

SOCIAL MEDIA MARKETING 101

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ABOUT SPARK MARKETING

Spark is an online marketing agency located in Toronto, Ontario and Austin, Texas.

We generate leads for small-medium businesses by leveraging Web Design, Social Media, Search Engine Optimization and Paid Advertising.



INTRODUCTION

What exactly is Social Media?

COMMUNICATION AND INTERACTION ONLINE

1. As old as the internet itself
2. Today, it truly connects people all over the world.
3. The most popular sites on the web



HOW IS IT CHANGING?

1. Increasingly Simple
2. Everyone is a blogger
3. Mobile is a big driver.



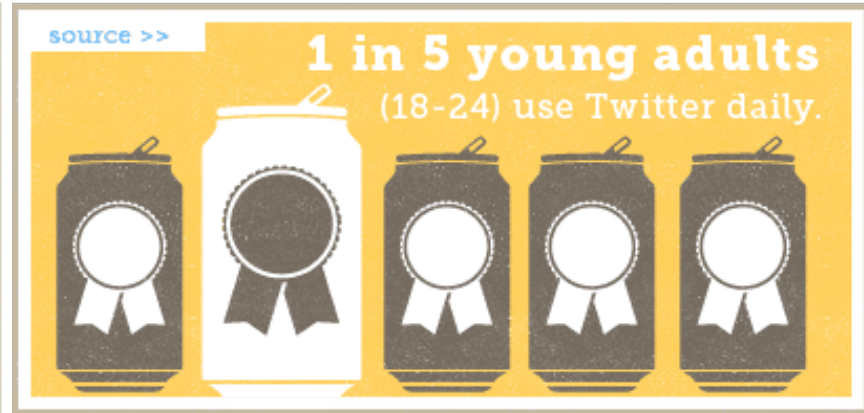
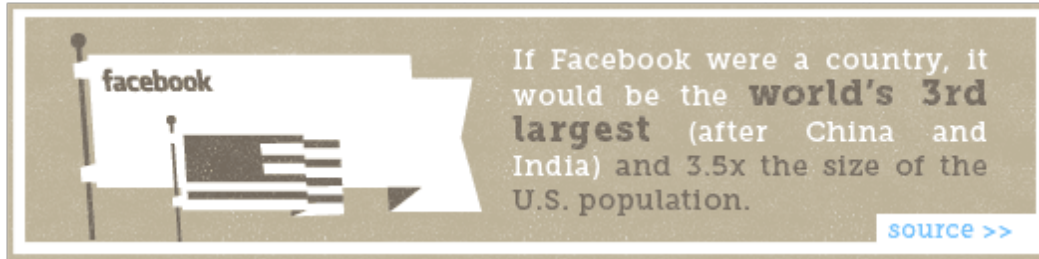
HOW DO BUSINESSES USE IT?

1. Opportunity and Responsibility
2. Relationship Building
3. Patient Service
4. Branding



JUST A FAD?

Probably not...

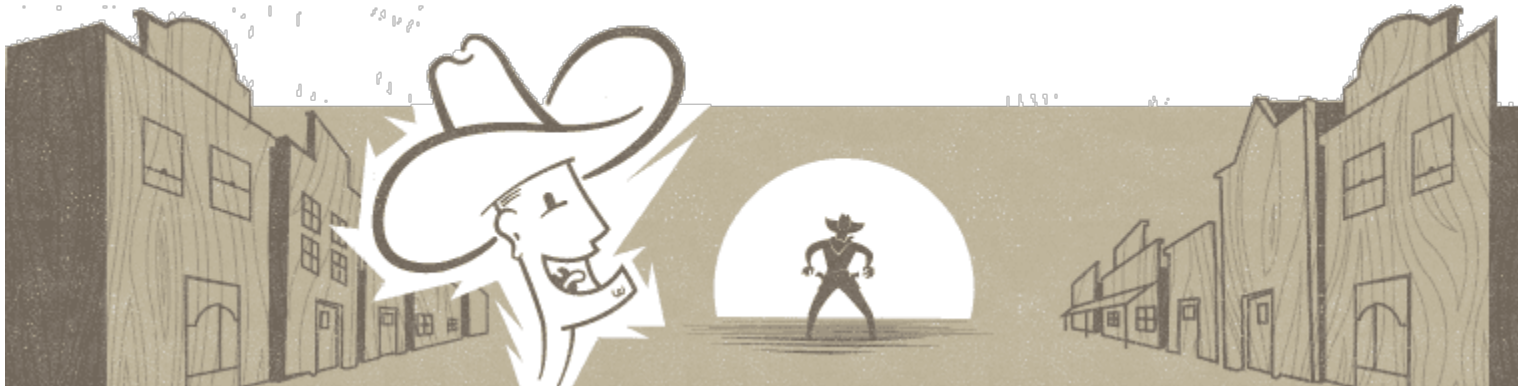


DISCUSSION

Why do I need it?

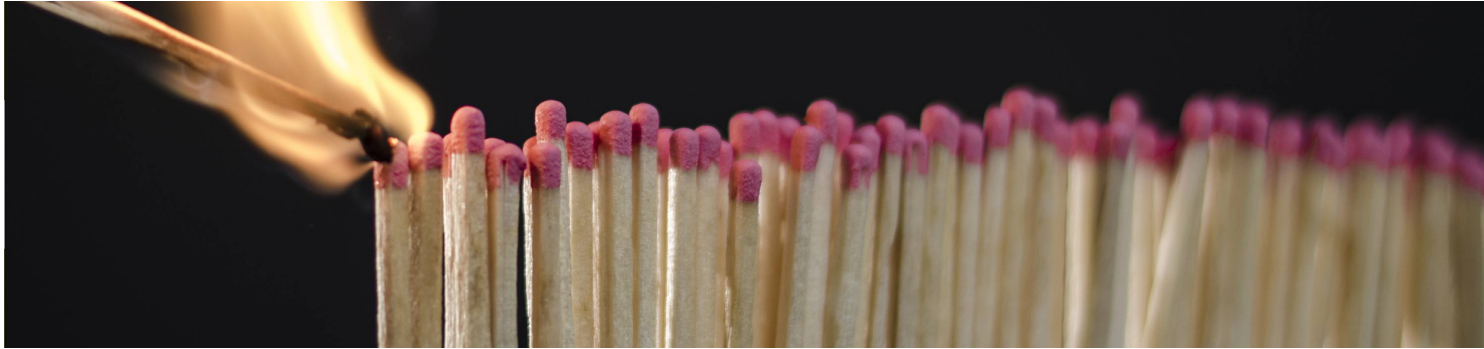
YOUR PATIENTS ARE ONLINE

1. People converse online
2. Value-Adding opportunities
3. Competition is everywhere
4. Advocacy = Nirvana



ADVOCACY - THE NIRVANA OF SOCIAL MEDIA

1. Free Brand Ambassadors
2. Give them the power to share
3. Trust is earned over time
4. Get closer to your audience than ever before



FUELING SUCCESS IN OTHER MARKETING CHANNELS - RELATIONSHIPS

1. Relationship Building - Your end Goal.
2. Social Networks - The best place to cultivate
3. Strong Relationships = Loyal Advocates



FUELING SUCCESS IN OTHER MARKETING CHANNELS - FEEDBACK

1. The feedback is FAST
2. The insights you can derive are invaluable.
3. Cost savings
4. Identifying patient demographics



CONTENT IS KING

Building an engaging community



CONTENT CREATION

1. Learn and Improve
2. Explore and Discover
3. Question and Answer



CUSTOMER SERVICE

1. Social Media is the new forum
2. Turn a negative into an opportunity
3. Advocates will stand up to defend you!



BUSINESS DEVELOPMENT

1. Preferred member communities
2. Listen for your competition
3. Measurement

DEMOGRAPHICS

Breaking down the users



FACEBOOK

1. Most widely used Social Network
2. 1.19 billion users
3. 55% female, 45% male
4. Average user is 41
5. 65% of users are over 35
6. 300 million photos added daily
7. 750 million mobile users



FACEBOOK - BUSINESS

How are businesses using it?

- Content
- Post timing
- Moderation
- Engagement
- Community
- User flow
- Credibility



FACEBOOK - RECOMMENDED TOOLS

1. Facebook for Business
2. Facebook Page Insights
3. Facebook Brand
4. Facebook Ads



TWITTER

1. 232 million users
2. 55% female, 45% male
3. 70% have at least some college education
4. 72% of active users are between 18-49
5. 500 million tweets sent per day



TWITTER - BUSINESS

1. Branding and voice
2. Responsiveness
3. Measurement



TWITTER - QUICK TIPS

1. Don't spam
2. Direct messages
3. @replies
4. #Hashtags
5. Retweet (RT)
6. Scheduling updates



GOOGLE+

1. 300 million active users
2. 1.5 billion photos uploaded per week
3. 70% male, 30% female



GOOGLE+ CONTENT STRATEGIES

1. Promote in other platforms
2. Image sharing
3. Formatting posts
4. Find and befriend influencers



GOOGLE+ ETIQUETTE

1. Add value
2. Engage
3. Respond
4. Frequency & scheduling
5. Don't spam



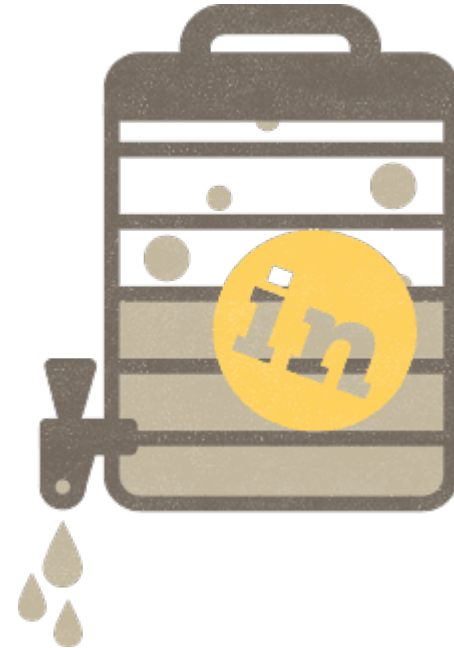
LinkedIn

1. 238 million users across 200 countries
2. 2 new members every second
3. over 3 million company pages
4. 6+ billion searches in 2013
5. 33% of unique visits on mobile



LinkedIn

1. Business Development
 - Keep your company page updated
 - Use product and service spotlight
 - Solicit recommendations
2. Establishing thought leadership
3. Building brand advocates



LinkedIn - STRATEGIES FOR SUCCESS

1. Keep company page up to date
2. Respond to posts, reviews, questions
3. Follow your competitors



OTHER SOCIAL NETWORKS

1. YouTube
2. Pinterest
3. Tumblr
4. Instagram
5. ...



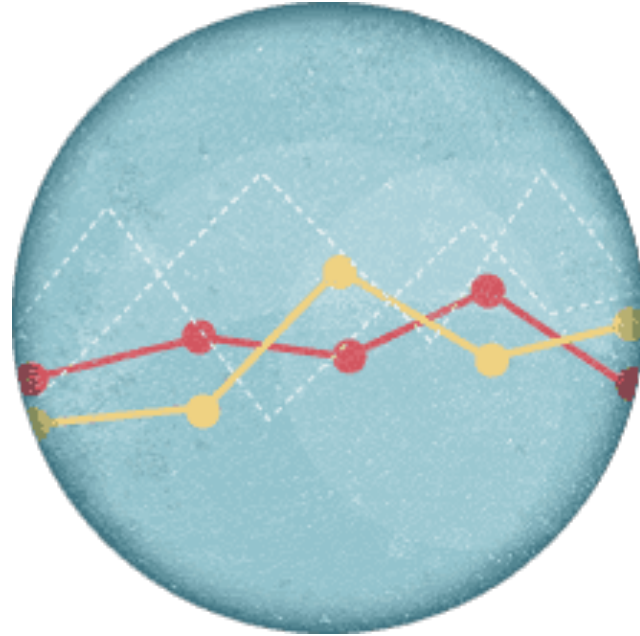
METRICS & ROI

The data is your friend



QUANTITATIVE

1. Followers/Fans
2. Engagement
3. Timing
4. CTR (Click Through Rate)



QUALITATIVE

1. Influence
2. Sentiment
3. Conversion drivers



QUESTIONS?

THANK YOU!

Hope that gave you some helpful insights.

We are happy to answer any questions you may have about social media marketing or any other details about online marketing.

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