

The elements of

SUCCESSFUL SOCIAL MEDIA MARKETING

Julia Bramble

Summary

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Common problems

- Not having a plan
- Not creating compelling content
- Not enough eyeballs
- No clear pathway from social buzz -> bookings

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What and how?

- More sales ...
- New customers
- Repeat business
- New products/ offers
- Holiday bookings/ events

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What and how?

- On social-
- By raising awareness?
- By creating demand?
- By networking with influencers/key players in your market
- By searching for conversations?
- By creating emotive, story-based content?
- By showing up where others aren't (niches, platforms – IG Stories, FB Lives, LinkedIn ...)

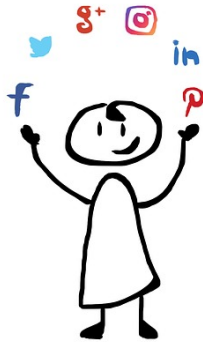
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What & how turns into who? Who is your ideal customer?



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Choose best networks



Choose best networks

- Where your clients spend time
- What suits your content and your resources
- Which is best suited to your plan

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Don't be half-hearted

- Content – be bold
- Be consistent
- Don't try and be everywhere
- Be proactive
- Do the research

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Compelling content

- Why are you different?
Speak to what they want – even if they don't know it !
- Eg. trad. Family holidays – their childhood, no screens etc.
- IG able posts to share with friends

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Examples

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Be focussed

- My IG

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FB Live, IG stories easy ads...

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Compelling content

- Don't just show photos of your rooms – talk about the experience ... how will they feel? (ask them!)
- Also – that else in the area
- York Minster example
- Lake Lodges
- Testimonials

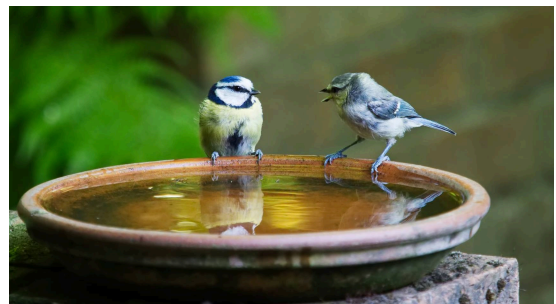
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Great customer experience



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Communication



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Insight



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Insight



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Crowd



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Experience



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Crowd



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Audience



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Audience



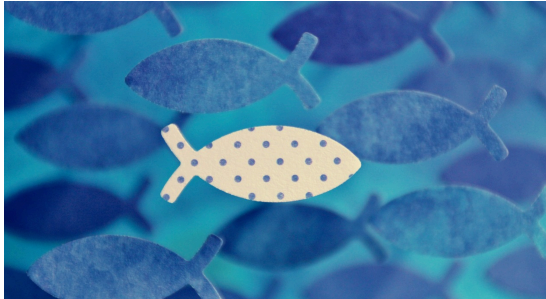
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They want to know about the experience



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Why are you different?



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Content



Plan



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Be proactive

- Google alerts – your hotel name/ local area
- Check against IG top posts at your location + resp
- Listen for tweets & respond
- Twitter chats
- IG accts people they follow

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Buzz -> business

- Sign up to email list & send newsletters – drip feed?
- Messenger
- Share discounts & special offers
- Website -> encourage booking (in which case make sure everything points back to this)
- Make it obvious (what you want them to do)
- Make it easy for them to do it – no form with 60 gazillion fields
- Offers – explain & give phone no. or sales page in the post
- no-one's using native video or Live (or Stopies) clean up

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Social media – how is it different from traditional marketing?



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Social media – how is it different from traditional marketing?

Giving them what they want to see rather than interrupting them & asking them to buy!

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Bank of goodwill



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How can we build goodwill?

- And community of people who love what you do and would only choose you/ refer you

What do they want?

- Help them to achieve it
- And share your unique – vision, story, approach, experience – ie. your brand - connect

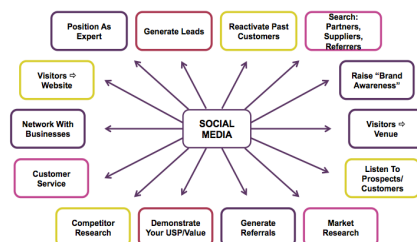
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Social media – what do you want it to do for you?



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Social Media – What Do You Want To Do?



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Quick Social Media Quiz

- 'Content' means –
 - a. your blog,
 - b. printed mailings,
 - c. everything you post on social networks and on your website
- Engagement is
 - a. a pre-wedding state
 - b. when the sign on the toilet door says 'busy'
 - c. getting responses to your online content

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Quick Social Media Quiz

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Quick Social Media Quiz

- Audience is –
 - a. the people who watch a film at the cinema
 - b. the people who follow you on social media
 - c. the people who love listening to your stories in the local pub!
- The way to get the best results is to – pick 2 –
 - a. think like a customer,
 - b. post as infrequently as possible,
 - c. think about how each post can help the business,
 - d. make every post link back to the website,
 - e. use lots of jargon in your posts,
 - f. be chatty, share lots of stories, share images and videos. (open question)

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Elements of successful social media marketing

- Know what you want to achieve
- Know your customer & where they spend time online
- Choose best network(s) for you & them
- Build your audience
- Maximise your reach
- Share unique content (attract ATTENTION)
- Engage (CONNECT)
- Encourage to take action (RESULTS)
- Measure results

Note: Each supports the other

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Implementation considerations

- Who is responsible?
- Resources/ training
- Time management
- Expectations (of the public)
- Policies, privacy and consent.

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Manage expectations



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Consent and privacy



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What other marketing are you doing/ promotion plans?



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Tie social media in with other marketing/ activities

- Eg.
- Speakers at practice
- Events attending (stand)
- Special promotions
- Collaborations
- PR – on radio/ paper
- Supporting non-profits

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Who is your ideal client?

- Age,
- Gender,
- Where they live,
- Married?, children?
- Occupation/ income bracket?
- Pets they have?
- Interests/ hobbies?
- Price or quality?
- TV programmes they watch?
- Celebrities they follow?
- Newspapers or magazines they read?

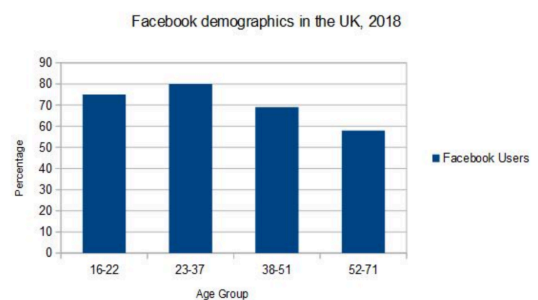
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Facebook



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Facebook



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Facebook

- Business page – post 1x day
BUT reach is very low ...
- Images and VIDEO very important, can share links but reach decreased
- GREAT FOR building relationships, raising awareness, being seen by exactly right people (ads)

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Facebook – not just Pages



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Quick Facebook Quiz

- How many different ad targeting options are there?
 - a. 10
 - b. 25
 - c. over 60
- How long should a video on Facebook be?
 - a. 10 seconds
 - b. 10 minutes
 - c. 1 minute

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Quick Facebook Quiz

- Competitions that ask for Page Likes and post shares are within Facebook T&Cs
 - a.true
 - b. false
- The algorithm is –
 - a. a mantra recited for good luck
 - b. computing used to organise the newsfeed
 - c. mythical beast

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Facebook

- Personal profile
- Events
- Groups – your own/ local group
- Livestreams - Q&A or sharing tips/ how-to/ useful information on animal care/symptoms.

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Facebook Lives



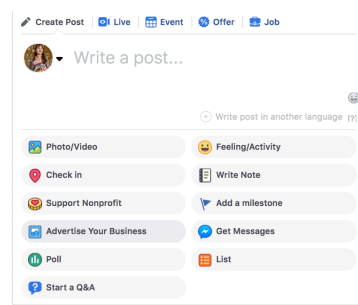
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FB algorithm and ads

- Only 5% or less of people who like your page will see your posts
- And this depends on engagement levels!
- Ads – distribution tool for your best content
- Ads – also share promotions
- Local ads/ video ads
- Small budget
- Retargeting

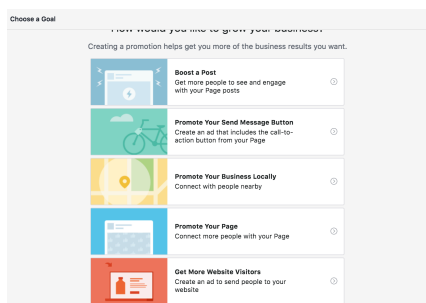
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Facebook ads – from the page



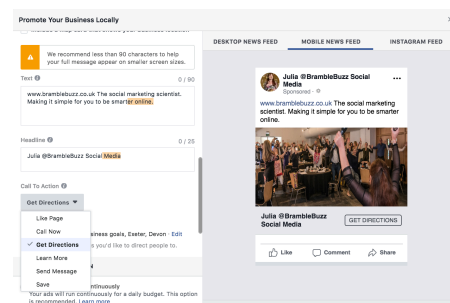
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Facebook ads



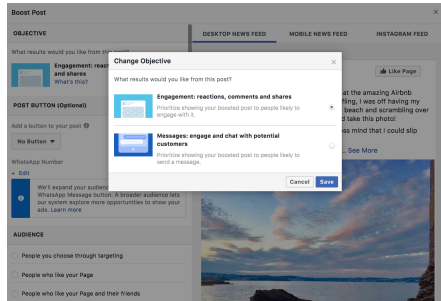
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Facebook ads – promote locally



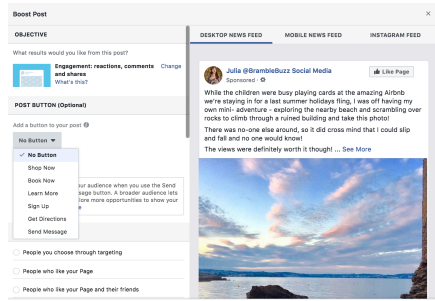
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Facebook ads – boost post



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Facebook ads



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Facebook ads- from Ads Manager

What's your marketing objective? [Help: Choosing an Objective](#)

Auction | Reach and Frequency

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

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Retargeting

Create a Custom Audience

How do you want to create this audience?

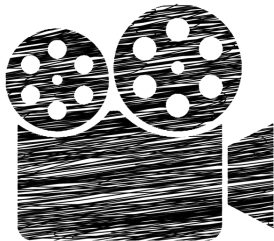
Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer File** Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic** Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity** Create a list of people who launched your app or game, or took specific actions.
- Offline Activity** Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
- Engagement** Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

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Video ads



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Facebook ads

Facebook Page: Julia @BrambleBuzz Social Media

Page 7

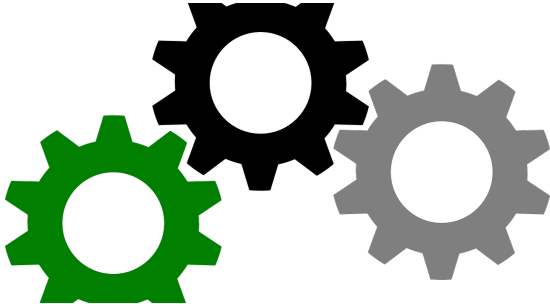
Thumbnail	Video Details	3s Video V...	Last Used
	The problem with inbound ... 22:47 • Uploaded: Jun 14, 2018	120	Jun 14, 2018
	The Highlights of CMA Live 20... 38:47 • Uploaded: Jun 05, 2018	162	Jun 11, 2018
	How to go from struggling to ... 0:59 • Uploaded: Jun 09, 2018	1,834	Jun 09, 2018
	What's Stopping you Go Live? 43:38 • Uploaded: Jun 03, 2018	205	Jun 03, 2018
	Does Twitter Really Work? 42:20 • Uploaded: May 20, 2018	184	May 20, 2018
	Facebook ads - what you're w... 30:54 • Uploaded: May 18, 2018	1,078	May 18, 2018

Selected Videos (2)

- How to go from struggling to ...
Jun 09, 2018 • 0:59
Includes video from: [Source]
- Facebook ads - what you're w...
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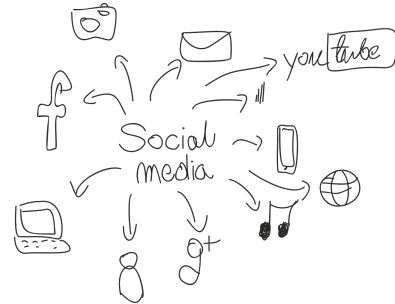
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Awareness building/ follow-up system



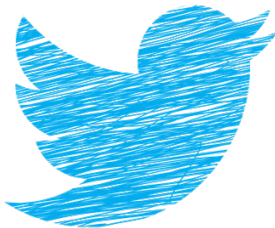
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It's not all about Facebook



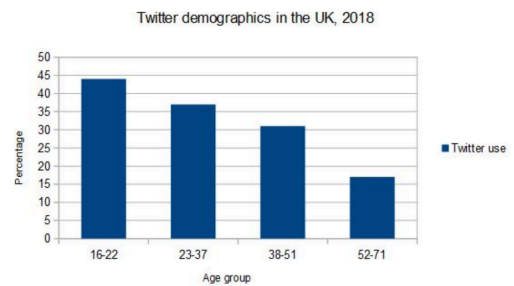
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Twitter



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Twitter



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Twitter

- Very fast-paced
- Tweet > 3x a day
- Images, videos, links
- 240 characters only

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Twitter

- Twitter lists
- Twitter chats
- Businesses can talk with people
- Join in any conversation
- GREAT FOR finding new people based on search – be strategic – get noticed by them & their audience
- Journalists & #journorequest

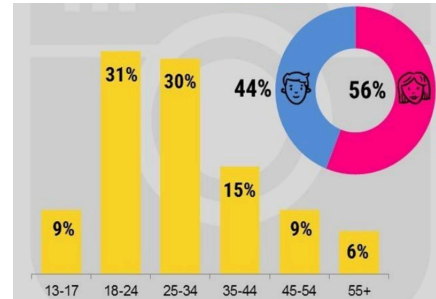
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Instagram



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Instagram



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Instagram

- 2nd most popular social media platform after Facebook
- >30% of users have bought a product they first discovered on Instagram

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Instagram

- Only images / video - quality
- One link only (in bio)
- Post 1x a day
- Businesses can talk with people
- Use hashtags, emojis, location
- GREAT FOR: being found, engagement

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Instagram Hashtags

- Hashtags-> your content found in search

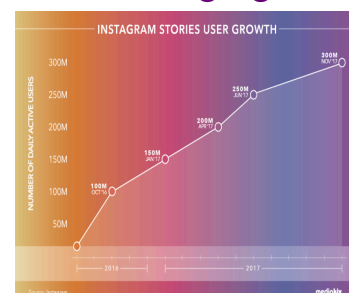
Which to use?

You can use 30!

- Local
- What would your audience search for?
- Check popular/ influencer accounts

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Instagram Stories – things are changing



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Instagram Stories

- Images
- 15 sec videos
- Stickers, masks, text, gifs, filters, hashtags, @ s, doodles ...
- Boomerang
- Location (get seen)
- Add highlights to bio
- Disappear after 24 hrs (archive)

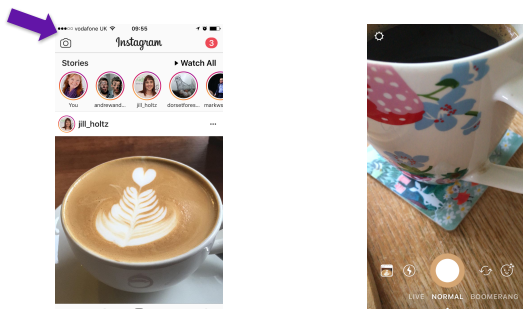
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Instagram Stories



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Instagram Stories



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Instagram Stories

- Engagement- getting to know people behind the business
- Tips and 'real life' learning
- Exclusive offers/ content
- Behind the scenes
- Give people a reason to follow you
- Promote event? Share what it's like for customers? Teach?

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Instagram Stories

- Build relationships with others by **responding** to their stories!
(Social media evolution to 1:1)
- **REPURPOSE** – video, image or story!
- Use to go **LIVE** on Instagram (can bring in one other person; will be able to bring in 3!)

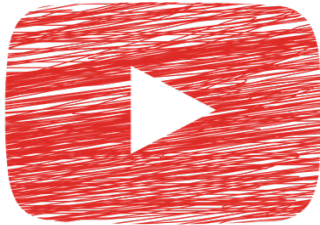
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IGTV

- Share vertical videos
- Up to 10 mins long
- Description with clickable links
- Not taken off ... yet!

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YouTube

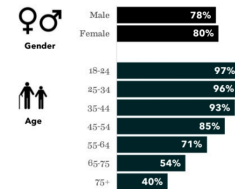


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YouTube

YouTube

Among online UK adults aged 18+, the % who use YouTube



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YouTube

- Video!! (Repurpose & share)
- Second biggest search engine after Google
- Post consistently
- Use keywords
- Not much 2-way conversation
- Slow subscriber growth at first but can go busy very quickly!

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Build audience



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How to build your audience

The bigger your (quality) audience, the bigger the opportunity for your business.

- Follow others
- Share great content
- Make them feel special
- Engage with others (share their content)
- Especially engage with influencers
- Remind in-practice (share why)

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Maximise your reach



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How to maximise your reach

- Within and beyond your current audience
- More people you reach, the better your results
- Proactively engage
- Hashtags
- Share content that gets shared and responded to
- Join trending topics (TV, awareness days)
- Facebook ads

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Share content



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Content

- What to share – what they want, how you're different, what you want them to do
 - Format – engagement, network
 - When & how much to share
 - Repurposing
 - Curating
 - Scheduling
- (For 'organic' social media but also to share with Facebook ads)

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Why choose you?



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Why choose you?

3 reasons

- What do your current clients love about you?
- Do you specialise in a particular area?
- Do you offer out-of-the-ordinary in anything?
- Do you have more/ different training?
- Do you have more/ different tech?
- Do you treat clients differently from the others?
- Do you have a different vision/ approach from the others?
- Do you offer different (better) client benefits from the others?
- Are you the only practice in who?
- What's your 'personality'?

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Does your bio stand out?



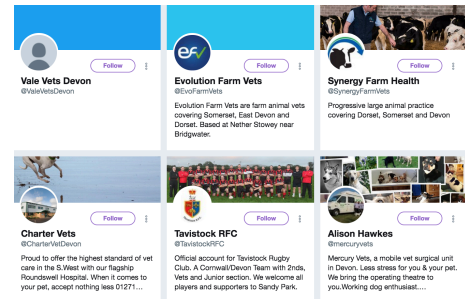
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Does your bio stand out?



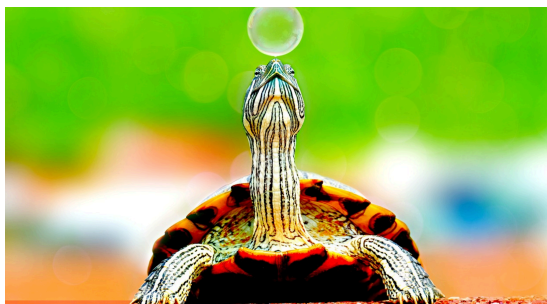
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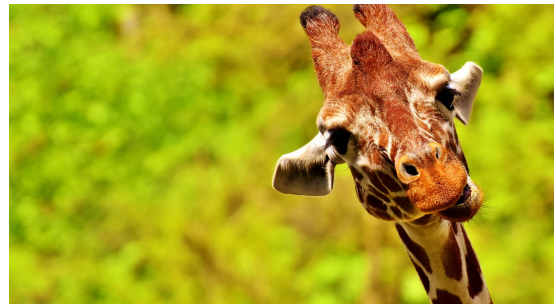
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What do they want when they book with you?



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What questions would they have before booking for the first time?



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What questions would they have before booking for the first time?

- How good are you?
- How much experience do you have in treating ...?
- How much will it cost?
- How well will you look after?
- What happens after I book?
- Will I get any unexpected bills?
- How will you let me know progress (of treatment)?
- Are you easy to contact?
- What times can I come in?
- Will I always see the same vet?

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They'll notice you ...

Do I Like You?

Are You Interesting?

- | | |
|---|---|
| <ul style="list-style-type: none"> • Do you share interesting stuff? • Do you ask my opinion? • Do you listen to me? • Do you understand how I feel? • Do we chat? | <ul style="list-style-type: none"> • Your top tips, advice, FAQs • Questions • Images & videos • Fun stuff • Relevant news • Replies to comments • Your opinion on information |
|---|---|

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They'll start to warm to you ...

Do I Like You?

Do You Make It Clear Who You Are?

- | | |
|---|--|
| <ul style="list-style-type: none"> Your story Your USP Who you work with How you help Your personality | <ul style="list-style-type: none"> Your profile Your branding Behind the scenes stories, pictures & videos Stories about staff Stories about how you work Stories from happy customers |
|---|--|

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They want to know ...

Do I Trust You?

Do You Do A Good Job?

- | | |
|--|---|
| <ul style="list-style-type: none"> Are you an expert? Do you help people like me? Do you get good results? What do other people think? | <ul style="list-style-type: none"> Stories that demonstrate your work "Expert" information PR stories Details of staff expertise Testimonials Endorsements by "big names" |
|--|---|

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Content is important ...

- If your content doesn't stand out from the crowd and attract attention (in a good way), then you're in the scrum for **attention** based on:
 - who's using the snazziest apps
 - who's producing the most content

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Content is important

And you'll be compared to other practices based on **price**, rather than – how good you are, how much experience you have, how fabulous your after-care is, what your specialisation is ...

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What content can we share?

Basic content plan for a week

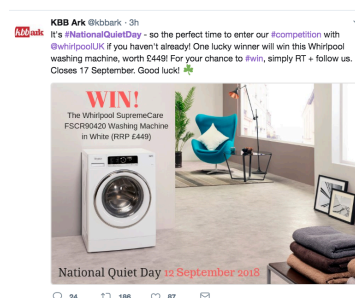
- Eg. 2-3 tweets, 1 FB post, 1 IG post per day.

Create from categories –

- Credibility eg. training/ expertise/ specialist skills
- Behind the scenes day-to-day (showcasing your vision/ why you're different/ what it's like to be a client)
- New treatment/ industry news that's relevant
- Value (eg. top tip, answers to FAQs, pet care, etc.)
- Funny
- Testimonial/ success story
- Curated – other people's content – eg. articles
- Offer/ promotion
- Events/ what's coming up
- Local stories or work with not-for-profits

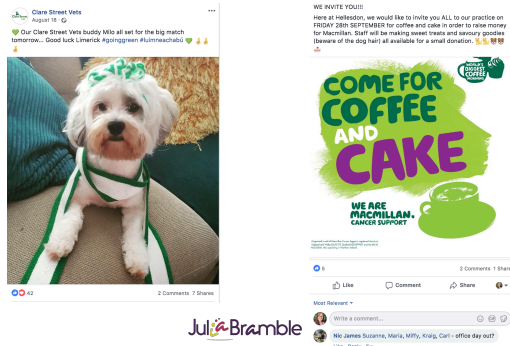
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Content – join in the conversation



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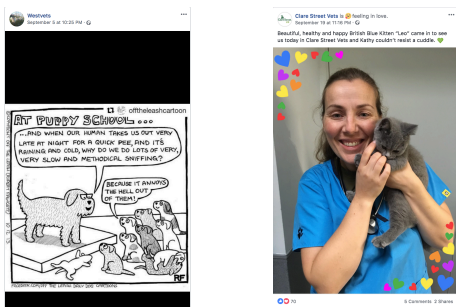
Content – local story/ outreach



Content – expertise/ positioning



Content – funny/ cute



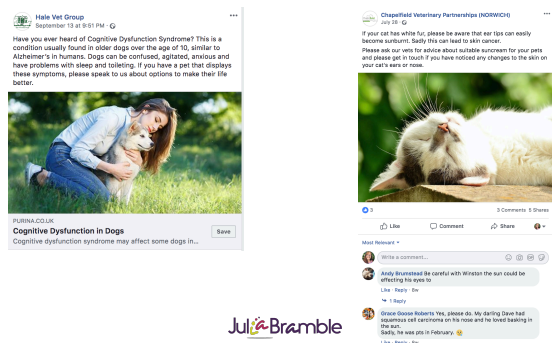
Content – great photo



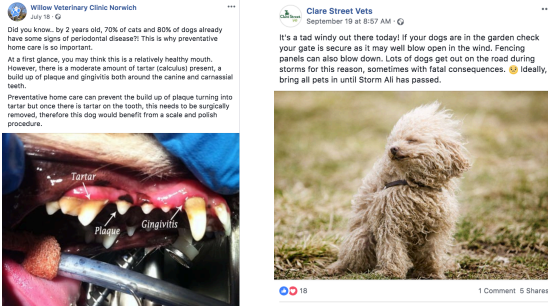
Content – show your business personality



Content – educational/ expert – sharing value



Content – educational/ expert – sharing value



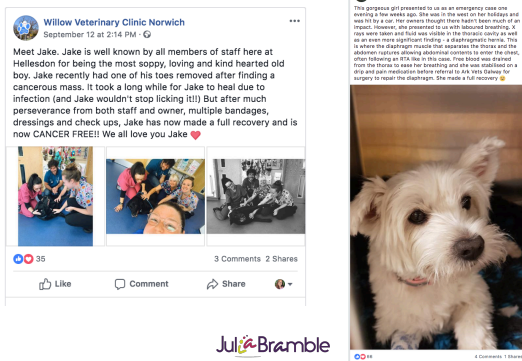
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Content – educational/ expert – sharing value



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Content – case studies



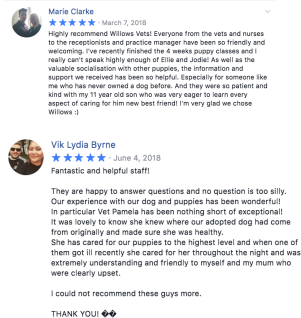
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Content – to get a response



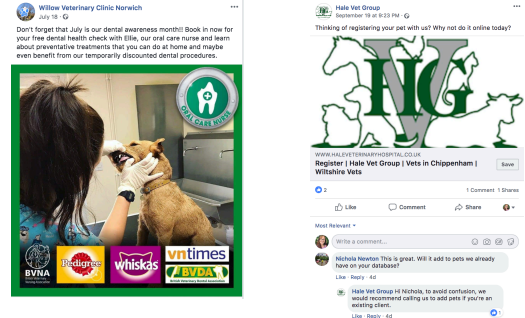
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Content – testimonials – do you share them?



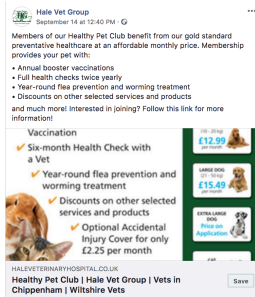
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What do you want them to do?



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What do you want them to do?



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Content – the language you use

- Do the words and phrases you use mean the same to your audience?
- Are you using jargon?
- Would this put your audience off, or bring them closer?

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Content

- Relevant
- Relatable
- Varied
- Timely
- Consistent

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Content- is it working?



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Content Format

- Image or video
- Format to suit network
- Facebook, YouTube – create captions
- Vertical video!
- Video- 1 min Instagram, (10 min IGTV)
2 min Twitter

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Content Format

Image editing tools

- Canva
- Picmonkey
- Easil
- WordSwag (app)
- Snapseed (app)

Video creation tools

- Lumen 5
- Biteable
- Facebook slideshow
- Splice (app)
- Legend (app)
- Adobe (Spark, Premiere) (app)
- Ripl (app)
- Apple clips (app)

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Content – when & how much to share

- Consistency
- Different for each network
- 2 - 3x day Twitter
- 1x day Facebook, Instagram
- What time of day will your people be on there?
- Best times -> Facebook, Instagram Insights
- Same content, different format/ language for each network

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Content Repurposing

VIDEO ->

- Share on Facebook, YouTube
- Embed to blog
- Share blog on Facebook, Twitter, Instagram
- Turn into words (Rev.com)
- Images – quotables overlaid
- Images and one or 2 lines
- Shorter video clips
- Rerun as Facebook Live
- Also repurpose content you already have eg. other marketing materials

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Content – what do you want them to do?

- Visit website? – share links to website (blog)
- Share post? – ask
- Respond to post? – ask
- Tell you what they want? – ask
- Encourage to visit? – remind
- Book with you? – share offer, voucher, remind
- Attend event – remind, WIFT
- Join your email list? – share link to sign up page, WIFT

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Content Curating

- Sharing content created by others – blogs, videos, etc.
- You add value by finding it & filtering it for your audience
- Who creates good content regularly?
- Use Google Alerts
- *Don't over-use (no more than 1/3)*

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Content balance

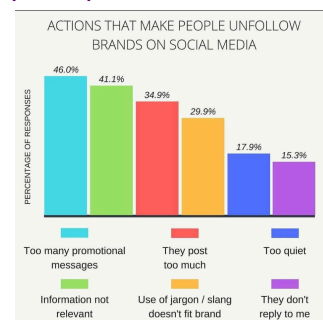
WIFT

VS

WIFU

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Why people unfollow brands



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How could you improve this content?



Liked by
We have some exciting news... watch this space. Spud is super excited. #agencylife

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How could you improve this content?

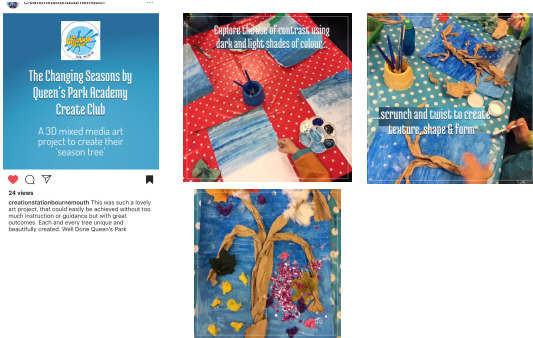
Video of vans

Exeter, Devon



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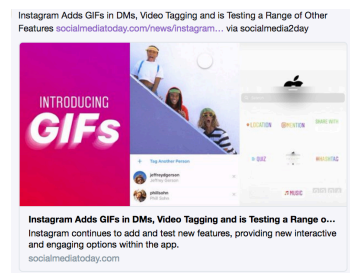
Content with impact!



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How could you improve this content?

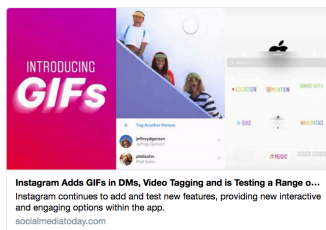
Tweet of someone else's blog post



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Content with impact

Oooh I'm loving these new features coming to Instagram, especially being able to add quiz-style questions to Stories - how about you?
Which new feature do you like the sound of the most?
News via @socialmedia2day



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Content with impact



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Importance of a content plan

Post/ tweet Day of the week	Update 1	Update 2
Monday	Fun stuff/ question	Testimonial/ success story
Tuesday	Useful/ informative article	Behind the scenes
Wednesday	Top tips/ FAQ answers	Promotion/ next steps
Thursday	Useful/ informative article	Expertise/ training
Friday	PR/ credibility	Top tips/ FAQ answers
Saturday	Promotion/ event	Fun stuff/ question
Sunday	Weekend relevant post	Behind the scenes

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Content Scheduling

Scheduling tools

- **Buffer** – Twitter, Instagram (business), (Facebook)
Allows you to queue
- **ContentCal** – not Instagram directly but enables content planning
- Facebook – use built-in scheduling

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Engage



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Engagement – maximises your impact

Why is it so important?

Builds relationships
Encourages trust
Gets your content seen by more people

But ... it's not the be all and end all!

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Engagement – maximises your impact

How do we get it?

Share content that sounds like a friend
Ask questions
Ask opinions
(but avoid engagement-bait!)

Also – be proactive

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Engagement maximises your impact

Instagram/ Twitter

- Engage-worthy content
- Be proactive
- Be strategic
- Eg. local, influencers related to your business, influencers your followers follow

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Engagement - maximises your impact

Facebook

- Engage-worthy content
- Livestream
- Encourage check-ins
- Ads

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The other side of the coin

Negative comments/ complaints

Respond quickly

Acknowledge them so they feel heard

Take conversation off social media

Ask what solution they're looking for

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Measure your progress



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Measuring

- Analytics in platform
- Google Analytics
- Bit.ly
- Voucher codes etc.

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Measuring- Facebook Insights

Notifications 1 Insights Publishing Tools Promotions

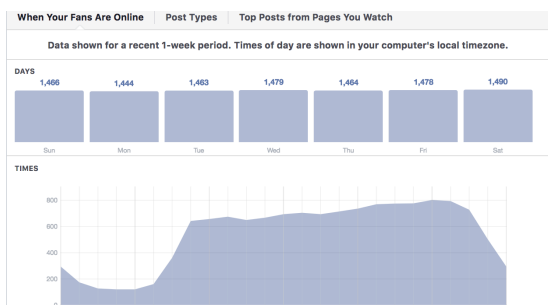
Page Summary Last 7 days *

Results from Sep 08, 2018 - Sep 14, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

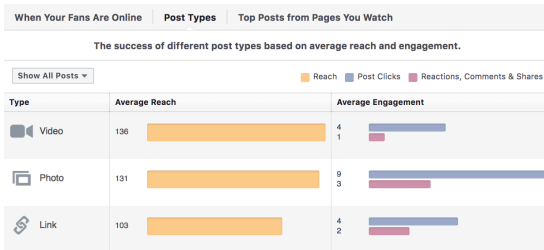
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Measuring- Facebook Insights



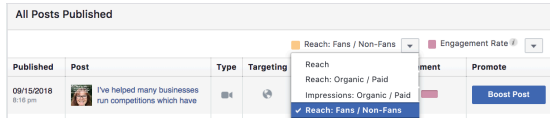
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Measuring- Facebook Insights



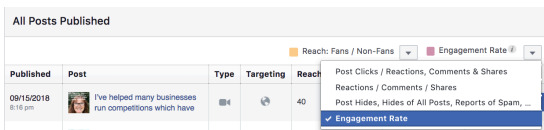
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Measuring- Facebook Insights



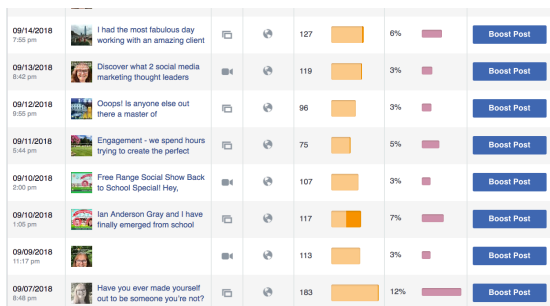
JuliaBramble

Measuring- Facebook Insights



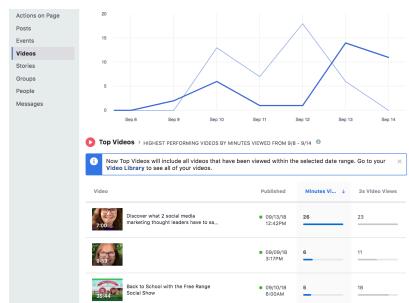
JuliaBramble

Measuring- Facebook Insights



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Measuring- Facebook Insights



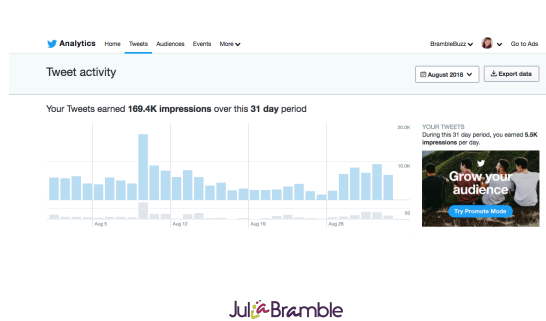
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Measuring- Twitter Analytics

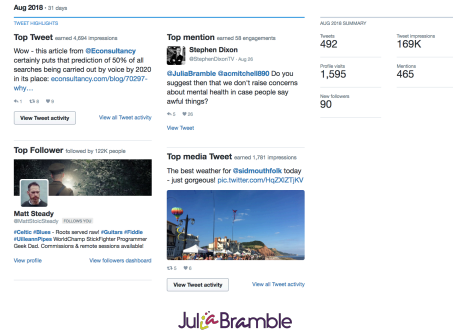


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Measuring- Twitter Analytics



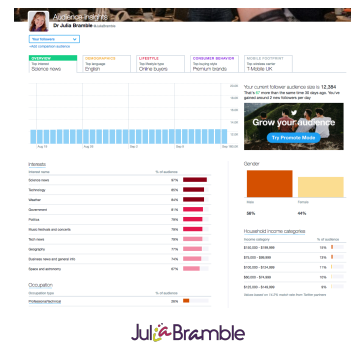
Measuring- Twitter Analytics



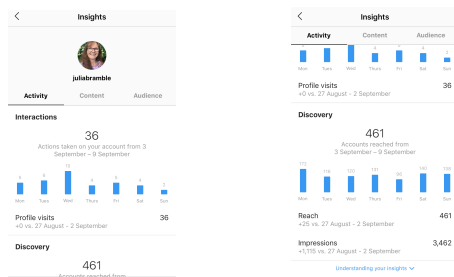
Measuring- Twitter Analytics



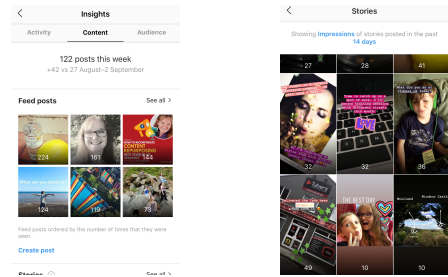
Measuring- Twitter Analytics



Measuring- Instagram (business) Analytics



Measuring- Instagram (business) Analytics



Measuring- Instagram (business) Analytics



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Measuring – Bit.ly

Simple Facebook Ads Success

http://www.bit.ly/adsuccess

bit.ly/adsuccess



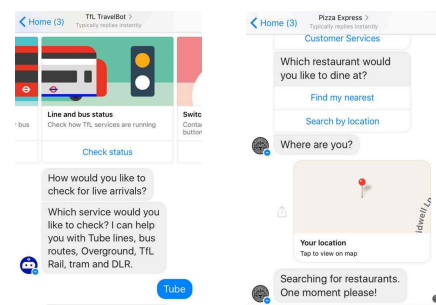
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Summary - successful social media marketing

- Know what you want to achieve
- Know your customer & where they spend time online
- Choose best network(s) for you & them
- Build your audience
- Maximise your reach
- Share unique content (attract)
- Engage (connect)
- Encourage to take action
- Measure results

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What's next?



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Action plan

OVER TO YOU!!

What are your top 3 actions?

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