ONLINE MARKETING
+
SOCIAL MEDIA BASICS

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Using social media and other online communication methods to connect with your audience, strengthen relationships with your customers, and promote your business is vital.

In this document, we've pulled together some information about the basics of audience segmentation, CRMs and the nuances of a few social platforms to help you start, or improve your online communications.

We hope you find this helpful.

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KNOW YOUR AUDIENCE

GEN Z

11-18

MILENNIAL

19-25

GEN X

25-31

BABY BOOMERS

40-54

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GEN Z

- most diverse generation in history
- prefer mobile content
- enjoy making videos
- planning for the future
- interacting with new technology
- curating profiles

- make content that cuts to the chase
- explain why your product will provide value to them
- loves to use video to learn about products
- spends most of their online time or on mobile
- leverage short-form video
- niche social media platforms such as Instagram, YouTube, TikTok on Snapchat

Tik Tok
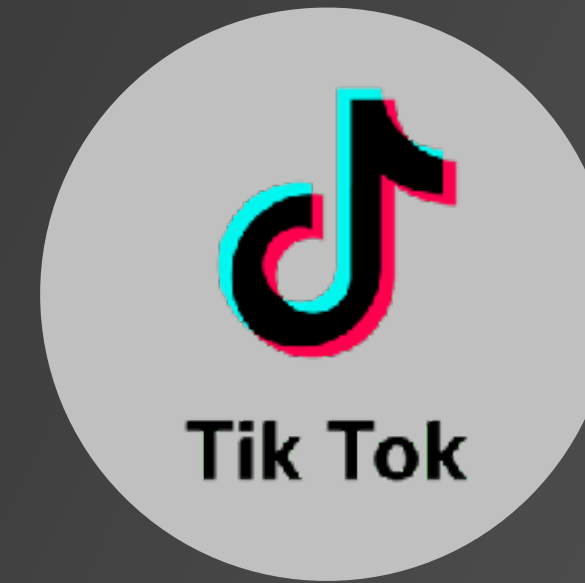
SOCIAL MEDIA
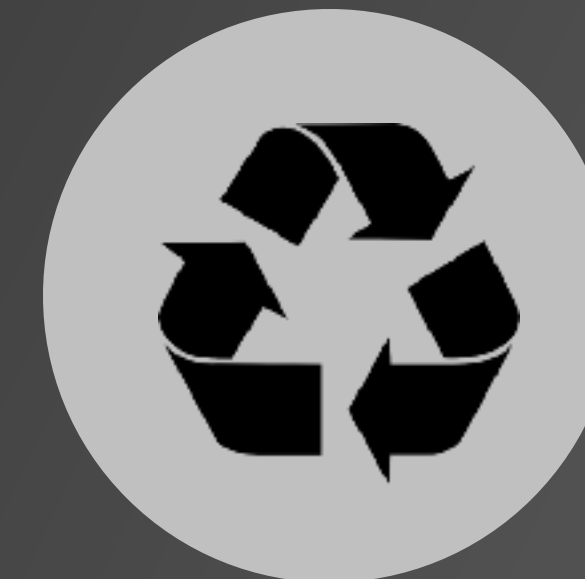
CLIMATE ACTIVISM

INFLUENCER AWARE

COLLEGE PREP

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MILLENNIAL

- 25% of the population, will represent 70% of the workforce by 2030.
- young professionals
- seeking the most out of life via experiences
- documenting those experiences through media
- postponed wedding plans and homeownership
- most highly-educated generation

SO…
- create memorable experiences
- document the experiences via photography
- host work bonding events

TRAVEL

HIGHLY EDUCATED

DIGITAL STORYTELLING

INSTAGRAM

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GEN X

- motivated by businesses that take their preferences
- not an easy sale
- high importance on trusted brands
- businesses who are authentic
- very large purchasing power
- technologically savvy in Facebook, LinkedIn, and email
- make sure your contact information is streamlined across all platforms
- updates and connection are important
- keep the parents informed

FACEBOOK

AUTHENTIC

EMAIL

BUYING POWER

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BABY BOOMER

- enjoy watching television
- avoid using slang
- avid Facebook users
- clear messaging (use bullet points)
- make things easily legible and accessible
- clear links to policies
- email/phone support accesible
- enjoy reading blogs and online articles
- more likely to re-share content than any other generation
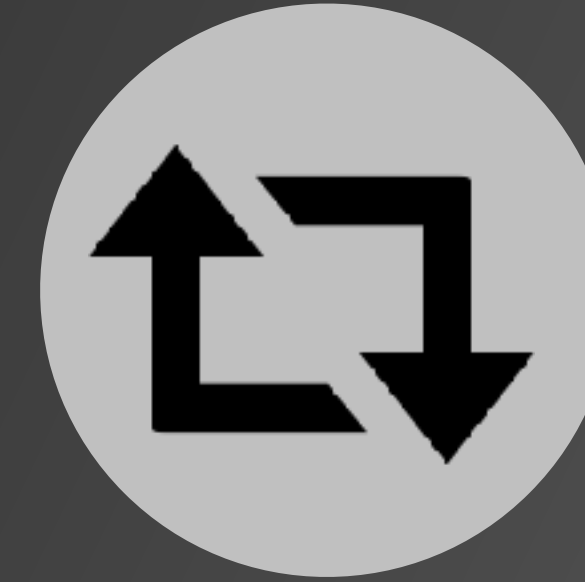
RE-SHARE
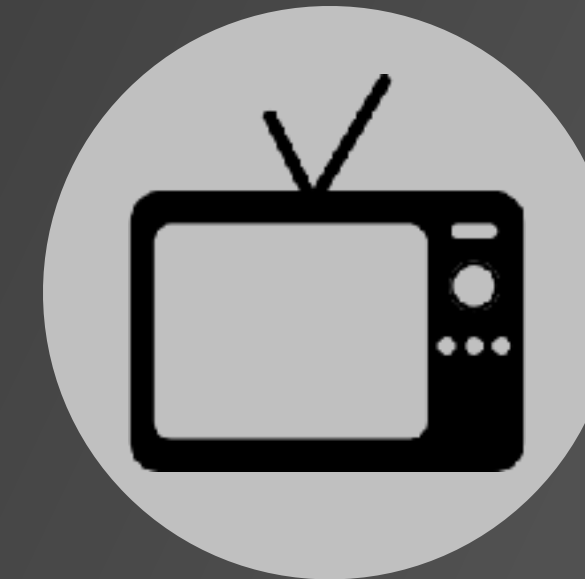
TELEVISION

RULES/POLICIES

READERS

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CRM

Customer Relationship Management

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WHAT IS A CRM?

Customer Relationship Management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers.

WHY? The goal is simple: Improve business relationships.

There are many platforms such as Constant Contact, HubSpot, and Monday to name a few. Some have more robust functionality but may be more complicated to use. We will provide more details about **MailChimp**, which is a powerful tool that is easy and affordable to use.

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MAILCHIMP

Some of the advantages of using a platform like MailChimp

-A central hub for audience data

-Can be FREE to use

-The ability to test, learn, and iterate on campaigns

-Built-in tools to help you grow

-Send the right content to the right people

-Use your data to find new people to talk to

-Find new ways to talk to people with shared interests

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MAILCHIMP

Tone & Audience
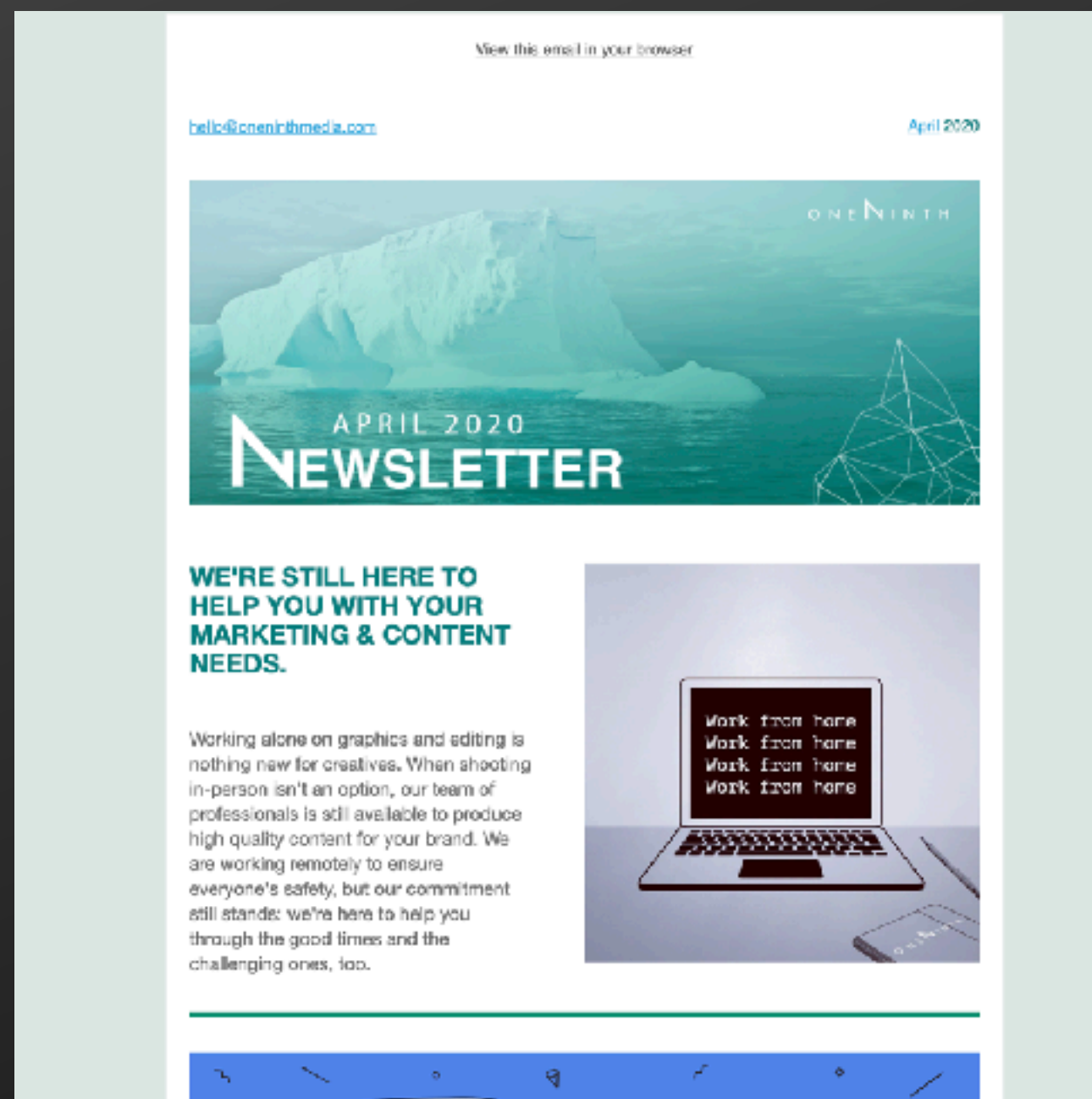
TONE:
succinct, visual, storytelling, value to the customer

TOP AUDIENCE:
GEN X, BABY BOOMER

Mailchimp allows you to segment your audience and adjust campaigns according to your target consumers. It will also allow you to update your audiences based on how people interact with your emails.

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MAILCHIMP

Using MailChimp can be as easy as 1, 2, 3 … 4.

01
Connect all your contact data

Bring all your audience data into Mailchimp to start using ready-made segments.

02
Organize what you know

Create your own segments and tags to filter audience data however you need to

03
Understand patterns in data

Get to know your audience at a glance with your audience dashboard.

04
Turn audience insights into action

Set up automated messages to trigger based on segments or tags.

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MAILCHIMP

The fundamentals: some MailChimp basic recommendations

✓ Segment your audience into groups (age/events)

✓ Allow users to opt in and out of emails

✓ Keep your business on their mind

✓ Make informative content and personalized offers

✓ Encourage readers to reply

✓ Make your emails mobile friendly

✓ Use buttons rather than text links for mobile accessibility

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MAILCHIMP

Ensure communications have value to you customer, and your business.

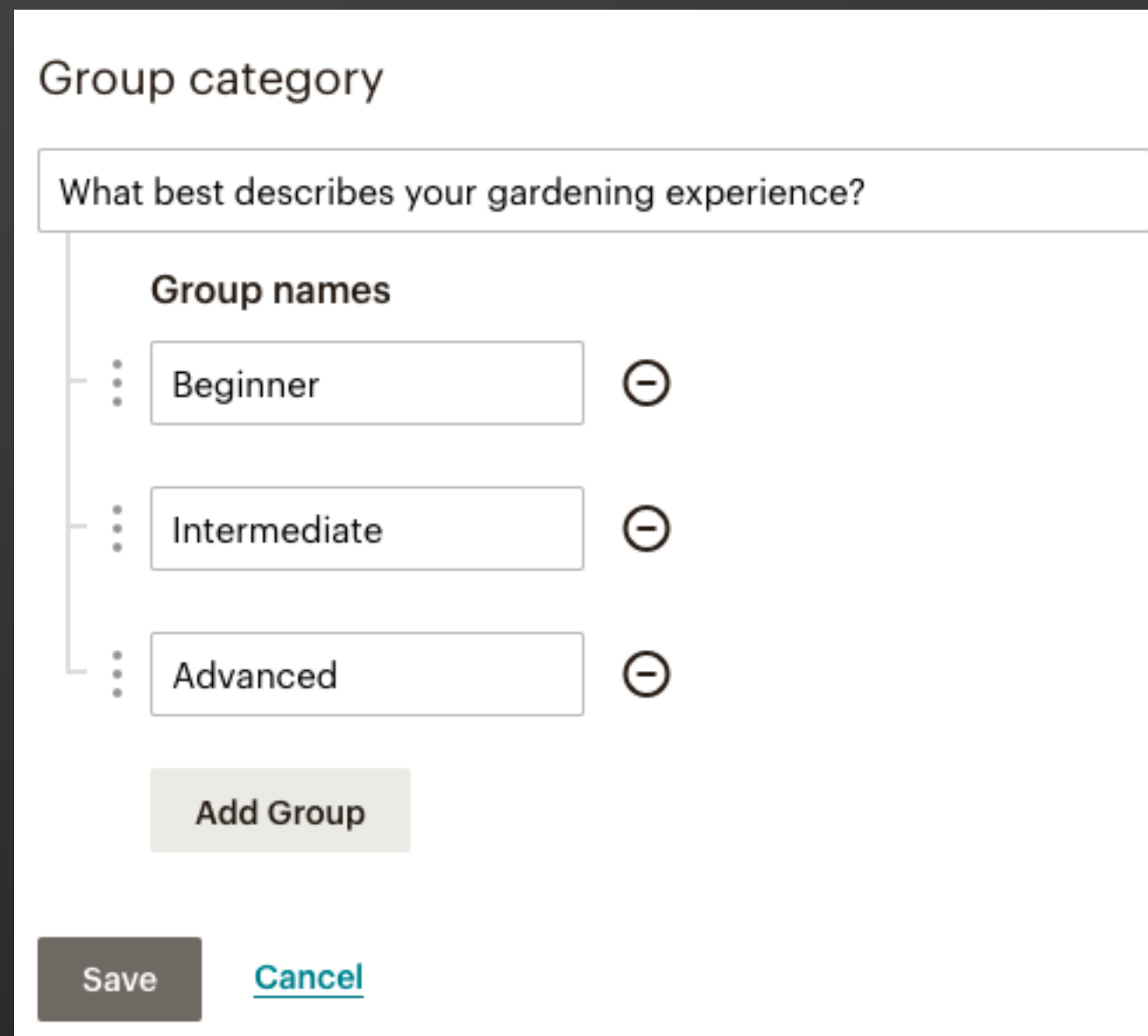**What is the value of this email to the consumer?**

We recommend using Email for more important communications with your customers. Other, more entertaining content can be shared on social media.

Possible subjects: interesting blog posts, customer stories, testimonials, updates, birthdays

Most un-subscribers say the reason was too many emails. People don't want to be inundated with information they don't find relevant or useful.

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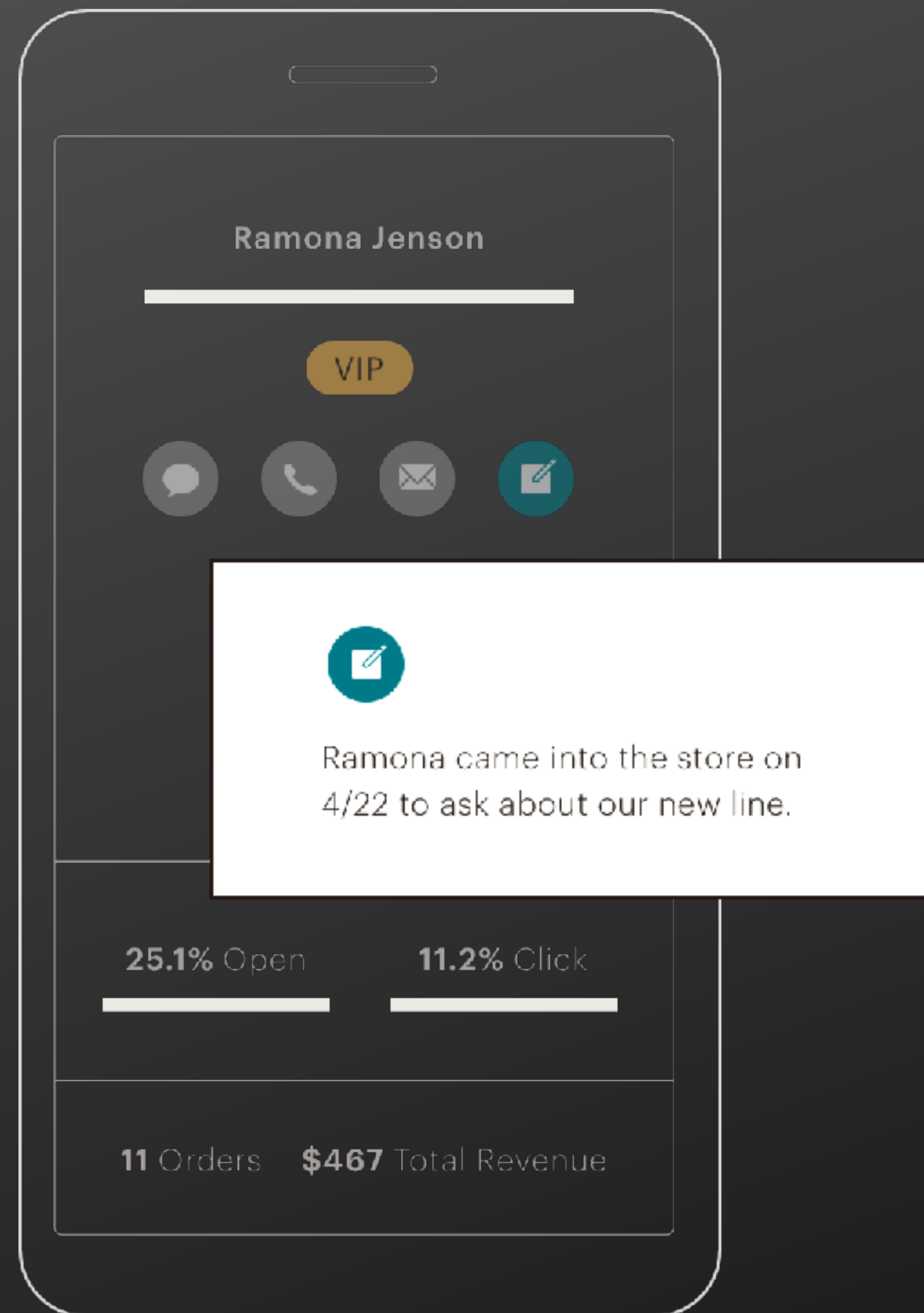
MAILCHIMP

Groups: How you can Segment your audiences

Use **groups** to sort your subscribed contacts based on their interests and preferences. Groups function like categories, and are an excellent way to manage diverse contacts in the same Mailchimp audience.

Customer Relationship Management   ONENINTH

MAILCHIMP

Track your audience activity

Ramona Jenson

VIP

Ramona came into the store on
4/22 to ask about our new line.

25.1% Open   11.2% Click

11 Orders $467 Total Revenue

Track your audience activity to more
effectively target them in the future.

You can see who opens emails, who clicks
on links.. and with advanced tracking
features you can also see who takes specific
actions when visiting your website, etc.

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SOCIAL MEDIA

SOCIAL MEDIA

The best place to connect with the world

In 2019, an estimated 2.9 Billion people were using social media world-wide.

In the United States alone, there are 223 Million users.

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SOCIAL MEDIA

The best place to connect with the world

We recommend posting at least once or twice per week… Ideally, you're able to share meaningful content **2-3x per week.** What you want to avoid is getting in the habit of posting "just to post" and becoming irrelevant, or bothersome.

The variety between the platforms is both exciting and daunting - but we do recommend utilizing **Facebook and Instagram** (as the minimum) to reach the various age groups discussed previously.

If you do decide to venture into other platforms, **YouTube** can be a great addition. As one of the top "search engines" on earth, your instructional content can be discovered by people reaching for "how to" information that may improve their golf game, or provide activities and challenges that they can share with their kids.

In a nutshell, every business/audience relationship is **unique** and you will want to balance quality and quantity.

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SOCIAL MEDIA

The importance of balancing Quality & Quantity

- Be intentional and post with purpose

- Share content that informs, empowers and/or entertains

- Encourage engagement

- Add value in every post

- Target your content to meet your audience's needs

- 5 basic types of content: complete product information, answer questions, how to use your products, style your products, and share customer ratings and reviews

- Your content must be useful (entertainment being a possible use!)

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SOCIAL MEDIA

The Dos and Don'ts of Social Media

DO

+ Post 3x/week
+ Develop a theme including fonts, colors, placements, etc.
+ Follow similar accounts to grow your audience
+ Boost particularly impactful or important events
+ Post at active hours
+ Learn from industry leaders
+ Know your audience
+ Use social media as a platform for storytelling
+ Follow the 80/20 rule. Make sure about 80% of your updates aren't directly self-promotional, but instead provide something of value to followers
+ Use high-res, compelling imagery whenever possible
+ Display your value proposition whenever/wherever possible.. sure there are other courses/instructors - but what does Good Swings have that they don't?
+ Focus on engagement
+ Use a content calendar to actively space out and plan your content accordingly

DON'T

- Post without hashtags
- Forget to tag and link proper businesses or people associated
- Mix business with personal (i.e anything that is non-golf or non-community related)
- Forget the best times to post!
- Forget calls to action or landing pages
- Get comfortable and regularly evaluate your social media strategy to see what works vs. what doesn't
- Delete negative comments. Instead, respond to them in a timely manner and let people know who to email for more information
- Do all the talking. Let users interact with your content via questions or calls to actions
- Forget important holidays
- Post without proofreading
- Dwell too much on competition
- Focus on following, engagement is the primary goal
- Avoid over-posting or posting in spurts

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FACEBOOK

TONE:
ANTICIPATORY, GRATITUDE, COMMUNAL

TOP AUDIENCE:
GEN X, BABY BOOMER

- Wednesday & Friday are the most active days of the week
- Best time to post: between 9am - 3pm
- Target audience: Baby Boomers & Gen X
- Helpful for event reminders
- Recommend streamlining all Instagram posts to business page
- Don't constantly push sales items, grow relationships
- Set up calls-to-action on business page
- Be timely in responses, don't delete negative comments
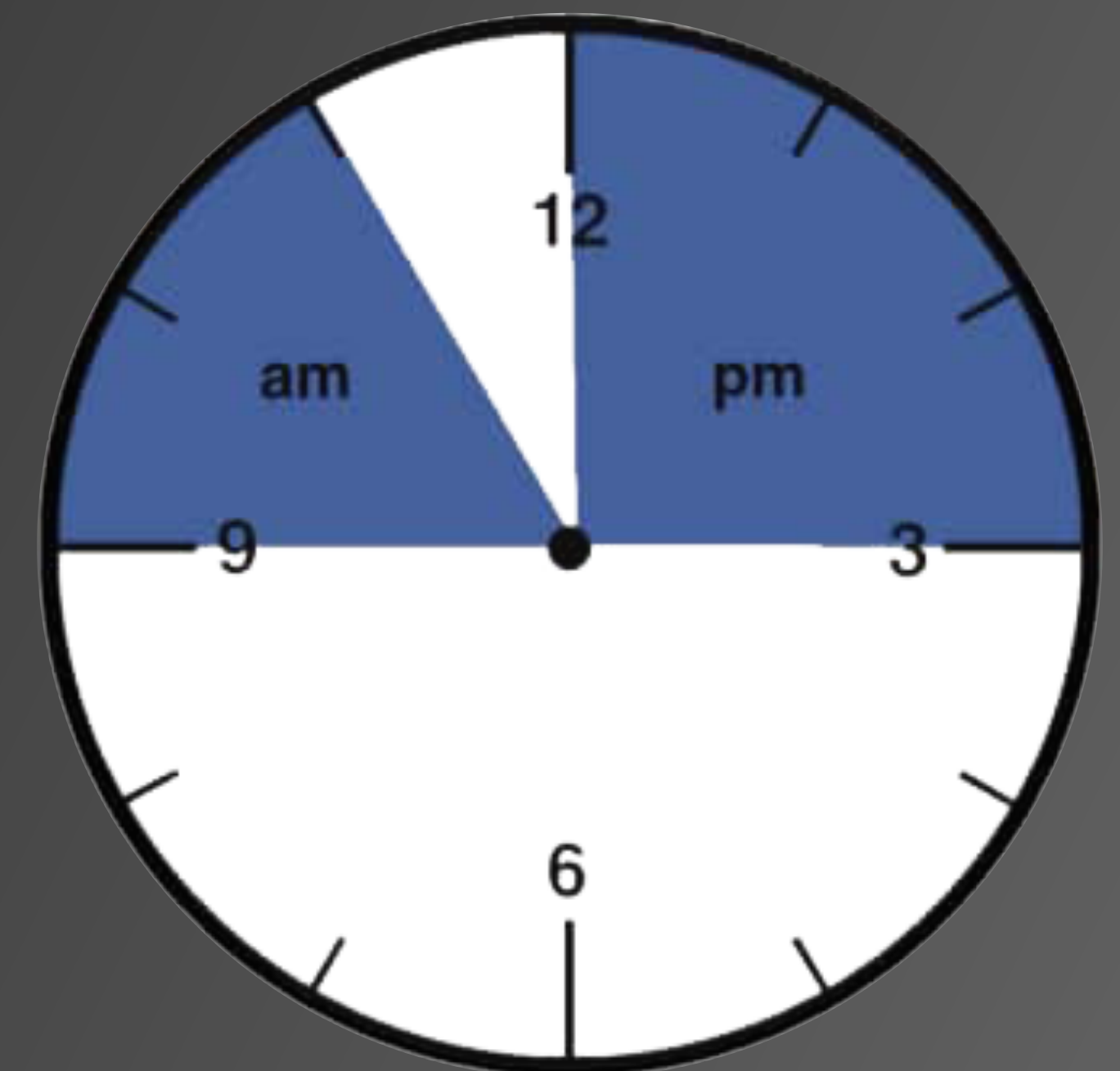
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FACEBOOK
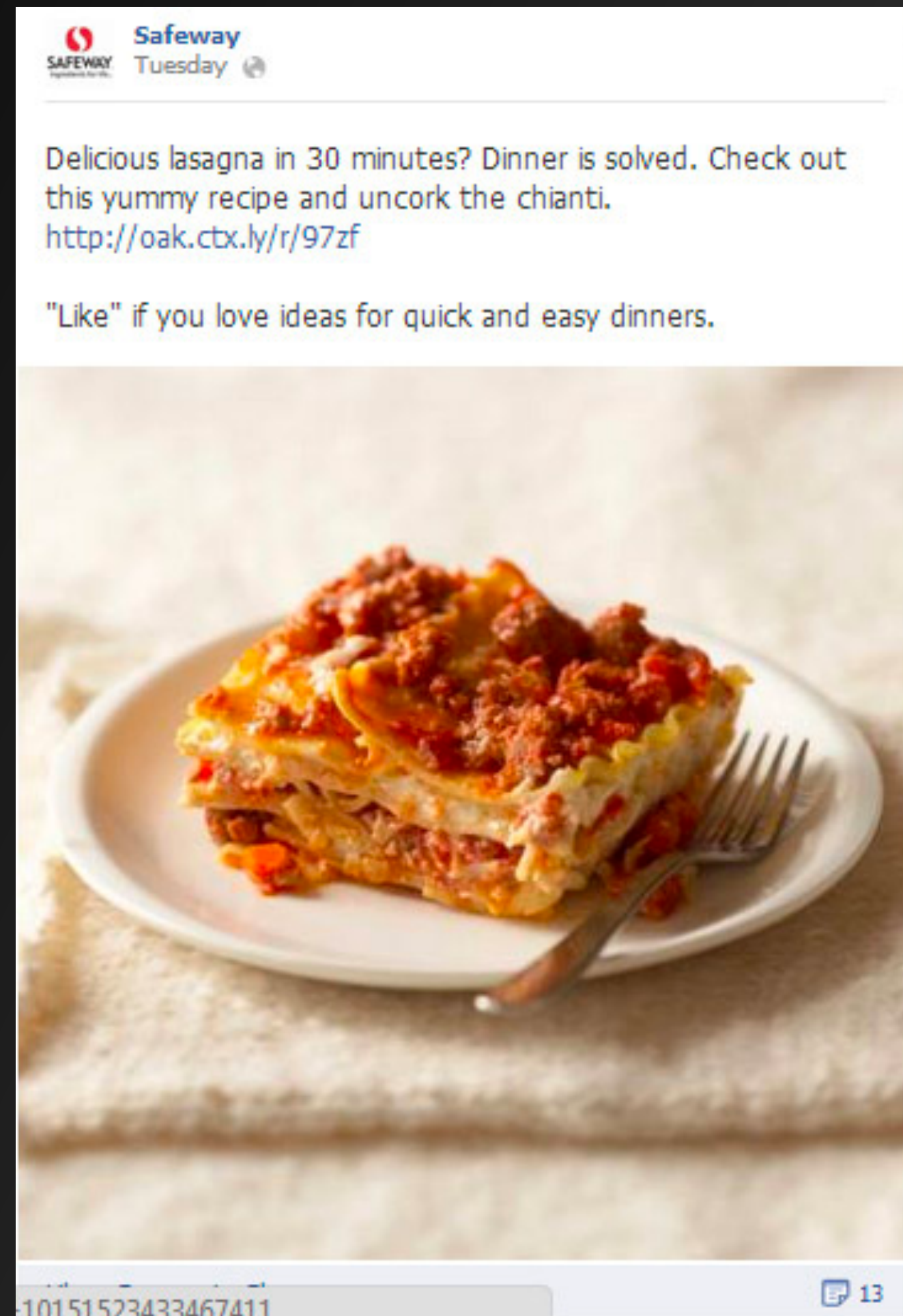
DO

+ Tell a story behind every image you post
+ Educate your fans on something new
+ Ask your audience to share their photos of similar situations to open the dialogue
+ Post "sneak peeks"
+ Poll your audience (This/That?)

DON'T

- Use long-winded links
- Link to YouTube, include videos in the post
- Delete or delay responding to negative comments

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INSTAGRAM

TONE:
INFLUENTIAL, FUN, ENGAGING, INSPIRATIONAL, COOL

TOP AUDIENCE:
MILLENNIAL, GEN Z

- Wednesday & Thursday are the most active days of the week
- Best time to post: around 9 a.m. or noon until 2 p.m.
- Target audience: Gen Z, Millennials, and Gen X
- Make sure your posts are consistent
- Use industry relevant hashtags
- Use stories to make things interactive and boost engagement
- Create challenges and giveaways to boost exposure
- Design a consistent visual look

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INSTAGRAM

PRODUCT SALES | AD EXPOSURE | GROWING A FOLLOWING | HIGHLIGHTING EVENTS | LIVE VIDEOS | TV SERIES | ANALYZING WHO'S SEEING YOUR PAGE | CTA BUTTONS (RESERVE NOW)
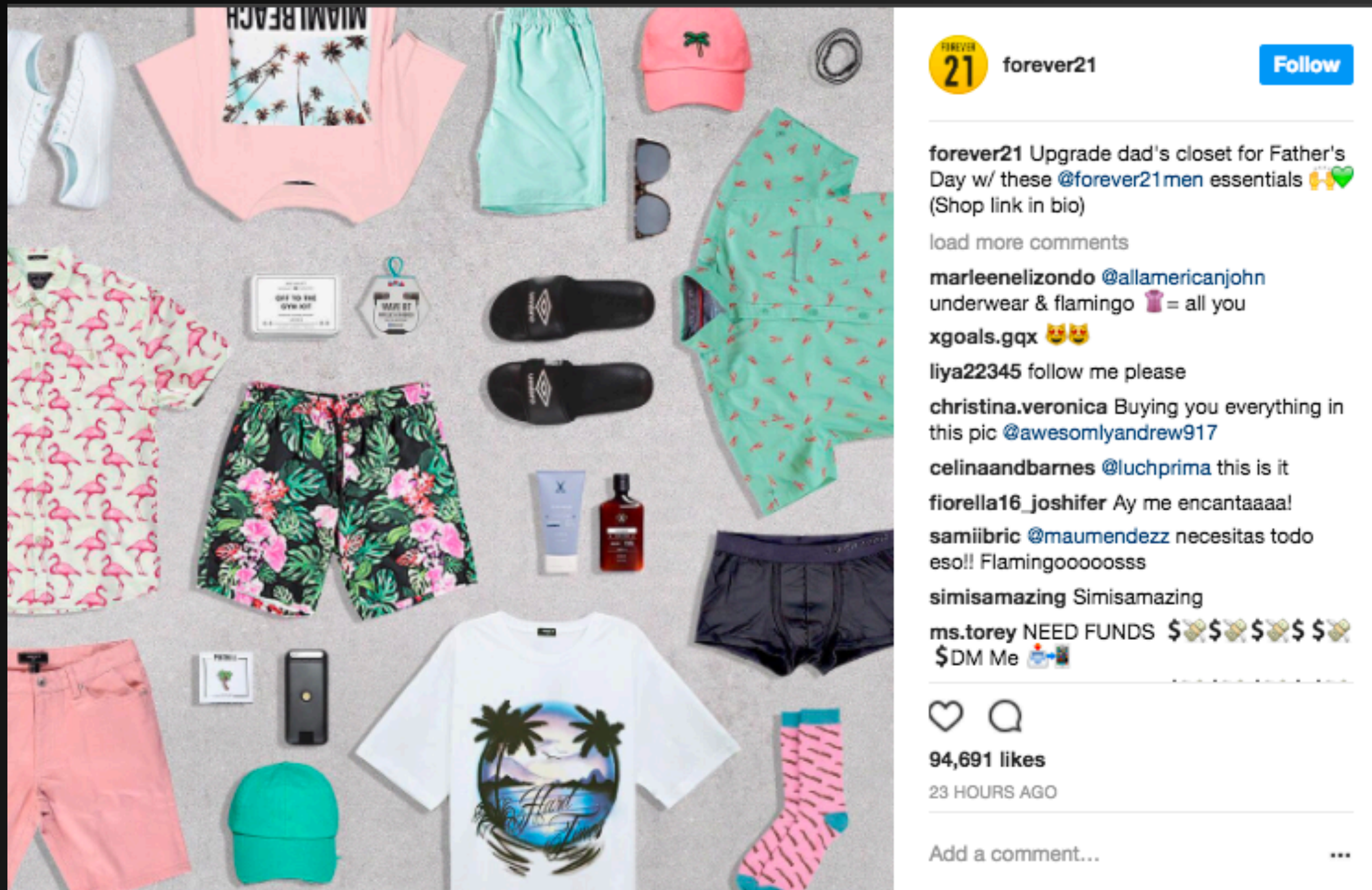
DO

+ Repost user generated content
+ Post industry news/highlights and limit product promotion (80/20 rule)
+ Behind the scenes footage (culture highlights)
+ Ask users to comment feedback on the event
   (future testimonials!)
+ Create a link in bio section where users can easily
   find out more about each post
+ Create a unique hashtag
+ Giveaways

DON'T

- Forget to tag location and all relevant people
- Post in spurts (plan ahead)

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YOUTUBE

TONE: ENTERTAINING, ENGAGING, INFORMATIVE, PROBLEM SOLVING
TOP AUDIENCE: MILLENNIAL, GEN Z, GEN X, BABY BOOMER

- **Highest level of engagement: Friday through Saturday, Wednesday**
- Webinars can be broken up and posted as a series of videos
- Reaches more 18-49 year olds than any broadcast or cable network on mobile
- Over 70% of use is on mobile
- Users usually look for How-To videos to find problem solutions
- Product reviews - most consumers are more likely to buy after watching a video
- Allows for the best video organization (can separate into various groups/communities)
- Used as a search engine, be mindful of keywords and SEO
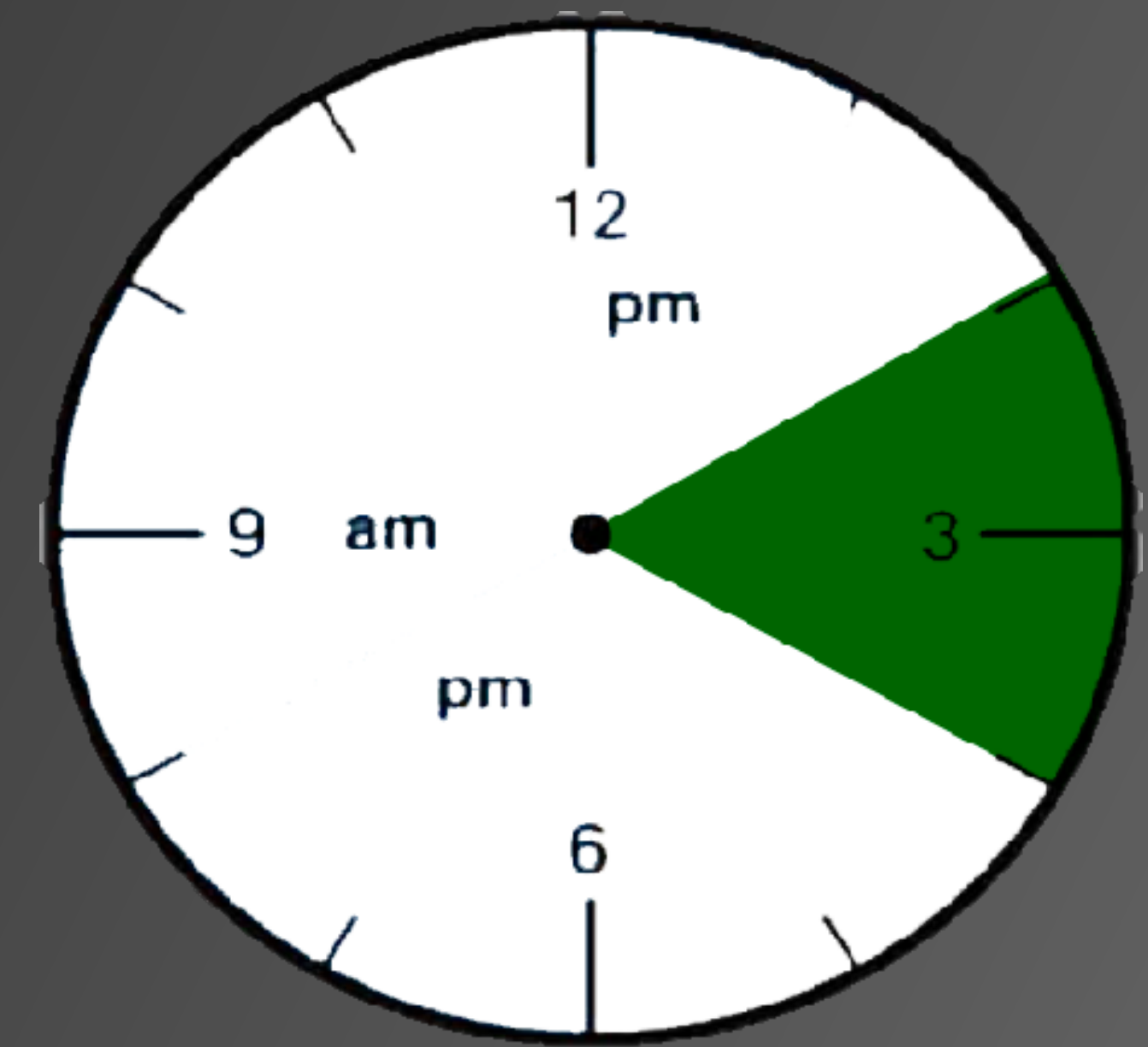
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YOUTUBE
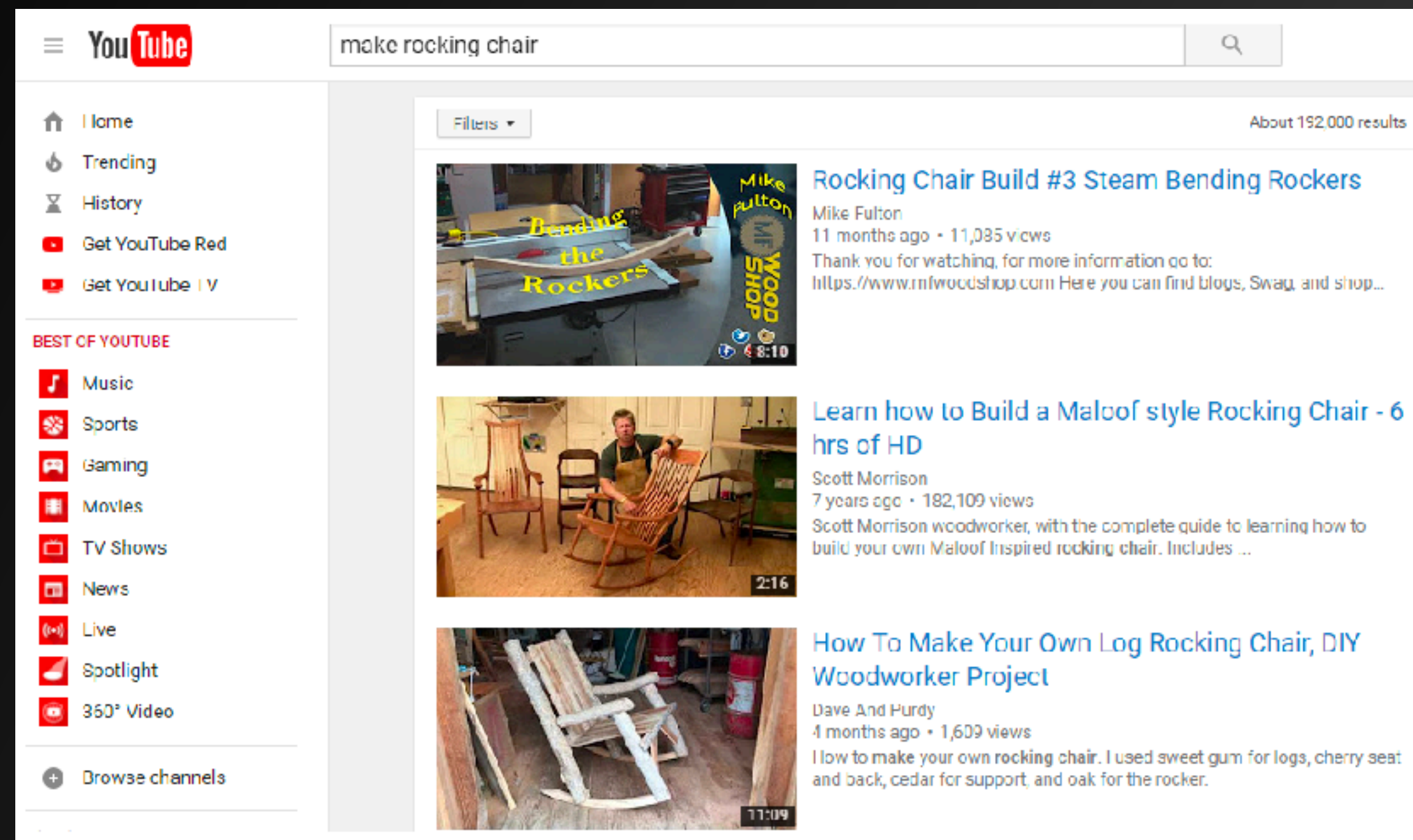
DO

+ Post how-to's
+ Post user generated video
+ Broadcast livestreams whenever appropriate
+ Collaborate with influential people
+ Show how your business is being philanthropic or bettering the lives of others
+ Create a series wherever applicable
+ Create ads within your budget
+ Monitor watch time and demographic data
+ Organize your videos into playlists

DON'T

- Forget to use keywords for SEO
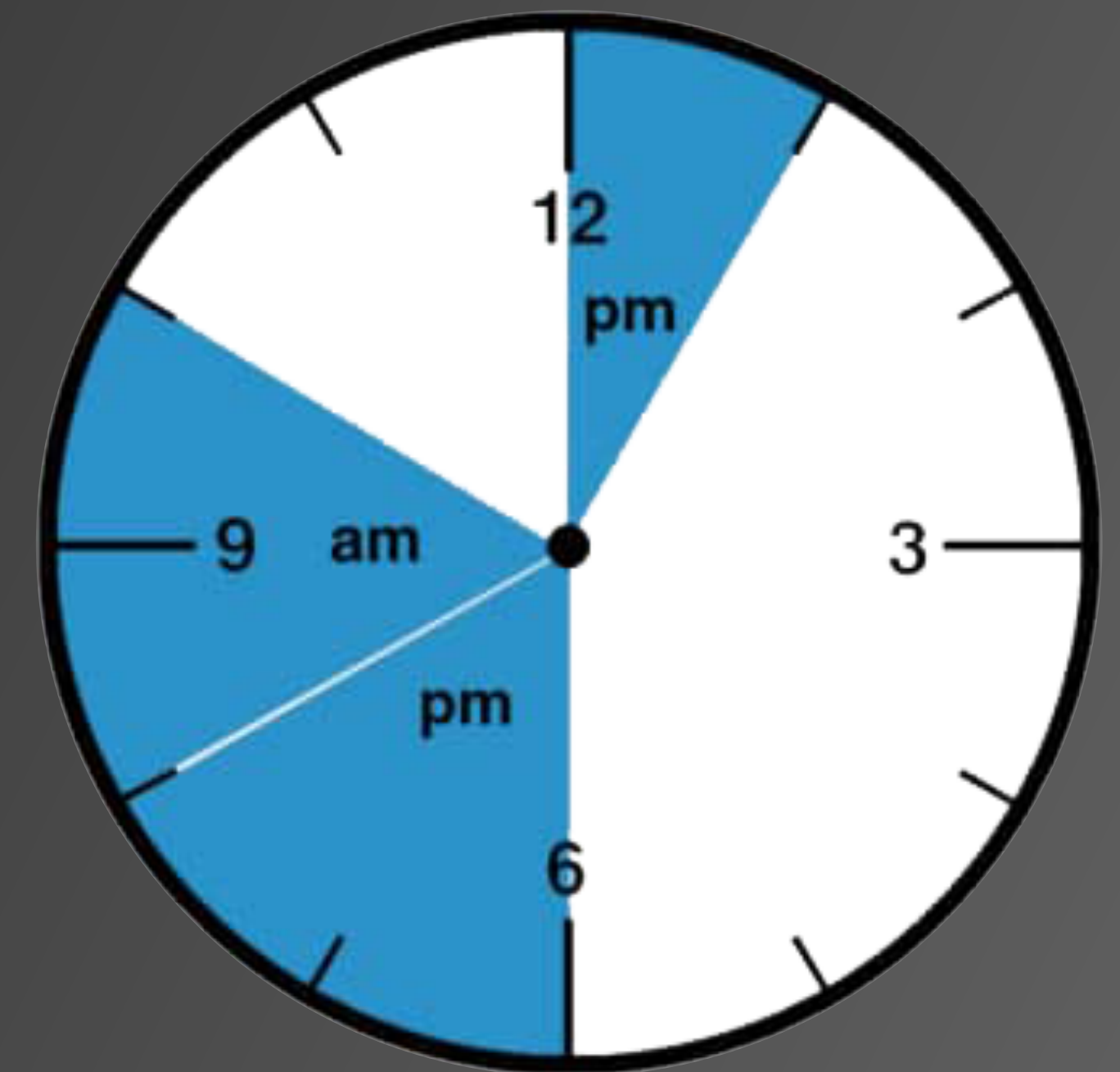- Miss out on what competitors are doing
- Forego hashtags

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TWITTER

CONTENT WRITING I RETWEETING I TRENDING TOPICS I BLOGGING I ARTICLE SHARING I NEWS
REACHING PARENTS I QUESTION/POLLS

TONE:
INFORMATIVE, FUNNY, CLEVER

TOP AUDIENCE:
MILLENNIAL, GEN Z

· **Monday to Thursday** see the highest activity rate on Twitter
· Best time to post: **8-10 a.m.**, **12-1 p.m.** and **6-8 p.m**
· Develop an audience
· Retweet relevant content from the community
· Don't forget to add a comment when you retweet
· Check spelling and grammar
· Make use of pinned tweets

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TWITTER

SIM SuperImageMarket
@SIM_stock
+ Follow

More than 2000 free images to Kickstart
Your Design Project.

GET FREE IMAGES
FOR YOUR BUSINESS

SUPERIMAGEMARKET.COM

Find Free images in our collection!
superimagemarket.com
Learn more

DO

+ Post industry and internal updates
+ Use personality and light-hearted humor
+ Review posts and be sure to remove anything that could spur controversy
+ Be sensitive to current events
+ Draw customers to subscribe by enticing with freebies
+ Use cliff-hangers to entice users to the CTA
+ Try "negative messaging"… ex: Are you tired of missing the same shot? —> Solution

DON'T

- Solely post sales messages
- Use a monotone dialogue
- Have an account if you don't update it
- Forget to comb through posts periodically

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THANK YOU

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