



INNOVEST SME

Accelerating Small Business



Social Media Marketing

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*Social media is its own
sort of thing: Twitter and
Facebook have changed
the way everyone
perceives everything.*

STEVE KAZEE

PREFACE

Social media is a staple of modern life. It is so enmeshed in the way that we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks of using different social media platforms to reach current and potential customers.

*In the digital age of
'overnight' success stories
such as facebook, the hard
slog is easily overlooked.*

JAMES DYSON



FACEBOOK

Facebook is one of the most popular and widely used social media accounts that encompass users of all ages. Many famous brands have Facebook pages with thousands of followers. The platform may seem like the best place to start a social media campaign, but preparation and maintenance are essential for success. Failure to manage a Facebook account can result in severe consequences.

PROS / CONS

Facebook marketing does not guarantee success. You must be prepared to address the pros and cons of Facebook before moving forward.

The Pros of Facebook:

- The large number of users allow you to reach a broad audience
- Share promotions
- Dialogue with customer base
- Tools to track and monitor customer interactions
- Tools to market such as Facebook Ads

The Cons of Facebook:

- Negative feedback is public
- Limited ability to give away products
- An initial audience is necessary to grow (People do not just find you)
- Constant updating and monitoring is costly and time-consuming

These are the general pros and cons of Facebook, and they are subject to change as Facebook policies do.

LIKES / COMMENTS

The best way to expose more people to your brand on Facebook is through likes, comments, and shares. When users like, share, or comment on your posts, their friends will be able to see them. This requires you to maintain a connection with your customers. If they do not interact with your page, they will not see your new posts. Having a few thousand followers does not mean that thousands of people see your page regularly.

Ways to Develop Interactions:

- **Call to action** – Ask customers to like promotions, etc.
- **Votes** – Have customers vote on potential new products, etc.
- **Questions** – Ask customers for feedback.

No matter how you develop customer interaction, it is important to make sure that they appeal to the wants and needs of your customers.

Consistent interaction means that you will have unhappy customers. Even though you are on social media, treat them like you would in person. Attempt to make amends, but try to complete the process with a one-on-one setting to prevent misunderstanding. If you encounter trolls, you might have to block them. Blocking, however, should be done sparingly.

POSTS / LINKS

The quality of your posts will determine whether or not your customers pay attention to what you have to offer. The number one rule is to make posts that will benefit your customers. People are inundated with ads and offers from the companies they follow. There are, however, a few tips that people use to attract attention to the posts.

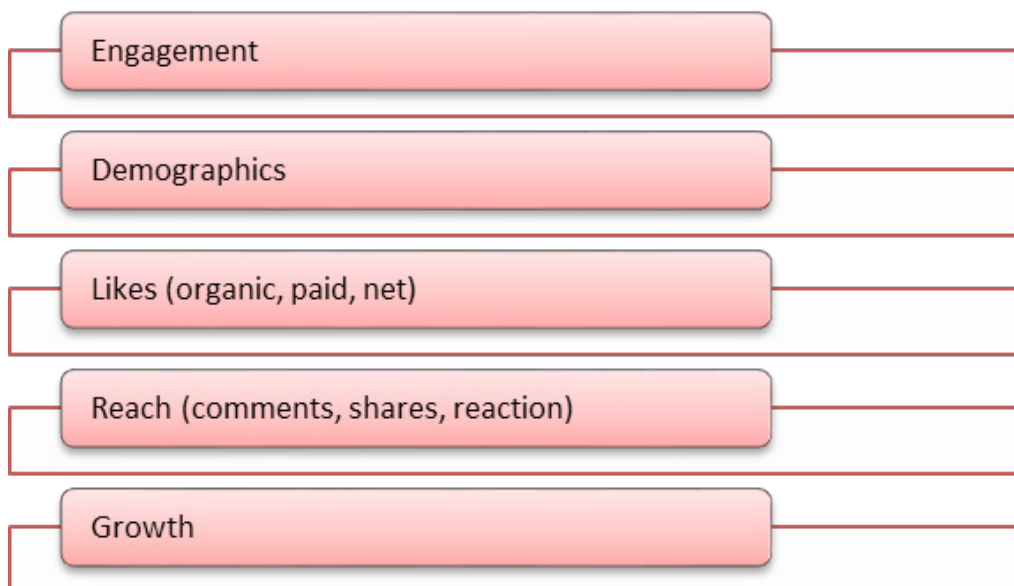
- **Keep the post short and to the point** – Some experts recommend limiting posts to 40 words.
- **Timing** – Limit competition by not posting at peak times.
- **Images** – Pictures and other images draw the eye but pay attention to Facebook guidelines and ideas.

Links are a great way to draw people to websites, blogs, and information. According to Facebook, the best way to share links is to manually add them to the post so that people can choose the link rather than using

photo captions for links. You should still include an image in your post to increase the interest of the users.

TRACKING AND MEASUREMENT

Facebook provides resources to track and measure marketing attempts. Facebook is constantly updating and altering ways to measure ROI for users. Ads Manager currently tracks conversions through both standard events as well as custom conversion. Other measurements that track account involvement include:



Tracking and measurement is necessary for the success of any program.

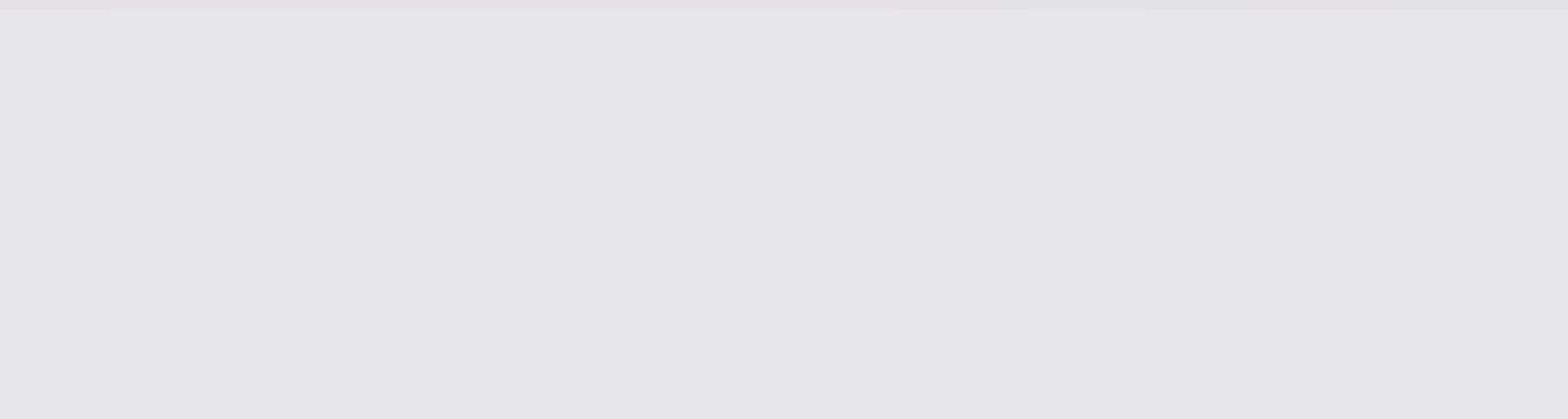
PRACTICAL ILLUSTRATION

Matt decided to create a Facebook marketing campaign for his bakery. He opened an account, but after three months, there were few followers, mostly current customers and friends and family. Frustrated, he

contacted a friend at the small business association, who owned a spa. Sandy discussed the situation with Matt and noticed that there was little connection, just random posts with few pictures or links. Matt waited too long to address questions and never initiated interaction with other Facebook users.

*YouT ube is becoming
much more than an
entertainment destination.*

CHAD HURLEY



YOUTUBE

YouTube is not just for cat videos and movie clips. It has become a beneficial tool for marketing as well. YouTube's platform offers the opportunity to expose businesses to new viewers and users. Before beginning a campaign on YouTube, it is important to be aware of the pros and cons, channels, and the appropriate voice and content.

PROS / CONS

YouTube success demands more than simply adding videos online. It is necessary to understand the different pros and cons of YouTube from the very beginning of your activities.

Pros of YouTube:

- The largest video platform available
- Connection with Google expands search index
- Works with SEO
- Allows customization
- Provides embedding opportunities for websites and blogs
- Free hosting options
- Opportunities for multiple uploads and large file sizes

Cons of YouTube:

- The streaming quality is not consistent
- Companies can block YouTube
- Difficult to customize appearance
- Other advertisers can be seen with your content
- There is a 15-minute limit
- Accounts can be closed without notice or reason

Given the ever-changing nature of technology, you need to stay aware of updates and policies as they evolve.

CHANNEL

Creating a channel on YouTube allows you to share your videos easily while engaging with subscribers. YouTube has very simple instructions that will help you create a channel for your business. Before you create a channel, however, it is important to develop a strategy. Begin by deciding what type of channel you will have. This decision will be based on what you are marketing. For example, will you have an educational purpose, a humorous edge, a global point of view, or will you attempt to bring positivity to your audience? Understanding your brand will help you make this decision. After you develop your channel, post it to multiple social media networks. Other ideas to promote your videos include:

- Call to action

- List the channel on different search engines
- Promote on website and blogs
- Collaborate with other videos
- Purchase keyword advertising

Once you know how your channel will operate, you need to develop a voice and content to help you achieve your goals.

CONTENT AND VOICE

When creating your video content, you need to understand what will appeal to your target market. Your channel and brand will help guide you, but remember that each video must provide value for the viewers. They need a reason to watch. Consider how the content meets needs such as saving time and money or solving problems.

Once you determine your content, it is important to establish your voice or how you will present it. For example, will you have a spokesperson?

There are different ways to create videos:

- Live action
- Text graphics
- Animated
- Interactive
- Music or voice overs

The purpose of the video and your audience will determine the content method of creation, so do your research before developing videos.

TAGS AND MEASUREMENT

Tags are the keywords that you use to help viewers find your videos once they are created. SEO and Keyword Tool are useful in the search for the best tags for your videos. If you are unfamiliar with SEO and Keywords, you should research the subject.

After you have found the tags that you want to use, you need to measure the results. The platform provides tools that will help you assess your marketing strategies. Results to assess include:

- **Number of views** – determines what content is effective
- **Ratings** – likes, dislikes, and comments
- **Traffic** – how people found the video
- **Shares** – identify popular videos
- **Subscribers** – people who follow your channel

You may change this list based on your company and product.

PRACTICAL ILLUSTRATION

Ruby and James were working on developing a base for their graphic design business and turned to YouTube to share their insights and examples of their work. They experimented with different types of voice

and content. They had trouble building a steady audience. After doing some research, they decided that they needed to provide some continuity in their communication style. After three months, they had a steady following and developed high shares and ratings.

*All one needs is a computer,
a network connection,
and a bright spark of
initiative and creativity to
join the economy.*

DON TAPSCOTT



TWITTER

Twitter is a popular social media platform that was made famous for its limit of 140 characters. The network of short posts has become a staple in modern communication. Businesses can use Twitter to their advantage when they know how. Understanding the pros and cons of Twitter will help you prepare for pitfalls. Additionally, you must be aware of how to develop a voice while using tags and links strategically.

PROS/ CONS

Twitter can be a powerful advertising tool when it is used correctly. Before undertaking any marketing steps, the pros and cons of using Twitter have to be weighed carefully.

Pros of Twitter:

- Twitter has a global and easy to reach market
- **Low cost** – Basic accounts are free, and you can have more than one
- **Customer engagement** – It is easy to interact with customers in real time
- **Automation** – Tools are available that provide automated messages

Cons of Twitter:

- **Easily lost** – Millions of tweets go out each day, and it is hard to stand out
- **Distractions** – It is easy to lose time on Twitter at the expense of other work
- **Building followings** – Gaining followers is time-consuming and expensive, particularly when paying for followers

Remember that the Twitter rules and conditions will change, so stay up-to-date on alterations.

VOICE

Even in short messages like tweets, it is important to be consistent with the company voice. The voice is how you want people to view your organization. Do you want to be seen as:

- Candid
- Professional
- Confident
- Expert

Once you choose your voice, you need keep it in mind with each communication. Do not be outspoken one minute and professional the next.

The tone allows you to address individual situations. For example, playful tones are useful for friend while a formal tone is beneficial for work settings. When handling a customer complaint, you could maintain your voice but implement a sympathetic tone.

TAGS AND LINKS

One of the best ways to improve retweets is to tag people and companies in your posts. For example, tag the other person in a co-project, include other organizations that participated in the same community event you did. The directions for tagging are clear on Twitter.

Links are commonly shared on Twitter. Twitter has guidelines for using links, which may change, so be sure to keep up with the platform and its policies and procedures. Links will improve your performance, but be careful to make sure that they look appealing. If you place the link in the center of the tweet, it has a higher chance of being shared.

TRACKING AND MEASUREMENT

Twitter has a report card, activity dashboard, and audience insights dashboard that will help track and measure success. The main metrics that companies typically need to keep track of are:

- **Retweets** – These determine how many people are paying attention.
- **Mentions** – These are tweets that mention in an attempt to dialogue.

- **Followers** – Growth indicates a successful campaign.
- **Shared links** – This is the number of times that twitter shared something from your website. (Outside tools may be necessary.)
- **Comments and replies** – See how people interact with your posts.
- **Referral** – Which platforms are bringing people to your Twitter? (Google Analytics will give this information.)

You can also implement Google Analytics and other programs to help keep track of your metrics in marketing.

PRACTICAL ILLUSTRATION

Karen opened her new jewelry boutique and decided to create a Twitter to promote her business. She was posting regularly but had few followers and retweets. She calls her friend, Jack, whose food truck has a successful Twitter following. He looked at her Twitter and advised her to start tagging people and adding links to develop a better following. He also suggested adding pictures to make the post visually appealing. Karen saw an increase in followers and traffic after she started following Jack's suggestions. When he asked her about other metrics, however, she did not know the answers.

*Traditional selling
channels of email and
phone are tried and true,
but LinkedIn and other
social channels can greatly
increase sales performance.*

KEN KROGUE

LINKEDIN

LinkedIn is a unique social media platform because it caters to professional networks. Still, advertising on LinkedIn can be successful when it meets your target demographic, and you understand how to navigate the system to ensure that the effort you put in is rewarded. Paying attention to the pros and cons of the system while optimizing search in profiles and using groups and links correctly will provide you with a good start.

PROS / CONS

Like every other social media platform, LinkedIn comes with marketing pros and cons. One thing to remember when considering LinkedIn is the fact that it is a great source for B2B marketing because it is designed to create professional connections.

Pros of LinkedIn:

- Diverse, global business connections
- Large user base
- High conversion rate
- Easy to showcase expertise

Cons of LinkedIn:

- Higher click-through rate than other platforms
- Peak activity is different than other platforms
- Higher cost for ads
- Not targeted ads and possible spam

These are just the commonly mentioned pros and cons. Be sure to familiarize yourself with the platform fully before making any final decisions.

OPTIMIZE SEARCH IN PROFILE

Profiles on LinkedIn should be optimized to provide the best possible search results. Search engine optimization (SEO) is important in Google searches. Once you set up your profile, choose the keywords you want to represent the business. Make sure to place your keywords carefully. LinkedIn recommends placing keywords in the following locations.

- Headlines
- Titles
- Projects
- Content

Make sure that the keywords are relevant to each section. Avoid stuffing, and use keywords in an organic way.

GROUPS AND LINKS

Groups and links are beneficial in marketing plans. Groups work in two ways. You can join other groups, or you can build your own. LinkedIn provides users the opportunity to join up to 50 groups, and this provides better exposure for your brand. Be sure that the groups you choose are relevant to your business.

You can also create your own groups. Follow the directions for creating a group and choose an appealing name. Next, send invitations to your contacts and possible members in your niche market. Finally, create discussion by posting information on topics that are pertinent to your readers.

Adding links to your profile and content will also increase interest and provide exposure to your group. Follow the instructions and manually insert URLs when necessary.

Tracking and Measurement

LinkedIn suggests that marketers follow different metrics for the best results.

Engagement

Shares, clicks, and likes (Use Campaign Manager)

Traffic

The number of visitors and how long they stay

Follow-up

Meetings and sales inspired by LinkedIn (Use surveys)

Cost Per Lead

Marketing spending / Total new leads

Practical Illustration

Drew and Jonathan were attempting to market their carpentry business using social media. Drew was not convinced that LinkedIn would be effective, but Johnathan was determined to try. He began joining groups and soon created one of his own. His posts and group interactions helped him create a following. When Drew saw the results that came from Johnathan's efforts, he decided to join in. After three months, they saw an increase in their business. Eventually, they began to expand their marketing and advertising efforts. LinkedIn became their main source of marketing conversions according to their surveys.

*Identifying social
success is about matching
the correct metric to the
right program.*

JEFF DAVIDOFF

GOOGLE+

Google+ is a platform that is often overlooked. There are, however, some very clear benefits to marketing with Google+ when you know how to use it correctly. Before using this platform, be aware of the different pros and cons and how to use natural search links, and always create a strategy to ensure the best results.

PROS / CONS

Many people do explore Google+, but anyone with a Google account is automatically registered for Google+, so it is a platform worth looking into, particularly the pros and cons.

Pros of Google+:

- Improves search engine relevance because it is a Google platform
- Strong video and YouTube integration (Ideal for IT)
- Micro targets the audience by using communities and circles

Cons of Google+:

- Not used as frequently as other social networks
- Promotions and competitions are not allowed
- Less user-friendly than other platforms

Remember that Google, like other platforms, will change over time, so some of the pros and cons may change.

NATURAL SEARCH LINKS

As a Google platform, natural or organic search links need to follow the guidelines for Google's algorithm. Link building is a useful tool that helps to create exposure for your brand. Organic links are given higher rankings than mechanical links. There are a few things to consider when attempting to create natural links:

- Do not include anchor text in inbound links; this is mechanical
- Generating conversation will keep it ahead of the curve
- Links in comments are not natural

Make sure to pay attention to the changing rules that Google uses to rank searches.

STRATEGY

When using the Google+, you need to think strategically. The platform is not like Facebook or Twitter, so be aware of its unique features.

What to consider when strategizing:

- Choose the best categories in Google collections – Each update can be placed chosen topics
- Connect with third party posts – Be sure to give your thoughts with shares
- Use videos on pages and posts
- Connect with communities and make connections
- Use the tools available – Some tools do cost

Becoming familiar with the different aspects of Google+ will help you choose the best strategy for you to use.

TRACKING AND MEASUREMENT

Google Analytics is one of the benefits of Google+ along with the business dashboard. Some of the metrics that you should pay attention to are:

- Page rank
- Circle followers
- Engagement – shares, comments (Ideally, you want 5 to 10)
- Total number of followers
- Click through rate
- Total clicks

As with other platforms, you will need to focus on metrics that are relevant to your business.

PRACTICAL ILLUSTRATION

Haley and Meg were focusing on the different forms of social media. They had not considered using Google+. A friend suggested adding it to the list of platforms they leverage. After joining, their company saw a peak in followers and conversations. They also gained knowledge and support from the people they met in different categories and communications. After six months, they saw an increase in their sales and decided that Google+ was worth the effort that they put into it.

*What you post online
speaks **VOLUME** about
who you really are. **POST**
with intention. **REPOST**
with caution.*

GERMANY KENT



PINTEREST

Pinterest is probably best known for DIY tips and recipes. Contrary to popular belief, Pinterest is not just a mom platform. By effectively navigating the site and understanding everything involved, you can increase marketing success. Pay attention to the pros and cons, and you might be pleasantly surprised by the results that marketing in this venue will provide.

PROS/ CONS

If you decide to use Pinterest in your marketing, you need to be aware of the pros and cons. The creator of this platform designed it to get people to leave the internet as users apply ideas that others share, making it unique.

Pros of Pinterest:

- Images are browsed faster than on a website because each shares a link
- A large, international audience
- There is a greater conversion rate than many other platforms
- Users have a high level of engagement
- Gives insight into the current trends and what customers like

Cons of Pinterest:

- Images are vital to success
- Audience demographics are very specific
- Links may be lost in re-pins
- Automation is complex and expensive
- Posting images you don't own may have legal consequences

PINS AND BOARDS

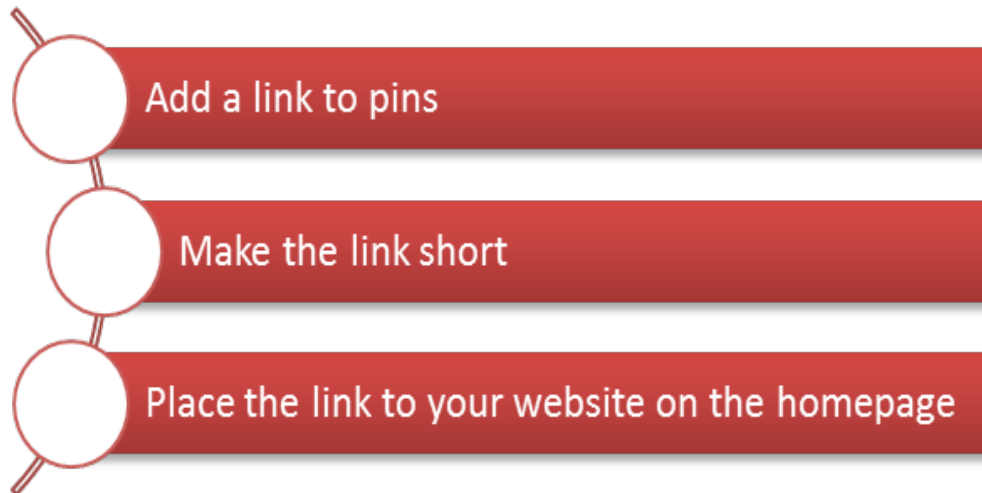
Business accounts are easy to set up on Pinterest. Simply type in a name, email, and choose a password. Once the account is set up, the homepage will show the “Create Board” option. A group board will allow more than one person to add pins and is beneficial for businesses. Each board should be focused on a specific topic. Once a board is created you start adding pins. There are a few steps to remember when you add a pin:

- Use many keywords to improve promotion
- Light images have more pins
- Text should overlay with images
- Limit descriptions to 350 words
- Implement calls to action
- Be consistent with your pins
- Guest boards promote collaboration

TRAFFIC AND LINKS

Using links will help increase traffic and improve marketing accuracy.

There are a few ways to make adding links more effective:



The analytics available will help you determine if you need to adjust the way that you place your links and drive your traffic.

TRACKING AND MEASUREMENT

The analytics for Pinterest show useful tracking and measurement information such as:

- Top pins and boards (30 days to all-time) – These include comments, likes, and re-pins
- Current trends
- Audience demographics
- Customer Interests

Power pins are pins with the greatest interaction, including likes, comments, re-pins, and sends. Understanding which pins are generating the most traffic and engagement will help you develop a plan for future pins as you learn from your successes and failures.

PRACTICAL ILLUSTRATION

Kayla was busy building her interior design company and had little time to focus on advertising. She asked her only employee, Grace, to develop some sort of marketing. Grace turned to Pinterest because she knew that the images of Kayla's work would showcase her talents. Grace used keywords and links carefully. She also showcased collaboration with more notable artists to draw attention to Kayla. Kayla's business developed a strong following on Pinterest. Grace saw that there were several power pins; meanwhile, Grace saw an increase in clients and community interest.

*On Tumblr, I'm really
careful about not following
too many things. I enjoy
going on there to discover
new things more than
anywhere else now.*

FELICIA DAY



TUMBLR

Tumblr is a well-used blogging platform with billions of followers worldwide. Blogging can be an effective marketing tool, but it is not for everyone. Before you consider using Tumblr, it is important that you understand what it involves and how to implement a marketing campaign.

PROS / CONS

As with every other social media platform, Tumblr has some obvious pros and cons that will either improve or hinder marketing strategies

Pros of Tumblr:

- The platform is easier to use than many other blogging methods
- Easily connects to other social media platforms and devices
- Images are easily uploaded
- Allows interaction with customers
- Has a high rate of younger users

Cons of Tumblr:

- Images must be high quality
- Difficult to customize

- Not always effective for older demographics
- Links and original art are easily used without giving credit
- Comments can be aggressive

POSTING AND CONVERSATION

There are different types of posts that you can share on the Tumblr:

- **Text** – A basic blog post of words, but it can include videos, links, images, and widgets
- **Quote** – A quote with the citation
- **Photo** – An image with a short description
- **Audio** – One mp3 file of any type
- **Video** – Any embedded video
- **Chat** – Share a piece of a conversation
- **Link** – A description with a posted link

These different posts allow you to share information online and interact with other users. The comments on Tumblr are set up by you. You can allow comments only from people you follow or add people who follow you.

Conversations require you to follow others, repost, and ask questions. Remember to stay focused in your conversations and stay on topic.

LINKS

You should always add a link to your posts that go back to your Tumblr or website. These links will help ensure that shared posts return people who look at them to your Tumblr or website. It is very easy for people to forget to give credit when reblogging.

Additionally, it is important to make sure that you link back to anything that you share or reblog. Giving credit where credit is due is simply good manners and will help you develop relationships with other people. Additionally, Tumblr has a no plagiarism policy, and the users are fast to point out missing links or credit.

TRACKING AND MEASUREMENT

Tumblr offers the opportunity to advertise through sponsored posts, which are readily visible and target users based on demographics. Sponsored posts will charge you for interactions. There are different ways to track and measure Tumblr. First, many people choose to connect the account to their Google Analytics. Tumblr also has its own analytics. If you choose to advertise, Tumblr Adviser Analytics is available. The analytics show:

- **Blog view** – Shows different engagements used daily, campaign successes
- **Campaign view** – Determines the rate of engagement
- **Post view** – Displays information about single posts

PRACTICAL ILLUSTRATION

Liz and Melissa opened a paint your own ceramics company. Melissa decided to begin a Tumblr account. She blogged and shared pictures of the parties and their pieces. She also began following other local companies and shops. When they worked together, she linked to their accounts and gave them credit. For example, she praised the food of a local restaurant that helped host a party. Soon, Liz noticed an increase in referrals and customers and it coincided with an increased rate of engagement on Tumblr.

*Nowadays, social media is
the easiest place to
go to find something.*

DAVID NAIL



FLICKR

Flickr is a social media platform that is designed for the sharing of pictures and videos. The site is owned by Yahoo! and requires people to have Yahoo! accounts first. Many companies enjoy the rewards of using Flickr in their marketing. The sharing and discussion tools available must be understood before you make a final decision.

PROS / CONS

Flickr is not the most popular social media platform, but it is still a go-to for many people interested in pictures and videos.

Pros of Flickr:

- It is easy to use
- It is free or inexpensive for a pro site
- Link to Yahoo! search engine
- Organization
- Community

Cons of Flickr:

- Loss of images when account is disabled
- Shared images link back to Flickr

- Limits on individual file sizes
- Almost completely comprised of pictures
- Poor analytics

EXPAND SHARING

Flickr is a form of indirect advertising. While you are allowed to add links, you cannot market directly in the image, and the link cannot go to a checkout cart. Sharing images and videos is the best way to market your product. You can share with:

- **Groups** – Groups are based on specific types of images, such as butterflies.
- **Sets** – Sets have basic themes, such as fashion.
- **Blog** – Images can be sent to blogs.

Get more attention with your images by adding notes to your pictures as well as tags. Tags will increase the chances of images appearing in searches.

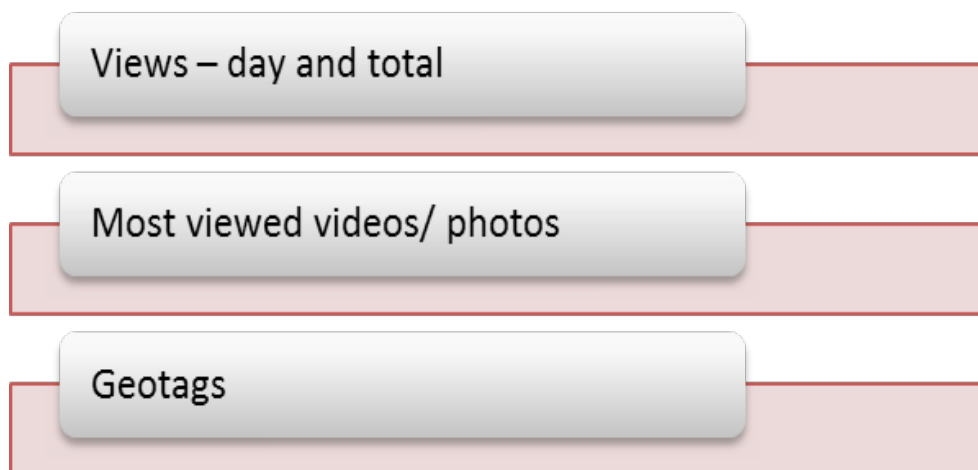
DISCUSSION

Joining Flickr groups gives you the option of engaging in discussions. The discussions can be about anything, but the group should give you an idea about the types of conversations that will engage the group. There is a discussion tab on each group page. You can begin a discussion by asking a question, or you can join in an existing discussion. Joining

in groups and discussions is a great way to network and develop your reputation with other Flickr users.

TRACKING AND MEASUREMENT

Flickr provides tracking information for the following:



Flickr is very particular about third party users, which are constantly changing. It can be difficult to get more detailed information, particularly when embedded links are not always counted. Pay attention to your Flickr and any changes to their third-party rules.

PRACTICAL ILLUSTRATION

Lorelai and Richard wanted to increase interest in their art gallery. They decided to engage in Flickr to showcase the new artists and their space. They researched their target audience carefully and had the consent of every artist they posted. Each group and set were chosen for the images, and Lorelai and Richard took turns starting conversations. Images that generated interest on Flickr sold faster than those that did not.

*We don't have a choice
on whether we do social
media, the question is how
well we do it.*

ERIK QUALMAN



SNAPCHAT

Snapchat began as a messaging platform based on picture and videos. The pictures can be saved by senders, but not users unless a screenshot is taken. The same is true for videos and messages. Social media features are found in stories and discover. Many companies benefit from using Snapchat, but you need to decide if it is right for you.

PROS / CONS

There are different pros and cons of using Snapchat for marketing. Some of these will overlap, and whether they are pros or cons will be determined by your company and client base.

Pros of Snapchat:

- The platform has a young user base
- Users are highly engaged
- The advertising is organic and does not feel forced

Cons:

- Strategy is difficult to coordinate
- Used by a young audience, not older adults

- Hard to measure ROI
- Much more expensive than other platforms

AUDIENCE

When using Snapchat ads, there are a few things to remember. You have the option to target people based on 60 different categories based on interest as well as demographics and location. Additionally, Snapchat will help build customized audiences by finding similar users and people who reacted to previous ads.

It is also possible to use partner audiences. These audiences are found based on their entertainment viewership, locations visited and shopping habits. These analytics are useful in finding new people and developing your marketing strategies.

ADS

Snap Ads work on different levels. The basic ad is 10 seconds of video with one call to action. There are possible add-ons that you can choose from:

- **Articles** – These are a great way to showcase your expertise or highlight activities. Articles do not just include text; they also use images, videos, and animated GIFs.
- **Install** – Ads can give users the option of installing your app.

- **Long-form videos** – Use up to a gigabyte of video. The platform recently released a 360-degree option.
- **Web View** – This option allows people to link to your website with a swipe.

The more add-ons that you use, the greater the cost, so make your choice carefully.

TRACKING AND MEASUREMENT

Snapchat partners with different companies such as Nielsen, MOAT, and DoubleClick to provide metrics. The information that you can use to determine the success of your ads varies. It includes:

- **Views** – This is the number of views that your ads generate
- **Viewers** – Who sees the ads based on demographics and user information
- **Reactions** – How the ads are received based on polls and partner data
- **Action** – Partners help establish how often ads turn into store visits and purchases.

These metrics are available through the purchased ads. There is also a dashboard available that will provide information such as the number of followers and shares.

PRACTICAL ILLUSTRATION

Amy and Leonard bought a . They knew that they targeted a younger demographic, and decided that their best option was to advertise through Snapchat. Amy chose a basic ad targeted to their audience in food-related categories. They used videos of their food with their locations and promotions. They quickly had a small but devoted following. Leonard knew that it would take a while for them to turn a profit, but he agreed with Amy that Snapchat was helping them grow their business. They even discussed upgrading their ads.

*I'm pretty much
on all social media, but
Instagram is the coolest,
and I use it the most
because I take a lot of
pictures and I like to post
them, but I link them
all to each one.*

LEXI THOMPSON



INSTAGRAM

Instagram is a visual platform for sharing pictures that is growing in popularity. Instagram users are devoted, and many use it daily, making it a benefit in marketing. Before choosing to implement Instagram marketing, it is a good idea to come to a better understanding of the platform and what is necessary to complete marketing campaigns successfully.

PROS / CONS

There are many reasons to choose Instagram as a marketing platform. It is necessary, however, to make sure that you understand all that it entails.

Pros of Instagram:

- It is easy to use
- Works well with devices
- Operates in real time
- Works with different social platforms
- Tags and Hashtags benefit searches

Cons of Instagram:

- App does not work on computers
- Users are not accustomed to businesses
- Expensive to pay for advertising
- Traffic is difficult to track

Like all social media, Instagram can change, so pay attention to alterations.

NICHE AND QUALITY

Instagram niches are helpful categories that help you market your business. Your niche should define what you to offer customers. For example, fashion, food, and health are all popular niches on Instagram. Some niches are more specific than others; your business will determine which niche you use.

Once you start posting pictures, you must be careful about the style and quality of the pictures that you take. Fortunately, Instagram is known for its filters, so you don't have to be the best photographer. Regardless of the style or niche that you choose, it is important to make sure that your viewers can make out the image as a thumbnail. If people cannot see what it is, they are not likely to click on it. Additionally, you need to be consistent in posting. Remember that many users look at their accounts daily because it was created for mobile devices.

HASHTAGS

Hashtags are familiar, but they are more than cute sayings, they are tools that will help Instagram find a larger, engaged audience. The hashtags that you choose will organize the images and facilitate interested users in finding them. Hashtags can be based on brand, category, theme, etc. The niche of the post will help guide which hashtags you choose, but they are more specific in nature.

When developing your hashtags, you need to understand your audience likes and look at what your competitors use successfully. It is also possible to look at trending hashtags as well as search related hashtags in the platform's search bar. Pay attention to your hashtags, and use the successful ones again in your marketing.

TRACKING AND MEASUREMENT

Instagram marketing requires the tracking and measurement of different metrics to determine the effectiveness of your campaign. There is a dashboard available, and Google analytics are also helpful. Four different metrics are useful for assessing success.

- **Comments** – Comments go beyond likes; people who take the time to comment are more engaged.
- **Hashtags** – You can track which hashtags have the most responses.

- **Follower engagement** – The percentage of followers who engage with your content
- **Increase in followers** – Audience growth is an indication that the strategies are effective. This is important because links cannot be embedded.

PRACTICAL ILLUSTRATION

Erica and Sam started a pet sitting service. They decided to use Instagram to market their business. Sam was constantly taking pictures and posting them. Erica noticed that the pet owners were happy to see their pets on social media when they were separated, which increased customer satisfaction. They did not pay for advertising, but they saw a rise in referrals and interest. Sam soon began posting promotions and engaging with the local community and businesses. Erica noticed a small increase in business and believed that the platform was helping sales.

*Endings to be useful must
be inconclusive.*

SAMUEL R. DELANEY

CLOSING THOUGHTS

- **Jeffery Zeldman:** The best way to engage honestly with the marketplace via Twitter is to never use the words ‘engage,’ ‘honestly,’ or ‘marketplace.’
- **Ryan Lilly:** Social media is not just a spoke on the wheel of marketing. It’s becoming the way entire bicycles are built.
- **Scott Cook:** A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.



Rick Chisholm made history when he single-handedly changed the professional Audio Visual industry by breaking all the rules and capitalised over 50% market share in Australia with very little capital, no partners, mergers or lenders and set up the first franchise operation of its kind in the world in the late 1990's and early 2000's.

As a 7x founder of companies and 30x businesses such as Innovest, AI Machine, Lightsounds, LSW, Light Emotion with revenue in excess of \$300 million and having employed more than 1,000 staff over the last 35 years. Rick is known as the Start-Up and SME Guru and is Author of a number of books including Business Success for Life. Unlike many mentors, he actually walks the talk and has a number of businesses under management in such areas as Automation, Events management, Importing, Distribution, Retailing and E-commerce.

His BIG passion is Business Education empowering Businesses Owners through knowledge and skills. Whilst Rick has experienced great success, he has also endured many failures. Rick has faced and overcome the exact same challenges you are facing now.



Tala Chisholm is an SME specialist who has owned and managed several small to medium sized businesses in the last 20 years, several of which were eventually sold. She has extensive experience in the fields of retail, franchising, licensing, dealerships, education, importing, distribution and consulting.

Her expertise lies in building and implementing customised cross-platform database and software solutions for businesses, automation, IT, web marketing, advertising, graphic design, business administration, process refinement and implementation. Her business experience ranges from bricks-and-mortar Giftware retailing to highly technical fields such as Security, CCTV, Entertainment Lighting and Audio sales, hire and installations as well as e-commerce.

Throughout her career she also trained and mentored Franchise business owners as well as internal division managers. Some areas of training included retail operations, management practices, business strategy, accounting, cash-flow, marketing, customer service and IT. She has also headed up the drafting of Operating Compliance Manuals for Franchise operations and implementation of all the elements involved.



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