



THE SOCIAL MEDIA GEEK

Visual Social
Media





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Your friendly neighbourhood digital nerd

SOCIAL MANAGEMENT

Getting hands on with your social media and supporting your business in reaching your goals on Facebook, Twitter, Insta & more.

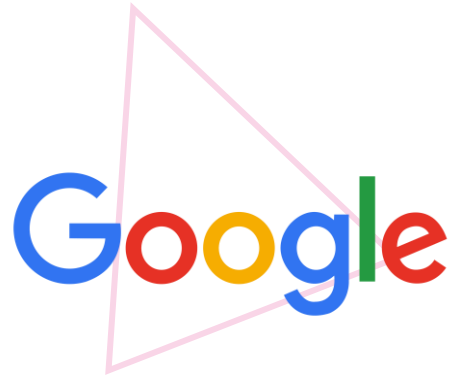
CONSULTANCY

Helping businesses to revolutionize what they are doing with their social presence. Getting you to think SMART about your resources.

TRAINING

Showing businesses how to take ownership of their social media and feel empowered. At the end of training, you will be a social media geek!

CLIENTS





Visual Social Media

Does it impact shopping habits?

...Yes

THE STATS BIT...

- 54% of consumers want to see more video from brands.
- Tweets with images receive 150% more RTs



[Hupspot – Visual Content marketing](#)

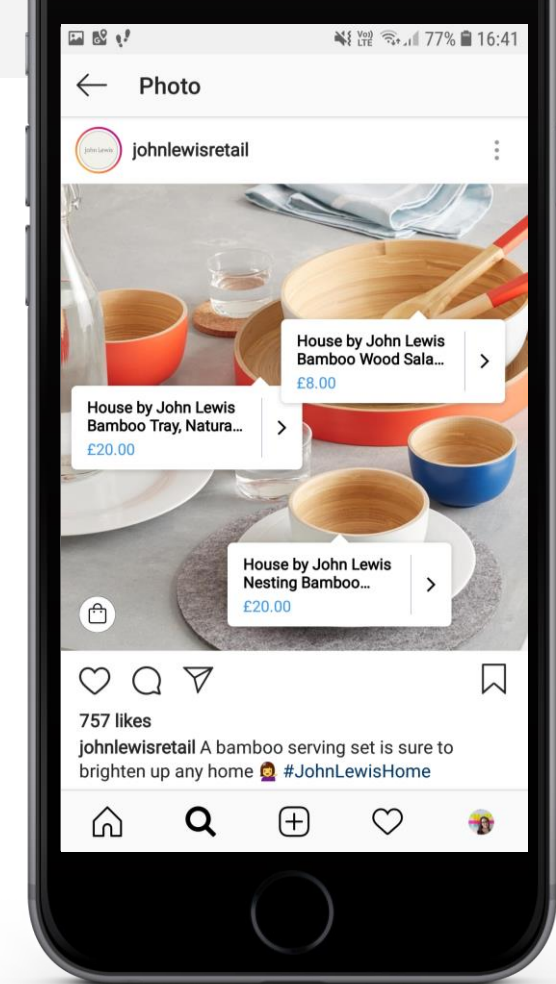
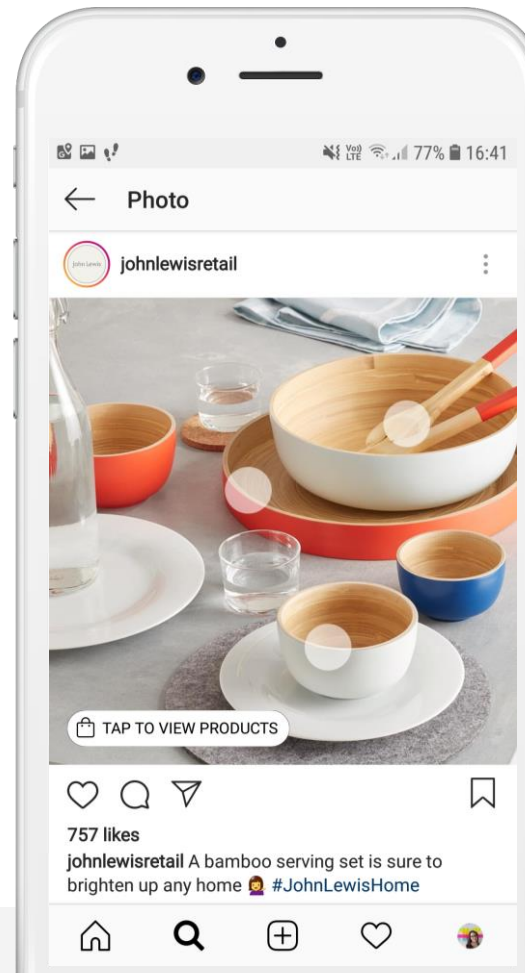
MORE STATS!

- Shopify users referred by Pinterest spend \$80 on avg vs Facebook's \$40.
- Video has surpassed blogging as a social asset! 63% vs 60%

[Hupspot – Visual Content marketing](#)

INSTAGRAM

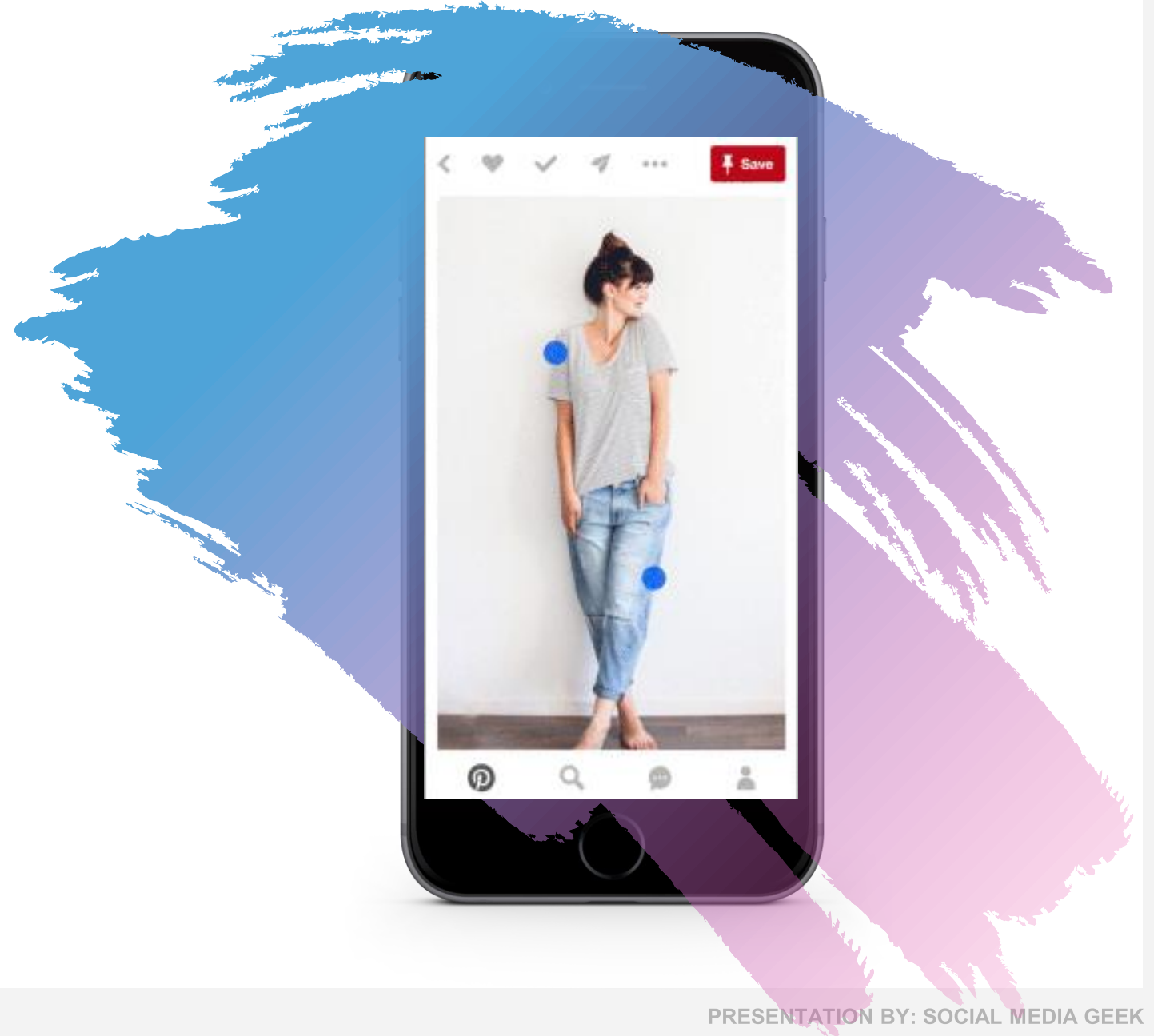
- In app tagging of products to buy available everywhere
- Intro to tagging in stories.
- New Collections Ad format, blending video and catalogue.

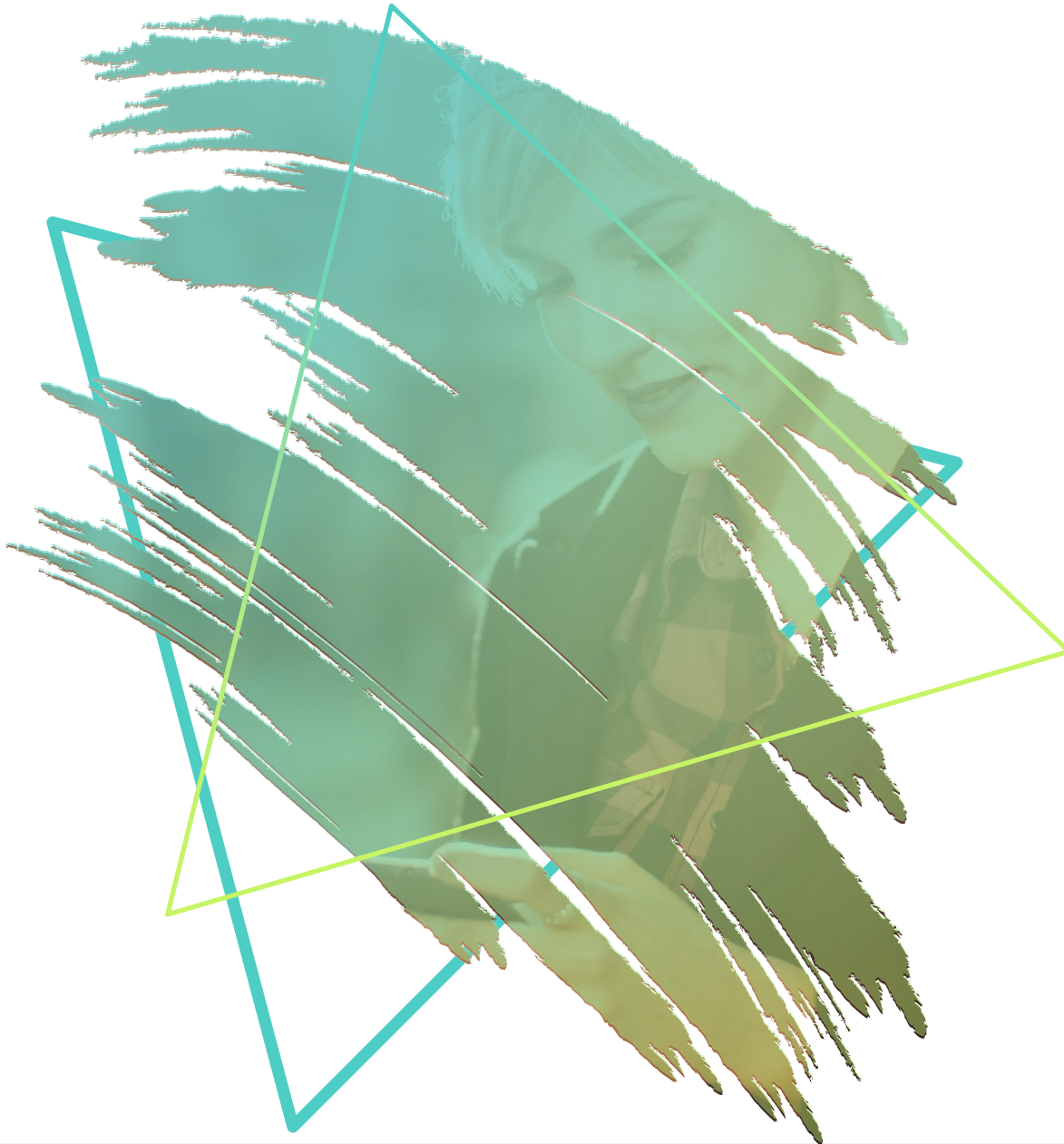


PINTEREST

‘Shopping the look’ has never been easier

Buyable Pins – US only using Shopify.





WHY VIDEO OR STREAM?

- Provide 'exclusive access'
- Personal interaction with your customers
- Thinking about your 'customers' as an 'audience'

ENGAGEMENT

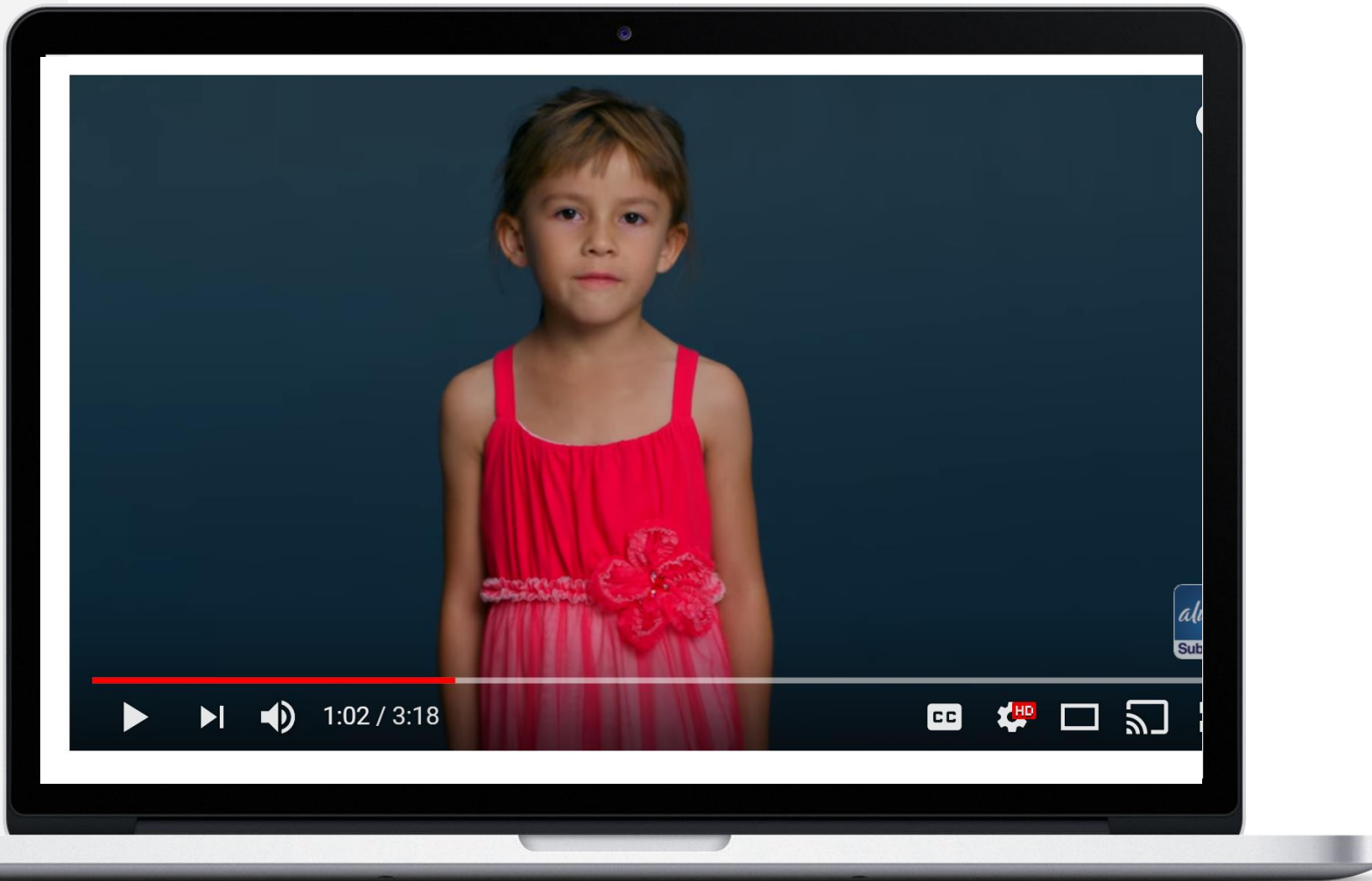
- Reach out to your customers
- Have regular contact
- Stay on brand
- Facebook Live has 4.3% engagement



Benefit Cosmetics ✓ Sounds like lots of you want to know about concealer—like this comment if you want next weeks episode to be all about concealing!

Like · Reply · 👍 23 · May 26 at 7:39pm

↩ 1 Reply



#ACTIVISM

Think beyond your brand

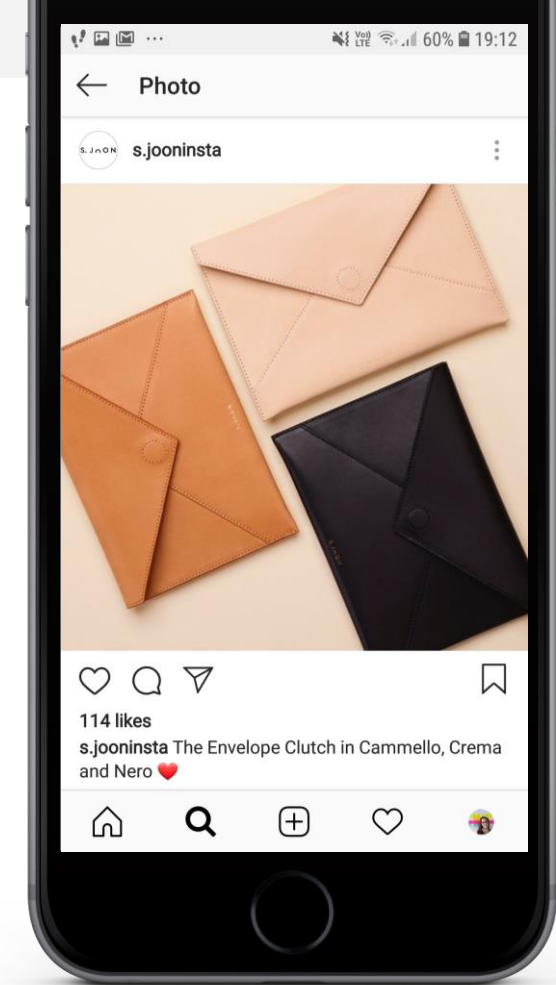
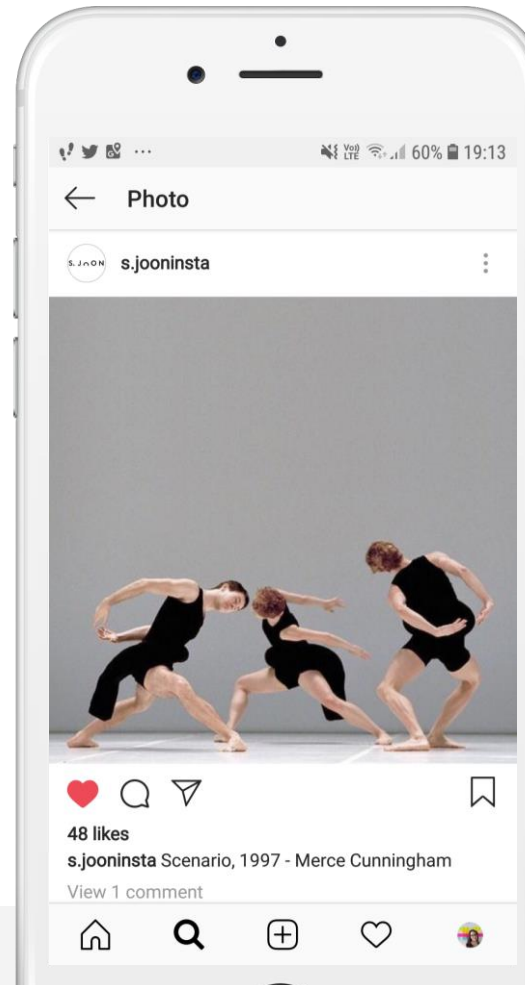
Audiences want to buy into a message they can believe in....

Pst! 85% of videos are watched without sound! – [Digiday.com](https://www.digiday.com)

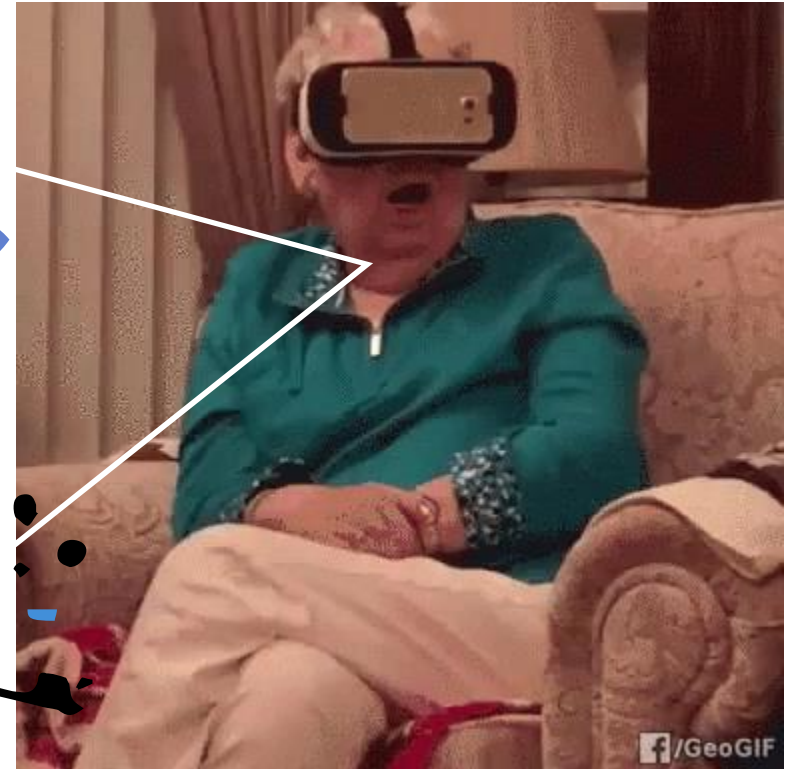
SOCIAL TO RETAIL

“Clearly, we are looking at keeping people in our own ecosystem. But Facebook and Instagram, they will never create products, they’ll never create content, they’ll never deliver products but they want to capture some of the inspiration level. So it depends which way we go with it. What we’ll do is we’ll experiment with it and we’ll have another look and see how we can [use it].”

- **Nick Beighton, CEO, ASOS**



VR & AR WHERE'S IT HEADING?

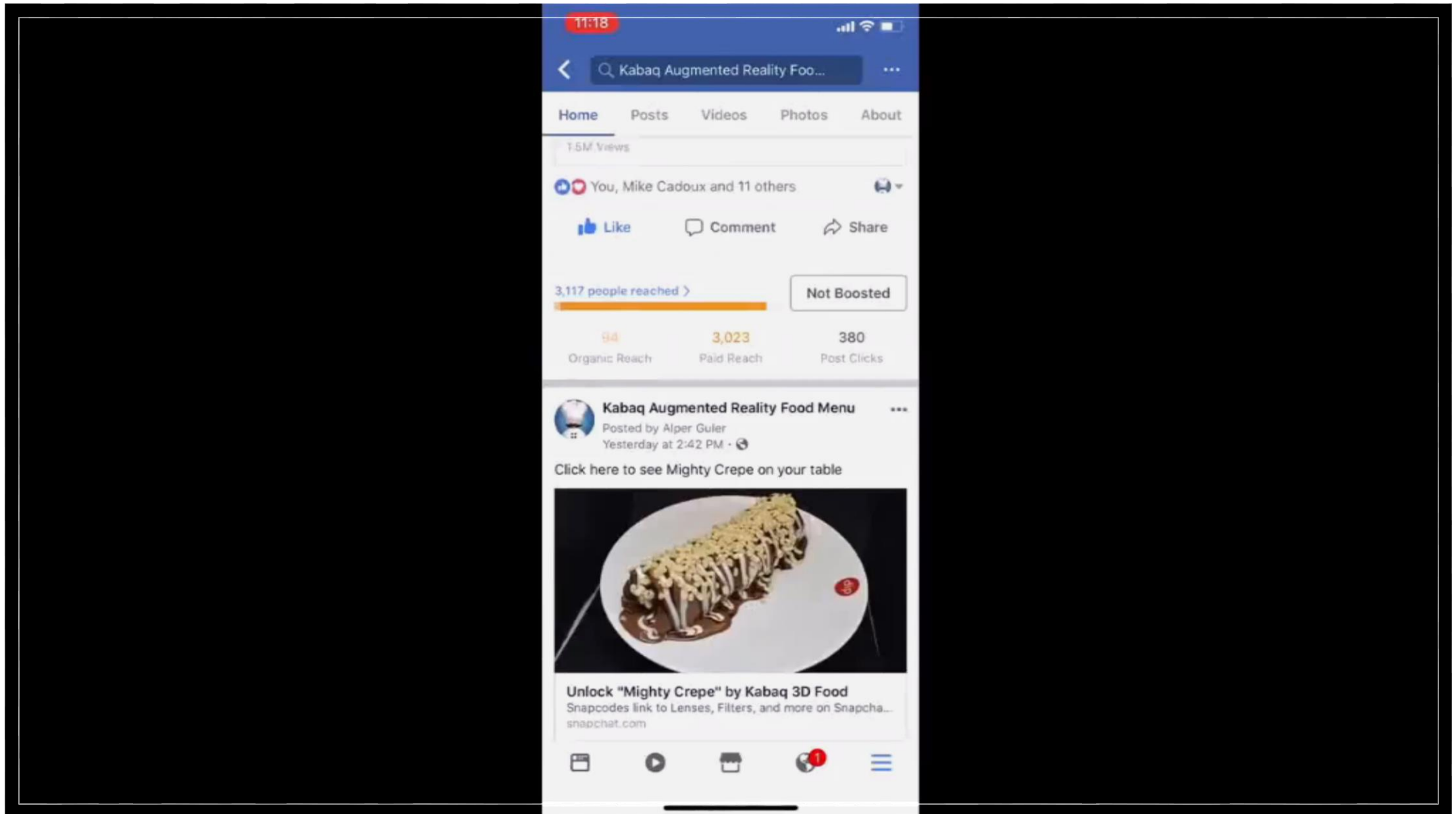


LET'S PLAY!

Anyone can now get in on
AR!

Lens Studio creative tools –
30k creations in the first six
weeks & over 1 billion views.







TOP TIPS

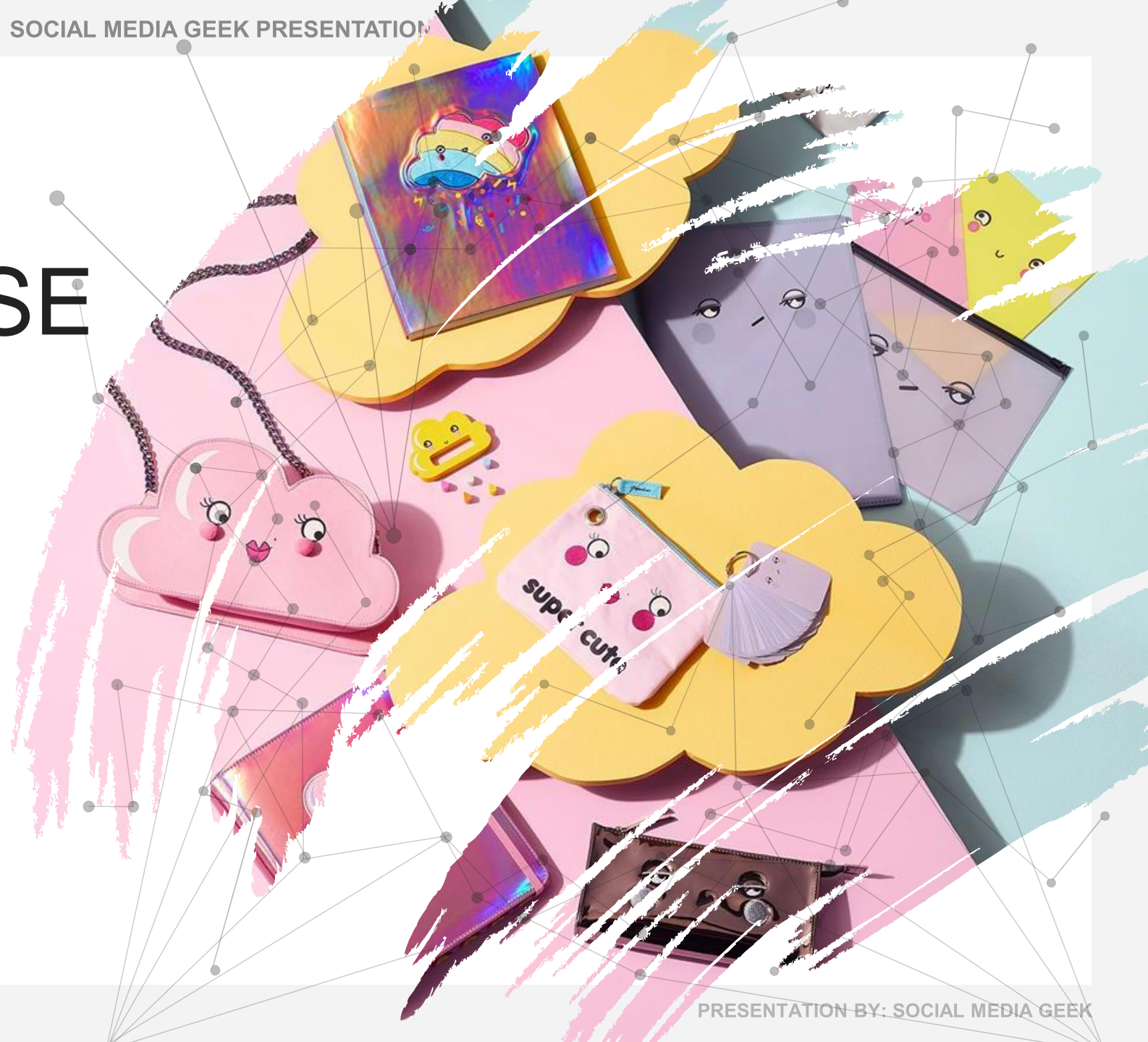
- Offer something valuable
- Think about your 'look' & colours
- Provide a unique experience
- Tell a story – about your brand, customers or products
- Omni-channel – how will it look across different formats?

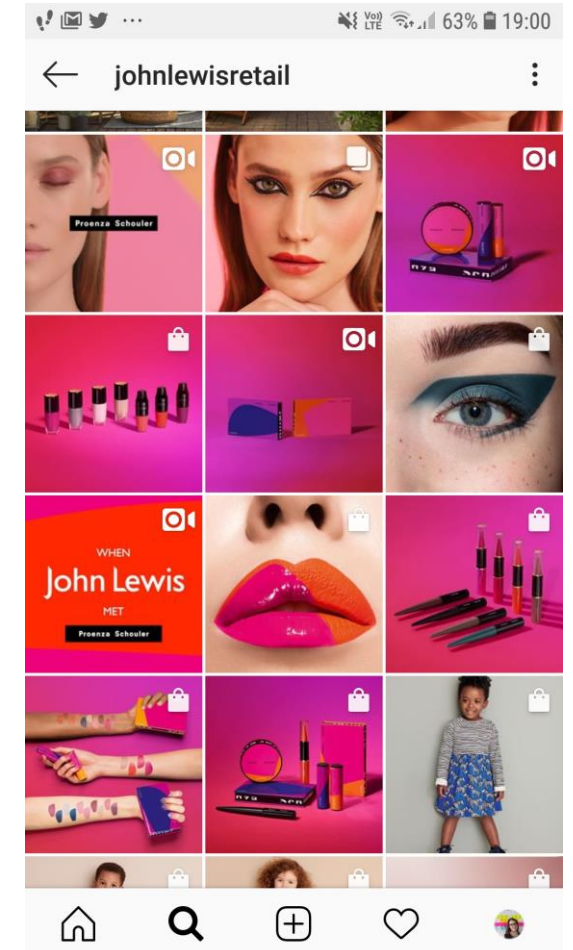
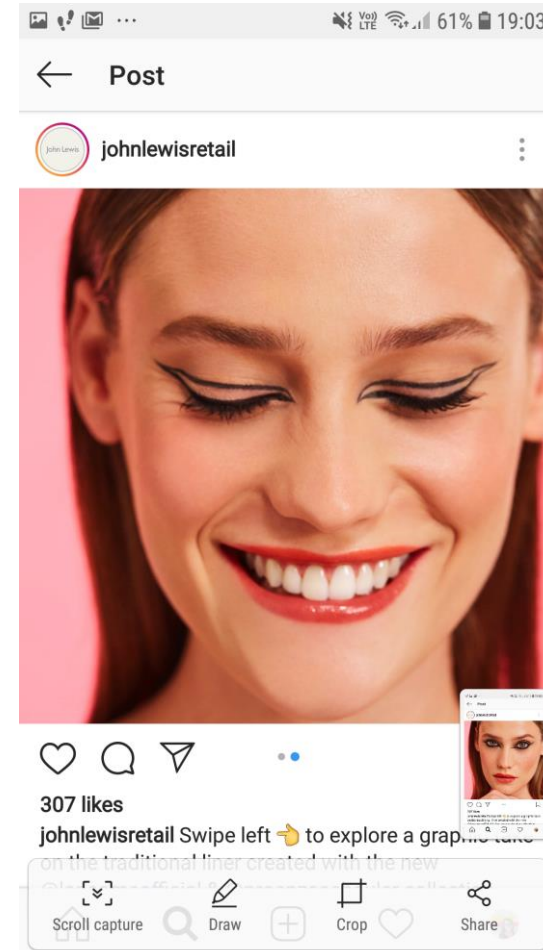
PAPERCHASE

Behind the scenes

New products

Customer influence

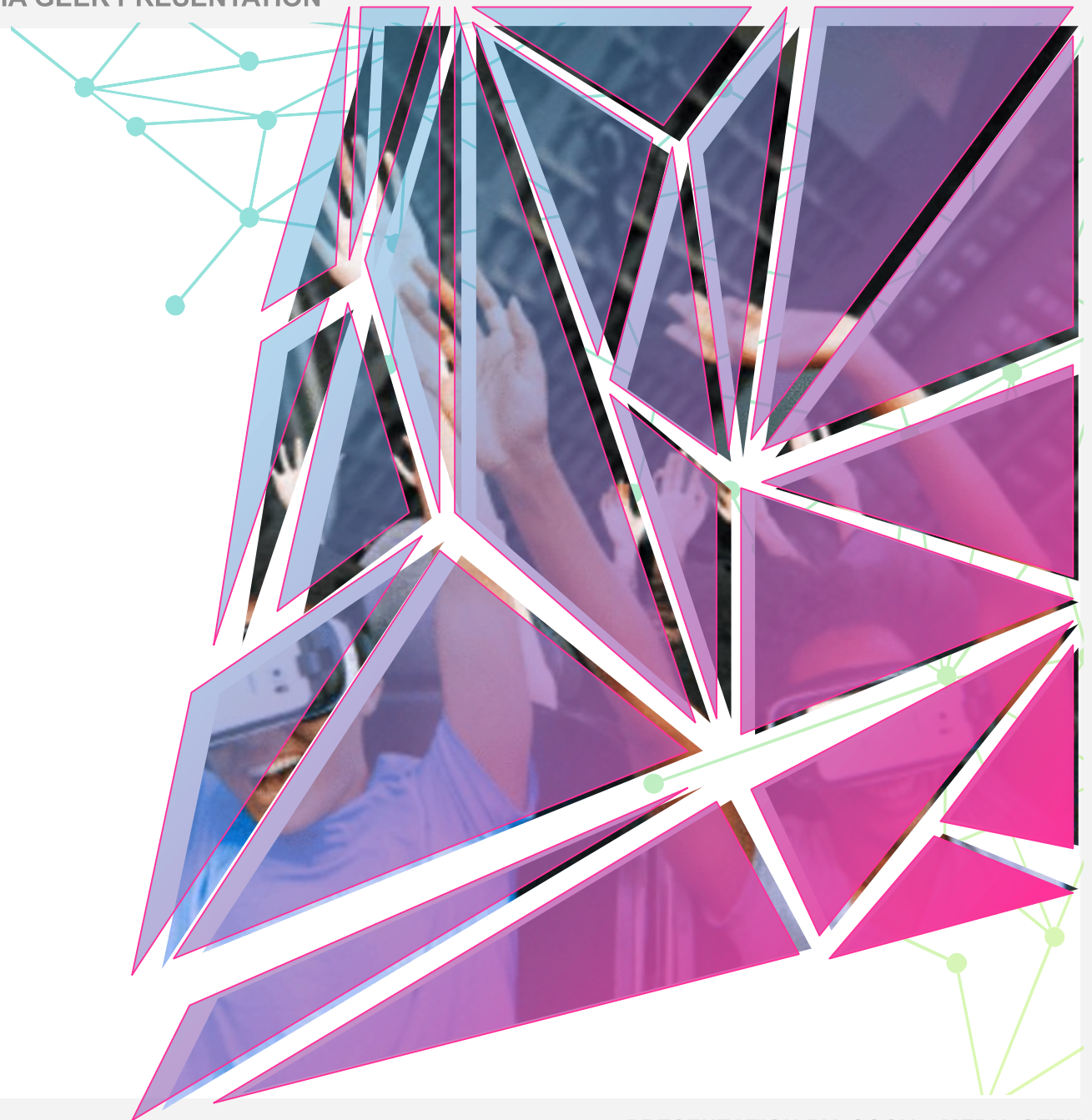




YOUR TOOLKIT

Resources -

- Time
- People
- Budget
- Equipment



SOFTWARE

CANVA

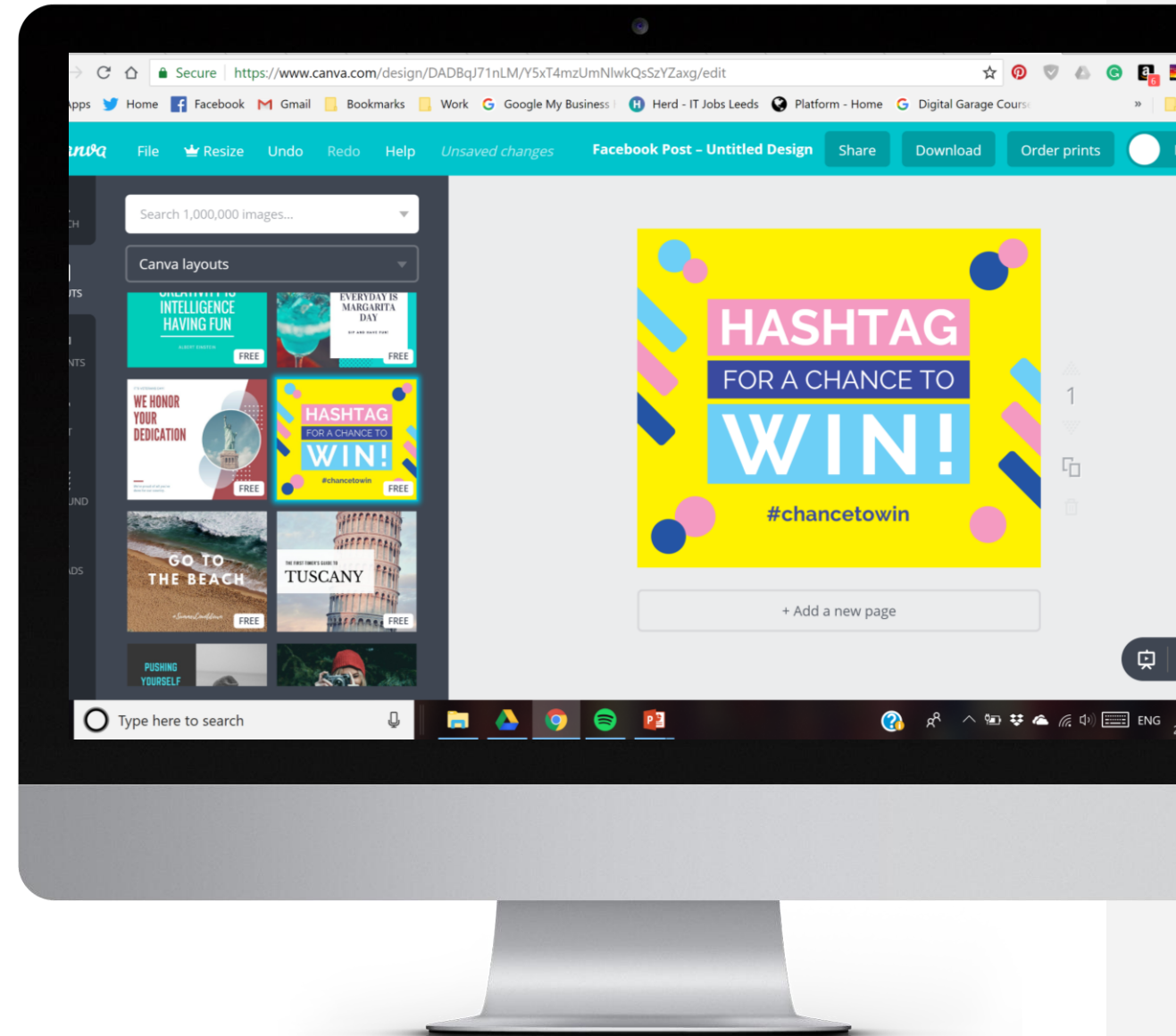
Free graphics making tool

VISCO

Clean up your images on mobile

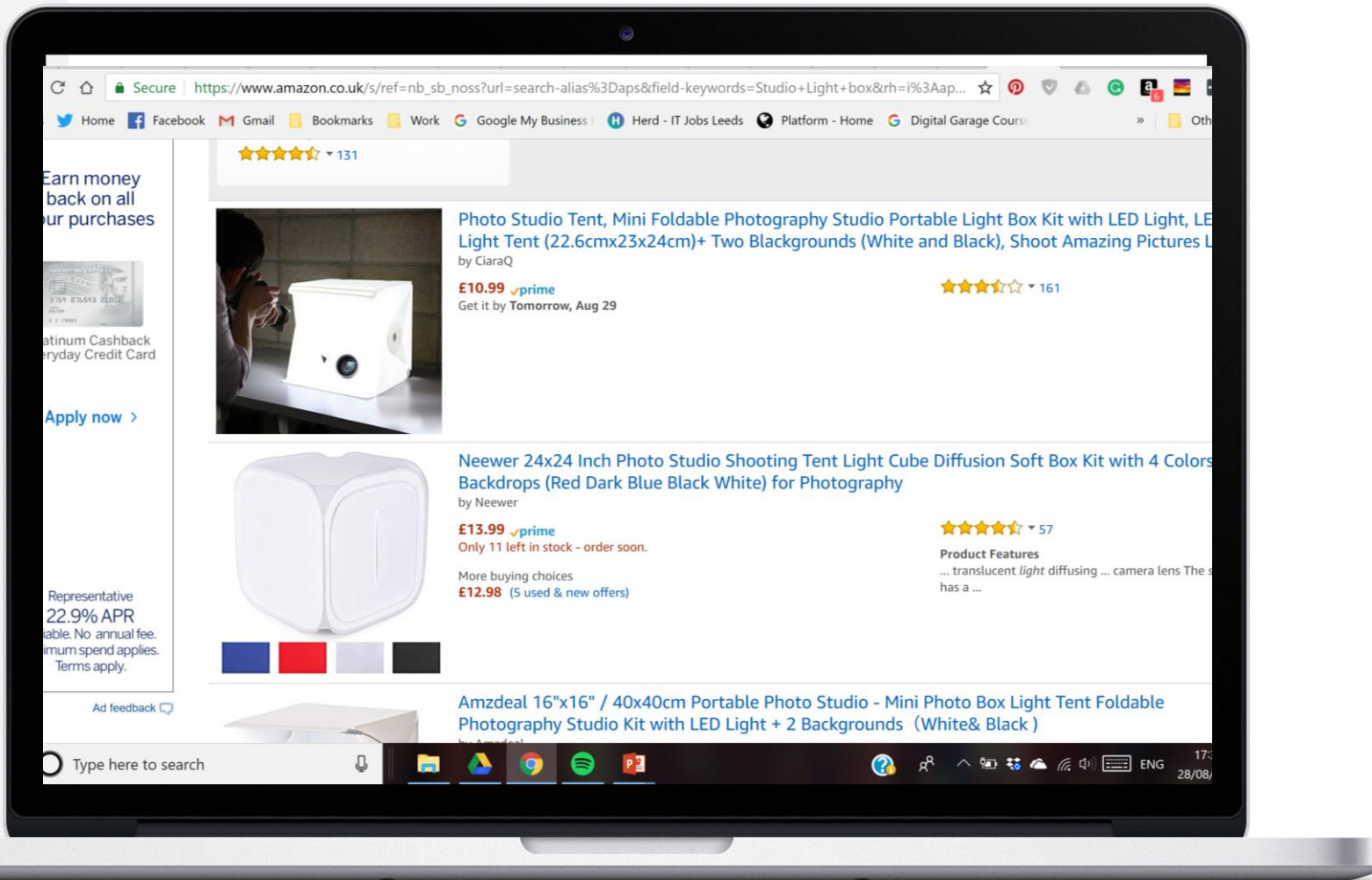
FILMORA

Lite video editing software



EQUIPMENT

- Studio light boxes
- Selfie lights
- Decent camera



A photograph of two women sitting at a desk, looking at a laptop. The woman on the right is wearing glasses and a blue t-shirt with a 'GARAGE' tag. The image is overlaid with a semi-transparent pink filter and white geometric lines forming a large triangle.

THANK YOU

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