



Social Media & Engagement

Ways To Best Leverage & Utilize Social Media Marketing

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First, An Introduction

A Bit About You

- Intros!
 - Who are you guys?
 - Why are you here?
 - What are you working on?
 - What are you hoping to gain from today?
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Now, Our Introduction

A Bit About Ben - *FS Founder, Owner*

- Local to Binghamton, NY area
- Went to school at Virginia Tech
- Always wanted to start my own company



Now, Our Introduction

A Bit About My Business Story

- Moved Back From College
 - Interned for consulting company in college
 - Offered job with consultant
 - Learned a lot about marketing in the real world
 - Always loved technology
 - Very interested in marketing online
 - Self-taught -- started reading everything



Now, Our Introduction

A Bit About My Business Story

- Started Company
 - Began with a complex idea in a competitive market
 - Launchpad marketing -- Science-based marketing
 - Saw the light in the local region
 - Began to draw up new company idea
 - Feedback from advisors was essential



Now, Our Introduction

FreshySites

- Based on the idea of full-scale, but affordable websites
 - Affordable & Beautiful Websites
 - Beautifully Designed - Full Design Process
 - Best Customer Support in the Business
 - Delivered Ridiculously Fast
 - Why?
 - Most companies don't need a ground-up design
 - Tools have changed a lot over the past 3-4 years
 - One website per capita last year
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Now, Our Introduction

A Bit About Giovanna - *FS Digital Marketing Manager*

- Local to Binghamton, NY area
- Went to school at Binghamton University
- Have always been interested in Communications, Marketing and Creative Writing





Now, Our Introduction

A Bit About My Professional Story

- Past Marketing & PR internships
 - What I Do At FreshySites
 - Internal & External Social, Digital Marketing & SEO
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Questions/Discussion



Now to Today's Lesson

Chapter 1 - Social Media Usage

- How We Use It At FreshySites
- How You Can Build An Audience To Gain Buy-in

Chapter 2 - Social Media Best Practices

- General Account/Page Optimization
- Sending To Your Website
- Calls To Action
- Easy, Frictionless Conversions

Chapter 3 - Ongoing Social Media Marketing

- Consistently Market Your Brand
 - Ongoing Social Campaigns
 - Additional Digital Marketing Tools
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Chapter 1 - Social Media Usage

How We Use It At FreshySites





Freshy's Web & Social Presence

How The Two Work Together

- Our Website - The Hub Of Our Online Presence
 - Our Social Media - What Platforms Are We On?
 - Social Strategy - Mix Between A Few Different Marketing Objectives
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Chapter 1 - Social Media Usage

How You Can Build An Audience To Gain Buy-in

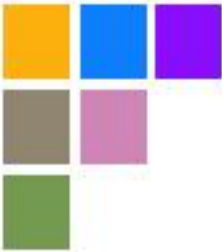




Building A Targeted Audience

Continuously Grow Your Social Presence

- Start Within Your Internal Network & Branch Out
 - Consistent Social Promotion, Weekly Posting, Etc.
 - Collaborate With Local Partners To Gain Exposure
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Chapter 2 - Social Media Best Practices

General Account/Page Optimization



Social Media Tips & Tricks

Tactics To Optimize Your Social Presence

- Account Structure & Business Info, Optimal Times To Post
 - Facebook Features to Utilize - Groups, Events, Stories, Check-Ins & More
 - Instagram & Twitter - Stories, Hashtags, Visual Content
 - Facebook & Instagram Ads - Boosted Posts
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Chapter 2 - Social Media Best Practices

Sending To Your Website





Website Conversion Basics

How To Properly Convert Your Audience

- Website Conversion Tools For Success & Tracking - Gravity Forms, Google Analytics, Etc.
- Social Conversions - Tools, Tips & More Based On Platform



Chapter 2 - Social Media Best Practices

Calls To Action





CTA's - Calls To Action

The Most Effective Types Of Calls To Action

- Formulating CTA's That Align With Your Brand Goals
 - Website CTA's vs. Social CTA's
 - Tracking The Effectiveness Of CTA's
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Chapter 2 - Social Media Best Practices

Easy, Frictionless Conversions





Easy Conversions

Take Advantage of Frictionless Conversions

- What Makes A Conversion Easy?
 - Easy Social vs. Easy Web Conversions
 - Ways to Guarantee Easy Conversions
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Chapter 3 - Ongoing Marketing

Consistently Market Your Brand





Marketing Your Brand

Constantly Build Your Online Presence

- Facebook/Instagram Live & Live Tweets
- Instagram/Facebook Stories - Snapchat Filters?
- Hashtags. Hashtags. Hashtags!





Chapter 3 - Ongoing Social Media Marketing

Ongoing Social Campaigns



Ongoing Social Campaigns

Encourage Social Discussion About Your Business, Organization, Etc.

- Build Content About Your Brand & Services Into Social Strategy
 - Shine A Light On Outstanding Clients, Employees, Etc.
 - Promoting Different Community Partners, Sponsors, Etc.
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Chapter 3 - Ongoing Social Media Marketing

Additional Digital Marketing Tools



Additional Marketing Tools

Ways To Supplement Your Social Presence

- Update The Content On Your Website
 - Implement Paid Google Ads
 - Send Periodic Email Newsletter Blasts
 - Utilize Google My Business Posts
 - Inbound Links
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Question & Answer Time

Ask away! No question is a stupid question!



Thank you for your
time, attention and
participation :)
