LEVERAGING SOCIAL MEDIA FOR YOUR SMALL BUSINESS

AGENDA

- Who We Are
- Channel Introductions
- Building Your Brand
- Selling With Social
- Time-Saving Resources

WHO WE ARE

TWO RIVERS MARKETING

- Leading B2B agency
- 140 associates
- Building integrated campaigns
- Representing best-in-class brands
- Employee-owned

Erin Fry

- I'm a Social Media Strategist and have worked at Two Rivers Marketing for 3 years
- I've worked in social media for 6+ years
- Outside of work I enjoy exploring my new home, hanging out with my pups and testing new recipes in the kitchen

Ava Witthauer

- I'm a Social Media Specialist and have worked at Two Rivers Marketing for 1.5 years
- I have worked in social media for 5 years
- Outside of work I like to make charcuterie boards, try new cocktails, and keep up with the latest TikTok drama

CHANNEL INTRODUCTIONS

Facebook

Gender
57% men
43% of women

Education
High school or less: 62%
Some college: 75%
College graduate: 74%

Location
Urban: 73%
Suburban: 69%
Rural: 66%

Age
13 – 17: 51%
18 – 24: 76%
25 – 30: 84%
30 – 49: 79%
50 – 64: 68%
65+: 46%

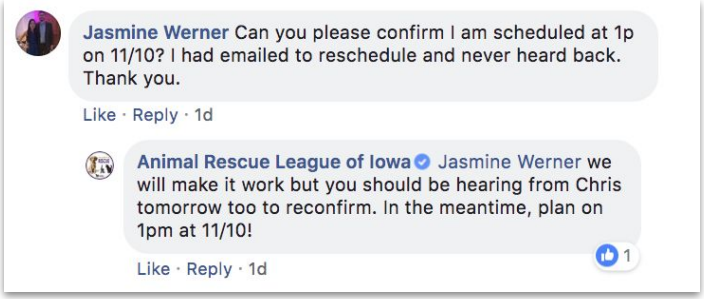
Income
Less than $30k: 69%
$30,000 – $74,999: 72%
$75,000+: 74%

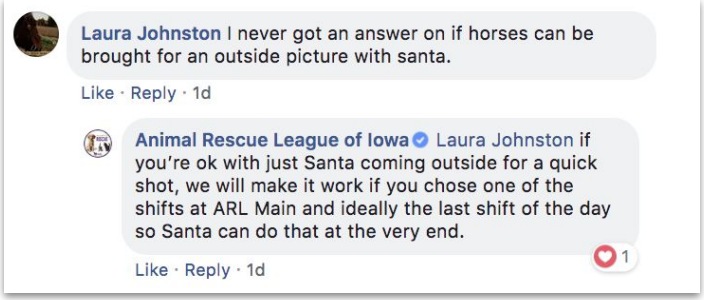
Facebook

Users check Facebook multiple times a day to actively engage with friends, families, and favorite brands and to find relevant content.

How can you use this to your advantage?

- Focus on the relationship – provide relevant content and timely customer service.
  - Actively check and respond to reviews – thanking those leaving positive reviews and politely addressing any negative feedback.
- Use the frequency at which users check the platform to increase awareness, consideration, conversion, and brand loyalty among your target audience.





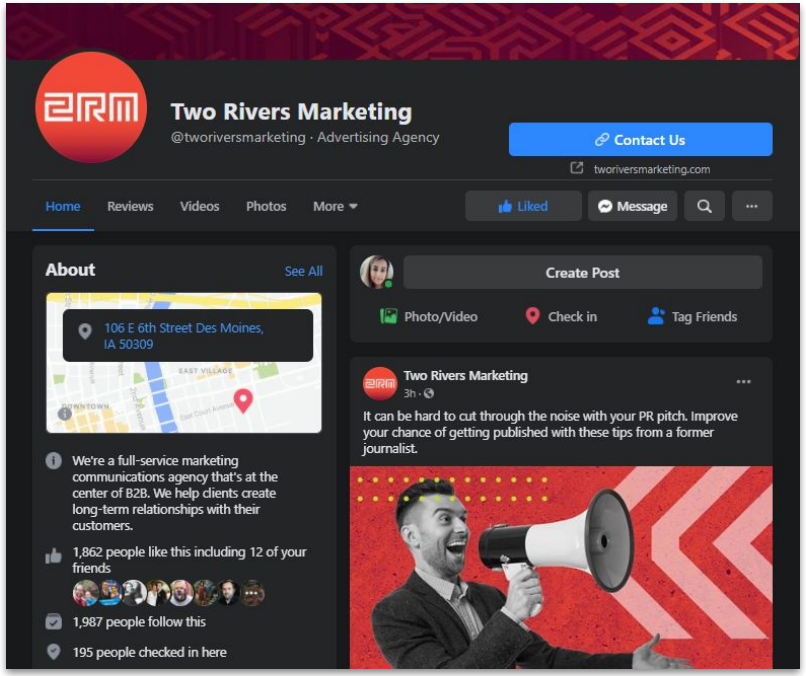
Setting Up Your Facebook Page

Set up your page as a business/brand profile.

- Note: most fields you fill out can be edited aside from your name.
- Pick a relevant username, as this will appear in your profile's custom URL.

Add a profile and cover photo/video.

- Use Sprout Social Landscape to help you easily resize photos for your profile.
- Refer to Sprout Social's Always Updated Image and Video Specs for exact sizes and file types.

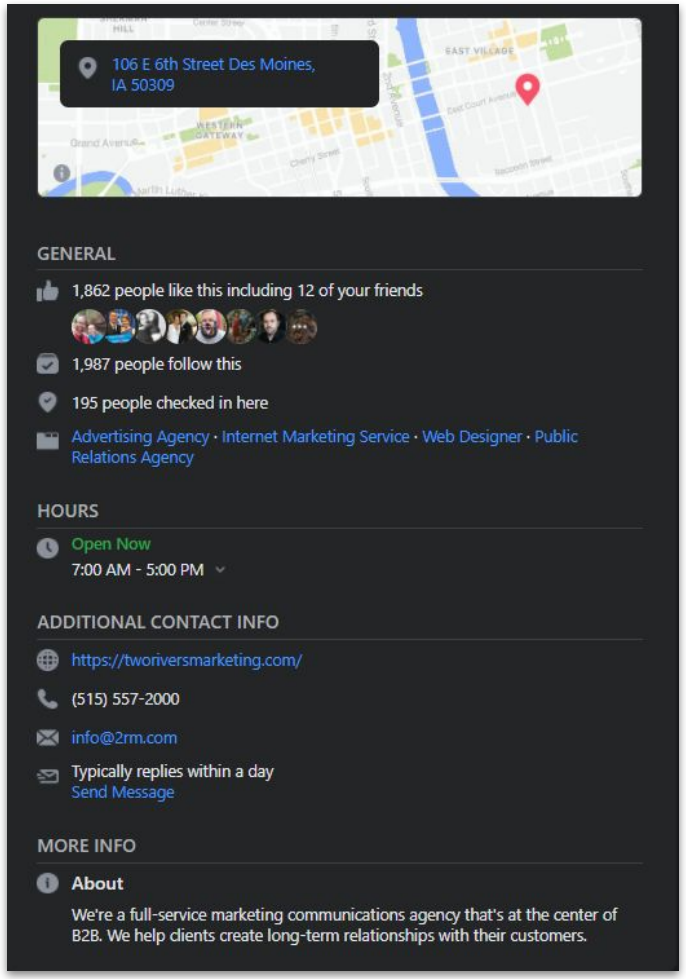


Setting Up Your Facebook Page

Fill out the different sections of your profile using CTAs, including:

- Description: Concisely let users know what your Page/company is about.
- Categories: Choose up to four categories to help users find your page.
- Contact information: Include relevant information so users can reach you.
- Location (if applicable)
- Hours (if applicable)
- More: State a price range (if you want).

Pro tip: When editing the tabs, consider what is most important to your target audience.



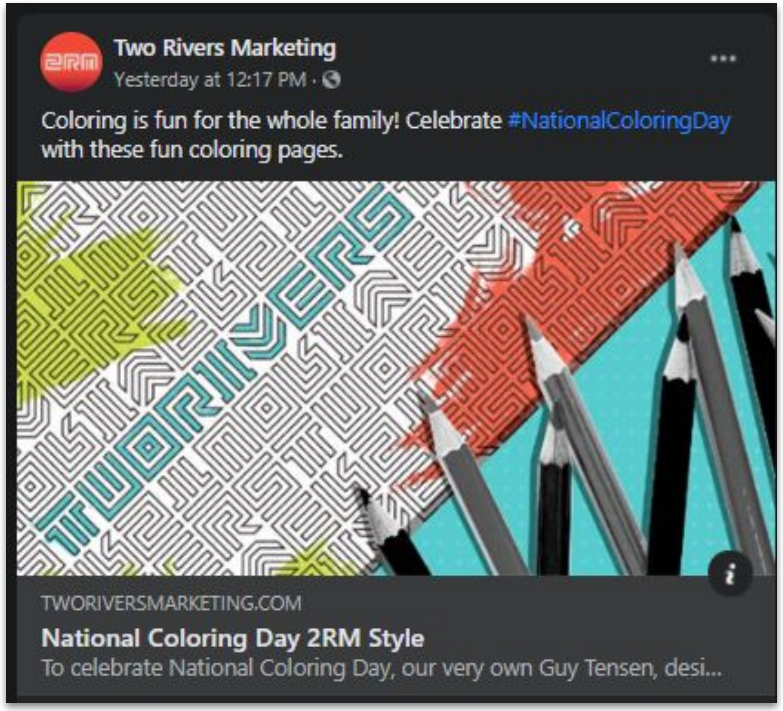
Setting Up Your Facebook Page

If you have others to help you populate and monitor the page, add them as contributors.

If you have a website where you publish content you'd like to share on your page, make sure you claim your domain.

Start publishing!

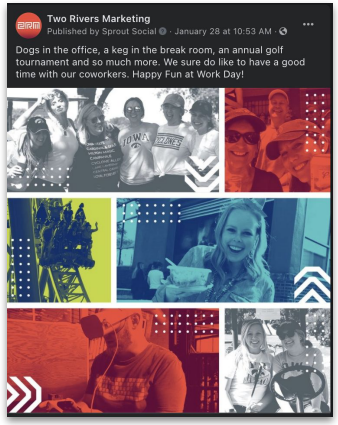
- **Pro tip:** Make sure you have content ready to go to populate your channel so there is valuable information waiting for users when they find you.



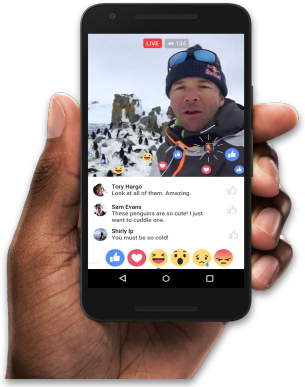
Facebook Post Types

Traffic

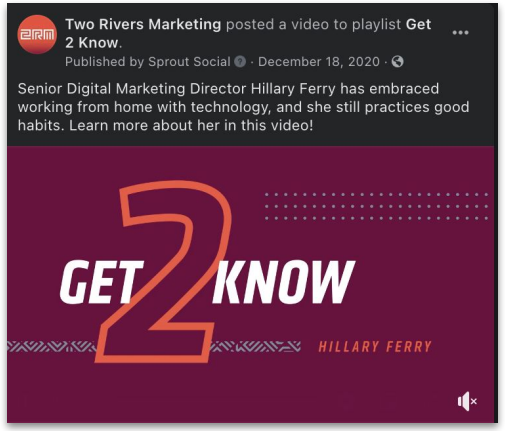
Engagement/Image



Facebook Live



Video



Multi-Image Post

Stories

Anatomy of a Post

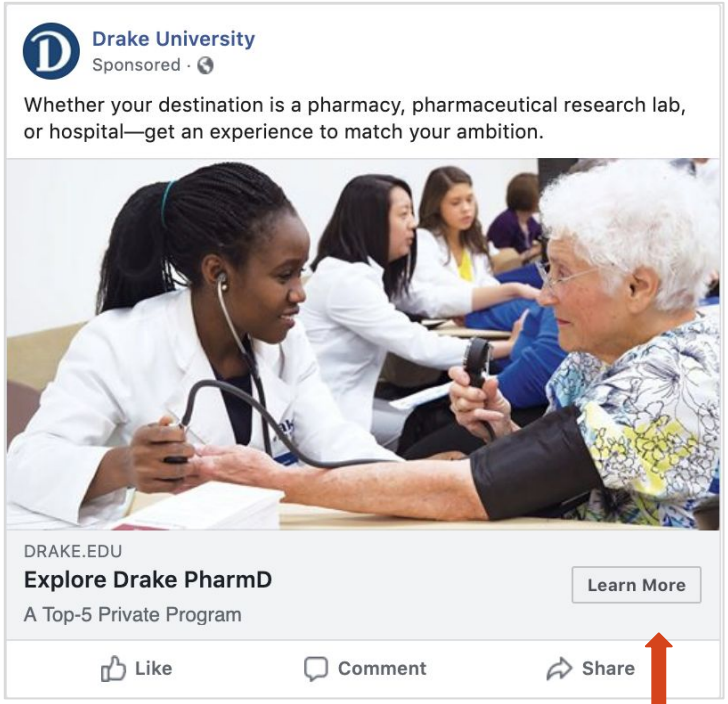
Facebook Link Embed

Post Copy (125 –-150 characters)

Image (Horizontal – 1200 x 630, 16:9 ratio Vertical – 1080 x 1350, 4:5 ratio)

Headline (25 characters)

Facebook Image Ad



Post Copy (125 – 150 characters)

Image (1200 x 628)

Headline (bold text) (25 – 40 characters)

Link Description (30 – 40 characters)

CTA Button

Instagram

Gender
31% Men
69% of Women

Education
High school or less: 33%
Some college: 35%
College graduate: 32%

Location
Urban: 46%
Suburban: 35%
Rural: 21%

Age
18 – 24: 75%
25 – 29: 57%
30 – 49: 47%
50 – 64: 23%
65+: 8%

Income
Less than $30k: 35%
$30,000 – $74,999: 39%
$75,000+: 42%

Instagram

Users check the platform multiple times a day to actively engage with friends, families, and favorite brands, and to share content.

How can you use this to your advantage?

- Engage with your target audience by engaging with the relevant content they share.
- Highly visual platform
  - Keep a consistent visual aesthetic.
  - Share UGC images to build brand loyalty.

Setting Up Your Instagram Page

Download the app.

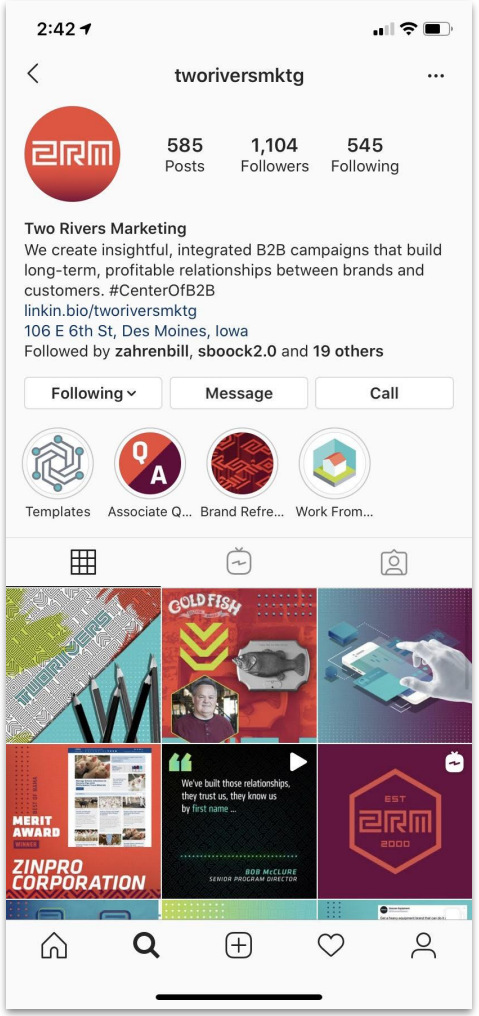
Either sign up or sign in with Facebook.

Once logged in, navigate to your settings and switch your account to a **business account**.

- **Pro tip:** This must be done in order to have relevant business information like phone number and hours on your profile and to have access to insights.

Set your username.

- **Pro tip:** Keep usernames across social platforms consistent when possible.



Setting Up Your Instagram Page

Write your bio.

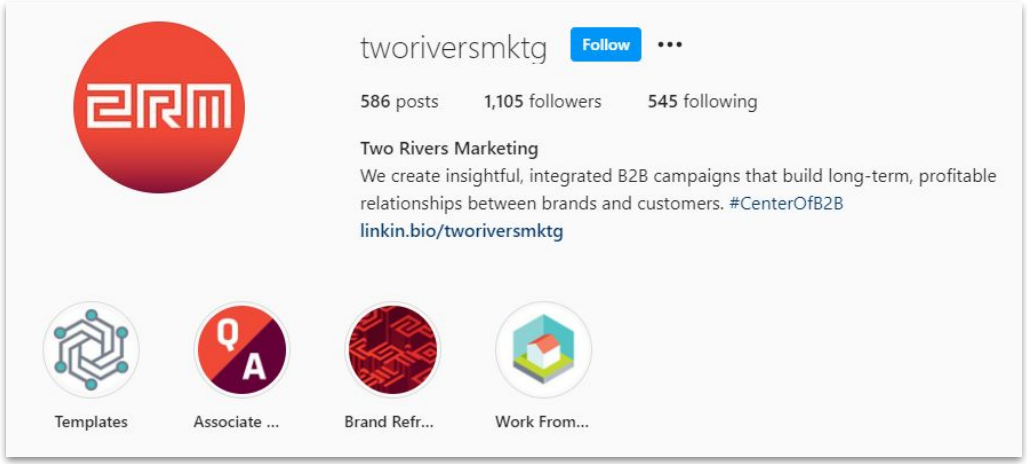
- Concisely share who you are and what people can expect from your profile.
- Include a link.

Set your profile photo.

- **Pro tip:** Keep it consistent with other social profiles to aid in recognition.

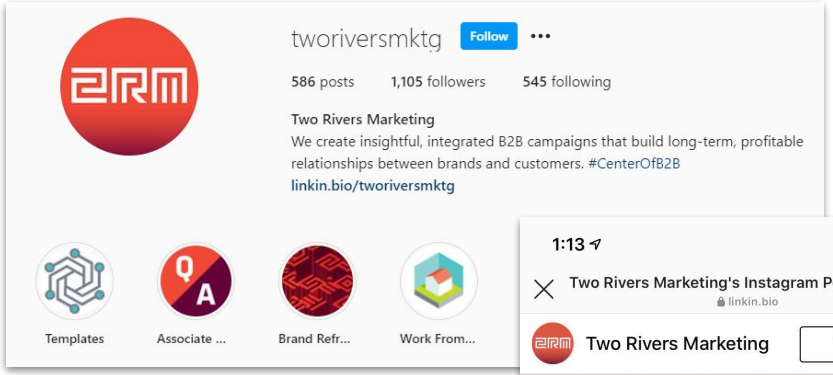
Follow other accounts, including influencers in your industry and city, customers, and other relevant accounts.

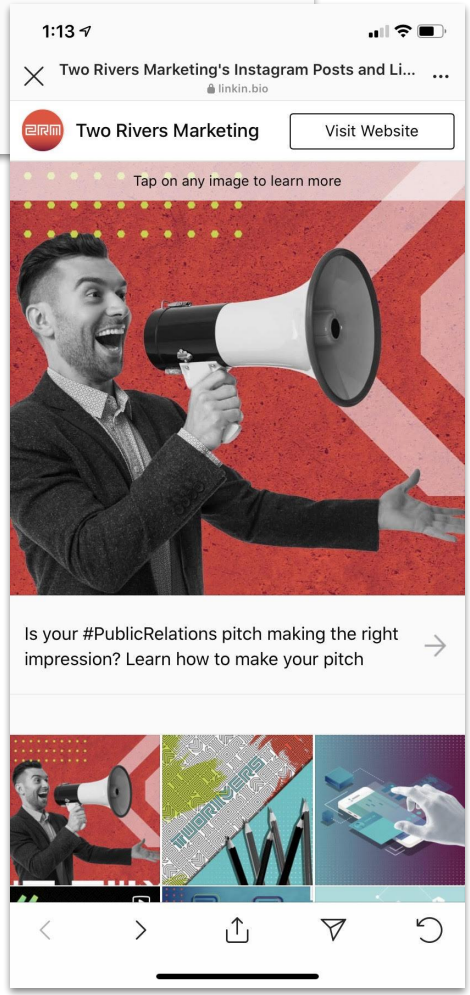
Start publishing!



Link in Bio

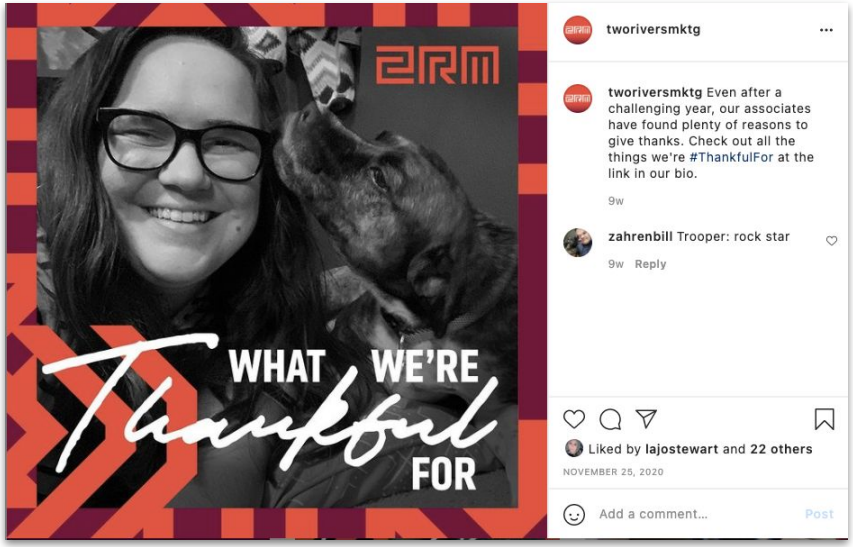
- Instagram offers the ability to include three types of live links in your bio.
  - Links to other profiles by tapping "@" followed by the profile's handle.
  - Hashtags by tapping "#" followed by the word/phrase you associate with.
  - A link to your website in the form of yourdomain.com.
- Resources like Linktree and Link.Bio(Later) give you the ability to use one link with multiple destinations.



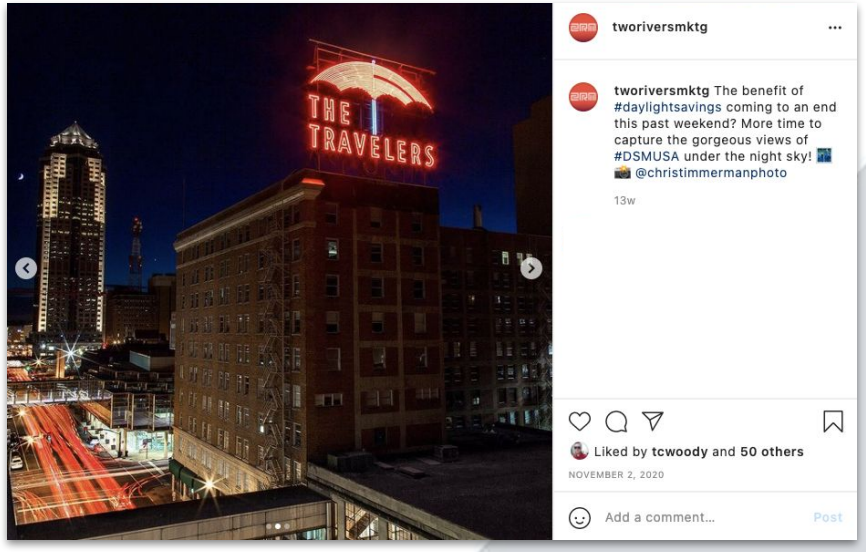


Instagram Post Types

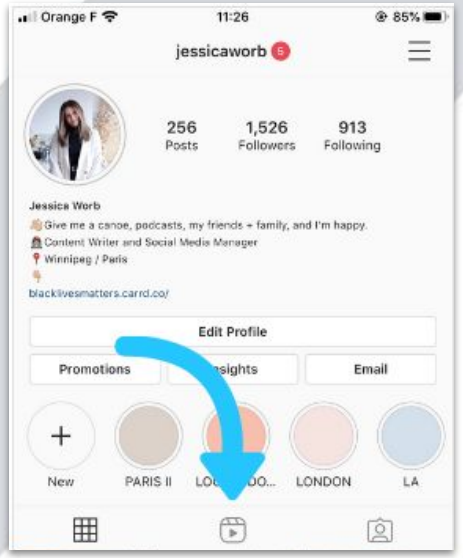
Engagement/Image



Carousel

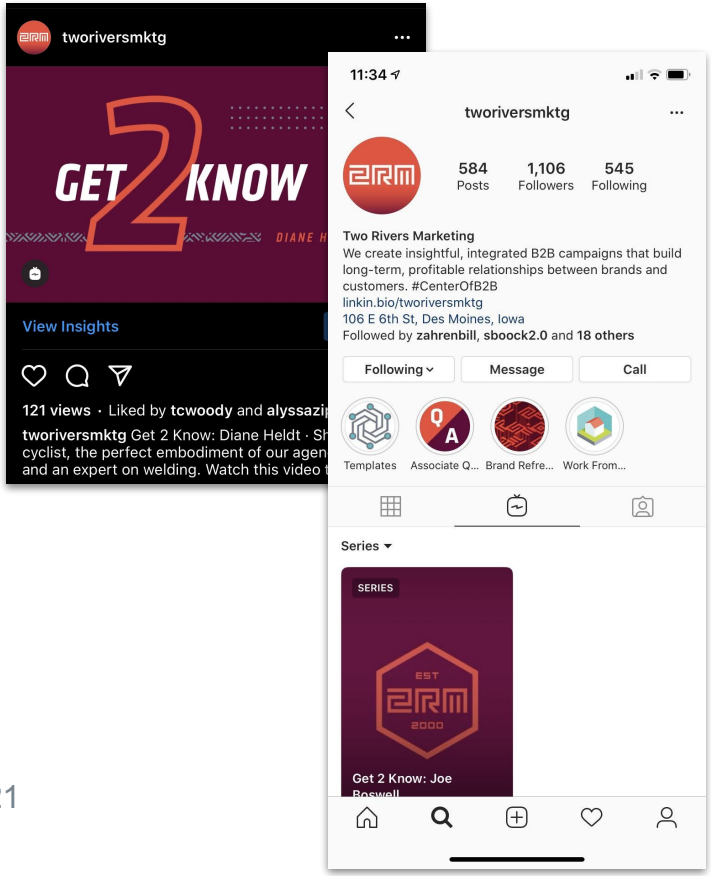


Reels

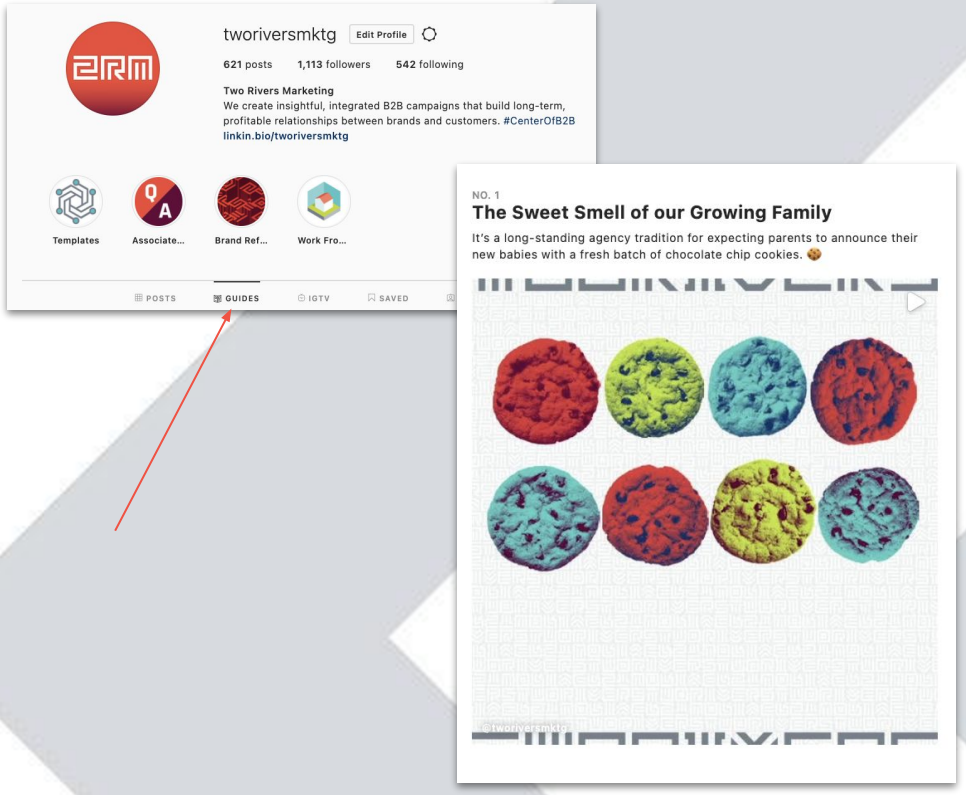


Instagram Post Types

Video/IGTV

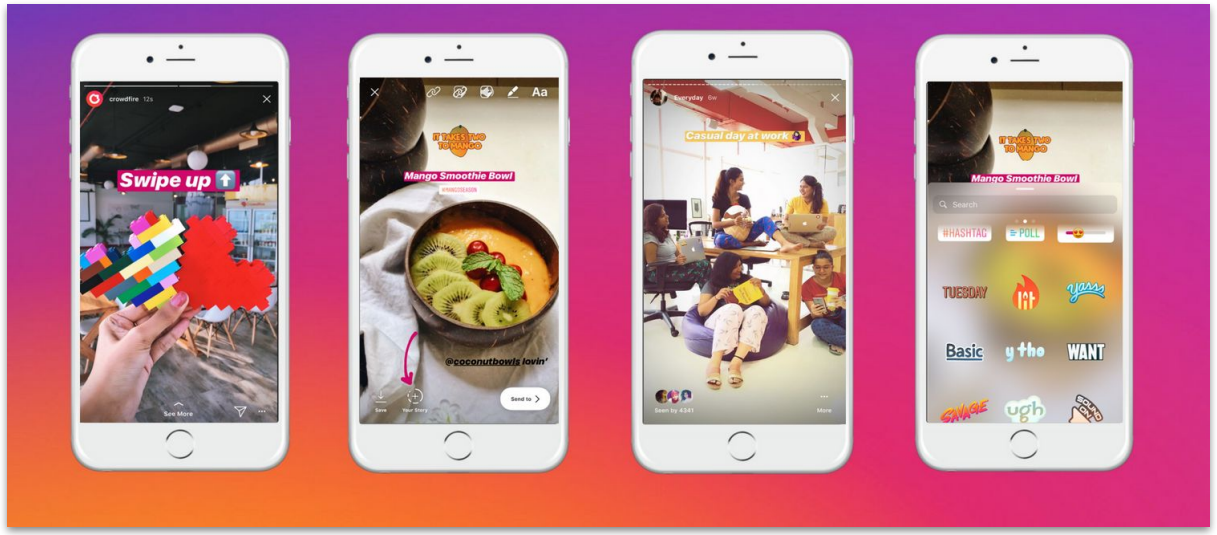


Guides

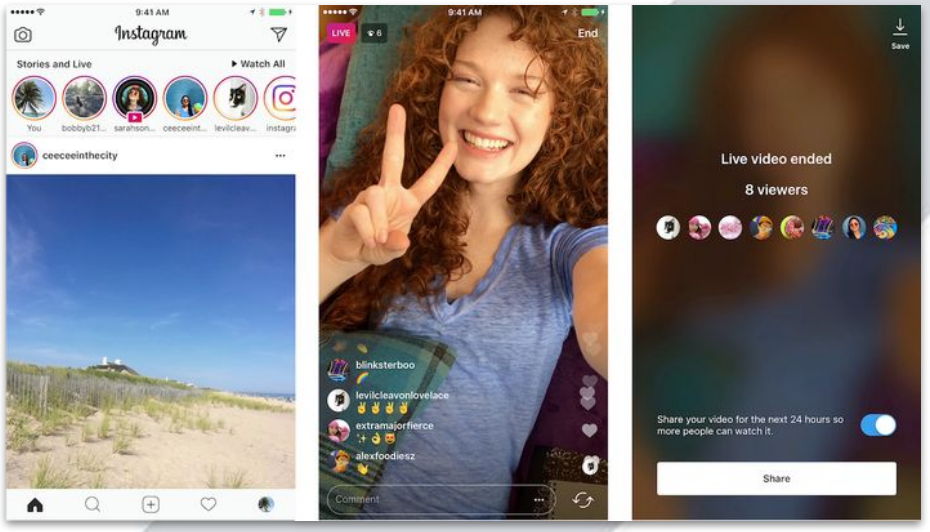


Instagram Stories Post Types

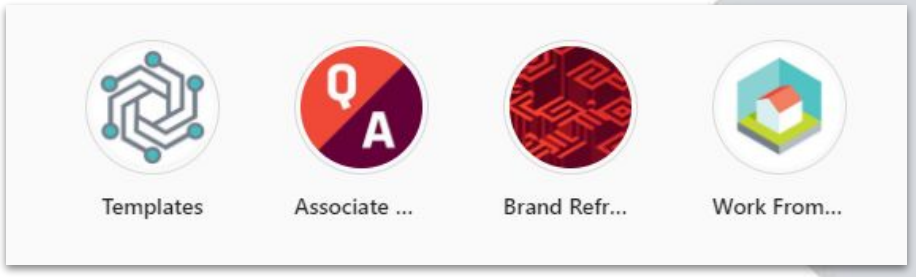
Instagram Story



Instagram Live

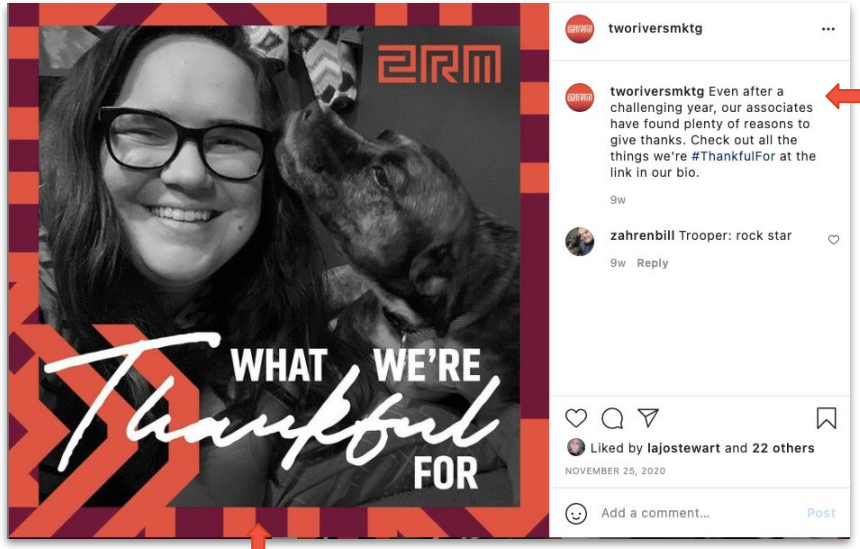


Highlights



Anatomy of a Post

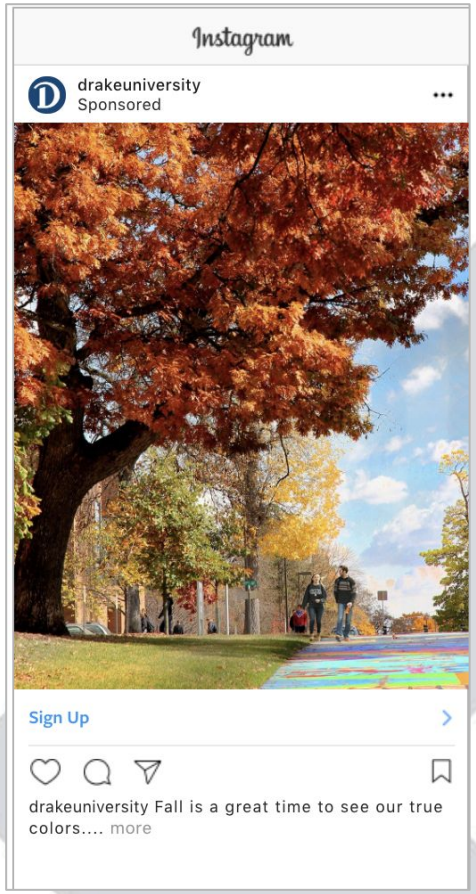
Instagram Image Post



Post Copy
(125 –150 characters, only 2 lines appear, but can test longer captions)

Image
(Square – 1080 x 1080
Horizontal – 1080 x 566,
Vertical – 1080x1350)

Instagram Image Ad



The Headline would show up before the Post Copy on Instagram, if added.

No Link Description on Instagram.

Image
(Square –1080 x 1080
Horizontal – 1080 x 566,
Vertical – 1080x1350)

CTA Button

Post Copy
(125 – 150 characters, only 2 lines appear)

BUILDING YOUR BRAND

Understanding Your Channels

Platform	Purpose	Content	Frequency
Website	Where you'll find all the information	Purpose, products, services, location, contact information, original content	ongoing
Facebook	Where you'll find what you need to know in the moment	Events, sales promotions, testimonials, customer service	2 – 4 times/week
Instagram	Where you'll find the eye candy that will entice you to seek more information	Lifestyle, historical, product promotions, and customer photos	2 – 4 times/week

Spectrum of Emotional Needs

FUNCTIONAL ⟷ **EMOTIONAL**

Product information

How-to articles

Forms

Events

Industry trends/changes

Expert POVs

Customer service

Customer reviews

Employee features

Community outreach

Customer appreciation

Success stories

Motivational quotes

User-generated photos

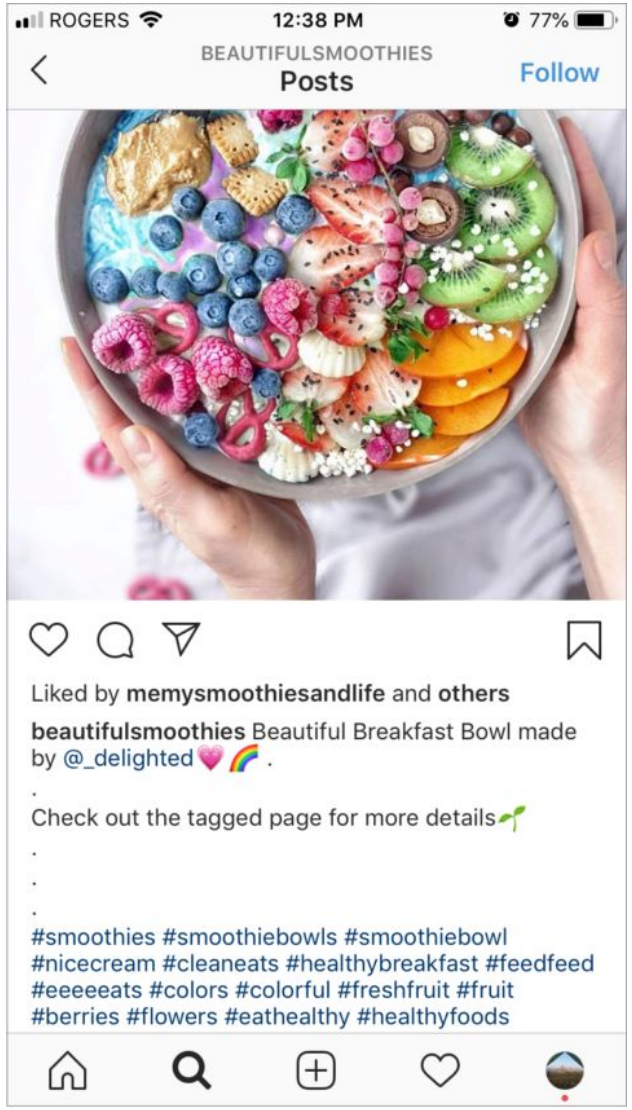
Find Your Shared Value

Copy Best Practices

- Remember that social media is a place to connect and converse.
  - Avoid being super-promotional.
  - Be conversational; always work to educate, entertain, or inform.
- Connect through copy by putting your customers' needs before your goals.
  - **Before:** Did you know? A training program that offers tuition reimbursement and a job after you graduate may be closer than you think. Learn more about the program: LINK.
  - **After:** How many of your friends can say they have a job lined up before they even take their first class? With guaranteed job placement, you can be that friend. Find out how: LINK.
- Keep it concise.
  - Post copy will get truncated around 150 characters on Facebook and Instagram.

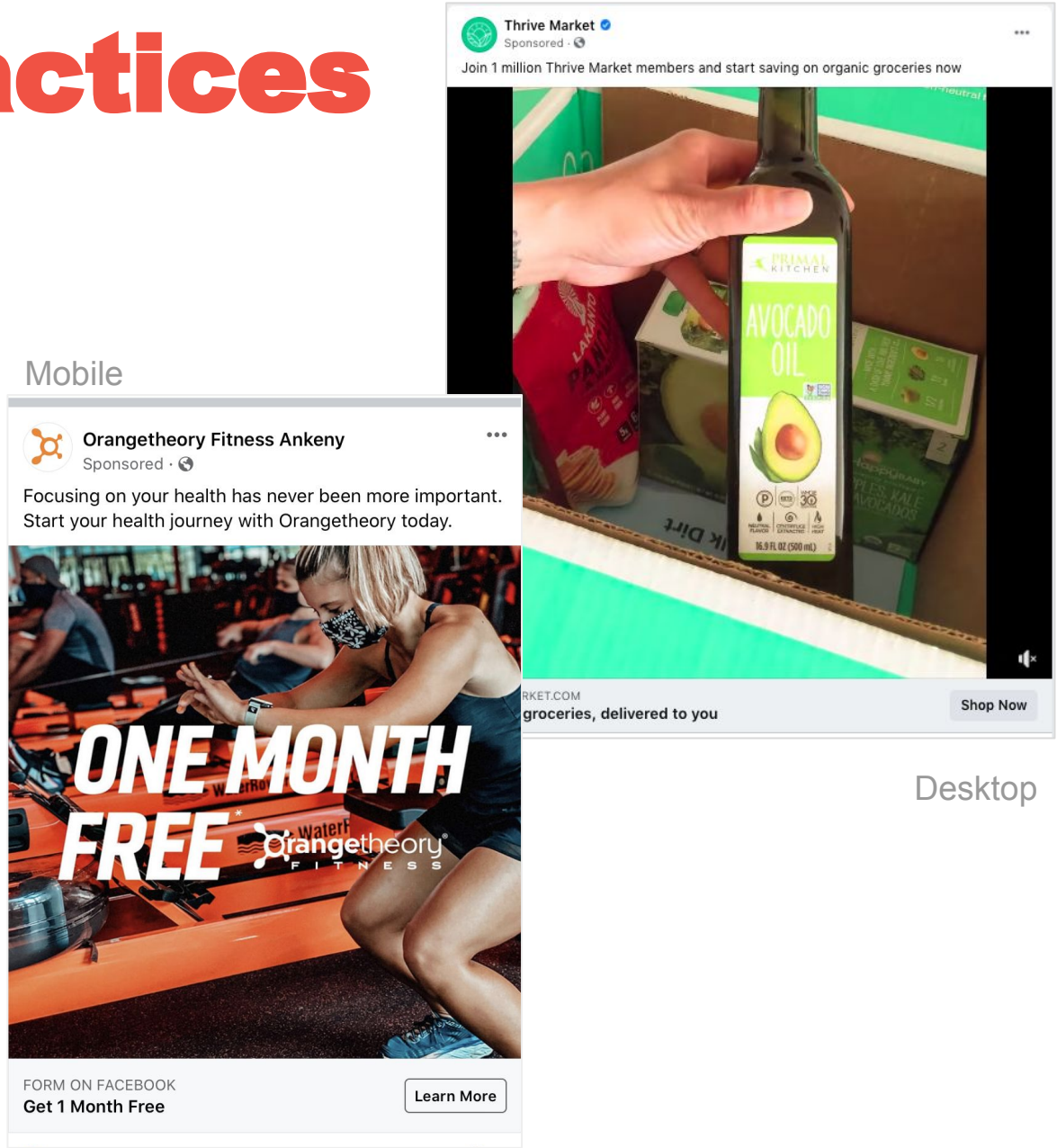
Copy Best Practices

- Use hashtags to increase discoverability on Instagram.
  - Instagram: <8 per post drives the most engagement
  - Tools: Hashtagify, RiteTag, platform search
- Provide captions on video posts, as most are played without sound.
- Don't share a blog post or link without a brief, attention-grabbing description that lets users know what the content is about.
- If posting across multiple platforms, check formatting – especially with @user tags and hashtags.



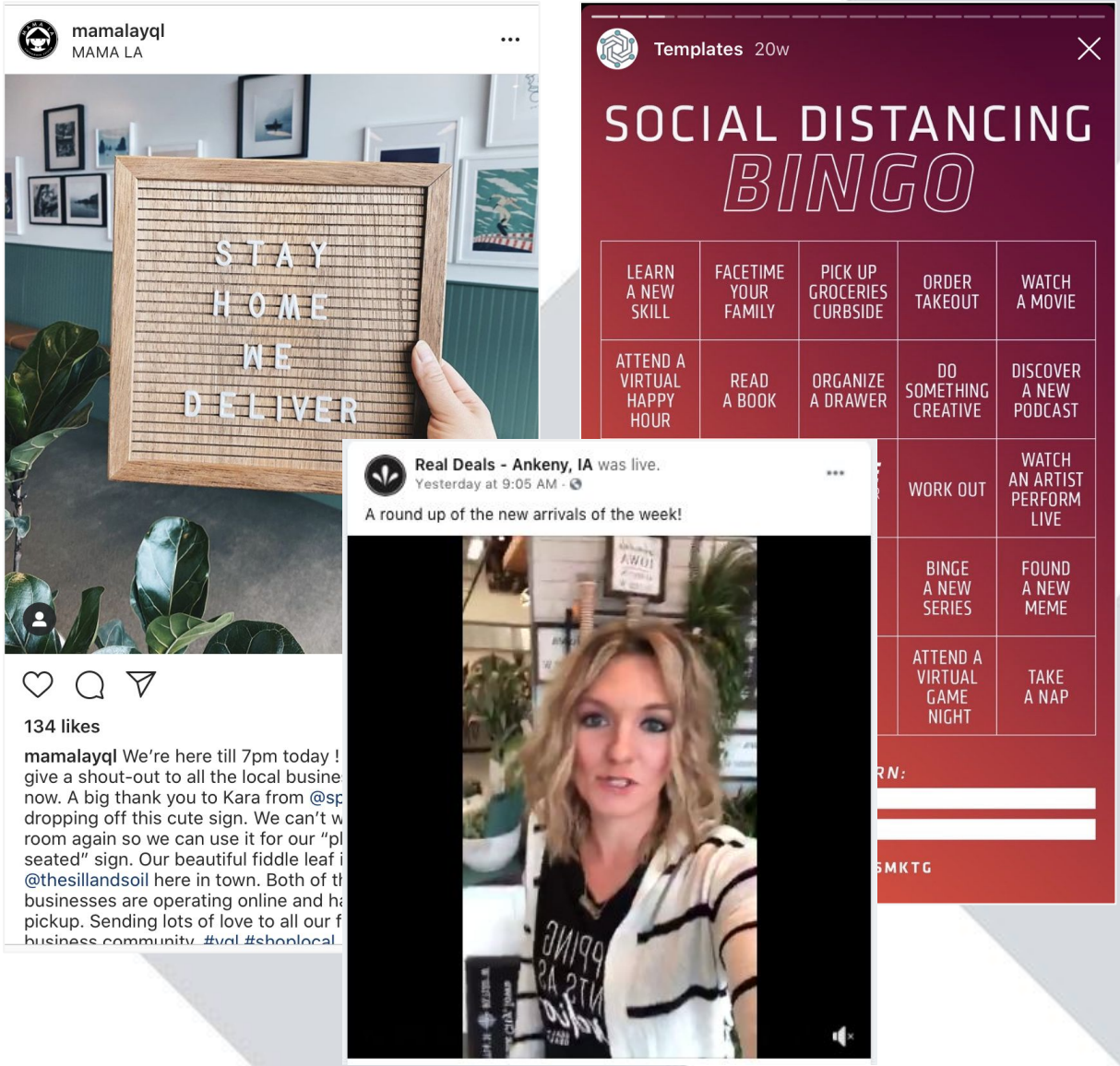
Creative Best Practices

- Limit text on images.
- Take advantage of video.
- Consider what will be most engaging and relative to the story you're telling.
  - Textures and colors
  - Format (still, video, 360°, gif, infographics, etc.)
- Stay on-brand.



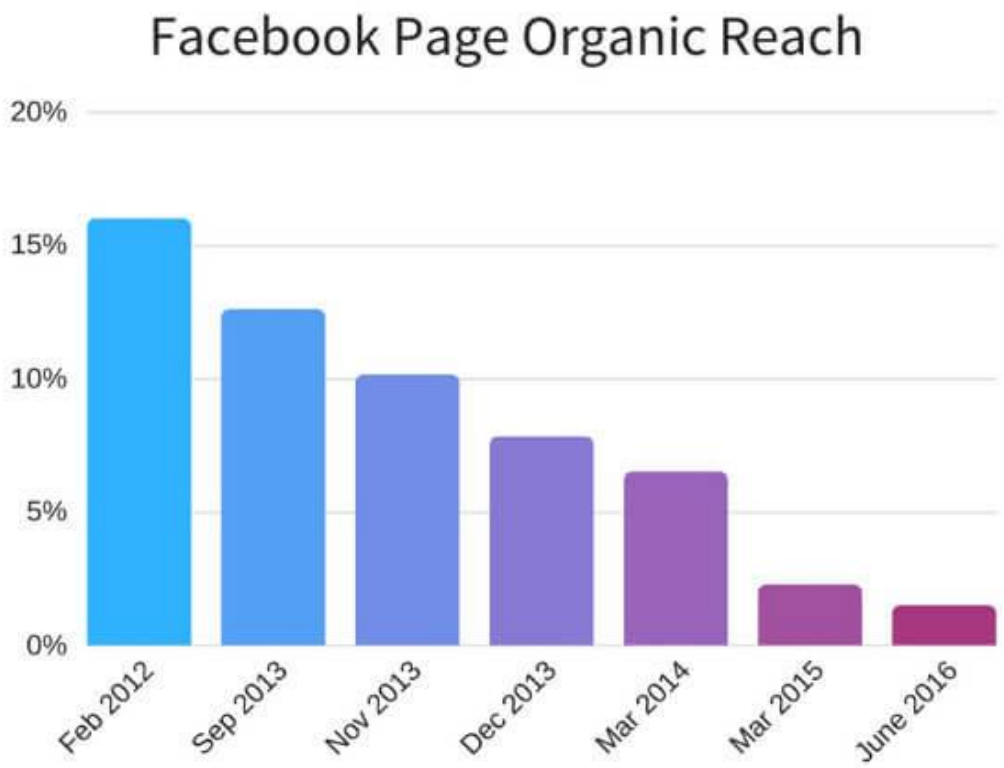
Tips for Utilizing Social Media During COVID-19

- Virtual events
- Lives
- Templates and challenges
- Updated bio info
  - Operational updates/changes



SELLING WITH SOCIAL

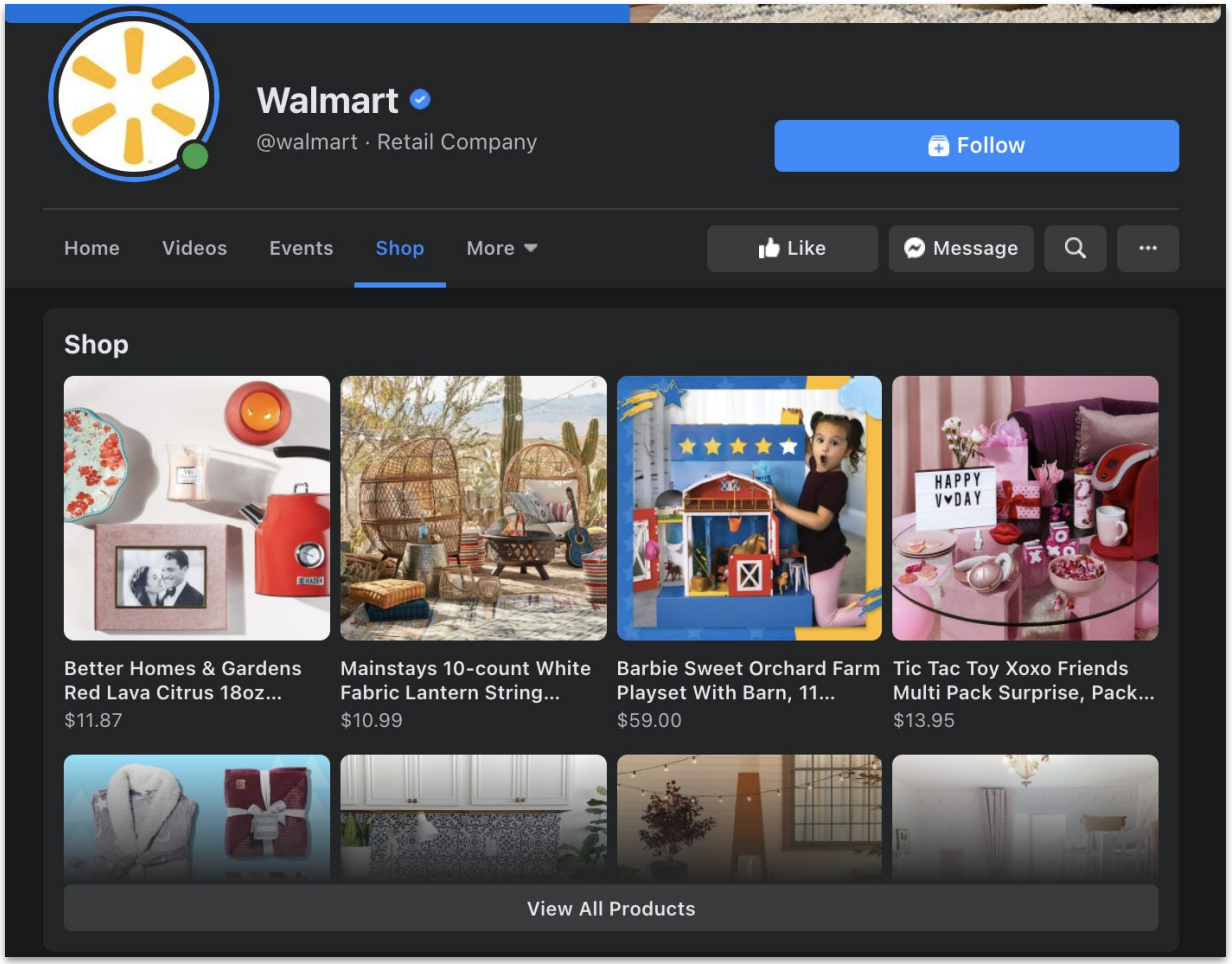
Decline of Organic Reach



> "The goal of Newsfeed is to show you the stories that matter most to you."
>
> - FACEBOOK

E-Commerce on Social Media

- There's been a 24% increase in adoption of shoppable Facebook pages
- There's been a 43% increase in shoppable Instagram pages
- 30% of online shoppers say they would buy direct from a social network



Facebook and Instagram Shops

- Shops make selling online easy
  - You can customize the products available in your Shop
  - Users can browse products, explore collections, and purchase products all without leaving the app
- Guide to setting up your Facebook Shop
- Guide to setting up your Instagram Shop

E-Commerce platforms supported:

- Shopify
- BigCommerce
- ChannelAdvisor
- CommerceHub
- Feedonomics
- CedCommerce
- adMixt
- DataCaciques
- Quipt
- Zentail

E-Commerce in Live Videos

- Facebook and Instagram Live Shopping allows you to sell items, interact directly with viewers and gain potential customers in real time.
  - We would recommend building up your customer base before attempting this tactic to drive success.

Here are instructions on using the Facebook Live Shopping feature.

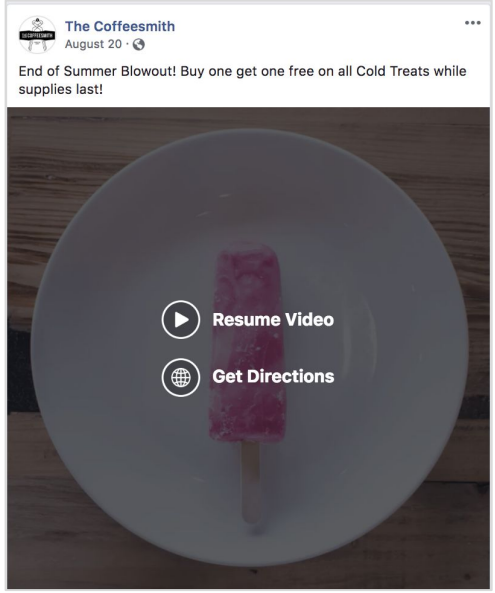
- Recommend having a Commerce Account linked to your Facebook Page and a product set in your Facebook Catalog for the easiest execution.

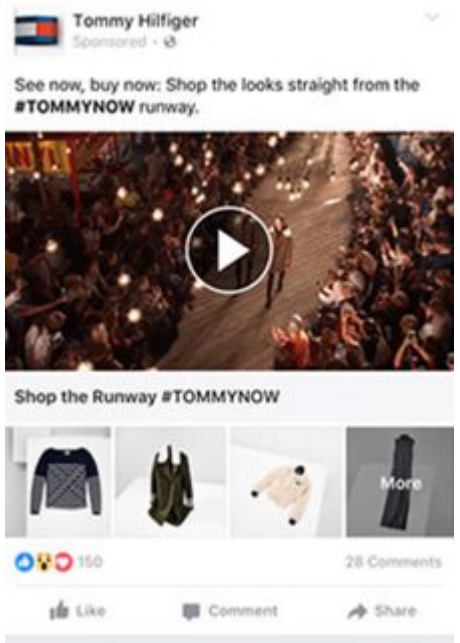
Here is some guidance on using the Instagram Live Shopping feature.

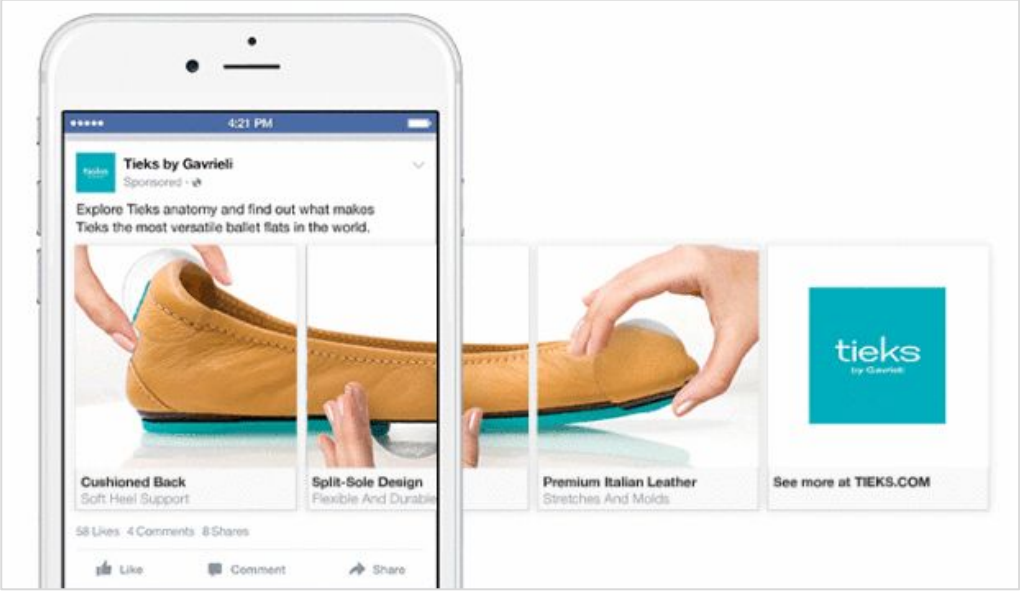
- All products need to be approved via your Collections before it can be used in a live shopping experience.

Ad Types

- Image
- Video
- Carousel
- Collection







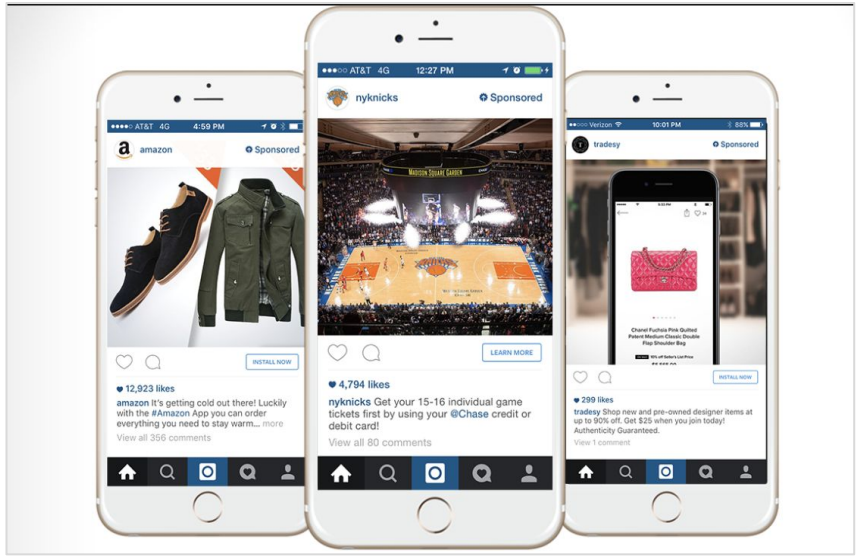
Recommended Paid Placements

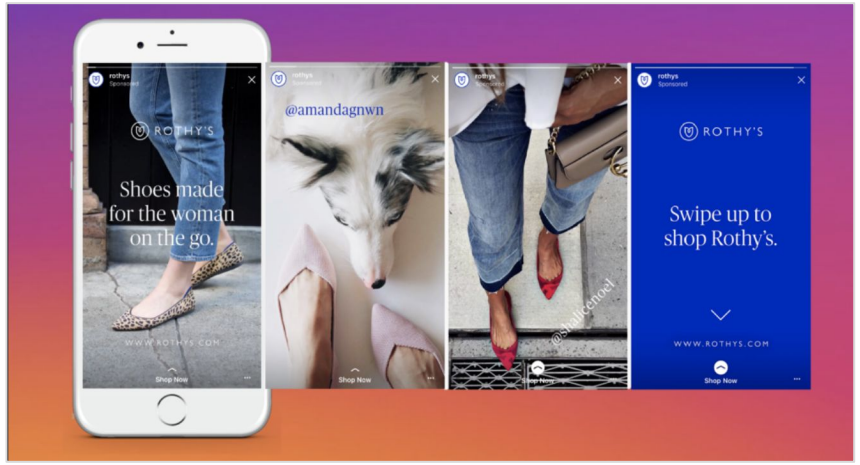
Facebook:

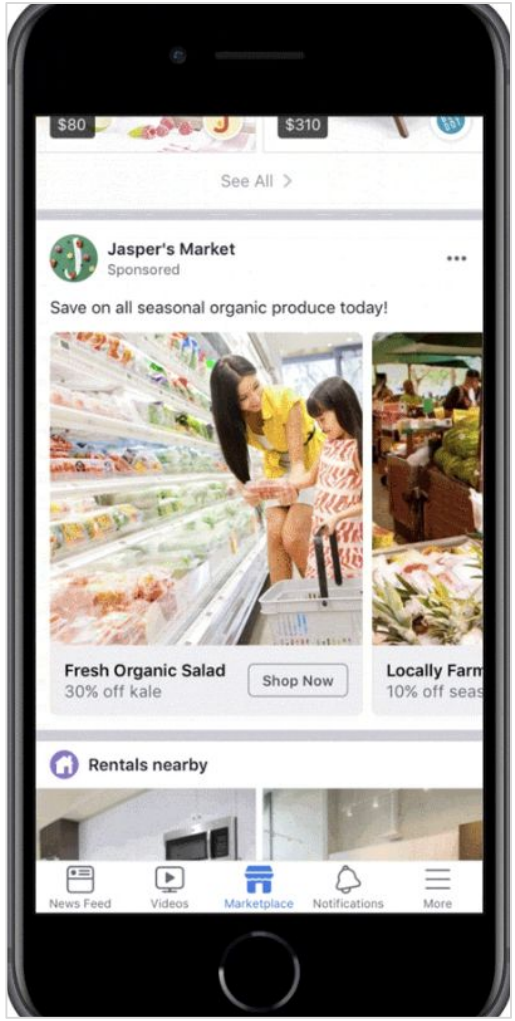
- Newsfeed
- Marketplace

Instagram

- Newsfeed
- Stories







Targeting Capabilities

- Persona-Based
  - Geography, demographics, interests, associations, job titles, etc.
- Behavior-Based
  - App, web, or page engagement
- Account-Based
  - Email/phone
    - If you use, ensure data collected meets regulations
    - Can bulk upload with a .csv file
- Lookalike

Persona Targeting Example

Audience Name IBA - Example

Custom Audiences Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations People who live in this location

United States

Des Moines, Iowa + 50mi

Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All | Men | Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

- Craftsy
- Crafty
- Decorative arts
- Etsy
- Handicraft
- Handmade Crafts
- Home Décor Products
- Pinterest

Interests > Hobbies and activities > Arts and music

Add demographics, interests or behaviors

and MUST ALSO match at least ONE of the fol

Behaviors > Purchase behavior

- Engaged Shoppers

Add demographics, interests or behaviors

Exclude People or Narrow Further

Potential Audience:

Potential Reach: 120,000 people

Audience Details:

- Location - Living In:
  - United States: Des Moines (+50 mi) Iowa
- Age:
  - 18 - 65+
- People Who Match:
  - Interests: Etsy, Handmade Crafts, Pinterest, Crafts, Handicraft, Decorative arts, Home Décor Products, Craftsy or Crafty
- And Must Also Match:
  - Behaviors: Engaged Shoppers

Paid Best Practices

- Keep your business objective/goals in mind.
- Let organic posts inform your ads.
- Follow specs for each platform.
- Test imagery, copy, and targeting to see what performs the best and resonates with your target audience.

TIME-SAVING RESOURCES

Publishing and Monitoring Tools

Social media publishing tools are great for individuals and teams. They allow users to:

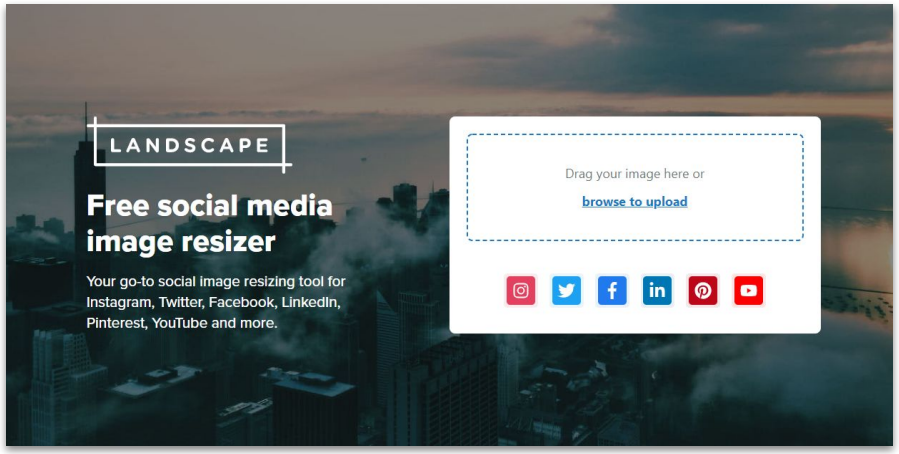
- Plan and schedule content ahead of time
- Find and engage with content
- Community management
- Gather insights about social media effectiveness

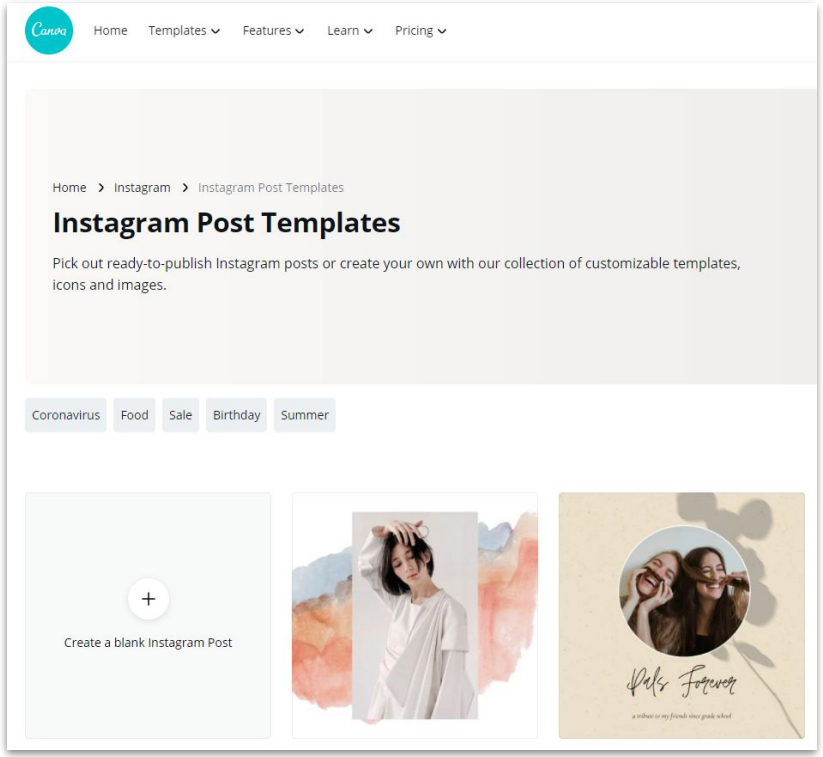
Recommended tools:

- Hootsuite
- Sprout Social
- Later (link in bio)

Design Tools

- Canva
- Pixlr Express
- Sprout Social Landscape
- Instagram Line Break Generator
- Squoosh
- **Pro tip:** Be mindful of copyrighted images. Use only personal photos or purchased stock images. Receive digital consent if reusing a customer's photo for a social post (always provide credit).



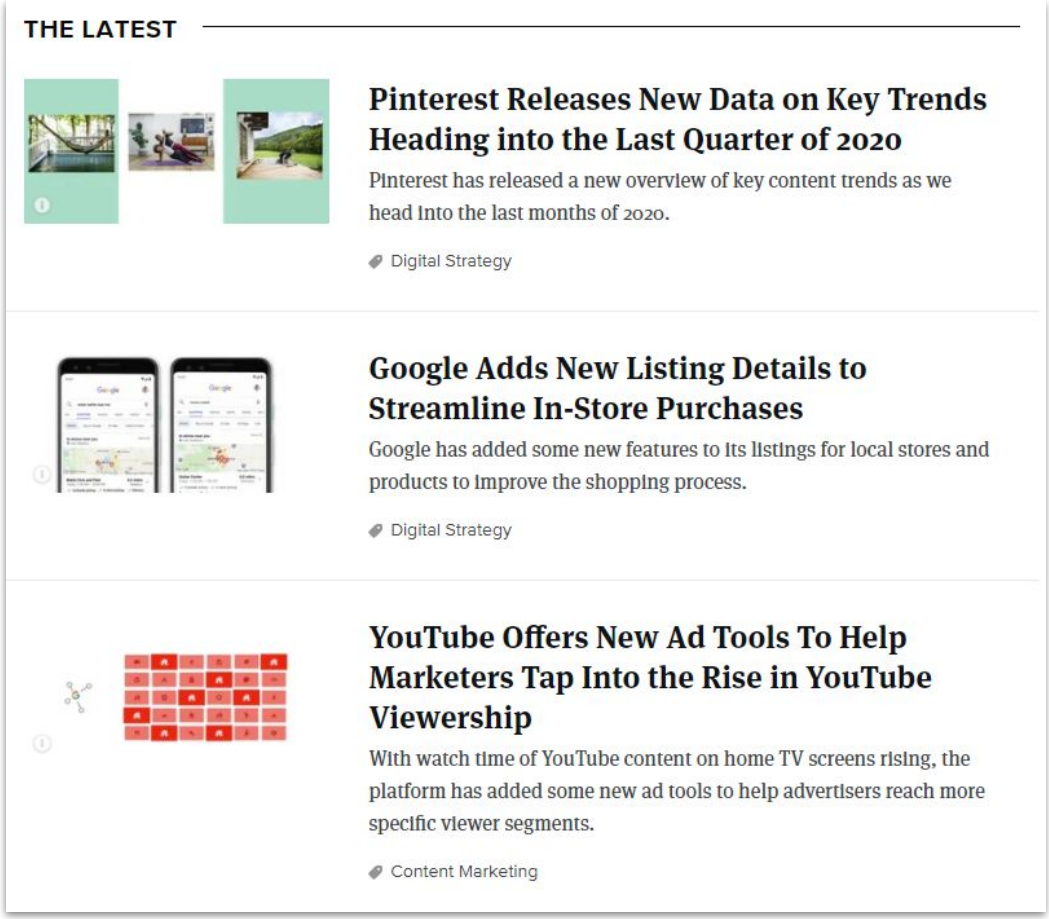


Resources

- Know Your Limit: The Ideal Length of Every Social Post
- How to Use Hashtags
- Facebook Ads Guide
- Link check tool
- Previews
- Image specs (always updated)
- Video specs (always updated)

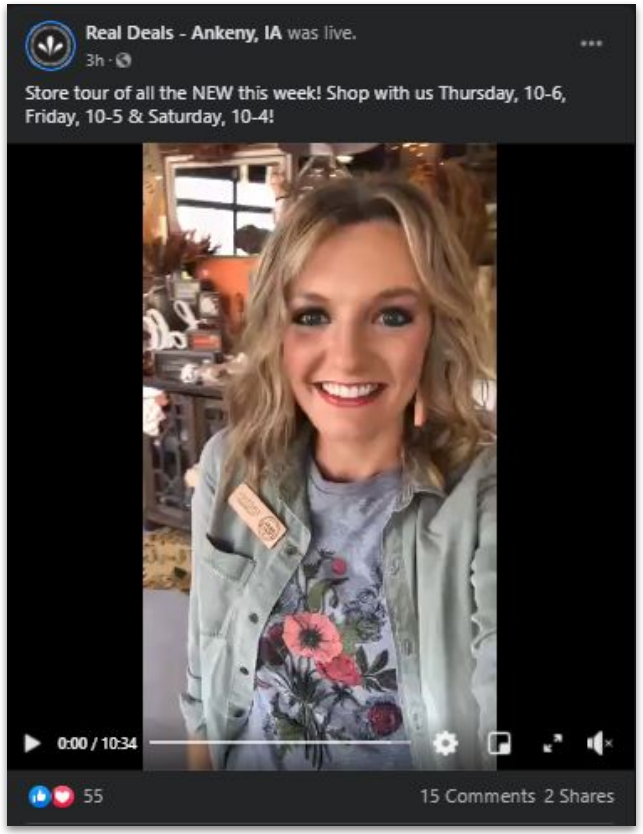
Platform News Resources

- Facebook Newsletter
- Sprout Social Blog
- Sprout Social Small Business Social Media Guide
- Hootsuite Blog
- HubSpot Blog
- Social Media Today
- Social Media Examiner
- Buffer
- eMarketer



Local Businesses Doing It Well

- The Coffeesmith
- Real Deals
- Barn Town
- Bozz Prints
- Art Terrarium



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QUESTIONS?