





# Overview

About Me

Digital Marketing in Brief

Local Profiles

Social Media

- Strategies
- Plan/Calendar Content
- Scheduling
- Frequency
- Engagement

# About Me



## **Jen McFarland, MPA**

10+ years graphic design, web design, marketing

10+ years project management

Co-created Prosper Portland's Small Business

Digital Marketing Program

Speaker and Trainer



SOCIAL MEDIA USE





# What is digital marketing?

Digital marketing is any form of marketing products or services that involves electronic devices.

Digital marketing can be done both online and offline.

- Neil Patel





## SOCIAL MEDIA USE

# And...

The most **human** company wins.  
— Mark Schaefer, author,  
Marketing Rebellion





SOCIAL MEDIA USE

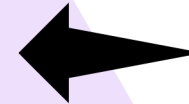
**3 And Then...**



PR  
Landing pages  
Blogs  
Paid search  
Paid social media  
Social media

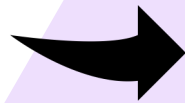


**2 Business Builders**



Email marketing  
Customer list  
Ecommerce  
Website  
Photos & videos  
Referrals & word-of-mouth

**1 Strong Foundation**



Payments & point-of-sale  
Business software  
Email / Productivity software  
Domain name  
Name, address & phone  
Revenues & goals  
Digital marketing readiness, planning & budgeting







## Social Media

Easy, appealing; and, manage your time among all top channels

Top 4 Local Channels:

1. Search Engine Optimization
2. Content
3. Email Marketing
4. Social Media

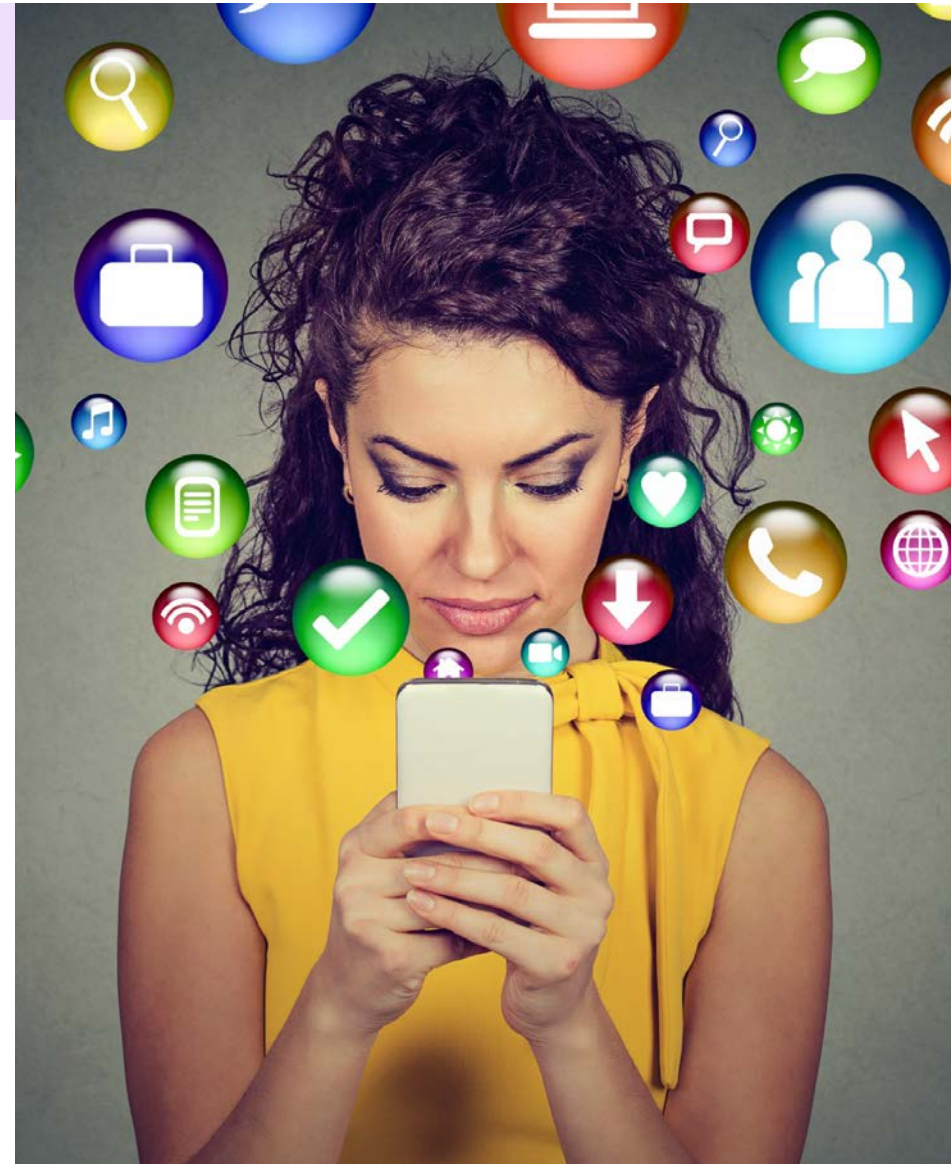


## Don't be distracted

... by the noise telling you to put all your eggs  
in the social media basket.

Use a balanced approach  
(website + email marketing + social media)

## In-person connections and events still outweigh social media





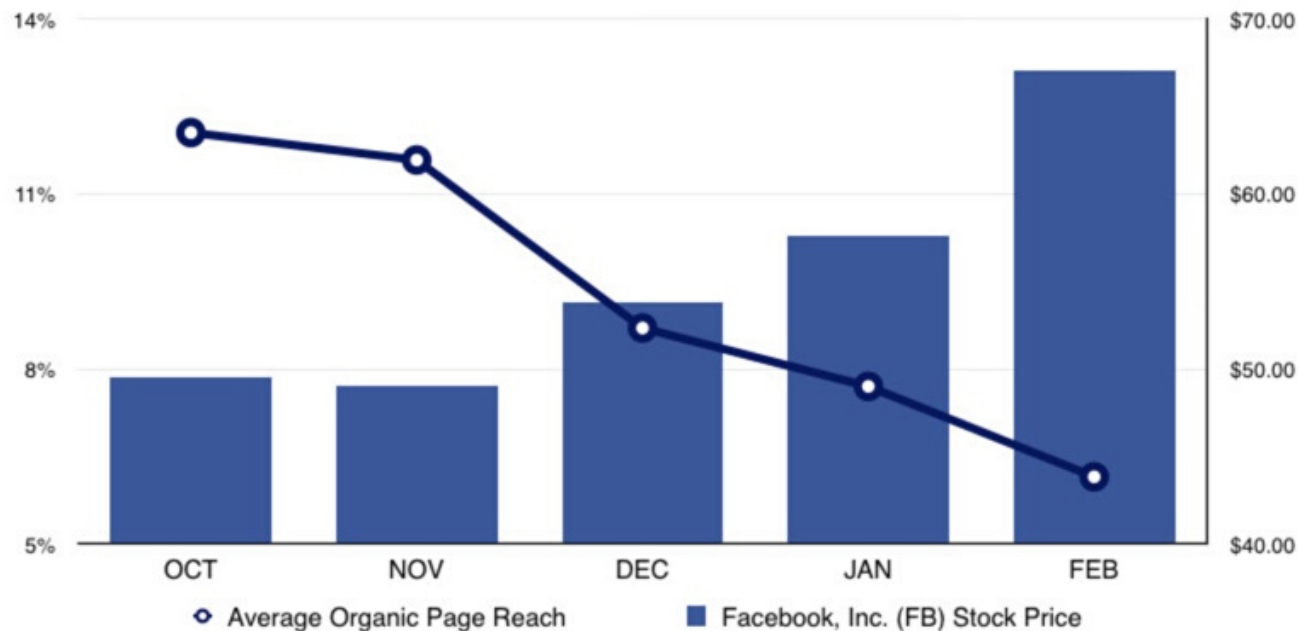


SOCIAL MEDIA USE

**Big tech companies  
are basically  
landlords**

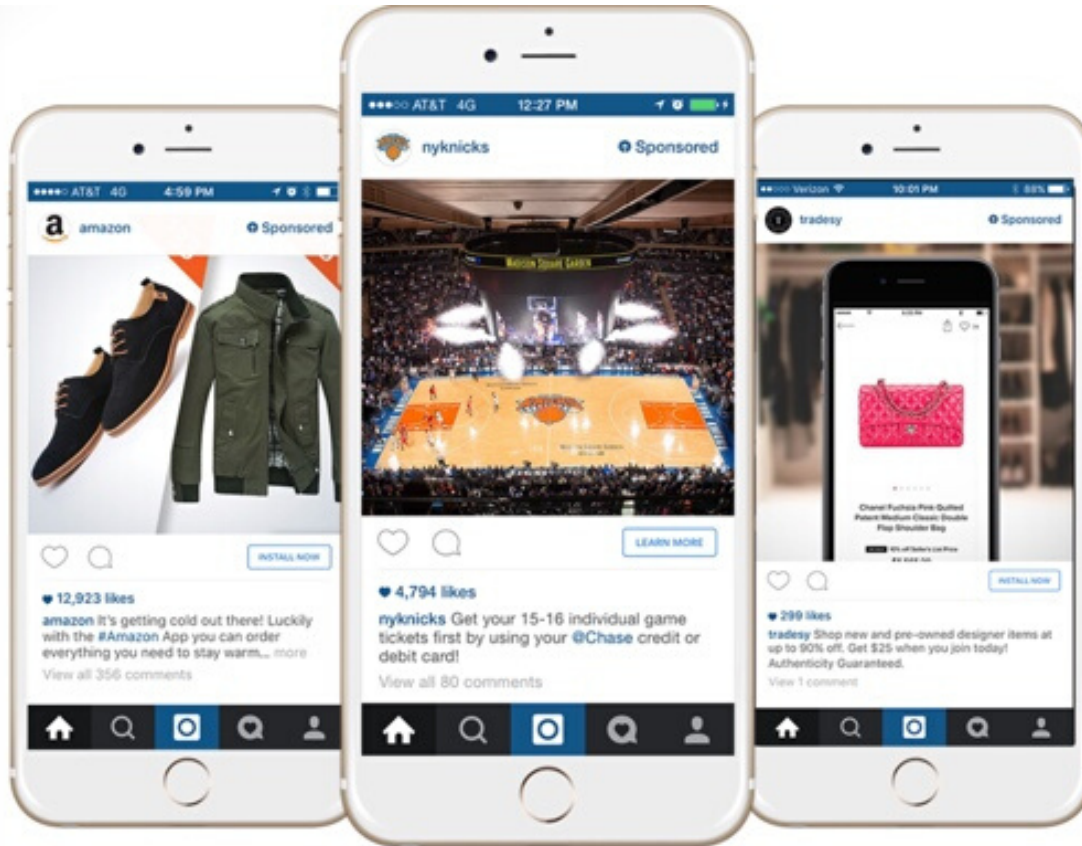


# Landlords Can Raise The Rent At Any Time



<https://www.convinceandconvert.com/social-media-tools/this-chart-explains-the-reachpocalypse-and-why-facebook-is-laughing-all-the-way-to-the-bank/>





**Even the  
up-and-coming  
neighborhood  
may soon be out  
of reach**







# Why Social Media is Important

Connects your referrals, word of mouth, and paid advertising

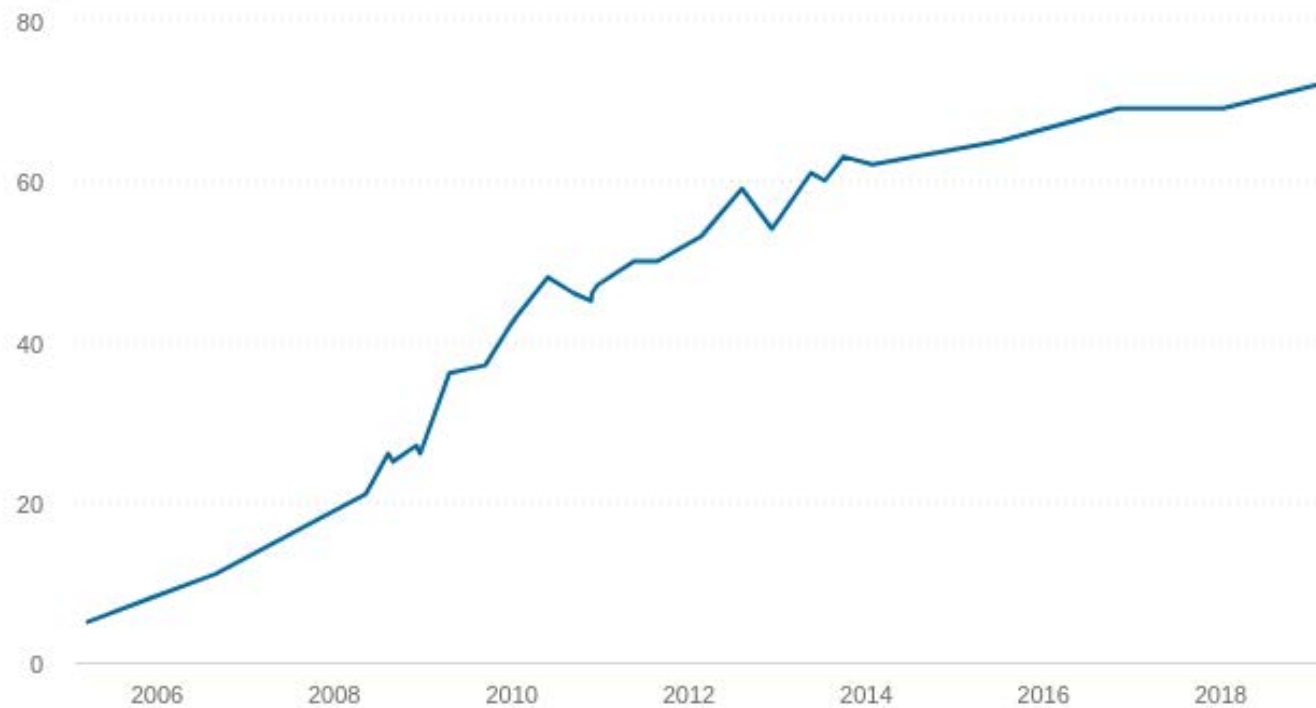
It's a support system, which, when integrated with your overall message, reinforces your other efforts

And...



# 72% of US Adults Use Social Media

*% of U.S. adults who use at least one social media site*

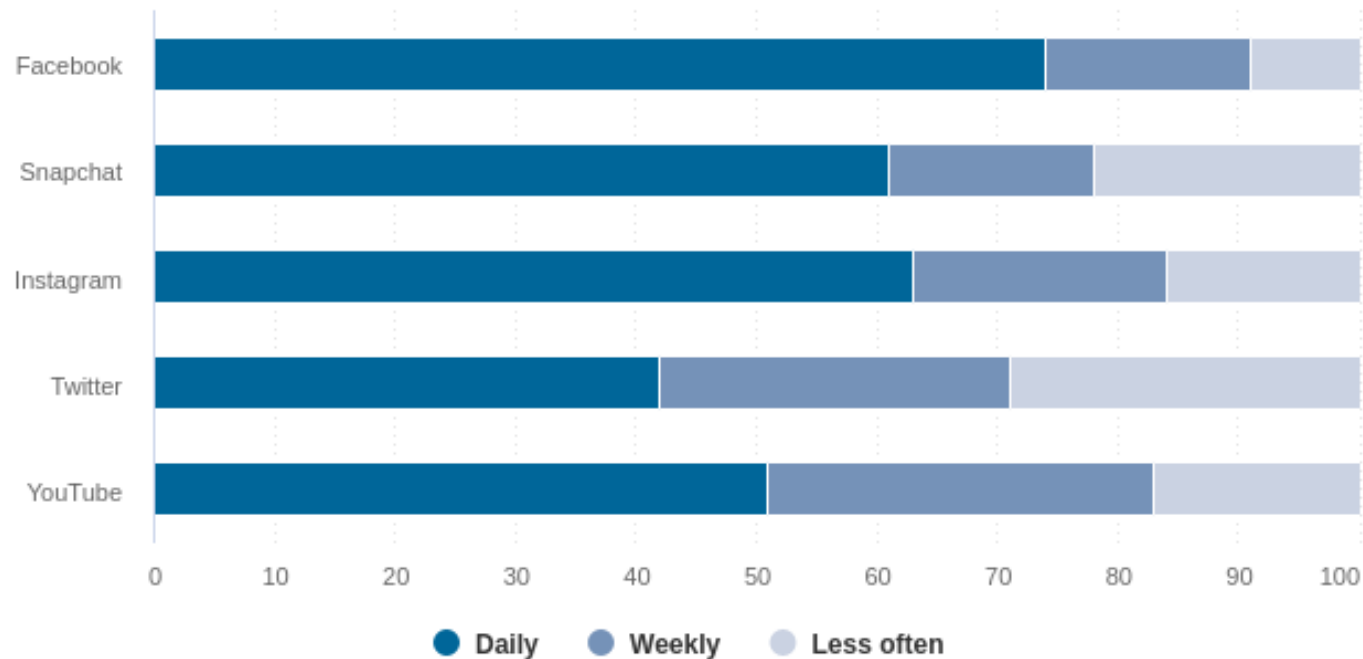


<https://www.pewresearch.org/internet/fact-sheet/social-media/> (Source: Pew Research, Surveys 2005-2019)



# But People Aren't Always Connected

*Among the users of each social media site, the % who use that site with the following frequencies*



<https://www.pewresearch.org/internet/fact-sheet/social-media/> (Source: Pew Research, Surveys 2019)

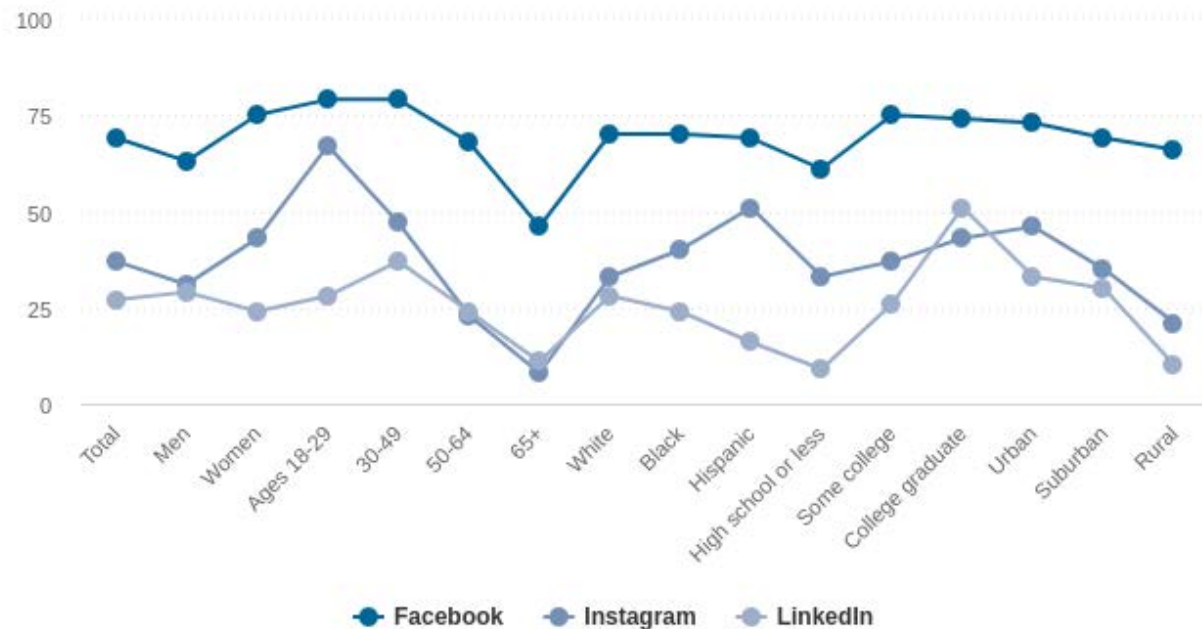




# And Not Everyone Uses Social Equally

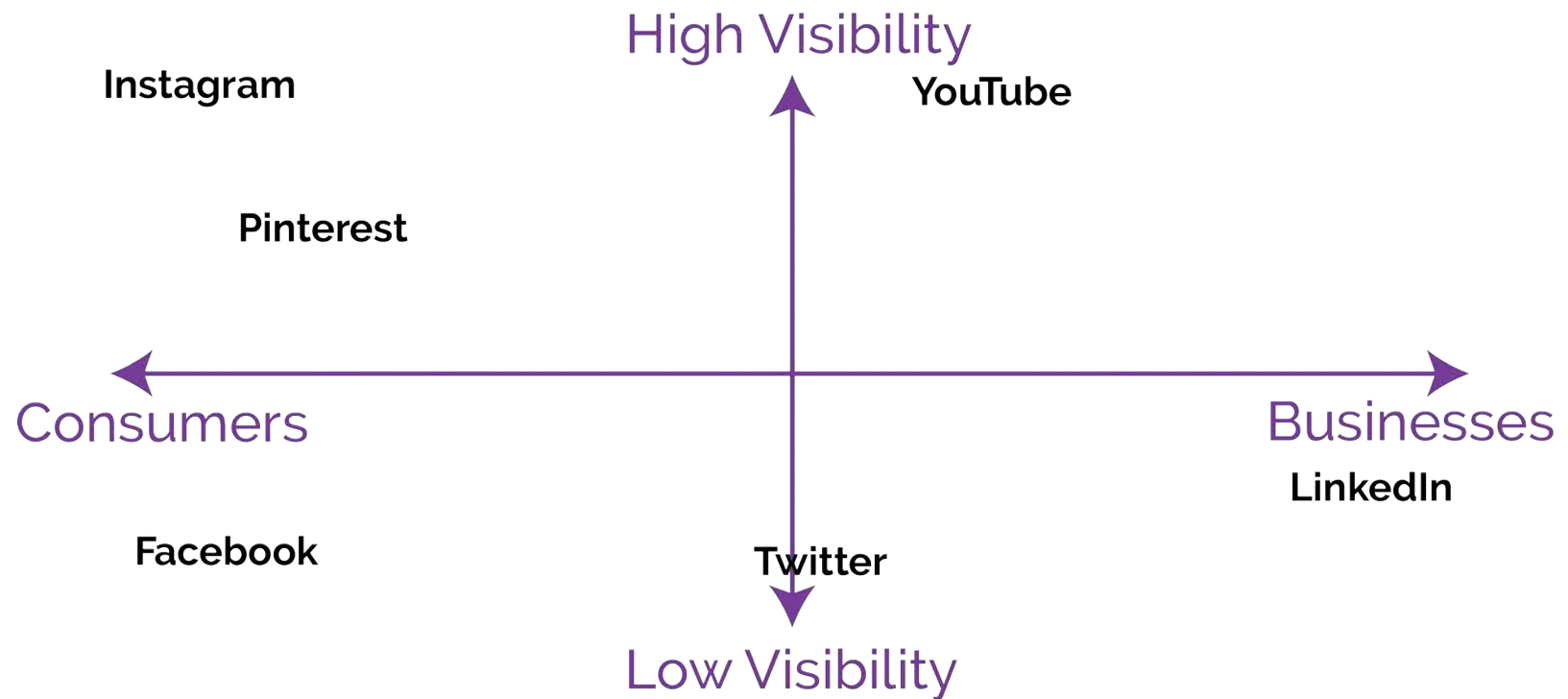
% of U.S. adults who use each social media platform

% of U.S. adults who use ...



<https://www.pewresearch.org/internet/fact-sheet/social-media/> (Source: Pew Research, Surveys 2019)

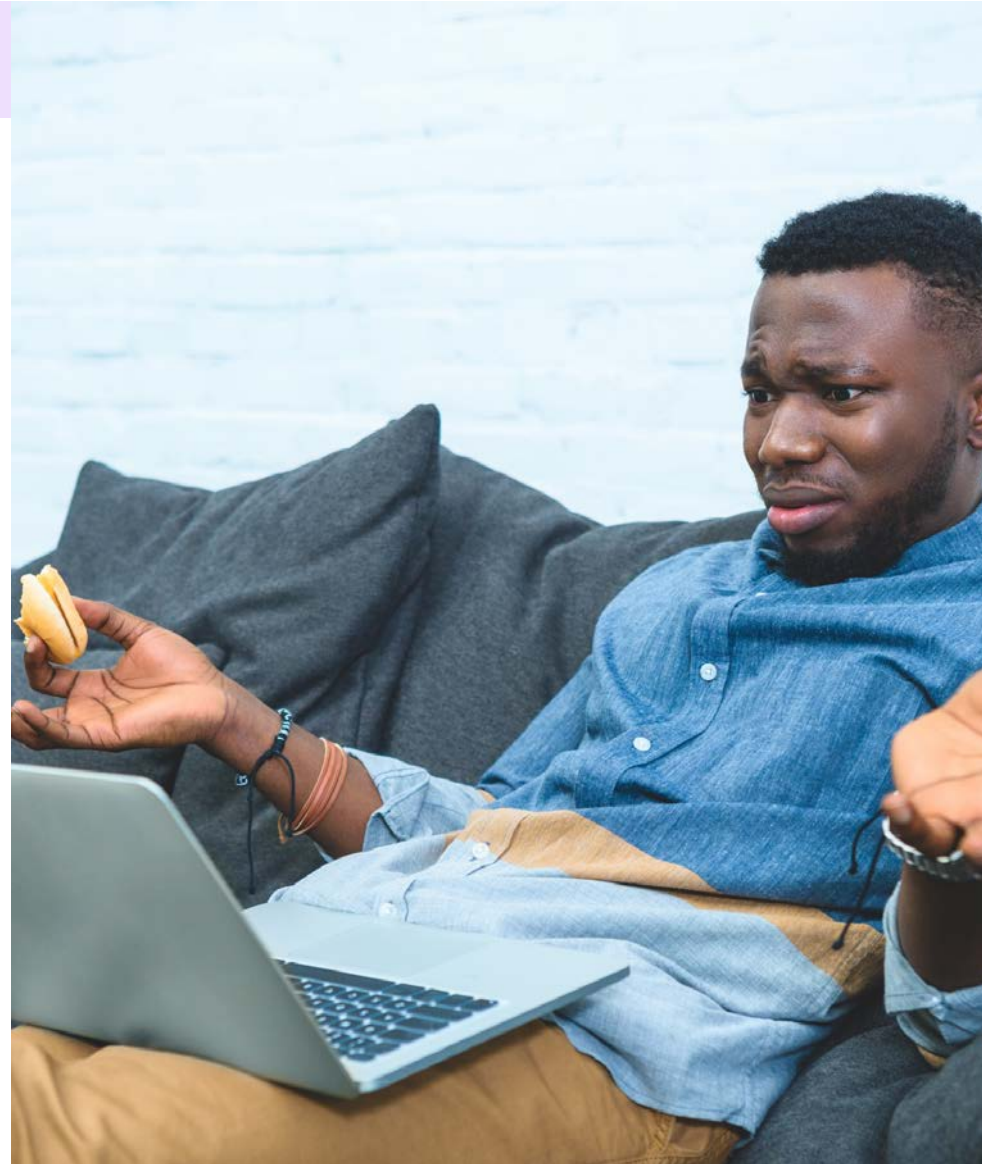
# Picking The Best Social Platform(s)





## SOCIAL MEDIA USE

Uh...







## SOCIAL MEDIA USE

# Social Media is easier when...

You know more about who you want to reach  
and where they like to hang out  
(hint: be there!)

Ask (and listen) to your colleagues,  
customers, people you engage with now

Social media is an extension of your other  
marketing and customer service efforts





# High-Level Strategy



Claim profiles on Facebook, Instagram, LinkedIn, Twitter, YouTube, and Pinterest

Pick 1-2 active platforms (and send everyone there)

Plan your content

Use tags and hashtags

Schedule posts

Spend no more than 30 min/day engaging and responding



# Strategy #1: Claim Profiles





# Claim Social Profiles

Even the profiles you won't use

Claim your organization's profiles on these top social media platforms:

- Facebook (business page)
- Instagram (business profile)
- LinkedIn (company profile)
- Twitter
- YouTube
- Pinterest (business)

## Why this is important

You get to add website URL, contact info, and a message about where they can find you on social.





# Your Time is Valuable

Pick 1-2 social media accounts where you will be active  
(use the statistics we went over earlier to help guide your decision)

Do not overwhelm yourself (or your organization)  
by actively using more than 2 social media accounts





## **Strategy # 2:**

# **Claim Essential Local Profiles**

Not “social media” per se, these profiles help to elevate your organization

Modern-day phone book (free)  
<https://www.google.com/business/>

<https://www.google.com/business/>

# Free Google Advertising

klamath falls downtown association

All

News

Maps

Images

Shopping

More

Settings

Tools

About 369,000 results (0.64 seconds)

www.downtownklamathfalls.org ▾

Klamath Falls Downtown Association

As a Main Street America Affiliate™, **Klamath Falls Downtown Association** is part of a national network of more than 1,200 neighborhoods and communities who ...

Association

The Klamath Falls Downtown Association (KFDA) is an ...

Calendar

If you would like to add an event to the calendar please email the ...

More results from downtownklamathfalls.org ▶

Join/Renew

As a 501(c)3 nonprofit organization, the Klamath Falls ...

Klamath Falls Downtown ...

We've created this application form so we can get to know you and ...

www.facebook.com > Places > Klamath Falls, Oregon

Downtown Klamath Falls - Home | Facebook

★★★★★ Rating: 5 - 1 vote

(541) 539-6212. Contact **Downtown Klamath Falls** on Messenger.

www.downtownklamathfalls.org. Nonprofit Organization. Price Range \$

www.linkedin.com > company > klamath-falls-downtown-association

KLAMATH FALLS DOWNTOWN ASSOCIATION | LinkedIn

KLAMATH FALLS DOWNTOWN ASSOCIATION is a public relations and communications company based out of PO BOX 372, KLAMATH FALLS, Oregon, United States.

www.heraldandnews.com > news > new-klamath-falls-downtown-associ...

New Klamath Falls Downtown Association director focuses on ...

Apr 25, 2018 - Darin Rutledge, new executive director of the **Klamath Falls Downtown Association**, says he couldn't pass up his new gig.

See photos

See outside

Website

Directions

Save

5.0 ★★★★★ 1 Google review

Non-profit organization in Klamath Falls, Oregon

Address: 205 Riverside Dr Suite F, Klamath Falls, OR 97601

Phone: (541) 539-6212

Suggest an edit · Own this business?

Add missing information

Add business hours

Know this place? Share the latest info

Send to your phone

Reviews

Write a review

Add a photo

1 Google review





# Spread Word-of-Mouth

Marketing Kit with Google (Free)  
<https://marketingkit.withgoogle.com/>

If you have a Google My Business Profile, this free tool helps you spread word-of-mouth with offline collateral.





# Nextdoor

What are people talking about in my neighborhood? (free)

<https://nextdoor.com/>

Nextdoor Neighbors Agencies Business Log in Sign up

Connect with your neighborhood

Nextdoor is available in your neighborhood

Street address Apt

Email address Join your neighborhood



# Strategy #3: Plan/Calendar Content

Saves time

Reinforces your overall goals

Gives you something to schedule



## Content Types

Mix up your posts (owned and earned) to extend your reach

### **Owned Media (content you create)**

Blog posts, videos, customer stories, testimonials, events, podcasts, retail/ecommerce

### **Earned Media**

Shares, mentions, reposts, reviews

### **Paid Media (advertising)**





# Owned Media

Decide what your organization **likes to create**  
(blog, video, podcast, etc.) and do it over and over

Don't stress yourself out trying to do it all  
**(consistency > trends)**

Customers can **write the content for you** (e.g., testimonials)



## Strategy #4: Develop Goals

Make a list of the **most important topics** you want (and need) to share

Businesses and organizations usually have an **annual cycle** — use what you know to plan out your messaging throughout the year

Social media is a great place to **answer common questions**

**You are the expert** — don't assume we know what you do



# Strategy #5: Content Planning

Now that you have your goals and topics

Calendar it out based on **time and timing**

**How much time** does your organization have to plan and post consistently? (Be honest & reasonable.)

**Timing:** e.g., start posting about events at least a month out (generate excitement by talking about behind-the-scenes info)





**Overall Topic for the Month**  
Social Media Marketing

**Week 1**  
**Related Topic**  
What is SMM

M: Video: what is SMM?  
T: SM quote: Neil Patel  
W: Favorite posting apps  
Th: How to get started  
F: Why use hashtags  
S: Read Marketing Rebellion  
S: Hammock time

**Week 3**  
**Related Topic**  
Planning Content

**Week 2**  
**Related Topic**  
Find Your Platform

**Week 4**  
**Related Topic**  
Engagement

## Sample Content Plan

12 broad categories (1/month)  
4 subcategories (1/week)

Monday: blog/video intro to topic (high value)

Tuesday: quote related to topic

Wednesday: share a resource (app/recipe)

Thursday: how-to to address questions

Friday: speak to common questions

Saturday: inspirational content

Sunday: wild card (non-biz)





# Social Media Hot Tips

Quality over quantity (you do not have to post every day)

Be consistent (set expectations and stick to it)

**Cross-posting is fine** (e.g., auto-post from Instagram to Facebook)

Don't be afraid to brag ... but don't make it all about yourself

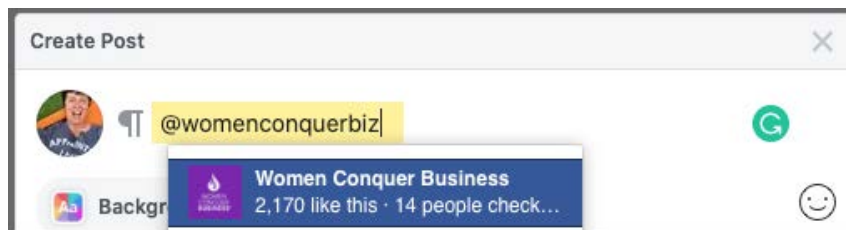


# Strategy #6: Enhance Your Social Posts

Tagging & Hashtag Basics



## Facebook:



## Instagram:



# Tagging Basics

When you're sharing earned media (not created by your organization) make sure to tag the person, organization, business, etc., you're highlighting.

## How to tag someone:

Type @

Followed by the social media handle

Example: @womenconquerbiz would tag my business

**Why this is important:** You are more likely to get shares and engagement if someone knows they are being highlighted.



## Hashtag Basics

Facebook, LinkedIn, Instagram and Twitter all accept hashtags. People can follow specific hashtags (e.g., #Portland) related to specific topics.

This may help your post get found online, but there are no guarantees of being seen, with or without hashtags.

- Twitter: up to 3 hashtags get the most engagement
- Instagram: up to 30 hashtags, but ~9 works best
- Facebook: 1-2 hashtags get the most engagement
- LinkedIn: no more than 5 hashtags





# Strategy #7: Schedule Your Posts

Use your calendar and plug it into your scheduler

## **Recommended scheduling apps:**

Later: <https://later.com/>

(Facebook, Instagram, Twitter, Pinterest)

Free Plan: 1 profile/social platform, 30 posts/mo./ social platform

Plus Account: \$9/mo. – 100 scheduled posts

Buffer: <https://buffer.com/>

(Facebook, Instagram, LinkedIn, Twitter, Pinterest)

Free Plan: 3 social accounts total, 10 posts/mo.

Pro Account: \$15/mo. – 100 scheduled posts

# Social Media Frequency

Varies by Platform

Quality and Consistency Outweighs Frequency

## Facebook:

*Suggested: 1x/day*

Low: 3x/week

High: 2x/day

## LinkedIn:

*Suggested: 1x/day*

Low: 2x/week

High: 1x/day

## Instagram:

*Suggested: 1-2x/day*

Low: 1x/day

High: 3x/day

## Twitter:

*Suggested: 15x/day*

Low: 3x/day

High: 30x/day



# Strategy #8: Engagement

Respond to comments for 15 minutes in the morning  
and 15 minutes in the afternoon/evening



# Social Media Closing Thoughts

You don't own your followers

Social media platforms are becoming pay-to-play

Social media is not a transactional channel

Social media platforms come-and-go (MySpace, anyone?)

Prioritize your time based on where your customers are





# Thank you!

**Stay in touch:**

503-558-5690

womenconquerbiz.com

hello@womenconquerbiz.com

Social: @womenconquerbiz