

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

80% small businesses use social media to drive growth

46%

of web users look to social media when making a purchase

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

Island Breezes Lawn Care LLC.
Gardener · Pest Control · Landscaping

Like Follow Message

Timeline About Photos Reviews More

66 people like this

1 person has been here

Open · 8:00AM - 4:00PM · \$\$
Get additional info

Invite friends to like this Page

3.4 ★ 3.4 of 5 stars · 5 reviews
View Reviews

ABOUT

Location: Leon Mall

Island Breezes Lawn Care LLC.
September 18 at 2:31pm · 🌐

Island Breezes is proud to give you and your neighbors a nice common area for people to congregate! Where you can bring your kids to play, or perhaps throw down a blanket and enjoy a picnic with your sweetie and not have to worry about those pesky fire ants! Consider Island Breezes and let us keep your neighborhood beautiful!

Facebook

Before/After Images

Run A
Contest

Gardening Tutorial Video

Before/After Images



Like Comment Share

18 people like this.

Top Comments ▾

1 share



Write a comment...



Nancy Montanese Sexton Lovely!

Like · Reply · 1 · September 30 at 11:46am

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

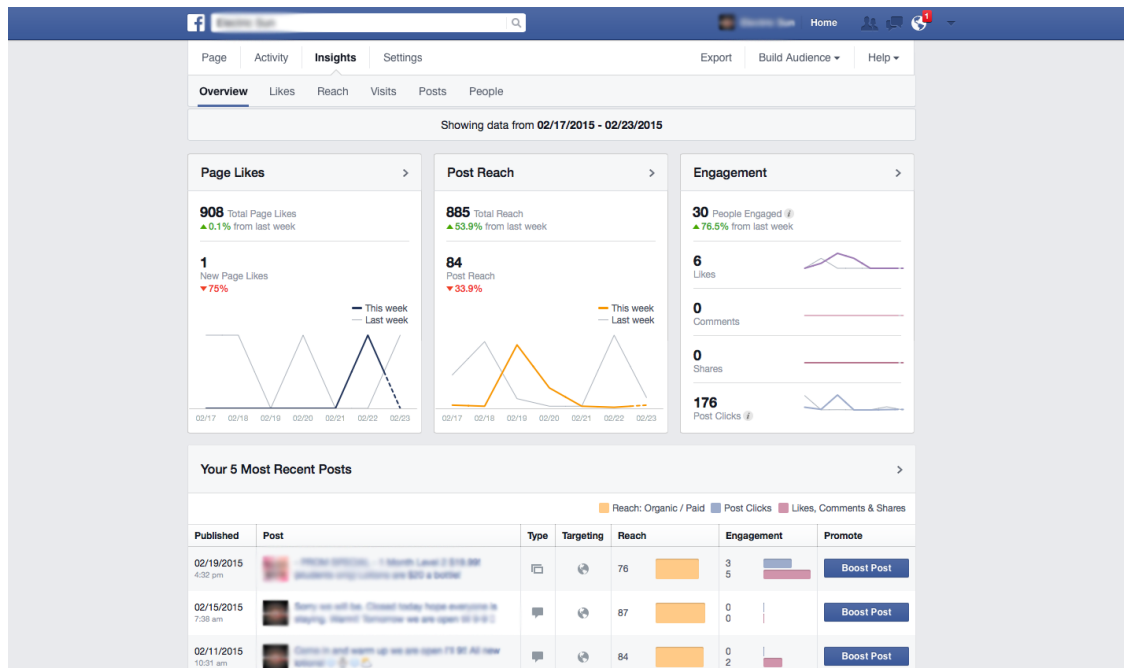
1. Get Started 2. Choose Audience 3. Create Ad 4. Set Budget

I want to reach women between 18 and 45 years old who are engaged in California who like Bridezillas or Weddings.

Location:
 Everywhere By State/Province By City
 States:
 Sex: Male Female
 Age: to
 Keywords:
 (Interests, favorite music, movies, etc.)
 Education Status: All College Grad In College In High School
 Workplaces:
 Political Views: Liberal Moderate Conservative
 Relationship Status: Single In a Relationship Engaged Married

Facebook

Facebook Insights



Top Center

Different Tabs

Information for Optimal Posts

TWITTER

Twitter

\$47 is the average
Twitter referral sale

47% who follow a brand,
visit company website

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: mountain dew. #dothedew

DEW HQ
mountain dew.com
Joined December 2008

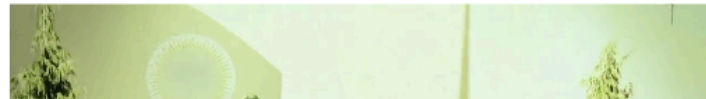
1,087 Photos and videos

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

The image shows a screenshot of a Twitter profile page for D&B Credibility (@DandB). The profile header includes the name 'D&B Credibility', the handle '@DandB', and a bio: '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/'. The profile statistics show 5,883 tweets, 1,348 following, and 2,506 followers. Below the header, there is a section for 'Lists Subscribed to / Member of' with four lists: 'A2C Partners' (35 members), 'SmallBiz Most Influential' (49 members), 'Business News' (52 members), and 'Small Biz Resources' (260 members). The left sidebar contains navigation options: Tweets, Following, Followers, Favorites, Lists, and a 'Tweet to D&B Credibility' form. Below the navigation is a photo gallery with a 'View all photos and videos' link. At the bottom, there is a 'Who to follow' section with three suggestions: Erin (@foodtrampEF), Doug Mummert (@DougMummert), and Jennifer Leibowitz (@jennleibowitz). Two orange arrows are overlaid on the image: one points to the 'Lists' option in the left sidebar, and the other points to the photo gallery.



Visit California @VisitCA
#Calistoga, California - named one of America's Best Small Towns by @fodorstravel bit.ly/liuc0Rt #VisitCA

Fodor's Travel

America's Best Small Towns
By Fodor's Travel @fodorstravel

For the second year in a row, we've compiled a list that highlights some of the best places in the country you don't hear about every day.

View on web

RETWEETS 6 FAVORITES 10

6:37 PM - 13 Jun 2014

iHeartRadio @iHeartRadio
Today marks 50 years since #The Beatles took the US by storm! Listen to non-stop Beatles songs on 24/7 Beatles Radio: bit.ly/ihr-beatles

iHeartRadio

24/7 Beatles — Celebrating 50 years of Beatlemania
By iHeartRadio @iHeartRadio

Classic Rock
GENRE

24/7 BEATLES
National LOCATION

Celebrating 50 years of Beatlemania
View on iheart.com

RETWEETS FAVORITES

SoundCloud @SoundCloud
#SCOTD is Stockholm, Sweden-based Daniel Rosenholm, aka @dubiousquip who creates a blend of blues, soul and pop. soundcloud.com/dubiousquip/te...

SoundCloud

RETWEETS FAVORITES

Jayson Stark @jstark
Got a trade question, or any other kind of baseball question? I'll be chatting at ESPN.com in a minute! espn.go.com/sportsnation/c...

ESPN

Chat with Jayson Stark
Check out ESPN SportsNation's Chat with Jayson Stark.
View on web

RETWEETS 3 ANSWERS 6

1:28 PM - 20 Jun 2014

United Nations @UN
Thanks to all of those who participated in our #islands2014 photo call! View all the entries here: j.mp/SUFWiG

Flickr

Small Island Developing States Photo Submission
View the album on Flickr.

View on web

RETWEETS 33 FAVORITES 33

9:01 AM - 19 Jun 2014

United Nations @UN
Thanks to all of those who participated in our #islands2014 photo call! View all the entries here: j.mp/SUFWiG

RETWEETS 33 FAVORITES 33

9:01 AM - 19 Jun 2014

Flickr @flickr
Stunning photo of mountainous landscape and reflections flic.kr/p/j4T99V

Flickr

Mountain sunset

The Barista Bar @baristabar 5m
Download our app to order in advance and have your coffee waiting when you arrive!

Great Coffee App
4.3/5.0 stars - 1,546 ratings

Promoted by Barista Bar

DOWNLOAD

Twitter

Create Ads

Top Right Bar

Create new campaign

Choose objective

Establish Targeting

Establish daily bid budget

Write Tweets

3 Amplify your message by promoting your Tweets

When you promote your Tweets, Twitter will prominently display your most engaging Tweets to your followers and those with interests similar to your followers.

Spend no more than: per day (about \$600 per month) ?

You will be charged between: \$0.01 and for each click

We recommend a maximum bid of at least \$1.50. ?

You can expect: 24 – 31 clicks per day ?

How do you want to select Tweets?

Automatically refresh to include your newest, most engaging Tweets. [More info](#)

Manually select your Tweets

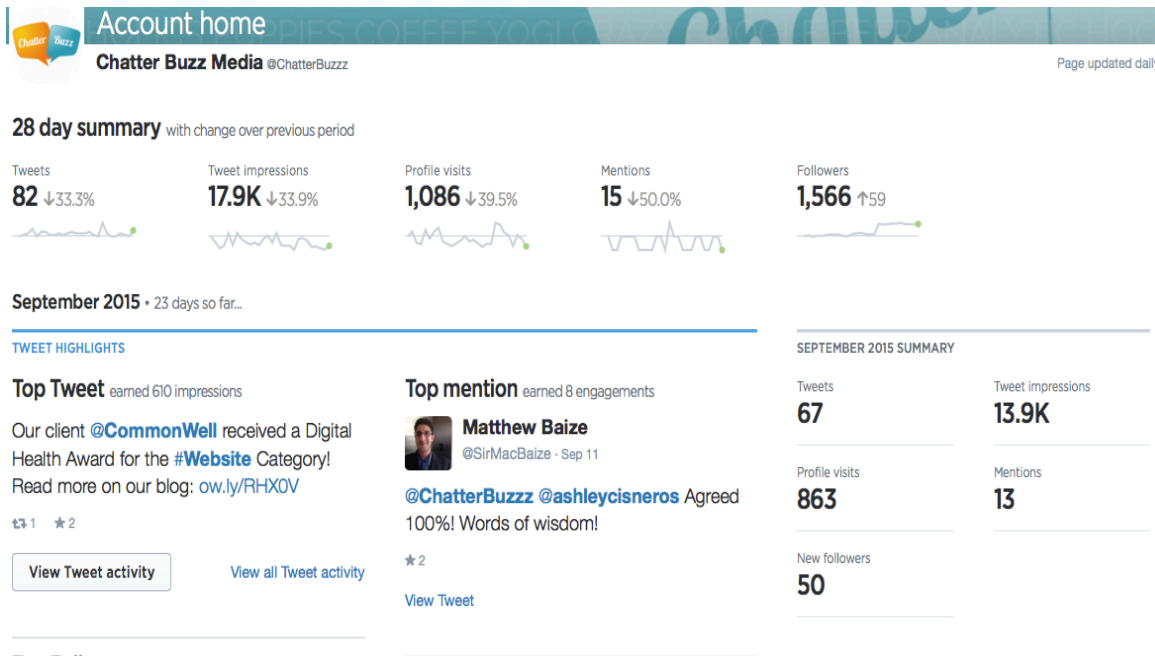
Select which Tweets to promote

8 Tweets selected Hide @replies

- SmartSearch Mktg** @SmartSearch1... 2h
What B2B SEO's Need To Know About Buyer Personas [ow.ly/2uZJ74](#)
- SmartSearch Mktg** @SmartSearch1... 5h
Search Funnels in AdWords Show Value for Every Click - AdWords search funnels reporting has been supersized with gre... [ow.ly/2uZxIR](#)
- SmartSearch Mktg** @SmartSearch1... 5h
Creative Content Marketing: Winning Hearts, Minds & Wallets - The goal: optimized content that attracts, engages, an... [ow.ly/2uZxIS](#)
- SmartSearch Mktg** @SmartSearch1... 17h
SearchCap: The Day In Search, February 19, 2013 [ow.ly/2uYXdl](#)
- SmartSearch Mktg** @SmartSearch1... 20h
SPONSOR MESSAGE: A Marketing Analytics

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

The screenshot shows the LinkedIn profile for Danberley Corp. The top navigation bar includes the LinkedIn logo, account type (Pro), and user information (Lisa Congdon). The main header features the company logo, name, and follower count (146,723). A large banner image shows a group of children using laptops. The 'COMPANY UPDATES' section contains a post from Robert Stevenson, CEO, about education investment. The 'HOW YOU'RE CONNECTED' section displays connection statistics: 3 first-degree connections, 22 second-degree connections, and 2,372 employees on LinkedIn. The 'PRODUCTS AND SERVICES' section highlights the Danberley Tablet and advanced mathematics resources.

LinkedIn Account Type: Pro Lisa Congdon Add Connections

Home Profile Contacts Groups Jobs Companies News More Companies - Search...

Companies Home | Danberley

Danberley Corp 146,723 followers Follow

HOW YOU'RE CONNECTED

3 First-Degree Connections
22 Second-Degree Connections
2,372 Employees on LinkedIn

View all connections ▶

COMPANY UPDATES Feedback

Danberley Corp Robert Stevenson, Danberley CEO, talks about how investing in education will keep America competitive.

Technology and Great Teachers are Essential to the U.S.

Danberley Blog - Core to President Obama's priority of education reform is the idea that investing in education will produce long-term economic gains for our country.

PRODUCTS AND SERVICES

Danberley Tablet
Help your child to learn with Danberley's award winning interactive tablet learning system.

Advanced mathematics
Make sure your child remains

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

LinkedIn Account Type: Basic Marion Muller Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search

The UK Marketing Lounge - powered by www.OnlyMarketingJobs.com

Discussions Members Promotions Jobs Search More... Share group

Start a: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View **NEW** Show all RSS discussions

The one about young marketers, customer loyalty and dodgy digits - 7 minutes ago

As the Lounge ushers in its 35,000th member, a rousing chorus of 'welcome home' compliments a cacophony of whoops and bellows usually...

Like Comment Flag More

Most Popular Discussions

Upcoming events from UK Marketing Lounge members

Are you running or helping to promote an event that would appeal to members of this group? Great! Simply reply to this post with clear ...

posted 9 months ago

Ruth Palmer 1 hour ago • Exporting - where do I start? ...

See all 25 comments

Want to be followed on Twitter? Want to follow other marketers? Leave your Twitter handle here.

With more marketers joining Twitter every day what better way to engage on a social level. When there's enough of us we'll produce a ...

posted February 16, 2011

Rocio Carvajal 21 hours ago • Hello all, ...

See all 1,511 comments

Manager's Choice

The one about young marketers, customer loyalty and dodgy digits

Simon Lewis See all >

Latest Updates

Adrian Gray and 1 more voted on poll: What are you using most for your marketing campaigns?

0 comments • 3 seconds ago

Simon Beer started a discussion: Digital Account Manager

Like • Add comment • 7 seconds ago

Kay Adam-Smith commented in the group on When planning a marketing strategy; when would you use an 0800 number and when would you use an 0844 number as a point of contact?: I'm also with Peter - I won't call an 08 number unless I absolutely have to!

Like • Comment (7) • 2 minutes ago

See all updates >

Ads by LinkedIn Members

Social Media Dashboard

Social Media Management Software for Small & Mid Size Business. Try it Free

Sprout Social, Inc. has 4 recommendations

Beat The Fee Increase

It's your last chance to study at 2011 prices - Enrol now to start in March

Bluestorm has 54 followers on LinkedIn

LinkedIn Pulse

The screenshot displays the LinkedIn Pulse interface. At the top, there's a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. Below this is a search bar and a promotional banner for web developers. The main content area is titled 'Pulse' and includes tabs for 'Your News', 'Influencer Posts', 'All Influencers', 'All Channels', and 'All Publishers'. The feed features several articles:

- Awesome Examples** by Bernard Marr (Best-Selling Author and Enterprise Performa...), dated November 13, 2013. In: Technology, Big Data. 9.3K views, 262 likes, 36 comments.
- Tesla's Elon Musk Hints at His Next Big Project: Electric Airplanes** by Chip Cutter (Editor at LinkedIn), dated November 13, 2013. In: Technology. 29.3K views, 483 likes, 86 comments.
- Snapchat Spurned \$3 Billion Acquisition Offer from Facebook** by blogs.wsj.com, dated November 13, 2013. In: Social Media. 128 views, 36 comments.
- Amazon Deal Forces Post Office to Buy Tesla** by Bruce Kasanoff (Opportunity Shaper... CEO, Now Possible), dated November 12, 2013. In: Technology. 40.6K views, 158 likes, 104 comments.
- Driving Telecom Growth Through Diagonal Convergence** by Dr. Hossein Estambolchi (Chairman and CEO at CyberFlow Analytica...), dated November 12, 2013. In: Technology, Telecommunication. 1.6K views, 63 likes, 10 comments.

There are also sections for 'Follow More Influencers' and an invitation to join the 'OPEN Forum'.

LinkedIn

Create Ads

Log into Campaign Manager

Select Account

Select Destination

Enter Ad Content

Select Target Audience

Launch Campaign

LinkedIn Ads: Create New Ad

Tom Diederich (Indiv) LinkedIn Home Contact LinkedIn Help

1 Create Ad Campaign 2 Specifications 3 Campaign options

Now you can create ad campaigns

Ad Campaign Name: Example ad

Ad Language: English

Ads In This Campaign
Create up to 15 ad variations to test which image and text performs best.

Ad Variation 1

Ad Destination:
 Your web page
http://www.planbsocialmedia.com

A page on LinkedIn

Add Image This is an example
Click to enter a description of up to 75 characters to span 2 lines this ex
From: Ninety Five 5

Duplicate Delete

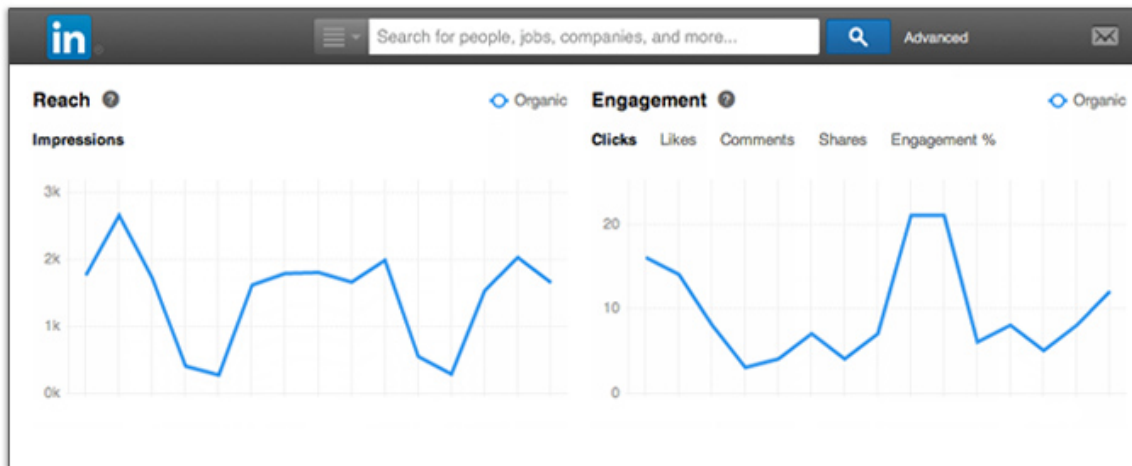
Add a variation (Optional)

Next Step or Cancel

Customer Service | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Upgrade Your Account
LinkedIn Corporation © 2012 | User Agreement | Privacy Policy | Copyright Policy | Advertising Guidelines | Terms & Conditions

LinkedIn

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



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