
Social Media Basics For Your TOBM Business

canopymedia

DIGITAL MARKETING AND COMMUNICATIONS

A WSI Certified Agency



Meet Canopy Media.



We do all things digital marketing.

- ✓ We're a digital marketing firm. Businesses hire us to generate leads and sales through the internet. We are part of the largest & most successful internet marketing company in the world, and we deliver excellent return-on-investment to our clients.
- ✓ We are a Premier Google Partner

Hi, I'm Julie!



I've worked in Digital Marketing for the past 14 years...before it was even called "digital marketing"



I worked for the largest destination resort in Ontario for 11 years and established their social media presence during my tenure.

I now own a business and provide my copywriting, video production and social media services to other businesses.

My formal post-secondary education is in Film & Broadcasting.



Fun facts: I'm a mom of two kids, I love to read, listen to live music, online shop, run and drink coffee.

Hi, I'm Kai.



I've been in media & communications since graduating from University in 2002.

I've been a digital marketer for over 10 years.



I was a News Editor with Quebecor Media prior to starting Canopy Media in 2007.

My objective?

Enhance the lives of our clients, employees & their families through digital marketing



Married with children. Father of 3.

To preface:



We'll be running today's presentation as we planned, in Zoom.

We understand there will be questions about how to manage things during the COVID crisis, which we'll try to answer to the best of our ability at the end of the session

Please note, we are a not crisis communications firm.

We are human beings who have worked with a broad spectrum of companies that are all facing similar challenges right now - we're all doing our best and are happy to offer our opinion.

In the end, you need to do what's best for your business and your customers.

You will be sent a copy of this presentation.



No need to scramble writing everything down.

Sit back, relax, take part and enjoy your time here. We're here to learn and share together.

A copy of this presentation will be sent to your email address following this workshop.

The workshop will be interactive at times.



Take part as much or as little as you like. This isn't school, nobody gets put on the spot here.

Participation *is* encouraged! Ask questions via the chat function, seek clarification or request assistance. We will monitor this window.

We aim to provide value and at least a few takeaways for each of you. Social media lives in such a broad landscape and each of you are at different points in your journey. We'll cover as much as we can but will be sticking to a high level overview in order to keep it relevant and interesting for everyone.

Spoiler Alert: We don't know everything!



You're going to ask some questions and we hope to have an answer (in most cases, we will).

However, if we don't know the answer, we'll write your question down, figure out the best answer, and get back to you!

Let's see (anonymously) where everyone is at.



We're going to ask some questions using an interactive Q&A platform called Menti.

Answers are *anonymous* and can be provided via your mobile device or laptop.

Go to www.menti.com and enter the code **17 68 56**

Agenda

- 1 Determine Your Objectives
- 2 The Right Tools for the Right Job
- 3 Creating Kicka** Content
- 4 Tourism Best Practices
- 5 Q & A





Determine Your Objectives
(and your audience)

1. Reach & Impressions
2. Brand Awareness
3. Education
4. Customer Service
5. Conversions
6. Engagement
7. B2B



SOCIAL MEDIA OBJECTIVES

Identifying your objective(s) is the first step in developing a social media strategy.

This will help determine which channels you should be active on (and which aren't worth your time), what metrics matter most for your business and helps to avoid the "spray and pray" method.

Start small, learn what resonates with your audience (and more importantly WHO your audience is), evaluate and grow from there.

If you're already active on platforms that don't meet your current business objectives and are not performing, it's alright to make a business case for focussing your efforts elsewhere.



Know Thy Audience!

There are 3.5 billion social media users worldwide! Whose attention are you seeking? A metal band playing at a country music festival probably isn't going to be met with applause. Audiences will vary by business but below are some quick facts about social media users by channel:



- The juggernaut, Facebook boasts 2 billion+ active users
- 68% of adults & 51% of teens have Facebook
- 65 million business pages exist
- 2nd favourite for video consumption (behind YouTube)
- Businesses see a median engagement rate of 0.09%
- 49% of users will like a Facebook page to support a brand they like.



SOCIAL MEDIA WORKSHOP



- 1 billion active monthly users
- Attracts a younger audience with 72% of teens & 35% of adults using Instagram
- 71% of Instagram users are under the age of 35
- 60% of users (that's 600+ million people) seek out and discover new products on Instagram
- Travel planning via Instagram is becoming [more popular](#)



- 326 million active monthly users
- 80% of Twitter users are affluent millennials
- 75% of B2B businesses market on Twitter
- 62% of B2C businesses market on Twitter
- 40% of users say they've made a purchase because of an influencer's tweet



SOCIAL MEDIA WORKSHOP



- 1.9 billion logged-in users visit YouTube each month (that's HALF the internet!)
- Attracts a younger audience with 96% of 18-24 year old Americans
- YouTube works in 80 different languages
- Popular trends on the platform: gaming, relaxation, how-to's & product reviews



- 250 million active monthly users
- 83% of Pinterest users are 25-54 year old women.
- 85% of those women use it to plan "life moments" (vacations, decorating, weddings, meals)
- Pinterest drives 33% more traffic proportionately than Facebook, 71% more than Snapchat & 200% more than Twitter.



SOCIAL MEDIA WORKSHOP



- 590 million active monthly users
 - Most popular among 25-49 year old men and women equally.
 - Attracts an affluent, educated & urban audience.
 - Top platform for B2B lead generation.
 - Posts with images get twice as many comments.
 - Video posts are 5x more likely to get comments.
-



SOCIAL SITES EXPLAINED



FACEBOOK

I like donuts



TWITTER

I'm eating
a #donut



YOUTUBE

Here's a video of
me eating donut



PINTEREST

Here's a good
donut recipe



SPOTIFY

I'm listening to
donut music



YELP

You'll like the
donuts at this place



INSTAGRAM

Here's a photo
of my donut



LINKEDIN

My skills include
donut eating



FOURSQUARE

This is where I
like to eat donuts



GOOGLE PLUS

Google employee
who eats donuts



QUORA

Where did donuts
get invented?



TUMBLR

I like to blog
about donuts



Further Considerations

1. Are there other business objectives that you're trying to meet with social media?
2. Are there other social media channels that you're active on? If so, why?
3. Is your audience active on other social networks? If so, how would you target them?





Choosing & Using the Right Tools

SOCIAL MEDIA WORKSHOP

You wouldn't use a wrench to hang a picture on the wall, right?! In the same way, think of social media platforms as tools to help you get the job done effectively, or achieve your objectives.

If your objectives include **education** or **customer service**, Twitter is a perfect tool to effectively get the job done.

If you want to direct **traffic** to your website, Instagram likely isn't where you'll focus your time.

If you're selling to other businesses, LinkedIn is where you want to be.

Is the story of your business told well **visually**? Instagram and Pinterest are platforms to consider.



More Time = More Everything

In addition to selecting the right platforms (aka tools) to meet your objectives, there are many resources that can help you with efficiency as it relates to time, money and resources. Many of these are free for basic use.

In addition to the resources on the right, below are helpful links to bookmark:

- Create clean breaks in your Instagram captions with the [IG Line Break tool](#)
- Out of all the stock photography sites we've tried at Canopy Media, [this is among our favourite](#) FREE libraries.
- I've tried many scheduling tools and nothing beats good old Google Calendar. It's free, accessible /editable by multiple users and allows you to include as much or as little detail as you want.



Inter-Activity Time!

Take 15 minutes to brainstorm a fictitious business or use your own as a case study. This can be a place, product, service or other.

1. Identify your ideal customer
2. Pick 1-2 social media platforms to market on.
3. How will you reach your ideal customer using the platforms identified above? Share 1-2 examples for each platform.
4. Share your business idea and findings.





Creating Kicka** Content

What Is Kicka** Content?

You've likely heard the quote "content is king", coined by Bill Gates in '96. While he was referring to the internet in general, the same can be applied to social media. Fortunately, you don't need to be a professional photographer/videographer, graphic designer or copywriter to create kicka** content for your social media channels.

The requirements for creating kicka** content are simple:

- Planning
- Creativity
- Time
- A Mobile Device or laptop



Exhibit A

Grandma's Beach Treats generates high engagement, reach and likely impressions DAILY on their Facebook page with a simple name game. They have generated a reputation and buzz around their brand by providing a free treat for the designated name each day.

- Planning ✓
- Creativity ✓
- Time ✓
- A Mobile Device or laptop ✓

Grandma's Beach Treats
October 10 at 5:30 AM · 🌐

Mark & Sylvia are celebrating another anniversary. So that means every Mark and Sylvia in the world win the Name Game today. Come on in before we close today and please enjoy a single Ice Cream Cone or Butter Tart....FREE!
Its that simple....Please tell all of the Mark's and Sylvia's in your lives. We love giving away free ice cream daily, almost as much as we love each other!

the Name GAME

Sylvia

Happy ANNIVERSARY

KEEP CALM AND LET Mark HANDLE IT

👍❤️ 50

61 Comments 6 Shares

👍 Like 💬 Comment ➦ Share

Exhibit B

“Unboxing summer” by BruceGreySimcoe is a great example of a regional partnership campaign that showcases a number of different attractions and businesses across the region.

Watch:

<https://www.youtube.com/watch?v=ZDYusaYLcU8>

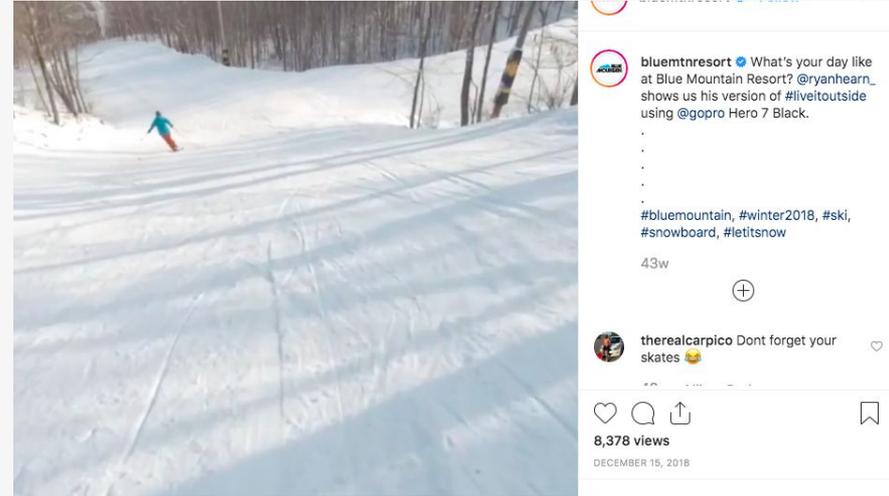


Exhibit C

Shot entirely on a GoPro and edited on a mobile device, experiential content like this 60s “day in the life” piece by Blue Mountain Resort is great for generating engagement, views, tagging and fan hype. 8,378 views later....

Watch:

<https://www.instagram.com/p/BraV56rHtHW/>





SMB Owner/Operator Best Practices

As a SMB Owner/Operator, Your Social Media Should:

1

Prioritize
Images & Videos

2

Leverage
Existing
Content & Relationships

3

Utilize
Mentions, Tagging,
Locations & Hashtags

4

Tell or tease a
Story



When you hear a stat on its own, you're likely to remember only 10% of it three days later. However, if a relevant image is paired with that same information, you're likely to retain 65% of the information three days later!



1. Prioritize Images & Video

Most social media platforms rely heavily on visuals to tell a story. Here's why:

→ **Image Fact**

People follow visual instructions 323% better than written instructions.

→ **Video Fact**

Mobile video usage has increased by nearly 10 million daily viewing minutes in the last two years!

Takeaway: prioritize photography and video in your social media content strategy, especially on platforms like Instagram, Facebook & Pinterest.



49% of consumers depend on influencer recommendations on social media.



2. Leverage Existing Content & Relationships

- content curation (e.g., news articles, blogs, tagged images, etc)
- partnerships with content creators / influencers
- partnerships with other brands / businesses - e.g., contests or giveaways

Takeaway: make space in your social media calendar for content created by others (UGC).

Plan a giveaway or contest once per season.

Examples:

<https://www.instagram.com/p/BvPBBi8AF7b/>

<https://www.instagram.com/p/B27Wkl-nA5M/>



Posts with a tagged location result in 79% higher engagement than posts without a tagged location.



3. Utilize Mentions, Tagging, Locations & Hashtags

Use these extras (where appropriate) to help your content be discovered.

- **@ Mentions**
Use these in your captions on Instagram, Twitter, Facebook & LinkedIn
- **Tagging**
Use these on your images on Instagram, Twitter & Facebook
- **Locations**
Add a location (custom if possible) on Instagram & Facebook.
- **Hashtags**
Reserve hashtags for Instagram & Twitter.



Brands that
storytell in their
marketing
develop deeper
relationships
with their
audience



3. Tease a Story or Tell a Brief One

Storytelling is at the heart of what every good marketer does. Stories on social media can be conveyed through multiple mediums

- **Instagram & Facebook stories**
Use a mix of static images, text slides & video
- **Captions**
Tell a brief story / elaborate on your post and invite your followers to share their thoughts or similar experiences.
- **Drive to Website / Blog**
Tell your followers just enough to entice them to click over to your website.

Activity Time!

Based on what you've learned, spend 15 minutes looking for examples (locally or otherwise) of kicka** social media content.

1. What caught your eye?
2. What compelled you to engage?
3. How can you apply this to your business?
4. Share your findings.



Comments? Questions?
Feedback?



THANK YOU



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