



**EasySocial**  
Social Media for Business  
Owners



# About Tim

- Born and Raised: Pueblo Co.
- Graduate of CSU-Pueblo. Masters in Business Administration (MBA), Minor in Finance, Emphasis in International Marketing
- Professional Social Media Manager and Consultant since 2014
- Good at: cheese, wine, social media
- Bad at: golf, snowboarding, relaxing



# Agenda

1. Who are we
2. Why your organization needs social media
3. Social media background
4. About the 4 biggest platforms
5. Organic vs. paid
6. How to engage your audience
7. Common obstacles
8. Tools to help
9. Examples of these strategies
10. Questions



# Who Are We?

- Mission: Our mission is to help our clients succeed while making marketing and advertising easy. Allowing them to focus on their organization.
- Started managing accounts for clients in 2014 and currently work to manage 46 organization's social/online marketing



# Why Your Organization Needs Social Media



- 92% of marketers have increased exposure via social media and 80% had positive results in terms of traffic
- 78% of Americans say that social media impacts their buying decisions



# Why Your Organization Needs Social Media



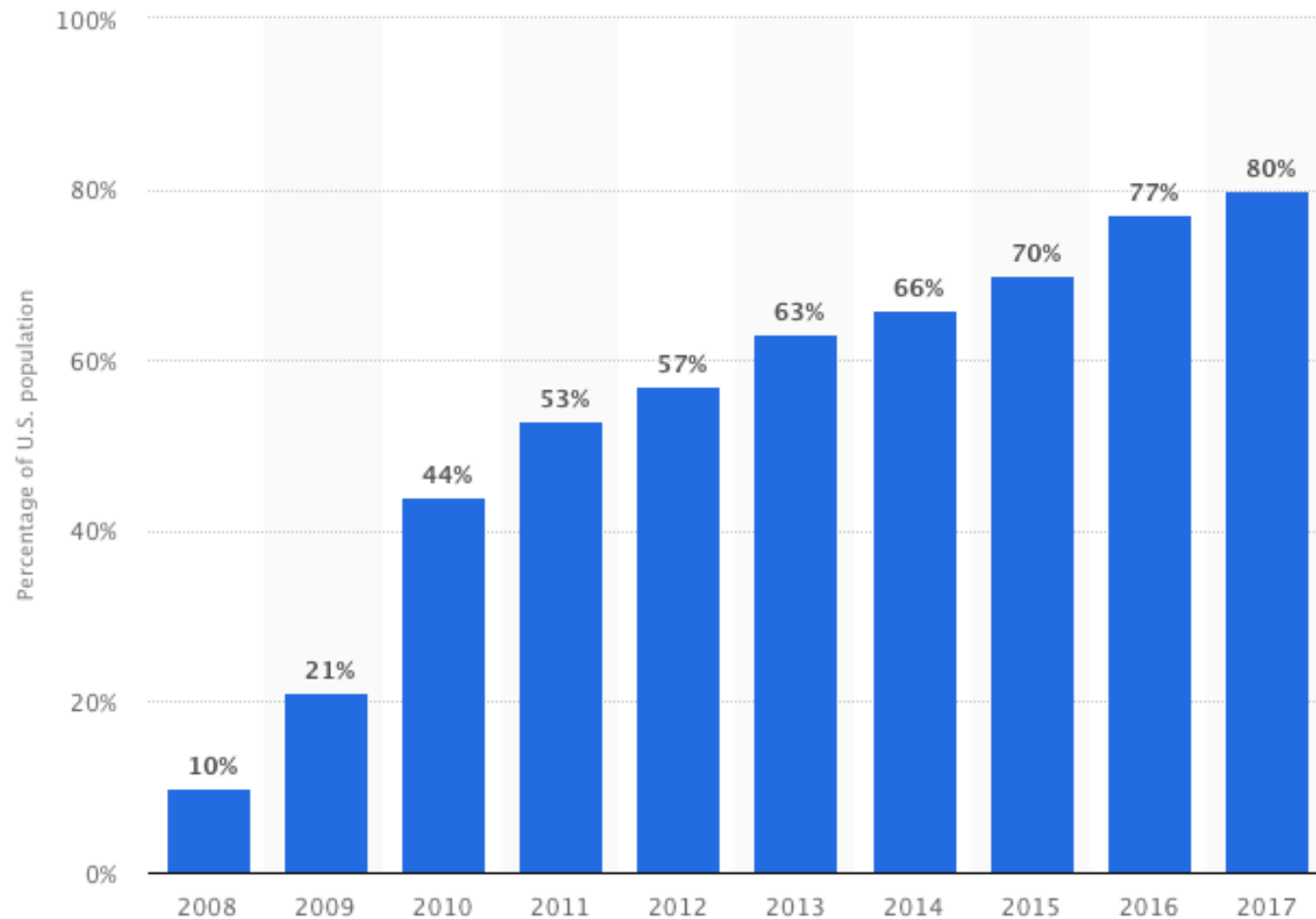
- 81% of B2B decision makers use online communities and blogs to help make purchasing decisions
- 78% of all Americans say they have a social media account



# Social Media Background



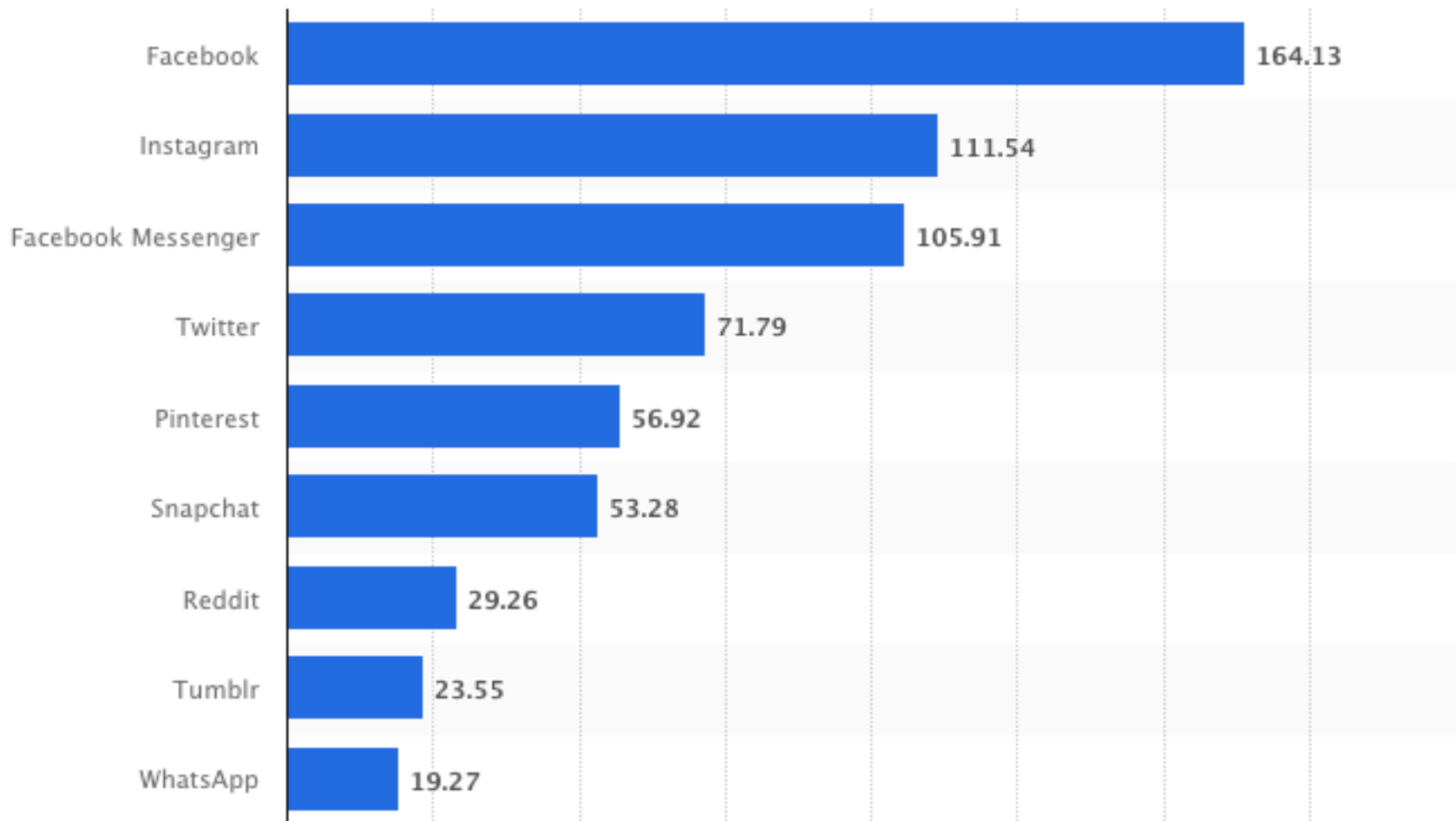
- Percentage of USA population with a SM profile:



# Social Media Background



- Popularity of SM apps by monthly users:





# Social Media Background



- The real point of social media? Connect people to other people or their content
  - People don't ever WANT to see ads...



# Social Media Background



- We engage with people or facilitate the engagement between people
  - i.e. Content marketing





Before we begin engaging we want to know we are reaching the RIGHT people.

One way we do this is by understanding each media...

# Facebook



- 77% of B2C companies acquire customers through Facebook
- 1.23 Billion users
- Highest average income per capita of any social media
- Cheapest and most targeted and specific advertising method available
- Widest range of population in terms of age
- Takeaway: If you want to advertise, sell high-end products/services or have an older clientele then Facebook is for you.

# Twitter



- Highest possibility of achieving viral recognition
- Best way to interact with customers one-on-one
- Great for socially or politically engaged brands
- Takeaway: If your brand engages in pop culture or political discussions OR you have a cause/education related message then Twitter is for you.

# Instagram



- One of the fastest growing social network
- Completely image and hashtag (#easysocial) based
- Highest engagement rate of any media
- Offers the best direct access to customers without paying for ads
- Youngest population average
- Takeaway: If you want to engage with audiences under 35 or want to experience FAST growth in brand recognition Instagram is for you.

# Pinterest



- Population is largely female. 2/3 of users are female making it the most popular sex specific platform – meaning, it is the best platform for targeting female customers/audiences
- 72.5million current users
- 93% of Pinner's shopped online in the past six months
- One of the few places you want to put prices on your posts - Pins with prices get 36% more likes than those without
- Images without face receive 23% more repins
- The words “diy,” “cup,” and “recipe,” resonate most
- Takeaway: If you are selling products and you target women, especially if you're selling something where cooking applies (DIY, recipes etc.), Pinterest is right for your brand.

# Paid vs. Organic

- Paid
  - Costs
  - Fast growth
  - Becoming more essential
- Organic
  - Free
  - Slow growth
  - Becoming less effective



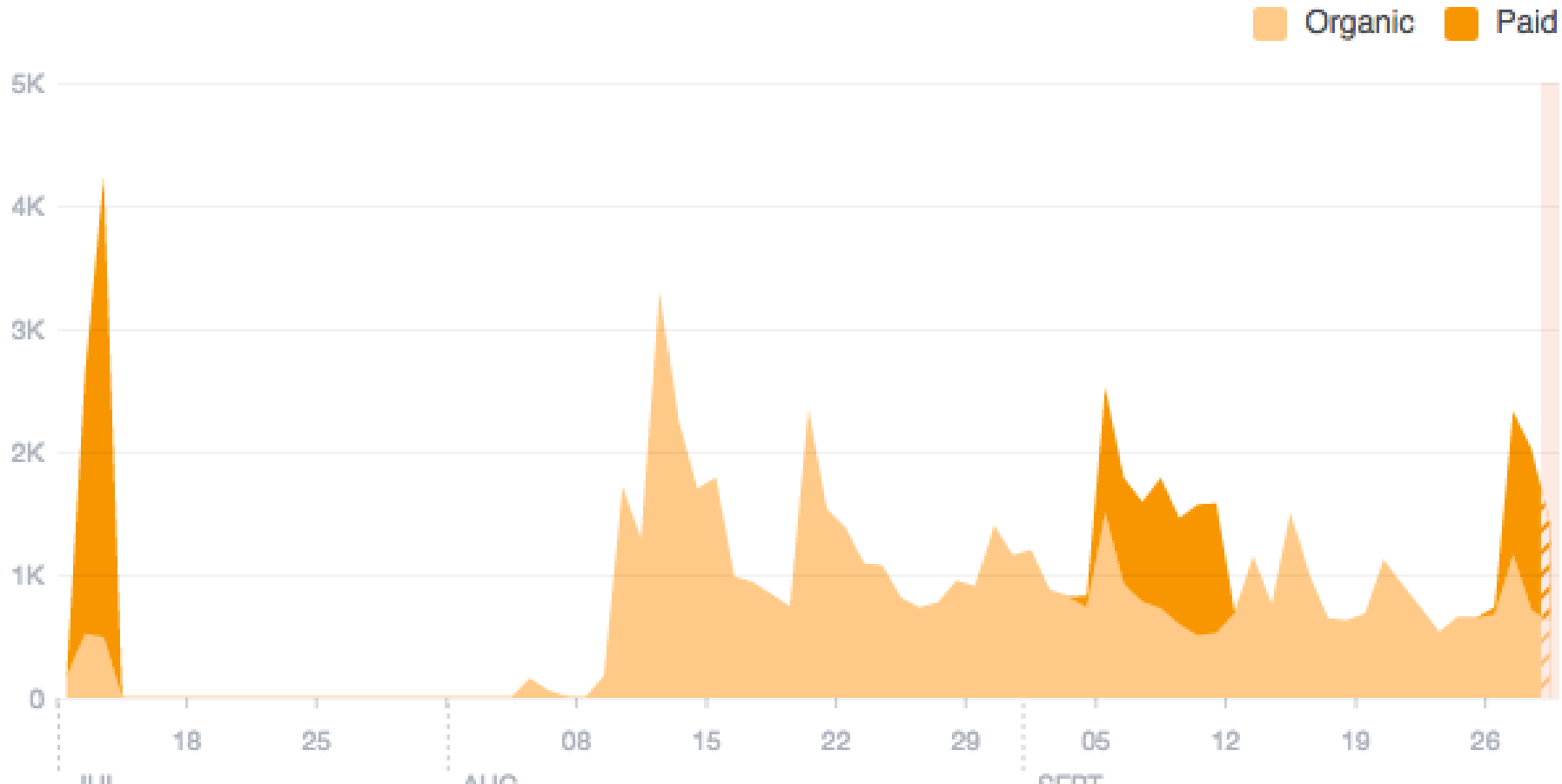


# Paid WITH Organic



## Post Reach

The number of people your posts were served to.



# Ways To Really Engage



- Social media plans should be unique to your company/organization!



# Ways To Really Engage



Here are some general ideas about what that plan should include:

- Specific times and days you plan to post
- Planned Content, maybe include:
  - Articles and news about your industry
  - News about your company - in the form of blogs or articles, NOT long posts
  - Cool images featuring your products or employees
  - Funny comics/memes people interested in you would find funny
- Planned special campaigns or promos

# Common Obstacles



- TIME
  - Finding good content and then posting takes time, no matter how you do it

Every obstacle  
is an opportunity.  
-----SM-----

# Common Obstacles



- Technical expertise
  - Some medias can be confusing and/or hard to use

Every obstacle  
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-----SM-----

# Common Obstacles

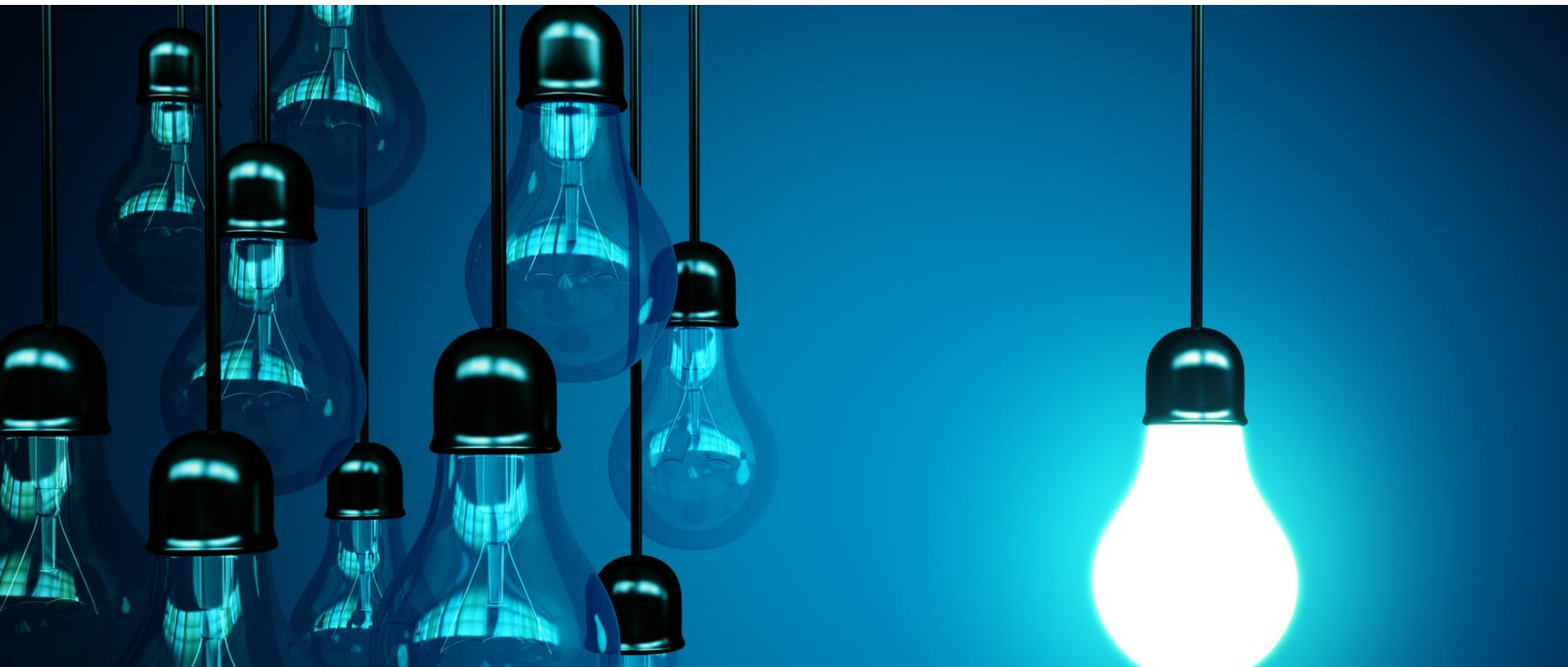


- Ideas
  - The hardest part of finding content? Deciding what to look for

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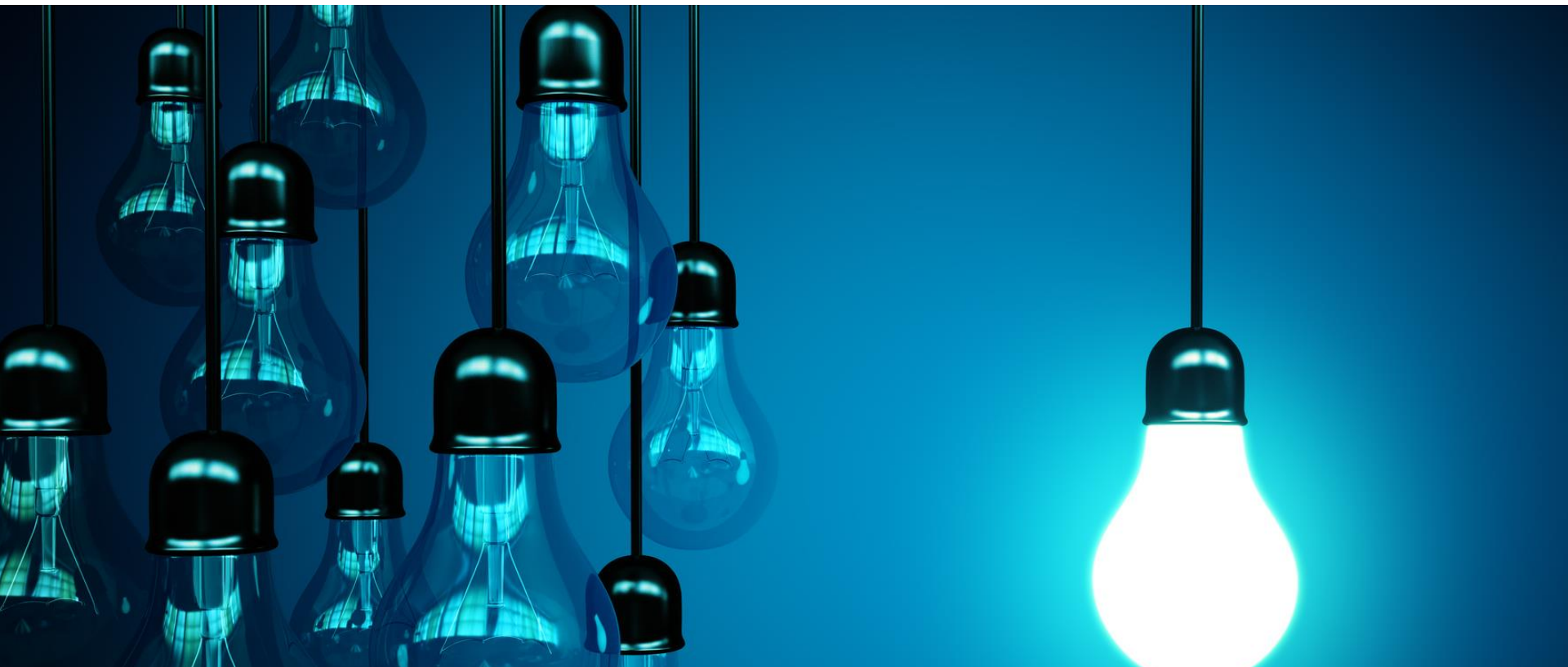
# Tools To Help

- SproutSocial - to get efficient
  - Allows you to schedule your posts and manage some media remotely



# Tools To Help

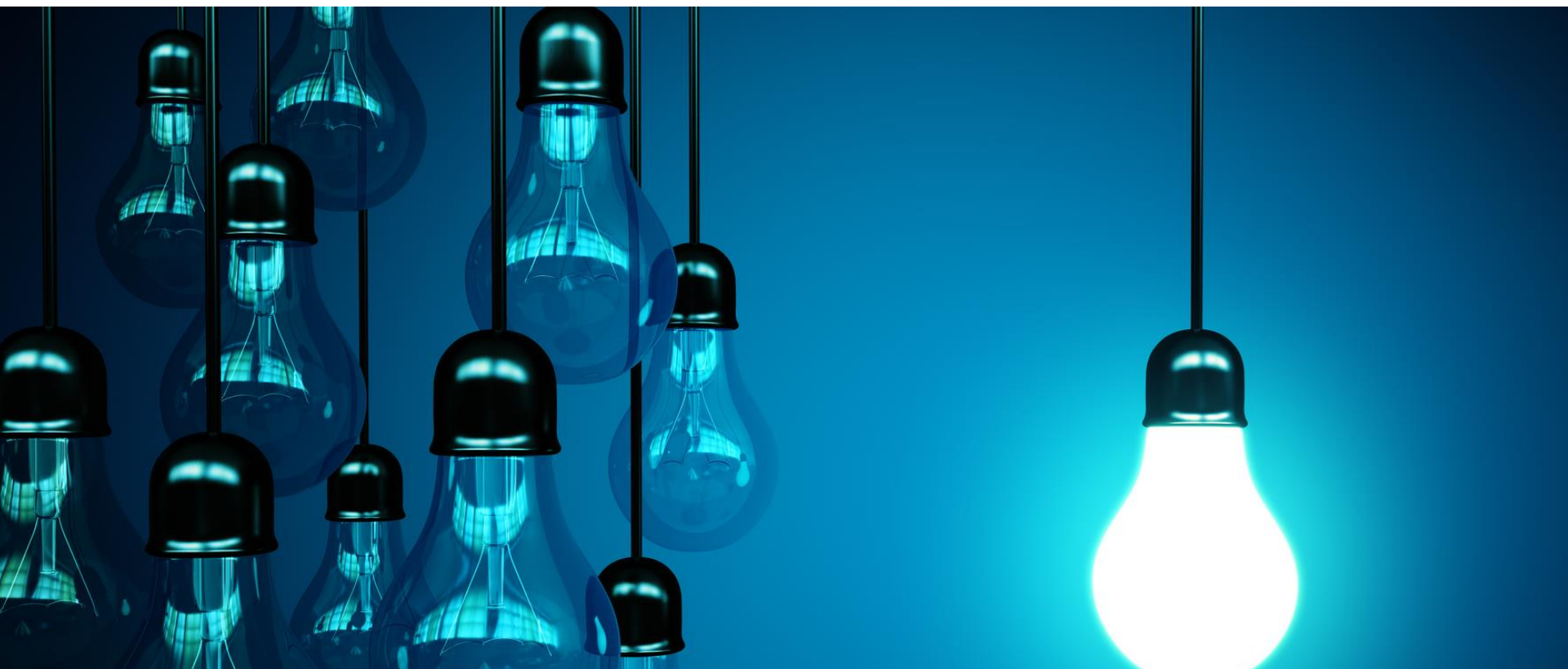
- Blogs - for ideas
  - Buffer Social
  - Hootsuite Blogs
  - Jenn's Trends
  - RazorSocial
  - EasySocial Articles





# Tools To Help

- Patience – Yes, doing this yourself will take time to learn and to execute



# Encouragement - Results Can Be Fast!



Results from our first client:

Increased average post engagement by 594% within the first 4 months JUST by beginning a regular posting schedule and strategy.

# Encouragement - Results Can Be Fast!



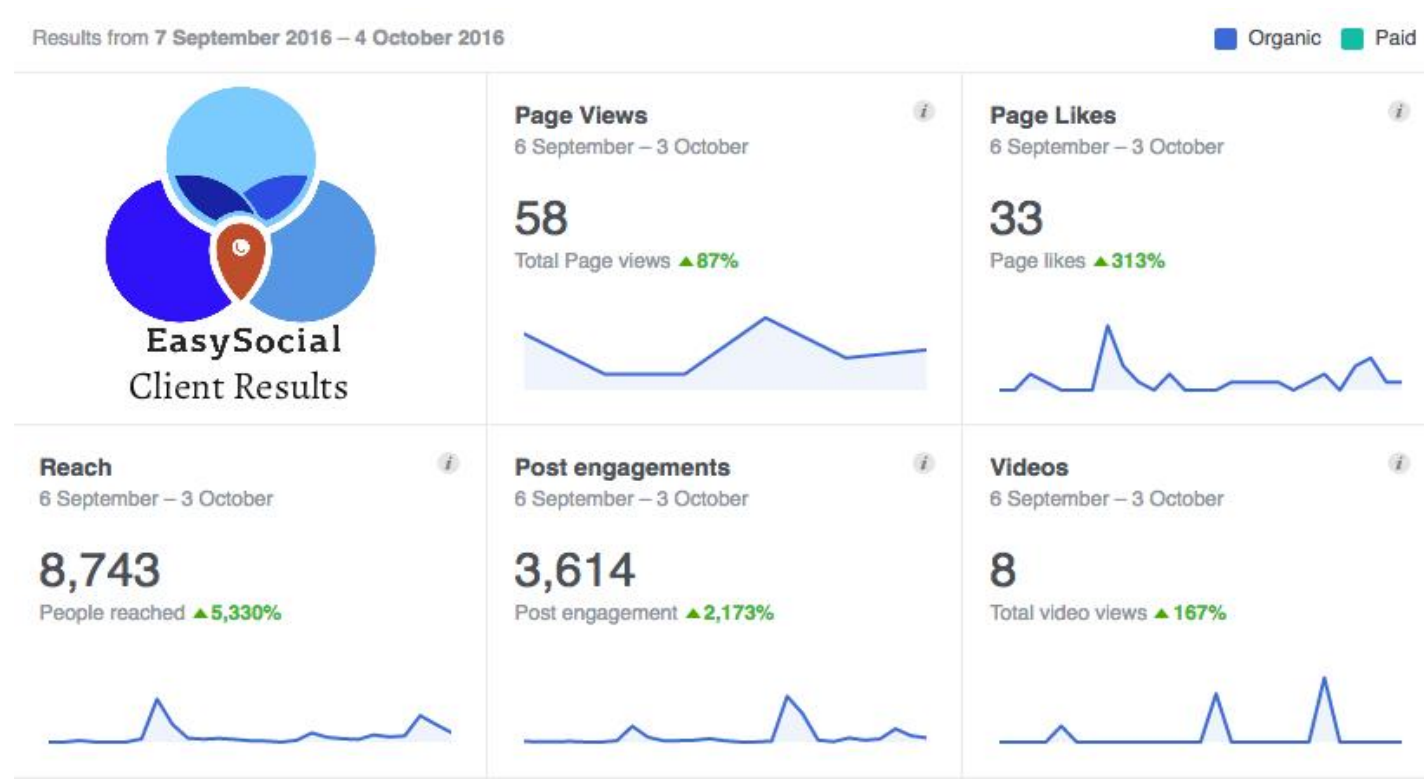
Results from our first client:

Increased average reach per post by 420% within the first 4 months JUST by beginning a regular posting schedule and strategy.

# Encouragement - Results Can Be Fast!



- Here is another example of what you can do with just a few good pieces of content – 1 good article and 2 images in this case.



Because we love working with other  
TAB members our first hour of  
consultation is free to any of you!



**EasySocial**

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# Questions?

We know we covered a LOT, but do you have some short questions for us now?



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