Introduction to Social Media Marketing

Using social media to promote your events.
What is Social Media Marketing?

Social media marketing is the process of gaining awareness, driving traffic and engaging your customers and prospects using social media channels.
Uses For Social Media Marketing

- Connecting and engaging with customers
- Building a reputation, increasing recognition or improving brand awareness
- Generating leads or sales opportunities
- Increasing event traffic
- Reaching new prospects or buyers
- Positioning company as an authority
- Improving customer service with additional communication outlets
Questions to Ask Before Starting

1. Does my target audience use social media? Which channels?
2. What’s being posted about my industry, competitors, company or products?
3. How are my competitors using social media and is it effective?
4. What are my biggest opportunities with social media?
5. What do I want to get out of social media that I can’t get elsewhere?

Many organizations just assume customers are using social media channels. Before you jump in with both feet, stop and consider how social media will work for your business goals.

- Evaluate how your target audience is using social media and whether there is an opportunity to reach your audience through a particular social channel.
- Establish a strategy and goals for your social marketing program.
- Determine which channels to start with first – experts often recommend starting with 1 or 2 channels.
Using Social Media for Event Promotions

According to a recent Constant Contact survey, 77% of event marketers are using social media to promote their events. Of that 77%, nearly 74% find the channel extremely or somewhat effective.

- Share the best content – make sure you craft a compelling story
- Contest – run a special contest for social users at the event
- Prominently display the discussion around the event
- Use the event hashtags (#ACE14) to become a part of the larger discussion
- Create a video people will share

Social Channels Most Used to Promote Events

- Facebook
- Twitter
- LinkedIn
- My company’s blog
- Other industry forums
- Foursquare

Currently using
Plan to start using within 6 months
## Popular Social Sites by Stats

<table>
<thead>
<tr>
<th>Site</th>
<th>Total Users</th>
<th>Users by Age</th>
<th>U.S. Users</th>
<th>Users by Age</th>
<th>U.S. Users</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>1.15 billion</td>
<td>• U.S. Users- 598 million</td>
<td>• Users by age</td>
<td>• 65 – 100 years (23.9%)</td>
<td>128.2 million</td>
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<td></td>
<td></td>
<td>• Users by age</td>
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<td>• 18-24 year (23.4%)</td>
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<td></td>
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<td>• Users by age</td>
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<td>• 35-44 years (17.2%)</td>
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<tr>
<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 45-54 years (13.4%)</td>
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<td>LinkedIn</td>
<td>238 million</td>
<td>• U.S. Users- 74 million</td>
<td>• Users by age</td>
<td>• 25-54 years (67.7%); fastest growing age segment is 18-24 years</td>
<td>94 million</td>
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<td></td>
<td></td>
<td>• Users by age</td>
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<td>• 2.7 million LinkedIn company pages</td>
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<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 1.5 million LinkedIn groups</td>
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<tr>
<td>LinkedIn</td>
<td>500 million</td>
<td>• U.S. Users- 94 million</td>
<td>• Users by age</td>
<td>• 23% 25-34 year</td>
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<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 22% 18-24 years</td>
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<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 17% 35-44 years</td>
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<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 13% 45-54 years</td>
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<td></td>
<td></td>
<td>• Users by age</td>
<td></td>
<td>• 6% 55–64 years</td>
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*Note: Figures are approximate and may vary.*

**Statistics:**
- Facebook: 1.15 billion users, 54.6% female; 45.5% male.
- YouTube: 800 million users, 58% female; 58% male.
- LinkedIn: 238 million users, 57.9% male; 42.3% female.
- Twitter: 500 million users, 55% female; 45% male.
Getting Started with Facebook

**Step One**
Create an effective company page.

*Your page should include:*
- Company logo
- Company description
- Fantastic cover photo
- Appropriate profile photo
- Related images and videos
- Events you are sponsoring or attending.

Invite your friends and customers to like your page. Be sure to have others in your company do the same.

Add links to your Facebook page on your company website, sales materials, and promotional materials.

**Step Two**
Begin posting useful and meaningful content targeted at your audience.

*Don’t confuse content and promotional messages.* Your audience will quickly unlike your company if you bombard them with too many promotional messages.

As you establish a relationship with your audience and they find your content useful, most often, users will click the like button, which will then be shared with all their friends. **This is how you build a larger audience.**

**Step Three**
Facebook offers an Event tab, where you can list all events you are sponsoring, attending, exhibiting, or holding.

Be sure to include all details and update content as the event gets closer.
Facebook Strategies for Your Next Event

- **Create a Facebook event.** When someone RSVPs, it will appear on the home profile of everyone that person is connected to. Be sure to ask employees, partners, and friends to mark themselves as attending. This will push the event out to more people.

- **Piggy-back on other events.** Use Facebook events already in place to power your company’s sponsored events within larger tradeshows. Consider offering something exclusive to Facebook fans if they come by the booth to say hi. Be sure to add your booth number.

- **Update!** During the event, post updates and photos. Thank specific people for stopping by the booth.
Getting Started with Twitter

Step One
Set up a Twitter account for your company. Add a description and profile photo. Begin following others and inviting them to follow you.

Step Two
Begin sharing content with shortened links that direct people to the event details. Be sure to answer questions, thank those who retweet your content.

Step Three
Beyond your company Twitter page, have your company’s spokespersons or talking heads set up accounts and encourage shared knowledge.

Twitter Strategies for Your Next Event

- **Character Limit.** Keep posts limited to 140 characters. If you include a link, reduce the character count to 117/118.

- **Pre-event tweets.** Do a series of tweets leading up to the event to share what is exciting at the booth or event. Create a hashtag for the event.

- **Retweets.** Retweet what others are saying about the event. Maybe a partner or another vendor has shared information useful to your cause or that might be interesting to your target audience.

- **Update!** Post updates throughout the event. Thank specific people for stopping by the booth.

- **Add photos.** Take photos and share on Twitter. Most smartphones allow you to do this quickly.

- **Create a buzz.** Think “Where’s Waldo?” If you have a mascot, have them tweet hints to their location. The first person who finds the mascot gets a prize. You can also do this as a scavenger hunt, where the contestants gather items and in the end, show up in your booth.
Getting Started with LinkedIn

Step One
If you don’t have a personal LinkedIn account, you will need one before you start a company and/or group page.
LinkedIn will walk you through the process of creating a profile. If you are unsure what to include on your profile, there are many experts and resources will tell you how to create an effective profile.
Once you have set up your profile, you can begin your company or group page.

Step Two
After your personal page is created, establish a company page.
A company page includes
• overview of the company
• career opportunities
• product or service information
• insights
You will want to include a logo and brand the page. Also encourage employees to follow the page.

Step Three
Begin with sharing content that would be useful to group members. Ask for feedback and start a conversation.
Content could include a recently published article on a related topic or industry research that was just released.
If you chose to start your own group, you can restrict who joins and how people engage with one another. Establish rules and parameters for your group to avoid too many promotional and sales posts.
LinkedIn Strategies for Your Next Event

• **Post teasers.** Event speakers often find it beneficial to share tidbits or glimpses of the upcoming presentation on LinkedIn. Encourage your speakers to join groups and share these tidbits.

• **Discuss.** Engage in group discussions related to your industry and ask people to join you at the event.

• **Engage industry experts.** Reach out to other event speakers and engage them on key topics that you feel are relevant.
### Secondary Social Sites

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<td><strong>Google+</strong> (500 million users)</td>
<td>is a social network that aims to make sharing on the web more like sharing in real life. Though the initial demand was extremely high, the statistics show users spending an average of a few minutes per month on this site, whereas they spend 7.5 hours on Facebook monthly.</td>
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<td><strong>Instagram</strong> (130 million users)</td>
<td>is an online photo-sharing and social networking service that allows users to take pictures, add filters and share through other social networks, such as Facebook or Twitter.</td>
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<tr>
<td><strong>Pinterest</strong> (70 million users)</td>
<td>is a content sharing service that allows members to &quot;pin&quot; images, videos and other objects to their pinboard. When they click these pins, it directs them back to the original content website. With a website plug-in installed, a user can pin, comment, and share with their friends</td>
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<tr>
<td><strong>Foursquare</strong> (25 million users)</td>
<td>is a social networking website for mobile devices that uses a GPS-based application. Users are rewarded for checking in with user points and badges. Friends can share their location with one another through the application.</td>
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Additional Social Media Marketing Opportunities

- **QR codes.** Use QR code at the tradeshow – visitors can scan the code which will take them to a landing page. This page can include all social outlet links including blog links.

- **Traditional blogging.** Create blog posts talking about the event. Ask questions of the audience – are they attending? What are they looking forward to? What are their thoughts on the keynote/topic? etc. After the event, write a summary, thank specific people who did something great, and ask your audience what they thought.

- **Live blogging.** Try live blogging during the event to reach those who were unable to attend the event. Blog a recap of interesting sessions covering the main points for those who weren’t able to make it to the show. Add the writers perspective of the session.

- **Take photos.** Take many photos and share on social networks that evening. Tag those you know. Use Flickr to upload – add captions, tags to those you know, keywords in description, and links. Use Creative Commons license to allow others to share the photos with their social circles.

- **Videotape relevant events.** If an employee is speaking at an event or sitting on a panel, video tape the session and share via social media outlets, like YouTube.

- **Ask for feedback.** Be sure if you share events through social media, welcome honest feedback. Ask your audience what they thought? Ask to share their stories.
### Before, During and After

#### Before ACE14
- Ask your speaker to post their session to their LinkedIn network and on the ACE13 page
- Share content that would be useful or interesting to those who are attending ACE13
- Start conversations asking what others are looking forward to attending or viewing
- Share your booth number and invite customers to stop by during exhibiting hours

#### During ACE14
- Be sure to use #ACE14 in your tweets, as this will include your tweets with others also tweeting about the event.
- Share photos of your booth or sessions your team attends.
- Share details of upcoming sessions or roundtables that mention your company or include speakers from your company
- Run contests across social channels to drive traffic.
- Share demos, research, or product images

#### After ACE14
- Create a poll related to the event
- Post thank you messages to those who stopped by or others that made the event successful
- Add new content or research that came out of the event
- Be sure if you share events through social media, welcome honest feedback. Ask your audience what they thought? Ask to share their stories.
Monitor & Measure Social Media

- Track Twitter follower gains/losses – chart monthly – what percentage of growth in activities are we seeing – who is participating – what new doors are open as a result of activity
- Track retweets of our content by followers – widens audience reach (Hootsuite type tools can help with tracking)
- Track the number of subscribers and visitors to the blog
- Track the number of Likes and reach month on Facebook
- Evaluate the conversations and engagements – did an opportunity arise from the effort
- Track overall activities – what are our activity levels? When is the best time for activity? What is our impact on followers /likes? Are we getting more news coverage as a result of activity? How do we compare to competitors?
- Track website visits using Google Analytics – how much traffic was driven by your social channels
- Monitor Facebook activities using Facebook Insights
It is a clear misconception that social marketing is free. To have an effective social marketing program, you will need manpower to manage, research, post, and measure social media efforts.

Many large companies hire a full time person or team of people responsible for social media efforts. However, many companies can’t afford a full time person, and social marketing may fall on a group of people who can divide and conquer the tasks.
Additional Resources

• “Sample Social Media Plan for Events” by Jason Miller, Marketo, January 30, 2013 http://blog.marketo.com/blog/2013/01/the-ultimate-social-media-event-marketing-checklist.html
• “Social Media 2013: User Demographics for Facebook, Twitter, Pinterest and Instagram,” All Twitter, March 19, 2013 http://www.mediabistro.com/alltwitter/social-media-user-demographics_b38095