

SOCIAL MEDIA for Small Business Owners

YES, it is important

YES, it can bring you new leads & sales

YES, you need to use it regularly

NO, you don't have to be on every platform



Presented By:  WILD INDIGO
MEDIA

Top Social Media Platforms

- Facebook 3 Billion Users
- YouTube 2.7 Billion Users
- Instagram 2.4 Billion Users
- LinkedIn 1 Billion Users

Other top condensers:

- X (formerly Twitter) 619 Million Users
- Pinterest 482 Million Users

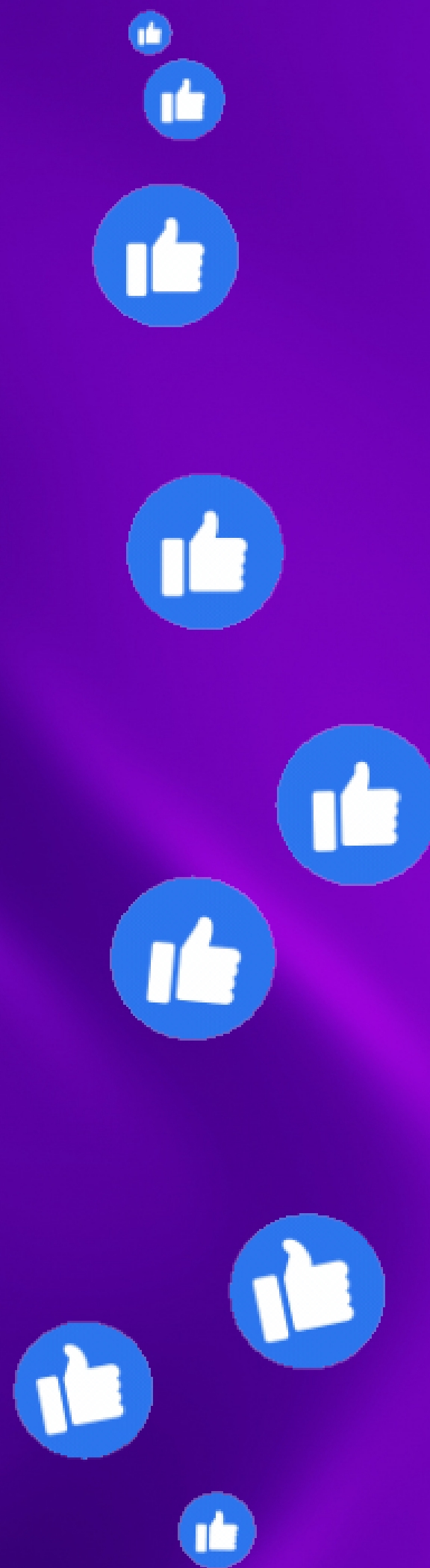
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FACEBOOK

- Facebook is the most-used platform by marketers worldwide (89%).

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- **As of Q3 2023, Facebook is the largest online social network in the world with roughly 3.05 billion monthly active users.**
- 56.3% of Facebook users are male and 43.7% are female (based on available gender data).
- Almost a quarter of Facebook users in the US are between the ages 25-34.

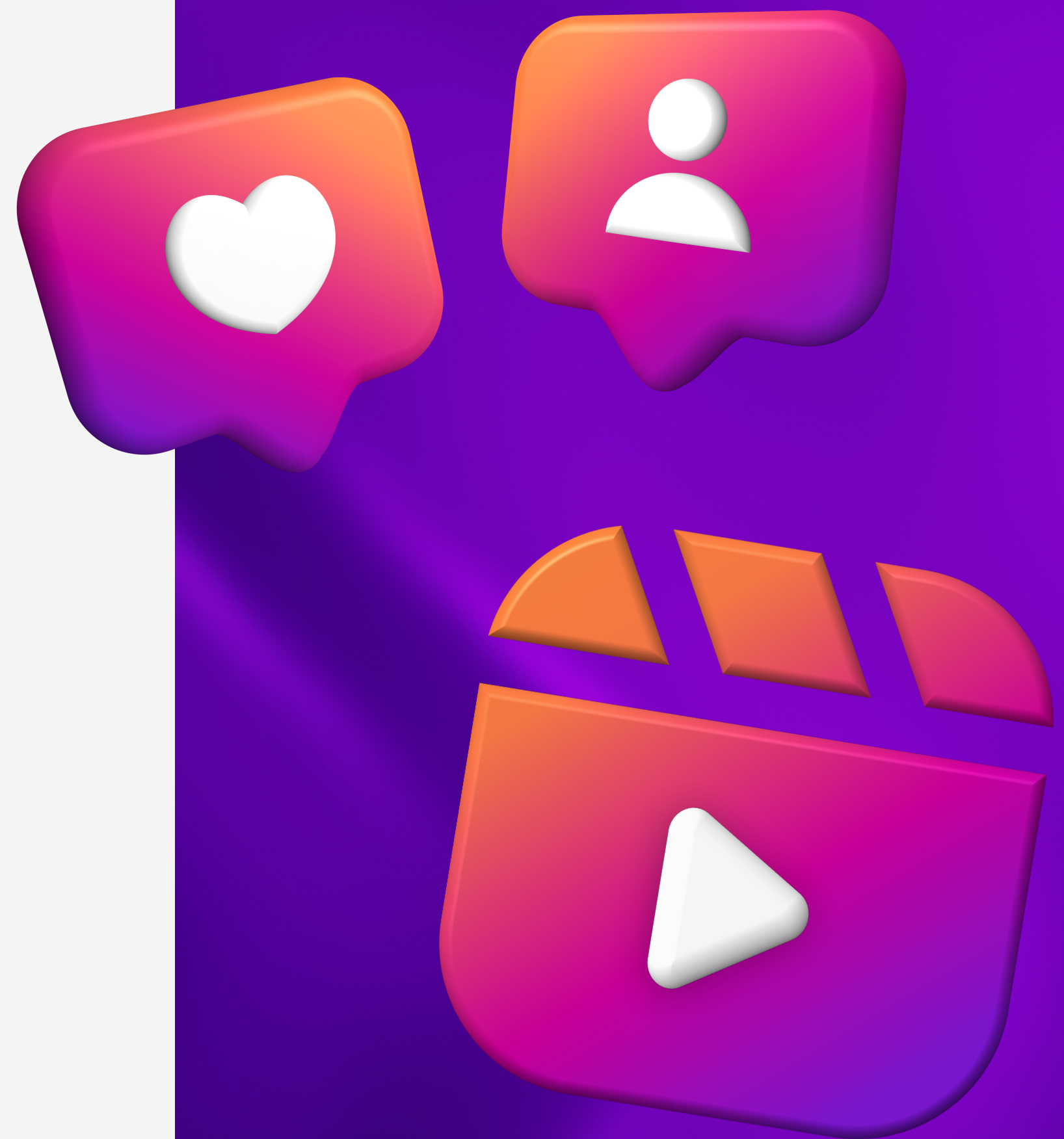
credit: SproutSocial

INSTAGRAM

- Instagram the second most-used platform by marketers (80%).
- Instagram does tie with Facebook for the social media platform with the highest ROI. Both coming in at 29%.
- 27.4% of US Instagram users are between 25 and 34 years old.
- Instagram's engagement rate is 4x higher than Facebook.

credit: SproutSocial

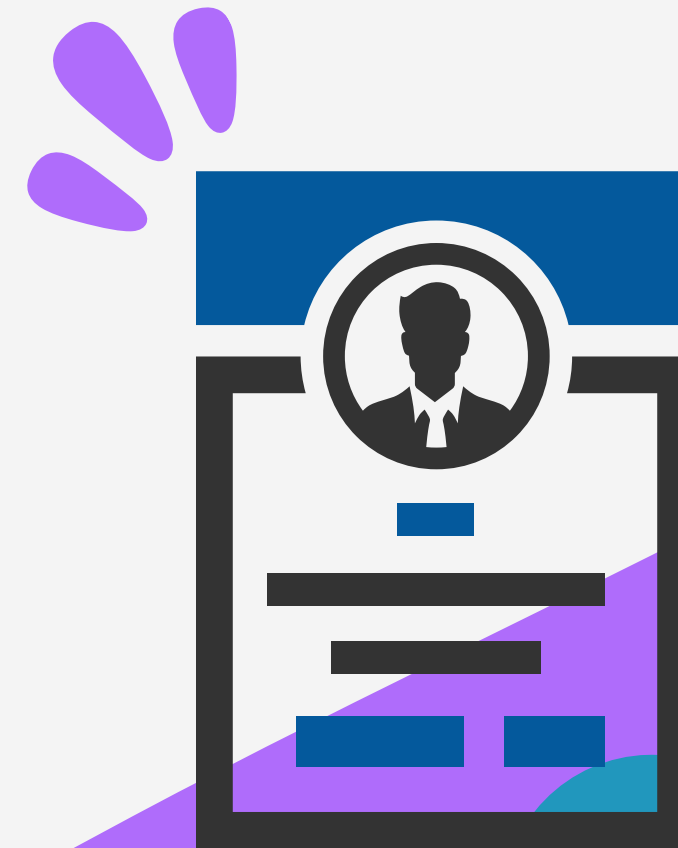
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LINKEDIN

- The go-to platform for B2B brands
- 60% of worldwide users are between ages 25 and 34 years old
- The United States has the highest user rate in the world on LinkedIn with an audience reach of over 214 million users

credit: SproutSocial



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YOUTUBE

- The go-to video-sharing and video-consumption platform.
- **90% of all visits to YouTube come from a mobile device.**



- 44% of people prefer to learn about a new product or service via short video content.
- The largest demographic on Youtube is 25-34 year olds.
- YouTube is the #1 platform for viewing LIVE videos.

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CREATING CONTENT

- Take advantage of programs like Canva.
- It's okay to use AI to help you create content.
- Repurposing content across platforms is okay, but being lazy and just sharing it direct with watermarks and no reformatting is NOT okay.
- When posting video, always include captions.
92% of people watch videos without the sound.
- You DO have to post consistently. Start with twice a week and go from there.
- Remember to offer a variety of content, including educational, tips, behind-the-scenes, inspirational, funny or fun, and freebies in addition to your sales posts.
- ***Explore and try out new trends, like cinemagraphs!***

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HOW MANY PLATFORMS?

- You do NOT need to be on all the platforms. Stick with where you're comfortable AND where your audience is.
- If you're only on two platforms, that's perfectly fine and it will yield great results when done properly.

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SOCIAL MEDIA ALONE IS NOT ENOUGH



Once you have people interested, you should be funneling them to your website and email list. You need a way to capture their information so that you can stay in touch with them on your terms (2 social media outages in the last 2 years and Twitter is now X. Social Media is not guaranteed).

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WEBSITES

- Yes, you should have one!
- It should be regularly updated and maintained.
- **Your website should be mobile-friendly!**
- It should have CTA's to help you get the results you're going for (sales, email captures, downloads, etc.)
- Investing in SEO isn't necessary, but it will DEFINITELY help.
- Cost varies from about \$500 up to many thousands of dollars to have a website built (if it's a large eCommerce site), but most are around \$1,000 on average for a very basic site.

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SHORT AND SWEET

If you want to regularly gain new leads

- Post to social media regularly, whether or not you are also using paid ads.
- Make sure your social media is drawing people to your website where you can collect their email or other information.
- Your website must have CTAs to help your visitors complete the actions you want them to complete.
- Make sure you maintain and update your website regularly.

