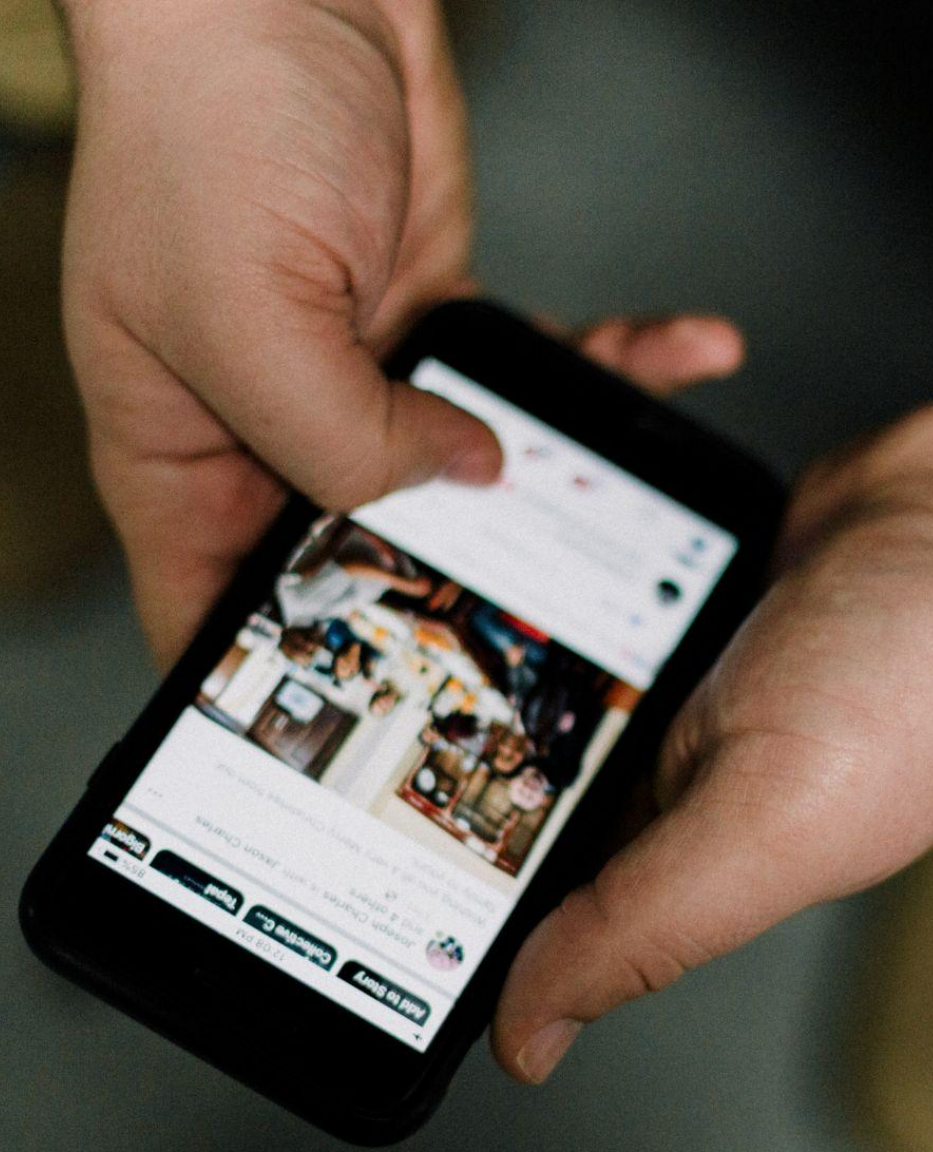


**NZ GIFT FAIR**

# **How to build your brand on social media**

~ Jenanne Burnell  
[jenanne@socialites.co.nz](mailto:jenanne@socialites.co.nz)



# In this presentation

- How to build your brand organically using social media
- Strategy for running social media advertising campaigns
- The future of social commerce
- Q&A



# We are the Socialites Group

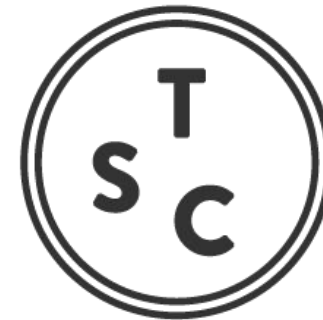
As digital social media marketing experts, our collective group means we provide world-class expertise to all of our clients across the globe.



Bringing a brand's DNA to life on digital and building communities of raving fans.

**SOCIALITES  
SMB**

Social media marketing packages for small & medium businesses.



Brand awareness and sales through influencer marketing.

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# **Building a community organically**



# Understand the algorithm



Newsfeed Visibility



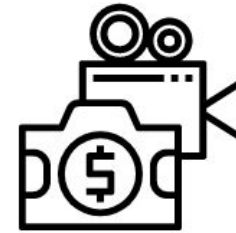
Interest in  
your page



Post  
Performance



Page past  
performance



Type of  
content



Recency

# Brand Awareness Tips

- Run a competition
- Engage with other brands in your industry
- Collaborate with another brand
- Encourage brand advocacy, user generated content and reviews.



**84% of millennials say user-generated content from strangers has at least some influence on what they buy.**

# Encourage reviews



**Conversions  
increase 133%  
when mobile  
shoppers see  
positive reviews  
before buying.  
(Bazaarvoice)**



# Leveraging reviews

 **Manuka Doctor New Zealand**  
September 9 at 6:00 PM · 🌐

Julia has been using our 24K Gold & Manuka Honey Face Oil twice a day and is hooked on the way it makes her face feel. 🍯  
And it's no wonder - it's formulated with 24K Gold, Manuka Honey and precious plant oils to brighten, firm and hydrate whilst leaving skin naturally radiant. ✨



"A hug for my face."  
—  
JULIA.



"Treated myself to this. Great product. Will buy again."  
—  
STUART S.



 manukadrnz · Follow ...

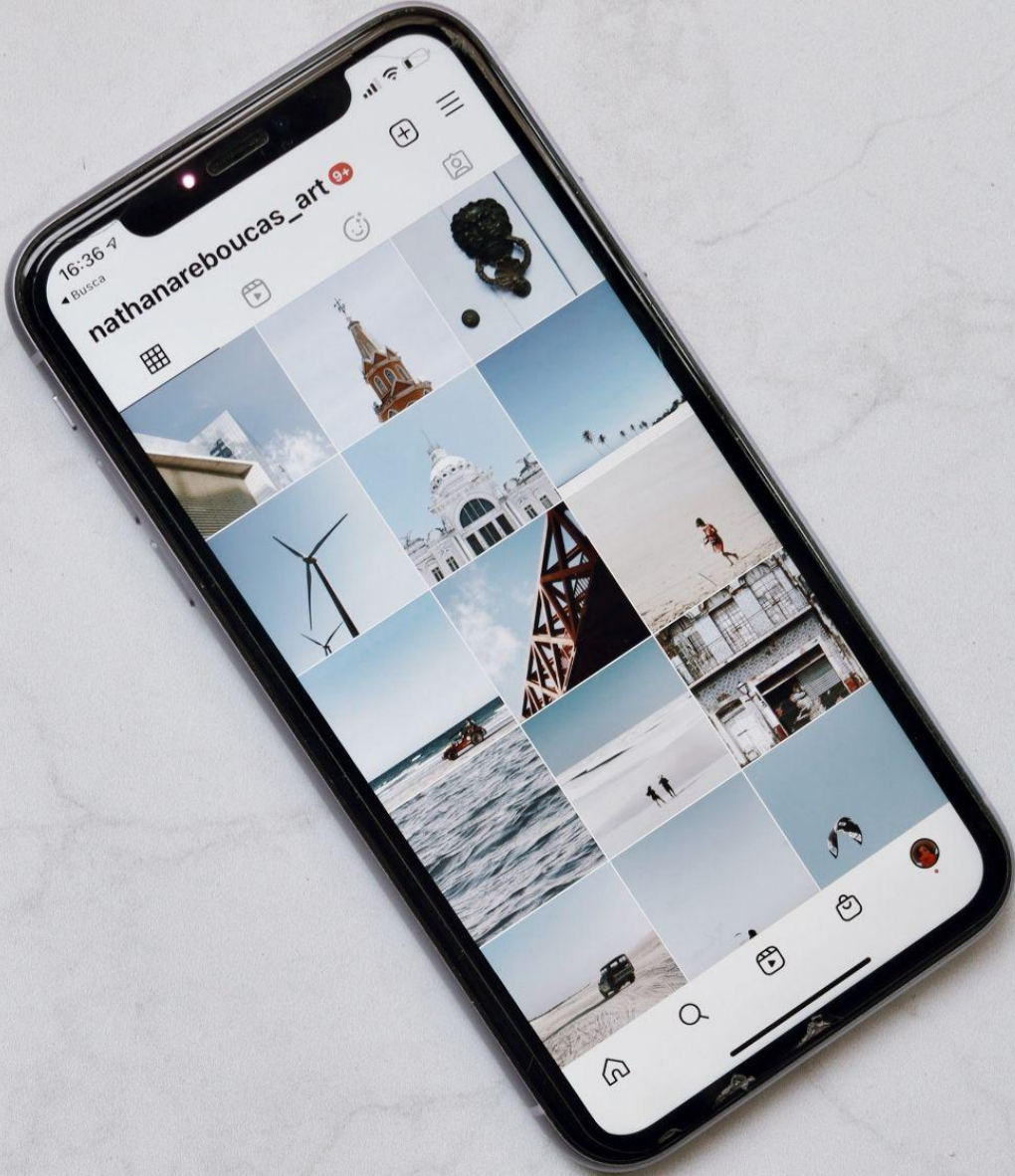
 manukadrnz We love hearing from our happy, honey-loving customers. 🍯 Have you treated yourself to a jar of our 100% genuine New Zealand Manuka honey yet?  
Visit [manukadoctor.co.nz](http://manukadoctor.co.nz) to take a look at the range 🍯  
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. . .

#ManukaDoctor  
#ManukaDoctorHoney  
#SweetAsHoney  
#ManukaDoctorFavourites #MGO

🍯 🗨️ 📌  
Liked by [humblebee](#) and 236 others  
JANUARY 25  
Comments on this post have been limited.

**Create a content plan.**



# Content Pillars

A content pillar is a subset of topics or themes which create the foundation for your overall content strategy.



















1. Provides a framework for brainstorming content
2. Simplifies your content calendar and allows you to forward plan
3. Allows you to test and measure different types of content methodically
4. Ensures a good mix/balance of content themes



# Content pillar examples.

Objective	<i>Build trust</i>	<i>Build engagement</i>	<i>Build authority</i>	<i>Drive Sales</i>
Content ideas	<ul style="list-style-type: none"><li>● Our history (Flashback Fridays)</li><li>● Meet the team</li><li>● Our partners</li></ul>	<ul style="list-style-type: none"><li>● How tos</li><li>● Polls and quizzes</li><li>● Influencers</li></ul>	<ul style="list-style-type: none"><li>● Tips and tricks</li><li>● News and research</li><li>● Facts and stats</li></ul>	<ul style="list-style-type: none"><li>● Product highlights</li><li>● Product facts</li><li>● Promotions and sales</li></ul>

# Content plan

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1					 		
Week 2				 			 
Week 3		 				 	
Week 4			 		 		

# Post structure

Every time you post to social media, think about structuring your copy in three segments or sentences:

## 1. **Capture attention**

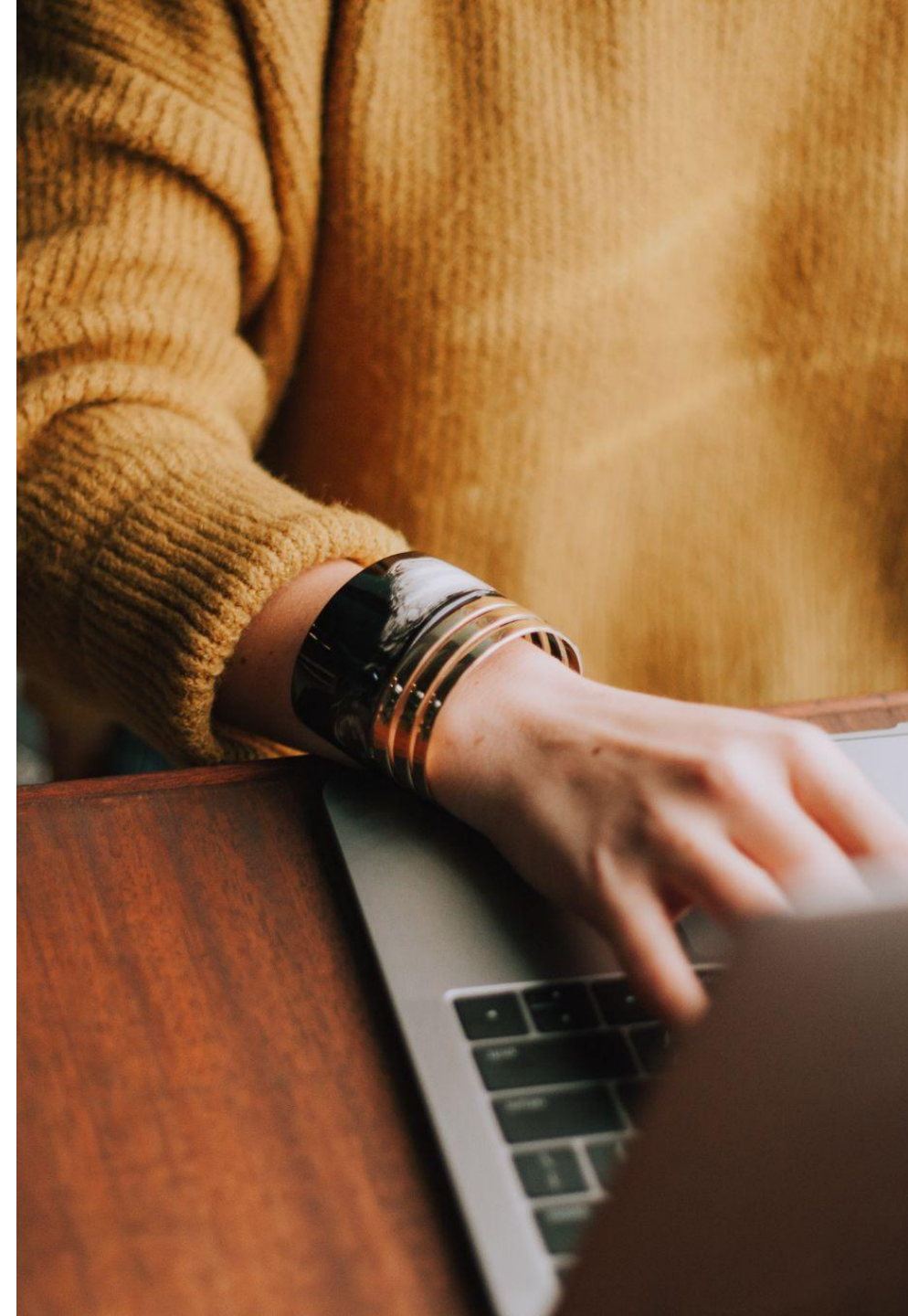
Always start your post with an attention grabbing sentence. This could be a question, a bold statement, or something that invites intrigue.

## 2. **Give information**

Next give the audience some context and share the information that you want them to know. This is the 'body' of your post.

## 3. **Add a call to action**

Be clear in what you want the audience to do with this information. You might want them to click a link to learn more, to buy a product or service, to get in contact with you, to share the post with their friends, or even share their opinions.



# Insights matter

1. **When Your Fans Are Online:** this tells you the best time to post (i.e. when traffic is the highest)
2. **Post Types:** this tells you what types of posts perform the best in terms of engagement
3. **Top Posts From Pages You Watch:** gain industry insights and inspiration, and identify new trends
4. **Audience Insights:** learn more about top locations, gender, and interests. You can also see other pages they regularly interact with which is handy when creating interest audiences or when looking for brand collaborations.



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# Social Media Advertising





# Social Media Advertising

With so much competition from other businesses on Facebook, it's more important than ever to cut through the noise, and pay to be seen by the most relevant and engaged audience.



# Types of advertising

## BOOSTING

Typically used when the goal is to achieve audience engagement such as post likes, shares and comments. They're created through your Facebook Page and can be done in a few clicks.

This is the simplest way to advertise on Facebook or Instagram, and the best place to start if you are new to it.

VS.

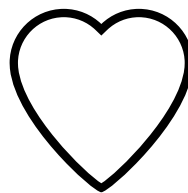
## ADS MANAGER

Ads Manager is a more advanced way to advertise on Facebook. Ads Manager provides more detailed objectives, targeting, ad formats and insights. It also allows you to run 'dark' ads which aren't published to your page, and only seen by your chosen target audience. Meaning that you aren't wasting your precious advertising spend on people who won't be interested in your services or products.

# Advertising Fundamentals



**OBJECTIVE**



**AUDIENCE**



**CREATIVE**

# How social media drives sales.

78% of consumers say company's social media posts impact their purchases (Forbes).



## AWARENESS

Brand ads  
Influencers

"What is it"



## ENGAGEMENT

Conversations  
Competitions  
Collaborations

"Why is this relevant to me"



## CALL TO ACTION

Targeted audiences  
Purchase information  
Need recognition

"Where/how do I get it"

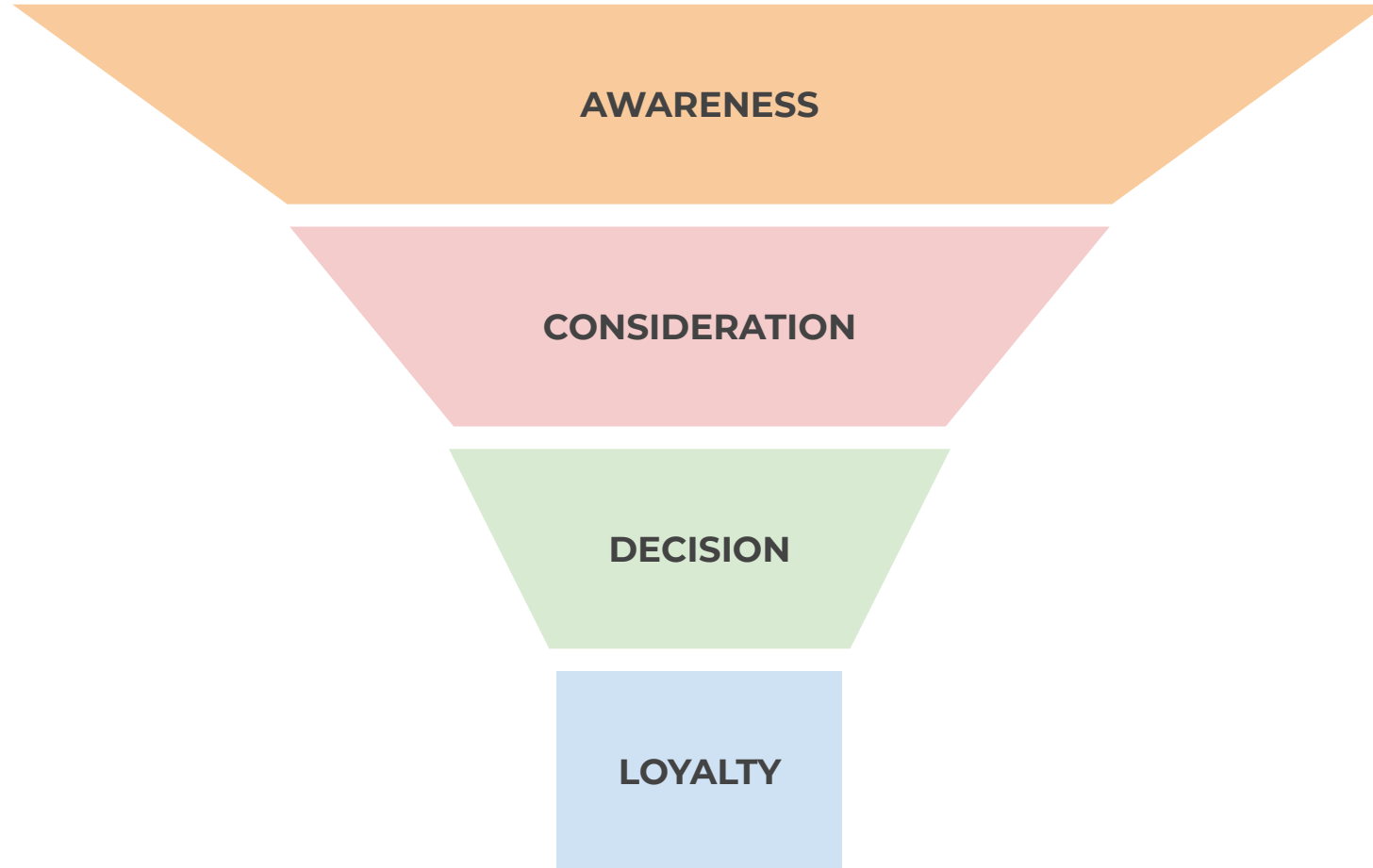


## ADVOCACY

Shared experiences  
Cheerleading  
Fans

"I'm proud to own it"

# The Customer Journey



## My Social Media Objectives:

- 1. INCREASE BRAND AWARENESS TO REACH NEW CUSTOMERS.**
- 2. INSPIRE & INFORM YOUR COMMUNITY.**
- 3. BUILD TRUST AND BRAND AUTHORITY.**
- 4. INCREASE WEB TRAFFIC, ENQUIRIES & CONVERSIONS.**
- 5. ENCOURAGE ADVOCACY & AMPLIFY.**

# Ads Manager Objectives

**Create New Campaign** Use existing campaign ×

Choose a campaign objective  
[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

# Identify your audiences

After setting your objectives, the first important step is knowing your audiences. You can then market to each of them in a way that really shows you care.



**AUDIENCE 1**



**AUDIENCE 2**



**AUDIENCE 3**

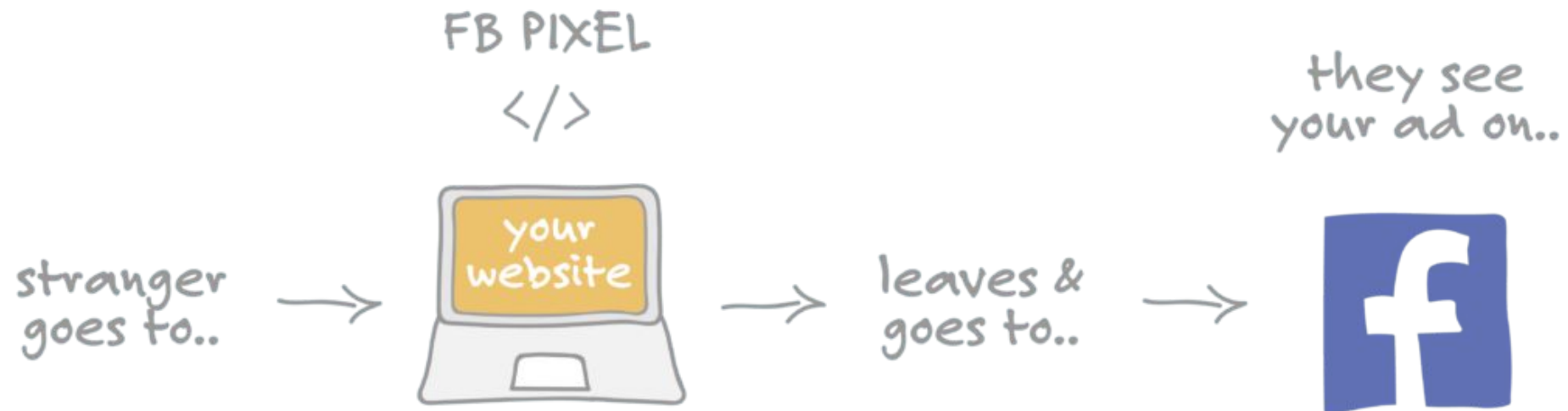
# Audience Targeting

<p style="text-align: center;"><b>SAVED AUDIENCES (PROSPECTS)</b></p>	<p style="text-align: center;"><b>CUSTOM AUDIENCES (KNOWN)</b></p>	<p style="text-align: center;"><b>LOOKALIKE AUDIENCES (SECOND-PARTY PROSPECTS)</b></p>
<ul style="list-style-type: none"> <li>● Interest, location, demographic and life-event targeting.               <ul style="list-style-type: none"> <li>○ Females (aged 25-55 years)</li> <li>○ Fashion, Handbags, Accessories, Shopping and Travelling, Frequent Travellers, Travel.</li> <li>○ Corporate/Bridesmaids Gifts: "Execs", "Event Managers", "Receptionists", "Bridal Gifts", "Getting Married", "Recently Engaged"</li> <li>○ Gifting; birthday coming up, anniversary nearing, recently engaged and friends of people recently engaged.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Website traffic</li> <li>● Database</li> <li>● Past clients</li> <li>● Engaged users</li> <li>● Followers</li> <li>● Friends of followers</li> </ul>	<ul style="list-style-type: none"> <li>● 2-5% lookalike of website traffic</li> <li>● 2-5% lookalike of database/clients</li> <li>● 2-5% lookalike of engaged users</li> <li>● 2-5% lookalike of followers</li> </ul>



# Facebook Pixel

The Facebook Pixel is a piece of code that is added to your website.



# What's driving action?



## Emotional Connection

- The message resonates on a deeper level.
- Understanding 'why' behind the brand
- Supporting a meaningful cause
- Passionate people behind the brand
- Social advocacy
- Lifestyle aspirations



## Rational


- Price
- Function
- Convenience
- Technology
- Need

# Ad Examples

## AWARENESS

 **Alembics**  
Sponsored Like Page



The end result is a richly aromatic and intensely hydrating botanical water which can be sprayed all over the face and body. Find out how to distill aromatic botanical water in the link below.




**Turning native shrubs to liquid magic**

YOUR CAPTION HERE Learn More


## CONVERSION

 **Ethique (Default)** ✓  
Sponsored ·  ...



Skincare that just make sense. Made with high-quality ingredients such as hyaluronic acid, vitamin B5 and rosehip to soften and promote firm, hydrated skin and provide long term moisture. The equivalent of three bottles of liquid serum or moisturiser in just one plastic-free box! Soap-free, pH balanced. Cruelty-free, vegan, palm oil-free and 20% donated to charity.  
[#GiveUpTheBottle](#)





**The Perceptor Moisturiser** Shop Now



**Saving Face Serum** Shop Now

  23 16 comments

 Like Comment Share 

# Measuring Success

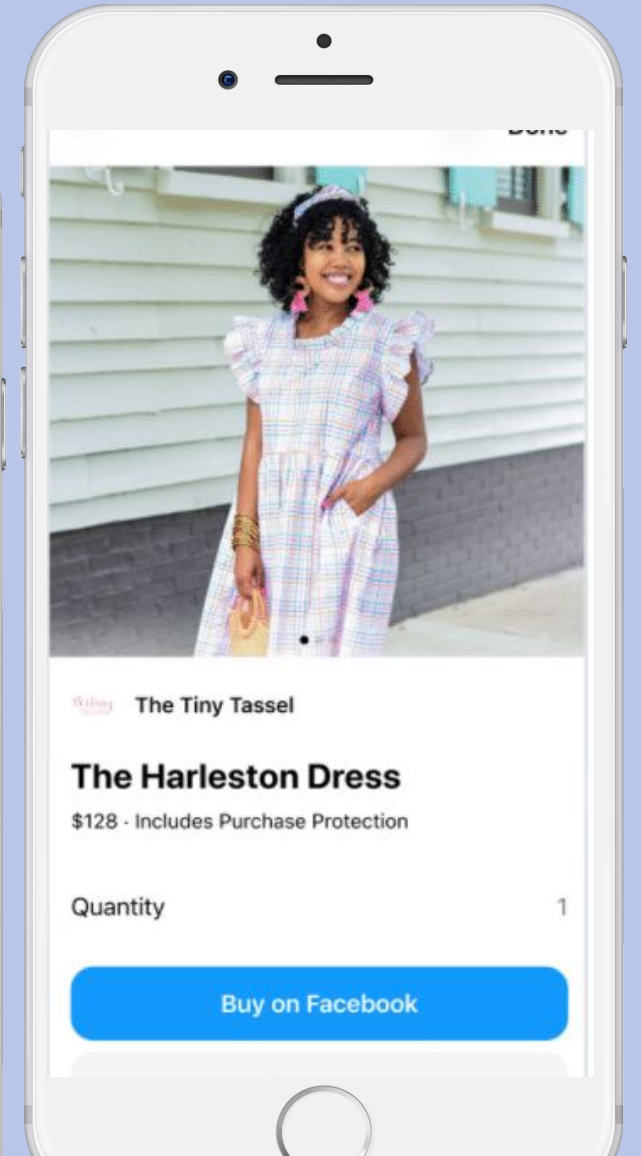
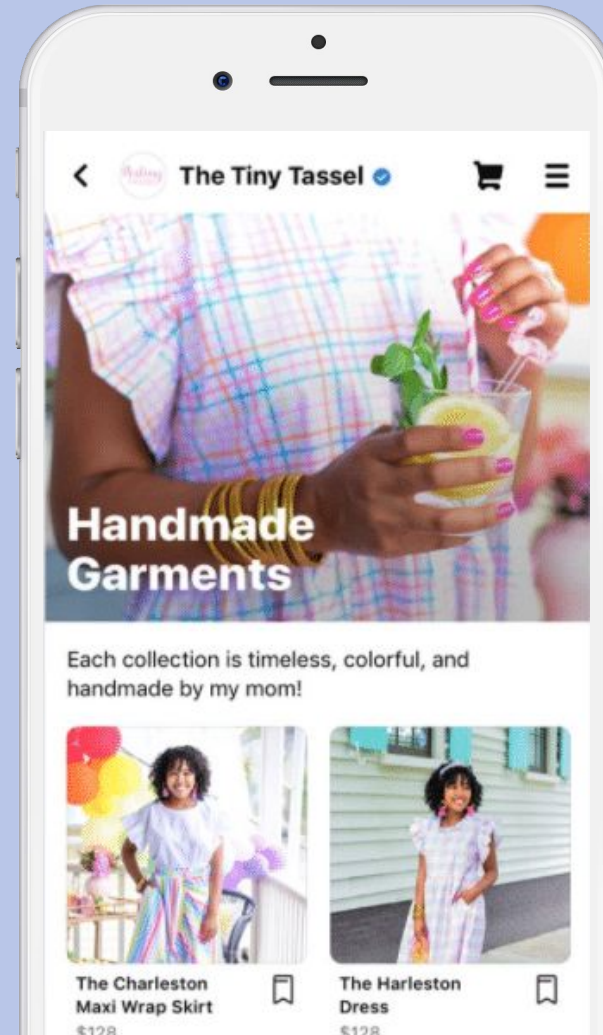
Metric	Why it's important
Engagement rate	Engagement rate is a popular social media metric used to describe the amount of interaction -- likes, shares, comments -- a piece of content receives.
Reach	The amount of individuals who saw the your ad, account or content.
Clicks	The amount of people who 'click' on a piece of content from your page and/or account
Follower growth	Shows growth of the community and people wanting to be a part of the brand.
Click through rate	Shows the quality of targeting and ad creative
Landing Page Views	Shows how many people were interested in learning more or considered booking an appointment at the clinic.
CPC (cost per Link Click)	Tracks how much it costs to drive quality traffic to the website.
CPA (cost per reservation complete)	Tracks how much it costs to get an individual to book/make an enquiry.
Time on site & bounce rate	Shows the quality of the leads, it shows that they are interested in the clinic.

# Why Pay?

1. Connect with audiences that aren't already following you
2. Create ads catered to your specific audience and objective
3. Retarget people who have engaged with you
4. Get valuable insights on your audiences
5. Get real results for your business - bookings and sales!



# The Future is... Social Commerce



**The pandemic has accelerated digital shopping by roughly five years.**

# What's the difference?

## **Social Selling**

Social media marketing tactics to drive customers to your eCommerce site to purchase.

**VS.**

## **Social Commerce**

Technology and features that allow customers to purchase products directly within the social media platform.



# Social Commerce Platforms.



## FACEBOOK

In 2020, Facebook launched Facebook Shops to help SMBs bring their storefronts online. In-app purchases are only available in some countries (Not NZ yet).



## INSTAGRAM

Products uploaded to Facebook's Commerce Manager Catalogs can be tagged in posts or found in the "Shop" tab in the store owner's profile.



## PINTEREST

Similar to a Facebook catalog, you can create a product feed from your website to Pinterest so people can shop "Product Pins". In-app purchases are only available in some countries (Not NZ)

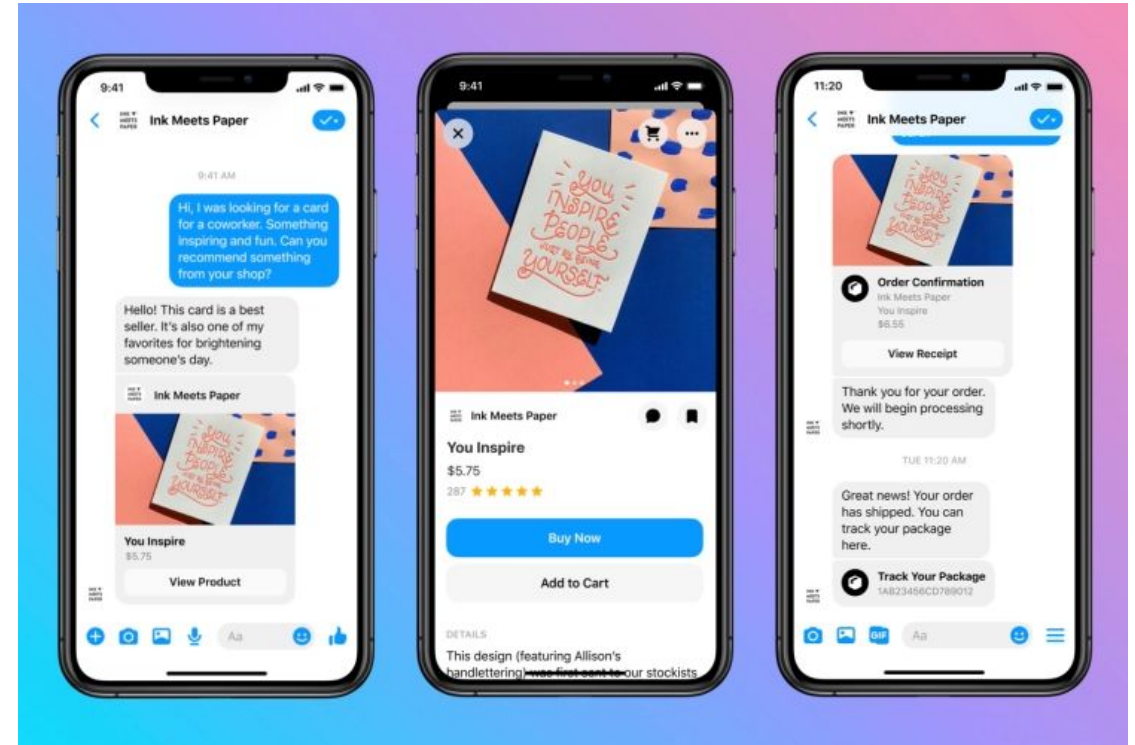


## TIKTOK

Shoppable live stream events have been trialled with Walmart in the US and will become popular. In-app purchases are not available yet.

# The Future of Social Commerce.

- TikTok shoppable live streams and shopping events
- Ratings and reviews, including photos and videos from the community available within Facebook Shops
- Special offers or promotions automatically targeted to select shoppers
- Visual search functionality for shoppers to find similar products via images
- Loyalty Programs connected to your Facebook Account
- Assisted tagging using AI.
- Shoppertainment and gamification - creating games that unlocks deals.



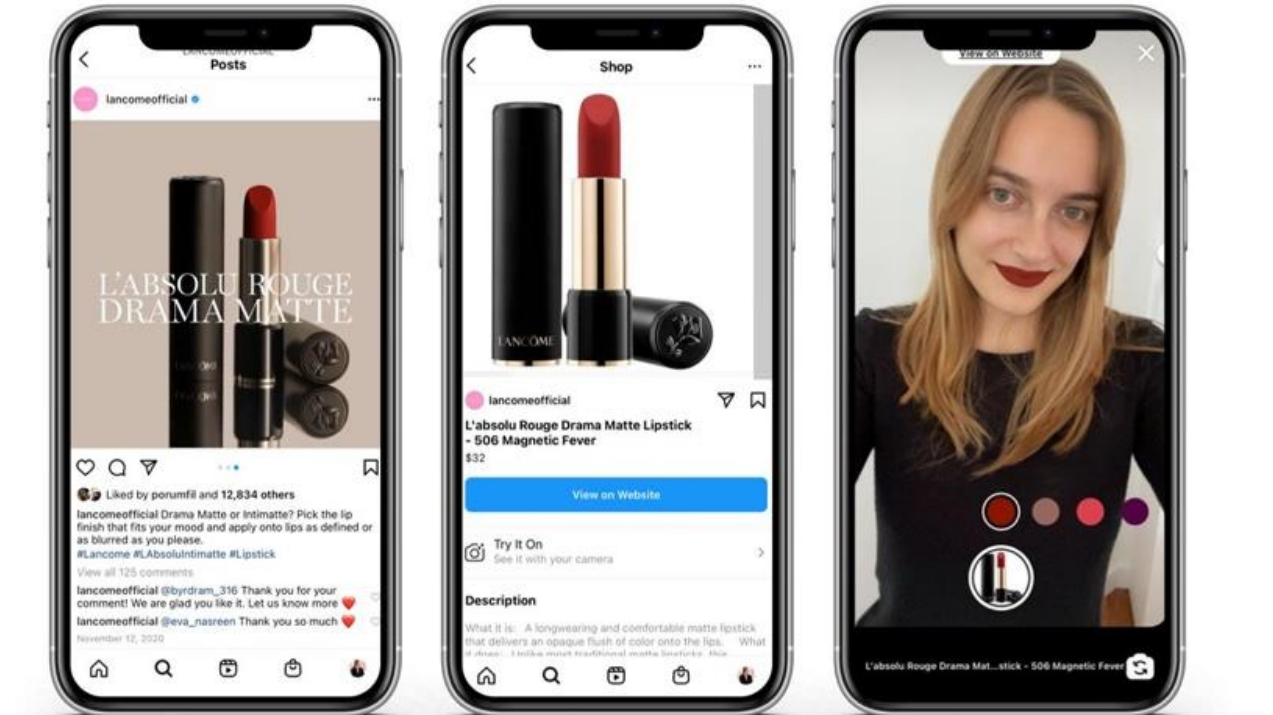
# Interactive Shopping Experiences.

## Leveraging augmented reality

Augmented reality is enabling experiential shopping by bridging the gap between the physical and digital world. 49% of global consumers said they are interested in exploring products/experiences through AR or VR devices before purchasing them.

**“The rise of social commerce is a great opportunity for our brands to reinvent the consumer beauty experience worldwide.”**

**- L'Oréal**



**So what can we do  
for you?**

# Our SMB services

## Social Media Supercharge



A 6-week supercharged programme that sets a strong foundation for accelerated growth. It includes an expertly crafted bespoke social media strategy and practical implementation plan. This is more than 'what to do'. You also receive a toolbox of apps, plans, creative tools and one-on-one help with implementing immediately.

## Social Media Advertising Support



Don't know where to start with Facebook and Instagram ads? Want to ensure you're on the right track? Need someone to just take over?

We've got a number of solutions to ensure you're not wasting money and time on social media advertising.

## One-on-one Consulting



You don't have time to keep up-to-date with all the evolutions in social media. The rules are always changing and new tech and creative opportunities are constantly being rolled out.

Scheduling regular check-ins with our experts who live and breath social media is the perfect way to ensure your social media is always up-to-date and optimised.

Gift Fair 2021

# Time for Q&A!

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 [linkedin.com/in/jenanneburnell/](https://www.linkedin.com/in/jenanneburnell/)

