



THE POWER OF STORYTELLING | SOCIAL MEDIA

November 13, 2019



GET READY!

WHAT WE'RE COVERING

INTRODUCTION

DIGITAL MARKETING STRATEGY

SOCIAL MEDIA STRATEGY

KEY TAKEAWAYS

A modern conference room with a long wooden table, yellow chairs, and large windows. The room is brightly lit with natural light from the windows and modern pendant lights. A large screen is mounted on the wall at the end of the room. The text "LET'S KICK THINGS OFF" is overlaid on the left side of the image.

LET'S KICK THINGS OFF

INTRODUCTION

WORDS OF WISDOM

“No matter who you are or what you do, your job is to tell a story. That is never going to change. The way you build your organization and make real impact is by great storytelling.”

-Gary Vaynerchuk

A modern office interior featuring a reception desk, a lounge area with blue chairs and a sofa, and large windows. The office has a rustic industrial aesthetic with exposed wooden beams and ductwork. A chandelier with multiple globe lights hangs from the ceiling. The reception desk is white and has a logo on the wall behind it. The lounge area has a grey rug and a small table. The windows provide a view of the outdoors.

BUILDING A FOUNDATION

DIGITAL MARKETING STRATEGY



THE FORMULA

**FOOLPROOF
DIGITAL
MARKETING
FRAMEWORK**

Use data and analytics to deliver the

RIGHT MESSAGE

to the

RIGHT PERSON

at the

RIGHT TIME

with the

RIGHT FREQUENCY

throughout the online buyer's journey.

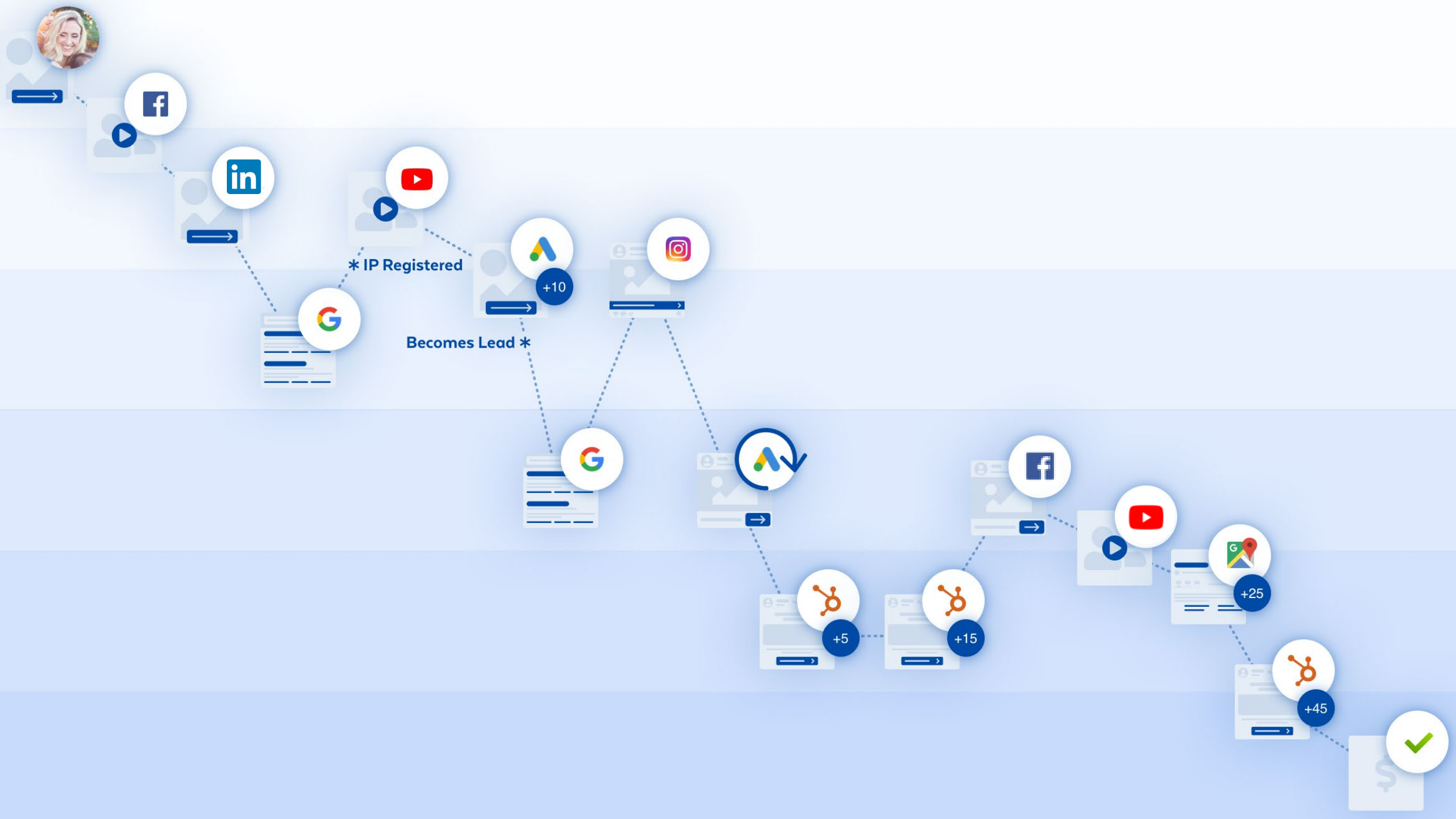
AWARENESS

INTEREST

CONSIDERATION

NURTURING

CONVERSION



I WANT TO...

LEVERAGE MICRO- MOMENTS

Which [...] is best for me?

What is the difference between [...]?

How do I donate to [...]?

[...] near me?

Best [...]?

Where should I [...]?

How much money do I need to [...]?

How many [...] do I need?

Directions to [...]?

How much [...] do I want?

What is the best way to support [...]?

Best [...] in [city]?

Who is the most trusted [...]?

What do other people say about [...]?

What [...] is best for me?

Fastest way to get to [...]?

How do I [...]?

Who is [...]?

How do I get more information about [...]?

What is [...]?

STATS, TRENDS, RECOMMENDATIONS + BEST PRACTICES

SOCIAL MEDIA STRATEGY

BY THE NUMBERS

WHY SOCIAL MEDIA MATTERS

3.2B

social media users
worldwide

88 %

of consumers trust online
reviews as much as
personal recommendations

71 %

Of nonprofits worldwide
agree social media is
effective for online
fundraising

90.4 %

of millennials use social media
compared to 77.5% Gen X and
48.2% Baby Boomers

2:22

Average time spent on
social networks and
messaging per day

91 %

Of all social media users
access social channels
via mobile devices

HOW TO MAXIMIZE YOUR IMPACT

“To tell a great story, the number one thing you have to do is evoke a reaction...If you can't create a response, you are going to lose.”

-Gary Vaynerchuk

HOW TO GENERATE A REACTION

GUIDING PRINCIPLES



**KNOW YOUR
TARGET
AUDIENCE**



**BE
EMPATHETIC**



**HARNESS
THE
'WHY'**



**AUTHENTICITY
ALWAYS WINS**



**ACTIVELY
PARTICIPATE
+ ENGAGE**

HOW TO GENERATE A REACTION

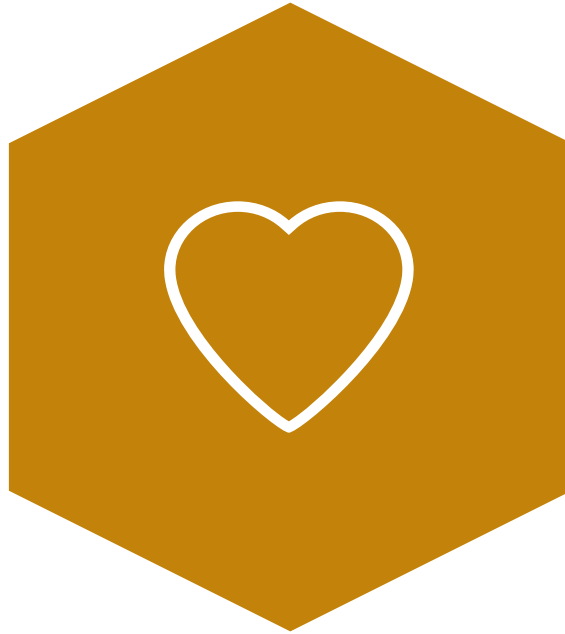
GUIDING PRINCIPLES



KNOW YOUR TARGET AUDIENCE

HOW TO GENERATE A REACTION

GUIDING PRINCIPLES



BE EMPATHETIC

HOW TO GENERATE A REACTION

GUIDING PRINCIPLES



HARNESS THE 'WHY'

HOW TO GENERATE A REACTION

GUIDING PRINCIPLES



AUTHENTICITY ALWAYS WINS

HOW TO GENERATE A REACTION

GUIDING PRINCIPLES



ACTIVELY PARTICIPATE + ENGAGE

TIME TO GET REAL

SETTING EXPECTATIONS

FOCUS ON LONG-TERM

There is no silver bullet. Instead, focus on creating interesting content and posting consistently for maximum impact.

CONTENT PER PLATFORM

Every social media channel is different. The more you can cater your content to match users' expectations, the more successful you'll be.

TEST + ANALYZE

Things are always changing. The best way to understand what's working is to look at analytics and try new things.



THE HIGHLIGHTS

KEY TAKEAWAYS

THINGS TO REMEMBER

WRAP UP

UNDERSTAND YOUR TARGET AUDIENCE

“Speak their language” and “meet them where they are” with empathy and authenticity.

WE LIVE IN A WORLD OF MICRO-MOMENTS

Look at every touchpoint as an opportunity to generate a reaction.

CONTENT IS EVERYTHING

Create a content calendar and a corresponding syndication strategy.

DON'T ALWAYS FOLLOW THE CROWD

Just because someone else is doing it, doesn't necessarily mean it's right for your organization.

MAXIMIZE YOUR EFFORTS

Focus on doing one or two things well instead of trying to do everything.