

Social Media Marketing

*Create impact
through engagement.*

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STUDIO



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At Insight Marketing we ***facilitate, plan and implement strategic marketing plans and campaigns for businesses and non-profit organizations of all size.***

Insight-FUL PRESENTATIONS

We have a unique relationship with social media...

- We've traveled throughout Canada talking to leaders.
- We've experienced various levels of frustration and excitement.
- We always learn something new!
- We've seen what can be achieved when people commit to it

Preparation is important. So is the realization that you can never be fully prepared.

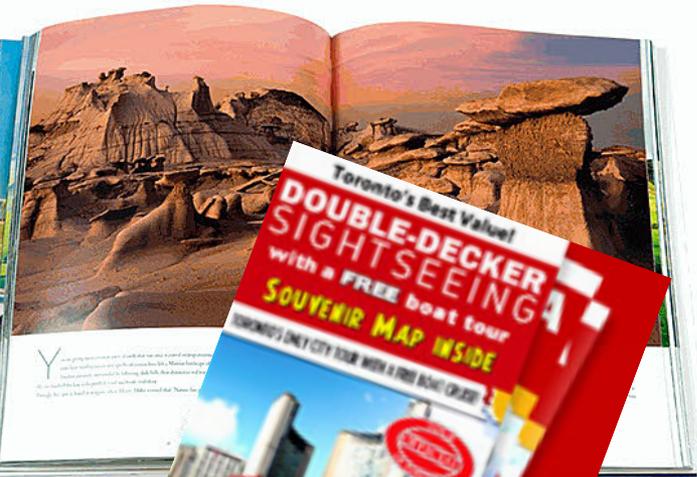
The biggest set back we've seen is from organizations stifled from trying to prepare for every detail. There needs to be just the right amount of "let-go".

Outline

- The evolution of marketing
- The low down – realistic expectations
- Building a social media strategy



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Things got much less “authentic” and a whole lot...**louder.**



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Where Are We Now?

Trying to use social media like very other form of advertising won't work.

Old



New

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Social media is tedious because:

It allows us to find the information we want, rather than it being pushed at us

➤ Which is why delivery of information is crucial

How do we do this?

- Work to understand me (your audience) and create content I will actually want to like – and tell people about
- Commit to it – relationships take time.
- Stop putting so much emphasis on the tools and your message. Learn the value of engagement
- Be cautious, not scared. It is outside of your comfort zone. If you're doing it right, it should look different.

“Social networking is not a contest to recruit the most followers. It is not a race to send out the most messages. It is less about talking and more about listening. It’s about engaging in meaningful dialogue and recruiting advocates who will do the talking for you.”

danieledwardcraig.com/blog

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Is your organization ready?

Is there a consistent appreciation for what social media is (and isn't)?

Is there a thorough understanding of what it takes?

Challenges & Pitfalls

- Ability to react in real time
- Agencies are risk adverse and slow to change
- Poor technical infrastructure and internet access (firewalls & policies)
- Populations' access to social media/internet
- Lack of research & evidence

3 social media personalities

#1: The skeptic (*spotted easily by their awkward nod.*)

They know something is going on. And that's pretty much it.

They're not getting it and really have no desire to.

They'll just hire a student...

#2: Pfft, totally overrated.

They opened the accounts. They sent out some info and didn't see results.

They're too busy for this.

They'll just hire a student...

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#3: The unicorn



Some say they're mythical but we've seen them first hand.

They know there is opportunity but want to understand what it's all about before moving forward.

And once they do, they'll just hire a student...

the Skeptic



So you just put it all out there, eh?

- What's the point of nonsense talk?
- The last thing we need is to give these people a place to post their shenanigans.
- So our employees will be hanging out on tweeter all day?

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To the skeptic:

- Advocates
- Partners
- Media
- Sponsors
- Trends

Know enough to ask the right questions and support your team.

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Mr. Overrated.

- I did it and didn't have any impact.
- Just not sure who has that kind of time.
- What's the ROI anyway?
- Where's the proof it works?

For You, Mr. Overrated

Focus less on “traditional telling” and more on engaging people.

- Educate through story telling
- Solve problems/answer questions
- Have a personality



Do this and you'll be better positioned to break through the clutter and be memorable.

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To you, the unicorn, bravo!

You recognize the need to think through things and answer some questions.

A social media strategy

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Building a social media strategy

1. Assess your environment
2. Determine your objectives
3. Understand your audience
4. Get creative!
5. Manage risk
6. Measure & adjust



Step 1 - Assess Your Environment

- What message is currently out there?
- What is the current perception?
- How do people view the issue/topic?
- Who is engaged now, what are their messages?
- Allies, supporters, opponents, etc. ?

What is the conversation right now?

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Step 2: Determine your objectives

Goals:

- Big picture, longer term
- Part of a larger integrated strategy

Objectives:

- Social media specific
- Measurable, Attainable, Realistic, Timelines

Step 3: Identify your target audience



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Understand your audience

- Where are they online?
- What are they doing online?
- What interests them?
- How can you provide compelling content and information they want?



Step 4: Get Creative!

- Find ways to tell stories and connect with your audience
- Real time events
- Provide useful content
- Incorporate key messages
- Show, don't tell

**Don't forget to be strategic –
not every idea is a good idea!**

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THEY'RE COMING



2014 condomTO wrapper



Online and offline campaign, including graffiti launch in Dundas square, SWAG, multiple designs, etc.

An effective campaign considers:

- Audience
- On & offline activity

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Step 5: Risk Management Plan

- Establish boundaries and ensure users understand who they are representing
- Define what is considered online respect
- Be clear on the steps required for responding to feedback – both positive and negative
- Outline topics to steer clear of
- Play the ‘what if’ game

Step 6: Measure & adjust

- YouTube views
- Twitter mentions
- Retweets
- Replies
- Facebook fans
- Website visits
- Word of mouth

*Don't be discouraged and don't give up too quick.
Remain consistent.*

Helpful Hints & Friendly Warnings

- Match the message to the platform
- Make it a part of everyone's job
- Always monitor
- Remember, you only have your words
- Use pre-programming tools with caution



Jonathan Howe @Jonathan_Howe

17 Apr

@PTtheIslander @unmarketing @ArtieDavis Seriously? That's what you took away from this? SMH

Expand



Artie Davis @ArtieDavis

17 Apr

@Jonathan_Howe So sorry, it was scheduled and not previewed before the Boston events. :(Epic fail on my part, I'm so sorry.

Hide conversation Reply Retweet Favorite More

3:43 PM - 17 Apr 13 · Details

Reply to @ArtieDavis @Jonathan_Howe



Jonathan Howe @Jonathan_Howe

17 Apr

@ArtieDavis No worries, Artie. Keep doing what you're doing for the Kingdom. Just be more careful. ;-)

Expand

Anything worth doing takes time.

Social media is not a quick fix.

It's not the easy solution.

It's not cheap.

It *is* an ongoing investment that can
have huge returns.



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