Constant Contact

You're Social, Now What

Making Social Media Work for You

BE A MARKETER

All it takes is ***Constant Contact®***

#BeaMarketer

Constant Contact

Welcome

Lorraine Ball

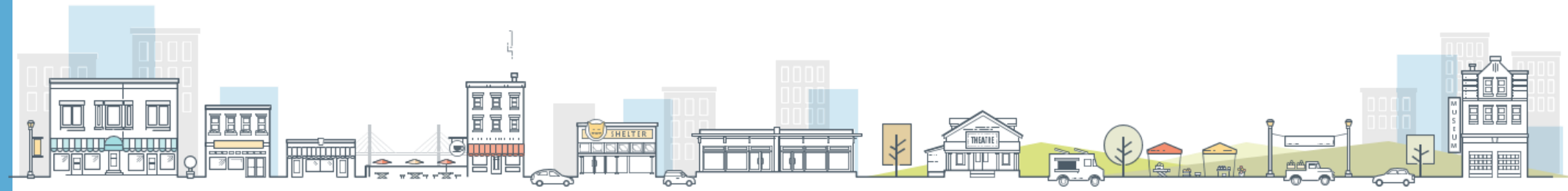
Owner, Roundpeg | www.roundpeg.biz

@lorraineball | Lorraine@roundpeg.biz

Questions during and after the event? Connect with us!

facebook.com/roundpegindy

@roundpeg



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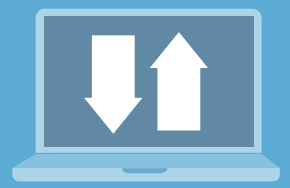
At its core, marketing is about getting results.

What kind of results?



Clicks / downloads

Visits to the office

Reservations / appointments

Calls

Revenue

Agenda

- Where to play
- How to create content
- How do I know if it's working?
- Etiquette
- Pay to play

Social Signals Count

Google

lorraine ball

Web | Images | Shopping | Videos | News | More | Search tools

About 10,100,000 results (0.45 seconds)

Meet Roundpeg | Indianapolis Marketing Strategy
www.roundpeg.biz/meet-roundpeg-indianapolis-marketing-strategy/
About Roundpeg. Lorraine was tired of the corporate grind, big waste, bad marketing campaigns and a one-size-fits-all approach to marketing. ... **Lorraine Ball**.

Marketing | Indianapolis | Web Design |Roundpeg |
www.roundpeg.biz/
Roundpeg is a full-service marketing firm located in Indianapolis, IN, providing you marketing strategy and implementation in plain English.

Lorraine Ball (@loraineball) | Twitter
https://twitter.com/**loraineball**
9548 tweets • 854 photos/videos • 1547 followers. "Apple automatically downloaded an apple watch app to my phone.?"

Lorraine Ball | LinkedIn
https://www.linkedin.com/in/roundpeg
Indianapolis, Indiana Area - Marketing Strategist
View **Lorraine Ball's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Lorraine Ball** discover inside ...

Everything Else from Lorraine Ball
www.**loraineball**.com/
Feb 7, 2015 - This blog is about everything else. It is about food, flowers, animals, travel, art, architecture and my home town of Indianapolis.

5 Questions: Lorraine Ball on how to run a small business
www.indystar.com/...**lorraine-ball**.../16916047/ The Indianapolis Star
Oct 11, 2014 - **Lorraine Ball** is the founder and owner of Roundpeg, an Indianapolis digital marketing company. Ball understands the challenges of running a ...

Lorraine Ball | Facebook
https://www.facebook.com/roundpeg
Lorraine Ball is on Facebook. Join Facebook to connect with **Lorraine Ball** and others you may know. Facebook gives people the power to share and makes the.

Google

roundpeg

Web | Shopping | News | Maps | Images | More | Search tools

About 277,000 results (0.44 seconds)

Marketing | Indianapolis | Web Design |Roundpeg |
www.**roundpeg**.biz/
Roundpeg is a full-service marketing firm located in Indianapolis, IN, providing you marketing strategy and implementation in plain English.
Meet Your Team - What We Do - Careers - Blog

Meet Roundpeg | Indianapolis Marketing Strategy
www.**roundpeg**.biz/meet-**roundpeg**-indianapolis-marketing-strategy/
Roundpeg, an Indianapolis marketing strategy firm, offers web design, graphic design, social media and PR services to small businesses.

Print Samples | Indianapolis | Graphic Design | Roundpeg
www.**roundpeg**.biz/print-samples/
A great print piece can still move your clients to act and buy. Check out some samples of print design work from **Roundpeg**, an Indianapolis graphic design firm.

Indianapolis Small Business Resources - Roundpeg
www.**roundpeg**.biz/resource/
Roundpeg | Indianapolis | Web Design | Social Media | Marketing · Home; The Team. Meet Your Team · Careers · Marketing Intern Wanted · Production Art ...

Roundpeg (@roundpeg) | Twitter
https://twitter.com/**roundpeg**
36.7K tweets • 460 photos/videos • 7763 followers. Check out the latest Tweets from **Roundpeg** (@**roundpeg**)

Adobe & Web Software Training Courses ... - San ...
www.**roundpeg**.com/
... 500 | Newport Beach, CA 92660. **roundpeg** Training phone 562.230.7266; **roundpeg** Training request a quote Request a quote; **roundpeg** Training Contact us ...

Roundpeg | LinkedIn
https://www.linkedin.com/company/**roundpeg** LinkedIn
Learn about working at **Roundpeg**. Join LinkedIn today for free. See who you know at **Roundpeg**, leverage your professional network, and get hired.

Facebook
What you need to know

Constant Contact®

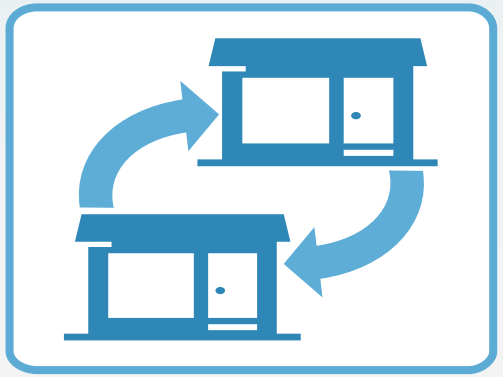
Is it right for my business?

89%
use Facebook

B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

81%
use Facebook



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

91%
use Facebook

Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

Facebook basics

Low volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

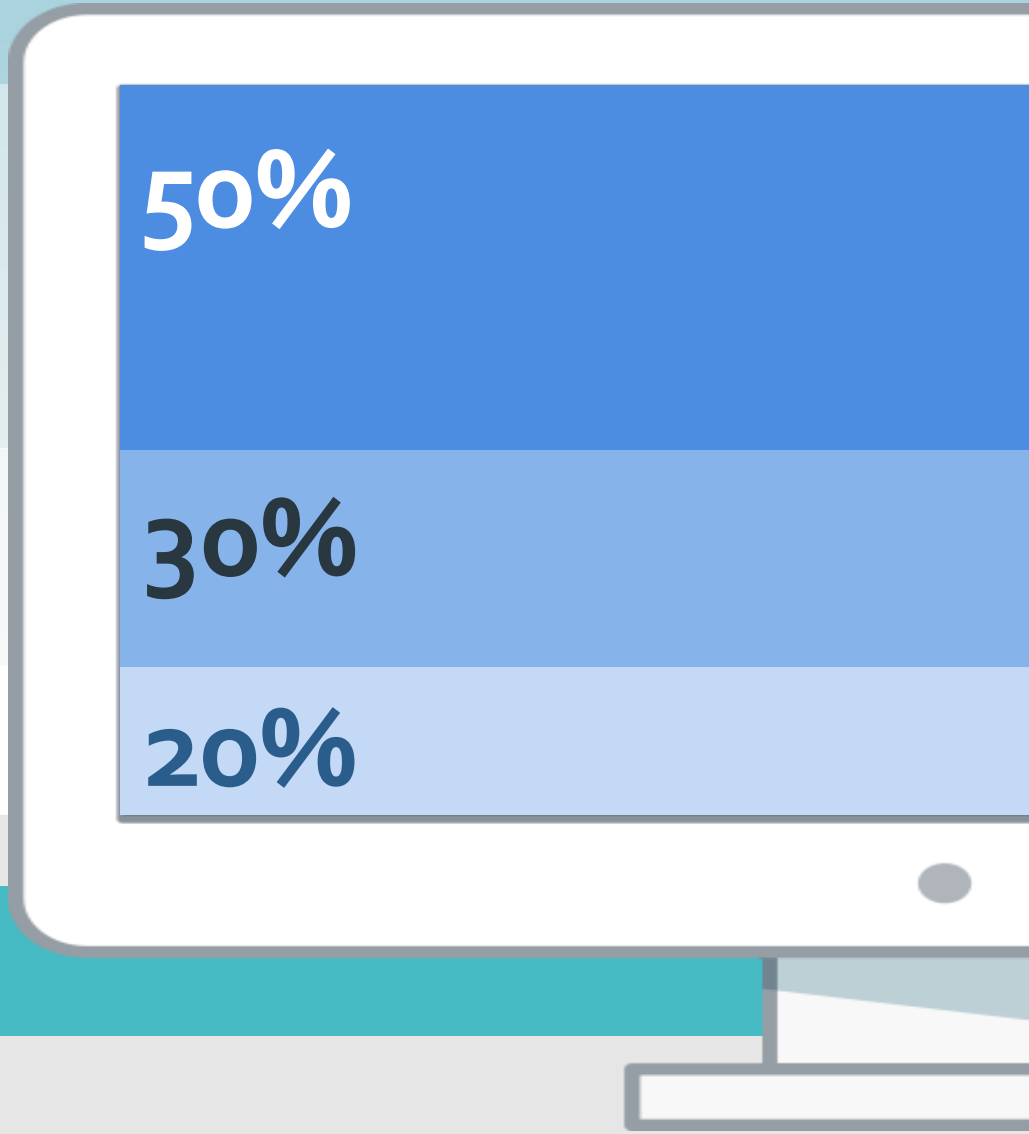
Quality vs. quantity

Content best practices

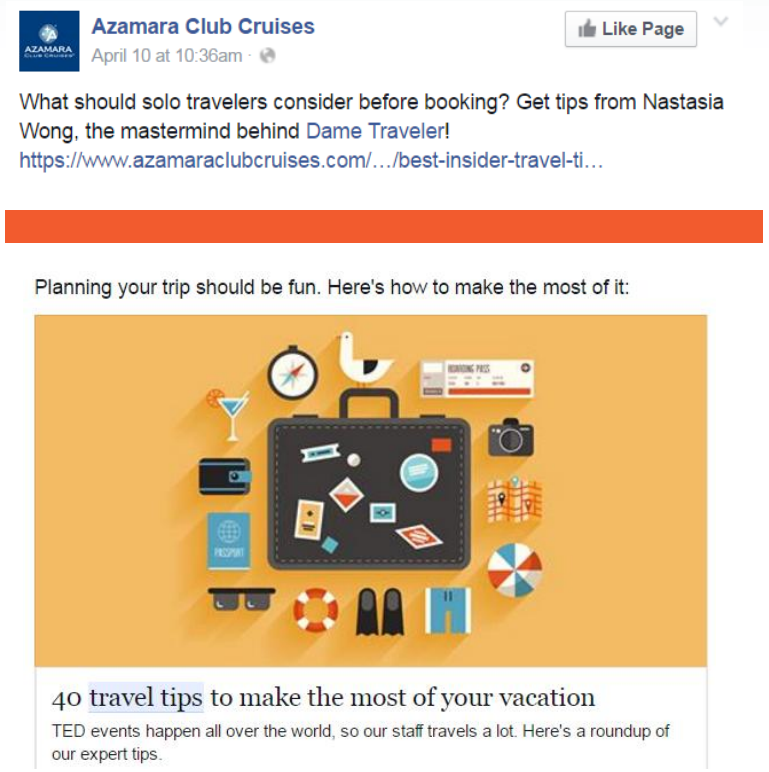
Get likes, shares, comments
Entertain, invite conversation, ask questions, images & video

Be useful & informative
Travel tips, hints + tips, curate content

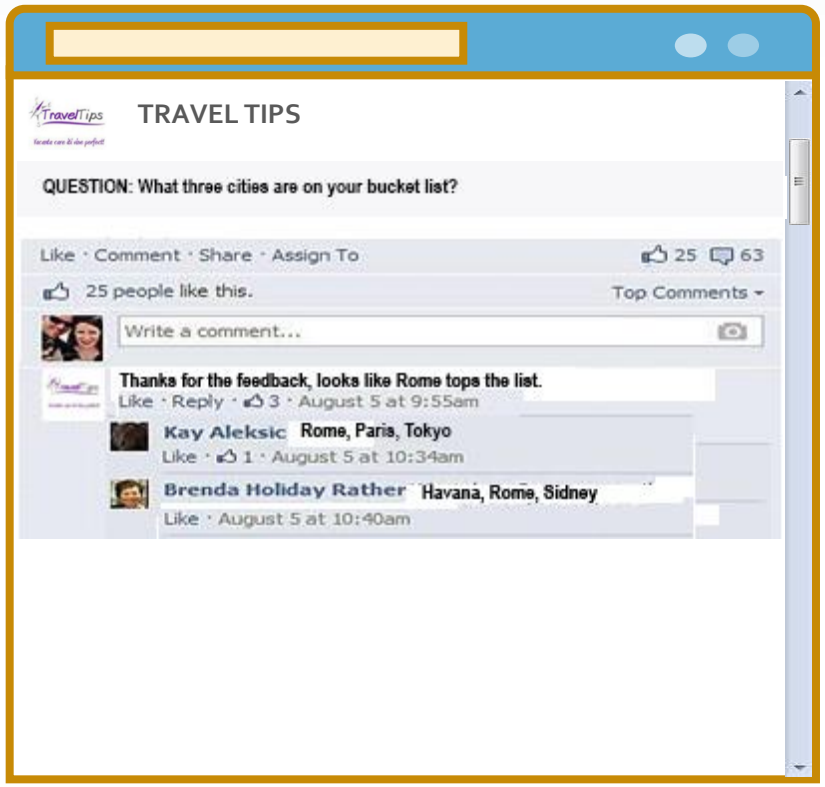
About your business
Calls to action. Learn More.



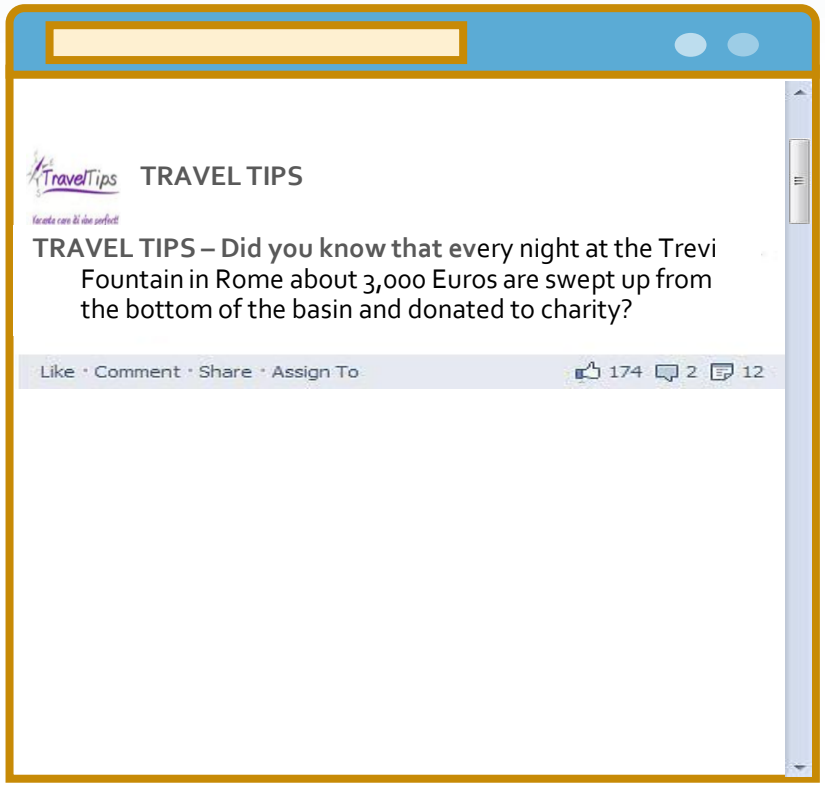
Content types: Text updates



Travel Tips

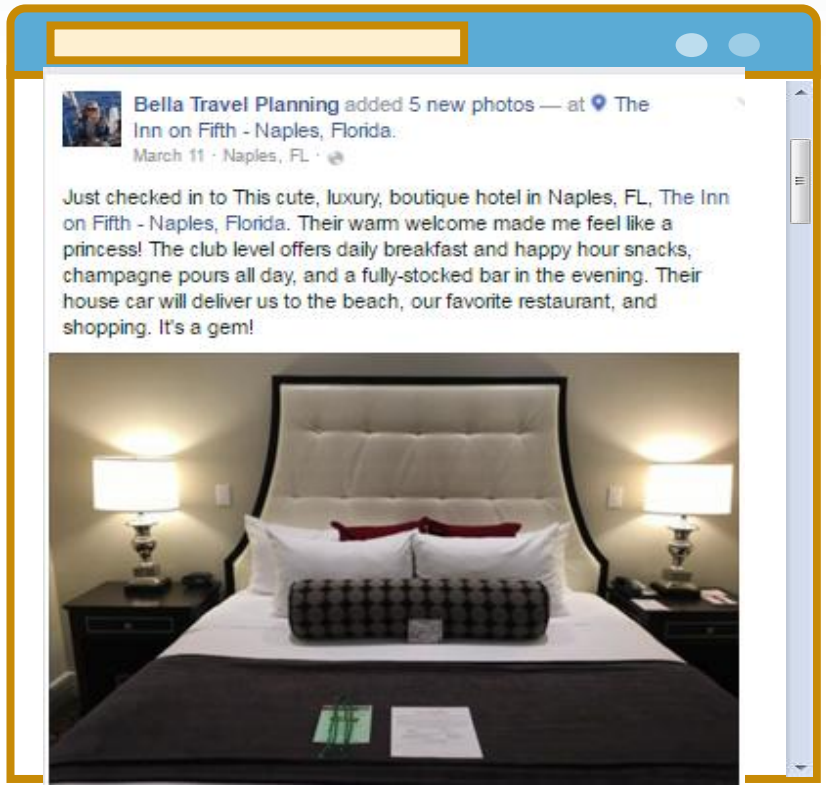


Question



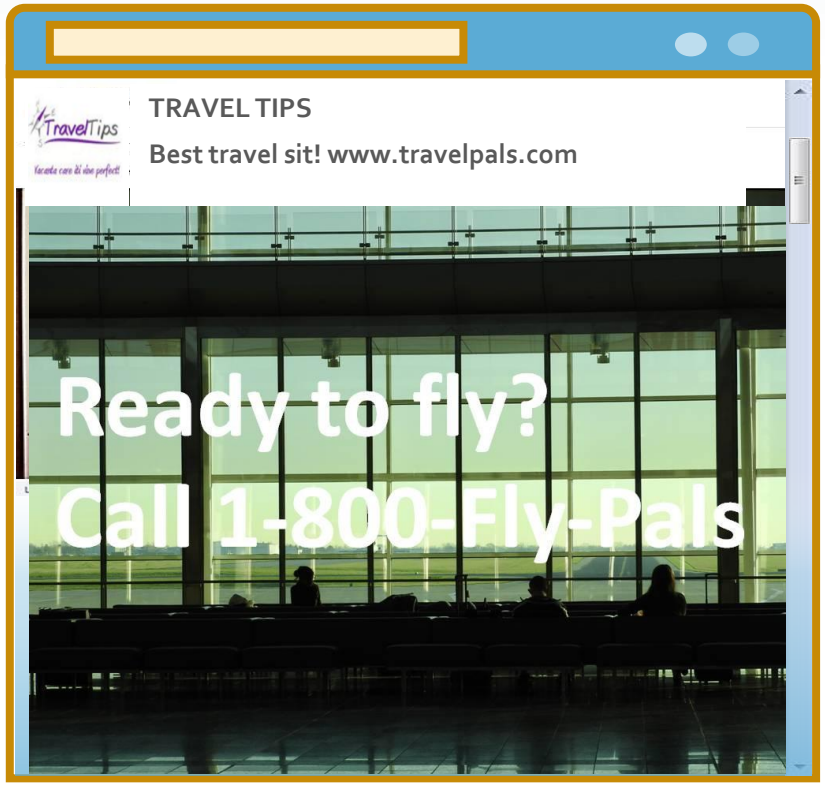
Fun fact or tip

Content types: Visual



Photos

Videos



Digital Content

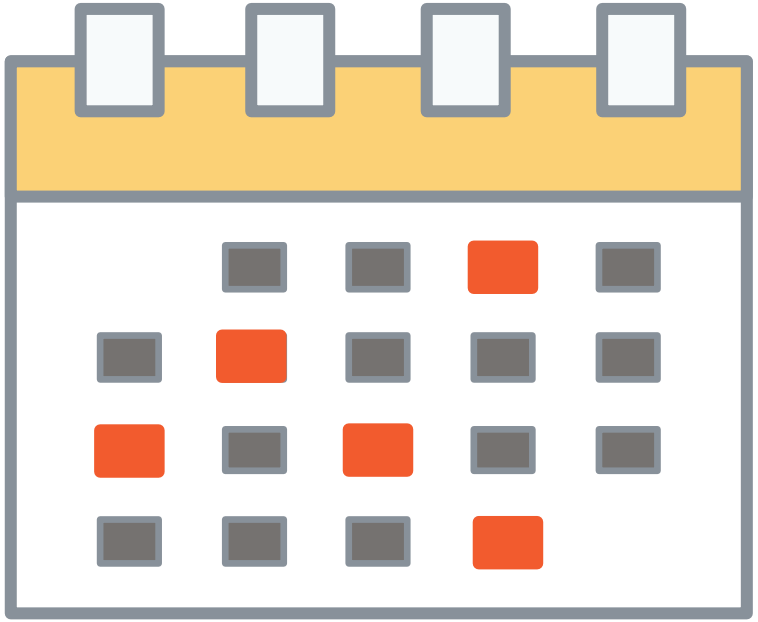
Facebook content exercise

50% Get likes, shares, comments	30% Be useful & informative	20% About your business
Entertain, invite conversation, ask questions, images & video	Industry info, hints & tips, curate content	Calls to action, not "buy now"

1. **50%** Fill-in-the-blank: _____
2. **50%** Question: _____
3. **50%** Photos: _____
4. **30%** Tip, stat or fact: _____
5. **30%** Link to a blog post: _____
6. **20%** Sale, event or product/service info: _____

Create an editorial calendar

- Plan weekly
  - Schedule next week
- Be flexible
  - Leave 1 or 2 posts open for “in the moment content”

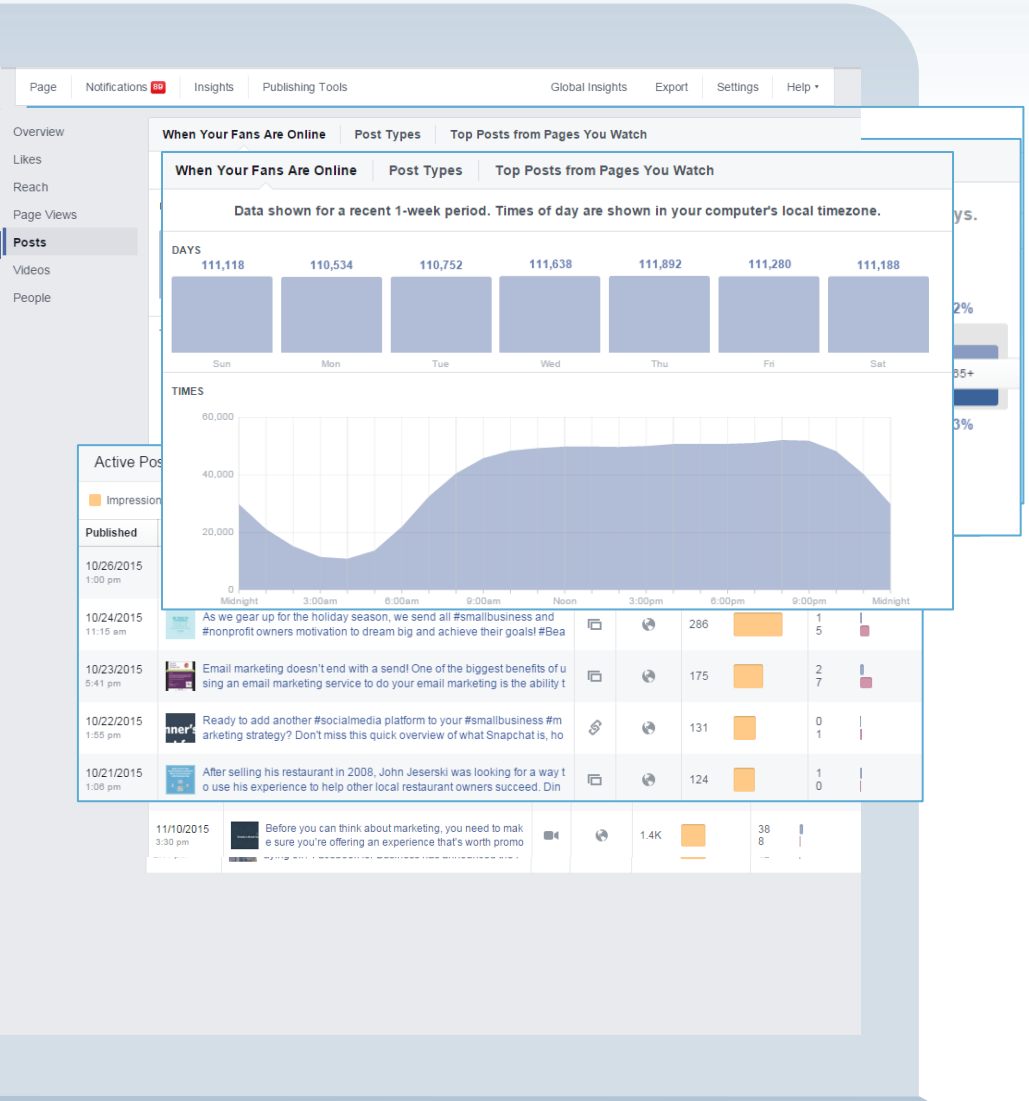


Facebook has an algorithm

The "EdgeRank" algorithm shows posts based on …

- Interest of your fans
- The post's performance among other users
- Performance of your past posts
- Type of post the users prefer
- How recent the post is

Use Facebook's Insights tool to know what works for you



What types of posts are doing well

Engagement metrics

Who engages with your content

When your fans are online

What do I do next?

1. Try a question or tip post.

2. Create and share visual content

3. Monitor your page. Is your content engaging?

Twitter
What you need to know

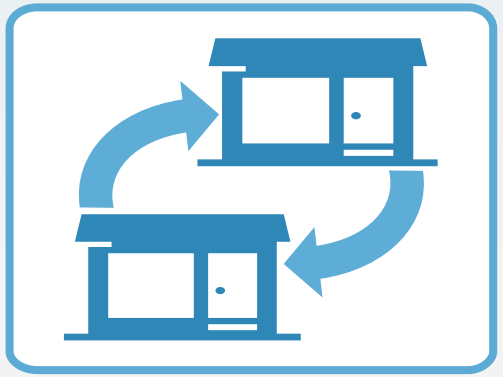
Is it right for my business?

80%
use Twitter

B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

85%
use Twitter



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

69%
use Twitter

Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

Twitter basics

High volume/low value

Minimum: 5 X per day

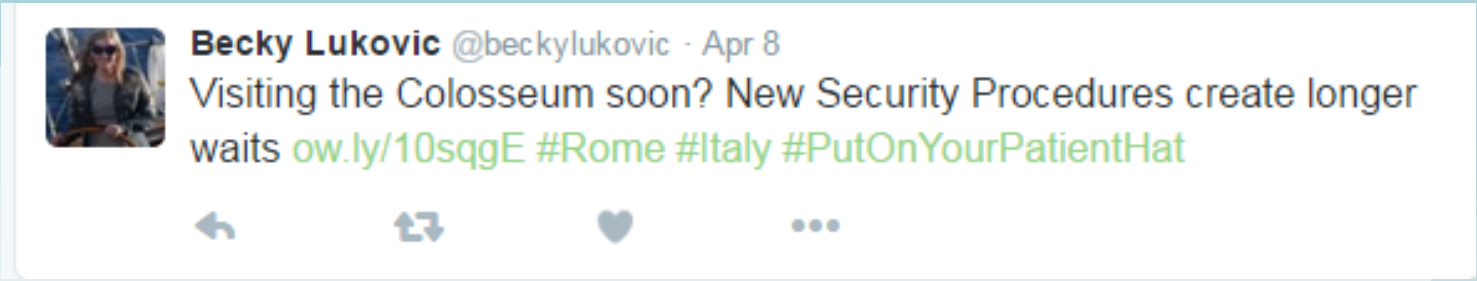
Maximum: none

Quantity is key

Content best practices

Create vs. curate

Retweets = sharing the love



Let's talk about hashtags

- What is a hashtag? #
- Used on Twitter and Instagram
- What's the point?
- How to create a hashtag
- Hashtag abuse

Content types: Text updates

Wells Fargo @WellsFargo · Apr 18
International **travel tip**: Have local currency on hand for tips, taxis or small meals spr.ly/6015Bc2nJ

Post with a link

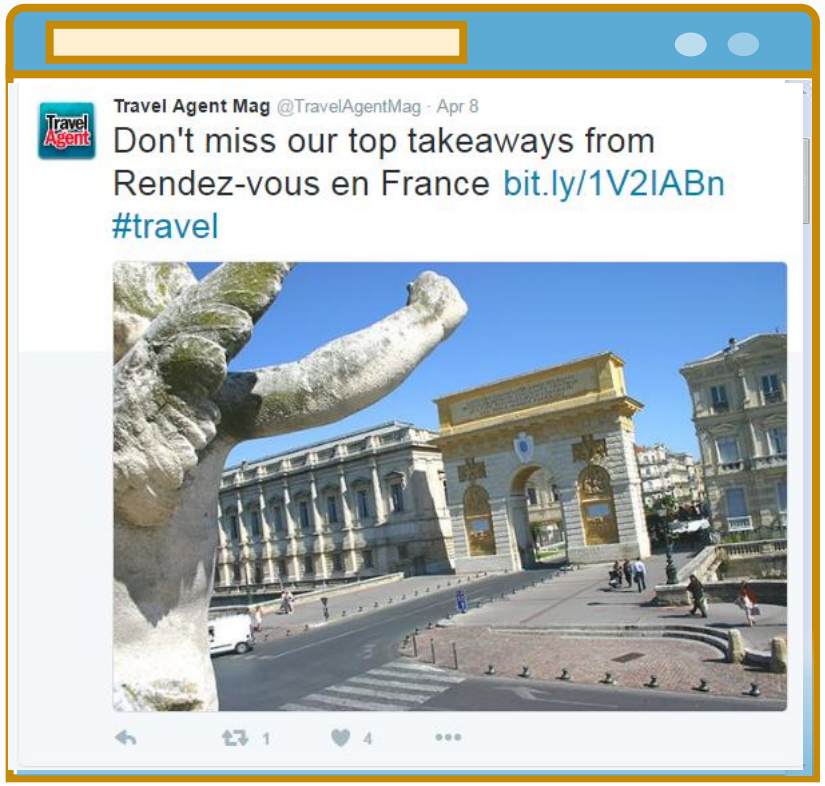
TRAVEL TIPS

3,000 Euros are swept from the bottom of Trevi Fountain daily & donated to charity. Why not book a trip to see if for yourself

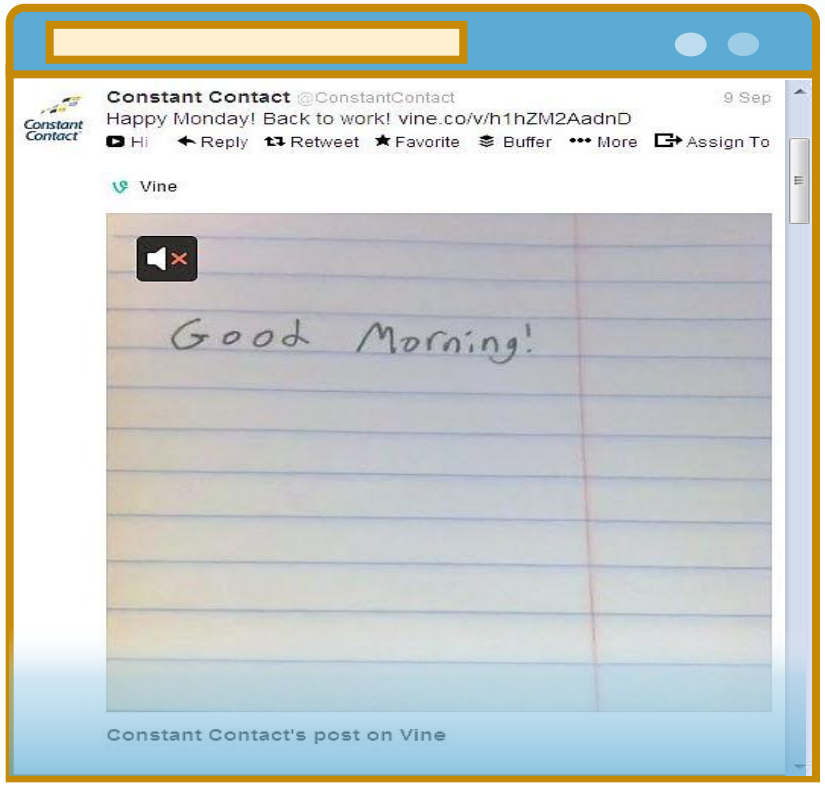
.

Stats, facts or tips

Content types: Visual



Photos



Videos

Graphics

Twitter content exercise

Tips:

- Tweet at least **5 X per day**
- Plan **4 tweets**, leave **1 open** for something that happens during the day

1. **Planned** Blog post (created or curated): _____
2. **Planned** Question: _____
3. **Planned** Photo: _____
4. **Planned** Tip, stat or fact: _____
5. **Open** Something new you discovered or saw today: _____

_____

What do I do next?

1. Tweet 5 X per day

2. Share curated content

3. Retweet a follower

G+
What you need to know

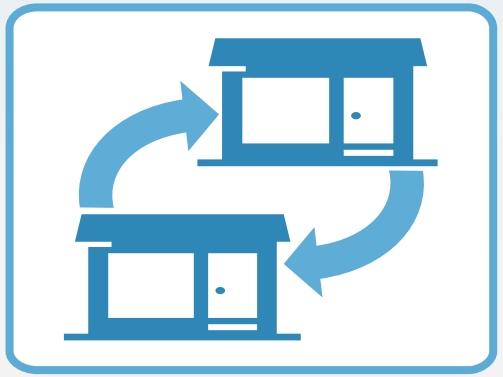
Is it right for my business?

55%
use Google+

B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

55%
use Google+



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

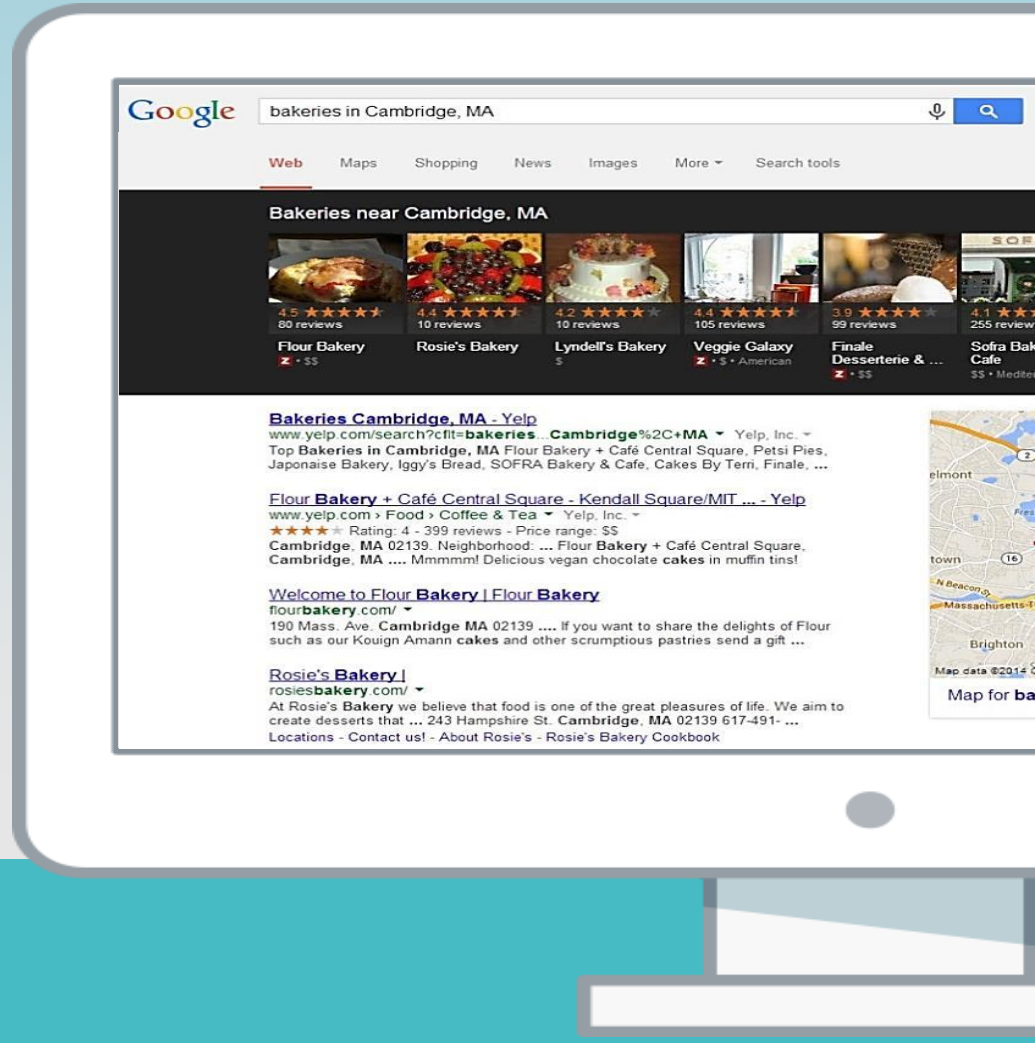
23%
use Google+

Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

Let's talk about SEO

- Google uses an algorithm
- You need to create fresh content regularly
- Use the right keywords
- Google ♥ Google



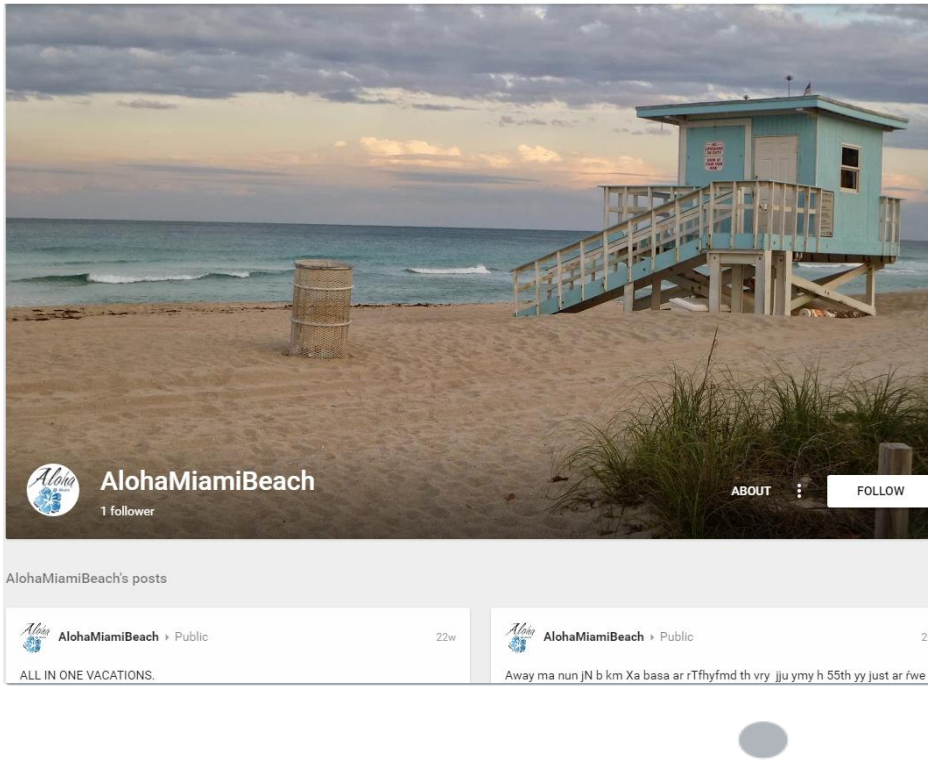
Google+ content

Medium volume/high value

Minimum: 3 X per week

Maximum: 10 X per week

Keywords = searchability



Google+ content exercise

Tips:

- Post at least **3 X per week**
- Share content your audience will find useful
- Try sharing multimedia

1 **Useful info** Blog post (created or curated): _____

_____

2 **Useful info** Link to industry news: _____

_____

3 **Multimedia** Photo or video: _____

_____

What do I do next?

1. Share your blog posts

2. Post a photo or a video

3. Use keywords that will get you found

Pinterest
What you need to know

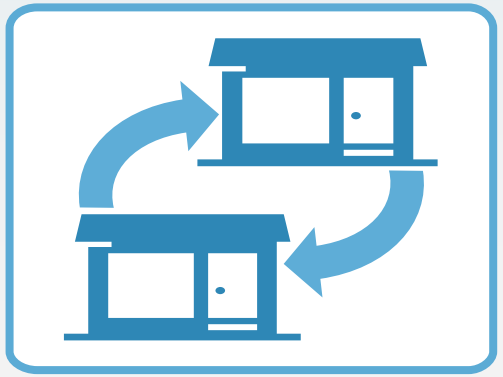
Is it right for my business?

53%
use Pinterest

B2C

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

34%
use Pinterest



B2B

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

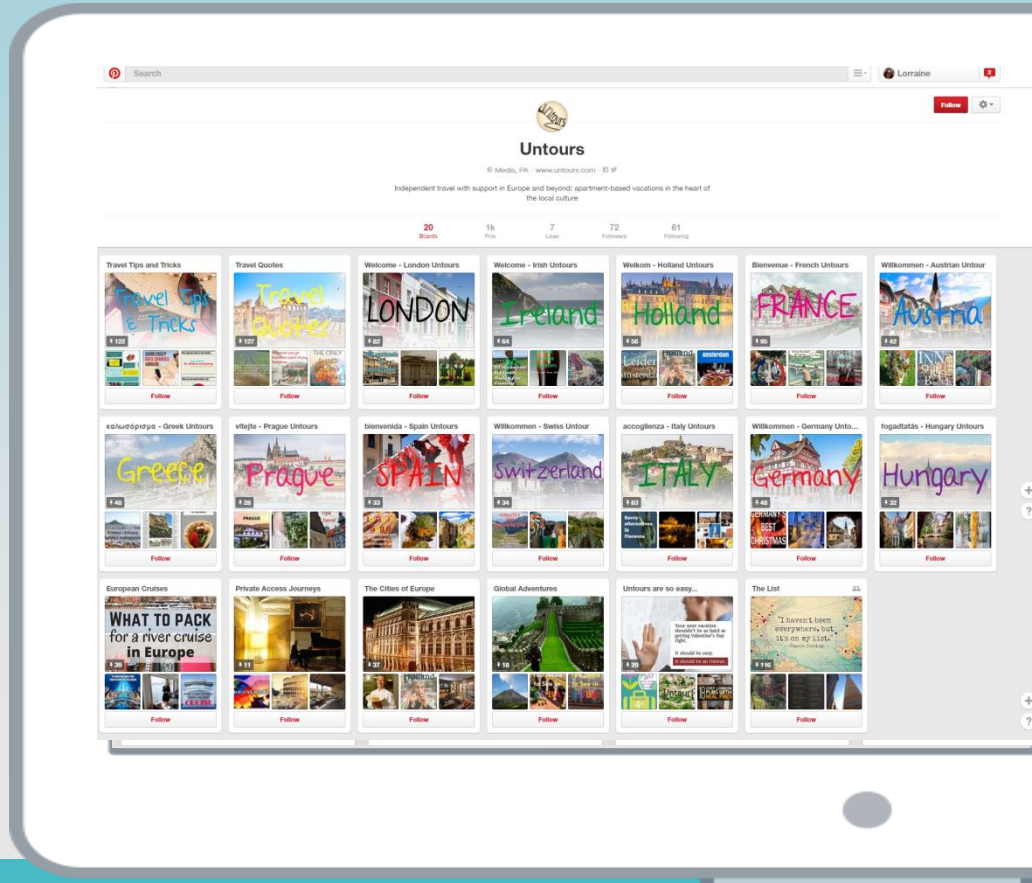
24%
use Pinterest

Nonprofit

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

Is it right for my business?

- If you have products to sell
- If you have images to share
- If you want to build awareness of your brand
- If you have an aspirational product



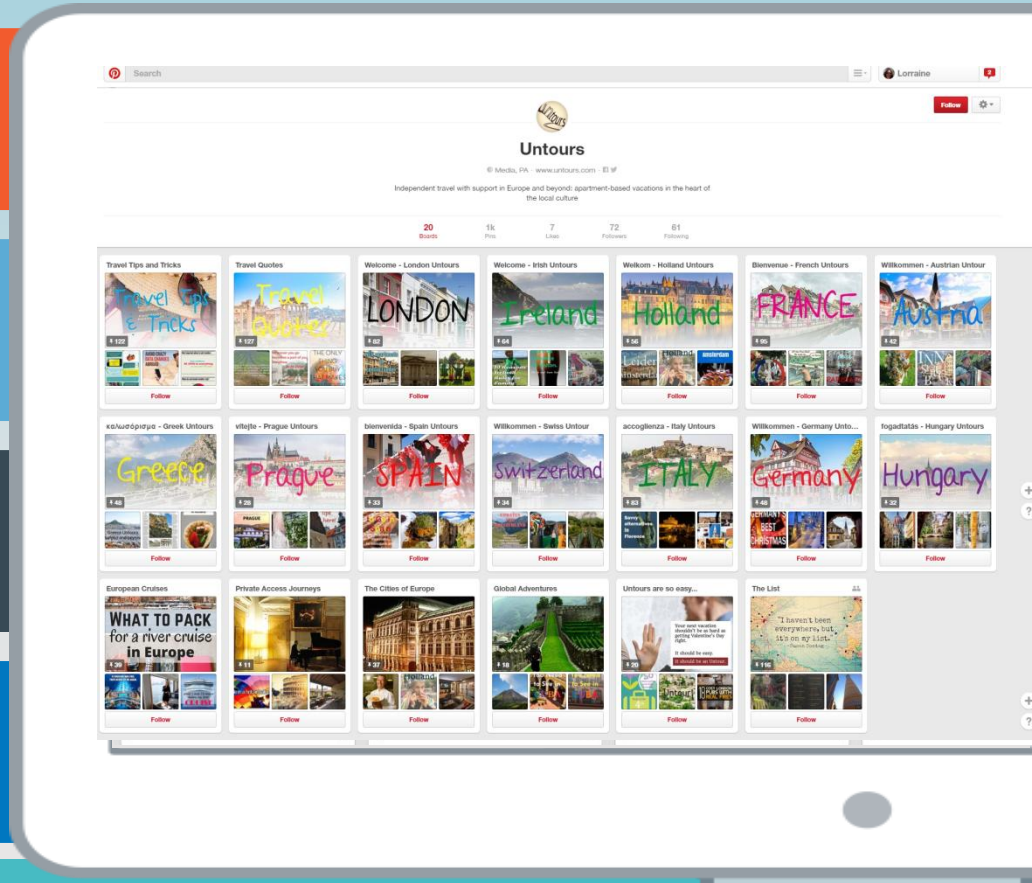
Pinterest content

High volume/high value

Minimum: 5 X per day

Maximum: 10 X per day

Quality images = important



Search

Lorraine

Follow

Untours

© Media, PA · www.untours.com ·

Independent travel with support in Europe and beyond: apartment-based vacations in the heart of the local culture

20	1k	7	72	61
Boards	Pins	Likes	Followers	Following

Travel Tips and Tricks — 122 — Follow

Travel Quotes — 127 — Follow

Welcome - London Untours — 82 — Follow

Welcome - Irish Untours — 64 — Follow

Welkom - Holland Untours — 56 — Follow

Bienvenue - French Untours — 95 — Follow

Willkommen - Austrian Untour — 42 — Follow

καλωσόρισμα - Greek Untours — 48 — Follow

vítejte - Prague Untours — 28 — Follow

bienvenida - Spain Untours — 33 — Follow

Willkommen - Swiss Untour — 34 — Follow

accoglienza - Italy Untours — 83 — Follow

Willkommen - Germany Unto... — 48 — Follow

fogadtatás - Hungary Untours — 32 — Follow

European Cruises — 39 — Follow

Private Access Journeys — 11 — Follow

The Cities of Europe — 37 — Follow

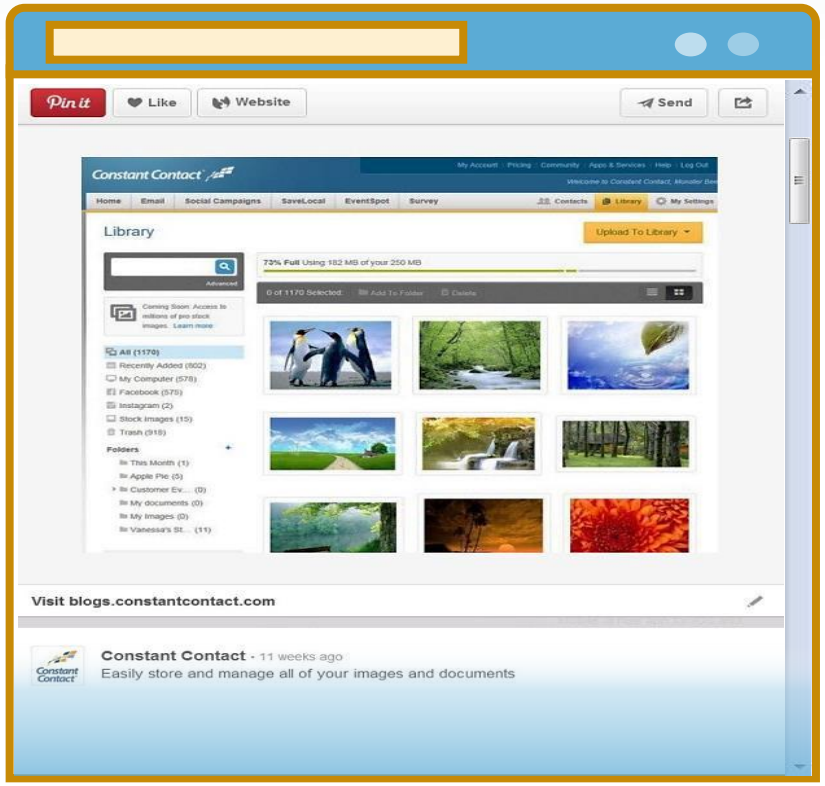
Global Adventures — 18 — Follow

Untours are so easy... — 20 — Follow

The List — 116 — Follow

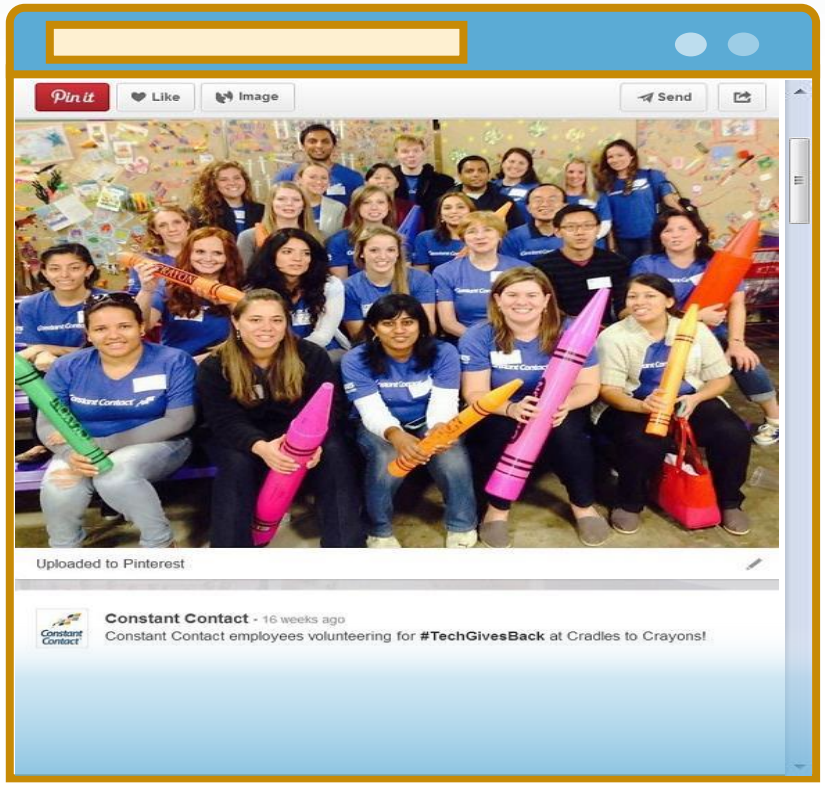
Constant Contact®

Content types: About you



Products

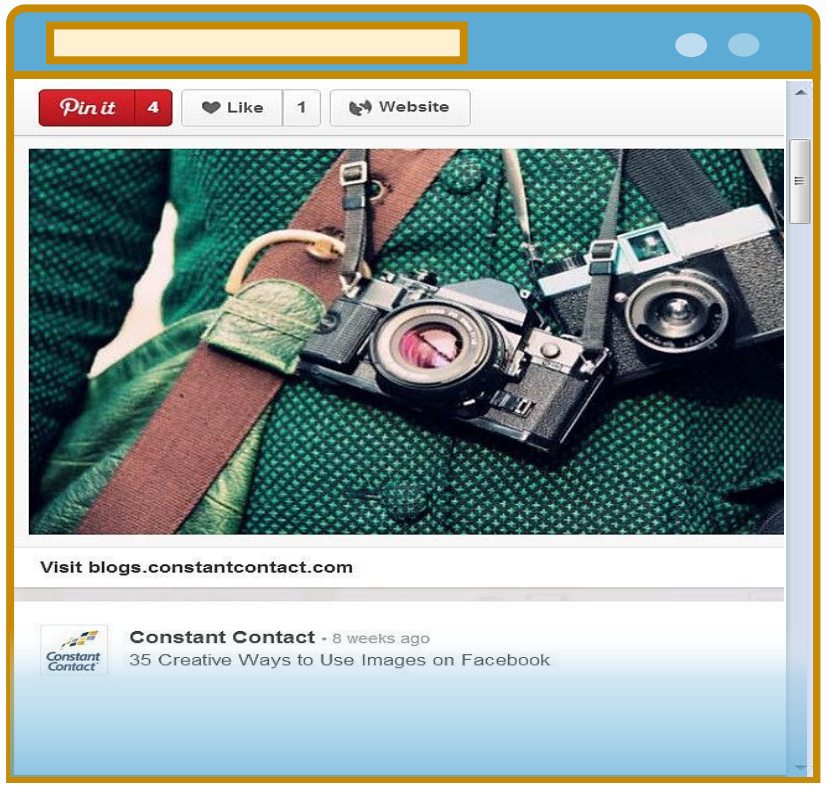
Digital assets



Photos and videos

Content types: Useful and interesting

Curated content



Blog posts

Pinterest content exercise

Tips:

- Pin at least **5 X per day**
- Pin content that's **about you**
- Share **useful and interesting content**

1. **About you** Products or services: _____
2. **About you** Digital assets (guides or ebooks): _____
3. **Useful/interesting** Curated pins: _____
4. **Useful/interesting** Blog post with tips or how-to: _____
5. **Useful/interesting** Inspirational quote: _____

_____

What do I do next?

1. Create 3-4 boards to start

2. Install the Pin It button
about.pinterest.com/goodies

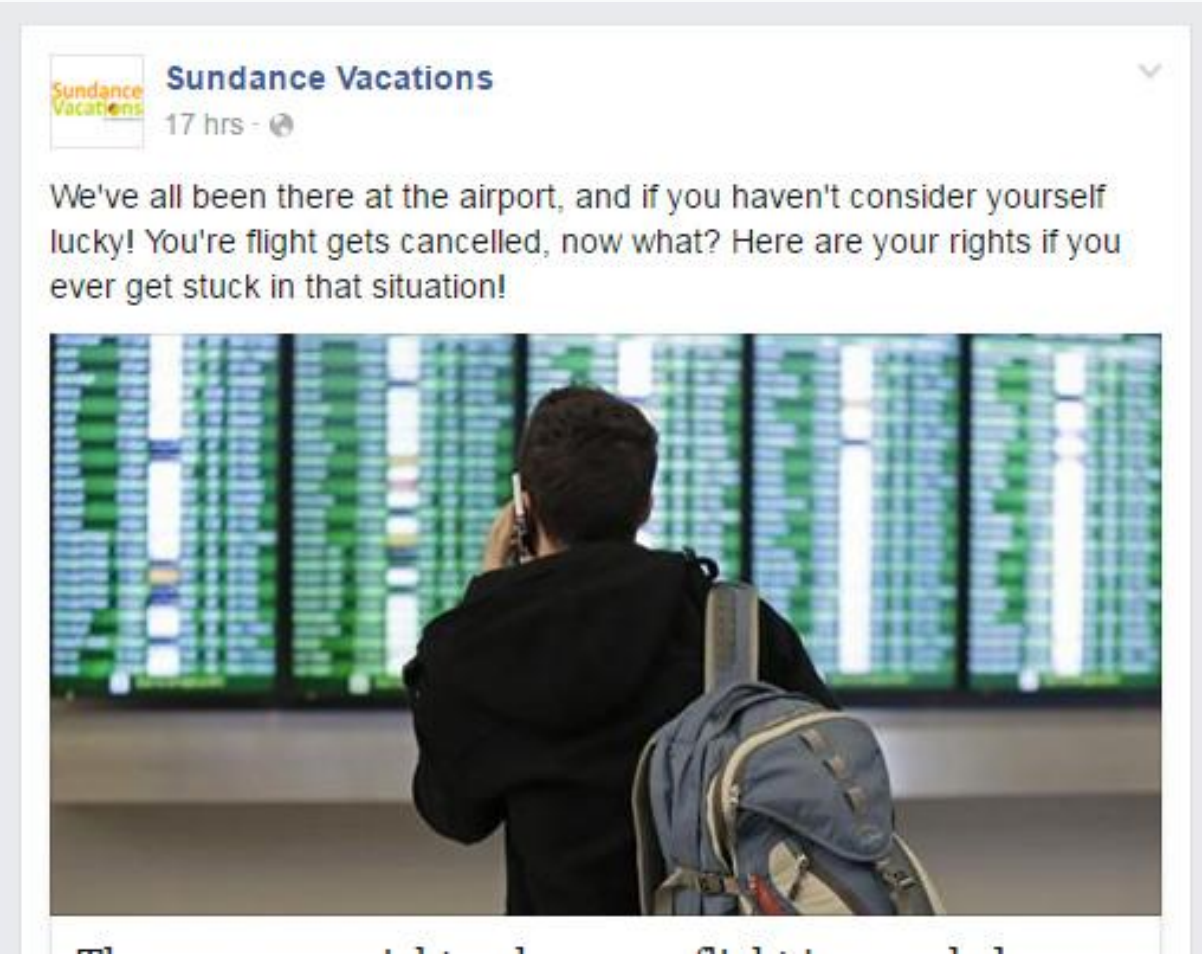
3. Provide a description and link in your product pins

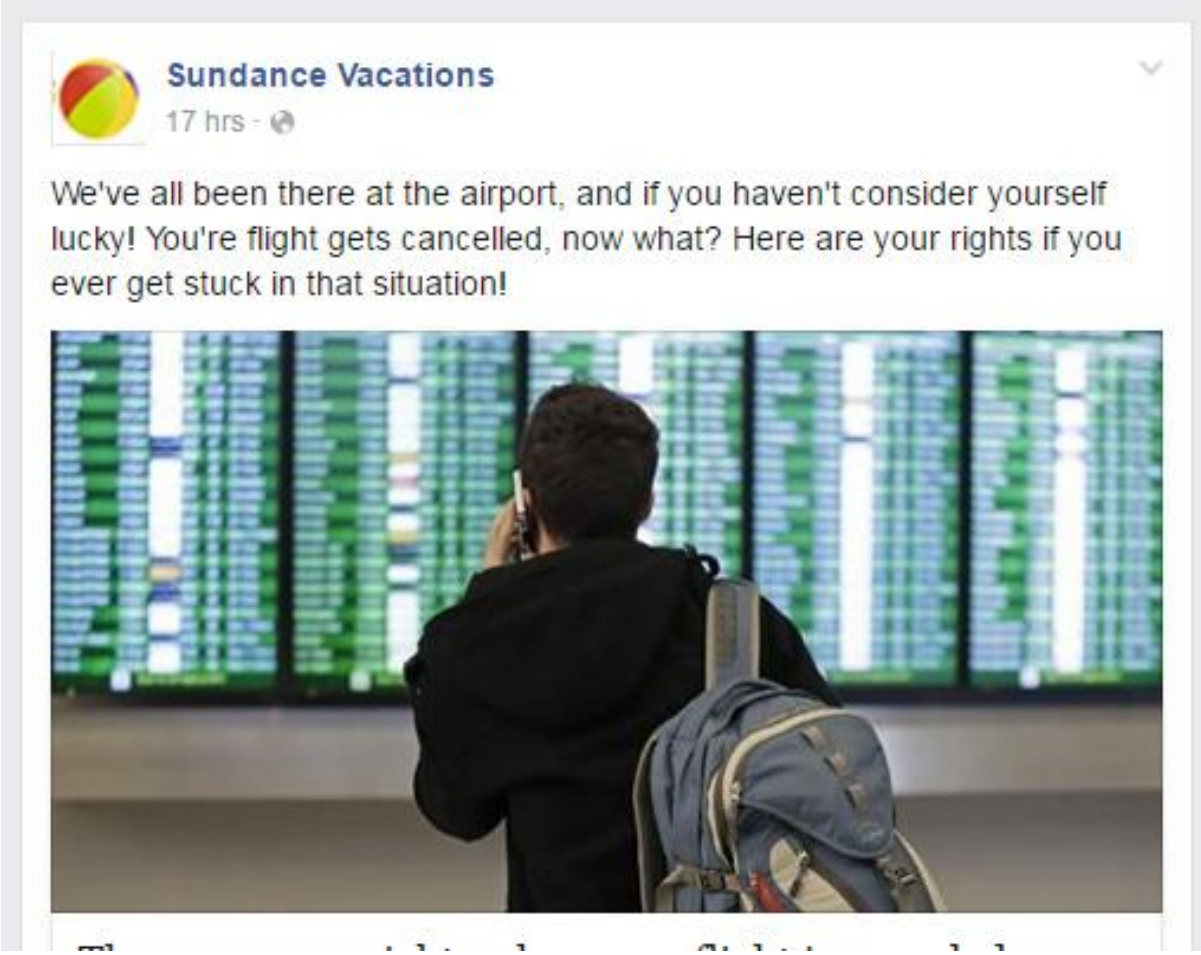
Etiquette

Not completing your page	Fill out all the information about your business, add your logo and photos
Talk about yourself all the time	Balance self-promotion with helpful and entertaining content
Infrequent posting or posting too much	Be active, but don't overdo it
Ignore your fans	Say thank you, answer questions
Delete negative comments	Be helpful, create a positive experience
Forget to provide context	Include a comment when sharing

Avatars & Cover Images

Avatars and Cover Image





Avatars

Bob Burchfield
3 hrs · Indianapolis, IN · Edited

It was raining so hard (in sheets) when I left Greenfield this morning that I had to pull off the road and stop near the White Castle at State Road 9 and I-70. I pulled out my smartphone, opened Twitter, and shot a 10-second Twitter video of the rain--through the window of my vehicle.

So far this 10-second video has aired on two national TV networks and two local TV stations in Indianapolis and Columbus, Ohio. Ain't technology grand?

https://twitter.com/AroundIndy/status/585791801128312832

Like · Comment · Share · Hootlet

Robby Gehlhausen Slaughter
5 hrs · Indianapolis, IN

Question of the day: Where are the fire extinguishers in your home and when did you last check/charge them?

Like · Comment · Share · Hootlet

View 6 more comments

Andrew Angle Under kitchen sink. Checked it about 6 months ago & it was fine. Hmmm... probably should put one in the upstairs closet, too. Upstairs only has an emergency escape ladder. Good QotD.
1 hr · Like

Roundpeg shared: Following · 1h

A look at how social media and blogging can bring a brand back to life.

Case Study: Randall Beans |Indianapolis |Content Marketing
roundpeg.biz · Our successful strategy for Randall Beans included a new content marketing strategy to build awarenes...

Like · Comment · Share

Jacob Baadsgaard likes this 1h

Disruptive Advertising Follow

What 9 Conversion Experts Learned the Hard Way (So You Don't Have To) via Unbounce

What 9 Conversion Experts Learned the Hard Way (So You Don't Have To)
unbounce.com · We asked nine conversion experts about their biggest conversion mistakes – and the valuable lessons...

Like · Comment · Share · 2

Event Marketer shared: Follow
Sponsored

Join 1,200 Leading Marketers at the Experiential Marketing Summit May 11-13 for Unparalleled Learning. Register Early to Save at emsummit.eventmarketer.com.

Experiential Marketing Summit 2015 - Tickets Now on Sale
emsummit.eventmarketer.com · Hear the Latest Trends, Best Practices and Case Studies from 40+ Brand Instructors I...

Like · Comment · Share · 25 · 1

Kimo Kekahuna Organic lifestyle gathering in Hawaii would be very experiential 9d

Add a comment...

Elizabeth English Eckert, CFP® 30m
Associate Vice President, Financial Advisor at Morgan Stanley

Reuters: U.S. producer prices fell in February. Find out what it may mean for inflation, interest rates:

Weak profit margins dampen U.S. producer inflation
scl.bz · U.S. producer prices fell in February for a fourth straight month, pointing to tame inflation that could argue aga...

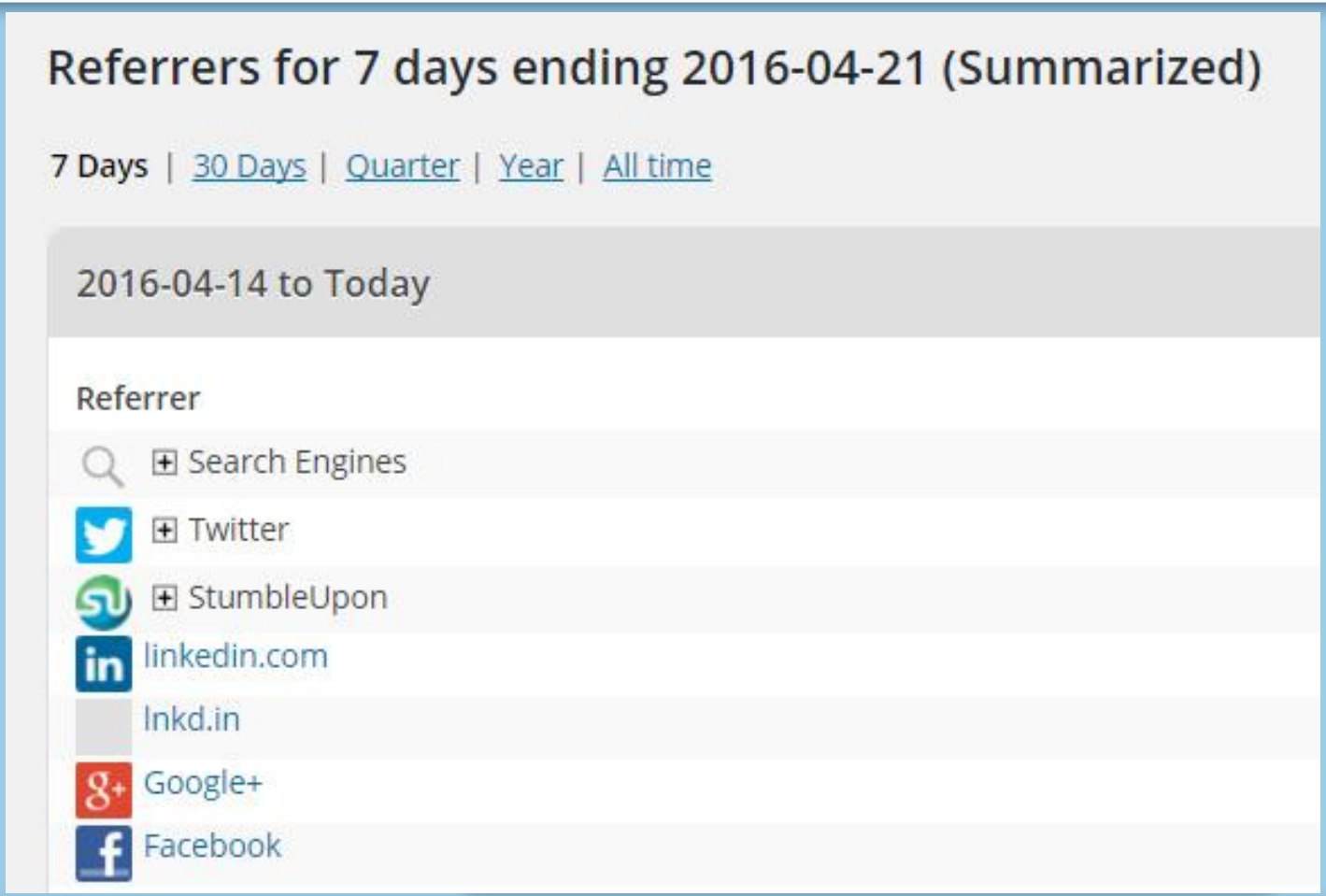
Like · Comment · Share

רדיו נושמים מזרחית

אשה בסופר מתחרפנת ? זה קורה כך כך ..

Success?

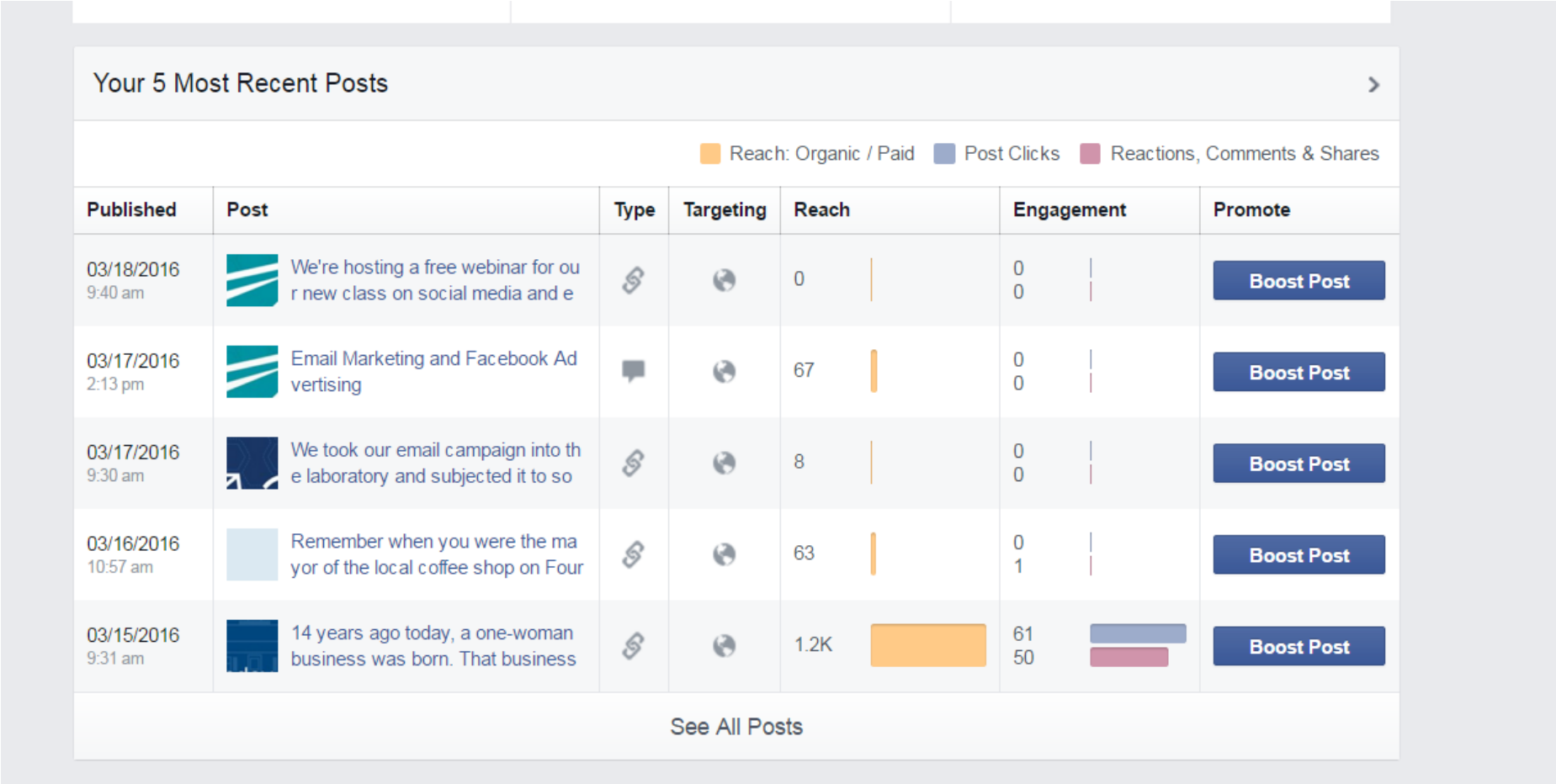
- Engagement
  - Likes, shares, comments, retweets, repins, +1s
- More followers
- Traffic to your site



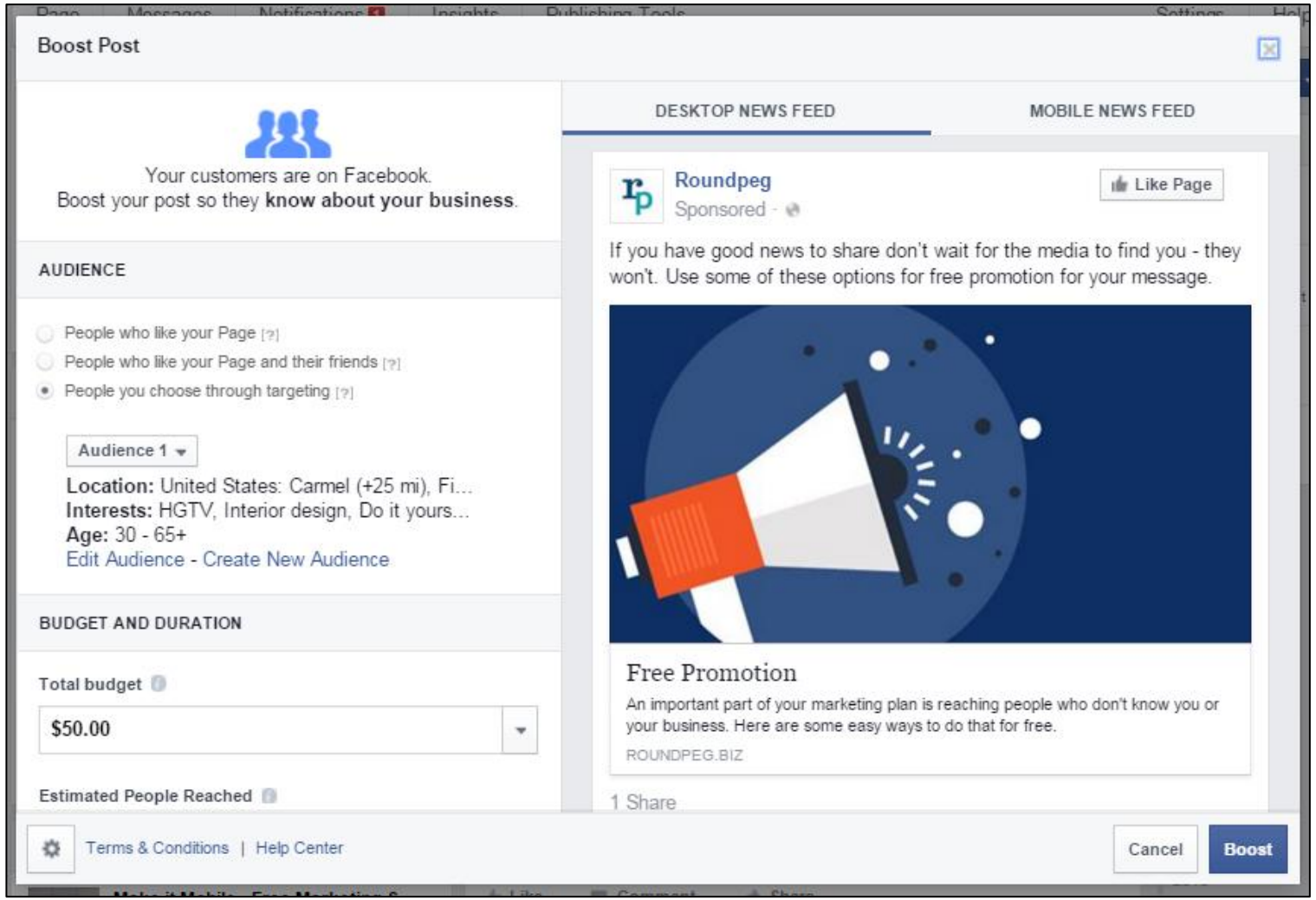
Pay to Play

Facebook Advertising

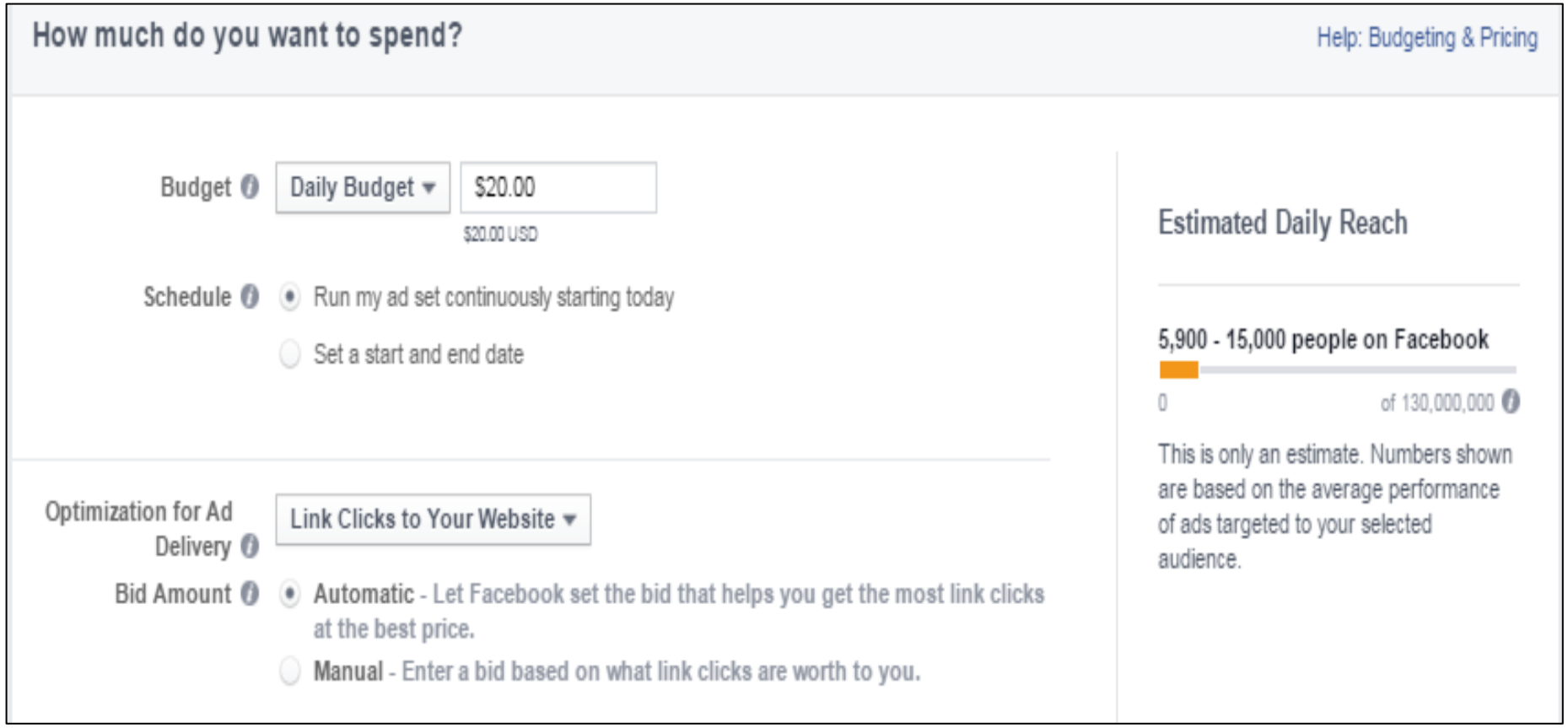
Pick a Post


Your 5 Most Recent Posts
Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares
Published
Post
Type
Targeting
Reach
Engagement
Promote
03/18/2016
9:40 am
We're hosting a free webinar for ou r new class on social media and e
0
0
0
Boost Post
03/17/2016
2:13 pm
Email Marketing and Facebook Ad vertising
67
0
0
Boost Post
03/17/2016
9:30 am
We took our email campaign into th e laboratory and subjected it to so
8
0
0
Boost Post
03/16/2016
10:57 am
Remember when you were the ma yor of the local coffee shop on Four
63
0
1
Boost Post
03/15/2016
9:31 am
14 years ago today, a one-woman business was born. That business
1.2K
61
50
Boost Post
See All Posts

Boost a Post


Boost Post
Your customers are on Facebook.
Boost your post so they know about your business.
AUDIENCE
People who like your Page [?]
People who like your Page and their friends [?]
People you choose through targeting [?]
Audience 1
Location: United States: Carmel (+25 mi), Fi...
Interests: HGTV, Interior design, Do it yours...
Age: 30 - 65+
Edit Audience - Create New Audience
BUDGET AND DURATION
Total budget
$50.00
Estimated People Reached
DESKTOP NEWS FEED
MOBILE NEWS FEED
Roundpeg
Sponsored
Like Page
If you have good news to share don't wait for the media to find you - they won't. Use some of these options for free promotion for your message.
Free Promotion
An important part of your marketing plan is reaching people who don't know you or your business. Here are some easy ways to do that for free.
ROUNDPEG.BIZ
1 Share
Terms & Conditions | Help Center
Cancel
Boost

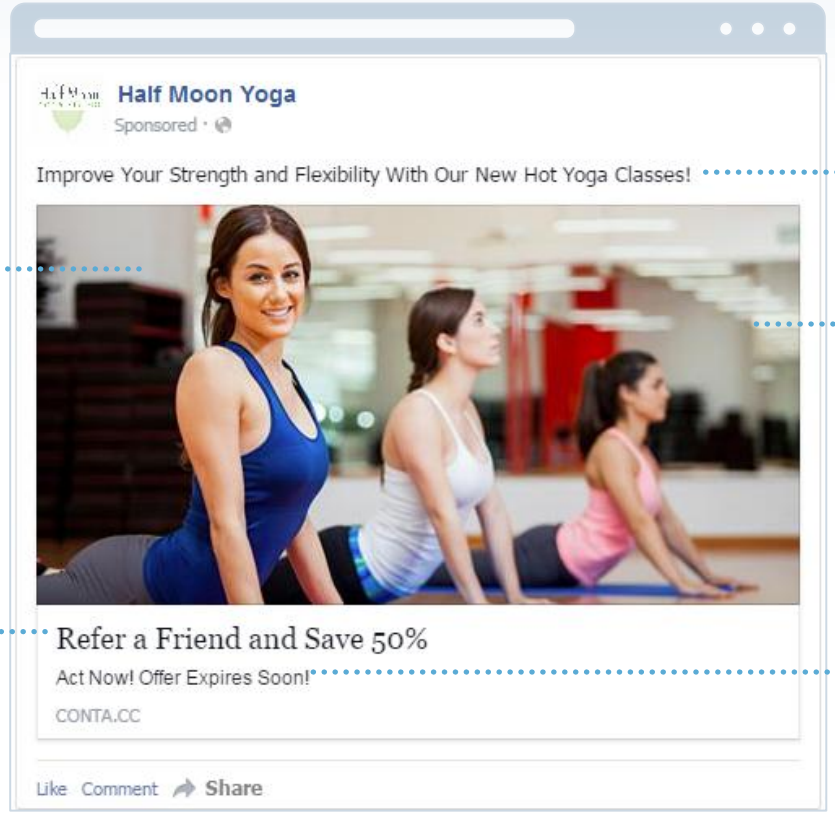
Set a Budget


How much do you want to spend?
Help: Budgeting & Pricing
Budget
Daily Budget
$20.00
$20.00 USD
Schedule
Run my ad set continuously starting today
Set a start and end date
Optimization for Ad Delivery
Link Clicks to Your Website
Bid Amount
Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
Manual - Enter a bid based on what link clicks are worth to you.
Estimated Daily Reach
5,900 - 15,000 people on Facebook
0
of 130,000,000
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Track Results

Results	Reach	Cost	Budget	Amount ...
137 Website Clicks	6,988	$0.18 Per Websi...	$5.00 Daily	$24.66
87 Website Clicks	4,410	$0.14 Per Websi...	$5.00 Daily	$11.92
224 Website Clicks	**10,425** People	**$0.16** Per Websi...		**$36.58** Total Spent

Anatomy of a Facebook ad. And your Facebook ad checklist.



Tell your story in less than 90 characters

Use an image with less than 20% text

Choose an image that showcases your services

Use a strong call to action in less than 25 characters

Tell people why they need to click on your ad

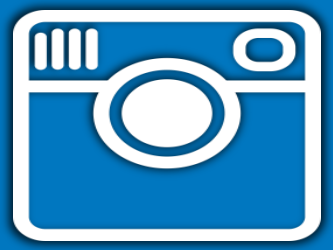
Where are you today?

Facebook

LinkedIn

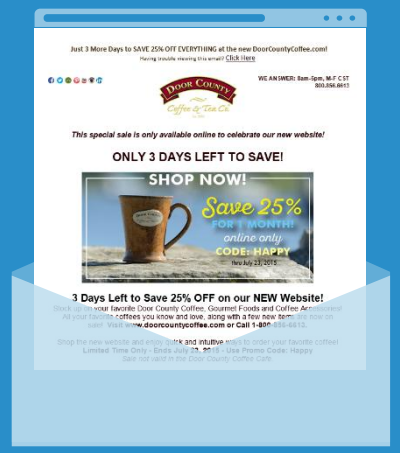
Twitter

Pinterest


Instagram

Youtube

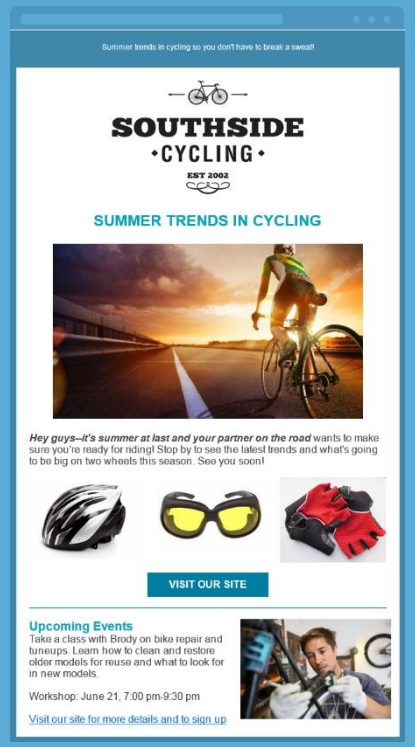
Talk to customers



Find new prospects

Facebook LinkedIn Twitter Pinterest

What is email marketing?



Delivering **professional** email communications…

to an **interested** audience…

that looks great in any inbox!

Containing information the recipient finds **valuable**…

Select a mobile-friendly template that matches your message

Make sure your brand is consistent *everywhere*

Look great – and recognizably *you* – in any inbox!

Anatomy of an email. And your email checklist.

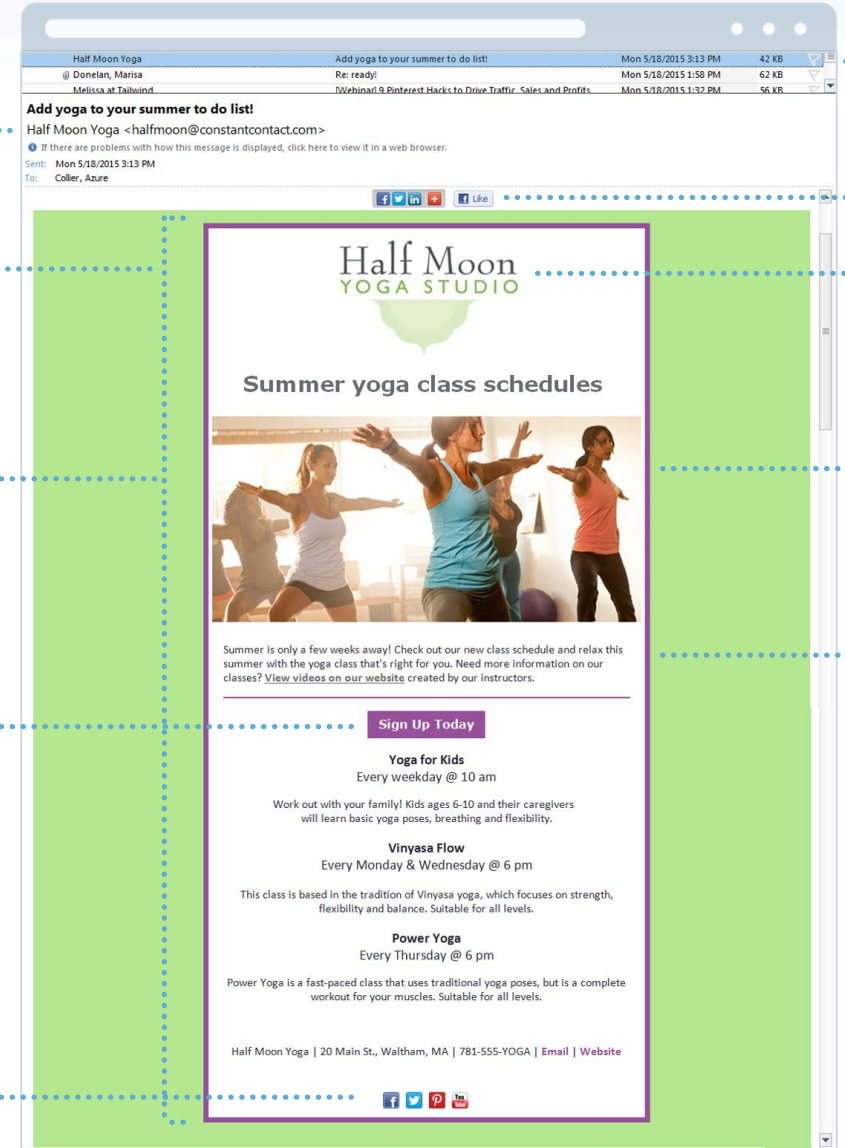
Include your business name in text

Choose the right template for your message & design for mobile

Use your brand colors

Keep key call-to-action above the scroll line and optimize your links.

Use social media buttons



Keep the preview pane in mind, maximize the top 2-4 inches

Use the Share Bar

Place your logo left or center, never on the right

Communicate through pictures and make them clickable

Less is more. Focus on relevant content. 3 or fewer images and about 20 lines of text have the highest click-through rates.

Go do it!

- Choose the networks that are right for you
- Use the worksheets to help with content ideas
- Try the next steps we suggested for each network
- Keep track of audience engagement
- Pay to Play – Social Advertising – When you have the basics down
- Don't forget email.

Constant Contact

Questions?

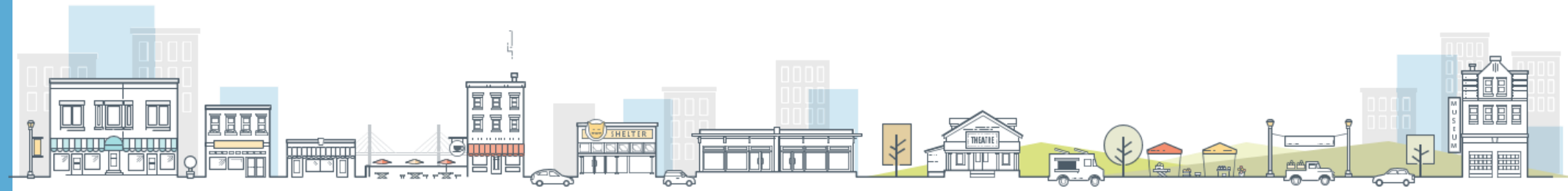
Lorraine Ball
Owner, Roundpeg

@lorraineball | www.roundpeg.biz

Questions during and after the event? Connect with us!

facebook.com/roundpegindy

@roundpeg



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