Social Media
Social Media is not longer a question of “should we.”

Today, it is a question of “how should we.”
The big players Globally

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)

- Facebook: 1,871 million
- WhatsApp: 1,000 million
- Facebook Messenger: 1,000 million
- QQ: 877 million
- WeChat: 846 million
- QZone: 632 million
- Instagram: 600 million
- TikTok: 590 million
- Twitter: 317 million
- Reddit: 300 million
- Snapchat: 300 million
- Skype: 300 million
- Sina Weibo: 297 million
- Viber: 249 million
- LINE: 217 million
- Pinterest: 150 million
- Viber: 122 million
- LinkedIn: 106 million
- BBM: 100 million
- Telegram: 100 million
- VKontakte: 99 million
- KakaoTalk: 49 million
Network usage in the U.S.
New truths of social media

• Likes do not Equal Sales, But They Do Correlate
• The Cart now Comes Before the Horse
• ANYONE can be Reached on Social Media
• Organic Reach for Brands is Dead
• Social Media is the e-Commerce Platform of Tomorrow
• Whether by Algorithm or choice, Users Self-Select Their Content
• Influencers are the New Megaphone
Profit margins for fans vs. non fans

<table>
<thead>
<tr>
<th>Brand</th>
<th>Non-Fans $139</th>
<th>Fans $255</th>
<th>Differences: $116</th>
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<tr>
<td>ZARA</td>
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<td>$432</td>
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<td>H&amp;M</td>
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<td>CRUNCHY</td>
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Social media and your business: What can it accomplish for me.
Aligning goals with mediums

Your **Social Media Strategy** Needs to be Based Equally on **What Will Work** for Your Product as **Your Goals for Your Product**

- **SALES**
- **EDUCATION**
- **AWARENESS**
- **CUSTOMER SERVICE**
Anyone can be reached on social

- Using Social Media as a Programmatic Platform

- Females
- 25-35
- In Atlanta
- Engaged
- 75K HHI and Above
- Has a dog
Anyone can be reached on social

- Using Social Media as a Programmatic Platform

Jan 1, 2017 - Jan 31, 2017

- Attorneys
- 25-55
- GA, FL, NJ
Organic reach is dead (or dying)

How Does Facebook Choose What To Show In News Feed?

Visibility = * I \times P \times C \times T \times R

- **Interest**: Interest of the user in the creator
- **Post**: This post’s performance amongst other users
- **Creator**: Performance of past posts by the content creator amongst other users
- **Type**: Type of post (status, photo, link) user prefers
- **Recency**: How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.
Organic reach is dead (or dying)
From Liking to Buying in one click
Everything, including social, is moving towards self-selection
Influencers are the new secret weapon for (some) brands.
Influencer marketing is not the new frontier, it’s the new advertising moneymaker
Omni-channel Design: Seamless Experience Across Channels

Adapting your brand to different platforms
What is Omnichannel?... again

• Omni-channel
  • Customers today are in control: when, where, and how they interact with your business

• B2B
  • They expect the same
  • B2B sellers need to find ways to keep their message consistent and create a seamless experience across platforms
  • Maintain relevance to the digital age
WHO ARE YOU

• Your Company:
  • What you represent
    • Message
    • Goals
    • Culture
    • Values
• Your Identity
  • Brand
  • Logo
  • Collateral
HELLO, IT’S ME

• Brand First Impressions
  • Approachable
  • Smart/Updated
  • Effective

• Branding
  • Logo
  • Colors
  • Typography
  • Environment
SHAPES

• Circle
  • Unity
  • Connection

• Rectangle / Square
  • Logic
  • Security

• Triangle
  • Power
  • Balance
Colors

• Cool Colors
  • Blue – Purple – Green
    • Trust – Strength – Creativity – Compassion - Control

• Warm Colors
  • Red – Orange Yellow
    • Bold – Youth – Motivation – Joy – Intellect
TYPOGRAPHY

• Serifs
  • Reliable
  • Traditional

• Sans-Serifs
  • Modern
  • Clean

• Cursive / Custom
  • Elegant
  • Creative
Helvetica / Garamond
Caslon / Univers
Futura / Bodoni
Garamond / Futura
Gills Sans / Caslon
Minion / Gill Sans
Myriad / Minion
Caslon / Franklin Gothic
Trade Gothic / Clarendon
Franklin Gothic / Baskerville
ENVIROMENT

- Identity
- Cohesiveness
- Execution
- Omni-channel
WHO ARE THEY

• Audience/Customers
  • Mostly online first
  • Seek information that is fast and reliable
  • Can they relate to your brand experience
UNDERSTAND USER EXPERIENCE

• The journey
• Where do you want to take your consumer
• Step by Step process
• Research
• Make different design decisions according to the platform
THEIR CHOICE
EXECUTE

• Where to start?

• Designers and Software
  • Understand the realm of both print and digital
  • Understand how to optimize files with the proper software for best output/resolution
designer
User Interface Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.

<coder>
Front End Developer who focuses on writing clean, elegant and efficient code. Love HTML5, CSS3, WordPress and a touch of jQuery.
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  • Financial/Investment

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  • Litigation Cost Protection
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LASTLY...
ADAPT YOUR BRAND

• The platform is always changing
• The consumers/businesses is always changing
• Update your brand accordingly
Thank YOU!