

Social Media For Business in

2019

Understanding the Facebook algorithm, and making social media work for your business.



Social Siren Marketing, 2019

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Why social media should be part of your marketing strategy in 2019.



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Tips for making your social media goals a reality.



01

Why Social Media?

The way businesses reach their potential customers is CHANGING! People are getting their news online, socializing online, and beginning their purchase decisions online. Even when we watch television, the average consumer uses their mobile device during commercial breaks.



Why Social?



1 out of every 5 minutes spent on mobile devices in the US is spent on Facebook and Instagram.



78% of American Facebook users have discovered something to purchase via this platform.



The number of small businesses advertising on Facebook has doubled to 50 million in the past 2 years.



Over 88% of all companies are now marketing on social media. If you aren't, then now is the time to get started.



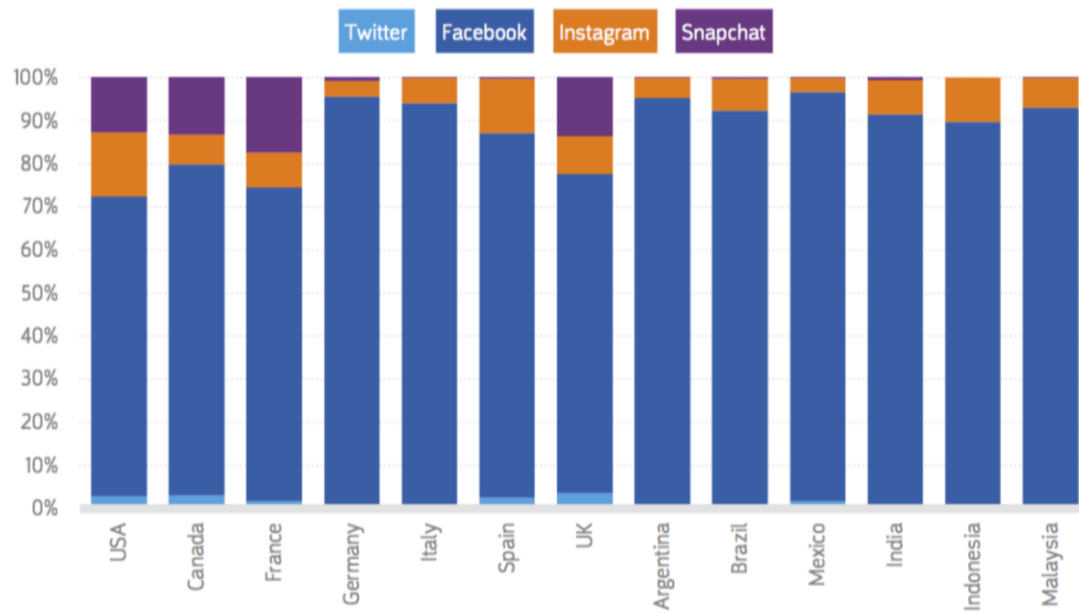
The Social Networks

Where should you be social?

When it comes to network options, more is not better. Part of your social strategy is choosing the networks that will be most effective for your brand.

Social Networks' Share of Time

Share of Combined Minutes for 4 Major Social Networking Apps



Facebook

Google My Business

Twitter

Instagram

LinkedIn

YouTube

And SO many more...





What about the other 4 minutes?

The Facebook Audience Network



When you create an ad on Facebook for News Feed, your ad can also be delivered in Audience Network. Eligible ads are converted into different placements including native, banner, interstitial, in-stream video, and rewarded video ads on Facebook-approved publishers.

A decorative graphic featuring a background of a mountain range under a blue sky with white clouds. In the center, there is a large blue circle containing the number '02'. Surrounding this central circle are several other circles in red, blue, and pink, of varying sizes, creating a dynamic and modern aesthetic.

02

Developing a Strategy

Building a social presence and using social marketing is SO MUCH MORE than just posting on Facebook. Let's talk about how you can build a social strategy.



Elements of a Social Strategy

Your business Goals

What are your 2019 goals for growth, and how can social help you achieve them.

Your Social Goals

These are measurable goals for social media that are different from, but based on your overall business goals.



Your content Strategy

Your content strategy includes the type of posts that are both important to your business, and will resonate with your audience.

Your Advertising Strategy

Separate from your page content, your advertising strategy will include budget allocation, target audiences, and campaign plans.



03

The Facebook Algorithm

Before you post, it is important to know what happens after you hit 'publish'.



Elements of the Algorithm

1. The Inventory

Inventory represents the total stock of all content available that can display to a user on Facebook's News Feed.

2. Signals

This represents all the information that Facebook can gather about a piece of content.

What type of content, the publisher, its age, purpose, and more.



4. Score

Score is the final number assigned to a piece of content based on the likelihood the user will respond positively to it.

3. Predictions

Predictions represent the behavior of a user. Facebook predicts how likely users are to have a positive interaction with a content piece.



The Basic Timeline



The post analysis

Facebook ranks your post based on how likely it is to gain a positive reaction. This is not only based on the post itself, but also individual user behavior.



Initial Reach

Prior to, or without audience engagement, your post will show up in 2-4% of your audiences' news feeds.



The Impact of Engagement

Engagement is the primary factor in how far your posts will reach, and impacts your posts in multiple ways.



The impact of engagement



Engagement as a whole

When a user engages with your post, it increases it's reach. In addition, it tells facebook that your content is something that users find interesting. This will also increase your future reach.



The 'Share'

This is the most effective type of engagement. The post will now show up on the person's timeline, and can be viewed by all the people who follow them.



The 'comment'

In addition to helping with the algorithm, comments are able to be seen by a *portion* of the users followers. They will not be added to the timeline, but can be seen in the feed.



The 'reaction'

Reactions tell Facebook that user is interested in your content, and they will be more likely to see it in the future.



Negative reactions

These hold more weight with the algorithm than any of the positive reactions.

The true snowball effect of engagement takes **TIME**.



How to make the algorithm work for you

Monitor your content performance

Keep track of how your different content pieces are performing engagement-wise. Continue posting content that performs well.

Avoid click-bait type posts

Build organic relationships with your audience, and Stay away from asking people to “please comment, like, and share.” Your content should inspire them to engage without having to ask.

The 80/20 Rule

As a general rule, the content on your pages (not just Facebook in this case) should be 80% based on your audiences' interests, and only 20% geared toward generating sales.



04

Strategy Into Action

How to make the goals a reality



Executing your strategy

Social Media isn't Magic.

- ⚙ It takes time, dedication, consistency, and a LOT of work.
- ⚙ Immediate ROI can be expected but the true benefits take much longer...(up to 2 years!)

Social Media takes time.

- ⚙ Best practice is posting every day.
- ⚙ Minimum 3 to 6 months of consistent engagement and insights to begin to effectively learn your “voice”...



Remember, one of the WORST things you can do for your brand on social is create a social media, then ignore it.



Plan to engage

42%

An Edison Research study found that not only do consumers expect companies to have social media channels, they expect them to be ready to respond quickly there. Forty-two percent expect a response in under an hour, 25% in the same day and 9% want it in 5 minutes!



Make a plan for how to handle engagement.

Make sure you're getting notifications

Set aside time daily

Make it a priority.

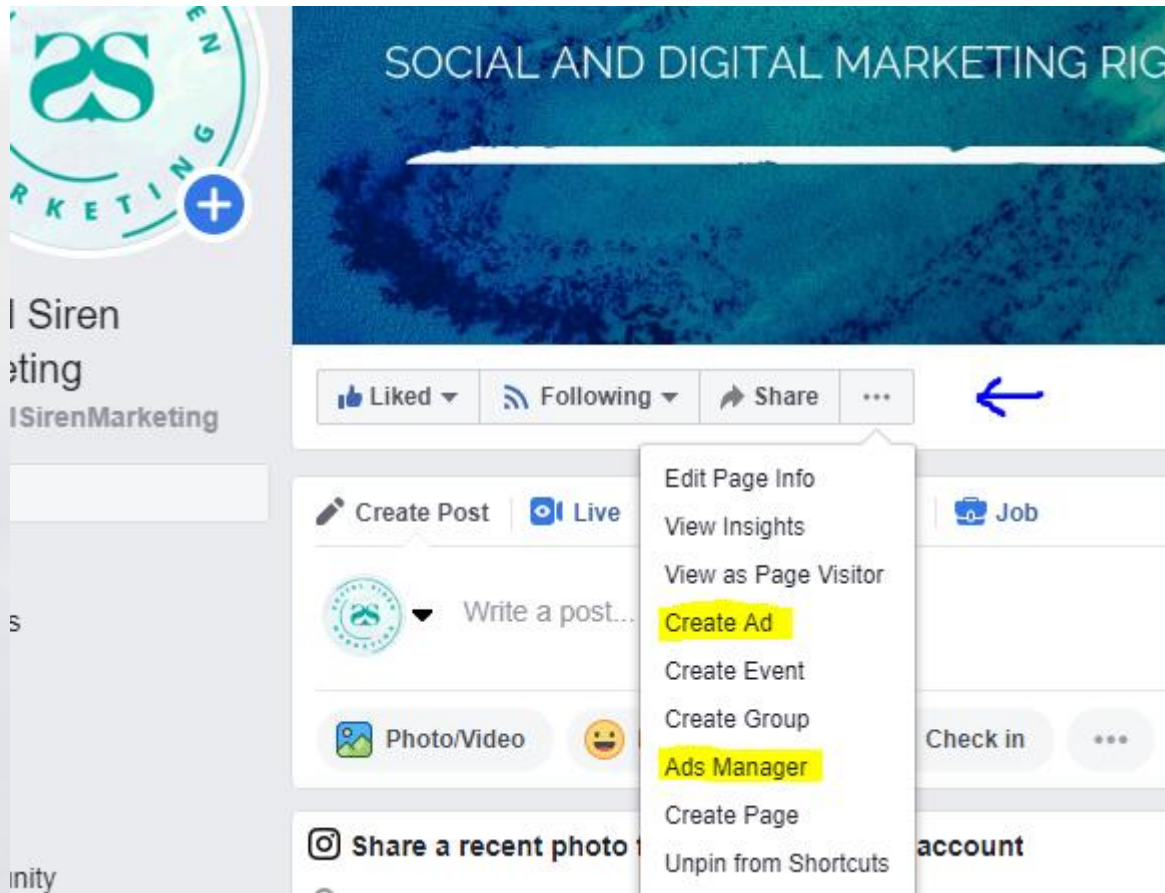
Remember, we are building relationships.

People will not continue to try to talk to you if you ignore them. Just like real life!



Advertising

How to create and ad



Choose your goal

Choose your marketing objective? Help: Choosing an Objective		
	Consideration	Conversion
Reach	<input checked="" type="checkbox"/> Traffic	<input type="checkbox"/> Conversions
Engagement	<input type="checkbox"/> Engagement	<input type="checkbox"/> Catalog sales
App	<input type="checkbox"/> App installs	<input type="checkbox"/> Store visits
Video	<input type="checkbox"/> Video views	
Lead	<input type="checkbox"/> Lead generation	
Message	<input type="checkbox"/> Messages	

Let's go Live!!



2019

THANK YOU!

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