Digital Marketing with Limited Resources
Allocating Time & Energy
Figure out which channel works for your industry and focus on it first.

Carlos Scarpero
Founder, Mr.Leads
@DaytonSEOservic
Which Channels Matter Most

Top 3 Things to Consider:

- SEO Value
- Social Proof

“Fish Where the Fish Are…”
Which Channels Matter Most
Study your competition and watch where they participate in social dialog. Don't reinvent the wheel.

Mike Stelzner
Founder, Social Media Examiner
@ Mike_Stelzner
Identify your goals, then make a plan!

Ashley Taylor Anderson
Marketing Manager, SinglePlatform
@SinglePlatform
Define Top Goals, Then Focus Energy for Greatest Impact

- Build Awareness
- Engage Supporters
- Raise Funds

Keep the conversation going...
Which Channels Matter Most

Tell Your Brand Story with Intentional End Goals in Mind as Guideline
Every business has a story. What's yours? Share it in a way that attracts clients and encourages prospects to take action.

Rebekah Radice
Social Media Strategist
@rebekahradice
Focus on Content Creation
Start small. Work to increase engagement with those who have connected with you and figure out what types of content will get them to like, comment, and share.

Gail Goodman
CEO, Constant Contact
@Gail_Goodman
Defining Your Social Persona

Create a “faux” ideal client

✓ Who are they?
✓ What are their interests
✓ Why are they following you?
✓ What do they like to talk about?
✓ What are they likely to share?
✓ What is their “journey” with you?
Using Your Social Persona

- Shape perceptions of your organization
- Develop the right content and images
- Be consistent
- Maintain a singular tone/voice
- Keep content fresh
- Consistent visual style
Be honest, be warm, be authentic, and put yourself in the shoes of your customers on social media.

Kim Garst
CEO of Boom! Social
@KimGarst
Provide value and don't expect immediate results.

Rick Bannerman
Digital Marketing Consultant
Posted on Constant Contact Google+ Page
Strategic Tips and Tricks to Effectively Manage Your Time
Which Channels Matter Most

START WITH LONGEST FORM OF CONTENT THEN WHITTLE DOWN USING THE FUNNEL AFFECT...

CONSIDER BLOGGING TO FRONT LOAD CONTENT FUNNEL AND THEN ADD INTEGRATION OF SOCIAL SHARING

FUNNEL TO OPTIMIZE YOUR EFFORTS
How Long Should Blog Posts Be?

Benefits of long-form content:

- Provides answers to questions
- Is ranked higher in search results by Google
- Get shared more
- Asserts your authority (particularly the in-depth, heavily researched types)
- Increases engagement
- Increases the likelihood of quality backlinks
- Provides value
- Keeps readers on site
- Easier to naturally use keywords more often
- Convenient for readers – all answers in one go

Source: http://www.problogger.net/problogger-faq-how-long-should-posts-be/
How Long Should Blog Posts Be?

Benefits of short-form content

- Easily digestible
- Easily shared
- Easily written
- Helps you keep a consistent updating schedule

Cons

- Might not be long enough to provide what the reader is looking for
- Easy to read and forget
- Could get lost in the busy internet crush
- Doesn’t establish credibility the way a long-form post can

Source: http://www.problogger.net/problogger-faq-how-long-should-posts-be/
Sample of Longer Form Content

Blogging...
Integrating Facebook & Others Content

Virality

In his experiment on QuickSprout, Neil Patel found that his posts that were longer than 1500 words garnered significantly more social shares than the posts that weren’t. Buzzsumo went on to analyze 100 million articles last year only to discover the same thing – the longer the content, the more shares it gets.
Sample of Longer Form Content

Blogging...

Who’s on your #ThankList?

Health professionals for years have been telling us that writing down what you’re thankful for can positively influence your health. I actually started writing in my own gratitude journal a few months back. It helps me to put my day into perspective, and it reminds me how many wonderful people are in my life. Simply put, it really does make me feel good.

But what if there was a way to have feeling good lead to doing good?

Now you can, because we’re teaming up with our friends at AmericanGreetings.com for just that — to help improve lives, simply by sharing a simple and heartfelt “Thank You.” But we need your help. We’re asking each of you to share who you’re most grateful for using #ThankList on Facebook, Twitter or Instagram — and for each #ThankList shared, American Greetings will donate $1 to United Way to support hunger prevention programs. American Greetings will make a total donation of $50,000.

And who are these people we can help out with our kind words? Perhaps they are in your own neighborhood. Take for example the Kinsman community in Cleveland, which is located in a food desert. United Way of Greater Cleveland works with Cornucopia Place there to prevent hunger and make sure kids have enough food to eat — healthy food that will help them to learn better in school and grow into strong adults.

So, who’s on your #ThankList?

SHARE THIS POST:

CORNUCOPIA PLACE

A lack of access to healthy food is contributing to a 24-year life expectancy discrepancy in neighboring Cleveland communities. A Junior Nutrition program, Cornucopia, in the Kinsman neighborhood is working to change that.

And who are these people we can help out with our kind words? Perhaps they are in your own neighborhood. Take for example the Kinsman community in Cleveland, which is located in a food desert. United Way of Greater Cleveland works with Cornucopia Place there to prevent hunger and make sure kids have enough food to eat — healthy food that will help them to learn better in school and grow into strong adults.

So, who’s on your #ThankList?
Days Most Brands Blog

1. Tuesday & Wednesday (tied): 18% of all posts published
2. Thursday: 17.9%
3. Monday: 17.2%
4. Friday: 15.9%
5. Sunday: 6.8%
6. Saturday: 6.3%

Most brands publish blogs during the work week (87%)
Most Effective Day To Publish Blogs

Blog posts are more effective on **Weekends**

- The 13% of posts published on weekends rake in the most social shares
- Blogs posted on **Saturdays** have the greatest share of social interactions (18%)
Most brands publish blogs while at work from 9AM to 6PM EST
Most Effective Days To Email

Email Opens by Day of Week

Most Emails are sent between Monday and Friday. Tuesday and Thursday are the highest-volume days.

- Highest Email Opens: **Wednesdays and Thursdays**
- Unsurprisingly, there is a large drop in emails opened during the weekend
Most brands send email **while they’re at work** from 9AM to 6PM EST. There are significantly fewer emails sent at night.

- Peak: **11-12pm** (10.78% of emails sent)
- Second Peak: 4-5pm (5.81% of emails sent)
Most Effective Times To Email

Email Opens by Time of Day

Subscribers are likely to open email after 12pm, and the most active hours are 2-5pm.

Your email is most likely to be read **in the afternoon**

- Most people check email after lunch
- Best time to send emails: **2-5pm**
You don't have to create all original content, just be a good source for trending content in your industry.

Shannon Faulkner
CEO, Delphis Creative Marketing Solutions
Posted on Constant Contact Google+ Page
Which Channels Matter Most

Tell Your Brand Story with Intentional End Goals in Mind as Guideline
# Engaging Post Types for Facebook

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>
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<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>
Building On Organic Engagement with Paid Boosts

Your post "A preview of so..." is performing better than 95% of posts on that page. Boost it for $20 to reach up to 3,900 more people.

31 minutes ago.

Boost Post

Your Boosted Post's Reach May Be Lower

You may reach fewer people because there's too much text in the post image. Facebook prefers images with little or no text in boosted posts and ads. Get guidance on reducing image text.

AUDIENCE

- People who like your Page
- People who like your Page and their friends
- People you choose through targeting
  - Location: Living in United States, New Hampshire
  - Age: 18 - 65+
  - Bay Coast
  - Audience 1

See All (15) | Create New Audience

BUDGET AND DURATION

Total budget
$20.00
Estimated People Reached
1,560 - 3,900 people

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Enterprise Bank
CREATE SUCCESS
Building On Organic Engagement with Paid Boosts

Your post "A preview of so..." is performing better than 95% of posts on that Page. Boost it for $20 to reach up to 3,900 more people.

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AUDIENCE
- People who like your Page
- People who like your Page and their friends
- People you choose through targeting

Location - Living in: United States, New Hampshire
Age: 18 - 65+
BayCoast
Audience 1

BUDGET AND DURATION
Total budget
$20.00

Estimated People Reached
1,560 - 3,900 people
30% of 490,000

Get More Likes, Comments and Shares
This post is performing better than 95% of other posts on your Page. Boost it to show it to more people.

DESKTOP NEWS FEED
MOBILE NEWS FEED

TEDxAmoskeagMillyard added 4 new photos
Sponsored

A preview of some beautiful original art that everyone can experience at #TEDxAm16 tomorrow.
Building On Organic Engagement with Paid Boosts
Social media is virtual networking. Take the time to build relationships just like you would face to face.

Laura Cummins
Owner, NineDotz Consulting
@NineDotz
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
Building On Organic Engagement with Paid Boosts

Instagram

enterprisebanking: Enterprise Bank is proud to recognize, celebrate, and give thanks to non-profit organizations of the Greater Nashua community. Each week through November 17, 2016, 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. domilrose @afrivmb

412 likes
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.
Test to show option of pre-scheduling content.
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.
Shekira Morehouse

Link Your Pages to Twitter

1. EB Marketing Playground
   Link to Twitter

2. Brookside Congregational Church, United Church of Christ
   Link to Twitter

3. Enterprise Bank
   Linked to Twitter (as EnterpriseBank)
   Edit Settings - Unlink from Twitter
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).

Source: https://vimm.com/social-media-automation/
Nashua Soup Kitchen

@NSKorg

 Joined September 2009

Tweet to Nashua Soup Kitc...

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
Don’t over think it! Be authentic, be real, be you.

Kristen Curtiss
Social Media Content Developer, Constant Contact
@KristenCurtiss
Summary

- **FOCUS** on areas that you can do really well to make the most impact.
- **FRONT LOAD THE WORK** - *Funnel start with longest form first.*
- **INTEGRATE SOCIAL MEDIA** - Use paid social ads and free tools to lessen need for frequency.
Thank You!

Stay in Connected: Kira.Morehouse@ebtc.com