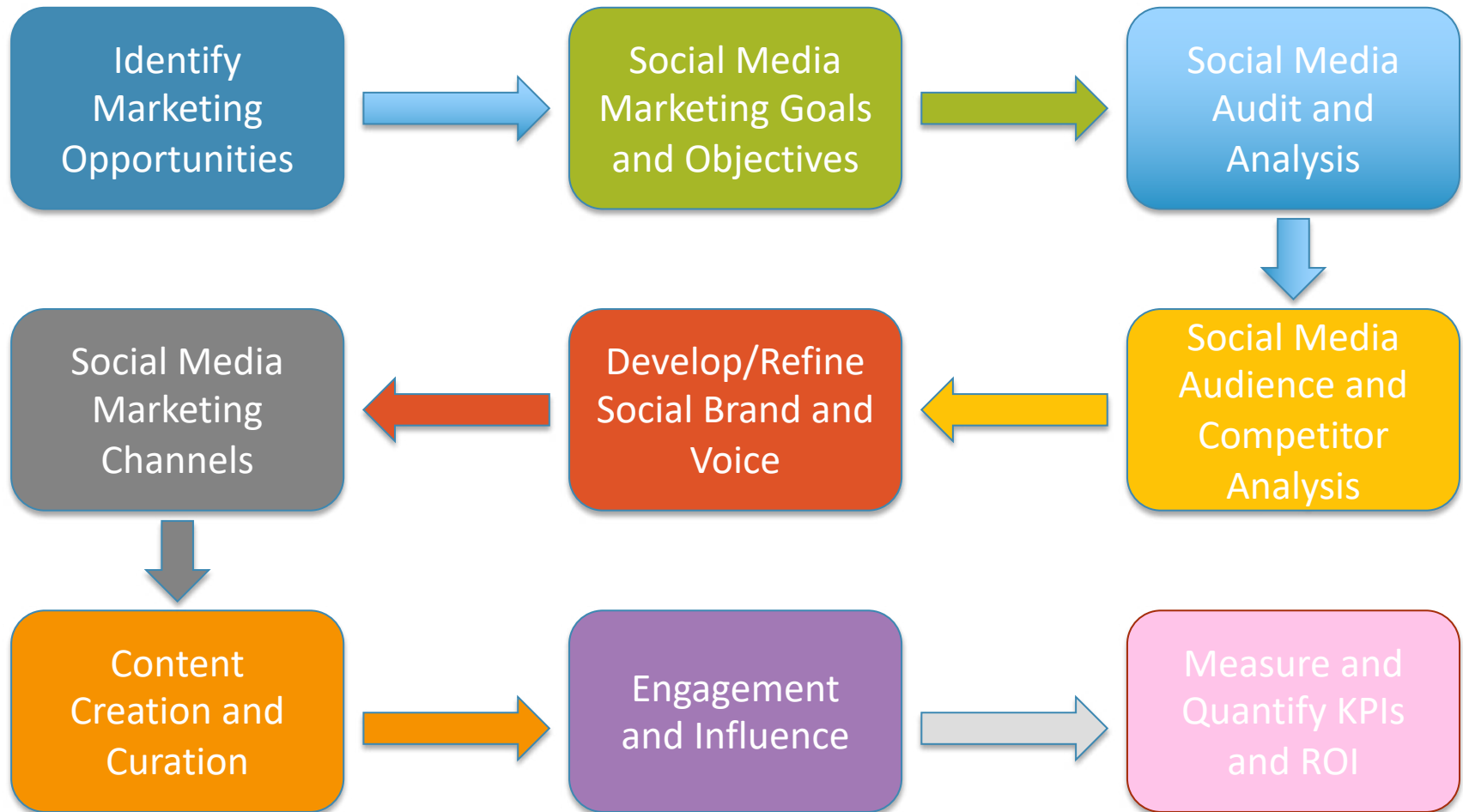
## **Social Media for Brand Building**

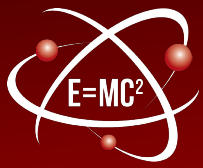
- Over 3 billion people worldwide use social media, many of whom log into their accounts multiple times each day
- Increase and improve brand awareness
- Engage with your customers and the community, leading to stronger relationships and brand recognition
- Establish your brand as a leader in your industry and community, building consumer trust



*Theory that is relative to your marketing needs*

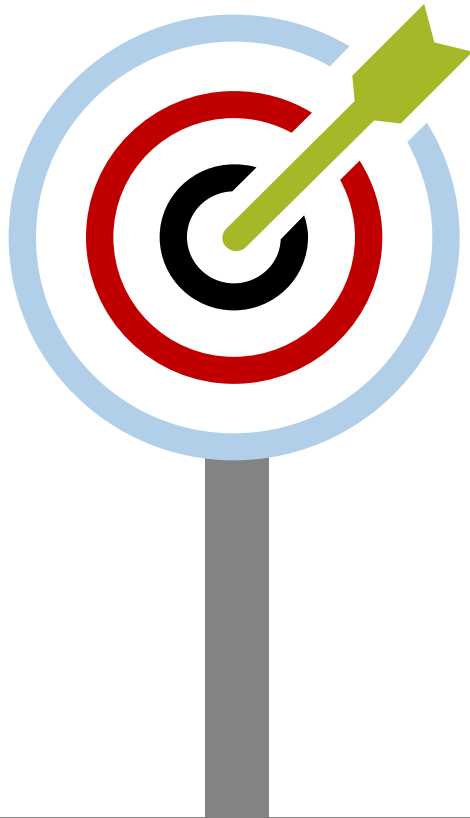
## Q: How to market on Social Media?





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## Goals & Objectives



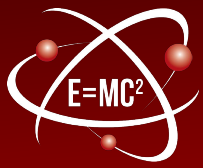
Organization Goal: Brand Awareness =  
Social Goal: Reach

Organization Goal: Thought Leadership =  
Social Goal: Consumption (Education)

Organization Goal: Word of Mouth =  
Social Goal: Shares, Likes, Retweets

Organization Goal: Interest =  
Social Goal: Click Throughs

Organization Goal: Fundraising =  
Social Goal: Conversions (Donations)

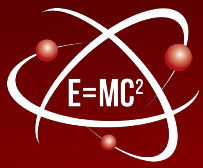


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## Define Your Audience



Understand who your audience is to target and optimize content for engagement.



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## Questions to Consider:



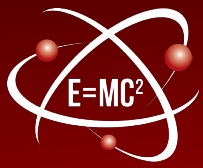
### **Audience Variance by Network:**

Each network caters to a different audience; how are you shifting your content?



### **Location of Your Audience:**

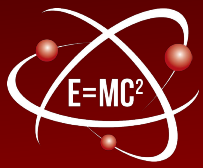
Are your followers really who and where you think they are?



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**Q:** What platforms work best for your organization? What other platforms besides Facebook should you be using?





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## Prioritizing Social Media Channels

You don't have to be on them all, just the ones that matter to you and your audience.



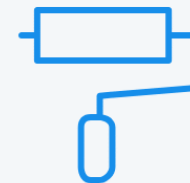
Audience

Where do your potential customers hang out? Which social network has the right demographics?



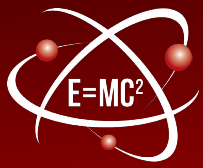
Time

How much time can you devote to a social network? Plan on at least an hour per day per social network, at least at the start.



Resources

What personnel and skills do you have to work with? Do you have the resources to create what's needed?



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# Social Media Audit

## Pulse Check

See what's working and what can be improved



## Brand Perception

Consider how the brand is perceived on social



## Optimize Posts

Align posts to goals and audience



## Style & Format

Are profile image and information current and complete?



## Brand Interactions

Does account interact with other brands?

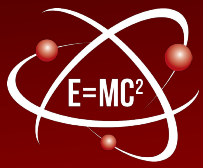


## Brand Voice

Does messaging, imagery, and content reflect the brand voice?



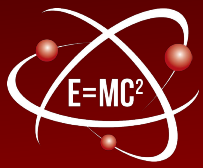




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## **Social Media for Growth**

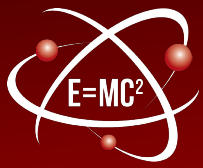
- Website Traffic - An active social media presence increases website traffic. Used strategically, even low-cost ads can increase traffic significantly and in turn help SEO efforts.
- Lead Generation - Utilizing social media and social media advertising can increase lead generation through niche targeting. Over 76% of consumers are ready to have a conversation on social media. <sup>1</sup>
- Expand Reach - An active social media presence opens the door to sharing your services with a more diverse audience.



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**Q: How do you reach more people to help raise awareness, and drive fundraising?**

- Audience targeting
- Post consistently
- Post content that resonates with target audience (entertaining)
- Engage
- Search for talk triggers
- Facebook Group participation (managed and target community)
- LinkedIn Group participation (managed and target community)
- Share User Generated Content (UGC)
- Video



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## Channel Timing & Targeting



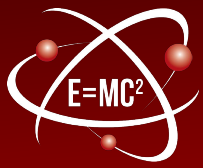
**Time of Share:** When is your audience actively sharing your content?



**Audience Engagement:** When is your audience reaching out for information?

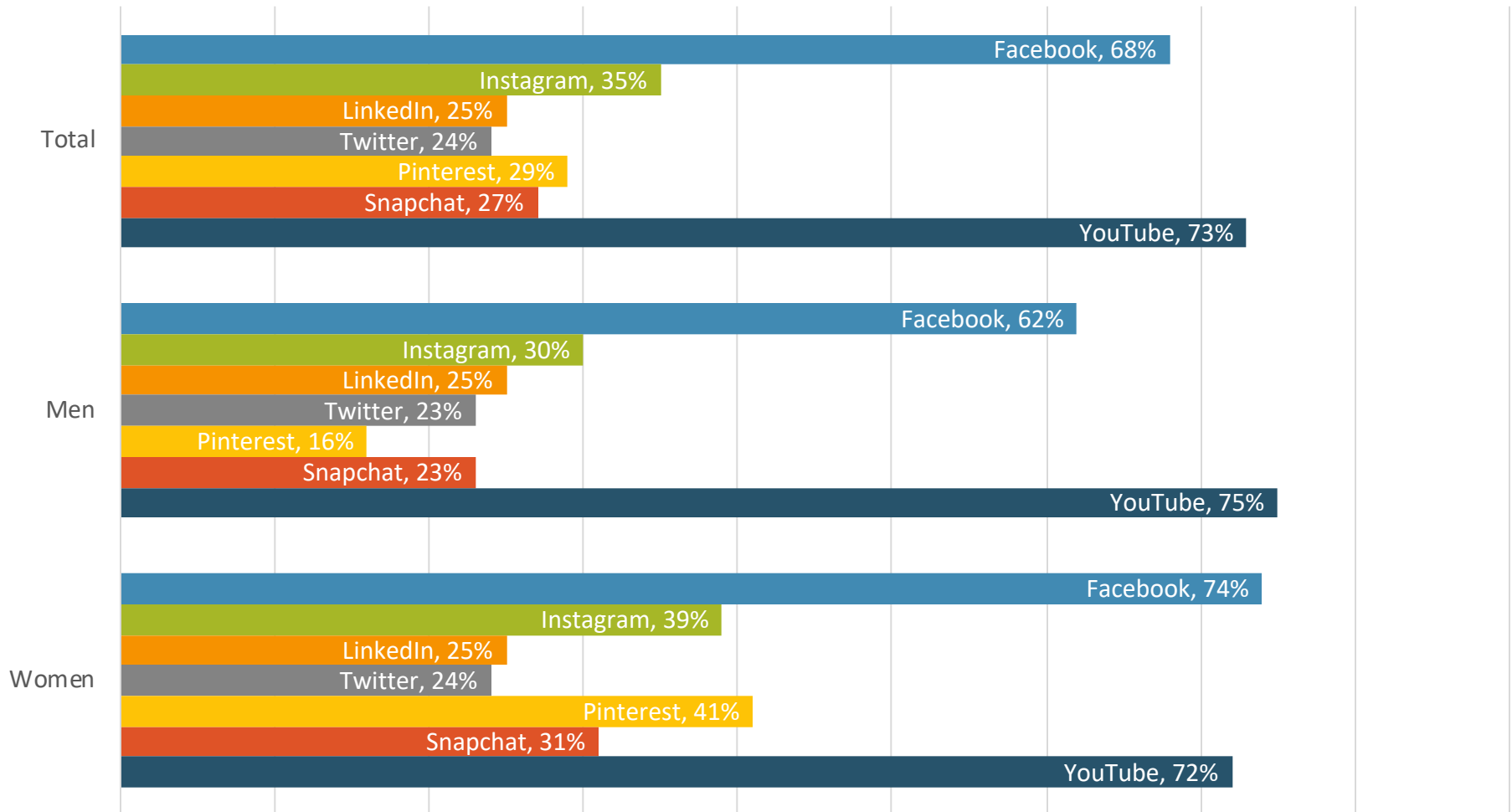


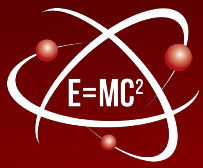
**Community Events:** What outside events or conferences are starting conversations?



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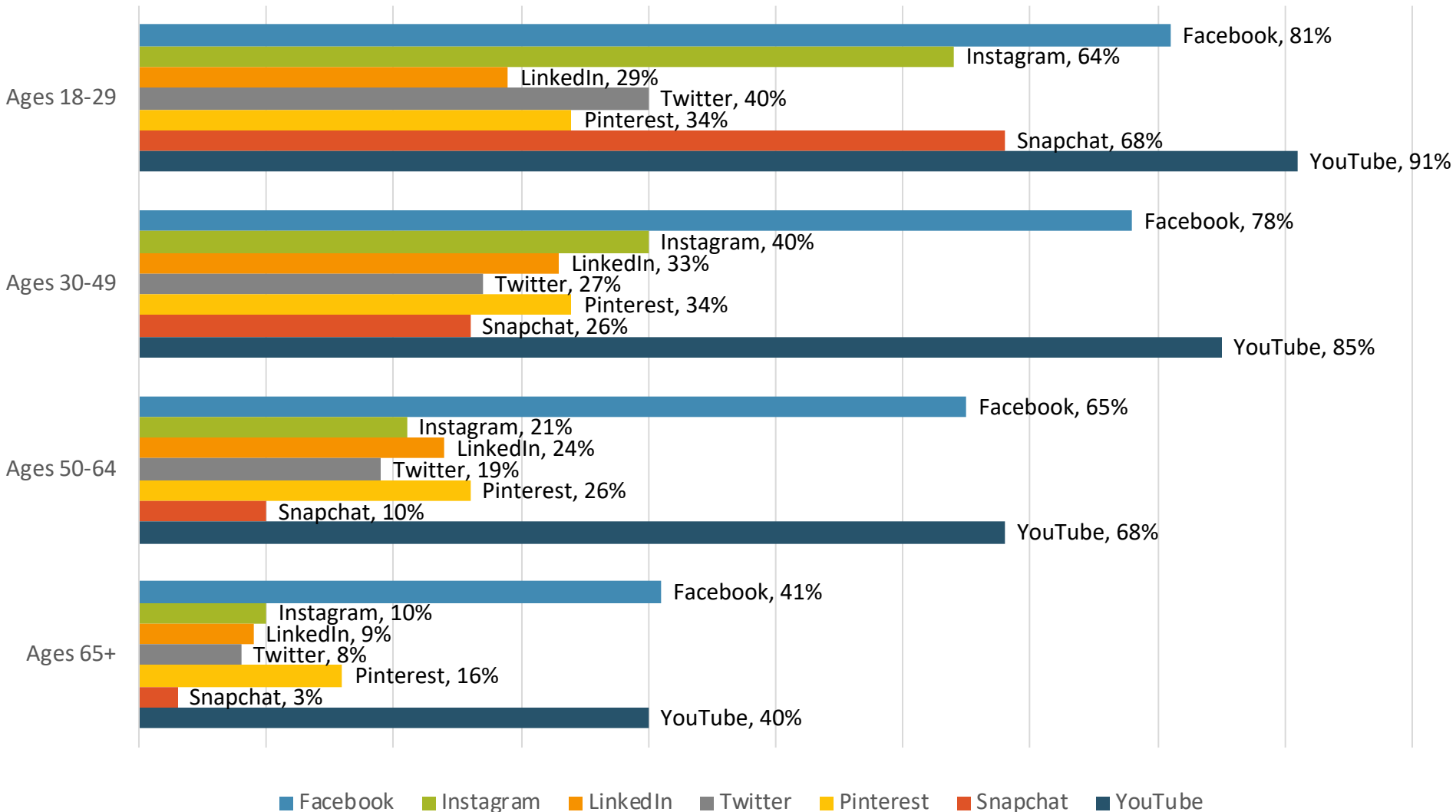
## % Of U.S. Adults Who Use Each Social Media Platform

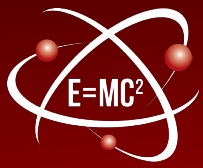




*Theory that is relative to your marketing needs*

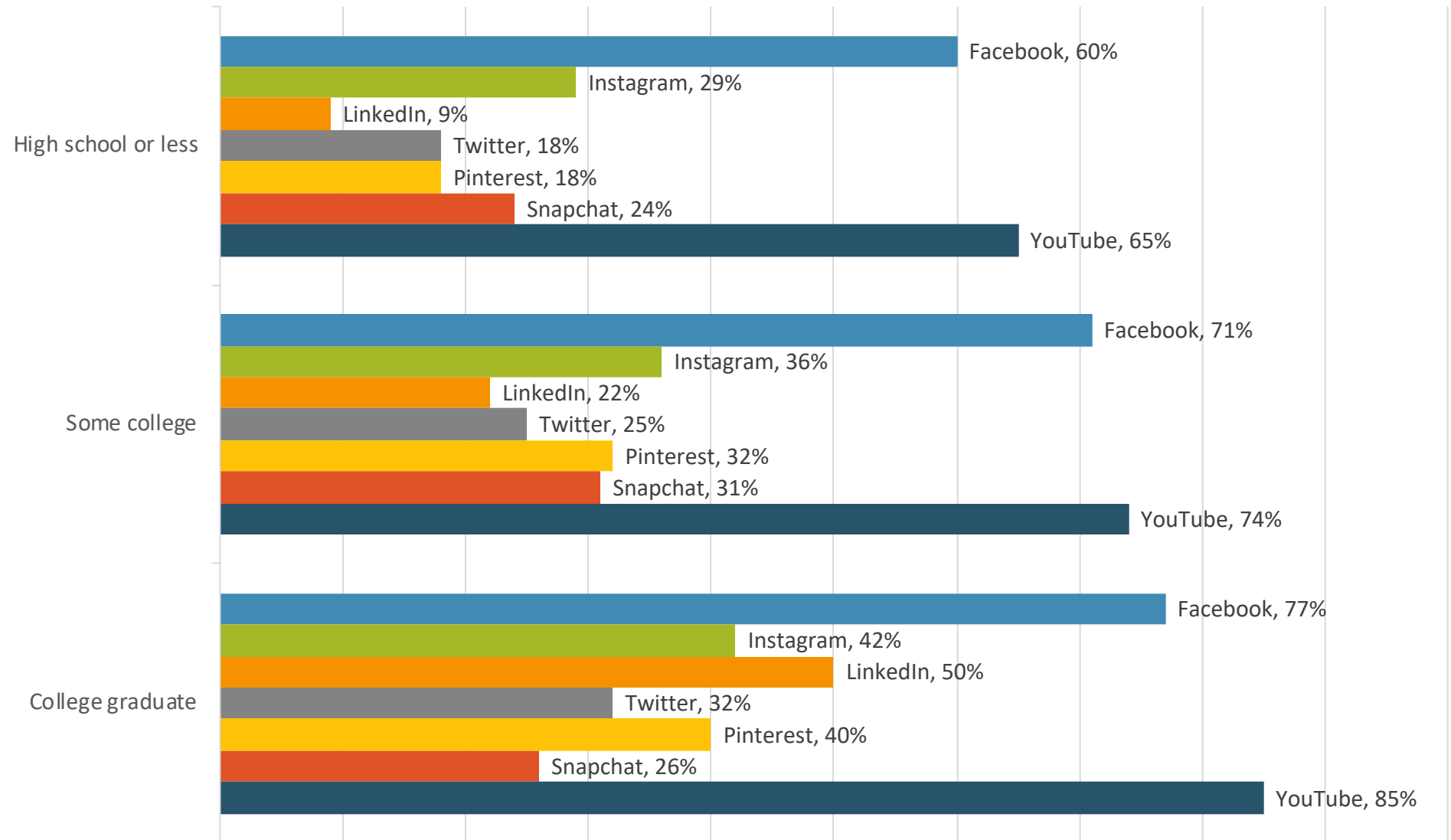
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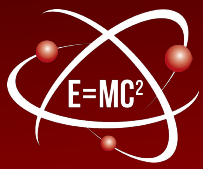




# Theory that is relative to your marketing needs

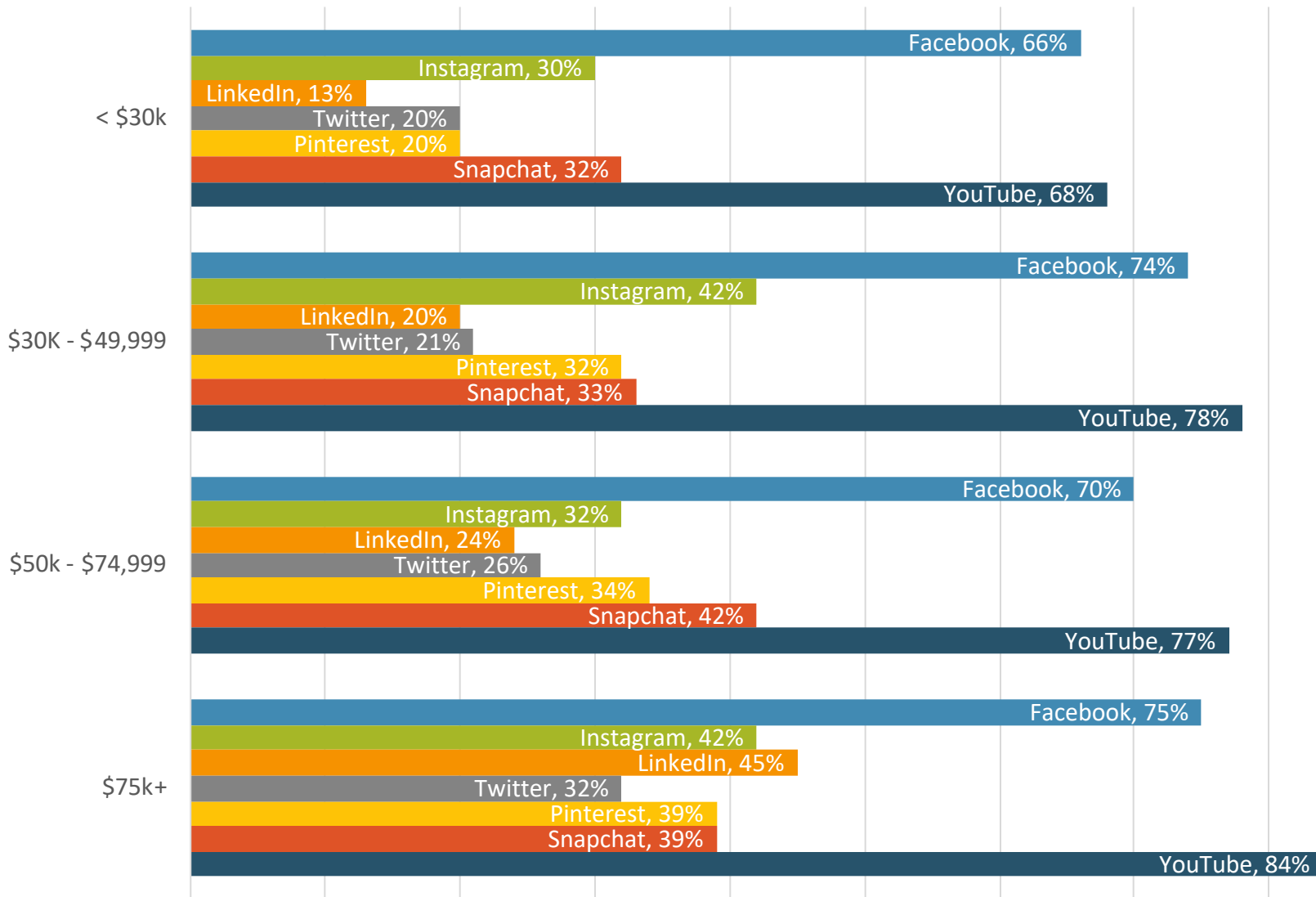
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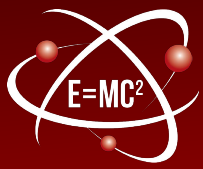




# Theory that is relative to your marketing needs

## % Of U.S. Adults Who Use Each Social Media Platform





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## Q: What is the optimal frequency of posting?



8 – 15 per week (posts)  
5 – 14 per week (stories)



8 – 15 per week



5 – 10 per week (posts)  
8 – 16 per week (stories)



35 – 70 per week

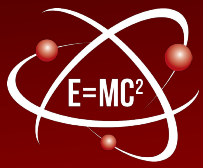


21 – 70 per week



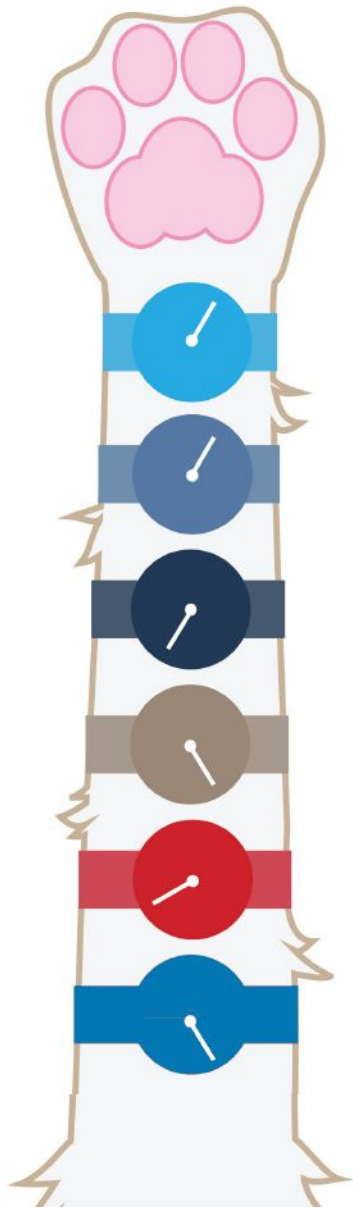
5 – 20 per week





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**Q: Best time to post on each platform?**



**Twitter** 1-3 PM



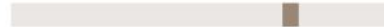
**Facebook** 1-4 PM



**Tumblr** 7-10 PM



**Instagram** 5-6 PM

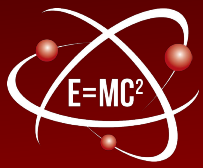


**Pinterest** 2-4 PM 8-11 PM

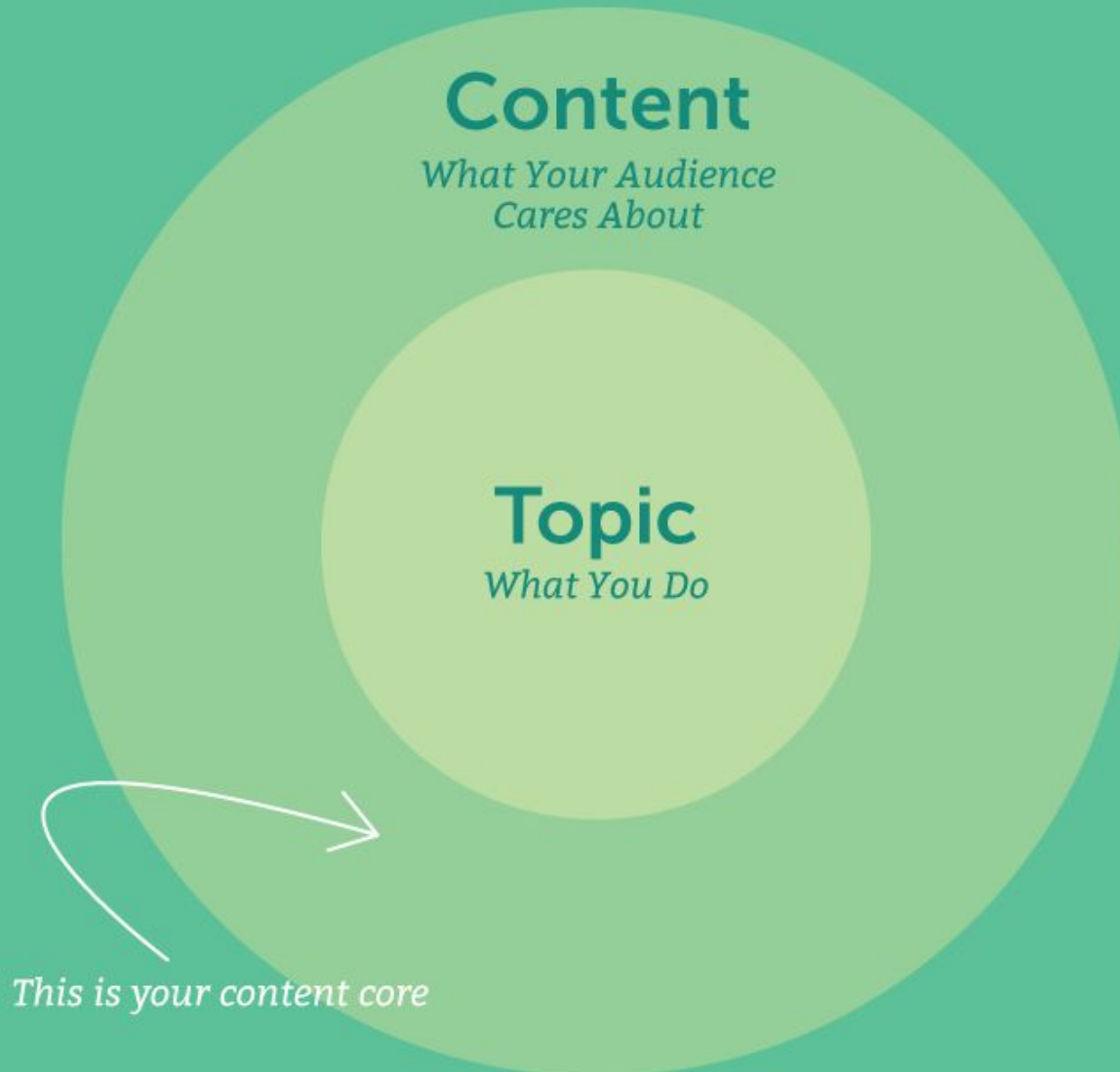


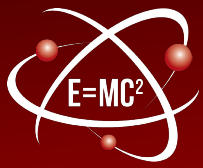
**LinkedIn** 7-8:30 AM 5-6 PM





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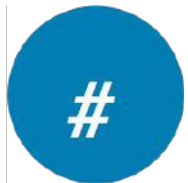


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## Questions to Consider:



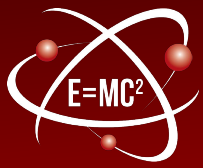
**Topics Frequently Mentioned:** What is my audience interested in when they reach out to me?



**Hashtags Being Used in Conversations:** What outside trending topics resonate with my audience?



**Interests of My Community:** What is our audience talking about and how can we join the conversation?

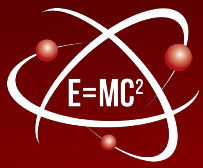


*Theory that is relative to your marketing needs*

## Use Your Stories, Programs, and Events to Connect

- Plan what to showcase and create a storyboard
- Decide what story to tell
  - Behind-the-scenes photos?
  - Educate your audience?
  - Need to discover more about your audience? Ask for your fans' feedback and use them to focus group new products or services.
- Overall theme/idea and include a combination of video and images.
- Be relatable, emotional, creative, authentic, and always stay on your message.
- Focus on your core values and those of your target audience.
- Celebrate and share praise!





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## Q: How Important is “going Live”?

**71%** OF PEOPLE HAVE INCREASED THEIR ONLINE VIDEO VIEWING

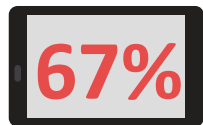
How much longer users watch ads when consuming video intentionally



Mobile shoppers who say video is the best medium for discovering new products

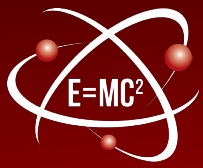


Mobile-optimized video lifts brand awareness



How much longer people gaze at video compared to static posts

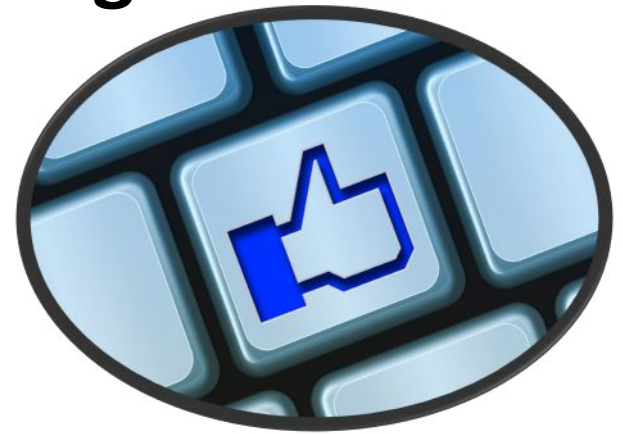


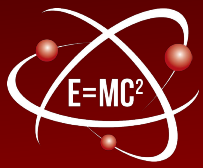


*Theory that is relative to your marketing needs*

## Start Following & Liking!

- Facebook, Twitter, Instagram, LinkedIn
- Find and follow/like accounts that meet with your values and/or are your target audience.
- Set a goal to follow X accounts per week/month across the platforms that your organization uses.
- Many accounts, especially if within the same field, will follow back! Increasing your follower count, reach, and engagement!

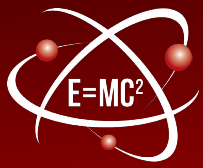




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## Connect with Social Media Influencers

- What is a Social Media Influencer?
  - Someone who has established credibility in a specific industry. They have access to a large audience online and can persuade others by virtue of their authenticity and reach.
- Social Media Influencers would include:
  - Local news media outlets & personalities
  - State and local government officials, business organizations, and leaders in the community.
  - Accounts with a large following that align with your values, mission, industry.



*Theory that is relative to your marketing needs*

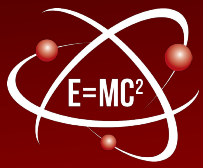
## Q: What are the minimum essential Social Media tools for a nonprofit?

In order of priority:

- Scheduling: Sprout Social, Social Pilot, Hootsuite
- Content Curation: Sprout Social, Crowdfire
- Video Creation: Ripl, VideoScribe, Adobe Spark
- Image Creation: Adobe Spark, Stencil, Canva
- Hashtag Research: Socialert, Hashtagify

\*Based on which social media channels are employed.



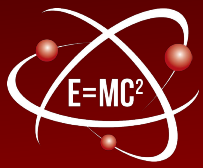


*Theory that is relative to your marketing needs*

**Q: How can a nonprofit maximize Social Media when there is little time?**



- Scheduling and content curation tools, such as Hootsuite
- Schedule 15 minutes a day to create, curate, and schedule content
- Schedule 15 minutes a day to engage with replies, likes, comments, RTs, etc.



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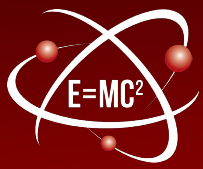
**500 MILLION**



**=**



**20% OF THE INTERNET USERS.**

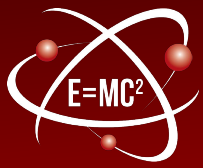


*Theory that is relative to your marketing needs*

## Q: 2019 Trends and What's New?

- Authentic audience engagement
- Brand stories
- Influencers
- Video
- Messenger
- Chatbots
- LinkedIn
- Mobile
- Geofencing
- Employee Advocacy
- User Generated Content (UGC)
- Augmented reality / virtual reality
- Gamification

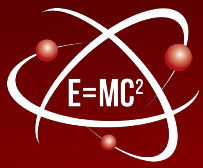




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## Platforms





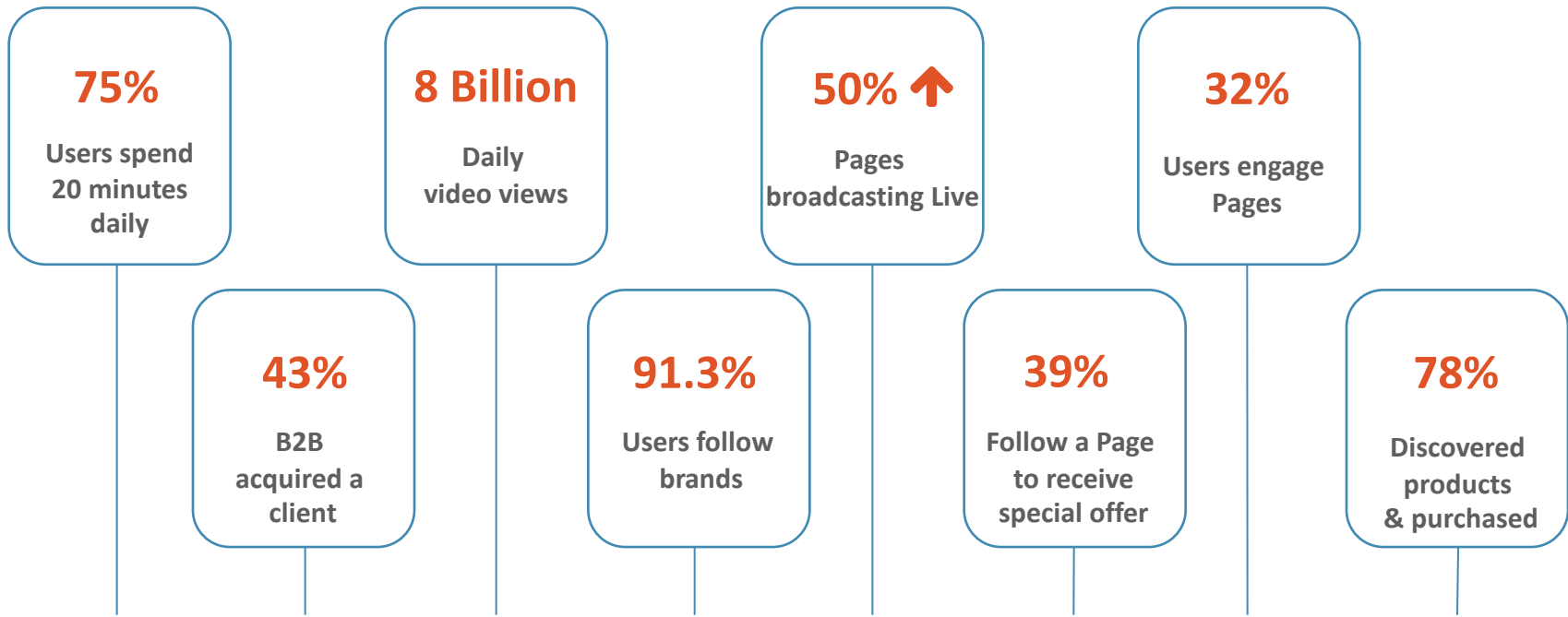
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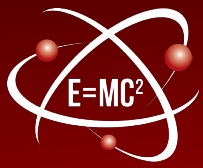


## What:

Social networking tool that allows users to create profiles, upload photos and videos, send messages, and keep in touch with friends, family, colleagues, and brands.

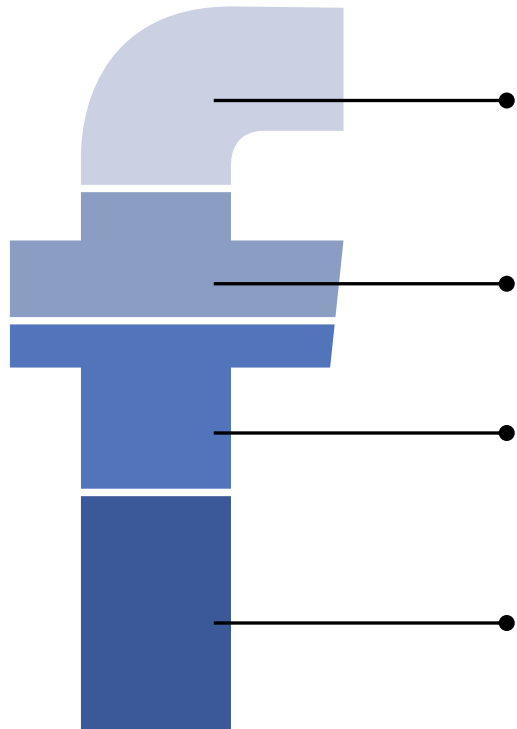
## Why use it as a marketing tool:



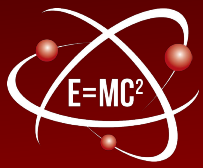


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## Facebook



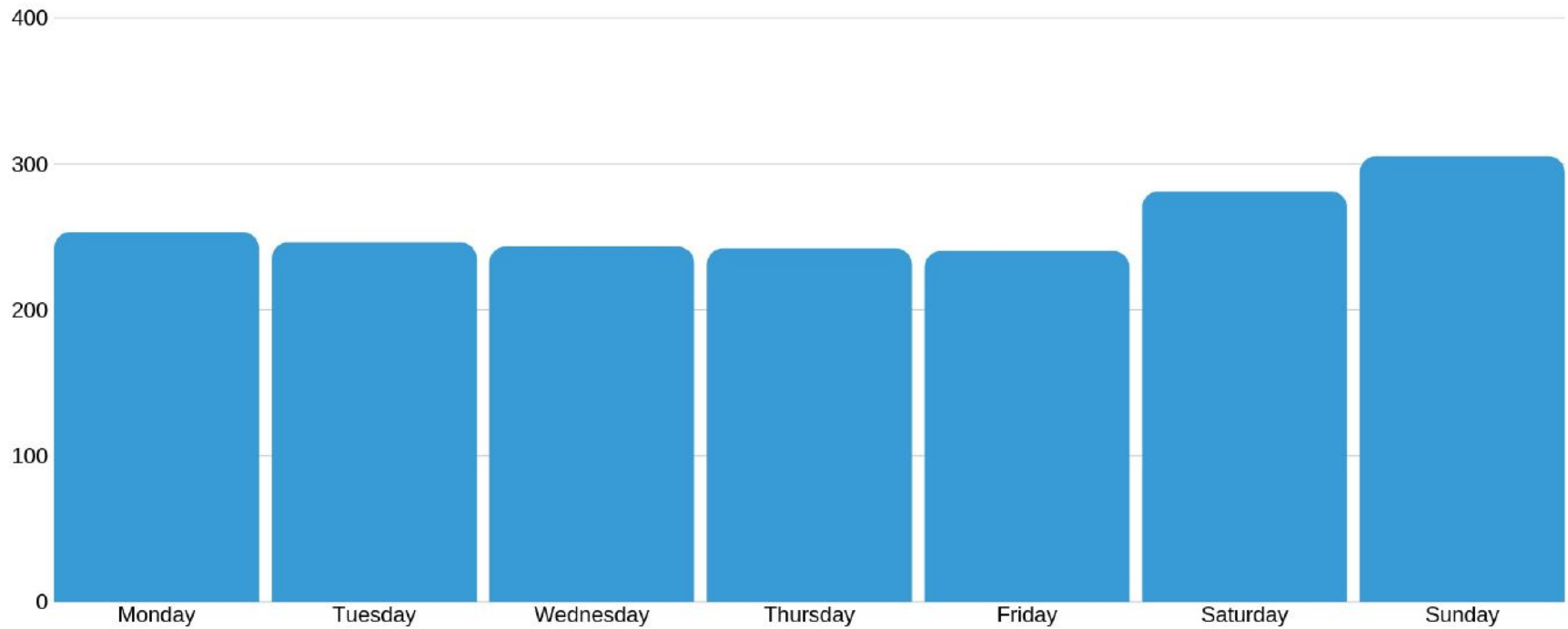
- 41%** The number of American Facebook users aged 65+ has doubled
- 35%** Facebook's ad audience under 25
- 66%** Monthly Facebook visit daily for 58 minutes
- 88%** Facebook users are accessing via mobile device

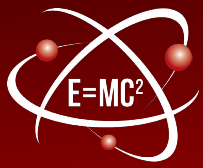


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## Best Day to Post on Facebook

(Based on average number of engagements)

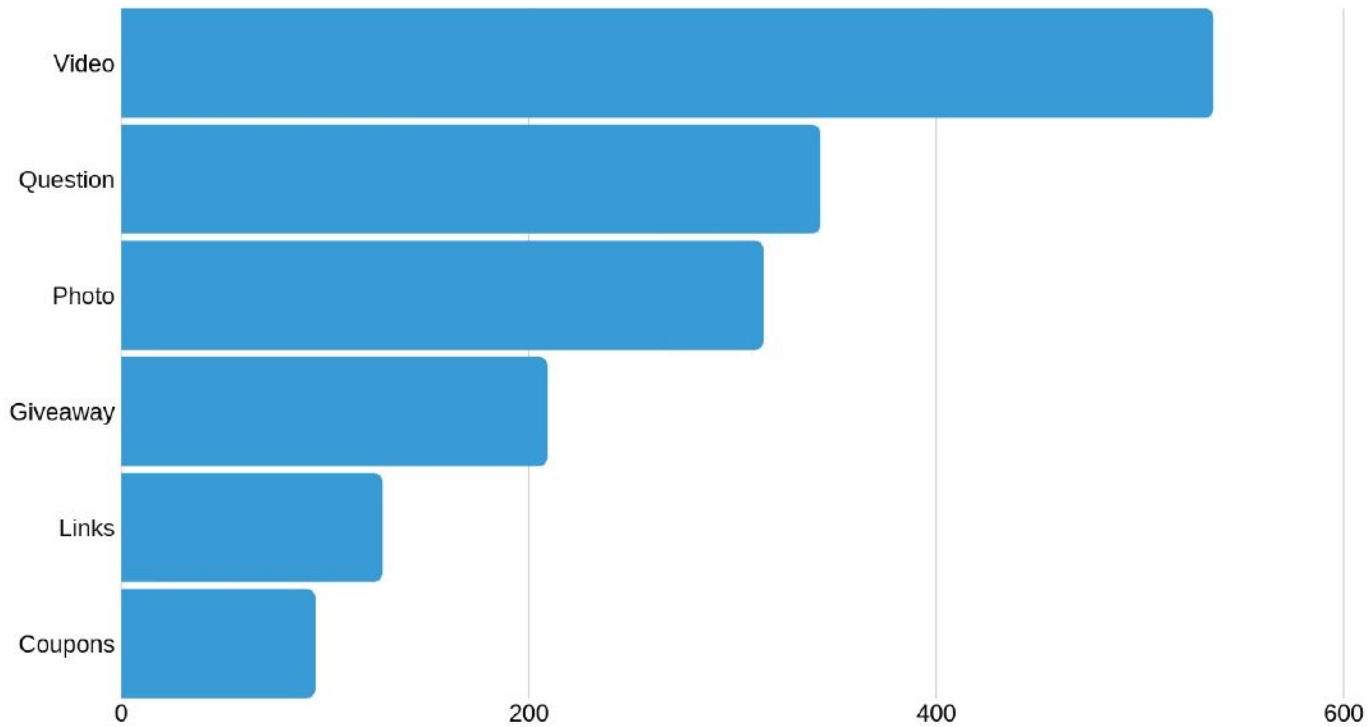




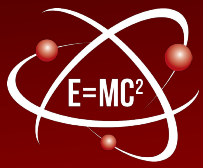
*Theory that is relative to your marketing needs*

## Best Facebook Post Format

(Based on average number of engagements)

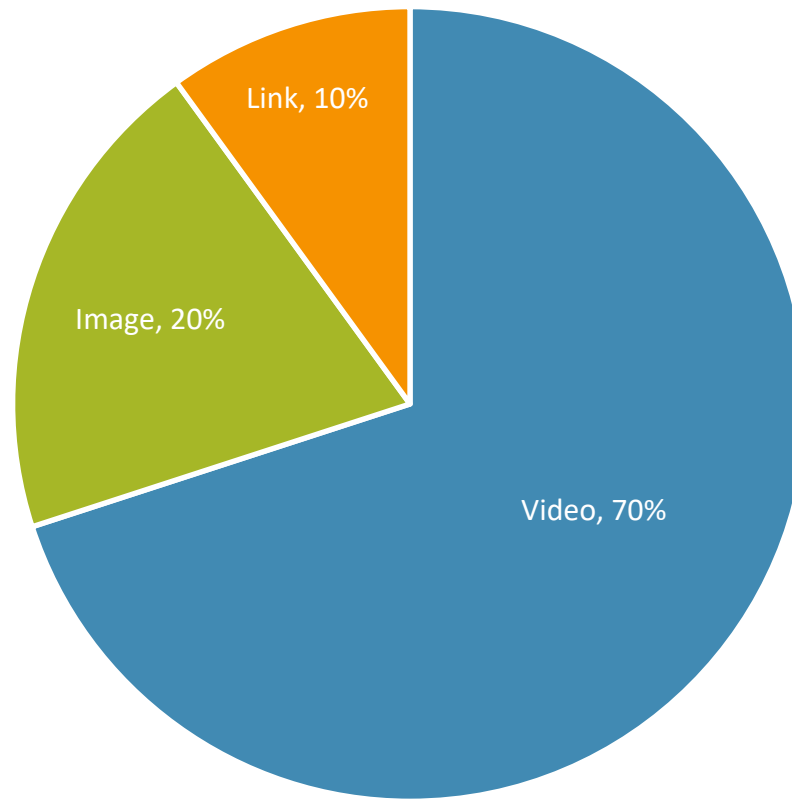




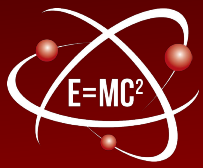


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## Recommended Content Type Ratio for 2019



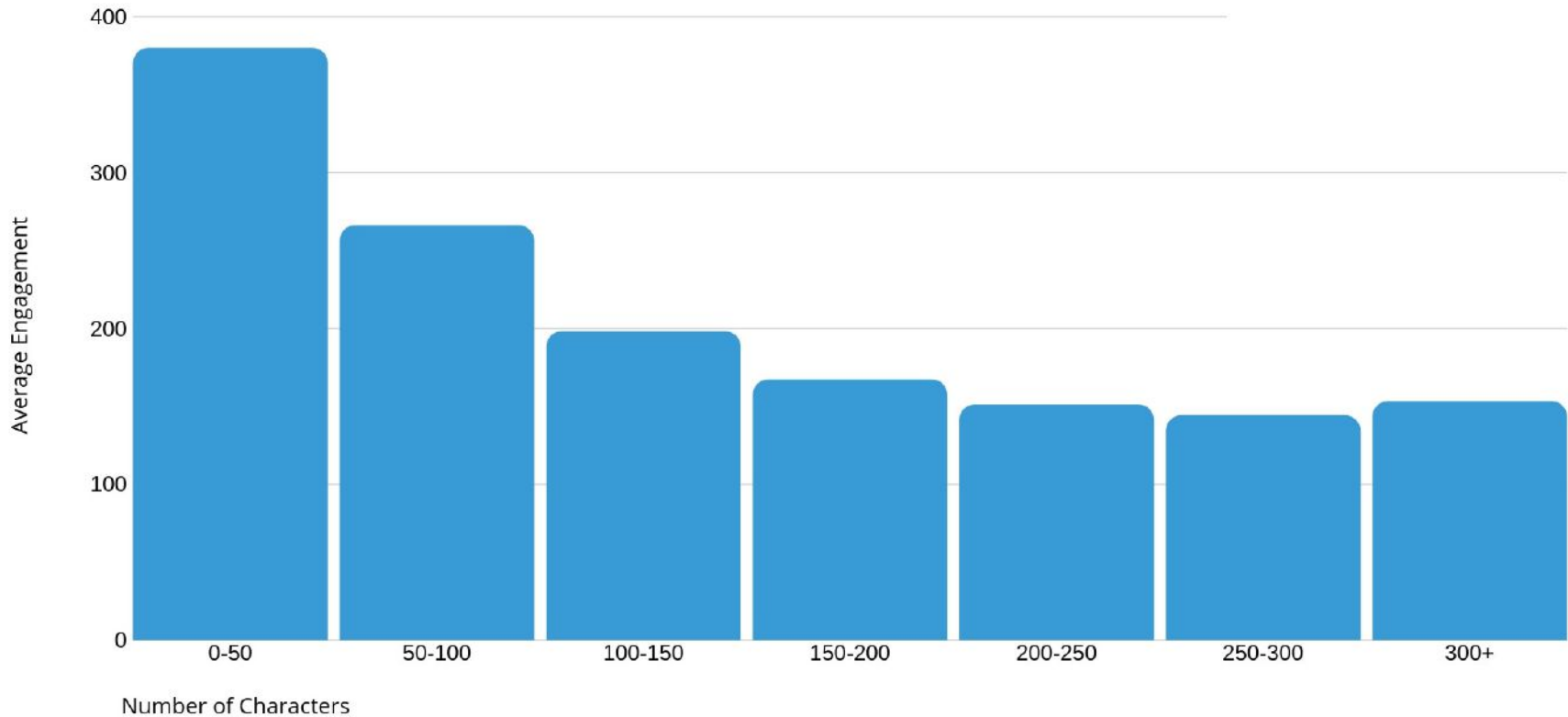
Video and image posts should still include links and CTAs, when appropriate.

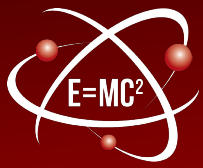


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## Optimal Number of Characters

(Based on average number of engagements)

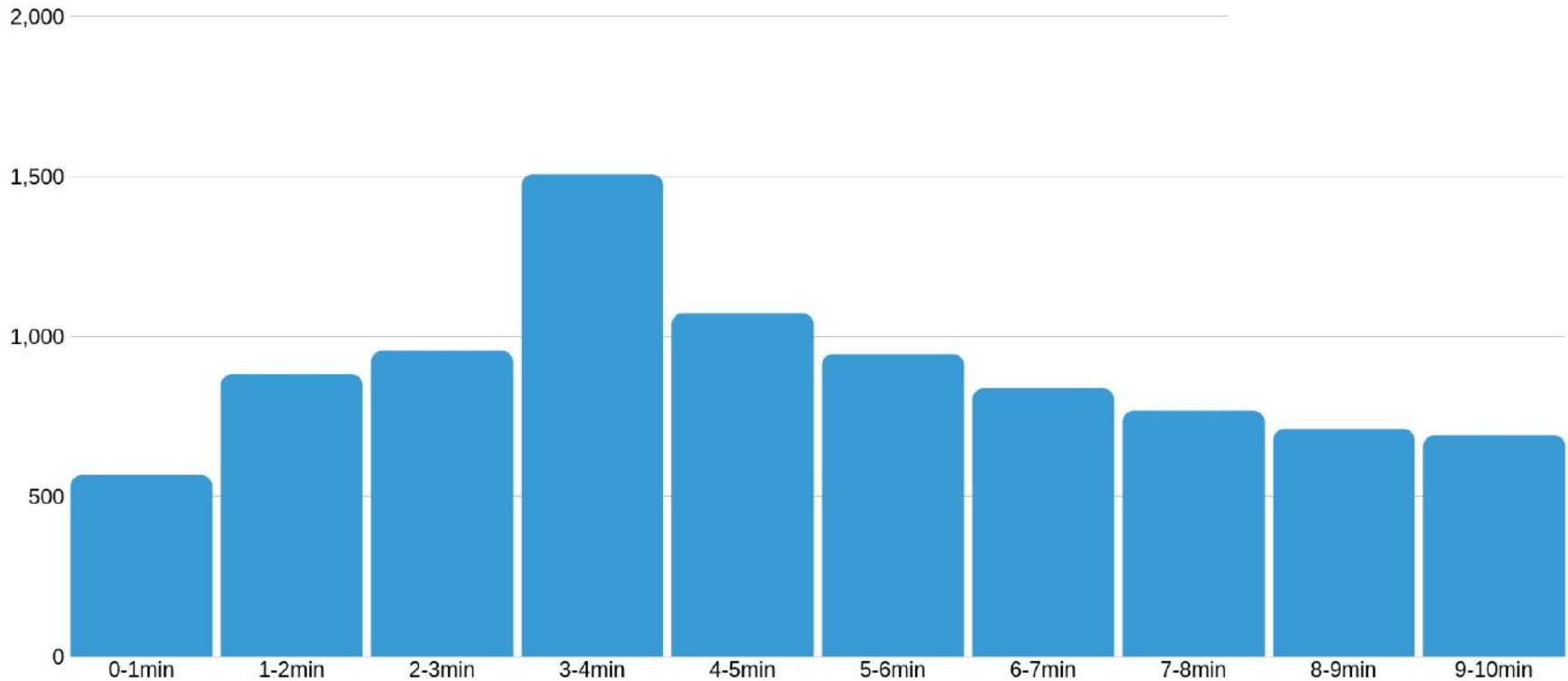


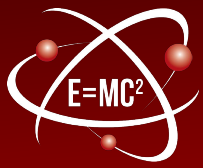


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## Optimal Video Length (Minutes)

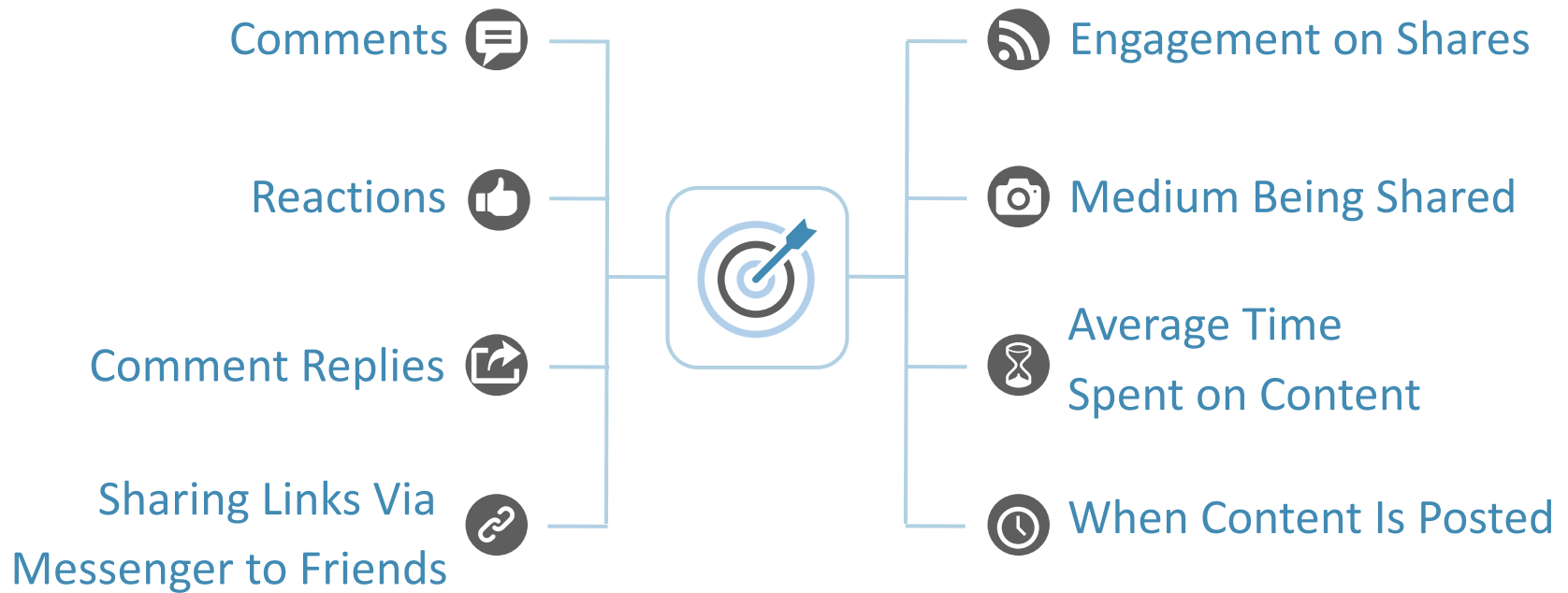
(Based on average number of engagements)

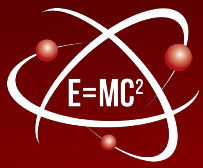




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## Ranking Factors





*Theory that is relative to your marketing needs*

**Q: What are the most important Facebook insights?**

**Facebook**

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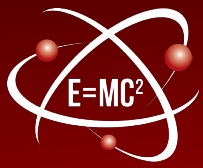
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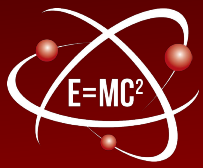
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*Theory that is relative to your marketing needs*

## **Increase Organic Reach**

- Video, especially Live video
- Avoid engagement bait
- Focus on community building (consider Facebook groups)
- Connect with Facebook influencers
- Localize (shift priority to local news)
- Encourage members to follow your Page



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## Q: Ads Manager - boosting posts vs creating original ad content?



Boosted Post



Engagement  
Reach

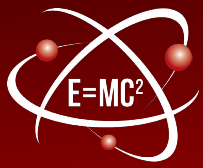


Original Ad



Website  
Visits &  
Conversions



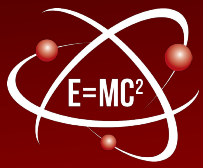


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## Facebook Stories

- Stories on pages represent “**a new channel for distribution.**”
- Facebook Stories are short user-generated photo and video collections that can be **viewed up to two times and disappear after 24 hours.**
- The feature is focused around Facebook’s in-app camera which allows users to overlay **fun filters and Snapchat-like lenses** to their content as well as add **visual geolocation tags to their photos and videos.**
- Stories have **5- to 15-second video ads** users can skip
- While viewing a story, users can reply with a direct message

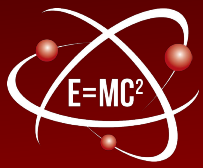




*Theory that is relative to your marketing needs*

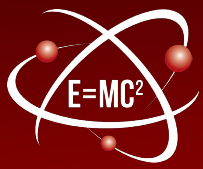
## Facebook Groups

- Facebook launched “**Groups for Pages**” over the summer, which enabled Pages to make groups or simply get them linked.
- Groups are attractive to brands because they **combine community with “authenticity”** — and **won’t be punished under the new algorithm changes.**
- Facebook groups present an **organic and unique opportunity** to drive a deeper level of **engagement.**



## Q: How can I find out who is viewing a Facebook Page?

- A **Facebook pixel** is code that you place on your website.
  - Track conversions
  - Optimize ads based on collected data
  - Build targeted audiences for future ads
  - Remarket to qualified leads
  - Create lookalike audiences
- You can't get a list of people who have viewed your FB page, but you can see who likes your page
- Lookalike audiences based on current Page fan demographics
- Always invite people that have liked your updates to like your page
- Google analytics

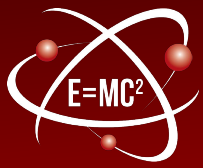


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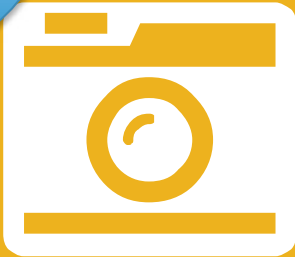
# Instagram

Online photo-sharing tool and social network platform that allows users to edit and upload their photos and short videos through a mobile app.



# Theory that is relative to your marketing needs

Brand Awareness



Brand Loyalty

Influence Purchases

95 million photos uploaded per day

4.2 billion 'likes' given per day

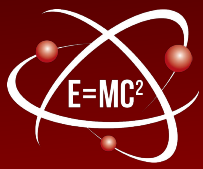
25 million businesses

>80% of users follow at least 1 brand

200 million users visit brand accounts per day

>60% of users log in daily

Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter



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## Importance of the Bio

- Because Instagram users also search for keywords, **putting a keyword in your name triples your searchability scores**. Even if your username doesn't contain the keyword, people can still find you through the keyword in your name.
- For optimal scanning, **target keywords** clarify what kind of content people can find on your account.

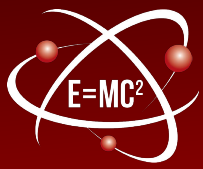
epicnancylee ▾

501 posts   3,189 followers   1,884 following

Edit Profile

Nancy  
CEO of @epicmc2  
Wife  
Mother  
Type A personality  
UofD instructor  
Avid #creditunion fan  
Believer in #socialmedia  
Wannabe #vegan  
[linktr.ee/epicnancylee](https://linktr.ee/epicnancylee)

+   [Fireworks]   [Home]   [Cooking]



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## THE MORE YOU POST TO INSTAGRAM THE MORE LIKES YOU GET

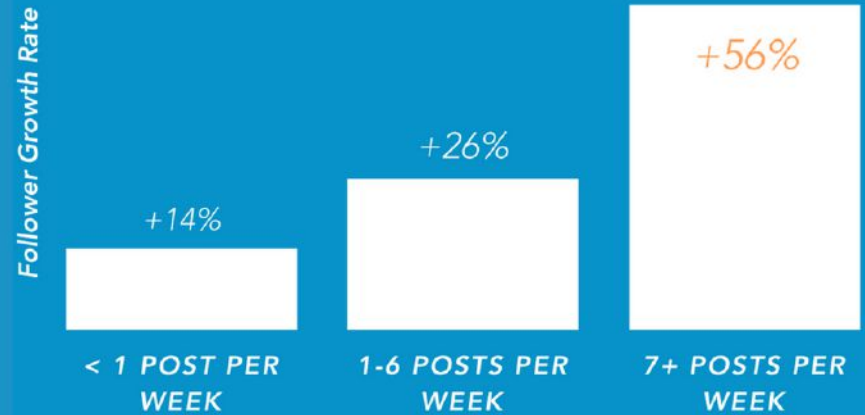


Average Total Post Likes in One Month

Source: [bit.ly/ig-posting](http://bit.ly/ig-posting)



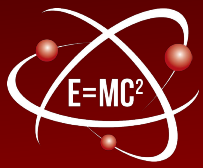
## THE MORE YOU POST TO INSTAGRAM THE FASTER YOUR FOLLOWING GROWS



Source: [bit.ly/ig-posting](http://bit.ly/ig-posting)



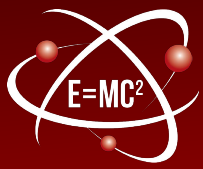
You can almost double your follower growth rate by moving from less than one post per week to 1-6 posts a week. You can more than double your follower growth rate again by moving from posting 1-6 times per week to once or more per day.



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## Hashtags

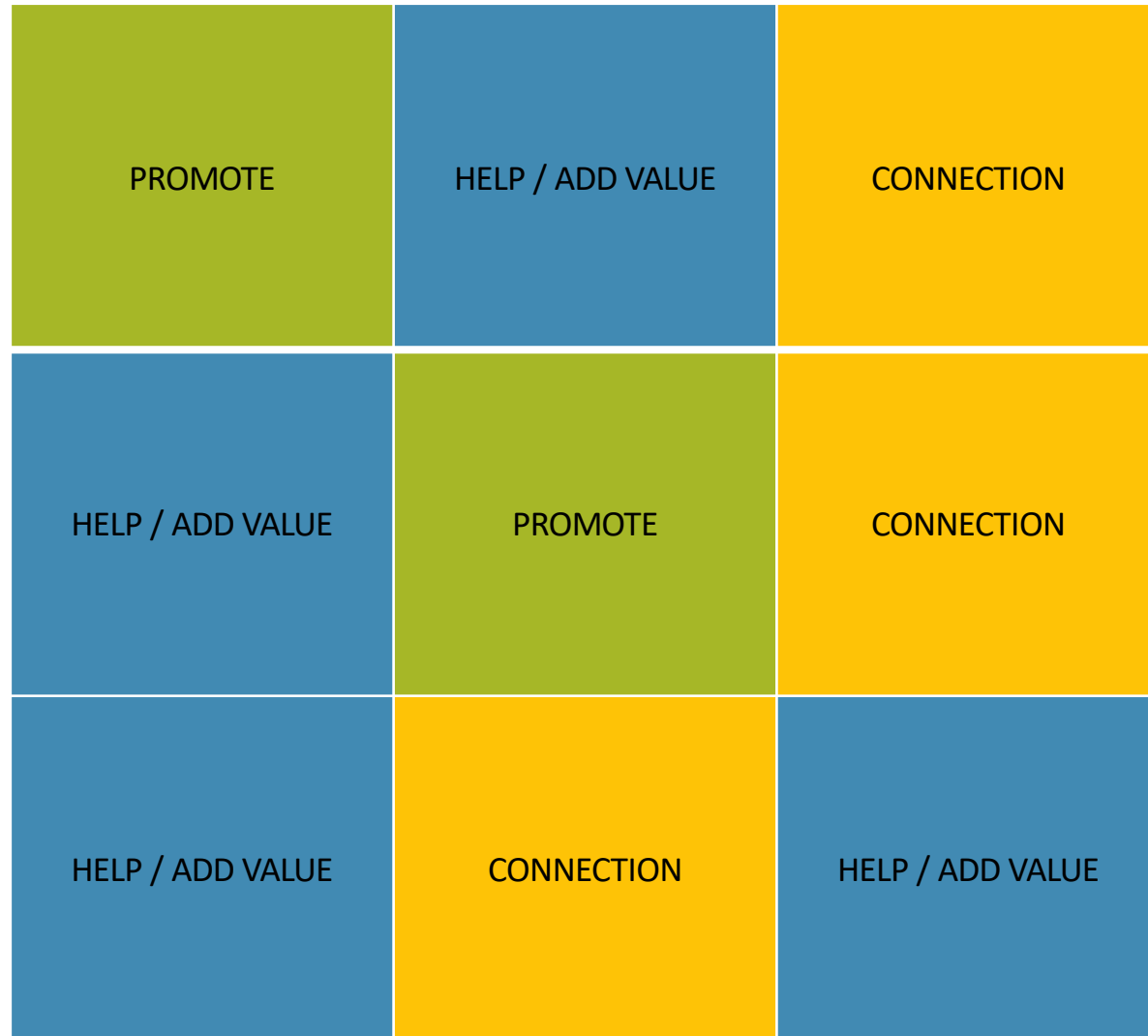
- Use hashtags on Instagram Stories (up to 10)
- Add hashtag links in your bio
- Consider related hashtags
- Brand, campaign, event, and location related hashtags
- Look to your most successful posts for trends
- Make sure that hashtag means what you think it means – ALWAYS research the hashtag before using it!
- Caption or first comment for hashtags debate (up to 30)



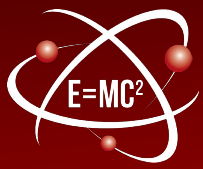
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## Content Mix

- Tell a story with every set of nine squares on your Instagram feed.
- A good rule of thumb when planning content is the 4:3:2 rule

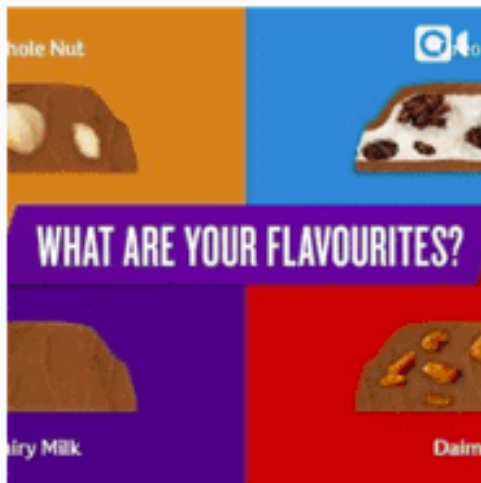


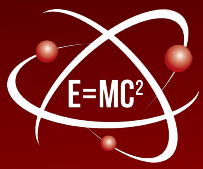




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# Signature Instagram Style: Brand Identity

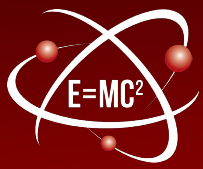




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## Signature Instagram Style: Filter

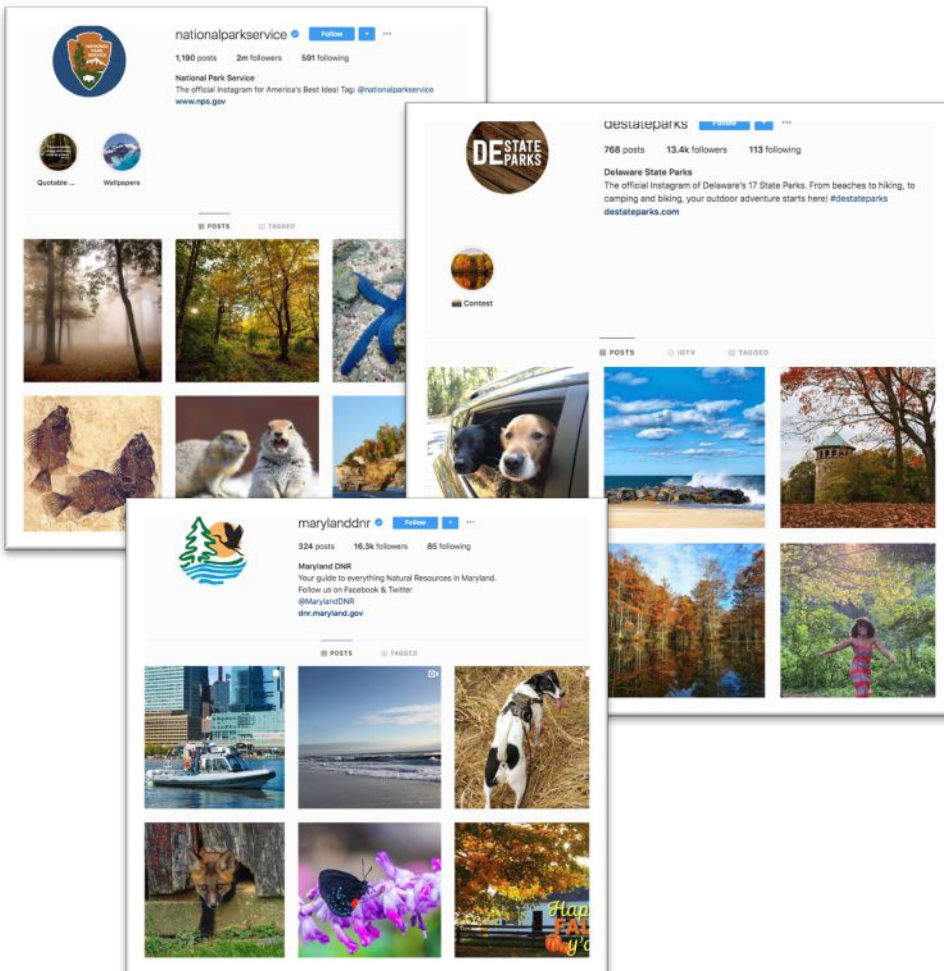


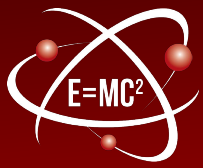


*Theory that is relative to your marketing needs*

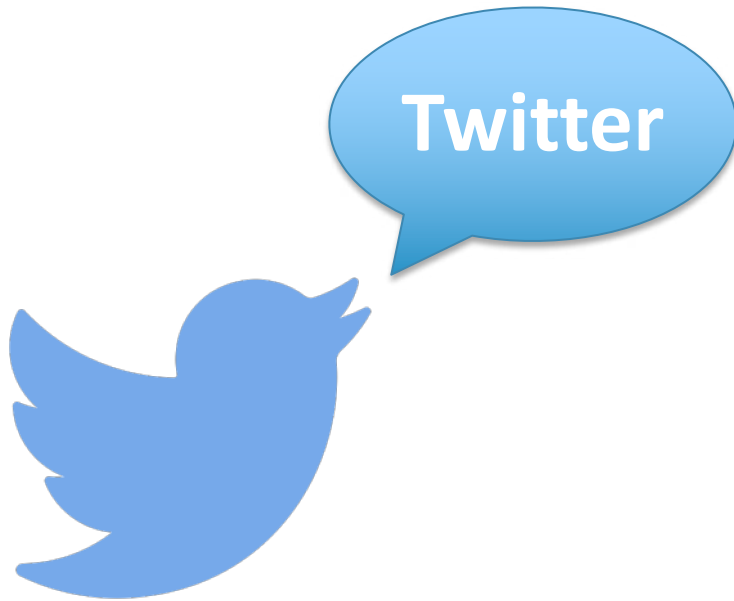
# Examples of accounts RC&D's may want to follow or connect with as influencers for Instagram

- Search for accounts in your area that focus on your state, such as:
- State and local government officials, service providers, nonprofits, businesses.
- Residents who share their love of where they live, work & play.



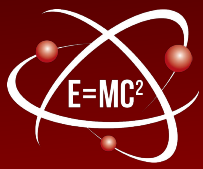


*Theory that is relative to your marketing needs*



- Communicate short messages called tweets.
- Spread information fast.
- Connect people to share their thoughts with a bigger audience.
- Allow users to discover stories regarding news and events.
- Increase brand awareness.

**Over 500 million tweets are sent every day, yet just 42% of Twitter users visit the site daily – and only 23% visit multiple times per day.**



## *Theory that is relative to your marketing needs*

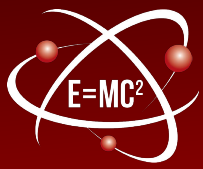
- Have post and reply variety and share great content
- Like, RT, and comment on posts daily
- Create and use lists (both public and private)
- Unfollow when appropriate and according to the channel strategy
- Use hashtags
- Monitor your feed for conversation opportunities
- Take part in Twitter chats
- Use advanced search features
- Connect with trending topics

**Nancy**  
@EpicNancyLee

Tweets	Following	Followers
24.6K	2,432	6,027

**Trends for you** · [Change](#)

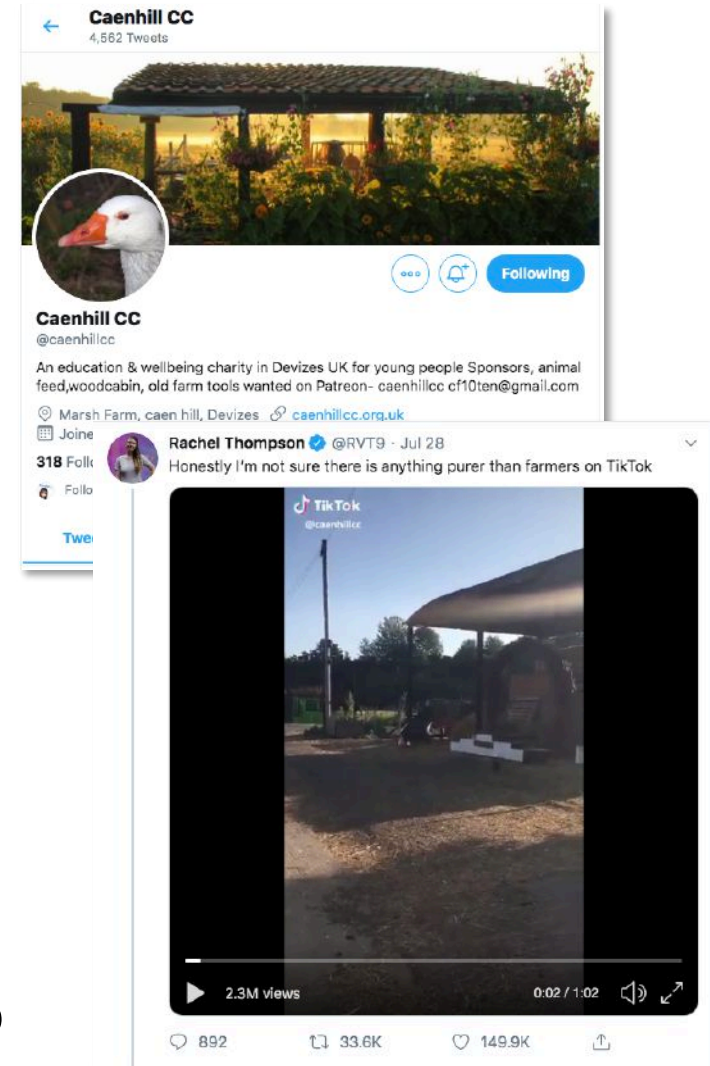
- Eagles**  
61.2K Tweets
- #BelieveSurvivors**  
Michelle Kane is Tweeting about this
- Carson**  
21.9K Tweets
- #netDE**  
Delaware Tech is Tweeting about this
- #MondayMotivation**  
United Way Delaware, John White, and 3 more are Tweeting about this
- Rod Rosenstein**  
328K Tweets
- Wentz**  
18.9K Tweets
- Mitch McConnell**  
66.6K Tweets
- #DENStartupWeek**  
1,379 Tweets

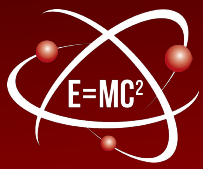


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## A Viral Example

- Caenhill Countryside Centre
  - Work with communities to bring agriculture and horticulture to children and young people by providing courses and hands on experiences set on a farm.
- In July 2019, they were at just over 1k followers.
- In late July a Twitter influencer posted one of the farm's videos on Twitter that she had found on TikTok. She included a supporting comment encouraging folks to check them out.



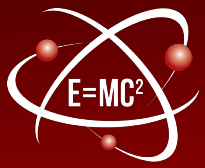


*Theory that is relative to your marketing needs*

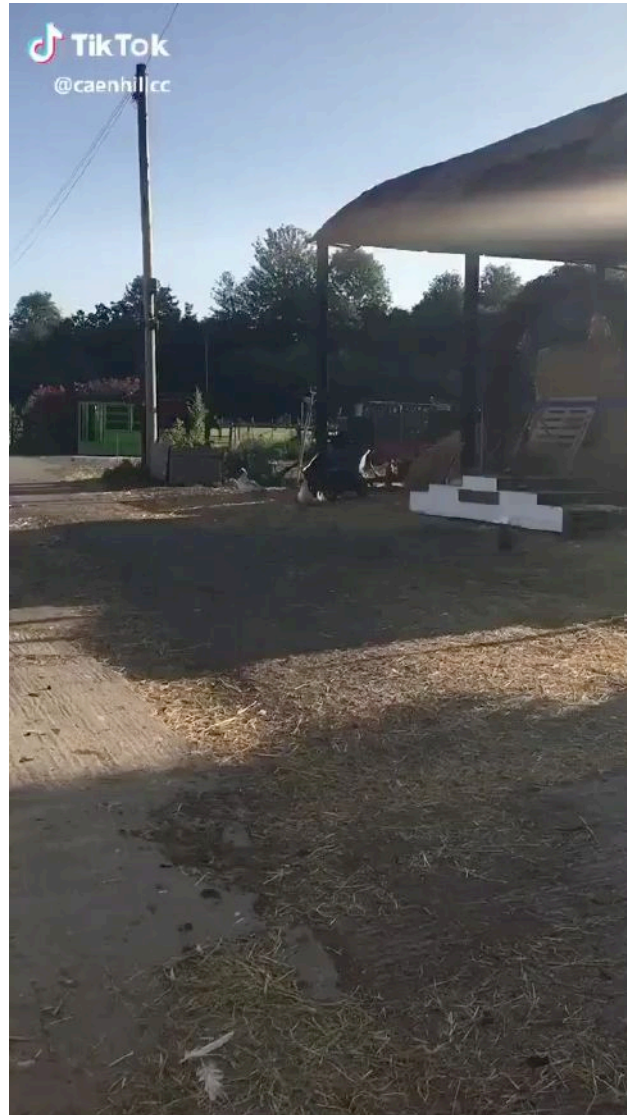
## Donations from Around the World

- Within weeks, they had increased to over 50k followers on Twitter.
- Today, they are at 71.1k followers and continue to grow on Twitter, TikTok, Instagram, and YouTube.
- Due to their success, they are now receiving donations from around the world.

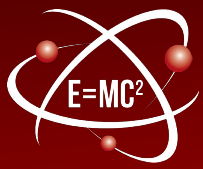




*Theory that is relative to your marketing needs*



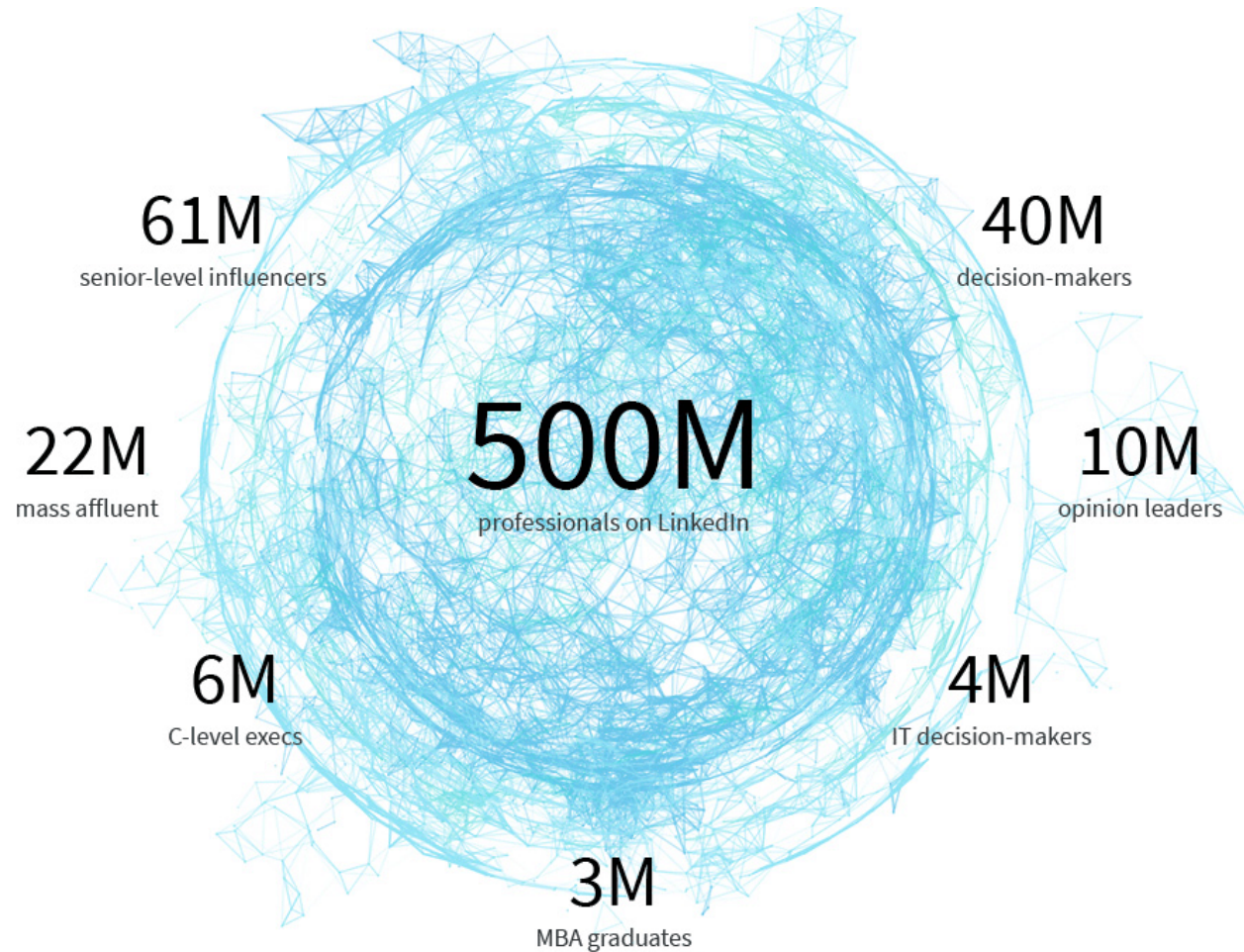


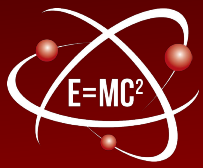


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- Geared to professionals
- Network and build professional portfolio
- Employment opportunities
- New clients & business ideas





# Theory that is relative to your marketing needs

## Overview

Learn more about us

1



## Jobs

Explore new opportunities



**Eric Owski**  
Product at LinkedIn

24 jobs match your skills

## Life

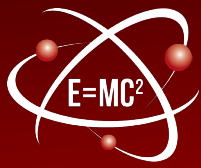
Discover our culture



Discover Golden Phase:

2





# Theory that is relative to your marketing needs

## Company leaders



**James Vardy** · 1st  
CEO  
[Message](#)



**Julie Terry** · 2nd  
Senior Director of  
Sales and Marketing  
[View profile](#)



**Memphis Lindegaard** · 3rd  
Director of  
Marketing  
[View profile](#)



**Wayne Rooney** · 1st  
VP, Sales  
[Message](#)

3

## Join Golden Phase



### Innovate to transform lives

Feel the inspiration that comes from working with wildly talented people and the rush that comes from doing work that makes a lasting impact. Recent projects like HoloLens provide just a glimpse of the remarkable things we will accomplish. There has never been a more exciting time to join our team. Come build on Golden Phase's far-reaching momentum. Build on your career. Build on what we do and how we do it.

[Learn more about innovation](#)

### Transform your professional journey

Here at Golden Phase, you'll build on your curiosity, your passions and your drive to make a difference. You'll have access to world-class tools, some of the industry's brightest minds and a nearly infinite range of opportunities across a truly global organization. You'll have the opportunity to build on the company's wide-ranging accomplishments to do something even more incredible. You'll have the freedom to collaborate, explore, set your own rules and take your career wherever you want it to go.

[Learn more about us](#)

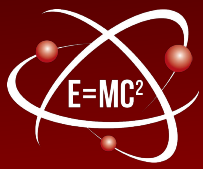


4

## Company photos



[Previous](#) [Next](#) >



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## Showcase Page

Showcase Pages are purpose-built pages designed to promote specific business lines, products, brands or initiatives within your company.

### Showcase Pages



**LinkedIn Marketing Solutions**  
Marketing and Advertising  
241,284 followers



**LinkedIn Talent Solutions**  
Staffing and Recruiting  
173,040 followers



**LinkedIn Learning Solutions**  
E-Learning  
142,995 followers



**LinkedIn Sales Solutions**  
Computer Software  
115,562 followers



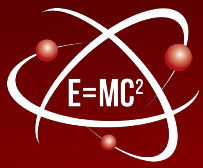
**LinkedIn Economic Graph**  
Internet  
76,571 followers



**LinkedIn for Good**  
Nonprofit Organization Management  
10,378 followers

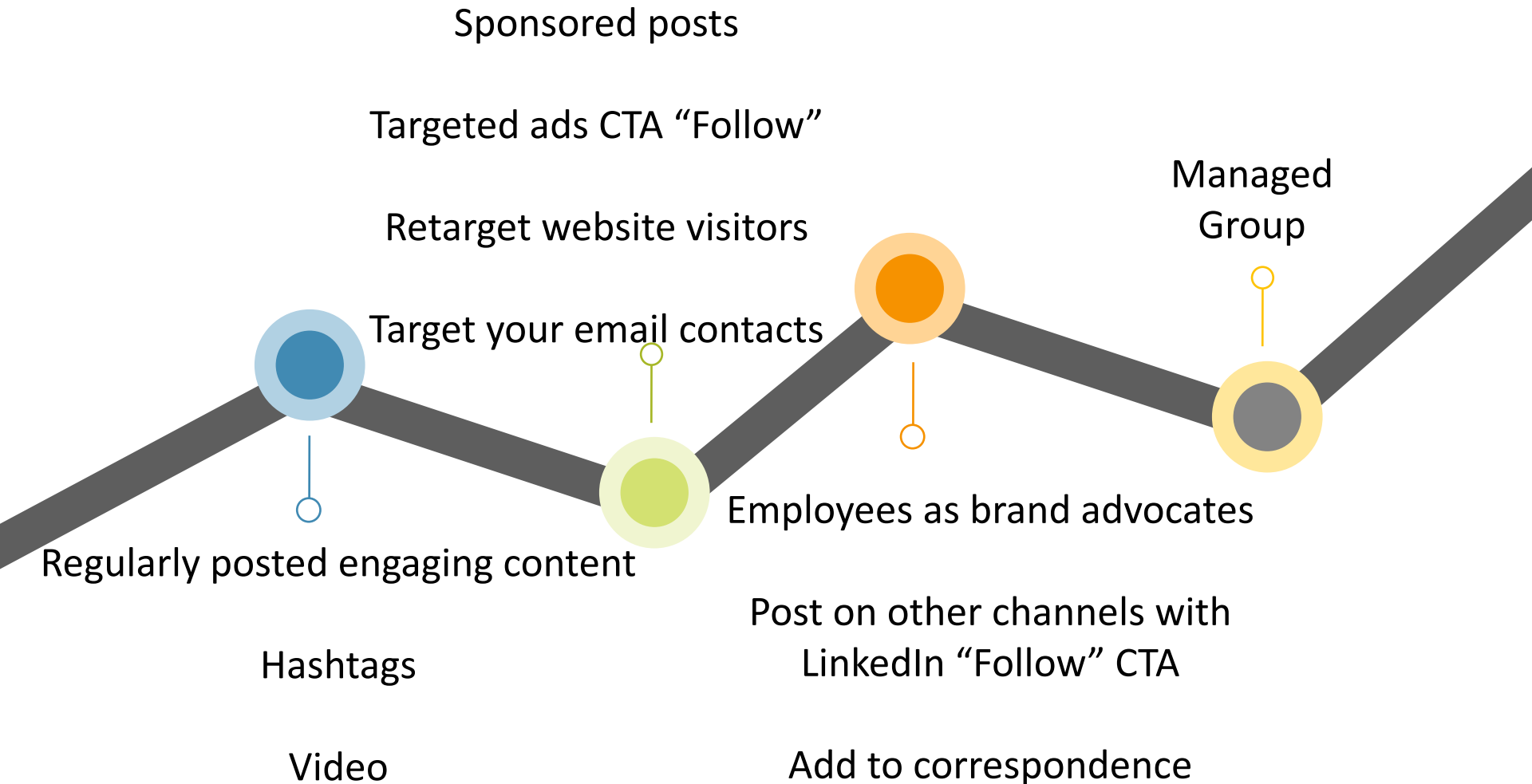


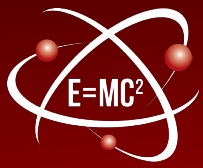
**LinkedIn Marketing Solutions: Financial Services**  
Financial Services  
3,920 followers



*Theory that is relative to your marketing needs*

# Q: How do you increase the number of followers on a company's LinkedIn page?

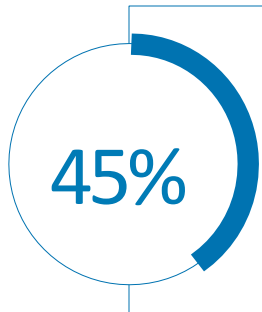




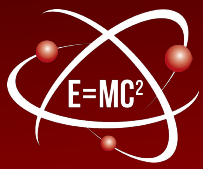
*Theory that is relative to your marketing needs*

## What to Share

- eBooks, SlideShares, Infographics, and videos
- Blog posts, Case studies
- Third-party industry articles and reports
- Helpful how-to content
- Vivid visuals (Visual is the new headline!)
- Serial, themed posts (#MondayMotivation #WednesdayWisdom)
- Targeted updates
- For every self-serving post, share four pieces of relevant content written by others



Company Updates containing links can have up to a 45% higher follower engagement than updates without links.

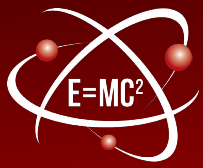


*Theory that is relative to your marketing needs*

# Snapchat



A mobile messaging application used to share photos, videos, text and drawings called snaps that are meant to disappear after they are viewed. Lenses, filters and other effects are used to enhance the media.

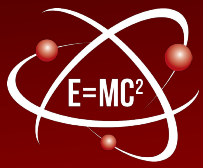


*Theory that is relative to your marketing needs*

## **Q: How can your organization use Snapchat?**

- Post stories
- Promote your Snapchat account on your other platforms
- Create a sponsored lens
  - Small art graphics that show up over a Snap
  - Use it to explain where, when, and why they took the Snap
  - On Demand - starts at \$5
- Feature user generated content
- Drive traffic to your website





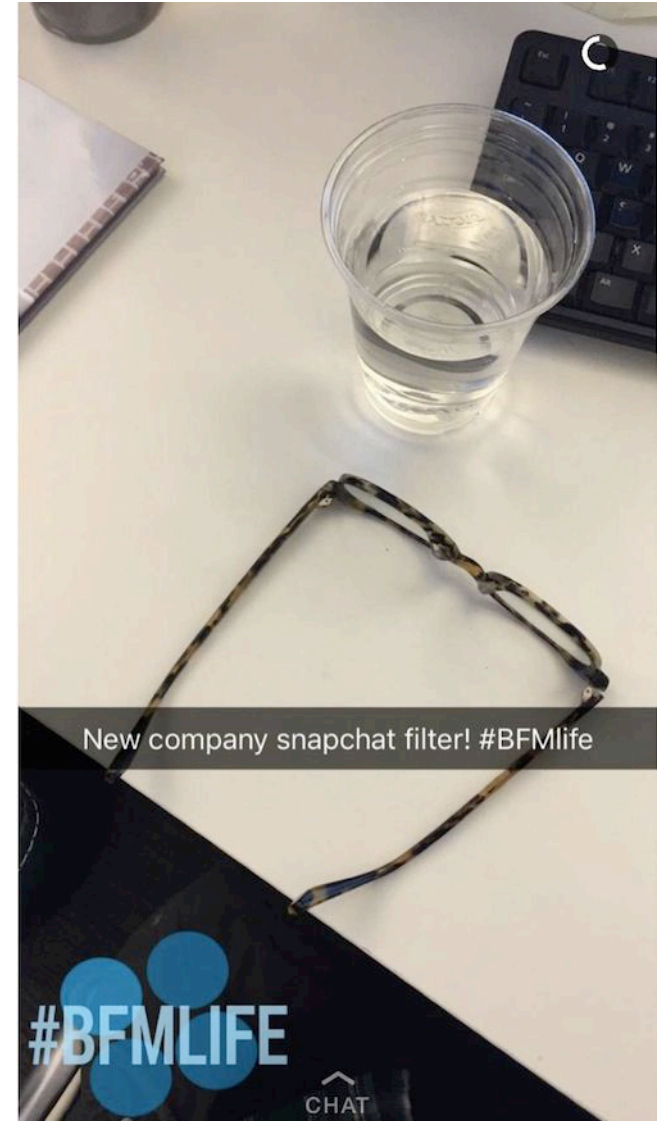
*Theory that is relative to your marketing needs*

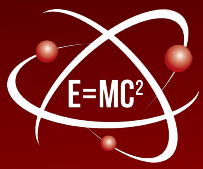
## Sponsored Geofilters

Can cost \$100,000's but there are many options:

### Blue Fountain Media

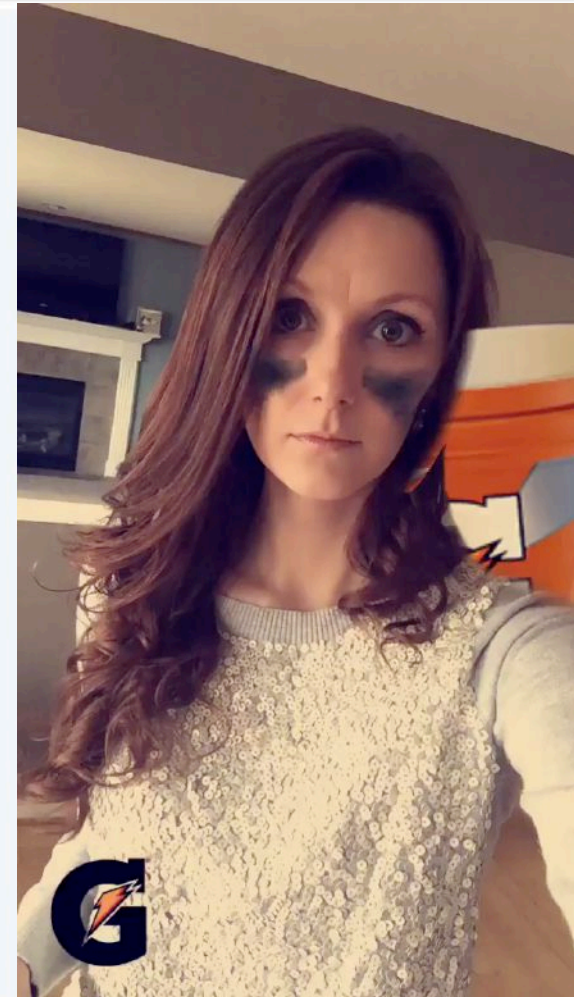
Purchased a **4 hour block** for **roughly \$30** and created a Geofilter for its **Madison Ave location**, generating about **4,000 impressions** in a **2 block area**.





*Theory that is relative to your marketing needs*

## Sponsored Lens



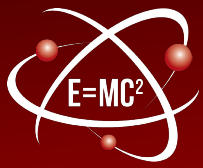
**Nikki Sunstrum** ✓  
@nikkisunstrum



.@Gatorade #SuperBowl50 @Snapchat lens netted 160M Impressions! More than viewed entire game [digiday.com/brands/inside-...](http://digiday.com/brands/inside-...)

9:59 AM - Mar 4, 2016

♥ 4 👤 See Nikki Sunstrum's other Tweets

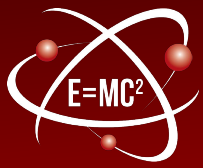


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## Interactive Snapchat Giveaway

- Josh Earl of SublimeTextTips grew his email list by 187,000. He started with a mere 5,500 subscribers, growing it by 3,400%. The total prize value of his giveaway was less than \$100.

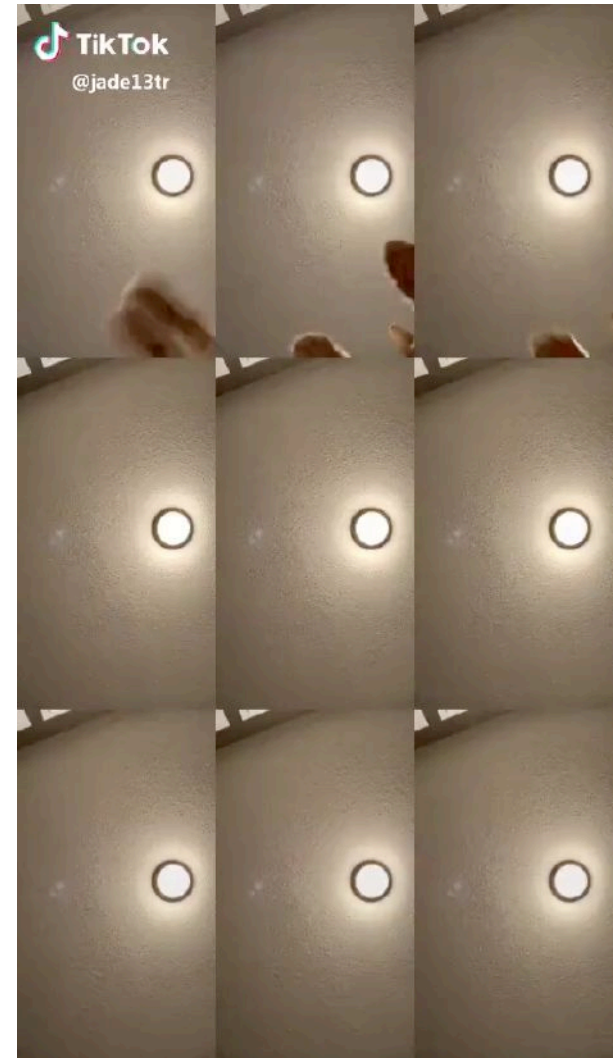


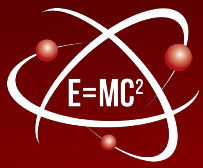


*Theory that is relative to your marketing needs*

# TikTok

- Social media platform used for creating, sharing and discovering short music, comedy and talent videos.
- Better known for its act-out mems backed by music and other sounds clips.
- Sharing of unapologetically wholesome content that receives less mocking than elsewhere on the web.





*Theory that is relative to your marketing needs*

# TikTok Stats and Growth

**500 MM**

active users  
worldwide

**33 MM.**

Top  
downloaded  
App  
In Apple  
App Store  
In Q1 2019

**52 Min.**

Average  
users  
spends per  
day

**1 Billion**

Videos viewed  
every day in the  
last year

**188 MM**

new users,  
growing  
70% from  
Q1 2018

**41 %**

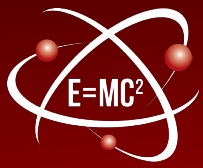
Users are  
aged  
between  
16 - 24

**68%**

Watched  
someone  
else's video  
and 55%  
uploaded  
their own

**USA**

Out of the  
500 MM  
monthly  
active users,  
26.5 MM  
are from the  
USA



*Theory that is relative to your marketing needs*

*Thank you*

