

SOCIAL MEDIA 101

HOW TO USE SOCIAL MEDIA TO GROW YOUR BUSINESS



FLOURISH



Kudos to you!





About us:

Flourish was founded in 2018 on the premise of helping businesses find ways to establish long-term growth paths. Fuelled by the passion to succeed, an innovative way of thinking and a killer team, Flourish has helped more than 30 businesses, organizations and individuals reach their goals through strategic marketing and public relations.

Each Flourish workshop is designed to help businesses freshen up on an old skill, or learn a new one that will help them grow. Thanks for participating!

Meet the Danishish Team



MEGAN NIVENS TANNETT
FOUNDER & CEO



LOGAN CATE
ACCOUNT MANAGER



ALEX HENDRIX
ACCOUNT MANAGER



PRESLEY PRICE
ACCOUNT COORDINATOR

Workshop Overview

1.

Together we will walk through six of the most popular social media platforms for business and help you determine which one is right for your business.

2.

We'll share Flourish's five best practices for social media marketing. If you follow these practices, you'll begin to see your following and engagement grow.

3.

We will go through an exercise that will help you outline your social media goals and ensure that your feed reflects your company's brand and values.



STICK AROUND UNTIL THE END
FOR SOME TAKE-AWAY
MATERIAL TO HELP YOUR
BUSINESS!

Our Favorite Platforms for Business

- **SNAPCHAT**
- **YOUTUBE**
- **TWITTER**
- **LINKEDIN**
- **INSTAGRAM**
- **FACEBOOK**



All About Snapchat for Business

- Snapchat has 200 million daily users, and 75 percent of those users are under 34 years old.
- More than 3 billion snaps are posted around the world each day of user-generated content.
- Snapchat Ads Manager is optimized to help companies target their audience.
- Ideal content is 10 seconds long, eye-catching, light and fun.



Our Top 3 For Snapchat!

01

It's a great way to connect to a younger demographic with fun, light-hearted engaging content. Snapchat will help you stand out and show your brand's creative side.

02

Snapchat's ad targeting allows you to be precise with the audience you're marketing toward.

03

Snapchat allows you to get personal with your followers. Give your "friends" a behind the scenes look of your company, and make it exclusive.



Who's using it well?

Shrimp Basket

Shrimp Basket advertised their happy hour specials during the months following their grand opening.

1. Very clear message
2. Attractive graphic
3. Swipe Up feature



Is Snapchat right for your business?



Company brand is light-hearted, fun and creates highly entertaining content.



Less competitive than other platforms. Target audience for product or service is primarily age 18-34.



Businesses should be prepared to post 4-7 times per week to make an impact.



Cross-promotion is a key part of your digital marketing strategy.

All About YouTube for Business

- YouTube is the second largest search engine in the world and THE place for video marketing. Users can create a brand channel that includes featured videos, playlists, a company overview and much more.
- The platform has more than 2 billion unique users each month, reaching more U.S. consumers between the ages of 18 and 49 than all cable TV networks combined.
- 81 percent of internet users ages 15-25 are using it.



Our Top 3 For YouTube!

01

What better way for you customers to get to know you? This is a branding boss platform when used correctly.

02

Personalized business page allows you to feature something new regularly; also, there are a ton of SEO-rich features.

03

Display, overlay, skippable, non-skippable and bumper ads are just a few of the options available with YouTube advertising.

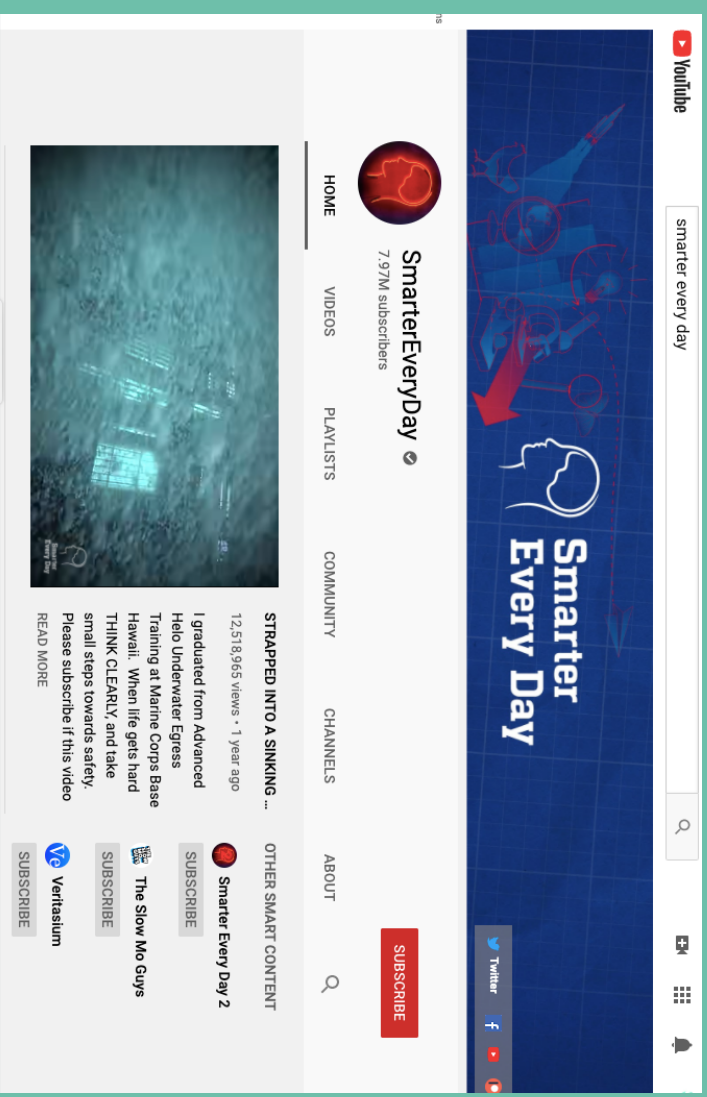
What's using it well?



Smarter Every Day

Smarter Every Day is led by Destin Sandlin, who wanted to explain science in a cool way to his kids.

1. Content that is out of the box
2. Establishing thought leadership
3. Promoting other channels to further his education effort



Is YouTube right for your business?



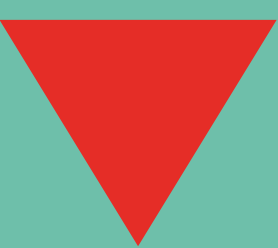
Unlike other social platforms, YouTube is all video, and it's great for how-tos, entertaining mini-sodes reviewing a product, or thought-leadership.



If your target is towards a younger generation (ages 18-30), then YT should be considered in your marketing strategy.



Streaming is taking over traditional ways of watching shows and movies. As more and more people use YouTube, it's the perfect place to run ads.



Businesses using YouTube should have the ability to make short videos and share them once per week. The best performing clips are 2 minutes long.

All About Twitter for Business

- Twitter is a News Feed social media platform that encourages users to join the conversation on a variety of topics.
- Twitter boasts 330 million monthly and 145 million daily active users.
- 63 percent of users worldwide are between 35-65 years old.
- Successful Twitter content is highly relevant to the time. Keep an eye on hashtags and *Trends For You*!



Our Top 3 For Twitter!

01

Over the years, Twitter has become a top place to get news. We love that it's a great place to get information about the most relevant topics.

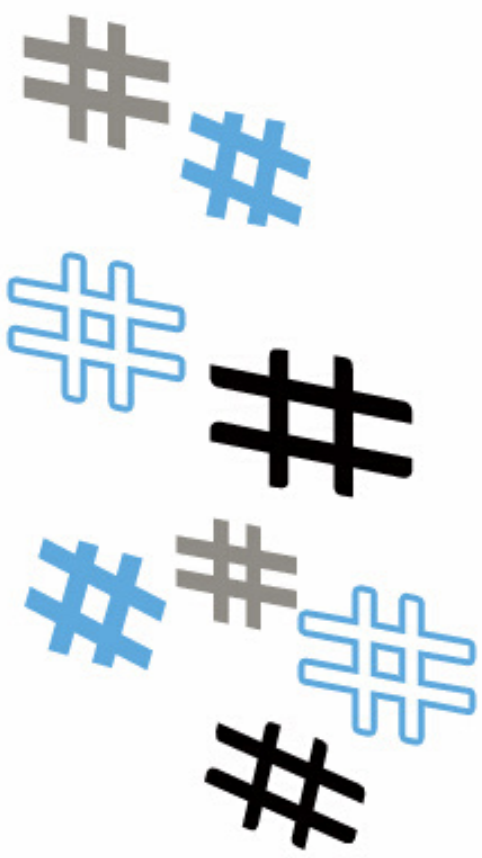
02

With the right strategy, Twitter is a great place to demonstrate your company's personality, culture and expertise. On Twitter, people and brands lean into humor and use it to pull in new customers.

03

Twitter is highly conversational. From tagging to commenting to retweeting, it's easy for your company to join a conversation or start its own.

Who's using it well?



Huntsville CVR

Positions itself as a great community resource.

VisitHuntsvilleAL @Go2HuntsvilleAL · Apr 10
Good News Friday!

ICMY! Here's a feature @NBCNews did on @YellowhammerAla

#IHearthsv #HuntsvilleStrong



Inside the Alabama distillery that shifted its entire supply chain to make ...
Companies across the country are finding innovative ways to combat the coronavirus. One distillery from Huntsville, Ala., changed their entire ...
@nbcrews.com

3 5

VisitHuntsvilleAL @Go2HuntsvilleAL · Apr 10
Use a song to describe how you are feeling right now!

FYI: The AM Booth Lumberyard Jukebox is being repaired right now and will be better than ever 🎵



1 1 8

VisitHuntsvilleAL Retweeted

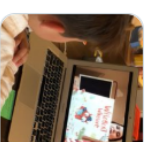


RedstoneFCU @RedstoneFCU · Apr 9
Looking for ways to support your community and local businesses from your house? @Go2HuntsvilleAL has some great ideas here 🎵
#PeopleHelpingPeople #RedstoneFCU



Community Services in Huntsville | Food Delivery & Gift Cards
Looking for ways to help support the Huntsville community? Check out these grocery stores and restaurants that deliver or buy gift cards to loc...
@huntsville.org

VisitHuntsvilleAL @Go2HuntsvilleAL · Apr 12
We can verify that the story times are toddler approved and we love all that the community is doing to make things easier for everyone.

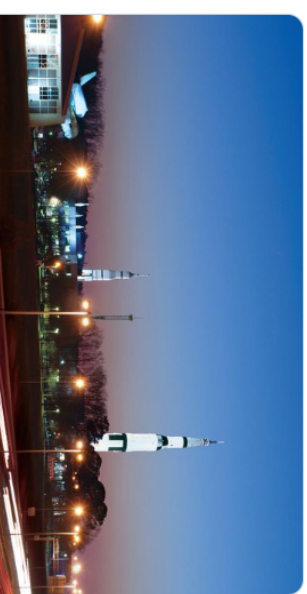


Staying connected: Huntsville library expands digital ...
The Huntsville-Madison County Public Library's (HMCPL) continues to serve patrons virtually during ...
@cityblog.huntsvilleal.gov

1 2

VisitHuntsvilleAL @Go2HuntsvilleAL · Mar 15
The Downtown Huntsville Visitor Center will be closed Monday, March 16th.

Follow updates at



Coronavirus (COVID-19): Huntsville/Madison County Travel Resource
@huntsville.org

1 5

Is Twitter right for your business?



Thought-leadership is a goal and strength of your organization and you have confidence in your voice.



Twitter is the most conversation-focused and conversation-encouraging of all social media platforms.



Twitter is often a great fit for B2Bs, non-profits, industry associations and B2Cs with a big personality.



To make an impact on Twitter, businesses should prepare to post 2-10 times per day. Use a scheduling software!

All About LinkedIn for Business

- It's THE place to connect with other business professionals - period.
- 57 percent of LinkedIn users are male and 43 percent are female, with 37 percent of US adults between the ages of 30-49 years old.
- LinkedIn is gaining over 172K new users per day and has the strongest influence over consumers' purchasing decision, at 52 percent (Demandbase, 2018).



Our Top 3 For LinkedIn!

01

With LinkedIn, your company has a phenomenal opportunity to showcase its culture, values, expertise and most importantly - its team members.

02

A robust tool that truly propels your expertise to the next level. Chime in on trending conversations, provide thought leadership in relevant groups, publish content and more.

03

As your business grows, you need the best foundation possible. LinkedIn provides a unique way to recruit top level candidates from all over the world.

When using it well?




Deloitte

They are maximizing
the LI Business Page

Leveraging Affiliate
Pages

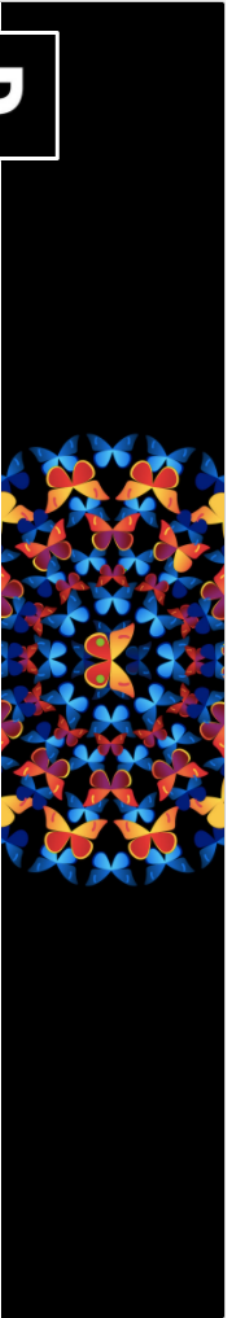
Highlighting staff & job
opportunities

Showcase culture




Deloitte
Management Consulting · New York, NY · 4,794,887 followers

[+ Follow](#) [Visit website ↗](#)



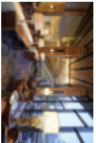



... **#5 LinkedIn Top Companies**

 **Robert & 1 other connection work here**


[See all 291,867 employees on LinkedIn →](#)

Home | [About](#) | [Life](#) | [Jobs](#) | [People](#) | [Ads](#)

Company photos




Affiliated pages




Deloitte Insights
Management Con...
66,778 followers

[+ Follow](#)



Human Capital
Platform Management Con...
15,396 followers


[+ Follow](#)




Deloitte DBriefs
Management Con...
12,212 followers

[+ Follow](#)

10,791 recently posted jobs

 **Manpower Sustainability**

 **Senior Corporate Commu**

Is LinkedIn right for your business?



The most business-focused of the social media platforms, on LinkedIn you can make new business connections and position your company as an industry expert.



Are you hiring and looking for the best of the best? If so, consider LinkedIn a perfect place to post and promote your available positions.



If your business leans heavily on sales, LinkedIn Sales Navigator is a phenomenal tool to consider. Access add-on tools to tailor the platform to your needs.



For success on LinkedIn, post 1-7 company updates, articles and blogs per week during work hours - which is when your audience is online.

All About Instagram for Business

- Instagram has 110 million users in the U.S. and 1 billion around the world.
- The average user spends 28 minutes per day on Instagram and visits the platform multiple times a day.
- Instagram is the most popular traditional social platform for teens and 37 percent of adults use it as well.
- Approximately 200 million users visit at least one business account each day.



Our Top 3 For Instagram!

01

We love that Instagram is **visually captivating** and allows you to flex your creative muscles and figure out how to represent your business in the most eye-catching way possible.

02

Instagram is a great platform for engaging with other accounts. **Tagging features** also allow your customers to share their experiences with you in a fun, informal way.

03

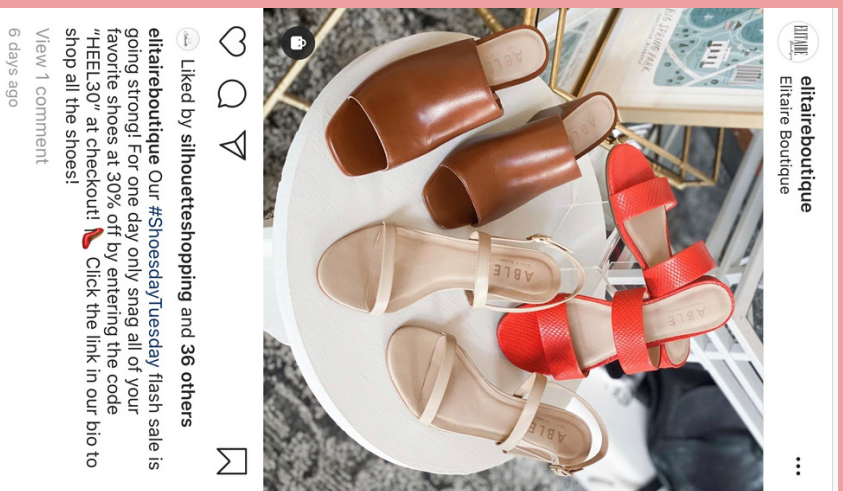
Want to dive into videos but not ready for a full Youtube channel? **IGTV (Instagram TV)** allows you to get your feet wet while reaching your Instagram followers in a new way.

Who's using it well?

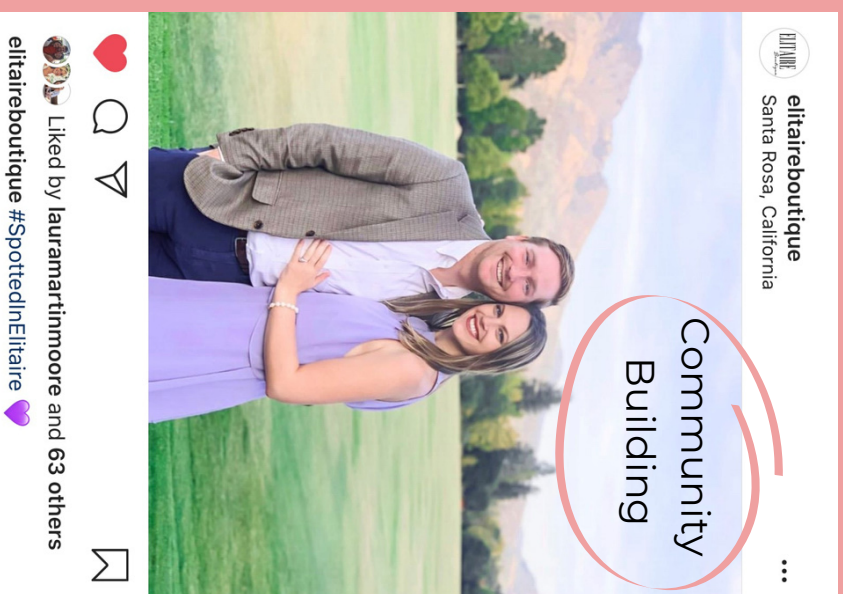


Elitair Boutique

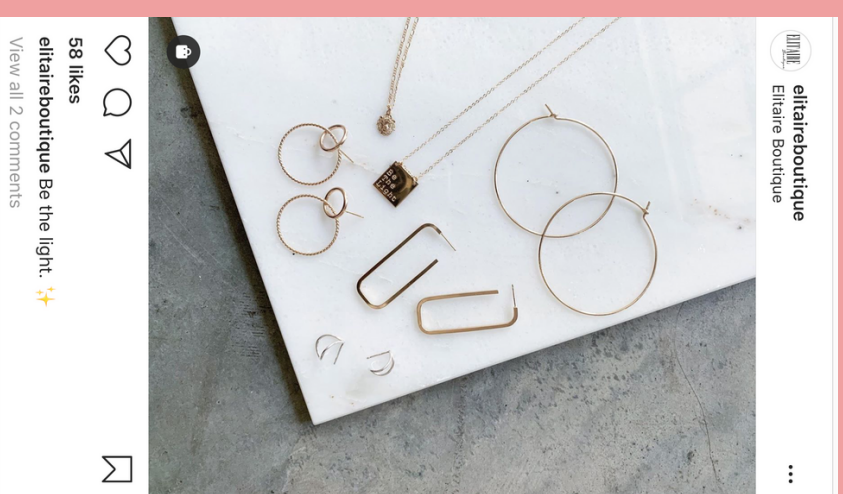
Recurring
Themes



Community
Building



Support
for
Others



Elitaire Boutique



Is Instagram right for your business?



Instagram works best for brands with highly visible, attractive products such as clothing, food and beverages, event space, and more.



Companies with the ability to curate photos and videos that reflect its brand in a way that tells a compelling story should consider Instagram.



Instagram's Shop feature allows users to buy products directly from the app. If your main objective is to sell items, consider using this platform.



Facebook owns Instagram and the two platforms work well together. Link your accounts to post one piece of content to both simultaneously.

All About Facebook for Business

- Facebook is one of the most popular social platforms for individuals and businesses, with 69 percent of all adults in the U.S. using it.
- As of 2019, 60 million Facebook Business pages have been created.
- Facebook has a complete advertising suite built-in to the platform. Facebook Ads makes it easy for companies to target their market and analyze their reach.



Our Top 3 For Facebook!

01

Facebook is your digital storefront. Promote new products, engage with your customers, develop thought leadership, showcase culture, and so much more. Oh, and it's 100% FREE.

02

Using groups, messenger, Live, Watch parties and more truly allows you to create relationships with your customers that you just can't get anywhere else. If you were to attempt this w/o FB, it'd cost you a ton.

03

Ads Manager and other promotional features offer so much flexibility and intuitive data; A/B testing gives you an edge and management is simplified.

Who's using it well?



Clif Bar

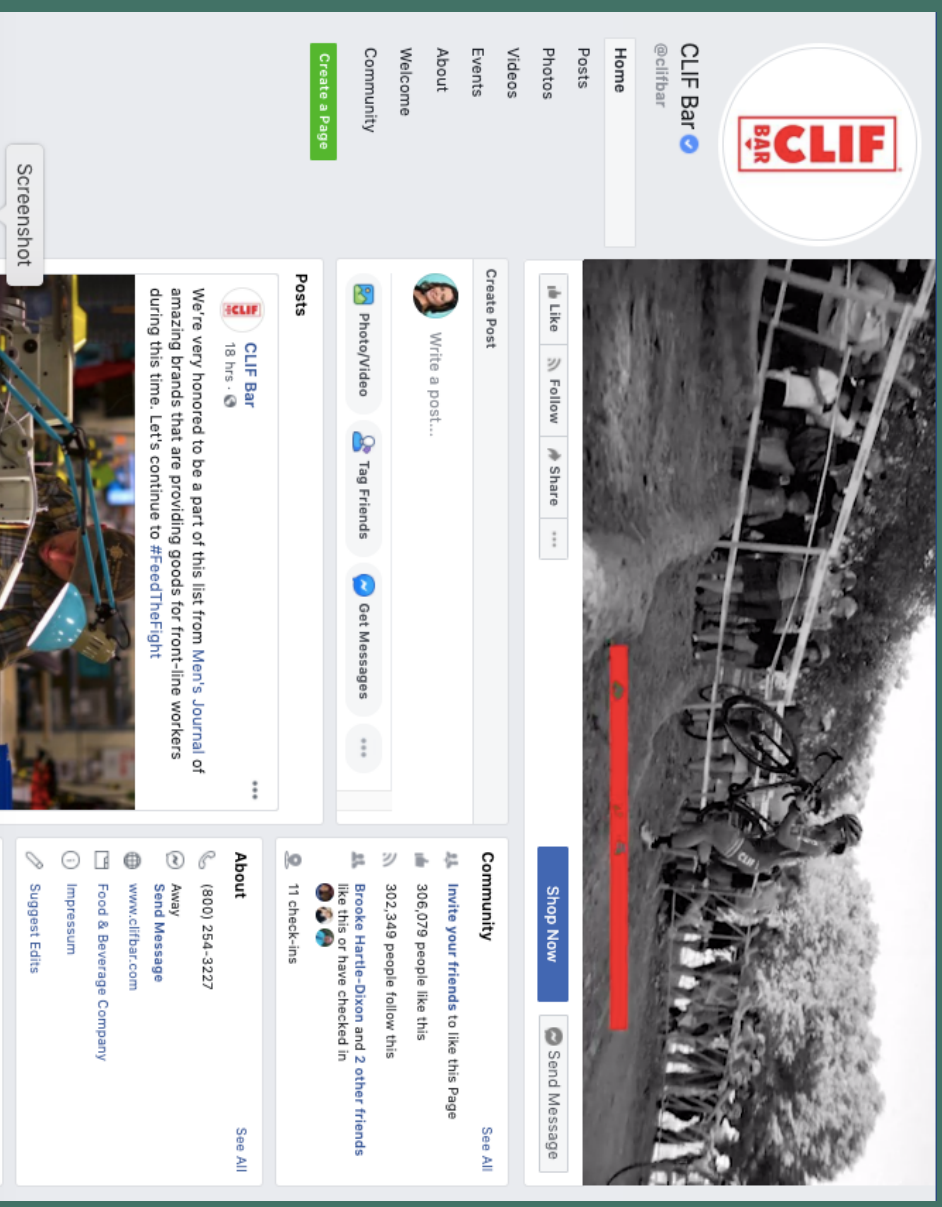
Their message is so relevant to their brand

All about the customer

Engaging with their audience

Creative campaigns sprinkled throughout

Relevant content



Is Facebook right for your business?



Facebook has tools to help you accomplish your organization's marketing goals and is a great starting point for businesses.



Using pages and targeted ads, Facebook makes it easy to target your potential customers, no matter how niche.



Businesses can connect with potential customers and clients directly through Messenger or by engaging them in posts.

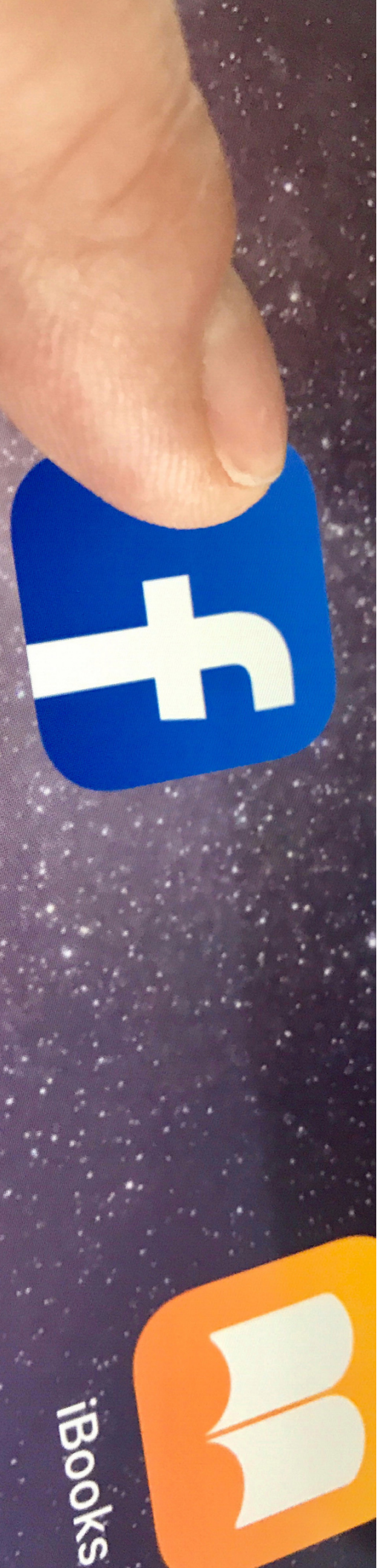


Businesses should post eye-catching, engaging content tailored to its audience 1-4 times per week. Have an advertising budget!



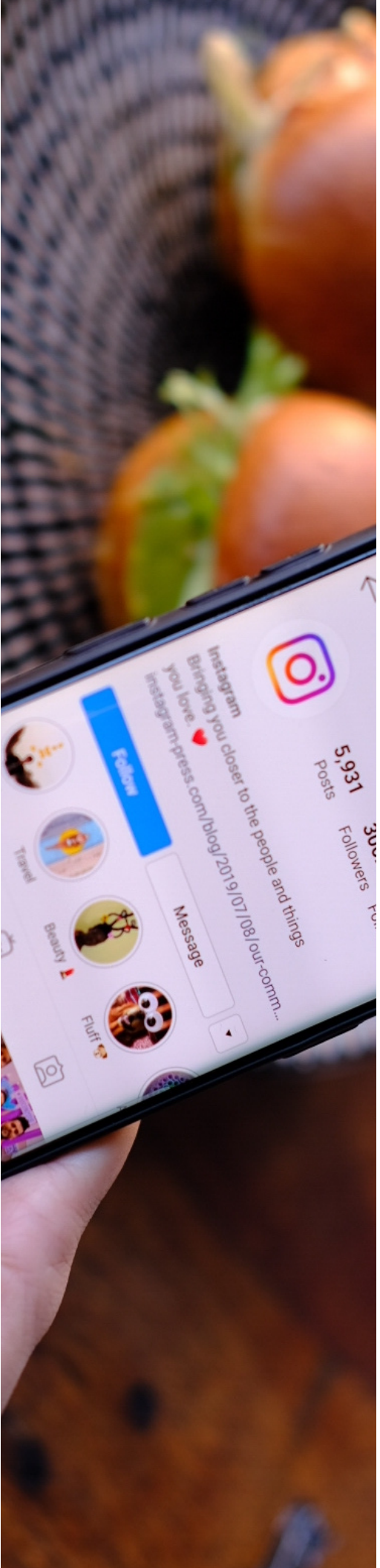
FLOURISH'S TOP FIVE SOCIAL MEDIA BEST PRACTICES

If you're new to social media, here are our best tips for getting started on the right foot.



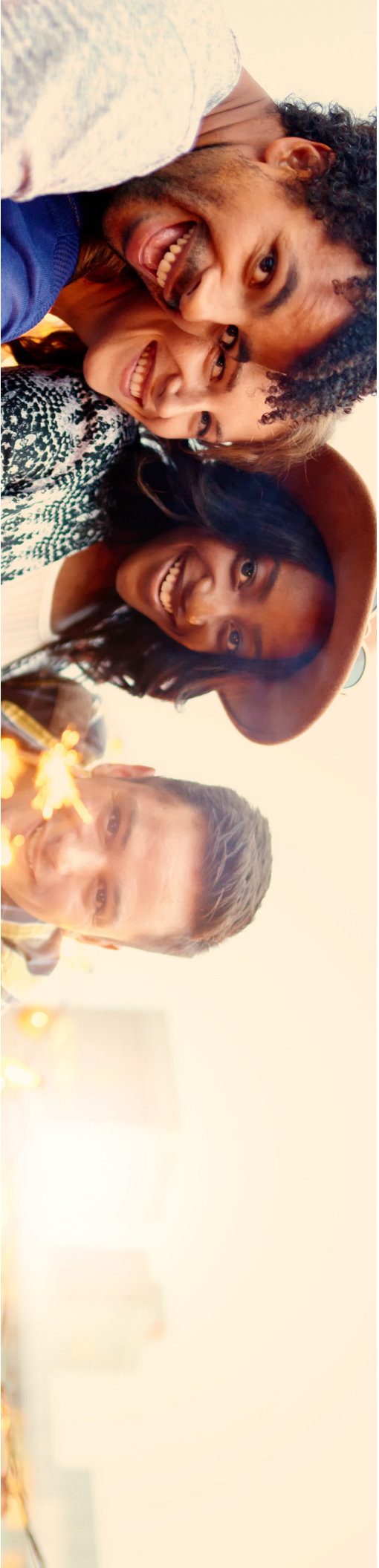
#One

Pick one platform and give it 100 percent. Once you've mastered the first, re-evaluate your business and decide whether to add another one.



#Tues

It's not about how often you post - It's about the quality of your posts. Make sure everything you share on your business page is strategic. That doesn't mean everything has to be about your company, but it does mean all your content should point back to your goals.



#True

Study your audience! You won't be successful unless you learn how to captivate the right people who would be interested in your products or services. So, before you even begin posting, make sure you do your market research.



#Follower

If you want engagement, you have to engage. So many company's begin posting content and don't understand why they aren't getting the likes, comments and shares they expected. If you want to hear from your audience, engage with them through built in tools or by liking and commenting on other accounts where they're active. Don't be a wallflower!



#Five

Be true to yourself and your brand. This is the most important tip we can share. In this digital world where everyone can be whoever they want to be behind the safety shield of a screen, what consumers value most is authenticity. Everything you post should reflect the personality of your organization.

LET'S GET TO WORK!

(Time to grab a pen and paper)





Describe your company in three words or traits.

Dig deep. What makes your company stand out from its competitors? If your audience could know anything about you just by first impression, what do you want it to be?

Define your audience. How can you best relate to them?

Before you can ever begin posting, you have to define your audience. If you audience is too broad, select a narrower focus in that audience and try targeting your messaging to them. You may be surprised!





Name your company's
main goal. To start,
pick one!

- Build brand awareness
- Sell a product or service
- Gain customer leads
- Raise money for a cause
- Facilitate research
- Fill in the blank!

Worksheet Check-in:

1. Flourish is innovative, supports small businesses, works hard and plays hard.
2. Our core audience is a business owner, CEO, COO or other top level executive of a small to medium-sized company that is looking to take their business to the next level, or are looking to revamp their existing marketing and business strategies to maintain competitive edge.
3. Our goal through social media is to sell our marketing services.

Build out a content calendar and begin creating!

At Flourish, we are big supporters of content calendars because they push you to think strategically about your business and hold you accountable for staying on schedule.

There are great online tools like Canva and Adobe Creative Suite to help you design beautiful, eye-catching content.





We're almost finished!

Resources for you!

We have some bonus take-aways for you! Following this presentation, we'll be sending out a password-protected online folder that includes a cheat sheet on each of the social platforms we discussed today and our Social Media Tips & Tools info sheet.

The password is: **Social Savvy**

Keep in mind the password is case sensitive!





FLOURISH

Contact Us!

hello@flourishconsultingservices.com

flourishconsultingservices.com | 256.265.5005

Facebook: [@FlourishConsultingServices](https://www.facebook.com/FlourishConsultingServices)

Instagram: [@Flourish_Consulting](https://www.instagram.com/Flourish_Consulting)