

How to grow your business with social media

Julia Bramble

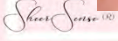




How to grow your business with Social Media

- Attract – usually gets the focus
- Engage
- Follow-up





Attract



Attract




You will achieve your goals if you support your clients and team members to achieve theirs.

We respond to our friends on social media first.



Attract

Who do you want to attract as clients?




Attract

What do they want to achieve/ have?



Attract

- What do your customers want?
- What do your team members want?
- Why did you buy a product from SheerSense?
- What did you want?
- Why did you come on board as a distributor?
- What did you want?
- Are your customers the same?
- What else could they want?
- How can you find out?



SheerSense (12)


Let's bring this together ...



SheerSense (12)

Bringing it all together

The more you know about what your audience wants, the more your content will attract them.



SheerSense (12)

Bringing it all together

- The more you know about what your audience wants, the more your content will attract them.
- ... But you also want to weave in your own (brand) personality
(that's what they'll connect with)




SheerSense (12)

What do you want to be known for?



SheerSense (12)

So - what can we create?



SheerSense (12)



Content to attract & connect


- Answer their questions
- How-to (MUA, skin care, run business & family/ career)
- 'Did you know?'
- Your opinion on ... news piece/ industry etc.
- What you've learned
- Inspirational tip/ quote/ thought
- Book/ programme/ celebrity you follow
- Your story
- Observation
- Big up - your team/ someone who's helped




Product posts

How many different ways could you share them?

BE CREATIVE!

Maybe 1 in 5 posts

Product posts

- Before & after
- How-to/ demo with them
- Why you love them
- Ingredients
- Ethics
- Story of brand
- Real life situations
- Customer testimonials
- Customer stories
- Sharing events/ experiences where you've worn them
- Types of situations they are great for (images/ video)


COMPLIANCE




Product posts



Tie in with awareness days
Tie in with Twitter trending topics
Use all 3 platforms - but Twitter will probably get most exposure
One post 3 ways -> 3 platforms
(eg. Instagram -> Twitter)

BE CREATIVE!


Formats for best engagement

- Images
- Videos (premade/ livestream)
- Questions
- Stories

Video tools

- Biteable (desktop)
- Lumen5 (desktop),
- Ripl,
- Splice,
- Legend,
- Adobe (Spark, Premiere)



Remember you can ...



Repurpose

Curate

Shant Sorensen (UK)

Remember you can ...


Schedule posts

Buffer
All networks including Instagram (business)

ContentCal
Not Instagram but content planning included

Shant Sorensen (UK)

Engage



Shant Sorensen (UK)

Engage

Why?

- More people see your content
- Build trust
- Build relationships

Shant Sorensen (UK)

Creating engaging posts

To create engagement, your content has to be seen:

REACH BUILDS ENGAGEMENT
ENGAGEMENT BUILDS REACH

- Engage with others
- Build your audience
- Hashtags
- Instagram Stories - location stickers
- Twitter - trends/ awareness days

Shant Sorensen (UK)

Creating engaging posts

- How do we know what is engaging?
- Check insights/ analytics



Shant Sorensen (UK)

Measuring - Facebook Insights

Notifications Insights Publishing Tools Promotions

Page Summary Last 7 days *

Results from Sep 08, 2018 - Sep 14, 2018
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Sheer Sreen

Facebook Insights

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 7-week period. Times of day are shown in your computer's local timezone.

Sheer Sreen

Facebook Insights

When Your Fans Are Online Post Types Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Type	Average Reach	Average Engagement
Video	136	4
Photo	131	3
Link	170	2

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Facebook Insights

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement Rate
09/15/2018	I've helped many businesses run competitors which have	PH	📍	40	1.00%

Sheer Sreen

Facebook Insights

All Posts Published

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Facebook Insights

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement Rate
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Sheer Sreen

Facebook Insights

The screenshot displays the Facebook Insights interface. At the top, there's a line graph showing 'Post reach' and 'Engagement' over a 30-day period. Below the graph, there are several sections: 'This Week' with a summary of performance, 'Top Posts' listing recent content, and 'Audience' information. The 'SheerSera' logo is visible in the bottom left corner.

Measuring Twitter Analytics

The screenshot shows a Twitter profile for 'Dr Julia Bramble @JuliaBramble'. On the right side of the profile, a menu is open showing options: Profile, Lists, Moments, Promote Mode, Twitter Ads, and Analytics. The 'SheerSera' logo is in the bottom left corner.

Twitter Analytics

The screenshot shows the 'Tweet activity' section of Twitter Analytics. It features a bar chart titled 'Your Tweets earned 168.4K impressions over this 31 day period'. A 'GROW YOUR AUDIENCE' banner is also present. The 'SheerSera' logo is in the top right corner.

Twitter Analytics

The screenshot shows the 'Top Tweets' section of Twitter Analytics. It lists tweets with their respective engagement metrics: Retweets (492), Replies (1,595), and Impressions (169K). The 'SheerSera' logo is in the bottom right corner.

Twitter Analytics

The screenshot shows the 'Top Accounts' section of Twitter Analytics. It lists accounts with their follower counts and engagement metrics. The 'SheerSera' logo is in the bottom left corner.

Twitter Analytics

The screenshot shows the 'Top Hashtags' section of Twitter Analytics. It lists trending hashtags with their respective engagement metrics. The 'SheerSera' logo is in the bottom left corner.

Instagram (business) Insights

This slide displays two screenshots of the Instagram business insights interface. The left screenshot shows the 'Activity' tab with a bar chart of post interactions and a 'Discoverability' section showing a score of 451. The right screenshot shows the 'Audience' tab with a bar chart of follower activity and a 'Discoverability' section showing a score of 451. A decorative border at the bottom features various stationery items like pens and paper.

Instagram (business) Insights

This slide shows two screenshots of Instagram business insights. The left screenshot displays the 'Post' performance section for a specific post, showing metrics like reach and impressions. The right screenshot shows a grid of recent posts from the account. A decorative border at the bottom includes stationery items.

Instagram (business) Insights

This slide features three side-by-side screenshots of the Instagram business insights 'Audience' section. Each screenshot shows different demographic data, including a bar chart for 'Top Locations', a pie chart for 'Age Range', and a bar chart for 'Gender'. A decorative border at the top right includes a pen and a notepad.

Engagement on Ashleigh's posts

This slide shows a person's hands holding a smartphone to take a photo of a bokeh light display. The background is filled with out-of-focus lights. A decorative border at the top right includes stationery items.

Always respond back!

This slide depicts two women sitting at a table in what appears to be a cafe or office setting. One woman is looking at a laptop while the other looks on. A decorative border at the bottom features stationery items like pens and paper.

Pro-actively engage

Make friends!

This slide shows two women sitting at a wooden table with coffee cups, engaged in conversation. A decorative border at the bottom includes stationery items.

A challenge

- Find someone you've never met before- on Instagram or Twitter - someone who could be good for your business - eg. local or has a following
- Comment on 2 of their posts

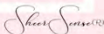



Follow-up




How can we follow up interest?

- Connect
- Keep chatting
- Continue to engage with them
- Ask them to join you to carry on the conversation (small commitment)

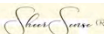

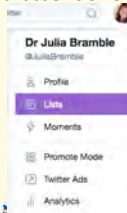


Connect



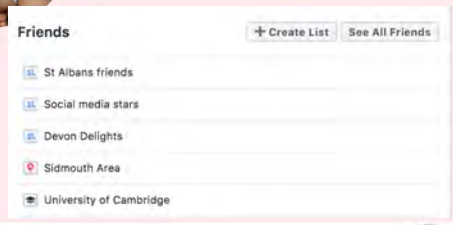
- Twitter - follow them, add them to list
- Facebook - friend request, add to Friends list;
- Facebook Page - invite them to like Page
- Instagram - follow them




Continue to engage




Continue to engage





Keep chatting

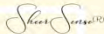

- Offer more value (if appropriate)
- Make friends
- Don't try to 'close the sale'



Ask them to join you



Facebook group



- Why?
What's in it for them?
- Be clear on purpose
- For customers or potential team members? (or both?)
- Be clear on what they can expect - support, demos, 'live' events


Being a leader in your Facebook group - what works?



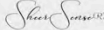
- Engagement
- Interaction
- Consistency
- Support
- Involvement
- Facebook Lives
- Watch Party



Implementation



Homework!
Share 3 creative product posts
One image / video created for at least 2 platforms
Preferably tying in with awareness day/ trending topic



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- Attract
- Engage
- Follow-up



