



The Impact of Social Media and Marketing for Small Businesses & Non-Profits

Mindy Hanson, Wild Iris Marketing

Mindy@WildIrisMarketing.com

www.WildIrisMarketing.com

What is Business Social Media?

- Social media includes so many channels that there is almost always at least one that is an inexpensive and impactful way to reach your ideal client.
 - Connect with current customers.
 - Increase brand and offering awareness.
 - Boost sales and leads.
- Social Media is a place to share your Message, which builds your Brand - not the other way around. Successful Messaging *can* work without Branding emphasis, Branding doesn't work without Messaging.
- Your competitors are on social media so if you are not, their message will be heard and your voice will be silenced.
- Your clients and prospects are on social media and may be looking for someone who offers exactly what you offer!
- It doesn't have to be expensive or elaborate to succeed, just thoughtful and planned.

What are the current platforms?

- Facebook
- X (formerly Twitter)
- Instagram (owned by Facebook's parent company Meta)
- LinkedIn
- TikTok
- Community Forums
- NextDoor
- Alignable
- Pinterest
- Reddit (This is growing in importance recently!)

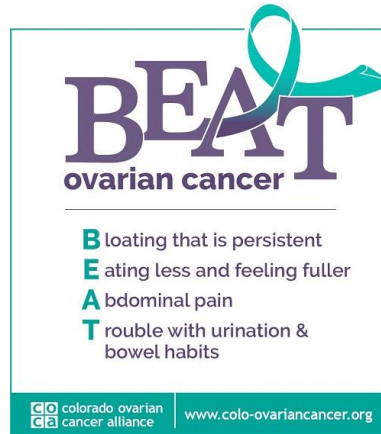
Business v.s. Personal Pages

- Business Pages are NOT the same as a personal pages. You want to have a mix of promotional (sales pitch) posts, industry news and information, differentiation posts, and occasionally fun posts that are appropriate for your business.
- Most social media channels only show any single post to a very small percentage of your followers. As people like, comment on, retweet, or share your post, the platform's algorithms identify the post as be interesting and they show it to a slightly larger portion of your followers. The more engagement you get with each post, the more people will see it so it is critical that you create COMPELLING content.
- *Like a ripple in a pond.*
- **Writing uninteresting content doesn't just not help you, it can HURT you by dropping your Engagement that then buries your other posts.**



Business v.s. Personal Pages

- Each business has different needs and audiences so your specific mix is going to be based on your message and audience but all social platforms provide some analytics tools that you can use to see what is the most impactful and is most interesting to your audience.
- Look at your analytics **at least monthly**. See what kind of posts your audience responds to and do more of THAT.



General Rules of Thumb for Business Pages

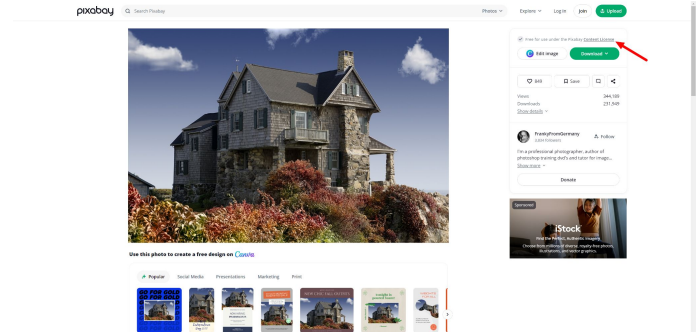
- Keep the content interesting and topical.
- Few businesses need to post every day and even fewer multiple times a day unless there is a special circumstance or event occurring.
- **Make sure your photos and shared content have appropriate copyright permission.**
- Videos can be very beneficial - the current algorithm prefers video to photos for some posts.
- Create or share content that encourages engagement.
- **Some industries have limits on what can be posted due to Compliance issues so be aware of your specific business restrictions.**
- Rarely does buying followers actually help.
- If you post links, use a tracking tool like a UTM code to track usage.
- ENGAGE with people who reply!
- Make sure your website's social media links go to YOUR social media channels!
- **Protect your account access. Don't use weak passwords and always have backup admins.**

Do Not Forget The Social Part of Social Media

- ENGAGE with people who reply!
 - When someone responds, it increases the number of people the platform will show the post to.
 - If you reply to their reply, that is another bump in engagement and helps.
 - Plus, it shows you are a responsive and engaged business.
- Rarely/never does buying followers actually help. (*Restaurant chef case study*)
- If your page has a small number of followers, you are shouting into the wind.
 - Post to groups, communities, and other pages when appropriate.
- Just writing and posting social media does not generate business. You have to work to gain followers and get your message seen.

Finding Public Images That You CAN Use.

- You can not simply Google something and use images that come up.
- For example, if we Google “Business Cartoon” we might get some great images but many of them are copyright and you can face very large fines for using them without written permission from the artist.
- Just because someone else posted it doesn’t mean it’s safe for you to.
- We recommend using one of these sources but still checking EVERY image’s licensing
 - Pixabay.com
 - Unsplash.com
 - Scop.io



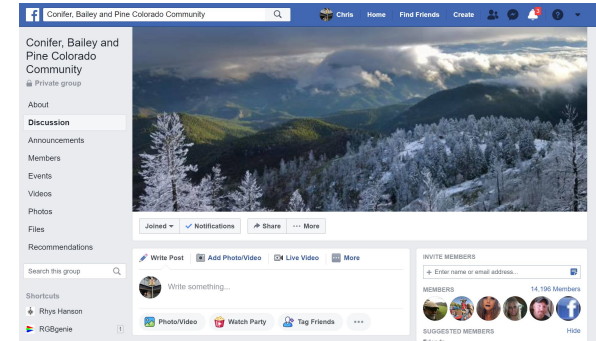
Facebook

- Keep your message brief. Only a small percentage of people click the **Read More** option when it is visible.
- Make sure your business page is set to public. You want people to be able to discover you!
- Have a compelling image or video to attract attention as people scroll through.
- Hashtags are more commonly used on X and Instagram. Analytics show using more than 3 hashtags on a Facebook post actually **lowers** the number of people Facebook shows your post to.
- If you decide to use a hashtag make sure you check it first. Other people may be using it for... things you do not want to be associated with!
- The most used social platform in the world with more than 2 billion daily active users. 30% of US adults get news from Facebook.



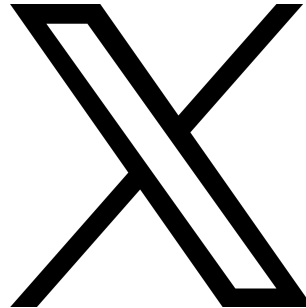
Facebook Groups

- Facebook also offers Groups that are local, regional or special-interest targeted and can be very powerful at spreading your message if used properly.
- Topics include neighborhoods, fan clubs, lifestyles, products and brands, etc.
- Each Group has its own rules about what can be posted, when, how often, etc.
- Facebook Groups can put your message in front of people who were unaware you exist or that they need what you have to offer.
- Posting to your own page and then sharing to appropriate and topics Groups when permitted can be a good way to get the Facebook algorithm to show the post to more of your followers without paying.
- You must follow the rules, or be kicked out.
- **Always** report clearly spam and abusive posts to group Admins and Facebook itself. It does help+matter.



X (formerly Twitter)

- Only 280 characters to get your message across. Be interesting, clear and concise.
- X is VERY public. Every post of yours is there for the whole world to discover, see, and comment on. This can be powerful, for good or bad.
- Have a compelling image or video to attract attention as people scroll through.
- When someone wants to learn about a specific topic on X they can search using hashtags (number or pound signs for many of us).
- If you decide to use a hashtag make sure you check it first. Other people may be using it for... things you do not want to be associated with!
- Recent news reports say use of X has fallen over 30% in the last year.



Instagram

- Instagram posting is very **visual and lifestyle-centric**.
- Every post is an image or video and graphic appeal and impact are key to success.
- Hashtags are common and accepted.
- Instagram posts are primarily submitted from their mobile app “to encourage spontaneity”. This makes it more difficult to plan and schedule campaigns.
- If your offering is visually powerful, you should be on Instagram. Products, foods, travel, lifestyle and fashion all do well.
- Instagram posts & comments are globally public, which can be a double edged sword.
- Instagram “influencers” will try to get you to give them money and/or free products/services in order to get them to post about you on their *Insta*.



LinkedIn

- *“LinkedIn is a business-oriented social networking site. It’s a place to share your skills and credentials, industry insights, past and current work accomplishments, and connection opportunities.” -9Cloud*
- Maintain an updated personal page for yourself as well as one for your company.
- Focused on B2B content not B2C.
- Business page is great place for informational and educational posts.
- Join groups of others in your field and communicate with them.
 - Imagine some of the groups as a Chamber breakfast meeting!
- Find events to attend but post your events as well.
- Great for B2B blog posts.
- Create and maintain a portfolio.



TikTok

- Total Number of Monthly Active Users in the U.S. - 100 million (Jan 2021)
- 53% of TikTok users are male and 47% are female.
- Roughly 50% of TikTok's global audience is under the age of 34 with 32.5% aged between 10 and 19.
- TikTok users spend an average of 52 minutes per day on the app.
- Eye-catching, humorous or emotionally compelling stories are generally the most successful.
- Many corporations block TikTok on corporate devices so it may not be a good way to reach business clients.



Community Social Forums

- Interactive websites with discussion forums like My Mountain Town or Pinecam
- Excellent place to have a **free** account, post messages, offers, answer questions, raise awareness of your business and offerings.
- Budget friendly and impactful way to advertise within your local community.
- My Mountain Town 8,500 members and average 15k-20k unique visitors per month!



NextDoor

- Hyper local audience. Just your immediate neighborhood or town.
- In 2019 over 63% of households had accounts on NextDoor. However, it is not known how many of those are active accounts.
- Unmoderated.
- Can be good to reach through recommendations.
 - I am looking for a tree trimmer who services Bailey. None of the places I have called from down the hill will come this far. Anyone have ideas?

The NextDoor logo is displayed in a light gray rectangular box. The word "nextdoor" is written in a lowercase, sans-serif font, with "next" in a light green color and "door" in a slightly darker green color.

Alignable

- Community based (regional mostly)
- Discussion, Q&A, Industry “news”
 - What are the best marketing strategies to start a new marketing plan for a new product?
 - When it comes to making decisions, what is the single biggest challenge, question, or frustration that you struggle with? Be as detailed and specific as possible. Thank you.
 - Referral Request: Help to generate leads for your business?
Anyone in need of support to help them generate more leads for their business daily?
Talk to us now.
 - Hi All, I have been an entrepreneur and over the past 50 years have been involved in over a dozen start-ups with many partners. I have also been teaching marketing and business courses and have had a consulting business for about 40 years. This experience is what colors many of my responses to your questions. I enjoy the posts and learn a great deal from them. Most of my thinking is "OLD SCHOOL" so that explains why I learn what is currently happening in the new world of marketing. Thanks

Pinterest

- Pinterest can be good for very visual products.
- The primary use for the platform is for inspiration.
- If you are selling wedding accessories, home decor products, project supplies, experiences or vacations, this is a potentially good place for your marketing efforts.
- You will need high-quality photos since that is what the platform is all about.
- You will need compelling images that people want to “pin” as well as share with others.



Reddit

- Reddit is medium-form question-and-answer platform.
- **Q&A content is heavily weighted in the latest Google search.**
- Specific communities for almost every interest.
 - [r/SneakyBackgroundDogs/](#)
 - [r/Vexillology](#)
 - [r/Denver](#)
 - [r/Colorado](#)
- Can be some very toxic communities/users.
- AMA (Ask Me Anything) interviews can be very effective at gaining exposure and establishing credibility.
- **Very** public and anyone can join Reddit and post almost anything.
- Make sure to reply to engagement with your posts' comments and questions, both good and bad.



Social Media Scams


- If you receive a social media message, email, text, phone call etc that says you are in violation of copyright, your account is going to be deleted, you have violated a policy etc **DO NOT CLICK ON THE LINK THEY SEND!** Call us and we can advise you if it is real or not.
- These are common techniques to get access to your accounts and simply clicking their links may well remove all of your access to your own page and give the scammer complete control.
- Do not share lost pets, missing person, lost sentimental items. These are designed to pull at your heartstrings and the scammer gets enough shares and then changes the initial post to a scam offer of some kind and YOU have now unknowingly shared their scam.
- It is critical to have multiple owners for business digital assets in case one account gets scammed, deleted or otherwise compromised.


Social Media Ads

- Ads are flexible.
- You, the advertiser determine who they should appear in front of, with varied levels of targeting based on your chosen platform.
- Ads can very effectively get your message and awareness in front of people YOU know could be your customer, before they even know they are your customer.
- Ads can include text, images, slideshows and even video and can direct prospects to your location, your phone number, your website or even a product specific product.
- Ads can be used to gain followers or sell your business offering.
- Tracking and Analytics can allow you to target people who have already shown an interest to your offerings, and **re-target** them to try to close the deal.
- Use tracking devices like UTM codes in ads so you have definitive data about how many people saw the ad and clicked on it.
- Try different days of the week, times of the month, formats and see what works for YOUR target audience.
- Employ A/B(C/D/E) testing of ad designs, copy, and offers to see which performs best quickly.


Let Analytics Guide Your Journey


- Is your goal high engagement? Lots of views? Phone calls?
- Analytics tools can tell you how each post is performing and you can tailor posts to meet each goal.

 **Blizzard Mountain Pinball** · Feb 5, 4:31 PM


 Tonight's the night! League finals happens tonight at [Blizzard Mountain Pinball!](#) Brackets are up and can be seen at:
...


👍 14 📌 0 💬 0 ▶ 23 👁 51 😊 64.7%

 **Blizzard Mountain Pinball** · Jan 14, 1:16 PM

 Good afternoon! Are you ready for our monthly Max Matchplay tournament? It starts today at 4pm.
...

👍 15 📌 1 💬 1 ▶ 7 👁 457 😊 4.38%

 **Colorado Ovarian Cancer Alliance** · Mar 5, 11:33 AM

 We need your help to raise awareness! Please share this post to your social media and help this cute fox kit raise awareness of the symptoms of ovarian cancer!
<https://www.colorado-ovariancancer.org/about-ovarian-cancer/symptoms-risk-factors/>

👍 10 📌 4 💬 1 ▶ 10 👁 319 😊 6.27%

 **Sally Ball, Broker Associate** · Jan 10, 16:25

 New land listing with VIEWS plus well and septic already in! Beautiful 3 acre south facing parcel in Coal Creek Canyon, close to Golden, Arvada and Boulder or just a few minutes to Gross Reservoir or Boulder Creek fishing and kayaking. \$250,000.

👍 89 📌 16 💬 44 ▶ 51 👁 782 😊 14.3%

Social Media Calendar

- Plan your posts so they are consistent with your message and brand.
- If you have a plan, you can deviate but social media does not become a stress point.
- Post during the times your followers are online and active.
- Keep in mind: analytics tell you what kind of posts is most impactful with your followers.
- Take time to reply! Social media is not a vacuum! Remember the SOCIAL part!
- Mix it up!
 - Industry News
 - Special Offers
 - Meet Our Team
 - Fun Fact
 - Differentiators

Social Media: Tips for Engagement

Encourage followers to share, like, comment etc.

Ask leading questions to stimulate engagement.

Encourage photos and videos.

Create sets for selfies.

Encourage check-ins.

Respond to comments promptly.



Questions to Consider

Ask Yourself:

Do I have social media business accounts?

Am I on the appropriate platforms for my line of work?

Is my About section on each account up to date and accurate?

Is my pages' content interesting, educational and fun or only sales-y?

Do I know the source of every photo, video or meme I post?

Do I list events and offerings?

Do I post regularly?

Social Media: The Plan

- Start with a plan. Random posts are almost worse than no posts at all.
- Determine what you want your message to be.
- Write a series of posts that express that message.
- Do not use all sales pitch posts.
 - If you get a letter every week in the mail from the same person and you open the envelope and every week it is another sales pitch, how long before you no longer open the envelope? But if the envelope sometimes includes a sales pitch, sometimes an interesting industry-related article and sometimes something to make you smile, will you open it?
- Schedule the posts and then be sure to reply and respond when people interact with your posts.
- **Do not ignore the SOCIAL part of social media!**
- Be creative!



10 Steps to How We Do Social Media for Clients

- Identify where our customers' clients and prospects are.
- Identify the messaging that is appropriate for each client.
- Review when their followers are using social media based on analytic data.
- Choose platforms to continue or begin using.
- Write a one year topic guide to capture topics that are applicable during certain time periods.
- Write unique, original monthly posts with graphics, links, hashtags etc complete.
- Send posts to the client for approval or edits. We use Google Docs so that clients can make edits right on the document and we see them immediately.
- Schedule posts for the entire month based on days and times of day that are most appropriate for that platform, that client and that specific message.
- Engage with respondents on behalf of the client (or notify the client if they need to respond).
- Analyze and report on what posts worked and what was most impactful and start the monthly posts for the coming month.

Digital Marketing is More Than Just Social Media

- Social media by itself doesn't generate business.
- Your website, Google My Business, email channels, blogs and SEO all support and enable your Social Media to attract and convert your potential customers.
- Your website can lead people to your social media. Your social media sends people to your website to convert.
- Email newsletters are still currently the #1 RoI digital marketing channel.
- Website blogs can be linked to in Social Media and sent in newsletters.
- Social content topics can be expanded into blogs for SEO value.
- Review campaigns can build credibility and enhance conversion.
- Showing up at events like the Chamber helps build your credibility and let people know who they're working with at the other end of the keyboard.
- Marketing often takes time to build momentum, but Google My Business improvements can literally start your phone ringing within *minutes* of completion.
- **Website SEO improvements are the long-term gift that keeps on giving.**

We Blog/Post About Things You Need & Want to Know



Picture Perfect: Finding Legal Images for Your Marketing

if you are sure your account is not violating, re-verify your account to avoid getting banned.

Confirm your account here: <https://u.to/BYa0Hw?secure-your-account/krjaklenapa>

If you do not confirm within 48 hours, our system will automatically block your account and you will not be able to use it.

Thank you for helping us improve the META Service System.

Facebook Account Theft – Warning



Should I Use a QR Code for My Business?



One Message, Many Platforms



Do I Have to Pay for Facebook and Instagram?



What Makes You Stand Out?

Conclusion

- Happy to answer questions
- Write a question on the back of your business card and I'll reply
- Feel free to email me afterward

**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman