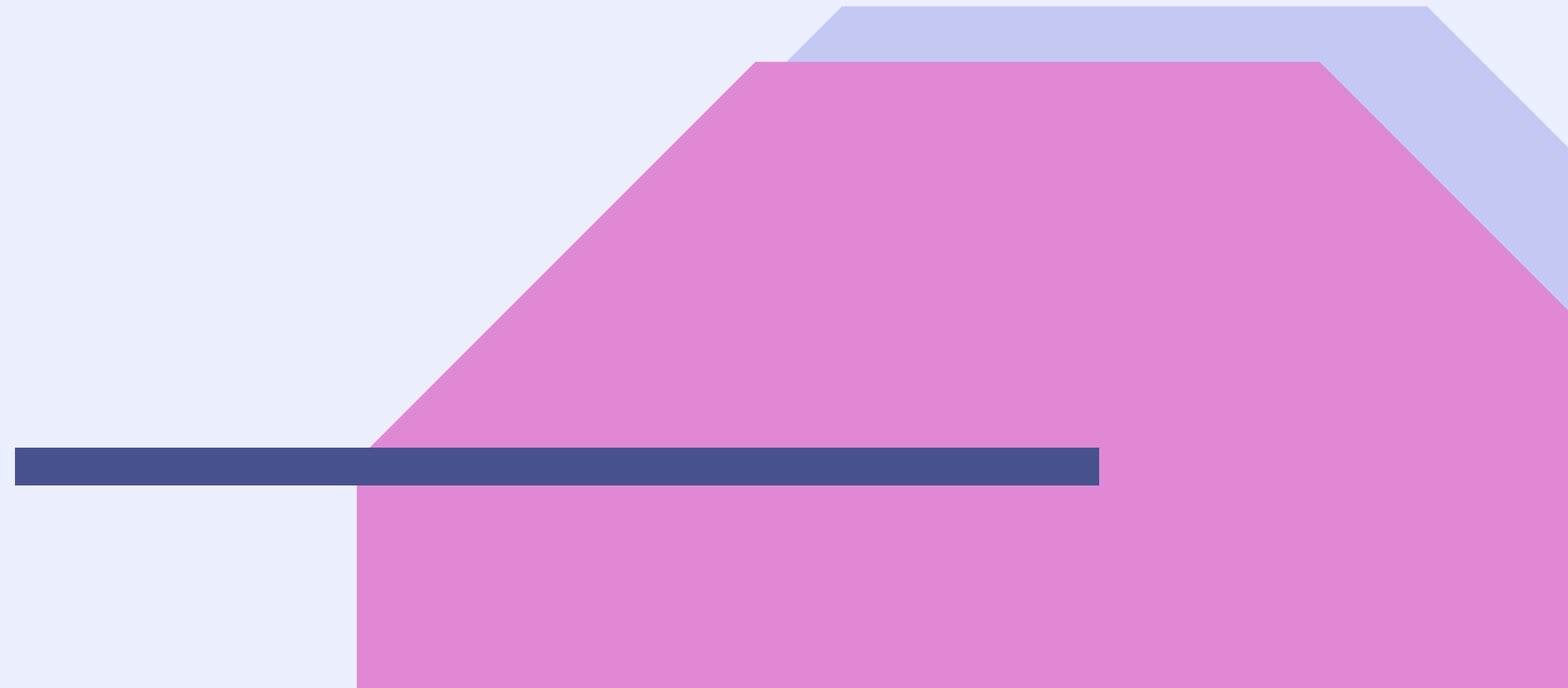


THE IMPACT OF INFLUENCE

UNDERSTANDING THE VALUE OF SOCIAL MEDIA

By Jillian Goltzman





PROFESSIONAL

- 6+ years of PR and social media management
- Owner of Cup of Charisma, a socially conscious lifestyle blog
- Journalist with credits in Fodor's Travel Guide, Houstonia Magazine, Modern Luxury Weddings Houston, DISTRICT Magazine, and Huffington Post
- Chapter leader of Houston Blogger Union

PERSONAL

- South Floridian Living in Houston
- Mother to a majestic Pembroke Welsh corgi
- Coffee enthusiast
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WORDS TO PONDER

“A large social-media presence is important because it's one of the last ways to conduct cost-effective marketing. Everything else involves buying eyeballs and ears. Social media enables a small business to earn eyeballs and ears.”

GUY KAWASAKI, CHIEF EVANGELIST OF CANVA

THE FACTS:

- There are 3.397 billion active social media users
- On average, people have 5.54 social media accounts
- 91% of retail brands use 2 or more social media channels
- 81% of all small and medium businesses use some kind of social platform
- Facebook now sees 8 billion average daily video views from 500 million users
- 78% of people watch online videos every week, 55% watch every day
- There are 500 million Tweets sent each day. That's 6,000 Tweets every second
- People now watch 1 billion hours of YouTube videos every day
- Over 95 million photos are uploaded each day
- 31% of all online US citizens use Pinterest
- 67% of Pinterest users are under 40-years-old
- LinkedIn has 500 million members, but only 17% of small businesses use LinkedIn

WHAT CONSUMERS ARE SAYING

71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: Ambassador)

Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter (Source: Hootsuite)

63% of users prefer businesses with the information that can be easily accessed on the social media websites (Source: Digitalsherpa)

71% of users of social media websites say that they are more likely to purchase products from the brand they follow online on different social media websites (Source: Digitalsherpa).



FACEBOOK

Post compelling content that connects with fans, respond to messages from customers, garner reviews, and share video. Utilize a budget for ads.



LINKEDIN

Connect with business professionals, post job listings and relevant industry articles, and utilize B2B connections.



INSTAGRAM

Create and share compelling visual content, connect with audiences through LIVE segments, use stories to share a glimpse at your business, and engage directly with customers.



YOUTUBE

Video is KING. Create video content that has longevity and ranks in Google to help your overall web traffic.



TWITTER

Respond to customer feedback and questions, participate in online Twitter chats, and drive traffic to your company page and blog.



PINTEREST

Consumers use Pinterest as a search engine. Create rich pins to drive traffic to your page.

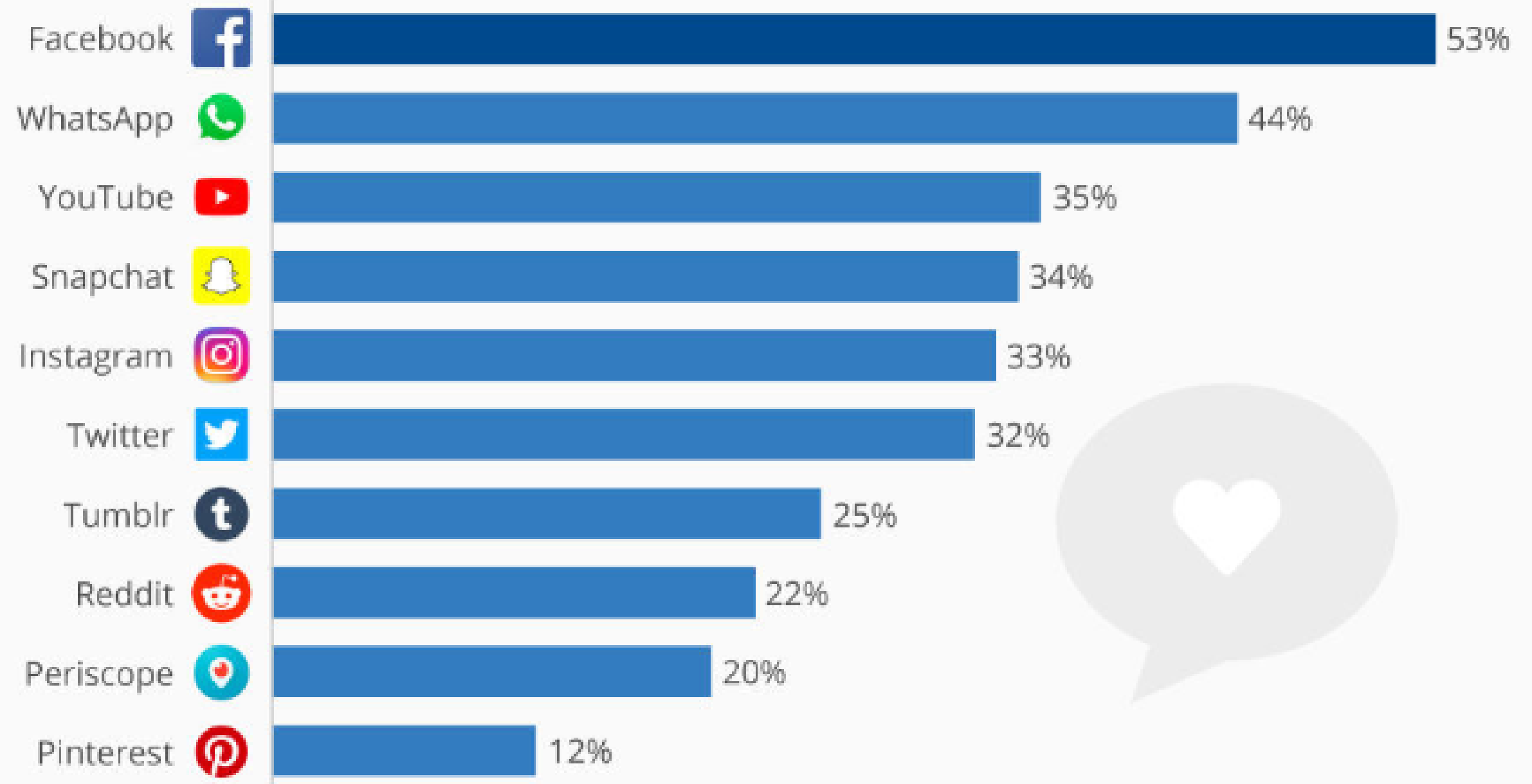


- Facebook is the largest social network we're discussing today; 79% of Americans use Facebook
- 62% of online Seniors aged 65+ are on Facebook and 72% are between age 50-64
- Every brand should be on Facebook and have a company page that states their business hours, website details, and other pertinent information
- Prepare for customers to reach out via Facebook with questions or concerns
- To be seen on Facebook, it is best to boost posts to your following or place targeted ads on your site
- You can include a Facebook pixel on your site to track your visitors and their actions
- You can target Facebook ads to be pushed to people in your area. Beneficial for restaurants and service industry brands
- Facebook Live is a GREAT tool for broadcasting events or hosting a Q&A with your CEO
- Outside of Google and Yelp, Facebook is an impactful place to promote the use of online reviews
- 8 billion video views a day (Pro Tip: Caption videos! 85% watch with sound off)



Always on...Facebook

Share that use the following social media apps "several times a day" in the U.S.*



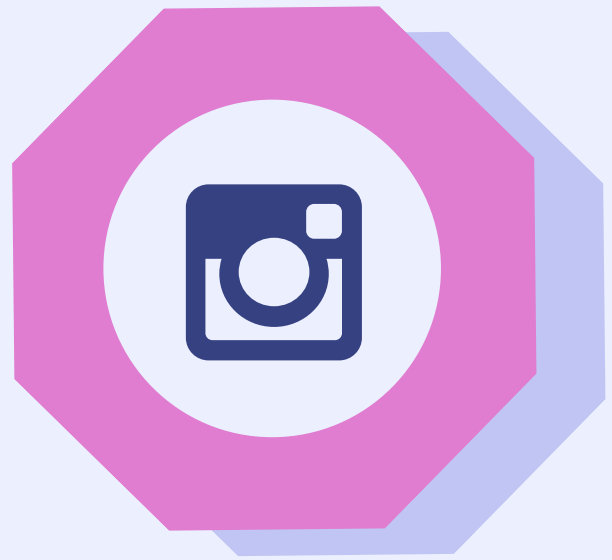
@StatistaCharts

* mobile only
Q1 and Q2 2017; multiple responses possible
Source: Audience Project

AudienceProject

statista

Tip: Become Facebook Blueprint Certified



How do you convert mindless scrollers into loyal followers?

Create a reservoir of strong brand imagery and save them to an accessible Dropbox or Google Drive

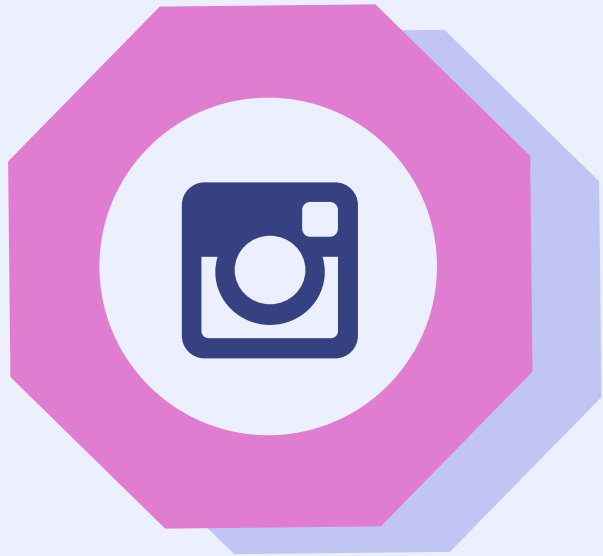
Have a cohesive theme to make them WANT to follow for more

Strike up a balance between quotes, lifestyle imagery, close-up details and behind-the-scenes images

Don't be afraid to reuse images over time

Utilize ALL elements of Instagram: IGTV, Live Video, Stories and Photos

Use apps like Later and Planoly to plan your content!



 oreo

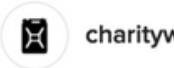




29,329 likes

oreo In a Tiny Tasty World, sometimes the shark is the bait.





9,891 views

charitywater Rigat's smile made my day!
of the few women who are pregnant. She is
pregnant. She is collecting water since she became
collecting water since she became pregnant. She has
since she became pregnant. She has taken on the
has taken on the responsibility of providing clean
responsibility of providing clean water, Rigat's child can be one of
to clean water, Rigat's child can be one of the first of many generations to never
the first of many generations to never experience life with dirty water.
experience life with dirty water. #cw30Under30

view all 44 comments

ree_simon_lily Her laugh is "life" 💕

mgptattoos wow

faucetface Love your posts and overall
vibe, keep it up!

boardelf Rigat's smile made my day!

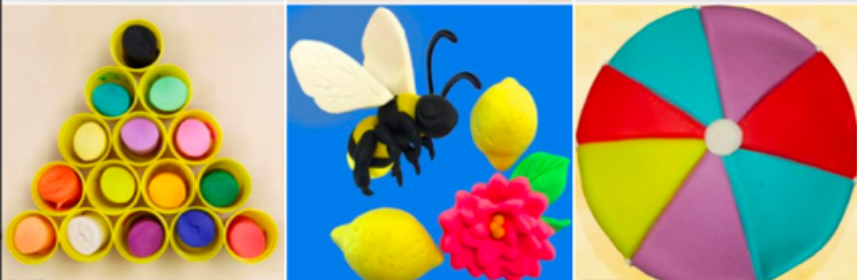
amal.al_deghaither So cute I hope for her
a happy life like her laugh 😊

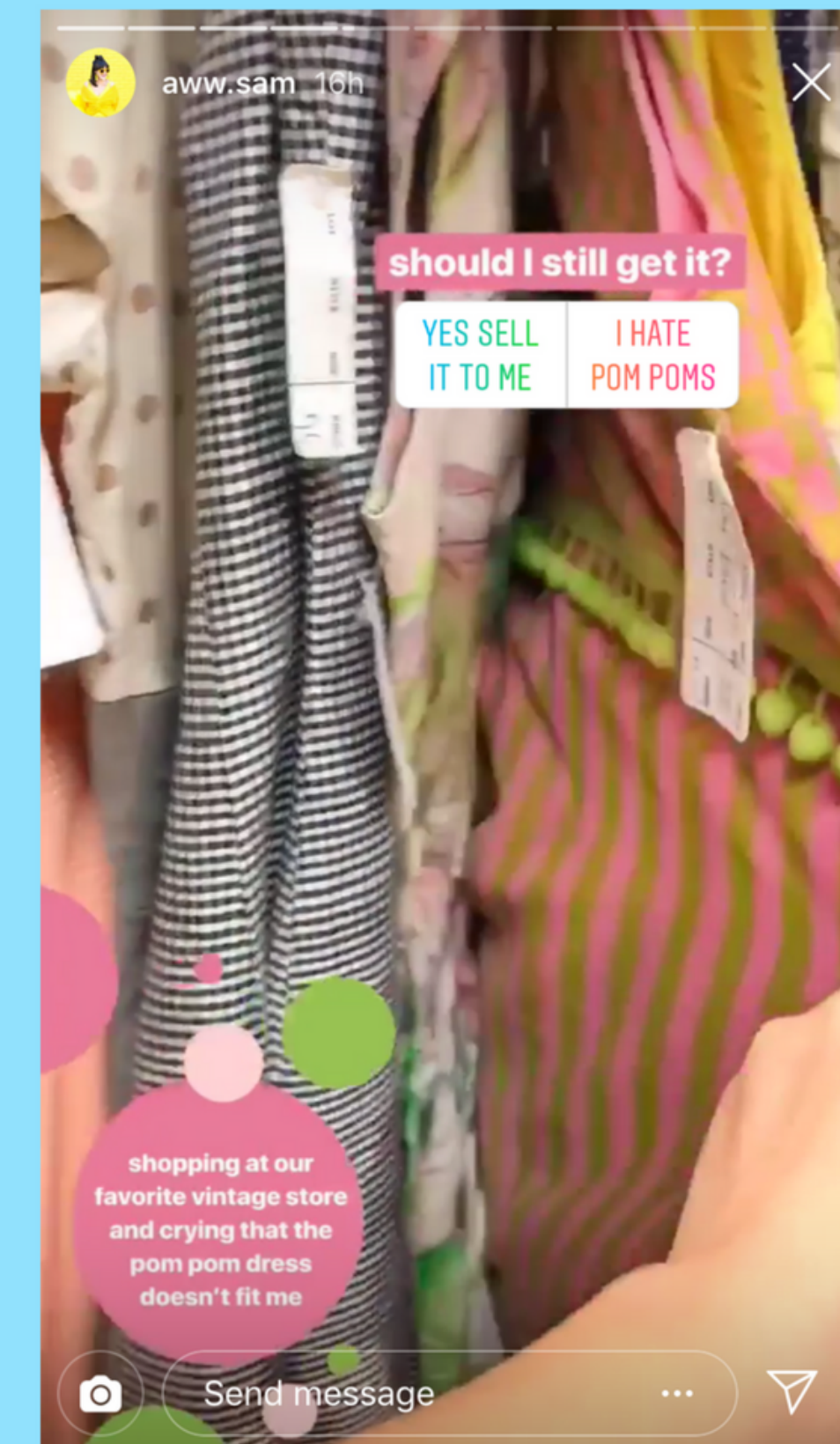
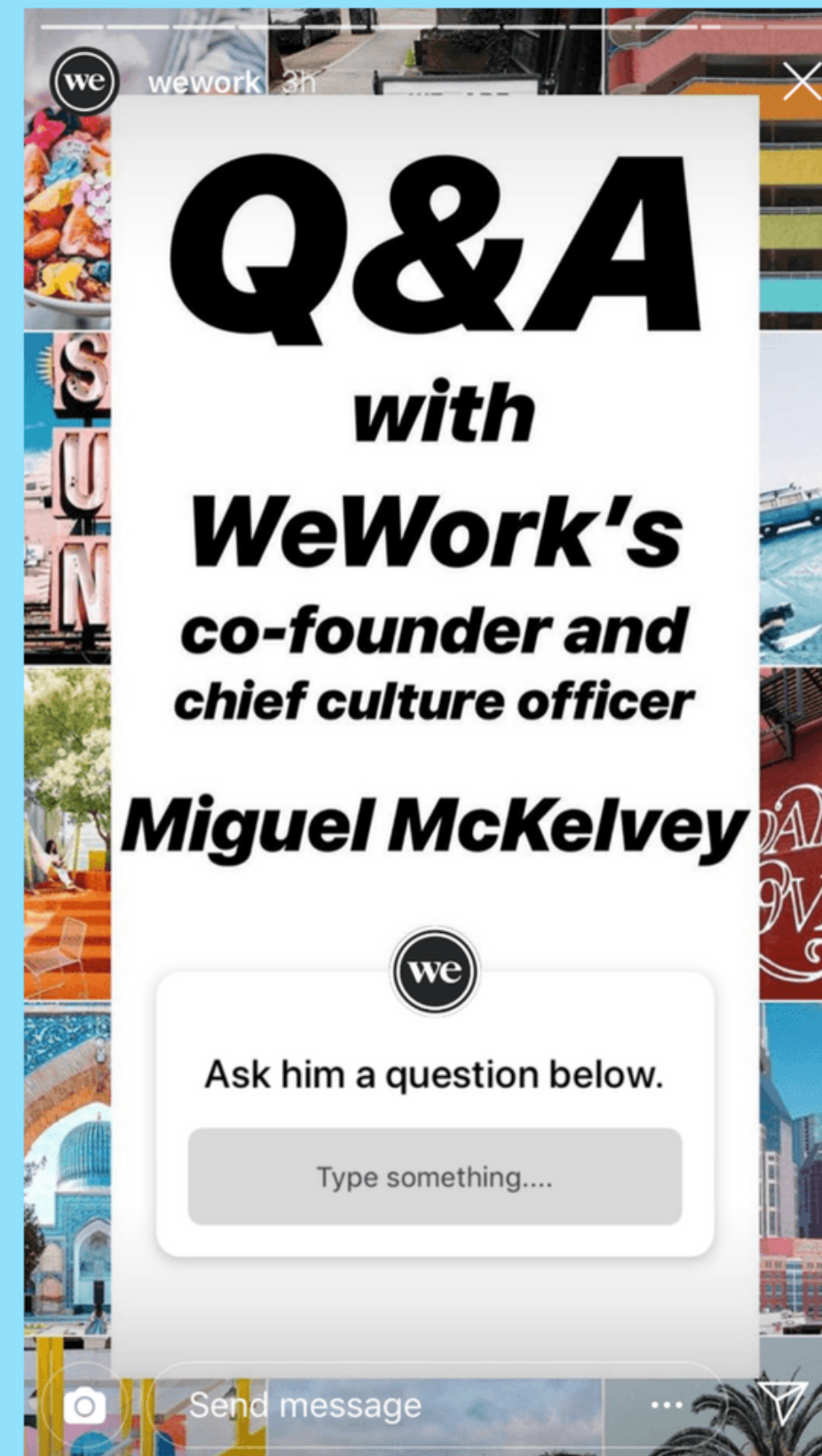
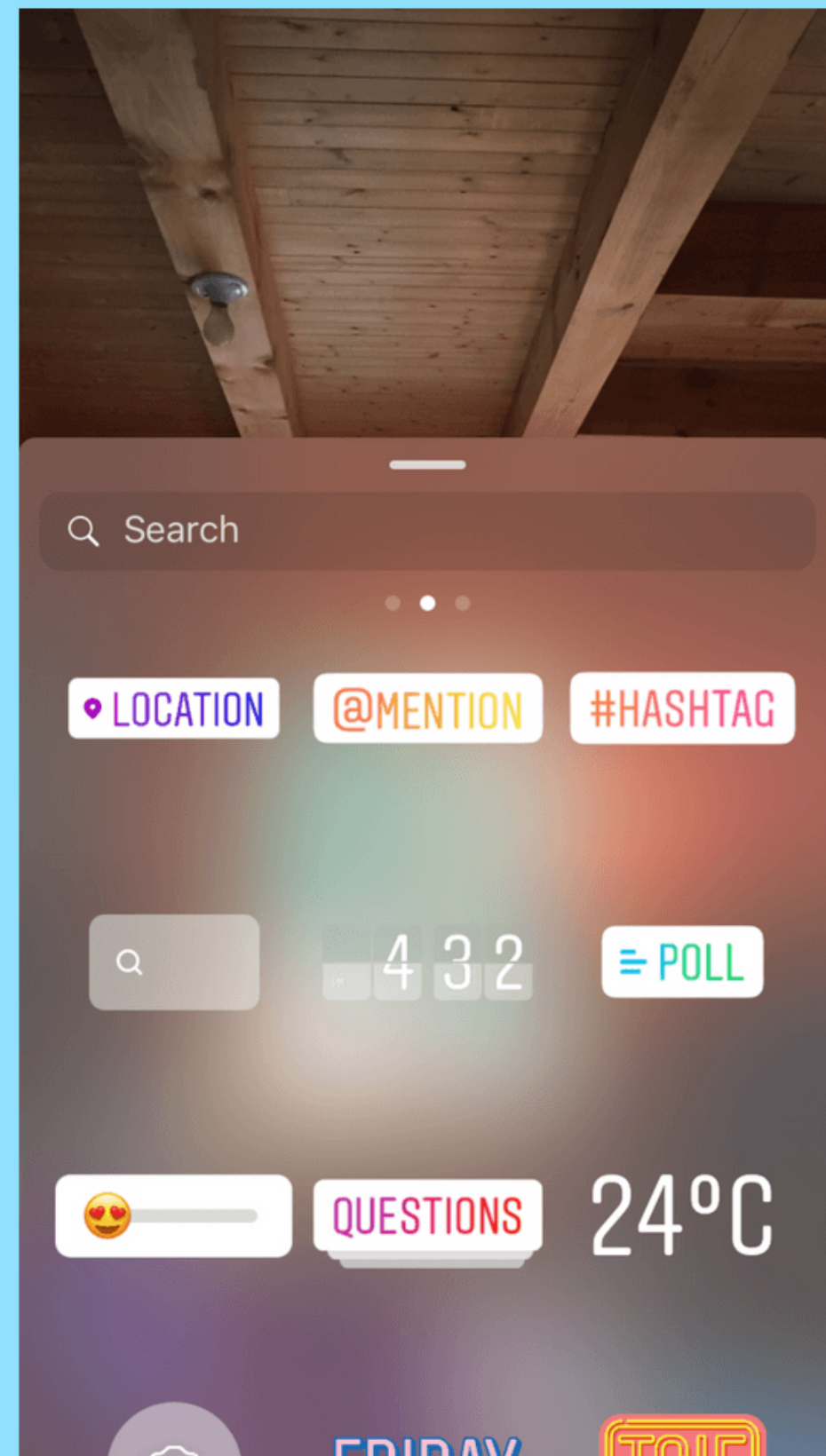
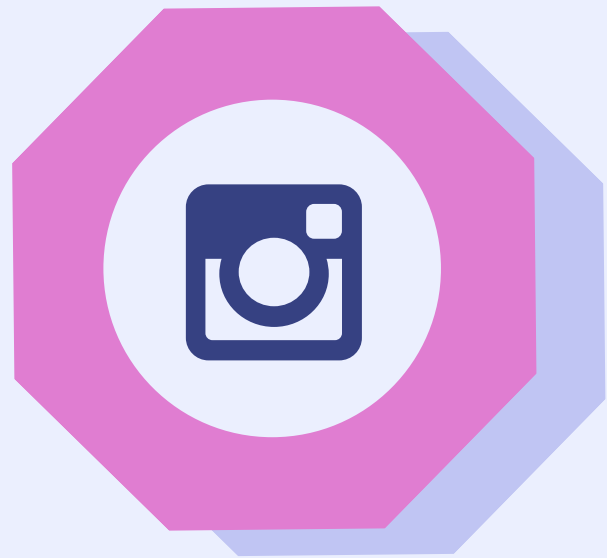
emydakk Shes beautiful!!

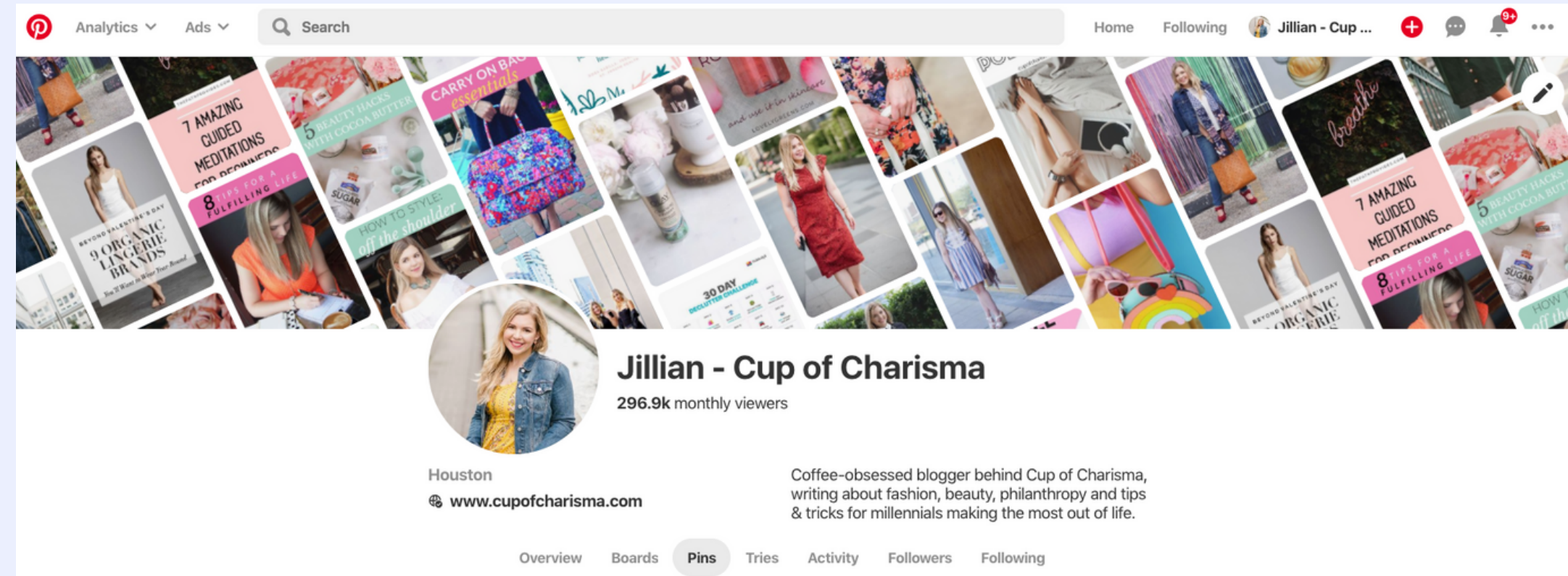
Log in to like or comment.



< playdoh ...







- Think of Pinterest as a search engine, similar to Google
- Use keywords in captions, making captions fairly long and descriptive to get your point across
- Pinterest can be a top traffic referrer for businesses with a blog or resources page
- The top industries and content styles involve food, travel, DIY and beauty
- Tools like Tailwind can help you plan and schedule your Pinterest content



5 BEAUTY HACKS WITH COCOA BUTTER



5 MOST INSPIRING PODCASTS

cupofcharisma.com



10

MOTIVATIONAL

PODCASTS

FOR 2019

CUPOFCHARISMA.COM

- Add text to your Pinterest graphics using a free tool like Canva
- Keep graphics at 2:3 ratio in size
- Find stock imagery on Pexels or Unsplash
- Keep Pins uniform to show your branding

WORKING WITH INFLUENCERS

It's ALL about being relatable...

70% of millennial consumers are influenced by the recommendations of their peers in buying decisions. – Collective Bias

While shopping at a store, 60% consumers have been influenced by a social media post or a blog review.

The same survey reveals that 30% consumers are more likely to buy a product recommended by a non-celebrity blogger. Consumers can relate more to these influencers and value their opinions more than that of celebrity influencers.



Studies have shown that micro-influencers (influencers with a following less than 100K) have a greater impact on the buying market.

WORKING WITH INFLUENCERS

- What's your mission?
- Does the influencer's aesthetics match your brand?
- Who is your campaign trying to reach?
- Where are the people you're trying to reach?

What platform is your target audience using?

WHERE DO YOU FIND INFLUENCERS

- Searching popular hashtags like #houstonblogger, #texasblogger, #styleblogger
- Researching using Google and platforms like Meltwater, Cision, and more
- Looking for local unions and blogger groups in your area



QUESTIONS?

I'M HERE TO ANSWER!

THANK YOU!

@cupofcharisma

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