



Taking it to the Next Level: Building your Online Presence Through Social Media

Amy Hobson

Autumn Fair - September 2019



International Digital Marketing Experts

Our Accreditations & Partners



Some Of Our Clients

boohoo

RIVER
ISLAND

T R O Y
L O N D O N

極度乾燥(しなさい)
Superdry.



COLLIER CAMPBELL
L O N D O N



Why Social Media?



The average user spends **2 hours and 16 minutes** per day on social media platforms



Social media users now totals over **3.4 Billion**



Social media usage grew by **288 Million** people between 2018 and 2019.

If Facebook were a country, it would be **bigger than China.**



1. Strategy



Where to Start?

“What do we want to achieve with our social media activity?”

- Make a campaign plan
 - Objectives
 - SWOT
 - Audience
 - Product/subject
 - Timescales
- Be clear on your mission statement and brand values
- Measure and report! Starting measuring from the start!





Where To Start?

Develop online objectives that are **SMART**:

Specific - objectives should specify what you want to achieve

Measurable - you should be able to measure whether you are meeting the objectives or not

Achievable - are the objectives you set, achievable and attainable?

Realistic - can you realistically achieve the objectives with the resources you have?

Timely - when do you want to achieve the set objectives?

Examples of objectives could be

- Improve online sentiment
- Increase footfall to your store
- Increase traffic to your e-commerce store
- Improve local awareness
- Increase PR coverage





Your Objectives

Your overall objectives will inform what you do in social media in terms of:

Who you want to connect with

What content you will share

How you will interact with people

How often you need to interact with people

How you want to influence people to act



Content Calendar

Social Media Content Calendar	
2019	Week 1
	Who's wearing edits
	New releases
	How To Style - Bum Bags
	Tagged photo feature
	Week 2
	London Fashion Week
	BTS of LFW show / beauty edits
	Who's wearing edits
	New releases
	Week 3
	Who's wearing edits
	How To Style - Neon
	Competition / giveaway
	Tagged photo feature
	Week 4
Who's wearing edits	
How To Style - Neon	
Competition / giveaway	
Tagged photo feature	



2. Know Your Audience



Identifying Your Audience

Think about who you want to engage with...

Who is your target audience?

Parents? Lifestyle influencers? Existing Customers?

Think about demographics too...

Age, gender, City, Country? Languages

What are their lifestyles like?

Hobbies, salaries, social media channels





3. Be Social



Content is King!



eejewellery • Following

to land on the Moon. We've jumped ahead a bit, and here's an artistic interpretation of Neil taking those famous first steps. (It's not to scale). Our I JUST NEED SOME SPACE, MAN necklace comes in silver too, silver fans!

4w

claire.lifeinprogress Received my spaceman necklace just in time for the 50th anniversary and I love it ❤️ Thank you

4w 1 like Reply

laurenthesavage Omg this is 😍

3w Reply



540 likes



pfcandleco • Follow

pfcandleco INTRODUCING GOLDEN HOUR, 1 of 4 new scents from the Sunset Collection launching next month. Golden Hour embodies rustling grasses, baked earth, sun rays split between trees. Each 10oz Sunset candle burns for up to 60 hours, packaged in custom-printed tin vessels and lids in 70s-inspired shapes, lines, + colors. Launching August 6 in 10oz soy candles, reed diffusers, and incense cones. More info to come! #pfcandleco #sunsetbypfcandleco

4w

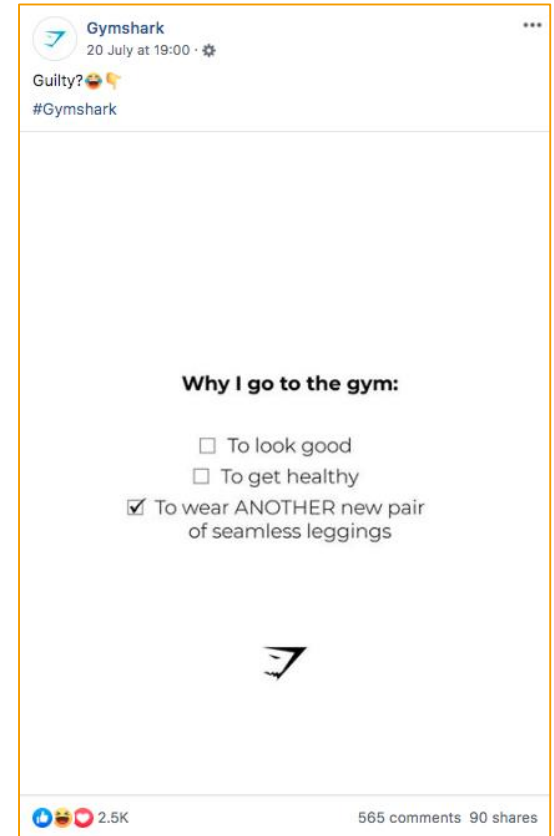
rochellemarieofficially Ooo this is exciting! ❤️



530 likes



Content is King!





Content is King!



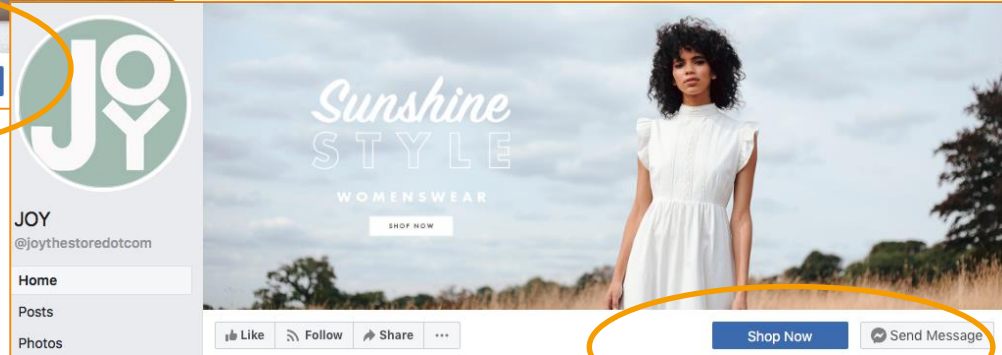
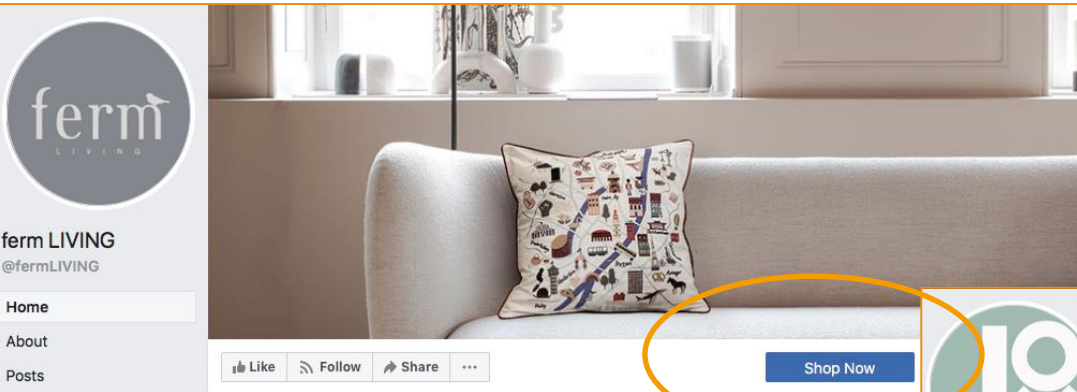


4. Utilise The Tools They Give You



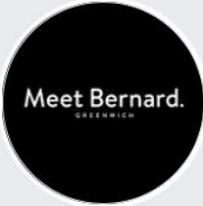
Facebook Call-To-Action Buttons

Your call-to-actions should offer clarity wherever they are –
Don't make users work to share or click on your stuff!





Facebook Shop Pages







Meet Bernard
@meetbernardLDN





- Home
- Shop
- About
- Photos
- Reviews
- Videos
- Events
- Posts
- Notes
- Community

Like Follow Share ... Call Now


Mens Sale...

 <p>Sigfred Light Wool £55.00 was £110.00</p>	 <p>S/S Football Tee Red/Blue £37.00 was £75.00</p>	 <p>Patch Shirt OATMEAL £57.00 was £115.00</p>	 <p>Moon Wool Cap Grey C £40.00 was £80.00</p>
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Meet our menswear...

 <p>Sigfred Light Wool £55.00 was £110.00</p>	 <p>S/S Football Tee Red/Blue £37.00 was £75.00</p>	 <p>Chester Brogue - Tan £220.00</p>	 <p>Patch Shirt OATMEAL £57.00 was £115.00</p>
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BASE CHAKRA SPARKLE BRACELET 18CT GOLD PLATE



BASE CHAKRA SPARKLE BRACELET 18CT GOLD PLATE
Daisy Jewellery
£75.00

Check Out on Website

This will take you to www.daisyjewellery.com


Product details

Report product

Like Comment

Write a comment...

SHOP BY BESTSELLERS NECKLACES BRACELETS RINGS EARRINGS ESTEE LALONDE GIFTS INSPIRE ME



BASE CHAKRA SPARKLE BRACELET 18CT GOLD PLATE

£79

MATERIAL: 18ct Gold Plate

HURRY, ONLY 5 LEFT IN STOCK!

ADD TO BAG SAVE

PRODUCT DETAILS >

DELIVERY AND RETURNS >


PACKAGING >

STABILITY. GROUNDING. PROSPERITY.



Facebook Shop Pages

GOLD CARVED EFFECT FRAME 6X4



GOLD CARVED EFFECT FRAME 6X4
JOY
£18.00

[Check Out on Website](#)

This will take you to www.joythestore.com

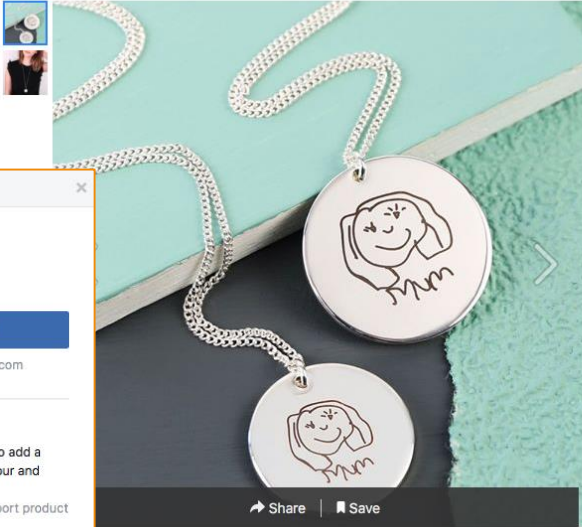
Product details
This carved gold design is our favourite way to add a little something extra to a room. The gold colour and intriguing carved design adds instant styl...
[Show more](#)

[Report product](#)

[Like](#) [Comment](#)

Write a comment...

Personalised 'Face Drawing' Silver Disc Necklace



Personalised 'Face Drawing' Silver Disc Necklace
Lisa Angel Jewellery and Accessories
£29.00

[Check Out on Website](#)

This will take you to www.lisaangel.co.uk

Product details
Every mum has wanted to keep those precious drawings close to their heart, and now you can with this engraved children's drawing necklace in silver.

[Report product](#)

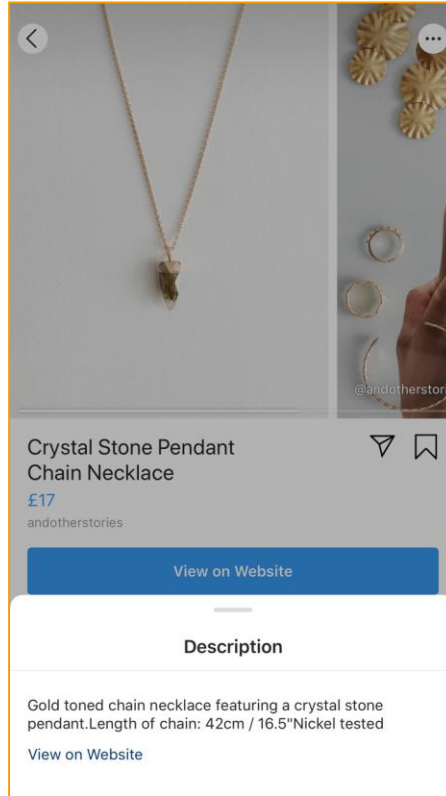
[Like](#) [Comment](#)

Write a comment...

[Share](#) [Save](#)



Instagram Shopping





5. Measure and Analyse



Google URL Builder Tracking

Use this tool to add Custom Campaign parameters to your URLs – perfect for determining the value of each social post!

 Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)



Google URL Builder – Post Tracking

Campaign ?	Source/Medium ?	Acquisition			Conversions E-commerce ▾		
		Users ?	New Users ?	Sessions ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ?
new kylie bedding 20 feb	twitter / social	15 (0.01%)	12 (0.01%)	25 (0.02%)	12.00%	3 (0.08%)	£337.62 (0.18%)
facebookshopnowbutton	facebook / social	50 (0.05%)	28 (0.03%)	62 (0.04%)	1.61%	1 (0.03%)	£60.00 (0.03%)
coolmax25jun	facebook / social	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	1 (0.03%)	£25.00 (0.01%)
summersale27jun	twitter / social	6 (0.01%)	5 (0.00%)	6 (0.00%)	16.67%	1 (0.03%)	£25.00 (0.01%)
blue cross sale pinned	facebook / social	13 (0.01%)	7 (0.01%)	30 (0.02%)	3.33%	1 (0.03%)	£20.99 (0.01%)
easter sale end 17 apr	twitter / social	6 (0.01%)	3 (0.00%)	6 (0.00%)	16.67%	1 (0.03%)	£9.00 (0.00%)



Social Plays It's Part In Overall Conversion

MCF Channel Grouping Path [?]	Conversions [?]	↓	Conversion Value [?]
1. Social Network → Direct	28 (6.50%)		£79.80
2. Social Network × 2	10 (2.32%)		£26.00
3. Paid Search → Social Network	7 (1.62%)		£104.00
4. Direct × 9 → Email → Direct × 31 → Email → Direct × 13 → Social Network → Direct × 2 → Email → Direct × 6 → Paid Search Direct → Organic Search → Direct	6 (1.39%)		£8.60
5. Organic Search → Direct → Social Network	6 (1.39%)		£10.00
6. Social Network → Direct × 3 → Social Network → Direct × 4	6 (1.39%)		£276.62
7. Paid Search → Direct → Organic Search → Direct → Social Network	5 (1.16%)		£34.00
8. Paid Search → Direct → Social Network	5 (1.16%)		£136.00
9. Organic Search → Direct → Social Network → Organic Search	5 (1.16%)		£14.00
10. Social Network → Direct × 2	5 (1.16%)		£29.59
11. Social Network × 2 → Direct × 3 → Social Network → Direct	5 (1.16%)		£65.00
12. Paid Search → Organic Search → Social Network	4 (0.93%)		£21.99



Real Metrics VS. Vanity Metrics

Conversions
Conversion Rate
ROI
Traffic
Avg. Time Spent
Bounce Rate
Page Per Session

VS

Reach
Followers
Likes, Comments,
Shares/Retweets
Clicks

Sentiment
Campaign Performance

Sentiment
Campaign Performance



Report On The Figures That Matter To You

Marketing reports are critical to the analysis and success of your ongoing marketing efforts.

Facebook	June 2019	Previous Month	May 2019
Total Likes	4,109	0.15%	4,103
Post Likes	43	377%	19
Post Comments	3	100%	0
Post Shares	4	100%	2
Transactions	1	100%	0
Revenue	£33.00	100%	£0.00
Traffic	56	51%	37



Top Tips To Convert

- Images receive **18%** more clicks than those without images.
- Customer service interactions on Twitter have increased **250%**.
- **76%** say well designed & punchy video/imagery helped them increase sales.



Special Offers

'AUTUMN15' FOR 15% OFF

Influencer Marketing Course

17 Oct 2019 Manchester

28 Nov 2019 London

Normally: £329+VAT

Autumn Fair Price: £279.65

Visit www.socialb.co.uk to book!

Limited Spaces

Enter code Autumn15 at checkout!



Mini Website Audit

Normally £350

Autumn Fair Price £300

Contact amy@socialb.co.uk to book, and mention Autumn15 in the email

Thank You!

Come and have a chat
call 01223 258000
or email
amy@socialb.co.uk



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