Building your online brand on social media

Helen Palmer, Palmer Squared

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Agenda

1. Context

– Who are you?

– Consumer behaviour on social media

– Social media myths

– Objectives & targets

2. Building blocks

– Brand
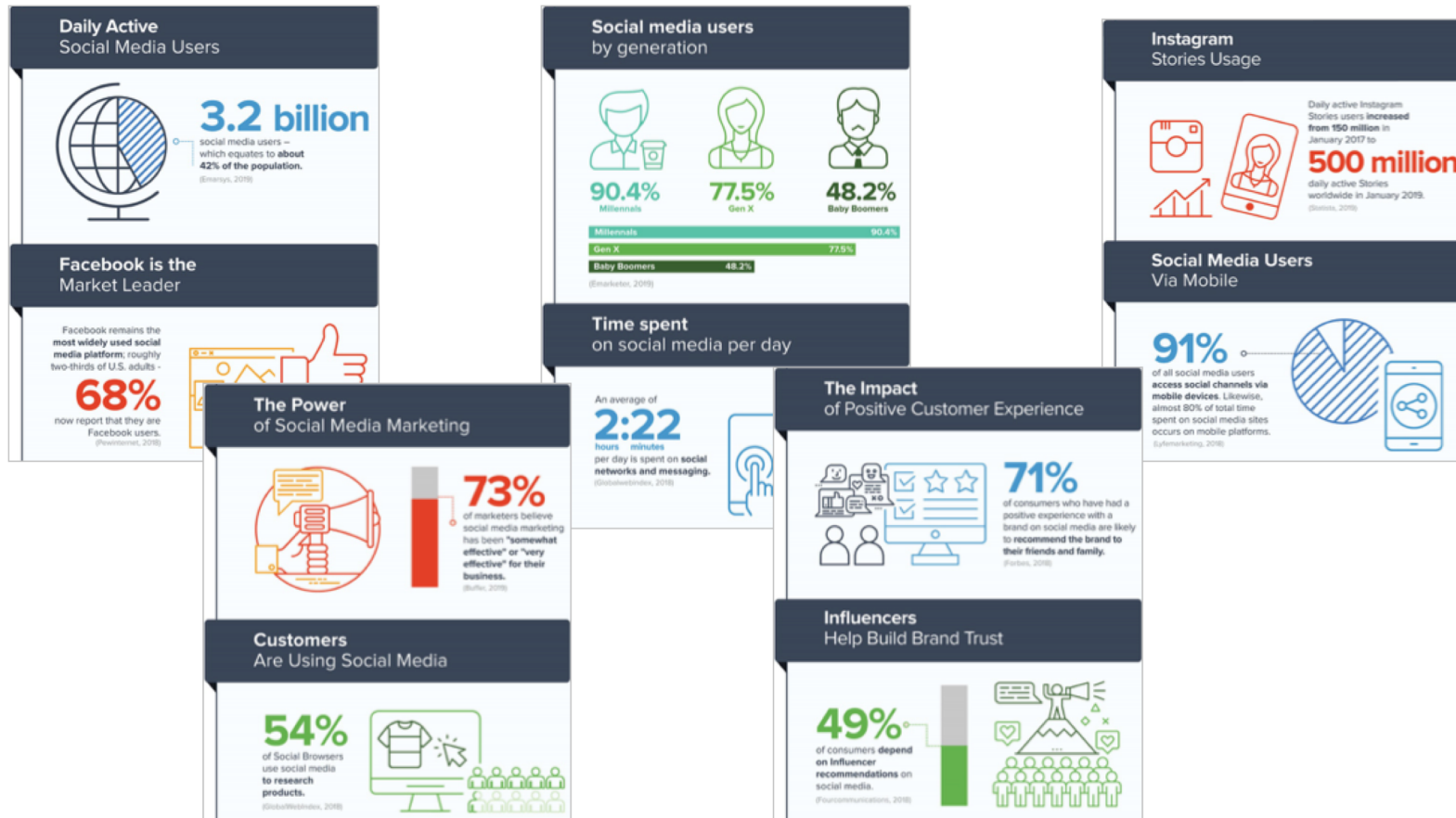
– Planning

– Audiences

– Message

3. Delivery

– Content

– Channels

– Analytics

– Resources

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Who are you?

- What is your purpose?

- What do you stand for?

- What do you want to achieve and why?

- Who are your audiences?

- What are you currently doing?

- How do you know if what you're doing is working?

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Consumer behaviour on social media

Daily Active Social Media Users
3.2 billion social media users – which equates to about 42% of the population. (Emarsys, 2019)

Facebook is the Market Leader
Facebook remains the most widely used social media platform; roughly two-thirds of U.S. adults - 68% now report that they are Facebook users. (Pewinternet, 2018)

Social media users by generation
90.4% Millennials
77.5% Gen X
48.2% Baby Boomers
Millennials 90.4%
Gen X 77.5%
Baby Boomers 48.2%
(Emarketer, 2019)

Time spent on social media per day
An average of 2:22 hours minutes per day is spent on social networks and messaging. (Globalwebindex, 2019)

Instagram Stories Usage
Daily active Instagram Stories users increased from 150 million in January 2017 to 500 million daily active Stories worldwide in January 2019. (Statista, 2019)

Social Media Users Via Mobile
91% of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms. (Lyfemarketing, 2018)

The Power of Social Media Marketing
73% of marketers believe social media marketing has been "somewhat effective" or "very effective" for their business. (Buffer, 2019)

Customers Are Using Social Media
54% of Social Browsers use social media to research products. (GlobalWebIndex, 2018)

The Impact of Positive Customer Experience
71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. (Forbes, 2019)

Influencers Help Build Brand Trust
49% of consumers depend on Influencer recommendations on social media. (Fourcommunications, 2018)

Source: Oberlo, *Social Media Statistics 2019*

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Consumer behaviour on social media

- Popular platforms for different segments

- Lack of filter – 'wild west', 'echo chambers'

- New opportunities to reach new audiences

Myths

- Social media is free

- Conversion to sales / attendance

- No time to do social media (or any kind of m

- Don't know if it works

Objectives and targets

– Ticket sales

– Sign up for more information / mailing list

– Build followers / engagement

– Watch / engage with video content

– Feedback

– Donation

– Can you quantify any of this?

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Brand

- What does it mean to you?

- What brands do you associate with and why?

- Who are you following online and why?

- What are they doing well and why?

Digital action plan

Audiences

- Do you know who your current audiences are?

- Are they who you want?

- Where are your other potential audiences?

- Where do they find out what's going on?

- What do you think they're looking for?

- Why should they follow you?

- How can you get closer to your audiences?

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Message

- What are you trying to say?

- Why?

- What do you want your audience to do?

- How do you convey your personality?

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I haven't a clue what to write abc

- – Not necessarily the big stuff

- – Jot down what you talk about; identify themes

    what is current; trends and opportunities

- – Change the perspective – good to be throu

    of others (quotes etc.)

- – Test ideas out with peers as much as the fi

So, let's get some ideas now!

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Cover story vision canvas

Content

- Photography

- Video

- Audio

- Written word

- Animation / illustration…

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Social media channels

- Which channels are best for your needs?

- What do you like and why?

- What don't you like and why?

- Connection with website / other
  marketing channels

- Connection with ticketing / venues

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Ongoing vs. campaigns

- Year round presence

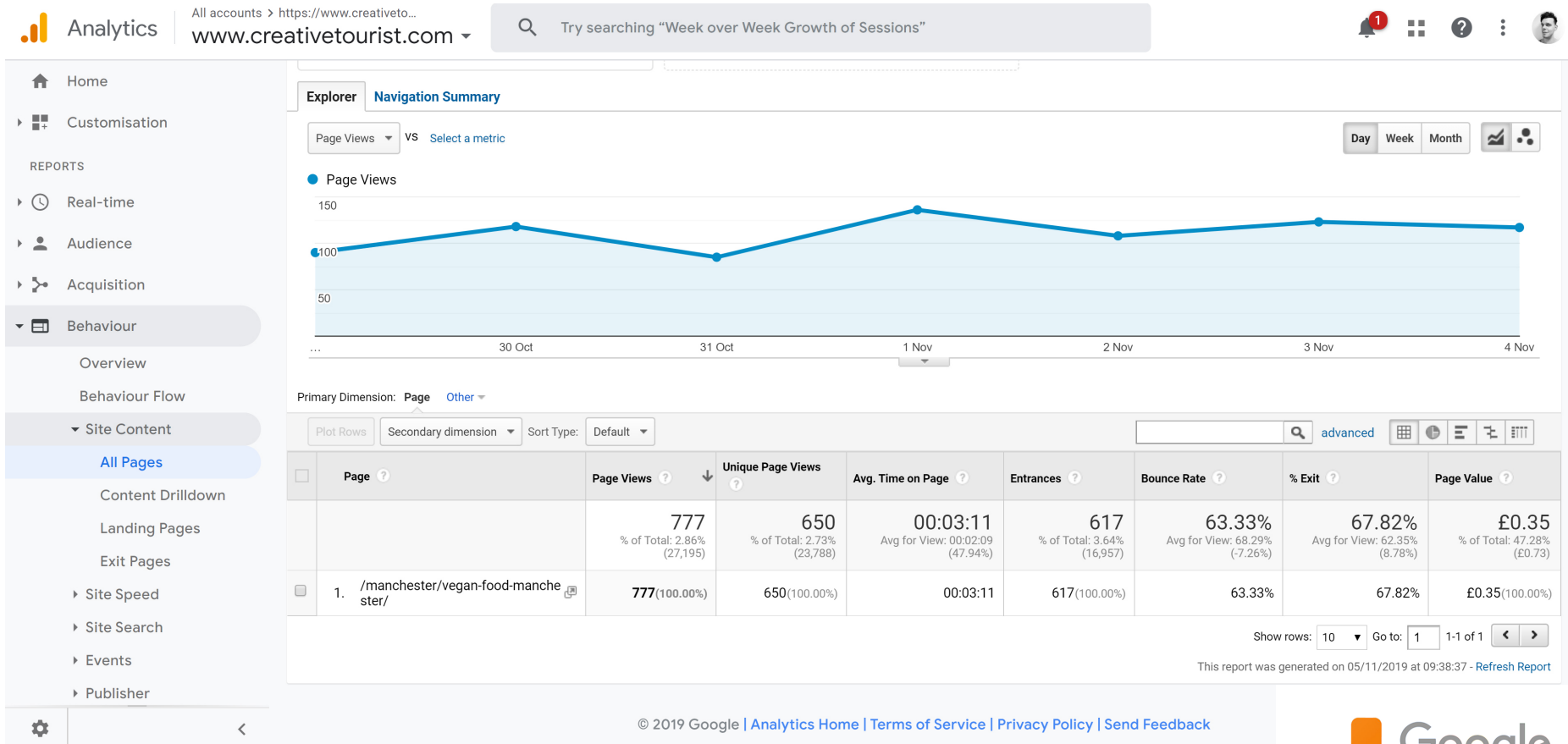- Show related activity

- Boosting posts

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Analytics

- – Google Analytics

- – Analytics/platform

- – Real-time monitoring

- – What data is useful & why?

- – What can you do with the data?

Analytics

Resources

– Art / operations / marketing

– Embed into daily practice

– Scheduling posts

– Work with others

– Content production

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Managing social media

How old is your tech, and does it matter?...

check your phone!

The key pillars

–   Listen

–   Be spontaneous and active

–   Be open and provocative

–   Build content over time – running stories / the

–   Start conversations

–   Mix up the media

–   Tracking and platform setup, e.g. Tweetdeck, Hootsuite

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10 tips to be infectious

1. Timing
2. Get emotional
3. Be brave
4. Tone – get the right pitch
5. Use talent to go with timing
6. Be authentic
7. Explore
8. Seeding
9. Personalisation
10. New platforms

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