

SOCIAL MEDIA MARKETING WORKSHOP

*Master the Basics to Managing
Social Media Marketing*



Workshop Schedule

Time (est)	Session
11:00	Introduction
11:30	Elements of a Profile
12:00	Business Suite Tour
12:30	Break
12:45	How and What to Post
1:30	Practicing Stories
2:00	Break
2:15	Ads and Analytics
2:45	Moving Forward
3:00	Open Discussion or Groups



Today's Technology

- Microphone – You're in control. If you want to add to the conversation or ask a question, please turn on your microphone!
- Video camera – Feel free to leave it on, unless your internet starts acting up. Turning your camera off can help your internet.
- Cell phone – Is it charged? If not get it plugged in near you, please.
- If you lose connection, just re-login and we will get it restarted.
- Today's sessions will be a combination of PowerPoints, handouts, and hands-on training in internet browsers and in apps.

Who's Here?



Let's introduce ourselves to each other!

1. Say your name
2. Introduce your business
3. Your business industry/industries
4. How long have you been in business?
5. What are you hoping to learn from today's session?



*Let's start with social
media vocabulary.*

Please visit www.stack-strategies.com/social-media-handouts



STACK STRATEGIES SOCIAL MEDIA VOCABULARY



Profile - Your profile is your personal account with the social media

Facebook Page – Your business page is your business's public profile with particular settings that categorizes it within the social media

Facebook Group – Groups are a place to communicate about shared interests with certain people. You can create a group for anything

Facebook Event - a calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page.

Instagram Personal Account vs Professional Account - you must have a personal profile to create a business profile

Social Media Timeline – otherwise known as News Feed – the feed of posts from friends and pages that you follow or who may relate to you

Social Media Hashtags – A way to categorize or identify posts on social media sites.

Social Media Algorithms - The way of sorting posts in a users' feed based on relevancy instead of publish time. Social networks prioritize which content a user sees in their feed first by the likelihood that they'll actually want to see it.

Keywords – Main words are tracked for algorithms to work. The keywords in your descriptions and posts make your post relatable to your followers. This is part of how algorithms decide who sees what.

Social Media Handles – the @ that points to your page; acts as a link; can vary by platform but is preferably the same.

Social Media Stories – Posts that only last 24 hours, can be saved, and are featured as highlights that are full phone screen in size

Boosting - Paid ads to get more likes
Ads – Paid ways to get more views, engagement, page likes, website views, or collect leads

Analytics – The ways that your posts and the way your followers engage with them are tracked.



Social Media Vocabulary

What social media platforms are you on?
Do you have professional pages on these?

Any questions about any social terms?

❖ Social Media Fun Facts ❖

User Time Spent

- On average, FB users are on 38 minutes per day.
- On average, Instagram users are on 28 minutes per day.
- The average Pinterest session lasts for about 5 minutes.

Active Users

- FB has 2.7 billion monthly users
- Instagram has 1 billion monthly users
- 200 Million users visit one business daily
- Pinterest has 416 million monthly users

Sourced from www.stryvemarketing.com

Third-Party Post Scheduler & Manager

If you want to manage all pages in one place, you should possibly consider a third-party post scheduler!

The collage includes:

- A screenshot of the Hootsuite dashboard with a sidebar featuring a smartphone icon and a cartoon character.
- A screenshot of the Stack Strategies website showing its navigation bar and a large "BUSINESS TOOLS" section.
- A screenshot of the stack-strategies.com/business-recommendations page, which lists various marketing tools like Marketing Reference, Recipes, Mail, Facebook Business, etc.
- A screenshot of the ALGv360 platform showing a dashboard with metrics like 8.3231 and a "Start Your Free Trial" button.
- A screenshot of the Constant Contact website.
- A screenshot of the Beautiful Free Images website.
- A screenshot of the Facebook Business page.
- A screenshot of the Wix.com Dashboard.
- A screenshot of the Amazon.com Associates program.
- A screenshot of the Alignable platform.
- A screenshot of the Set up a team page... tool.
- A screenshot of the MyTeamPage... tool.

Marketing Services **Travel Services** **Business Tools** **Educational Events** **Behind the Strategies Blog** **About** **Contact & Connect**

BUSINESS TOOLS

We recommend the following business tools to our followers. Marketing projects that we complete for business owners are often built through tools such as these. Stack Strategies proudly represents these tools because they are innovative, user-friendly, and create results for business owners.

BROWSE OUR RECOMMENDATIONS FOR:



The Elements of a Page

Let's visit www.facebook.com to explore a page.

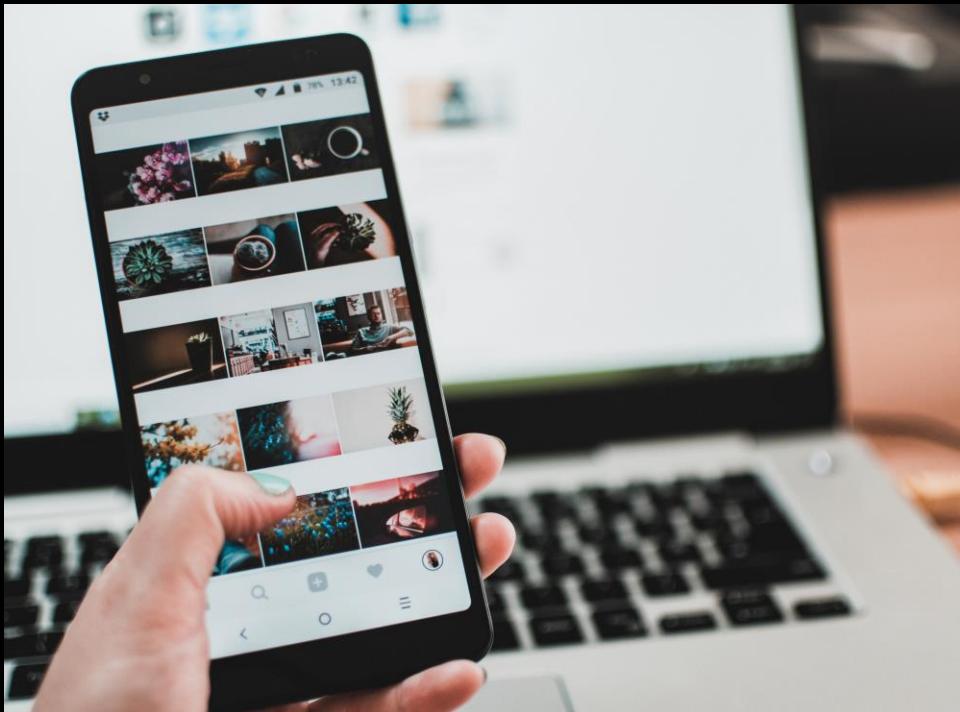
❖ Elements of a Page



Auditing Your Page

- Profile Pic – headshot with logo OR logo
- Cover Photo(s)
- About
 - Description
 - Likes
 - Website
 - Phone
 - Email
 - Hours
 - Categories
 - Other Socials
- Tabs

❖ Interacting Between Profile & Page



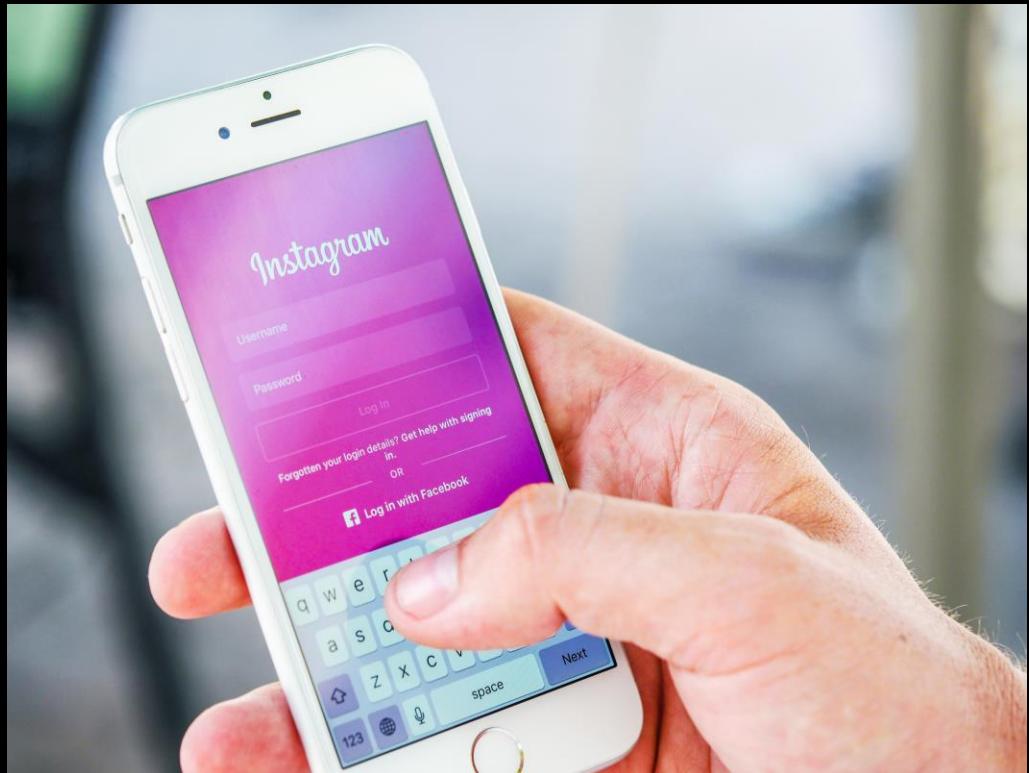
Everyone follow along from your browser!

- Interact with your page as your company
- Interact with your page as a visitor (from your personal profile)

Now let's try on your phone FB app

- Go on FB app
- View your page
- Find "View as" button

❖ Interacting Between Instagrams



**Does everyone have an Instagram for professionals?
Is that in addition to your personal pages?
Are you signed into both pages?**

Double-clicking on icon to switch pages
Switching from Profile page



Business Suite Tour

Let's visit www.business.facebook.com



What is Business Suite?

Business Suite is a free tool that lets you manage your Facebook, Instagram and Messenger accounts in a single place, saving you time and simplifying how you connect with customers.

Whether you're using it on desktop or mobile, Business Suite makes it easy to view notifications and respond to messages quickly. You can also create or schedule posts, stories and ads for your business, and you'll find helpful insights to optimize your efforts as you go.

1. Let's visit the website and bookmark it to your computer
2. Let's download the app from your phone's app store



Let's take a
Brief Break

15 minutes



How and What to Post

Combining Words, Pictures, Graphics,
and Videos to make content

❖ Content Brainstorm ❖

1. Let's get out a blank sheet of paper, and please write your business name in the center of it.
2. Next, we're going to start a timer for five minutes.
3. During this time, write any images, subjects, topics, products, specialities, niches, expertise areas, or anything else that relates to your business, brand and how people think of you and your business.

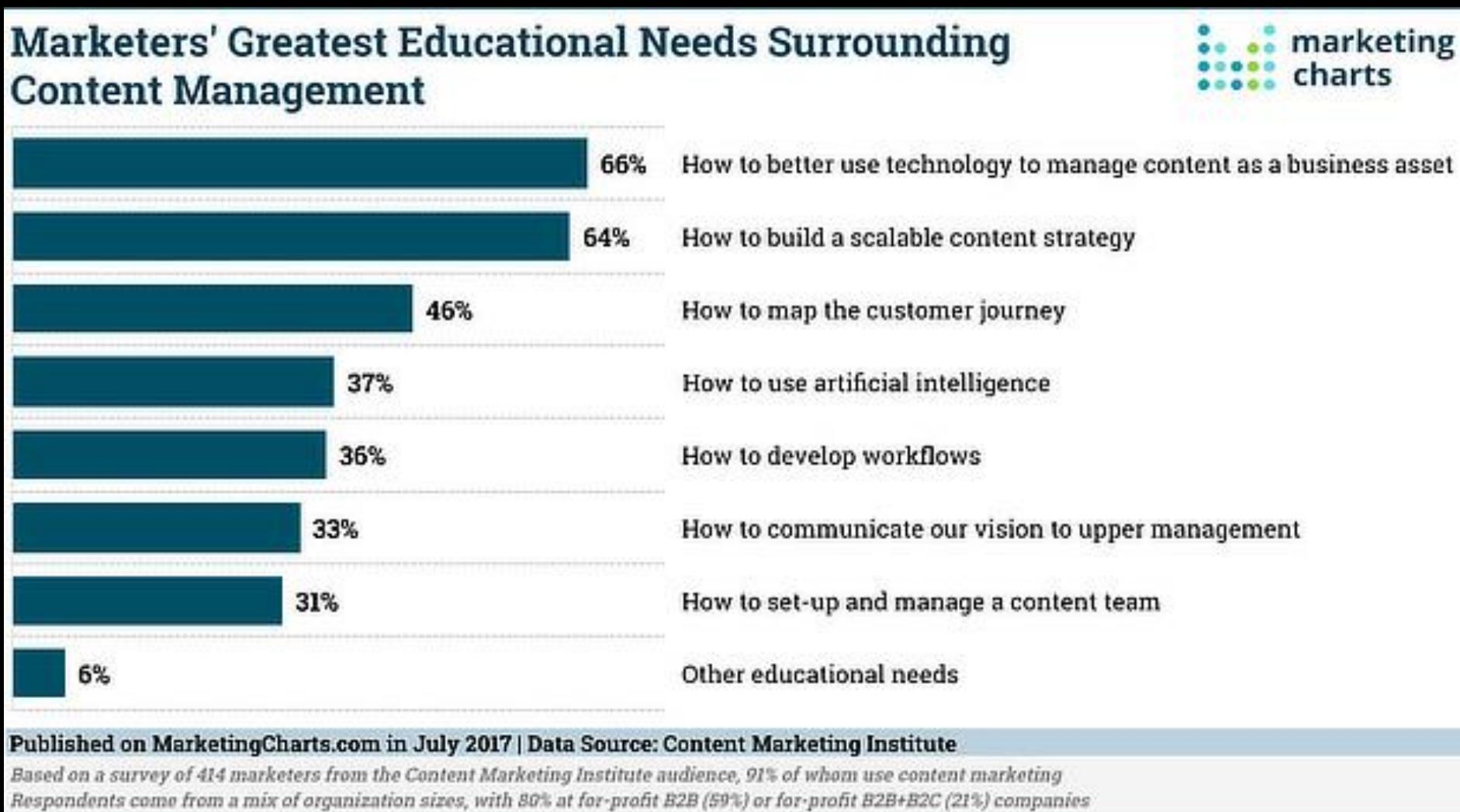
❖ Content Brainstorm ❖

TIME IS UP!

Okay – cross out some ideas if you need to narrow it in.

Let's share some of our concept ideas that relate to our business and brands amoungst the class.

Creating a Content Plan



Creating a Content Plan

1. Start with a brainstorm
2. Let's turn that brainstorm into a content chart
3. After we have a chart, we will turn that into a post plan.



Creating a Content Plan

Go to the resource page and download the next resource... the content chart!

Creating a Content Plan

Let's add some information into each column of the chart that relates to you and your business:



- Use your brainstorm to add ideas to the chart
- Think about your business's goals and mission
- Consider your current audience
- Answer to what you want to start doing next
- Define your products and services
- List what you're an expert at

We'll take 5 minutes to add to your personal charts now

Creating a Content Plan

Here is Stack Strategies' content chart:

Services	Affiliate Programs	Small Business Building	Stack Strategies	Business Types	Special Days & Holidays	Personal Growth Books & Tips	Topics and areas of focus
Branding	GoDaddy	Business Plan	Contact	Travel Agents	Motivational Monday	Personal Growth on Pinterest	Business
Logos	Adobe	Marketing Plan	Follow us on social	Realtors	Whats Up Wednesday	Girl wash your face	Marketing
Brand Launch	Sprout	Content Plan	Consultation	Fitness	Social Media Saturday	We should all be millionaires	Growth
Brand Necessities	Constant Contact	Home Office	Business owner	Barbers and Beauticians	Self-Care Sundays	More books to come	Personal Goals
Automation & Business Process	Active Campaign	Work from home	Team	Mortage and credit	Coffee		Goal Getter
Email Marketing	Hootsuite - soon	Password Management	Cleveland Local	Yoga			Health Welless and Mental Health
Digital Forms		Time Management	National Clients	Classes			Kindness and promoting happiness
Websites			Whats included				Helping others
Wix			Education focused				Thankfulness
Travefy	Not Affiliate but Promote	Business Building - Building	FB Certification	Business Owner Self Care		Other Fun Ideas	Coffee
Blog Launch	emailmeforms	Building an Empire		Handling Home		Spotify Playlists(s)	Team members
Marketing Plan	CRMs	Buildings	BLOG	Business Owner Self Care		Shopping lists on Amazon	Quality business
Social Media Marketing	jotform	Bridges	Our blog posts	Taking breaks		Things to buy on amazon	
Design Services	formsite		Visit our blog	Taking Vacations		Books to read	
Coaching	wix			Working from Home		Activities to see	
Custom Marketing Packages	travefy			Coffee Cheers		Projects celebrations	
	business suite						
	Calendly						
	Acuity						
Notes:	Notes:	Notes:	Notes:	Notes:	Notes:	Notes:	Notes:
Link to SS services	All these companies have great blogs	Find some blogs on these topics	Link to SS website				
Past projects?	Find pins for stories on these topics	Find pins for stories on these topics					
Building a brand based on you							

❖ Creating a Content Plan

Homework: Adding hashtags to your content chart!



- Follow in order of your content columns
- Make at least one hashtag per topic/idea
- It's smart to add 3-4 per cell

Example:

#stackstrategies #stackstrategiesblog #ssblog
#stackstrategiesmarketing #ssmarketing

Creating a Content Plan

Here is Stack Strategies' hashtags:

Hashtags:	Hashtags:	Hashtags:	Hashtags:	Hashtags:	Hashtags:
#branding #brandlaunch #brandin #goddaddy #goddaddyaffiliate #logo #logodesign #logopackages #adobe #adobeaffiliate	#businessinfluencer #marketinginflue #contactus #contactstackstrateg #travelagents #travelagentmarketing #marketingfortravelagents #buildingatravelagency #contentplan #marketingplan #marketss #ssmarketing #ssformarketir #travelagencytips #travelagencymarketing	#digitalmarketing #digitalmarketingpla #consultation #marketingconsultation #sheduleaconsultation #bookanappointment	#businessowner #smallbusinessowner	#motivationalmonday	
#businessautomation #emailauto #sprout #sproutforsocials #sproutsocial #digitalautomation #automationb #constantcontact #constantcontactemail	#homeoffice #workfromhomeoffice #workfromhome #wfh #wfhlife #work #stackstrategies #stackstrategiesteam	#work #stackstrategies #stackstrategiesteam	#motivation		
#emailmarketing #emailcampaign #activecampaign #activecampaignemail #digitalforms #formbuilding #cust #hootsuite #hootsuitescheduling #hoots	#passwordmanagement #passwordse #clevelandlocal #clevelandsmallbusiness #clevelandlocalbusiness	#clevelandlocal #clevelandsmallbusiness #clevelandlocalbusiness	#motivationalquotes		
#websites #customwebsite #webs #emailmeforms #emailmeformsprofessi #wixwebsite #wixdesigner	#timemanagement #workfromhometi #servingbusinessesnationwide #helpingbusinessesaroundthecountry	#servingbusinessesnationwide #helpingbusinessesaroundthecountry	#whatsupwednesday		
#travefy #travefywebsite #travefy #jotform #freeforms #formbuilder #blog #blogbuilder #blogmarketin #wix #wixwebsites #wixwinswebsites	#crm #clientmanagement #clientmanagementsystems	#educate #businesownerseducation	#socialmediasaturdays		
#marketingplan #digitalmarketing #travefy #travefyfortravelagets #travelagentwebsites #design #digitaldesign #digitaldes #businesssuite #postscheduling #socialmediascheduler			#socialmediatips		
#coaching #businesscoaching #marketingcoaching #digitalmarketing #digitalmarketingprojects	#buildinganempire #marketingempire #worldofmarketing	#onlineevents #eventscheduler			
	#calendly #calendlybuilder #calendlyfor #marketingislife #marketingaroundtheworld	#calendarsheduler			
	#acuity #acuityforappointments	#smallbusiness #smallbusinesses #supportingsmallbusinesses			
		#supportsmallbusinesses #smallbusinesssupportingsmallbusinesses			
#emailmarketingtips		#businesstobusiness #inbusinessforbusinesses			
#socialmediatips			#handlinghome		
#contenttips	#digitalmarketing #digitalmarketingager #bridges #buildingbridges #digitalbridges		#tipsforhandlinghome #homemanagement #workfromhomemanagement		
#automationtips	#godigital #digitalistthewave	#buldings #buildingsmallbusinesses	#selfcareforbusinessowners #selfcare #businessownerselfcare		
#digitalmarketingtips	#digitalkey #digitalbusinesses	#businessbuilder #empirebuilder	#stackstrategiesblog	#selfcaresunday #takecareofyoutotakecareofyourclients	
#printmarketing	#digitalmarketingiskey		#behindthestrategies	#everyonenedsavacation #vacationsforbusinessowners	
#businesscards			#behindthestrategiesblog	#workfromhomeboss	
#businesscardtips				#businesswoman	

Creating a Content Plan

How many times do you want to post a week?
Do you want to post different content
on different platforms?

4-6 Posts	8-12 Posts	12-15 Posts
<input type="checkbox"/> 1-2 posts - business product/service <input type="checkbox"/> 1 post – hashtag or holiday <input type="checkbox"/> 1 post – connection or conversation <input type="checkbox"/> 1 post – business about <input type="checkbox"/> 1 post – educational	<input type="checkbox"/> 2-3 posts – business product /services <input type="checkbox"/> 1-2 posts – specialty expertise <input type="checkbox"/> 1-2 posts – holiday or hashtag <input type="checkbox"/> 1-2 posts – connection or conversation focused <input type="checkbox"/> 1-2 posts – educational <input type="checkbox"/> 1 post – business about (optional) <input type="checkbox"/> 1 post – inspirational	<input type="checkbox"/> 3 posts – business product or services <input type="checkbox"/> 2-3 posts – educational <input type="checkbox"/> 2 posts – specialty expertise <input type="checkbox"/> 2 posts – connection or conversation <input type="checkbox"/> 1-2 posts – holiday or hashtag <input type="checkbox"/> 1-2 posts – website links <input type="checkbox"/> 1 post – business about <input type="checkbox"/> 1 post – inspirational



Creating Content for Your Plan

Now that we know what topics we want to post about and how often, we must collect content to create posts with.

There are six types of content we can use for posts. Using varying content types creates interest.

1. Word Content
2. Pictures
3. Graphics
4. Videos
5. Links
6. Hashtags

Content Creation: Words

Your words mean everything. The first sentence means the most. The last something should give your readers an action.

- **Shorter Content:** Words don't have to be content. They can be short, snappy phrases to generate interest, and more.
- **Lengthy Content:** Build a story in your social media posts. Break up your paragraphs. Consider making sure everyone knows who you are or what you do, so we can all get to know each other.
- **Lists:** Words can be broken up into bullet points. Lists appear more unique and eye-catching.

Stack Strategies
Published by Dezaree Stack · November 7 at 12:00 PM · ...

Even though "lead" is such a cold, sales term, let's talk about EARNING NEW CLIENT LEADS. Earning new client leads consists of creating a new contact in your database either in person, online, or through referrals.

Here are 5-star organic ways to add more clients to your database:

- ☀ Starting up more conversations about your business with people you may not know and exchanging contact information.
- ☀ Asking "Would you mind if I add you to my newsletter list?"
- ☀ Adding a subscribe link to your website and telling people to subscribe as much as you can!
- ☀ Starting a referral program (and telling your clients about it a lot)
- ☀ Create a lead generating ad on Facebook or Instagram
- ☀ Developing a QR code to your subscribe link and putting the QR code on rack cards or business cards

Building your database with contacts is the MOST IMPORTANT way in getting new leads!

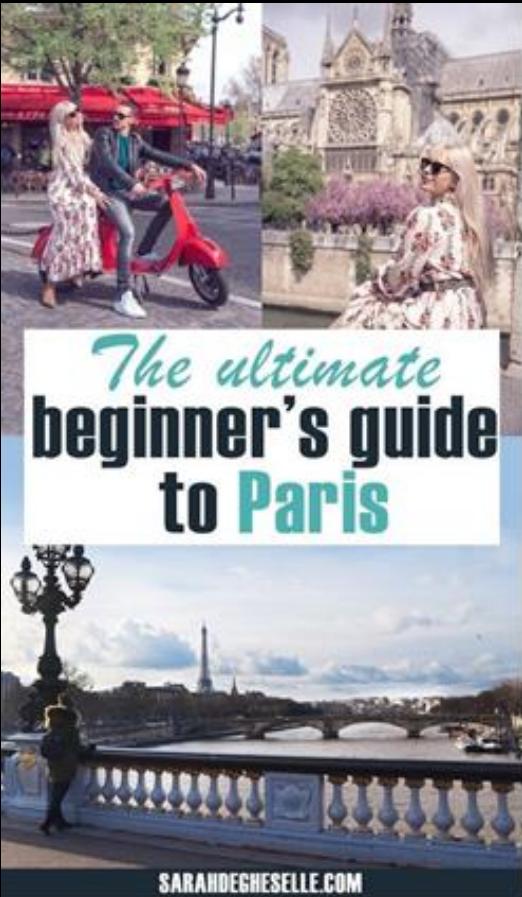
#marketing #clientleads #getmoreleads #organicgrowth #leadgeneration #getmoreleadsonline #earnnewclients #getnewclients #marketingadvice #clientmanagement #leadgenerationsystem #leadgenertionservices #automations #qrcodes #digitalmarketing

Content Creation: Pictures

Pictures will come into play the most when creating content for Instagram and Pinterest. Pictures can come from multiple sources. When finding pictures, be sure to:

- **Organize your own photos.** Using your own photos is a great way to make posts personalized and help clients get to know you better. Backup your pictures regularly through the Cloud or on an external drive.
- **Use free stock photos.** There are tons of great resources to access stock photos you can use **for free**. Look at sites like Pexels and Unsplash. Many bloggers have more recommendations if you choose to research even more.
- **Use paid stock photos.** If you don't find what you're looking for on free sites, even more sites have larger libraries available for purchase. Canva, Adobe, and Sprout all have paid libraries of stock photos to access.

Content Creation: Graphics



Graphics are a combination of words, pictures, and icons that are branded for a business. Graphics take a bit more work as you will craft them as opposed to simply save and posting a photo. When creating graphics:

Quick Tips:

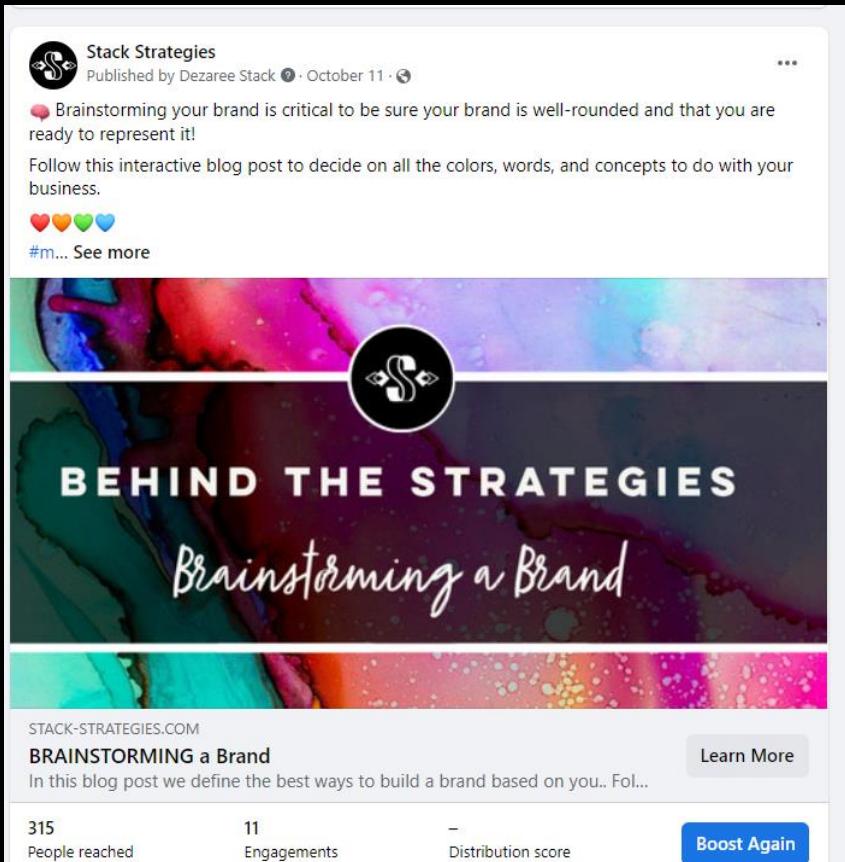
- Use bright, eye-catching colors in your business' color scheme to draw attention
- Use contrast in your graphic
- Create a variety of layouts for your graphics. In other words, don't do the same thing every time.
- Brand every graphic. In the above example, notice the link at the bottom. This tells clients exactly where to go.
- When creating graphics, try to achieve the above balance of images with text blocks.

❖ Content Creation: Videos ❖

Videos can be anything from pre-recorded videos on platforms like YouTube, live videos on Facebook and Instagram live, or a series of short, brief videos on Instagram stories. Consider these tips when it comes to creating videos for your content:

- **Lighting.** Good lighting is crucial to looking professional and appealing. Invest in a ring light for a professional, polished look or set up in a room with plenty of natural light.
- **Tone and Facial Cues.** To make sure you're getting the right message across, practice your tone and facial expressions along with your words. The way you come across is just as important as the message itself. Be sure to sound confident, knowledgeable, and engaged.
- **Practice.** Record yourself at least once before going live or recording for the real thing. Then, be critical and identify areas for improvement.
- **Subtitles.** It's important to speak loudly and clearly, but for deaf or hard of hearing potential clients, anticipate needs ahead of time and enable captions.

Content Creation: Links



Links to content can **take the place of** graphics and pictures **or** be used **in addition to** graphics and images. Links can redirect to:

- Your website
- Lead generation
- Your blog
- Other people's blog
- Reliable resources such as news outlets, articles, and other media

Save links in your content chart to save time later.

Content Creation: Hashtags

Hashtags are content tags that identify topics your posts relate to and lead people interested in those topics to your posts.

- **Use hashtags other people would follow.** Avoid using hyper-specific tags such as “#travelingtipsforoldertravelers.” They’re confusing to read and not very likely to be searched. Rather, use tags like #travel, #traveltips, #vacation, and other short phrases relating to your topic.
- **Check your spelling.** If a hashtag is misspelled, it will not show up when the correctly spelled tag is searched. For example, #travel will have millions of posts. #Travle will not.
- **Use branded hashtags.** Branded hashtags are a great way to draw brand attention to your page, possibly landing you brand deals and more.



Creating Content for Your Plan

Personally, I like to gather content assets and organize them ahead of time for marketing. Here's some things I do to organize content:

1. Download stock photos and save them to your computer or online drive.
2. Create several graphics on different topics when I am feeling very creative.
3. Pre-record or practice videos and talking points.
4. Save links in your content chart for easy copy-and-pasting.
5. Pre-write hashtags in your content chart for easy copy-and-pasting.



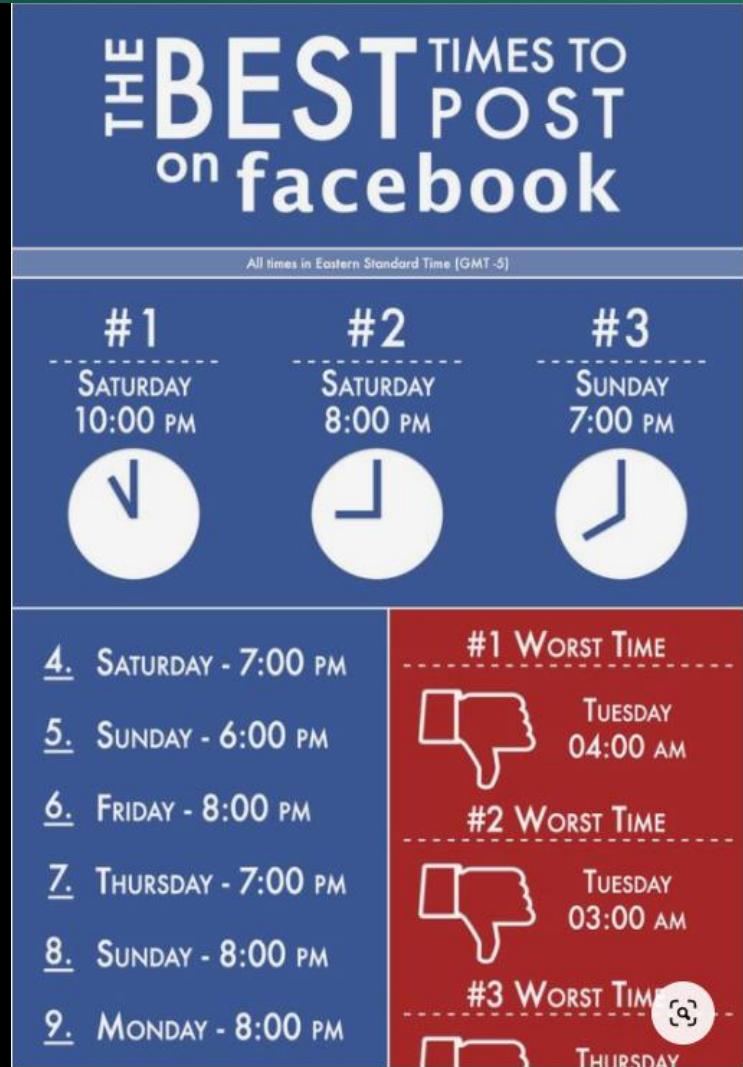
Creating a Content Plan

Developing a Post Plan per Week

4-6 Posts	8-12 Posts	12-15 Posts
<input type="checkbox"/> 1-2 posts - business product/service <input type="checkbox"/> 1 post – hashtag or holiday <input type="checkbox"/> 1 post – connection or conversation <input type="checkbox"/> 1 post – business about <input type="checkbox"/> 1 post – educational	<input type="checkbox"/> 2-3 posts – business product /services <input type="checkbox"/> 1-2 posts – specialty expertise <input type="checkbox"/> 1-2 posts – holiday or hashtag <input type="checkbox"/> 1-2 posts – connection or conversation focused <input type="checkbox"/> 1-2 posts – educational <input type="checkbox"/> 1 post – business about (optional) <input type="checkbox"/> 1 post – inspirational	<input type="checkbox"/> 3 posts – business product or services <input type="checkbox"/> 2-3 posts – educational <input type="checkbox"/> 2 posts – specialty expertise <input type="checkbox"/> 2 posts – connection or conversation <input type="checkbox"/> 1-2 posts – holiday or hashtag <input type="checkbox"/> 1-2 posts – website links <input type="checkbox"/> 1 post – business about <input type="checkbox"/> 1 post – inspirational

❖ Creating a Content Plan

Timing
is
Everything!

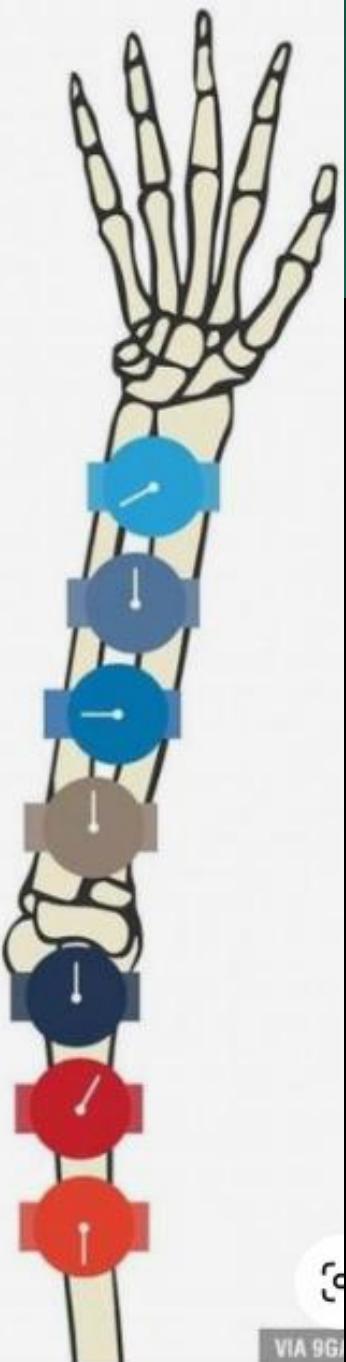


Posting Dead Zones

Literally the worst times to post on social media.

Twitter	8 PM - 8 AM
Facebook	12 AM - 8 AM
LinkedIn	9 AM - 5 PM
Instagram	12 AM - 8 AM
Tumblr	12 AM - 12 PM
Pinterest	1-7 AM 5-7 PM
Google+	6 PM - 8 AM

All times are Eastern Standard Time.



VIA 9G



Let's take a
Brief Break

15 minutes



Let's Talk About Stories

Stories on Facebook & Instagram

Stories are Cooler Posts

Let's practice making cooler content using stories!

Let's go right to Instagram to practice.



- Insert a photo and move it
- Tag a page or location
- Use stickers or GIFs
- Make a boomerang
- Add a link

❖ Scheduling Stories

We can schedule stories through Business Suite.

Advantages of Scheduling

- Gets it done in advance
- Can add up to ten photos at once
- Add photos or videos
- Some stickers

Advantages of Not Scheduling

- Instagram features
- More personal
- More stickers and font options
- Option to add link



Let's Talk About Ads

Running Ads on Facebook & Instagram



Let's Talk About Analytics

Reviewing Engagement



Getting Your Marketing Done

Goals are nothing without a solid plan.

❖ Developing a Marketing To-Do List

Scheduling time on the calendar is the only way to get things done.



On a weekly basis:

- Create Posts
- Develop Content

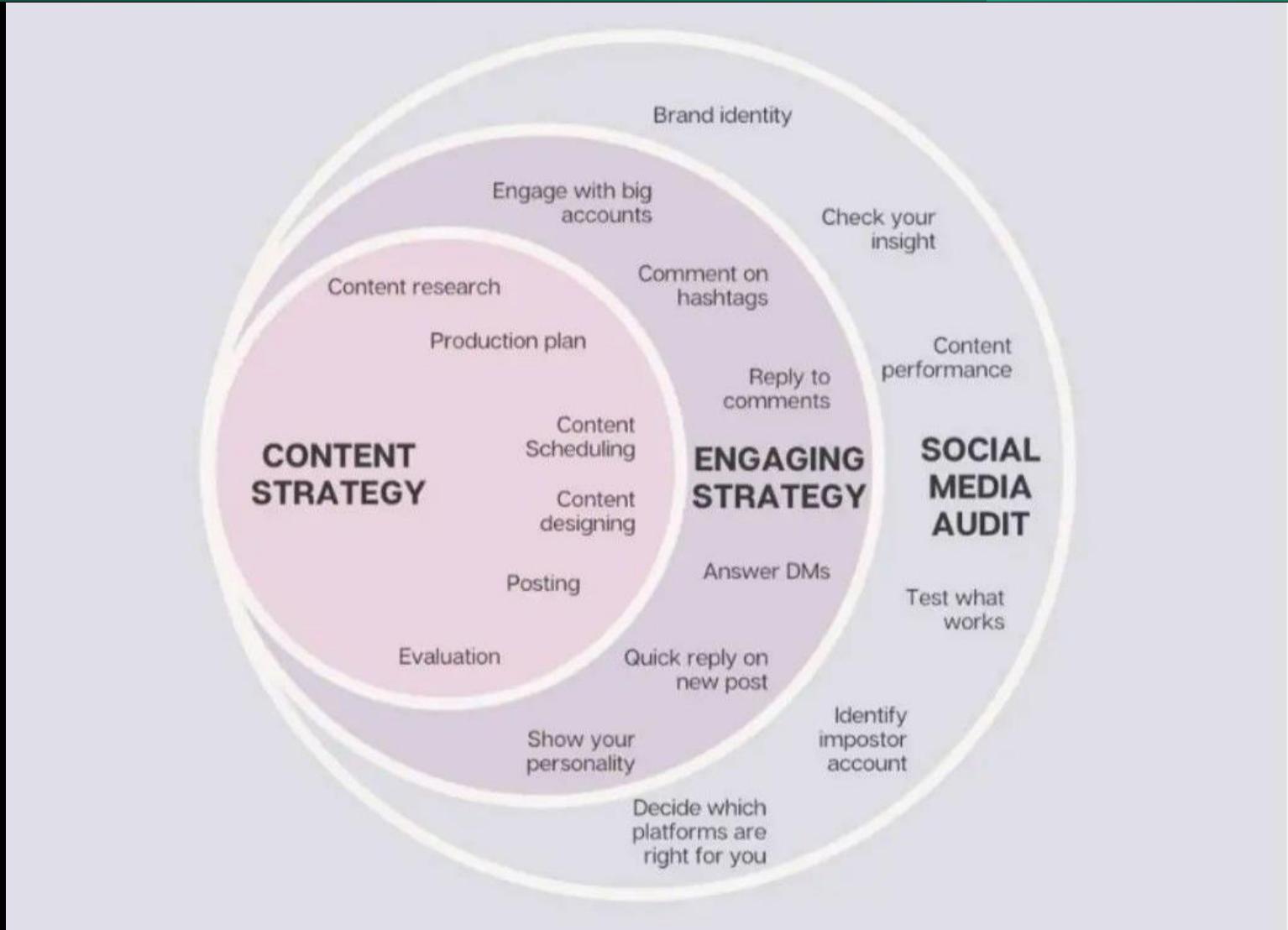
On a daily (or so) basis:

- Create Stories
- Run Ads
- Save content

On a monthly basis:

- Review Analytics

❖ Developing a Marketing To-Do List





Marketing Discussion

Open discussion for marketing topics.