



LET'S GET ENGAGED

BY BRIANA GRAYDON

@PINKCOWSOCIAL

A BIT ABOUT ME

- Lover of all things social media.
- Mad AFL fan – Sydney Swans supporter
- Crazy tea drinker – drink 4 cups of tea a day
- Cat called Chanel
- Loves RnB music
- Favourite holiday destination is Hamilton Island
- Dislikes licorice, snakes and spiders.



SOCIAL MEDIA REALISATIONS

“Social media is about the people! Not about your business. Provide for the people and the people will provide you.”

Matt Goulart

“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

Jeff Bezos

“Engage, Enlighten, Encourage and especially...just be yourself! Social media is a community effort, everyone is an asset.”

Susan Cooper

MY FEELINGS WHEN I HEAR THE WORDS

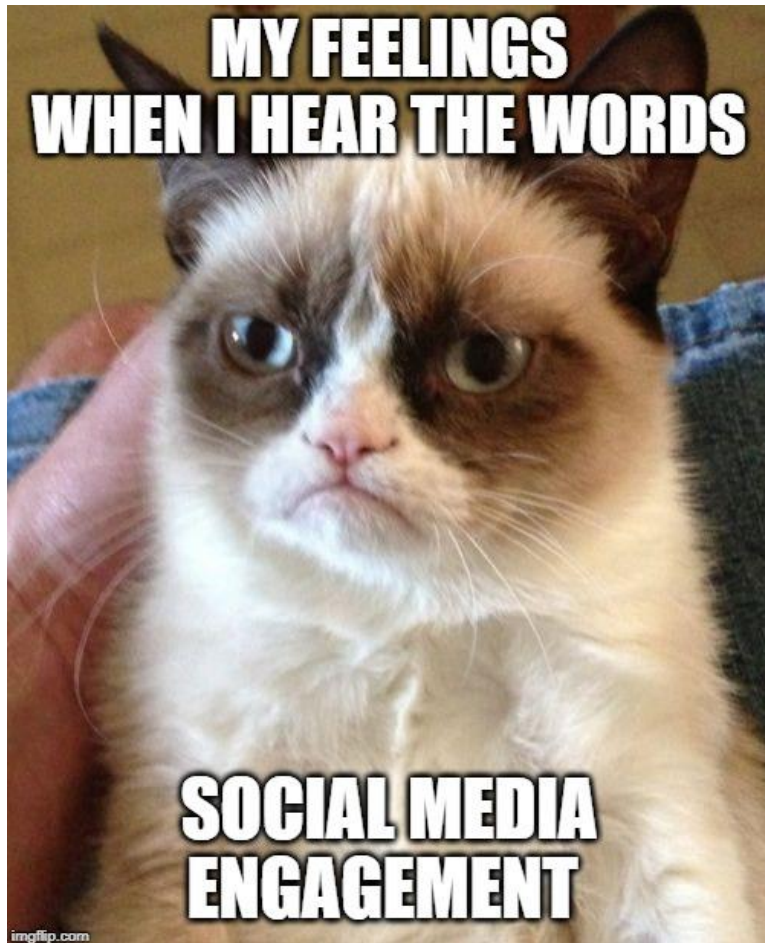


SOCIAL MEDIA ENGAGEMENT

imgflip.com

MY REACTION
TO SOCIAL
MEDIA
ENGAGEMENT

OTHER PEOPLE'S REACTIONS



WHAT IS ENGAGEMENT ON SOCIAL MEDIA?



WHAT IS ENGAGEMENT

- Social Media Engagement is creating a long lasting relationship over time.
- *“interactions between a customer and your brand.”*
- There is an expectation on businesses and brands to engage on social media with their audience.
- It's not just automatically posting on social media, buying likes or be concerned about vanity metrics (things that make you look good) it's all about PEOPLE and authentic engagement.
- Likes, follows, shares, comments, etc = social media engagement metrics.

WHAT HAPPENS WHEN YOU DON'T ENGAGE

- Miss the opportunity to build new relationships.
- Potential lost income
- No connection with your current audience.
- Missed brand awareness opportunities
- Lower chance of positive word of mouth exposure.



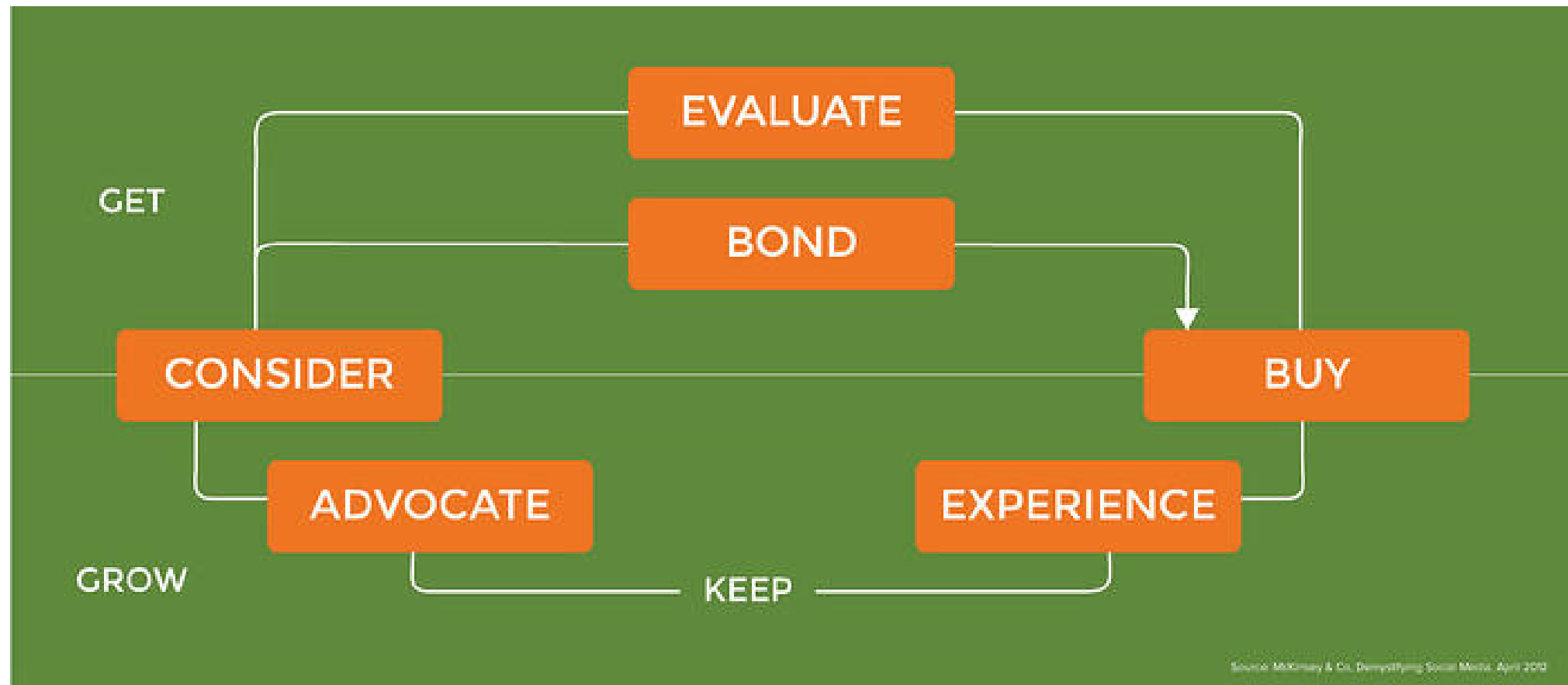
WHAT HAPPENS WHEN YOU DO ENGAGE?

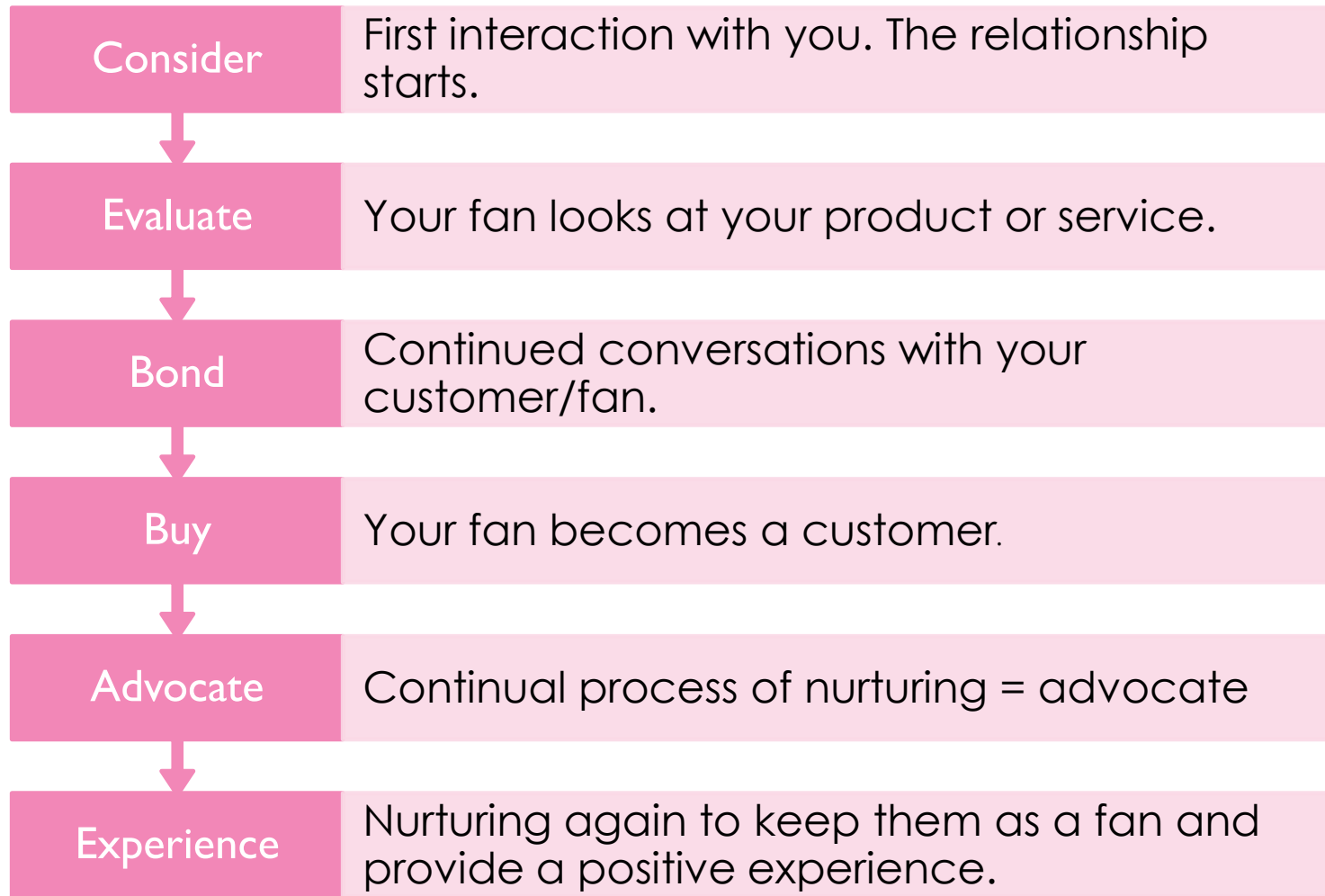
- You build a community of people who are your biggest advocates.
 - Your product is likely to be recommended.
 - You will be considered an expert or authority
 - Develop the know/like/trust factor.
 - You will have more of a connection with people
-
- 92% of people trust what they hear from a family member or friend, 75% trust what they hear from a stranger on the Internet, while fewer than 20% trust what they hear from a company.

WHY SHOULD YOU CARE ABOUT ENGAGEMENT?

- Nurture current relationships with people
- Relationship building
- Brand awareness
- Effectively deal with customer service at an affordable cost to your business.
- **63% of respondents cited a good digital care experience as very important to their brand loyalty.**

SOCIAL CONVERSION





THE SOCIAL JOURNEY

USAGE STATS FOR SOCIAL MEDIA



FACEBOOK STATISTICS 2019



- 47% of Facebook users only access the platform through mobile.
- Facebook adds 500,000 new users every day; 6 new profiles every second.
- Users spend an average of 20 minutes per day on the site.
- In a month, the average user likes 10 posts, makes 4 comments, and clicks on 8 ads.

Statistics from: <https://www.brandwatch.com/blog/facebook-statistics/>

INSTAGRAM STATISTICS 2019



- Instagram now has 1bn monthly active users.
- 90 percent of Instagram users are younger than 35.
- 63% of Instagram users use the app every day.
- Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

Statistics from: <https://www.brandwatch.com/blog/instagram-stats/>

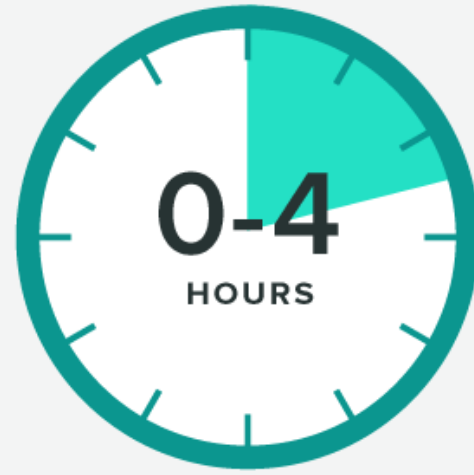
LINKEDIN STATISTICS 2019



- Two professionals join LinkedIn every second
- LinkedIn now has 500 million members
- 40% of monthly active users use LinkedIn daily.
- LinkedIn profiles with photos get 21x more views and 36x more messages.
- Just under half (44%) of all LinkedIn users are women

Statistics from: <https://foundationinc.co/lab/b2b-marketing-linkedin-stats/>

People's Wait Time Expectation vs. Brand Response Time on Social



CONSUMER
EXPECTATION

sproutsocial



AVERAGE BRAND
RESPONSE TIME

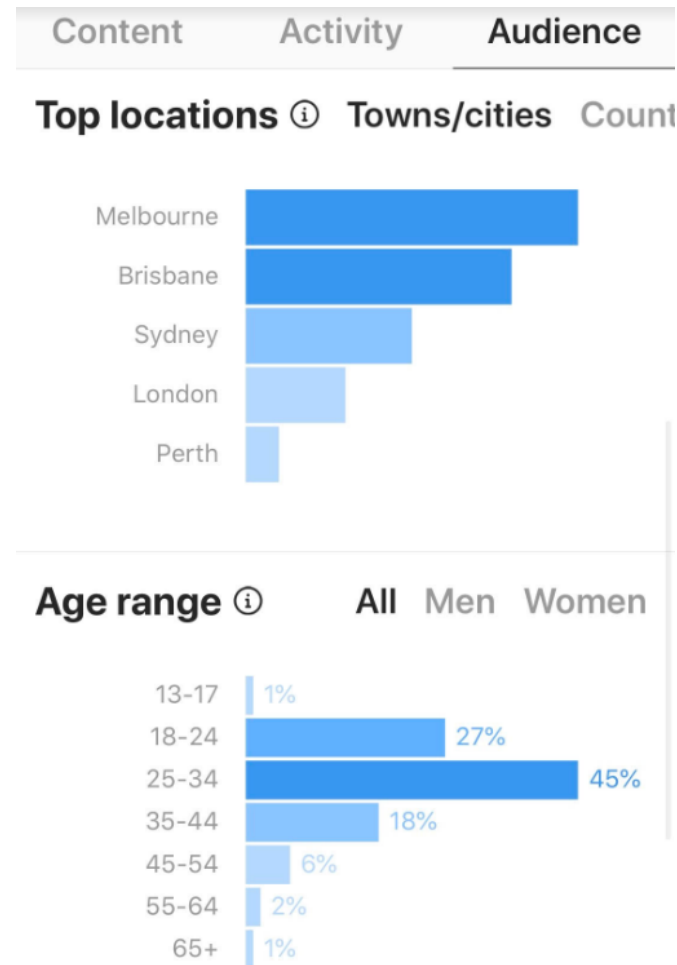
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HOW DO I ENGAGE?



RIGHT TIME / RIGHT PLACE / RIGHT PLATFORM / RIGHT AUDIENCE

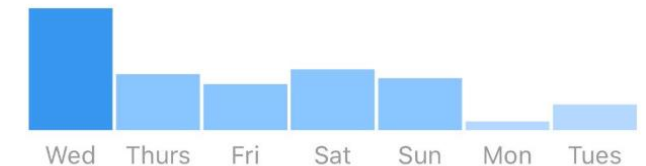
- Look at your insights and see what days, and times work best for your audience.
- Post at varying times on varying platforms.
- Change your messages so that you're not sharing the same message across both platforms.
- What platform is right for your message.



Discovery ⓘ

764

Accounts reached from 06 Nov – 12 Nov



Reach 764

+168 vs 30 Oct-5 Nov

Impressions 3,539

+1661 vs 30 Oct-5 Nov

I. WRITE COMPELLING COPY

- Write copy that talks with the audience not at them.
- Tone of voice
- Ask questions to encourage comment
- Give value – statistics, quote, quick tip
- Write about current events / topical issues (<https://www.daysoftheyear.com/>)

2/ 3 of consumers who are satisfied with brand interactions over social media are likely to recommend that brand to others.

2. USE EMOJI'S



- Use of emoji's increases engagement by 48% on Instagram. Posts that use emoji's on Instagram have interaction rate of 2.21% while posts without emoji's have 1.77%.
- Emoji's in a Facebook post lead to 57% more likes, 33% more comments and 33% more shares.
- Emoji's can help portray your business as friendly.

Statistics from: <http://blog.emojics.com> and <https://blog.hubspot.com>

3. PERSONALISATION - RESPOND TO EVERY COMMENT AND MESSAGE (DM'S)

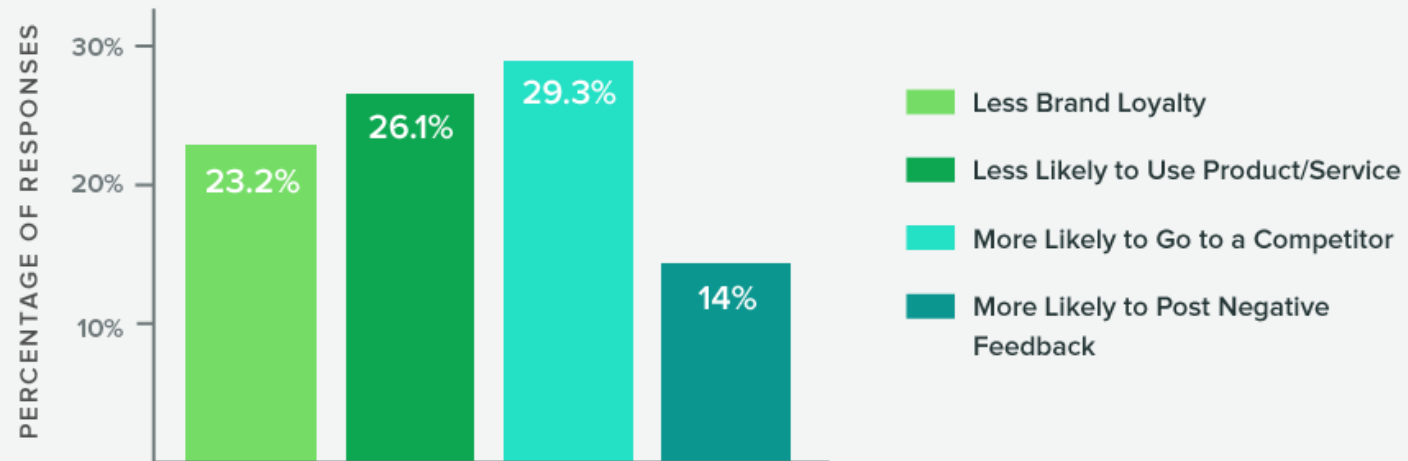
- My theory is that if people take the time to respond to you then it's your responsibility to respond back.
- 89% of social messages go ignored.
- People base 70% of their buying decisions on how they feel.
- 30% of people will go to a competitor if a brand doesn't respond

Statistics from: <https://sproutsocial.com/> and Post Planner

REMEMBER:

Just as no business
would ignore a customer
in their store, no
business should leave a
social media comment
unattended online!

The Cost of Being Shunned on Social

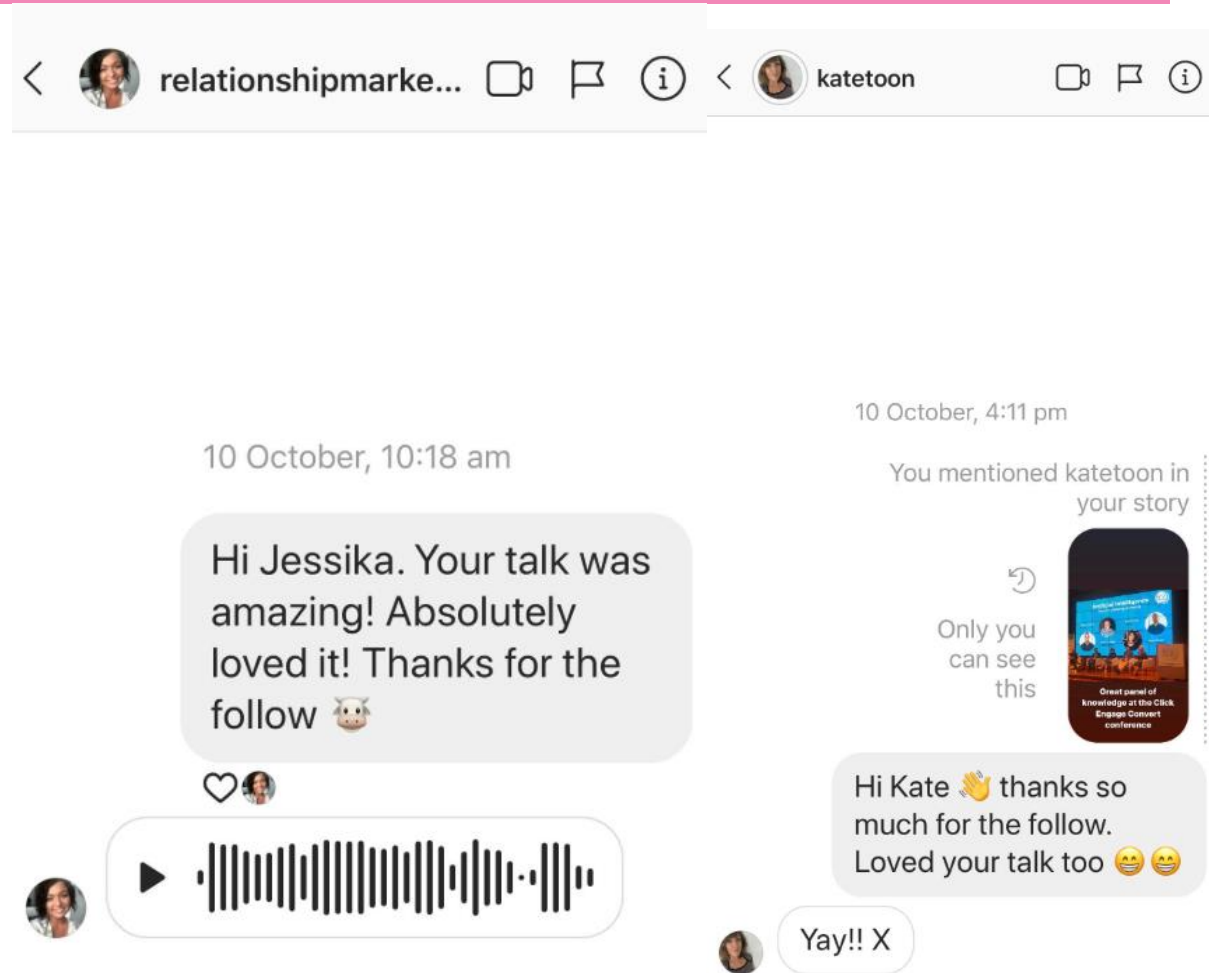


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3. START CONVERSATIONS WITH MESSAGES (DM'S)

- Got a new follower – say thanks.
- Heading to a conference? Contact speakers?
- Met at an event? send a message



4. USE GIFS

- Show personality
- Build relationships
- Embrace your humour
- Encourage conversation



5. BE ACTIVE ON GROUPS

- To develop that know, like, trust factor you need to share value. Often that comes from experience or something you've learned. Being active on groups shows that you're willing to contribute and share value.
- Build relationships for potential future sales.

6. ENGAGEMENT BLOCKS

- Dedicate time each day to engage on social media around the time you post. This can be done through hashtags, or commenting on people's stories or their feed/wall.
- You are engaging with accounts you wouldn't normally engage with exposing your business to new potential people.
- It shows you're also active and actually human by participating on social media.

#digitalmarketing #socialmediastrategy
#notforprofit #notforprofitmarketing
#notforprofits
#notforprofitmarketingorganisations
#marketingstrategy #socialmarketing
#businessmarketing
#onlinemarketingtraining
#instagramtipsforbusiness

7. BE AUTHENTIC

- Share genuine photos of who you are.
- Tell people true facts about you so that they can relate and then build a connection with you.
- People are more likely to trust and be loyal to you.



BE AUTHENTIC



pinkcowsocial Hey 🙋 it's me Bri! How you doing?

For all my new insta community welcome 🙋 and for all of my existing community you know I love you all 💕. I thought being Friday that I would share some fun facts with you. Get ready for some jaw 🗨 dropping facts.

1. I've never watched a Star Wars episode.
2. I've never seen the Titanic.
3. I hate licorice
4. I love watching The Real Housewives
5. I drink 4 cups of tea a day.

I would love for you to share something with me, and let me know which one of my facts above surprises you.

8.ADD VIDEOS

- 81% of businesses use video as a marketing tool — up from 63% over the last year.
- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017.
- A Facebook executive predicted that their platform will be all video and no text by 2021.
- 59% of executives say they would rather watch a video than read text.
- Social media posts with video have 48% more views.



90% of information transmitted to the brain is visual.

9. STORIES

- 36% of businesses use Instagram Stories for product promotion.
- 1 in 3 daily Instagrammers say they have become interested in a product they saw on Stories.
- Stories on Facebook are growing 15x faster than news feed sharing.
- Stories help break down barriers.
- Filters add humor and personality.
- Use your stickers to engage.

Statistics from: 99firms.com and <https://mediakix.com/>



10. LIVE VIDEO



- Over 70% of marketers claim that video performs better than other content for increasing conversions.
- It helps brands connect, relate and share unique experiences with their audience. It's all about storytelling and engaging with your audience.
- 80% of people would rather watch live video from a brand than read a blog, and 82% of people love watching videos from a brand as opposed to social posts.
- WHY? More interactive, more fun to watch, show people who you are and build a relationship.

Statistics from: <https://business2community.com>

II. HASHTAGS

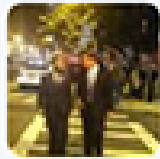


- Help people see your post who aren't following you.
- Helps to categorise your content e.g. #WCSyd
- Increases engagement and reach.
- Location tags get 79% higher engagement.
- Use hashtags in stories as well (up to 10).
- FB / IG posts with hashtags receive 12.6% more engagement.

Statistics from: <https://business2community.com>

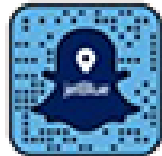
COMPANIES THAT DO ENGAGEMENT WELL





Robert @RW4Walsh · 3h

@JetBlue has the worst baggage service ever! Been at Logan for over 90 min only to find out my bag is in Florida still! #angrycustomer 😡



JetBlue Airways ✓

@JetBlue



Follow

@RW4Walsh We're sorry for the inconvenience, Robert! Delayed luggage is definitely frustrating. We'll do all we can to get it back asap!

1:10 PM - 17 Aug 2016



Maybelline New York

@Maybelline

Follow

Holiday season mood.

All I want for
Christmas is you.

Just kidding,
get me makeup.

2:54 PM - 24 Dec 2017

153 Retweets 393 Likes



8 153 393



Airbnb

@Airbnb

Follow

The long weekend starts now. What are your plans?

#AirbnbLongWeekend

4:45 AM - 16 Jan 2016

20% Lounging beachside

16% Playing in the snow

36% Exploring the city

28% Relaxing countryside

617 votes • Final results

14 26



Adam Dickerson Hi Ive been trying to get my Samsung gifts of the season promotion since December 17. It was accepted and that's the last I've heard. Tried to get ahold of prizelogic and they were no help! This was one of the major reasons I bought this phone. I'm very disappointed in the whole deal. Can you help at all?

Like · Reply · 1 · February 10 at 7:44pm

greeting with
customer name ↓



Samsung Support Thanks for reaching back out to us, Adam! We apologize for the negative experience. Please send us a private message, we will be gathering additional information and to possibly make a follow up on your behalf regarding this promotion. We will be waiting for you. Thank you! ^Des ← signed with rep name

Like · Reply · 1 · February 10 at 8:44pm

TOOLS THAT ASSIST WITH SOCIAL MEDIA ENGAGEMENT



TOOLS TO MONITOR SOCIAL MEDIA COMMENTS

- Iconosquare
- Mention
- FB/ LinkedIn /Instagram Insights
- Agora Pulse

2020 PREDICTIONS



2020 AND BEYOND.

- Video will be primary type of content.
- Continue to share news
- Engagement will continue to be a focus – live video, comments and shares.
- Chatbots will become more advanced
- Facebook groups
- Live content will dominate

KEY TAKEAWAYS

- Engagement takes time. You need to be willing to do it properly.
- You will form connections if you regularly engage.
- Know when your audience is online, which platform and what content they like.
- Change up your style of writing, include some emoji's and show your personality.
- Nurture them, and expose them to your brand so that they can become your biggest advocate.