



Social Media Marketing Like a Pro

ZAC MASON, MARKETING DIRECTOR CHICAGO TITLE



STEP ONE IS ALWAYS DEFINING YOUR BRAND AND YOUR “WHY”

1. Define WHY you are doing what you are doing and WHY now.
2. Define HOW you are going to do it.
3. Define WHAT your product/service is.
4. Define WHO you are and WHO you are here for.



Your Digital Brand/Self

Identify, Refine, Communicate

1. Identify 5-10 Words that mean the most to your brand in order of importance.
2. Select 5-10 Emojis
3. Select 3 Instagram Filters
4. Select a color palette
5. Write a VERY short UVP. (Unique Value Proposition)
6. Identify where you can be REAL - Connect



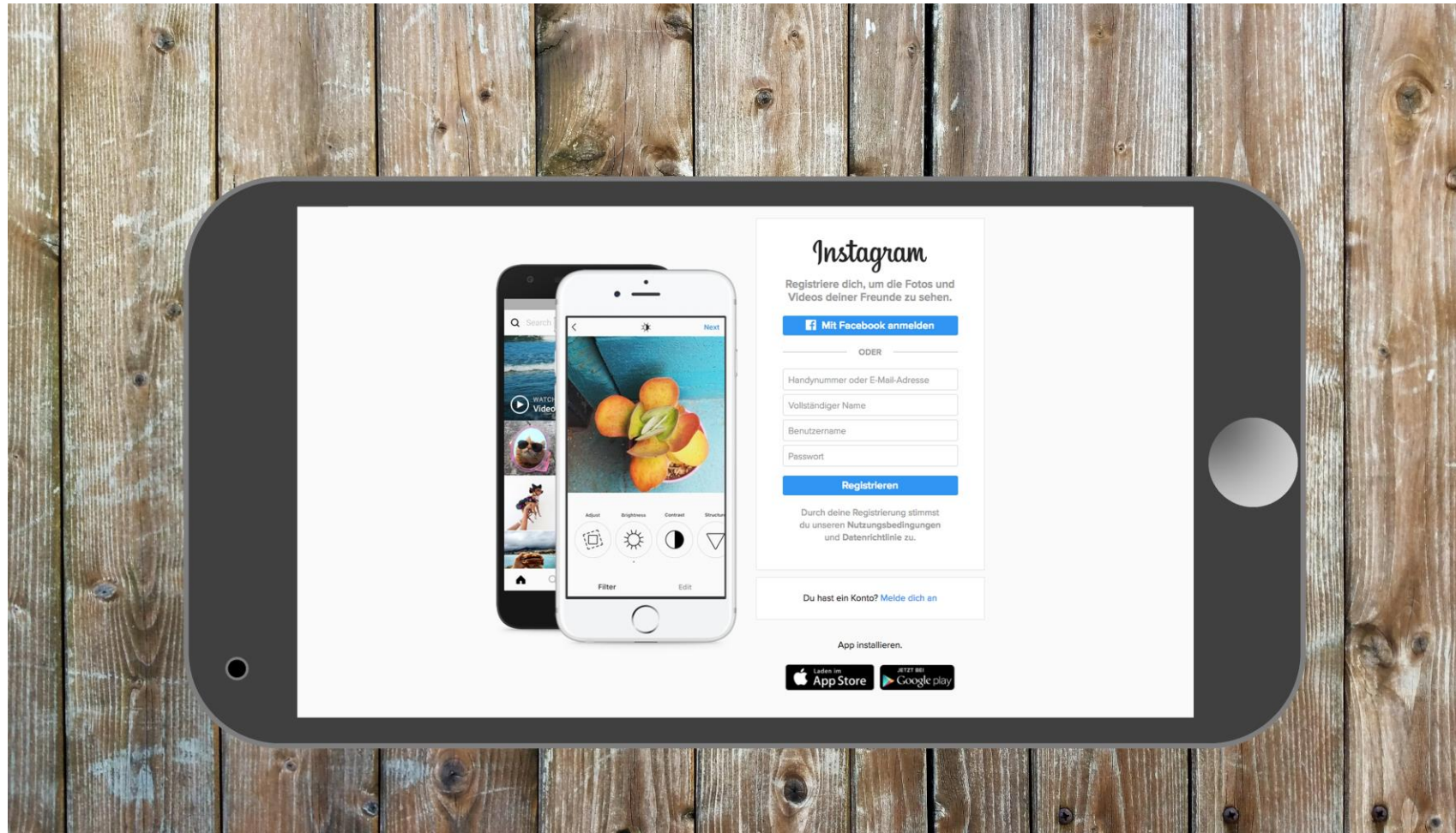


TRENDS AND FOCUS

WHAT IS TRENDING IN 2021 AND
WHERE THE SOCIALS ARE HEADED

INSTAGRAM 101

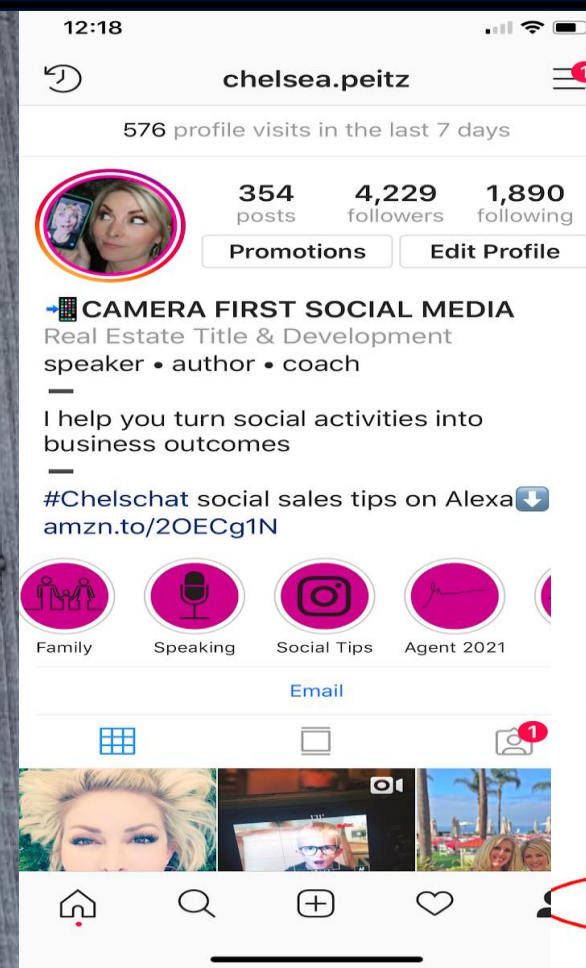
The Basics Of A Good Profile, Feed, and Engagement



YOUR PROFILE

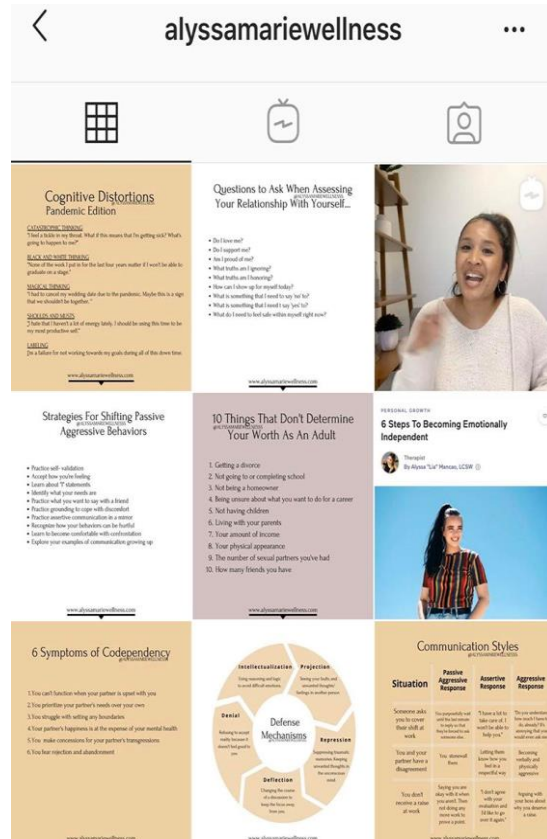
FIRST IMPRESSION

- Your Username – Name/Brand Name
- Your Name – Keywords, Bullets, Emoji's, to the point, easy to read.
- UVP – One to two sentences.
- Link to webpage, reviews, podcast, etc
- Highlights – Tips, Reviews, Day In Life, etc.
- Creator or Business Account (analytics)

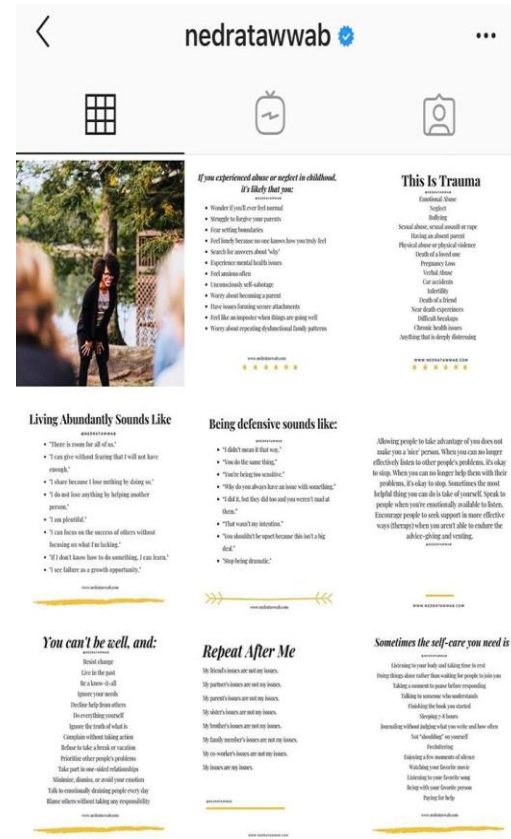


INSTA MAKEOVER

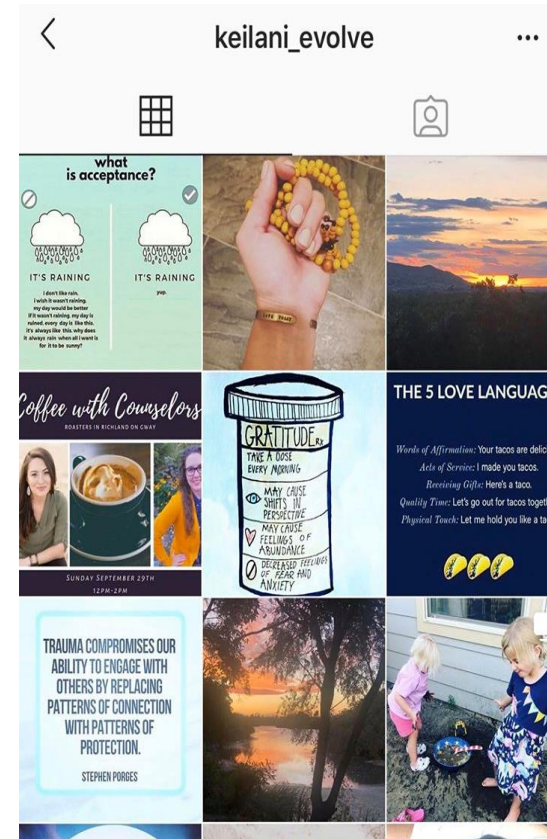
INFLUENCER 76k



INFLUENCER 390k



INSTA BEFORE: 427



INSTA AFTER 700



HOW TO HASHTAG

- Identify min. 40 Hashtags that work for your brand.
- Create min. 4-5 Hashtag blocks of 10 – 20 Hashtags. (Copy to notes on phone)
- Layer Hashtags (as seen in illustration)
- You can follow hashtags related to your brand to get inspiration. (Ex. #realestate, #foodie, #wine, etc)
- Post like a human. Don't reuse #'s back to back, switch it up every few weeks.



EX:

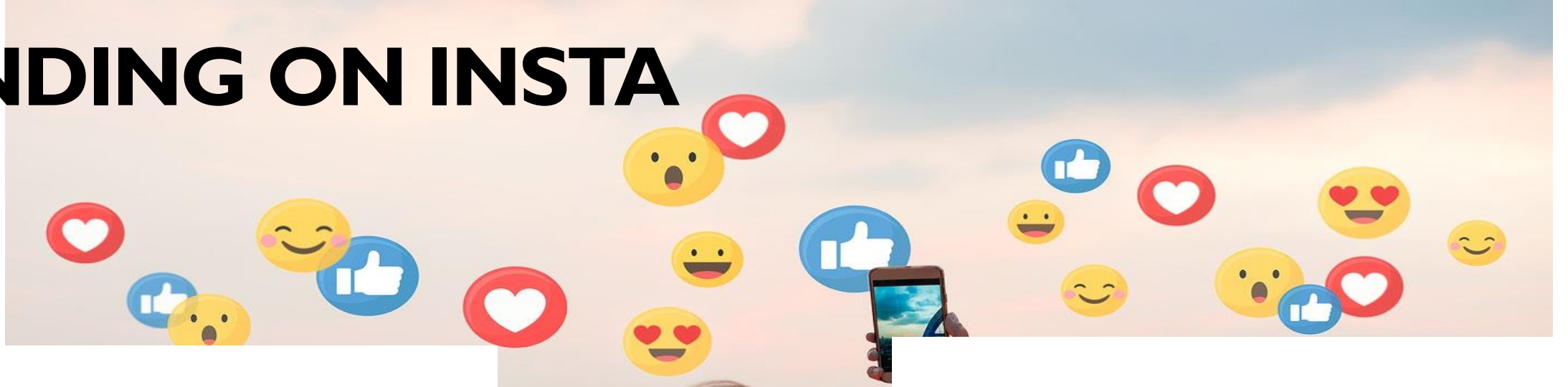
- 1-2 IN M
- 3-5 IN 100K
- 3-5 IN 10K
- 1-2 1K

HOW TO GROW YOUR FOLLOWING

- Gary V's \$1.80 Strategy.
 - Leave your .02 cents n the top 9 trending Insta Posts for 10 different hashtags relevant to your brand frequently.
- Follow people and send them a voice message or a compliment on their photo or feed, be specific and sincere.
- Collabs and shout outs. Go live with someone. Shout out other brands, influencers, and businesses.
- Contests/Giveaways



TRENDING ON INSTA



+ VIDEO CONTENT

- Short form video ala TikTok and Reels
- Video Stories
- Insta Lives
- IGTV Videos/VLOGS
- Video Ads
- Video Messages in messenger



+ ASSORTED CONTENT

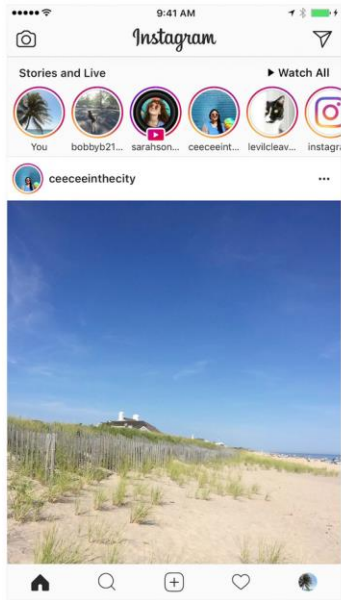
- Stories
- Reels, TikTok, GIFS, Tweets.
- “No edit edits”
- IGTV
- Micro and Nano Influencers (Less than 100K or 25k)
- Partnerships
- Carousel Posts
- Branded AR
- In App Shopping

**1 OUT OF 5 INSTAGRAM
STORIES RESULTS IN A DIRECT
MESSAGE.**

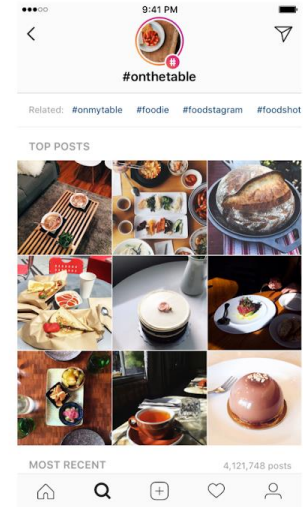
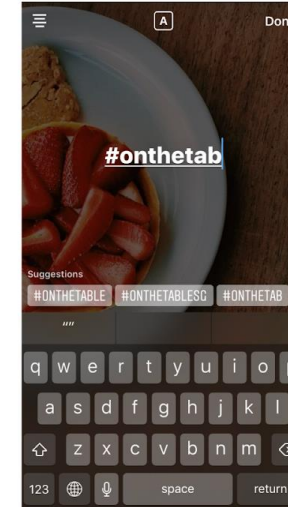
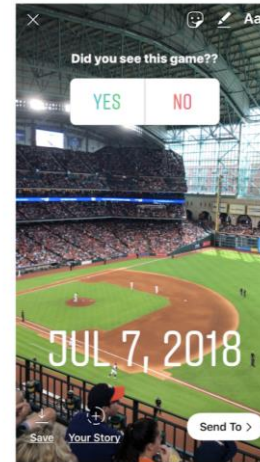
TechCrunch

STORIES

USE HASHTAGS IN YOUR STORY

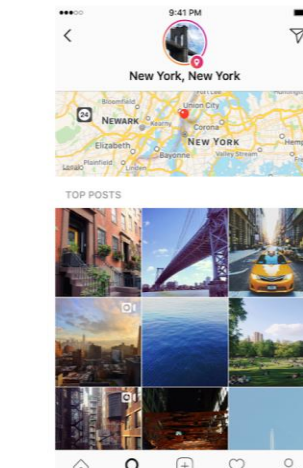
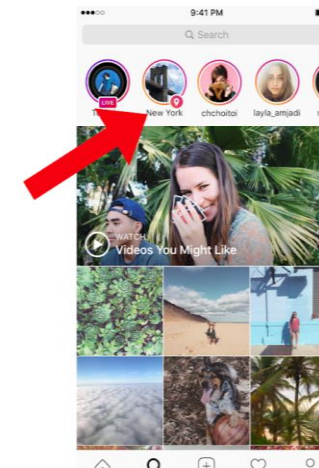
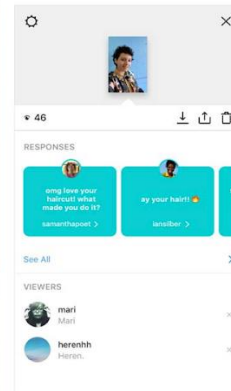
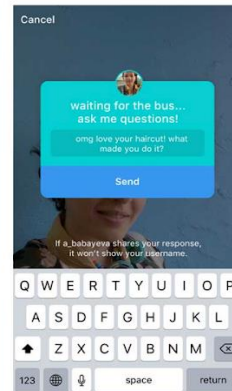
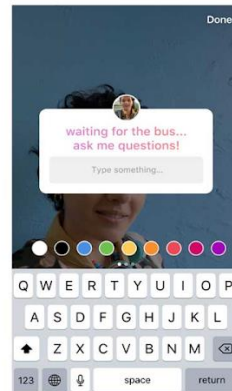


ENGAGEMENT STICKERS



USE LOCATION STICKERS IN YOUR STORY

Answers to questions appear in the Story insights and you can share them to your own story





PARTNERSHIPS AND INFLUENCERS

Collaborate

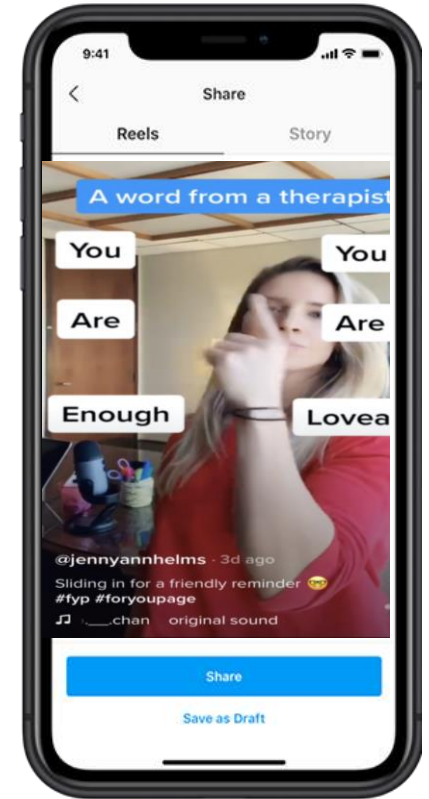
- Collaborate with other brands and cross promote when possible. Even better, make it a feature!
- Collaborate with clients. Building great relationships with happy clients can lead to organic opportunities to partner in posts.
- Collaborate with great causes.

INFLUENCERS/PARTNERSHIPS

- Connect/partner with people with local influence on social media. (Look at top posts in your area)
- Connect/partner with nano and micro influencers.

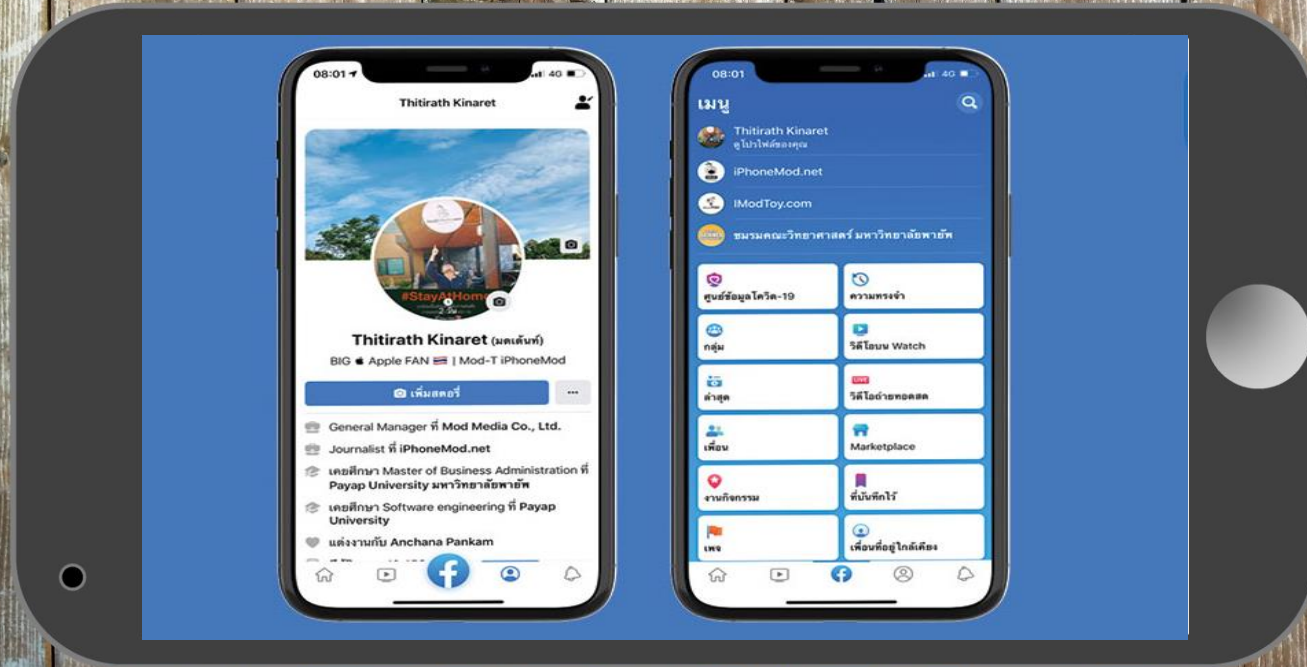
REELS/ TikTok

- Build trust through short form entertainment
- Get in on trends! (For TikTok watch trending, for Reels follow @creators on Instagram)
- Don't Reinvent the wheel. Copy good content.
- 1 Video a week is good, if it's a decent video. 2-3 seems to be the ideal. Space them out or they can hide the previous.
- Re-make Same Video or upload from phone. If it has logo of competitor it may not receive full benefit.
- Brands and Businesses are behind on this trend. Lots of room for dominance.
- TikTok or Reels? Jury is out still.
- Shopping and swipe ups being perfected and soon to be regular features.



FACEBOOK I01

Business Pages and Ads



FACEBOOK

WHAT DO I USE FACEBOOK FOR?

- Your personal FB can be a great LOCAL branding tool.
- Your business FB is essential as part of establishing credibility as a brand and giving people the opportunity to message you directly.
- A business FB is also needed to run ads and FB ads are still performing quite well when done correctly.
- Yes, FB business page is in decline for feed style user ship.
- Use messenger!



ADS ON FACEBOOK

+ Standard Ad on FB

- Carousel of Images
- Videos
- Great Images
- GIFS

+ Story Ads

- Half a billion stories viewed a day.
- 24 hour lifespan, 5 second run time for pics, 20 sec for video.
- Swipe ups that send to landing page.
- Don't over polish. 63% higher conversion for 20% lower cost on selfie style story ads.

17hats

about 11 months ago

wish running your business was just a little bit less time consuming? Discover how 17hats can make that happen! 😊

17hats includes client management, online proposals, contracts, invoicing, keeping track of the best automation tools for your business. #takebackyourtime business just got easier



Time The Chaos of Running Your Business With One Simple Solution

17hats allows your clients to accept proposals, sign contracts, make payments and answer questions

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Learn More

MAKING A GREAT FB AD 101

- Campaign for leads or captures
 - Level 1 Ad: Tip or giveaway aimed at ideal customer. (Ex. Free tip for whiter teeth)
 - Level 2 Ad: Retarget those who engaged with a special or time sensitive offer. (Ex. One free teeth cleaning)
 - Level 3 Ad: Retarget level 2 engagements with overcoming objections ad.
- Write great copy
 - Lead with a short question/problem.
 - Answer/solve next line.
 - Short, elevator pitch for answer. Bullet points, check marks, etc.
 - Emoji's that fit with brand.

TRENDS ACROSS FB/INSTA

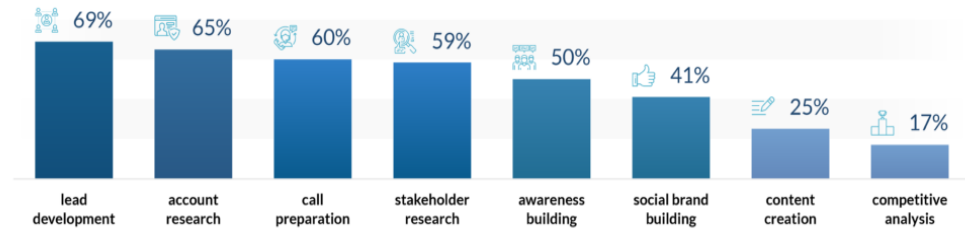
- Augmented Reality is slated to rise in popularity. Brands have logged 1 billion AR interactions.
- Video marketing rains supreme
- Online services and shopping set to grow.
- Evolving ads and improved chatbots.
- Reviews are essential. 76% of users said reviews influenced purchase/buy in.
- UCG cost 50% less for CPA and CPC that Static Ads.
- Live and Story ads are being improved and rolled out.
- No edit edits on rise. Authentic looking/feeling content amidst curated/polished content.
- Cross app/platform messaging and posting.

3 Key Social Media Trends You Should Know

FinancesOnline
REVIEWS FOR BUSINESS

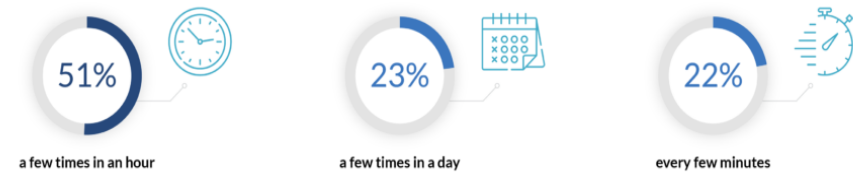
1 Social selling is increasingly used in the following areas

Source: CSO Insights



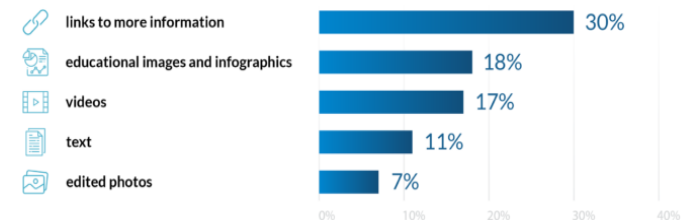
2 More people are checking social media more often via mobile phones

Source: BankMyCell



3 Social media content increasingly favored by consumers

Source: Sprout Social Index

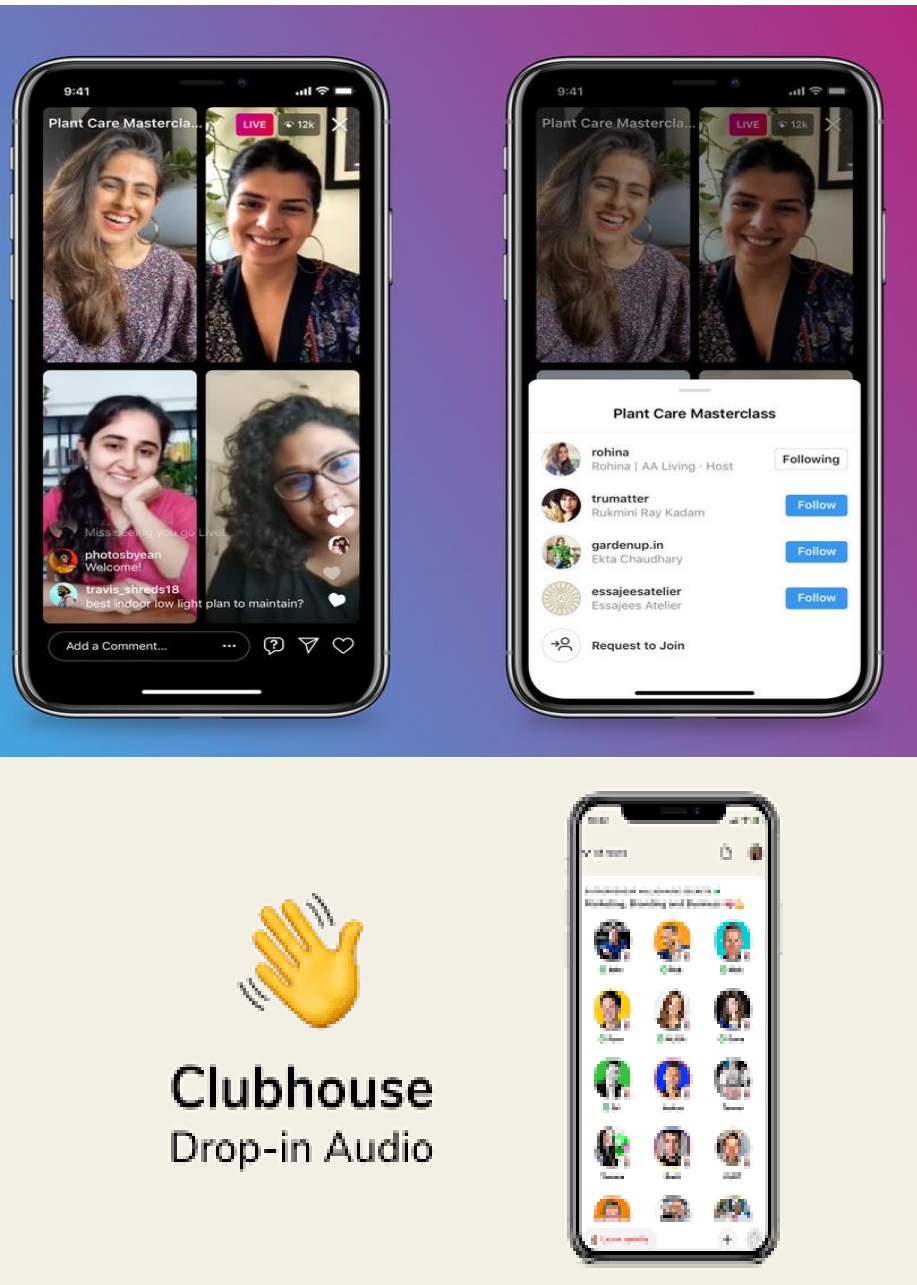


CLUBHOUSE AND LIVE ROOMS

1. Clubhouse is a drop-in audio social platform that allows moderators to add other moderators and have a live, unrecorded conversation while a handful or tens of thousands listen.
 - It is still in beta and not yet available for Androids.
 - Will soon start running on algorithms and featuring ads.

2. Live Rooms on Instagram

- Hang out live with up to 3 people in Live Rooms.
- During a live chat, viewers can buy a badge to show support.
- How to start a Live Room
 - Open account, swipe left and tap camera option.
 - Add a title and tap the rooms icon to add guests.
 - Search for guests to add or let in people who have requested to go live with you.
 - Advanced updates like moderator controls and audio features are on the way.



HELPFUL FOLLOWS

@Chelsea.Peitz – Instagram: *Instagram and FB Tips*.

@itsmodernmillie – Instagram, Youtube: Instagram + YouTube Tips.

@wesmcdowell – YouTube, Instagram: Social Sales Expert on all platforms.

@creators – Instagram's Official creator page.

@Hubspot – Instagram: All Marketing on socials

@NeilPatel – Instagram: All things digital marketing


Content Creation

Less about the brand, more about engagement

- Use visits to local establishments for stories/posts.
- Share good advice you've been given
- Share struggles you've been through and overcome and life lessons you've learned.
- Your take on trending topics related to or complimentary to your clients.
- Favorite show this month?
- What are you reading?
- Gratitude posts. (Tag someone you are grateful for if directed at a person)
- Hidden talents?
- Tips, tricks, and takeaways.
- Questions about new features on social platforms or new socials. (Who is on Clubhouse? What's the best talk you've sat in on? –OR- What are your thoughts on Instagram's new live rooms?)
- Family, friends, co-workers. Share moments, stories, or gratitude.
- Challenges – Copy with your own spin.
- Share GIFS



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THANK YOU

