

2023 - The Changing Face of

# Social Media



# SAM RUFO

## PRESIDENT

### NXTCONCEPTS, LTD

<https://nxtconcepts.com/ideas/seminars>



**A forward thinking, non-traditional agency.**  
creative thinkers | brand enhancers  
strategic planners | results obsessed

Created with 50% human content.





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[slido.com](https://slido.com)  
#whatsnext



## Today's Topics

# Top 5 determine the Session today.

Choose the topics and direction of the session today. Using your phone and Slido, please vote on which 5 of the 8 topics you would like to pursue today.

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### What topics would like like today? Please rank.

1. The Impact of Social Media Today
2. Is your Social Marketing Popping or Passe?
3. Top 10 Ways you Should be Managing Social Media
4. How to Build Fresh Social Content that is Relevant and Engaging.
5. The Best ways to Manage and Excel at Reviews.
6. Making Sense of Analytics for better Decisions
7. Budget Benchmarking
8. Predictions for Digital Marketing in 2024.



- 1. The Impact of Social Media Today**
- 2. Is your Social Marketing Popping or Passe?**
- 3. Top 10 Ways you Should be Managing Social Media**
- 4. How to Build Social Content**
- 5. How to Excel at Reviews**



THE IMPACT OF

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**SOCIAL MEDIA TODAY**

# Meet Social Media

Social media as we know it today is about 25 years old.

Relatively a young person, but it has already had a major impact on the world.



## Communications

Social media has changed the way we communicate, consume news, and interact with each other.

## Business Tool

Become a powerful tool for businesses and organizations to reach their audiences.

## Learning & Growing

Has the potential to do a lot of good in the world, but it also has the potential to be misused.

## Increased Connectivity

Makes it easier than ever to stay connected with friends and family, regardless of where they live in the world.

## Access to Information

We have vast amounts of information from all over the world at our finger tips. We are able to stay informed about current events, learn new things, and research topics of interest.

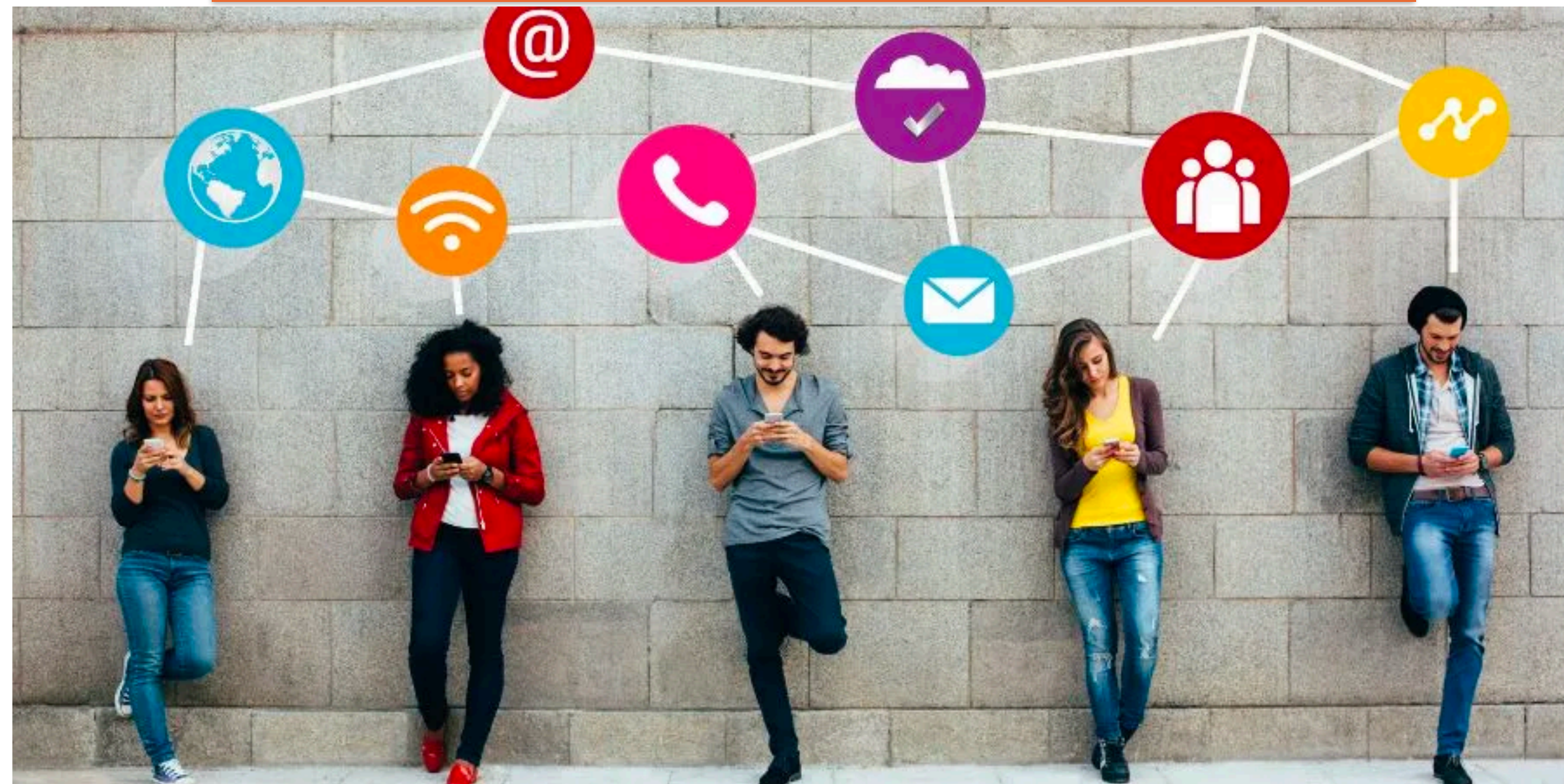
## Amplification of Voices

Provides a platform to share thoughts and ideas and has given a voice to marginalized groups who have historically been underrepresented in the media.

## Building Communities

Build and maintain communities of people who share common interests for support, networking, and collaborating on projects.

# Positive Impacts on Society





# Negative Impacts on Society

## Spread of Misinformation

Social media platforms are often used to spread misinformation and disinformation.

## Cyberbullying and Harassment

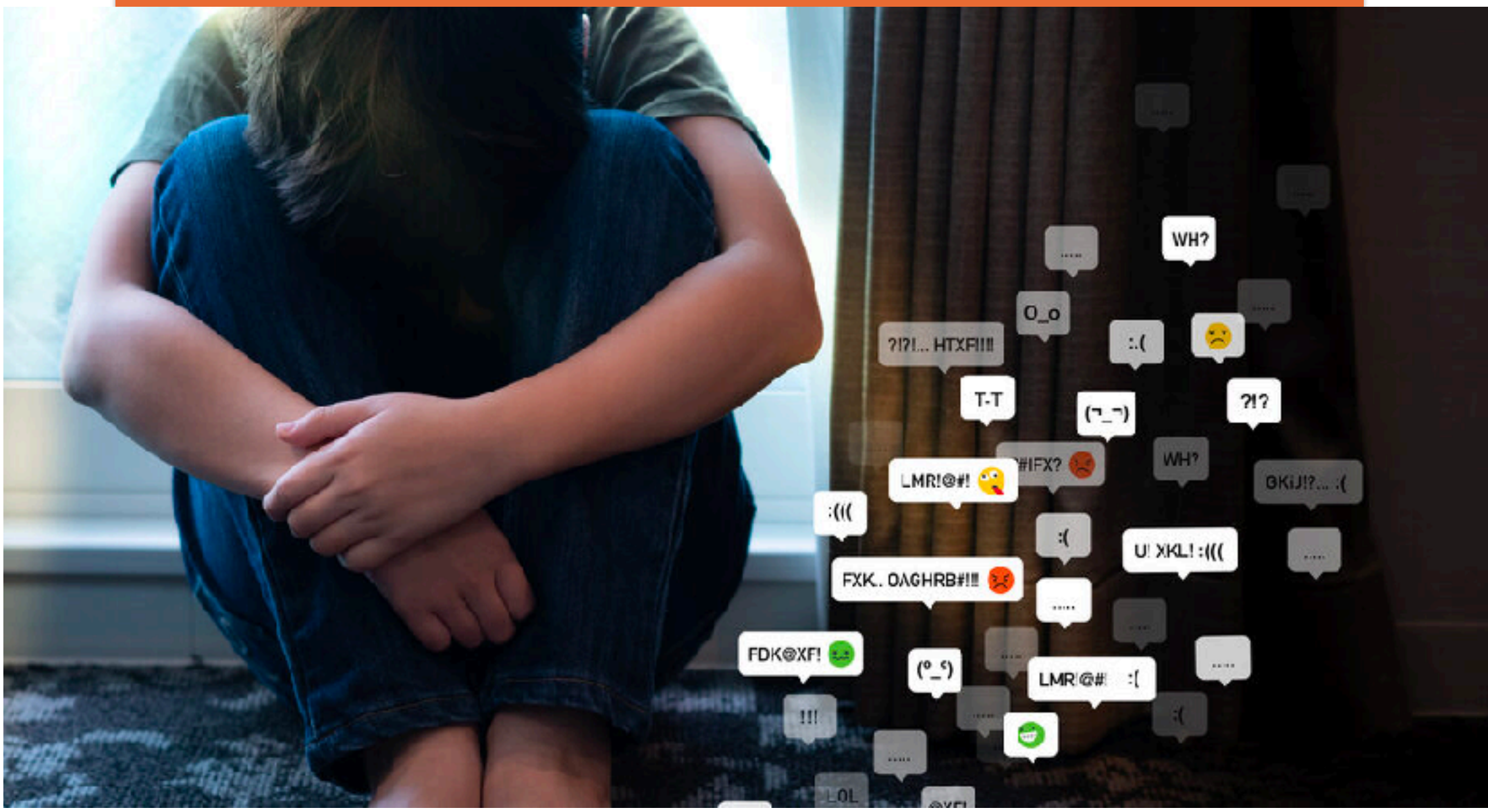
Can be used to bully and harass others. This can have a devastating impact on victims' mental and emotional health.

## Addiction

Spending too much time on social media can lead to problems such as sleep deprivation, social isolation, and decreased productivity.

## Mental Health

Studies have shown that heavy social media use can be linked to negative mental health outcomes such as depression, anxiety, and loneliness.





## Social Media Policy

Provide expectations for employees when using social media responsibly on behalf of the company.

### Listen & Engage

Use social media to listen to your customers and to address their concerns. Be responsive to customer feedback.

### Authentic & Transparent

People can spot a fake from a mile away, so it's important to be genuine in your social media interactions.

### Audience Mindfulness

Think about who you're trying to reach with your social media posts, and tailor your content accordingly.

## Social Responsibly

Tips for businesses on how to use social media responsibly

**BEFORE YOU**



**T =** IS it **TRUE?**  
**H =** IS it **HELPFUL?**  
**I =** IS it **INSPIRING?**  
**N =** IS it **NECESSARY?**  
**K =** IS it **KIND?**

**THINK!**

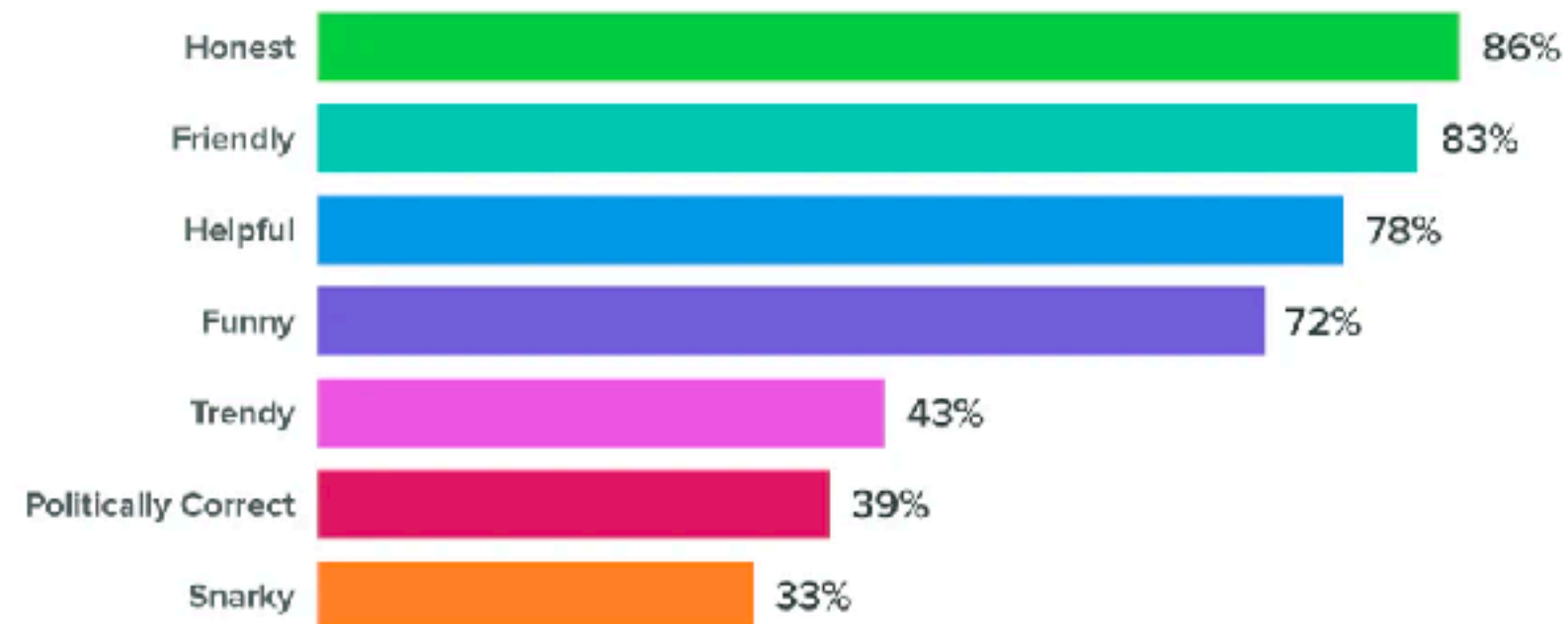
**#SociallySafe**      **Social Media**



# Impact on Businesses

Social Media has become an essential tool for businesses of all sizes to connect with customers, promote products & services and build brand awareness.

## Behaviors Consumers Want From Brands on Social



sproutsocial

sproutsocial.com/Index

## Increased Reach

With over 4.6 billion active social media users worldwide, businesses have the potential to reach more people than ever before.

## Targeted Marketing

Can target marketing to specific demographics, interests, and behaviors to reach the ideal customer and avoid wasting time and money.

## Customer Relationships

A way to connect with customers on a personal level. Businesses can use social media to provide customer support, answer questions, and resolve issues.



81%

Influenced by social media posts from friends



79%

Liked social media page of company for discounts and offers



78%

Made purchase based on company's social media posts



74%

Researched social networks before making purchasing decision



71%

Likely to make a purchase based on social media referrals



53%

Twitter users tweeted product or company recommendations

## Social Commerce

### Sales

Social media can be used to generate leads and sales. Businesses can use social media to promote their products and services, run special offers and discounts, and direct customers to their website



## Patagonia

Known for its commitment to environmental sustainability.

Patagonia shares educational content about environmental issues and encourages its followers to take action to protect the planet.



### Ben & Jerry's

Known for driving social justice for 30 years.

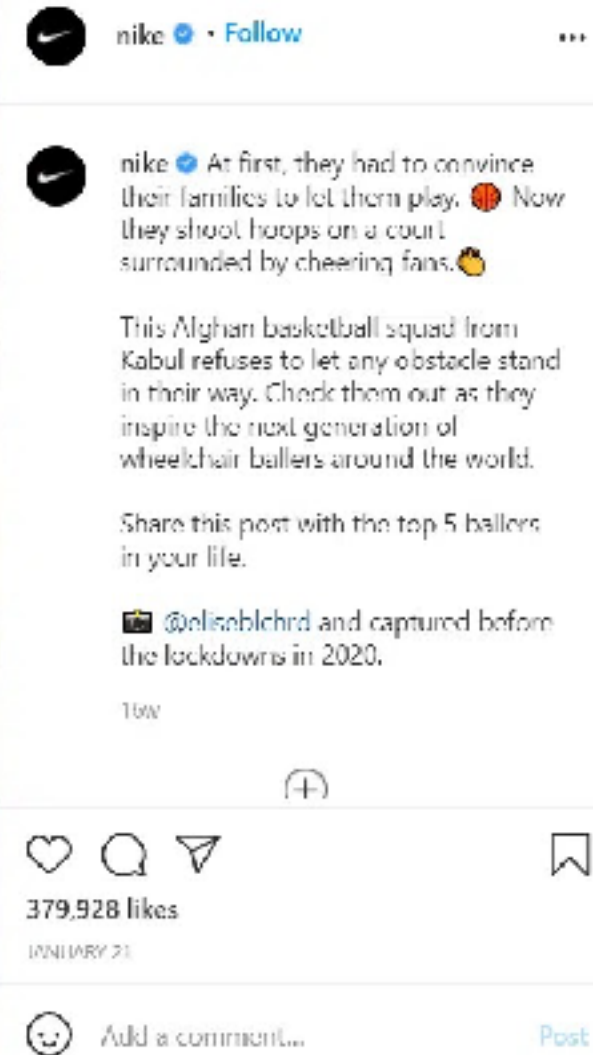
Uses social media to advocate for social change. The company has used its platform to speak out against racism, police brutality, and other important issues.





## Dove

Known for its inclusive and body-positive campaigns

Dove shares images and videos of people of all shapes and sizes, and encourages its followers to celebrate their own unique beauty.




 nike • Follow





 At first, they had to convince their families to let them play. 🏀 Now they shoot hoops on a court surrounded by cheering fans. 🙌

This Afghan basketball squad from Kabul refuses to let any obstacle stand in their way. Check them out as they inspire the next generation of wheelchair ballers around the world.

Share this post with the top 5 ballers in your life.


 @elisablcbrd and captured before the lockdowns in 2020.

Tue

379,928 likes

JANUARY 21

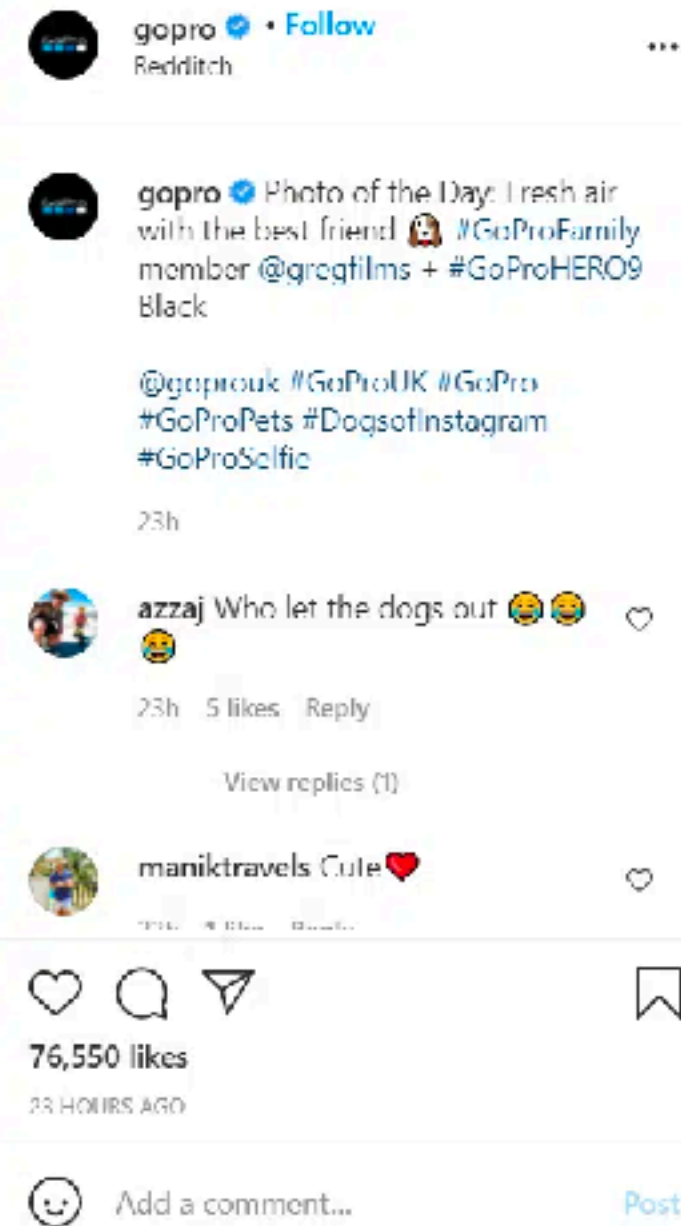
 Add a comment... Post

Nike

Engage the crowd and inspire millions by highlighting different athletes and cultures all over the world.

Share inspiring images and videos of players, athletes, and teams, working hard to achieve their goals and dreams all over the world.





gopro • Follow  
Redditch

gopro Photo of the Day: I refresh air with the best friend 🐕 #GoProFamily member @gregfilms + #GoProHERO9 Black

@goprouk #GoProUK #GoPro #GoProPets #DogsOfInstagram #GoProSelfie

23h

azzaj Who let the dogs out 😂😂

23h 5 likes Reply

View replies (1)

maniktravels Cute ❤️

76,550 likes  
23 HOURS AGO

Add a comment... Post

## GoPro

Tell compelling stories through social media to show consumers how they can also share their unique views through video and photography.

For each social media platform, GoPro is strategic about the type of content they publish. Every post is catered to the audience on its respective platform, resulting in maximum engagement.

IS YOUR <sup>SOCIAL</sup> MARKETING

---

**POPPING OR PASSE?**

## 1. What decade saw the rise of catchy jingles?

1970's

0%

1980's

0%

1990's

0%

2000's

0%

2010's

0%

2020's

0%



Participants can vote at [slido.com](https://slido.com) with [#whatsnext](https://twitter.com/whatsnext)

1970's

# The Rise of Television Advertising

Television became a dominant medium for marketing during the 1970s. Advertisers started creating catchy jingles, memorable slogans, and engaging commercials to capture audience attention.



Coke - Teach the World to Sing  
<https://www.youtube.com/watch?v=ib-Qiyklq-Q&t=55s>

Charmin - Don't Squeeze!  
<https://www.youtube.com/watch?v=gMByJGGJC8I>

Life Cereal - Mikey likes it  
<https://www.youtube.com/watch?v=UIEcUiBhwal>

Bounty - Rosie & the quicker picker upper  
<https://www.youtube.com/watch?v=JqAsWgfQPQs>

# 1970's Marketing Characteristics



▶ **Outdated gender roles**

Relied on outdated gender roles. For example, women were often portrayed as housewives and mothers, while men were portrayed as breadwinners and heads of households.

▶ **Focus on product features**

Focused on product features rather than benefits. This means that marketers would focus on telling consumers about the features of a product, rather than how those features could benefit the consumer.

▶ **Use of stereotypes**

Used stereotypes to sell products. For example, African Americans were often portrayed as athletes or musicians, while Hispanic Americans were often portrayed as gardeners or housekeepers.

▶ **Lack of diversity**

Marketing in the 1970s often lacked diversity. This means that marketers rarely targeted their products to minority groups or people with disabilities.

▶ **Use of hard sell tactics**

Often relied on hard sell tactics, such as high-pressure sales pitches and scare tactics. However, these tactics can now be seen as aggressive and pushy.

## 2. What decade did personalized marketing start?

- 1970's  
 0%
- 1980's  
 0%
- 1990's  
 0%
- 2000's  
 0%
- 2010's  
 0%
- 2020's  
 0%



Participants can vote at [slido.com](https://slido.com) with [#whatsnext](https://twitter.com/whatsnext)

1980's

# Direct Marketing and Database Marketing

The 1980s saw the growth of direct marketing techniques, such as direct mail campaigns and telemarketing. The use of customer databases allowed for targeted and personalized marketing messages.



1980's

# Marketing Characteristics

▶ **Bright colors and bold fonts**

Ads in the 1980s often used bright colors and bold fonts to grab attention. This type of design can now appear dated and unprofessional.

▶ **Cheesy special effects**

Used cheesy special effects, such as neon lights, lasers, and spinning logos. These effects can now appear outdated and silly.

▶ **Over-the-top claims**

Made over-the-top claims about their products. For example, an ad for a new car might claim that it could make you look and feel 10 years younger. These claims can now appear untrustworthy and deceptive.

▶ **Unrealistic depictions of people and products**

Featured unrealistic depictions of people and products. For example, an ad for a new shampoo might show a model with perfect hair, even though the shampoo is unlikely to produce such results. These depictions can now appear misleading and inauthentic.

▶ **Airbrushing**

Airbrushing and other special effects were also popular in 1980s marketing. This type of marketing was designed to make products and services look more appealing and glamorous.





### 3. What decade saw the birth of digital marketing?

- 1970's  0%
- 1980's  0%
- 1990's  0%
- 2000's  0%
- 2010's  0%
- 2020's  0%



Participants can vote at [slido.com](https://slido.com) with #whatsnext

1990's

# Emergence of Digital Marketing

With the advent of the internet, the 1990s marked the beginning of digital marketing. Websites, email marketing, and banner ads provided new avenues for reaching audiences and targeting specific demographics.



1990's

## Marketing Characteristics

▶ **Clip art and stock photos**

Marketing stuck in the 90s often uses clip art and stock photos. This type of marketing can appear outdated and unprofessional.

▶ **Generic fonts and templates**

Often uses generic fonts and templates. This type of marketing can appear unoriginal and uninspired.

▶ **Lack of focus**

Marketing stuck in the 90s often lacks a focus on customer experience. This type of marketing is more focused on making sales than on building relationships with customers.

▶ **Jingle and catchy slogans**

Jingles and catchy slogans were also popular in 1990s marketing. This type of marketing was designed to get stuck in consumers' heads and make them more likely to remember the products and services that they are advertising.



#### 4. What decade did mobile marketing take off?



Participants can vote at [slido.com](https://slido.com) with #whtsnxt

**5. What decade did Facebook, Twitter, and YouTube let marketers start creating viral campaigns and business branding?**

- 1980's  
 0%
- 1990's  
 0%
- 2000's  
 0%
- 2010's  
 0%
- 2020's  
 0%



Participants can vote at [slido.com](https://slido.com) with #whtsnxt

2000's

## Rise of Social Media and Mobile Marketing

Social media platforms like Facebook, Twitter, and YouTube gained popularity in the 2000s. Marketers started leveraging these platforms to engage with consumers, create viral campaigns, and generate brand awareness. Mobile marketing also became significant with the increasing adoption of smartphones.



2000's

## Marketing Characteristics

### ▶ Over the top design

Marketing in the 2000s was often characterized by its over-the-top design. This included things like using bright colors, bold fonts, and lots of graphics.

### ▶ Bevel and emboss effect

The bevel and emboss effect was a popular way to add a sense of depth and dimension to text and images in the 2000s. However, it is now considered to be dated and unprofessional.

### ▶ Comic Sans font

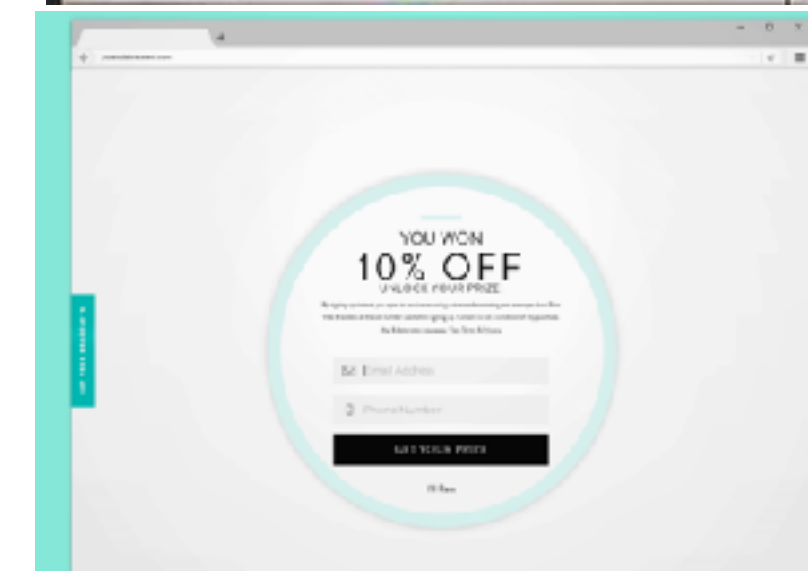
Comic Sans font was another popular choice for marketing materials in the 2000s. However, it is now considered to be unprofessional and unsophisticated.

### ▶ Flash animation

Flash animation was a popular way to create interactive and engaging marketing content in the 2000s. However, it is no longer supported by most browsers, so it is important to avoid using it in your marketing materials.

### ▶ Pop-up ads

Pop-up ads were a common way to advertise online in the 2000s. However, they are now considered to be annoying and disruptive, so it is important to avoid using them in your marketing campaigns.



**6. What decade did big data, machine learning and AI let marketers do personalized marketing and targeted ads?**



Participants can vote at [slido.com](https://slido.com) with #whtsnxt



2010's

## Data-Driven Marketing and Personalization

The 2010s witnessed a shift towards data-driven marketing. Marketers began leveraging big data analytics, machine learning, and AI to gain insights into consumer behavior and preferences. Personalized marketing experiences and targeted advertising campaigns became more prevalent.



2010's

# Marketing Characteristics

► **Overuse of stock photos**

Marketing stuck in the 2010s often overuses stock photos. This type of marketing can appear generic and unoriginal. Using interchangeable stock photographs does not highlight the uniqueness of your brand and can be used by competitors. In addition, using stock photography unfortunately often means that the content doesn't match real product representation.

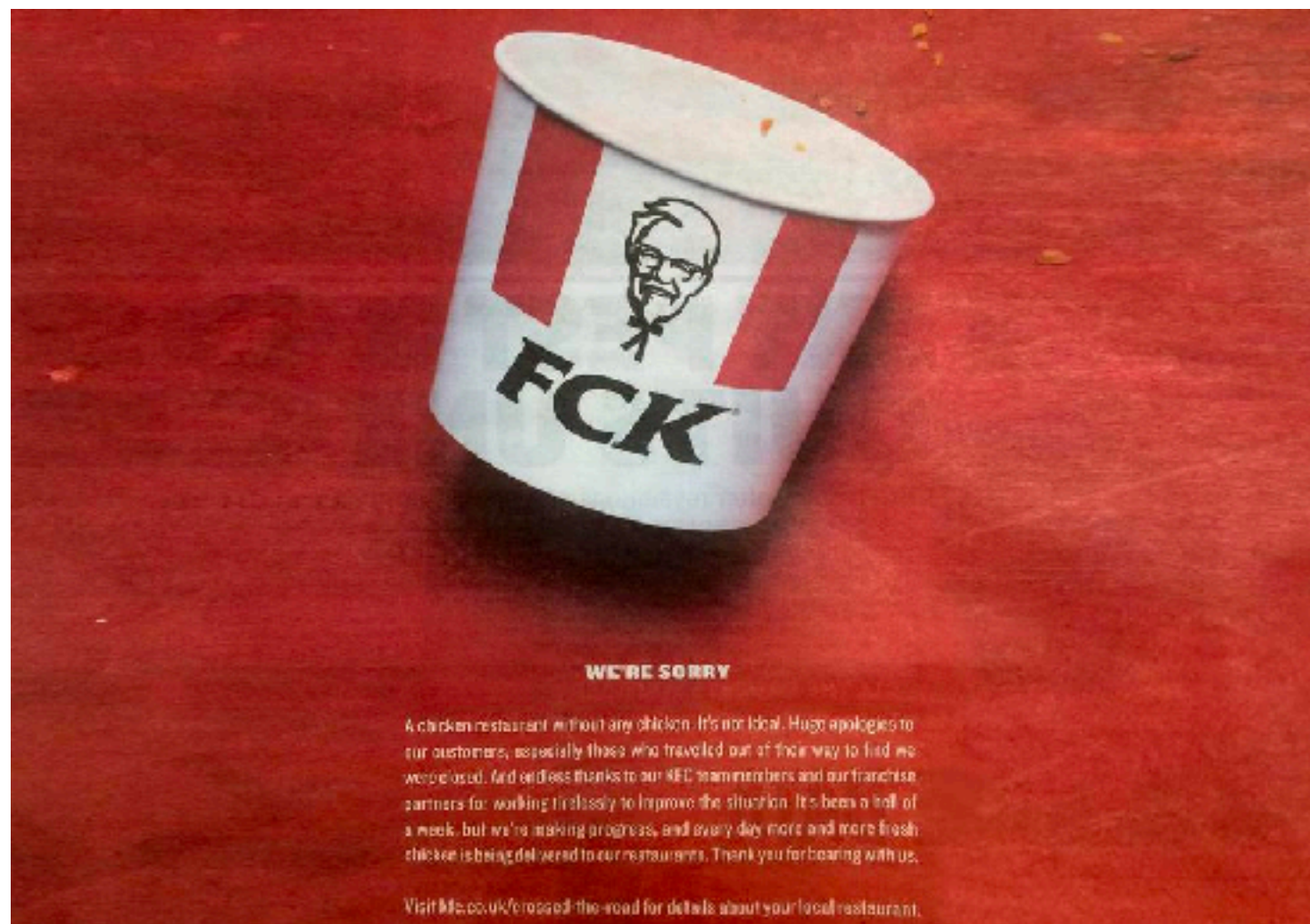


2010's

# Marketing Characteristics

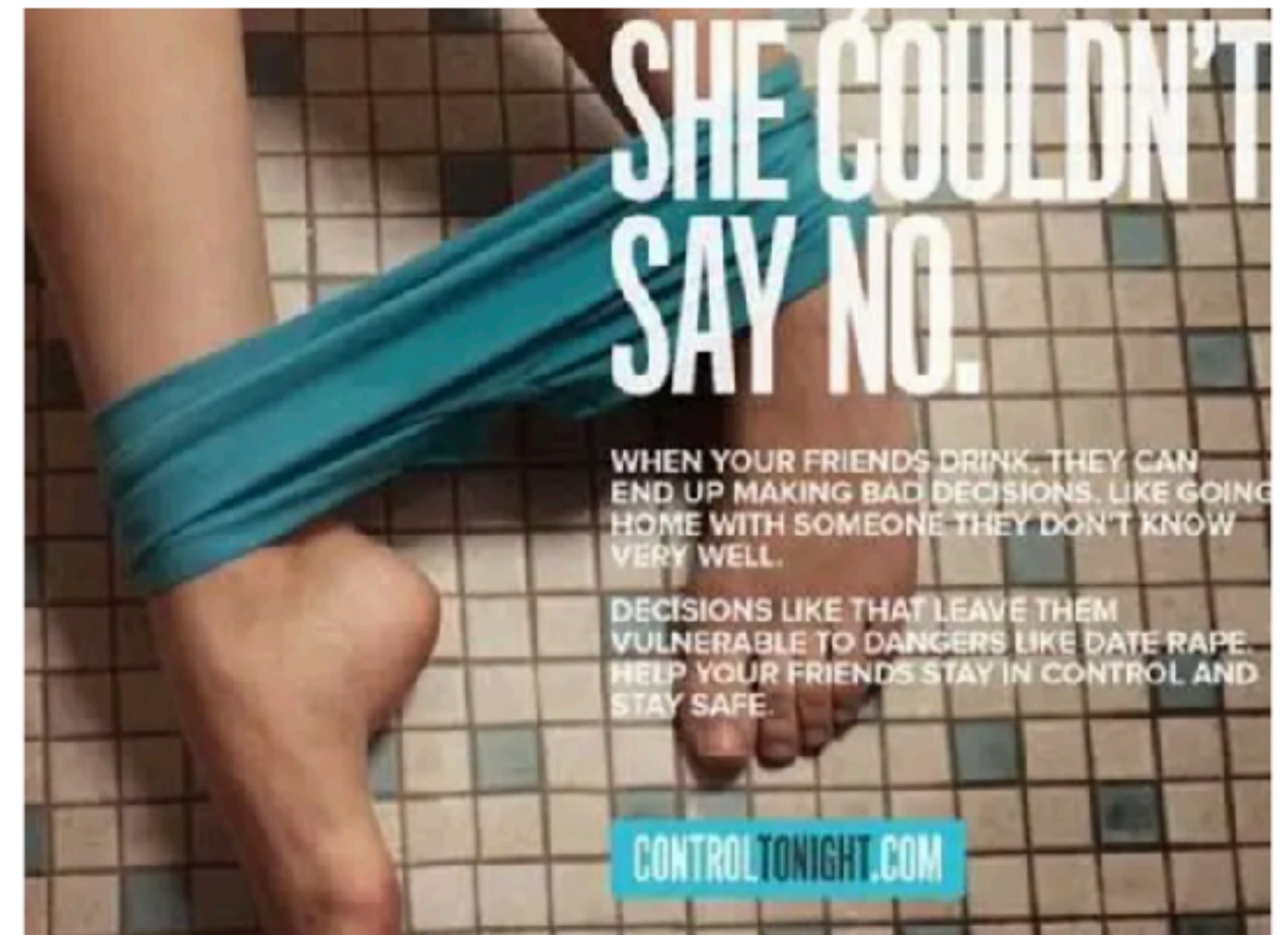
## ► Liberal and cheeky

Remember the dark days of 2018 when KFC ran out of fried chicken? While it can sometimes go a little south, it can often humanize a giant corporation and make them seem friendly with a sense of humor.



## ► Inappropriate (Offensive)

The Pennsylvania Liquor Control Board pulled this ad in 2012 after a series of complaints that it blamed the victim (and her friends) for date rape. It implies if a woman drinks, she bears responsibility for being raped.



Pennsylvania's Liquor Control Board

### 7. What decade did Omnichannel marketing prevail?



Participants can vote at [slido.com](https://slido.com) with #whtsnxt



2020's

# Omnichannel Marketing and Customer Experience

In the current decade, marketers are focused on delivering consistent and seamless **experiences across multiple channels, including digital, social media, mobile, and offline.**

Customer experience and engagement have become key priorities, with brands emphasizing personalized interactions and building long-term relationships.





# NXT STEPS

## POPPING

### ► Omnichannel Marketing

Instead of thinking of a desktop experience, a mobile experience, a tablet experience, and an Apple Watch experience, we'll need to pursue one, holistic approach — an omnichannel experience that customers can use whenever they want.

#### ◆ Start with your website and social

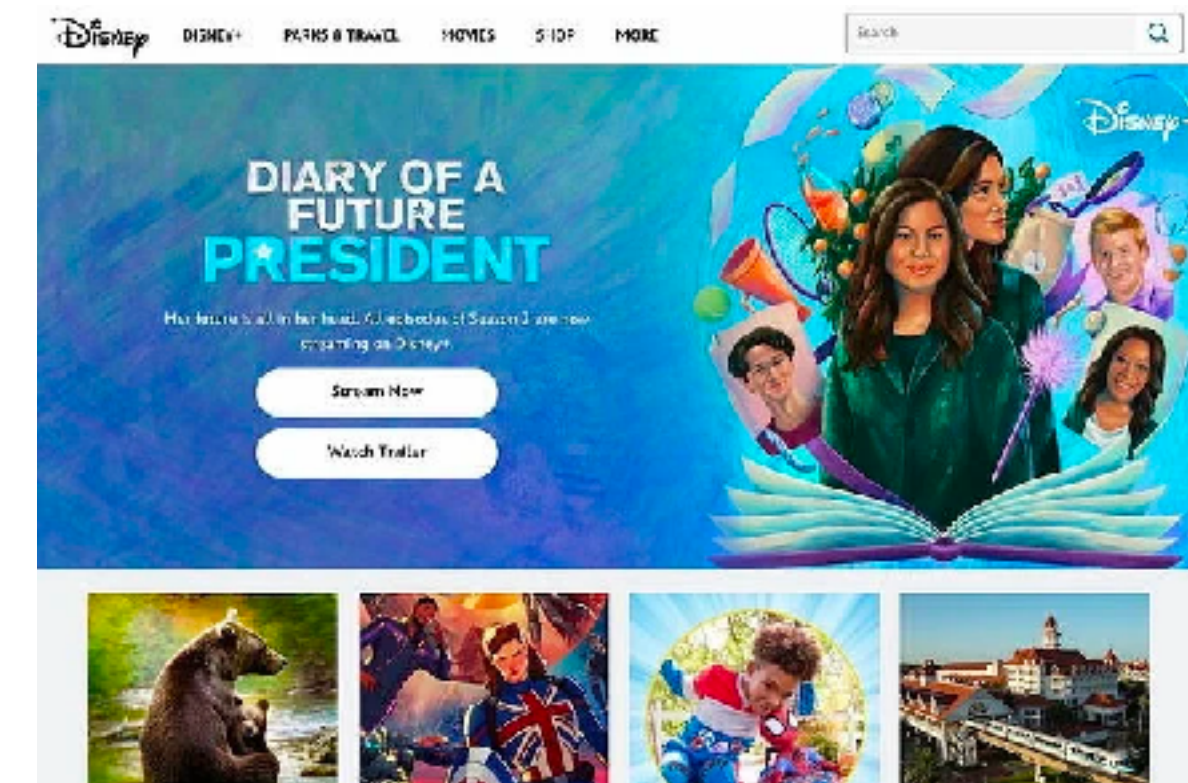
You don't need to be everywhere all at once; you'll get there in time. Ensure that you're posting consistently and engaging with users who reach out to you via those channels. Delete unused accounts.

#### ◆ Use software

A shared inbox can be useful for this; putting your social messages, emails, and chat threads into one place.

### ► Photo and Video Budgets

Only use stock photos and video if you have no other choice. Work to get new media that can be used across all campaigns and channels (horizontal and vertical).



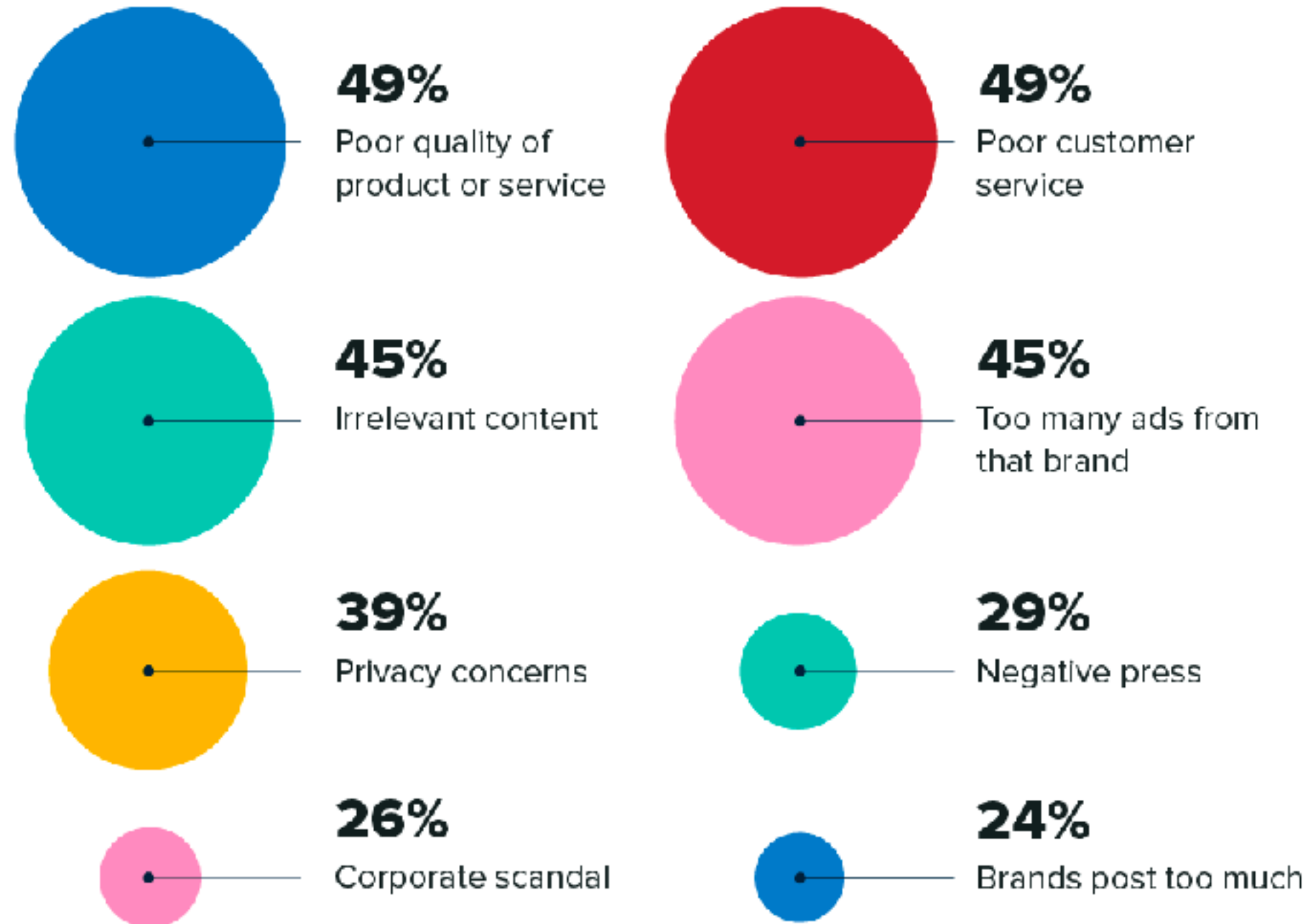
TOP 10 WAYS YOU SHOULD BE

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**MANAGING SOCIAL MEDIA**

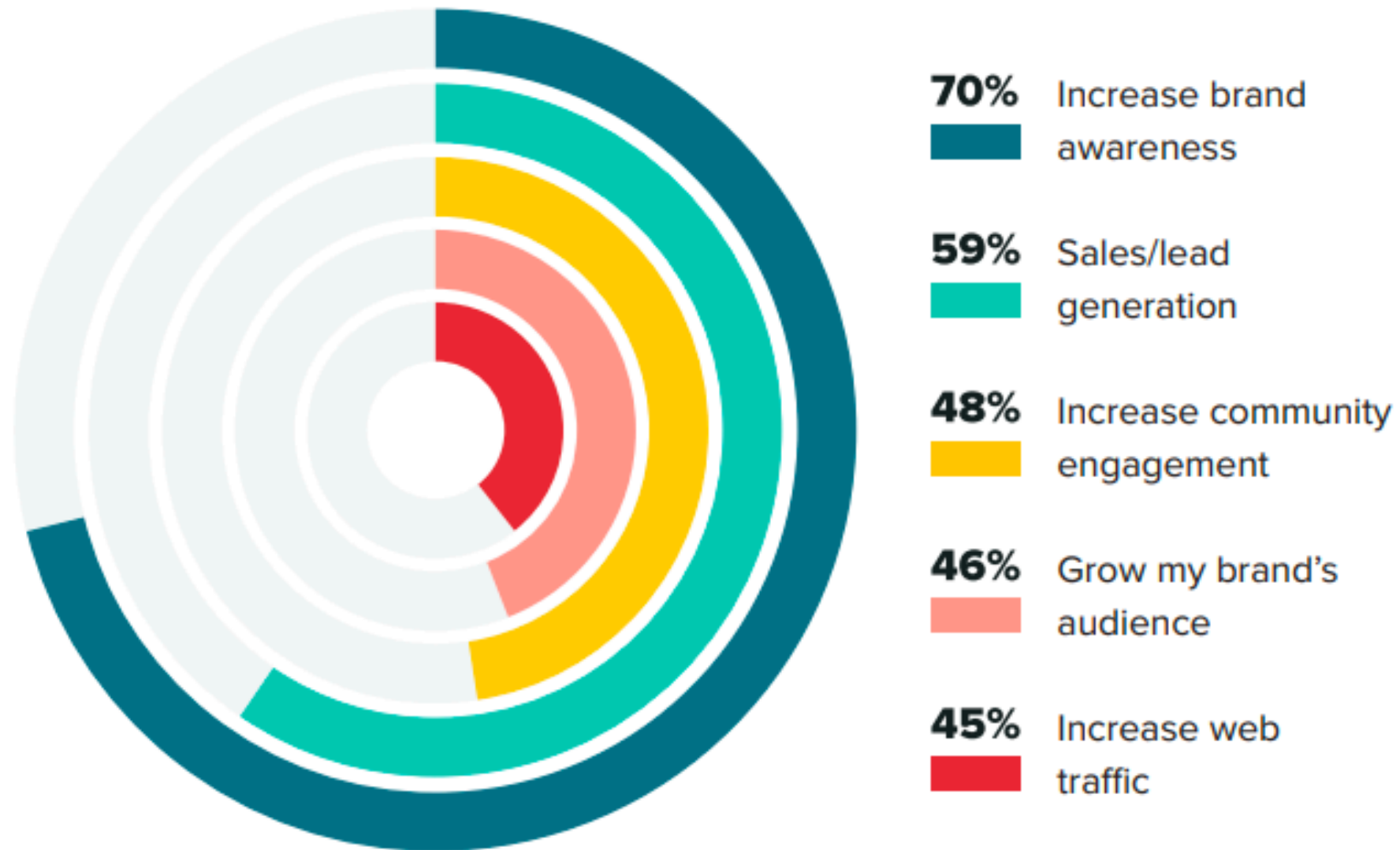


# Why consumers unfollow brands on social media



Things to Keep in Mind

## Social marketers' top goals for social



1.

## Establish Campaign Goals

- ▶ **Goals.**  
The first step to managing all social media is to set your brand goals.
- ▶ **Objectives.**  
Take some time to decide your objectives, and try to be as specific as you can. Once done, determine how you can measure those goals.

# Goals & Metrics

Business objective	Social media goal	Metric(s)
<b>Grow the brand</b>	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
<b>Turn customers into advocates</b>	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
<b>Drive leads and sales</b>	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
<b>Improve customer retention</b>	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.

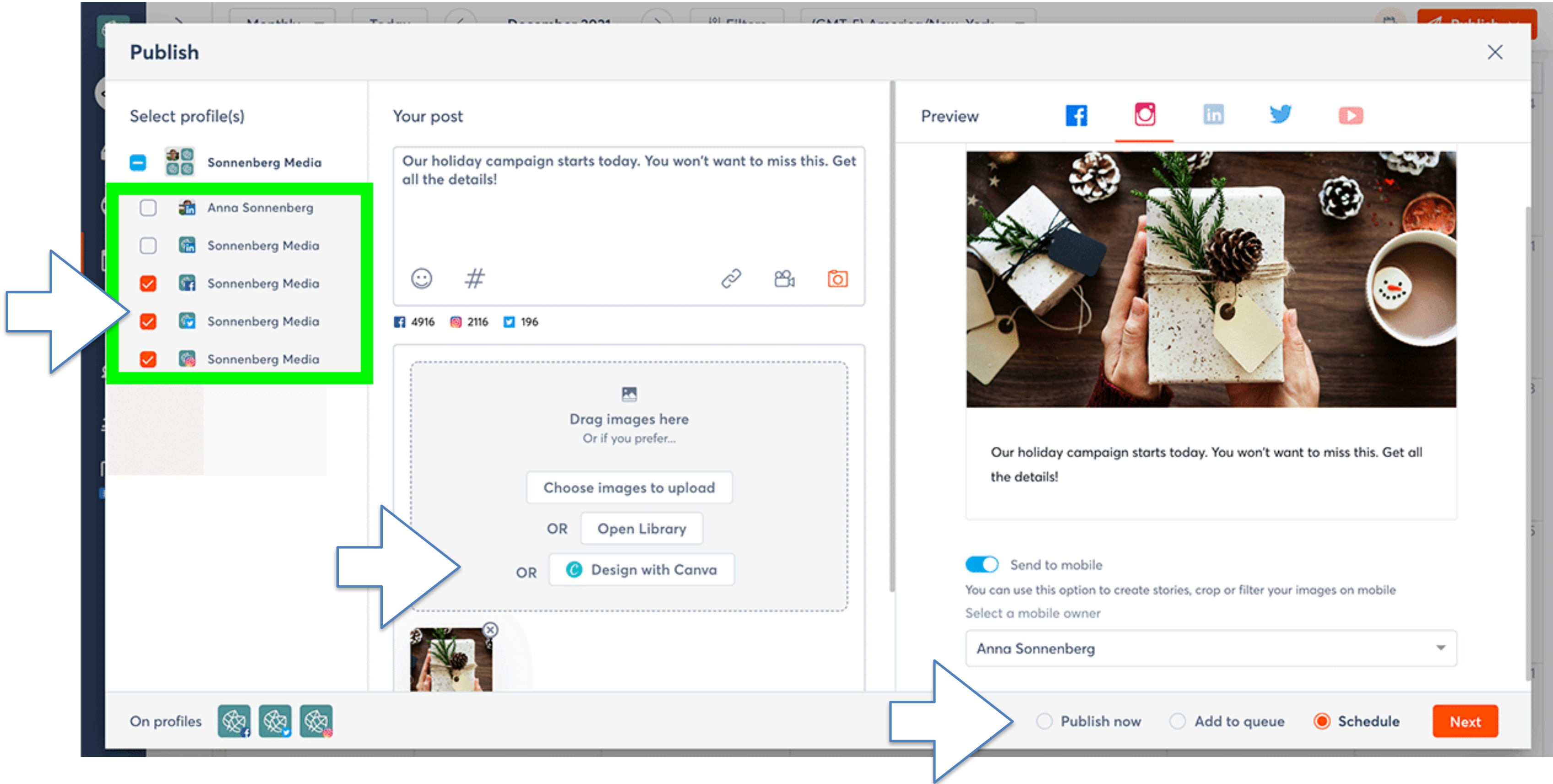
2.

## Social Media Tools

- ▶ Manage multiple accounts, track engagement, and analyze performance all in one place saving time and effort.
- ▶ When content is shared on various platforms simultaneously it helps to increase visibility and reach a larger audience



# Social Tool Example



**Publish**

Select profile(s)

- Sonnenberg Media
- Anna Sonnenberg
- Sonnenberg Media
- Sonnenberg Media
- Sonnenberg Media
- Sonnenberg Media

**Your post**




Our holiday campaign starts today. You won't want to miss this. Get all the details!

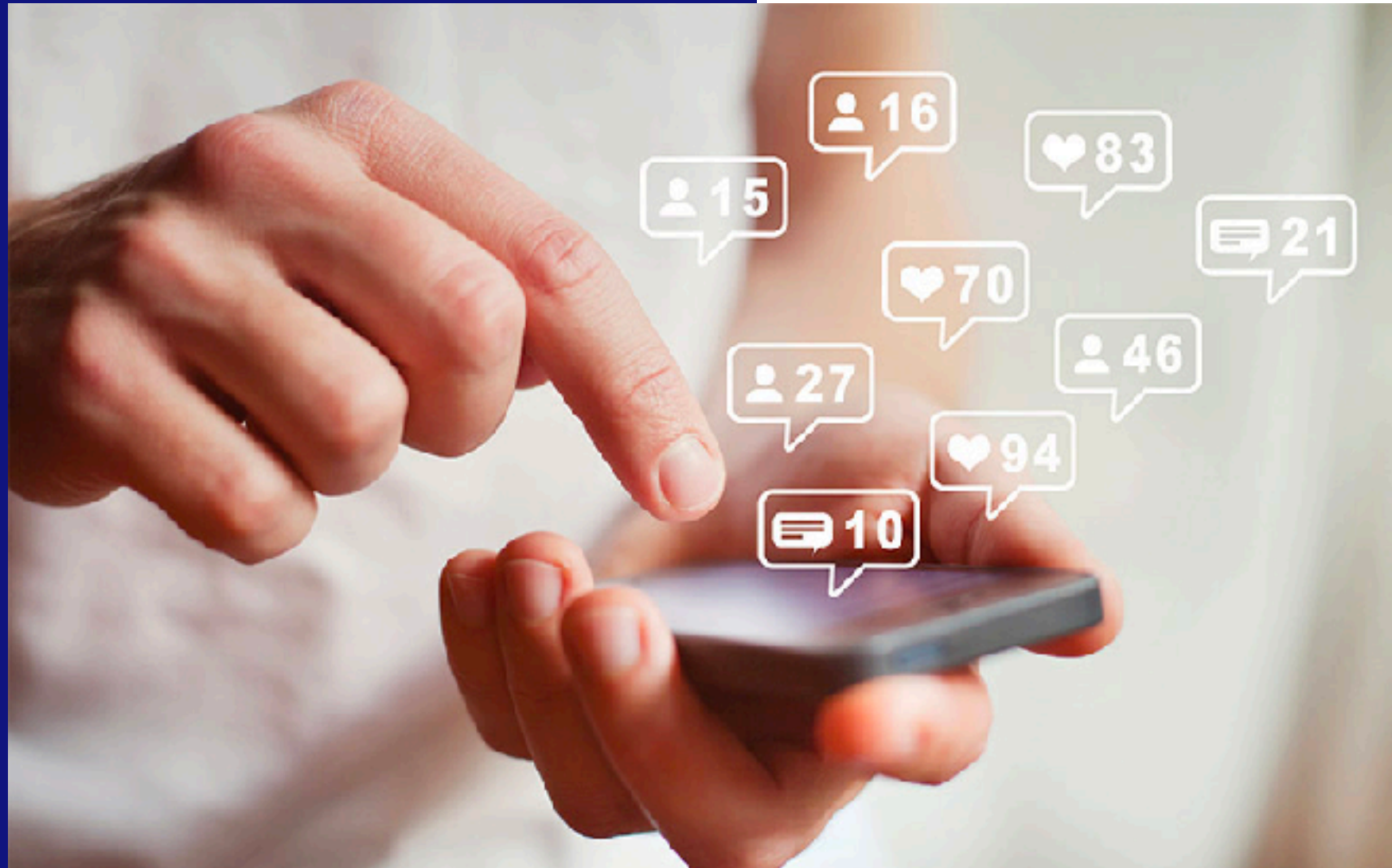
#

**Preview**

Send to mobile  
You can use this option to create stories, crop or filter your images on mobile  
Select a mobile owner  
Anna Sonnenberg

Publish now  Add to queue  Schedule **Next**

On profiles   



3.

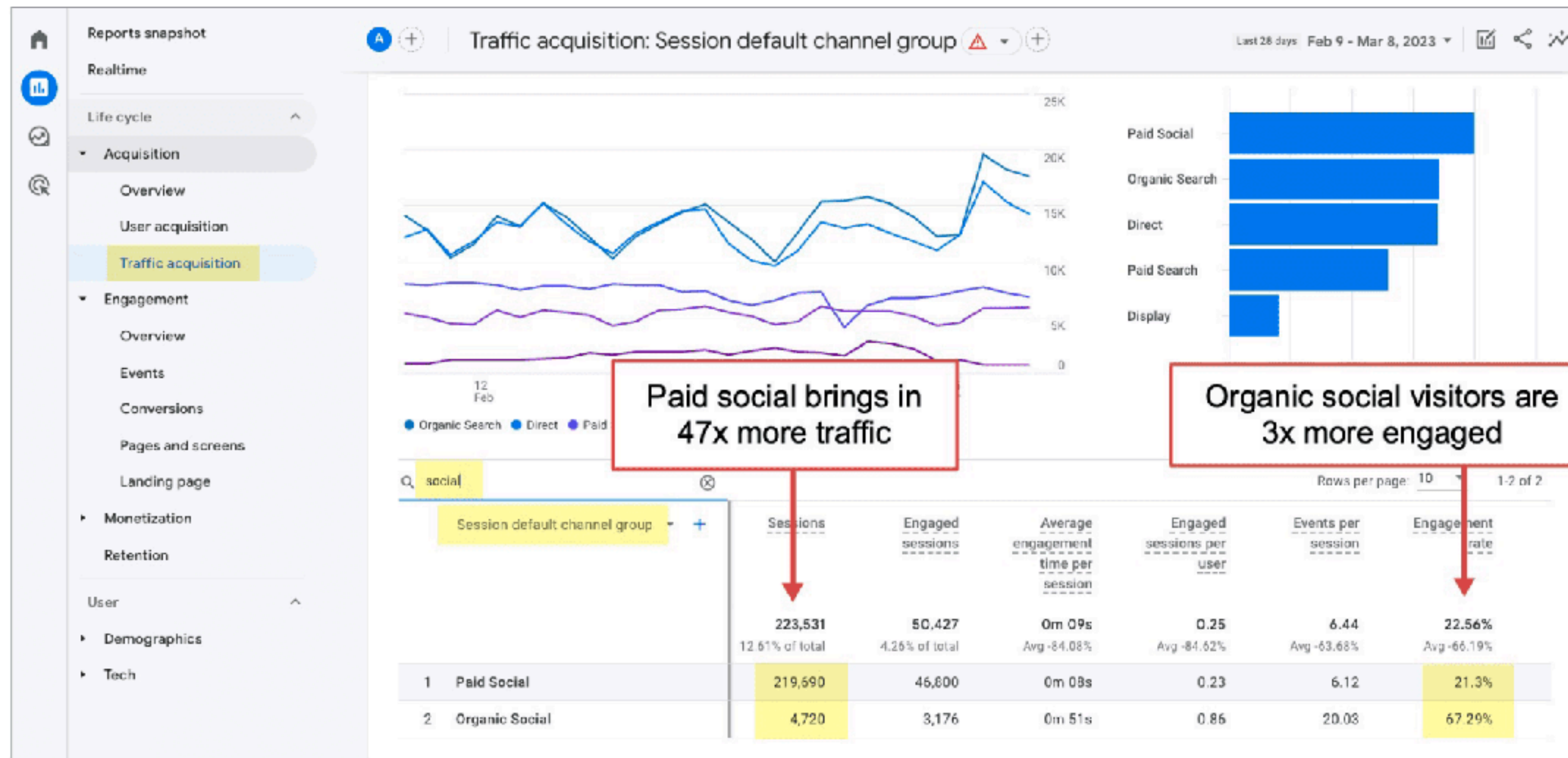
## Be Where Your Audience Is

- ▶ **Identify the major platforms** where your ideal customers or prospects are active. This will help you manage your time and create an effective campaign.
- ▶ **Use social listening** to stay up-to-date on emerging trends. Social listening allows you to uncover conversations about your brand, keep a pulse on industry trends and learn more about your audience in general.
- ▶ **Consider using pre-existing analytics.** You can even conduct some proactive research, a survey, and/or monitor online conversations to collect data.

# Google Analytics

- ▶ Using data, you can make data-driven decisions on which platforms to focus on most. It will also help you identify the type of content that will be beneficial to your audience.

GA4 Acquisition > Traffic acquisition report, set to "source" and filtered for social.



4.

## Set Up an Editorial Calendar

- ▶ Keep your social media presence organized.
- ▶ Maximize your content's reach.
- ▶ Use data to track progress and identify any weak points to strengths in your plan.

The screenshot shows a 'Social Media Calendar' interface with a table of content. The table is organized into two sections: 'Week 4' and 'Week 3'. Each section has a header row with columns for 'Owner', 'Publishing Date', 'Publishing Status', 'Post goals', 'Creative Format', and 'Files'. The 'Publishing Status' column uses color-coded cells to indicate the status of each post.

Week 4						
	Owner	Publishing Date	Publishing Status	Post goals	Creative Format	Files
Data Week		Jun 31	Ready Publish	Awareness	Carousel	
TikTok series / Ep 2		Jun 28	Ready to brief	Value	TikTok Series	
Test plan		Jun 21	Almost baked	Awareness	Video rookie	
Go Skateboarding Day		Jun 19	Ready Publish	Value	Images	

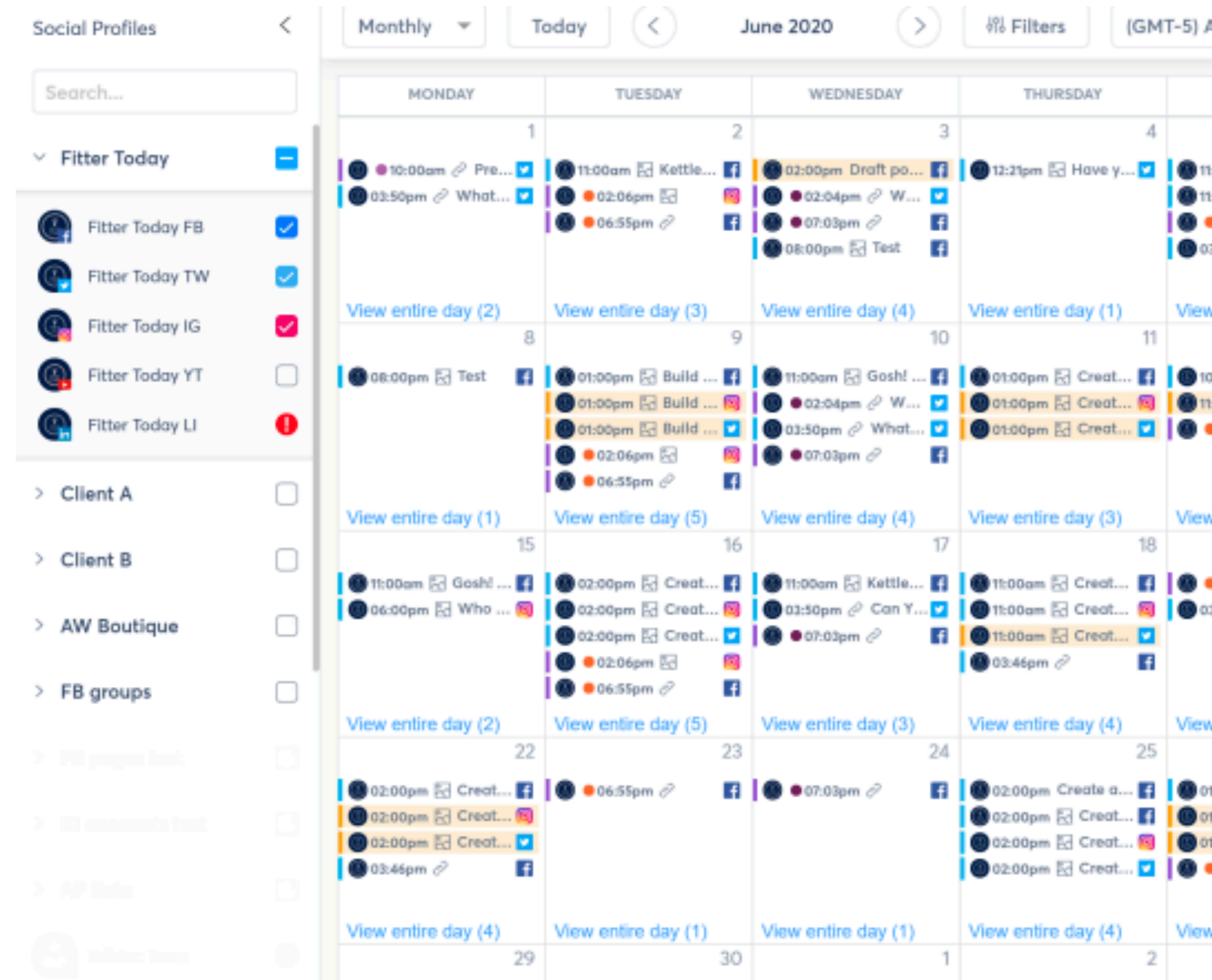
  

Week 3						
	Owner	Publishing Date	Publishing Status	Post goals	Creative Format	Files
Mental health at work		Jun 17	Almost baked	Value	Carousel	
World Productivity Day		Jun 14	In review	Value	Images	
Customer story		Jun 11	In review	Credibility	Video rookie	
New feature announcement		Jun 10	Ready Publish	Value	Carousel	

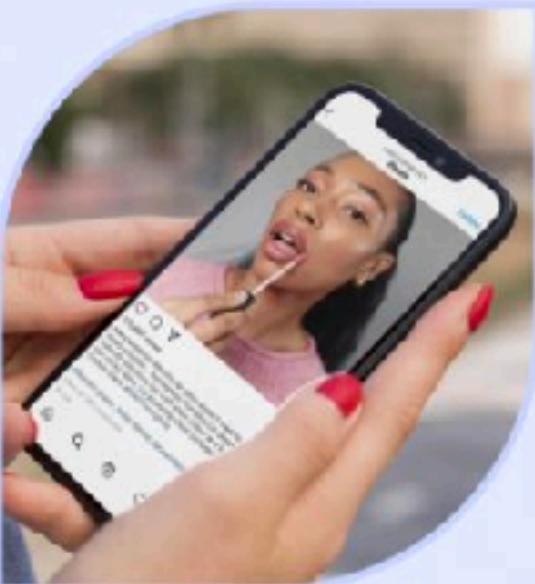


# Editorial Calendar Tips

- ▶ **Fine-tune** each of your posts for individual platforms without jumping between sites.
- ▶ **Schedule** your posts to maximize engagement, keeping you from constantly posting in real-time.
- ▶ **Avoid repetition**, and ensure each post or image gets the most reach as possible.



# UGC humanizes the brand on social media



UGC posts on social media have a 35% higher engagement rate than branded content.



45% of people will unfollow a brand on social media if it's too self-promoted.



51% of consumers are more likely to purchase from a brand if they share their photo or video on social media.

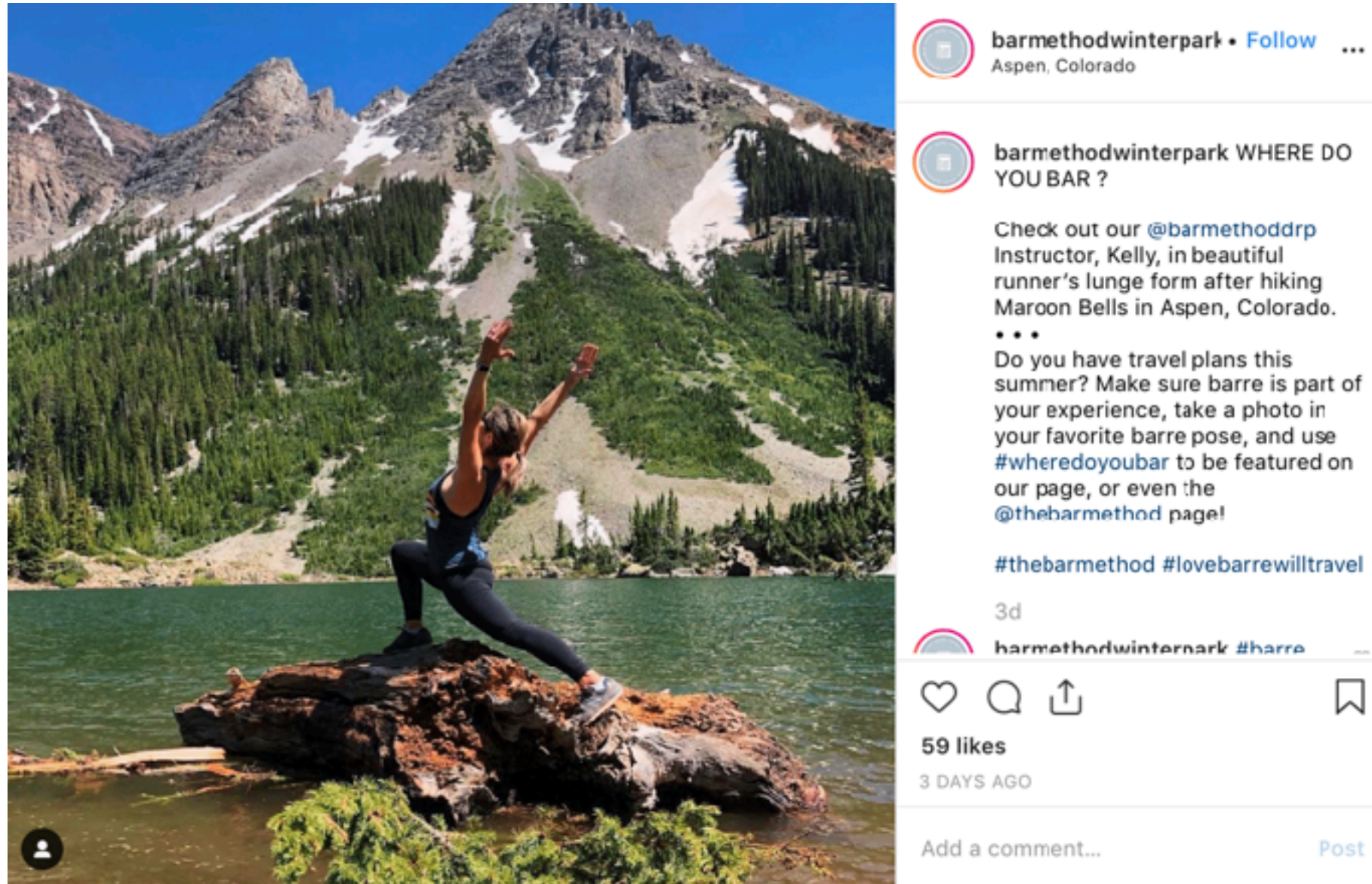
## 5.

# User-generated Content (UGC)

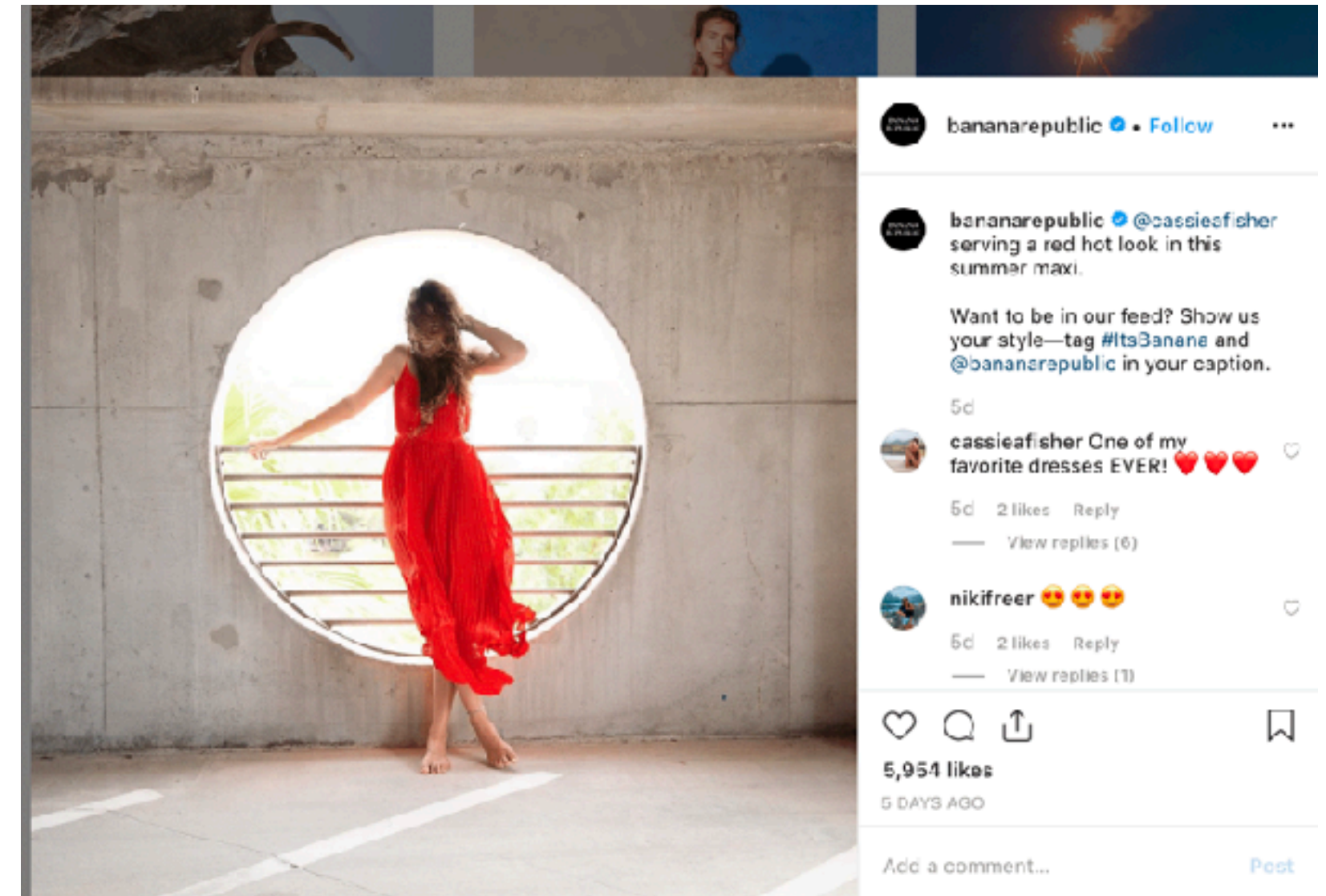
- ▶ **Highlighting** user-generated content is a great way to shout out your guests, while also supporting your social media content strategy.
- ▶ **Brand advocates** - UGC can be used to advocate for a business, and you can also feature content that relates to your brand's values or the lifestyle of your target audience.

# 5. UGC

Ask for content



Share often (don't forget to tag)

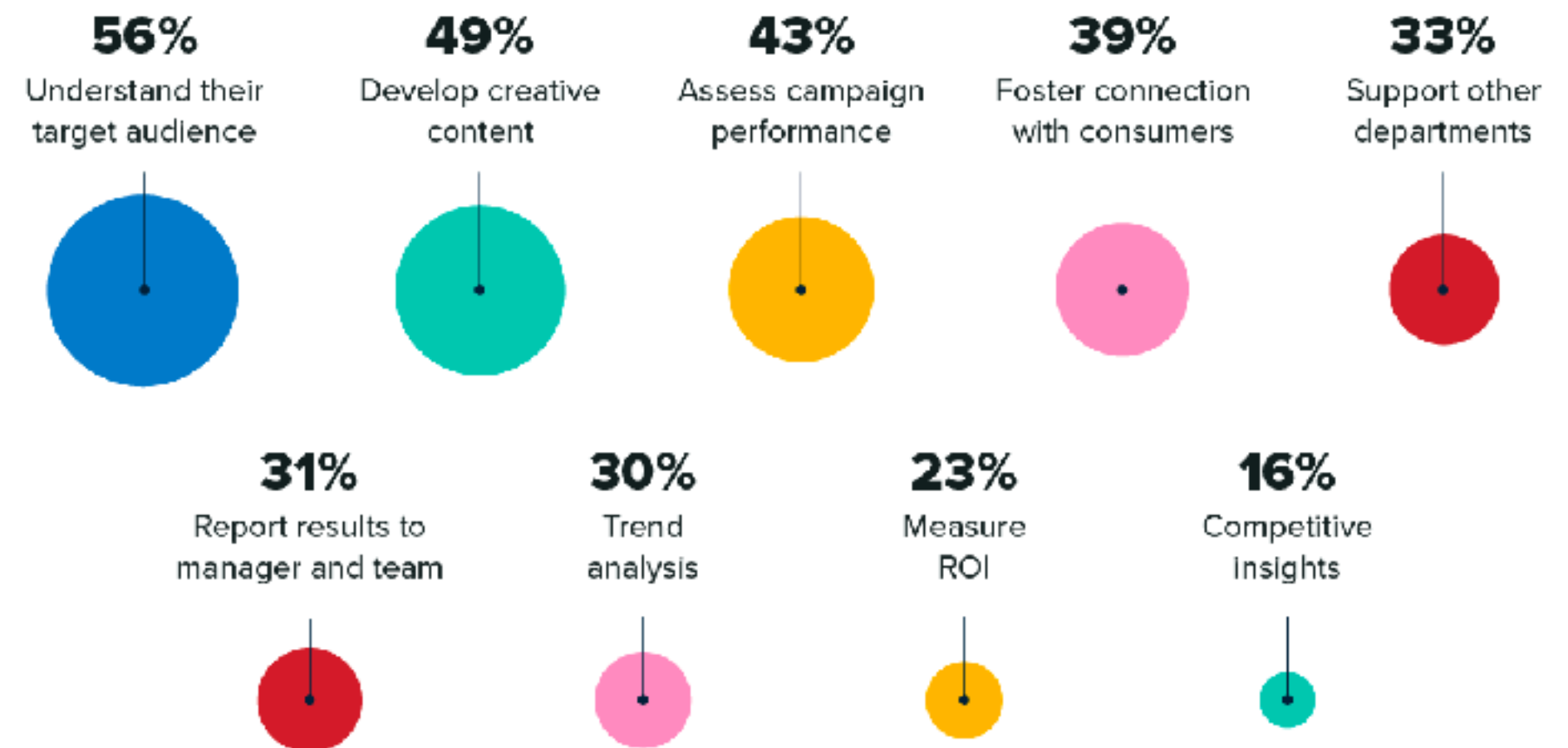


6.

## Marketing Analytics

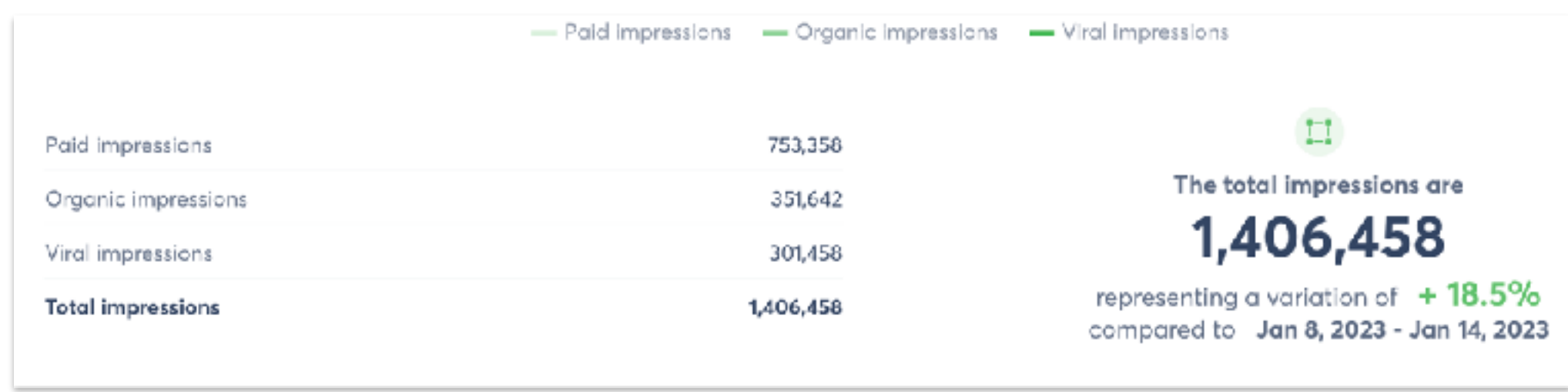
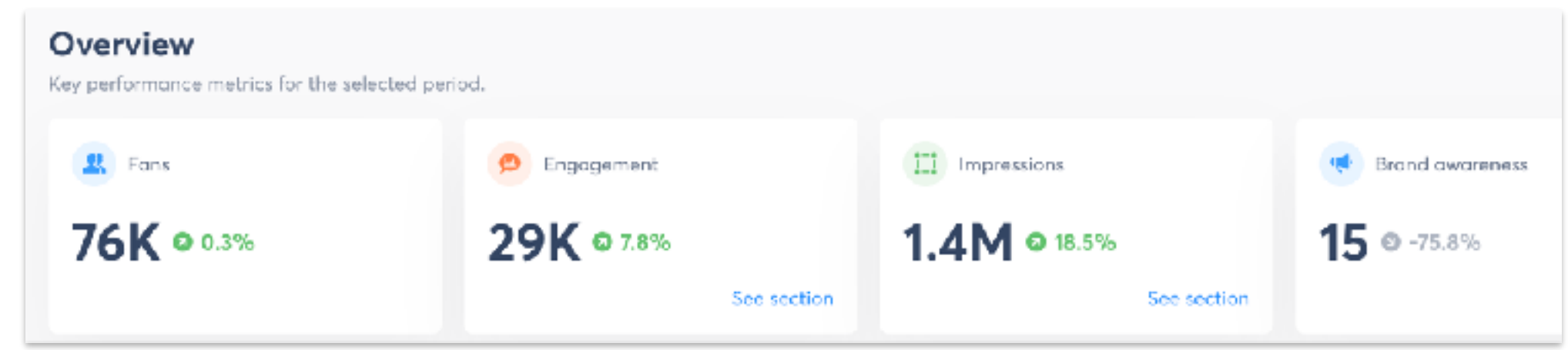
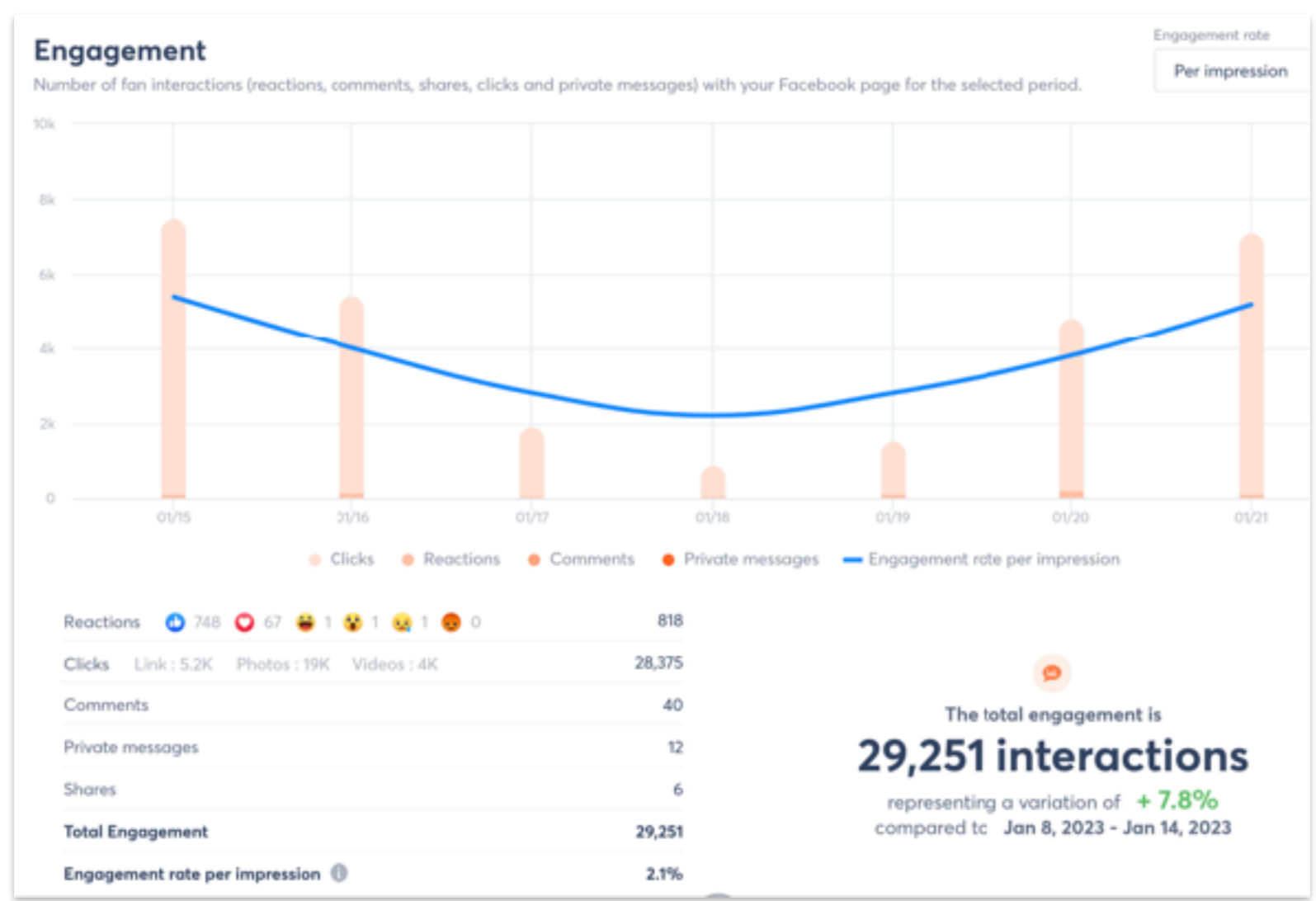
- ▶ Facebook, Instagram, X, YouTube, and TikTok offer analytics with stats on follower growth, engagement, most popular posts, and much more.
- ▶ Google Analytics and other website analytics tools show the sources of your website traffic. You can check both organic and social traffic to identify the platforms that work best for your business.
- ▶ Monitor, adapt, track, repeat. Social media is ever-changing, so your content and strategy will evolve throughout the year too.

### How marketers use social data



# 6. Reporting

- ▶ Social Media software can give you a big picture view of all your networks and effectiveness of organic and paid campaigns.





7.

## AI & Social Automation

▶ **Always on**

Using saved or canned replies facilitates customer care because they provide immediate solutions to common questions or problems any time of the day or night.


▶ **FAQ template**


Instead of posting or responding to every message provide a templated response to common questions or problem

# AI Support



- ▶ AI powered marketing tools help with tasks such as creating personalized content, optimizing your creative and predicting customer behavior.

### Writing Assistant









Choose from a variety of AI-powered tones and formats to create more attractive posts 

 **Promotional**

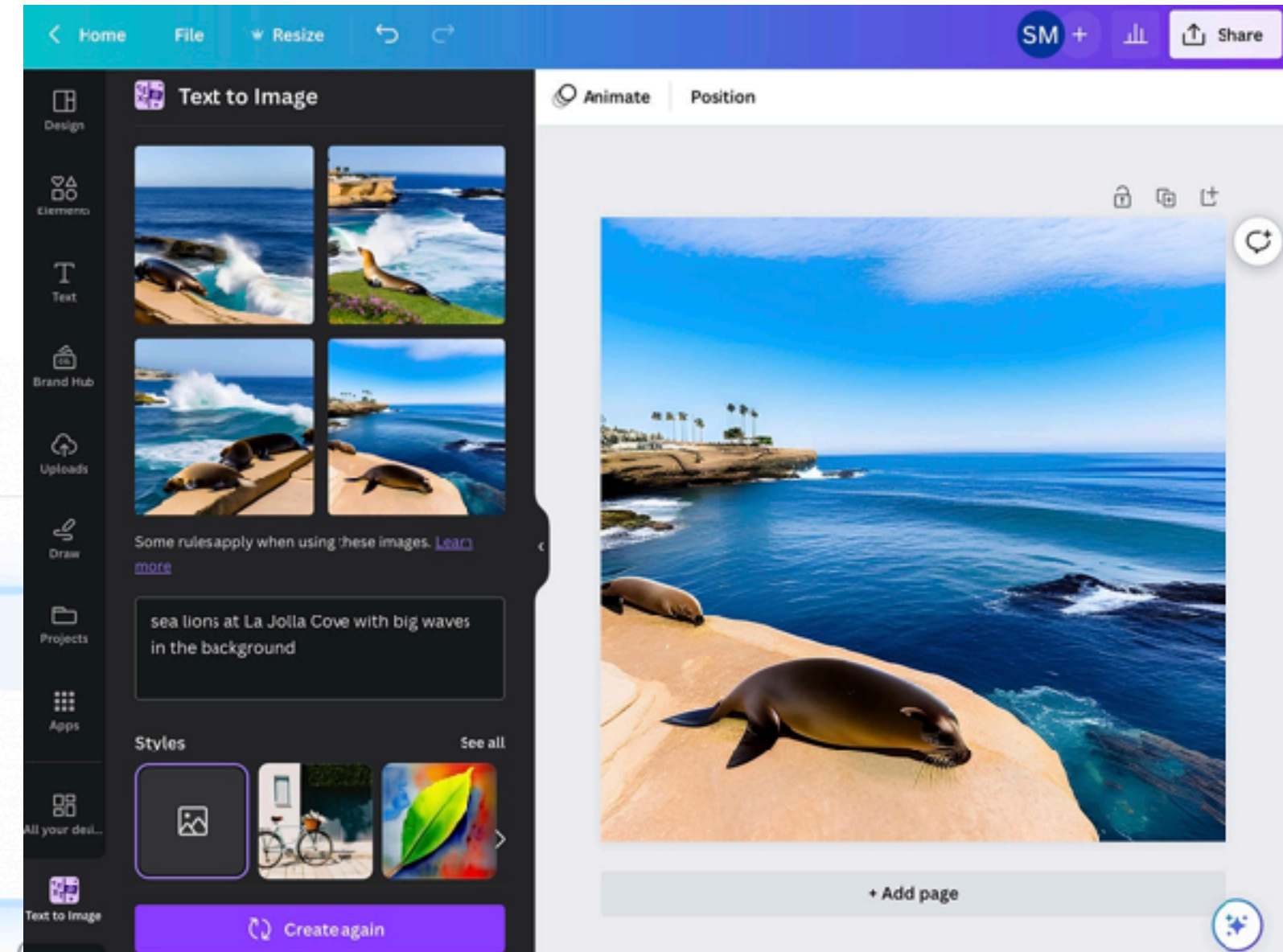
Discover Nike's groundbreaking lineup of yoga shoes! Enjoy optimal flexibility and comfort with every step you take. The perfect combination of form and function, Nike's yoga shoes will take your practice to the next level.




Are you satisfied with the result?  

**Tone**   **Format**

 No Tone    Funny    **Promotional**    Engaging    Assertive    Catchy    Inspirational    Shocking

Can't find what you're looking for? [Share your feedback here](#)   **Cancel**   **Send to Composer**



Home   File   Resize       SM +    Share

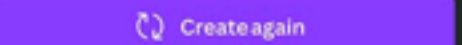
**Text to Image**   Animate   Position

Design   Elements   Text   Brand Hub   Uploads   Draw   Projects   Apps   All your dev...   Text to Image

Some rules apply when using these images. [Learn more](#)

sea lions at La Jolla Cove with big waves in the background

Styles   [See all](#)

 Create again

+ Add page

8.

## Revisit your Content

► **Repurpose**

Don't be afraid to recycle content strategically. Instead of constantly coming up with fresh, relevant ideas for every post, think about how you can repurpose your best content.

► **Performance**

If you reuse the content you know works, it could perform well on another network too.





# Recycle Examples

## Tweet about #WorldOceansDay



- ▶ Reshare on different networks by adjusting to those networks.

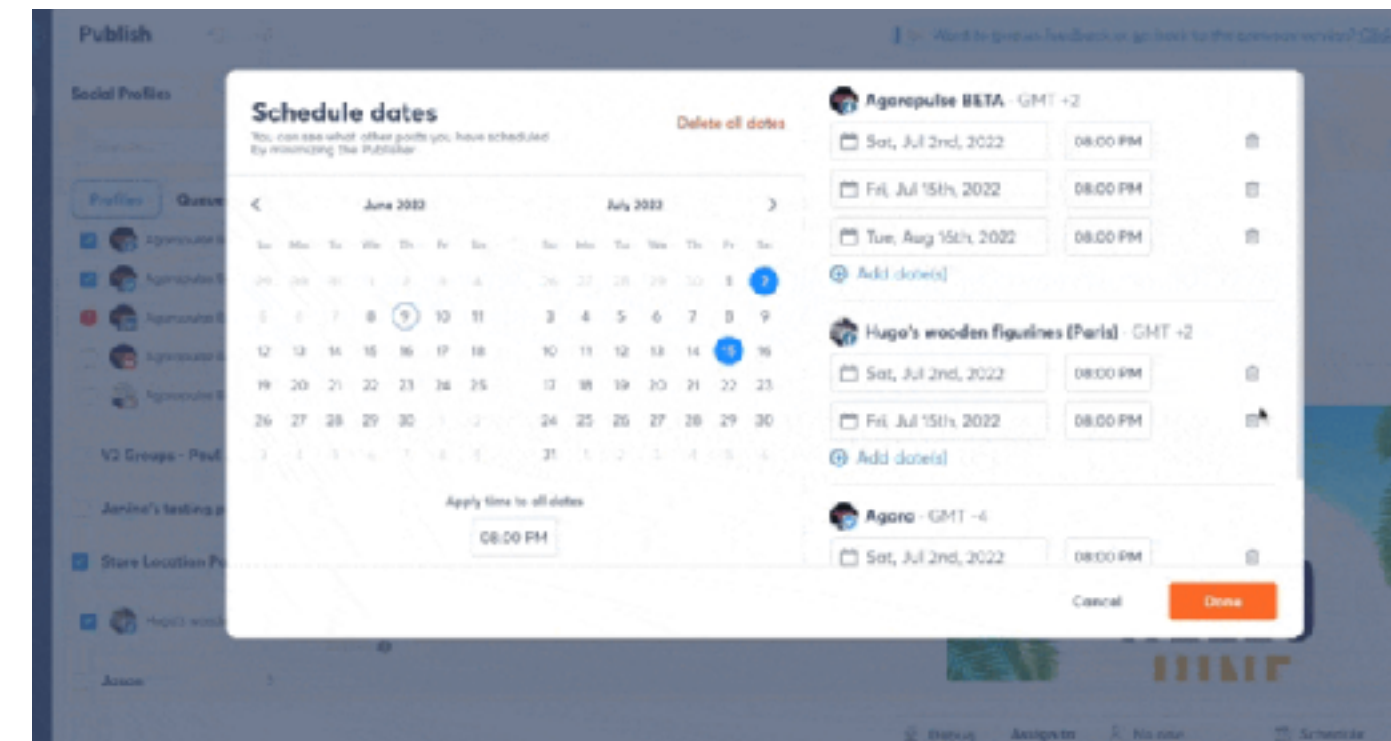
Instagram, they used the same image to talk about World Oceans Day, but instead, they promoted a Live that they would be hosting.



## Get creative with old images



## Repost at staggered posting times





## 9.

# When in Doubt, Use Visuals

- ▶ No matter what or where you post, visual content will always work best! If more followers are what you want, graphics and videos get more shares than text-based posts.
- ▶ Go to shots
  - ◆ A quick tour of your office, team photo, or videos
  - ◆ Photos of happy customers
  - ◆ Customer testimonials
  - ◆ Photos from a recent event
  - ◆ Behind-the-scenes photos/videos

10.

## Create a Routine

- ▶ Block off time on your calendar and dedicate it to specific tasks or projects.
- ▶ A classic to-do list is always effective—whether it's using a physical planner or an iOS app.
- ▶ Think about which tasks are similar so you can strike everything off your to-do list.


# NXT STEPS

## MANAGING

**1** **CHECK LATEST STATS**  What were the results of yesterday's activities?


**4** **SET DAILY GOALS**  What do you want to get done today?

**7** **CHECK YOUR COMPETITORS**  What are the competing brands up to?

**2** **CHECK MENTIONS & REPLIES**  Listen and interact with people talking to you

**5** **CHECK CONTENT SCHEDULE**  Is all the content ready to go live?

**8** **FOLLOW LATEST INDUSTRY TRENDS**  Are there any happenings in social media and your industry?

**3** **MONITOR YOUR BRAND MENTIONS**  Who's talking about you without tagging you?

**6** **CHECK MARKETING PLAN**  How will you get your content in front of more people?

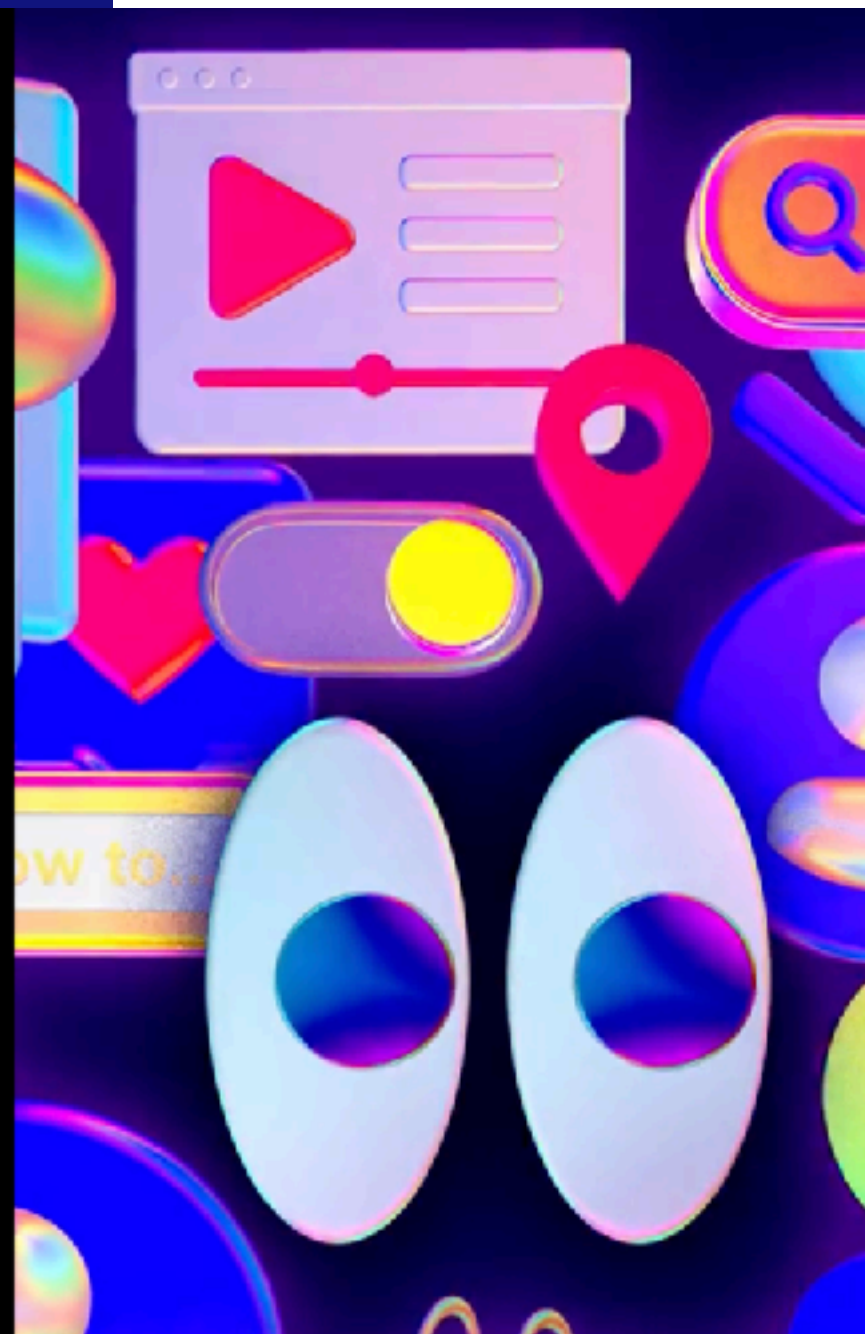
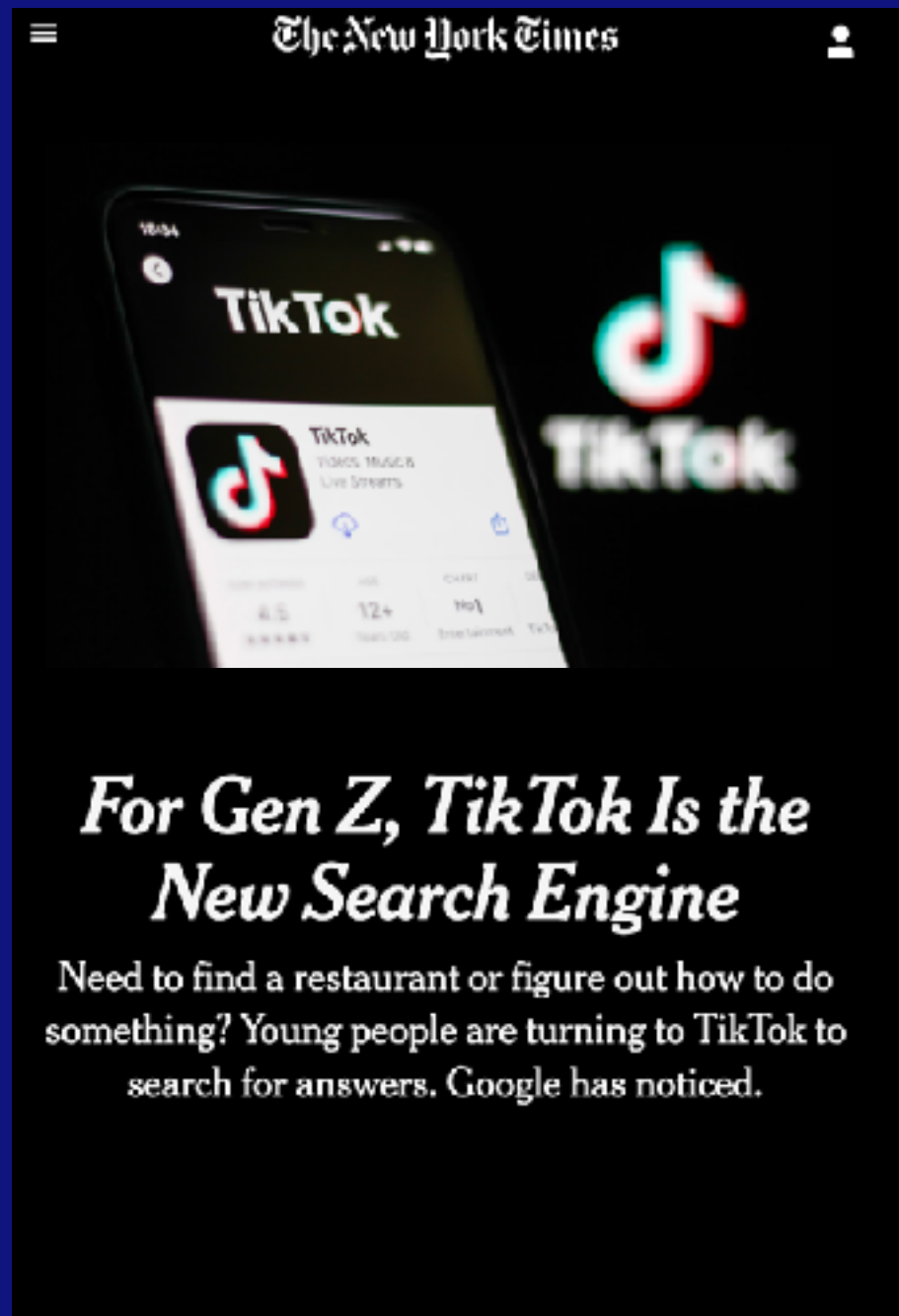
**9** **CREATE A FOCUSSED REPORT**  Let the executives know about your work and your achievements

HOW TO BUILD

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# SOCIAL CONTENT

in a Content-Fatigued World



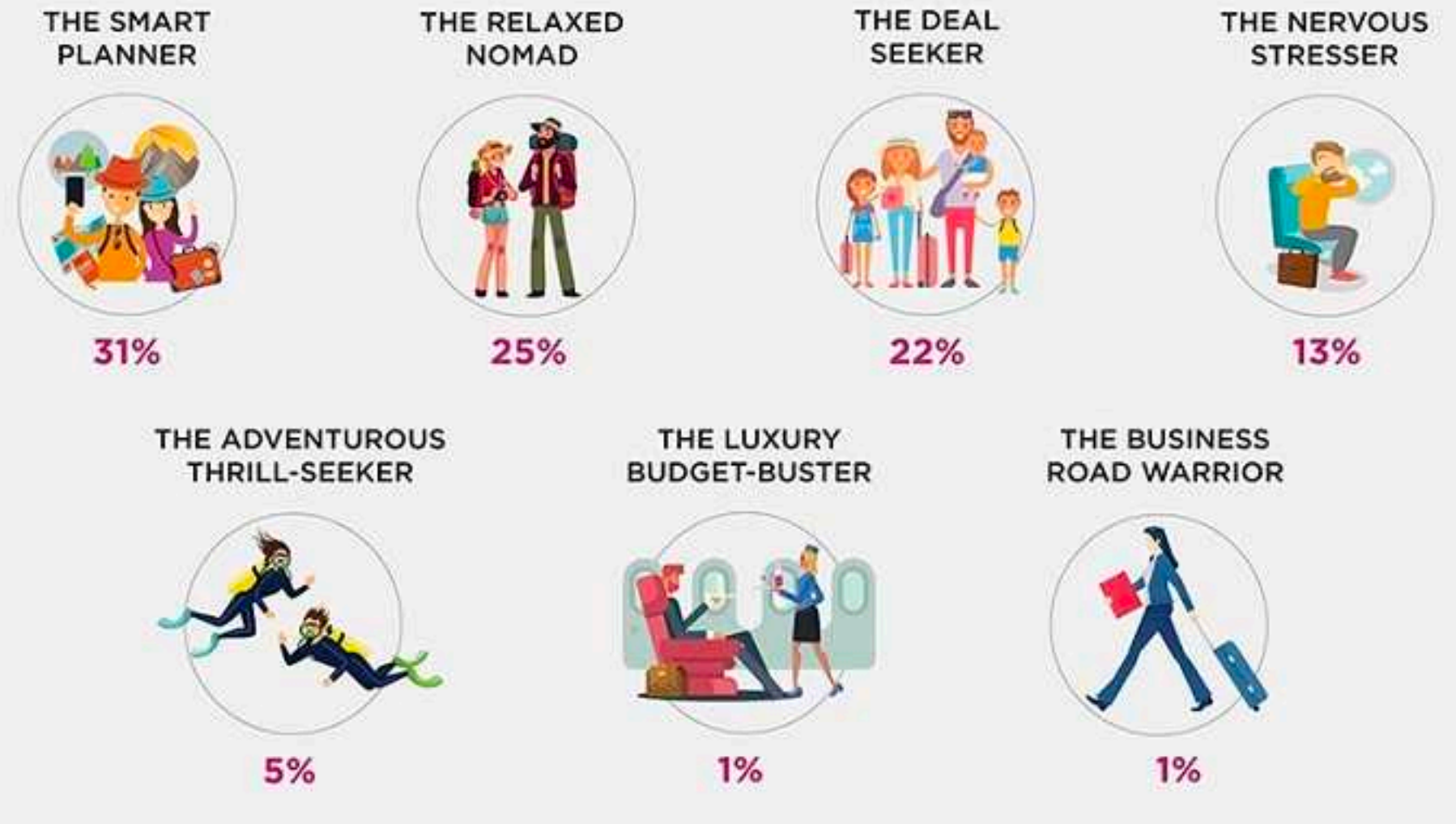
## Did you know?

### **TikTok is the search engine of choice for Gen Z.**

Google's reign as the king of search may be in jeopardy. Research has shown that Gen Z is increasingly using social as their primary search tool.

“Young people are turning to TikTok to search for answers,” reported the New York Times in September 2022, citing a Google study that revealed that **40% of users aged 18 to 24 turn to TikTok or Instagram when they need information.**

MEET OUR TRAVELERS




Female,  
College-age,  
athlete

**Target With:**  
Instagram Stories  
re: college sports games


**Best Time to Post:**  
4-7 PM PT



Female,  
20's-30's,  
active

**Target With:**  
Instagram feed posts  
w/ giveaways

**Best Time to Post:**  
9-12 PM PT



Female,  
40's-50's,  
active

**Target With:**  
Instagram feed posts  
w/ influencers

**Best Time to Post:**  
7-12 PM PT

1.

# Know your audience

Create guest personas.

- ▶ Who are you trying to reach with your content?
- ▶ What kind of content do they engage with?
- ▶ What are your target audience's interests?
- ▶ What kind of content do they like to consume?

Audiences are not static. They are always evolving.

2.

## Create visually appealing content

- ▶ Establish a color palette for your brand
- ▶ Choose eye-catching thumbnails for videos
- ▶ Understand image copyright
- ▶ Add your logo (where appropriate)
- ▶ Size images to spec
- ▶ Include alt-text description
- ▶ Be mindful of representation







3.

## Write engaging captions with relevant keywords

- ▶ **Be informative and engaging.** They should also be relevant to the image or video that you are posting.
- ▶ **The first sentence** is the most important! This is what the reader will see first and your goal is to capture their attention so they click “read more”.
- ▶ **Add a Call to Action.** Think about capturing the attention of your readers and directing your Instagram audience to your latest blog post, your Instagram stories, Instagram guides, or anything you would love them to read.
- ▶ **Use relevant keywords.** This will help people to find your content when they are searching for information on social media.

4.

## Use relevant hashtags

### ► Search

Hashtags are a great way to get your content seen by more people. When you use relevant hashtags, your content will show up in the search results for those hashtags.

### ► On Insta

Use hashtags beneath your caption. If you add hashtags within your caption, it reduces readability and you have a greater chance of losing the attention of your audience.





5.

## Be consistent

- ▶ **Post new content on a regular basis.** You must be consistent to help you successfully grow audience engagement and reach.
- ▶ **Be consistent,** you show your audience that you are always present and in touch with your brand, this gives your audience the feeling – that you will not let them down.
- ▶ **Think of your social media as a live PR update,** that helps keep your audience pretty much ‘in touch’ with your brand.

6.

## Be authentic

- ▶ **Be yourself** and let your personality shine through in your content. People can spot inauthentic content from a mile away.
- ▶ **Share behind-the-scenes photos and video** to give your audience a glimpse into your business. This is a great way to build relationships with your audience and show them the human side of your brand.





7.

## Be creative

- ▶ There are a lot of people creating content on social media, so it is important to be creative and stand out from the crowd.
- ▶ Try new things and experiment with different types of content to see what works best with your audience.
- ▶ Create engaging videos that are relevant to your target audience. Videos can be educational, entertaining, or inspiring.

8.

## Tell stories

- ▶ People love stories. When you tell stories in your content, you can connect with your audience on a deeper level.
- ▶ When creating content, keep the platform in mind and tailor your content accordingly.





9.

## Be helpful

- ▶ Share content that is helpful and informative to your audience.
- ▶ Share content that has been created by your customers. This could include photos, videos, or reviews. Sharing customer-generated content is a great way to show your followers that you value their feedback and that you are listening to them.

10.

## Be engaging

- ▶ Create informative and engaging content: Your content should be informative and engaging to your target audience.
- ▶ Social media is a two-way street. Respond to comments and questions, and participate in conversations.
- ▶ Ask questions, run contests, and host live events. This is a great way to engage with your audience and build relationships with them.







**AI MARKETING**

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**CONTENT  
GENERATION**

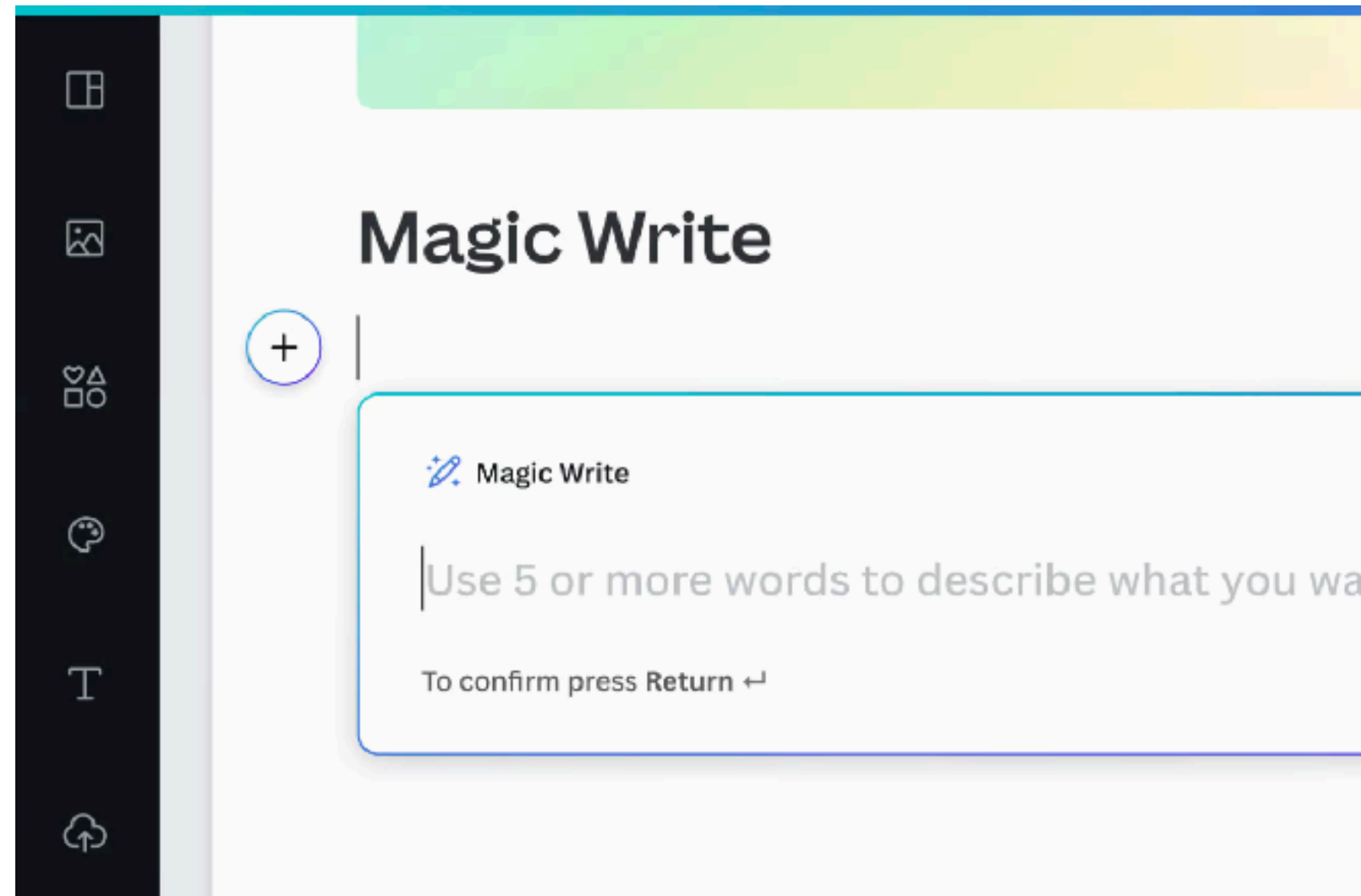
# AI CONTENT

## Introducing Magic Write

Go from idea to your first draft in seconds with Magic Write, our content generation tool powered by OpenAI. Use it to write anything from social media captions and profile bios to brainstorming and seeking inspiration for poems or letters with one simple prompt. Magic Write

## A whole new way to do docs

-  **Never start from scratch**  
Staring at a blank page can be daunting. Simply tell Magic Write what's on your mind, and it'll create the starting point for you. Type what you're looking for and move from an idea to editing in seconds.
-  **Built visually from the ground up**  
Canva Docs has been built with visuals at the forefront. It empowers you to create Design Blocks to focus your audience's attention. Use design blocks to make your design pop, then finish it off with the perfect AI-generated text.



# NXT STEPS

## CONTENT

There are a number of software tools that can help you create engaging social media content. Here are a few of the most popular:

▶ **Canva**

A user-friendly graphic design platform that offers a wide range of templates and tools for creating social media graphics.

▶ **Adobe Creative Cloud**

A suite of professional design software that includes Photoshop, Illustrator, and InDesign. These tools can be used to create high-quality social media graphics, videos, and other content.

▶ **Hootsuite**

A social media management platform that allows you to schedule and publish posts to multiple social media platforms from a single dashboard. It also offers analytics tools to help you track the performance of your social media campaigns.

▶ **Sprout Social**

A social media management platform that offers a variety of features, including scheduling and publishing posts, tracking performance, and engaging with followers.

▶ **InVideo**

A video creation platform that offers a variety of features, including video editing, animation, and templates.

▶ **Biteable**

A video creation platform that is specifically designed for creating short, engaging videos for social media.

HOW TO EXCEL AT

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**REVIEWS**



Google



1.

## Be Where Your Audience Is

- ▶ Identify the major platforms where your ideal customers or prospects are active. This will help you manage your time and create an effective campaign.
- ▶ Consider using pre-existing analytics. You can even conduct some proactive research, a survey, and/or monitor online conversations to collect data.
- ▶ Use social listening to stay up-to-date on emerging trends. Social listening allows you to uncover conversations about your brand, keep a pulse on industry trends and learn more about your audience in general.

2.

## Respond to All Reviews

- ▶ Both positive and negative. This shows customers that you care about their feedback and that you're committed to providing a good experience.
- ▶ Personalize your responses to reviews. Take the time to address each customer by name and to acknowledge their specific feedback.
- ▶ Be honest and transparent in your responses. If a customer has a negative review, don't try to make excuses or blame them. Instead, apologize for their experience and explain what you're doing to address the issue.





3.

## Support Tools

- ▶ By using a software solution to monitor and respond to reviews, businesses can improve their customer satisfaction and their online reputation.
  - ▶ Review monitoring: These solutions can monitor reviews from a variety of sources, including Google, Facebook, Yelp, and industry-specific review sites.
  - ▶ Review response management: These solutions make it easy for businesses to respond to reviews from a centralized location.
  - ▶ Review analytics: These solutions provide businesses with insights into their customer feedback, such as the most common topics mentioned in reviews and the sentiment of reviews.

► Review monitoring to enhance offerings and improve quality.





► Identify key trends

KEYWORDS



► Identify trends

## LESSONS

5.0 ★★★★★ Google

We've taken both the learn to ski lesson and the learn to snowboard lesson on two separate occasions. All of the instructors are super patient and friendly! We always have a blast here and will definitely be back!

January 22, 2023 | [Open review](#)

5.0 ★★★★★ Google

The first time here and my first time skiing, it's great for beginners. My husband and I took lessons, and the instructor was very nice and patient. The entire staff were very friendly and helpful. We will definitely be back.

## BOOTS

5.0 ★★★★★ Google

...On a 40° sunny Saturday the lines were never too long and moved quickly due to the helpful staff. Rentals were easy with the new self-service boot selection; rentals are what you would expect - nothing fancy but gets the job done....

January 19, 2023 | [Open review](#)

## STAFF

5.0 ★★★★★ Google

This place is a hidden gem. Staff and patrons are super nice and friendly. More options for runs compared to mountains. I have been coming here for years and it just keeps getting better. Went to slope a few weeks ago and the...

February 12, 2023 | [Open review](#)

## SPAM

5.0 ★★★★★ f

Some time ago a good friend of mine referred me to Mrs Elizabeth Bays who came for my rescue with her master class intelligence and strategies and helped me place a profitable trade and also recovered all my lost funds from those...

February 22, 2023 | [Open review](#)

5.0 ★★★★★ f

...of \$9,000 from an investment of \$1000 from this broker. I'm so excited and unreservedly express my gratitude to Mrs Elizabeth Bays who guided me through the investment course that yielded me \$9,000 profit in just a week. For...

## ► Sentiment Analysis

### KEYWORDS



SERVICE

1.0 ★★★★★ yelp

Such a disappointment. THIS PLACE IS A SCAM. We spent \$230 for 2 days plus spending money on our hotel and 5 hours in the car for the saddest ski "resort" ever. My friend and I are good skiers and usually do blue runs but it was impossible to ski...

February 18, 2023 | [Open review](#)

1.0 ★★★★★ Google

Such a disappointment. THIS PLACE IS A SCAM. We spent \$230 for 2 days plus spending money on our hotel and 5 hours in the car for the saddest ski "resort" ever. My friend and I are good skiers and usually do blue runs but it was impossible to ski...

1.0 ★★★★★ Google

Very unhappy with the customer service I have received here this trip. Some of the chair lift chairs had grease on them which in return ruined my brand new snowboarding pants. (Also happened to my friends jacket 2 years ago and no help then...

CROWDS

2.0 ★★★★★ TripAdvisor

...in my vehicle is a muddy mess - just from the parking lot. I'll be cleaning mud for gear and vehicles for hours. Conclusion: Facility is POORLY maintained and oversold. Location is convenient to . If you go, don't go on a weekend....

January 29, 2023 | [Open review](#)

1.0 ★★★★★ yelp

They way oversell and it's so crowded!!! A costly, miserable trip! I will not be back!

January 28, 2023 | [Open review](#)

1.0 ★★★★★ Facebook

It's overcrowded and they don't have enough help or seating. The lifts take forever because they oversell their lift tickets and there aren't any free seats or tables in their lodge because of the same reason. Considering how much we...

RENTALS

1.0 ★★★★★ yelp

...courtesy of verbally turning us down, just shook their heads. Very rude and unprofessional. Also, we quite literally had an employee in the boot rental area say to us that this resort is a scam. Safe to say we will not be going back....

February 18, 2023 | [Open review](#)

1.0 ★★★★★ Google

...even do us the courtesy of verbally turning us down, just shook their heads. Very rude and unprofessional. Also, we had an employee in the boot rental area say to us that this resort is a scam. Safe to say we will not be going back....

1.0 ★★★★★ Google

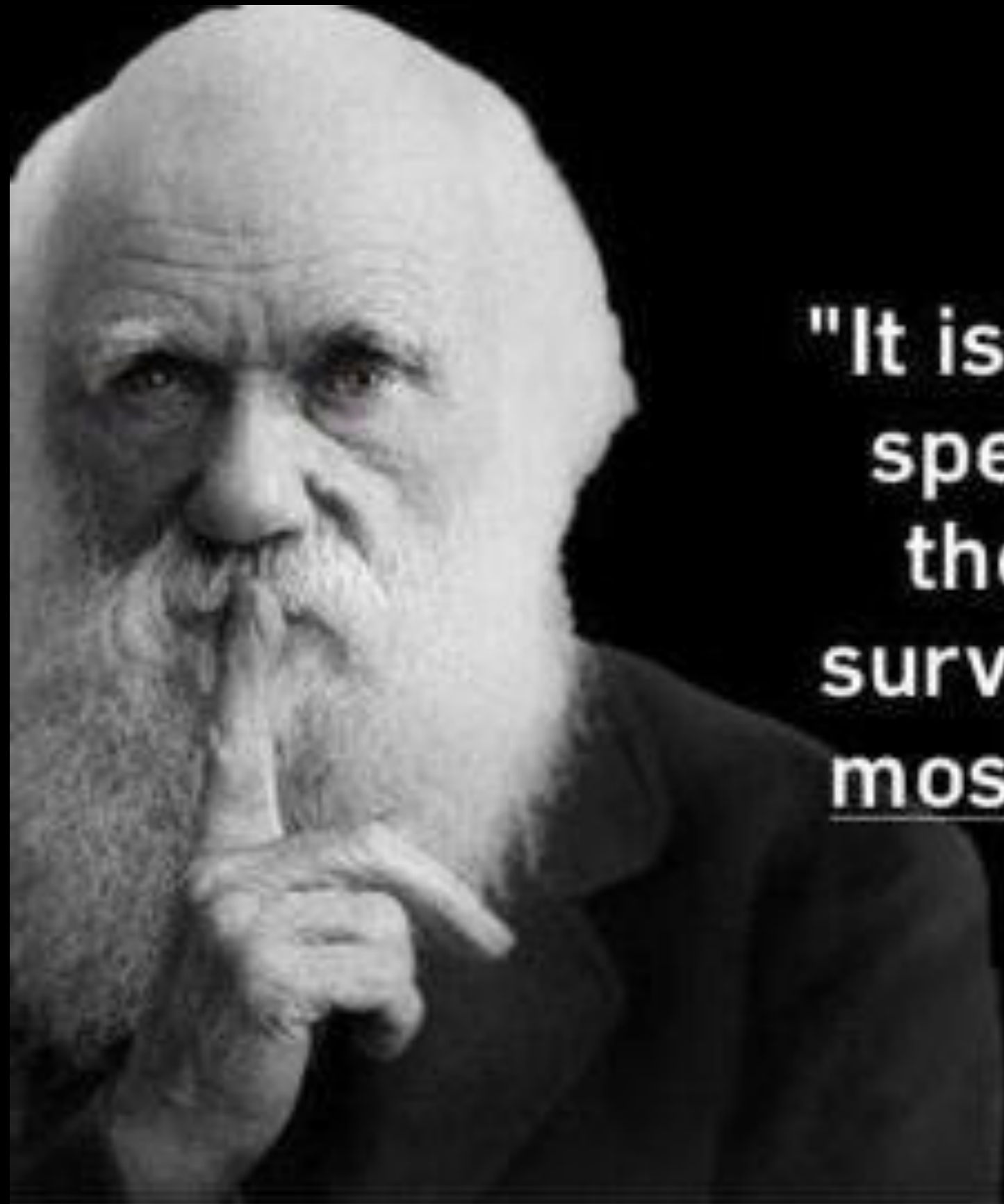
...that level. The slopes were very narrow and VERY ICEY. No powder whatsoever. Additionally, we witness many people getting injured and getting picked up by medics in the stretcher. Getting ski rentals and boots were a nightmare. This whole...

# NXT STEPS

## REVIEWS

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- ▶ **Identify key review sites** to focus on.
- ▶ **Claim your business** on your preferred review sites.
- ▶ **Create a review management strategy.** Here are some questions to consider when creating your strategy:
  - ▶ How often will you review each website?
  - ▶ What members of your team will review each website?
  - ▶ What reviews will you respond to?
  - ▶ Which reviews will you not respond to?
  - ▶ Will you check for new reviews and respond every day, twice per week, or once per week?
- ▶ **Learn to identify fake reviews** and request removal.
- ▶ **Leverage a review management software tool.**  
Yext, ReviewTrackers, Podium, Reputation, Birdseye



**"It is not the strongest of the species that survives; nor the most intelligent that survives. It is the one that is most adaptable to change."**

CHARLES DARWIN



## Changing Face of Social Media

**FOR A COPY VISIT [NXT.SKI](https://nxt.ski)**



**Still interested in the other 3 topics?**

No worries! Just join the webinar's on the first Friday's of Oct, Nov, and Dec at 11am.

**Visit [nxt.ski](https://nxt.ski) for details or to sign up.**