

The background is a solid yellow color. A large teal circle is positioned on the right side, partially overlapping the main title. Several black-outlined triangles of various sizes are scattered across the page, some pointing towards the center and others pointing outwards.

WINNING STRATEGIES IN

# SOCIAL MEDIA

BY TAYLOR HEAD



# HEY TAY





# STATS



**25%**

of the **GLOBAL** population is on Facebook.

**80%**

of the population in **North America** has  
**Facebook**



# **STATS**



- **On average, that 80% spends 15-20 minutes per day on Facebook.**
  - **100 Million hours of Facebook videos are watched DAILY.**
- 
- 

# **STATS**



**Ages approx 60+ spend 8% more time on social media.**

**(That is an more like 25+ per day)**





**Taylor Head**

June 6, 2017 · 🌐 ▼



Add a description

Tag Photo

Add Location

Edit

31

2 Comments 1 Share

Like

Comment

Share



**Bruce Harvey** Very proud of my grandson Taylor and what he has accomplished

Like · Reply · 1y



**Lilla Harvey** Handsome dude , keep up the good work

Like · Reply · 1y



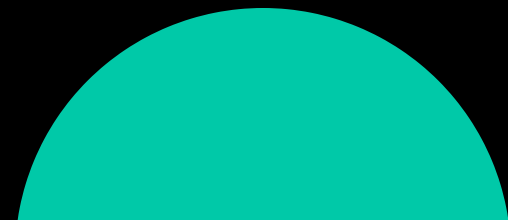
Write a comment...



**STATS**



**DON'T DISCOUNT THE OLDER GENERATIONS**



# STATS



**80%** of social media is viewed on mobile devices.

**93%** of Pinterest users plan to either recreate something or purchase it.



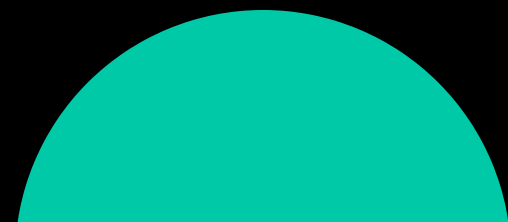


**STATS**



**409 MILLION**

**People read blogs every single month...**





**ACCESSIBILITY IS YOUR  
GREATEST ADVANTAGE.**

# **WHAT IS THE GOAL HERE?**

- BRAND AWARENESS**
- TRAFFIC**
- TRANSACTIONS**
- CUSTOMER INTERACTION**

# HOW DO WE MEASURE THESE GOALS?

**Reach** - How many unique people.

**Impressions** - How many total views.

**Overall Engagement** - Likes, Comments, Shares etc

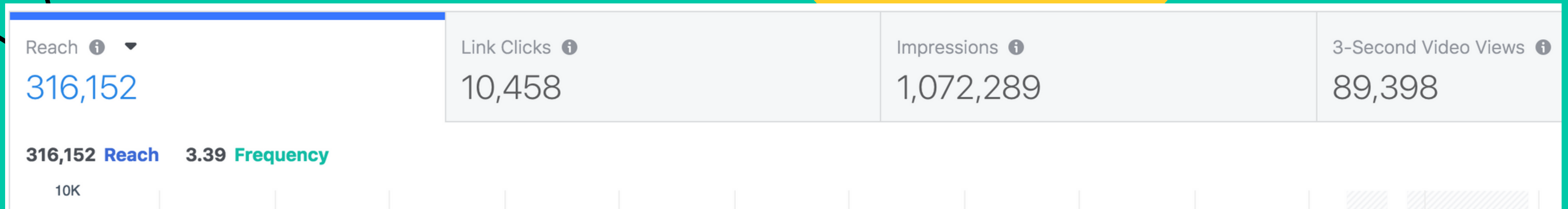
**Website Hits** - Traffic

**CPC (Budget)** - Is it worth your investment?

**Performance** - Taking your social to the next level.



# HOW DO WE MEASURE THESE GOALS?



# HOW DO WE MEASURE THESE GOALS?

SEP  
8

**Calgary Food Fest 2018**

Saturday, September 8, 2018 at 11:00 AM

## Event Performance

Since Jul 26, 2018



**224.7K**

People Reached



**8.7K**

Responses



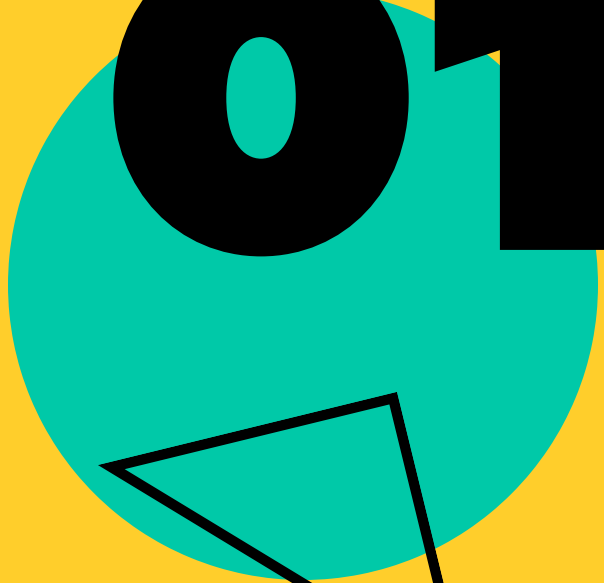
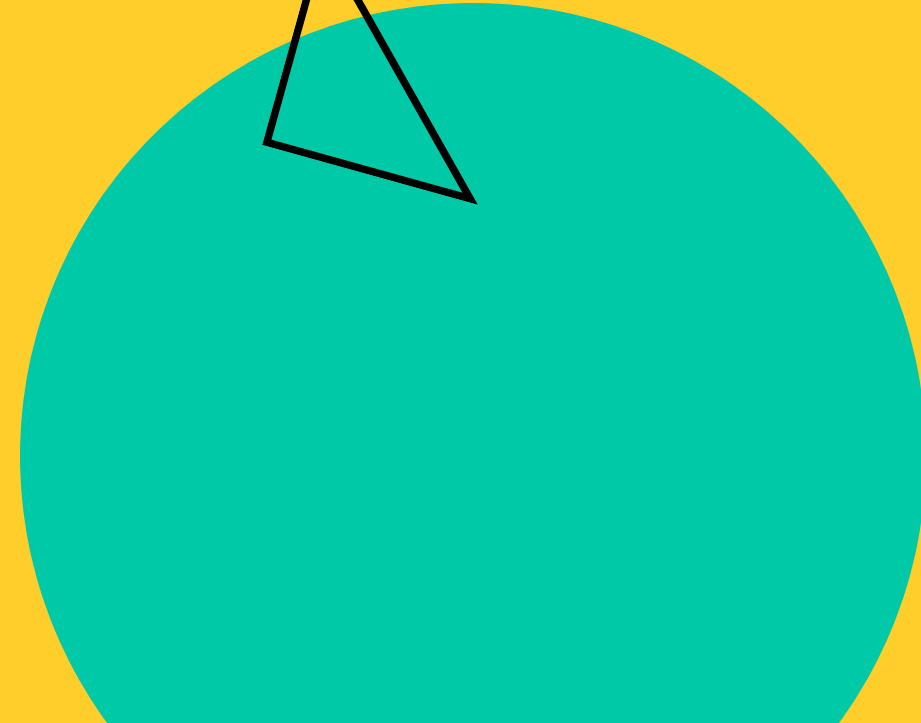
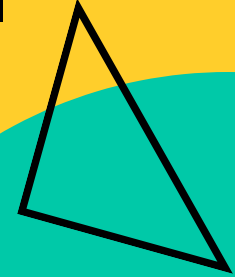
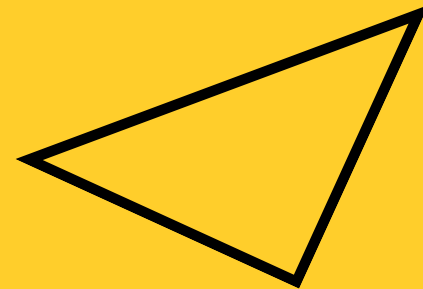
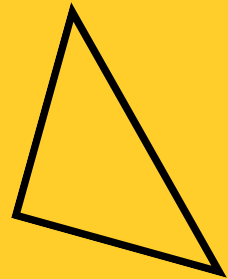
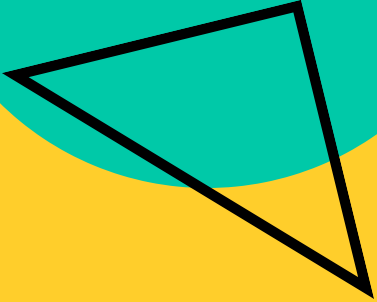
**3.3K**

Tickets

**01**

# **BRANDING**

**THE LOOK AND FEEL OF YOUR COMPANY**

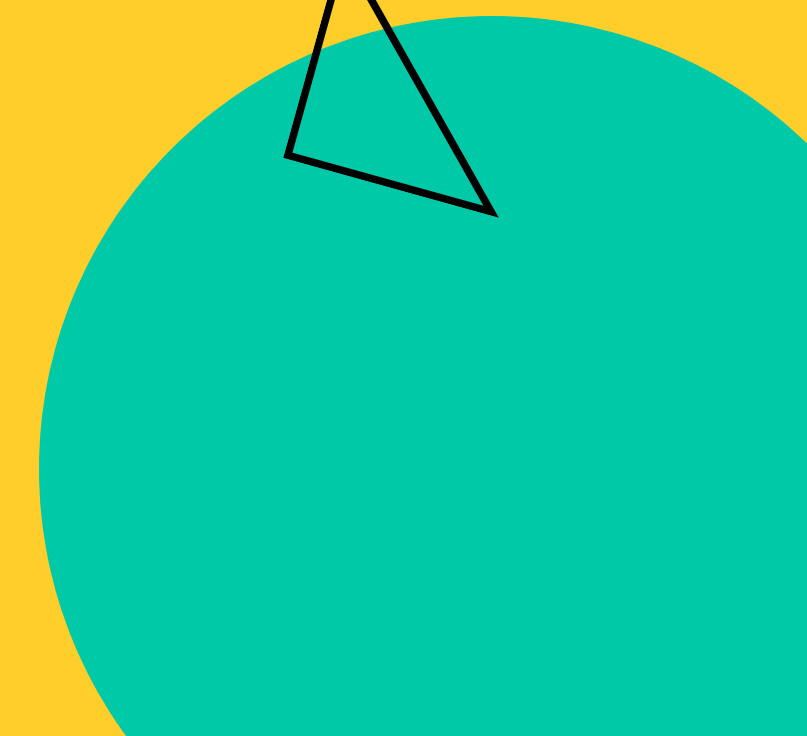
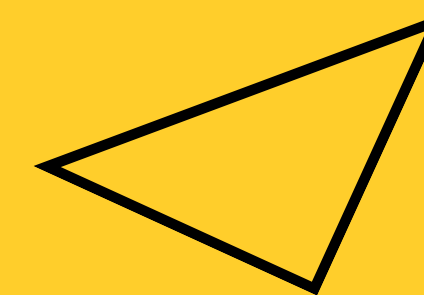
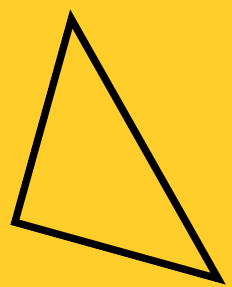
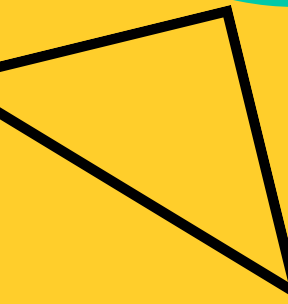




**01**

# **BRANDING**

- **Your Feed**
- **What are you posting?**
- **Quality Matters**
- **Colour Palette - Make it match!!**







# 02

## ORGANIC STRATEGIES

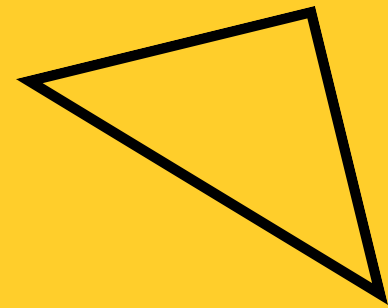
- **Regular posting** (Later, Hootsuite)
  - **When to post?** (Create a business account)
  - **Consistency** (As much as you can)
  - **Stories!** (Easiest place to feature)
  - **Giveaways** (Low cost engagement)
  - **Content Creation** (Local Talent, Influencers, Tagged Photos)
  - **Captions** (The friendly the better)
- 

# 03 PAID STRATEGIES

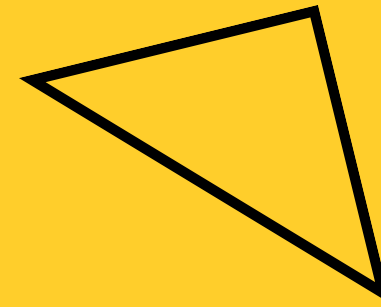
- **Boosted Posts** (Please never do this, waste of money)
- **Landing Pages** (Can be done free, more effective if paid)
- **Facebook Ads** (The best form of advertising in this era)

# 03 FUNNELS

FACEBOOK AD



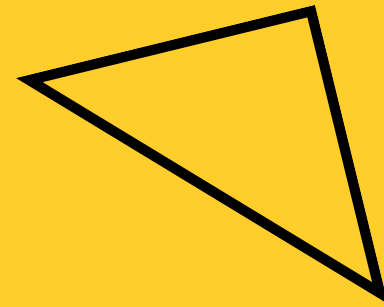
WEBSITE CLICK



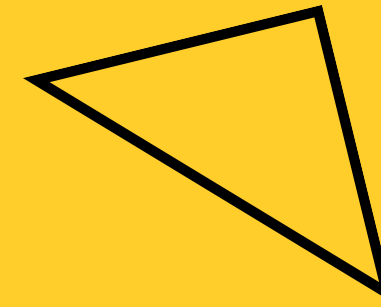
ACTION STEP

# 03 FUNNELS

WEB SEARCH



WEBSITE CLICK



ACTION STEP



# 03 PAID STRATEGIES

## FACEBOOK ADS

- The best method available to each of us.
- If you can master these you will see incredible results.

# 04

## LITTLE THINGS THAT MATTER

- Google Reviews
- Facebook Reviews
- SEO (Web)
- Easy To Reach

The image features a bright yellow background. In the top-left corner, there is a teal circle partially overlapping a black-outlined triangle. In the top-right corner, there is a black-outlined triangle. In the bottom-left corner, there is a black-outlined triangle. In the bottom-right corner, there is a teal circle partially overlapping a black-outlined triangle. The word "QUESTIONS?" is centered in the middle of the image in a bold, black, sans-serif font.

**QUESTIONS?**



# THANKS A LOT

BY TAYLOR HEAD