

Social media marketing in a nutshell

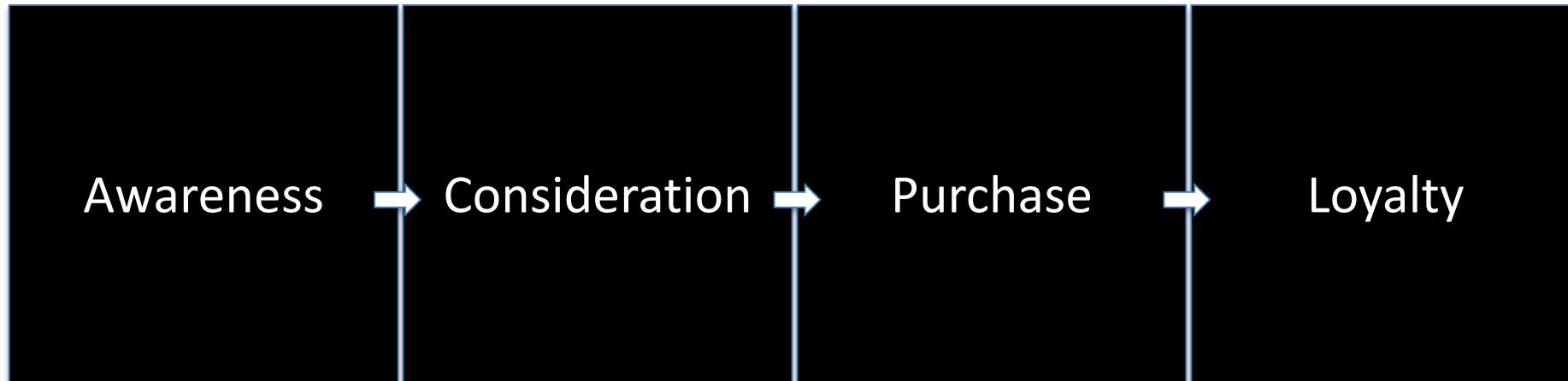
the
CLASSROOM





FACEBOOK
HAS
1.86
BILLION
MONTHLY
USERS

How does social media drive:



Awareness → Consideration → Purchase → Loyalty

1

COMMUNITY

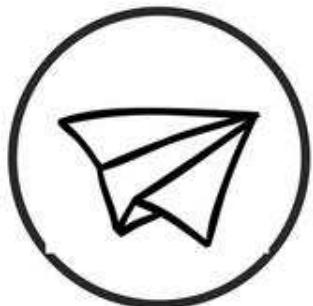
2

CONTENT

3

CAMPAIGNS

- Which platforms?
- Which followers?
- Build loyalty
- Build advocacy
- What stories will you tell?
- How will you tell them?
- Growing your business through advertising
-

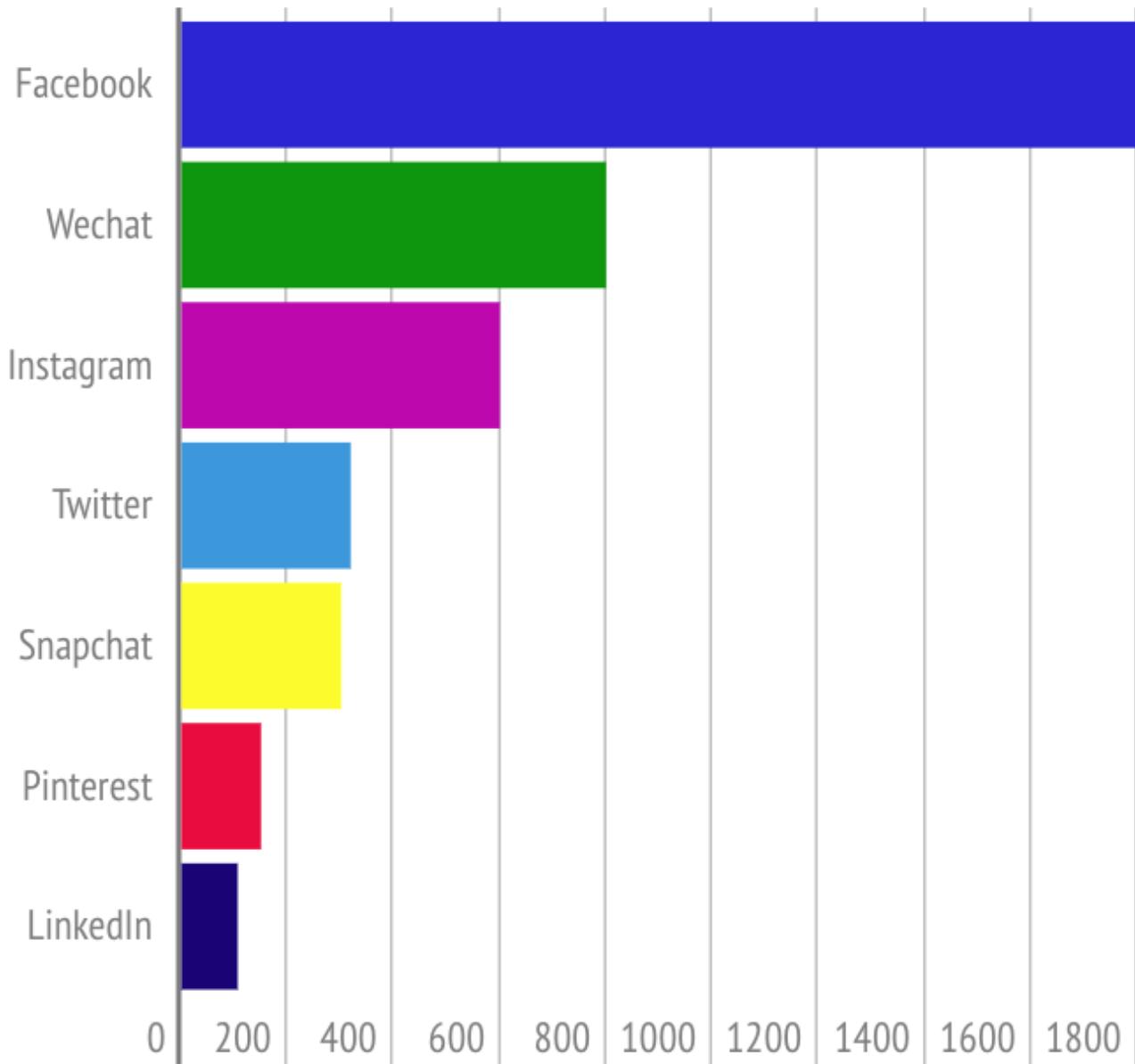


1

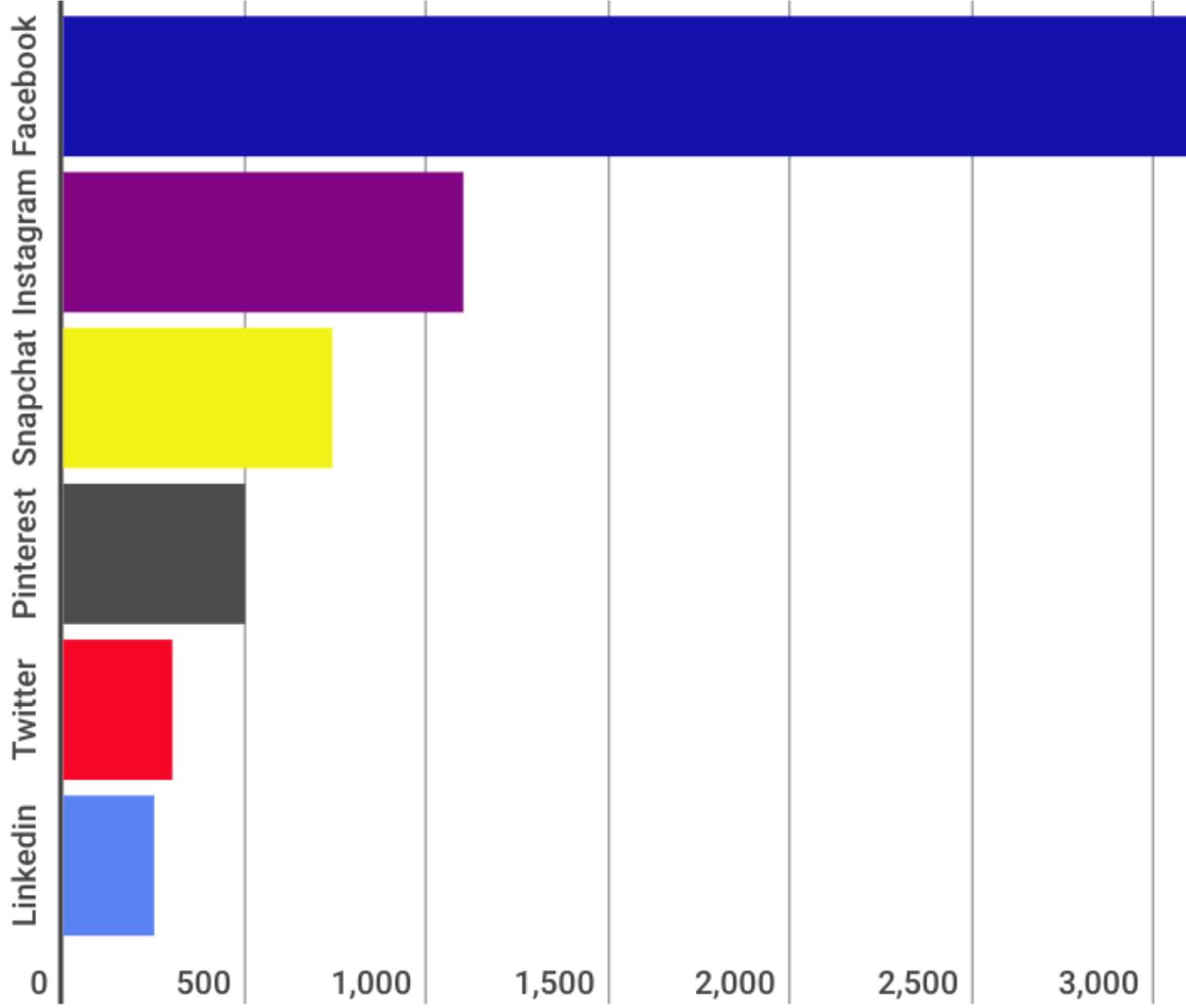
COMMUNITY/
CONNECT



Global Monthly Active Users



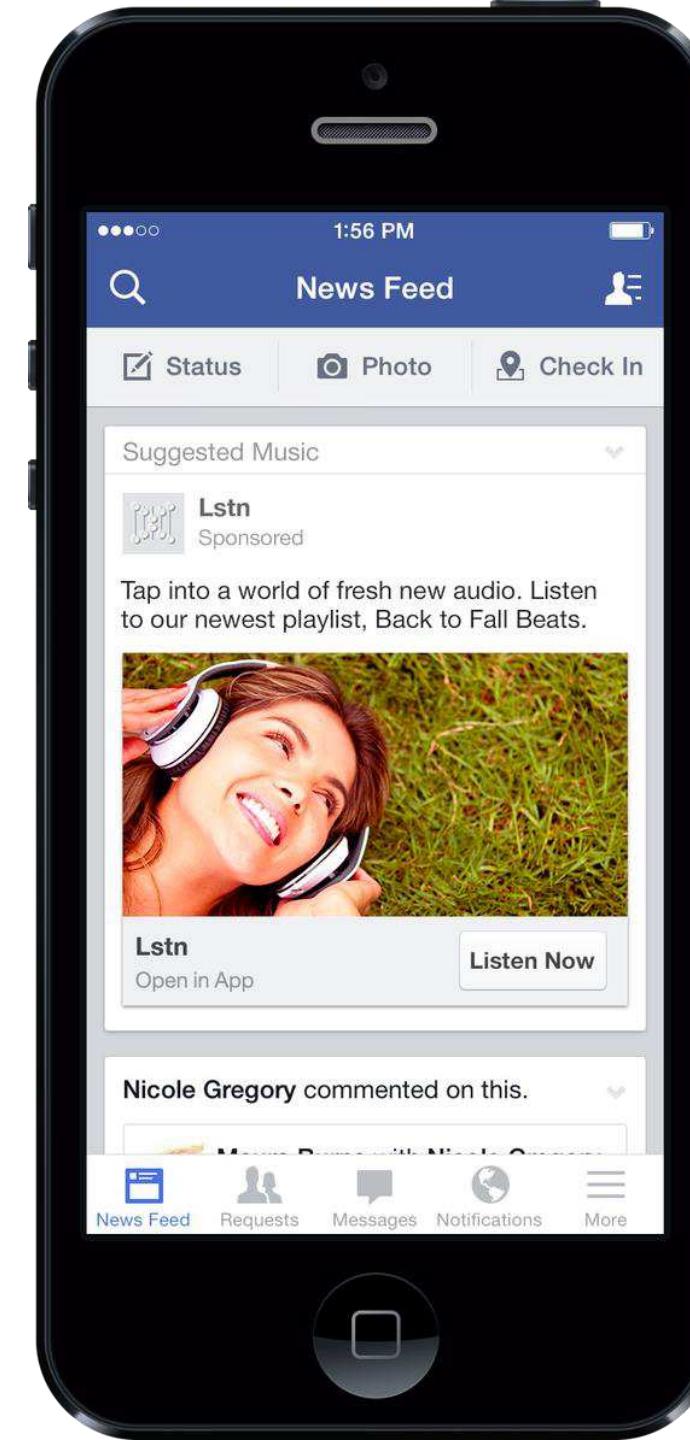
NZ
Monthly
Active
Users



FACEBOOK

The National Newspaper

Daily readership
Births, deaths & marriages
News
Entertainment
What's On
Classifieds



SOCIAL DISCOVERY

Friends of
Fans
2X more
effective

Jo Pinkham, Helen Mason and 2 others like Symbio Yoghurt.



Symbio Yoghurt

Sponsored · 0 · Food

Like Page

A good breakfast is an essential part of a balanced day. Try sharing these choconut bites around the table and start your day with a difference.



Yummy Choconut Bites

Moreish breakfast bites with probiotics, no oil or butter and just a hint of honey.

WWW.SYMBIO.CO.NZ

[Learn More](#)



53

2 Comments 31 Shares



Like

Comment

Share

INSTAGRAM

A glossy magazine

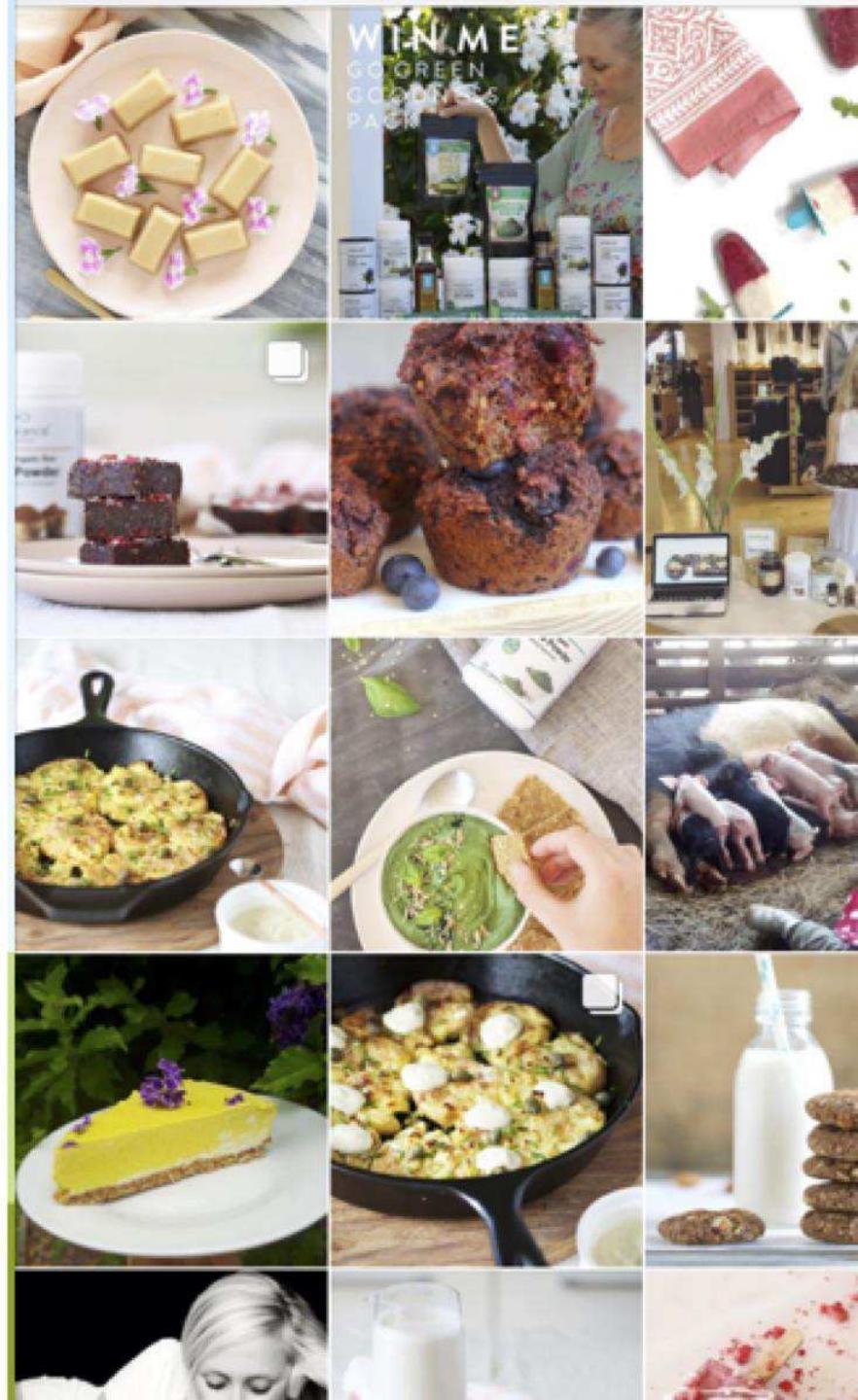
Passions
Inspiration
Photography
Creativity
Discovery

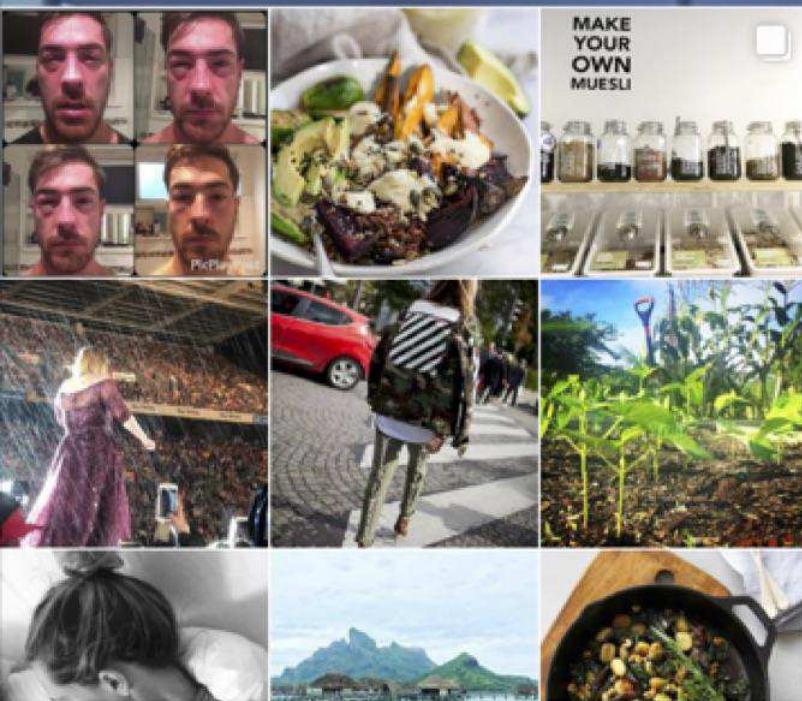
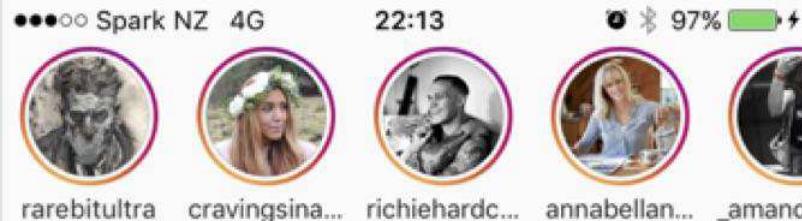


...



25%
FOLLOW
A HEALTH
ACCOUNT
ON
INSTAGRAM





INSTAGRAM
IS A
DISCOVERY
ENGINE



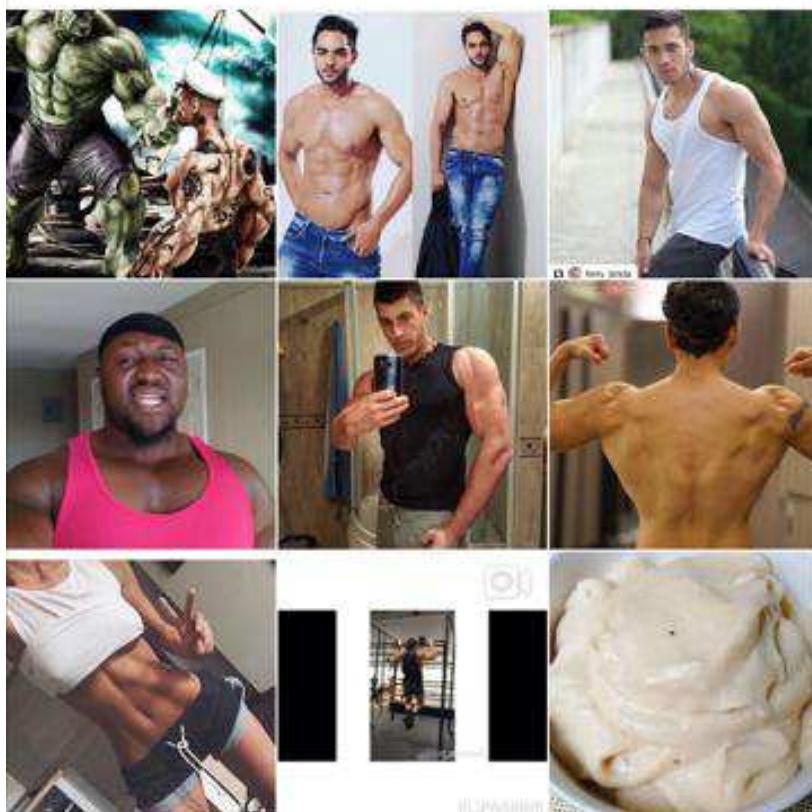


#musclemass



Related: #muscleandfitness #getbig #muscletech #bac

TOP POSTS



MOST RECENT

78,777 posts



#hashtags

Find Influencers

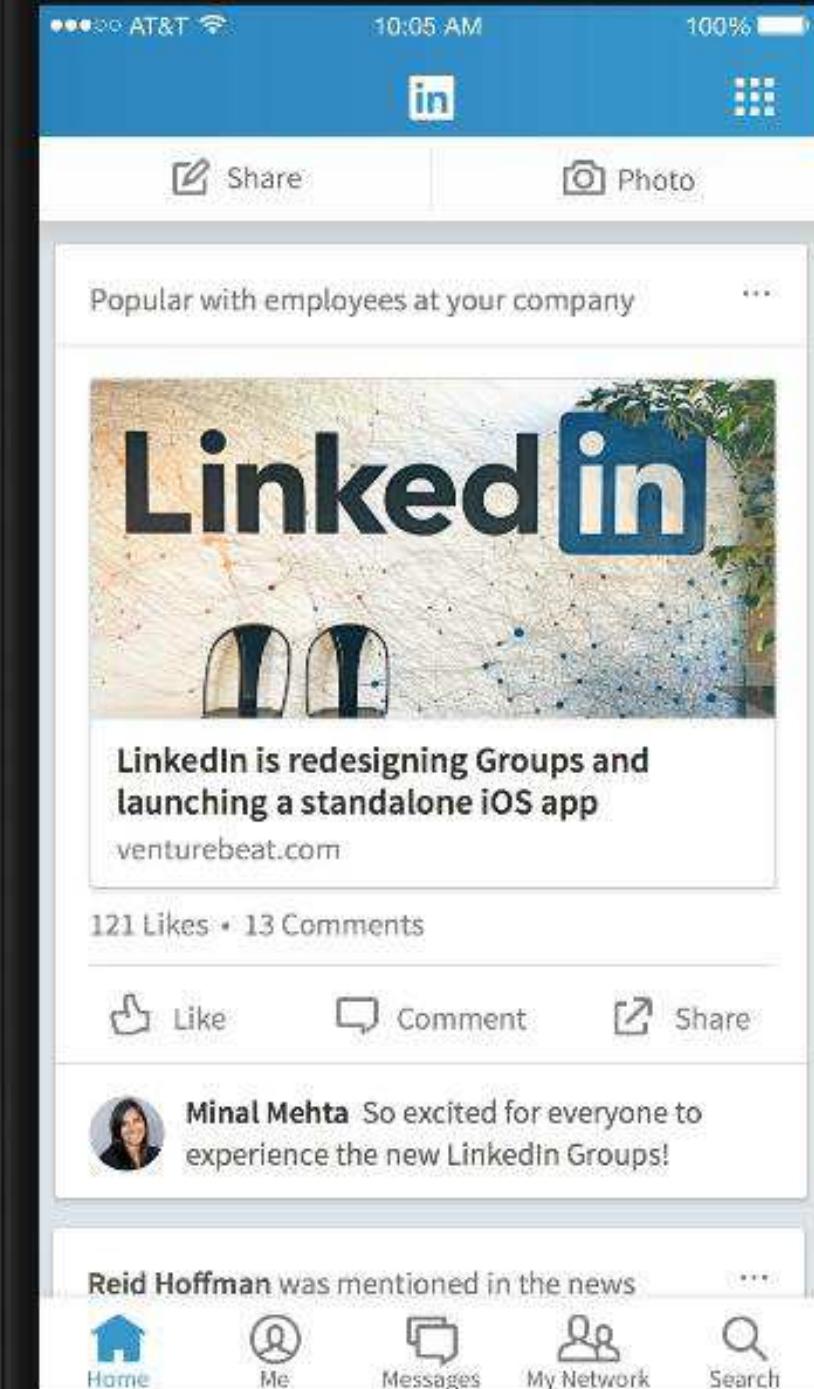


Linkedin = Networking Event

Build your professional network

Raise your profile
Raise your companies profile

Learn from others



Pinterest= Scrapbook

Visual Wishlist

Inspiring ideas
Inspiring images
How to's

Pinterest

Bring your living room to life with everything from lighting to coffee table accents

42 likes, 2 comments

Abby Moldonado For the house

Fresh homemade pasta with asparagus and spring peas

57 likes, 8 comments

Adam Barton What's for dinner

8:08

◀ ○ □

Twitter= Talkback Radio

Live
Conversational
Topical
Public

Spark NZ 11:04 54%

natural health

Top Tweets All Tweets

Medicinal Health @M_NaturalHealth · 3m Post-Workout Snacks

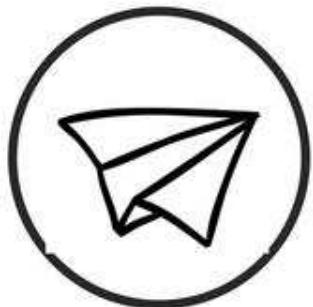


Bigelow Tea follows

HealthRanger @HealthRanger · 59m Train your body to crave healthy food... #diet #health #healthyliving #natural



Home Notifications Moments Messages Me



2

CONTENT/
ENGAGE





Pic's Peanut Butter

13 March at 16:53 ·

Here's Pic, AKA the Willy Wonka of nuts and the man behind the brand, along with his trusty companion, Fido, and a mighty stash of PB! Pick up the latest issue of **NZ Life & Leisure** for his story
#PeanutButterMaker



News Feed



Requests



Messenger



Notifications



More

**“I ENGAGE WITH
THINGS I FIND
INTERESTING”**



Herbalife

Yesterday at 14:00 ·

#DidYouKnow foods such as spinach, pumpkin seeds, almonds, avocado and bananas are rich in Magnesium that helps support healthy bones and teeth and used by the muscles!

**MAGNESIUM:
FOR HEALTHY
BONES AND
TEETH AND
USED BY
MUSCLES**



HERBALIFE
NUTRITION

“I ENGAGE WITH THINGS THAT ARE USEFUL”

Top Latest People Photos Videos



Crystal Hefner

12 January 2016 ·

Yesssssss



9 Easy Lifehacks for Going Green

Looking out for the environment is both easy and effort...
mentalfloss.com



456

24 Comments · 9 Shares



Like



Comment



Share



Lifehacks

20 October 2016 ·

30 Brilliant Bathroom Organization and Storage DIY

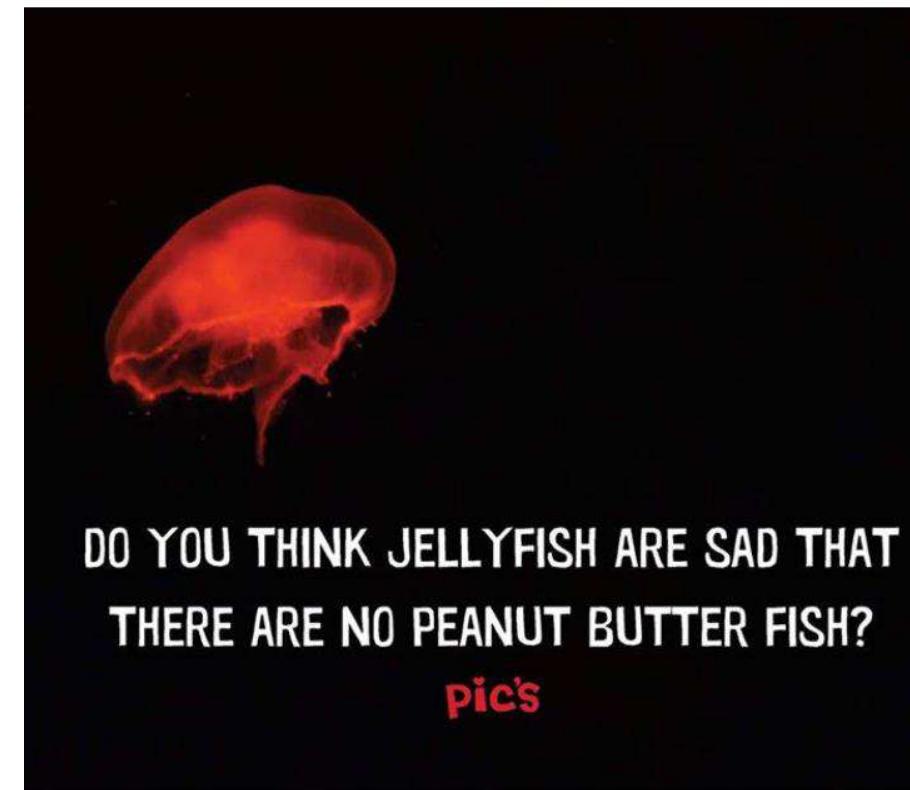




Pic's Peanut Butter

5 March at 18:03 ·

We wonder...



252

31 Comments 17 Shares

Like

Comment

Share

**“I SHARE
THINGS THAT
INFORM MY
FRIENDS OF
THE THINGS I
CARE ABOUT”**

Q this is so me

Rebecca Taylor
15 February · 21

Some awesome reminders in here.



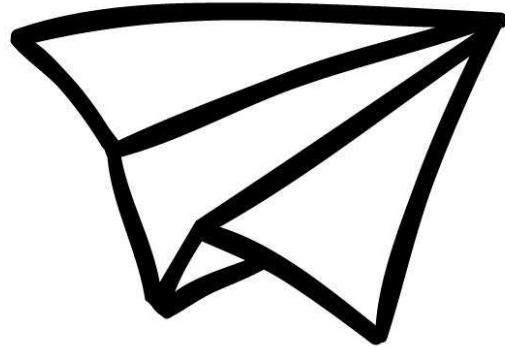
10 Tips To Low-Tox Your Life
In this blog Ben explains which everyday household ite...
www.bepure.co.nz

Nic Dudley and 4 others · 3 Comments

Like · Comment · Share

Sheelah Odedra 🥰 feeling loved with Dimitri Metaxas at 🇮🇳 Nilaya Hermitage.
23 February - Arpora, India - 🇮🇳

Some photos from our wedding day beautifully...



Bringing your content to life



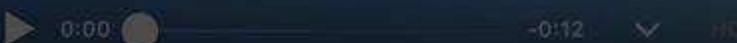
The Body Shop

about a month ago · Cosmetics shop

Need a midweek pick-me-up? Awaken your senses with zesty Satsuma! Each tub of our vibrant 200ml Satsuma Body Butter contains the oil from over 300 satsuma peels. It's our main squeeze at the moment!

Discover Satsuma Body Butter: <http://bit.ly/1BnSS5t>

#WhatsYourFlavour #BodyButter



VIDEO



11

403 Views

Like

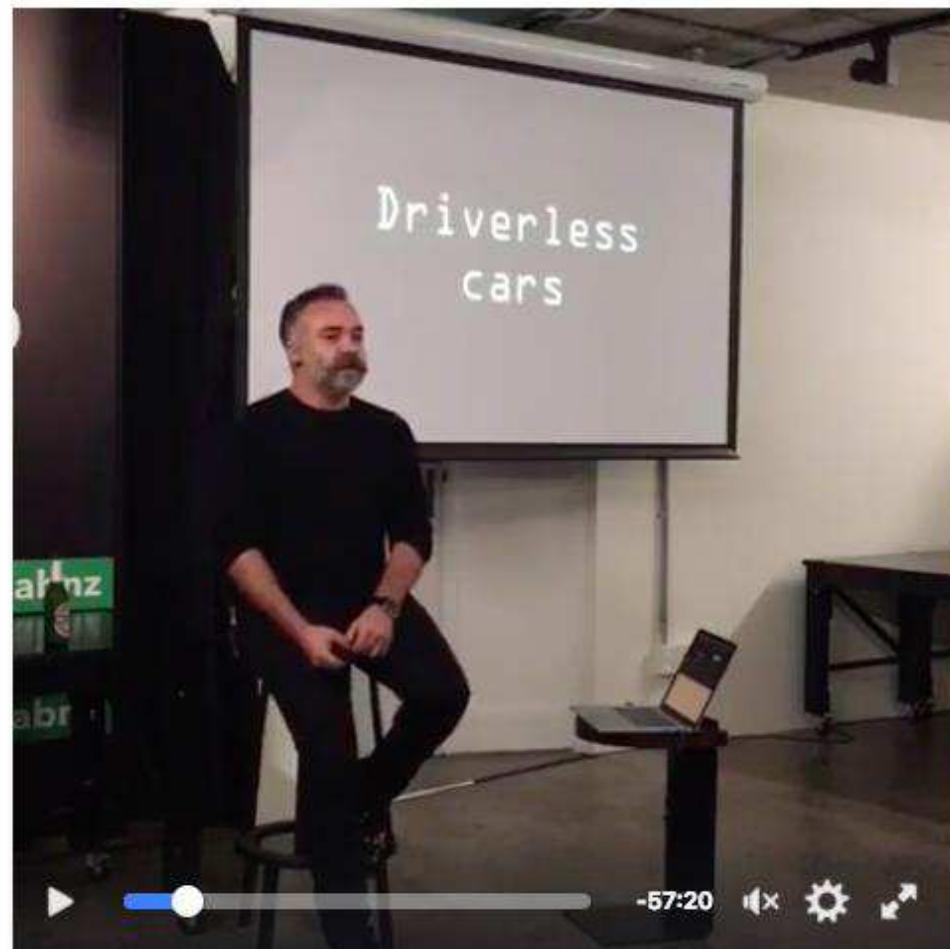
Comment

Share



Spark Lab was live.
July 28, 2016 · ②

Tonight Vaughan Rowsell tells us about entering a golden era of technology and how to ensure the future doesn't move on without you. Listen in below.



Live Video

6.7K Views

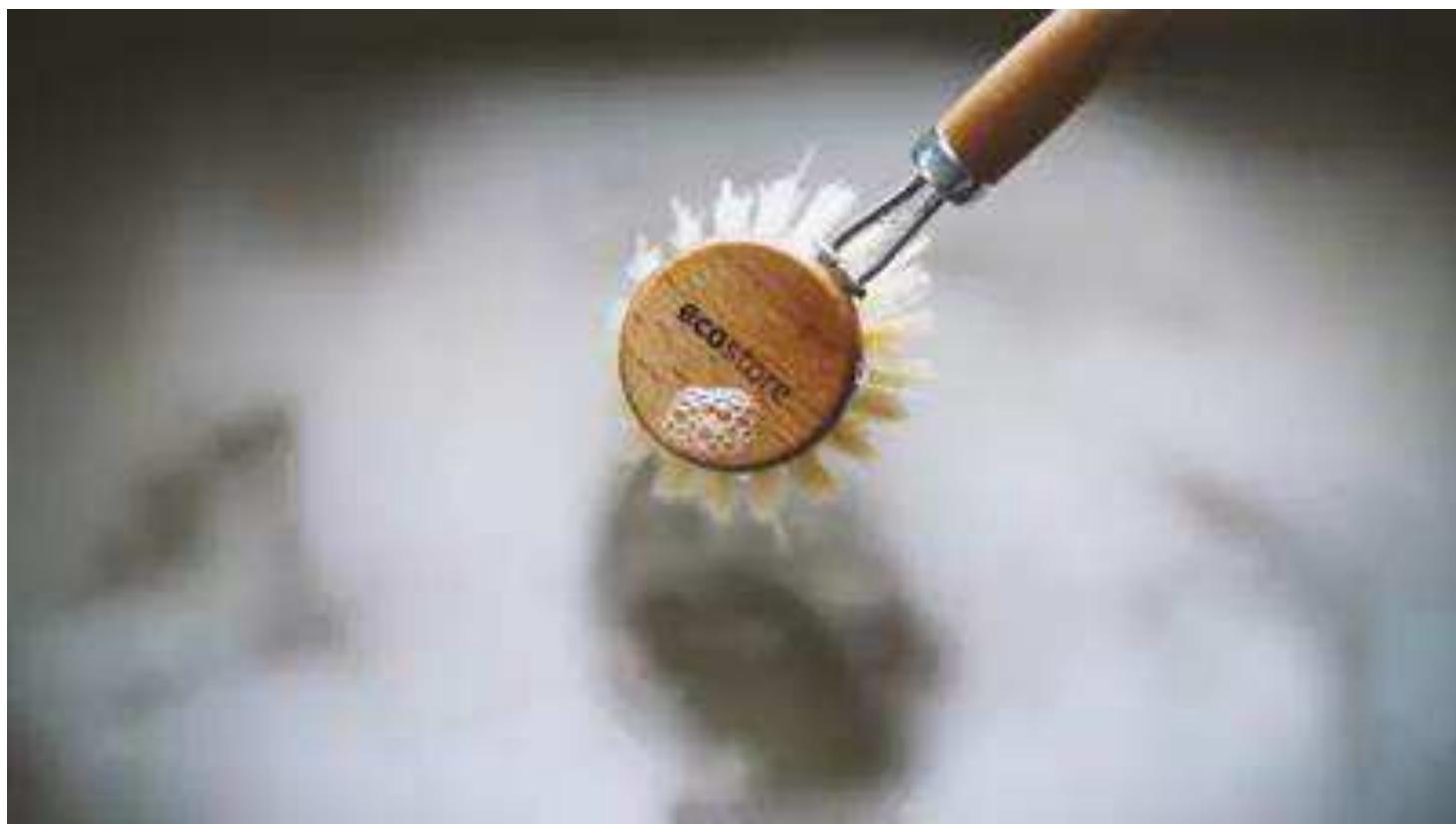
Like

Comment

Share

CINEMAGRAPHS





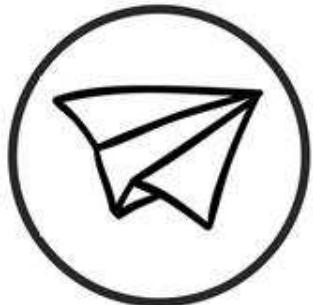


BOOMERANG





HYPERLAPSE



3

CAMPAIGNS /
GROW



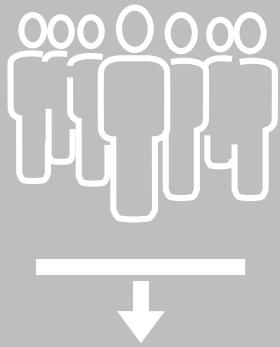
“

**The most efficient adserving
machine in the history of
marketing.**

...

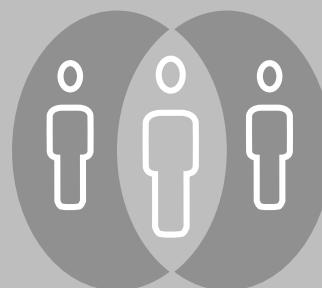
ALAN KOHLER
BUSINESS SPECTATOR

Facebook Targeting



Core Audiences

Sophisticated targeting with
unparalleled accuracy



Custom Audiences

Reach the people you
already know



Lookalike Audiences

Find more people like your
best customers



86K
NZ MUMS
YOUNG
CHILDREN



85K
HONG KONG
MANUKA
HONEY



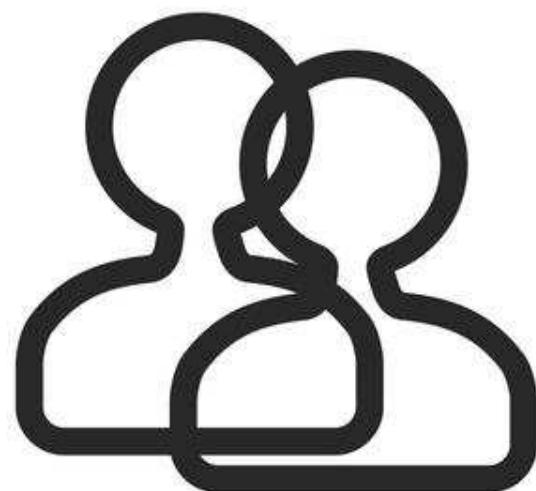
17M US
VITAMIN
BUYERS



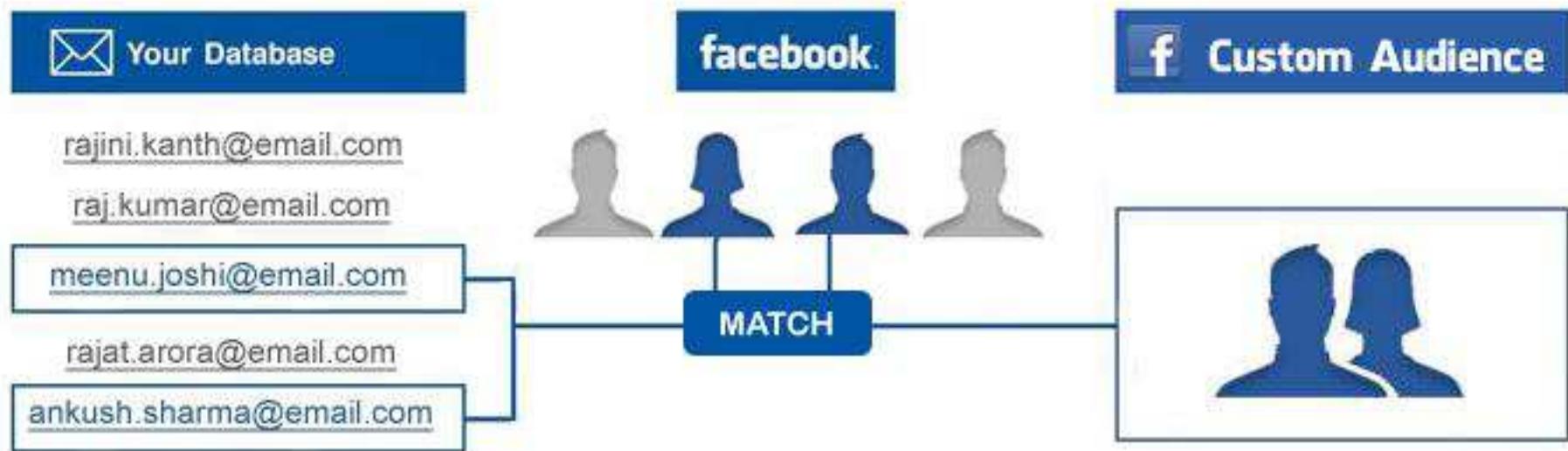
540K
SOUTH
KOREA
ESSENTIAL
OILS



CUSTOM
AUDIENCES
&
LOOKALIKES



Custom Audiences



Database and/or website

LOOKALIKES



QUESTIONS?

the
CLASSROOM

