



# RADICAL NEW PLATFORMS

ARE REACHING  
YOUNGER  
AUDIENCES ARE YOU

[www.signalbizhub.org](http://www.signalbizhub.org)

Radical New Platforms Are  
Reaching The Younger  
Audiences...Are You?



SOCIAL MEDIA is changing

Change



Are you and your  
business prepared?





Are you and your  
business  
prepared for  
what the future  
holds?



# Why is social media important for your business?



## 3.2 billion

social media users –  
which equates to **about 42% of the population.**

(Emarsys, 2019)

# Why is social media important for your business?



**90.4%**  
Millennials



**77.5%**  
Gen X



**48.2%**  
Baby Boomers

Millennials

90.4%

Gen X

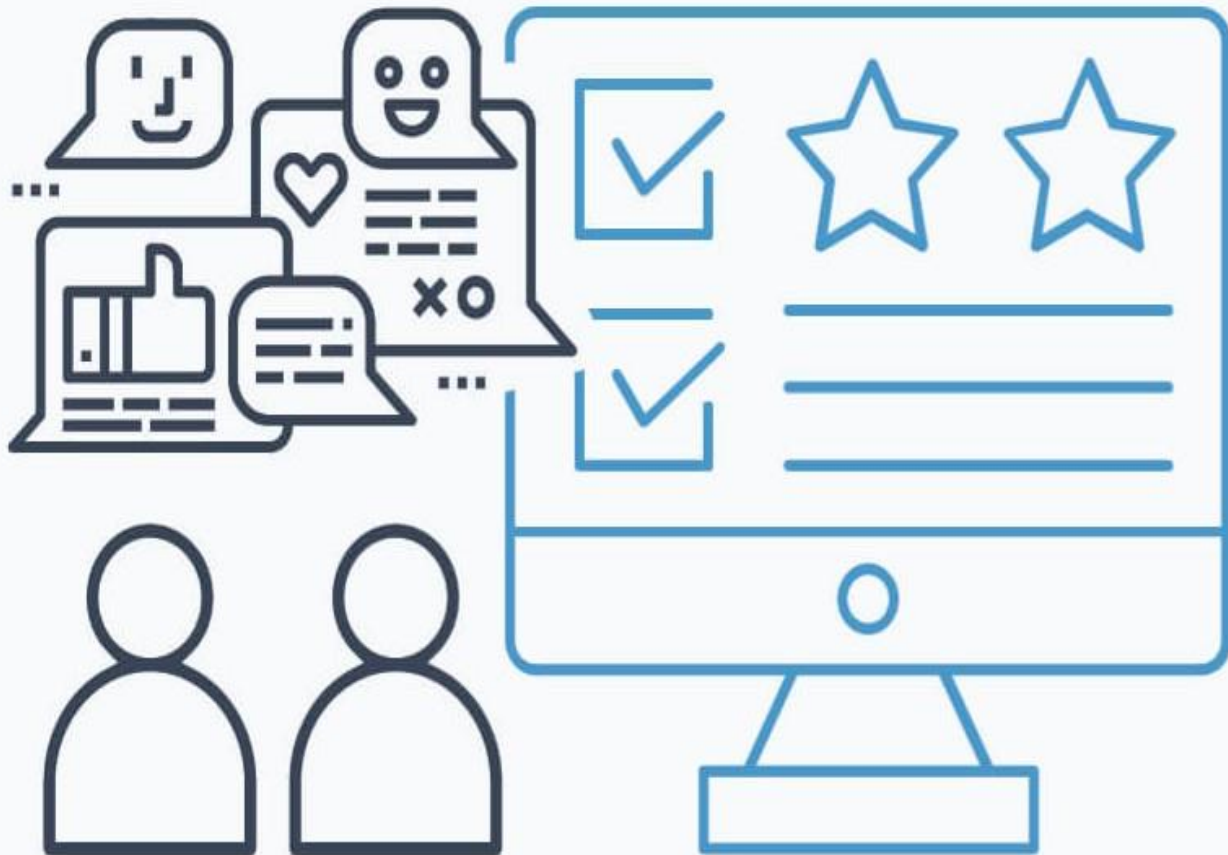
77.5%

Baby Boomers

48.2%

(Emarketer, 2019)

# Why is social media important for your business?



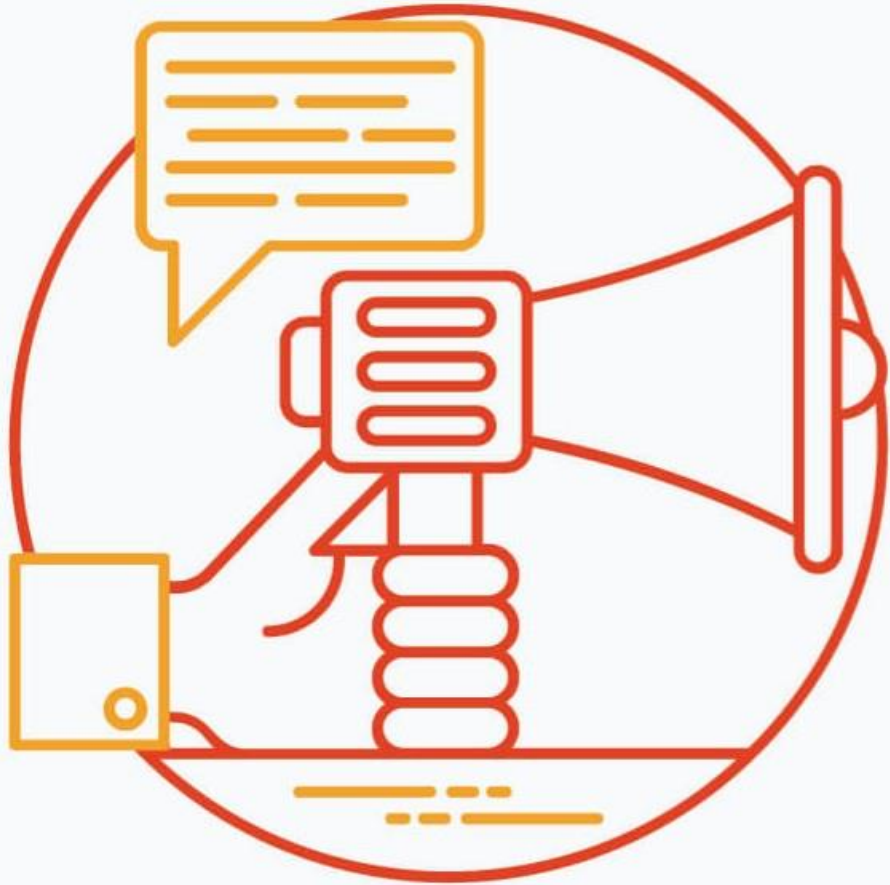
# 71%

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, 2018)



# Why is social media important for your business?



**73%**

of marketers believe social media marketing has been "**somewhat effective**" or "**very effective**" for their **business**.

(Buffer, 2019)



IT'S CLEAR SOCIAL MEDIA IS IMPORTANT FOR BUSINESS, BUT APART FROM PANIC AS THINGS CHANGE, WHAT CAN I DO?

DO



ALL THE THINGS

MEME.COM

Maybe don't call it social  
media.

Just be human and tell your  
story



GARY VAYNERCHUCK – AUTHOR, SPEAKER AND  
FOUNDER OF VAYNERMEDIA



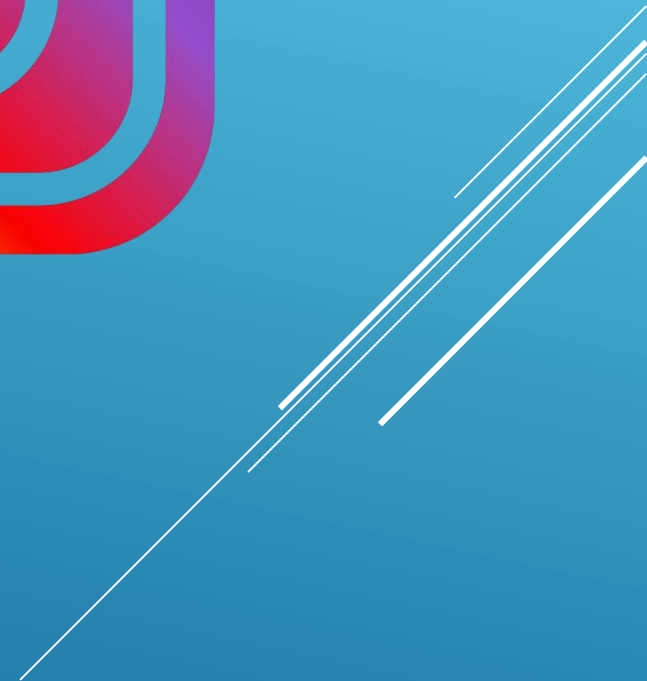
WHAT IS INSTAGRAM?



- **Finding the ideal user is critical**
- **Reply to posts.**
- **Flood hashtags**



- Use [Canva.com](https://www.canva.com) to create easy images
- Schedule posts with Buffer or Hootsuite
- Hashtag! Hashtag! Hashtag!





I DO NOT HAVE DREAMS.  
I HAVE A VISION.

@24HOURSUCCESS



24hoursuccess

FOLLOW

1,606 likes

14h

@greatestluxury100

@greatestluxury100

📷 belongs to respective owner 🐾

#24hoursuccess #entrepreneur  
#entrepreneurs #entrepreneurship  
#entrepreneurlife #business  
#businessman #quoteoftheday  
#businessowner #businesswoman  
#work #success #working #grind  
#founder #startup #money #magazine  
#moneymaker #globalshift #startuplife  
#successful #passion #inspiredaily  
#hardwork #hardworkpaysoff #desire  
#motivation #motivational #lifestyle  
#happiness

emre1938 Instagramın en büyük ve  
güvenilir bahiscisi geldi bi bakın derm->  
@sikegram (İndirim Kodunuz ->  
97350785

pica\_pat #122



Add a comment...

...



- **Instagram Stories are HUGE**
- **Post about your workday, products, behind the scenes**
- **Go Live!**





WHAT IS SNAPCHAT?



- **More users than Twitter**
- **More video views than Facebook**
- **Fastest growing social network**
- **Video is the future**
- **Cannot no longer be ignored**
- **It's not just a kids photo app**



# HOW **BIG** IS THE OPPORTUNITY?

The first thing that's essential to understand is that the Snapchat audience is already huge.

**150 MILLION PEOPLE**  
use the service every day



**400 MILLION SNAPS**  
sent daily



That's a bigger daily active user base than Twitter (136 million).

THE SOCIAL MESSAGING PLATFORM IS ALSO GROWING INCREDIBLY QUICKLY.



WHAT IS TIK TOK?



- Huge loyal following
- A true successor to Vine
- Massive creativity
- The biggest stars have millions of followers and tens of million of views
- Go Live
- Easily create and edit video
- Discover and find new creative ideas



# TIME SAVING TIPS AND TRICKS



# facebook

- Following competitors is key
  - Export competitors followers
  - Turn them into emails
  - Advertise on Facebook
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.



# How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest      Post      Creator      Type      Recency

**I**

Interest of the user  
in the creator

**P**

This post's  
performance  
amongst  
other users

**C**

Performance of past  
posts by the content  
creator amongst  
other users

**T**

Type of post  
(status, photo,  
link) user prefers

**R**

How new is the post

\* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

- Engagement and listening is key
- Use [socialbro.com](https://socialbro.com) to search by gender, location, demographic, age, etc
- Tweet a lot, pictures are good for RT
- RT complements to manage your brand

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded, blue font, is centered within a white rectangular box. The background of the slide is a solid blue color with several white diagonal lines in the bottom right corner.

- Be **INSPIRED** by new social networks
- Things will change and quickly
- Be human, open and honest
- Listen, respond and most importantly **ENGAGE**
- Use the free tools to schedule content and save time
- Turn **ALL** of your staff into brand amplifiers for your business

SUMMARY

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

A photograph of a meeting around a round wooden table. Several people are visible, with their hands and arms resting on the table. There are several sheets of paper, some with architectural drawings or charts, and a pen. The lighting is warm and focused on the table.

THANK YOU!

- Simon P. Barry
- @Eggwhisk
- [Simon@SimonBarry.TV](mailto:Simon@SimonBarry.TV)