

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
-

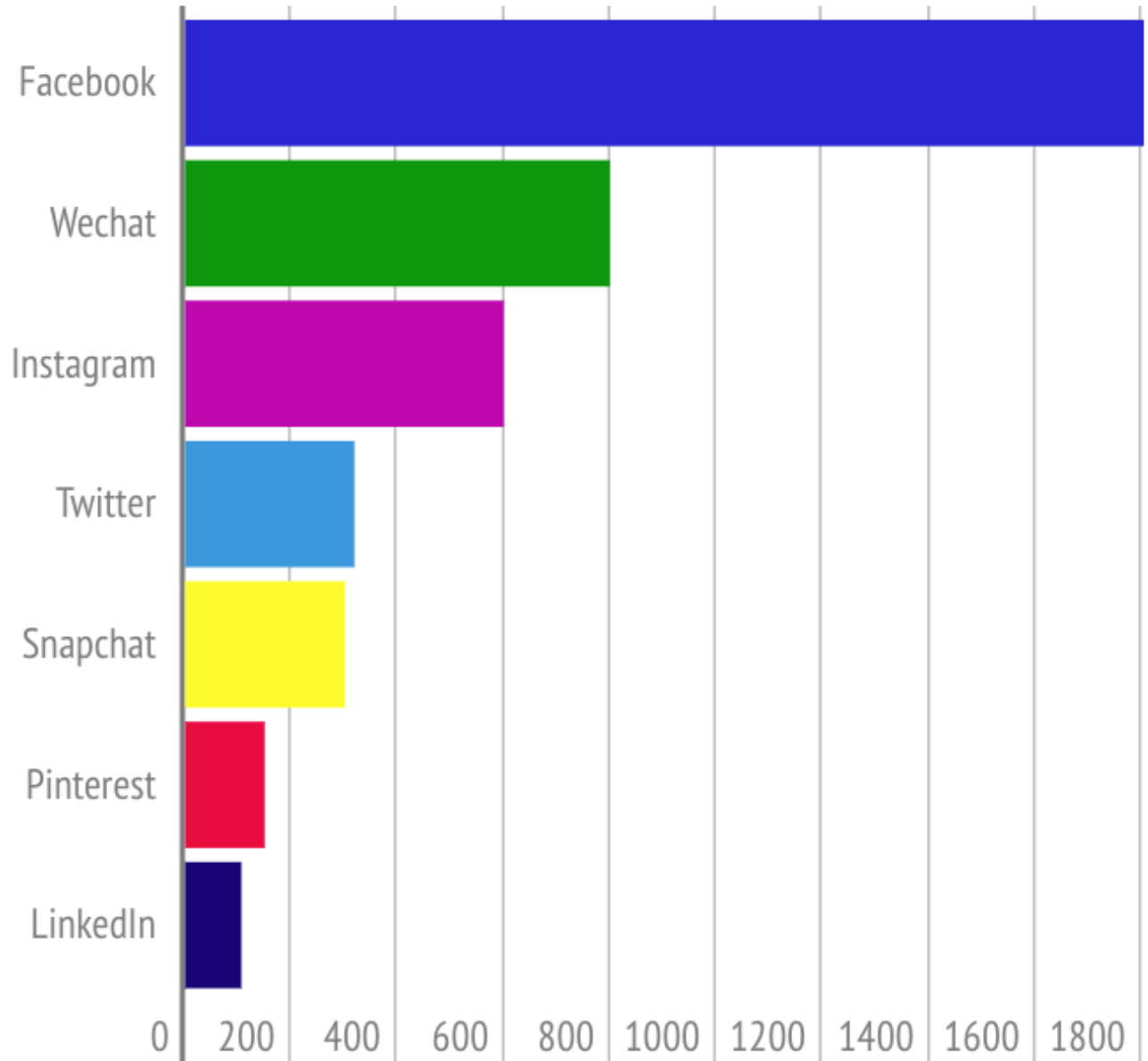


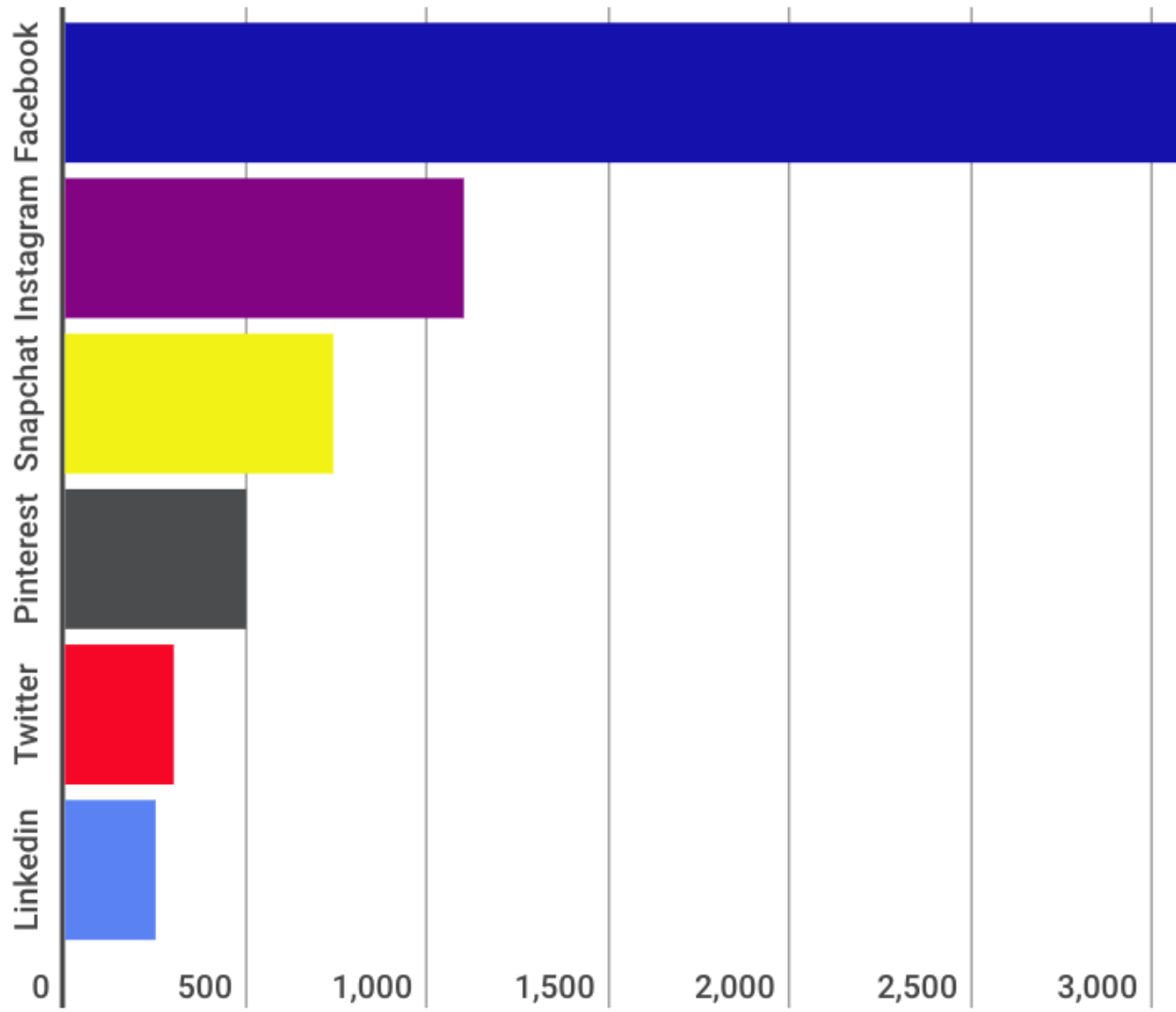
1

COMMUNITY/
CONNECT



Global Monthly Active Users





NZ
Monthly
Active
Users

FACEBOOK

The National Newspaper

Daily readership

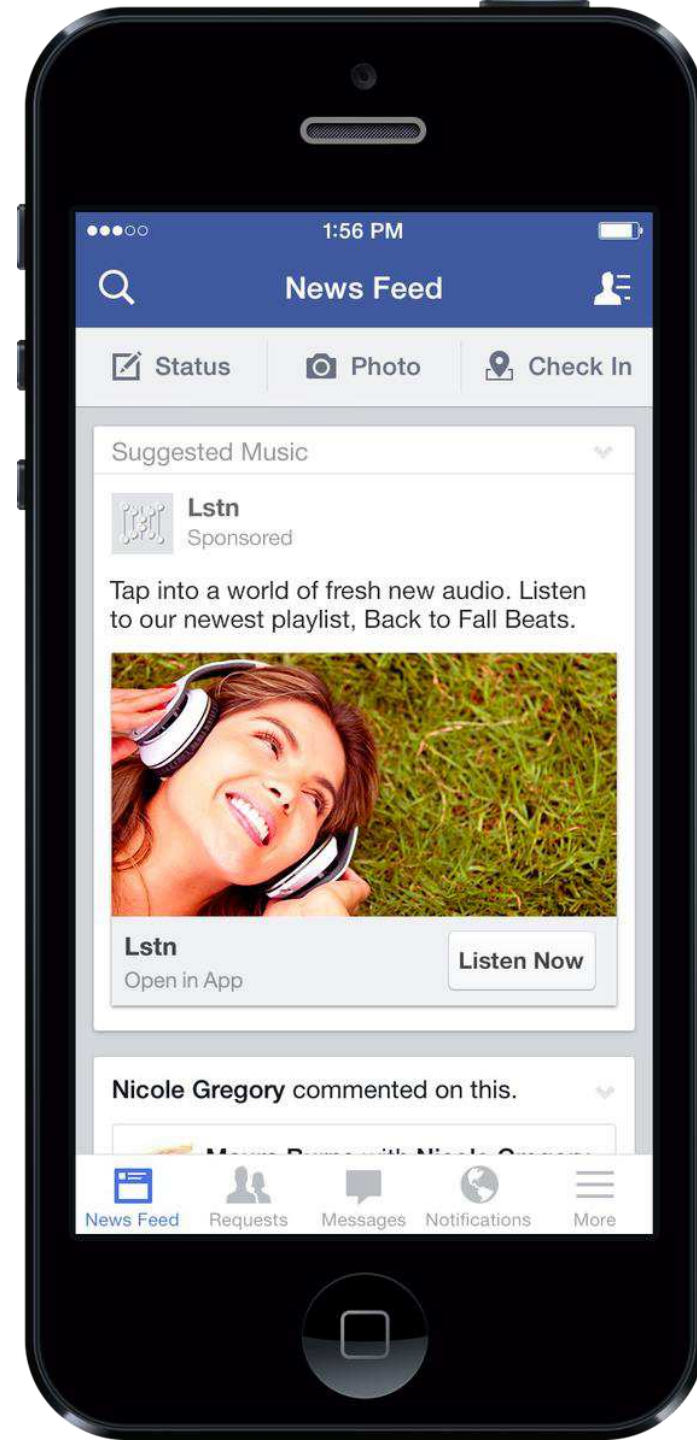
Births, deaths & marriages

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 · 🌱 · 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

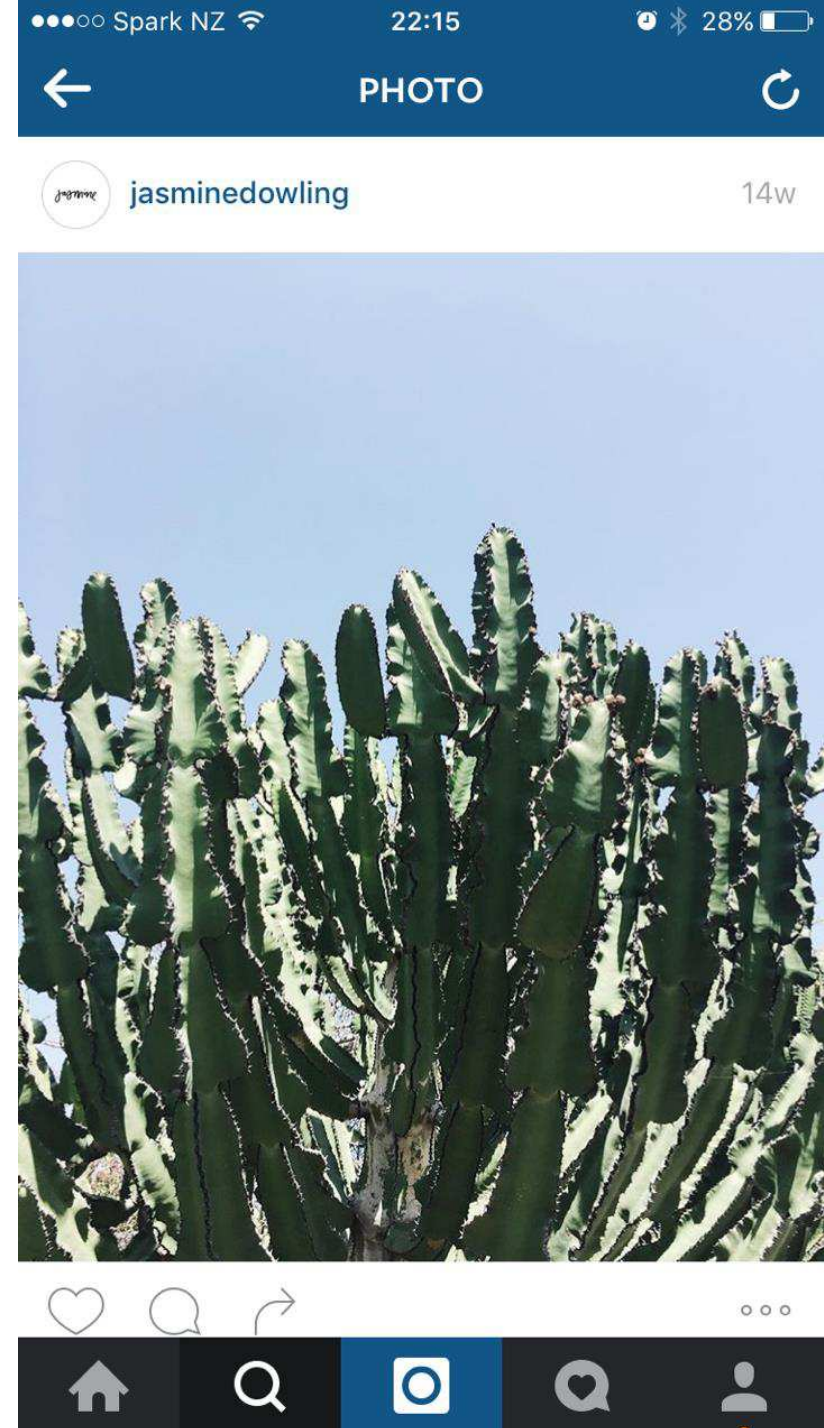
💬 Comment

➦ Share

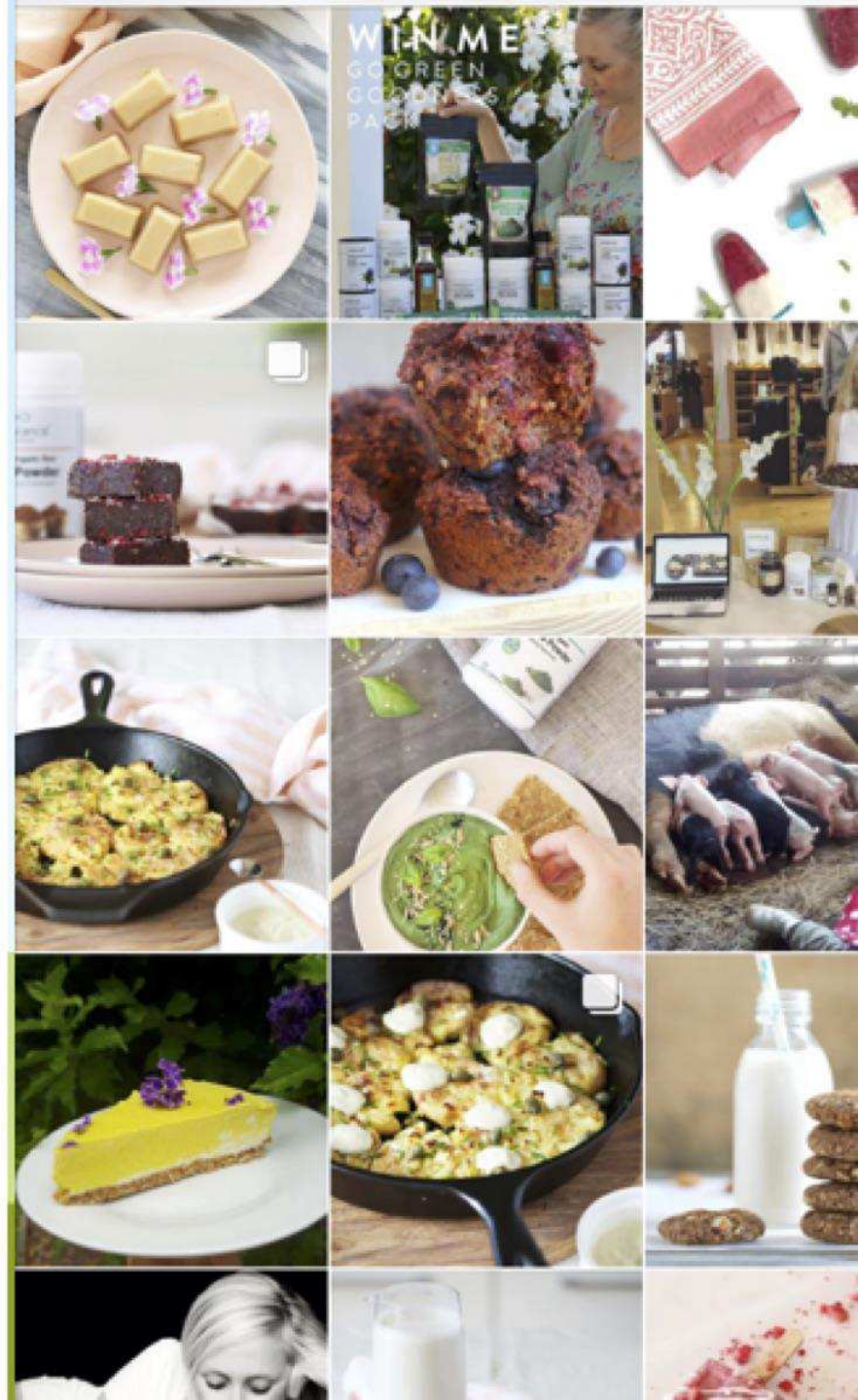
INSTAGRAM

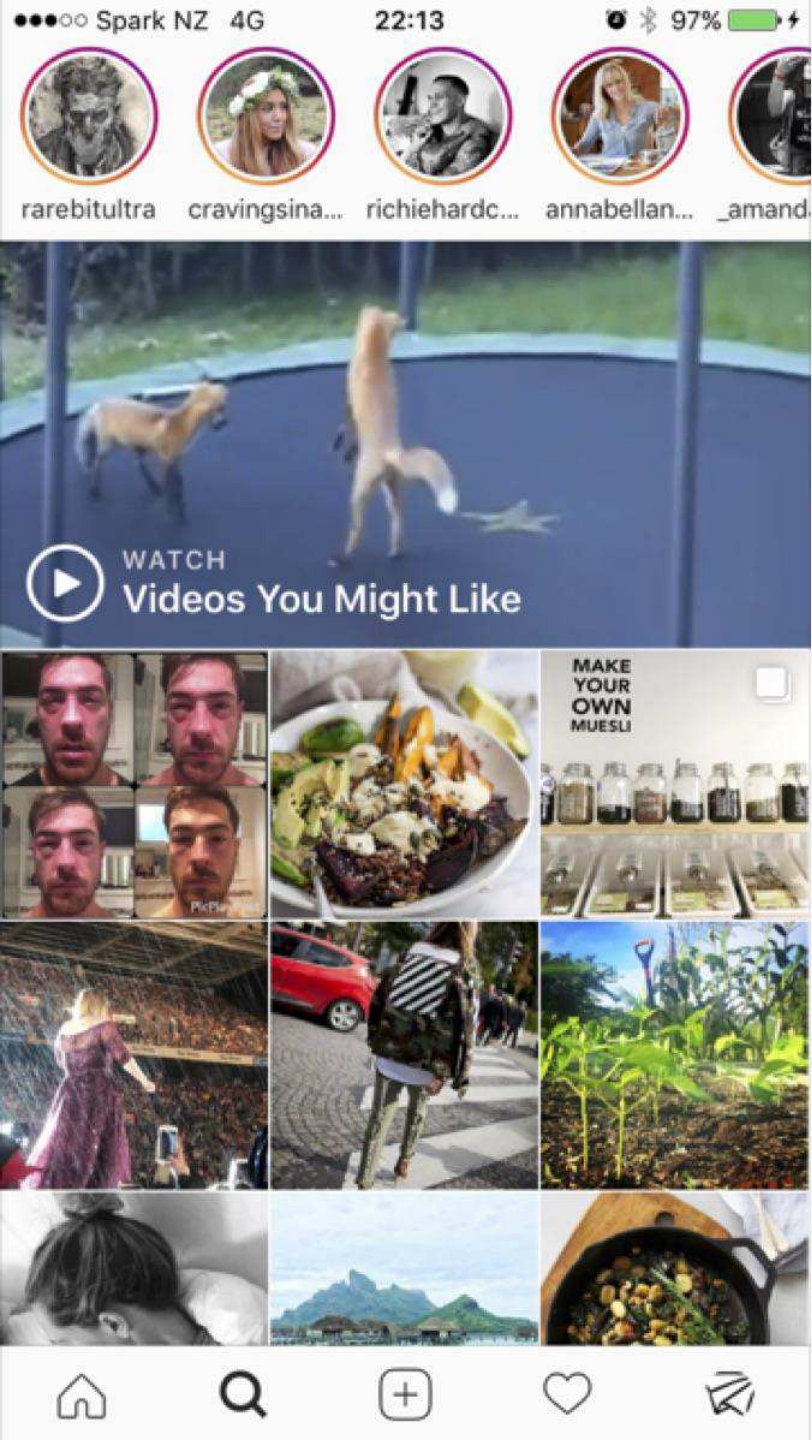
A glossy magazine

Passions
Inspiration
Photography
Creativity
Discovery



25 %
FOLLOW
A HEALTH
ACCOUNT
ON
INSTAGRAM





INSTAGRAM
IS A
DISCOVERY
ENGINE



#hashtags

Find Influencers



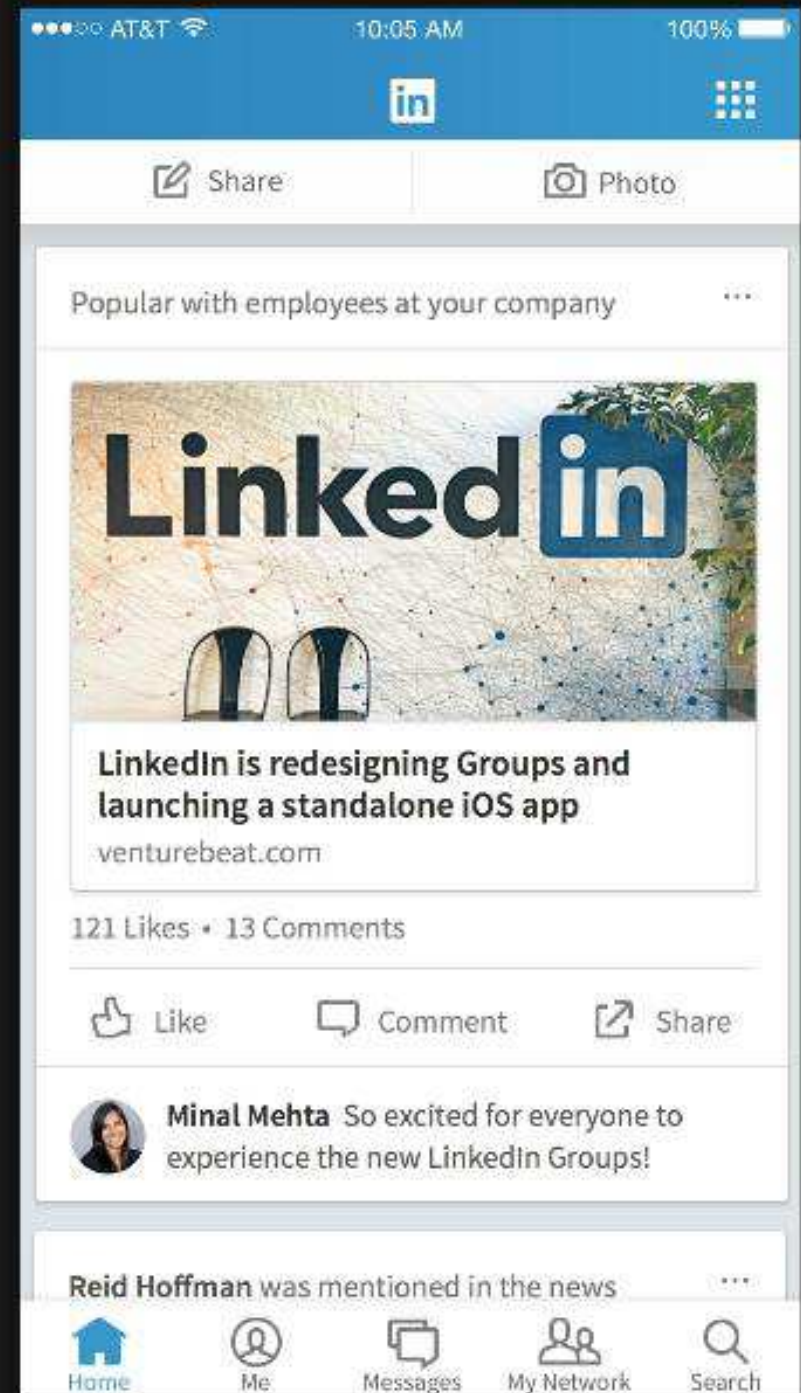
LinkedIn = Networking Event

Build your professional
network

Raise your profile

Raise your companies
profile

Learn from others



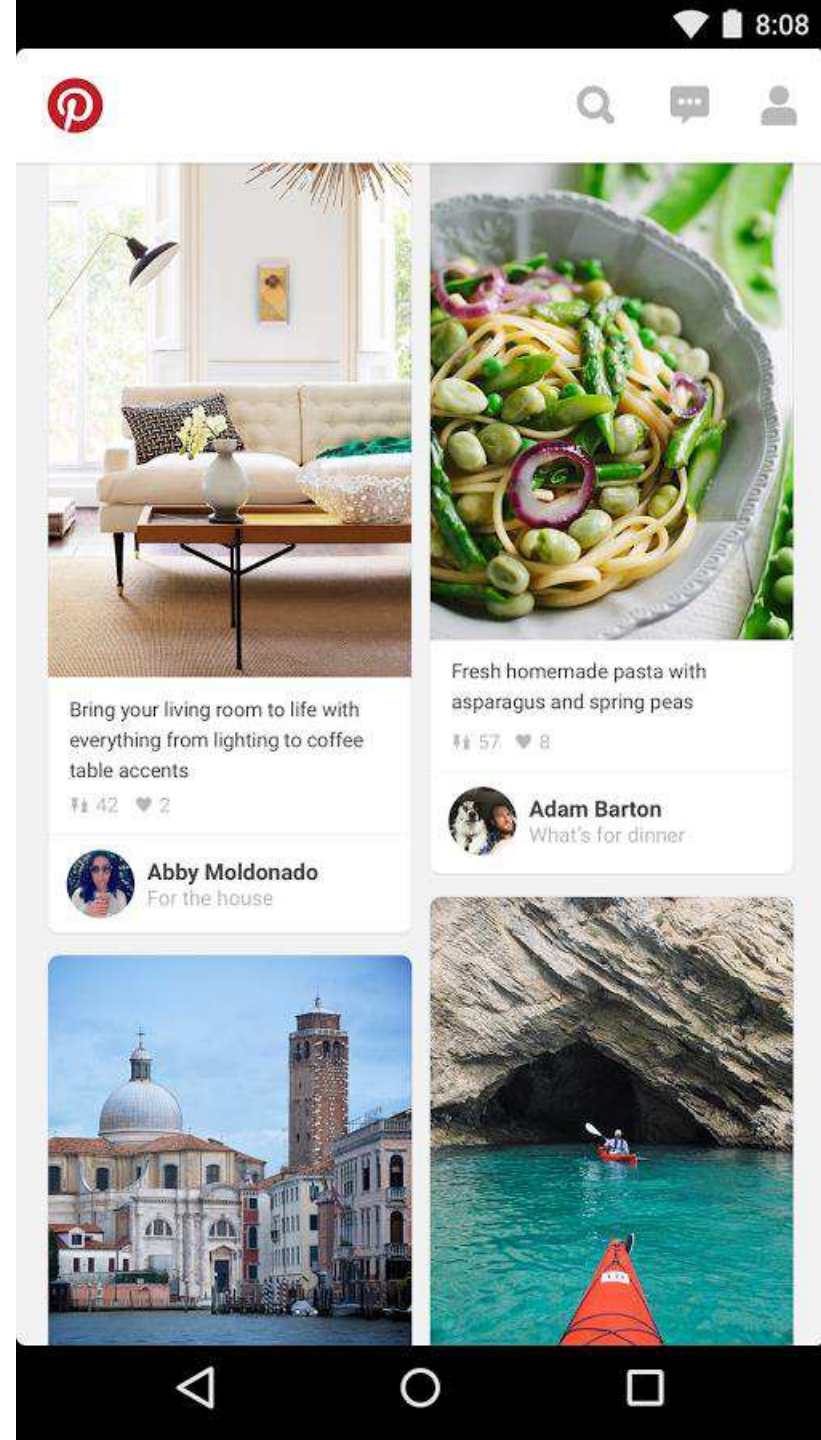
Pinterest= Scrapbook

Visual Wishlist

Inspiring ideas

Inspiring images

How to's



Twitter=
Talkback Radio

Live
Conversational
Topical
Public





2

CONTENT/
ENGAGE



**“I ENGAGE TO
BUILD
RELATIONSHIPS
”**

Home

Shop

Reviews

About

Posts

Photo



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



News Feed



Requests



Messenger



Notifications



More

**"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 effortl...
mentalfloss.com

👍 456

24 Comments · 9 Shares

👍 Like

💬 Comment

➦ Share



Lifehacks

20 October 2016 · 🌐

30 Brilliant Bathroom Organization and Storage DIY



"I ENGAGE WITH
THINGS THAT
EVOKE
EMOTION"



Pic's Peanut Butter

5 March at 18:03 • 🌐

We wonder... 🤔



DO YOU THINK JELLYFISH ARE SAD THAT
THERE ARE NO PEANUT BUTTER FISH?

pic's

👍 🤔 ❤️ 252

31 Comments 17 Shares

👍 Like

💬 Comment

➦ Share



News Feed



Requests



Messenger



Notifications



More

**"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 Commen



Like



Comment



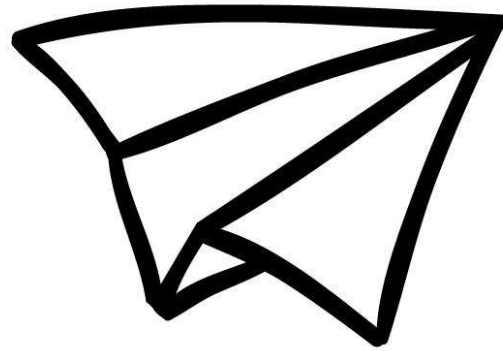
Share



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

VIDEO






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





0:00 -0:12 HD

 11

403 Views

 Like

 Comment

 Share



Spark Lab was live.

July 28, 2016 · 🌐

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.



6.7K Views

👍 Like 💬 Comment ➦ Share

Live Video

CINEMAGRAPHS





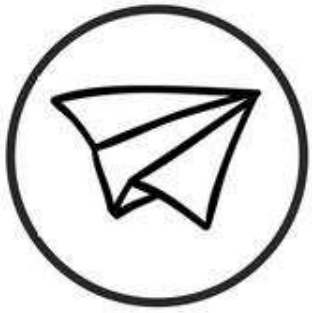


BOOMERANG





HYPERLAPSE



3

CAMPAIGNS/
GROW



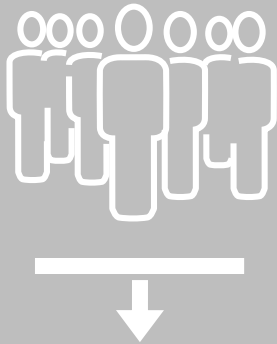
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**The most efficient ad-serving
machine in the history of
marketing.**

. . .

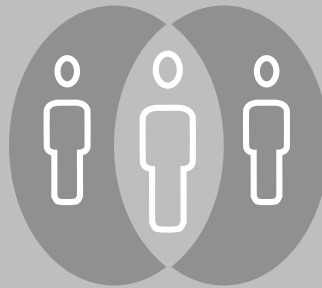
ALAN KOHLER
BUSINESS SPECTATOR

Facebook Targeting



Core Audiences

Sophisticated targeting with unsurpassed 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



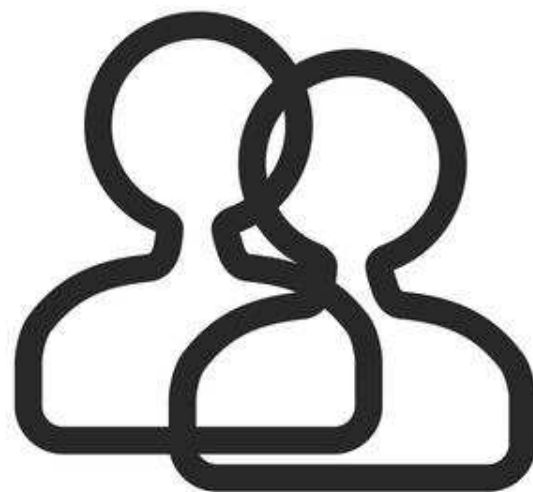
17M US
VITAMIN
BUYERS



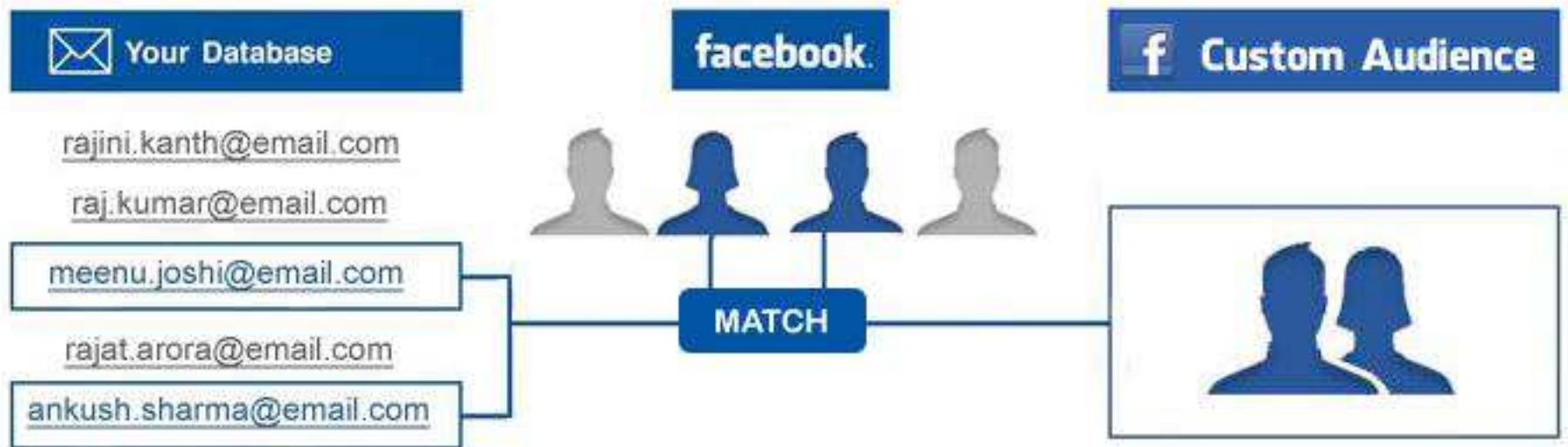
540K
SOUTH
KOREA
ESSENTIAL
OILS



CUSTOM AUDIENCES & LOOKALIKES



Custom Audiences



Database and/or website

LOOKALIKES



QUESTIONS?

the 
CLASSROOM