Marketing Your Business Through Social Media
Part II
FSC Interactive

- Online and Interactive Marketing Agency located in New Orleans, La.
- Specialize in Social Media Strategy, Paid Search Campaigns and SEO
- Specialize in Hospitality and Tourism but work in a number of diverse industries
- Clients include New Orleans Tourism Marketing Corporation, New Orleans CVB and Loyola University

**Our Online Marketing Firm Team**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>McKenzie Coco</td>
<td>Founder and President</td>
</tr>
<tr>
<td>Tiffany Starnes</td>
<td>Vice President</td>
</tr>
<tr>
<td>Sadie Nius</td>
<td>Director of Operations</td>
</tr>
<tr>
<td>Andy Kucher</td>
<td>Director of Accounts</td>
</tr>
<tr>
<td>Susan Whelan</td>
<td>Senior Account Manager</td>
</tr>
<tr>
<td>Brooke Neal</td>
<td>Senior Account Executive and Creative Strategist</td>
</tr>
<tr>
<td>Sally Tunner</td>
<td>Senior Account Executive</td>
</tr>
<tr>
<td>JoAnna Bannan</td>
<td>Senior Marketing Strategist</td>
</tr>
<tr>
<td>Margaux Maizlish</td>
<td>Senior Account Executive</td>
</tr>
<tr>
<td>Lydia Mulero</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>Mignon May</td>
<td>Account Executive and Digital Strategist</td>
</tr>
<tr>
<td>Kate Stroh</td>
<td>Development Program Manager</td>
</tr>
<tr>
<td>Valerie Boucvalt</td>
<td>Content Manager</td>
</tr>
<tr>
<td>Matt Preuett</td>
<td>Business Development</td>
</tr>
<tr>
<td>Annie Quast</td>
<td>Account Strategist</td>
</tr>
</tbody>
</table>
Andy Kutcher

- Director of Accounts at FSC Interactive
- New Orleans Native
- Attended Millsaps College
- Loves: My Dogs, Music Festivals, The Grateful Dead and The Saints
Social Media by the Numbers

- 45-54 year olds are the **fastest growing demographic** across social sites
- Between 2010 and 2012, people following brands on Social Media increased **106%**
- **Facebook** leads sharing, followed by **email** and **Twitter**
- **Women out-number Men** on most social sites
- Social media sites and blogs reach **80% of all U.S. internet users**
Social Media for Non-Profits

- **50% of nonprofit communicators** label social media as a “very important” communication tool.
- 55% who engaged with causes via social media have been **inspired to take further action**.
- In 2013, **online fundraising** increased by over **13%**.
- **56% of people donated** to an organization because they **read a story via social media**.
- After becoming a **follower** of a nonprofit’s social network, **59% of people donated**.
- 47% of Americans **learn about a nonprofit** from the internet, specifically **social media**.

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“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman
First Thing’s First....
Goals

- I want to increase traffic to the events section of the website by 10%.
- We want a monthly average of 70 interactions on Facebook.
- I want 20 new Followers on Twitter every month.
KNOW YOUR AUDIENCE
Who is your **Audience**?

- Age, Race, Gender
- How do They Talk to **YOU**?
- How do They Talk to **Each Other**?
- Where are They Spending Time?
What (and who) are your Resources?

- In-house vs. Outsourced
- Team Size
- Available Time
- Accountability
EXPLORE YOUR OPTIONS
The Four C’s of Social Media

- **Content is King**
  - Provide Value
  - Be Authentic
- **Consistency is Better Than Rare Moments of Greatness**
  - Do Not Start and Stop
  - Posting/Engaging Should be Daily
- **Customization is Necessary**
  - Set Yourself Apart
- **Community is Success**
  - Identify Your Audience
  - Build Your Community
Let’s Talk Specifics...
Facebook

- Largest social network in the world
- Average of 700 billion minutes on Facebook monthly
- Average User is connected to 80 Pages
- Every 20 minutes there are 1 million links shared
Tips & Tricks for Using Facebook
Schedule Your Content

Don't forget to donate on May 6 for Give NOLA Day - every dollar counts! Learn more here:

GiveNOLA Day
givenola.org

The goal of GiveNOLA Day is to inspire the community to come together for 24 hours and contribute online, raising as many dollars as possible to support our local nonprofit organizations. It's our day to celebrate New Orleans and the region's spirit of generosity.

Schedule Post

5/3/2014 4:05 pm CDT

Boost Post Schedule
Check Your Scheduled Content
Edit, Reschedule or Delete
Target Your Content
Promote Your Content

- Audience:
  - Your Fans & their Friends
  - Targeted
- Maximum Budget
  - Facebook will recommend a budget and provide you with an estimated reach based on your budget and audience
- Duration
  - You can run promoted posts anywhere from 1 day to a week
- Account & Payment
  - If you have an advertising account already associated with the Page, it will default to that account
Promote Your Page
Promote Your Page

- Sample Ad
- Location
  - Geo-locate your ads if you’re expanding into a new market
- Interests
  - You can add as many interests as you see fit and Facebook will recommend interests
- Age & Gender
- Budget, Schedule & Billing
Advertise
Advertising Options

What kind of results do you want for your ads?

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
Creating Your Ads – Images

- Use up to 6 different images to create more ads in your campaign at no extra cost.
- Recommended Image Size for News Feed: 600 pixels x 226 pixels.

[Image of multiple uploaded images with different dimensions]
Creating Your Ads – Copy
Creating Your Ads – Audience

- **Custom Audiences**: Choose a Custom Audience, Create New Custom Audience...
- **Locations**: United States, All United States
- **Age**: 13 → No max
- **Gender**: All, Men, Women
- **Languages**: Enter a language...
- **Interests**: Search interests
- **Behaviors**: Search behaviors
- **Connections**: All, Only people connected to NEW ORLEANS WILL, Only people not connected to NEW ORLEANS WILL, Advanced connection targeting

Potential Reach: 180,000,000 people
Creating Your Ads – Budget & Timing

**Campaign and Ad Set**
- **Ad Set Name**: New Orleans - 25+
- **Budget**: Per day $5.00
- **Schedule**: Run my ad set continuously starting today

**Bidding and Pricing**
- **Bidding**: Bid for Page likes
- **Pricing**: Your bid will be optimized to get more Page likes. You will be charged every time someone is shown your ad.
Targeting Real Life Example

- People located in New Orleans
- 25 and older
- Interests include: Charity and Causes; Community Issues
- Behaviors include: All Charitable Donations
- College graduates
- Household Income of $50,000-$75,000

Potential Reach: 4,000
# Reporting for Advertising

## View Advertising Report

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Summarize By</th>
<th>Time Summary</th>
<th>Filter</th>
<th>Date Range</th>
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<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Actions</th>
<th>CTR</th>
<th>Spent</th>
<th>CPM</th>
<th>CPC</th>
<th>CPM</th>
<th>Total Spent</th>
<th>Reach</th>
<th>Frequency</th>
<th>Social Reach</th>
<th>Actions</th>
<th>Page Likes</th>
<th>Unique Clicks</th>
<th>Unique CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,071</td>
<td>307</td>
<td>480</td>
<td>1.610%</td>
<td>$91.59</td>
<td>$4.80</td>
<td>$0.30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Campaign Name</th>
<th>Ad Set</th>
<th>Social Impressions</th>
<th>Social %</th>
<th>Clicks</th>
<th>Social Clicks</th>
<th>Click Through Rate</th>
<th>Social CTR</th>
<th>CPC</th>
<th>CPM</th>
<th>Total Spent</th>
<th>Reach</th>
<th>Frequency</th>
<th>Social Reach</th>
<th>Actions</th>
<th>Page Likes</th>
<th>Unique Clicks</th>
<th>Unique CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 2014</td>
<td>New Orleans Audi</td>
<td>March 2014 Page Likes</td>
<td>Houston - 25-65</td>
<td>4,810</td>
<td>512</td>
<td>19</td>
<td>6</td>
<td>3.971%</td>
<td>1.172%</td>
<td>0.21</td>
<td>8.19</td>
<td>$39.41</td>
<td>2,881</td>
<td>1.7</td>
<td>239</td>
<td>319</td>
<td>156</td>
<td>180</td>
</tr>
<tr>
<td>Mar 2014</td>
<td>NO Audi A3 Launch Event</td>
<td>A3 Launch</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Apr 2014</td>
<td>New Orleans Audi</td>
<td>March 2014 Page Likes</td>
<td>Houston - 25-65</td>
<td>1,433</td>
<td>162</td>
<td>46</td>
<td>1</td>
<td>3.210%</td>
<td>0.617%</td>
<td>0.23</td>
<td>7.38</td>
<td>$10.68</td>
<td>1,033</td>
<td>1.4</td>
<td>65</td>
<td>92</td>
<td>34</td>
<td>45</td>
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<tr>
<td>Apr 2014</td>
<td>NO Audi A3 Launch Event</td>
<td>A3 Launch</td>
<td>12,828</td>
<td>2,706</td>
<td>70</td>
<td>44</td>
<td>0.648%</td>
<td>1.628%</td>
<td>0.59</td>
<td>3.24</td>
<td>$41.60</td>
<td>5,912</td>
<td>2.2</td>
<td>2,592</td>
<td>69</td>
<td>0</td>
<td>65</td>
<td>1.099%</td>
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</table>
Pages to Watch

Admin Panel

Posts & Notifications

<table>
<thead>
<tr>
<th>Post</th>
<th>Total Reach</th>
<th>Paid Reach</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last week we paid respects to our h...</td>
<td>29</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Meet Matt, the Business Development...</td>
<td>110</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Our very own, McKenzie Coco, recent...</td>
<td>30</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>Louisiana is looking to pass a privacy la...</td>
<td>51</td>
<td>--</td>
<td>Boost Post</td>
</tr>
<tr>
<td>We told you about it a few weeks ago...</td>
<td>44</td>
<td>--</td>
<td>Boost Post</td>
</tr>
</tbody>
</table>

Messages

- Allen Glines
  Are you interested in the services of...

- Simon Andras
  Hi, your contact us page is not working...

- Brooke Knapp Oosenkop
  Thank you for letting us know, Broo...

- Patrick Patty Cakes Mart
  Hi Patrick, thanks for reaching out to...

- Alta Edgar
  My friend Michelle Currier at Hippath...

Get More Likes

Promote your Page

Promote Page

Pages to Watch

1. Peter Mayer Advertising
   1,157 likes
   16

2. FSC Interactive
   1,149 likes
   9

3. Velocity Agency
   1,086 likes
   2

4. Zehnder
   934 likes
   2
Create Custom Tabs
Create Custom Tabs

Countdown to Giving Day!

21 Days 3 Hours 1 Minutes

Give $10 or more through www.GiveNOLA.org on Tuesday, May 6th and your donation will receive a little beignet.

MAY 6, 2014 • MIDNIGHT TO MIDNIGHT

GiveNOLA Day is just around the corner!

Hosted on Tuesday, May 6th by the Greater New Orleans Foundation, GiveNOLA Day is the community’s first one-day, online giving event to inspire people to give generously to nonprofit organizations who make our region a stronger and thriving community for all.

It’s our day to come together as one! Every dollar donated from midnight to midnight on May 6th will be increased with additional “beignets” dollars provided by the Greater New Orleans Foundation and our generous GiveNOLA Day sponsors.

Built on successful models from other cities, GiveNOLA raises money for the community, brings new donors to local nonprofits, and helps make our region a more vital place to live. This year GiveNOLA Day is tied to a national event called Give Local America where hundreds of community foundations across America are asking their communities to give back on May 6, 2014.

To see more information about each participating non-profit, click on the link below. The Leaderboard will only show donations on GiveNOLA Day, however you can click on the participating non-profit’s name to see more information about them. Explore the list and find the non-profit that most appeals to you!

See the participants!
Learn More About Your Audience

Introducing Graph Search

People who like Cycling and are from my hometown

Find people who share your interests

Want to start a book club or find a gym buddy? Connect with friends who like the same activities—and meet new people, too.
Facebook Graph Search
Facebook Graph Search
Tips for Facebook

- Try a variety of content types - test links, photos, status and more
- Less is more on Facebook - no need to post more than 1 or 2 times a day (but 1 minimum)
- Update your cover photo and avatar as needed but remember that counts as a post
- Always delete the long link
Twitter

- 500 Million Active Registered Users
- 115 Million Active Users Monthly
- 58 Million Tweets per Day
- Most Frequently Used Social Network for Customer Complaints
Using Twitter as a Brand
Speaking the language

RT @fscinteractive: hosting a #socialmedia101 training session this morning!

3:41 PM - 20 Jan 13 - Embed this Tweet
Twitter Translator
“@-Replies” and “Handles”
Retweet

RT @ncantarano: Help raise money for Tsunami Relief: http://bit.ly/awsjaho
Other “Versions” of Retweet

- RT = Retweet
- MT = Modified Tweet
- V/ or Via// = Via
Hey! I think you meant interested in the last tweet you guys had. Just wanted to let you know.

Andy, thanks for catching our slip up!

Sure thing!
Hashtag

Andy @andyknola

Doing good always feels good! Learn more about #GiveNOLA and how you can make a difference!

3:41 PM - 20 Jan 13  ·  Embed this Tweet

Andy @andyknola

I can't believe Duke is out of the #MarchMadness tournament in the first round again. #IShouldaKnown

3:41 PM - 20 Jan 13  ·  Embed this Tweet
Twitter Rules of Engagement

- Don’t talk all about yourself
- Find the people who interest you
- Try to add value to the conversation
- Follow up with your new friends
Measuring Success on Twitter
www.analytics.twitter.com
Twitter Cards
Twitter Cards

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution
- **Summary Card with Large Image**: Similar to a Summary Card, but offers the ability to prominently feature an image
- **Photo Card**: A Tweet sized photo Card
- **Gallery Card**: A Tweet Card geared toward highlighting a collection of photos
- **App Card**: A Tweet Card for providing a profile of an application
- **Player Card**: A Tweet sized video/audio/media player Card
- **Product Card**: A Tweet Card to better represent product content
## Twitter Cards Analytics

### Links

<table>
<thead>
<tr>
<th>URL</th>
<th>Source</th>
<th>Impressions</th>
<th>URL Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>neworlean View Tweets</td>
<td>HootSuite View Tweets</td>
<td>4,265</td>
<td>60</td>
</tr>
<tr>
<td>neworlean View Tweets</td>
<td>web View Tweets</td>
<td>481</td>
<td>4</td>
</tr>
<tr>
<td>neworlean View Tweets</td>
<td>Twitter for iPhone View Tweets</td>
<td>301</td>
<td>2</td>
</tr>
<tr>
<td>neworlean View Tweets</td>
<td>Tweet Button View Tweets</td>
<td>54</td>
<td>1</td>
</tr>
<tr>
<td>neworlean View Tweets</td>
<td>LinkedIn View Tweets</td>
<td>39</td>
<td>1</td>
</tr>
</tbody>
</table>
LinkedIn

- 75% of audience have college degree or higher
- LinkedIn sends more traffic to your website than Facebook or Twitter
- Two new members sign up every second
- There are over 10 million endorsements provided every day
Establish a Presence
Personal Presence

- Choose a photo
- Add all of your information including where you work, your job title, where you went to school
- Add skills
- Add connections
- Endorse and recommend others
- Join Groups
Company Presence
Creating Your Company Page

Companies > FSC Interactive (edit mode)

- **Companies**
  - **Companies**
    - **Company Name**
    - **Company Description**
    - **Company Type**
    - **Company Size**
    - **Company Website URL**
    - **Company Industry**
    - **Company Operating Status**
    - **Year Founded**

- **Company Locations**
  - **Add another location**

- **Company Specialties**
  - SEO
  - Social Media Marketing
  - Online Strategy
  - Search Engine Marketing
  - Social Media Analytics

- **Image**
  - FSC Interactive is an agency specializing in search marketing strategy, social media management, paid search advertising, search engine optimization, website audit, and local SEO.

- **Contact Information**
  - www.fscinteractive.com
  - info@fscinteractive.com
  - @fscinteractive
Update All Services

Internet Marketing Services

We help develop your brand and provide you with confidence in your online marketing efforts and voice. Strategic thought is at the core of our services and we provide the metrics to prove our, and ultimately YOUR SUCCESS.

Small Business Empowerment Program
The FSC Empowerment Program teaches and trains small business owners and staff how to efficiently and effectively participate in social media and online marketing. With a 90 day, cost effective program, FSC will help develop a customized plan to earn the attention and loyalty of existing customers.

Request recommendations · Share

Social Media Marketing
Social media and online PR are a shift in how people discover, read and share news, information and content. It is transforming monologues into dialogues and transforming people from content readers into publishers. Somewhere online somebody is talking about your company or industry. Do you know...

Request recommendations · Share

Search Engine Optimization
Making your website efficient to the end user and optimized for search placement are essential pieces in creating a successful online marketing plan. Your site content, online marketing messaging, online listings and even press releases need to be optimized for search engines like Google, Yahoo,...

Request recommendations · Share

Paid Search Engine Marketing / Pay Per Click Advertising
FSC Interactive specializes in the management of paid search campaigns in Google Adwords, Bing Ads, and the Yahoo advertising network within social media networks like Facebook, LinkedIn and YouTube, and contextual targeting on various other websites. FSC Interactive’s paid search marketing team...

Request recommendations · Share
Build, Engage and Cultivate Your Community!
Network, Network, Network

- Connect with people you know
- Ask your board, sponsors and volunteers to connect with YOU and with YOUR COMPANY
- Look for people you WANT to get connected to
Share Updates

FSC Interactive will be hosting a Social Media 101 Training at Greater New Orleans Foundation later today! Let us know if there’s anything you want covered!

Share with: All followers

On April 14th, 2014, the Products & Services lab was discontinued. Visit our Help Center to learn more.

FSC Interactive is an agency specializing in search marketing strategy, social media management, paid search advertising, search engine optimization, website audits and local SEO.

FSC develops online strategies for businesses through paid search placement, website optimization and social media strategy. Creating focused, smart communications plans for clients big and small.

Interested in FSC Interactive? Learn about our company and culture.
Hey girl.

I know you’re stressed about launching your social media campaign.

But don’t worry.

I know it’s going to be Awe.sm
Questions?

Any questions?

Twitter: www.twitter.com/fscinteractive
E-mail: info@fscinteractive.com
Get More Slides: http://www.slideshare.net/fscnola
Facebook: www.facebook.com/fscinteractive