

RCFM and VNVA present

Social Media Marketing Training Seminar



Online Presence



Face to Face



Hard Marketing Materials



Developing Your Online Presence

Branding, Look & Feel

Consistent activity that meets your chosen professional and aesthetic standards

Social Media

Blogging

Newsletters

What is social media?

Who uses social media?

Age 25 to 34, at 29.7% of users, is the most common age demographic. (Source: Emarketer)

<https://zephoria.com/top-15-valuable-facebook-statistics/>

68% of Americans use Facebook

(Source: Pew Center)

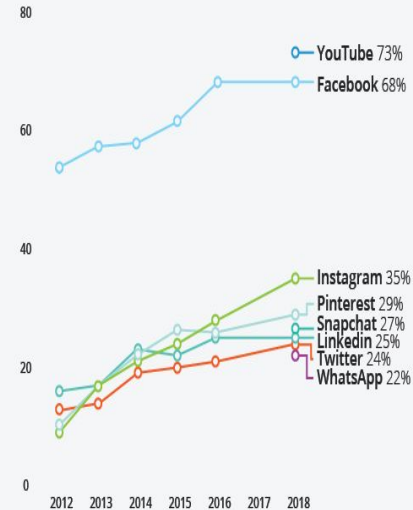
The number of American Facebook users aged 65+ has doubled to 41%

In 2012, only 20 percent of Americans in that age bracket used Facebook.

<https://blog.hootsuite.com/facebook-statistics/>

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social sites online or on their cellphone



Source: Pew Center

41 FACEBOOK STATS THAT MATTER TO MARKETERS IN 2019



Why do we use it?

As a small business owner, why do we use it?

Because our consumers do!

Direct traffic to website

Increase brand recognition

Build an authentic and loyal relationship with our consumers

Get new customers and reach new demographics

Increase attendance at events

Why do we love it?

We can empower consumers to make more educated purchase choices

Show how awesome small business are:

Small business has the opportunity to be more conscious. YOU care about your customers, your family, the effect your business has on your community, and the things that live there.

You don't need money to market effectively with social media. You do need:

- 1) to use social media well and
- 2) time to build an authentic, consistent, and non-obtrusive relationship with your consumers.

It's fun and it looks nice!

BrandStorytelling [a docu-series]
Vol. 1 | *Stories vs Interruptions*

Available now on YouTube at BrandStorytelling.tv



Who are you?

Know that you know who you are, and get organized

1) Have a solid understanding of who you are:

- What your contributing to your community?
- Why it is unique and awesome? Why do you love it?
- Describe your business confidently, smoothly, and quickly.
- Who is your target audience?
- What are your business goals and how can you use social media to get there?

Combine who you are with your online presence:

2) Develop your visual brand:

Colors, Fonts, Logos, Image Style

3) Create, organize, and store your professional assets. Store Social Media Logo Icons.

4) Make a cohesive plan with all your platforms of customer interaction

- Set realistic social media goals
- Create your annual marketing calendar
- Check in and take notes on your starting place or your current success

6) Monitor your progress, adjust your goals, set new ones.

IDENTITY DESIGN: BRANDING



Okay, social media is awesome, you're awesome...

So finally, the basics!

Set up your Profile

Actions - Like, Follow, Hashtags, Sharing, Link, Check In, Tag

Locations - Feed, Profile, Page You Manage, Backend, Groups, Events

Connect with your Community (ongoing)

Create Content Categories

Offensive/Defensive Interactions

Stick to the Plan

Follow your standards, use your tools, stick to the schedule, monitor your progress.

Review

General Goals:

- Direct traffic to website
- Increase brand recognition
- Build an authentic and loyal relationship with our consumers
- Get new customers and reach new demographics
- Increase attendance at events

Steps:

- Who are you?
- Develop your visual brand
- Set goals
- Get organized
- Get set up
- Stick to the plan
- Track your progress

Going Further

Find social media role models (bonus points if they're in your industry)

Further your research into websites, blogging, newsletters, podcasts, etc.

Hire a professional - logo design, photographers, website designer, etc.

Further your education with online training or hire a consultant.