

Make Money with Strategic Social Media

Russell E. Walker, PhD
DeVry University August 15, 2019

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."
— John Wanamaker (1838-1922)

"All advertising is personal."
— Douglas D. Kelly, *Surviving in the New Retail Marketplace* (2019)

Rethinking the Approach

46% will unfollow a brand due to too many promotional messages

57% are more likely to buy from a brand they follow on social media

Source: SproutSocial Index, Edition VIII (2016Q3)

Components of a Social Media Strategy



Objectives

Reasons Small Businesses Use Social Media

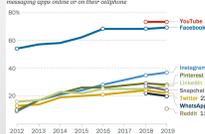


Source: Quick Sprout (April 19, 2019)

Platforms: Popularity

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

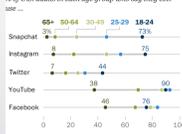
% of U.S. adults who say they ever use the following online platforms or messaging apps either on or off their smartphone



Note: Pre-2018 WhatsApp poll data is not available for YouTube, Snapchat and WhatsApp. Comparison used data is not available for Snapchat. Source: Survey conducted Jan. 8-Feb. 7, 2019. PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown. Source: Survey conducted Jan. 8-Feb. 7, 2019. PEW RESEARCH CENTER

Source: Pew Research Center Social Media Survey (2019)

Platforms: Characteristics

				
Facebook <ul style="list-style-type: none"> • Massive user base • Easy targeting • Business page as hub • Nieces and grandkids 	LinkedIn <ul style="list-style-type: none"> • B2B • Professional and helpful • Less visual 	Twitter <ul style="list-style-type: none"> • News media, professionals • Constantly flowing river • Short, light and bright 	Instagram <ul style="list-style-type: none"> • Highly visual • High image quality • Captions 	YouTube <ul style="list-style-type: none"> • 2nd largest search platform • How-to videos • 2 minutes • Reuse existing website videos • Google Ads

Source: Wymann (2017)

Content: Mix

Rule of Thirds



80/20 Rule



Source: Hootsuite (2018)

Content: What to Post

- User-generated content
- Curated content
- Informative / Inspirational / Promotional
- Customer-centered
- Adapt for each platform
- Mobile-friendly (80% of users)
- Visual
- Consider live video streams
- Always include call to action

What your customers want

What's relevant to your business

Activity: Content Conga

- On the provided worksheet, jot down up to 10 ideas for social media posts you could do today.
 - Events (business-related, relevant holidays, etc.)
 - News
 - Tips, FAQs
- Exchange lists with a neighbor and discuss

Content: Ideal Post Lengths

Facebook	Post: 40-80 characters Ad headline: 5 words Ad body: 14 words Link description: 18 words
Twitter	Tweet: 71-100 characters
Instagram	Caption: 130-180 characters Ad caption: 125 characters
LinkedIn	Status update: 50-100 characters
Youtube	Video title: up to 70 characters Video description: Up to 5,000 characters

Source: SproutSocial

Content: Hashtags

- Branded
- Community
- Match to your content
- Check before you use
- Be consistent
- Catch trends
- Ideal number varies by platform
 - Twitter, Facebook: 1
 - Instagram: 9

Most popular hashtags

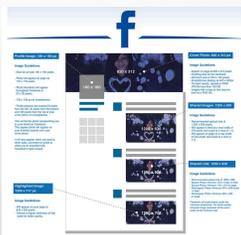
Facebook	Instagram	Twitter
#love	#love	#ff
#me	#instagood	#followfriday
#cute	#photooftheday	#followback
#photooftheday	#fashion	#giveaway
#happy	#beautiful	#contest
#beautiful	#happy	#win
#self	#cute	#competition
#girl	#tbt	#crypto
#picoftheday	#like4like	#ico
#smile	#followme	#bitcoin

Activity: Hashtag Hustle

- Jot down up to 10 ideas for hashtags that may be relevant to your business.
- Then, using your laptop, tablet or phone, search for each hashtag on Facebook, Twitter, or Instagram and make notes on what you find.
- Make a judgement on whether each hashtag is a good one to use for your business.

Content: Images

- Check guide for sizes for each platform
 - 2019 Social Media Image Sizes Cheat Sheet <https://makeaguidetohub.com/social-media-image-sizes-cheat-sheet/>
- Canva has templates for all major platforms
 - <https://www.canva.com/>
- Ensure images are licensed for commercial use
 - <https://burst.shotlvy.com/>
 - <https://www.motionelements.com/free/all/>
 - <https://iStockby.com/>



Frequency: How Often to Post

- Regular schedule
- Plan in advance
- Sustainable
- Tie to holidays, special events
- Respond to customers
- Stay agile

Ideal posting frequency by platform	
Facebook	1x/week – 2x/day (1x/day optimal)
Twitter	Multiple times per day
LinkedIn	1x/week
Instagram	Varies, but be consistent
YouTube	As content is available

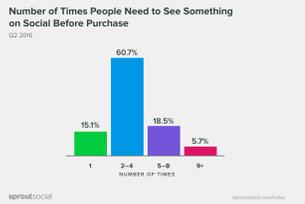
Source: Wyman (2019)

Frequency: Social Media Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Facebook	Facebook	Facebook	Facebook
Video to Ready Use Content	Smart Edit Launch	Acute Pro Brand Kit	Get Building with Facebook
Twitter	Twitter	Twitter	Twitter
Video to Ready Use Content	Smart Edit Launch	Acute Pro Brand Kit	Get Building with Facebook
Instagram	Instagram	Instagram	Instagram
Video to Ready Use Content	Smart Edit Launch	Acute Pro Brand Kit	Get Building with Facebook
Pinterest	Pinterest	Pinterest	Pinterest
Video to Ready Use Content	Smart Edit Launch	Acute Pro Brand Kit	Get Building with Facebook
YouTube	YouTube	YouTube	YouTube
Smart Social Media	Smart Social Media	Smart Social Media	Smart Social Media
Facebook	Facebook	Facebook	Facebook
Twitter	Twitter	Twitter	Twitter
Instagram	Instagram	Instagram	Instagram
Pinterest	Pinterest	Pinterest	Pinterest
YouTube	YouTube	YouTube	YouTube

Source: Clayton, S. (2017)

Frequency: Repetition, Repetition, Repetition



Source: SproutSocial Index, Edition VII (2016Q3)

Frequency: Automation Tools

Manage all your social media in one place

Your social media on autopilot starts here

Build your audience and grow your brand on social media

Build and grow stronger relationships on social

THE LOW COST SOCIAL MEDIA MARKETING APP THAT GETS HUGE RESULTS!

Promotion: Why

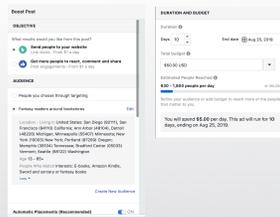
"You'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should encourage meaningful interactions between people."
—Mark Zuckerberg (January 11, 2018)



Image by Anthony Quintano via Wikimedia Commons (CC BY 2.0)

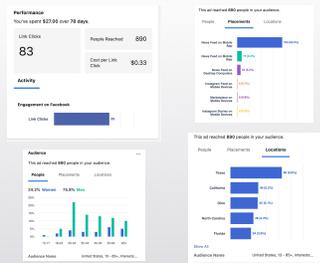
Promotion: How

- Boosted posts versus ads
- Start small and measure results
- Boost to followers rather than cold audience if possible
- Micro-target – smaller audience is better
- Set a budget
 - \$1,000/month "typical" for SB (Boucher, 2019)



Tracking: Metrics

- Reach
- Engagement
- Amplification Rate
- Social Media Referrals
- Click-Through Rate
- Conversions
- Cost per Conversion



Source: da Cunha (2018)

Tracking: Benchmarks (YMMV)

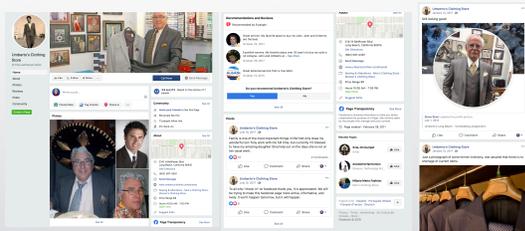


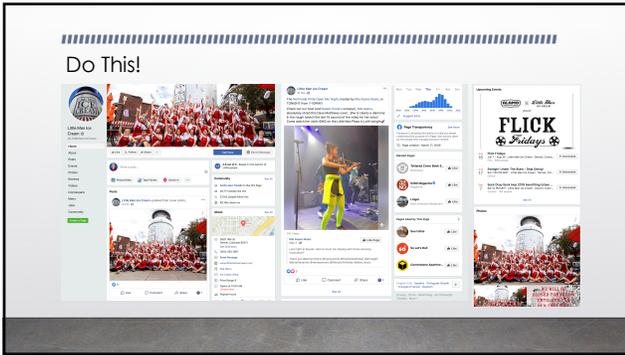
Management

- Owner/Manager versus Delegated
- DON'T just give the intern the keys!
- Review and control . . .
- . . . But stay agile!



Don't Do This . . .





Activity: Page Peer Probe

- On your phone, pull up your business's Facebook page (if you have one) and the page of a competitor
- Swap with a neighbor and review
- Discuss at least one positive aspect of each page and one aspect that could be improved

"We don't have a choice on whether we do social media, the question is how well we do it."
 – Erik Qualman

"Social media replaces nothing, but complements everything."
 – Neal Schaffer

Contact Information

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