



CLASS 05

Amplifying Content on Social Media

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Inbound Certification

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WHY IS SOCIAL MEDIA IMPORTANT TO INBOUND MARKETING?

+2 BILLION

active social media users worldwide.

This number is projected to grow at 25% year over year.

9/10

U.S. businesses maintain an active presence on social media.



Social media helps get your content in front of the right people and **spread the word** about your business.

66%

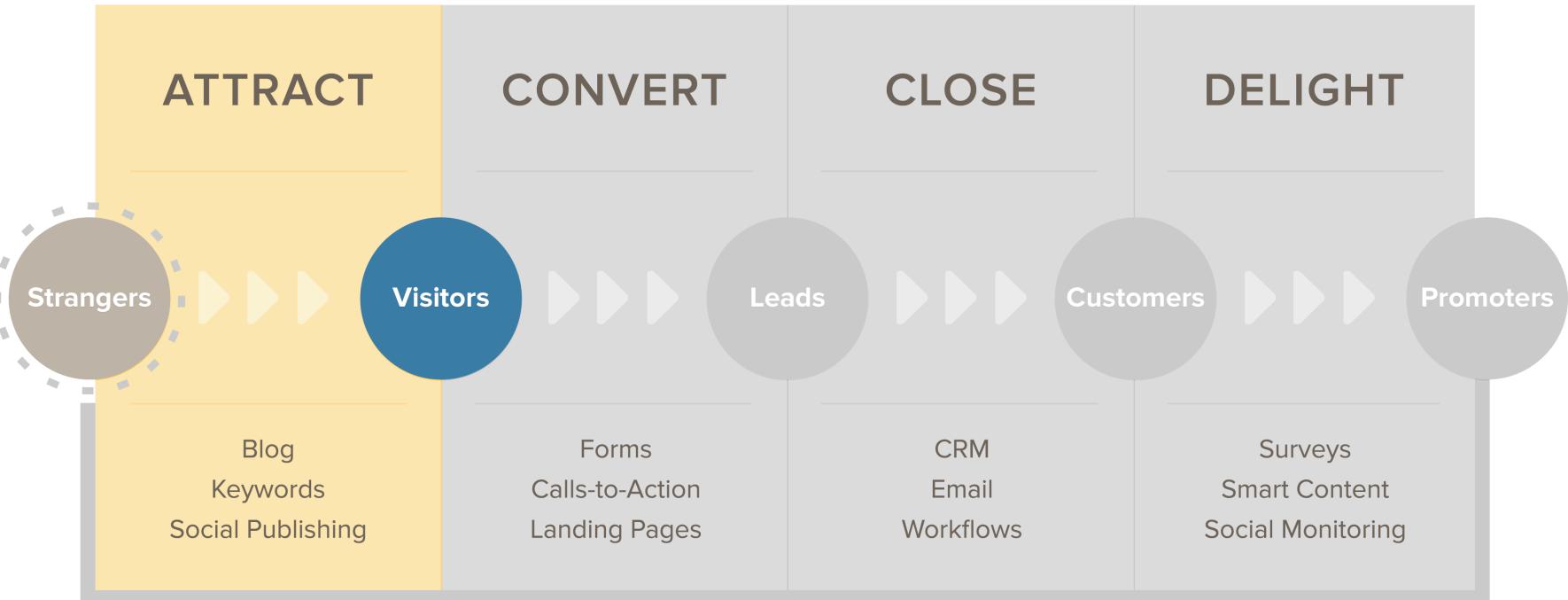
of businesses use social media as a core strategy.

DRIVE TRAFFIC.
GENERATE LEADS.
BUILD COMMUNITY.
SOCIAL MEDIA.

Inbound Methodology



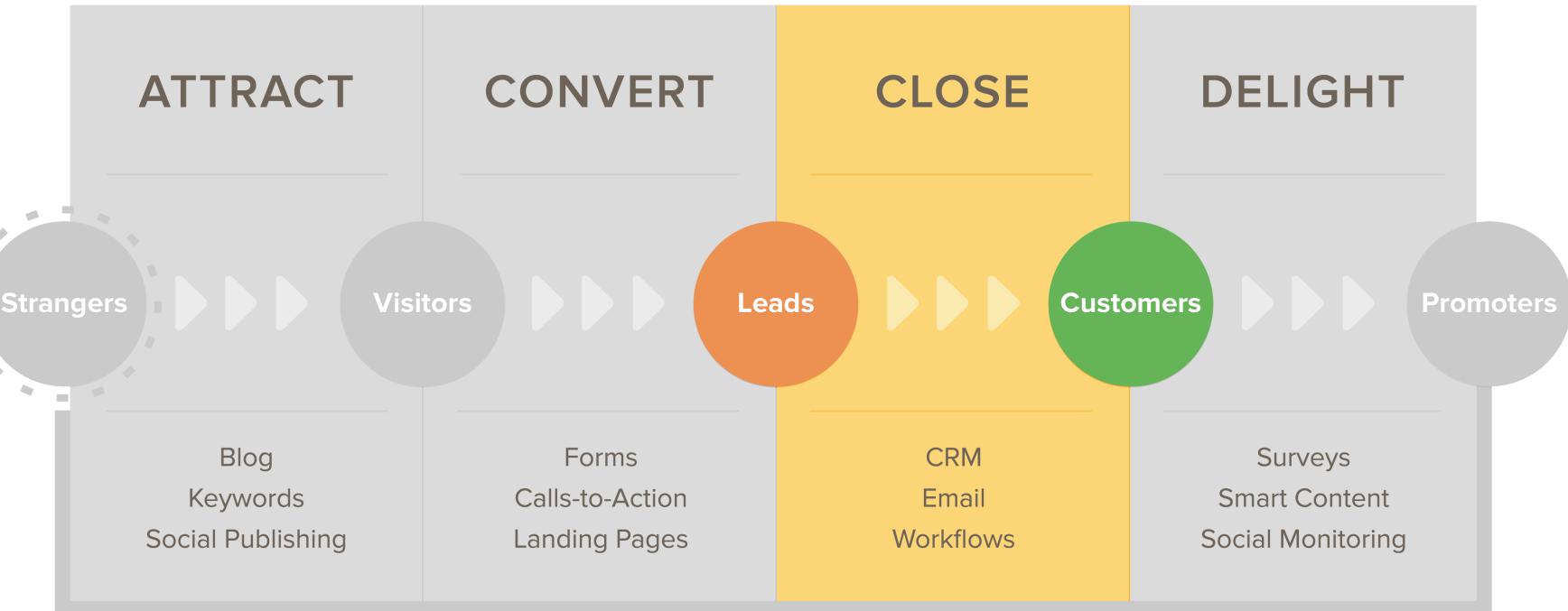
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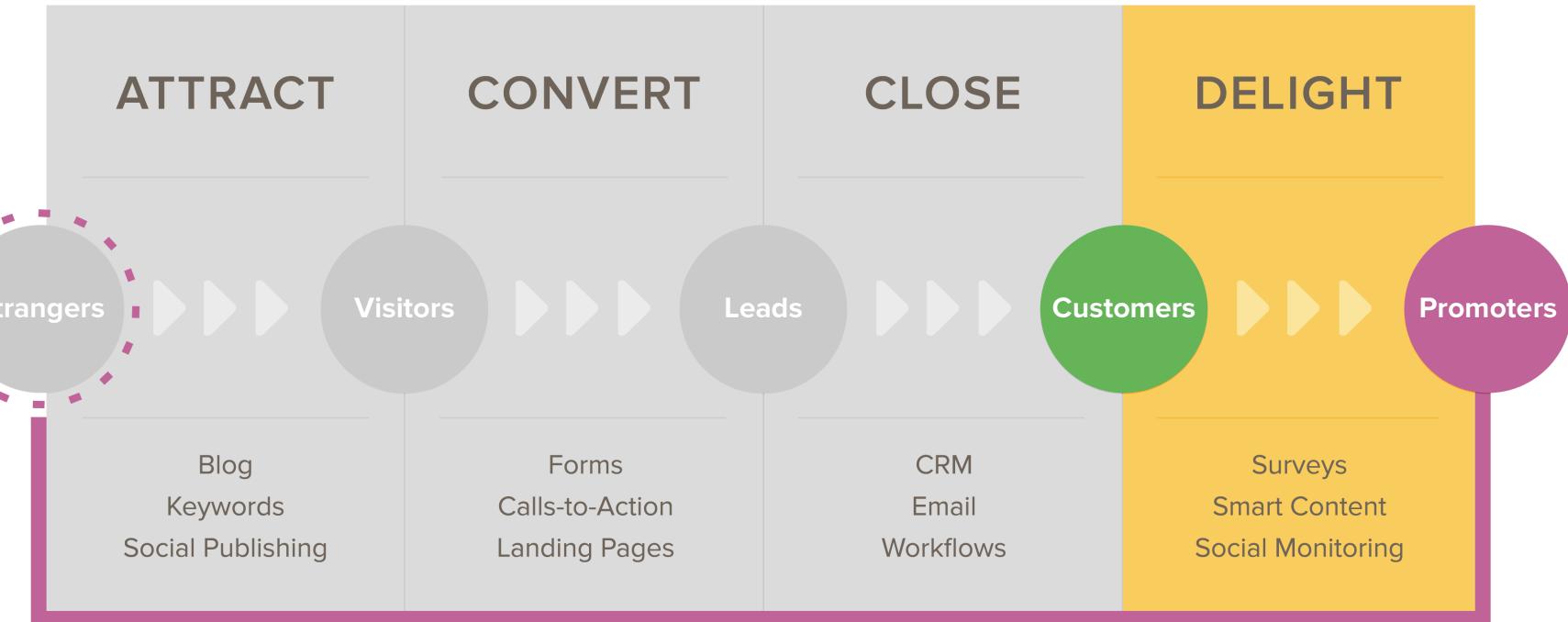
Inbound Methodology



Inbound Methodology



Inbound Methodology



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HOW TO AMPLIFY YOUR CONTENT ON SOCIAL MEDIA

SOCIAL MEDIA AMPLIFICATION BEST PRACTICES

- Set SMART goals
- Create a remarkable social media content plan
- Meet your audience where they are
- Use optimization often
- Tie efforts back to ROI

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Be sure to set goals
that help push your
social media
efforts forward.

SMART GOAL SETTING

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Specific

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Specific

Measurable

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Measurable

Attainable

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SMART GOAL EXAMPLE:

Increase overall website traffic from social media by 30%,
from 100,000 visitors to 130,000 visitors,
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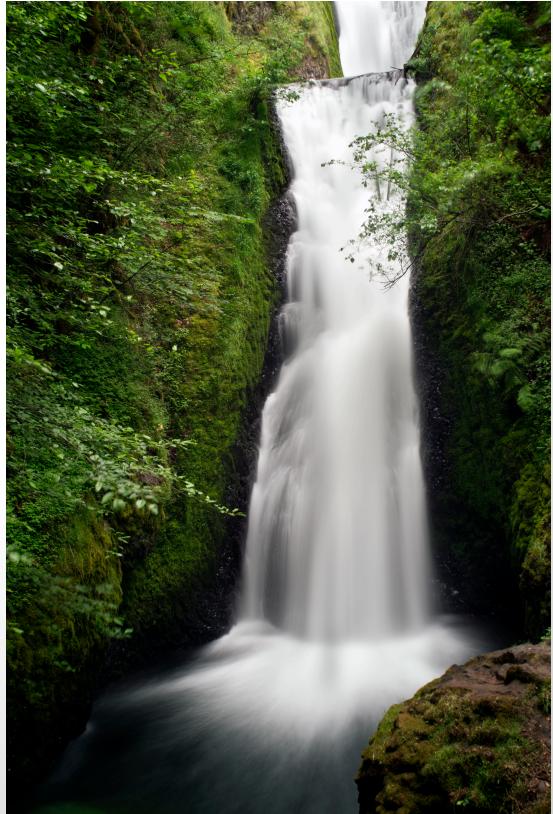
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WHAT IS A SOCIAL MEDIA CONTENT PLAN?

A social media content plan outlines the pieces of content you will promote and the social media channels you will promote them on.

A REMARKABLE SOCIAL MEDIA CONTENT PLAN:

- Clearly communicates company's brand and values.
- Delivers helpful content that add value.
- Provides relevant content for each platform.

USERS PER SOCIAL MEDIA PLATFORM

- Facebook: 1.59 Billion
- YouTube: 1 Billion
- LinkedIn: 414 Million
- Instagram: 400 Million
- Twitter: 320 Million
- SnapChat: 100 Million
- Pinterest: 100 Million

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Identify the platforms that your
personas are active on.

FIND THE RIGHT SOCIAL MEDIA PLATFORM

- Survey audience members
- Conduct industry research
- Run an experiment
- Consistent publishing
- Monitor keywords

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KEY WAYS TO USE OPTIMIZATION

1. Platform
2. Message
3. Visuals
4. Results

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Each social media network
was created to deliver
a different type of
social experience for
audience members.

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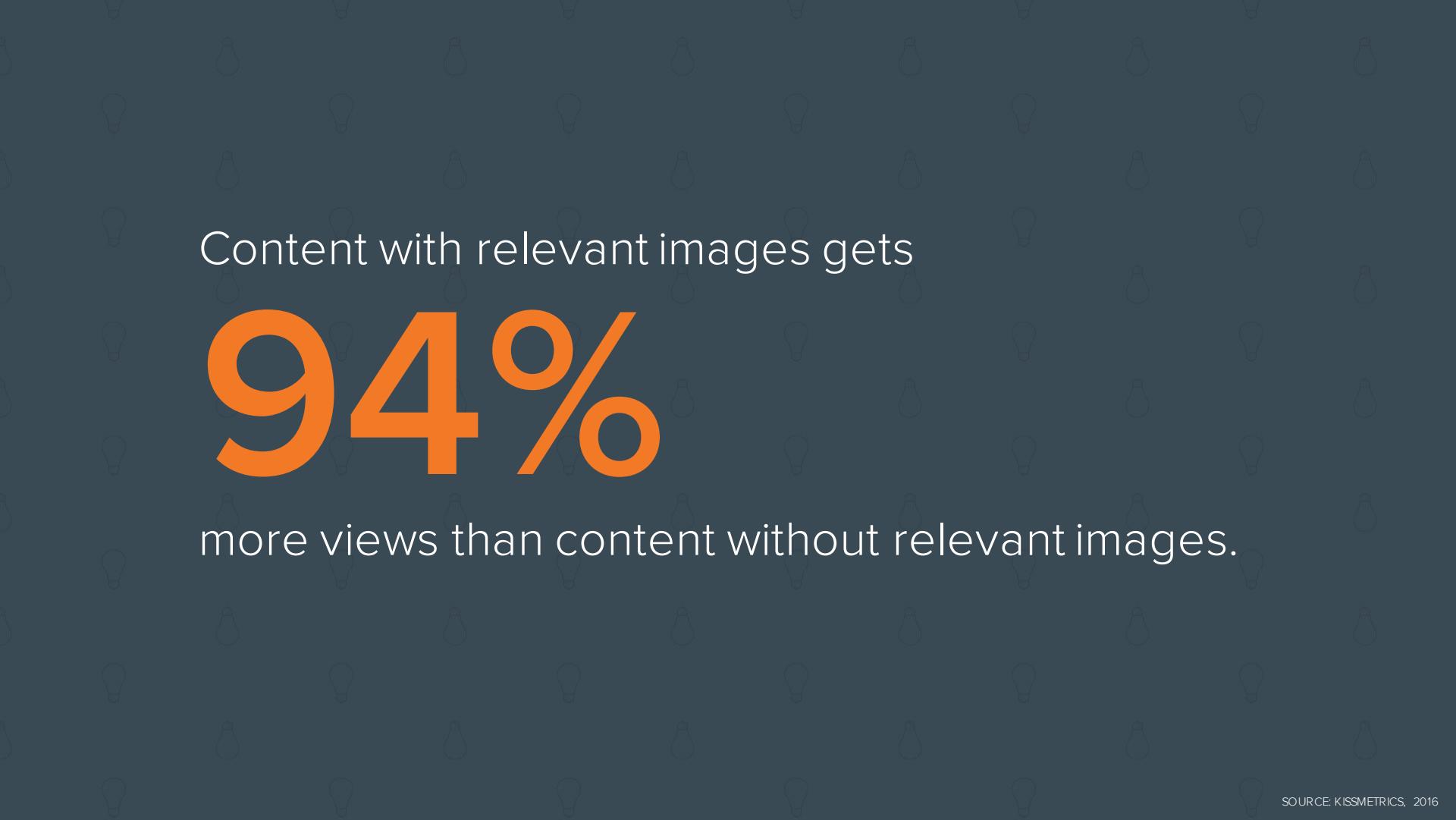
1. Platform
2. Message
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4. Results



It's not always what you say, but **how you say** it.

KEY WAYS TO USE OPTIMIZATION

1. Platform
2. Message
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Content with relevant images gets

94%

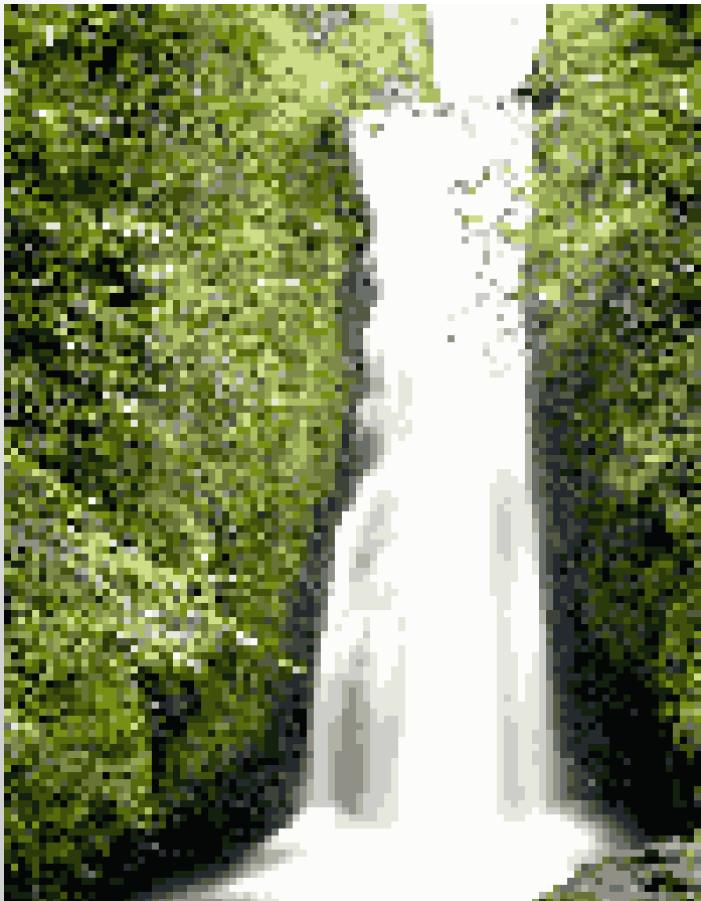
more views than content without relevant images.

Messages that contain video are shared

1200%

more than text and links combined.

Use **clear images** that are easy to distinguish.





2015-2016 Edition

Created using Canva

Get creative and make your own
unique social images.



Great place to get breathtaking Free Pictures
for business or personal projects / **License**

Use **Search Box**, click **#Tag** under the photo or choose **Category** to see images what
you looking for. Everyday new pictures. Enjoy!

Sort by: [recent](#) / [popular](#)

Woman writing on notebook



Share us:

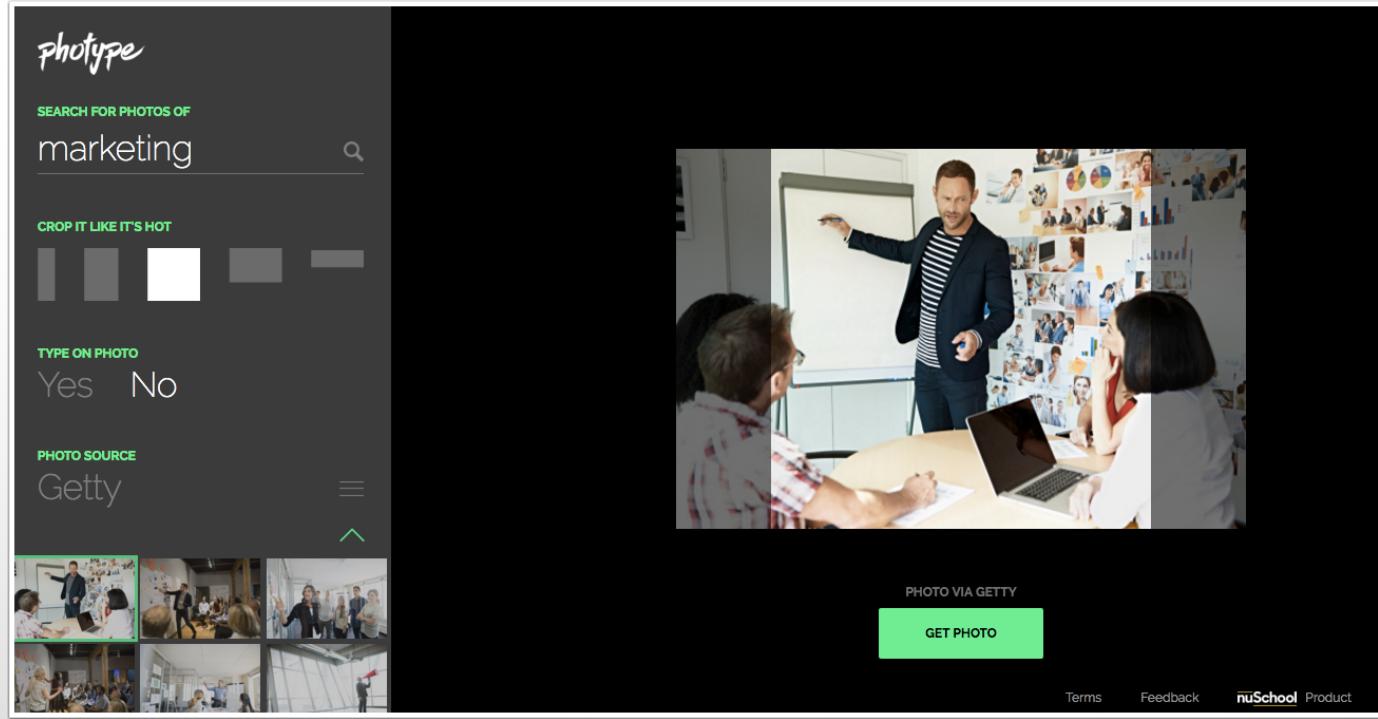
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Kaboompics.com

Get creative and make your own
unique social images.



Phototype.com

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SMART GOAL EXAMPLE:

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Always optimize for results.

Amplify content with social media that links directly to a page on its website.



HubSpot Academy
@HubSpotAcademy

Starting your career in marketing? Here's 10 things you need to know: hubs.ly/H02KHlb0



RETWEETS LIKES

5 4

4:19 PM - 19 Apr 2016

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April 4, 2016 // 6:00 AM

10 Things Every B2B Tech Marketer Needs to Know

Written by Valerie Levin | @val_levin



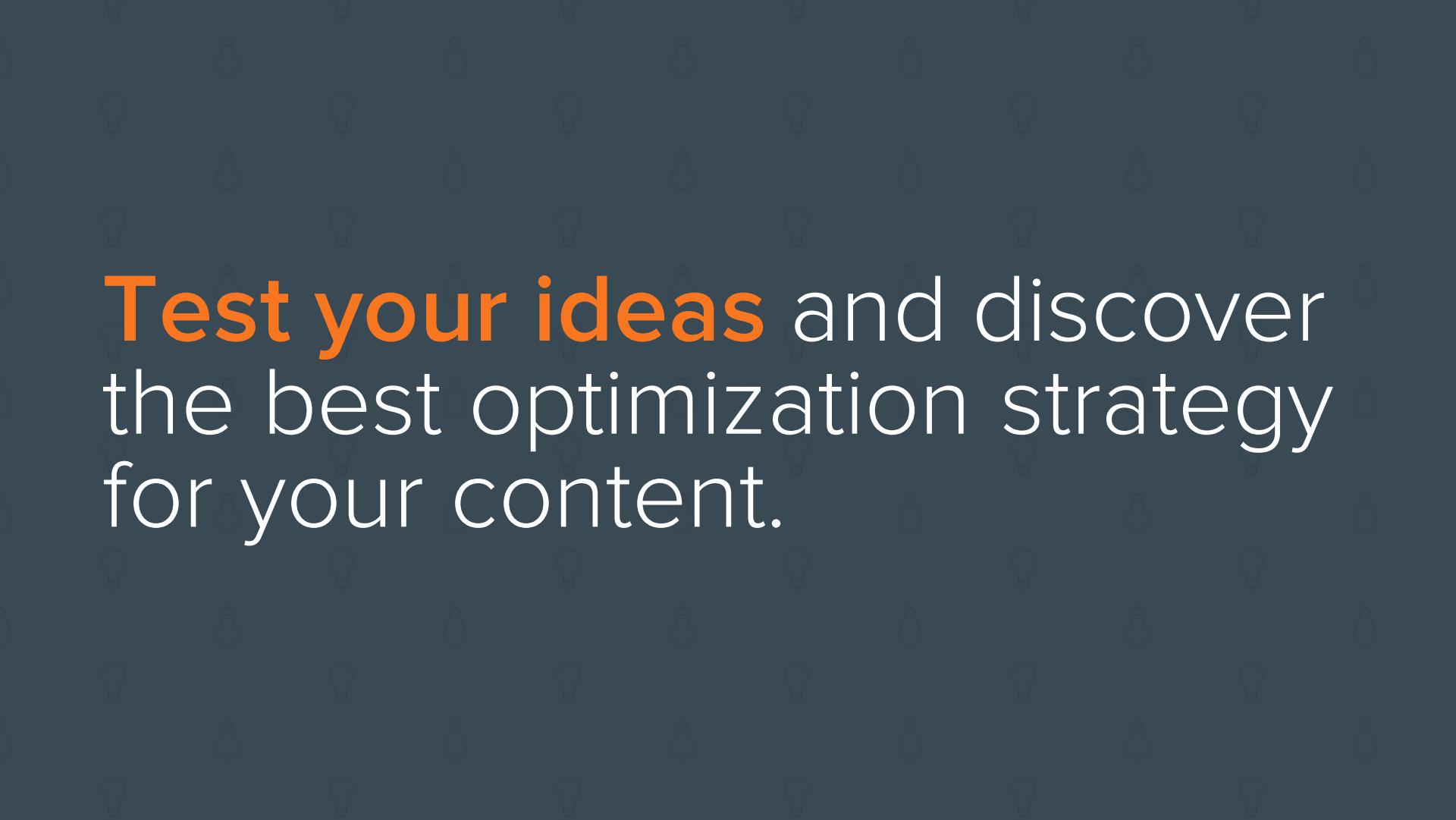
SHARE

[Tweet](#)

[Like](#) 349

[Share](#)

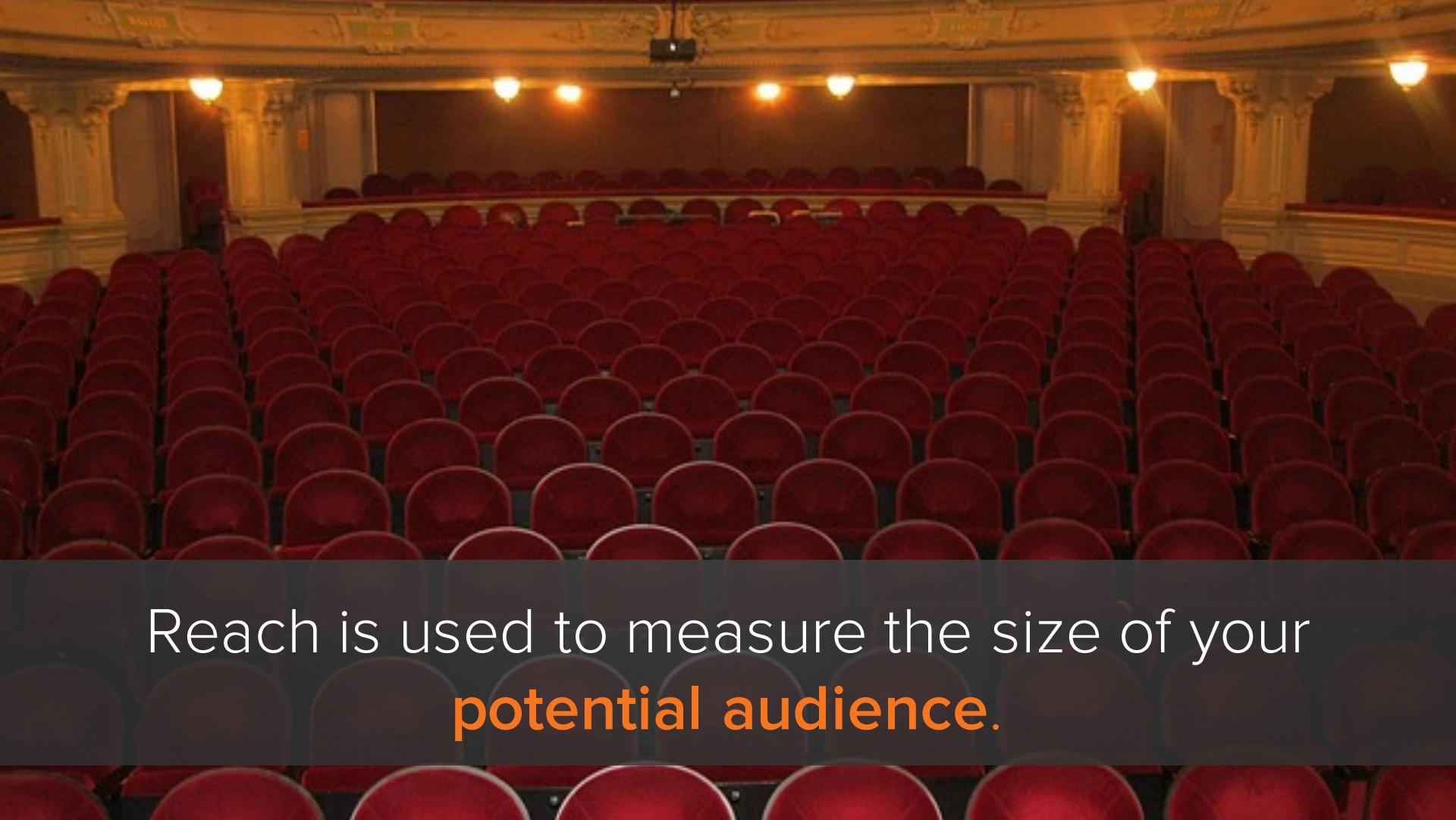
For B2B tech marketers, it's crucial to understand the real value of the technology you're promoting - whether it's a simple consumer product or a complicated enterprise



Test your ideas and discover
the best optimization strategy
for your content.

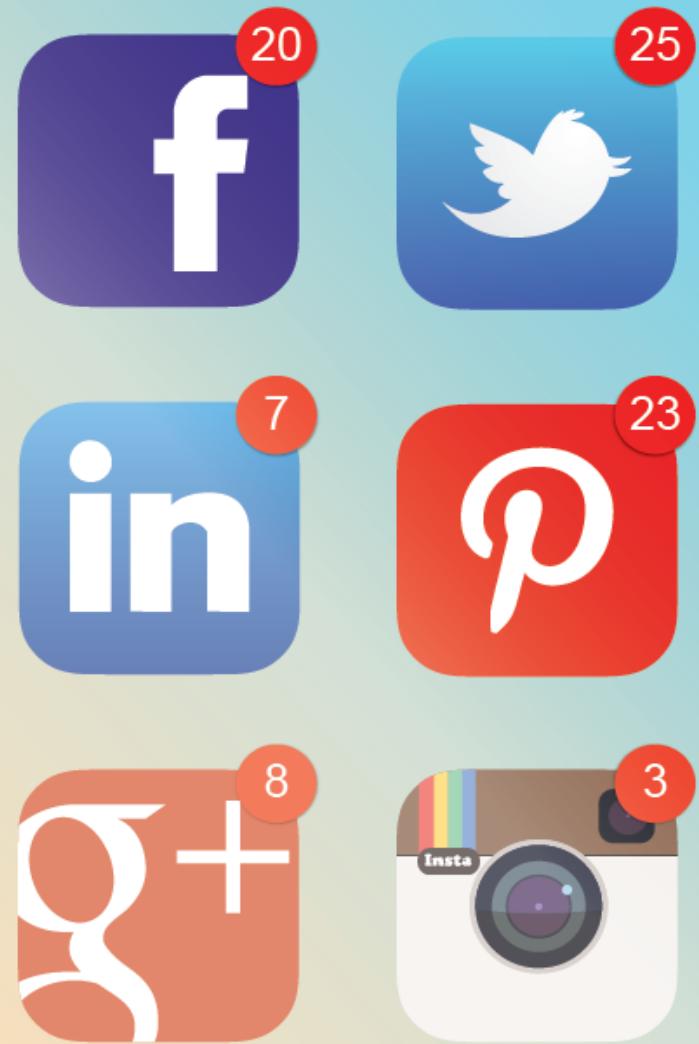
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A photograph of a large, ornate auditorium or theater. The seating consists of numerous red, curved theater-style seats arranged in rows, facing a dark stage area. The walls and ceiling are decorated with gold-colored moldings and recessed lighting. The overall atmosphere is formal and grand.

Reach is used to measure the size of your
potential audience.

Engagement
measures the number
of **interactions with**
your brand.





Audience growth is the number of **new audience members** you attract.

- 6 hours per week spent on social media
- 1500 new visitors
- 225 net new leads
- Lead-to-customer = 4%
- $225 * .04 = 9$ Customers
- LTV= \$1,000

=\$9,000 Revenue!



WHICH OF THE FOLLOWING IS NOT CONSIDERED A WAY TO OPTIMIZE YOUR CONTENT FOR SOCIAL MEDIA?

- A. Delivering a powerful message
- B. Achieving successful results
- C. Including captivating visuals
- D. Monitoring keywords and phrases

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WHAT DOES CONTENT AMPLIFICATION LOOK LIKE?

Employee Engagement that works!

Through an intuitive and flexible software platform, YouEarnedit offers a better approach to employee recognition, and employee rewards that people actually like.



The tweet on the street

[Follow @youearnedit](#)



YouEarnedit @youearnedit

Happiness at work for data scientists, sales, marketing, engineers, + customer success: hubs.ly/H02zZQg0 pic.twitter.com/WldKIKDQj9

Expand

23h



Want to Chat?



Meet YouEarnedit.

Flexible employee engagement software platform.

YOU EARN IT'S CHALLENGES

1. Brand awareness
2. Lead generation

YOUARNEDIT'S SOCIAL CONTENT



YouEarnedIt

December 13, 2013 · 0

Behind-the-scenes look @YouEarnedIt world headquarters. Elves
@timryan67 and Danny W. prepping for the holidays.



YOUARNEDIT'S SOCIAL CONTENT



YouEarnedIt

December 13, 2014

Behind-the-scenes
@timryan67 and Da



YouEarnedIt

December 19, 2014 · 0

A New Way to Think About Employee Rewards: <http://hubs.ly/y0nNtf0>



YOUARNEDIT'S SOCIAL CONTENT



YouEarnedit

December 13, 2013

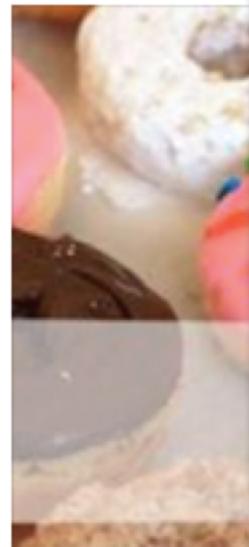
Behind-the-scenes
@timryan67 and Da



YouEarnedit

December 19, 2014

A New Way to



YouEarnedit @youearnededit · View in HubSpot Mar 29

Just crashed Toni [@Wunderman](#) w/a pop-up [@tiffstreats](#) cookie party. Why? Because our customers rock! [#ToniRocks!](#) [#ATX](#)



Publish **consistently**.

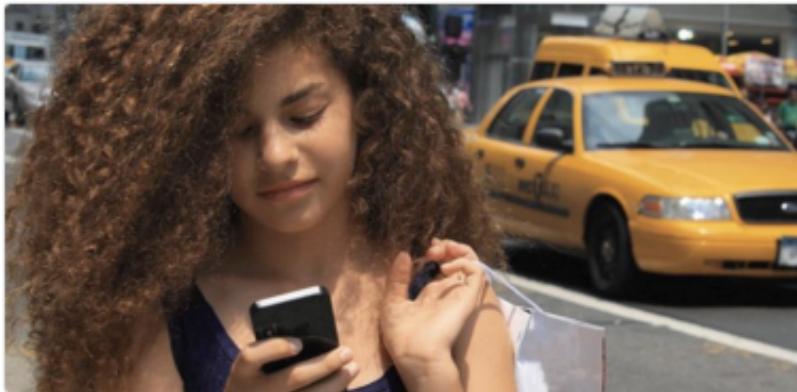
YouEarnedIt has established a strong and active presence by publishing frequently.



YouEarnedIt @youearnedit · View in HubSpot Mar 11



See how this bank delights customers. Note use of peer-to-peer
recognition portal! hubs.ly/H02m72L0 @McKinsey



YouEarnedIt @youearnedit · View in HubSpot Mar 11



Nice. We're in @FastCompany : 8 Common
Ways Companies Screw Up Employee
Recognition hubs.ly/H02IWGq0 @YEC #HR



YouEarnedIt

March 12 ·



Our marketing team won an award for educational content focused on
employee engagement. Yeah boyyyy! <http://hubs.ly/H02mh5z0> #KCA16



YouEarnedIt Recruiting Trends -Creating a Millennial-Friendly Company Culture -
<http://hubs.ly/H02cHZB0>



Creating Connections for a Millennial-Friendly Company Culture - Recruiting Trends

hubs.ly • Recruiting Trends offering the latest in news, webinars, conferences and articles from thought leaders who offer direction to the recruiting community to drive success for todays companies.

Like (2) • Comment • Share •

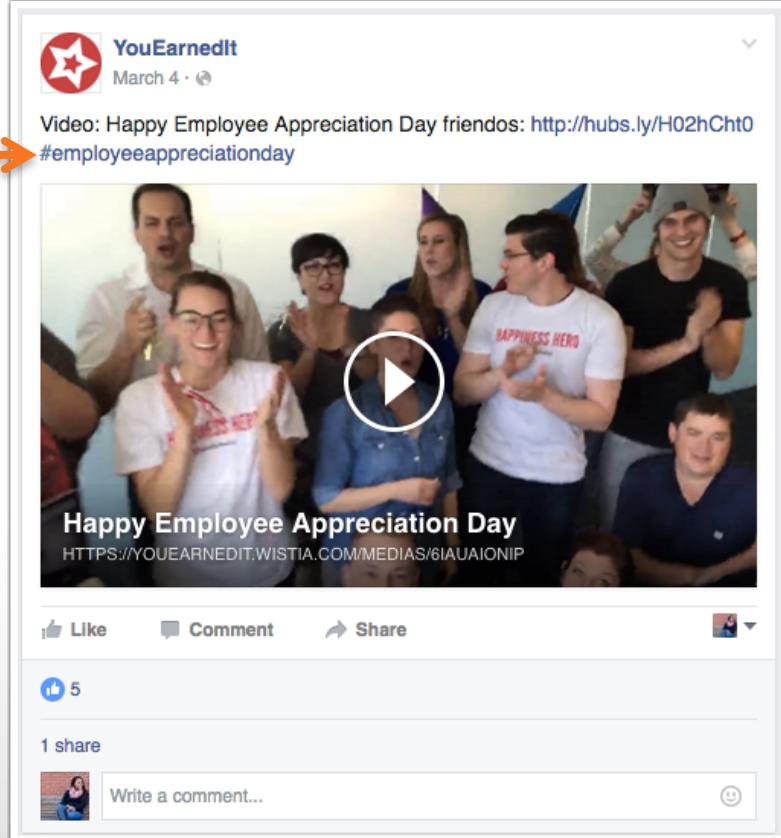


Add a comment...

Optimizing for **relevant** content across platforms.

Optimizing for **relevant** content across platforms.

Show off your company culture.



YouEarnedIt What are you doing to keep people at your company? Your existing perks program may not be cutting it. We looked into some recent research to find employee retention strategies that work.



Employee Retention Strategies that Work |
YouEarnedIt.com - Reward & Recognize Your Team
hubs.ly • Boost your employee retention strategies with these insights from recent research and expert opinions.

Like (3) • Comment • Share • 25 days ago



Add a comment...

Optimize each post with a **compelling message**.



YouEarnedit at Work!

- 1 Real-time Employee Recognition



- 2 Employee Rewards (cool & custom)



- 3 People Metrics that matter



- 4 Or... Use your points to give back!



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Want to Chat?



Meet your audience **where they are.**

Discover the platforms your audience is most active on and engage with them there.

THE RESULTS ARE IN.....



After nine months of effectively managing their social media channels and other inbound tactics, YouEarnedIt achieved a **250% increase in organic traffic**.

THANK YOU.

