



What Does Social Media Hold for Businesses?

26 SEPT

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Speaker Philippa Crick



Philippa Crick

Director of Cre8ive Marketing, a digital marketing agency and Founder of Get Social, empowering businesses to use social media more effectively.

Philippa bring brands to life in print and on screen. With a clear focus on strategy and design, she believes attention to detail makes the difference between good design and great design.

Philippa is also Certified with Google Adwords which is a professional accreditation that acknowledges her proficiency in all aspects of AdWords.

-  Social Media Expert
-  Marketing Consultant
-  Creative Director
-  Website Strategist
-  Content Developer
-  Project Manager
-  Trainer
-  Brand Storyteller

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www.getsocial.nz/APPNZ



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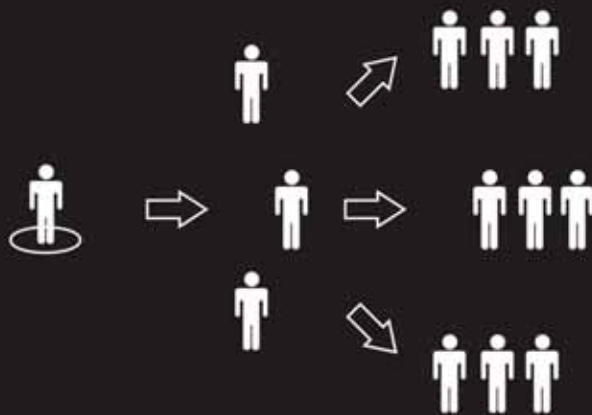
- 90% of kiwis aged 15 years+ use social media
- 81% of Kiwis use YouTube
- 79% use Facebook
- 46% use Instagram



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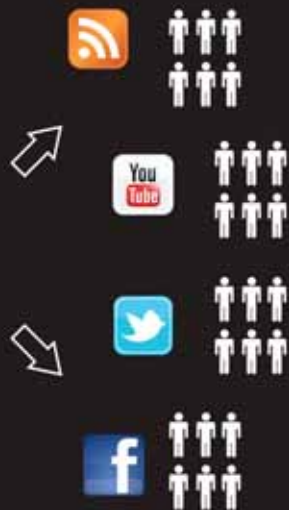


One message before Social Media...

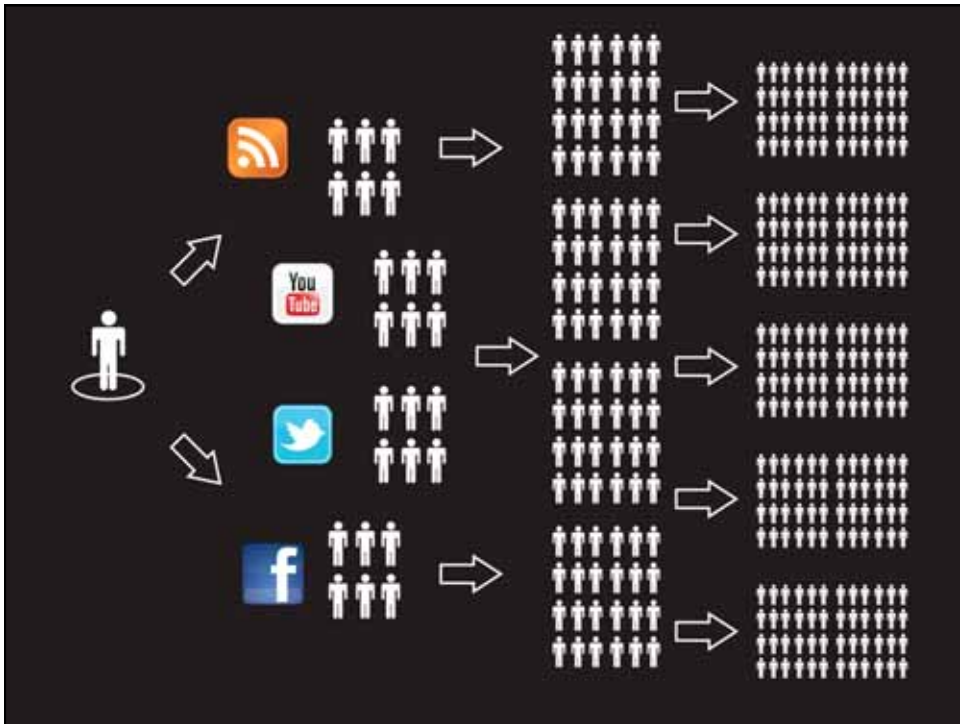




One message after Social Media...



The message is distributed across Social Media channels...



Myth that social media is 'free'
actually "SWEAT marketing"



BP / Barcroft Media

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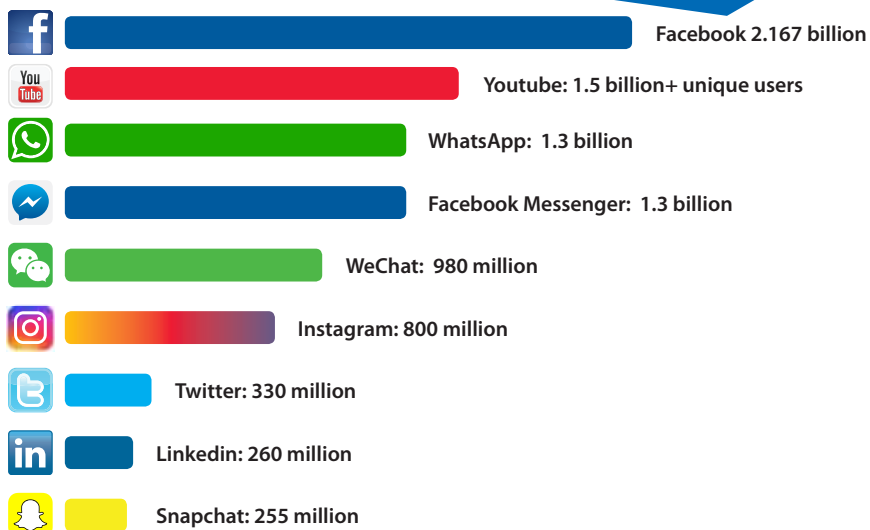
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What can you use social media for?

- Increase brand awareness
- To develop long-term relationships with your customers
- Reward your customers with discounts
- Offer deals on slow days
- Makes it easy for others to share your content
- Portal for feedback and reviews
- Channel for responding to customer enquiries

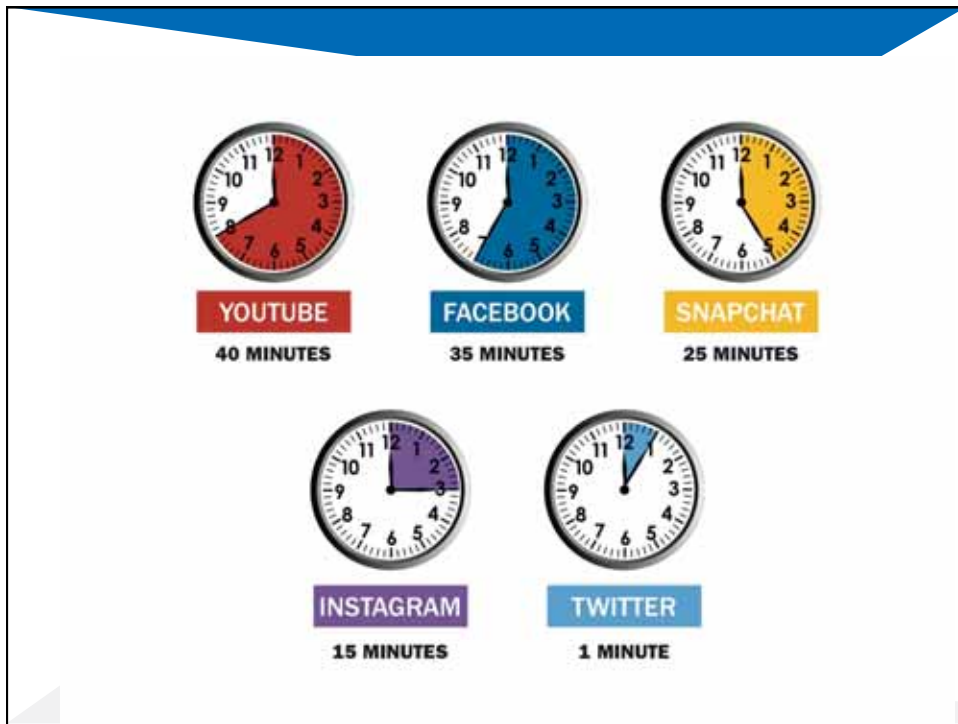
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How important is it?



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Finding the Fundamentals

1. Should your business be on social media?
2. What networks should you choose?
3. How do you create a great profile?
4. What is the time commitment?

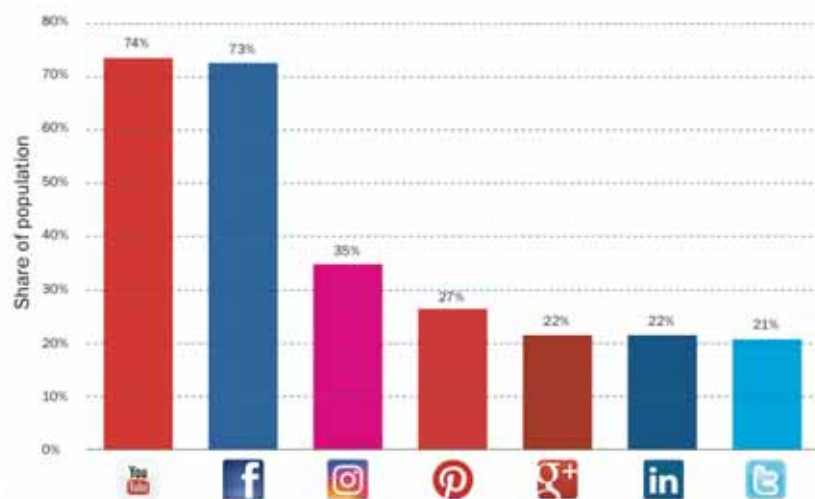
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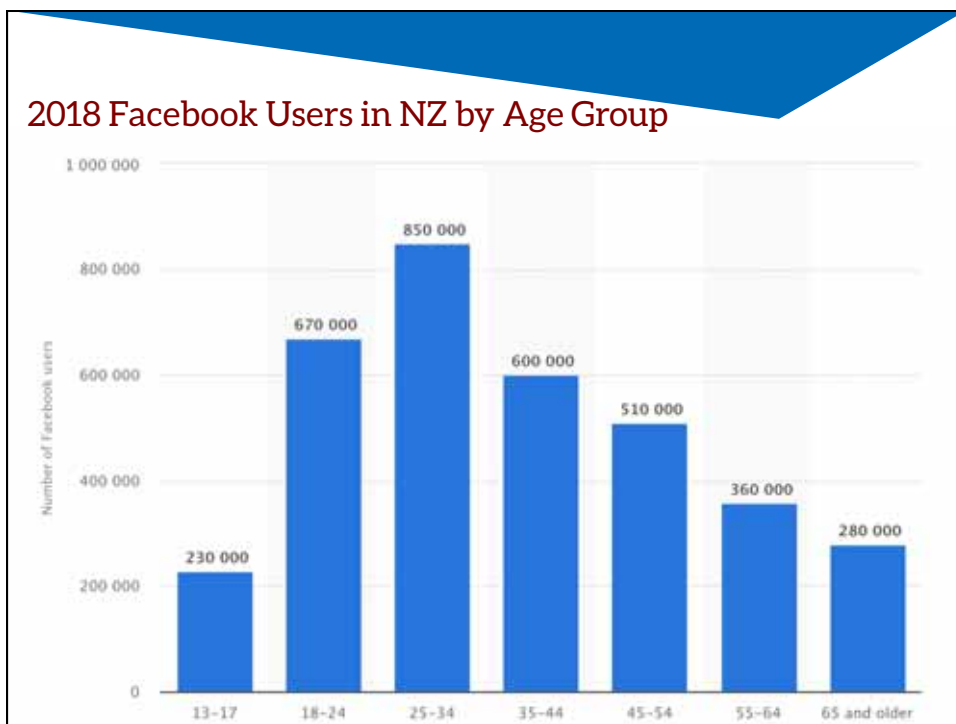
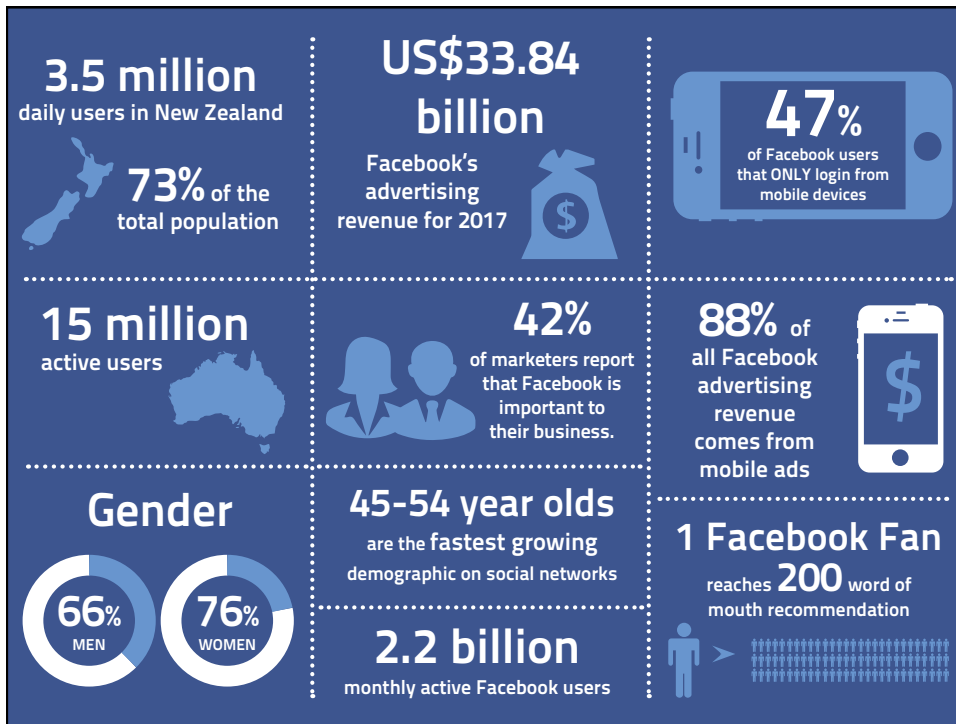
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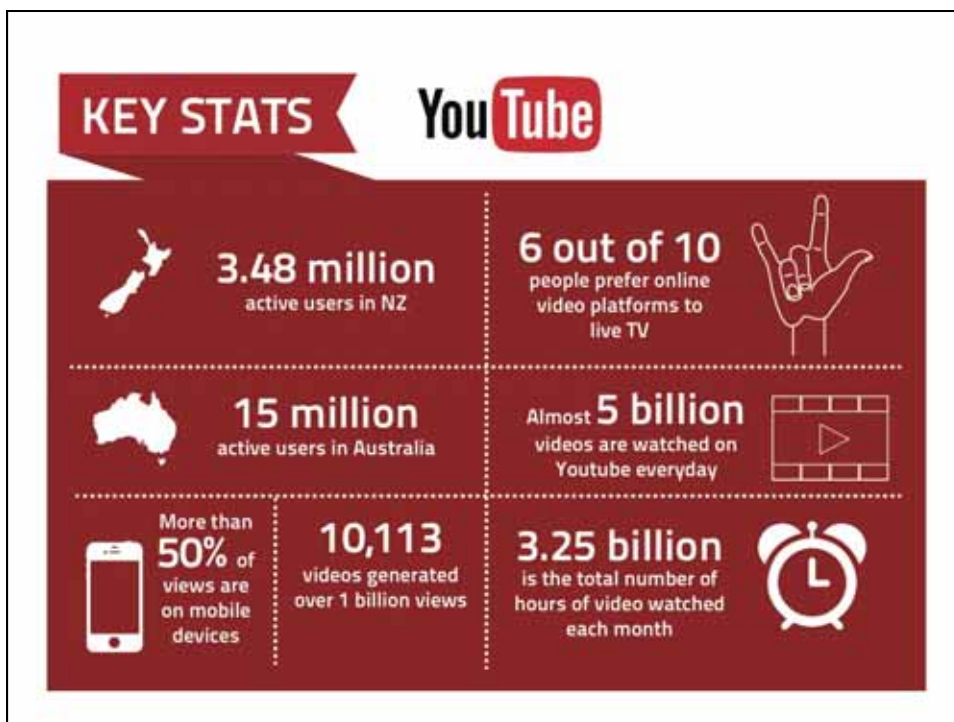
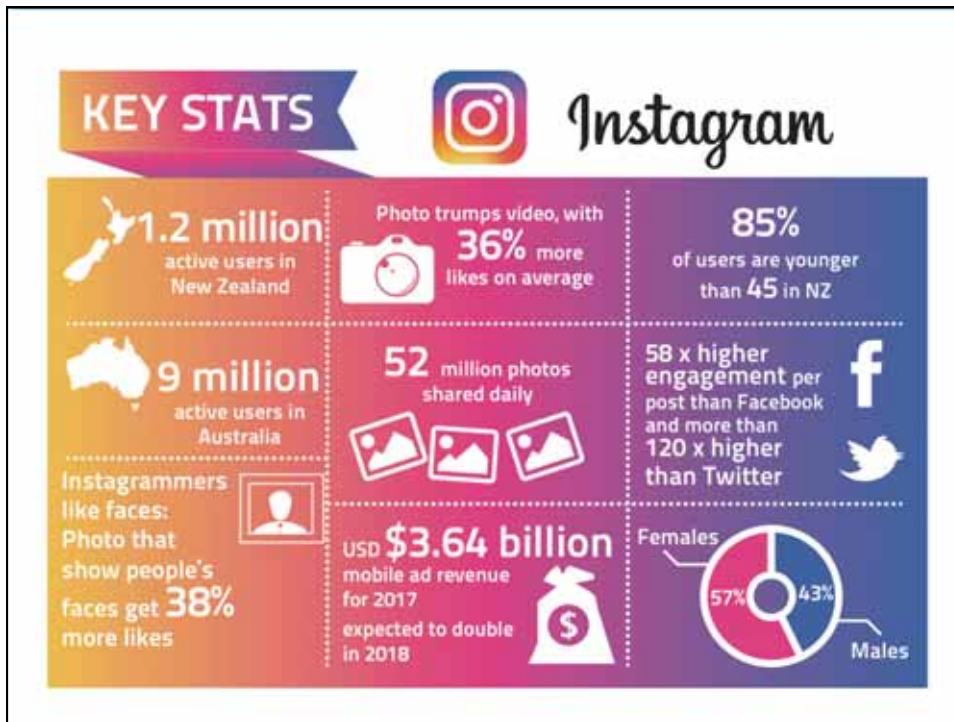
Which Social Media Platform?

- Where do your target markets hang out?
- Are your competitors on there?
- Keep it manageable - do you have the resources to support the platforms you want to be on?
- Platforms that you experience the most traction


Leading Social Networks in NZ








KEY STATS


Twitter



966,000


active users in New Zealand

Pop star Katy Perry has the most followed twitter account with over

109 million


707

is the average number of followers




3 million

active users in Australia



Caitlyn Jenner holds the record for rapidly acquiring **1 million** followers, achieving the benchmark in just over 4 hours



Police in Granada, Spain have Twitter handles on their uniforms

1 in 3 NZ users say they purchase items from brands they follow on Twitter or recommended them to others

80%

of active users access the site via mobile

Maximise Your Profiles: Complete All Sections

GENERAL

Category: **Web Designer** Edit

Name: **Cre8ive Marketing** Edit

Username: **@cre8ivemarketingNZ** Edit

HOURS

Open Now 9:00 AM - 5:00 PM ▾

BUSINESS INFO

Business Details

Parking: **Street parking**

Edit Start date

Edit business types


ADDITIONAL CONTACT INFO

cre8ive@cre8ive.co.nz

http://www.cre8ive.co.nz/

https://twitter.com/PhilippaCrick

STORY



SEO | DIGITAL MARKETING | GOOGLE ADWORDS | SOCIAL MEDIA TRAINING

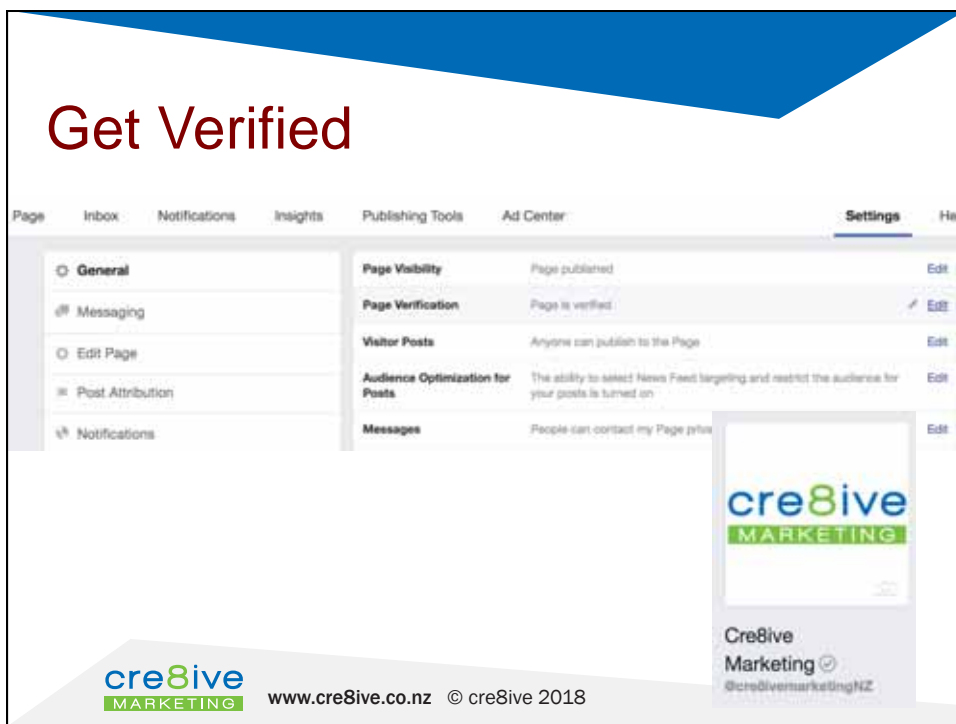
Why Choose Cre8ive:

Let's build your success story - grow your business with digital marketing tailored to your business. We are a leading Digital Marketing Agency based in Dunedin, providing inspired Online Marketing solutions for all types of business.

Our expertise covers:

- branding
- design
- strategy
- custom websites

[See More](#)



41%

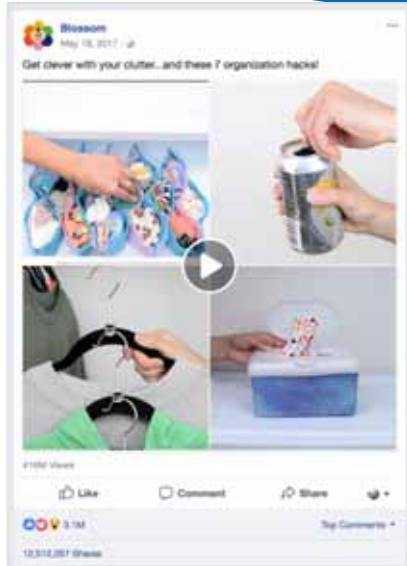
will unfollow a
brand that doesn't
share relevant
information

FACEBOOK POSTING STRATEGY, THINK:

ENTERTAINMENT
+
EDUCATIONAL
=
"EDU-TAINMENT"

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Top Facebook Content for 2017 – video ‘how to organisational hacks’

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Visual content has taken over our social media feeds



of social media is made up of images



Instagram is a photo sharing app;
 LinkedIn & Twitter can share
 images and videos



How Important are Visuals?



of information sent to the brain is visual

60k

We process visuals 60,000 x faster than text



Text is processed in the short-term memory, visuals in the long-term

About **40%** of people respond better to visual information than text

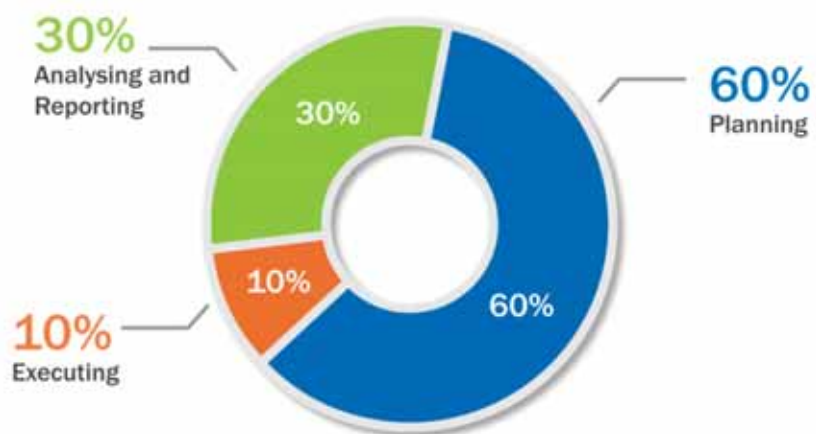
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A Picture is worth a Thousand words



Time Spent



It all starts with a Strategy



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Social Media Strategy

1. Research your Competitors and Industry
2. Identify your Goals
3. Identify your Target Markets
4. Decide online voice & image
5. Plan content (calendar)
6. Assign Responsibility
7. Allow for staff training
8. Allocate a budget
9. Monitor and measure

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Know your Audience:

Who/Where are they?

What is their personality like?

How/Where do they consume?

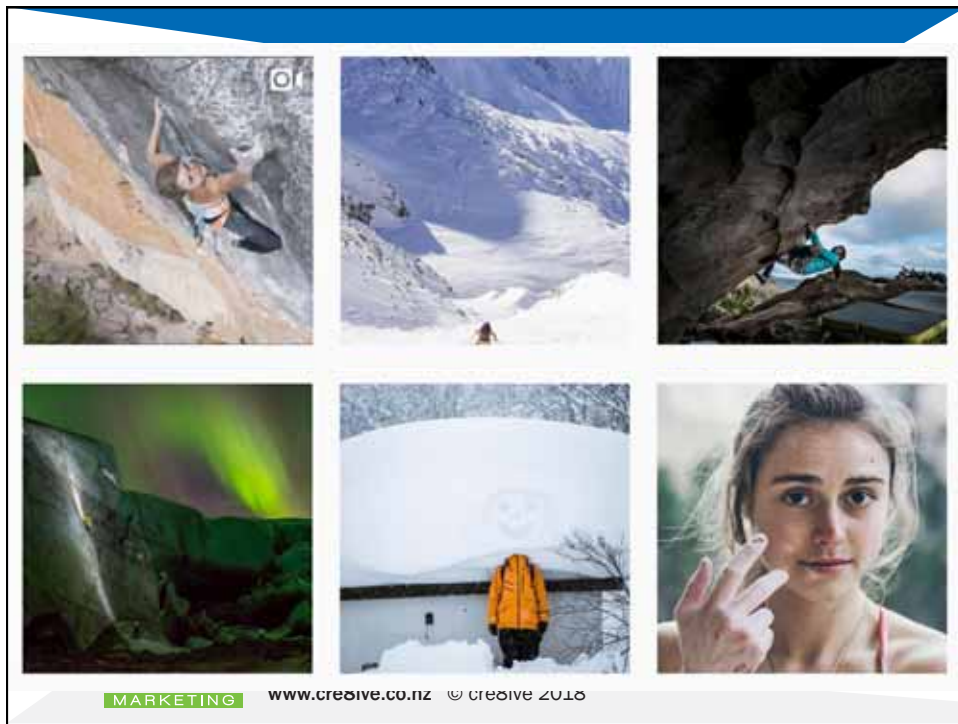
How/Where do they engage?



Unique
Selling
Point



© cre8ive 2016



Assign Responsibility



Content Calendar

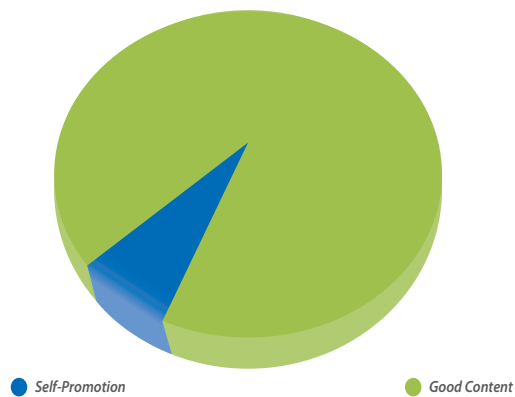
- ① Overview plan: start with the broader marketing initiatives (google docs)
- ② Establish boundaries
- ③ Gather information now, research external events
- ④ Capitalise on photo/video opportunities
- ⑤ Create evergreen content
- ⑥ Holidays/Seasonal Influencers
- ⑦ Brain storm questions/problems your audience may have
- ⑧ Analyse past performance

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Restrain Yourself

Social Media Posts



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Brand Your Imagery



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Leverage your Cover Imagery & Video



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Stirling Sports Dunedin
September 21 at 1:16 PM · 🌐

The NEW Women's #FILA Disruptor in 'Wood Rose' has finally hit the shelves 😊

5 2 Comments

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Don't Clutter Your Image nor Message



Great News

As of Monday 2nd January 2017 we're back whale watching!

FOR MORE INFORMATION PLEASE CONTACT OUR CUSTOMER SERVICE TEAM ON res@whalewatch.co.nz or freephone 0800 655121 FOR AN UPDATE ON OUR NEW TOUR SCHEDULE!

whalewatchkaikoura Follow

198 likes 2w

whalewatchkaikoura We are so excited to be back out whale watching as of Monday 2nd Jan 2017. Please contact our Customer service team for more info. #kaikoura #whalewatching #nzmustdo #spermwhale #supportkaikoura #kakahakeikoura

anitaservaas Great news!

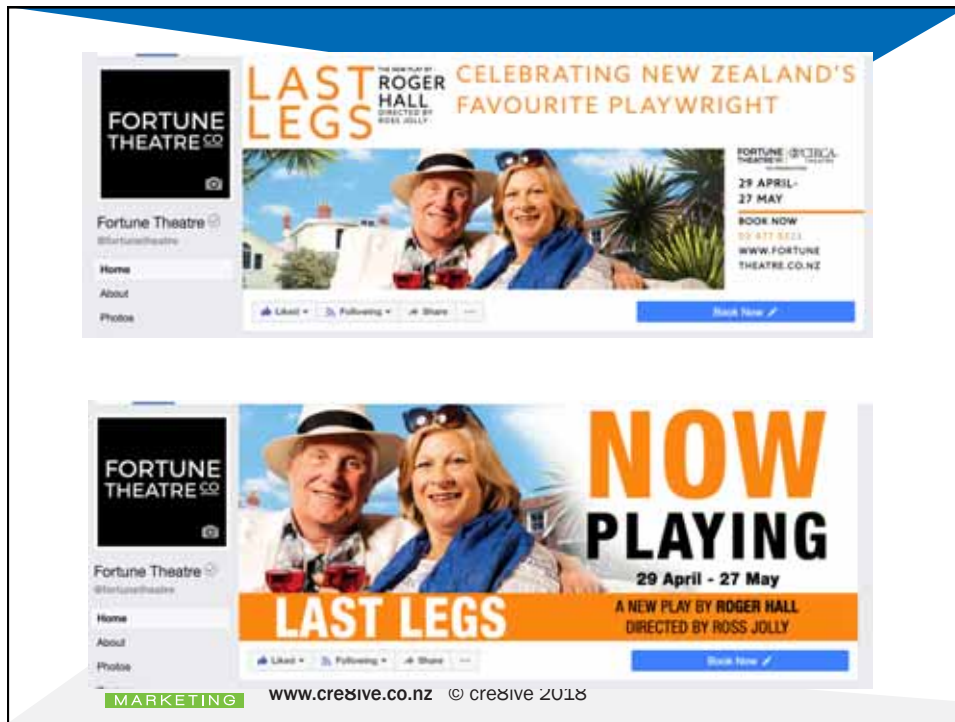
weedramfarm We saw you out testing the boat today, looks sweet as

kymm88 @whopper25

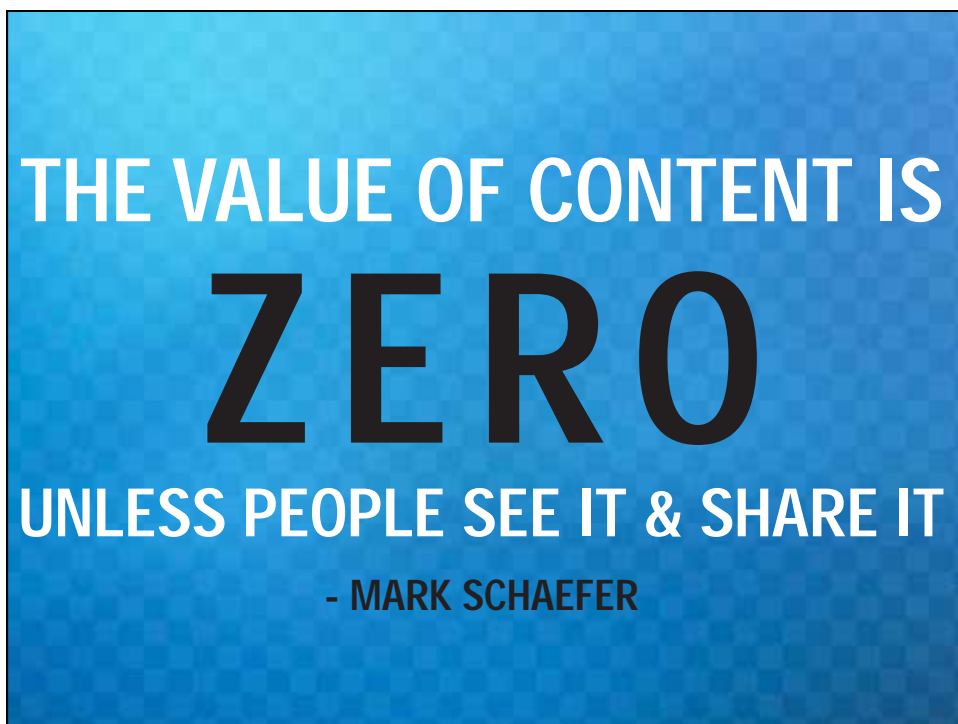
punto_f @whalewatchkaikoura so happy for you! Wish you all the best, it was the most amazing experience of my whole life!

annarlarlanbute @rakast

Log in to like or comment.








Just because someone has
“liked” your page doesn’t
mean they’re necessarily
going to see your updates in
their Newsfeed.





How to get more engagement

Photos			Native FB Videos
			
53% more Likes	104% more comments	84% more click-throughs	7 X more engagement as YouTube embeds

Posts ≤ 80 characters	Question???	Post 1-4 x week
		
66% more engagement	100% more comments	71% more engagement

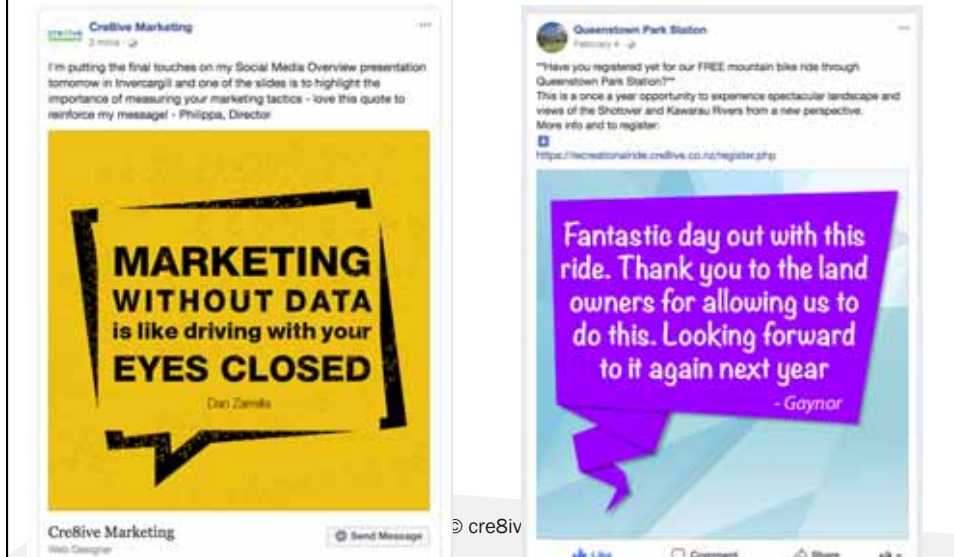
Ask Questions

We are trialling two new hoodie styles for kids - which one do you prefer?

True or False? Pig hearts have been used in human heart transplants?

What is your favourite Summer Fruits flavour?
Strawberry
Pineapple
Mixed Berry

Prove it with Testimonials or Quotes



Online Reviews

- 88% of people are influenced by reviews and online comments
- Respond
- And quickly
- Leverage your response

Can Share to a Page



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UGC & Holidays/Festival Influencers



By 2019,
Cisco predicts
that **videos**
will make up
80% of all
internet traffic
worldwide.



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82% of consumers say
they would rather watch
live videos than read
social media posts.

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Fisher-Price
May 8 at 8:55am · 0%

A few extra kisses go a long way, especially on Mother's Day!
#HappyMothersDay

34K Views

Like Comment Share

333

50 shares

Otago Polytechnic
December 9, 2015 · 0% · Shared · Sports

Looking forward to a few games of backyard cricket this summer? Watch as students from Otago Polytechnic show you how to create the ultimate backyard cricket experience and teach the Otago Volts a few lessons! For more info visit: <http://www.op.ac.nz/howto>

85K Views

Like Comment Share

571

133 shares

View previous comments 2 of 99

Dian Gentle Mitchell George
Like · Reply · January 15 at 4:55am

Kirk Paterson Eve Maza
Like · Reply · February 25 at 11:46am

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Cre8ive Marketing
2 mins · 0%

Do you want your website up the search engine rankings? Have you heard of SEO (search engine optimisation)? At Cre8ive we make sure your website has a solid foundation in SEO - what to know more about what this is? Watch our video.
goo.gl/E4oEPJ

Search Engine Optimisation: explained by cre8ive
Search Engine Optimisation or SEO Optimise your Web Presence with 'Search Engine Optimisation' A technique used to increase a website's visibility and...
YOUTUBE.COM

Boost Post

Like Comment Share

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What Makes Content Shareable?



Examples of Emotional Connection



GIVE THE BRAZILIAN GOVERNMENT A YELLOW CARD

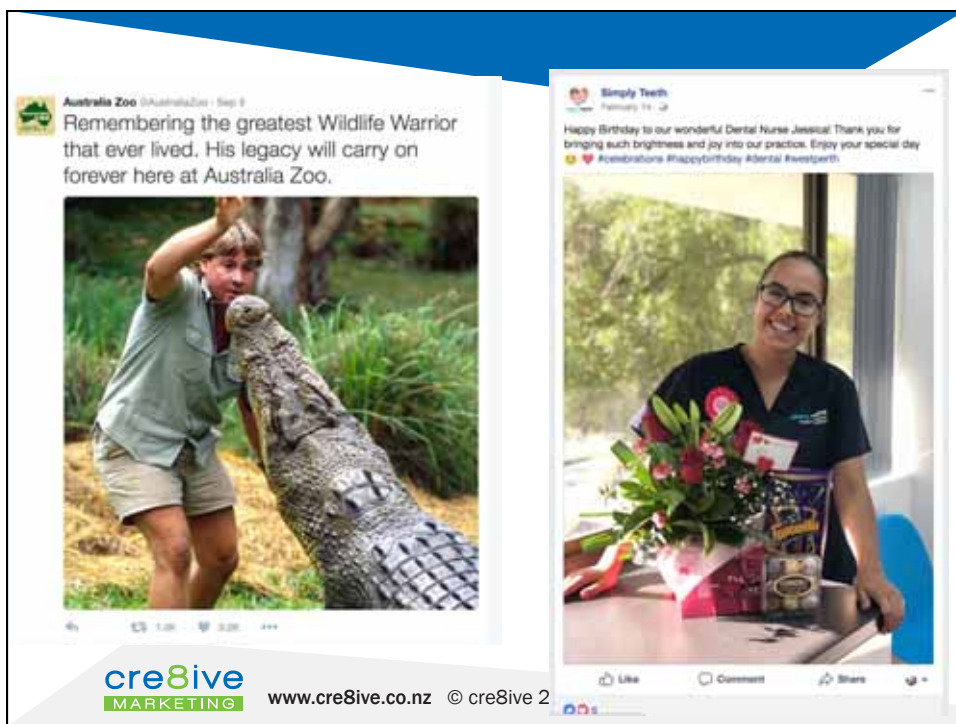
Amnesty International Aotearoa New Zealand
Non-Profit Organisation

ANISTIA

Like Follow Message

Timeline About Photos Reviews More


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Australia Zoo @AustraliaZoo · Sep 8
Remembering the greatest Wildlife Warrior that ever lived. His legacy will carry on forever here at Australia Zoo.

Simply Teeth
February 14 · 28
Happy Birthday to our wonderful Dental Nurse Jessal! Thank you for bringing such brightness and joy into our practice. Enjoy your special day 🎉❤️🎂 #celebrations #happybirthday #dental #westport

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Are you obsessed with the right things?

BREAST CANCER FOUNDATION

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Musée de la Grande Guerre



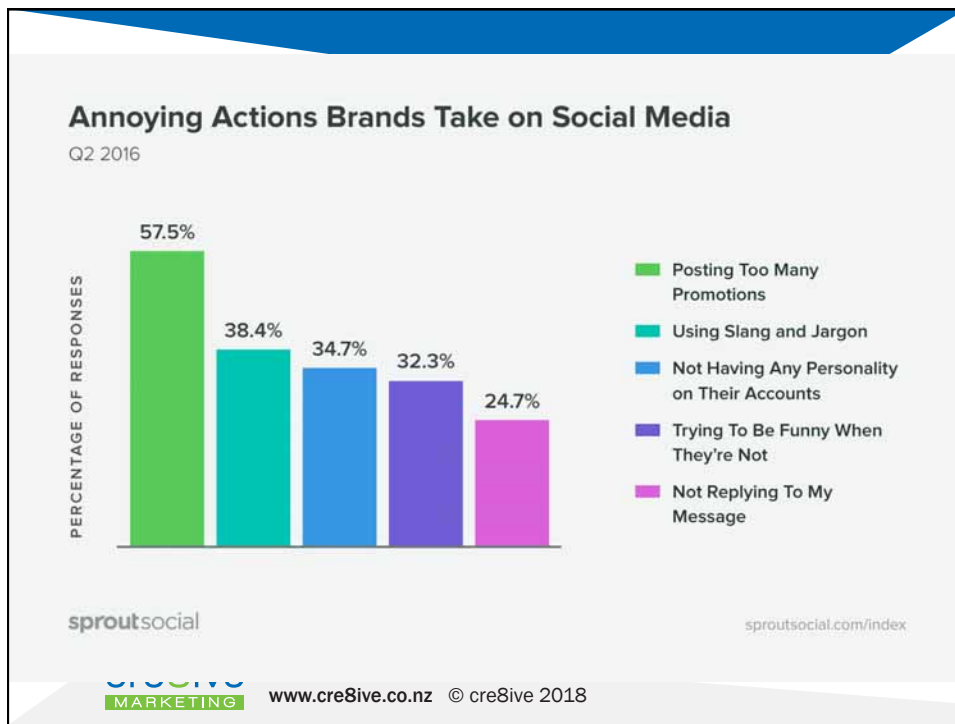
Léon Vivien
Teacher

65k likes

Attracted 50,000 fans in just two weeks as well as 7,500 shares and 6,500 comments

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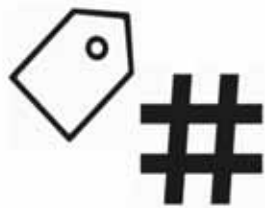
Facebook Contest Rules

- Can enter by liking or commenting on a POST
- Can post on a page to enter or message a page
- Cannot require to like a Page, share a post or tag a photo
- Must include a line about FB not being responsible or connected in Ts&Cs

Why Instagram?

- Third most popular social media after Facebook and YouTube
- Users are far more engaged than Facebook (15x) and Twitter users (20x)
- More likely to see interactions with your Instagram users (although this is changing)
- Instagram Stories

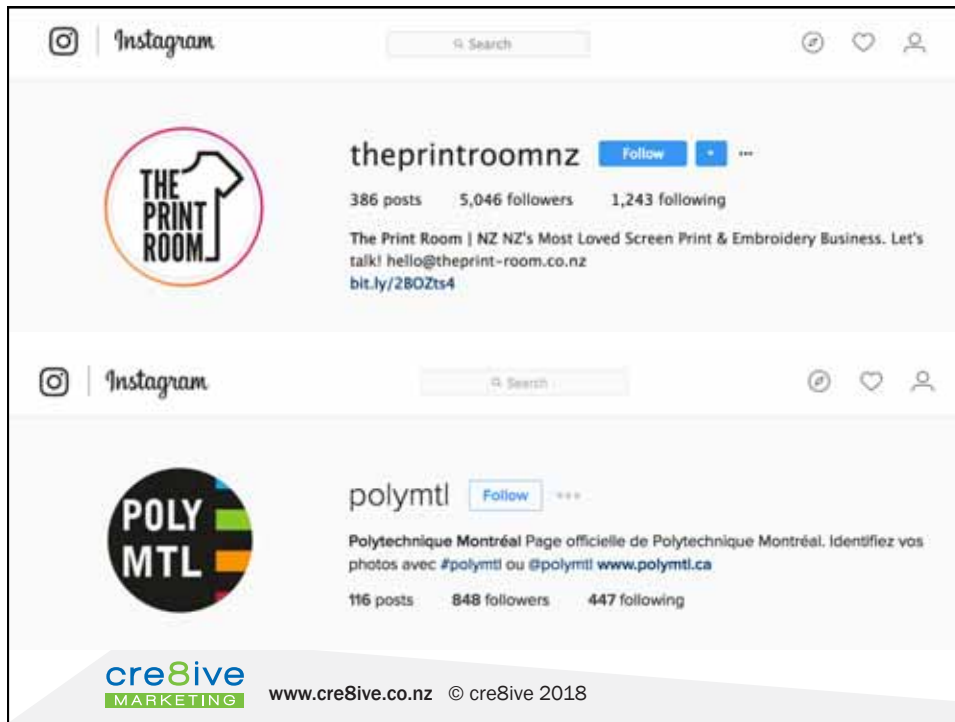
Hashtags



- Add tags to your images
 - ✓ Like on Twitter
 - ✓ # 'hashtag' symbol.



Getting some pump on #legsdays! #workout #fitness!



LinkedIn

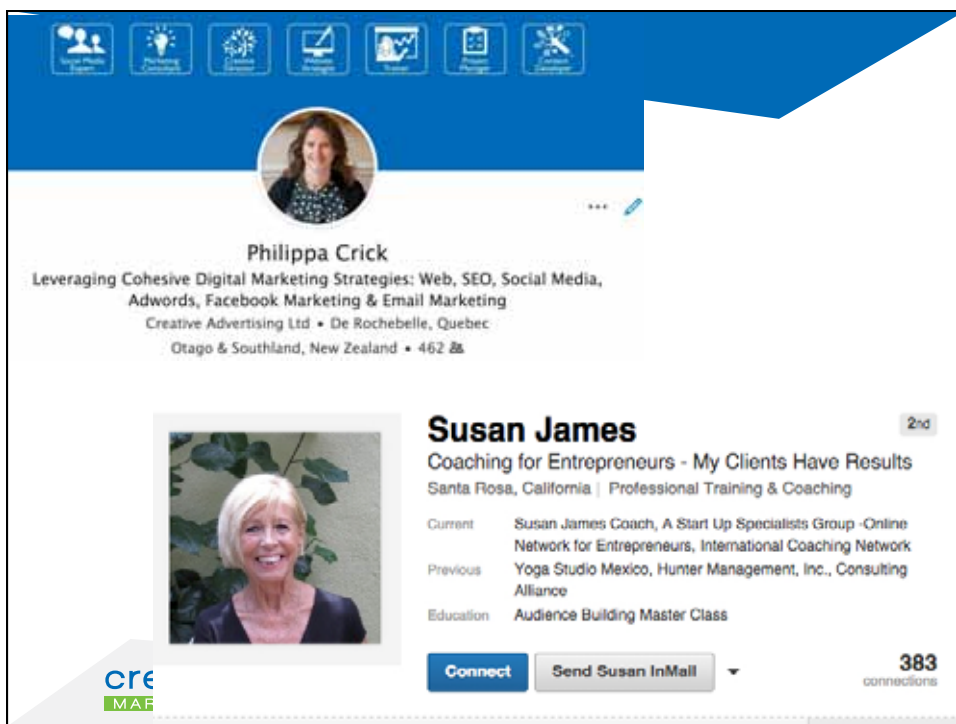
- Business-oriented social networking service.
- Participate in groups, answer questions, and post company updates on LinkedIn.
- Having a strong LinkedIn profile for your company, complete with referrals, is a strong component in the brand optimisation mix.
- Your photo should be a head and shoulders
- Update your status frequently and consistently
- Use images in your status updates



A profile card for Elizabeth Maloney. It features a blue header with a white circular profile picture of a woman with blonde hair. Below the photo, the text reads "Elizabeth Maloney • 3rd" and "Regional Quality Manager at Fonterra". At the bottom, there is a logo for "cre8ive MARKETING" and the website "www.cre8ive.co.nz © cre8ive 2018".

Elizabeth Maloney • 3rd
Regional Quality Manager at Fonterra
Fonterra

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A profile card for Philippa Crick and Susan James. The top section features a blue header with a white circular profile picture of Philippa Crick. Below the photo, the text reads "Philippa Crick" and "Leveraging Cohesive Digital Marketing Strategies: Web, SEO, Social Media, Adwords, Facebook Marketing & Email Marketing". Below this, it says "Creative Advertising Ltd • De Rochebelle, Quebec" and "Otago & Southland, New Zealand • 462".

Philippa Crick
Leveraging Cohesive Digital Marketing Strategies: Web, SEO, Social Media,
Adwords, Facebook Marketing & Email Marketing
Creative Advertising Ltd • De Rochebelle, Quebec
Otago & Southland, New Zealand • 462

The bottom section features a white circular profile picture of Susan James. To the right of the photo, the text reads "Susan James" and "Coaching for Entrepreneurs - My Clients Have Results". Below this, it says "Santa Rosa, California | Professional Training & Coaching".

Susan James
Coaching for Entrepreneurs - My Clients Have Results
Santa Rosa, California | Professional Training & Coaching

Current Susan James Coach, A Start Up Specialists Group -Online
Network for Entrepreneurs, International Coaching Network
Previous Yoga Studio Mexico, Hunter Management, Inc., Consulting
Alliance
Education Audience Building Master Class

Connect Send Susan InMail 383 connections



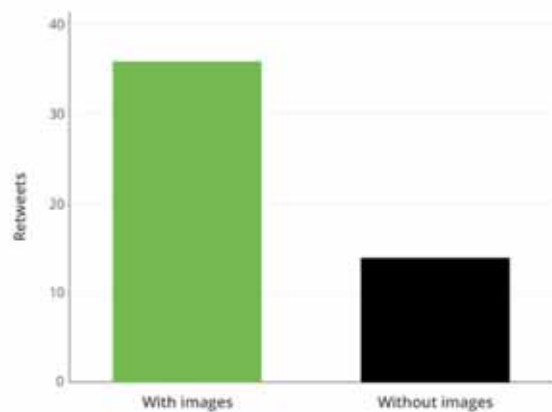
- *Customise* your Twitter background and header. Great for conveying something about your brand and to distinguish you
- Profile Picture – headshot or logo
- Twitter bio – sentences to describe you or your business and include a link to your website where visitors can learn more.
- Keep Tweets short and sweet (under 100 characters)
- Use hashtags (maximum 2-3)
- Experiment with video

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Tweets with images received **150%** more retweets.



buffer

Generation Z

- Oldest Gen Zers are 23



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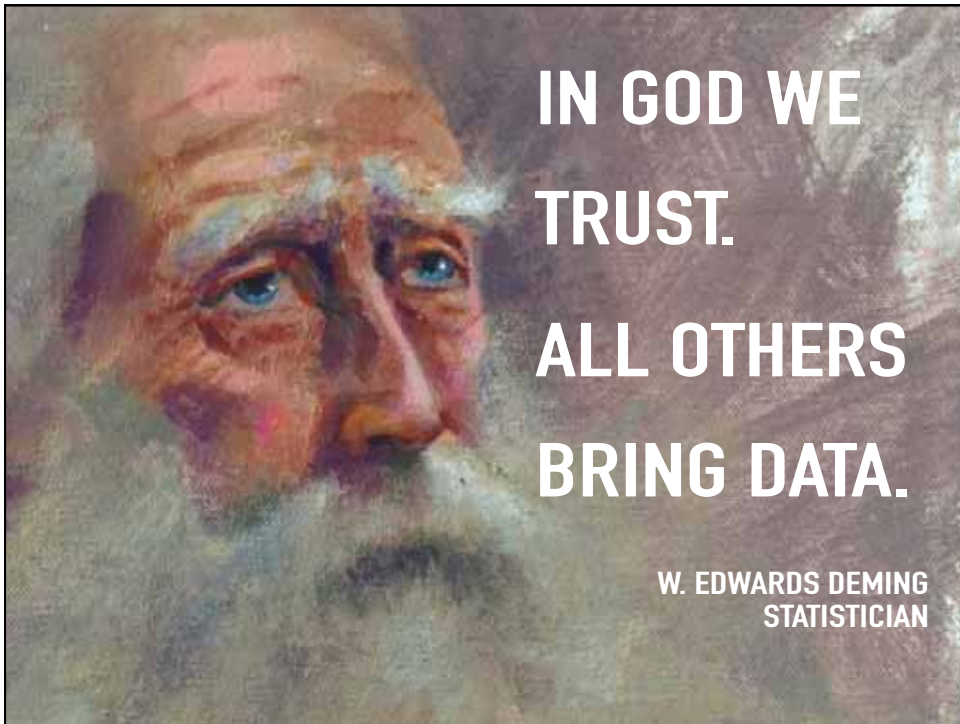
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- 175 million monthly active users, 81% female
- Virtual notice board (pinboard)
- Board is a collection of pins around a topic
- Ideal for highly visual organisations: designers, wedding planners, tourism operators
- Average time spent per visit 14 minutes
- Median age of a Pinterest user is 40, however majority of active pinners are below 40.

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Social Media Guidelines for Staff



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2018 Key Takeaways

- Have a strategy & create a likeable personality for your organisation
- Join the conversation
- Branch out to other platforms
- Use video
- It's about *what* you post, not how often
- Mobile-friendly
- Experiment (content & channels)
- Pay to play
- Monitor

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Thank you!

Connect with me
cre8ive@cre8ive.co.nz

Training website
www.getsocial.nz

Facebook page
fb.com/cre8ivemarketingNZ

Twitter
@PhilippaCrick



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