

CONCEPT2COMPLETION

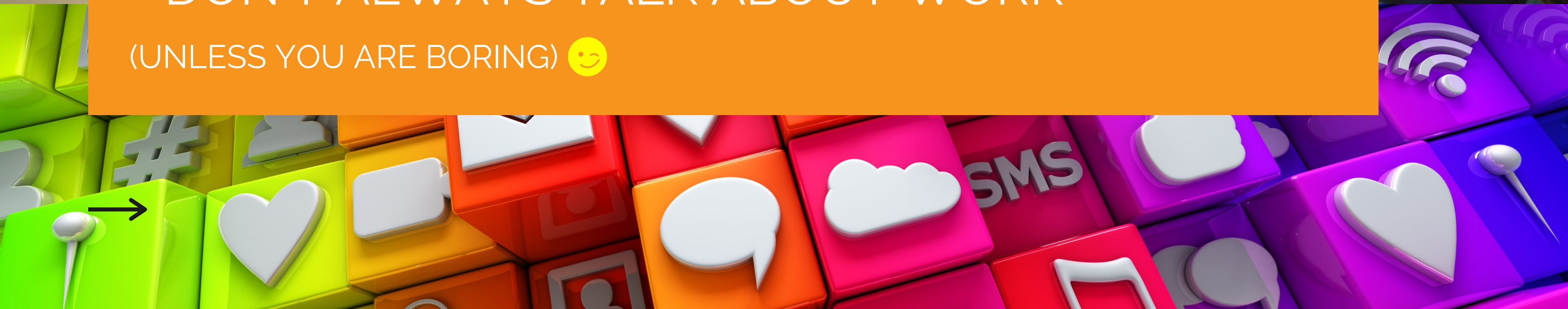
PRESENTED BY: MARK STEWART & JILLIAN GRAMMER

C2C

SOCIAL MEDIA IS A COCKTAIL PARTY

- DON'T ALWAYS TALK ABOUT WORK

(UNLESS YOU ARE BORING) 😊





We'd love to talk about
all things marketing.



Connect With Us & Drop Your Links In The Chat Box



@Concept2CompletionAZ



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2completion.com

EACH PLATFORM IS DIFFERENT

Today, we will learn how to engage appropriately on each social media platform.



Facebook



Instagram



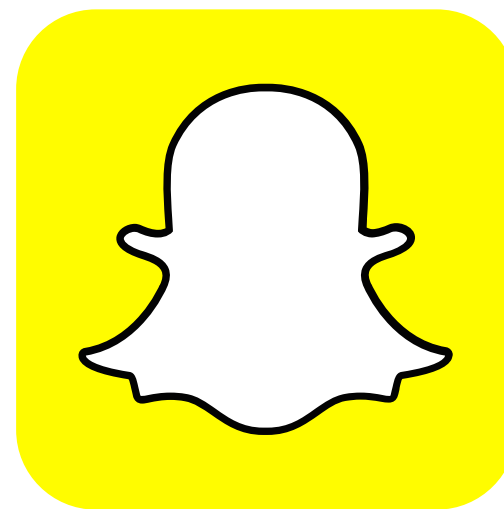
Twitter



LinkedIn



Pinterest



Snapchat



TikTok

LET'S START WITH LOOKING AT CONSUMER BEHAVIOR

The Key to Social Selling is Social, Not Selling

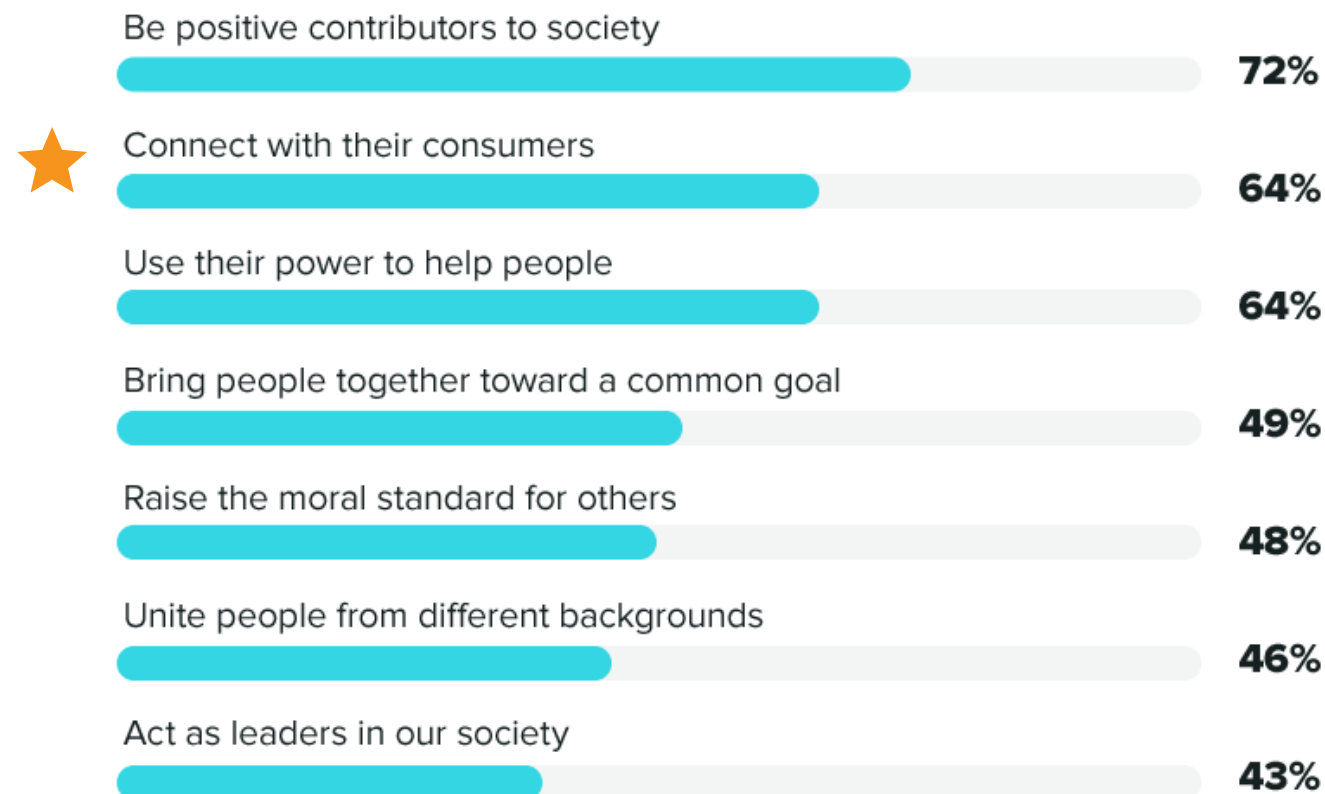


IT'S ABOUT DEVELOPING THE RELATIONSHIP FIRST

WHAT CONSUMERS WANT

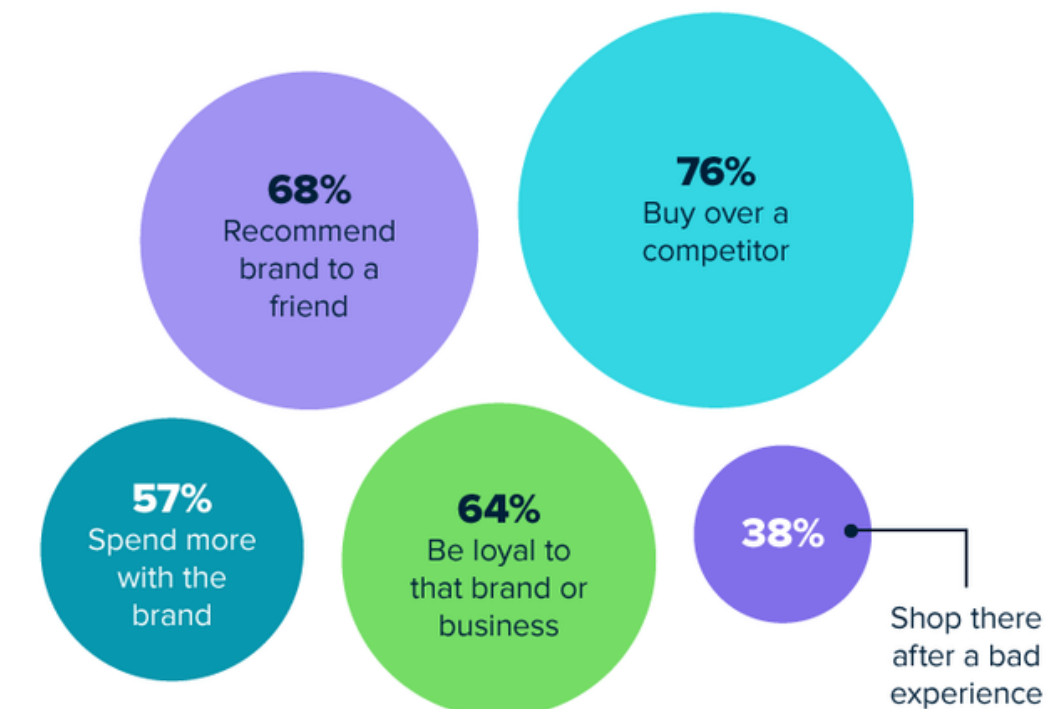


(From Brands - In General)



WHAT IT WILL LEAD TO...

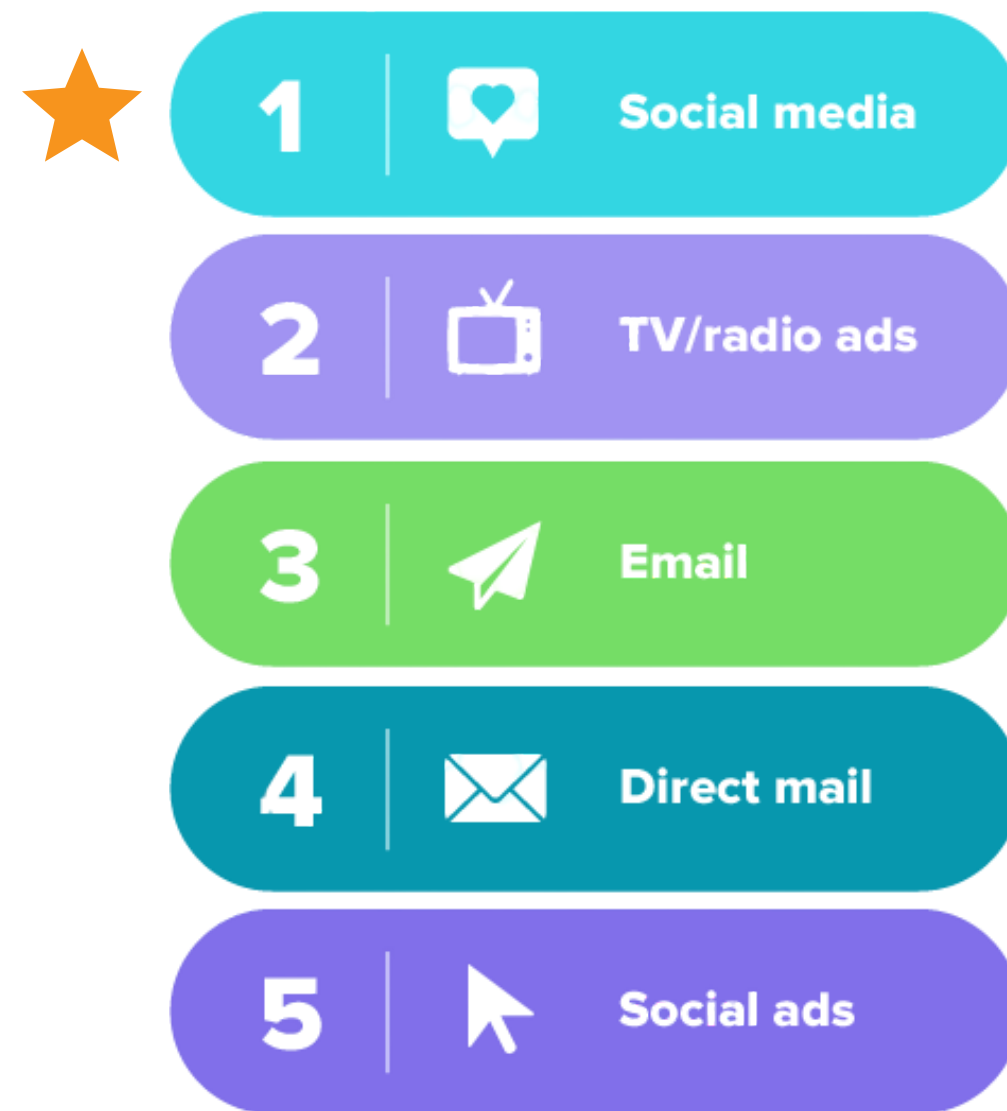
When Consumers Feel Connected to Brands, They're MORE LIKELY To.....



CONSUMER BEHAVIOR (CONT.)

WHERE TO CONNECT...

Consumers Rank Which Channels Give Brands Best Opportunity to Connect



HOW TO CONNECT...

Social Media Behaviors To Connect W/ Consumers



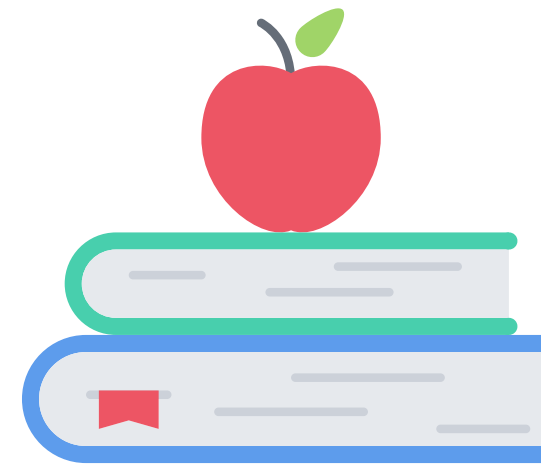
Engagement is all about **Content Quality**

4 TYPES OF CONTENT TO POST (THAT'S NOT ANNOYING)



ENTERTAINING

- Fun & National Holidays
- Viral Videos
- Jokes/Memes
- Contest/Giveaways
- #ThrowbackThursday

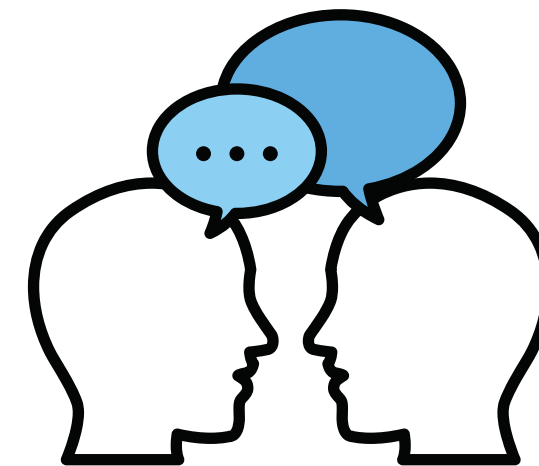


EDUCATIONAL

- Tips/Tricks
- Answers to FAQ
- Industry Research
- Blog Posts
- Case Studies
- Free Resources
- Live Video Training
- Infographic
- 'How It's Made'

INSPIRATIONAL

- Quotes
- Facts/Trivia
- Beautiful Images
- **Success Stories of Your Client's**



CONVERSATIONAL

- Questions (Would You Rather?)
- Fill in the blank
- Polls



45% of consumers unfollow brands because of irrelevant content or too many ads from the brand.

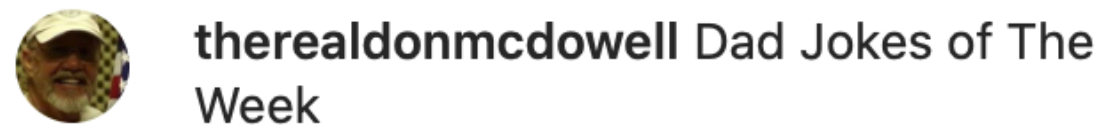
4 TYPES OF CONTENT IN ACTION

ENTERTAINING

JOKES/MEMES



therealdonmcdowell

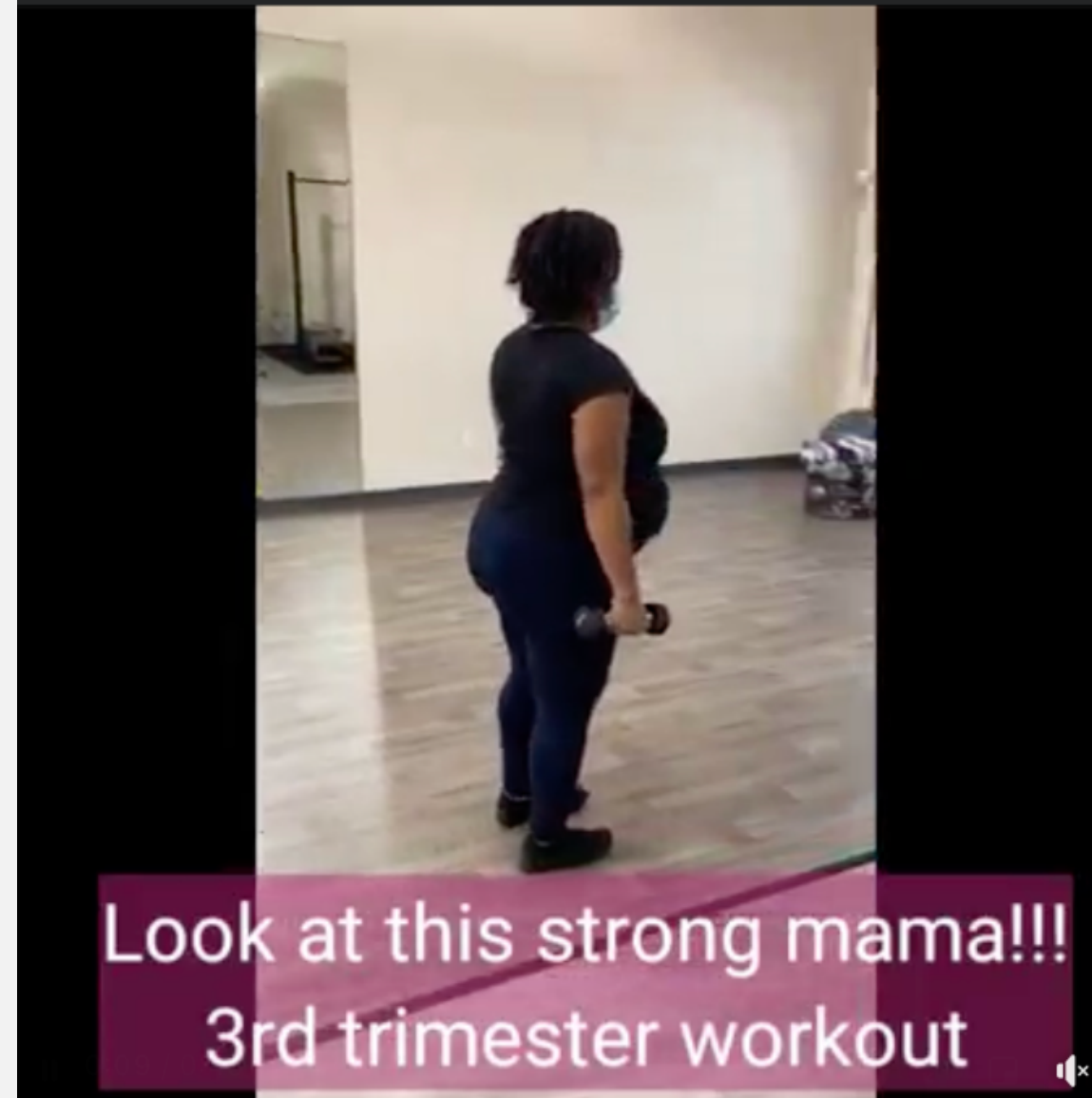
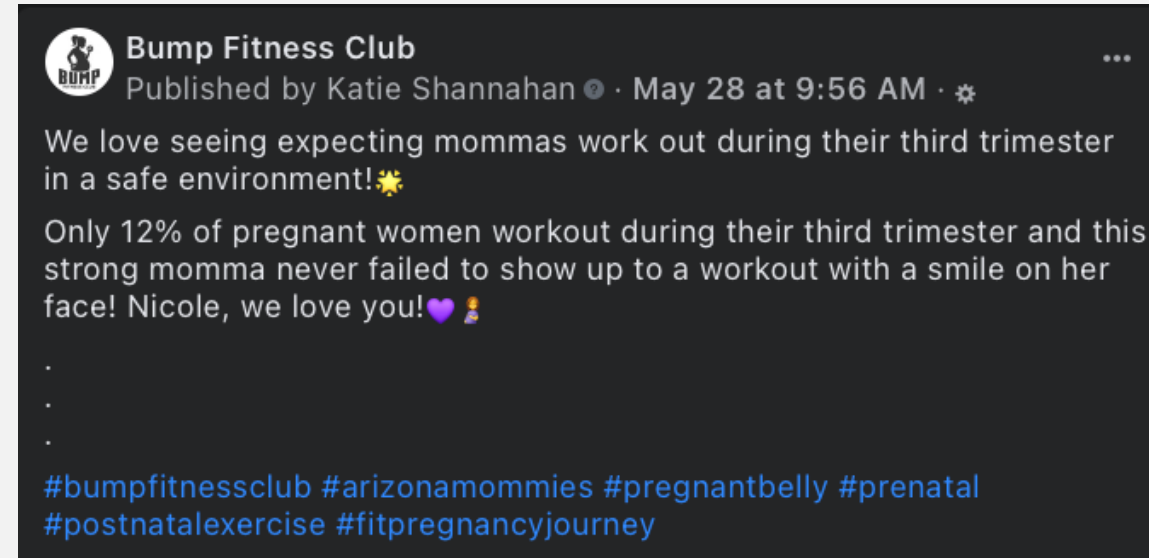


Doug spotted at Home Depot with his pocket protector 🕶️

Doug also finally guesses one of Marc's joke and Doug joke takes a dark turn 😂😂

INSPIRATIONAL

SUCCESS
STORIES OF
YOUR CLIENT'S



4 TYPES OF CONTENT IN ACTION

ASK A QUESTION

New Square Chandler
Published by Jillian Grammer · July 21 ·

Who's excited for [The Stillery Chandler, AZ](#) to open at [New Square Chandler](#)?! 🍷🍷🍷

[The Stillery](#) is the kind of place you can relax, eat outstanding, fresh food, and enjoy a signature mason jar cocktail. The menu is comprised of what could be best explained as 'a chef's comfort food.'

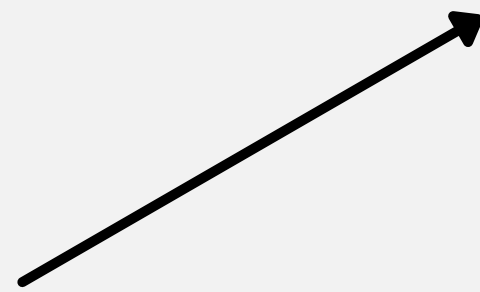
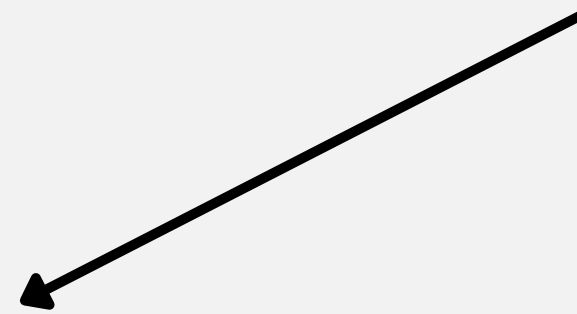
Which of these menu items would you pick? ↓

A... [See More](#)



4,514 People Reached 601 Engagements [Boost Post](#)

CONVERSATIONAL



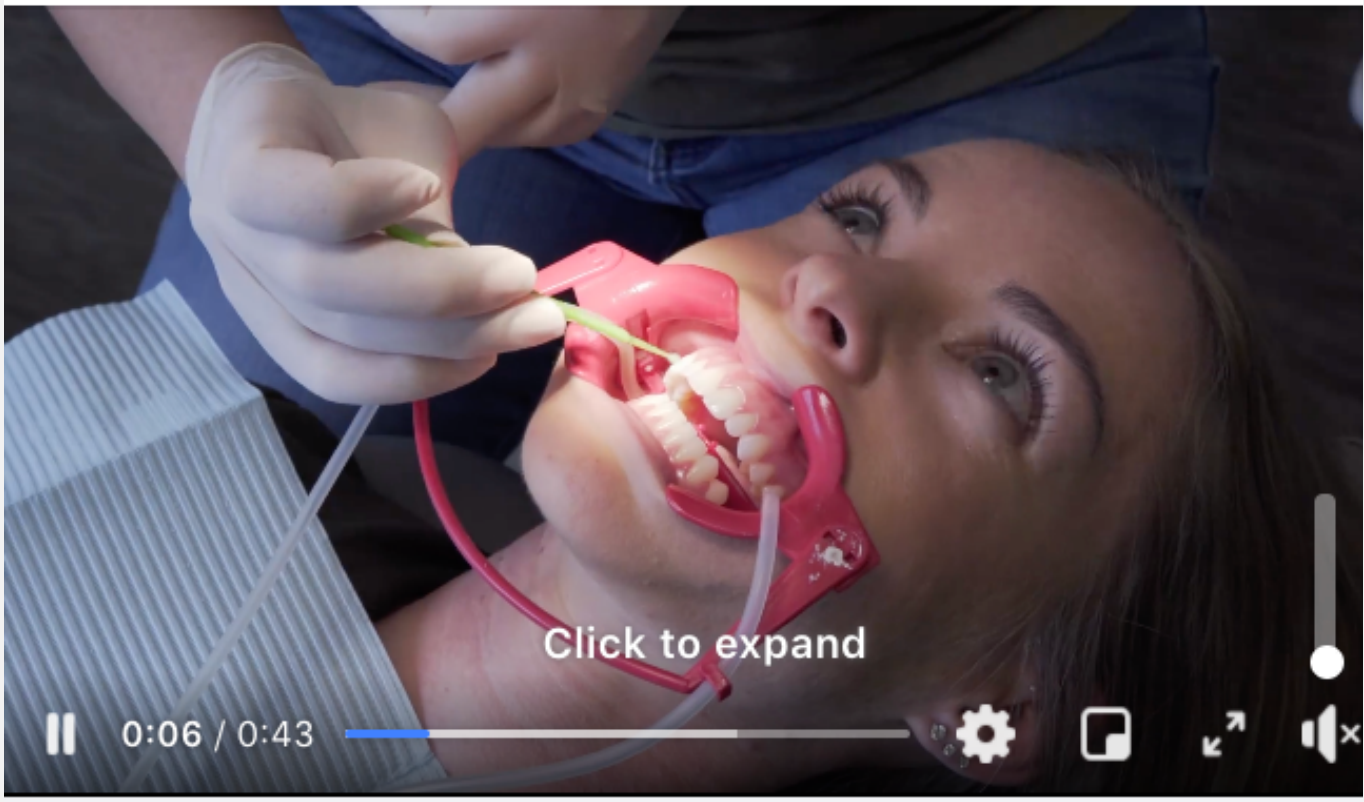
EDUCATIONAL

FAQ/'HOW IT'S DONE'

Sonoran Smile Orthodontics
Published by Mark Stewart · December 19, 2019 ·

Ever wondered how braces are applied? Check this out!! 🦷

Our orthodontics team loves to help patients achieve a healthy, confident, and affordable smile!



Click to expand

0:06 / 0:43

WWW.SONORANSMILE.COM

Sonoran Smile Orthodontics Braces Application Process [Learn More](#)

22,450 People Reached 439 Engagements [Boost Again](#)

facebook

Facebook is like a cocktail party ask people about **THEMSELVES**

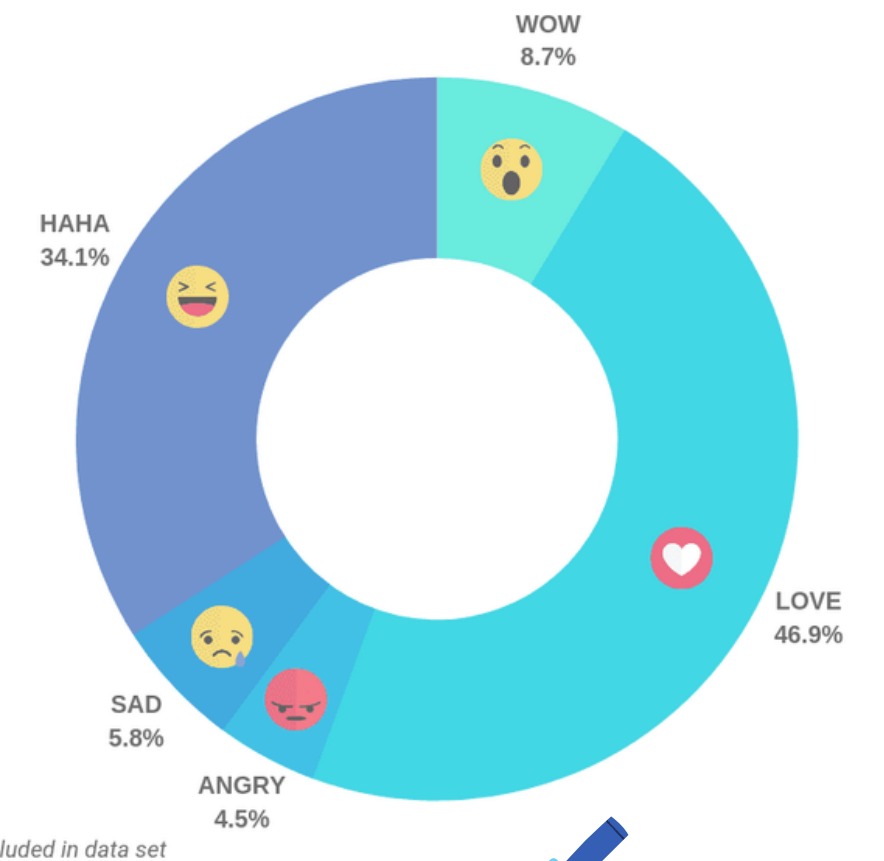
Keyword: THEM

Only talk about work if they ask first

A BUZZSUMO STUDY THAT ANALYZED OVER 777 MILLION FB POSTS FOUND:

- **Video** performs better than all other types of Facebook posts
On average, video posts on FB get at least **59% more engagement**
- The most common **reactions** to top Facebook video posts are LOVE and HAHA

Most Common Reactions to Facebook Posts



Always **keep testing** what works and what doesn't with your audience.





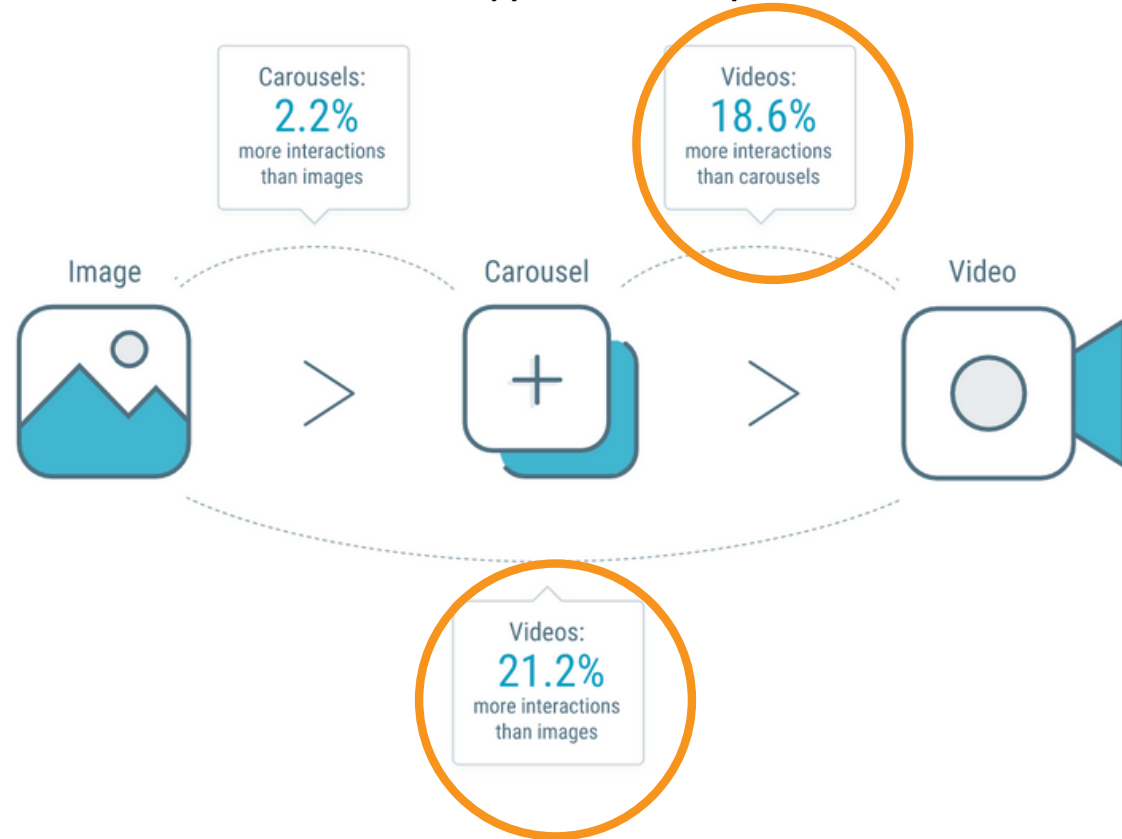
Give people a glimpse into the back room.
How do I do what I do.

CREATE
SHAREABLE
CONTENT!

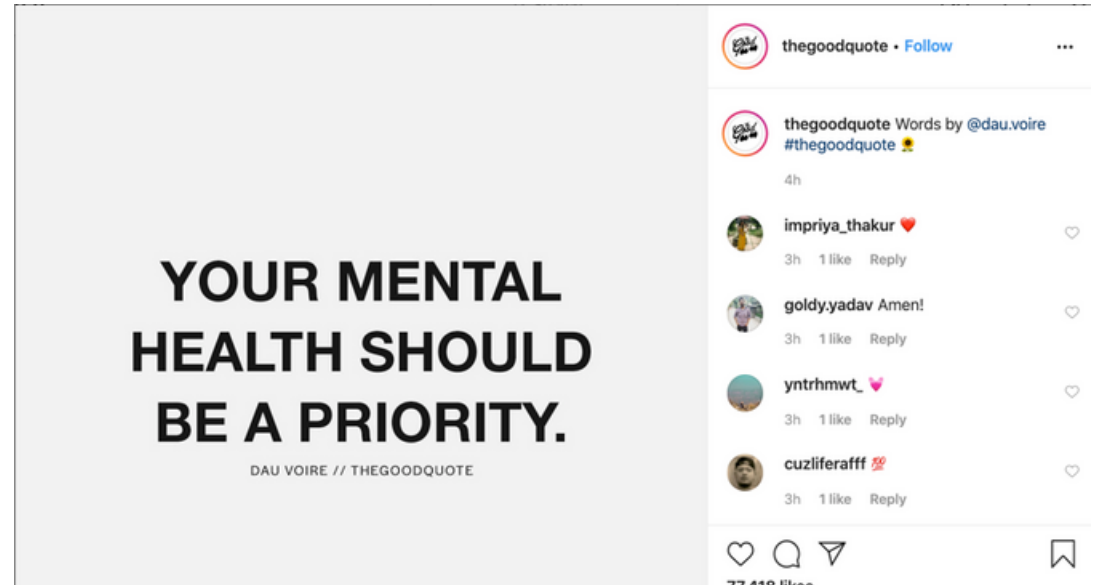


INCREASE ENGAGEMENT

Content Types In Comparison



Behind-The-Scenes



Inspiring Quote



Community Involvement



How-To/Tips+Tricks

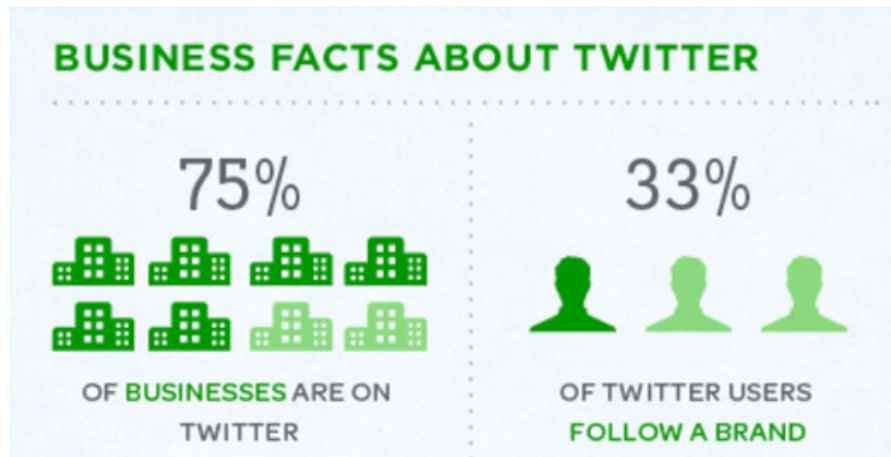
Stay on top of Instagram changes & updates: IGTV, Reels



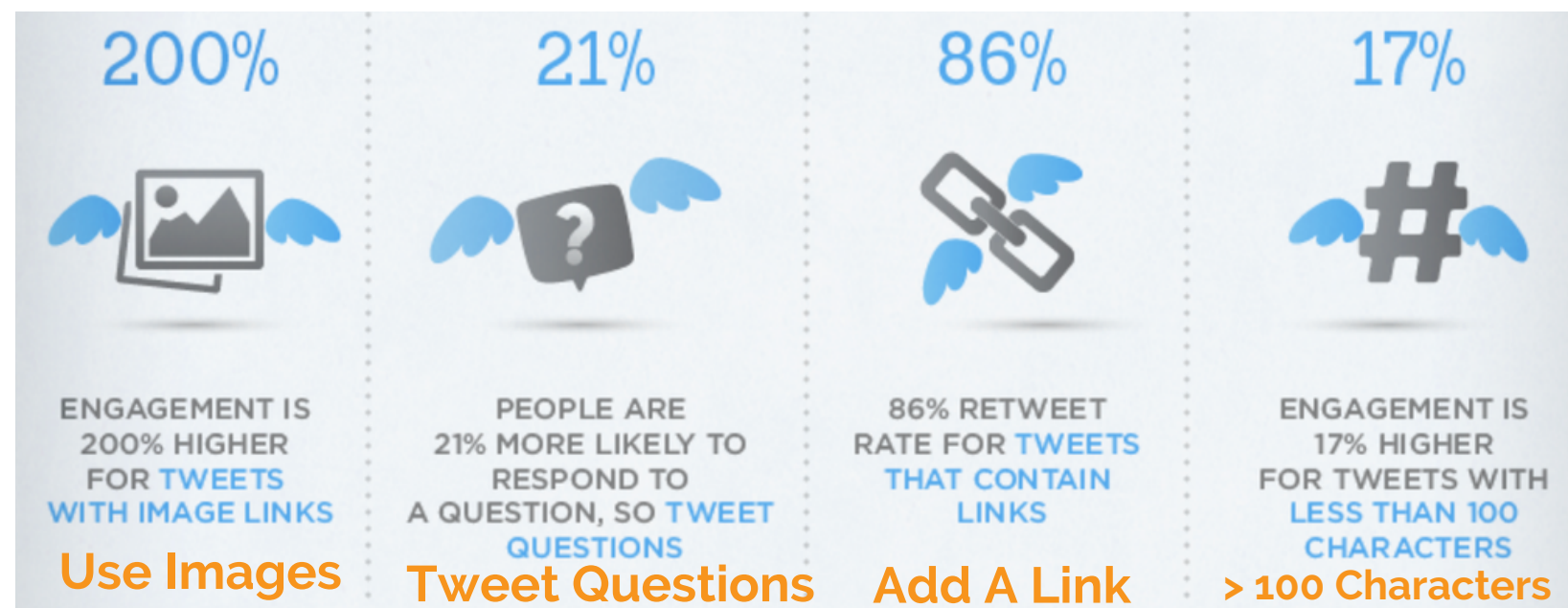
twitter

Tweeting = sharing your thoughts with the party-goers

Retweets = shouting out the window exactly what someone else shouted



What To Tweet



TIPS FROM TWITTER BUSINESS

- Limit to 1-2 hashtags per Tweet
- Be conversational
- Use images, GIFs, and/or videos whenever possible
- Monitor events & trending conversations

LinkedIn

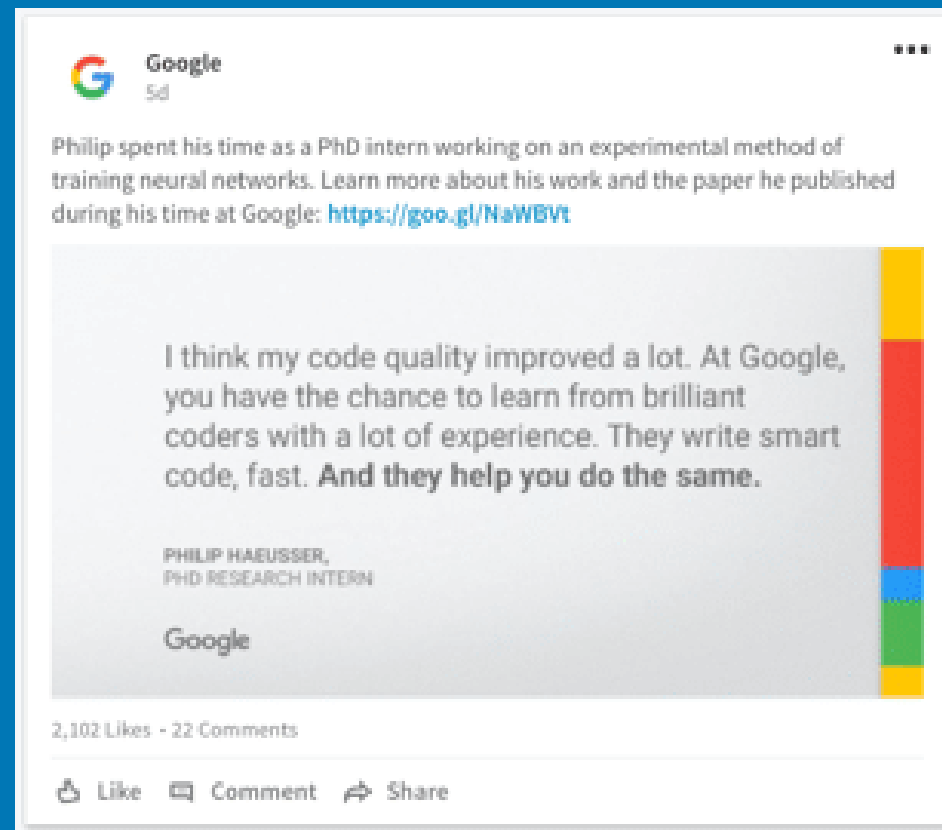
This is a virtual trade show.

Look around and be a thought leader in your space. Show confidence and network with folks.

No politics, no family pics and no glamor shots.

Boring is better

WHAT TO POST



Jobs & career info



Company news



Professional content

LinkedIn is the 2nd -most favorable content channel for sharing **business-related content**, with the first being email.



Connecting Personal Brand To Drive People To Business Page



Build a strong personal LinkedIn profile that links back to your Business Page



Make sure to keep both your personal and business profiles up to date



When your business does something extraordinary, share that on your personal page



Personal branding allows you to expand communicating your business' message to the right people

Make sure your personal brand aligns with your Business's brand to help you build credibility!

THE OTHERS: PINTEREST, TIK TOK & SNAPCHAT



BEST PRACTICES

- Pin consistently at least 5x per day
- Schedule your Pins
- Apply for Rich Pins for your website or blog
- Create "Pin It for Later" links
- Design images at the proper size
- Create and Pin images with text
- Write keyword-rich descriptions and boards
- Add a link to your pin descriptions



Infographics



Step-by-step photo guides

ALSO...

No hashtags

No promotional information ("10% off" or "Two for \$9.99!")

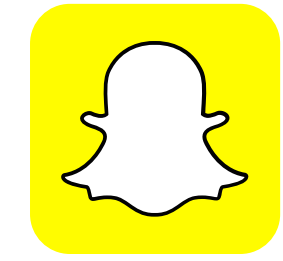
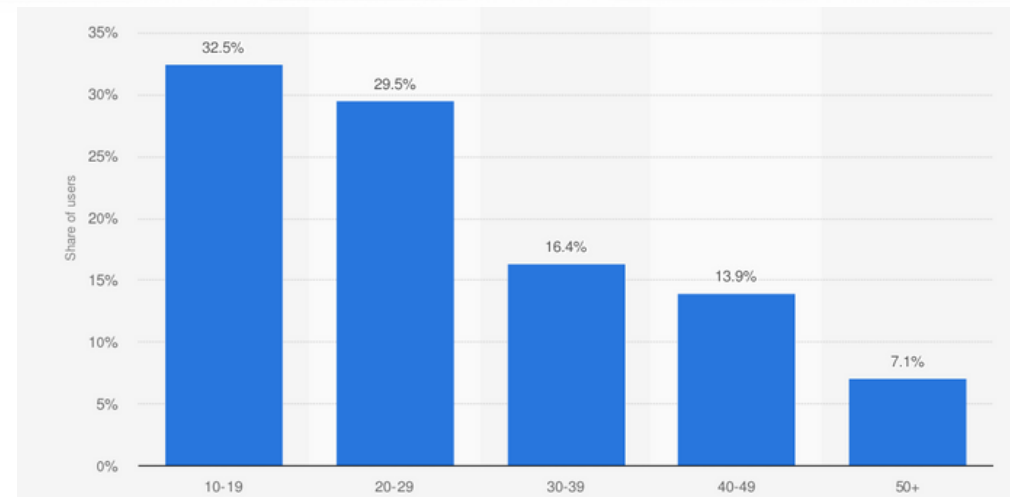
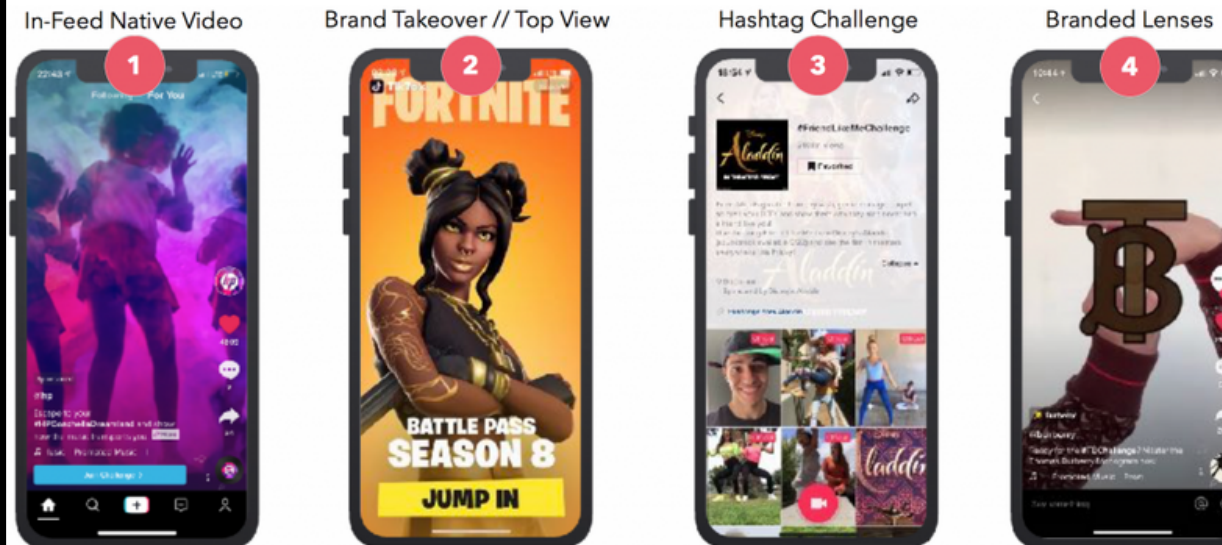
No salesy calls to action ("Buy now!")



Tik Tok is all about TRENDS

CONTENT IDEAS

- Create Hashtag Challenges
- User-Generated Content
- Influencer Marketing
- Use Trending Sounds
- Tik Tok Advertising
- Create Branded Lenses



Ages 13-25

This app was designed to be casual and fun. It's about being authentic, not picture-perfect.

CONTENT IDEAS

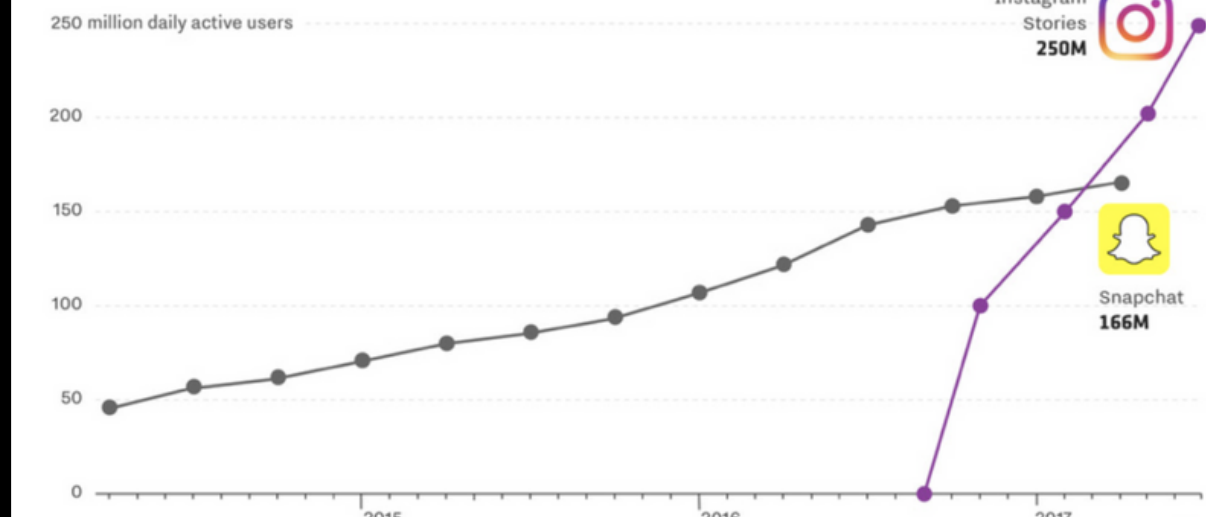
- Go behind the scenes
- Show off your product
- Takeovers
- Design a sponsored geo-filter



Community Filters

Create a free Filter for a location or moment that is special to you!

Instagram Stories versus Snapchat daily active users



What NOT To Post

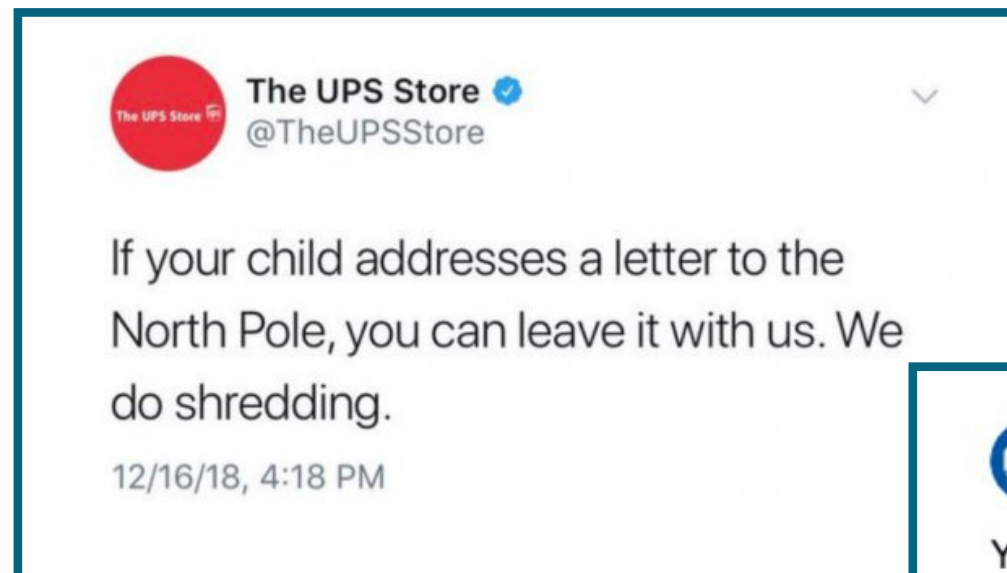
Adopt the give rather than ask mentality.

✘ Sales

✘ Inconsistent Branding

✘ Promotions

✘ Irrelevant Content



Inappropriate/Offensive



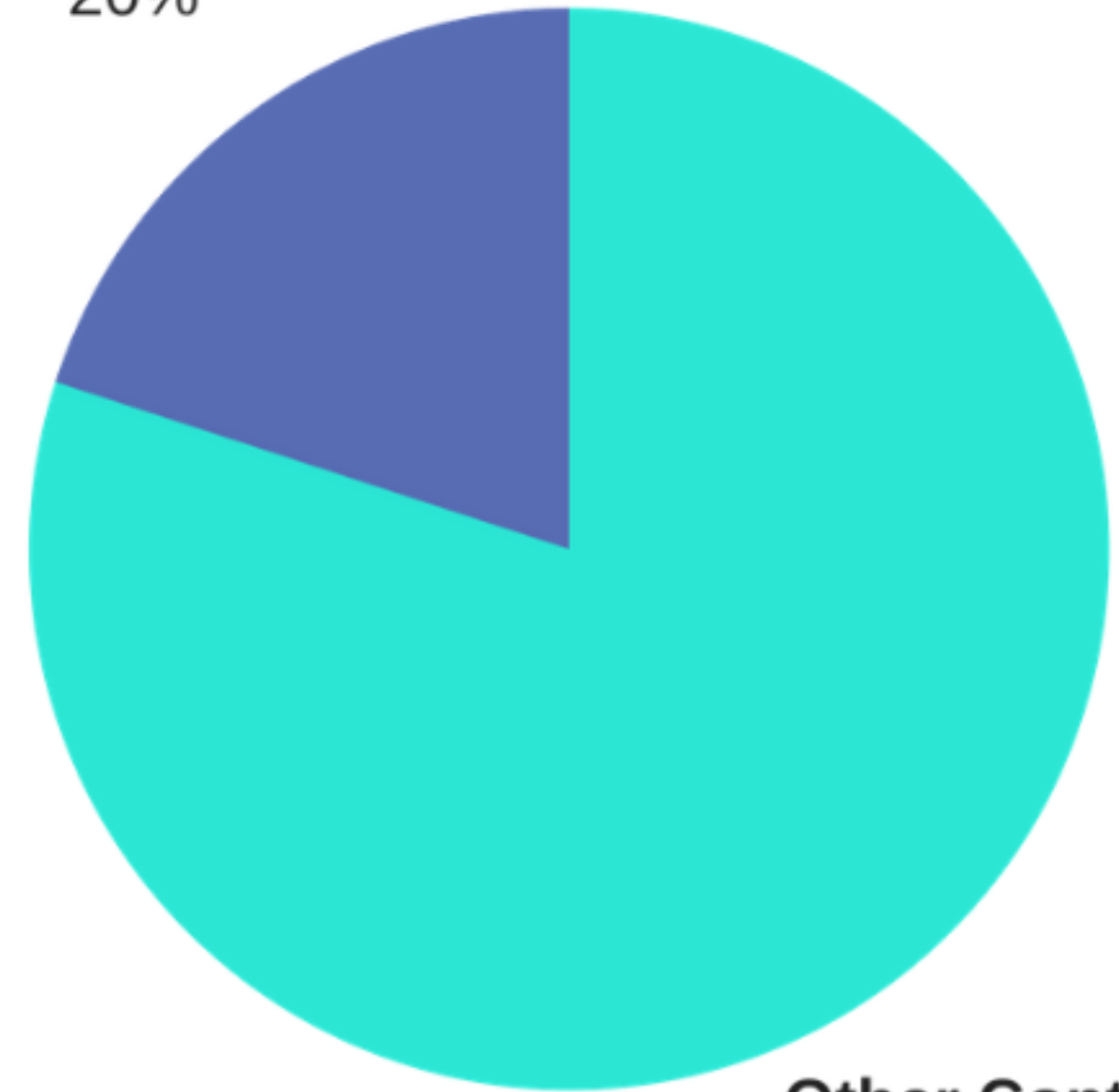
“GIVE, GIVE , GIVE, GIVE, GIVE, ... then ask”

A FEW THINGS TO CONSIDER...

1. Learn how to promote your business without talking about it
2. Find content that your followers want to see
3. Why should you never ask for business?
4. Are you posting for you or your audience?
5. Become a thought leader through social media content

Self Promotion

20%



Other Content

80%



Questions?

We'd love to talk about
all things marketing.



Contact Us

Website

 2completion.com

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