

Practical Strategies for Social Media Success



Social Media

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Session 2: Social Media



Social media refers to online platforms and websites that allow users to create, share, and interact with content and other users.

Understand social media for small businesses and its importance.

•Key Points:

- 1. Social media's role in reaching target audience.
- 2. Benefits of social media campaigns: brand awareness, lead generation, sales boost.
- 3. Challenges faced by small businesses in creating successful campaigns.

Session 2: Social Media Campaign



A social media campaign is a coordinated marketing effort that utilizes social media platforms to achieve specific business goals or objectives to your audience.

Learn how to define campaign objectives and target audience.

- Key Points:

1. Importance of clear campaign objectives.
2. Identifying target audience demographics and preferences.
3. Tailoring messaging and content accordingly.

Session 2: Creating Content:



NOMAD
FOOD & WINE

Content creation refers to the process of generating, designing, and producing various types of content for online consumption. This content can include written articles, blog posts, social media updates, images, videos, podcasts, infographics, and more.

Objective: Understand the importance of engaging content. (Lead generation, lead nature and lead conversion)

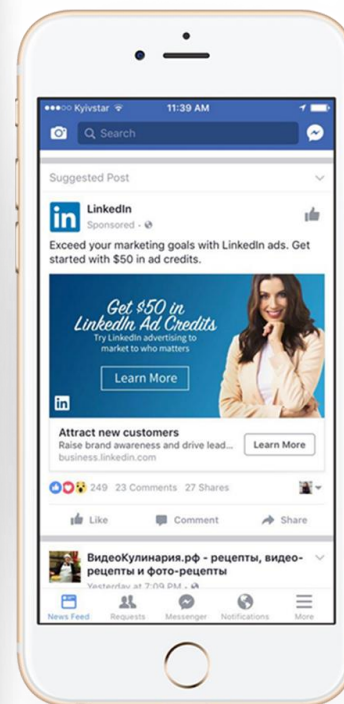
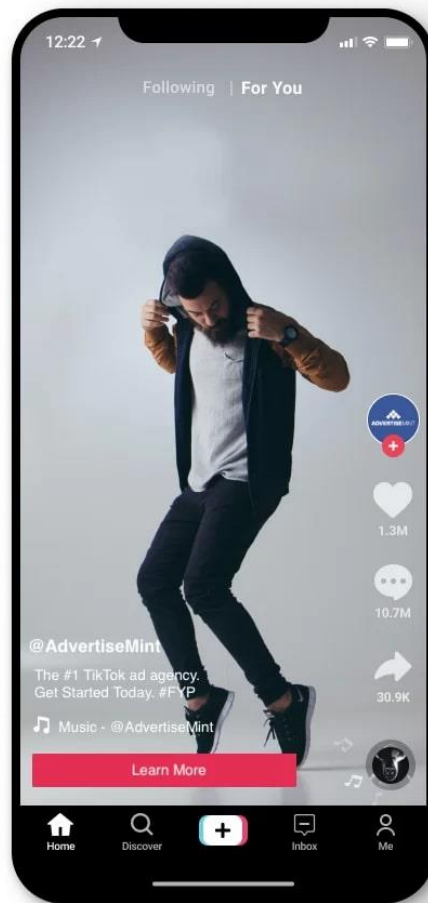
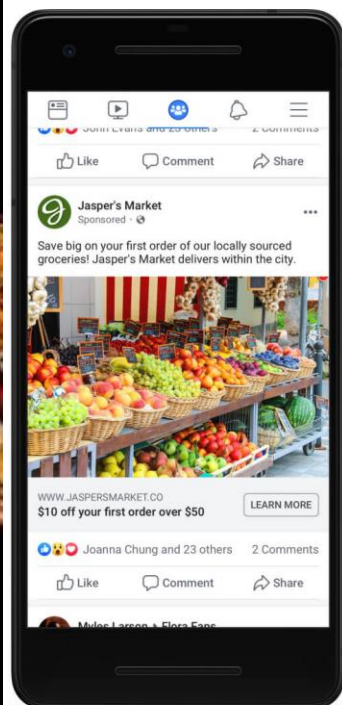
Key Points:

- 1. Importance of high-quality visuals and content.
- 2. Collaborating with content creators.
- 3. Taking examples from engaging content from local businesses.



Kalliola

Session 2: Which Social Media Platforms to use?



Learn to select appropriate platforms and use paid advertising effectively.

- Key Points:

1. Researching demographics of social media platforms.
2. Investing in paid advertising for wider reach.
3. Take examples of successful ad campaigns from local businesses.

Session 2: Engaging with your Audience



Objective: Learn to engage with the audience

- Key Points:

1. Importance of two-way communication.
2. Overcoming challenges: identifying target audience, creating engaging content

Session 2: Overcome common challenges

Business Owner

10/6/2014 · Hi Brett, thank you for your feedback. I'm sorry you weren't pleased with your menu selections; however, it's helpful to know how our guests experience each individual item, as we take into consideration every piece of feedback that we come across. Thank you for coming in to see us, all the best to you. [Read less](#)

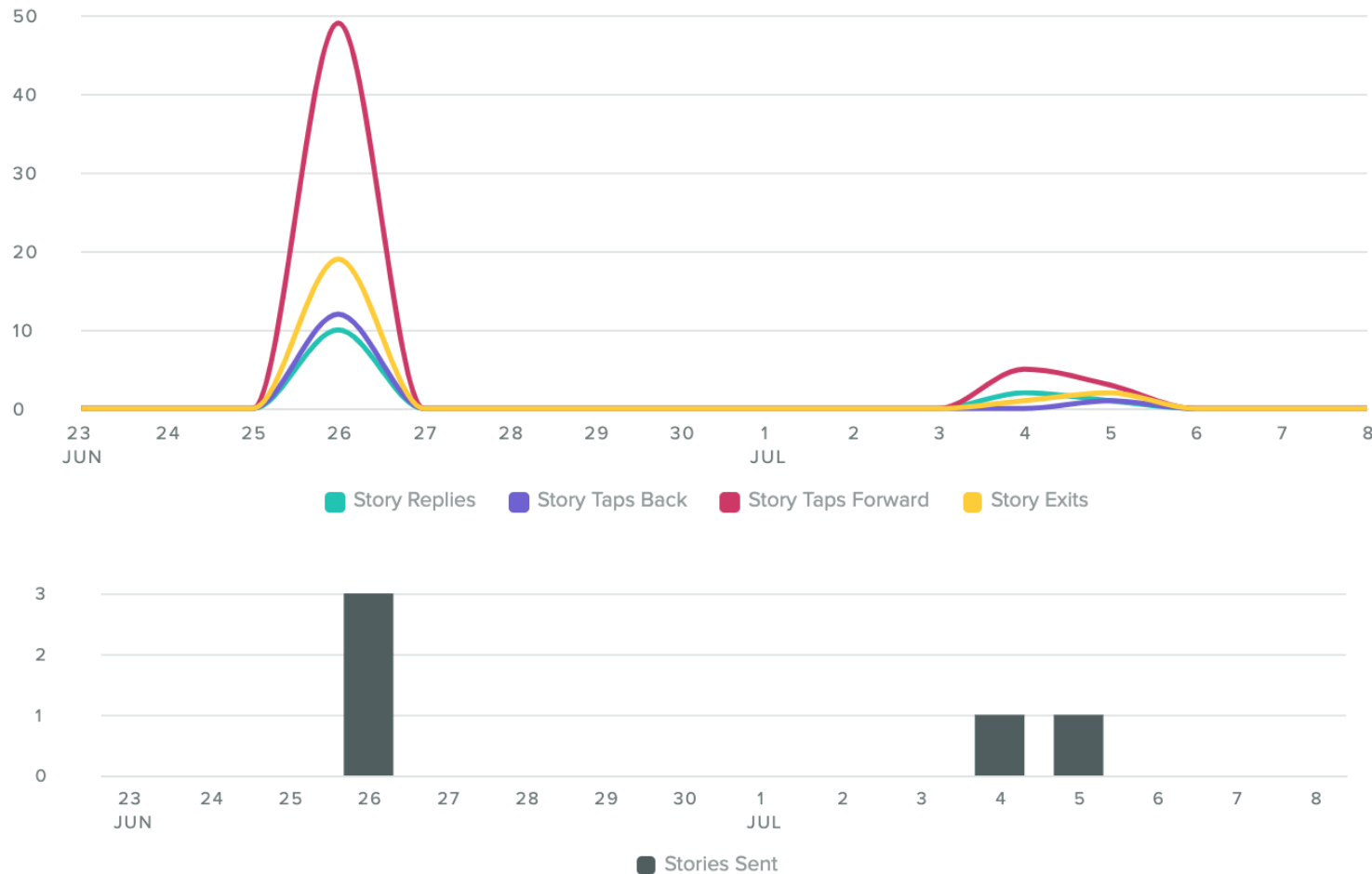
Objective: Understand potential risks and how to mitigate them.

Key Points:

1. Handling negative feedback professionally.
2. Avoiding public relations issues.
3. Ensuring legal compliance.

Session 2: Monitoring and Measuring Campaign Performance

Story Performance, by Day



Understand how to track and evaluate your campaign performance.

- Key Points:

- 1. Importance of tracking metrics: engagement, conversion, ROI.
- 2. Making data-driven decisions.
- 3. Tools and methods for performance monitoring.

Session 2: Examples of Successful Social Media Campaigns

Real women. Real beauty

McDonald's
ACROSS THE WORLD

Countries with McDonald's
Countries without McDonald's

Country	Number of Outlets
US	13,381
Japan	3,598
Canada	1,400
Germany	1,276
UK	1,250
China	660

Country	Price (US\$)
Norway	7.18
Denmark	5.93
Iceland	5.21
Eurozone	4.96
US	3.57

World's busiest McDonald's

Located on famous Pushkin Square in Moscow, the largest McDonald's in the world (more than 28,000 sq. ft.) and the busiest (more than 250 million customers to date). The restaurant seats 700 customers and has a 70 foot-long service counter with 27 cash registers.



Objective: Draw inspiration from successful campaigns.

Key Points:

1. Coca-Cola's "Share a Coke" campaign.
2. Dove's "Real Beauty" campaign.
3. Old Spice's "The Man Your Man Could Smell Like" campaign.

* Price using the Big Mac Index published by The Economist, as an informal way of measuring the purchasing power parity (PPP) between two currencies and provides a test of the extent to which market exchange rates result in goods costing the same in different countries.

Source: www.oanda.com | www.aboutmcdonalds.com



Session 2: Social Media Tools:



- Tool 1: Social Blade
- Tool 2: ManyChat
- Tool 3: Hootsuite
- Tool 4: Exploding Topics
- Tool 5: MailChimp
- Tool 6: Linktree
- Tool 7: Canva
- Tool 8: Later.com

Session 2: Social Blade::



- Social Blade is a free analytics tool.
- Insights on daily subscriber growth.
- Importance of analyzing competitors' content.

Session 2: Social Blade::

VERIFIED SOCIAL BLADE MEMBER
Authenticate a channel on Social Blade

Jason Urgo

Home Videos Playlists Channels Discussion About SocialBlade

SOCIALBLADE

CHANNEL OVERVIEW

C+ TOTAL GRADE

23,213th SUBSCRIBER RANK

249,508th VIDEO VIEW RANK

301,237th SOCIAL BLADE RANK

-363 ^{4.59%} SUBS LAST 30 DAYS

80,969 ^{4.03%} VIEWS LAST 30 DAYS

Urگو NETWORK / CLAIMED BY

\$20 - \$324 ESTIMATED MONTHLY EARNINGS

\$155 - \$2.5k ESTIMATED YEARLY EARNINGS

DATE	SUBSCRIBERS	VIDEO VIEWS	ESTIMATED EARNINGS
2016-05-11 Wed	-11 105,773	+2,203 3,829,716	\$1 - \$9
2016-05-12 Thu	-13 105,760	+2,653 3,832,369	\$1 - \$11
2016-05-13 Fri	-2 105,758	+2,482 3,834,851	\$1 - \$10
2016-05-14 Sat	-36 105,722	+2,926 3,837,777	\$1 - \$12
2016-05-15 Sun	-11 105,711	- 3,837,777	\$0 - \$0
2016-05-16 Mon	-10 105,701	+5,172 3,842,949	\$1 - \$21
2016-05-17 Tue	+3 105,704	- 3,842,949	\$0 - \$0

VIEW MORE ON SOCIALBLADE

Support this channel
Help Jason Urگو make more fresh quality content. Every contribution is helpful, big or small.

Featured Channels

- Social Blade
- Urگو's Game
- Urگو's Clips
- Film in a Year
- KittiesMama
- Gur Twin Life Family
- Gur 3 B's
- Video Creators

- Social Blade is a free analytics tool.
- Insights on daily subscriber growth.
- Importance of analyzing competitors' content.



Session 2: ManyChat:



- Important to maintaining communication with subscribers.
- Can be used for communication through various platforms.

14 Session 2: ManyChat:

ManyChat Flows > Collect Customer Feedback ... > Feedback & Reviews (Free) Edit Flow Go To Basic Builder

You are viewing a published version [Edit](#)

Flow: Feedback & Reviews (Free)

Choose trigger to see stats ⓘ
All Triggers

Sent: 0 times
Unique Contacts: 0
Emails Collected: 0
Phones Collected: 0

Facebook Rate Us

0	0%	0%	0%
Sent	Delivered	Opened	Clicked

Waiting 1 sec...

Typing 1 sec...

Great, we'd love to learn more. Please rate your experience from 1 to 5 stars (scroll right to see all the options).

★ CTR 0%
★★ CTR 0%
★★★ CTR 0%
★★★★ CTR 0%
★★★★★ CTR 0%

Next Step

Open Conversation and Add Tag

Add Tag: unsatisfied_customer

Set User Field: Set Rating to {Last Text Input}

Mark conversation as Open

Next Step

This Action step marks the conversation as 'Open' in Live Chat, tags any customers that gave you a 1-3 star rating as an 'unsatisfied_customer,' and saves their rating in Custom Field.

You can view Tags and Custom Fields in your subscriber's contact card under the 'Audience' tab.

Add Tag

Add Tag: satisfied_customer

Set User Field: Set Rating to {Last Text Input}

Subscribers will rate your services or products in this step and get directed to a specific message in your flow, depending on their rating.

Free contacts limit: 0/1000 ⓘ
[Activate Trial](#)

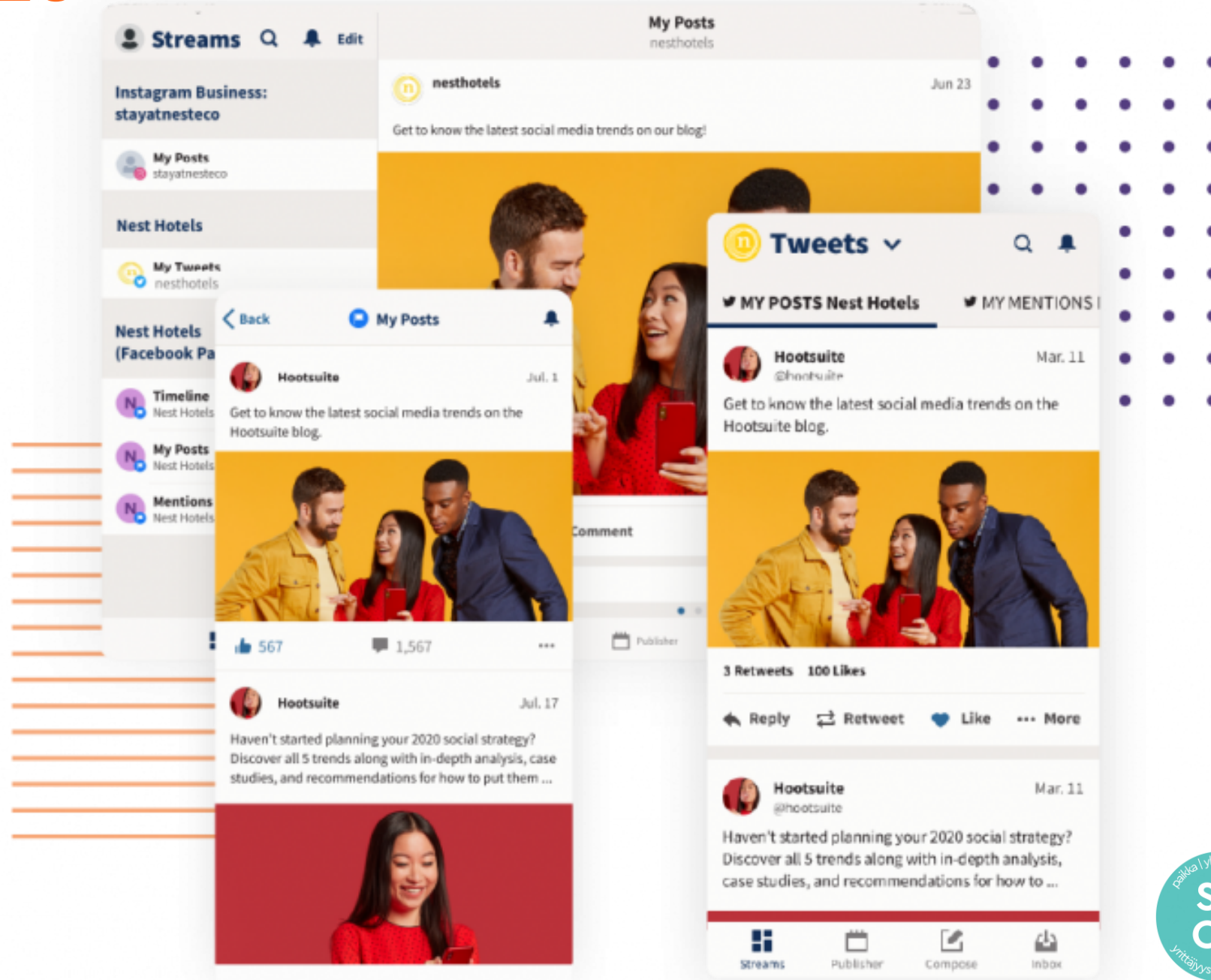


Session 2: HootSuite:



- Managing multiple social platforms with ease.
- Important for consistent posting for follower growth.

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- Managing multiple social platforms with ease.

- Important for consistent posting for follower growth.



Session 2: Exploding Topics:

- Helps to identifying trending content.
- Importance in bringing relevance in content creation.



Kalliola

Session 2: Exploding Topics:

Discover Exploding Topics

We surface rapidly growing topics before they take off.

FILTER BY:

5 Years

All Categories

Search Trends

PRO

Ai Image Enhancer

110K Volume +99X+ Growth

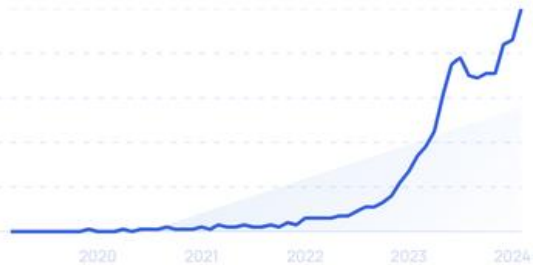
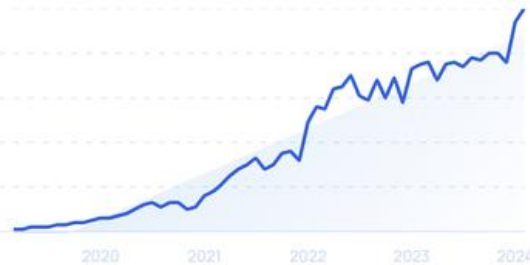


Image modification software that improves image resolution, color, and detail.

EXPLODING

Mlops

49.5K Volume +99X+ Growth

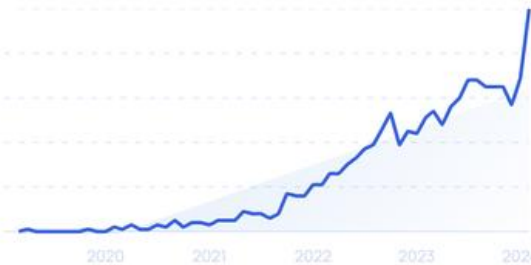


Machine learning operations. A set of best practices in the machine learning development cycle.

EXPLODING

Data Lakehouse

12.1K Volume +99X+ Growth



Data solution concept combining "data warehouse" and "data lake".

EXPLODING



Euroopan unionin osarahoittama



Session 2: MailChimp:



- Connecting social media followers with email list.
- Importance for email marketing and for audience reach.

Session 2: Lnk.Bio



- Facilitating audience engagement with customizable links.
- Empowering followers to choose preferred content.

Session 2: Canva:



- Creating visually appealing content for social media.
- Versatility of Canva for various content types

Session 2: Later.com:



- Later.com is a social media scheduling tool used for planning and scheduling posts across various platforms.
- It offers features such as visual content planning, hashtag suggestions, and analytics to optimize social media presence.

How to sell your ideas and brand yourself to success.



Session 1: Practical Strategies for Social Media Success.

Elvis Fuamba, Spot Yrittäjyysvalmentamo