



Social Media Marketing



Welcome

Learning Objectives



Google Business Profile



Facebook Business Page News



How to Amplify your Reach



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- Social Media Marketing
- Website Management
- Business Growth & Succession Strategies and much more!

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Google Business Profile

- Claim and verify
- <https://www.google.com/business/>
- It's FREE!
- Show who you are
- List products, services, and post photos & video
- Show up on search & maps
- Create posts & offers
- Respond to reviews
- Respond to messages
- Get discovered & manage your profile

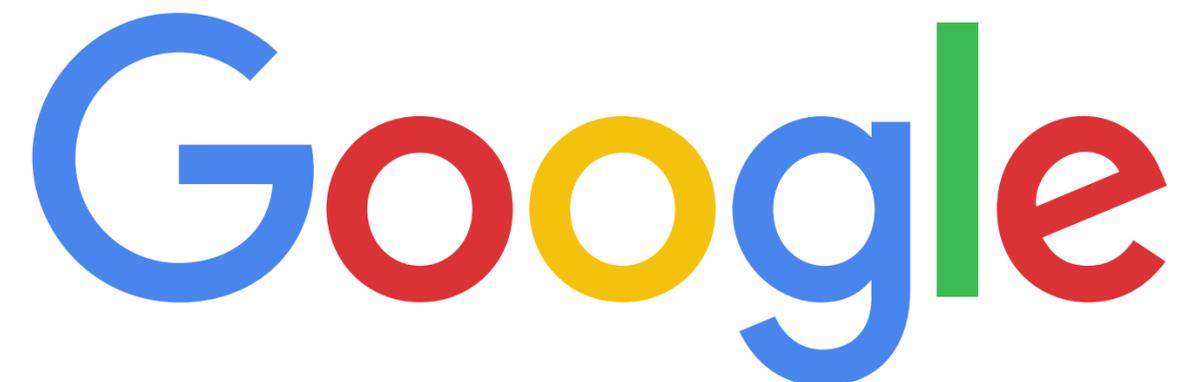
Google Search Stats

Google has been visited 89.3 billion times in the past month.

Google has 91.9 percent of the market share as of January 2022.

Google processes over 8.5 billion searches per day.

Jan 2, 2022



MORE from Google

- <https://trends.google.com/>
- <https://marketingplatform.google.com/about/analytics/>
- <https://ads.google.com/>
- <https://ads.google.com/home/tools/keyword-planner/>



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NEW!

What's New in Meta

Formerly Facebook

- **New Pages Experience**
- **Feed Changes**
- **Page Likes goodbye**
- **Messaging App coming back**
- **Now a Discovery Engine**
- **Video Centric focus**
- **Education technology**
- **Up to five profiles**
- **New Group Features**
- **Translate languages in real-time**



facebook

- **#1 Social Media platform in world**
- **DAU's 1.968 Billion (q2 2022)**
- **MAU's 2.934 Billion**
- **3.6 Billion across Meta
(FB, IG, What's App, Messenger)**
- **Increase video watch time on
FB & IG (30% increase q1-q2 2022)**
- **Users spend 19.6 hours/month or
33 minutes per day**

**STILL
A HUGE
OPPORTUNITY
FOR
SMALL
BUSINESSES**



Small Business Tools

- **Create Events Online &/or In Person**
- **Sell products**
- **Book appointments**
- **Go LIVE - use video**
- **Schedule posts/stories**
- **Insights (data)**
- **Create Groups (create a community)**
- **Collect Reviews**
- **Numerus Creator Features: Reels play bonus program, stars of live chats, paid online events, fan subscriptions, & video ad revenue share**
- **Boost or runs Ads**





ORGANIC REACH Facebook

ORGANIC REACH **LOW 5.2%**



People Reached / Followers x 100 = Organic Reach

Average Engagement Rate

All posts **0.07%** or 1/1429 Followers

<10k Followers **0.29%** or 1/345 Followers

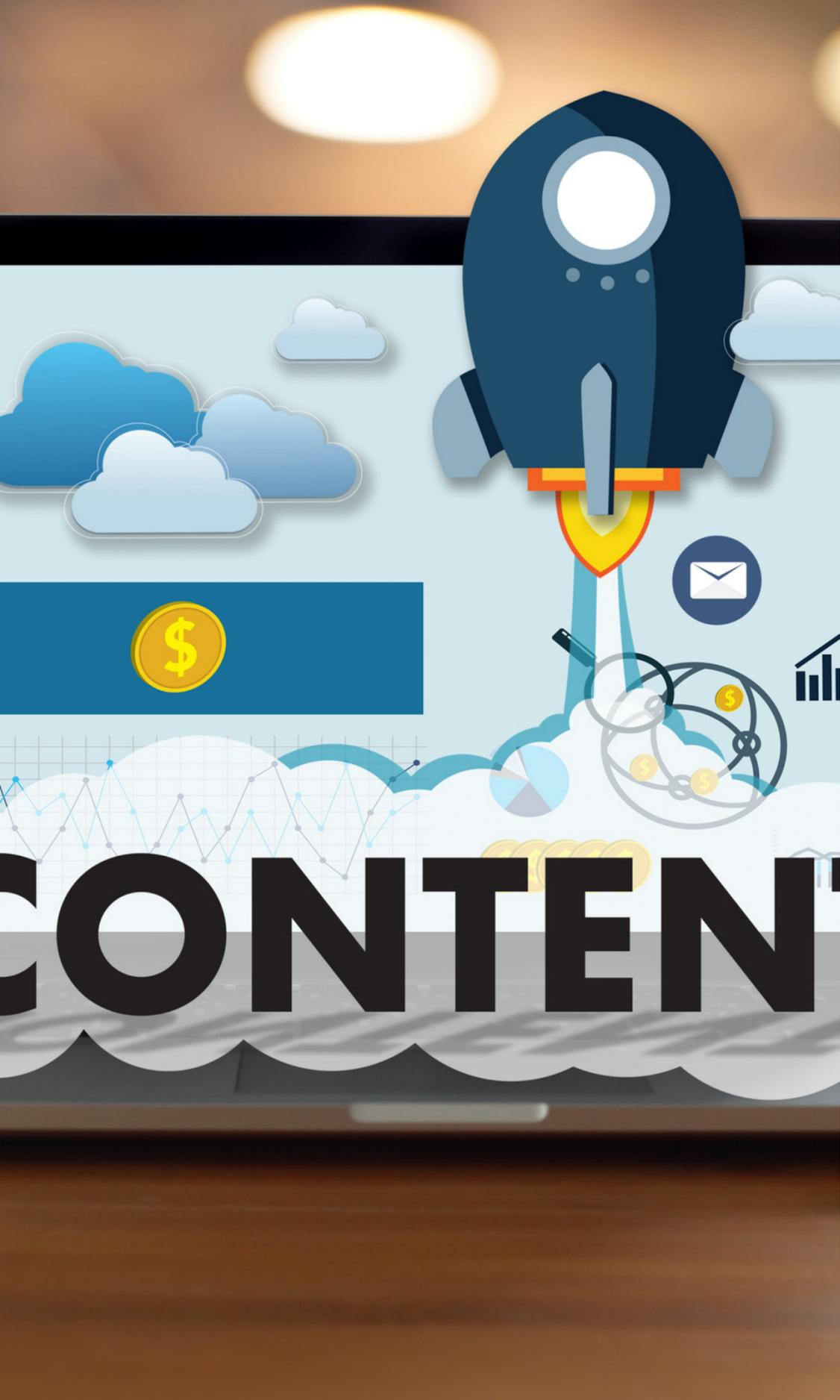
Organic Reach Tips

- 1. Be Consistent & Responsive**
- 2. Review metrics - what's working?**
- 3. Get personal - share your story - your WHY?**
- 4. Humanize your content - talk to people**
- 5. Social causes/local community**
- 6. Stand out with your brand, personality, uniqueness, & storytelling**

Organic Reach Tips

- 7. Content must have a purpose**
- 8. Have a Call to Action**
- 9. Entertaining & Educating**
- 10. Follow competitors**
- 11. Mix It Up**
- 12. Tag friends and pages**
- 13. Host a Live Stream/Q & As**
- 14. Find Super Connectors**
- 15. Ask followers to Favorite your Page**
- 16. Add hashtags at the bottom**





Types of Content

- Video
- Quote
- Q & A
- Meme
- GIF
- Photo
- Link
- Questions



Design



Follow

Donna Moritz

Socially Sorted

@sociallysorted

**Low cost video creation,
templates & editing platforms**

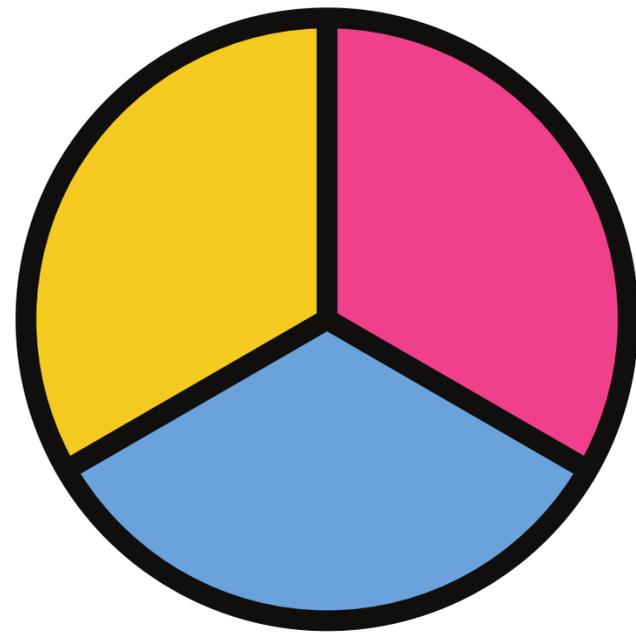
- **Canva - free graphic creation/editing tool (pro version)**
- **InVideo**
- **Wave**
- **Vimeo**
- **Adobe Spark**

How to Stop the Scroll?

- Great visuals
- Catchy copy
- Call to action (CTA)
- Hashtags at bottom
- Great Offer
- Mix it up
- Test, test, test



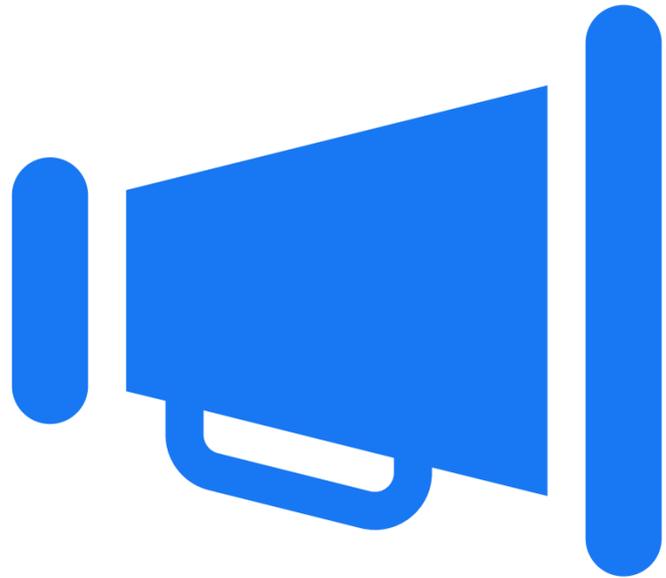
Content Ratio



**Most of content
should be video!**

- **VIDEO (LIVE)**
- **Images/Photos**
- **Native Video**
- **Links**
- **Status**

How to Amplify?



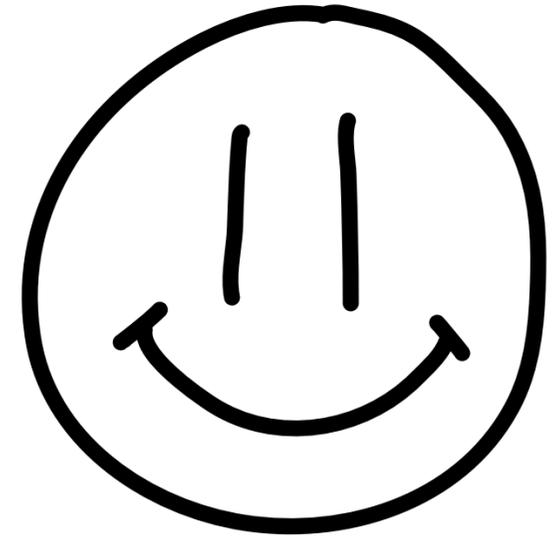
- **Be consistent - regular posting**
- **Try new things - VIDEO!**
- **Paid (Boosted & Ads) you must have a budget!**
- **Use hastags (3-5) Get Discovered**
- **Link to Instagram**
- **Start a Group (niche)**
- **Encourage DMs**

How to Amplify?

- **Use a Chat Bot (messenger high open rate) Many chat or mobile monkey**
- **GIVE, GIVE, GIVE**
- **Call to Action (CTAs) above the fold**
- **Review Insights (Data)**
- **Short & Sweet (1-3 lines + CTA)**
- **Join groups & be helpful**
- **Share OPC (other people's content)**



How to Amplify?



- **(UGC) User generated content**
- **Run a contest or giveaway or a short challenge**
- **Brand graphics**
- **Share Social Proof**
- **Limit promotional posts**
- **Research your target audience(s)**

Resources

- <https://www.facebook.com/creators/new-pages-experience>
- <https://www.socialmediaexaminer.com/> Follow **@smexaminer**
- <https://blog.hootsuite.com/facebook-statistics/>
- <https://linktr.ee/> (Join for Free)



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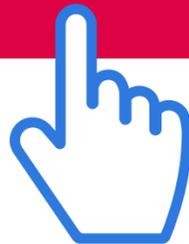
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