

SOCIAL MEDIA STRATEGIES THAT CONVERT





Hi I'm
BETH TREJO
CEO AND FOUNDER

We are a creative Social Media Agency with Midwest roots, representing clients all over the world.

Our team is made up of envelope-pushers, big thinkers, brainstormers, and conversation starters. Questions? Let us know and we'll answer them on our Podcast--Generation Social Media!



HUMAN CONNECTION

I started Chatterkick to redefine how businesses connect with people and providing a human connection in the digital world.

MY TEAM

Molly Kuehl

Social Media Insight Strategist

WOMEN SUPPORTING WOMEN

25 best small Business for Women
50 best Small Companies to Work For
Women Helping Women Award
Top 50 CEOs for Women

A landscape of mountains at sunset. The sky is a gradient of orange, yellow, and blue. The mountains are silhouetted against the bright sky. A small hiker is visible on a ridge in the foreground.

LANDSCAPE OF SOCIAL MEDIA

DIGITAL LANDSCAPE: WE CRAVE CONNECTION

Consumers rank which channels give brands the best opportunity to connect with customers



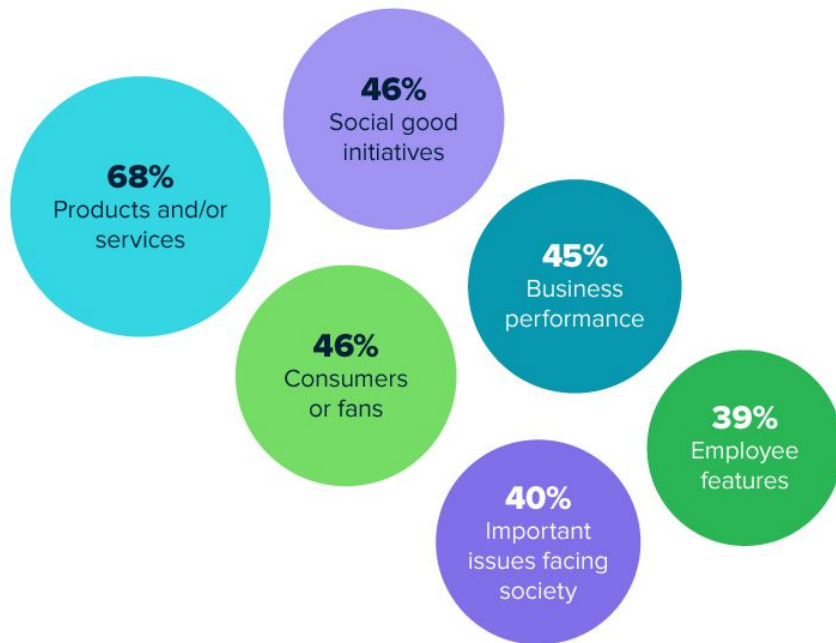
DIGITAL LANDSCAPE: WE CRAVE CONNECTION

Social media behaviors that help brands connect with consumers



DIGITAL LANDSCAPE: WE CRAVE CONNECTION

Topics brands discuss on social media that make consumers feel more connected to them



BE LOCAL

72%

**of social media
engagement is
happening on
Local Business
Pages**

Consumers feel more connected to brands whose CEO is active on social media



Why?

- 65%** Feel like there are real people behind the brand
- 56%** Like learning about the brand leadership
- 39%** Believe CEO's presence offers better insight into a brand



WHAT IS SOCIAL MEDIA STRATEGY?

CUSTOMER SERVICE

Facebook (messages/all)
Facebook Reviews
Instagram DM
Instagram Comments
Twitter
Google My Business
Reviews
Linkedin Personal Messages

LOCAL STORYTELLING

Facebook
Instagram
Facebook Ads
LinkedIn Company
Page
LinkedIn Personal Page

PROVIDING VALUE + OFFERS

Facebook
Instagram
Google My Business

REVIEWS ARE KEY

>> Businesses with **two negative reviews** on the first page of search results risk **losing 44% of its customers.**

>> A **bad reputation** costs a company at least **10% more per hire.**

>> **58% of executives** believe that **online reputation** management should be addressed, but **only 15% actually do anything** about it.

We expect
A RESPONSE.



FACEBOOK & IG: STRATEGY + POSTING





FACEBOOK

Facebook is ground-zero for social media content promotion. Posts can cover a wide variety of topics, including events, new products, offers, and general community information.

Keep in mind that Facebook's audience crosses many age and interest brackets but organic reach is going to continue to decline. Advertising and targeting is your best opportunity to reach the right people at the right time.

Users can publicly engage and respond with your content and also private message your business directly.



INFORMATION

Central hub for all social efforts and the go-to for news



CUSTOMER SERVICE

Priority messaging and customer service channel



PAID ADVERTISING

Advertising is key to reaching desired target and expanding new reach



COMMUNITY SUPPORT

Tag additional vendors or supporters where relevant (no hashtags)



REACH YOUR AUDIENCE

PRIMARY ADVERTISING
OBJECTIVES: Brand Awareness, Reach, Event Promotion



3X - 5X WEEK

Brands that post 3 - 5 times per week see highest platform engagement



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VERIFIED PAGE

COMPLETED PROFILE

CUSTOM URL (points to the browser address bar)

VIDEO BANNER (points to the main cover image)

VERIFIED PAGE (points to the verified badge on the profile picture)

COMPLETED PROFILE (points to the profile picture)

The screenshot shows the Facebook Business Page for Chatterkick. The browser address bar displays the URL <https://business.facebook.com/Chatterkick/>. The page header includes navigation options like Page, Ad Center, Inbox, Manage Jobs, Notifications, Insights, and More. The main content area features a cover image of a brick building with a 'CHATTERKICK' sign, a 'Call Now' button, and a 'Create Post' section with options for Live, Event, Offer, and Job. Below the post creation area, there is a section for sharing a recent photo from an Instagram account, showing a carousel of photos. The right sidebar displays a 5.0 star rating based on 36 reviews, a 'Our Story' section, and a '100% response rate, 2 hours response time' badge. At the bottom, there are promotional tiles for 'Get More Online Sales' and 'Boost an Instagram Post'.

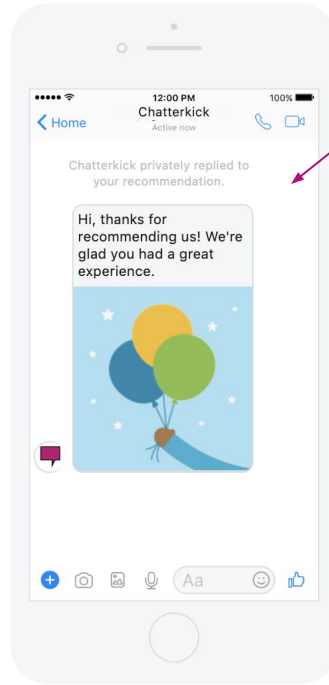


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**AUTOMATED
RESPONSES**

**MESSANGER
SETTINGS**



CUSTOMER SERVICE
Priority messaging and customer service channel



ABOUT CHATTERKICK

Our Story

Chatterkick develops social media campaigns that resonate above the noise. We shine in digital recru...

[See More](#)

100% response rate, 2 hours response time
Respond faster to turn on the badge

RESPONSE BADGE

General Settings

Use the Return key to send messages Off
When you have written a message, you can tap the Return/Enter key to send it.

Prompt people to send messages On
People visiting your Page may see more ways to send you a message, such as an open chat window. These will appear if you're online or if your Page is very responsive to messages.

Response Assistant

Send instant replies to anyone who messages your Page Off
Instant replies are a good way to let people know that you'll respond soon.

Let people know when you can't get to your computer or phone On [Change](#)
Automatically reply to people who contact you in Messenger when your Page is away. Tell them you can't respond now and let them know when to expect a response. You can also schedule away times to automatically set your Page's status to away during certain hours.

Show a Messenger greeting Off
Create a greeting that people will see the first time they open a conversation with you on Messenger.

Appointment Messaging

Reminders On
Send customers an automatic reminder via Messenger or text message (SMS) the day before their appointment.

Follow-up Messages Off
Automatically send customers a message after their appointment to book with you again.



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FIND YOUR CUSTOMERS AND THEIR TWINS

The screenshot shows the Facebook Ads targeting interface. A red arrow points to the 'Custom Audiences' section at the top. Another red arrow points to the 'Locations' section, which includes a map of the United States with several location pins. A third red arrow points to the 'Detailed Targeting' section, which lists various behaviors and browser types. A fourth red arrow points to the 'Audience Definition' section, which shows a gauge indicating the audience selection is 'fairly broad' and a 'Potential Reach' of 460,000 people. The 'Estimated Daily Results' section shows 'Reach' of 978 - 5.5K and 'Link Clicks' of 40 - 247.

**TARGET BY LOCATION +
RADIUS, ZIP, DMA OR CITY**

TARGET BY AGE + GENDER

**INTERESTS, BEHAVIORS,
CONNECTIONS**



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COMMUNITY SUPPORT

Tag additional vendors or supporters where relevant (no hashtags)

FEATURE LOCAL PAGES (DON'T FORGET TO TAG THEM)

SHOUTOUT YOUR TEAM MEMBERS (DON'T FORGET TO TAG THEM)



753 People Reached **206** Engagements **Boost Unavailable**

👍👍 Sara Gotch, Emilee Moret and 39 others 5 Comments



FACEBOOK

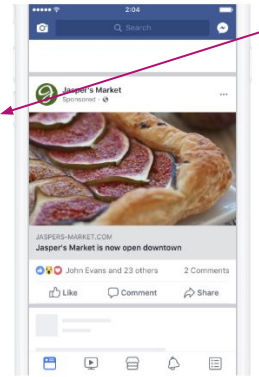
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Platforms

| | |
|---------------------------------|-------------------------------------|
| Facebook | <input checked="" type="checkbox"/> |
| Feeds | <input checked="" type="checkbox"/> |
| Instant Articles | <input checked="" type="checkbox"/> |
| In-Stream Videos | <input type="checkbox"/> |
| Right Column | <input checked="" type="checkbox"/> |
| Suggested Videos | <input type="checkbox"/> |
| Stories | <input checked="" type="checkbox"/> |
| Instagram | <input checked="" type="checkbox"/> |
| Feed | <input checked="" type="checkbox"/> |
| Stories | <input checked="" type="checkbox"/> |
| Audience Network | <input checked="" type="checkbox"/> |
| Native, Banner and Interstitial | <input checked="" type="checkbox"/> |
| In-Stream Videos | <input type="checkbox"/> |
| Rewarded Videos | <input checked="" type="checkbox"/> |
| Messenger | <input checked="" type="checkbox"/> |
| Inbox | <input checked="" type="checkbox"/> |
| Stories | <input checked="" type="checkbox"/> |
| Sponsored Messages | <input type="checkbox"/> |



HAVE YOUR ADS FOLLOW YOUR AUDIENCE ON FACEBOOK'S OTHER CREEPY PLACEMENTS

Facebook Feeds

[View Media Requirement](#)



REACH YOUR AUDIENCE

PRIMARY ADVERTISING

OBJECTIVES: Brand

Awareness, Reach, Event

Promotion



Awareness

Brand awareness

Reach

Consideration

Traffic

App installs

Video views

Lead generation

Post engagement

Page likes

Event responses

Messages

Conversion

Conversions

Catalog sales

Store traffic



FACEBOOK

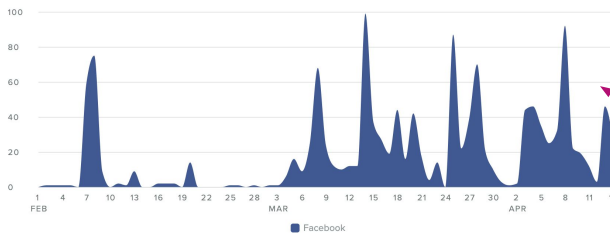
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Group Engagement

ENGAGEMENTS PER DAY



| Engagement Metrics | Totals | % Change |
|--------------------------|--------------|-----------------|
| Facebook Engagements | 1,357 | ↗ 122.1% |
| Total Engagements | 1,357 | ↗ 122.1% |

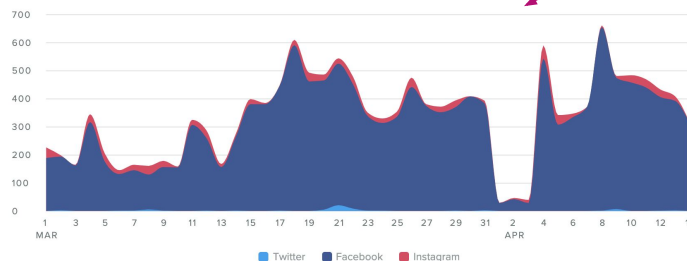
The number of engagements increased by

-122.1%
since previous date range

PAGE INCREASED TO CONSISTENTLY POSTING 2X PER WEEK

Group Engagement

ENGAGEMENTS PER DAY



| Engagement Metrics | Totals | % Change |
|--------------------------|---------------|----------------|
| Twitter Engagements | 60 | ↗ 53.8% |
| Facebook Engagements | 14,465 | ↗ 84.7% |
| Instagram Engagements | 762 | ↘ 9.4% |
| Total Engagements | 15,287 | ↗ 75.5% |

The number of engagements increased by

-75.5%
since previous date range

PAGE INCREASED TO POSTING 5X PER WEEK



3X - 5X WEEK

Brands that post 3 – 5 times per week see highest platform engagement

FACEBOOK CONTENT IDEAS

VIDEOS

- Video content: 59% more engagement than other types
- 3-4 min video
- Less than 15s video for ads

BEST PRACTICES

- Post Length: 40 – 150 characters
- Ideal Length: Posts that contain 80 characters or less receive 88% more engagement
- No Hashtags
- Use Emojis 🕶️

CONTENT IDEAS

- Question (text base only or poll)
- Photo
- Giveaway
- Create video content in Instagram Stories or Snapchat and post to FB



INSTAGRAM & LINKEDIN

- Drive engagement and build relationships.
- Profile set up correctly
- Research # and establish business as industry leader



CONSISTENCY

Consistency is key. Consistent use is critical in growing a following and extending customer service to any platform.



INSTAGRAM STORIES

Post 3 Stories Per Week (1 Story Per Day During Peak Times)



PEAK TIMING

7am – 9am
11am – 1pm
7pm – 9pm



COMMUNITY SUPPORT

Tag additional vendors or supporters where relevant (use 10-15 hashtags per post)



VIDEO MONTHLY

Post a video or motion content at least once per month



PROVIDE VALUE

Regardless of the platform, make sure you are entertaining your audience and providing value



INSTAGRAM & LINKEDIN STRATEGY IDEAS

BRAND AWARENESS: BEHIND THE SCENES

- Sneak peeks of new packages, events, memos, plans for members
- Photos on-property highlighting a typical day.
- Tease upcoming events through compelling photos and short videos

EMPLOYEE ENGAGEMENT + RECRUITMENT

- New employees or recognition of members
- Have an employee tell a story or how they helped a customer on video

INDUSTRY LISTENING W/ HASHTAGS

- Add 5 – 20 hashtags on each post
- Share 1 story per day in peak season
- Include location and hashtags in story

A group of people are holding large, colorful emoji balloons in front of a vibrant mural. The mural features a blue sky, green leaves, and various flowers in shades of pink, yellow, and orange. The word 'QUESTIONS?' is written in large, bold, black letters on a white rectangular background that is centered over the image. The people are partially visible, wearing casual clothing like a red shirt and a white tank top. The balloons include a yellow 'Smiling Face with Tears of Joy' emoji, a 'Smiling Face with Tongue Out' emoji, a 'Smiling Face with Smiling Eyes' emoji, and a large 'Smiling Face with Open Mouth and Smiling Eyes' emoji with one arm raised.

QUESTIONS?