Is Your Digital Marketing Strategy Socially Acceptable?

Presented by Kira Morehouse
Digital Marketing Specialist, Enterprise Bank
Where to Focus,
Where to Begin
Which Channels Matter Most?
Prioritize Based on Search Engine Ranking:
in Context of:

• Search Engine Page Results
• Search Engine Optimization
• Search Engine Marketing
Bonus Tip: Claim Your “Google.com/business” Page(s)
<table>
<thead>
<tr>
<th>Site</th>
<th>Daily Time on Site</th>
<th>Daily Pageviews per Visitor</th>
<th>% of Traffic From Search</th>
<th>Total Sites Linking In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google.com</td>
<td>8:02</td>
<td>8.87</td>
<td>4.30%</td>
<td>3,560,046</td>
</tr>
<tr>
<td>Youtube.com</td>
<td>8:29</td>
<td>5.00</td>
<td>15.20%</td>
<td>2,699,220</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>9:40</td>
<td>4.00</td>
<td>8.20%</td>
<td>7,601,185</td>
</tr>
<tr>
<td>Reddit.com</td>
<td>15:14</td>
<td>10.42</td>
<td>17.30%</td>
<td>479,134</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>8:07</td>
<td>8.55</td>
<td>21.50%</td>
<td>827,984</td>
</tr>
<tr>
<td>Yahoo.com</td>
<td>4:05</td>
<td>3.80</td>
<td>8.10%</td>
<td>648,102</td>
</tr>
<tr>
<td>Wikipedia.org</td>
<td>4:11</td>
<td>3.29</td>
<td>68.10%</td>
<td>1,722,890</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>6:13</td>
<td>3.26</td>
<td>12.10%</td>
<td>5,571,981</td>
</tr>
<tr>
<td>Ebay.com</td>
<td>9:44</td>
<td>7.88</td>
<td>21.20%</td>
<td>174,023</td>
</tr>
<tr>
<td>Linkedin.com</td>
<td>5:32</td>
<td>4.36</td>
<td>19.40%</td>
<td>1,923,225</td>
</tr>
</tbody>
</table>
What Do All of These Platforms Have in Common?
Define Top Goals, Monitor Results, Optimize & Repeat

✓ Build Awareness
✓ Monitor Engagement
✓ Review Insights & Analytics
Photos & Video Will Receive Most (Organic) Engagement

The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>965</td>
<td>33 17</td>
</tr>
<tr>
<td>Photo</td>
<td>509</td>
<td>153 30</td>
</tr>
<tr>
<td>Video</td>
<td>335</td>
<td>27 13</td>
</tr>
<tr>
<td>Status</td>
<td>169</td>
<td>4 14</td>
</tr>
</tbody>
</table>
Next Level: Focus on Your Target Audience
Consider Your Target Audience

- Who are they?
- Where do they spend their time online?
- How old are they demographically?
- Where are they geographically?
- What are their interests?
- What are their goals in life?
Consider Your Target Audience

- People Reached: 10,505
- Post Engagements: 1,145
- Spent: $200.00

You targeted **men and women**, ages 18 - 65+ who live in 2 locations.

**Location - Living In:**
United States: Salem (+12 mi), Windham (+12 mi) New Hampshire

**Age:**
18 - 65+

This promotion ran for **7 days**.

Your Instagram account will represent your business in this promotion.
Consider Your Target Audience

What Are Your Goals?

Facebook Prompts with Many Opportunities to Create Targeted Content Using Ads Platform
Consider Your Target Audience
Use the Ads Platform to Expand Your Audience and Content Reach

- Your audience selection is great!
- Location: United States; Fitchburg, Lowell, Massachusetts; Nashua, New Hampshire
  - Age: 18 - 65+
- Corporate Executive Preparing for Retirement
- Second Marriage/Combining Wealth

Total budget: $200.00 USD

Estimated People Reached: 6,000 - 16,000 people

Refine your audience or add budget to reach more of the people that matter to you.
Bonus: Try Targeting By Interests

Note: You have to Use the Actual Ads Platform for More Audience Options As Opposed to the “Boost Post” Feature
Bonus: Try Targeting By Interests

1) Create Campaign
2) Add Post: “You remembered the leftovers but forgot your...”
3) 1 Campaign
   Objectives and spending limits
   1 Ad Set
   Targeting, placement, budget and schedule

Examples: Target by household income, job title, life stages such as “new parents,” causes, etc.
Use Resources Offered Directly from Facebook
facebook.com/business/resources
Other Social Media Advertising Platforms To Consider

- Facebook.com/business/products/ads
  - Instagram Ads Administered via Facebook
- Ads.twitter.com
- Business.linkedin.com/marketing-solutions/ads?
- YouTube (Advanced)
  - Works Best If You Have Experience with Google Ads
Tackling Insights, Analytics & Reporting
Note: Most Analytics Websites Seem to Work Best Using Chrome Web Browser
Facebook Audience Insights
Examples of Paid Post Vs. Organic

Scaredy Cats Howl-o-Ween
Pet Costume Photo Contest

Photo Submissions Due: Oct. 20 | Noon

Enterprise Bank
Financial Service

21,525 people reached
$55.46 Left

Enterprise Bank
Published by Shikira Morehouse on October 11 at 8:31 pm

Our Scaredy Cats Howl-o-Ween Pet Costume Contest is underway. Email a photo of your pet dressed in costume to SocialMedia@ebtc.com by noon on October 20th to be entered in our Scaredy Cats Howl-o-Ween Pet Photo Contest. Three winners will receive a gift card to Petco! For full contest details, visit https://enterprisebanking.com/2017/%20Pet%20Costume%20Contest.

Enterprise Bank
Published by Shikira Morehouse on October 4 at 3:45 pm

Join us next time? Thanks to our Acton Branch Service Manager, Kelsie, for taking a picture of their set-up from this morning’s Coffee with a Financial Advisor! Plan ahead and take advantage of this opportunity - no sign up needed, just drop by. Details, dates and locations listed here: https://www.enterprisebanking.com/2017/October-December2017Coffee-with-AFA/Event/5/261222612276230/535 people reached

Like Comment Share

Yan Liao, Nikki McLane and 4 others

Write a comment...
**Facebook Audience Insights via Weekly Email Update**

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**Insights For Your Page**

<table>
<thead>
<tr>
<th>METRIC</th>
<th>LAST WEEK</th>
<th>PREVIOUS WEEK</th>
<th>TREND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Visits</td>
<td>113</td>
<td>191</td>
<td>-40.8%</td>
</tr>
<tr>
<td>Weekly Total Reach</td>
<td>43.2K</td>
<td>23.5K</td>
<td>181.4%</td>
</tr>
<tr>
<td>People Engaged</td>
<td>837</td>
<td>1,050</td>
<td>-20.9%</td>
</tr>
</tbody>
</table>

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Hi Shokira,

Here’s an update on Enterprise Bank for the week of October 12 - October 18.

**Activity On Your Page**

2 Mentions

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![Image of Facebook profile and email notification]

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**Enterprise Bank**

CREATE SUCCESS
View Deeper Dive of Insights On Facebook Platform
“Overview” Of Your Facebook Page Performance & Analytics
### Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/19/2017</td>
<td>We are celebrating birthdays among our 910 Andover Street branch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Summit Post</td>
</tr>
<tr>
<td>10/19/2017</td>
<td>You remembered the leftovers but forgot your Debit Card. Instantly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Summit Post</td>
</tr>
<tr>
<td>10/19/2017</td>
<td>Has someone used your personal information to open accounts or</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Summit Post</td>
</tr>
<tr>
<td>10/17/2017</td>
<td>Get out of town. But first, upgrade your carry-on. Use your Rewards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>View Results</td>
</tr>
<tr>
<td>10/16/2017</td>
<td>Today we kick off coat collections for the 23rd annual Coats for Kids</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Summit Post</td>
</tr>
</tbody>
</table>

See All Posts
View Deeper Dive of Insights On Facebook Platform
## Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizens Bank</td>
<td>156K</td>
<td>▲ 0.7%</td>
<td>5</td>
<td>1.8K</td>
</tr>
<tr>
<td>Santander Bank US</td>
<td>122.9K</td>
<td>▲ 0.1%</td>
<td>4</td>
<td>79</td>
</tr>
<tr>
<td>Eastern Bank</td>
<td>19.9K</td>
<td>▲ 0.2%</td>
<td>11</td>
<td>168</td>
</tr>
<tr>
<td>Webster Bank</td>
<td>17.4K</td>
<td>▲ 0.1%</td>
<td>4</td>
<td>116</td>
</tr>
<tr>
<td>Digital Federal Credit Union</td>
<td>11.8K</td>
<td>▲ 0.2%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Enterprise Bank</td>
<td>4.2K</td>
<td>▲ 0.8%</td>
<td>10</td>
<td>252</td>
</tr>
</tbody>
</table>

Keep up with the Pages you watch. [Get More Likes]
Deeper Dive of Posts Performance Data

Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.

- Days: Sun, Mon, Tue, Wed, Thu, Fri, Sat
- Times: 3:00am, 6:00am, 9:00am, 3:00pm, 6:00pm, 9:00pm
- Values: 3,782, 3,736, 3,770, 3,807, 3,754, 3,774, 3,765
Value In Regularly Reviewing “Followers Insights”
BONUS: Instagram is Owned by Facebook…

Access Instagram Analytics via Facebook Insights But *Only If* You Are Using Facebook to Promote Ads on Instagram
Analytics.twitter.com

**Overview**
- Business and news

**Demographics**
- Gender: 47% Male, 53% Female
- Household income categories
  - $150,000 - $199,999: 17%
  - $100,000 - $149,999: 17%
  - $200,000 - $249,999: 17%
  - $250,000+: 18%

**Lifestyle**
- Top lifestyle topic: Online buyers

**Consumer Behavior**
- Top buying style: Premium brands

**Mobile Footprint**
- Verizon

**Interests**
- Business and news: 60%
- Business news and general info: 63%
- Politics and current events: 63%
- Technology: 60%
- Business and finance: 54%
- Tech news: 53%
- Movie news and general info: 52%
- Comedy (Movies and television): 41%
- Entrepreneurship: 41%
- Financial news: 44%

**Occupation**
- Professionals/technical: 34%

**Notes**
- Your current follower audience size is 2,248.
- That's 17 more than the same time 30 days ago. You've gained around 1 new followers per day.
LinkedIn Analytics Via “Company” Page

Enterprise Bank (Enterprise Bancorp)
Banking • Lowell, Massachusetts • 1,630 followers

197 connections work here. See all 390 employees on LinkedIn →

Manage page  See jobs

About us

Enterprise Bank was founded through the entrepreneurial vision of George L. Duncan in 1986. We are headquartered in Lowell, Massachusetts, with branch locations throughout the Merrimack Valley and North Central regions of Massachusetts, as well as Southern New Hampshire.

For over 25 years, Enterprise Bank has been supporting the financial needs of businesses, professionals, individuals and communities. As a leading, independent, community-focused bank, we recognize that by working together with our customers, we have a profound impact on the quality of life and the economic wellbeing of the communities in our area. At Enterprise Bank, building better and sustaining relationships.

Recent update

Thank You To Our Employees for making Enterprise Bank one of the 2016 Top Places to Work in Massachusetts

Congratulations once again to our Enterprise Bank family being able to con...

See more →
LinkedIn Analytics Via “Company” Page

Welcome, Enterprise Bank (Enterprise Bancorp)!

Engagement for last 7 days:
- 70% likes
- 4 likes
- 0 comments
- 0 shares
- 4 new followers

Sharing an article, photo, or update:

Recent updates:
- Posted by Kira Morehouse on 11/18/2016, event: "Sponsor now"

Organic Reach: 12,396 Impressions

Organic Reach: 12,396 Impressions

Targeted to All followers:
- 12,396 Impressions
- 1.4% Engagement
- 115 Clicks
- 58 Social Actions

Hide stats

Enterprise Bank
CREATE SUCCESS
LinkedIn Analytics Via “Company” Page

Visitor demographics ©

Seniority
- Job Function
- Country
- Region
- Seniority
- Industry
- Company Size

Insight tip
Discover audiences you want to grow with demographic information to more effectively target company updates and Career Pages.
LinkedIn Analytics Via “Company” Page

Enterprise Bank (Enterprise Bancorp)
Admin view

Updates

Engagement highlights ©
- 85 likes in the last 30 days (△ 57% from previous 30 days)
- 9 comments in the last 30 days (▲ 100% from previous 30 days)
- 6 shares in the last 30 days (△ 78% from previous 30 days)
- 15 follows in the last 30 days (△ 114% from previous 30 days)

Engagement metrics © | Impressions ©

Last 15 days: 10/5/2017 - 10/19/2017

Impressions | Organic | Sponsored

Enterprise Bank
CREATE SUCCESS
LinkedIn Analytics Via “Company” Page

Top 5 countries
- United States: 468
- India: 7
- Brazil: 3
- Pakistan: 3
- Colombia: 2

Grow Your Follower Base
Followers are your brand advocates - driving word of mouth, recommendations, and referrals. Learn some simple but effective techniques for growing this important community.

Companies to track
- Enterprise Bank & Trust
  - Total followers: 2,647
  - Follower Growth: 1,261
- Eastern Bank
  - Total followers: 5,690
  - Follower Growth: 2,011
- HarborOne Bank
  - Total followers: 1,389
  - Follower Growth: 100
- Rockland Trust
  - Total followers: 3,243
  - Follower Growth: 491

Last 30 days
YouTube.com/analytics

Opportunity to Analyze Your Own Video Content
Your Audience Insights

Audience Insights Help You Make More Informed Decisions About Overall Brand Marketing
YouTube.com/analytics (Demographics)

The chart shows the demographics of viewers by age and gender. The top table lists the viewer age groups and the corresponding watch time (minutes) and gender percentages.

- **13–17 years**
  - Male: 35%
  - Female: 65%
- **18–24 years**
  - Male: 23%
  - Female: 17%
- **25–34 years**
  - Male: 47%
  - Female: 53%
- **35–44 years**
  - Male: 62%
  - Female: 38%
- **45–54 years**
  - Male: 9.6%
  - Female: 90%
- **55–64 years**
  - Male: 17%
  - Female: 83%
- **65+ years**
  - Male: 9.6%
  - Female: 94%
Google Analytics (google.com/analytics)
Google Analytics (google.com/analytics)
Professional Tips!
Pro Tips for Social Media Growth

Invite People to “Like” Your Page
After they have “Liked” Your Individual Facebook Posts
Building On Organic Engagement with Paid Boosts

Enterprise Bank
Published by Shaktia Morehouse Jr.
Like This Page. September 19 – 8

Enterprise Bank is proud to recognize, celebrate, and give thanks to non-profit organizations of the Greater Nashua community. Each week, through November 17, 2015, we will donate $1,000 to one non-profit organization nominated and chosen by members of the Greater Nashua community. Visit www.spiritofcommunity.com to learn more.

312
Top Comments
68 shares
27 Comments

Enterprise Bank 7 of 8 today. We are already into Week 7 of our 10 weeks for our Spirit of Community donations in Greater Nashua! We encourage everyone to cast a daily vote for one of your three featured non-profits: Harbor Homes, QED Foundation and Lifeguarders Children’s Safety Foundation. Visit https://www.spiritofcommunity.com/?page_id=279 to show your support.

Like. Reply 2 - Commented on by Shaktia Morehouse Jr. October 2 at 12:25am

Enterprise Bank As of today, our 4th week has begun! The community can now vote for either Nashua Center St. John XXIII Parish Food Pantry (A Catholic parish in the Diocese of Manchester), and Beaver Brook Association for your featured non-profits in Greater Nashua. See More

Like. Reply 2 - Commented on by Shaktia Morehouse Jr. September 30 at 2:45pm

Enterprise Bank Thursday October 13, (tomorrow) at 11:59 pm will be the end of this week's (Week 5) voting for your featured non-profits from Greater Nashua: Anna-Marie House, Ronk &

Write a comment...
Building On Organic Engagement with Paid Boosts
Ensure Engagement Leads to Long-Term Connection

Hi Shekira,

You just liked Enterprise Bank's post. Do you want to like our Page to stay connected?

Enterprise Bank Commercial Bank Brenda Bernardino McDougald, Kerry Decker and 29 other friends like this.
Another Example of Using the “Invite” Button on FB
Pro Tips for Social Media Growth

Engage with People on Instagram Who Meet Your Target Demographic
Pro Tips for Social Media Growth
Pro Tips for Social Media Growth

Follow and “Like” by Hitting the Heart Button to get their attention and get them to follow you back... catch their interest and engagement with relevant promotional content, e.g. Pet Costume Photo Contest
Cover Examples of Manual Tricks

Importance of (#)

Hashtags, e.g.

#EnterpriseBanking
Pro Tips for Social Media Growth

Hashtags

They Work Across the Internet to Aggregate Content Using the “#” Symbol As a Means to Tag User Generated Keywords
Pro Tips for Social Media Growth
Hashtags

Anyone Can Create a Hashtag…
Bonus for Those Who Leverage
Them Into Trending Topics (Virality)
Pro Tips for Social Media Growth

Hashtags

Research Your Hashtags Relevant to Your Brand *Beforehand* and Stay Away from Using Hashtags Tied to Controversial Content
Pro Tips for Social Media Growth

Hashtags
Find and Track *Relevant* Online
User Generated Mentions
Tied to Your Brand &
Ongoing Conversations
So Your Brand Can Take Part
Pro Tips for Social Media Growth

Hashtags
Pro Tips for Social Media Growth

Hashtags

Trending

7th Special Forces Group
A Gold Star widow says Trump understood her loss - msn.com

Dusty Baker
Baker won't return as Nationals manager in '18 - espn.com
Pro Tips for Social Media Growth

Hashtags

What people are talking about now

- Cortana has a body now
  2h ago • 12,038 readers
- Bitcoin blasts past $6,000 for first time
  52m ago • 1,869 readers
- Is WeWork really worth $20B?
  31m ago • 13,927 readers
- UN weighs total laptop ban on flights
  1h ago • 478 readers
- The best antidote for a distracted mind
  3h ago • 2,621 readers
- Silicon Valley wants to fix capitalism
  1h ago • 5,649 readers
- Is Amazon HQ2 worth it for cities?
  5h ago • 37,802 readers
- Why tech workers fear getting old
  8h ago • 11,989 readers
- Senate passes S4T tax plan budget
  31m ago • 2,381 readers
- Employees are losing money on benefits
  30m ago • 18,952 readers

What People Are Talking About Now - Suggested Stories in Your Feed

The stories you see in your feed under the label What people are talking about now, are the top professional news and conversations of the day. These stories are surfaced to help you stay informed about topics that colleagues, partners, peers, and other members may be talking about today. These topics are selected and curated by our news editors, leveraging data on and off LinkedIn.
Pro Tips for Social Media Growth Hashtags
Make the Best Use of Your Time & Energy
Test to show option of pre-scheduling content...

More Reach. Less Money.
Reach 72,000 people near Enterprise Bank. Get started for $30.00.

Promote Local Business
Pros and Cons of Automated Posts

**Scheduling Tweets**

One guideline to follow if you are going to automate anything on Twitter, is to make sure your tweets read like human-created tweets and are under 140 characters. Often Facebook posts that are automatically sent to Twitter are too long to have an impact. The best practice is to engage on Twitter, and not just have Facebook feed into it. If you are going to automate your Facebook posts to Twitter **(here is one way to do it)**, make sure that the majority of your tweets are actual real tweets. You will be missing out on opportunities for engaging with others with replies and retweets, and adding hashtags if you only use Twitter to duplicate your Facebook content. Hootsuite is a great tool for scheduling tweets, that I use in conjunction with Twitter. If you do schedule tweets, pay attention to current events, and know when to pause them (i.e. don’t post about your “Blowout Sale” during the Boston Bombings).
Nashua Soup Kitchen
@NSKorg

Joined September 2009

Tweet to Nashua Soup Kitch...

52 Followers you know

Nashua Soup Kitchen @NSKorg · Nov 8
It's gone! The old Nashua Soup Kitchen & Shelter building no longer exists. We wish Greater Nashua Habitat for... fb.me/2sez4br4b

Nashua Soup Kitchen @NSKorg · Nov 7
Thank you to everyone who helped make our 16th Annual Dinner Auction a huge success.. we raised $173,000 Saturday night..our best ever.

Nashua Soup Kitchen @NSKorg · Oct 28
Highlighting one of our fabulous auction items for our upcoming 16th annual Dinner Auction Fundraiser on November... fb.me/8jDGXLf7H
Manage all your social media marketing in one place
From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

Compare All Business Plans OR Get Started—Free

Connect with over 35 popular social networks

Facebook Twitter YouTube Google+ LinkedIn Instagram
Most Effective Days To Post

Facebook interactions skyrocket **on the weekends**

- Although most people post during the week, interactions per post increase steadily over the weekends
- Post published on **Sundays** have the greatest interactions per post (2.72)
Most Effective Times To Post

Post Frequency and Effectiveness By Time of Day

- Posts published at night get the most interactions
  - Interactions per post increases steadily after 9 pm EST, but decreases sharply after 1am. It remains fairly constant during the work day.
  - Posts published between 12-1AM are most effective, with a normalized effect of 2.76 average interactions per post.
Most Effective Day to Tweet

Tweets receive the most retweets on Sundays

- Tweets on Sundays received on average 0.168 retweets
The majority of tweets are posted during the work week from 9AM to 6PM.
Don’t over think it!
Be authentic, be real,
be you.

Kristen Curtiss
Social Media Content Developer, Constant Contact
@KristenCurtiss
Thank You!

Stay Connected: Kira.Morehouse@ebtc.com
#EnterpriseBanking