



ITS A PARTY!

DIVE INTO SIGNAL'S
SIZZLING SUMMER
OF SOCIAL MEDIA

www.signalbizhub.org

Social Media Strategy

Introducing the 10
Step Social Media
Marketing Plan



About me

SIGNAL



or is



10 Step Social Media Marketing Plan

INTRO

- Step 1
- Step 2
- Step 3
- Step 4
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10 Step Social Media Marketing Plan

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Step Social Media Marketing Plan

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10 Step Social Media Marketing Plan

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Define your objectives

MISSION STATEMENT

IDEAL CUSTOMER PROFILE

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Step Social Media Marketing Plan

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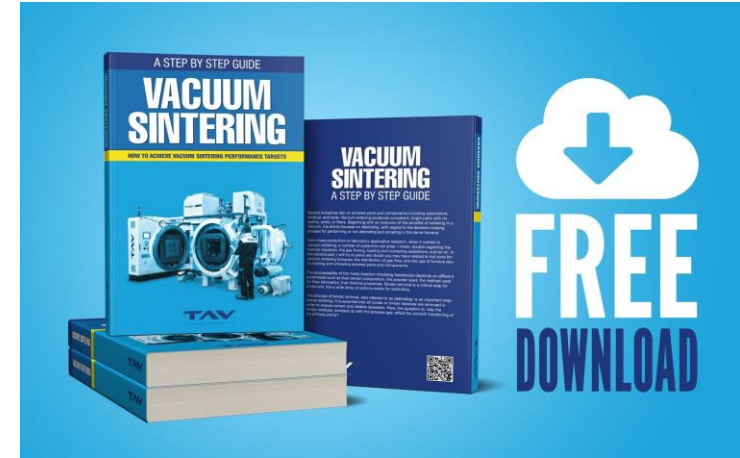
Step 9

Step 10



10 Step Social Media Marketing Plan

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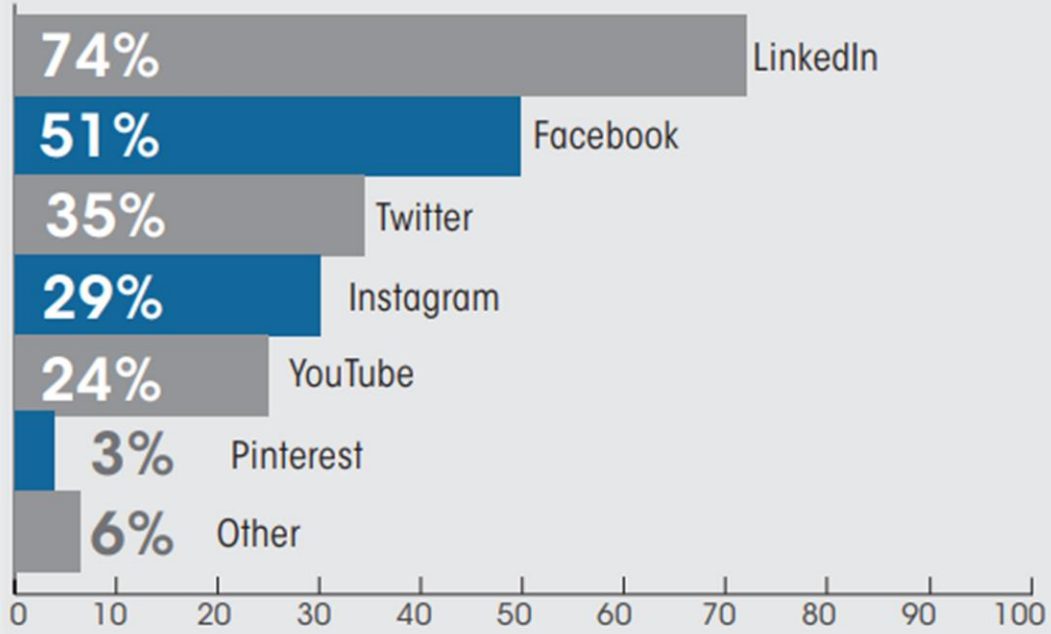
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Choose your platforms

WHAT ARE THE MOST EFFECTIVE SOCIAL CHANNELS FOR YOUR BRAND? (CHOOSE TOP 3)



Chief Marketer 2019 B2B Marketing Outlook Report

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Design your Profiles

10 Step Social Media Marketing Plan

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Design your Profiles

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Boost your followers and engagement

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Don't just POST!

- ✓ Like
- ✓ Share
- ✓ Retweet
- ✓ Comment
- ✓ Recommend
- ✓ Ask questions
- ✓ Congratulate
- ✓ Use Hashtags
- ✓ Compliment

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What are you going to talk about ?

10 Step Social Media Marketing Plan

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Create a Social Media Content Calendar

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June 30	July 1	July 2	July 3	July 4
	Happy July! Giphy	world UFO day #ufoday	Hump Day - image / video	Plastic free July – blog

Daysoftheyear.com
Giphy.com

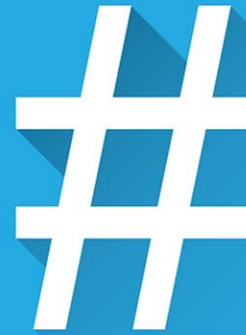
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Find your Hashtags

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- Hashtagify
- Keyhole
- Fiverr



#hampshirehour
#surreychat

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Curate! Find things your customers will enjoy
Who is publishing interesting content in your space?

- Feedly
- Buffer
- Twitter
- Other people's blogs
- Local news
- Community news

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Scheduling content ?

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Buffer app

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Top Tip
Social Media Scheduler
Buffer will curate content based on your audiences' interests and pull through posts from your favourite online feeds and blogs



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Test, Track, Tweak

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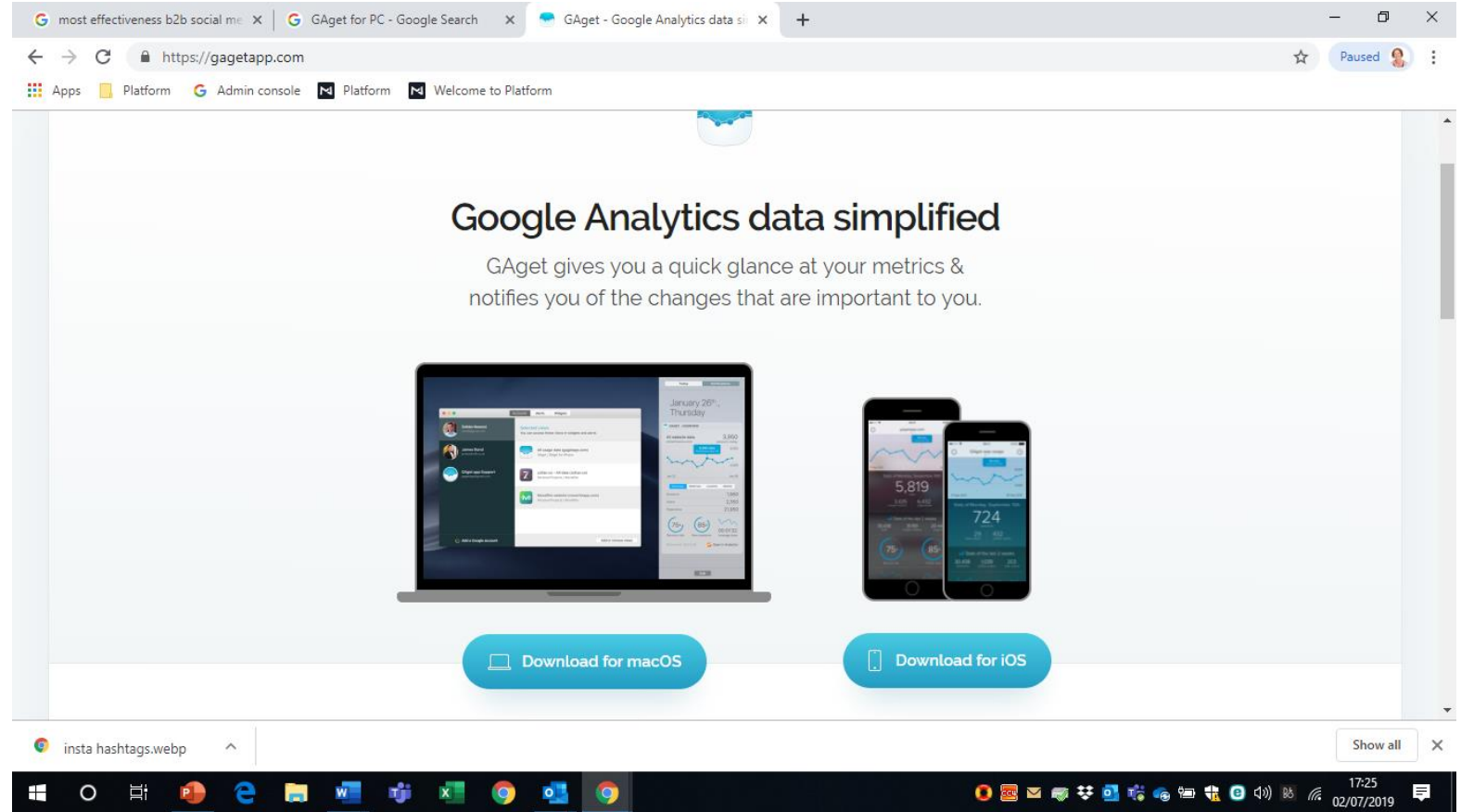


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Test, Track, Tweak

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The screenshot shows a web browser window displaying the GAget app website. The browser tabs include "most effectiveness b2b social me...", "GAget for PC - Google Search", and "GAget - Google Analytics data si...". The address bar shows "https://gagetapp.com". The website content features the heading "Google Analytics data simplified" and a sub-headline "GAget gives you a quick glance at your metrics & notifies you of the changes that are important to you." Below this, there are images of a laptop and two smartphones displaying the app's interface. Two blue buttons are visible: "Download for macOS" and "Download for iOS". The browser's taskbar at the bottom shows various application icons and the system tray with the time "17:25" and date "02/07/2019".

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Test, Track, Tweak

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Introducing Google signals BETA. Unlock new cross-device capabilities and more. [Get Started](#)

Analytics | All accounts > Signalbordon | All Web Site Data

Try searching "Worst pages by load speed"

	Acquisition			Behavior			Goal 1: CTM Call Tracking Metrics		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	CTM Call Tracking Metrics (Goal 1 Conversion Rate)	CTM Call Tracking Metrics (Goal 1 Completions)	CTM Call Tracking Metrics (Goal 1 Value)
Total	1,316 % of Total: 100.00% (1,316)	1,200 % of Total: 100.00% (1,200)	1,767 % of Total: 100.00% (1,767)	65.59% Avg for View: 65.59% (0.00%)	2.10 Avg for View: 2.10 (0.00%)	00:01:46 Avg for View: 00:01:46 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	567 (41.97%)	523 (43.58%)	742 (41.99%)	54.04%	2.61	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Social	311 (23.02%)	263 (21.92%)	380 (21.51%)	76.05%	1.73	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Direct	263 (19.47%)	253 (21.08%)	289 (16.36%)	73.70%	1.65	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Paid Search	106 (7.85%)	102 (8.50%)	117 (6.62%)	78.63%	1.50	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Display	38 (2.81%)	9 (0.75%)	98 (5.55%)	89.80%	1.14	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Email	35 (2.59%)	24 (2.00%)	98 (5.55%)	45.92%	2.64	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Referral	31 (2.29%)	26 (2.17%)	43 (2.43%)	72.09%	1.98	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 7 of 7

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Strategic posting – post with the result you want in mind

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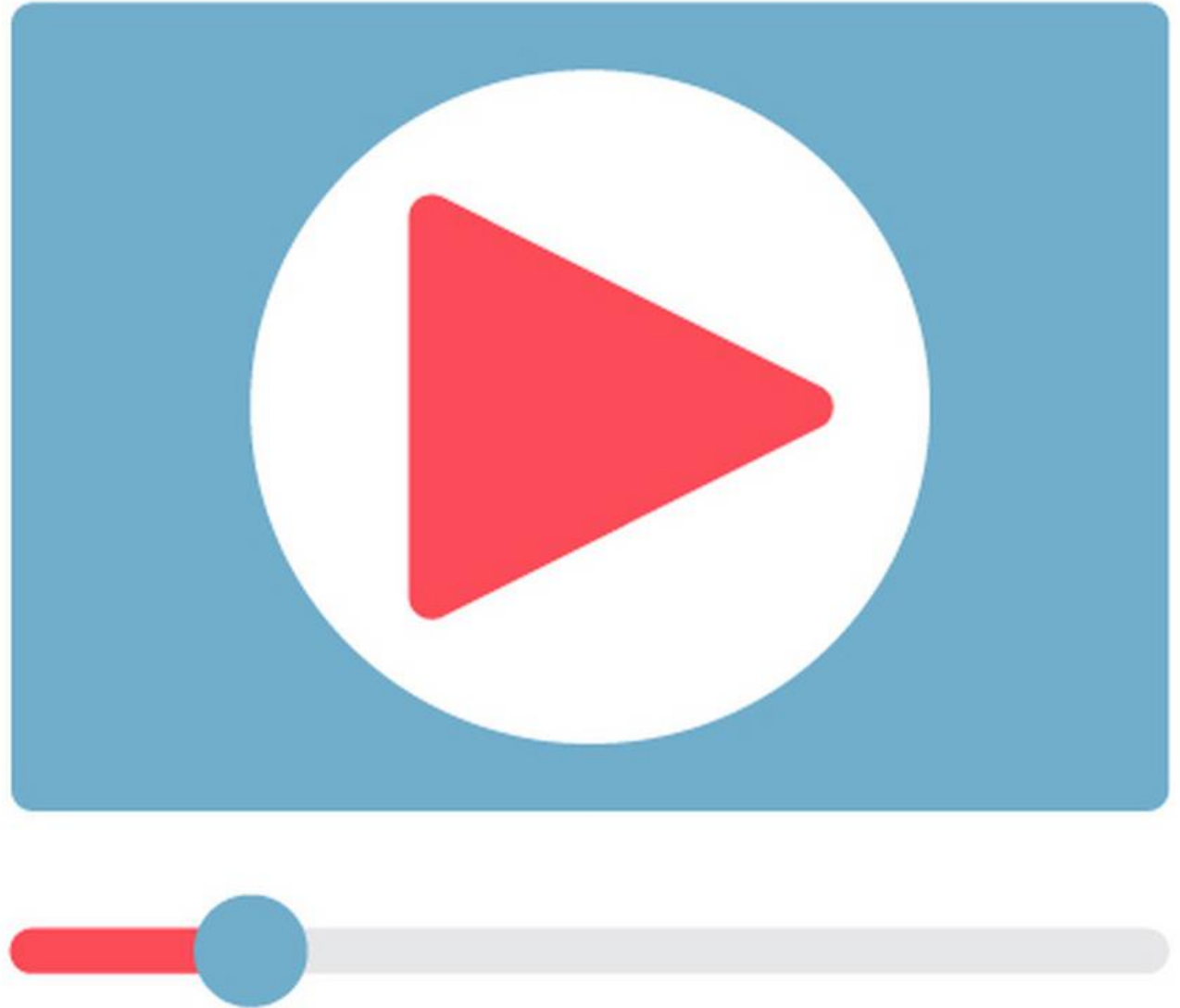
Always remember your Call to Action



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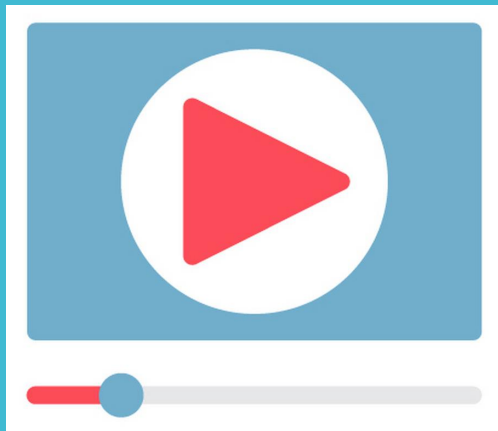
Key Content

Social Video Success



Key Content

Social Video Success



1. Video Boosts Sales

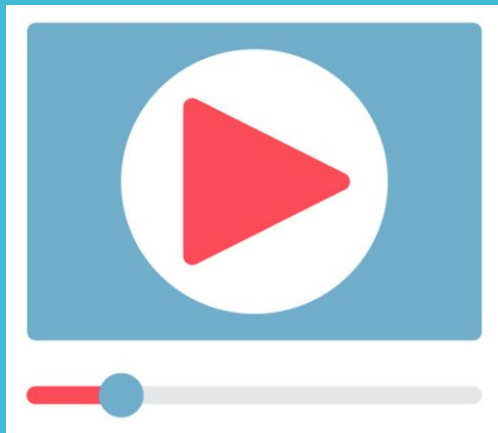
Unbounce found adding a product video on a landing page increased conversions by 80%.

74% of users who watched a product explainer-video subsequently bought it.

Adding video to your content strategy WILL show a great ROI.

Key Content

Social Video Success



2. Video Shows Great ROI

Video production costs more than other forms of marketing but it pays off big time.

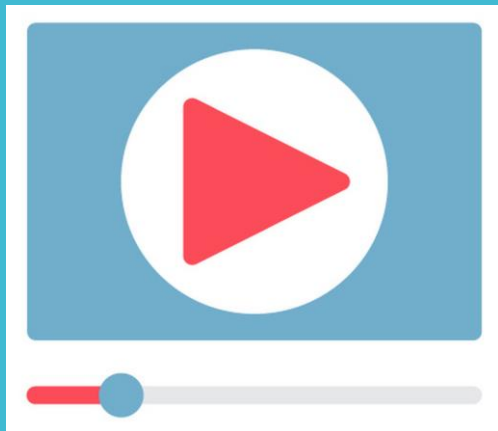
83% of businesses say video provides good return on investment.

Video technology and video editing tools are constantly improving and becoming more affordable and easier to use so the DIY approach is achievable for people on modest budgets.

Smartphones can make pretty decent videos already and some even include editing capability.

Key Content

Social Video Success



2. Video Shows Great ROI

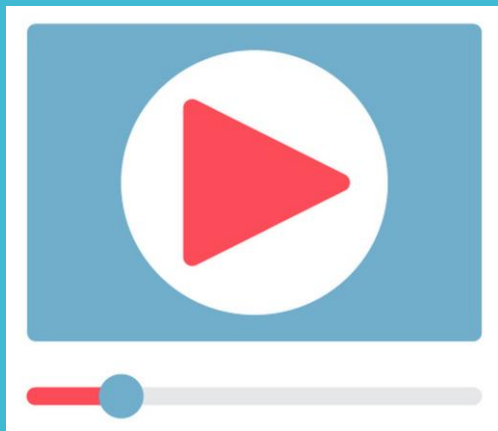
Videos don't have to be perfect. It's the content that matters!

Research showed users are mostly put off by videos that don't explain the product or service clearly.

Low quality and poor design didn't matter nearly as much as how useful the content was.

Make sure the audio quality is good. People will watch poor video quality with bad editing but won't watch something which has bad audio quality.

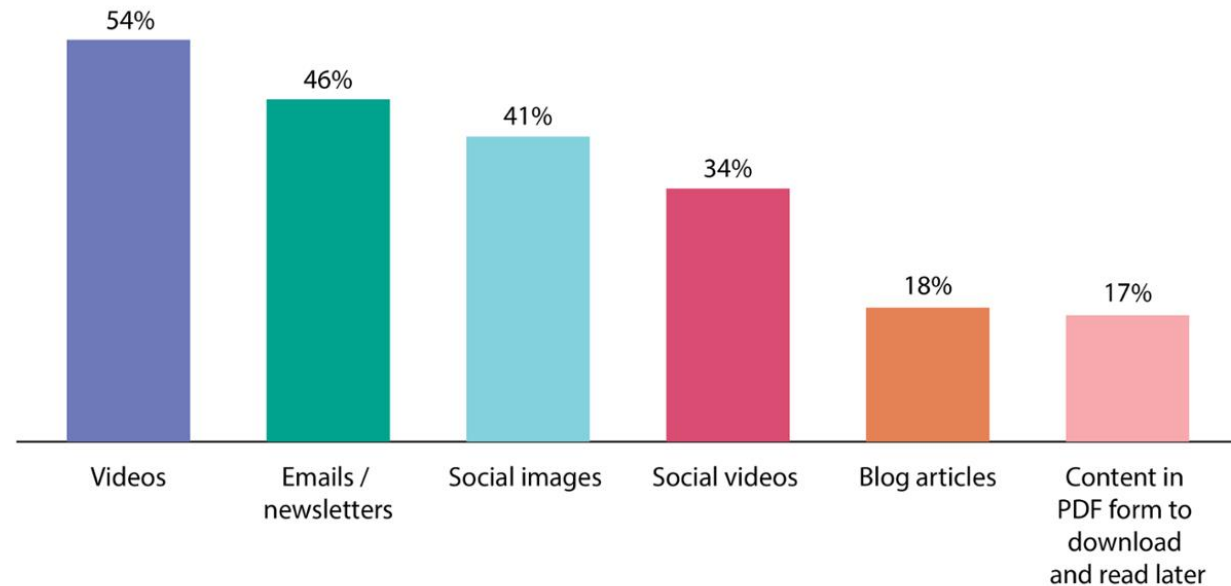
Key Content Social Video Success



2. Video Shows Great ROI

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?

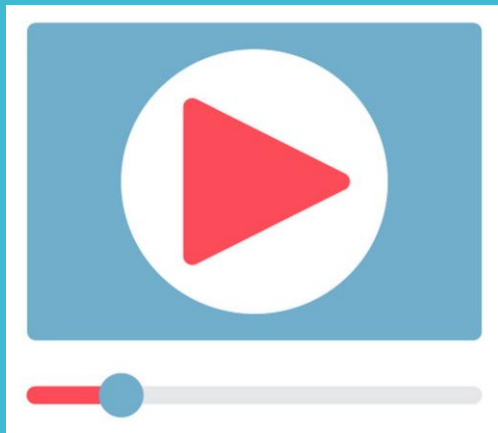


Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017



Key Content

Social Video Success



3. Video Builds Trust

Building trust in your business or brand builds sales.

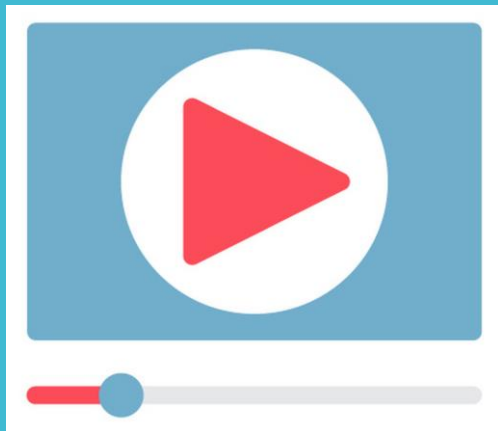
Content marketing is ALL about trust and creating long-term relationships.

Providing prospects with interesting and useful content builds trust.

Promotional videos build trust, 57% of consumers say that videos gave them more confidence to purchase online.

Key Content

Social Video Success



4. Google Loves Videos

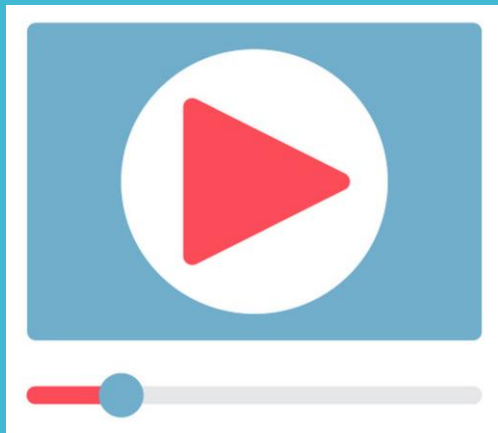
Since Google acquired YouTube video has become more important to get good rankings.

Videos allow you to increase the time spent by visitors on your site. Longer exposure builds trust and signals search engines that your site has good content.

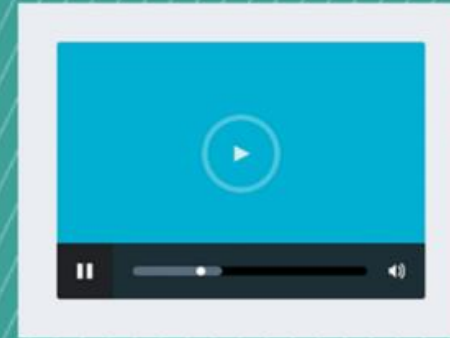
Forrester Consulting did some in-depth research; **You're 53x more likely show up on page 1 of Google if you have a video embedded on your website.**

Key Content

Social Video Success



4. Google Loves Videos



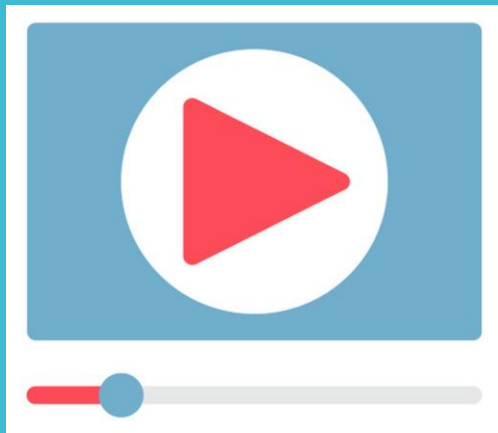
The presence of a video on the landing page leads to

25% more time spent on page

S.E.O. Signal to Google is time on page, increasing it is a sign that your content is relevant for search intent.

Key Content

Social Video Success



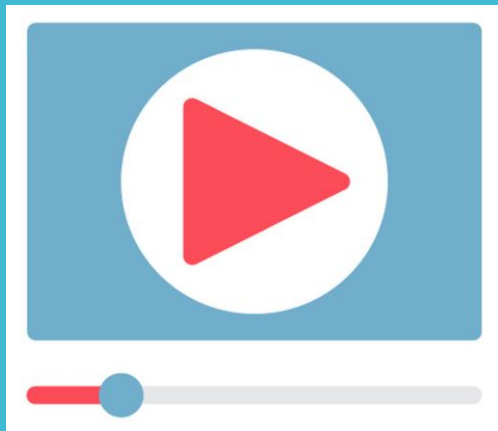
5. Video Appeals to Mobile Users

90% of consumers watch videos on their mobile.

YouTube reports mobile video consumption rises 100% every year.

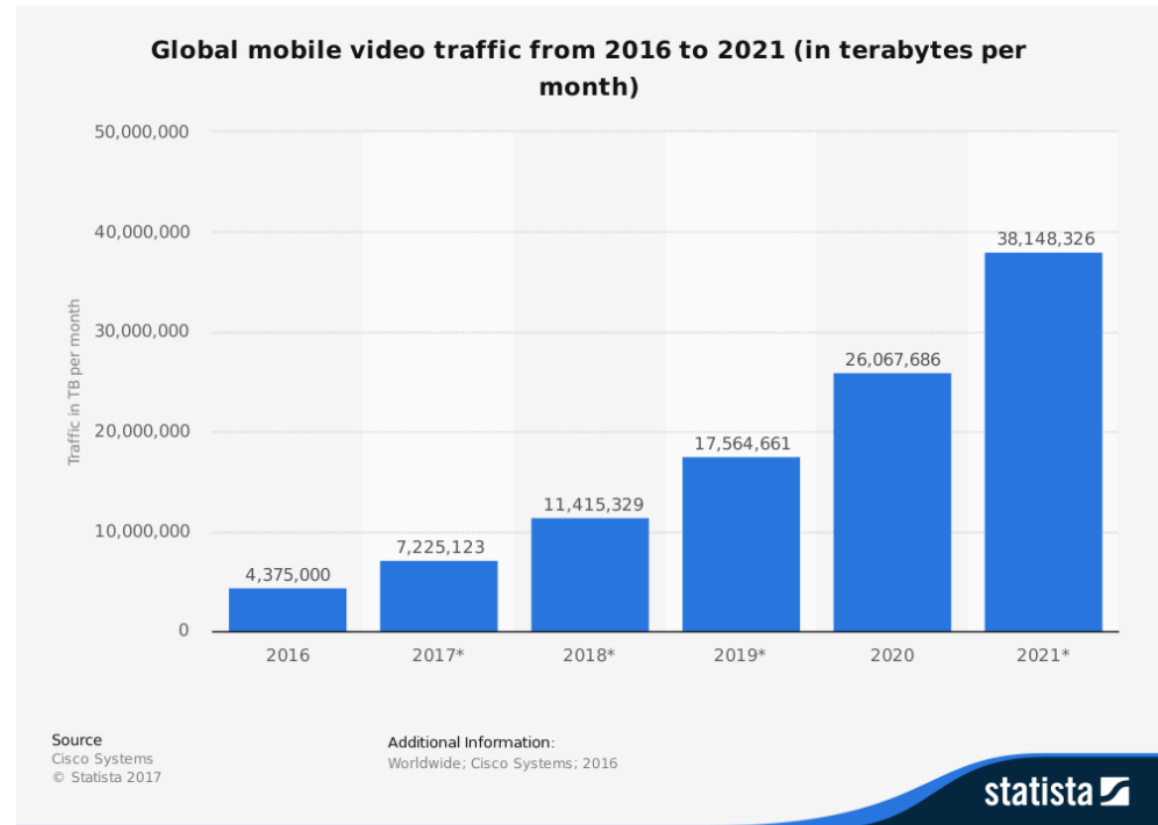
Google tells us that smartphone users are twice as likely than TV viewers and 1.4 times more likely as desktop viewers to feel a sense of personal connection to brands that show video content or ads on their devices.

Key Content Social Video Success



Module Lead-Magnets-02-07-19

4. Google Loves Videos

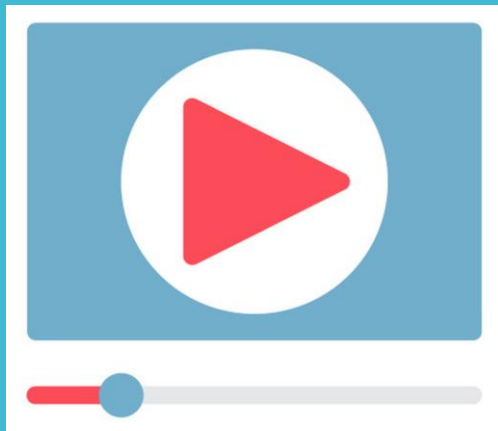


Give viewers a personal experience on their smart phones. Give them a better choice in the video content I.E. More content, more frequently



Key Content

Social Video Success



6. Twelve Ways to Use Video

1. Demo Videos

Demo videos showcase how your product works.

2. Brand Videos

Builds awareness, intrigues & attracts your audience.

3. Event Videos

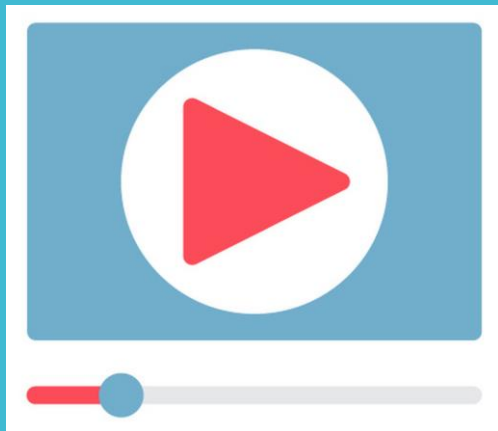
Produce a highlight reel, showcase interesting interviews and share useful presentations & talks.

4. Expert Interviews

Find influencers, interview them & share with your audience.

Key Content

Social Video Success



6. Twelve Ways to Use Video

5. Educational or How-To Videos

Videos for sales & service teams to show customers.

6. Explainer Videos

Helps your audience understand why they need your product or service.

7. Animated Videos

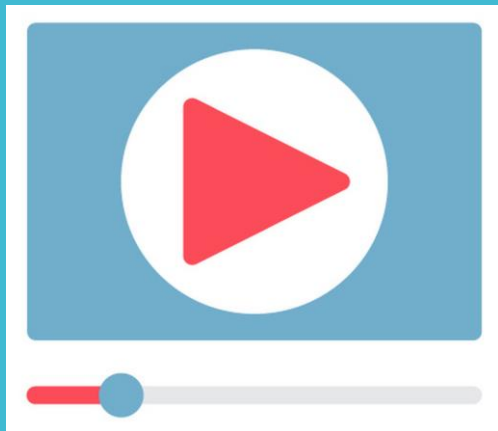
Useful to share hard-to-grasp concepts or abstract services or products.

8. Case Study and Customer Testimonial Videos

Case study videos featuring satisfied customers help build trust in your business.

Key Content

Social Video Success



6. Twelve Ways to Use Video

9. Live Videos

Live-stream encourage viewers to engage with you. Viewers spend 8X longer watching live video than video-on-demand.

10. 360° & Virtual Reality Videos

A spherical video gives your viewers an immersive experience of a location or event.

11. Augmented Reality (AR) Videos

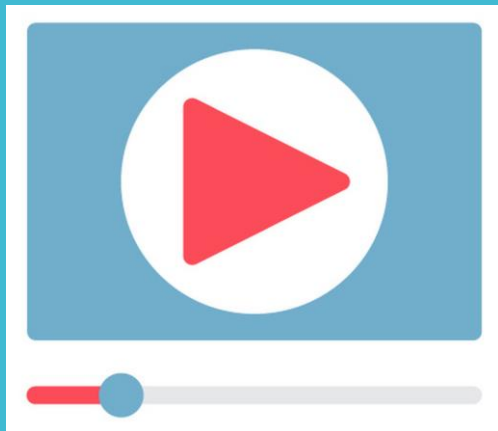
AR allows your customers to see the world post sale or experience how your products look in their space.

12. Personalized Messages

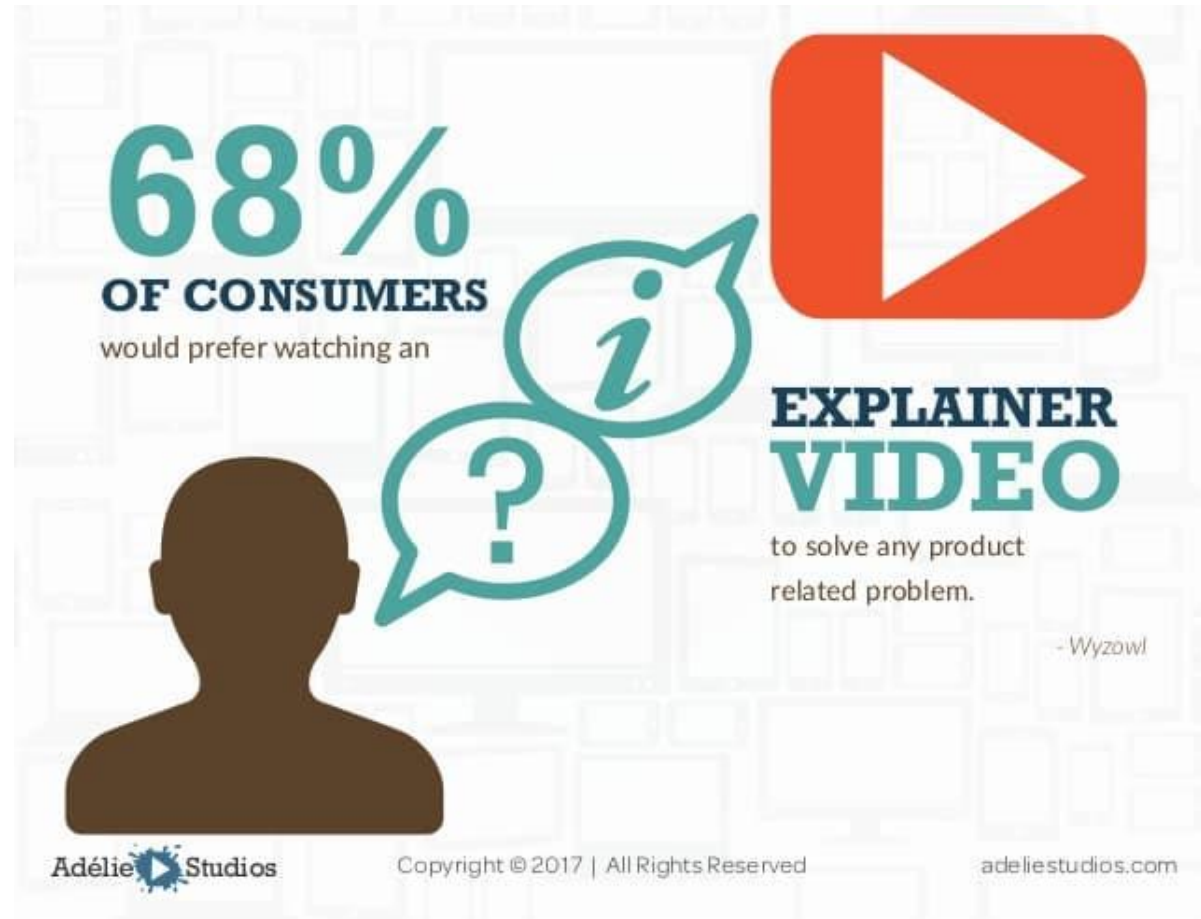
Video to share your personalized recommendations for the customer helping to engage and build trust.

Key Content

Social Video Success



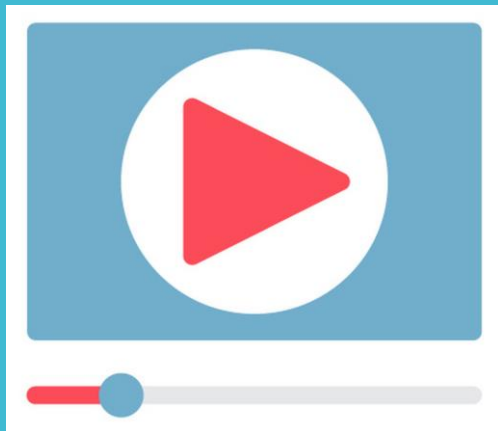
6. Twelve Ways to Use Video



Share your expertise using video and benefit from better engagement online.

Key Content

Social Video Success

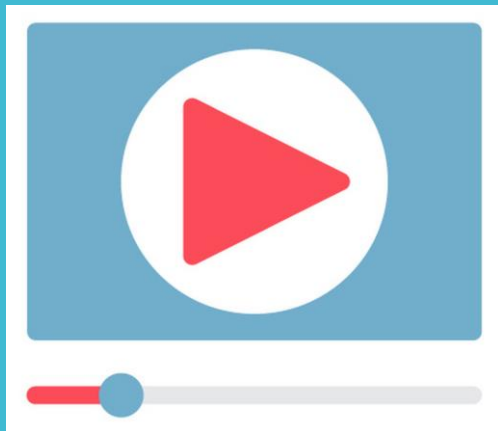


7. Ten Steps to Perfect Video

1. Plan your video
2. Script your ideas
3. Assemble your kit
4. Set up your studio
5. Prepare the "talent"
6. Shoot for the edit
7. Organize footage
8. Edit video
9. Choose music
10. Record voiceover

Key Content

Social Video Success



8. Tell a Story

1. Why Should I Watch?

Make the video relevant to your ideal customer.

2. Why Should I Continue to Watch?

Within the first ten seconds engage the viewer with an intriguing proposition.

3. Remind People Why They Are Watching

Give viewers a reminder of why they are watching.

4. Use a Clear Call to Action

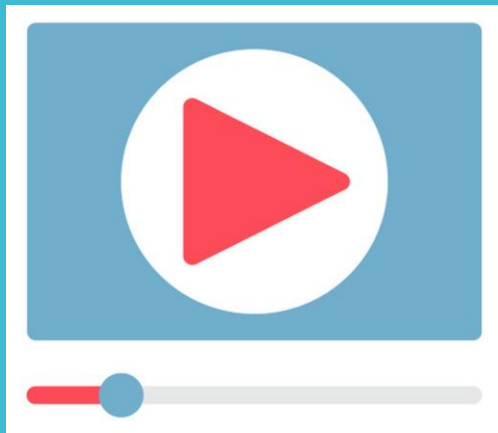
Tell the viewer what to do next...

5. DON'T BE BORING...

STAY WATCHING FOR MORE ABOUT THIS TOPIC!

Key Content

Social Video Success

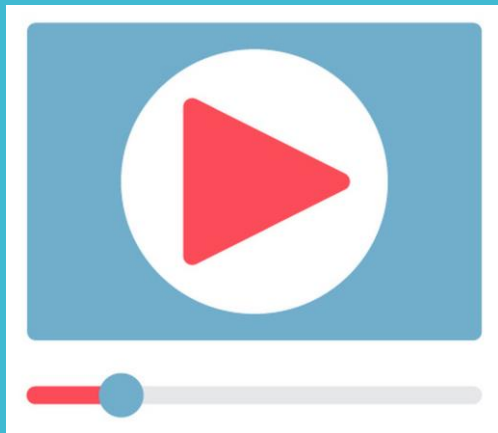


9. Show Your Personality aka... Don't Be Boring



Key Content

Social Video Success



9. Show Your Personality aka... Don't Be Boring

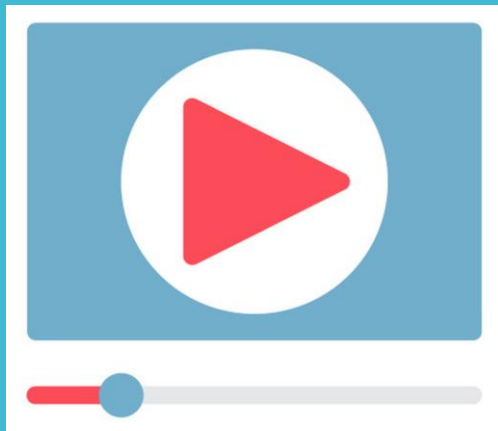
Make your videos interesting, don't just show a video of your products, show a video of your products...



Being Dismantled

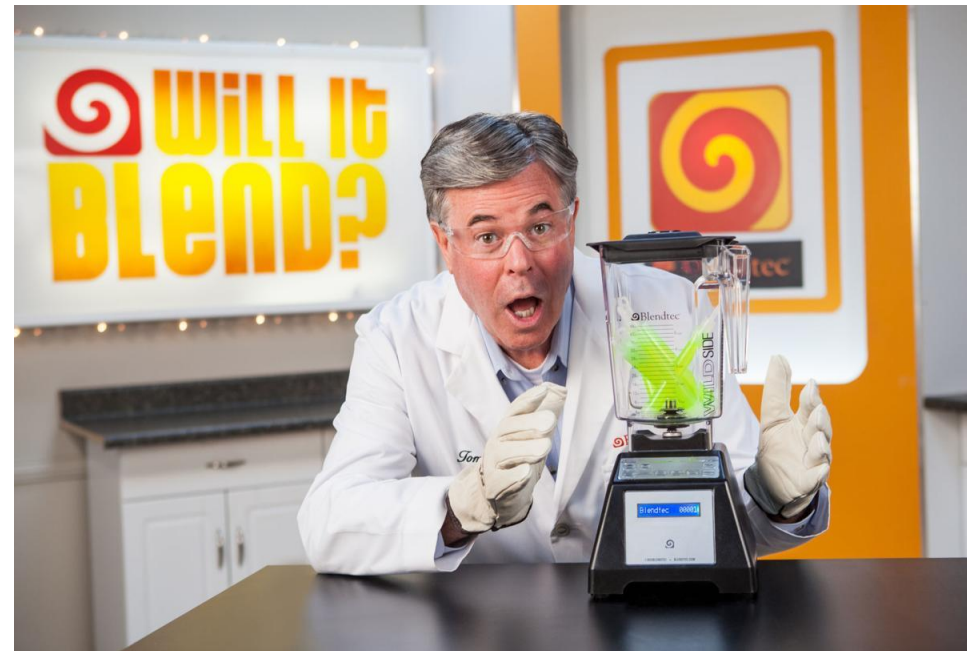
Key Content

Social Video Success



9. Show Your Personality aka... Don't Be Boring

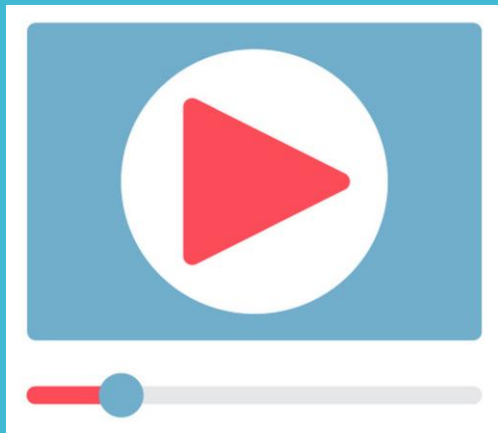
Make your videos interesting, don't just show a video of your products, show a video of your products...



Unorthodox Usage

Key Content

Social Video Success



9. Show Your Personality aka... Don't Be Boring

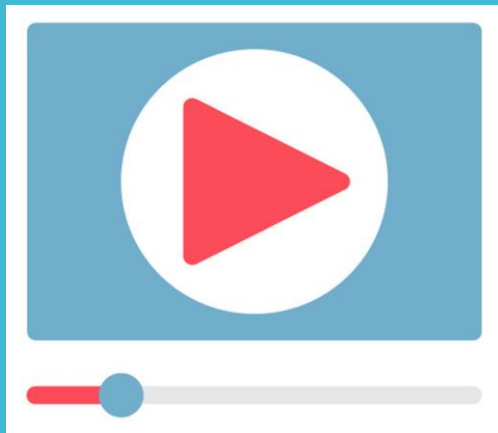
Make your videos interesting, don't just show a video of your products, show a video of your products...



Extreme Use

Key Content

Social Video Success



9. Show Your Personality aka... Don't Be Boring

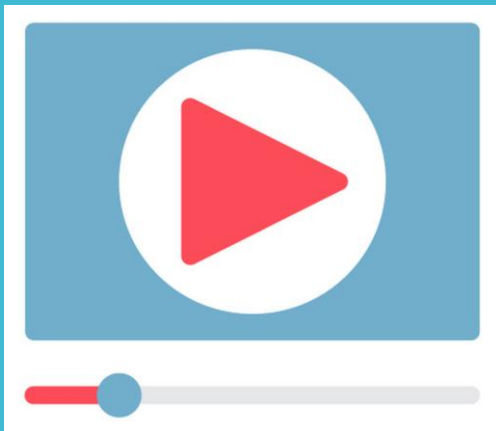
Make your videos interesting, don't just show a video of your products, show a video of your products...



Used to Destruction

Key Content

Social Video Success



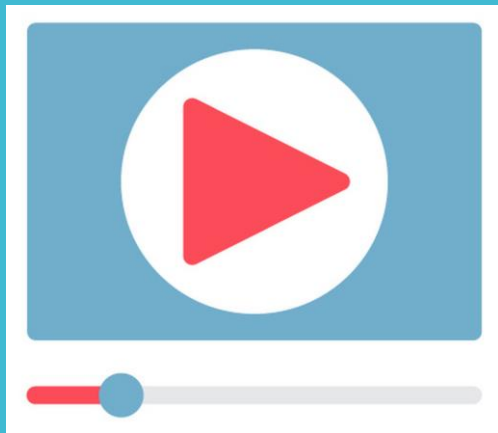
9. Show Your Personality aka... Don't Be Boring



If you have a service then why not show customers how quickly or efficiently you can do possibly whilst dressed as a giant cartoon character?

Key Content

Social Video Success



9. Show Your Personality aka... Don't Be Boring

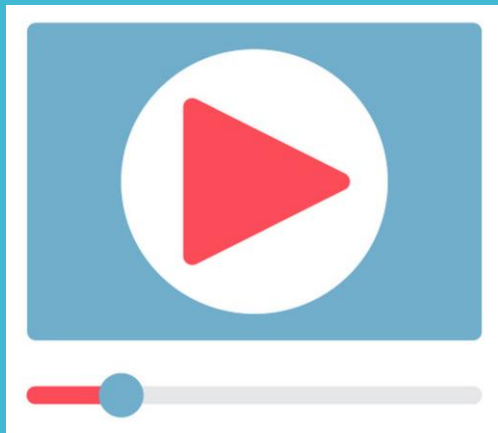
Who wants to watch a boring video?

It goes without saying, if you want your business's videos to be viewed, shared and go viral then you need them to be:

- Interesting
- Fun
- Engaging.

Key Content

Social Video Success

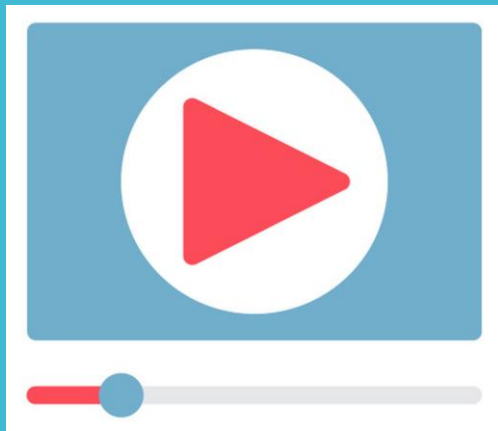


10. Brand Your Video

- **Not all videos need titles, credits and end cards (although they can be useful)**
but
- **Remember to mention your website address or share your website address as an onscreen caption or watermark at the very least.**
- **You do not want a website to go viral that then has nothing about your business or how to get in touch with you, what a waste!**

Key Content

Social Video Success

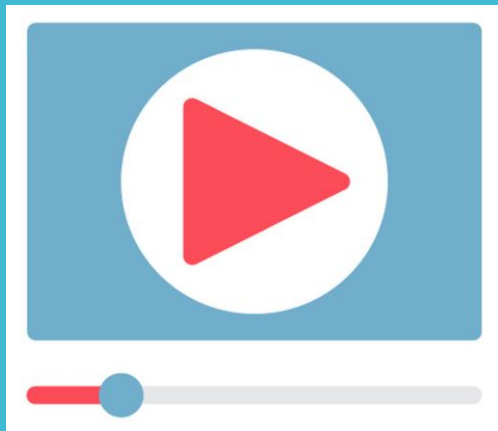


10. Brand Your Video

Also, remember, 85 percent of Facebook video is watched without sound so whatever you say think about sharing your wisdom as subtitles!

Key Content

Social Video Success



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11. Proof it Works

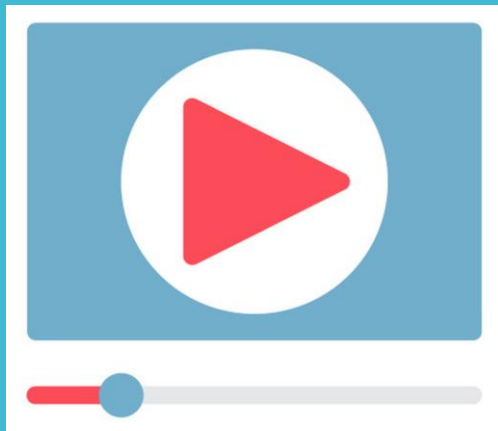
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Photos with Matthew Burch	3056
Local Paper - Colin Channon	2535
Building a Brand - Rob Fryer	4273
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