

Basics for Small Business Owners: Social Media Marketing

Develop & Improve Your Social Media Presence in 2020

Kristen Shinaver



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Topics

- About Kristen
- Your Brand on Social Media
- Identifying Your Target Market
- Social Media Platform Overview
 - Facebook
 - Pinterest
 - Twitter
 - Instagram
 - LinkedIn
- Social Media Accounts: Business vs. Personal



Kristen Shinaver

Marketing Manager

Incubation & Venture Development



Kristen uses a combination of psychology, digital marketing, public relations, and behavioral economics to facilitate a bond between brands and their customers, manage reputations, and optimize digital presence.



Your Brand on Social Media

- What are you offering?
- Would you hire yourself?
- Are you being professional?
- Are you acting as a resource?
- Have you been responding to comments?
- If you sell a product – are you posting high-quality photos?
 - (ex: in-focus, good lighting, balanced, non-pixelated, clear background)
- Are you posting regularly?

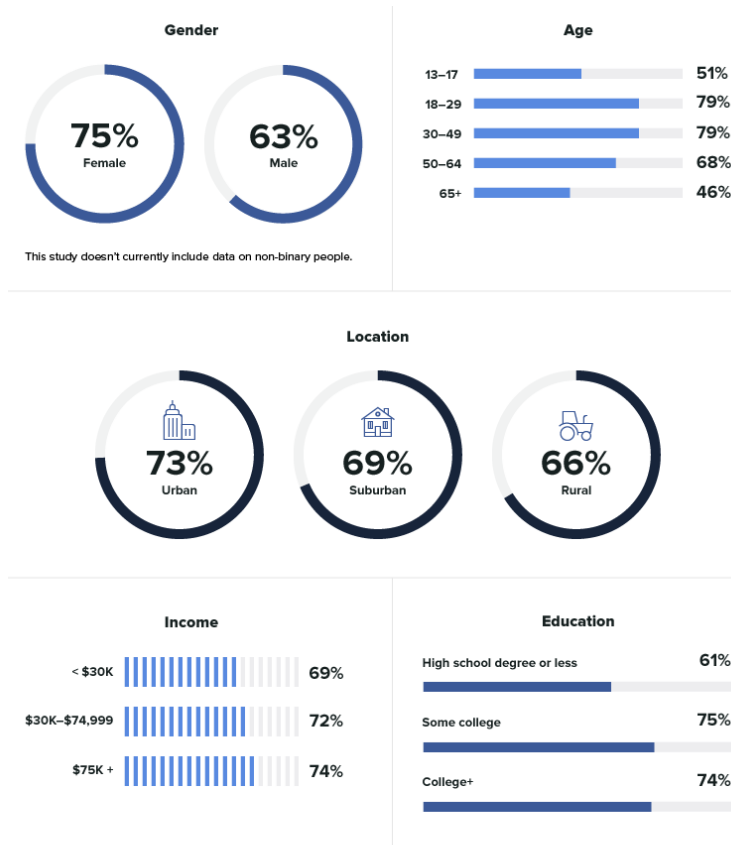
Your Brand on Social Media

- Content No-Nos
 - Profanity
 - Spelling and Grammar errors
 - “Adult” Content
 - Negativity or Offensive Content
 - Spam
 - Threats
 - Images or Videos Taken without Permission
 - POLITICS

Identifying Your Target Market

- Who are you trying to reach?
- Can you be found where they are?
- Are you managing profiles that are wasting your time?

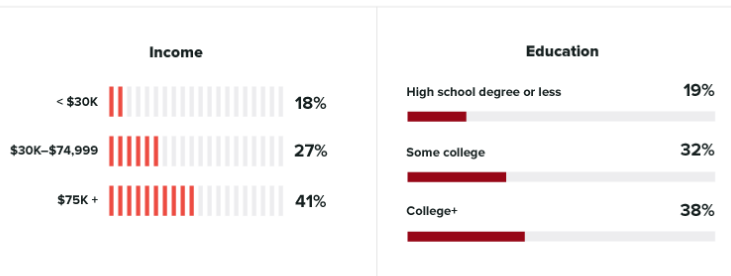
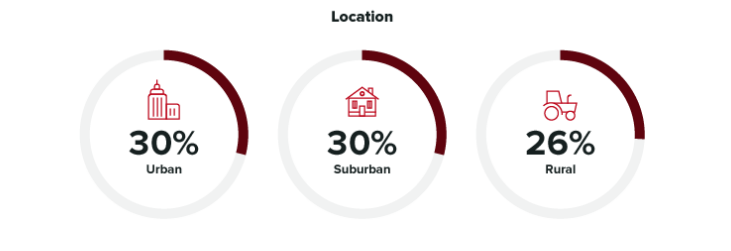
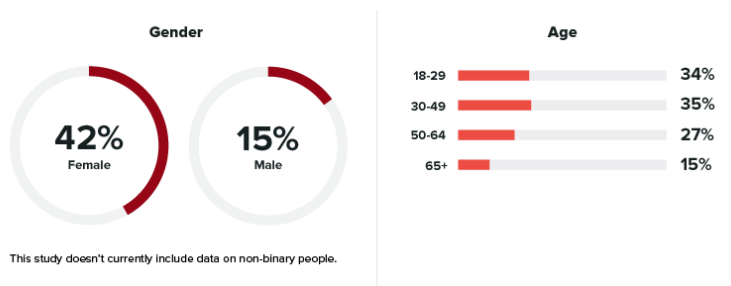
Facebook



- 88% of Facebook users are on the platform to stay in contact with friends and family
- Fewer teens are using Facebook now than in previous years
- Highest traffic occurs mid-day Wednesday and Thursday
- 94% of Facebook Ad revenue is from mobile
- The average cost per click for a Facebook Ad is \$1.72
- Users watch 85% of Facebook videos without sound
- Facebook users are 4x more likely to watch live streams than recorded videos



Pinterest



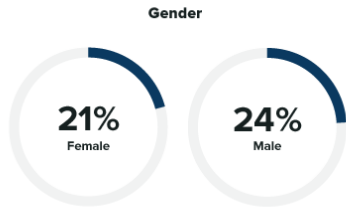
- High-income households are twice as likely to use Pinterest as low-income households.
- Shopping is a top priority for 48% of Pinterest users.
- Promoted pins that align with life moments and holidays see a 22% lift in sales.
- More than 56 million Pinner actively engage with home content.
- Related Pins account for 40% of engagement on Pinterest.
- There are more than 2 billion searches on Pinterest every month.
- Pinterest is most popular with women—especially moms.

<https://blog.hootsuite.com/pinterest-statistics-for-business/>

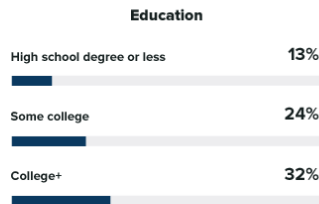
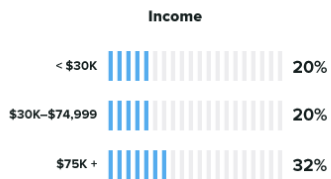
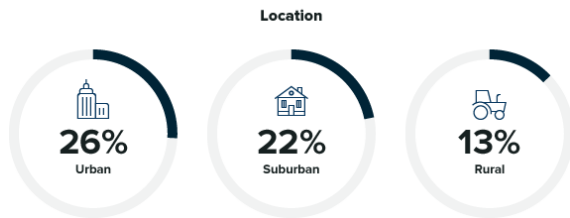
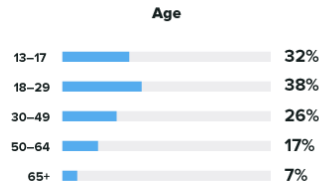


Twitter

- The average time spent on Twitter clocks in at 3.39 minutes per session.
- 67 percent of all B2B businesses are using Twitter as a digital marketing tool
- 77 percent of Twitter users have a better impression of a brand when they respond to a tweet.
- 60% of users expect a brand to respond to any customer service requests within one hour.
- 40% of Twitter users carried out a purchase after having come across it on the social media platform.

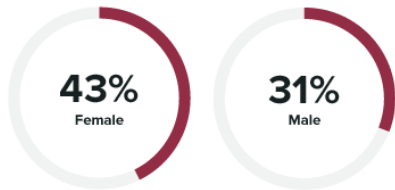


This study doesn't currently include data on non-binary people.



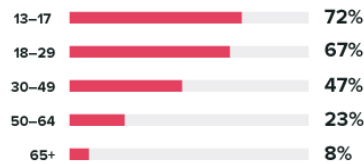
Instagram

Gender

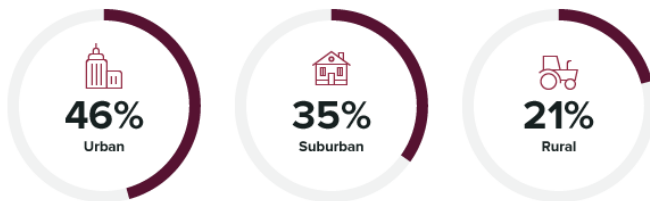


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Age



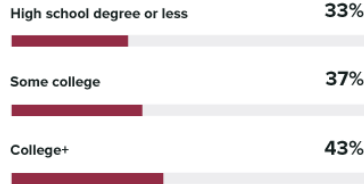
Location



Income



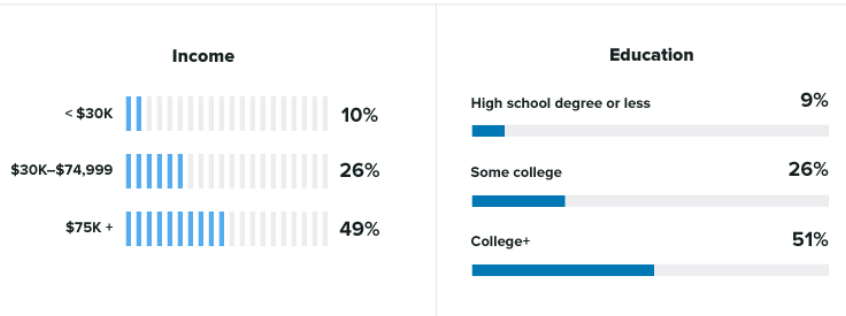
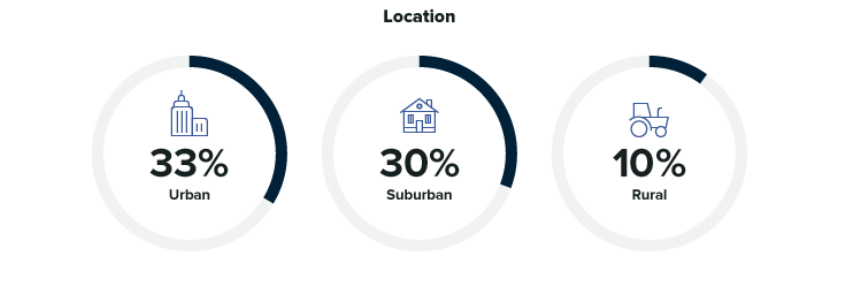
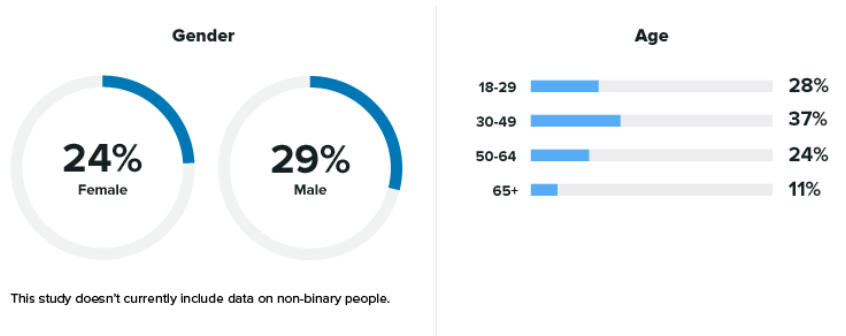
Education



- 1 billion people use Instagram every month.
- [500 million people](#) use Instagram Stories every day.
- [37% of American adults](#) use Instagram.
- Instagram is the [most popular traditional social network among U.S. teens](#).
- [200 million Instagram users](#) visit at least one business profile daily.
- [62% of people](#) say they have become more interested in a brand or product after seeing it in Stories
- [73% of U.S. teens](#) say Instagram is the best way for brands to reach them about new products or promotions
- [60% of businesses on Instagram Stories](#) use an interactive element every month
- How-to tutorials are the [most popular form of Instagram video content](#)



LinkedIn



- 57% of LinkedIn's traffic is mobile
- LinkedIn has 15x more content impressions than job postings
- Users are 60% more likely to engage with a coworker than another connection
- 94% of B2B marketers use LinkedIn for content marketing
- 89% of B2B marketers use LinkedIn for lead generation
- 51% of Americans with a college education use LinkedIn
- Cost per lead on LinkedIn is 28% lower than on Google AdWords.

<https://blog.hootsuite.com/linkedin-statistics-business/>



Business Accounts vs Personal Accounts

Business Account

- Access to business management features
- Post and channel analytics
- Featured events you can promote
- Offers
- Services
- Reviews
- Contact Buttons
- Ads
- Tracking Pixels
- More.

Personal Account

- Used for connection with friends, family members, co-workers, etc.
- Missing features that are used to promote your business.
- Has “Friends” or “Connections”
- Social channels punish/penalize personal pages acting as business pages.
 - Lower view rates
 - Locked accounts
 - Banned email addresses.

QUESTIONS?



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