Social Media 2020

Everything You Need to Know to Be Successful

Intro



Adam Bianco

Director, Customer Marketing

Hi! I've just moved from Chicago to South Carolina and recently joined The Beard Club. Previously, I've worked at companies big and small, corporate and startup, while collaborating with major brands like P&G, Harley Davidson, Disney, and the NFL.

I couldn't live without pizza, I've been to 23 countries, and I have an awesome husky who is now an old lady.



@adam_bianco



@ohiostfootball | over 300,000 followers



/adambianco



@sportsfoodie | over 20k in less than a year

Intro

The Beard Club is a monthly subscription box of the best beard products money can buy! Whether you're growing or grooming, we have a kit tailor made for every beard.



over 1.1 million "Likes"



over 545,000 followers



Intro



Intro: what are we talking about today?

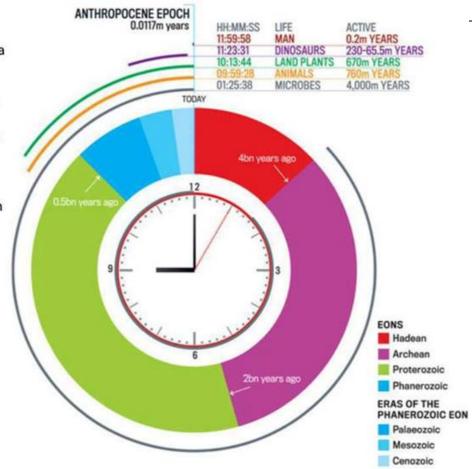
- How We Got Here
- Is Organic Social Dead?
- Current Social Platforms
- Ecommerce
- Omni-Channel
- Privacy
- Other Trends

How We Got Here

How We Got Here

THE HISTORY OF THE EARTH IN 12 HOURS

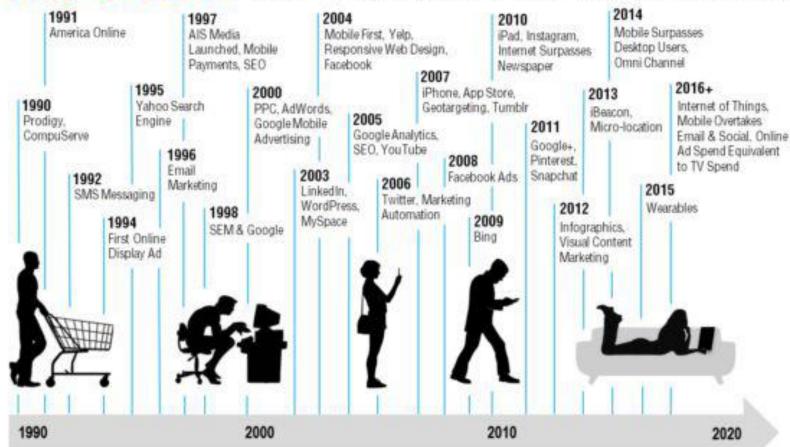
If the history of our planet were condensed into a 12-hour period, Homo sapiens would appear in the last two seconds and the Anthropocene epoch, when mankind starts leaving a mark in the geological record, would begin around one-tenth of a second ago

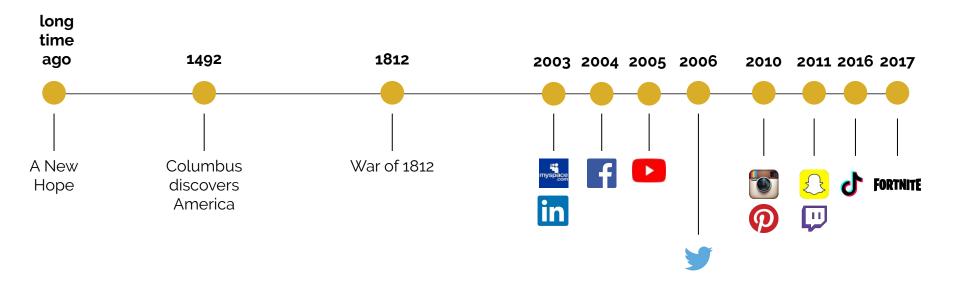


How We Got Here

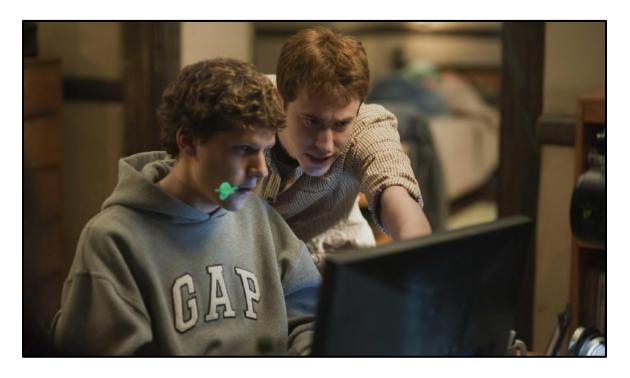
Inbound Marketing Marketing is evolving Mobile Marketing Video Marketing Word-of-mouth Marketing Telesales Static Websites Content Marketing TV + Radio Ads Print Ads Catalogues

EVOLUTION OF DIGITAL MARKETING





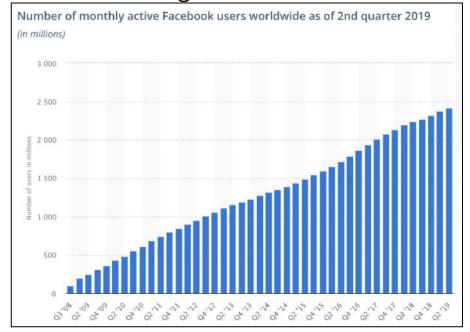
Founded in 2004, by this guy



Oops, wrong guy

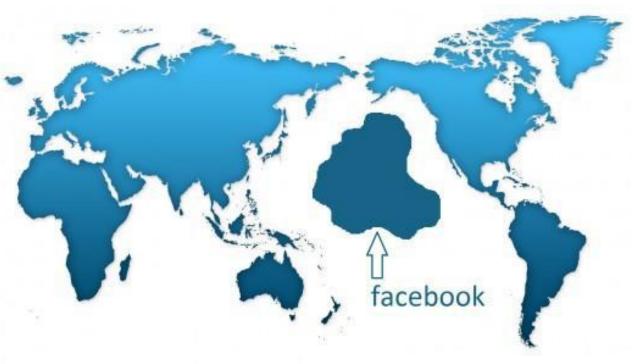


It isn't slowing down

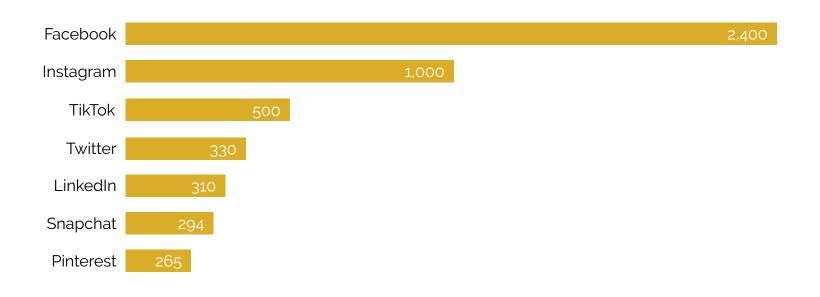


If Facebook were a country, it would be the world's largest

- 1. Facebook: 2.4 billion
- 2. China: 1.4 billion
- 3. India: 1.3 billion
- 4. United States 325k



Monthly Active Users by Network (in millions)





pssst... it's actually closer to 1.6 billion



you're on it

your mom is on it



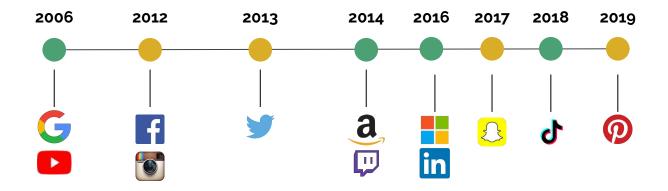


and your grandma is on it

what he's really like...

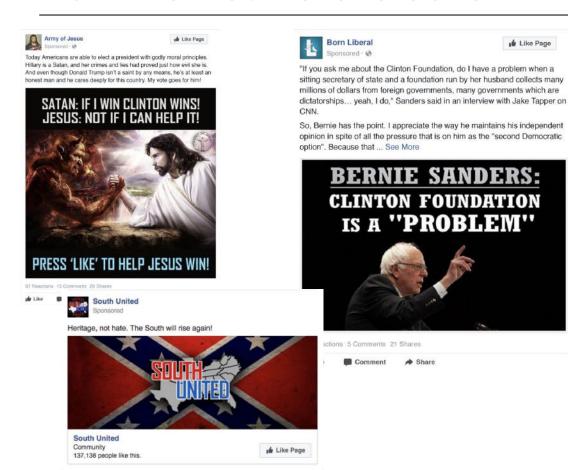


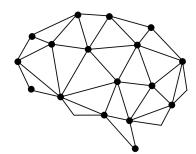
How We Got Here: going public



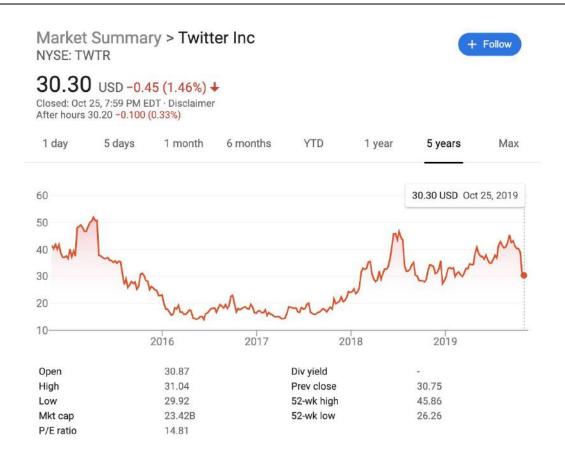


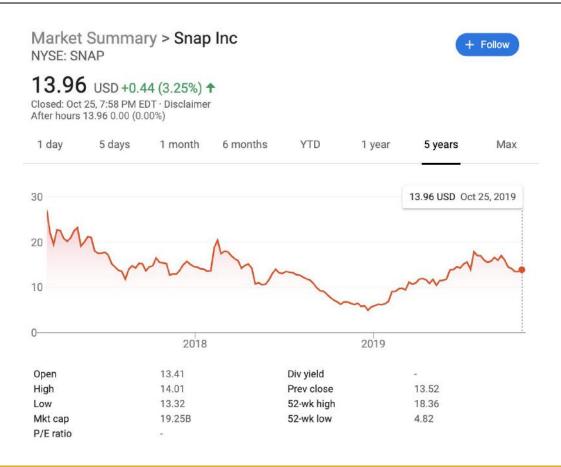
How We Got Here: election

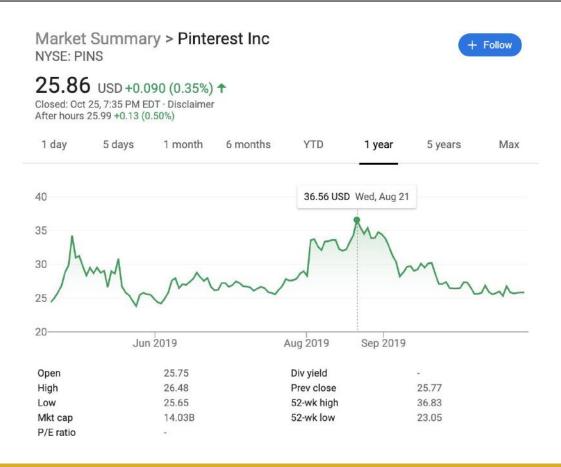


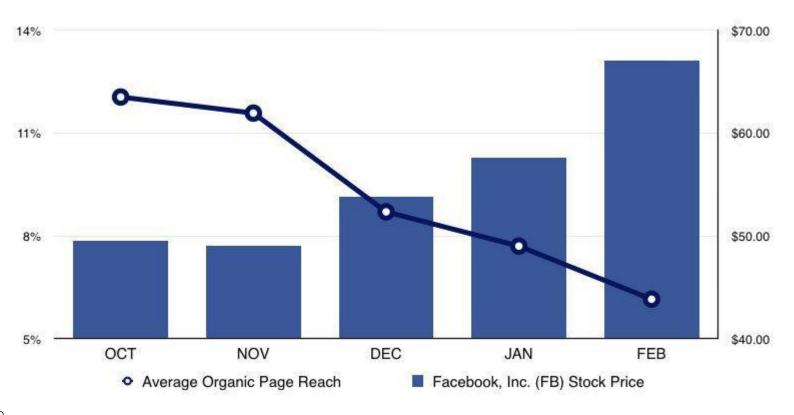


Cambridge Analytica









1



FLEASE CIVE US OUR OLD NEWS FEED BACK! Is on Facebook

Sign up for Facebook to connect with PLEASE CAYE US OUR OLD NEWS FEED BACK!

PROTEST GROUP

TO THE NEW FACEBOOK

PLEASE GIVE US OUR OLD NEWS FEED BACK! 14

Walt

sufu - Valve - Photos

Asing Marroffa this new facebook is shit itas just making it more difficult to do anything its just getting to complicated

The permetted agent - Respect



Chine Elistia Turmer Pinappile Arbitétié de des modes MACE (T.CO.

amount of annual pages. Appeared



Lawree Chan pair! I hate this new way! Its us ma fan. I keep furgetting to click news fixed so I don't read in

ADDRESS I commercial frames



Krissip Carroll put it back

Technico ogn. Report.



Charlotte Bramiest Green this is not user friendly, please change it back

a minutes and depart



Michael change it.

& printings again. Support



Offer Kalvin I just have sits New FaceBook News Feed, the Admire, give us d OLD one, we prefer it must.

S. Homores, age: Research



Adum Cross a million memors in like 4 days thats saying semething





U

We

D







The score between the viewing user and the edge creator.



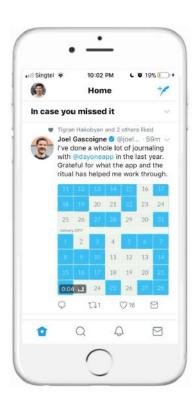
Weight

The weight for this edge type.
(Comment, Like, etc).



Decay

The decay factor based on how long ago the edge was created.



Twitter Timeline Algorithm

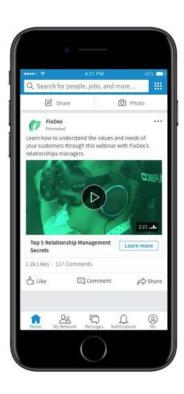
- 1. Ranked tweets
- 2. "In case you missed it"
- 3. Remaining tweets in reverse chronogological order



Ranked Tweets

Similar to Facebook, it's critical for your posts to get engagement right away so share content when your audience is most active.

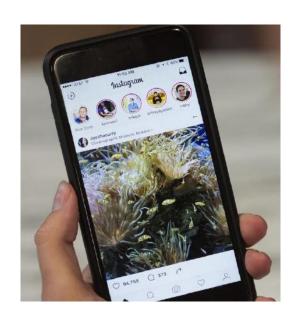
Also, replies on other people's content can often out perform your own original content



LinkedIn Algorithm Focuses:

- 1. Native content (especially video)
- Personal stories!

If a post is going "viral" then LinkedIn actually has a human review the piece of content and decide to expand it's reach.



Instagram Algorithm

- 1. Posting consistently is big
- 2. People see content in categories that they interact with most i.e. memes, quotes, family photos, nature, etc.
- How people interact with it matters if people send your content as a direct message then it gives it a boost
- 4. Your engagement helps your posts meaning, the more you are interacting with your own audience, the more your content is likely to be seen.

Is Organic Content Dead?

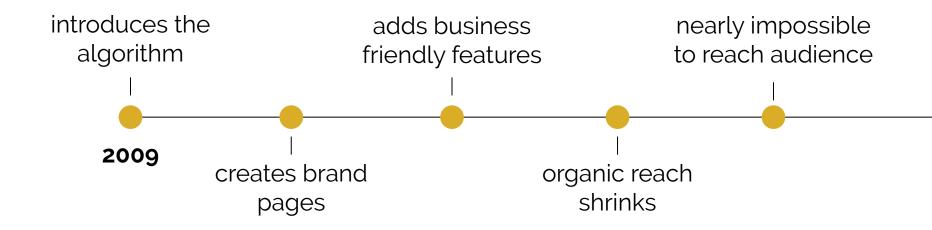
Only 2% of your "Likes" will see your posts



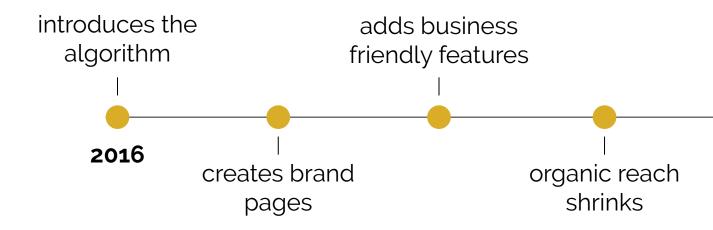
Buzzsumo says it's anywhere between 1% - 6%



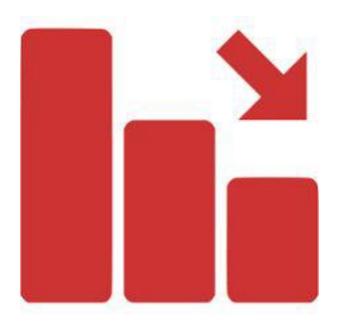
Organic: Facebook's Playbook



Organic: Et, tu Instagram?



Organic: instagram's decline



70% of your content is not reaching your followers

Because there is so much content (80 million photos uploaded every day)

Organic: facebook changes the mission



Today feels a lot like that first year. The world feels anxious and divided, and Facebook has a lot of work to do -- whether it's protecting our community from abuse and hate, defending against interference by nation states, or making sure that time spent on Facebook is time well spent.

My personal challenge for 2018 is to focus on fixing these important issues. We won't prevent all mistakes or abuse, but we currently make too many errors enforcing our policies and preventing misuse of our tools. If we're successful this year then we'll end 2018 on a much better trajectory.

January 4, 2018

Organic: facebook changes the mission

'We're losing hope': Facebook tells publishers big change is coming to News Feed

JANUARY 11, 2018 by Lucia Moses



Organic: facebook changes the mission



Organic: gotta fight the power

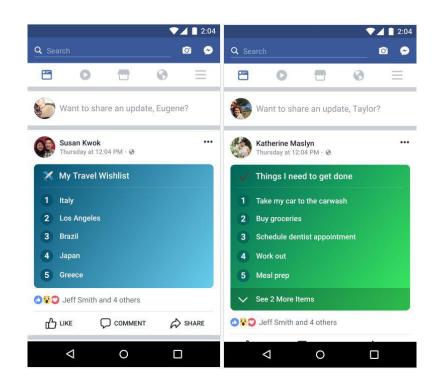
so what can you do?



Organic: engagement

so what can you do?

humanize your brand, engage in real conversations



Organic: gotta fight the power

buzzfeed hack

stayed atop friends and families newsfeed for 12 straig days





Organic: engagement





The Beard Club

Published by Akinola Verissimo | October 14 at 11:07 AM - 9

Where do our Beard Club members rank on this beard scale?

What level are you trying to get to? 49





Like · Reply · 1w

Organic: groups







Organic: engagement types



Reactive Engagement: users interacting with your brand on social media through mentions, retweets, etc.



Proactive Engagement: your brand interacting with users, seeking out those conversations that you should be involved in























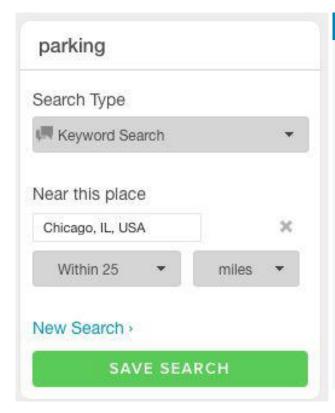






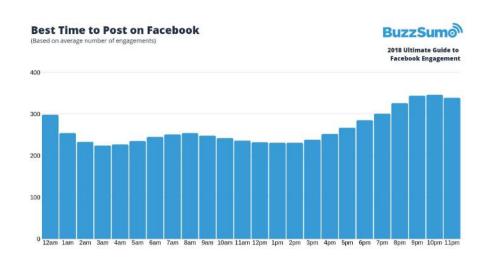


Organic: engagement





Organic: content



sometimes the night owls are the most engaged

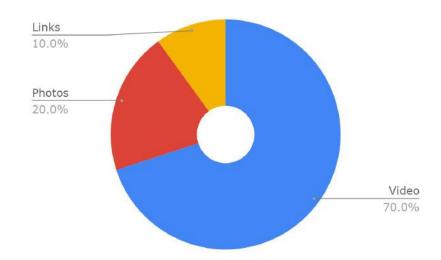
Organic: content

"Rather than increasing the volume of your Facebook posts to try and get more reach and engagement. Instead, publish fewer posts and focus on the ROI of each individual post.

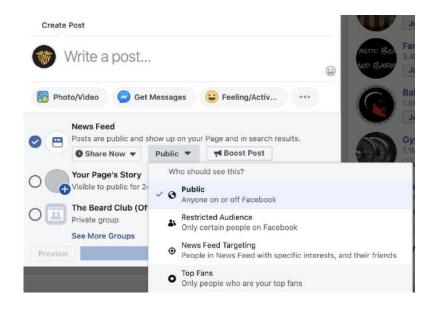
Video and image posts can still include links and CTAs."

Mari Smith, Facebook Marketing Expert

Recommended Content Ratio



Organic: content



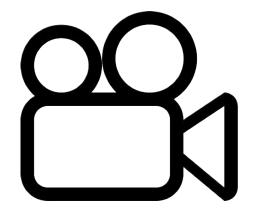
Make your post more effective by successfully targeting specific segments of your customers with who is most likely going to engage with that piece of content.

(Also allows you to post more)

videos outperform photos in reach by

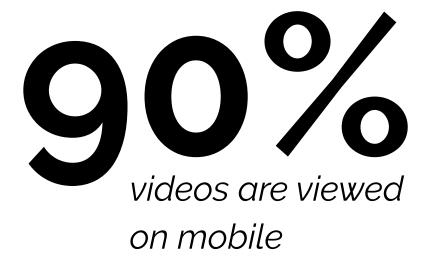
73%

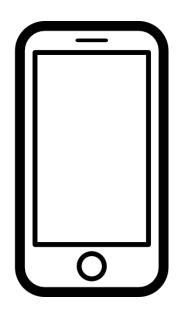




12X

more likely to be shared

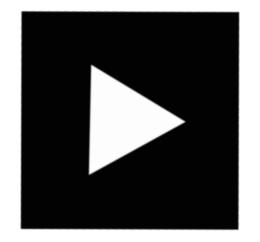






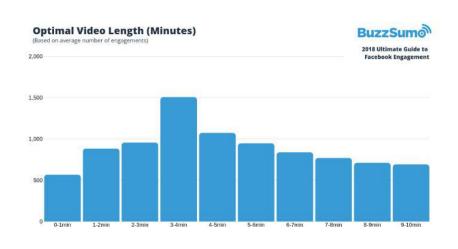
28%
higher purchase intent

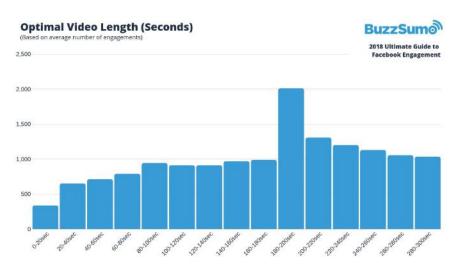
80% square videos get more engagement



Organic: video - optimal length

3 minutes - 3:20 minutes is the optimal length for videos





Not a video master? No problem! There are several easy-to-use video platforms out there and apps are you phone.







Not a video master? No problem! There are several easy-to-use video platforms out there and apps are you phone.







Do **NOT** use copyrighted music.

Your videos will be taken down

There are several **free & in-expensive** music licensing sites







Facebook Hacks

Facebook



let's get one thing clear

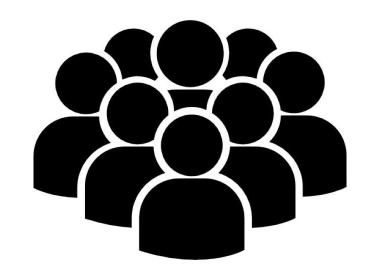
you're (probably) going to have to use ads

Facebook

Hack #1: Leverage Your Audience

Facebook: hacking the system

- Upload Email List as a Custom Audience
- 2. Run an ad just to this audience for Page "Likes"
- Watch them roll in (generally) cheaper than a standard ad

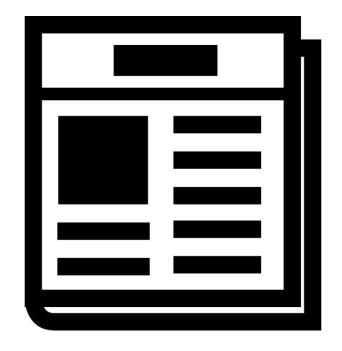


Facebook

Hack #2: use for PR

Facebook: hacking the system

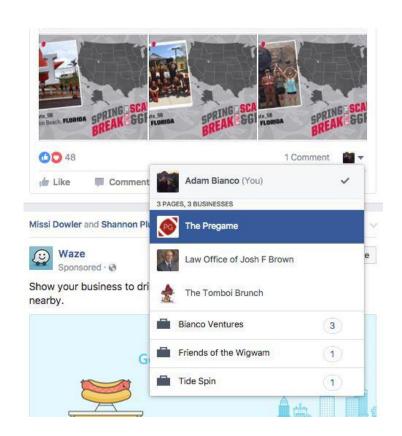
- Target people who work at publications
- Run ads geared towards them in the weeks leading up to the roll out
- 3. Email them too



Facebook

Hack #3: Post as your Page

Facebook: hacking the system



You can post anywhere as your page rather than yourself.

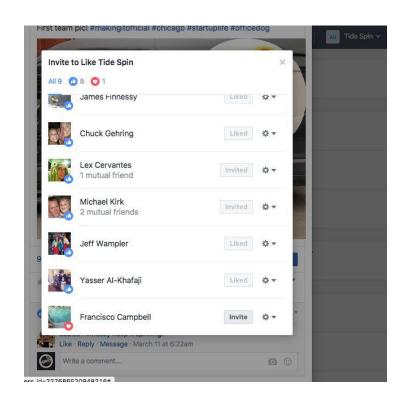
Post in groups, other pages, or anywhere else.

Facebook

Hack #4: Add "Likes" from Notifications

Facebook: hacking the system

Look through your notifications and send an invite to anybody who doesn't "Like" your page



Facebook

Hack #5: Use "Transparency" to Your Advantage

Facebook: hacking the system

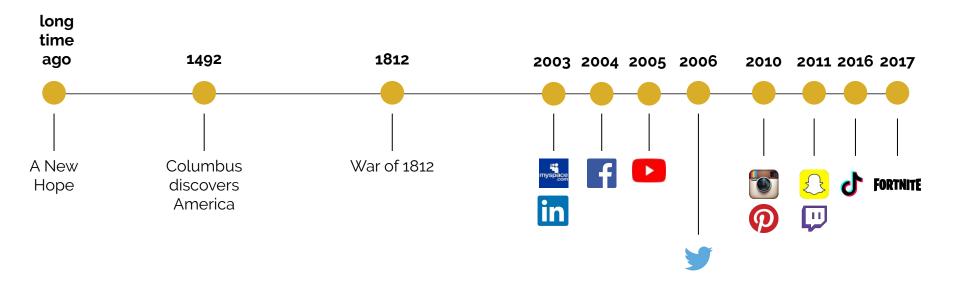


See any page's (including your competitor's) ads.

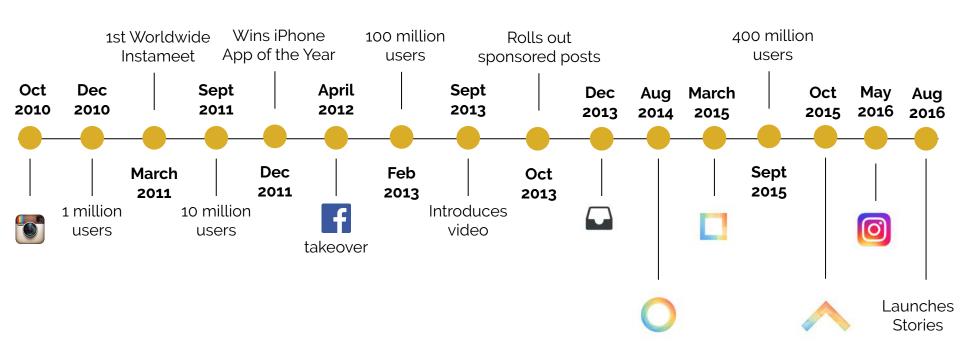
Great for comp and design research

Instagram Trends

Instagram: Fast Facts



Instagram: Fast Facts

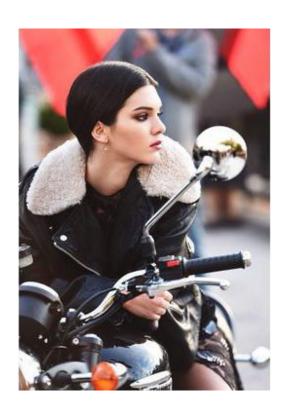


Instagram: Fast Facts

- 2nd most downloaded free app in the app store
- 63% of users are on it daily & 50% are on stories
- Users spend an average of 28 minutes per day on the platform
- Instagram images on average get 23% more engagement than their FB counterparts
- Iceland has the #2 highest penetration rate at 57% (Brunei #1 at 60%)



Instagram: and brands

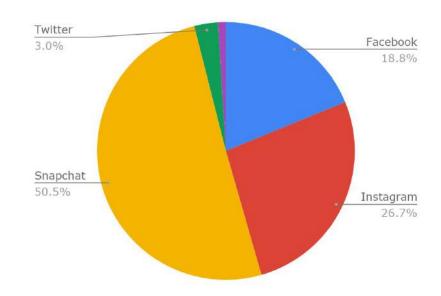


- 20% of users visit a business's profile once per day
- Brands average 2.5 stories per week
- Brands on Instagram see an average engagement of about 4% of their total followers
- Brands spend 69% of their influencer budget on Instagram

Instagram: and Gen Z

Gen Z says Instagram is the one of the best ways to reach the audience about new products and promotions (73%), Snapchat is #2 at 49%, and Email at 37%

What platform do they use the most?



89% of users outside US.

The United State has 110 million users.

What country has the second most?



How much does Kylie Jenner make from a sponsored post?

\$1.2 million





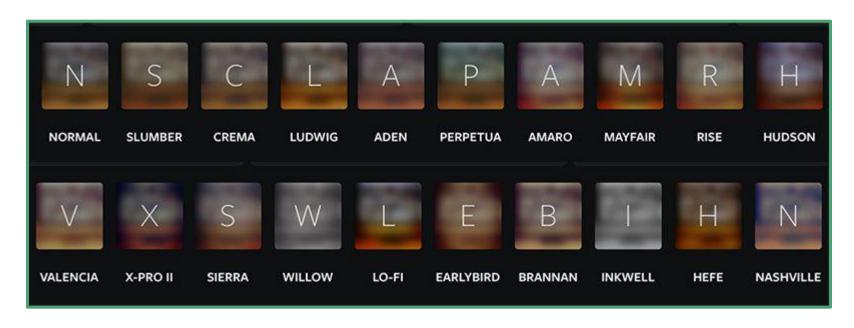


What is the most liked picture on Instagram?

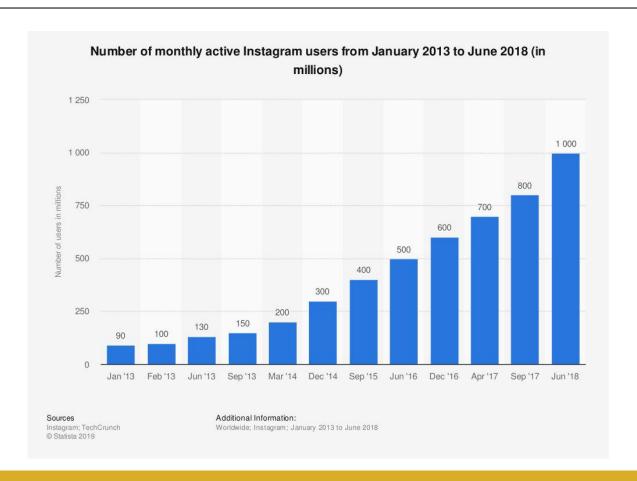
World Record Egg is the most liked picture, with nearly 54 million likes



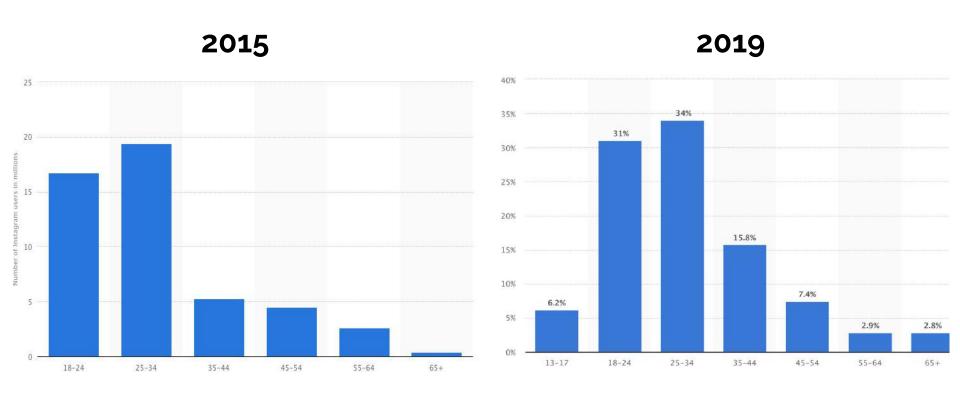
What is the most use filter on Instagram (besides "Normal")?



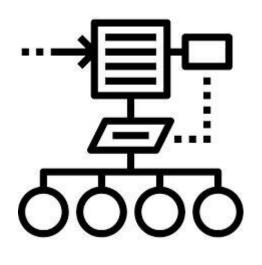
Instagram: users



Instagram: users



Instagram: the algorithms



Instagram Algorithm

- 1. Posting consistently is big
- 2. People see content in categories that they interact with most i.e. memes, quotes, family photos, nature, etc.
- How people interact with it matters if people send your content as a direct message then it gives it a boost
- 4. Your engagement helps your posts meaning, the more you are interacting with your own audience, the more your content is likely to be seen.

Instagram Content: aspirational & creative













Instagram: stories stats

- ½ of the most viewed stories are from businesses
- 500 million people view stories every day
- Brand stories have a 85% completion rate and average
 5.2 frames per day
- Story stickers enhance video performance 83% of the time while using more than 2 sticks on photos hurts performance
- Brand spend 31% of their instagram budget on stories

Instagram: stories

So Many Camera Modes

- Type
- Live
- Normal
- Boomerang
- Focus
- Superzoom
- Rewind
- Hands-Free
- Stop Motion



Instagram: engagement



Double Tap...



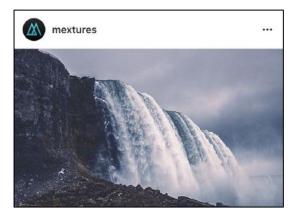
Tag a friend...



Ask a Question

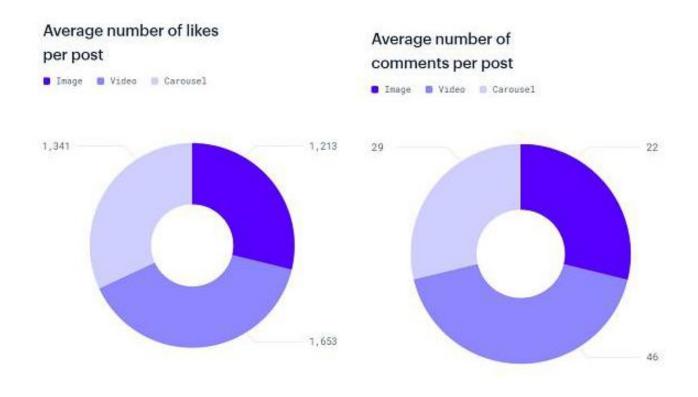
Instagram: engagement

which receives the best engagement?



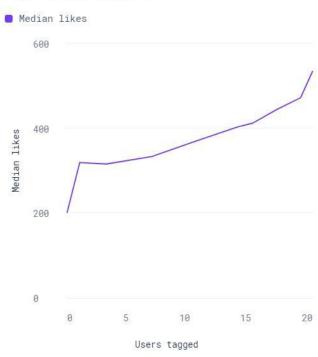






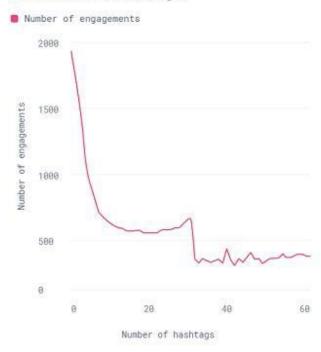
With every user tagged, the number of likes go up. This increase is basically linear; every user tagged brings 0.5-1 new like.

How likes increase with more users tagged

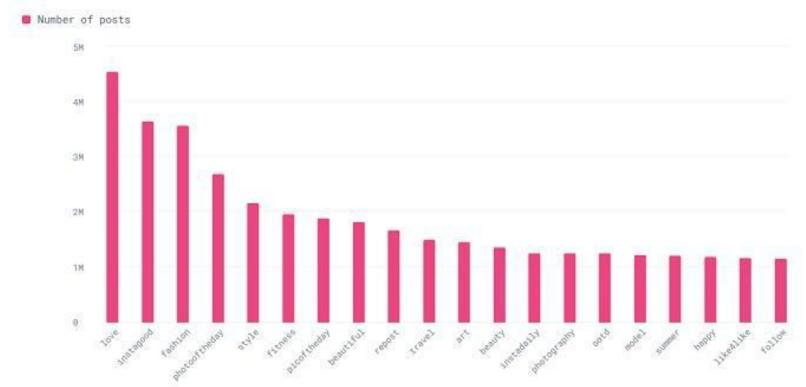


FYI... new reports suggest hashtags might not be as effective as they used to be

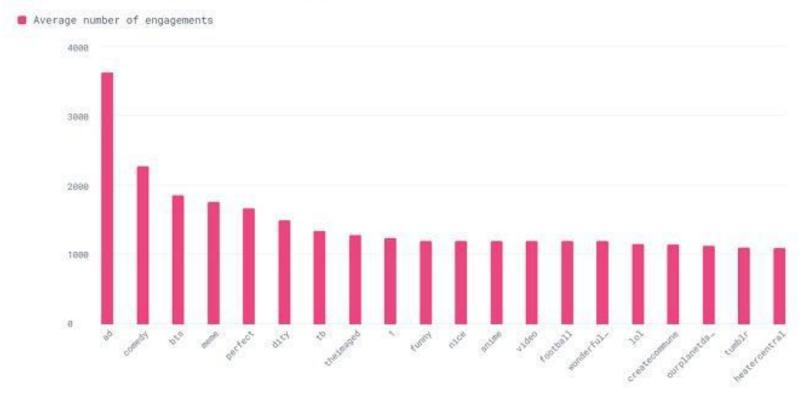
Number of engagements vs number of hashtags



Most used hashtags on Instagram

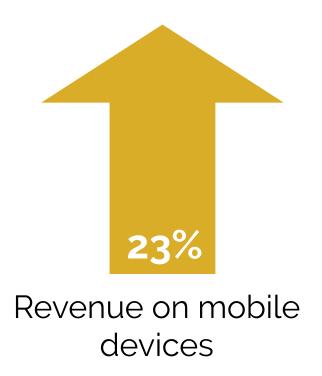


Instagram hashtags with most engagements



Ecommerce

Ecommerce: emergence of mobile



It now accounts for **32%** of revenue and **53%** of traffic.

Big ticket purchases, however, are still more likely to take place on desktop or tablet.

Ecommerce: emergence of mobile



Ecommerce: traffic sources

| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|--------------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 42% | 18% | 20% | 4% | 6% | 1% | 6% | 3% |
| Multi - Channel | 46% | 15% | 21% | 5% | 4% | 1% | 5% | 3% |
| Online Only | 35% | 23% | 18% | 2% | 10% | 1% | 7% | 4% |
| Travel | 44% | 18% | 21% | 4% | 2% | 2% | 8% | 1% |
| Overall | 43% | 18% | 20% | 4% | 5% | 1% | 7% | 3% |

Ecommerce: revenue sources

| | Organic | Paid Search | Direct | Email | Social | Display | Referral | Other |
|--------------------|---------|-------------|--------|-------|--------|---------|----------|-------|
| Retail | 35% | 20% | 16% | 5% | 3% | 0% | 19% | 2% |
| Multi - Channel | 37% | 16% | 14% | 5% | 1% | 0% | 24% | 3% |
| Online Only | 33% | 28% | 19% | 5% | 5% | 1% | 9% | 1% |
| Travel | 41% | 15% | 23% | 2% | 1% | 0% | 16% | 2% |
| Overall | 38% | 18% | 19% | 4% | 2% | 0% | 17% | 2% |

while social is coming a long way, it's got a long way to go

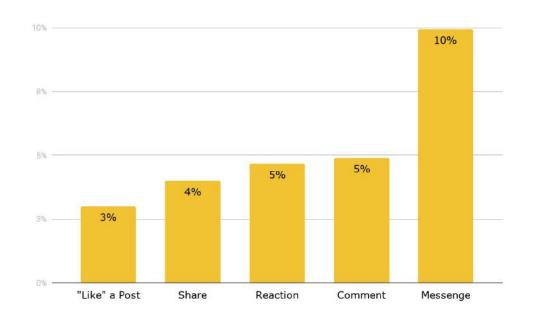
Ecommerce

It's time for the age old question



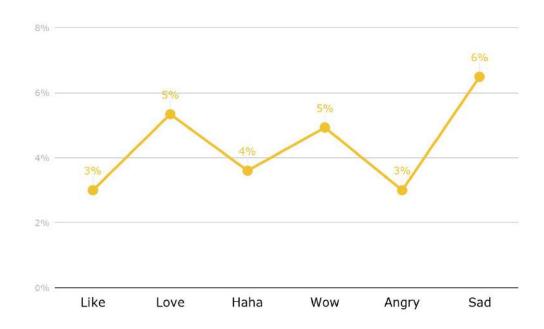
Ecommerce: what's a "Like" worth?

The % of people that will make a purchase based off their action



Ecommerce: what's a "Like" worth?

If people have strong reactions either way, they are more likely to buy from you



(just don't make them angry)

Ecommerce: Instagram

5 Rules of Instagram Shopping

- "Comply with our (Instagram's) merchant agreement and commerce policies.
- Have an Instagram business account.
- Have a connected Facebook Page. Facebook Pages with the Message to Buy payment option will need to delete and create a new Shop with another payment option before they can use shopping on Instagram.
- Primarily sell physical goods. If you mainly sell ebooks or digital music, you may be out of luck
- Have your business account connected to Facebook Catalog. Your business
 account must be connected to a Facebook catalog.

Ecommerce: Instagram

What platforms connect to Instagram?





or another third party service that connects with Facebook catalog

Ecommerce: Shoppable Posts

11% of Instagram users have made a purchase while 81% shop and discover items

25% more likely it is that Instagram users are in the top income quartile than average Internet users.

Instagram Shoppable Posts Increased Traffic 1,416%



Ecommerce: Instagram Suggestions

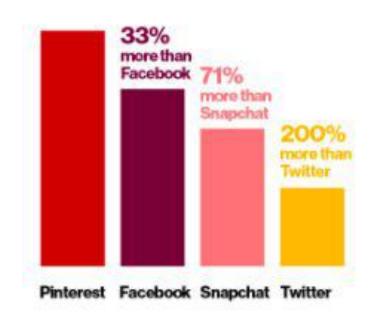


- Use Story Highlights
- Share UGC on your page
- Create several shopping posts right away. Right now, if you
 create nine posts with shopping tags in them, you will get a
 special Shop call to action button in your profile, which allows
 audiences to browse your catalog directly.
- Know your limits. Instagram allows you to tag up to 5 products in a single image, or up to 20 products in an image carousel.
- Don't be afraid to limit your posts to a single product tag.
 Sometimes, focusing on just one item rather than four or five can focus user attention, despite what Instagram recommends.
- Check your history. If you have old posts that still get activity, either through hashtags or external embeds, retroactively tag applicable products. Take advantage of any leftover traffic those posts may have.

Ecommerce: don't forget about pinterest

Checking out

Proportionately, Pinterest drives more referral traffic to shopping sites than social platforms do²



Omni-Channel Experience

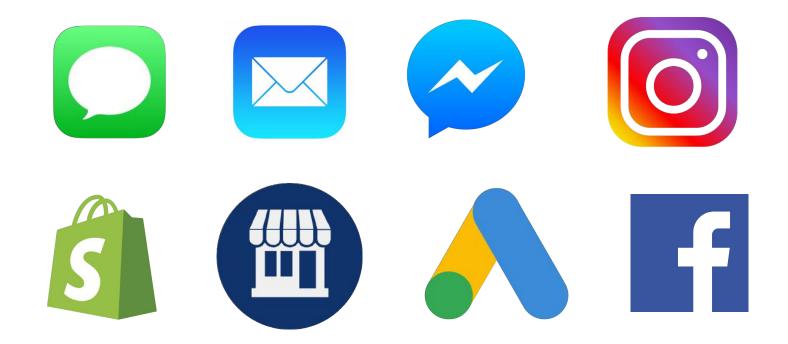
Omni-Channel

Customers don't see you per channel.

They see your brand.



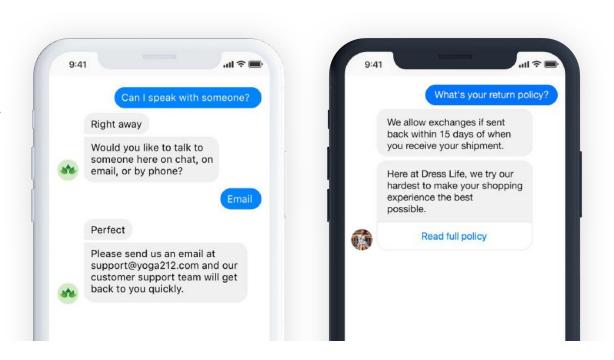
Omni-Channel



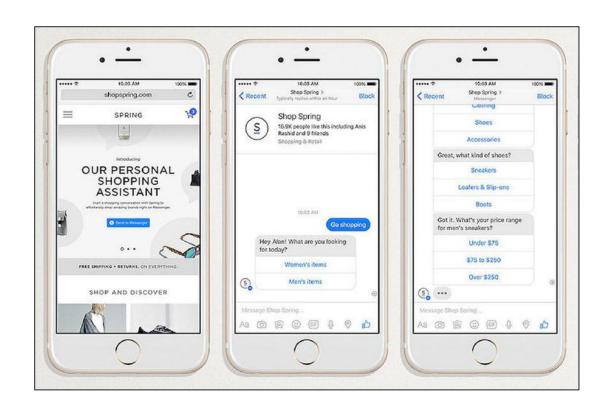
Omni-Channel

So how can you use all of these channels?

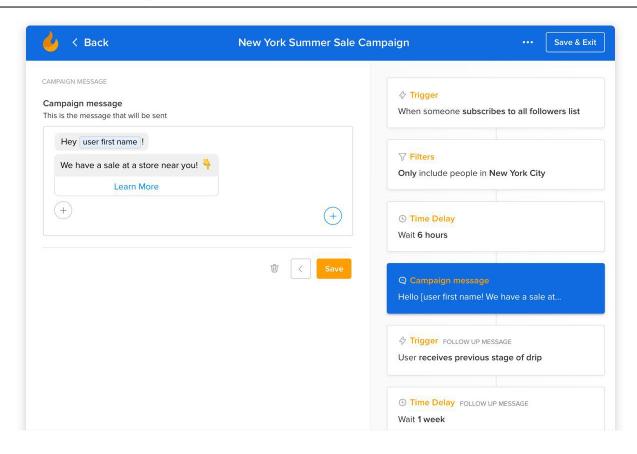
Save time and money on your customer service team



Create a guided experience straight through conversion



Send follow up messages after people subscribe with enhanced targeting.





3.4X

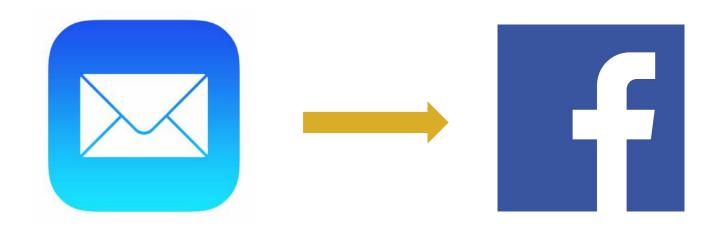
higher return on ad spend for click-to-Messenger ads (compared to ads that linked to the LEGO website) 71%

lower cost per purchase when clicking through to the Messenger experience

1.9X

higher value for website purchases made from click-to-Messenger ads

Exporting Email Audience to Facebook



Who should you target?

- Cart Abandoners: Target customers who started a checkout with an ad that echos the message or discount you provide.
- **Winback**: Target customers that haven't purchased in a while featuring popular/trending items
- **Re-engage**: Target inactive subscribers with a relevant Facebook ad featuring items they've viewed on your site or featuring a limited time offer promotion
- **Cross-sell**: Target customers who have bought one product (e.g. pants) with a different but complementary product (e.g. shirts)
- New Customer: Target those that have visited your site but never purchased to encourage first-time conversions
- **Cross-Channel**: Target those you're already reaching by email with a relevant Facebook ad that reinforces the message and has a similar call-to-action

Who should you target?



Lookalike: Take a VIP list or segment and create a Lookalike Audience in Facebook to reach new leads that resemble your best customers

Advanced & Dynamic Segments

Potential Customers:

- Viewed product at least once in the last 30 days
- OR click email at least once in the last 30 days
- OR active on site in the last 30 days
- AND Placed zero orders in 4 months



Advanced & Dynamic Segments



Has someone unsubscribed to your email but you want to contact them anyway?

Don't break the law, just use a different channel.

Omni-Channel:

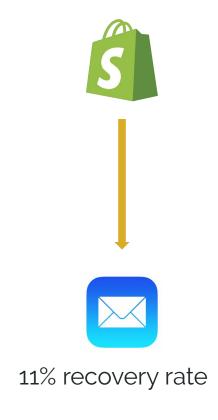
Collect phone numbers through your website and through Facebook Messenger

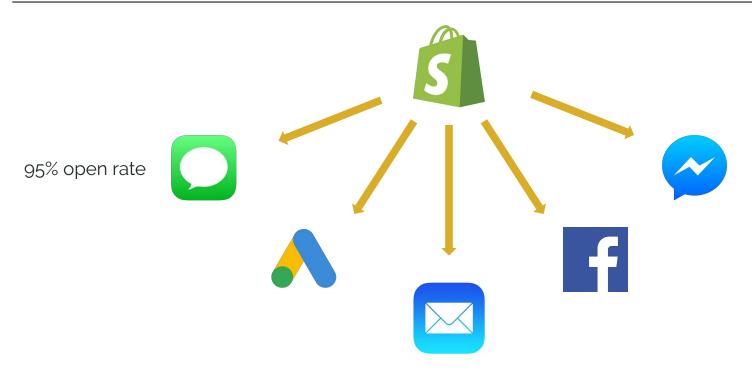




Leverage both purchase and website data + Facebook information and funnel that through your SMS platform

75% of your customers will not complete their purchase while at checkout.





Increase your cart recovery rate by leveraging multiple channels to retarget your customers



Only send people to Facebook & Google Ads if they have higher cart value

Focus on Email, SMS, & Messenger for lower cart totals

Only 2%-3% of customers will make a purchase on your site



Display Network & Facebook Retargeting



Engage on Messenger to capture more info



Use any captured info to engage on any available channel



Use ads and other channel to specifically highlight specific items in their cart, share discounts to get to finalize conversion

Privacy

Privacy

GDPR

CCPA



Privacy

GDPR: General Data Protection Regulation

CCPA: California Consumer Privacy Act

Privacy: GDPR for Dummies

In the most simple terms, the General Data
Protection Regulation (GDPR) is a
game-changing data privacy law that has set
guidelines for collecting and processing
personal information of individuals within the
European Union (EU).

It is the biggest change in data protection laws in the past 20 years.



But we aren't in Europe!



Considered data controllers, all US business websites that collect personal information will be held accountable for any data collected, processed or dispersed on an EU citizen.



The rule enforces the following:

- The right for people to lawfully agree with companies to use their private information
- The right for users to have their private information no longer accessible by a company
- The right to for individuals to allow their private information to become public or not





Personal Data Included under GDPR

- Identification information: name, telephone, physical and email address and government ID numbers
- Website data: location, IP address, cookie histories and RFID tags
- 3. Health, mental and genetic data
- 4. Biometric data
- 5. Racial, cultural or ethnic data
- 6. Political opinions
- 7. Sexual orientation
- 8. Tagged photos

The right to be forgotten means, someone may request you delete their personal data and you must comply



Those who don't comply with the GDPR law may face a fine of up to 20,000,000 euros, or up to 4% of the company's profits from the previous year, whichever is higher.



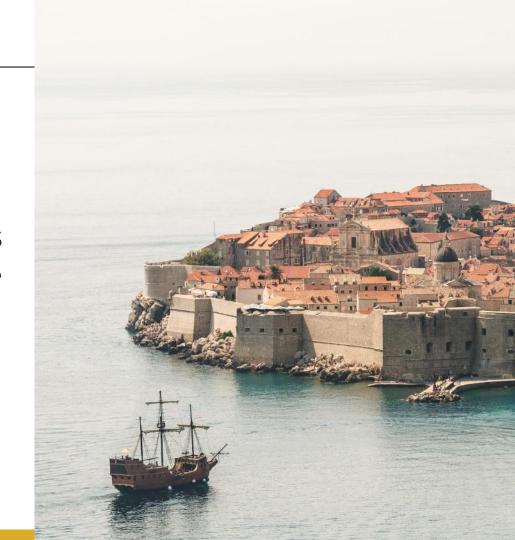
All right, so what do you have to adjust?

- Edit all forms by asking for their company name and adding a description of what the user is signing up for
- Ensure all forms and other data collection methods on websites are explicitly opt-in (note, a tick-box must not be pre-ticked)
- Make it easy for users to opt-out or unsubscribe
- Add a cookie alert banner
- Update privacy policy/ terms and conditions to reference GDPR terminology

Privacy: GDPR

It also means...

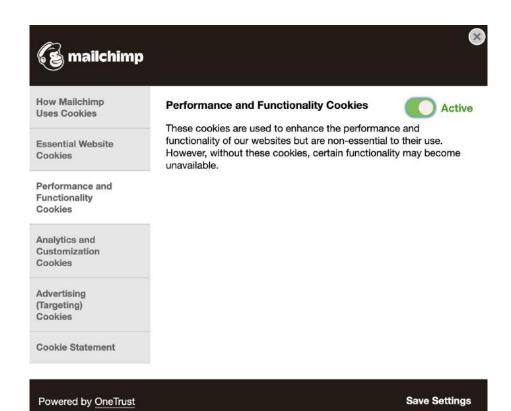
You must send subscribers an opt-in form if they came in before May 2018 and did not explicitly opt-in.



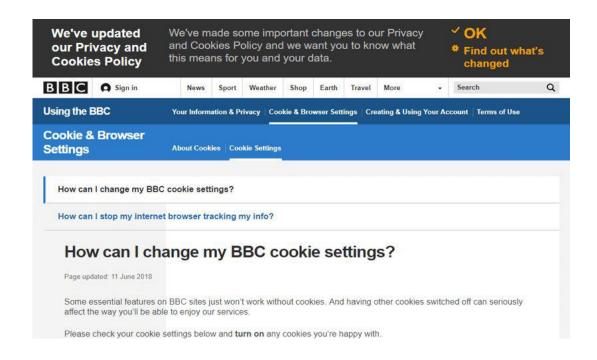
We use cookies to offer you a better browsing experience, analyze site traffic, personalize content, and serve targeted advertisements. Read about how we use cookies and how you can control them by clicking "Cookie Settings." If you continue to use this site, you consent to our use of cookies.

Please review our Terms of Use which changed on September 26, 2019

Learn More



These can lead to pretty complex cookie settings



These can lead to pretty complex cookie settings

Don't know where to start?



Privacy: GDPR & Other Services







Privacy: GDPR & Other Services

- You would not want to export or scrape contact details from your social media followers or groups as that is personal data.
- If you are sending traffic from social media to your website and you're using Google Analytics to track visitor behavior, you will likely need to get consent for that.
- If you run social media ads, especially lead ads, there are several things to be aware of. Let's quickly go through them.

Privacy: GDPR & Other Services

This direction is quite clear. If you have enabled Advertising features in Google Analytics, then you need consent from the EU citizen first.

Google defines 'Advertising features' as:



- Google Display Network Impression Reporting.
- Google Analytics Demographics and Interest Reporting.
- Integrated services that require Google Analytics to collect data for advertising purposes, including the collection of data via advertising cookies and identifiers.



Privacy: California

The CCPA applies to every company in the world if:

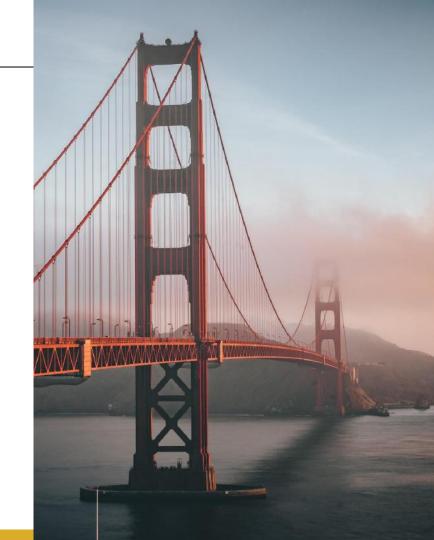
- 1. They collect personal data of California residents
- 2. They (or their parent company or a subsidiary) exceed at least one of the three thresholds:
 - Annual gross revenues of at least \$25 million
 - Obtains personal information of at least 50,000 California residents, households, and /or devices per year
 - At least 50% of their annual revenue is generated from selling California residents'
 personal information

Privacy: California

What happens if you don't comply?

Non-compliance with the CCPA puts you at risk of huge fines. You can expect the Attorney General to initiate a civil case against you if you remain non-compliant after 30 days upon being notified about it. This brings a risk of being fined up to \$7500 per violation.

It means that if you violate the CCPA-guaranteed rights of 1000 users, you might receive a fine of up to \$7.500.000 in total (\$7500×1000 users)



Privacy: California



If I'm GDPR compliant, am I all good?

No, being GDPR compliant doesn't mean that you are CCPA compliant by default. Chances are you already meet some of the CCPA requirements simply by meeting the GDPR ones, but you still have some work to do.

You'll have to make adjustments in your privacy policy, include a "Do Not Sell My Personal Information" link on your home page, establish methods for requests for access, change, and erasure of data, establish a method for verification of the identity of the person making a data-related request, and establish a method for obtaining prior consent by minors before selling their personal data.

Privacy: California - What You Have to Do

- Updating your privacy policy with information on how, why and what personal information you collect and process.
- Updating your privacy policy with information on how your users can request access, change, or erasure of their personal data that you have collected.
- Introducing a method for verification of the identity of the person making such requests.
- Introducing a "Do Not Sell My Personal Information" link on your home page. It will serve your users to prohibit the selling of their personal data from your side.
- Obtaining a prior consent from minors 13-16 years old before selling their personal data. For minors younger than 13 you have to obtain a prior consent by their parents.

Privacy: Login with Apple

Apple is aligning itself with privacy and that will only grow bigger and could mean trouble for marketers







TikTok: Who dis?



TikTok: Who dis?



(click me if people don't know what it is)

TikTok: Who dis?



Fast Facts

- 15 second videos
- Ability to stop & start video
- Mix Vine (RIP), Snapchat, and Instagram Stories
- Estimated 500 million monthly active users (which is 3rd largest)
- Only about 10% of actives are in the United States
- ByteDance (parent company based in Beijing) is valued at \$78 billion which makes it the world's valuable startup

TikTok: What kind of videos are there?

Top TikTok Challenges of 2018

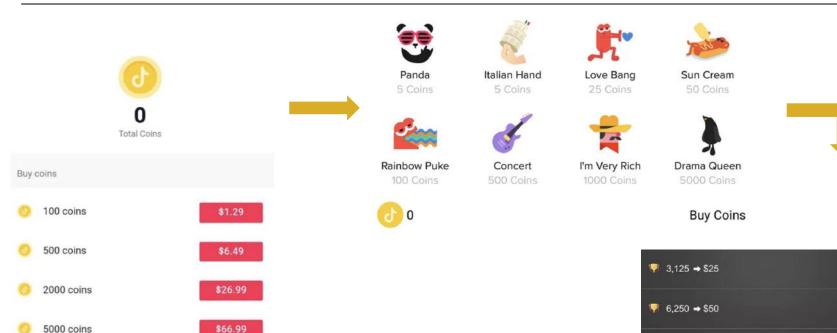


TikTok: here's the lowdown

How does it make money?

- Beat first half expectations with \$8.5 billion in revenue (estimated \$7 billion)
- In-App Purchase: customers can buy coins which they can give to creators (more on this later)
- Only some ads mainly when people launch the app for the first time
- These ads can cost around \$150,000
- Influencers can make around \$20,000 per post according to Influencer Hub

TikTok: here's the lowdown



Users spent over \$3.5 million in in-app purchases in October 2018 (up 40% from last year)

10000 coins



TikTok: what about brands?

Here are some early adopters







TikTok: what about brands?

How about some tips:

Show a different side of your company.

The app is a hub for creativity and humor. Embracing a more personal tone or a behind-the-scenes approach could make your company appear more relatable or trustworthy to potential customers.

Don't be afraid to experiment.

Unlike platforms like Facebook and LinkedIn, there aren't as many norms, best practices, or rules about what works and what doesn't. If you think something might be interesting or funny, try it and see if it gets any likes, comments, or shares.

TikTok: what about brands?

How about some tips:

Engage with your audience.

Between challenges, duets, likes, comments, and shares, there are plenty of ways to engage with other TikTok users -- even if you don't know them.

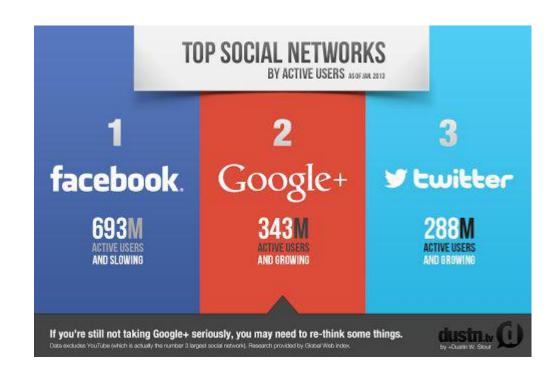
Try to come up with videos, challenges, or duets that aim to interact with others. As with other platforms, the more you engage with people, the more your fan base could grow.



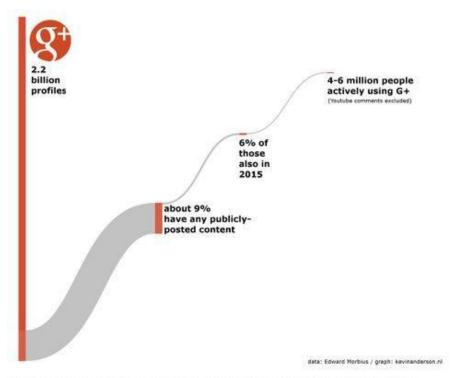
Google Strikes Back

Google: Google+





Google: Google+



less than

0.3%

active users

How many people are actively using Google Plus? (data: Edward Morbius)

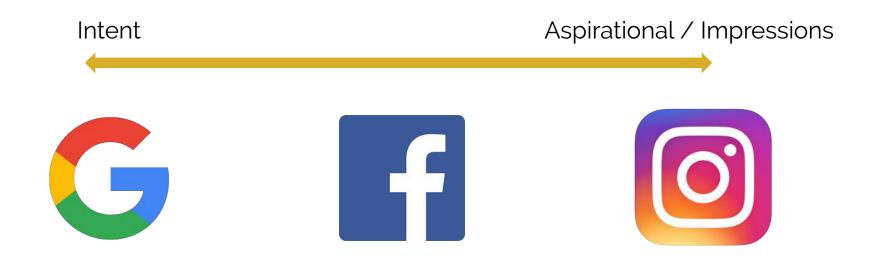
Google: Google+

Facebook: 1.5 billion

G+: 6 million

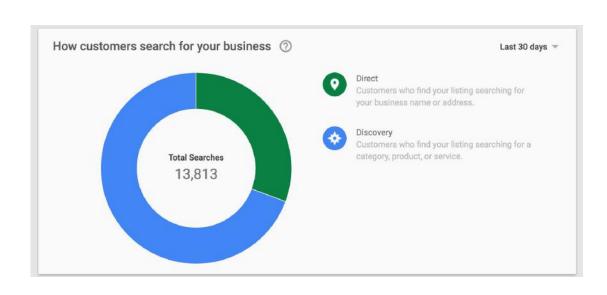
monthly active users

Google: channel breakdown

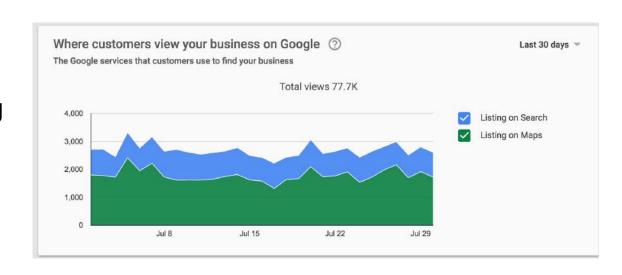


Google: My Business

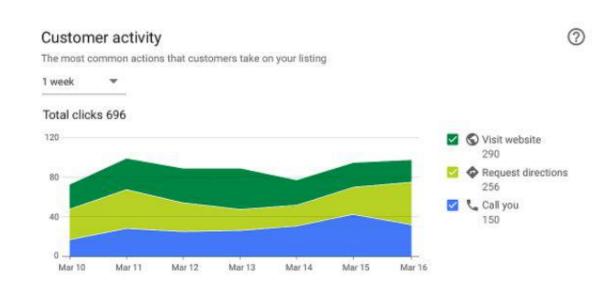
See how people are finding your listing (not your website)



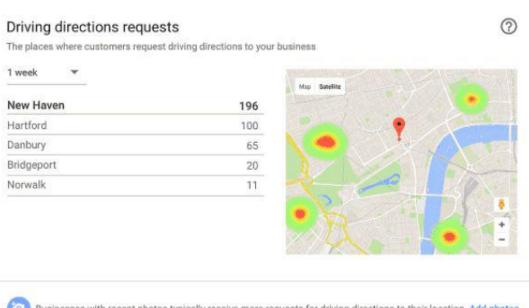
See how they are finding your business (great for brick & mortar)



See what customers are doing your listing

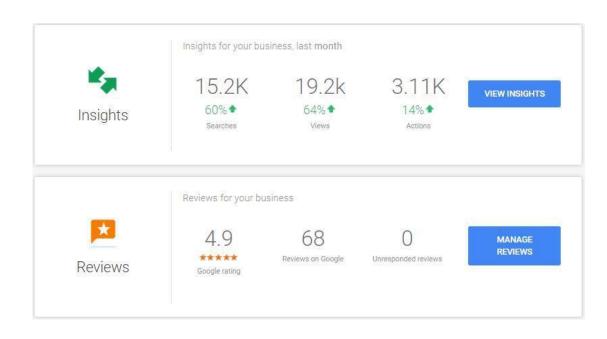


And then see where they are coming from

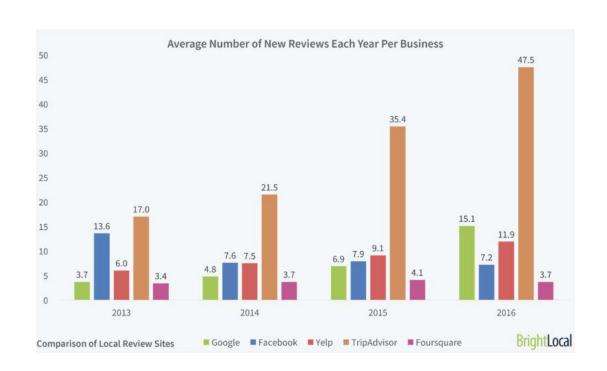


Businesses with recent photos typically receive more requests for driving directions to their location. Add photos

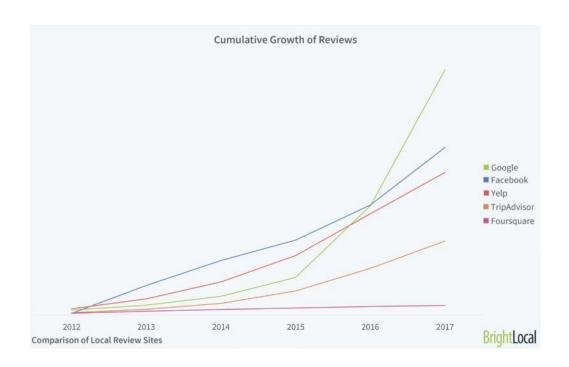
Gain valuable insights on overall views & reviews



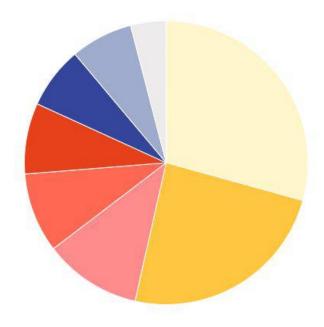
Reviews are becoming a bigger part of the business



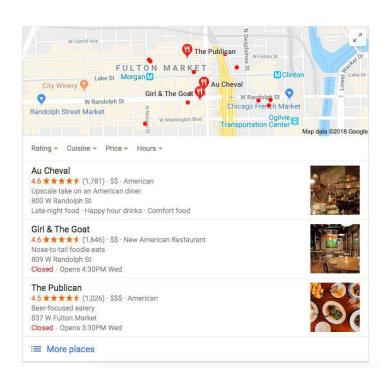
Really, really big



Localized Organic Ranking Factors



- Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 29%
- On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.) 24%
- Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.) 11%
- 4. Personalization 9%
- Citation Signals (IYP/aggregator NAP consistency, citation volume, etc.) 8%
- My Business Signals (Proximity, categories, keyword in business title, etc.) 7%
- Review Signals (Review quantity, review velocity, review diversity, etc.) 7%
- Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%



Reviews make up 13% of local "3 pack" SEO.

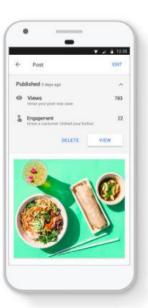
Nearly 2x higher

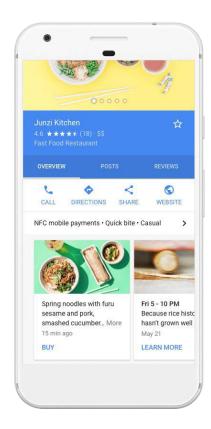
Google: strikes back

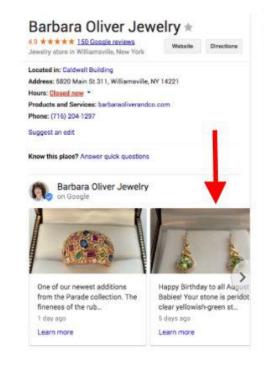
So why are we talking about Google?

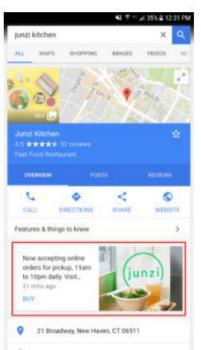










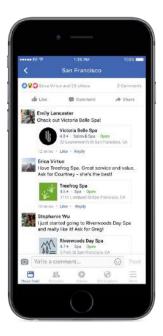


Google Searches per Day: 3.5 Billion

Facebook Searches per Day: 2 Billion

@facebook circa 2016



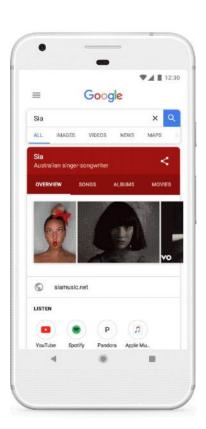


recommendations
events
marketplace
professional services

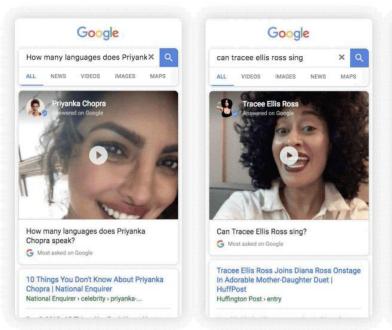


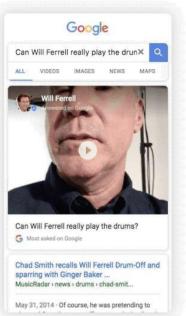


Musicians can share posts and show up on their own Google Search



Celebrities answer all of those weird questions about themselves





Other Trends & What's New

Other Trends:

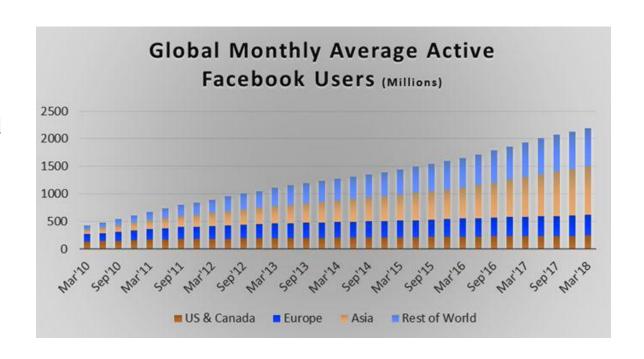
government oversight

- 1. splitting up tech giants
- calls on how social media is benefiting society
- 3. election interference
- 4. Libra



Other Trends: International Growth

social media's growth in the US has been saturated and will continue to expand internationally especially in developing countries



Other Trends: Customer Service

Customer spend 20%-40% more when they engage with a company

77% of customers have improved their perceptions of a business after chatting with them online.

90% of businesses are estimated to use social media for customer service by 2020



90%

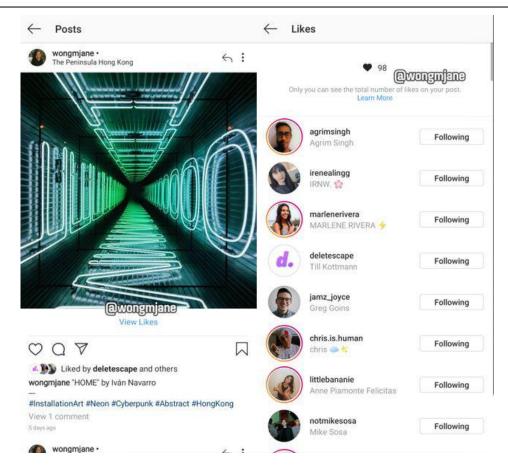
Other Trends: instagram removes likes

Instagram is currently hiding like counts and video views in 7 countries

Those countries are:

- Australia
- Brazil
- Canada
- Ireland
- Italy
- Japan
- New Zealand

However, that doesn't mean that Likes no longer matter. In fact, since 41% of Canadian content creators said engagement dropped after like counts were hidden, it means it's more important than ever to create powerful Instagram content that inspires engagement.



martech services

MarTech: advertising tools





MarTech: content hubs









Publisher

Drafts

Scheduled

Past Scheduled

Require Approval

Expired Approvals

Rejected

Content Sources:

Suggestions

RSS Feeds

Bulk Message Upload

Jun 14, 12:06 am

(GMT-5) America/Chicago

MarTech: email tracking









continue to resend emails

MarTech: graphic design



PEXELS





MarTech: all-around tools



create CTAs on every link



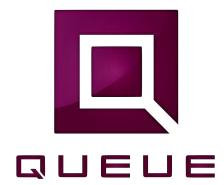
all-around tool to gain emails, heat maps, and more

MarTech: viral contests









MarTech: link building & tracking



URL Builder



MarTech: omni-channel







braze

MarTech: starter kit

| Social Media Management | Hootsuite, Buffer Sprout Social, MeetEdgar | All-in-one management of social media networks Organization, listing, monitoring |
|-------------------------|---|--|
| Website Analytics | Google Analytics SimilarWeb | Best to track visitors and conversion; Get traffic on sites other than your own (and apps too) |
| URL Sharing & Building | Bitly, Google URL Builder | URL shortener and engagement tracking |
| Email Marketing | MailChimp, Klaviyo, Braze | Mailchimp is free up to 2,000 subscribers |
| Content Marketing | portent.com, Answer The Public, BuzzSumo, Feedly | generate new ideas and exciting headlines |
| Page Conversions | SumoMe, Sniply | fantastic all-around tool |
| Landing Pages | Unbounce, LeadPages.net | get a landing page up in minutes |
| SEO | MOZ, SEMrush, Yoast | determine top keywords and page optimization |

Key Takeways: just in case you weren't paying attention

- social media is a business (hopefully you have a budget by now)
- you need to create a sustainable social media conversion flow
- maybe not next year, but government will increasingly play a larger role in how social media (and the internet) works
- privacy laws aren't optional become knowledgeable & in-line with the laws
- continue to make video a larger part of your strategy
- social continues to become larger and smaller, groups and engagement is what matters most

Key Takeways: keep it light

It is only social media after all...





have questions or want these slide?

email me at bianco.adam@gmail.com