Chatter

Chatter Buzz Media

Mulch & Soil Council Annual Meeting 2015

The Social Media Landscape

How Social Media Can Help Your Brand

INTRODUCTION

WHO ARE WE? TECH CREATIVES

- Diverse, multicultural **Analytical Creatives**
- Laser-focused on lead generation & conversions
- Proactive client service approach
- Committed to meeting deadlines and staying within budget
- Roll up your sleeves, entrepreneurial culture
- Take pride in being nimble, flexible & adaptable

WHAT DO WE DO? INTEGRATED MARKETING

The Agenda

SOCIAL MEDIA INTRODUCTION

FACEBOOK

TWITTER

LINKEDIN

QUESTIONS

SOCIAL MEDIA

Social Media

46% of web users look to social media when making a purchase

80% small businesses use social media to drive growth

Allows you to learn about your audience

FACEBOOK

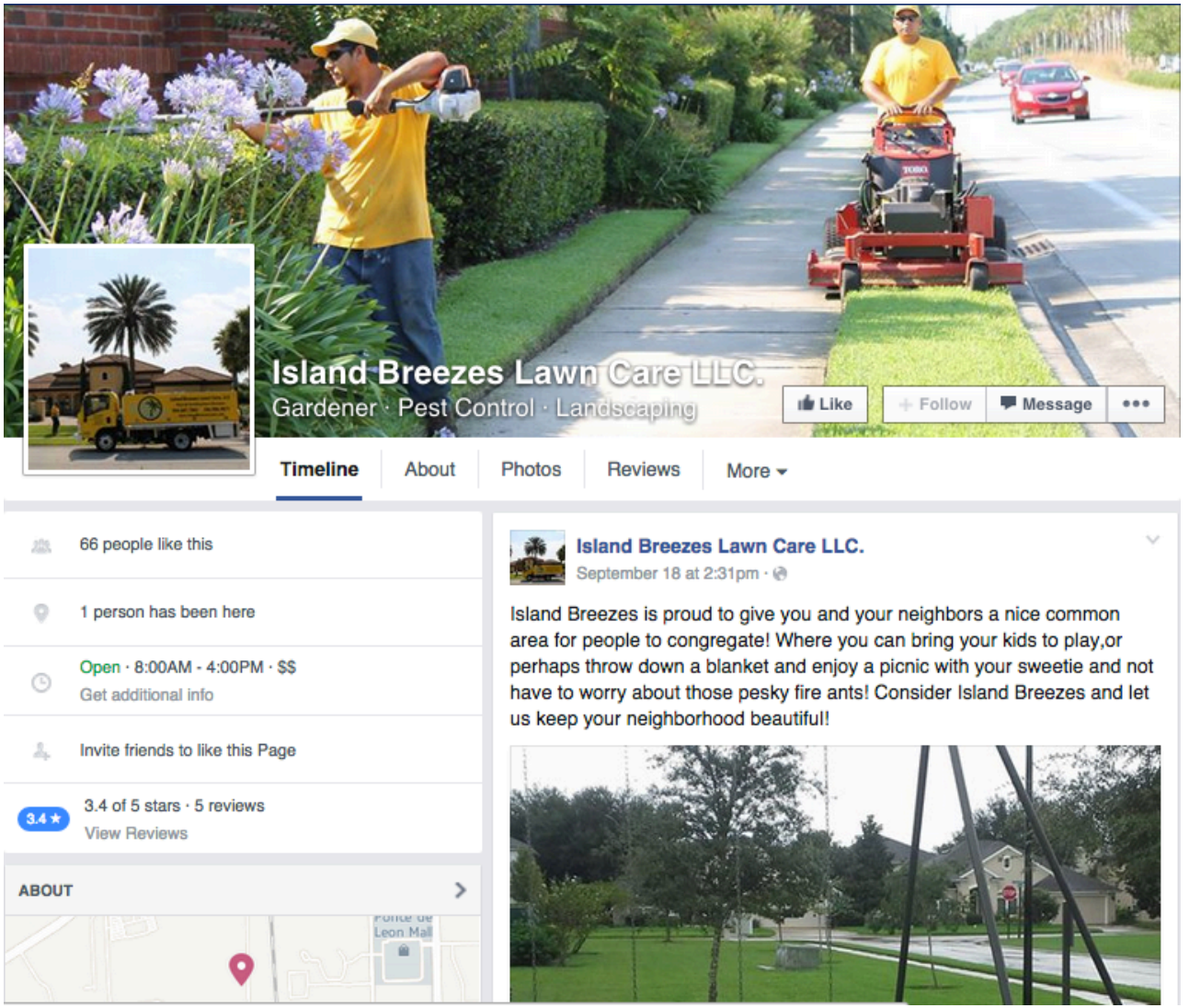
Facebook

70% of businesses have acquired new customers on Facebook.

$0.27 average cost-per-click for a Facebook ad

49% of consumers “Like” a Facebook page to support the business.

Facebook Example



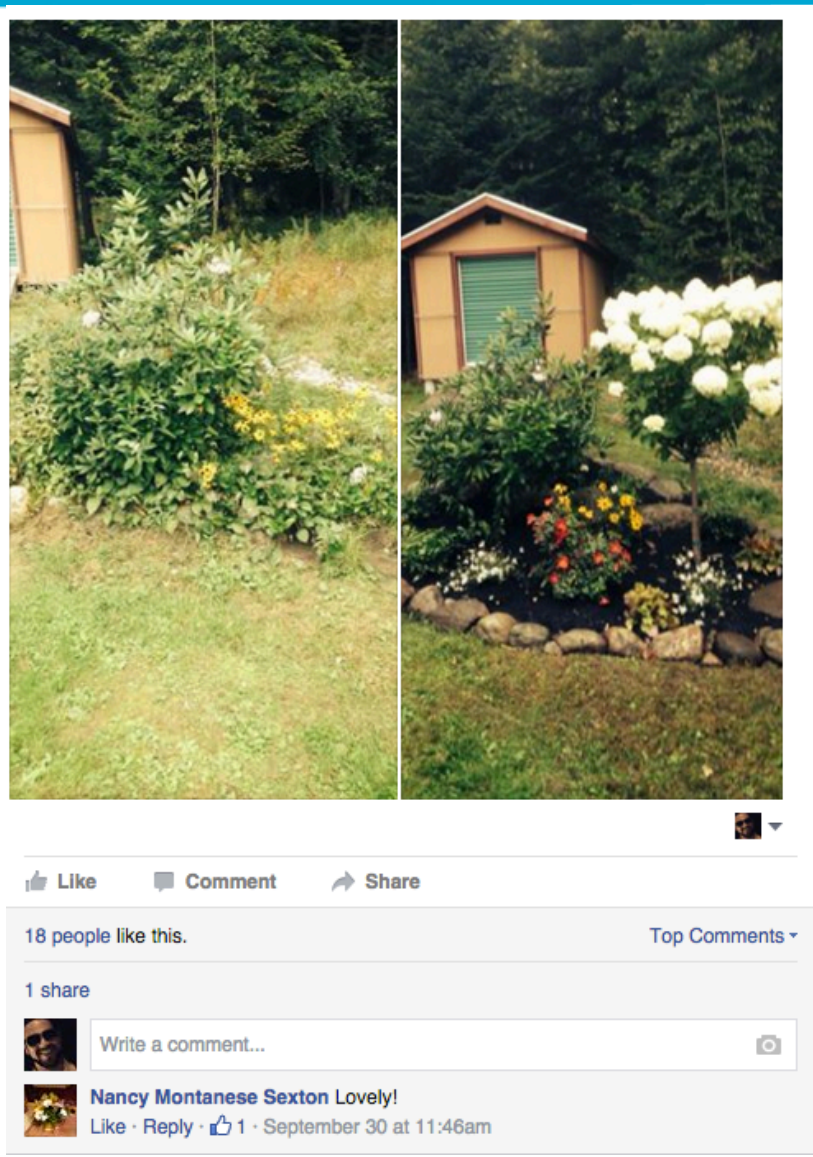
Facebook

Before/After Images

Gardening Tutorial Video

Run A Contest

Before/After Images



Video Tutorial

Adding a Tomato tree is a great way to spruce your garden! Watch the video and learn how; it's not as hard as you might think 🙂

How To Plant Tomatoes | Gardening Tutorial

The Grumpy Gardner shares how you should plant tomatoes for the best result.

YOUTUBE.COM

Like Comment Share

Facebook Contest

Show us your garden!

We're giving away 5 bags of our mulch and soil to 1 lucky winner. All you have to do is post a picture of your beautiful garden using our branded mulch for a chance to enter!

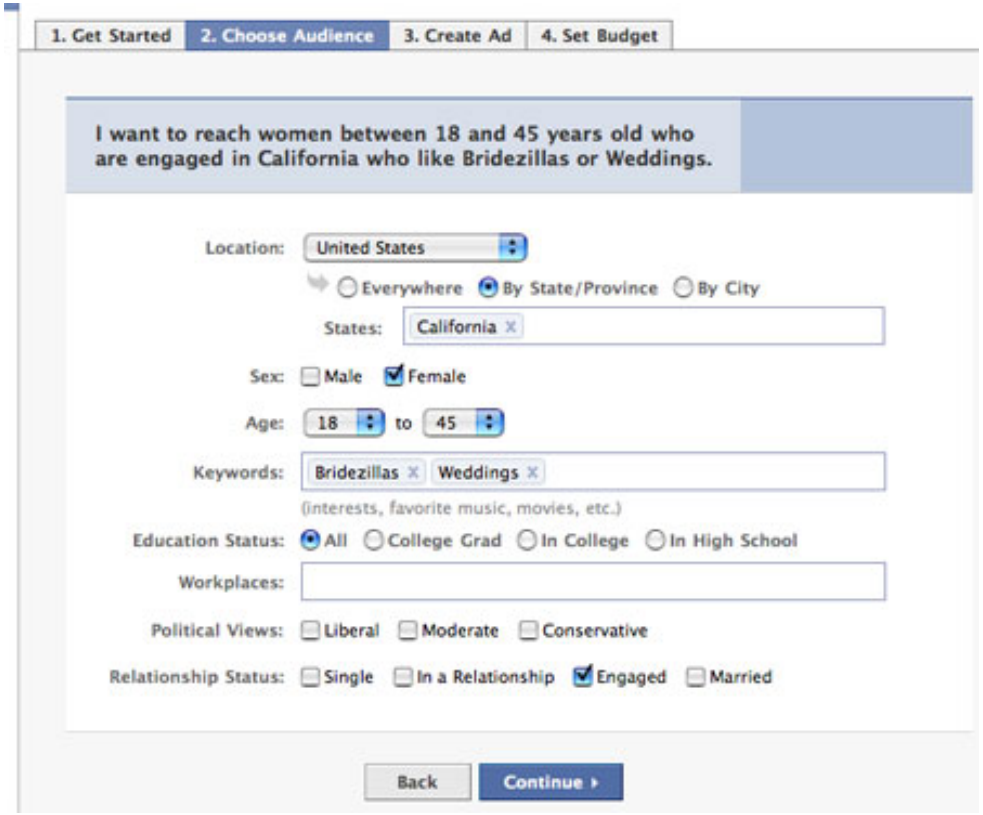
Make sure to tag us in the image so we can admire your work!... See More

Like Comment Share

Facebook

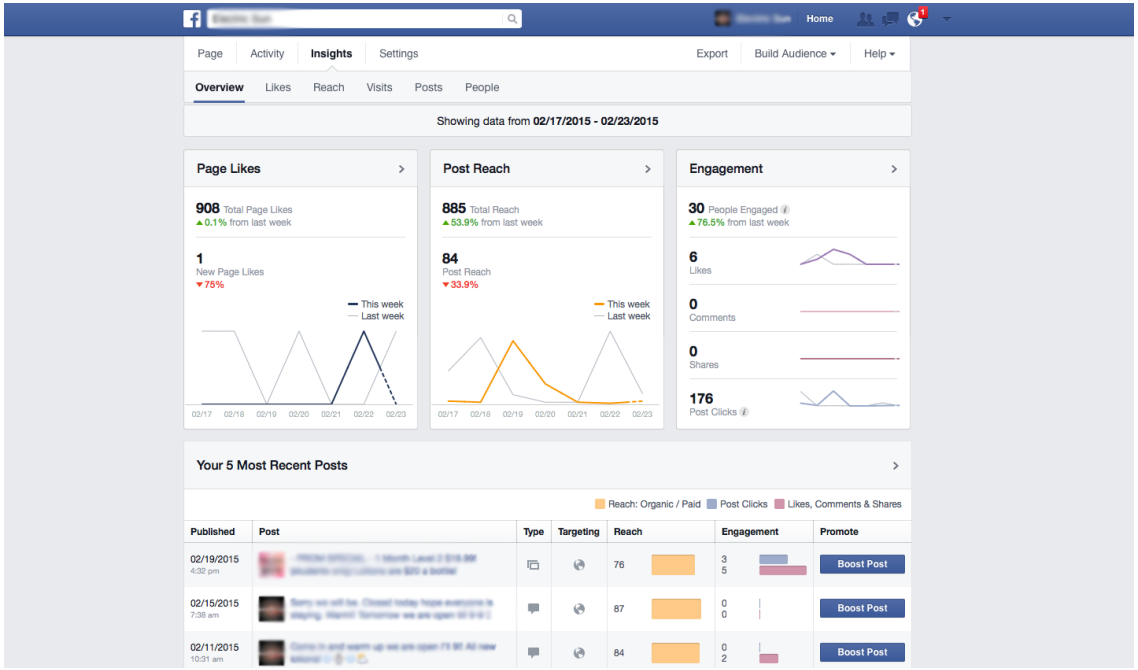
Create Ads

- Top Right Bar
- Choose Objective
- Choose Parameters
- Establish Budget
- Select Image
- Create Message



Facebook

Facebook Insights



Top Center

Different Tabs

Information for Optimal Posts

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TWITTER

Twitter

47% who follow a brand, visit company website

$47 is the average Twitter referral sale

70% of small businesses have accounts

Twitter Example

TWEETS 24.5K | FOLLOWING 40.4K | FOLLOWERS 478K | FAVORITES 249 | LISTS 2

Follow

Mountain Dew®
@MountainDew

Follow us on Instagram and add us on Snapchat: mountaindew. #dothedew

DEW HQ
mountaindew.com
Joined December 2008

1,087 Photos and videos

Tweets | Tweets & replies | Photos & videos

Mountain Dew® @MountainDew · Sep 23
Post us vids w/ #KickstartxKarateKid and we might just kick your flip into action.🎥:@StuckInOhio

Mountain Dew®

Browse collection

New to Twitter?

Twitter

Create Branded Hashtag

Use Twitter Cards

Create Twitter Lists

Ben Landis follows

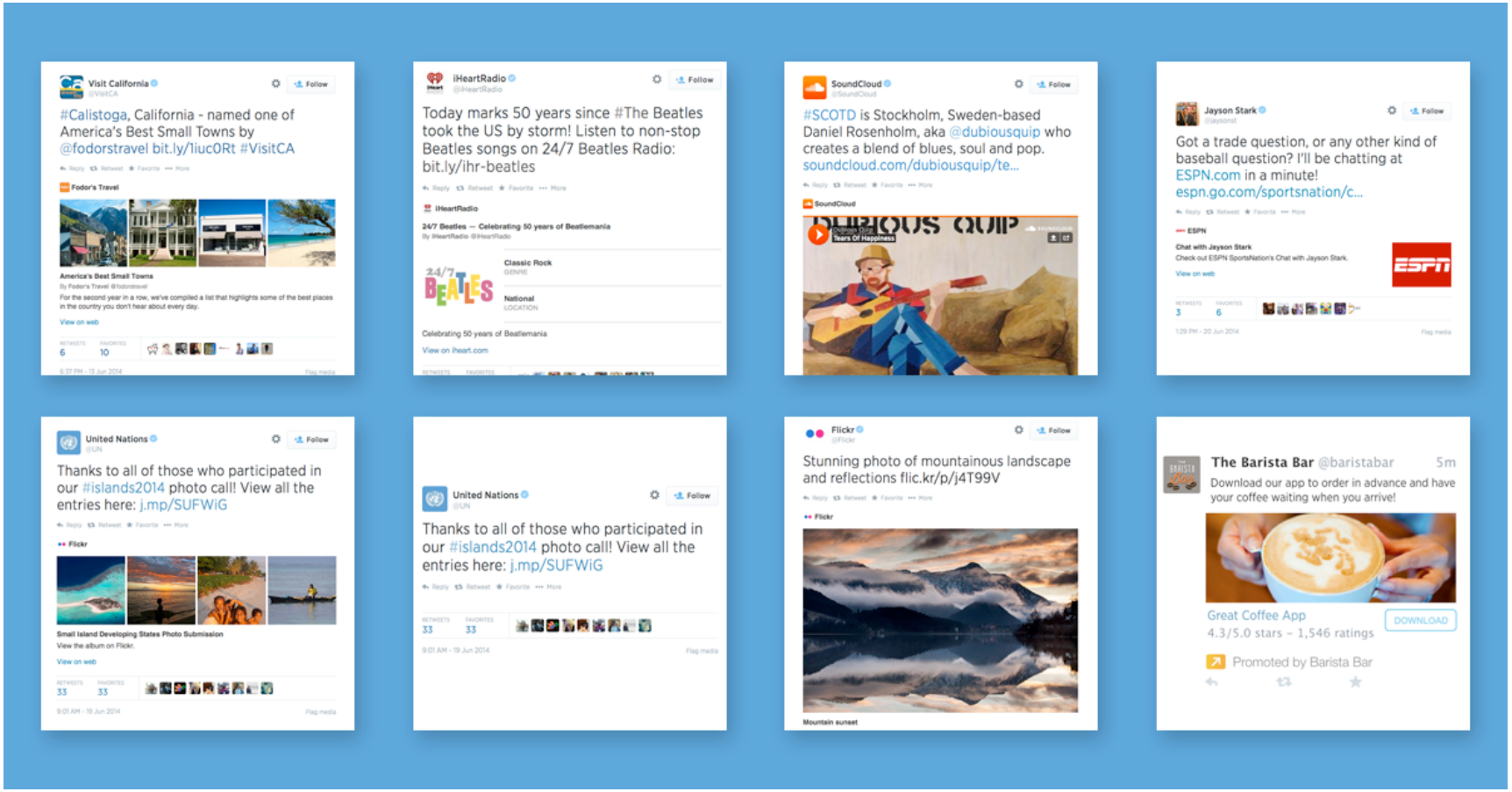
Urban Edible Gardens @CroydonGardener · 6h

fire! Don't let fallen #leaves go to waste collect them shred them & use as a #**mulch** #urbanpermaculture #soilmatters

FAVOURITE
1

11:43 p.m. - 21 Oct 2015 · Details

Home
Connect
Discover
Me
Search
Tweets
Following
Followers
Favorites
Lists
Tweet to D&B Credibility
@DandB
View all photos and videos
Who to follow · Refresh · View all
Erin @foodtrampEF
Follow
Doug Mummert @DougMummert
Followed by Kevin Maxwell and ot...
Follow
Jennifer Leibowitz @jennielboaz
Followed by Passport Coffee Tea ...
Follow
Ed Ahead
D&B Credibility
@DandB
We are the leading provider of credit building and credibility solutions for businesses. We're also passionate about improving education: @EdAhead
Malibu, CA · http://www.DandB.com/
5,883 TWEETS
1,348 FOLLOWING
2,506 FOLLOWERS
Follow
Lists Subscribed to / Member of
A2C Partners by D&B Credibility
Partners in our Access to Capital Events: http://accesstocapital.com/
35 members
SmallBiz Most Influential by D&B Credibility
Based on research from this article: http://ow.ly/5bLt
49 members
Business News by D&B Credibility
Great news sites...
52 members
Small Biz Resources by D&B Credibility
Great resources for small business owners
260 members
Small Biz News by D&B Credibility
News for Small Businesses
32 members



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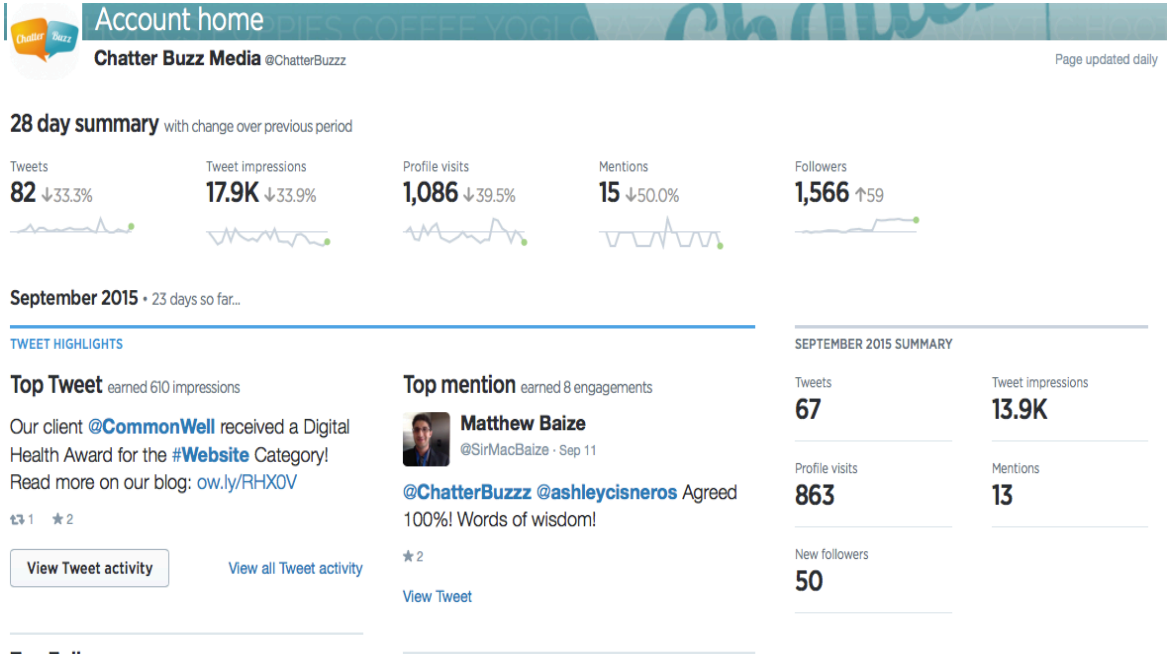
Twitter

Create Ads

- Top Right Bar
- Create new campaign
- Choose objective
- Establish Targeting
- Establish daily bid budget
- Write Tweets

Twitter

Twitter Insights



Top right bar – On Profile Image

Analytics overview on the top

Review statistics for each month

LinkedIn

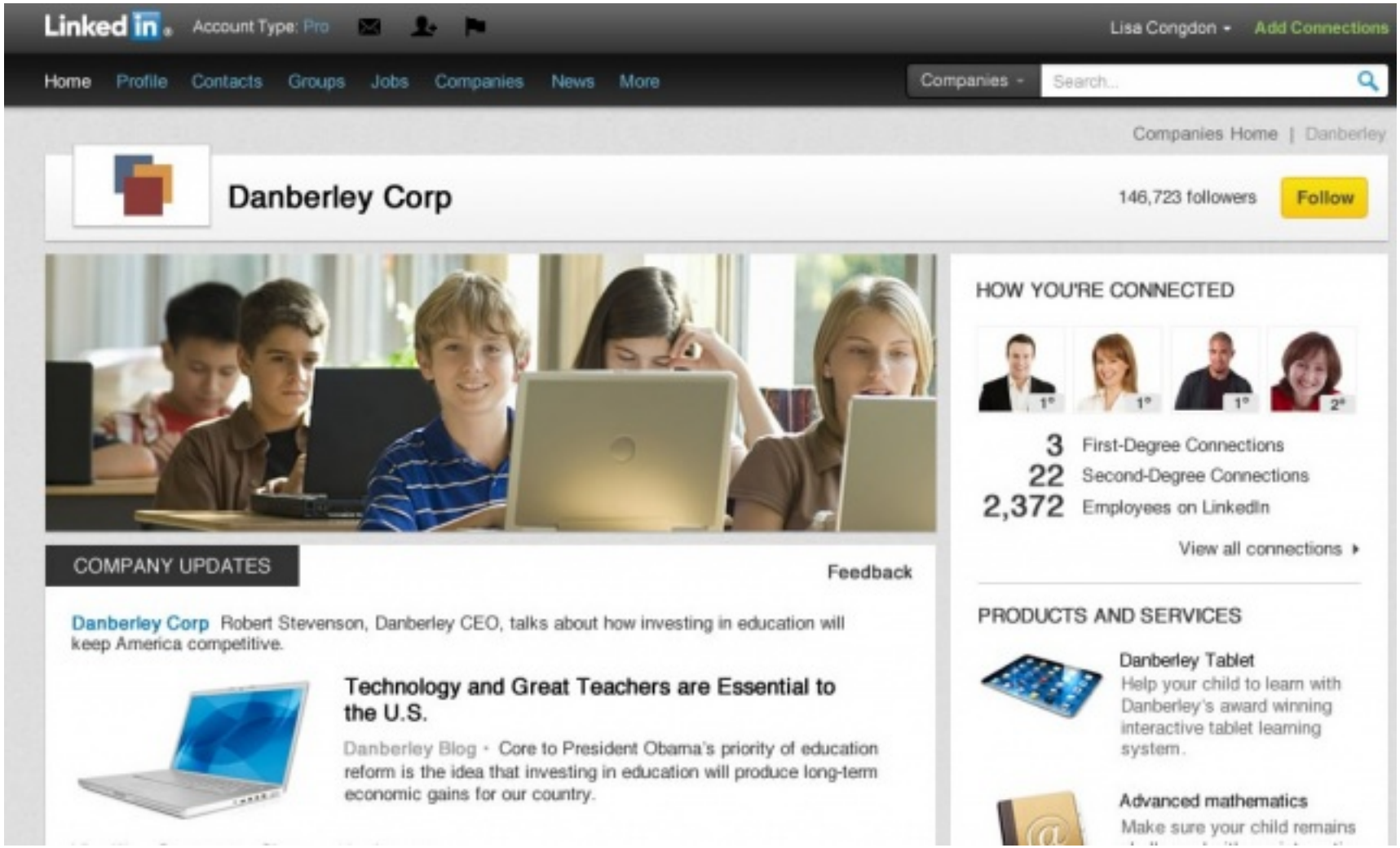
LinkedIn

332 Million Users – 107 Million in USA

50% Buy from a company that engages with them

64% social media traffic to business came from LinkedIn

LinkedIn Example



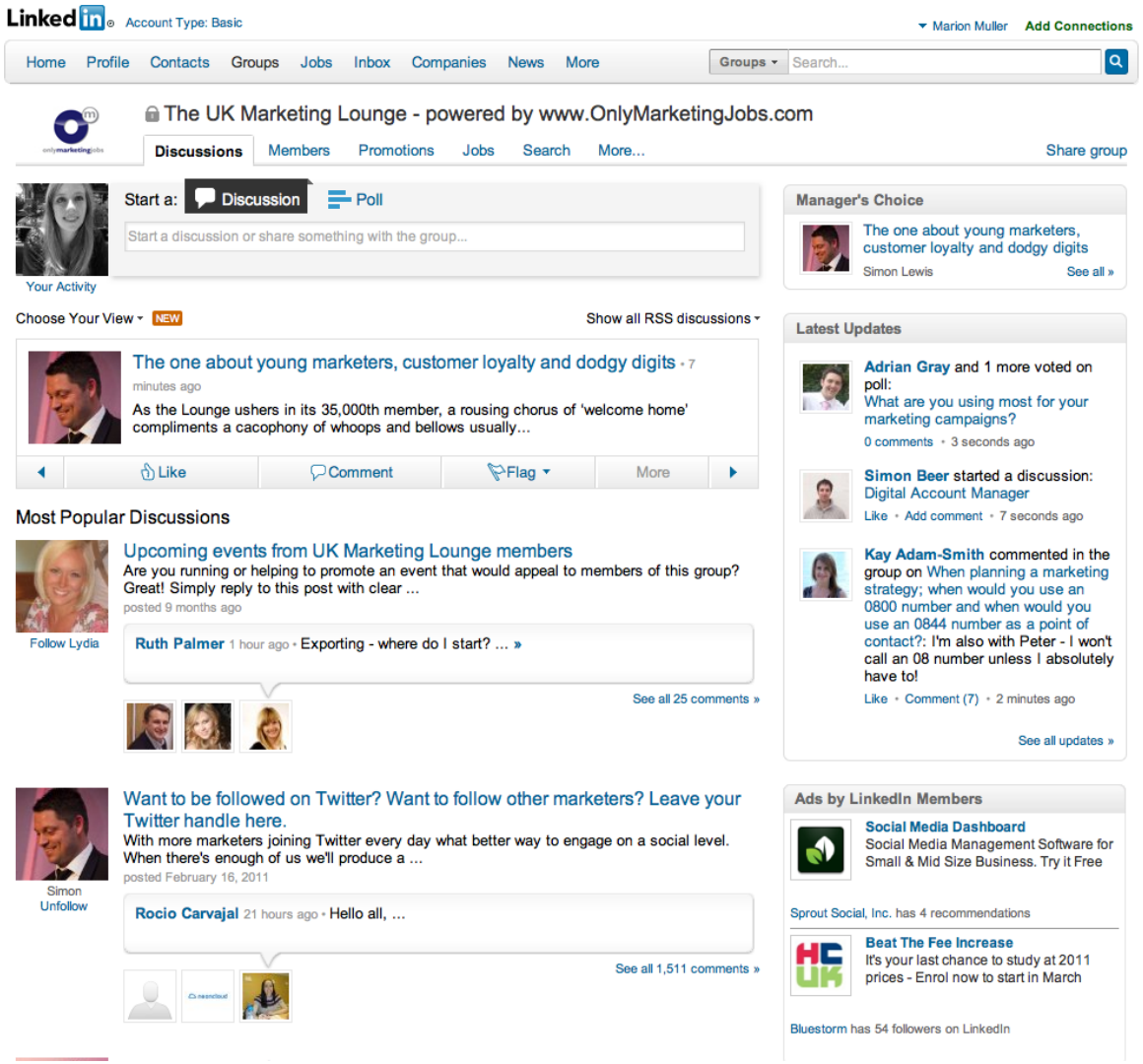
LinkedIn

Join a Group and begin interacting

Create 20 posts a month to reach 60% audience

Use LinkedIn Pulse to share a post across all users

Join A Group



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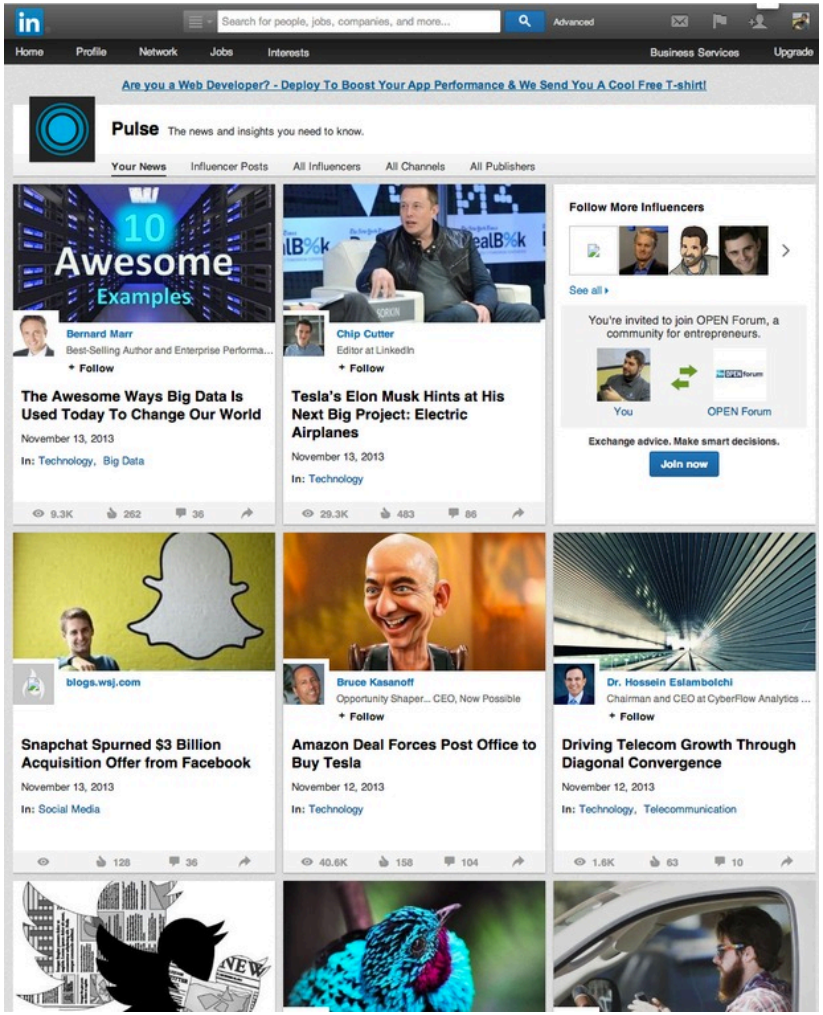
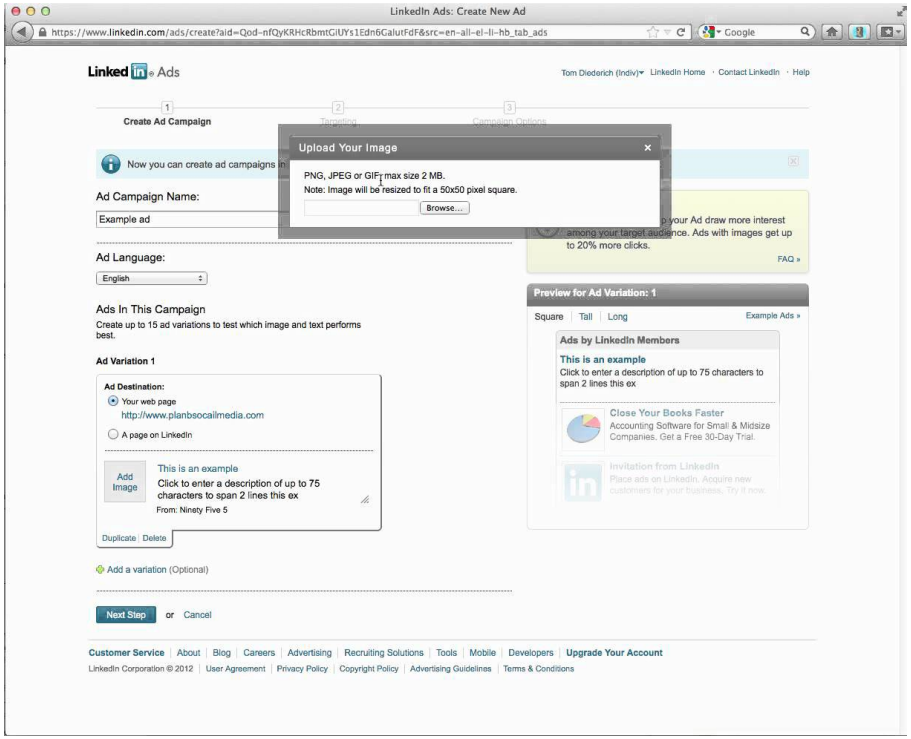
LinkedIn Pulse



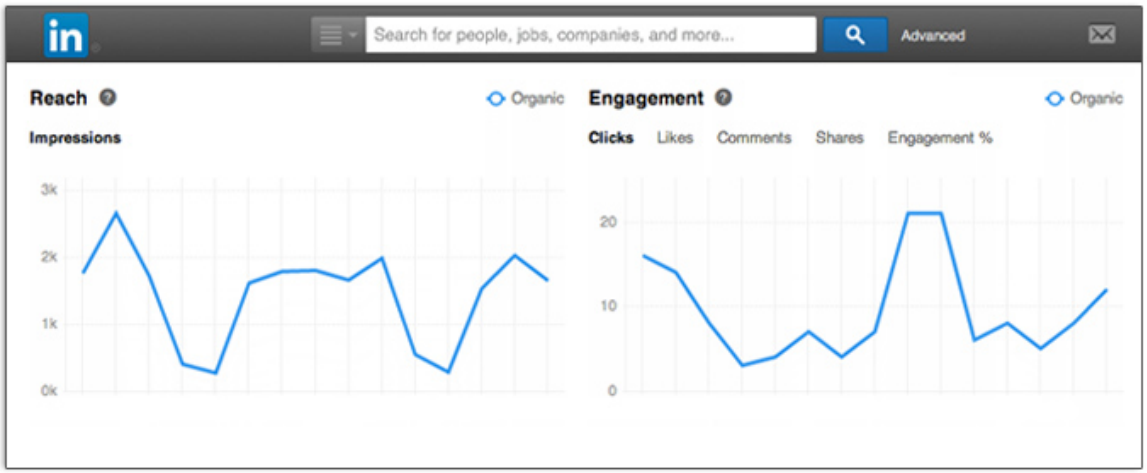
LinkedIn

Create Ads

- Log into Campaign Manager
- Select Account
- Select Destination
- Enter Ad Content
- Select Target Audience
- Launch Campaign



LinkedIn Insights



Go To Company Page

Click analytics at the top of the page.

View and utilize information

Questions?

For a copy of this presentation, go to: www.slideshare.net/chatterbuzzmedia

Tweet us @Chatterbuzzz