



Women's
Venture Fund

Social Media Marketing: How to Reenergize Your Brand

Deepti Kc, September 2020



Webinar Agenda

1. Welcome and Introduction
2. Major Social Media Channels
 - Best Social Media Channel for your business
 - Best time to post on Social Media in 2020
3. How to use Hashtags on different Social Media Channels
4. Introduction to Social Media Ad Products
 - How to run a campaign to increase brand awareness
 - Cost per Click versus Cost per Impression
 - Monitoring the metrics

Major Social Media Networks

It is imperative to understand the current trends and targets of the leading social channels to be successful in marketing content, campaigns, and promotions.



Facebook

- Best for e-commerce brand looking to drive sales via social media. You can accurately target your audience.



Twitter

- Best if you have a lot to say (relevant). Media people and industry influencers are out there. They can RT your tweet.



Instagram

- Best to grow your brand awareness and gain loyal customers. Highly visual. Pure feeds.



LinkedIn

- Best for B2B/entrepreneur looking to gain new clients. Use its InMail tool. Better response than cold call email.



YouTube

- Best if you possess the skills and resources needed to produce video content on your own.

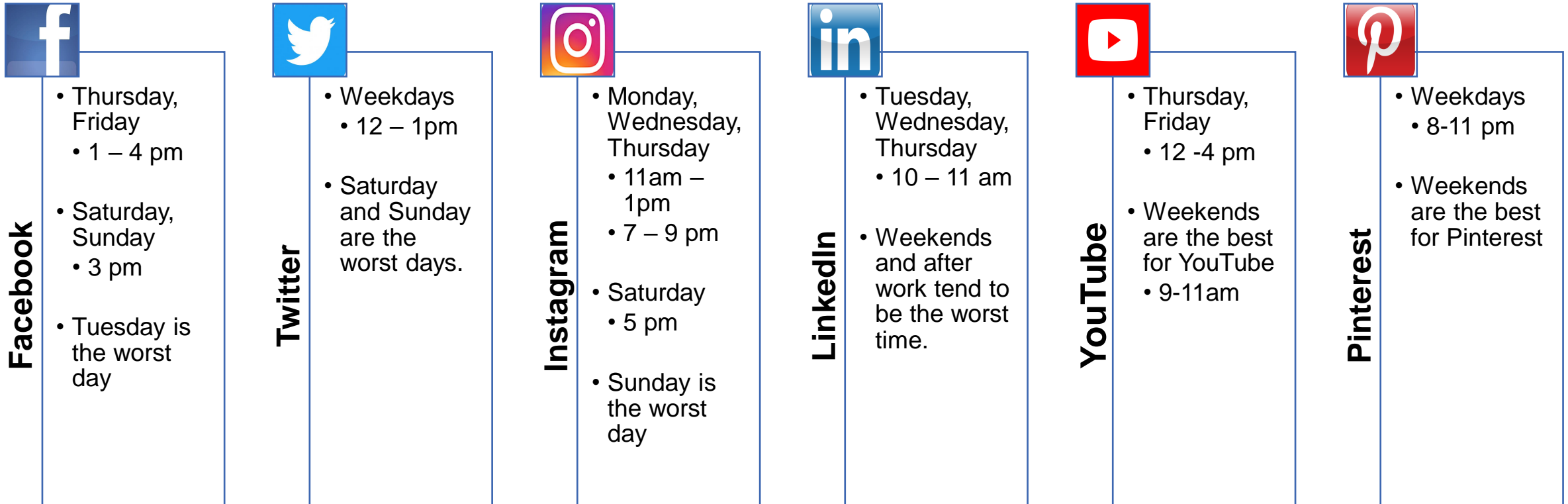


Pinterest

- Best to engage with audiences in new and creative ways. Highly visual. Very good for sales referral as you can drag link.

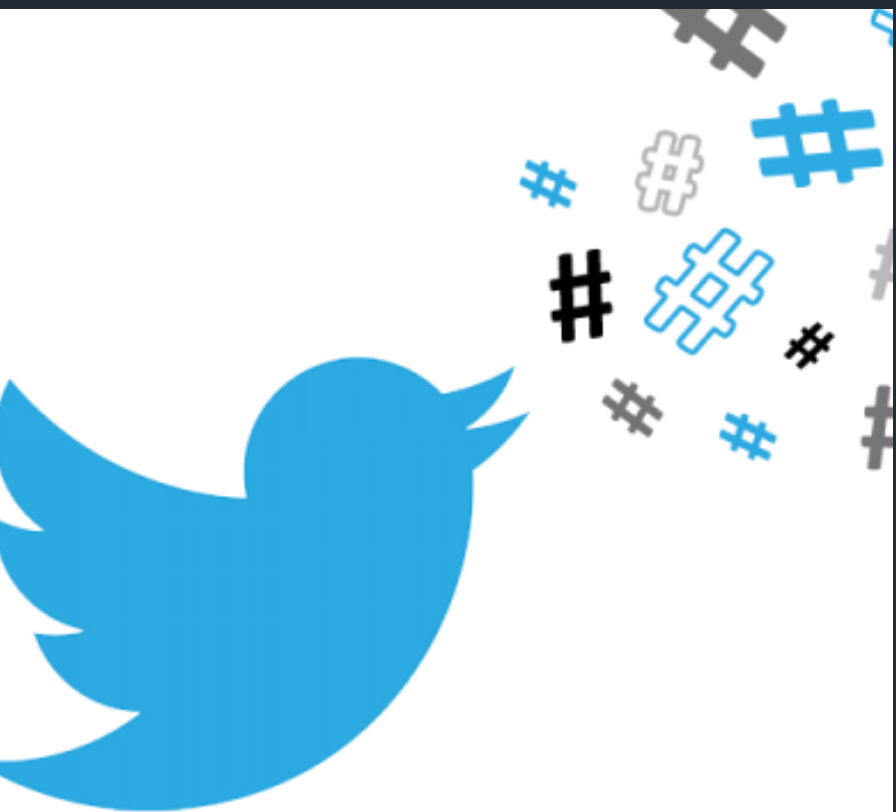
Best Time to Post on Social Media in 2020

While the information provided does cover generic best posting times, based on user engagement trends, the best posting time for your unique community will vary. But this is a good starting point for your audience research!



Source: Social Media Today, 2020

Rules for Hashtags



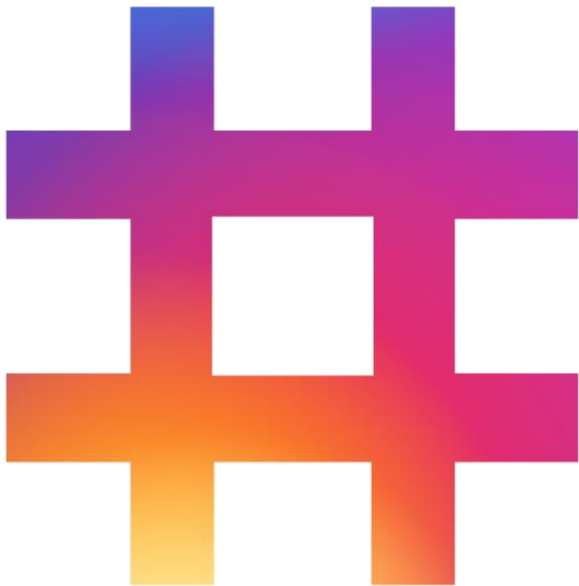
- **Facebook and LinkedIn**

- Don't use too many hashtags. This will make your brand look annoying or spammy.
- Go for 1-2 hashtags per post for the best engagement.

- **Twitter**

- Tweets with 1-2 hashtags see, on average, around 21% more engagement.
- Tweets with hashtags generate more retweets.
- Research Trending or Popular (brand-related) Hashtags for maximum impact.
 - But be careful about the context of the hashtags
 - Story – #ReasonIStayed and one Pizza Store

Instagram Hashtags



Relevant Hashtags:

- Reports show that Instagram posts with 11 hashtags generate the highest levels of engagement.
- The upper limit is 30 hashtags per post. But be aware of banned hashtags.

Banned Hashtags:

- Instagram has banned as many as 60,000 Hashtags. Some of them look normal hashtags. For example #attractive.
- Your post **will not** appear on others' Feed if you have used these banned hashtags.

Stop using the same set of Hashtags:

- If you use any hashtag that is not relevant to your post, anyone can report your post.
- Use unique hashtag, people follow niche hashtags. Instead of #love, use #loveforcofee or #loveforadventure. Be specific.

Social Media Ad Products

Because of ever changing algorithm, there has been a drastic drop in organic reach. Unless you have loyal audiences, who come to your page everyday, you must spend to get your content in front of targeted audience.

Scroll through your feed today, you will see these Ads indicated **Sponsored** or **Promoted**



Display Ads

Visual Ad somewhere in the feed. Looks like a post. Carousel / Product Catalog



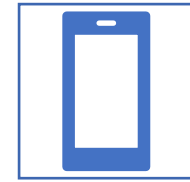
Video Ads

By default, the sound is off. Moving image is very effective at catching the eye of the customer as they're scrolling through.



Lead Generation Ads

Offer newsletters, reports, manuals. It says, "Sign me up," or "Enroll me." You collect their email address.



App Install Ads

Businesses of all kinds are trying to create apps as a way of engaging their customers. Easy to send notifications etc if Apps are installed.

Call for Actions



bloombergbusiness
Sponsored

...



bwss_fit
Sponsored

...

RISK-FREE TRIAL

Get the full
politics picture

30% off an annual
subscription

Bloomberg.com

Subscribe



Shop Now



9 likes

bwss_fit Check out our selection of in stock
adjustable dumbbells... [more](#)



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The King of Sportsbooks! - Bet with
the BetMGM Sports Today! Risk-Free
First Bet Up To \$500 Paid In Free
Bets!



BetMGM Sports - New Jersey

★★★★★ 2,194 reviews

Sports

Install



Promoted

Targeting Your Audience

The social network gathers all sort of data from its users such as age, friends, and interests. It also collects information outside its website



**Retail
Purchases**



**Type of
Phone**



**Where you
Shop**



**Browsing
History**



Public Data

Granular Targeting:

- Great to increase brand awareness. You can target who exactly you want to reach with your content and your message.
- You do not have a great list of current customers.
- You can say, I want to target women aged between 18-40, living in Hoboken, New Jersey, and who have shown interest in fitness or Yoga in the last 6 months.

Manage Your Campaign

Audience insights to create look-alike audience

- People who visit your site
- People who have bought your products/ services
- People who interact with your content or profile on social media channels
- Email list

Plan your campaign

- What actions do you want them to take?
- What do you want to say to them to maximize your brand?
- What data do you want to capture?

Choose your format for Ads

- Article or page posts
- Image or link to landing page
- Video/ Slideshow/ Photos/ Product Catalogue



womensvfund
Manhattan, New York



FALL WORKSHOP

Tuesday, 29 September, 2 PM EDT

**Social Media Marketing:
How to Build Your Brand**

LEARN:

- How to optimize social media platforms.
- How to manage content: Videos, blogs, newsletters, and more.
- How to measure and monitor metrics.

[View Insights](#)

[Promote](#)

1

Select Where to Send People

Your Profile



Your Website

<https://womensventurefund.org/events>
Action Button: [Learn More](#)
[edit](#)



Your Direct Messages



2

Add URL & Action Button

<https://womensventurefund.org/events>



Action Button

Learn More



Shop Now



Watch More



Contact Us



Book Now



Sign Up



3

<

Audience

Next

Define Your Audience

Special Requirements

For promotions about credit, employment, housing, social issues, elections or politics.

>

Automatic

Instagram targets people like your followers

☒

Create Your Own

Manually enter your targeting options

>

Audience Name

!

Locations

>

Interests

>

Age & Gender

>

All | 13 - 65 yr

4

\$66 Over 6 Days

Total Spend

5,400 - 14,000

Estimated Reach

Budget

\$11 Daily

Budget at least \$11 per day for better results


Duration

6 Days

5

Review Your Promotion

Your estimated reach is 5,400 - 14,000 people.

 Preview Promotion

>

Destination

Shop Now | <https://womensventurefund.org/events>

Audience

Automatic | Instagram targets people like yo...

Budget & Duration

\$66 over 6 Days

Payment

>

Once your promotion is approved and starts running, you can pause spending at any time.

6

Create Promotion

How Are We Charged?

CPC – Cost Per Click

- You get charged when someone clicks your ad.
- If your ad doesn't get many clicks, you will initially be getting thousands of impressions for free.
- If your ads perform well and you get a high click-through rate, you will pay for every click.
- You are getting started with Ads, don't have a lot of time to monitor your campaign performance, or are working with small budgets.

CPM – Cost Per Impression

- You get charged every time an impression of your ad is shown, with the price calculated per 1,000 impressions.
- You waste money if your ads are performing poorly.
- Good if your ads perform well and get a high click-through rate.
- You are comfortable with running campaigns, adjusting manual bids and daily budgets, great for A/B testing.



Learn, Monitor, and Optimize

- **Reach:** The number of unique users that saw your post or story on any given day. Track which time and day you get the maximum reach.
- **Impressions:** The number of times your content, whether a post or a story, was shown to users. If your impressions are higher than your reach, it's a sign that your audience is viewing your content multiple times. Track which posts are getting higher impressions.
- **Engagement or Interaction:** If your followers are commenting, liking, and sharing your content. Track what kind of content is engaging your audience.
- **Conversion:** Whatever your goal is, either Sales, Subscriptions, Signing up, track the conversions. Track which posts or platforms got you the maximum conversion.



Summary

- Learn which platform works the best for you
 - Not every platform is made for your business.
- Use proper and relevant hashtags for brand awareness.
- You must start thinking about investing on Advertisement but be strategic about it.
 - Think like a marketer.
 - Be sure about your campaign's objective, goals, and budget.
 - Monitor, monitor, and monitor.
 - You can maximize your budget to the highest performance Ads.
 - You can refine and adjust your targeting.
 - You can create images, content and copy that connects with your audience.

The Next Two Webinars

1

Search Engine Marketing 101:Optimizing Your Website (October 6 at 2 PM EDT)

- Continue what you now know about SEO and learn how to optimize your website with a simple plugin.

2

Power Up Your Word of Mouth Marketing (October 13 at 2 PM EDT)

- Leverage the time-honored tradition of driving business by word-of-mouth (WOM).



We are now ready for Open Group Discussion!

THANK YOU

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www.womensventurefund.org