



Social Media


Lisé Markham | © Fueled Consults





What's in it for me today?

- Better understanding of the most popular social media platforms + the basics
- Learn the benefits
- Discuss use cases and business applications
- Interact....TV 2.0
- Get comfortable with it and have FUN!!

A collage of various social media logos is shown in the background, including Meetup, LinkedIn, Flickr, WordPress, YouTube, Square, Reddit, and Ning. The logos are arranged in a layered, overlapping fashion.

Let's dive in! What is Social Media? Let's begin with SM 101.

*Website and applications
that allow people to interact
and communicate online*

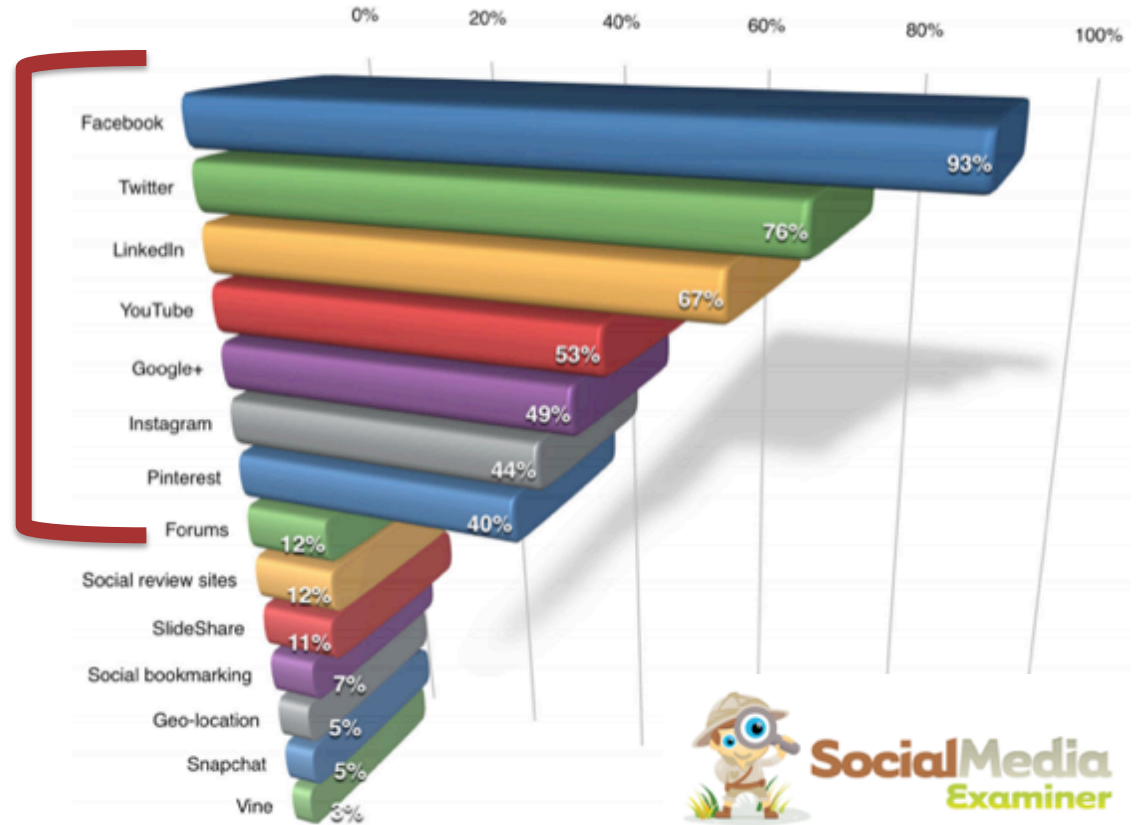
A little history...Pay attention.



<https://youtu.be/N4znQDyz038>

The basics
as they
exist this
morning....

Commonly used social media platforms



SocialMedia
Examiner

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

Social media is for any and everyone....



INCLUDING YOU.

If he
can do
it, so
can
you...



THANK YOU!

22.4+
MILLION
FOLLOWERS



10.3M+

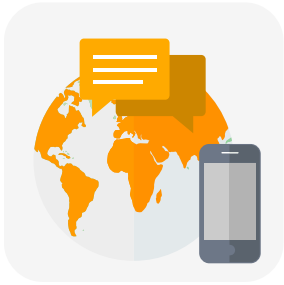


10M+

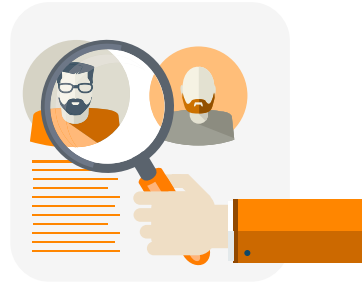


2.1M+

Why should I use it?



Connect and network



Thought leadership



Feedback



Stay in the know



Competitors



Brand

How can I use it?



Company
partnerships



Event promotion



Product or service
release / promotion



Recent funding



Company research



Recruiting



Company expansion



Company news

Before you begin....

A person with long blonde hair, wearing a red swim cap and a dark tank top, is seen from behind in a white canoe on a blue lake. The person's hands are on their head. The background shows a range of mountains under a hazy sky.

1

Goals and Objectives

2

Audience

3

Promotional Assets

4

Call-to-Action

5

Paid + Non-Paid

6

Key Performance Indicators (KPIs) & Measure Results

Paid Social Media: Paid, Owned & Earned



- Websites
- Blog
- Social posts (FB, TW, LI)
- Company Content

- Social Media
- Word of Mouth
- User Forums
- PR and News
- Blogger Relationships
- Ratings and Reviews

- Display/Banner Ads
- Search Advertising (Google, PPC)
- Social Network Ads (FB, TW, LI)

Show Me The Money

Google Ads

Google Medical devices

All News Images Maps Books More Search tools

About 65,700,000 results (0.70 seconds)

Baril Corporation - Medical Device Manufacturing - barilcorp.com
Ad www.barilcorp.com/Manufacturing/Medical
Full Service OEM, Rapid Prototype to Finished Package. Get a Quote Today!
Wound Care Manufacturing Medical/Surgical Devices
Total Solutions Precision Die Cutting

TE Connectivity - Medical Technology Solutions - te.com
Ad www.te.com/
Learn how TE is enabling breakthroughs in medical devices technology.
Medical Sensor Applications & Solutions

Medical Device Manufactrg - ProvenProcess.com
Ad www.provenprocess.com/Device-Mfg
Class II & III Med. Device Contract Manufacturing. Concept-2-Customer
In-Vitro Diagnostics · Sterile Kits · Implantables · ISO 13485 Certified · Disposables
Services: Packaging, Labelling, Distribution, Installation, Storage...
Medical Device Portfolio · Device Contract Mfg. · Med Device Case Studies · Med Device Engin


Facebook Ads

News Feed

Suggested Apps

JackThreads: Shopping for ...
Sponsored

Guy Gear. Deep Discounts. Download the #1 shopping app for guys!



JackThreads: Shopping for Guys
1 friend uses this

Install Now

Twitter Ads



British Airways @British_Airways

Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage

Promoted by British Airways

Expand Reply Retweet Favorite

Influencers



<https://drive.google.com/file/d/0BzYsniMzUP62Q05iWXhDdWxJMFU/view>

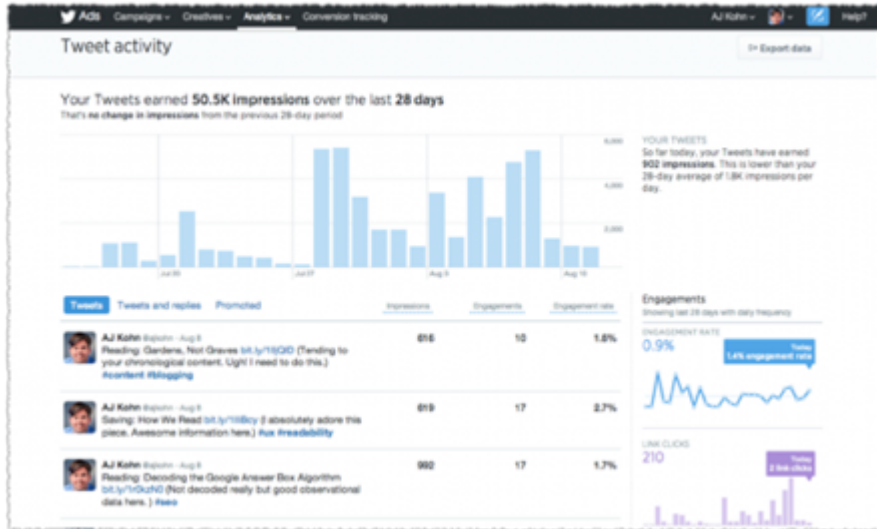
Workshop 1: Getting Your hands dirty with The platforms

Group / Group
Leader Discuss
Common
Language



Raw Social Data

Facebook Insights



Twitter Analytics



Must haves

Plan

Goals

Analytics

Nice to haves

App manager (Hootsuite)

Link shortener (bit.ly)

Image editor

Live Streaming

Mobile

Paid Ads



Trends 2017

Video

Automated Posts

Influencers

Contact

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