

Social Content 101

Tuesday, July 20th, 2021



Regional Tourism
ORGANIZATION



JOIN SEARCH WARRANT'S
Brian O'Grady

SOCIAL CONTENT 101
TUESDAY, JULY 20
11AM - 12PM

search
warrant
online marketing

RT09
Regional Tourism
ORGANIZATION



With whom else do we work?



- Consulting on more than \$80M/year in paid search advertising until 2020
- Designed new global measurement & management system for SEM
- Trained IBMers on 4 continents

- PPC advertising and search engine optimization
- 2019 Canadian Search Awards Winner for Best Use of Search Travel/Leisure



- Search and social advertising
- Natural search engine optimization

- PPC advertising and search engine optimization
 - The 2021 Webinar Series



Brian O'Grady

20+ years of innovation in the digital marketing trenches with startups and Fortune 50s influencing billions of dollars in revenue and training others on 4 continents.



Founder & Principal Consultant

Why are you here?

Here's what we hope to share today.

How to:

- Use social media strategically for your operation
- Create engaging social media content
- Choose social media platforms
- Include hashtags in your posts
- Manage and schedule your social media publishing
- Support SEO with social media

Introduction to Social Media Marketing

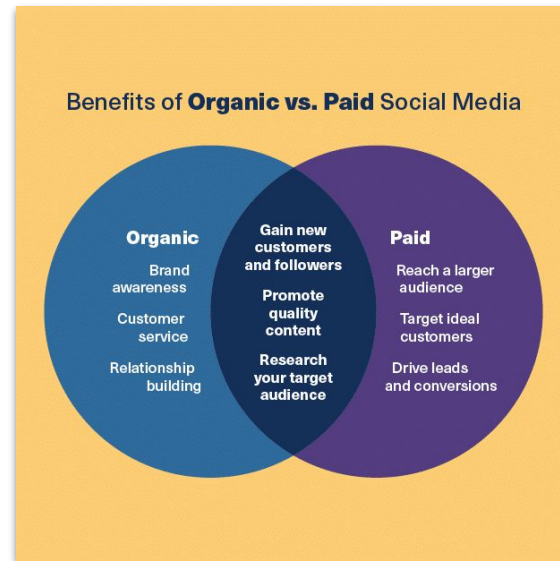
What is social media?

- 4.2 billion people, about 52% of humans, use social media (We Are Social Ltd).
- There are more social media platforms than you can shake a stick at - some are more important for you than others
- To do more than consume or react to other publisher's information on social media, you need to create and share content yourself.
 - Social media marketing can be either organic or paid
 - Marketing on social media platforms allows you to connect with your audience but you need to be clear on why you're connecting with them: what's your goal?



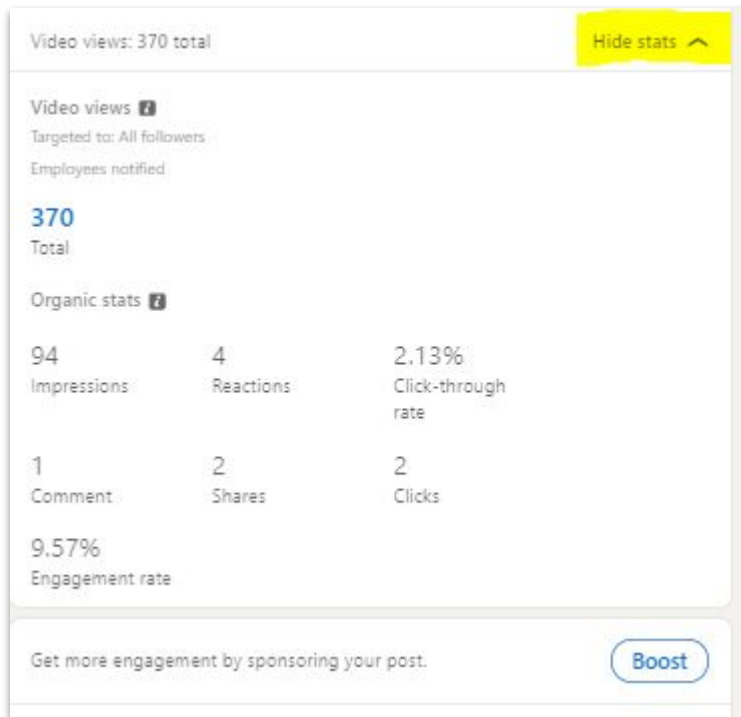
Organic vs paid social media marketing

- **Organic** - your existing audience and connections
 - Free content that you post and users share
 - People who interact with these posts are:
 - A percentage of your followers
 - Your followers' followers if the post is shared
 - People who follow hashtags you are using
 - Why?
 - Branding
 - Build a relationship with your followers
 - Engage with customers in the buying journey
 - Provide customer service and support
- **Paid** - your existing and new audience members - convert them into followers, fans, customers...
 - Create and publish unique ads or "boost" your organic posts
 - Why?
 - Attract new followers
 - Promote your product or service
 - Generate leads
 - Drive conversions
 - SEO benefits



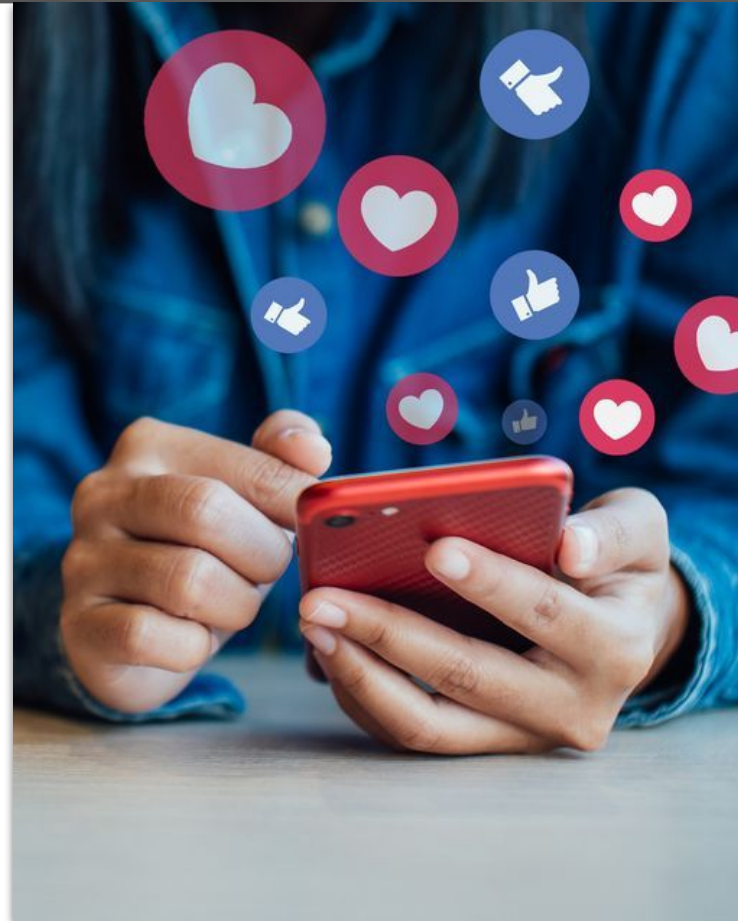
Social boosts

- Social boosts grow your audience size.
- You can pay to 'boost' posts to an audience other than your followers such as a recommended audience or targeted audience.
- Choose posts that perform well for your organically.



Why use social media marketing for your business?

- **Growth**
 - Increase website traffic
 - Generate leads
 - Boost sales
 - Partner with influencers
- **Gain Insights**
 - Find your audience and learn more about your audience
 - Understand the sentiment around your brand
 - Monitor your competition
- **Advertise**
 - Promote yourself and distribute content
 - Retarget your followers, visitors
- **Measurable marketing**
 - Reporting and analytics



Social media & tourism is a match made in marketing heaven!

- Travel is one of the most shared topics on social networks.
- Social media is a place of word-of-mouth marketing, where people interact on the networks they use
 - Wealth of sharing programs with the ability to review or share travel experiences.
- Social media is a massive source of inspiration for soon-to-be travelers.
 - Destination discovery via social sharing.
- Travel research is largely conducted online using platforms such as Tripadvisor, etc.
- Your brand is able to provide quick customer service and field questions, comments and concerns in a single place.
- It is easy to drive your audience to your site for more information.
- You can see and measure what works and learn from it for next time.

Social Content Best Practices

What makes a good social media post or ad?

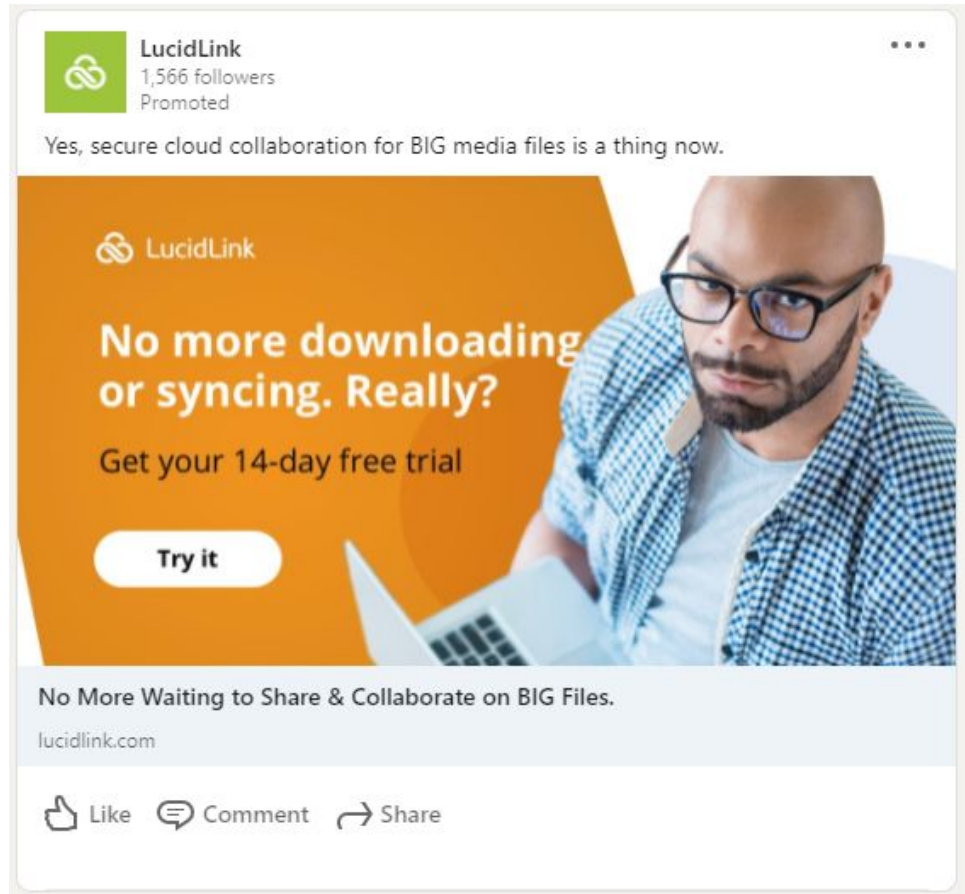
One that provokes action.

1. **Creative that speaks to your audience**
 - a. Imagery and video boost engagement
 - b. Remember the medium is the message
 - c. Don't make me think
2. **Relevant text**
 - a. Context for the creative
 - b. "Do not address your readers as though they were gathered together in a stadium. When they read your copy, they are alone. Pretend you are writing each of them a letter. One human being to another, second person singular." ~Ogilvy
3. **Call to action**
 - a. Encourage action
 - b. Repetition for emphasis
4. **Social actions**
 - a. Site visitors
 - b. Likes or reactions
 - c. Followers
 - d. Shares
 - e. Comments

Best Practices

Image Ads

What does this ad do right?

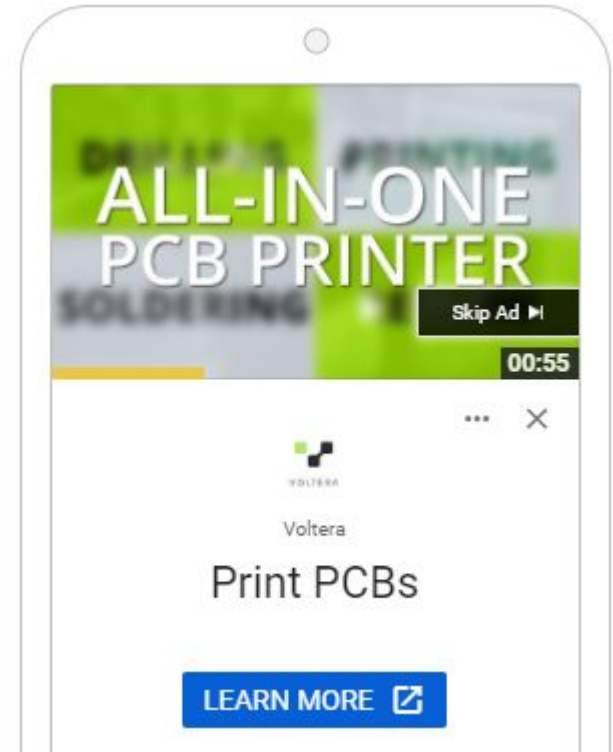


Best Practices

Video Ads

How about this one?

- Keep it short
- Capture attention quickly
 - Engage users during the first seconds of the video as viewer attention drops after that point
- Feature your brand message early
 - So users remember it
- Deliver your message in a way that extends view attention span
- Ensure your video makes sense without sound
- Include a call to action



Best Practices

Text

How about this one?

- Address your audience directly
- Include search terms and action words
- Use strong and creative calls to action
 - Link to a landing page that matches the message of your text
- Ensure your text is relevant to the supporting creative
- Don't be afraid to be bold and use emotional language to your advantage
 - Make it memorable
- Emphasize what makes your brand stand out from competitors
- Maximize the limited character count



Which Social Platforms?

Social Platforms



LinkedIn

Social network
Professional audience
B2B industry



Twitter

Social network
Largely used by adults to
get news
Popular for B2B marketing



Tripadvisor

Consumer review network
Travel enthusiasts



Facebook

Social network
Ubiquitous audience
Most-used & engaged with
social platform



YouTube

Media sharing network
Global user base of over 2
billion people of diverse
audience segments



Google My Business

Media sharing network
Google owns more than
92% of the global search
engine market

Different types of social media ads

Your goal dictates what kind of ad unit you should use.

- **Twitter**
 - Twitter promoted ads such as image ads, video ads, carousel ads, moment ads and text ads
- **LinkedIn**
 - Sponsored content ads such as single image ads, video ads and carousel ads
 - Sponsored messaging such as conversation ads and message ads
 - Text ads
 - Follower ads
- **Facebook**
 - Image ads
 - Video ads
 - Stories ads
 - Carousel ads
 - Slideshow ads
 - Collection ads
 - Messenger ads
- **YouTube**
 - In-stream ads
 - Bumper ads
 - Overlay ads
 - Responsive display ads
- **Tripadvisor**
 - Sponsored Placements
- **Google My Business**
 - Text or image ads promoting offers, updates, events and products

Tools for Social Media Success

Hashtags

- A hashtag indicates, to users and algorithms, that a piece of content relates to a specific topic or category.
- **Why use hashtags?**
 - Boost your reach
 - Add context to your posts with limited characters
 - Help your audience find you
 - Help you find your own content later
- **How to find hashtags**
 - What do your competitors use?
 - What are relevant influencers using?
 - Use hashtag finding tools
 - Hashtagify
 - RiteTag
 - Use a social media listening tool
 - How active are these hashtags?

RiteTag

by

RiteKit

6

socialmedia

Publishing

Enhance

Hashtags

#socialmedia

Get report

367

87

1,348,838

#media

Get report

104

38

145,529

#marketing

Get report

638

95

4,888,246

#smm

Get report

62

17

224,712

#twitter

Get report

458

317

1,288,212

#digitalmarketing

Get report

217

66

2,201,454

#tips

Get report

92

12

615,088

#business

Get report

642

96

4,811,942

Hashtag Basics

#SearchWarrantBlues

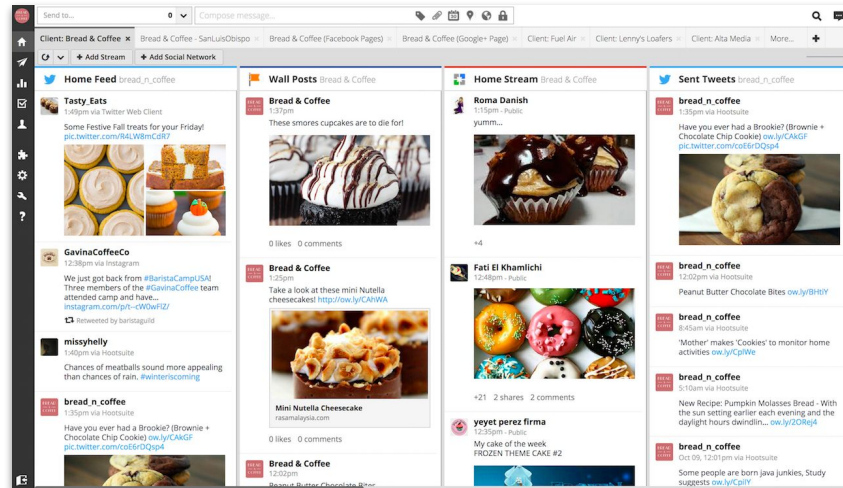


- **Hashtags start with a #.** But they do not work if you use spaces, punctuation or symbols.
- **Ensure your accounts are public.** If not, anyone that does not follow your account cannot see hashtagged posts.
- **Keep them short.** Having too many words make them hard to read and remember.
- **Ensure they are relevant and specific.** Match your hashtags to your content and make sure they are not too obscure.
- **Know the followers and activity level.** Certain hashtags are more popular than others.
- **Limit the number of hashtags per post.** Use a maximum of 3 as your guideline.
- **Create your own.** If you want to group all activity in a particular bucket.

Tips for Managing & Scheduling Social

- Know your audience, goal, and how you're measuring success
- Create a content calendar & cadence
 - There are better and worse times to post
 - You can repost the same content within reason
- Scheduling tools are your best friend!
 - Buffer Publishing, Hootsuite, Zoho Social
- Social media management takes time and energy
 - Have a plan and an owner or you'll just lose time
- Setup alerts to keep you informed so that you can react on social

Getting the most for the least.



When does your audience consume social media?

- Posting content when your followers are online is key. Once you find your audience, you can discover when they are online.
- The best times to post on social media are Tuesdays, Wednesdays and Thursdays (Hootsuite).



Twitter

8:00 am on Mondays & Thursdays



LinkedIn

9:00 am on Tuesdays & Wednesdays



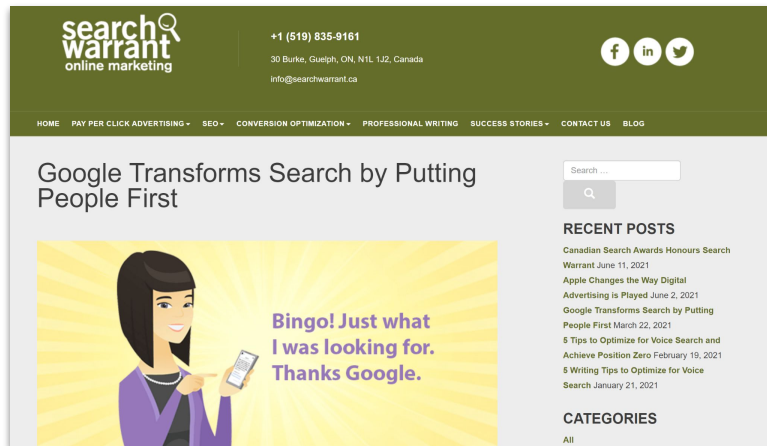
Facebook

8:00 am to 12:00 pm on Tuesdays & Thursdays

Social Media Marketing & SEO

Social media can boost your organic website traffic

- Social media signals don't directly help your search engine rankings, however they can influence the number of users to organically visit your website
 - Social content is shared and links to your site
 - Links from social content can help Google with indexing
 - Consistent interactions made through social media and authoritative SEO reinforces brand reputation
 - Search engines index website higher and user find the site organically through searches
 - Social media profiles can rank among top search engine results (often for branded keywords).



How much of this page is social media?

Own your brand



search warrant online marketing



All News Images Videos Maps More Tools

About 29,000,000 results (0.56 seconds)

<https://www.searchwarrant.ca>

Search Warrant: Digital Marketing for Your Bottomline

Your digital marketing tactics have to repay your effort & budget. If your content, SEO or PPC ads could be better, contact the pros at Search Warrant.

<https://ca.linkedin.com/company/search-warrant-online-marketing>

Search Warrant Online Marketing | LinkedIn

Jun. 30, 2021 — Search Warrant Online Marketing has 1192 followers on LinkedIn. Digital Marketing for your Bottomline | Your digital marketing has to translate ...

<https://ca.linkedin.com/company/seanrucko>

Sean Rucko - Digital Marketing Manager - Search Warrant ...

Guelph, Ontario, Canada · Search Warrant Online Marketing
Digital Marketing Manager at Search Warrant · Search Warrant Online MarketingConestoga College · Guelph, Ontario, Canada500+ connections.

<http://www.findglocal.com> · Guelph · Search-Warrant-...

Search Warrant Online Marketing, Guelph, ON (2021)

Clients turn to the search marketing professionals at Search Warrant online marketing for organic optimization & pay per click advertising management.

<https://www.contactcanada.com/database/freesearch>

Search Warrant Online Marketing, Inc. « Life Sciences ...

Search Warrant Online Marketing, Inc. 30 Burke Court Guelph ON N1L 1J2 Canada. Contact Numbers. Tel: 519-835-0101; Fax: ...

<https://www.yelp.ca> · Professional Services · Advertising

SEARCH WARRANT ONLINE MARKETING - Request ... - Yelp

Jun. 1, 2020 — Specialties: The professional search marketers at Search Warrant rely on best practices for SEO and PPC advertising to turn random web ...

<https://www.facebook.com/SearchWarrantOnlineMarketing>

Search Warrant Online Marketing - Home | Facebook

Search Warrant received the Best Integrated Agency Silver Award at the 2021 #CanadianSearchAwards. We are so proud to be recognized for our digital ...

<https://contactout.com> · Sean-Rucko-57810015

Sean Rucko's Email & Phone - Search Warrant Online Marketing

Sean Rucko's Email: s****@gmail.com Show email and phone number. Guelph, Ontario, Canada. Digital Marketing Manager @ Search Warrant Online Marketing.

<https://www.klipfolio.com> · partner · search-warrant-...

Search Warrant Online Marketing, Inc. | Klipfolio.com

As your boutique digital marketing firm, Search Warrant specializes in transforming your investment in online marketing into bottom line results.

The image shows a business card for Search Warrant Online Marketing. It features a header with a photo of a storefront at night and a map of Canada with a red outline of Ontario. Below the header, the business name 'Search Warrant Online Marketing' is prominently displayed. The card lists contact information: 'Website', 'Save', 'Call', '5.0 ★★★★★ 10 Google reviews', 'Service options: No online appointments', 'Hours: Open · Closes 5 p.m.', 'Phone: (519) 835-0101', and 'Suggest an edit · Own this business?'. It also includes a 'Questions and answers' section with 'See all questions (1)' and a 'Send to your phone' button. The bottom section is titled 'Reviews' and shows '10 Google reviews'. A testimonial from 'Search Warrant Online Marketing' is included, stating: 'You can have clear reporting, simple explanations, and strong results too. See how B2B technology firms, tourism associations, and the public sector benefit from our digital marketing services with bottom line results. From paid search advertising... More'. Below the testimonial, there are two small images: one of a man (Sean Rucko) and another of a trophy (Canadian Search Award Winner).

7 tips to optimize your social media for SEO

1. Ensure your social profile is complete with a link to your site
2. Integrate keywords into your profiles and posts
3. Link back to your website when posting content
4. Share on-site content and make it easy to share
5. Encourage users to share and interact with your content
6. Publish original content that can be used for backlinks
7. Track your social media posts performance and monitor it's correlation with your site performance



7 keys to social media for your operation

1. Know your audience
2. Know your goal
3. Analyze your organic posts to inform your paid ads
4. Create engaging content - make me stop
5. Make a calendar and plan and maybe a budget
6. Track your performance and learn from it
7. Maximize results and minimize effort with a scheduling and aggregation tool

Q&A

Thank You



Appendix

Social media metrics

