Growing A Loyal Community: Introduction

By Eimhear McManus

21st June 2018
## Digital Around The World: 2018

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>7.6 Billion</td>
</tr>
<tr>
<td>Internet Users</td>
<td>4 Billion</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>3 Billion</td>
</tr>
<tr>
<td>Unique Mobile Users</td>
<td>5 Billion</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>3 Billion</td>
</tr>
</tbody>
</table>
Share Of Web Traffic: By Device

Laptops & Desktops: 43%
Mobile Phones: 52%
Tablet Devices: 4%
Other Devices: 0.14%
The Importance of Social Media For Your Business

- Increase Brand Awareness
- Increase Website Traffic
- Satisfy Your Customers
- Cost Effective
- Improve SEO
- Increase Brand Loyalty
- Increase Conversion Rates
- Monitor Your Competitors
The Channels

- +2 Billion Monthly Users
- +800 Million Monthly Users
- +330 Million Monthly Users
Growing A Loyal Community: Content Aims

- Educate
- Inform
- Entertain
- Inspire
- Be Open
Educate

Show them how to utilise your product

• Provide value

• ‘How To’ demos (through blogs, posts or video)

• Lists: Top 5/10
Educate

Whole Foods Market @WholeFoods

Want to learn how to cook a whole fish? We have a few tips. Learn how: bit.ly/1sZoZql.

8:08 PM - May 31, 2016

49 17 people are talking about this

Callaway Golf
5 May

Short Game 101 with Phil Mickelson 👍

Improve your chipping with these THREE basic tips from the legend himself.

Products shown:

- Chrome Soft Golf Balls
  - Callaway Golf
  - $4.99

- Mack Daddy 4
  - Callaway Golf
  - $149.99

51K Views

Like  Comment  Share

1.1K

Most relevant

510 shares
Inform

Business Updates/Ethos

Industry Updates

Talk About Employees

Share Good News
Get yourself a cracking deal in @Tesco until the 3rd July 🥳 Save 75p on our Peanut butters and 50p on our Almond butters!

Enterprise Ireland has announced a €750,000 Competitive Start Fund for fintech and deep tech start-ups! Applications open on June 19th: http://bit.ly/2LOksQV

CROWDFUNDINSIDER.COM
Enterprise Ireland Announces €750,000 Competitive Start Fund for Fintech & Deep Tech Start-Ups | Crowdfund Insider
Entertain

Piggyback Off Trending Topics

Keep It Lighthearted

Use An Editorial Calendar To Plan Ahead

Be Creative
Entertain

Halo Top UK @HaloTopUK · May 9
Give your wedding the royal treatment! #HaloTopUK is giving three lucky couples the chance to have their wedding dessert catered with all of the Halo Top flavours available in the UK! Check out our Instagram post for full details to enter! bit.ly/2Iq9HWD

Too Good To Be @TooGoodToBeUK
Interrogating the restaurant menu for gluten-free options...

01/06/2018, 09:02
4 Retweets 22 Likes
Inspire

Showcase BTS

Team Members: Videos

Your Product/Service In Action

Share Case Studies/Testimonials
Inspire

gopro Photo of the Day: #GoProAthlete @whoisjob took a dip with all of his #GoPro toys. He mounted his #HERO5 to the end of El Grande + triggered it using #GoProRemo's voice control, "GoPro, shoot burst!"

•

•

#GoProSurf #surf # #surfphotography

load more comments

gurneetkaur29 @thefoodiesingh

sheckers, photophony. Have a look @

❤ Add a comment...
Be Open: Ask For Feedback

- Involve your community

- Encourage engagement

- Show that you listen

- Act upon recommendations
Hi everyone, we're looking into making some new gluten-free products but we want you to decide which ones.

We currently make pies, quiches, sausage rolls, cocktail sausages, mini savour eggs and desserts but if there are any other gluten-free products you want from us, please comment below with your suggestions.
“Remember that a person’s name is to that person the sweetest and most important sound in any language” ~ Dale Carnegie
Don’t Preach: Listen

Engage

Analyse & Adapt

Reward (news, sneak peeks etc.)

Encourage social sharing
Facebook

Showcase BTS: team, office, factory etc.

Reviews (lifeblood of many businesses!)

Use albums: Teams, Events, BTS

Promote events

Offer exclusive deals/giveaways

“Social media is about sociology and psychology more than technology.”
- Brian Solis
Twitter

Use short text and include links to your website where possible

Use images or GIFS

Retweet and reply to people

Cross promote your channels

Share industry-related articles (trends, forecasts)

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.” – Scott Cook
Instagram

This is your shop window!

Imagery is a very important piece of marketing material

Encourage your customers to take pictures: CTA

Share UGC (user generated content)

Utilise highlights function

“Content marketing is a commitment, not a campaign.” – Jon Buscall
Instagram Highlights: Categories

- Funky haircuts
- The salon (behind the scenes)
- Female hairstyles
- Hair colours
Your Checklist: Twitter

- Include 1-2 hashtags in each tweet
- Ensure pinned tweet is relevant and change regularly
- Plan for 1 Twitter poll/week
- Link back to website whenever possible
- Share 2-5 tweets/day and during optimal times
- Reply to positive mentions and keep the conversation going by asking questions
- Retweet praise 1 to max. 3 times/week. Ensure there is a balance in the content
- Talk in the first plural person: ‘we’
Your Checklist: Facebook

- Add pictures to the albums of teams/different hair styles etc.
- Link back to website whenever possible
- Share 1 post/day and during optimal times
- Talk in the first plural person: ‘we’
- Reply to positive mentions and keep the conversation going by asking questions
- Utilise Facebook Live feature once per month
- Check for reviews and respond appropriately
Your Checklist: Instagram

- Post at least 1 story/day and add to highlights section
- Repost any high quality User Generated Content
- Share all Instagram images across to Facebook and Twitter
- Use multi-swipe function to showcase collections and ‘before and after’ shots
- Use the optimum number of hashtags: 10-12
- Tag your location in every post
- Follow hashtags that relate to your business e.g. #fitspo, #Limerick, #hairstyles, #startup
- Utilise ‘link in bio’ method to direct to blogs, website, shop
Important notes

Research your audience

Plan, plan, plan!

Monitor and adapt your strategy

Engage
Finally...

- E, I, E, I, O
- People are influenced by people
- Plan & be consistent
- Customers need 7-14 touch points to remember you
- Work with similar businesses
- Listen: Don’t just preach
Thank you

eimear@digitalworksagency.com

Twitter: @Eimear_McManus