



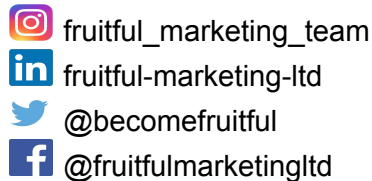
SIGNAL

# 'Make your social media a success' - JAMES WRIGHT, FRUITFUL MARKETING

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# Fruitful Marketing®



*"James brings new ideas to the table, a different approach, honest opinions and lots of experience."* - Trine Oestergaard Stafford, MD - House of Fisher.

*Fruitful Marketing® put 100% of their blood, sweat and tears into making your marketing a success. They listen to you, they understand your business and become a true extension of your company"* - Michael Man, MD of ManMade Group.

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# Fruitful Marketing <sup>®</sup> & James Wright



- 7th year of business
- Digital Marketing Agency
- Voted top 3 Marketing Agencies in Basingstoke in 2018, 2019 & 2020
- 39 x 5-star reviews on Google
- Finalist for Thames Valley Entrepreneur of the year 2021 (top 3 out of 108)



*Fruitful Marketing put 100% of their blood, sweat and tears into making your marketing a success. Would recommend a thousand times over.*

- Michael Man, Managing Director of the ManMade Group



5.0 ★★★★★

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## A Selection of Our Clients



**BNP PARIBAS**

**house**of fisher  
Served apartments for city living



Lamron  
Estates Ltd



**FACULTY OF  
PUBLIC HEALTH**

☆ **euronics**

**CBRE**

**A**  
**ASCOT**  
BUILDINGS  
TIMBER BUILDING SPECIALISTS

**TRUTHPASTE**  
NATURAL TOOTHPASTE

1895 **125 YEARS** 2020  
**TA FISHER**  
CREATING VALUE IN PROPERTY

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# 5 Reasons you should care about Social Media

- Generate Sales
- Build brand awareness
- Develop trust
- Reach your audience
- Engage with your audience







# The bigger your network, The bigger your reach!



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# Let's explore



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# Instagram



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## A rapid rise...

- Instagram co-founded by Kevin Systrom and Mike Krieger in **2010**.
- Rapidly gained popularity - **1 million** registered users in 2 months, **10 million in a year**
- Popularity and potential immediately recognised
- In 2012 Facebook bought Instagram for **\$1 billion** in cash and stock
- At this time Instagram had just 13 employees!
- A true Silicon Valley success story
- In 2021 there are approx **450 employees** and its value is in the region of **\$100 billion**

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# Is Instagram for business?



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- Owned by Facebook
- Huge data and targeted advertising
- Facebook, Instagram, Whatsapp
- 1/3rd of most viewed stories are from businesses
- 25 million business profiles
- Over 200 million users visiting at least one business profile every day
- Over 1 billion active Instagram Accounts
- 90% follow a business on Instagram
- 2.2% interaction rate

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# How to be awesome on Instagram



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- **40%** of people respond better to **visual content** than plain text.
- Instagram images with mostly blue overtones generate nearly **25% more likes**.
- **93% of consumers** consider the visual appeal before purchasing.
- Instagram captions with mentions generate **56% more engagement**.
- Locations added to Instagram content **drives 79% higher engagement**.





# Is Instagram the happiest place on the internet?



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## The happiest place on the Internet?

- Users 'like' 4.2 billion posts per day
- Over 95 million posts per day
- 60% of users (600+ million people) seek out and discover new products on Instagram



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# Example of an effective campaign



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A dark, atmospheric photograph of an iceberg floating in the ocean, with the water surface visible in the foreground and the dark, jagged peak of the iceberg rising above it.

**9**  
**MILLION**

**TONS OF PLASTIC WASTE  
END UP IN THE OCEAN  
EVERY YEAR.**

**CHOOSE THE PLANET.  
TAKE YOUR PLEDGE.**

∨

**Pick Your Plastics**

The more you choose, the more impact you'll have.

 <b>Bottles</b>	 <b>Bags</b>	 <b>Straws</b>	 <b>Utensils</b>	 <b>Cups and Lids</b>
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# Game Time! 1 mins to answer

# How many of the top 20 influencers can you name?

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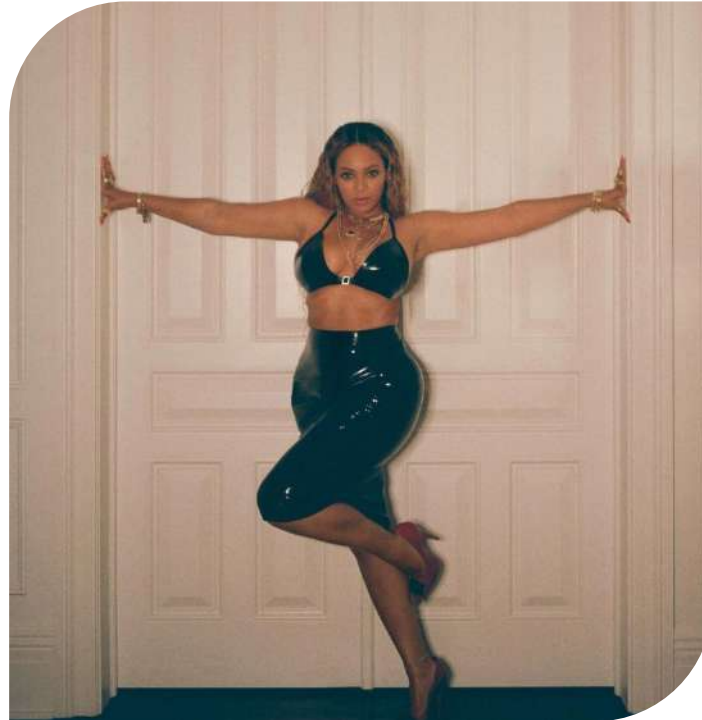


10. Justin Bieber - 164 million
11. National Geographic - 154 million
12. Kendall Jenner - 153 million
13. Taylor Swift - 149 million
14. Neymar - 147 million
15. Jennifer Lopez - 144 million
16. Nike - 135 million
17. Khloe Kardashian - 131 million
18. Nicki Minaj - 130 million
19. Miley Cyrus - 124 million
20. Katy Perry - 113 million

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# 9 - Beyonce - 197 million



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# 8. Lionel Messi - 241 million



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# 7. Kim Kardashian - 241 million



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# 6. Selena Gomez - 249 million



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# 5. Kylie Jenner - 255 million



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# 4. Ariana Grande - 256 million



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### 3. Dwayne 'The Rock' Johnson - 259 million



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## 2. Cristiano Ronaldo - 322 million



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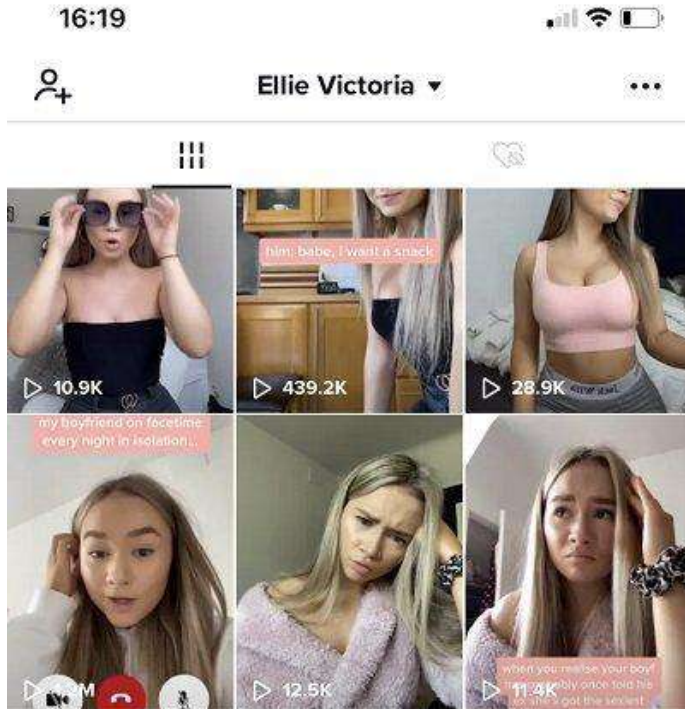
# 1. Instagram - 411 million



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# Elle Nash



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# What can Facebook do for your business?



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## Why Facebook..?

- **65%** of the UK market share.
- **2.38** billion users worldwide. **32.7** million in the UK.
- **76%** of users logging in daily.
- Approx. **25 million people** to market your goods and services to!
- **Messenger** > top mobile app by number of downloads.
- Each visit to Facebook lasts **10 or 12 minutes**.
- **200 million people** participate in meaningful Facebook Groups.
- **Business type:** B2C - 98% & B2B - 89%
- Bought **Instagram** in 2012 for \$1bn (**£760m**)
- Bought **WhatsApp** in 2014 for \$19bn. (**£14.2b**)

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# Ads Options

Ad Type	When to use?
Link Click Ads	Promoting your website (blogs)
Video Ads (Same as link click ads!)	Promoting your website, a product, or range
Post Boosts	Brand Awareness / Extra Reach
Multi-Product (Carousel Ads)	Promoting multiple products, or different posts and offers.
Dynamic Product Ads	Remarketing display ads
Lead Ads	Download your content, or sign up for your offer
Canvas Ads	For promoting product/s (more interactive - mobile only)
Collection Ads	For promoting product/s (more interactive - mobile only)

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# LinkedIn - The King of B2B Marketing



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# History of LinkedIn

- **Launched in 2003** - What was the main objective?
- **Leading B2B Platform** - 80% of B2B leads come from LinkedIn
- **675m users**, 310m active users each month
- **27.6m UK Users** - 41% of the population
- Purchased by Microsoft in 2016 (\$26.2 billion)

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# What can LinkedIn do for your business?



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# For Fruitful it...

1. Generates leads each month
2. Build brand awareness
3. Wins new clients every year
4. Starts conversations with decision makers
5. Helps our clients win new business - size doesn't matter!

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▷ People spend time on other networks, but they invest time on LinkedIn.

79%

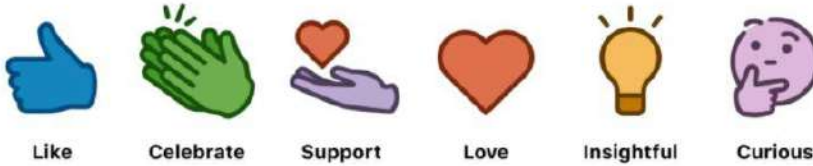
of B2B Marketers believe social media is an effective marketing channel.

80%

of B2B leads come from LinkedIn.



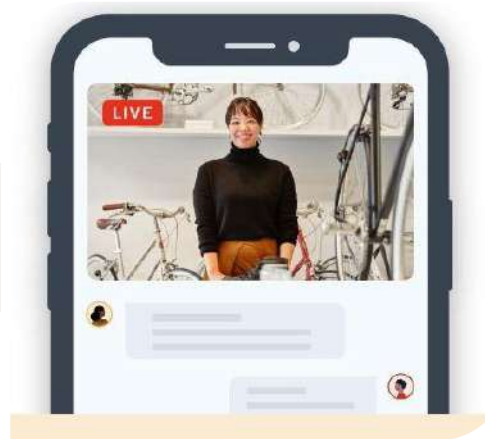
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3rd

Invite Connections To Follow ✕

100/100 credits available



**Space Woking**  
323 followers  
5mo ·

The COVID-19 lockdown has changed many employers and employees outlook on remote working.

With most offices now reopening, as a full-time employee how many days a week would you choose to work in your office? Please answer in our poll below:

[#poll](#) [#covid19](#) [#office](#) [#workingenvironment](#) [#backintheoffice](#) [#openforbusiness](#) [#spacewoking](#) [#lamron](#)

With most offices reopening post COVID-19 lockdown, as a full-time employee how many days a week would you choose to work in your office?

You can see how people vote. [Learn more](#)

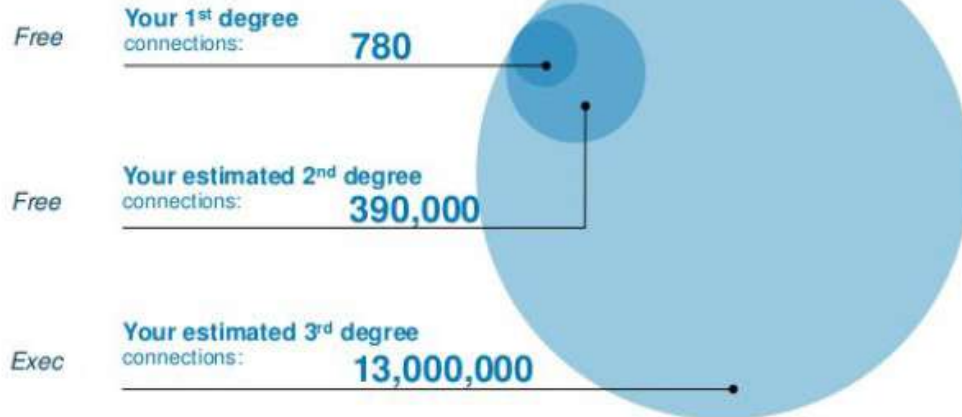
No days in the office	12%
1 or 2 days in the office	33%
3 or 4 days in the office	49%
5 days in the office	6%

51 votes · Poll closed



## Profile visibility

 Leverage the power of your network



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# Grow Your Network:

- Family & Friends
- Business Connections - Suppliers, Customers
- Networking events - Get the delegate list
- Conferences
- 'Other halves'
- Pubs, sports clubs, etc

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# Team policies

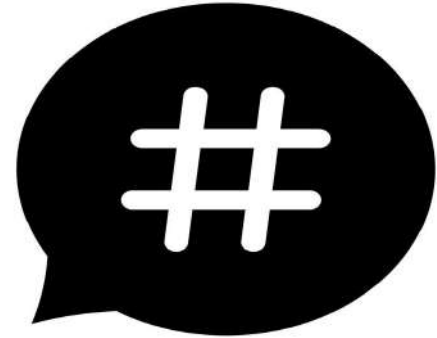


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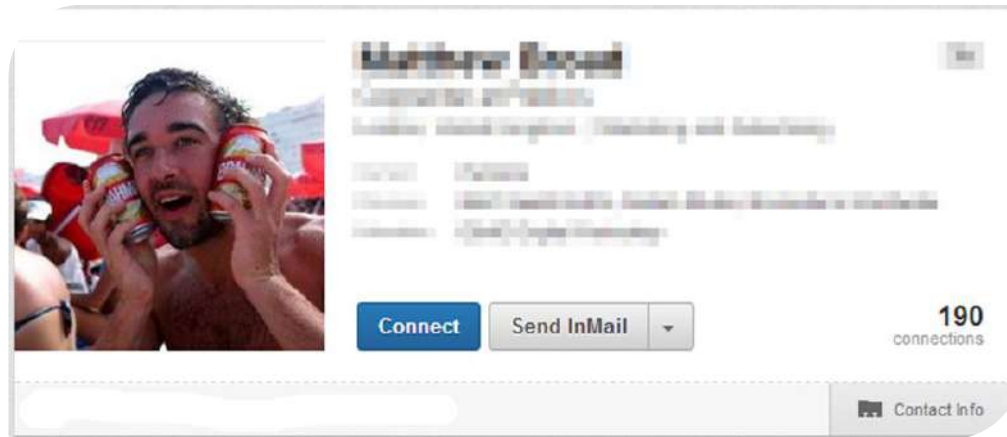
# Positioning Your Brand

- Brand Guidelines
- List of Hashtags
- Sharing of posts
- Company buy-in





# Team Engagement & A Social Media Policy



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# Positioning yourself and your brand.



Distorted images



Small Photos



Long Range Shots



Selfies



Crowded images



Low Resolution (blurry)



Poor Lighting



Illustrations



Obscured Face




Non-professional


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# Post Example 1

 James Wright  
Using highly targeted Digital Marketing to increase YOUR sales  
3mo • 🌐


Thank you [Judith Moule](#) and [Sally Claughton](#) for such wonderful feedback.


 **Fruitful Marketing® - Inbound Marketing Specialists**  
467 followers  
3mo • Edited • 🌐





It fills us with pride receiving such positive feedback from clients who experience the difference when using [Fruitful Marketing® - Inbound Marketing Specialists](#) vs other agencies. We take time to listen, focus on client requirements ...see more


 **Fruitful Marketing**  **5-star Google Review**

"Finally a marketing company that LISTEN to what a company wants. We absolutely LOVE our new marketing flier and will be using again. Thank you so much for helping us improve our branding and adding a lot of personality into it all. Thank you from the bottom of our marketing budget :-)) Judith & Sally"

- Judith & Sally, ETA Consultancy, Fruitful Marketing Clients 

 3

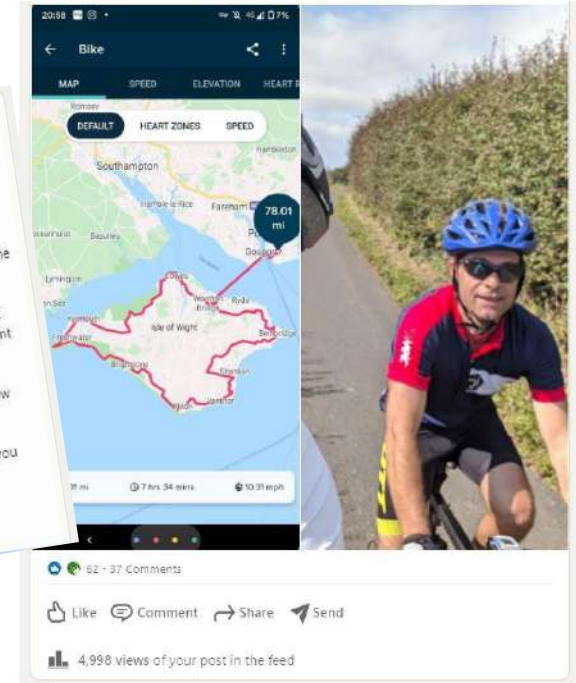
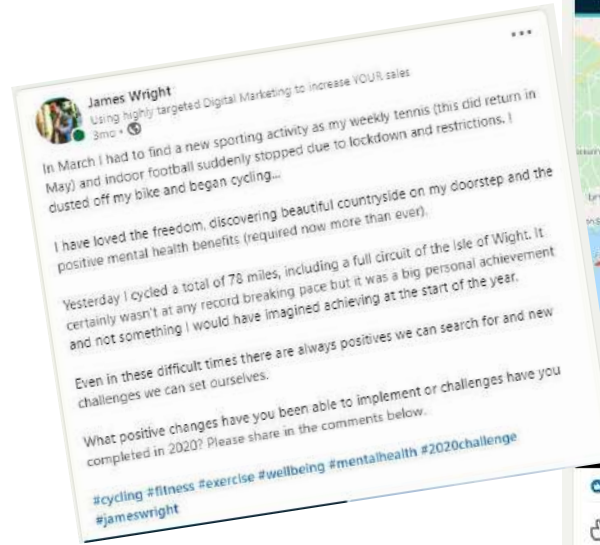
 Like  Comment  Share  Send

 126 views of your post in the feed

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# Post Example 2



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# LinkedIn

## SALES NAVIGATOR

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# Sales Navigator Free Trial

A screenshot of the LinkedIn Sales Navigator interface. The top navigation bar includes "SALES NAVIGATOR", "Home", "Lists", "Saved Searches", and "Admin". A search bar contains the text "Search for leads and accounts". Below the navigation bar, there are tabs for "Lead results" and "Account results", with a "Save search" button. The main content area is divided into several sections: a "Keywords" section with a search input field; a "Filters" section with a "Clear (2)" button and expandable categories for "Custom Lists", "Past Lead and Account Activity", "Geography" (with "Region" dropdown), and "Relationship"; and a results summary section showing "1.5K+ Total results", "36 Changed jobs in past 90 days", and "58 Posted on LinkedIn in past 30 days". Below the summary, there are controls for "Select all", "Save to list", "Tag", "Pages to add" (set to 5), and a "Start" button. The main results list shows a profile for "Emergency Physician at SCP Health" with a "3rd" badge, a "Save" button, and an "Add tag" option. The profile details include "3 months in role and company", "Rancho Cucamonga, California, United States", "Past role: Attending Physician at Vituity (2018-2020)", and "New role: Started new role 3 months ago at SCP Health".

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# History of Twitter

- Founded on: March, 2006 by
- Jack Dorsey, Noah Glass, Biz Stone & Evan Williams
- Definition was 'a short burst of inconsequential information,' & 'chirps from birds'
- Originally 140 characters, now 280 PLUS media



# Twitter Landscape

- Number of Tweets Sent per day: **500 million**
- Number of Twitter users in the UK is **16.65 million**
- The total number of Twitter users in the UK is 15.25 million, 4th largest country of users in the world.
- 80% of Twitter users access the platform on a mobile device, and 93% of video views are on mobile.



# Twitter Landscape

- 71% of Twitter users say they use the network to get their news.
- 85% of small and medium business users use Twitter to provide customer service.

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# What was Twitter designed for?

- Originally an SMS based communications platform
- **News.** Moved from 'social networking' category across to 'news' on Apple's App Store in 2016



# Twitter key features

- Current and on trend
- 'On the go' - very mobile
- Short and 'to the point'
- Media - Images, videos, infographics, website articles, GIFs

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# How to be a social media success?



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# Find the correct platform(s) for you:



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# Content - Do less but better



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**We see between  
4,000 to 10,000  
marketing  
messages per  
day!**



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# Templates

# Canva Pro!



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**Great central location!**  
City Wall House, Reading

★★★★★

This place is fantastic. 5 min walk from the station. You've got a great working environment if you are on business. Well kitted our kitchen with dishwasher, microwave, hob, oven and fridge. Great bathroom and a comfy bed. Sky tv is also included. Oh and free Wi-fi. I've just booked another night. Very impressed.

Visit [www.houseoffisher.com](http://www.houseoffisher.com) or call 01189 51 41 51  
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We're looking for two lovely people to join our great team: Reservations Coordinator & Maintenance Operative

Please apply via email to [careers@houseoffisher.com](mailto:careers@houseoffisher.com)

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# How can I manage social media?



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# Scheduling



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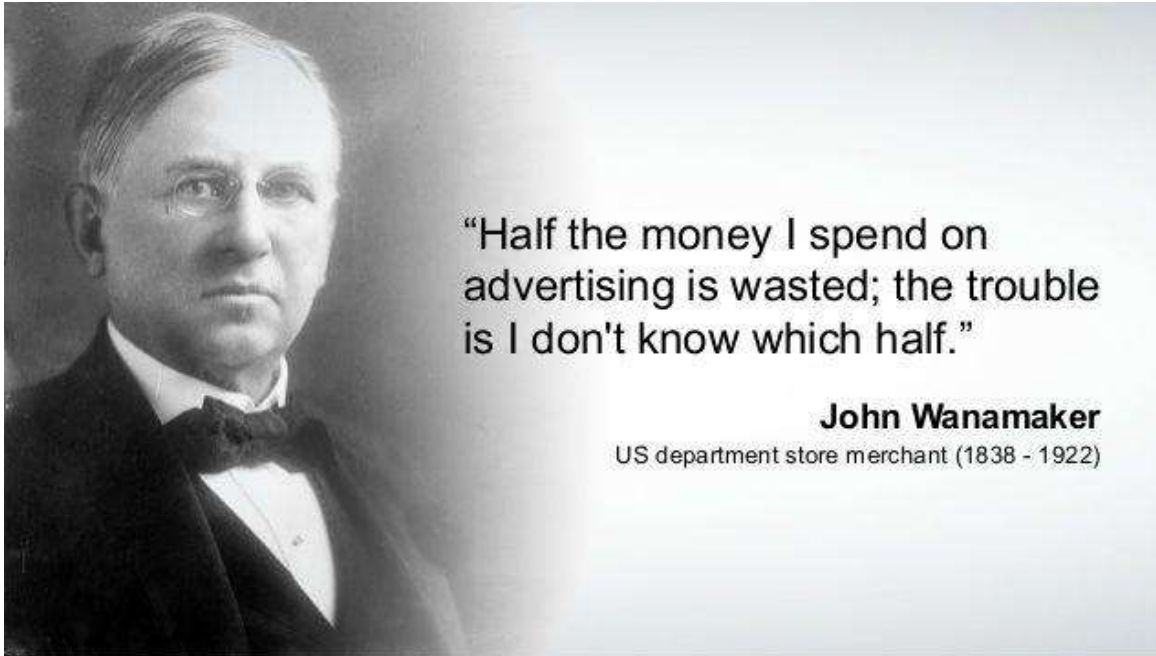
# Advertising



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# Reporting



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# Top 5 takeaways Actions

- 1. Pick your platform(s)**
- 2. Dedicate time**
- 3. Schedule content**
- 4. Create assets/templates**
- 5. Do it or assign it!**

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# Thank you!



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# Any Questions?



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