



From Social Caterpillar to Social Butterfly

hosted by

venture 1:9



Thank You!

venture **1:9**

Introduction

Elizabeth Mead from Tandem Collaborative will be our tour guide for this session.

"From Social Caterpillar to Social Butterfly"



We are a Strategic Consultancy with a
Full-Service Creative Team.



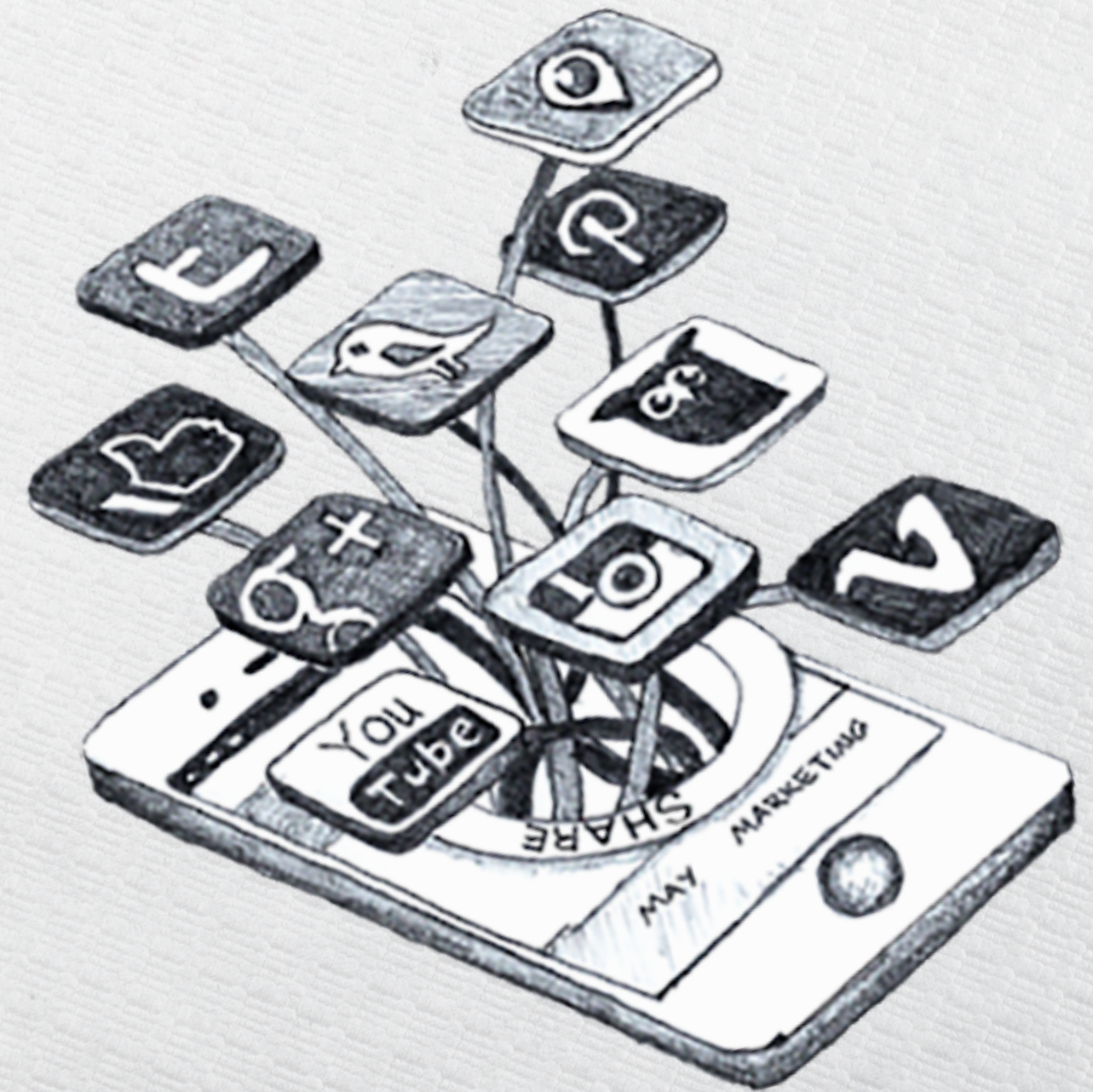
From Social Caterpillar to Social Butterfly

Let's begin!

Q Social Media???

- What is it?
- How does it help my organization?
- What do I post about?
- How often should I post?
- What social tools should I be using?
- How do I know it's working?
- Do I HAVE to?

*Social Media is a tactic that
3.78 billion people participate in worldwide.*



- **Engagement Rates**

- Facebook - .09% (about the same as last year)
- Instagram - 1.22% (which is a 23% decrease from 2019)
- Twitter - .045% (stayed consistent for the last three years)

- **Click-Through Rate (CTR)**

- Social Media as a whole in 2020 was 1.3% (up from 1.2%)

- **Follow Rates**

- 57% of consumers will follow their fave brands
- 47% will actually stay up to date

- **Top four causes for people to unfollow on social**

- Poor experience of product/serve
- Poor customer service
- Irrelevant content
- Too many ads

The people on this webinar:

- Crawling - 47%
- Soaring - 9%
- In-Between - 44%



2021 STATS

Step 1: Identify Your Lens

What purpose does social media play in your organization?

4 Lenses for Social

From Social Caterpillar to Social Butterfly

I am participating in social media to....



*stay in touch with
family & friends*



*influence my
community*



sell my products



sell my services

4 Lenses for Social

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Personal Use



Influencer



Product



Community

Organizations will **NEVER** fit into the personal use category and will **ALWAYS** fit into one of these three purpose categories

If...

- You own more than one organization
- You are an ambassador of more than one brand
- You are paid to promote brands that fit your lifestyle
- You are building a community based on your lifestyle

Influencer



- You are selling tangible products
- You are selling memberships
- Your product/memberships can be purchased online
- Your product/memberships are NOT a big-ticket item

Product



big ticket items are things like cars, boats, houses, or luxury items that are \$\$\$

- You are selling a big ticket item
- You are selling services
- You are inviting people to your cause
- You are an event-based business

Community



Step 2: Identify Placement

Where does social play in your customer lifecycle funnel?

What **prospecting strategies** are you currently using to introduce yourself to your target market?



What **conversion tactics** are you leveraging to move someone from "unknown" to "known" in your database?



What steps are you taking to **engage** your customers?



How are you equipping **advocates** to talk about you and invite others to know you?

Influencer & Community Categories

- Primary: Engagement & Cherishing
- Secondary: Awareness

Product Category

- Primary: Awareness & Conversion
- Secondary: Engagement & Cherishing

#1 mistake organization's make:
setting wrong performance expectations

Step 3: Choose Your Tools

Which social media platforms will you leverage (and why)?

Top Social Media Tools (as of 2021)

1. Facebook – 2.32 Billion
2. YouTube – 1.9 Billion
3. Whatsapp – 1.6 Billion
4. Messenger – 1.3 Billion
5. WeChat – 1.01 Billion
6. Instagram – 1 Billion
7. QQ – 807 Million
8. Qzone – 532 Million
9. TikTok – 500 Million
10. Sina Weibo – 462 Million
11. Tumblr – 437 Million
12. Reddit – 430 Million
13. Twitter – 330 Million
14. LinkedIn – 303 Million
15. Douban – 300 Million
16. Baidu Tieba – 300 Million
17. Snapchat – 287 Million
18. Viber – 260 Million
19. Pinterest – 250 Million
20. Discord – 250 Million

*A common mistake organizations make:
choosing tools based on popularity and fads.*

Am I trying to reach the mass market?

← Yes

No

Who is my target audience?

What platforms do they prefer? Why?

How do they like to be engaged on those platforms?

How could you add value there?

Am I truly showing up there?

Social Media Explained

(in bacon)



Facebook

We like bacon. What about you?



Instagram

Here's how bacon showed up for us today.



YouTube

Here's a video on how bacon makes things better for us (and you)!



Pinterest

Here's our easy, 5-step recipe for using bacon.



Twitter

We're eating bacon. #rightnow



LinkedIn

Here's our bacon skills...and people vouching for them.

Text us at +1 (623) 323-7573
with questions!



Snapchat

Quick! Look at THIS about bacon...before it disappears!



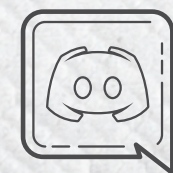
TikTok

Here's our team goofing off, singing the Bacon Song.



Reddit

Ask us anything about bacon.



Discord

Let's create a private server to talk to others about bacon.



Telegram | Messenger | Whatsapp | WeChat | Line

Let's text or video chat, about bacon!



When you want to...

Start a Mastermind, Talk Business, Discuss Theories, Legitimize Your Expertise



Engage a Conversation, Get a Reaction, Give a Shoutout



Educate, Share Your POV



Provide Access to Chat, Show Your Human Side, Promote Lifestyle/Culture



Which social platforms should a business use?

Whichever ones fit the bigger picture of your strategy.

Step 4: Create Your Routine

What steps can you take to leverage the tactic of social?

Be Proactive and then be present

1. Create Categories

- a. Determine Rhythm
- b. Determine CTA's

2. Set up a Social Media Management Tool

- a. Set post presets
- b. Create an evergreen library
- c. Automate your schedule

3. Book routine time on your dance card

- a. Review results for previous calendar month
- b. Create pro-active posts for next calendar month *Use our napkin sketch*

4. Tune in daily to respond

1 List Your Goals

_____ What is the CTA? _____

_____ What is the CTA? _____

_____ What is the CTA? _____

_____ What is the CTA? _____

_____ What is the CTA? _____

What is the journey from post to CTA? (Draw It)

2 Answer the following ?s for each goal above.

1. What is the journey from post to CTA? (Draw It)
2. What would the posting image(s) look like?
3. What text would be on the image(s)?
4. What would the posting(s) text say?
5. What are the links?

CATEGORY:

Helpful Hints

Educational content that provides insights and how-to's for our target market.

Post 3-4 of these a month.

1

Video (pre-recorded or LIVE)

2

Content-rich blog about a topic I know my audience would be served by.

- Pop video link into Rev and get a transcript
- Review and polish
- Post on blog

3

Post on Pinterest

- Create a pin graphic
- Post to Pinterest with link to blog

4

Post on Facebook

- Pull a snippet from blog
- Create a social square
- Schedule on FB with a CTA to read full blog (link to blog)

5

Post on Instagram

- Choose an image or video that shows your organization leveraging that helpful hint
- Post to IG (grid, stories, reels)

A sample strategy
feel free to borrow it

**Text me at +1 (623) 323-7573 for
a copy of this slide.**

Conclusion & Helpful Hits

Putting it all together.

Steps to Social

1. Identify Your Lens
2. Identify Placement
3. Choose Your Tools
4. Create Your Routine

Mistakes to Avoid

- Not having a strategy
- Relying on reactive posting
- Dismissing social marketing as ineffective
- Posting but not responding
- Posting the exact same thing on all tools
- Wrong expectations
- Inauthentic content
- Hacked content
- Incorrect tone for tool
- Being narrow-sighted or check-box minded
- Putting on a mask
- Forgetting the rest of the funnel



Time for Q&A!

We will cover as many questions as we can now.
Feel free to text me questions anytime at
+1 (623) 323-7573.

Thank you for letting us serve you today!
Explore more resources at tandemjourney.com/venture19