



FIND *YOUR* FLEET

Fleet BID Business Briefing
Social Media Training
20th March 2018

My marketing background

- 25 years' + marketing experience



Social media benefits to business

- Reach a wider audience
- Engage – competitions / research / special offers
- Customer service
- Direct interaction
- What are your objectives?
 - Drive traffic to website
 - Increase awareness of your business
 - Engage with customers and potential customers
 - Selling?
- Remember
 - It is social – what are people likely to share
 - Be relevant and useful to your audience
 - Connect with your audience – don't preach
 - Be true to your brand and personality
 - Think before you post
- Keep it manageable
 - Must be able to sustain activity

Don't forget

- Social media is only one of your marketing pillars
- You do not own the channel
- Becoming more commercial
- Keep it manageable



The main social networks

Facebook

- The world's largest social media platform.
 - People connect as friends and share 'status updates' in the form of photos, text as well as location
- Business Facebook pages which individuals can 'like' to get updates
 - Post updates which will be shared.
 - Facebook is encouraging businesses to pay to promote their posts
- People interact by liking what you post, commenting on your posts and sharing what you post



Twitter

- Twitter enables people and businesses to stay connected through short (140 character) messages
- Messages can include photos, videos or links to pages in websites
- Follow other users and they follow you. You can favourite (like), reply to messages or retweet (ie share)
- You can # (so people searching for certain topics can find you)
- You can create lists to help you 'curate' content



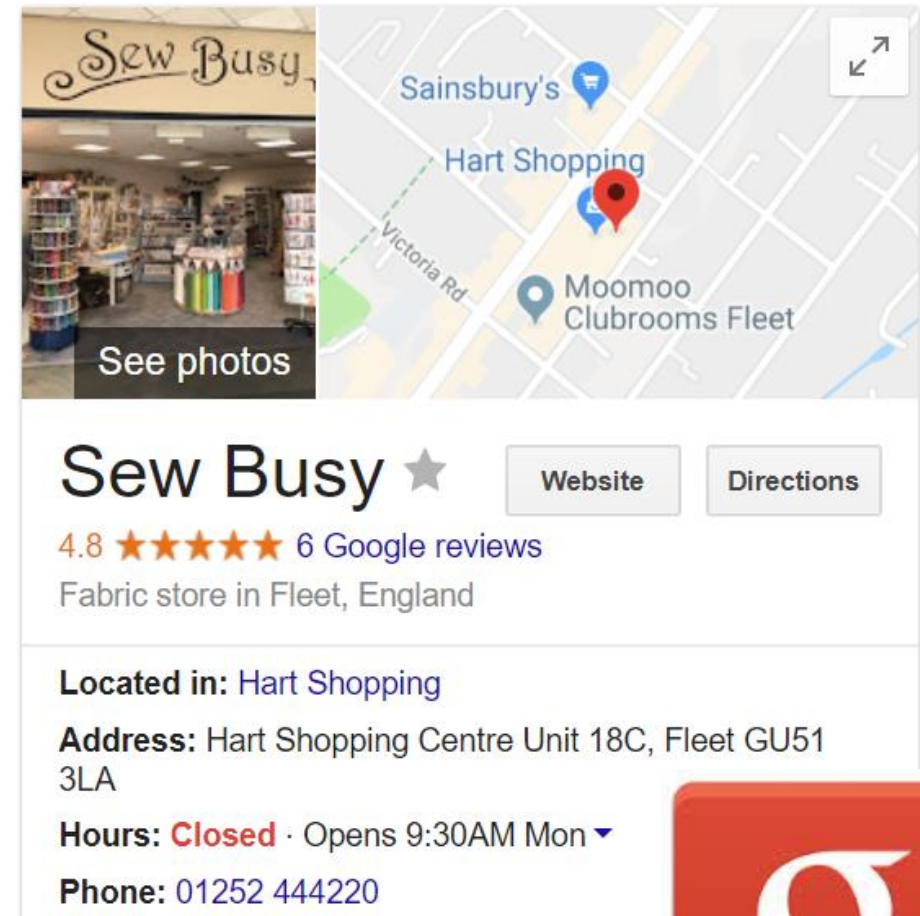
LinkedIn

- Tailored to professional services and B2B companies and was designed for business professionals to promote themselves
- Individual pages which detail your work experience (like a CV) and allow you to share articles and endorse people for their skills
- Set up a business page to promote your business



Google +

- Social network owned by Google
- Set up a Google My Business listing – with your address which will appear in searches
- Important for Google rankings and search engine optimisation (SEO)
- ?Social media importance of Google+?



The screenshot shows a Google My Business listing for 'Sew Busy'. On the left is a photo of the store interior with a 'See photos' button. On the right is a map showing the location at Hart Shopping, with nearby points of interest like Sainsbury's and Moomoo Clubrooms Fleet. Below the map, the business name 'Sew Busy' is displayed with a star icon, a 'Website' button, and a 'Directions' button. The listing includes a 4.8-star rating from 6 Google reviews and the text 'Fabric store in Fleet, England'. Further down, it specifies the location as 'Hart Shopping', the full address 'Hart Shopping Centre Unit 18C, Fleet GU51 3LA', the current status as 'Closed' (opening at 9:30AM on Mondays), and the phone number '01252 444220'.

Sew Busy ★
4.8 ★★★★★ 6 Google reviews
Fabric store in Fleet, England

Located in: [Hart Shopping](#)
Address: Hart Shopping Centre Unit 18C, Fleet GU51 3LA
Hours: **Closed** · Opens 9:30AM Mon ▾
Phone: 01252 444220



YouTube

- YouTube is a video sharing website (owned by Google).
- Create YouTube channels to stream video content. People can like, comment on and share videos.
- You can link to your YouTube channel from other social media channels and your website.
- Video is incredibly important and should be one of your marketing pillars.



Instagram

- Photo / video sharing app
- 500m users, 46% under 35, 68% female
- Quality of images is key
- Owned by Facebook so can run ads across both platforms
- Use # related to your business
- What are competitors doing well?
- 6 posts a week
- Good for offers, competitions, product launch tease, how to videos, behind the scenes



Pinterest

- Upload, save, sort, and manage images (pins) and other media content (eg video) through collections known as pinboards
- Organised by topic or theme.
- Users can save individual pins to one of their own boards using the "Pin It" button, create boards, and interact with other members.
- More important for certain sectors (eg fashion / design)



Snapchat

- 158m active daily users, 63% under 34
- Image or video
- Good for
 - Behind the scenes
 - Mass market brands
 - Participation – tailor and share content
- But
 - Few metrics available
 - Is it your target audience?



Which channel is right for your audience?

Consumer: Facebook /Instagram

- Community / Local
- Images
- Fun

Businesses: Twitter / Linked In

- Blog articles
- Sharing
- Advice

Remember the 70:30 rule

- 70% messages: Inform, advise, share, entertain
- 30% messages: Promote yourself

Facebook

Facebook

- Set up a business page
- Assign rights to others to edit (do not need to give your password out)
- Update your details - location, opening hours, contact details, email
- Create a Call to Action
- Competitions
 - Cannot ask people to 'share' a post to enter
- Advertising is more important now to get your message out
 - Boost posts, page likes, run competitions
 - Can target audience (gender, location, age, interests)
 - As little as £1 per day
- Events
- Lead generation, pixels and custom audiences
- The power of groups

Facebook good practice

- Include images – photos or video
- Frequency – needs to be manageable for you
- Do link to your website (or others) / You Tube etc – then delete URL link once image appears
- Facebook likes you to post from inside Facebook so use the ‘Schedule post’ option
- It is SOCIAL - share others’ content, comment and like others’ comments on your posts

Some ideas

- The people behind the business as well as the business
 - When you're having fun – decorating the office / moving / celebrating an anniversary
- Share your customers' stories
- Share other companies' stories
- Make it personal
- Competitions are good
 - But beware Facebook rules
- Pixels and lead generation

Twitter

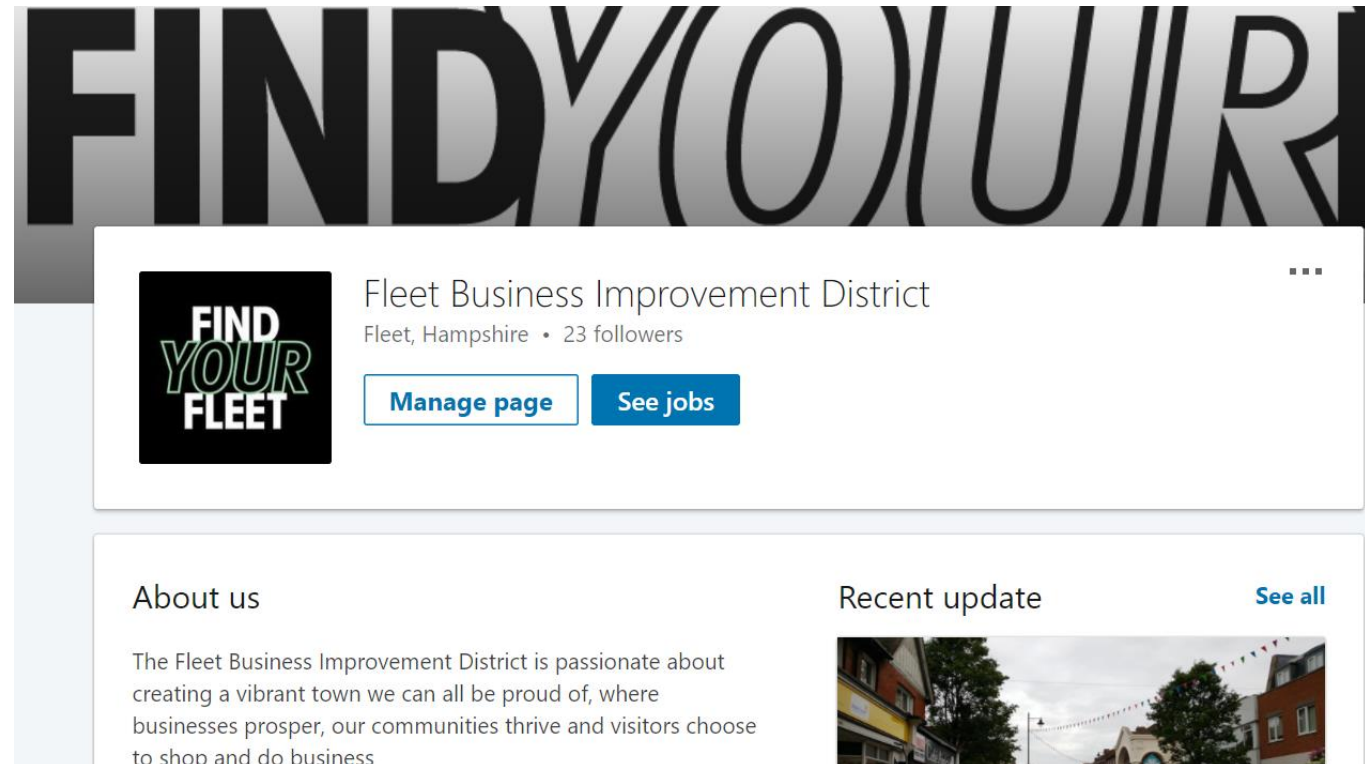
Twitter tips

- Think of Twitter as a NEWS media – you can post more frequently
- Update your background information
- Photos are becoming more popular
- Who to follow
 - Customers / potential customers
 - Suppliers
 - Competitors
 - Industry influencers / your network
- Thank people for following
- Don't have to follow back
- Retweet
- Can use Direct Messages
- Think about favouriting (star symbol) tweets to
 - Show you like something
 - To bookmark and retweet later
- @... – people will be notified
- Hashtags
 - # (eg GDPR) – Groups conversations - search for related tweets and tag your posts
- Create and use Lists
- You can include a URL link (Bitly / Hootsuite tools will shorten for you)
- Think before posting from Facebook to Twitter
- Twitter is still SOCIAL media

LinkedIn

LinkedIn Business page

- Business page
- Good for corporate message
- Credibility
- Expertise
- Connections



The screenshot shows a LinkedIn Business page for the Fleet Business Improvement District. The page header features a large, stylized 'FINDYOURFLEET' logo. Below the header, the page name 'Fleet Business Improvement District' is displayed, along with the location 'Fleet, Hampshire' and '23 followers'. Two buttons are visible: 'Manage page' and 'See jobs'. The 'About us' section contains the text: 'The Fleet Business Improvement District is passionate about creating a vibrant town we can all be proud of, where businesses prosper, our communities thrive and visitors choose to shop and do business'. To the right, there is a 'Recent update' section with a 'See all' link and a small image of a street scene with buildings and trees.

FINDYOURFLEET

Fleet Business Improvement District
Fleet, Hampshire • 23 followers

[Manage page](#) [See jobs](#)

About us

The Fleet Business Improvement District is passionate about creating a vibrant town we can all be proud of, where businesses prosper, our communities thrive and visitors choose to shop and do business

Recent update [See all](#)

Using LinkedIn for business

Getting followers

- Share with your personal followers
- Get employees to share
- Adding a link to your email signature
- Link from your website
- Mention and link in your communication
- Promote from other social media

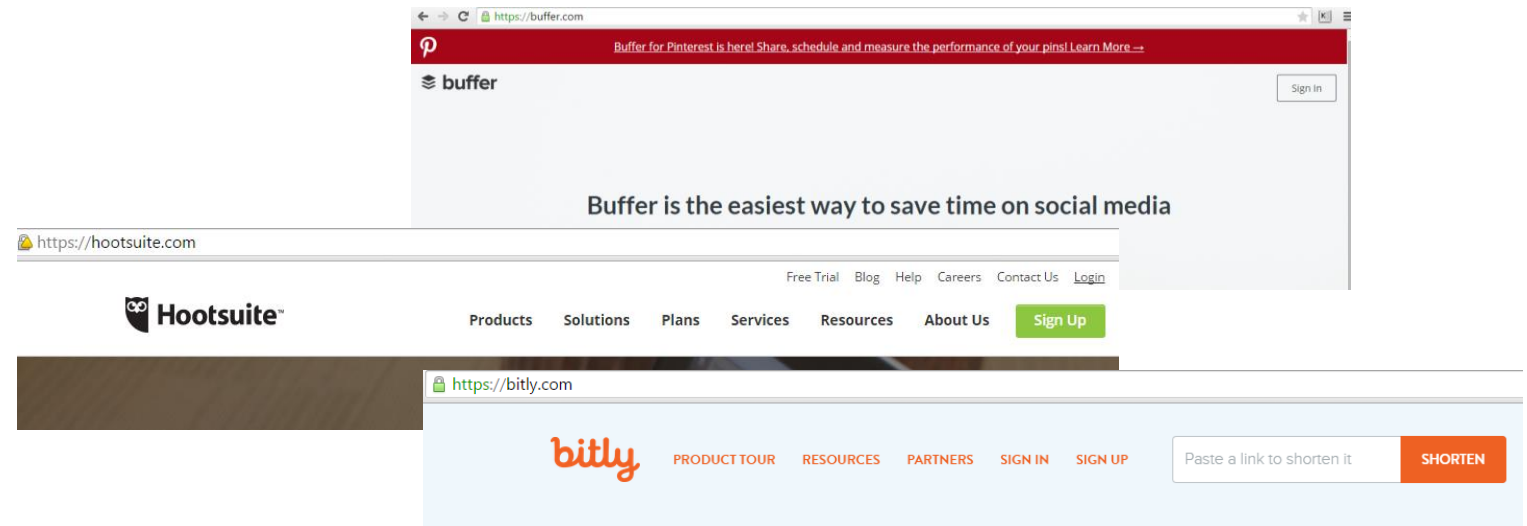
Content ideas

- Blog posts and news articles you've written
- Videos
- Events targeted at businesses
- Share articles from industry professionals
- Longer articles as well as 'thought for the day'
- Can schedule, eg from Hootsuite
- Groups

Saving you time

Scheduling tools

- Hootsuite
- Bitly
- Buffer



- Schedule to Twitter, LinkedIn, Google+, Facebook
- But: Facebook prefer items scheduled from within Facebook

Measuring your results

Brand Awareness

- Reach – how many people see what you post
- Engagement: Likes / follows / shares

More engaged / likely to buy

- Visits to your website (Google Analytics)
- Messages
- Responses to offer/competition
- Tracking numbers?

Planning your social media

FIND *YOUR* **FLEET.ORG**

Thank you