

# Strategic Social Media

How to use social media to achieve your business goals

*Working in partnership:*



**IMPRESSION**



Nottingham University  
**Business School**

UNITED KINGDOM • CHINA • MALAYSIA



lauralhampton impressiontalk



[uk.linkedin.com/in/lauralhampton](https://uk.linkedin.com/in/lauralhampton)



[laura.hampton@impression.co.uk](mailto:laura.hampton@impression.co.uk)



**Mashable**  
**Figaro|digital** .net



BBC RADIO  
NOTTINGHAM

# Credentials



Google  
Partner



Nottingham  
Means Business  
**Inform. Inspire. Invest.**

**member of**  

---

**DNCC**

Derbyshire and Nottinghamshire Chamber of Commerce

# Clients



PLUMEN

PHOENIX  
speciality oils



Ask questions  
Give feedback  
Share examples

@impressiontalk  
#strategicsmm



# Today's agenda

- Introduction to social media for business
- Foundations for social success
- Structure of a successful social media campaign
- Common social media channels and how to make the most of them
- Structuring your campaign
- Measuring success
- What you should expect from your marketing team
- Nottingham University: Social Media Examples



59% of the UK population  
have ACTIVE social  
media accounts



57% of UK small businesses are using social media to win new business



I'M SORRY

IT'S NOT WORTH GETTING TO  
KNOW YOU ANY FURTHER.

\*CONSIDER THIS A COURTESY CARD\*

# What could social media do for your business?



# What could social media do for you?

- Reach more prospective customers
- Convert more prospects into customers
- Keep existing customers loyal
- Gain market intelligence

**“Social media is the medium through which we engage our audience and show the personality behind our brand”**

# Foundations for success

- Something to say
- Someone to say it to
- A reason for saying it



# Something to say (brand stories)



# Brand stories

- What differentiates you from your competitors?
- What is unique about your business?
- What do you do, in a nutshell?
- Why do your customers buy from you?
- What need/desire do you fulfil?
- What is your backstory?





**Not just what, but how...**

# Blogging

APR

16  
2015



## Google's Mobile Update: What It Means for Your Business



1

Search...

SEARCH



Google's mobile update will go live on April 21st 2015, giving mobile search ranking prominence to those websites which deliver a good experience to mobile users. Leaving many business owners and marketers asking *what does it mean for me?*

The short answer is that it really depends on your business – for now. If your website receives a significant proportion of its traffic from users on a mobile phone, you can expect to see your traffic decrease as of the 21st April. You can review the number of visits you get to your site on a mobile device using the 'mobile' report on Google Analytics.

But with the mobile update a part of Google's ongoing mission to favour websites with a positive user experience, I suggest it won't be too long before mobile-friendliness becomes a ranking factor on desktop and tablet devices too. This means that even if mobile traffic isn't a big part of your traffic, an investment in a good mobile site is worthwhile.

### Free email newsletter

Sign up to receive our free digital marketing updates, direct to your inbox

Your email



### Recent Posts

- [Mobile algorithm update: an analysis of the impact so far](#)
- [We've moved! Announcing our new office in the Creative Quarter](#)
- [Google's Mobile Update: What It Means for Your Business](#)

# Guides



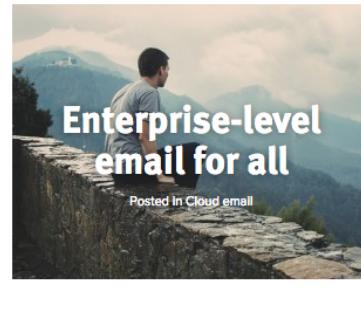
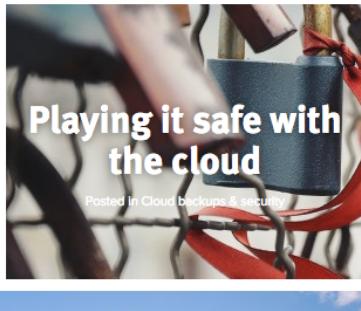
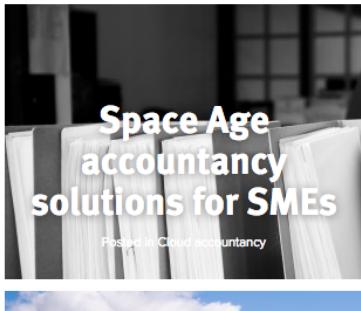
AKITA Cloud computing guides

About Contact us

## Cloud computing guides

With cloud computing now affecting almost every business, we've distilled down the core aspects you need to know about into a series of easy-to-read guides. Let us know if you've enjoyed them by tweeting us at [@akita\\_limited](#)

Cloud accountancy   Cloud backups & security   Cloud documents & storage   Cloud email



# Creative Content

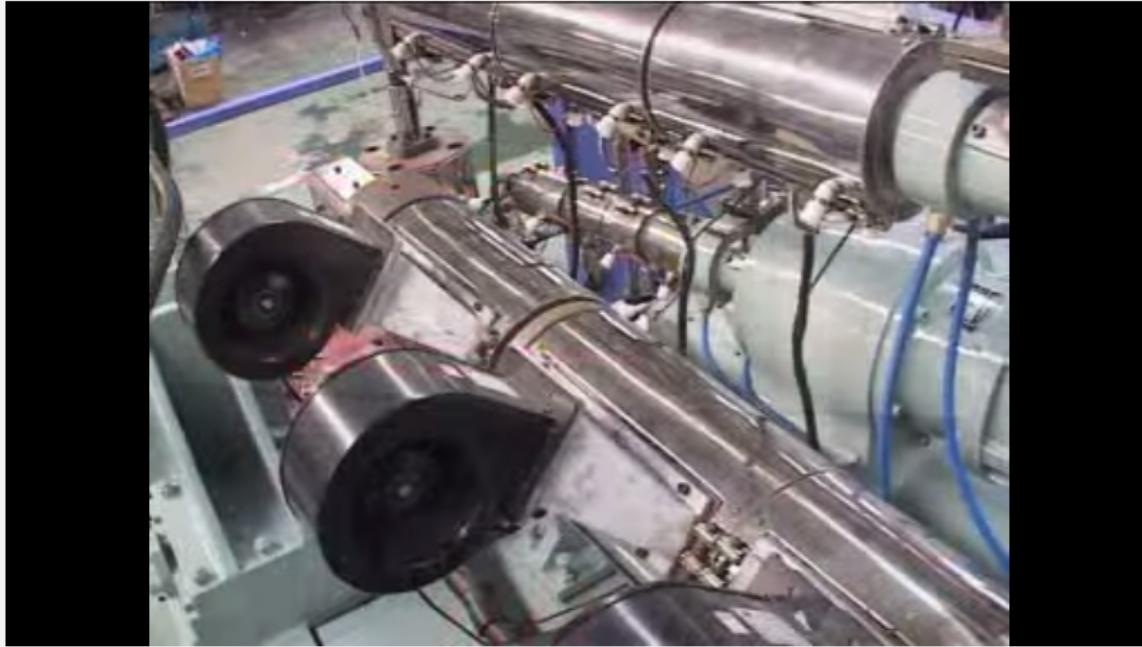
## 1950s

In the midst of the atomic age, Britain was experiencing the highs of the post war boom.

Consumerism became rampant. People had money, families, and homes to fill with furniture. 50s interior design is typically characterised by modernism, open living spaces and appliances upon appliances for literally anything.



# Videos



Extrusion Blow Molding Machine



cnoysun



Subscribe

73

237,739



Add to



Share



Hootlet

More

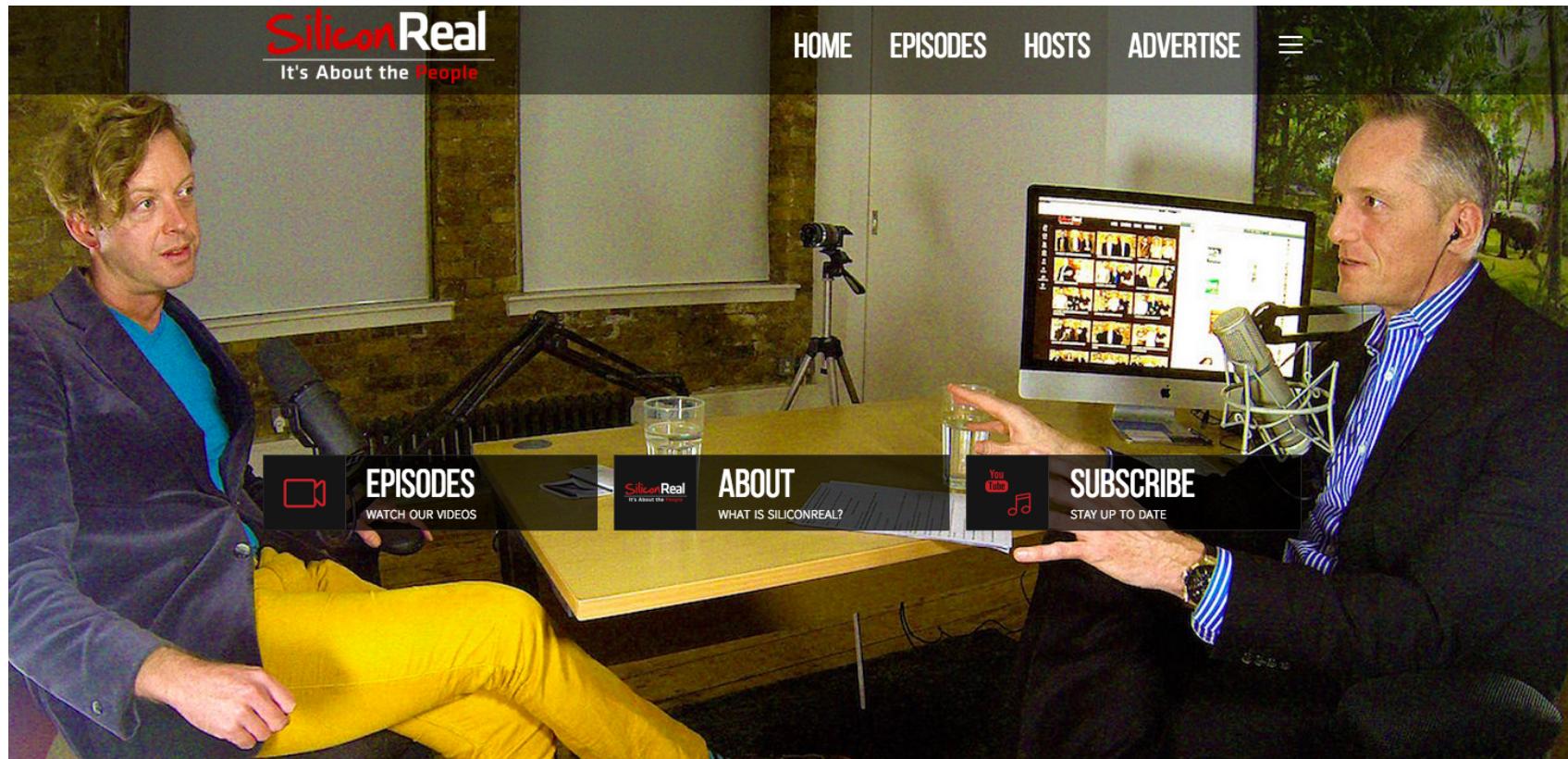


74



9

# Audio



**SiliconReal**  
It's About the People

HOME

EPISODES

HOSTS

ADVERTISE



**EPISODES**  
WATCH OUR VIDEOS

**ABOUT**  
WHAT IS SILICONREAL?

**SUBSCRIBE**  
STAY UP TO DATE

# What do you have to say? Think brand stories and content



# Someone to say it to (audience)



# Knowing your audience

- Who are you trying to speak to
- What are their interests
- What challenges face them/their industry
- How does your service/product help them

# Knowing your audience

- Audience segments
- Individuals
- Personas - motivations



Name: Matt Thomson

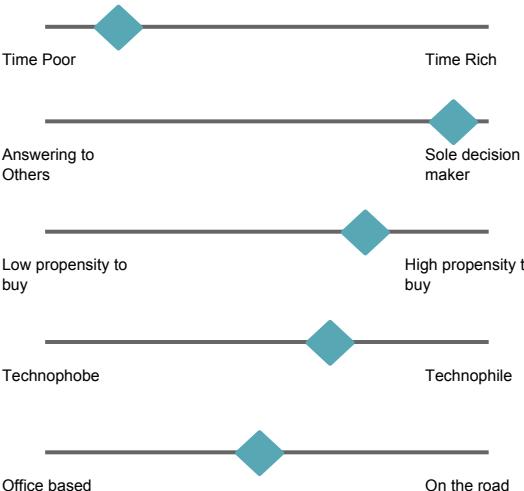
Age: 31

Position: Owner

Company: Thomson Creative

Matt says: "I'm really excited to be running my own business and want to ensure I have the best chance of success."

### Key Attributes



### Technology and Web Use



### NEW BUSINESS OWNER

Matt is our new business owner, currently operating from his home. He has extensive experience in his field but has never run a business.

He is hungry for information and does his best to read as much as he can to equip him to run his business successfully, but he is limited in time. He appreciates bite-size content and quick responses. He is best suited to graphical content, guides, listicles and social interactions.

### Challenges



Time: Matt is investing a lot of time in getting his business off the ground and knows every minute is valuable



Admin: Matt feels overwhelmed by the paperwork involved in starting a business and wants to make sure he gets it right.



Focus: Matt started his business because he loves what he does. He wants to retain his focus and not get bogged down in tasks related to running the business wherever possible.

# Who are you trying to reach?



# A reason for saying it (goals)



# SMART goals

S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based

What are your goals?  
Make them  
**SMART.**

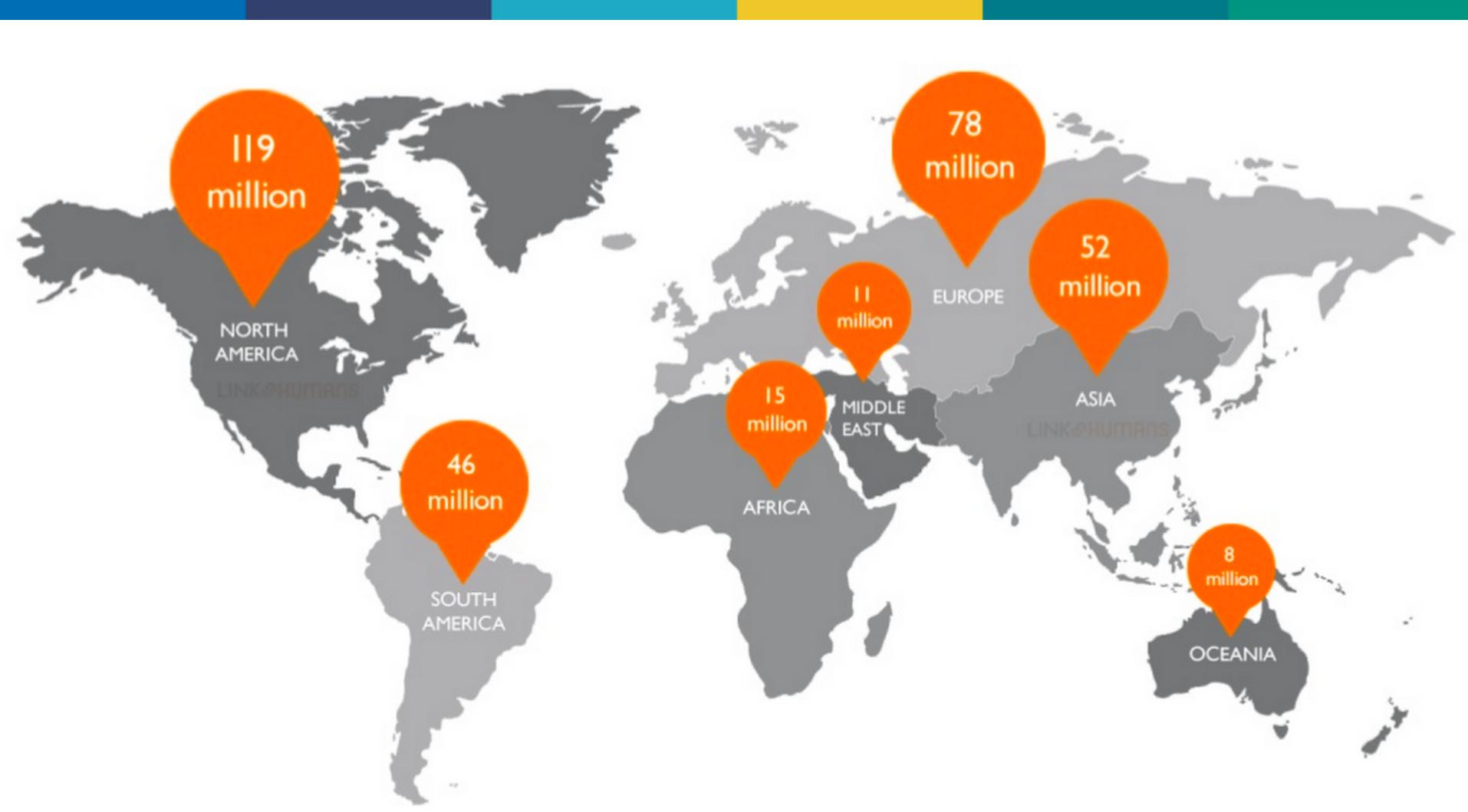


# Foundations for success

- Something to say  
(stories and content)
- Someone to say it to  
(audience)
- A reason for saying it  
(goals)







# LinkedIn

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,443,200+ professionals — here's how your network breaks down:

 <b>1</b>	<b>Your Connections</b> Your trusted friends and colleagues	<b>899</b>
 <b>2</b>	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>148,400+</b>
 <b>3</b>	<b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>5,293,900+</b>
<b>Total users you can contact through an Introduction</b>		<b>5,443,200+</b>
15,882 new people in your network since October 14		



# Your LinkedIn profile



# Laura Hampton

1st

Digital Marketing Manager at Impression Digital Limited  
Nottingham, United Kingdom | Internet

Previous    Hallam Internet Ltd, Tui Travel PLC, British Parachute Schools  
Education    Loughborough University

[Send a message](#)

500+  
connections

<https://uk.linkedin.com/in/lauralhampton>

[Contact Info](#)

## Posts

Published by Laura

[See more ▶](#)



**5 Social Listening Tools to Help Grow Your Brand**  
April 2, 2015

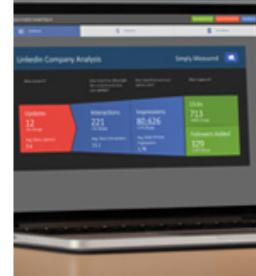


**Digital Marketing People and Publications to...**  
March 27, 2015



**Facebook Organic Reach: Why It's Declining and...**  
March 26, 2015

## THE NEW LinkedIn Company Page Analytics



[Learn More](#)



## People Similar to Laura



**Max Smith** 3rd

MD @ Social Pros & Marketing Director @ Ab...  
Connect

## Ads By LinkedIn Members



**MSc Digital Marketing**  
Do you want to lead and become the voice in your niche?



## Summary

Digital marketing is no longer a choice for businesses; it's an essential part of any business plan. With over 6 years' experience in digital marketing, I have helped a wide range of businesses make more opportunities online and tangibly achieve their business goals. It's no longer just about 'having a presence'; successful digital marketing should make a real difference to your bottom line.

I have worked both client and agency side, providing digital marketing services to a wide range of business sizes and sectors. I specialise in:

- ▶ Search Engine Optimisation (SEO)
- ▶ Social Media Management (SMM)
- ▶ Online and offline PR
- ▶ Copywriting
- ▶ SEO and UX Development Guidelines

My client portfolio has included blue chips, veterinary practices, manufacturers, technology businesses, professional services providers and travel and tourism brands. I am adept in using both online and offline techniques as part of long term strategies and also on project work such as website reviews, SEO audits and providing guidelines for new websites from an SEO and UX perspective.

I regularly speak at industry events and provide training on topics including digital marketing strategy and social media marketing.

I also have a breadth of experience across other business disciplines, including business development, sales, product development, yield management and finance, and I believe this helps me to better understand all facets of your business and devise strategies bespoke to you.

I'm a passionate writer and my work has featured in a range of publications including Mashable, Figaro Digital, UX Mag, PR News and Marketing Donut. My personal blog at [www.lauralhampton.com](http://www.lauralhampton.com) focuses on social media, marketing and SEO and I share my own tips and advice on Twitter under the handle @lauralhampton.

In my spare time, I love to skydive and have competed in 4 way and 8 way formation skydiving at



**Max Smith** 3rd

MD @ Social Pros & Marketing Director @ Ab...  
Connect

### Ads By LinkedIn Members



**MSc Digital Marketing**

Do you want to lead and become the voice in your niche?



**B2B Appointments Setting**

Looking for Convenient Worthwhile meetings. Call the UK's B2B Lead Experts!



**Better PPC: A Free Guide**

Learn how to avoid the 7 Most Costly Mistakes in PPC plus 6 New Strategies.

# ANALYTICS QUALIFIED INDIVIDUAL

Google

Google Analytics Qualified Individual

# ADWORDS QUALIFIED INDIVIDUAL

Google

Google AdWords Qualified Individual



Laura Hampton

"completed the Google Analytics Academy course:  
"Ecommerce Analytics: From Data to Decisions"



Google Analytics Ecomm...



The Importance of SEO in t...

**Persona 3: Procurement**

Name: Jennifer  
Title: Procurement Manager  
Industry: Manufacturing Company

She says: "I'm a procurement professional who needs to find the best price but also need the highest quality of products. I have to understand what's being offered and make sure it's a good fit."

**Procurement Manager**

**Key Motivations:**

- Cost
- Quality
- Delivery

**How this persona thinks:**

- She reads reviews online and looks for reviews from other companies to see if they're reliable.
- She researches different companies and compares their prices and delivery times.
- She values the opportunity to negotiate prices and terms.

**Online Behavior:**

- She uses search engines to find information about different companies and products.
- She follows industry news and trends to stay up-to-date.
- She reaches out to companies directly via email or phone to inquire about products and services.

**Resources:**

- Procurement websites
- Supplier databases
- Trade shows

How to Create a Customer ...



Max Smith 3rd

MD @ Social Pros & Marketing Director @ Ab...  
Connect

## Ads By LinkedIn Members

### MSc Digital Marketing

Do you want to lead and become the voice in your niche?



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Looking for Convenient Worthwhile meetings. Call the UK's B2B Lead Experts!



### Better PPC: A Free Guide

Learn how to avoid the 7 Most Costly Mistakes in PPC plus 6 New Strategies.



## Experience

### Digital Marketing Manager

Impression Digital Limited

February 2015 – Present (4 months) | Nottingham, United Kingdom



As the digital marketing manager at Impression, my role is to support the growth and success of the agency and its clients. My role comprises account management and consultancy for our clients and marketing of Impression itself. Together with Impression's experienced team of digital experts, I provide services including:

- ▶ Search engine optimisation (SEO)
- ▶ Paid search advertising (PPC)
- ▶ Digital PR
- ▶ Creative content marketing
- ▶ Digital strategy
- ▶ Website design
- ▶ Website development

We strive to help your business reach and exceed its goals through the provision of digital marketing strategies which are based on an intrinsic understanding of how your company works. We specialise in ecommerce, increasing the number of sales your business makes online.

Impression offers integrated digital marketing strategy, consultancy and services best suited to national and multinational SMEs, though we often apply our skill-set to working with businesses of all sizes. Get in touch if you'd like to find out more about how we can help your business excel online.

- ▶ 2 honors and awards

### Digital Marketing Manager

Hallam Internet Ltd

June 2013 – February 2015 (1 year 9 months) | Nottingham, United Kingdom



Max Smith 3rd

MD @ Social Pros & Marketing Director @ Ab...  
Connect

### Ads By LinkedIn Members



#### MSc Digital Marketing

Do you want to lead and become the voice in your niche?



#### B2B Appointments Setting

Looking for Convenient Worthwhile meetings. Call the UK's B2B Lead Experts!



#### Better PPC: A Free Guide

Learn how to avoid the 7 Most Costly Mistakes in PPC plus 6 New Strategies.



## Laura Hampton

Digital Marketing Manager at Impression Digital Limited



Posts (8)

Recent Activity (24)



### 5 Social Listening Tools to Help Grow Your Brand

April 2, 2015

79 views, 10 likes, 4 comments



### Digital Marketing People and Publications to...

March 27, 2015

77 views, 1 like, 1 comment



### Facebook Organic Reach: Why It's Declining and...

March 26, 2015

65 views, 2 likes, 1 comment



### Choose Rich Content and Read the Rewards



### Why Your Business Website Needs to Move to



### How to Manage Customer Service via Social Media...

# Growing Your Network

**Who do you want to reach? Can  
find them by name...**





# Victoria Finn

Head of Marketing Communications

Nottingham, United Kingdom | Automotive

2nd

Current

Pendragon PLC

Previous

Pendragon PLC, Boots

Education

Loughborough University

[Connect](#)

[Send Victoria InMail](#)

500+  
connections



Contact Info



<https://uk.linkedin.com/pub/victoria-finn/28/278/134>

## Background



### Summary

#### Recent Team Accolades

Shortlisted in Retail Week Supply Chain Awards 'Distribution Initiative of the Year' for Evans Halshaw 'Move Me Closer' Scheme.

Jun'15

Top in Motortrader Magazine Survey of Automotive Retailers on Social Media

1st (Evans Halshaw) + 3rd (Stratstone)

May'15

No.1 Ranked Automotive Retailer on Experian Hitwise on visitor volumes to [www.evanshalshaw.com](http://www.evanshalshaw.com) + [www.stratstone.com](http://www.stratstone.com)

## How You're Connected



You



3



**Lewis Quayle** 1st

Relationship Manager at NBV Enterpri...  
[Ask Lewis about Victoria](#)

See up to 3 people at your  
company who can connect you  
to Victoria

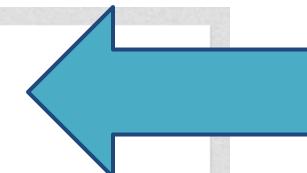
[Upgrade now](#)



**Victoria** 2nd

[Send Victoria InMail](#)

Grow Your Career By Following  
**BPS World**





Education

Loughborough University

[View profile as](#)<https://uk.linkedin.com/in/lauralhampton>500+  
connections[Contact Info](#)

With the digital marketing course developed with Google - learn how today



### Advertising analytics BI

Cross channel analysis and reporting for advertisers. Get your Free Trial.

Add a section to your profile – be discovered for your next career step.



#### Language

This can help you find a new job, get a promotion, or transfer overseas.

[Add language](#)[Add volunteering opportunities](#)[View More](#)

## Posts

Published by Laura (8)

[See more ▾](#) **No**

#### Notify your network?

No, do not publish an update to my network about my profile changes.



Alexandre Jubien · 2nd [in](#)

Mobile Expert - Independent Consultant in Mobile Strategy - Speaker, Lecturer, Startup Coach & Today



John Orton · 2nd [in](#)

Associate Recruiter at Staffing Prime Ltd  
Yesterday



David Denholm · 2nd [in](#)

Founder Head Chef at Digital Kitchen Conversion Optimisation for Ecommerce Clients.Digital Marketing Yesterday



Raziuddin Ahmad · 3rd [in](#)

Sr. Visual/UI/UX Designer  
2d ago

[Connect](#)

[Connect](#)

[Connect](#)

[Connect](#)



#### 1 LinkedIn member

This person is viewing profiles anonymously

Aug 30 – Sep 5



## 279 more people viewed you.

See the full list of 284 people that viewed your profile in the last 90 days on LinkedIn Premium.

[Try Premium for free](#)

**Don't know the name but know  
the role/location/business?**



**Search**

2,134,752 results

Advanced &lt;

Save search

**People**

Jobs

**Keywords****First Name****Last Name****Title****Company****School****Location****Search**

Reset

## Advanced People Search

**Relationship**

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

**Location**

New York, NY, United States

**Current Company**

Moz

**Industry**

Technology, Internet &amp; Software - Consulting, Professional Services, Business Services

**Past Company**

Moz - Director of Product Management, Director of Product Marketing

**School**

Moz - Director of Product Management, Director of Product Marketing

**Profile Language**

English (US) - English (US)

**Nonprofit Interests**

Moz - Director of Product Management, Director of Product Marketing

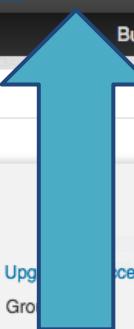
Marketing Manager Global Brand at Sara Lee Household and Personal Care Products

Marketing Manager Global Brand at Sara Lee Household and Personal Care Products

Andy Harris

Expert in turning underperforming websites into enquiries-generating

Marketing Manager Global Brand at Sara Lee Household and Personal Care Products

**Premium Search**

Premium features

Reset Close

Upgrade access multiple

- in** Groups
- in** Moz
- in** Fans of Mashable
- in** Brand Republic
- in** Figaro Digital
- in** Smashing Magazine Fans

**in** Years of Experience**in** Function**in** Seniority Level**in** Interested In**in** Company Size**in** Fortune**in** When Joined

Premium Search Tools

+ Premium filters

+ Automatic search alerts

+ Full profile access

Upgrade

More targeted messaging

Do you want to lead and become the voice in your niche?

More review visibility

Do you want to lead and become the voice in your niche?

More review visibility

Do you want to lead and become the voice in your niche?

More review visibility

Do you want to lead and become the voice in your niche?

you can't find

## Search

[Advanced >](#)

All

**People**

More...

**Keywords****First Name****Last Name****Title** Marketing Manager**Current****Company****School****Location** Located in or near:  

▼

358 results

2nd Connections x[Reset](#)**Edward Lewis** 2ndOnline Marketing Manager at Sunspel  
Nottingham, United Kingdom • Internet  
► 10 shared connections • Similar[Connect](#) ▾**Alex (Hopcroft) Elliott** 2ndDigital Marketing & Media Manager (Global) at Speedo International  
Nottingham, United Kingdom • Internet  
► 11 shared connections • Similar[Connect](#) ▾**Thomas McLoughlin** 2ndWebsite/Marketing Manager  
Nottingham, United Kingdom • Internet  
► 5 shared connections • Similar[Connect](#) ▾**Jason Payne** 2ndSenior Manager & Head of Internet Marketing at Adtrak  
Nottingham, United Kingdom • Internet  
► 7 shared connections • Similar[Connect](#) ▾**Lauren Roitman** 2ndOnline Marketing Manager at Boom Online Marketing  
Nottingham, United Kingdom • Internet  
► 20 shared connections • Similar[Connect](#) ▾**Amy Stamper** 2ndContent Marketing Manager at Go dine  
Nottingham, United Kingdom • Internet  
► 2 shared connections • Similar[Connect](#) ▾**Premi**

Find the

**Premi**

- Prem
- Autor
- Full p

**THE**  
**CL**

IT'S V

Table

Fast.

In the

# Actions for you

- Review your own LinkedIn personal profile - does it reflect your brand stories?
- Review the profiles of your colleagues
- Business guidelines for LinkedIn
- Try for networking
- Training for salespeople on using LinkedIn for networking/prospecting?

# Your company page



## Impression Digital Limited

Marketing and Advertising  
11-50 employees

272 followers

✓ Following

Edit

Home

Analytics

Notifications

### Admin Center

#### Drive engagement

Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Share an update



Share with: All followers

Share

#### Today's social actions

Member likes, comments, and shares, plus mentions of your company across LinkedIn.



1



0



0



0

[See all notifications](#)



We help businesses grow and engage their digital audience

Impression is a marketing agency based in the centre of Nottingham's Creative Quarter. We're a

#### How You're Connected



14 first-degree connections

14 Employees on LinkedIn

[See all](#)

#### Impression Digital Limited Showcase Page



Impression Digital...



We help businesses grow and engage their digital audience

Impression is a marketing agency based in the centre of Nottingham's Creative Quarter. We're a proactive team of internet marketers and developers delivering services including SEO, PPC, PR and website development across Nottingham and the UK. All of our delivery is underpinned by a strong knowledge of digital strategy.

Get in touch with us today via our website for more information, or email us [hello@impression.co.uk](mailto:hello@impression.co.uk)

**Specialties**

SEO, PPC, Website design, Website development, Digital marketing, Digital PR, Content marketing, Inbound marketing

**Website**

<http://www.impression.co.uk>

**Industry**

Marketing and Advertising

**Type**

Privately Held

**Headquarters**

26-30 Stoney Street Nottingham,  
Nottinghamshire NG1 1LL United  
Kingdom

**Company Size**

11-50 employees

**Founded**

2012

See less

## Recent Updates

**Impression Digital Limited** We're excited to be featured in the Nottingham Post again today, showcasing the finalists for the New Business of the Year:



Organic ?

Targeted to: All Followers

390  
impressions

4  
clicks

11  
interactions

3.85%  
engagement

Sponsor update

Like (8) · Comment (2) · Pin to top · 1 day ago



Impression Digital Limited, Georgia Goodman +6



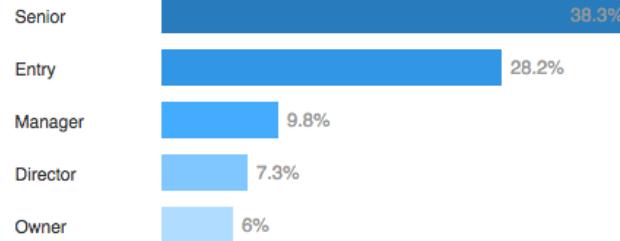
## Followers

Total ?

**274**

### Follower demographics ?

Seniority ▼



Date Range: Last 3 months ▼

### Follower trends ?

+45 3-month change

Organic





## Updates

### Updates ?

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
[Image] We're excited to be featured ...	5/12/2015	All followers	Sponsor	390	4	11	-	3.85%
[Image] Did you catch us in today's ...	4/28/2015	All followers	Sponsor	1,054	30	11	-	3.89%
<b>GOOGLE MOBILE UPDATE: We've a...</b>	4/23/2015	All followers	Sponsor	282	3	2	-	1.77%
<b>Small Business Saturday is a nation...</b>	4/23/2015	All followers	Sponsor	221	0	0	-	0.00%
<b>Did you catch us in the Nottingham ...</b>	4/22/2015	All followers	Sponsor	395	16	8	-	6.08%
[Image] Great morning with the Notti...	4/21/2015	All followers	Sponsor	1,615	12	9	-	1.30%
<b>"The Creative Quarter offers a speci...</b>	4/21/2015	All followers	Sponsor	297	8	2	-	3.37%
<b>Google's mobile update goes live to...</b>	4/21/2015	All followers	Sponsor	205	0	2	-	0.98%

# Actions for you

- Set up Company Page (if not already)
- Post updates - think *brand stories*
  - Create a plan
- Review Analytics data
- Learn from response



[Home](#)[Notifications](#)[Messages](#)[Discover](#)[Search Twitter](#)[Tweet](#)**Laura Hampton**

@lauralhampton

TWEETS

6,222

FOLLOWING

467

FOLLOWERS

792

**Gain more followers**

Promote your account and get discovered by more people on Twitter. Preview it first below

[Trends · Change](#)**#ChooseHappiness**

Promoted by Coca-Cola GB

**#AskMmusi**

Twitter gets ungovernable during

#AskMmusi

78.2K Tweets about this trend

**#britishvalues**

Some 'British Values' Forgetful Theresa May Didn't Come Up With...

18.9K Tweets about this trend

[Instant Articles](#)**What's happening?****Ingenuity Lab @UoNIngLab** · nowCalling all students @UniofNottingham! Chance to win a cash prize at psychometric testing focus group: [bit.ly/1cSHy7I](http://bit.ly/1cSHy7I)**Asana @asana** · Apr 4

Say goodbye to email, calendars, notepads, status updates, and sticky notes. And say hello to Asana.



Free for teams of up to 15. Sign up now.

asana.com

[Learn more](#)

Promoted

**Nottingham Post @Nottingham\_Post** · 7sHave you seen the trailer for Mad Max: Fury Road yet? Watch it here and read our film review: [nottinghampost.com/Film-review-tr...](http://nottinghampost.com/Film-review-tr...)[Who to follow](#) · [Refresh](#) · [View all](#)**WISTIA @wistia**

Followed by Carly Stec and o...

[Follow](#)[Promoted](#)**Nicola Burley @NicolaJBurley**[Follow](#)**Ingenuity Network @ingenu...**[Follow](#)**Find people you know**

Import your contacts from Outlook

[Connect other address books](#)

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Cookies Ads Info Brand Blog Status Apps  
Jobs Advertise Businesses Media  
Developers Cricket

# How Twitter works

- Followers
- Following
- Tweeting, replying, retweeting

# Who to follow?



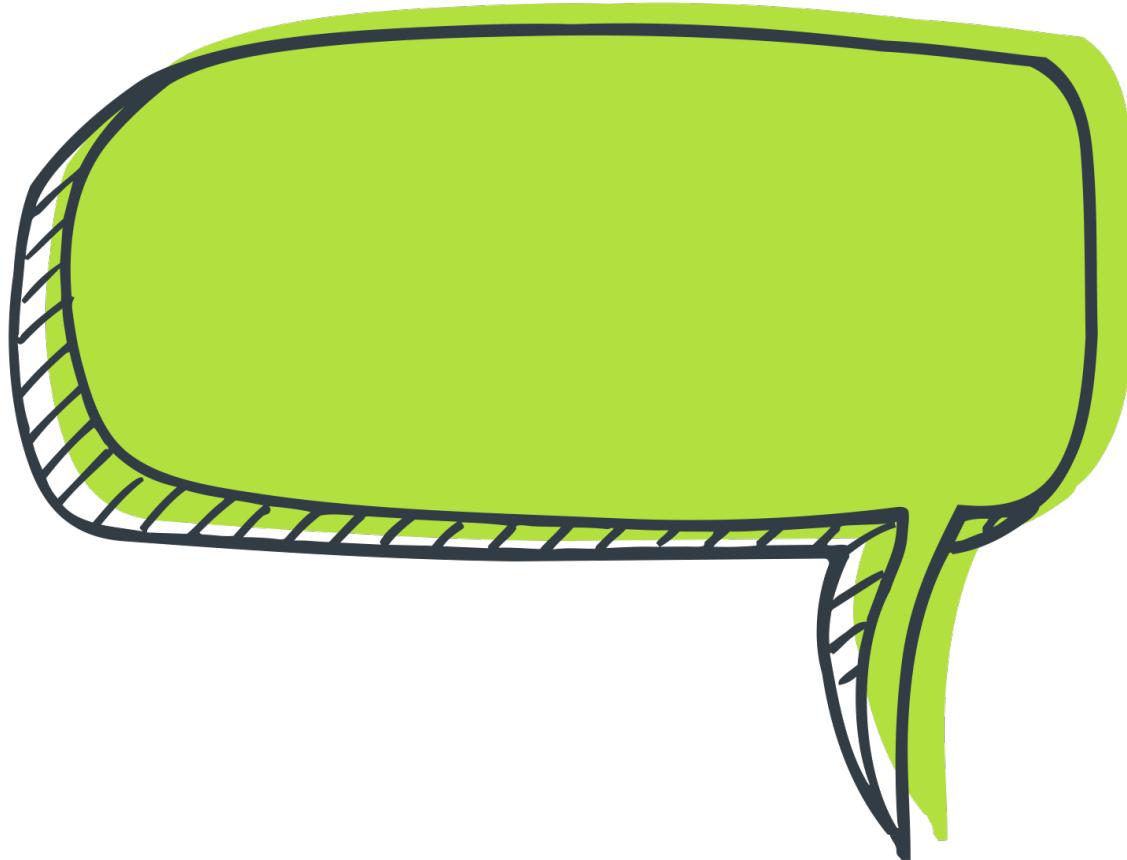
# Who should you follow in your business?



# Who to follow

- Customers
- Suppliers
- Colleagues
- Influencers
- Journalists

# What to say?



# Something to say (brand stories)



# Write 3 tweets for your business

- 2 brand stories
- 1 'happening'



10 MINUTES

# Actions for you

- Review who you're following
- Follow relevant accounts
- Start tweeting
  - Create a plan

# PR through Twitter

# Find local journalists: twitter.com/nottscclists



**Nottinghamshire CC**  

Lucy and Yasmin here to help! Not a 24/7 service but we will get back to you asap  
|| Other ways to contact Notts County Council  
[nottinghamshire.gov.uk/thecouncil/contact...](http://nottinghamshire.gov.uk/thecouncil/contact/)

Nottinghamshire, UK  
[nottinghamshire.gov.uk](http://nottinghamshire.gov.uk)  
Joined February 2009

[Tweet to](#) [Message](#)

12 Followers you know



952 Photos and videos

TWEETS 13.6K FOLLOWING 293 FOLLOWERS 24.9K FAVORITES 583 LISTS 4

Subscribed to Member of

**Digital First** by Nottinghamshire CC



9 Members

**Snow** by Nottinghamshire CC



County Council partners and other organisations able to provide information during periods of snow

18 Members

**Flooding** by Nottinghamshire CC



County Council partners able to provide information during flooding

10 Members

**Local Media** by Nottinghamshire CC



Followers who are, or influence local media

62 Members



## Local Media

A public list by Nottinghamshire CC

Followers who are, or influence local media

MEMBERS SUBSCRIBERS

62 7

[Subscribe](#)[Tweets](#)[List members](#)[List subscribers](#)

More lists by @NottsCC · [View all](#)

[Digital First](#)[Snow](#)[Flooding](#)[Local Media](#)

## List members

**Post**

**Nottingham Post** @NottinghamPost  
For news and interaction follow @Nottingham\_Post - this account isn't monitored regularly. Got a story? Email newsdesk@nottinghampost.com or call 01159482000.

[Follow](#)

**Chris Breese** @ChrisBNottsTV  
News editor for Notts TV. Tweeting about Nottingham, the news and journalism. All views are my own.

[Follow](#)

**It's All About You** @IAAY\_MAG  
It's All About You Magazine - a bi-monthly free magazine, covering the communities of Newark, Notts and surrounding areas.

[Follow](#)

**News from Worksop** @Worksop\_Newsfrm  
Latest Tweets about Worksop, Twitter makes the news

[Follow](#)

**Nottingham Weekender** @NotmWeekend  
Lifestyle magazine free with the Weekend edition of the Nottingham Post: celebrity interviews, fashion, shopping, food, TV, books, Twitter gossip...

[Follow](#)

**GainsboroughStandard** @GainsStandard  
Newspaper at the heart of the community of

[Follow](#)

## Recently added members

[· View all](#)**Post**

**Nottingham Post** @Notting...  
[Follow](#)



**Chris Breese** @ChrisBNottsTV  
[Follow](#)



**It's All About You** @IAAY\_M...  
[Follow](#)



**News from Worksop** @Wor...  
[Follow](#)

# PR Hashtags

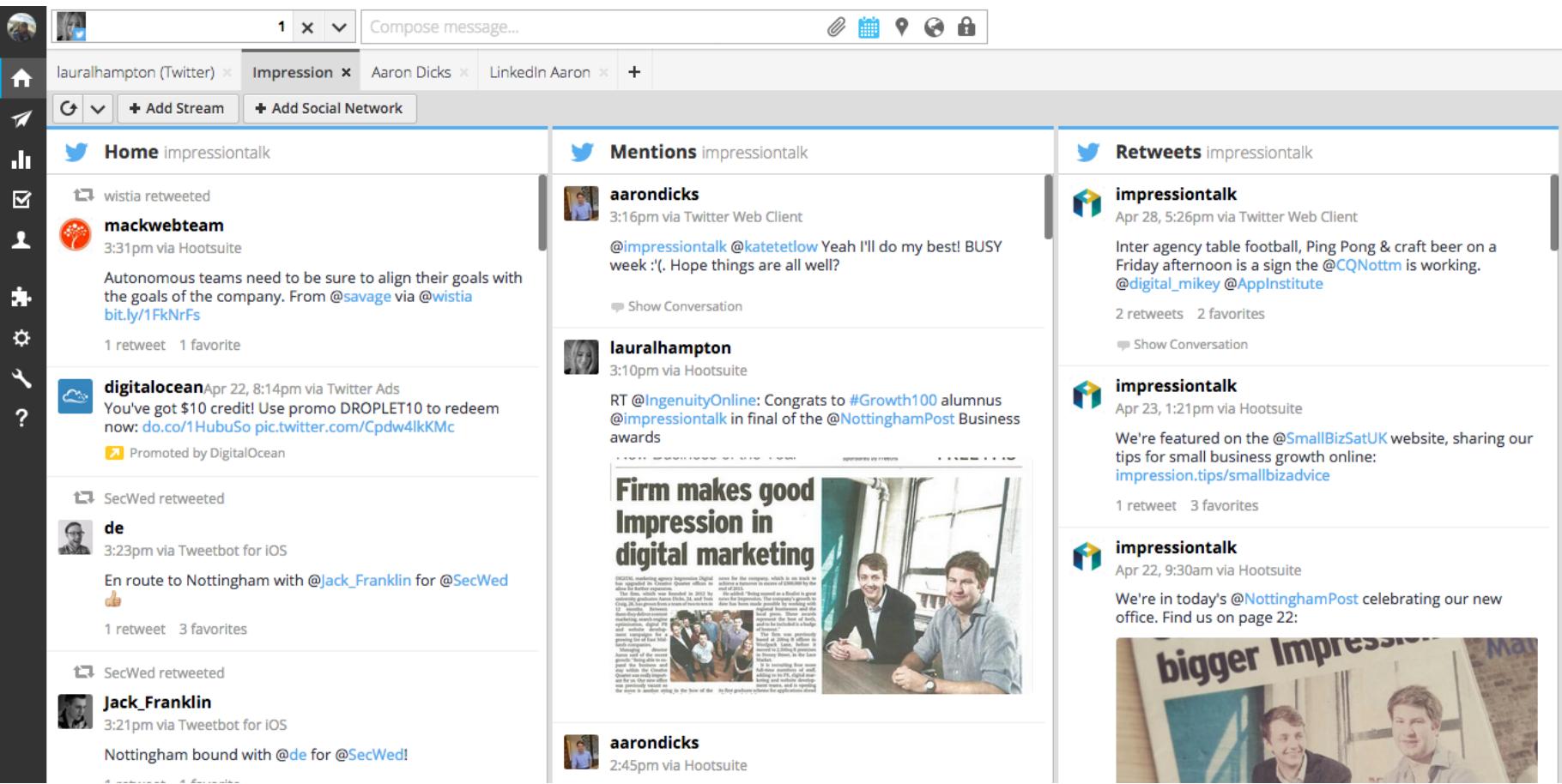
#prrequest

#journorequest



# Hootsuite

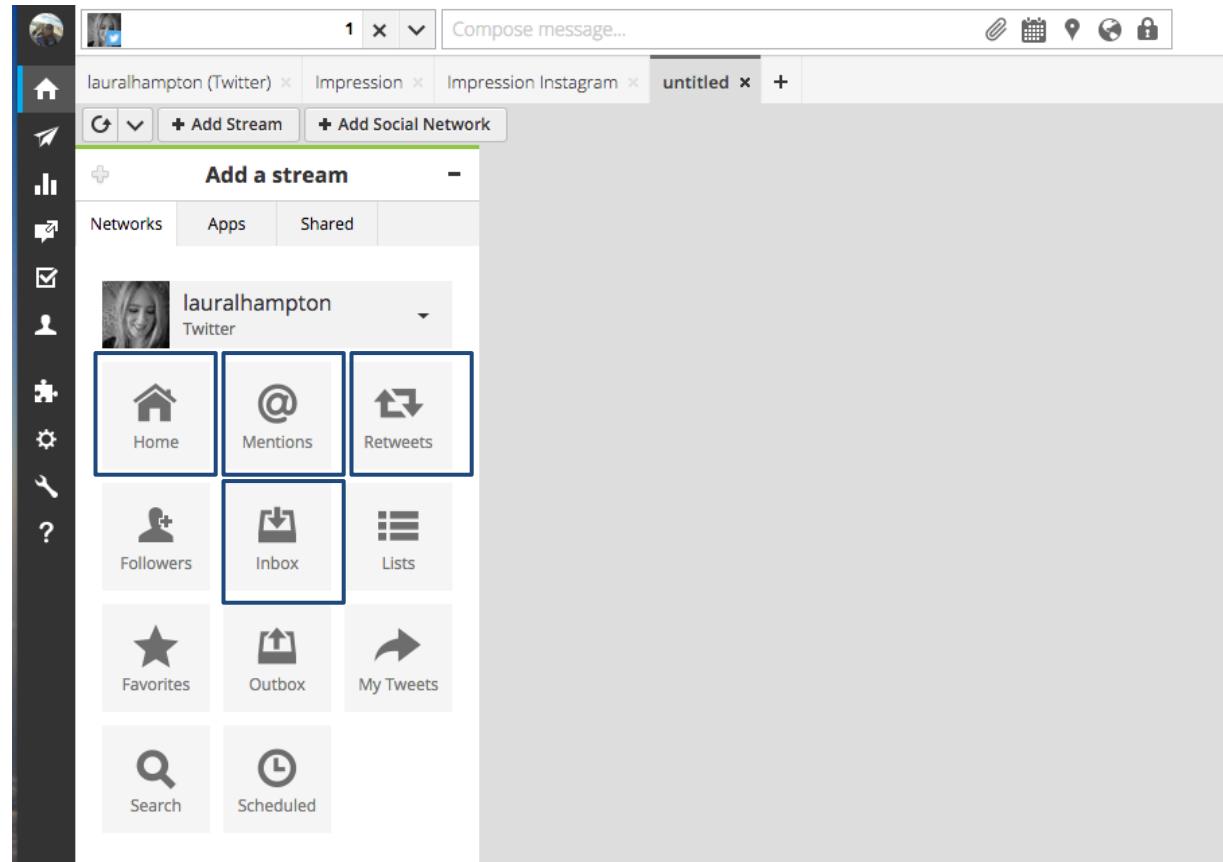




# Getting started with Hootsuite

- Claim free account
- Set up mentions stream
- Set up custom search streams

# Set up streams



The screenshot shows the Hootsuite dashboard interface. At the top, there's a header bar with a user profile icon, a message count of '1', and a 'Compose message...' input field. Below the header are several tabs: 'lauralhampton (Twitter)', 'Impression', 'Impression Instagram', 'untitled', and a '+' button. To the right of the tabs are icons for reply, calendar, location, globe, and lock.

On the left, a vertical sidebar contains icons for Home, Create Post, Analytics, Shared, Lists, and Help. The main content area is titled 'Add a stream' and includes tabs for Networks, Apps, and Shared. A dropdown menu for 'lauralhampton Twitter' is open, showing various Twitter stream options:

- Home (selected)
- Mentions
- Retweets
- Followers
- Inbox (selected)
- Lists
- Favorites
- Outbox
- My Tweets
- Search
- Scheduled

# Custom search streams: OR, AND, ""

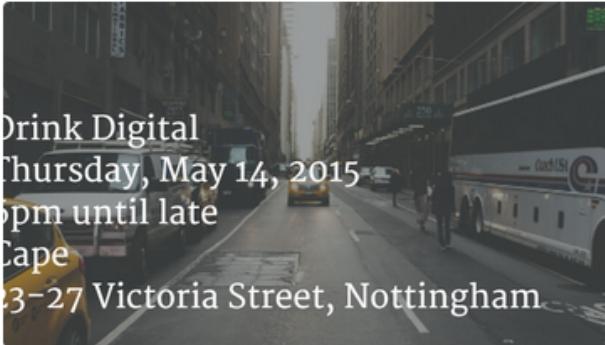
## Services or products

"Digital Marketing" OR "Digital PR" OR "Conte..."

IanLockwood retweeted

**DrinkDigitalUK**  
12:05pm via Hootsuite

Drink Digital ::// ow.ly/MGqut ::// brought to you by @boomweb and @CWCS\_Hosting #marketing #nottingham



1 retweet

## Journalist requests

#journorequest OR #PRque...

**AtticaComms**  
2:43pm via Twitter for iPhone  
@CaoilfhionnRose: @currencyapp #Travel #Journorequest

Show Conversation

SOSPress retweeted

**CaoilfhionnRose**  
1:04pm via Twitter for iPhone  
People, what are your favourite #travel #apps? #travelling #travelmadeeasy #research #journorequest #prrequest #journo #research #collab

1 retweet 1 favorite

**CaoilfhionnRose**  
1:04pm via Twitter for iPhone  
People, what are your favourite #travel #apps? #travelling #travelmadeeasy #research

GretchenYoga retweeted

**WomensProspects**  
Apr 28, 11:14am via Twitter Web Client  
We're currently accepting guest posts on #entrepreneur & #startup topics.  
Apply:  
womensprospects.com/become-a-contr... #journorequest #bloggerrequest

53 retweets 122 favorites

Grace\_Durbin retweeted

**WomensProspects**  
Apr 28, 11:14am via Twitter Web Client  
We're currently accepting guest posts on #entrepreneur & #startup topics.  
Apply:  
womensprospects.com/become-a-contr... #journorequest #bloggerrequest

53 retweets 122 favorites

# Dangers of scheduling



Tesco Customer Care

@UKTesco

It's sleepy time so we're off to  
See you at 8am for more #Tesco

Reply Retweet Favorite More

Horse meat scandal: Tesco apologises over 'hay' Twitter post

[www.telegraph.co.uk](http://www.telegraph.co.uk) › Food and Drink › Food and Drink News ▾

18 Jan 2013 - **Tesco** has apologised over a message posted on Twitter that made light ... that workers were tired, finishing work and setting "off to hit the hay".

Tesco apologises for 'hit the hay tweet', then reveals it has ...

[www.thedrum.com](http://www.thedrum.com) /.../tesco-apologises-hit-hay-tweet-then-reveals-it-has-e... ▾

19 Jan 2013 - Just days after **Tesco** hit the news for selling Everyday Value burgers containing horse meat, it unwittingly tweeted a message to its 47,000 ...

Tesco 'Hit The Hay' In Tweet After Horse Meat Burger ...

[www.huffingtonpost.co.uk](http://www.huffingtonpost.co.uk) /.../tesco-hit-the-hay-in-tweet\_n\_2501618.ht... ▾

18 Jan 2013 - **Tesco** has not had the best week following news that horse DNA was found in the meat of burgers stocked by the retailer. More than 10 million ...

Tesco tweets itself into more horsemeat trouble | Business ...

[www.theguardian.com](http://www.theguardian.com) › Business › Tesco ▾

18 Jan 2013 - **Tesco** tweeted on Thursday night: 'It's sleepy time so we're off to hit the hay! See you at 8am for more.' Photograph: Kirsty Wigglesworth/AP.

Tesco's horse meat burger woes continue with hit the hay ...

[metro.co.uk](http://metro.co.uk) › UK › Tesco ▾

18 Jan 2013 - **Tesco** has made yet another Twitter faux-pas in the wake of the horse meat burger scandal, telling followers it was about to 'hit the hay'.



# Tips to remember

- Set up a COMPANY PAGE not a personal page
- This is shown by ‘like’ feature
- Company page not linked to personal



You are posting, commenting and liking as Laura Hampton — Manage Page with Business Manager

Page

Messages 2

Notifications 18

Insights

Publishing Tools

Settings

Help ▾

New Forest  
Living

Travel Agency

Contact Us

Liked

Message

Hootlet

...

Timeline

About

Photos

Reviews

More ▾

100% response rate, 1 day or more to respond

Respond faster to turn on the icon

2,134 likes +3 this week

535 post reach this week

Invite friends to like this Page

Find New Customers

Connect with more of the people who matter to you

Promote Page

Promote ▾

## THIS WEEK

535

Post Reach

51

Post Engagement

0

Contact Us

1 of 1

Response Rate

## Recent

2015

2014

2013

2012

Status Photo/Video Offer, Event +

Write something...

New Forest Living

Published by New Forest Living [?] · Yesterday at 11:30 ·

We are absolutely delighted to introduce The Old Telephone Exchange in Beaulieu.

A unique holiday cottage in the heart of the New Forest. Once the main telephone exchange for Buckler's Hard and the surrounding area of the Beaulieu Estate, now a beautifully refurbished bolthole. Wonderful for a romantic escape and kicking back in the peace and tranquillity of the enchanting surroundings.

Taking bookings now..

# Posting on Facebook

- Consider your brand stories
- Facebook posts much longer than Twitter, so can be less frequent
- Images work really well
- Share video content too

# Example posts...

New Forest Living

Published by New Forest Living [?] · Yesterday at 11:30 · ⓘ

We are absolutely delighted to introduce The Old Telephone Exchange in Beaulieu.

A unique holiday cottage in the heart of the New Forest. Once the main telephone exchange for Buckler's Hard and the surrounding area of the Beaulieu Estate, now a beautifully refurbished bolthole. Wonderful for a romantic escape and kicking back in the peace and tranquillity of the enchanting surroundings.

Taking bookings now..



**Old Telephone Exchange Holiday Cottage, Beaulieu | New Forest Living**

Old Telephone Exchange, Beaulieu - New Forest Holiday Cottage. The Old Telephone Exchange is an exquisite, and unique holiday cottage in the heart of...

[NEWFORESTLIVING.CO.UK](http://NEWFORESTLIVING.CO.UK)

New Forest Living

Published by New Forest Living [?] · Yesterday at 11:23 · ⓘ

Such Lovely feedback ...

Thank you so much for our stay at Beaulieu River View - it was everything we thought it would be - we have no suggestions for improvement because it was superb - best kitted out cottage we have ever been to in 35 years.  
Doug & Carolyn



**Beaulieu River View Cottage | New Forest Living**

The Beaulieu River View cottage in Beaulieu, New Forest, offers gorgeous holiday accommodation with spectacular views. Find out more here.

[NEWFORESTLIVING.CO.UK](http://NEWFORESTLIVING.CO.UK)

# What does success look like?

- Likes
- Comments
- Shares



# Facebook Insights

New Forest Living

Page Messages 2 Notifications 18 Insights Publishing Tools Export Settings Help

Overview Likes Reach Visits Posts Videos People

Showing data from 26/08/2015–01/09/2015

### Page Likes

2,134 Total Page Likes  
▲ 0.1% from last week

3 New Page Likes  
▼ 25%

This week Last week

### Post Reach

543 Total Reach  
▲ 13.4% from last week

535 Post Reach  
▲ 17.8%

This week Last week

### Engagement

51 People Engaged  
▼ 43.3% from last week

22 Likes

2 Comments

5 Shares

170 Post Clicks

### Your 5 Most Recent Posts

Reach: Organic/Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
31/08/2015 11:30	We are absolutely delighted to introduce The Old Telephone Exchange in Beaulieu. A unique holiday	Link	Everyone	71	13 1	Boost Post
31/08/2015 11:23	Such Lovely feedback ... Thank you so much for our stay at Beaulieu River View - it was everything	Link	Everyone	265	11 10	Boost Post

# Actions for you

- Review Facebook page - is it definitely a page, not a profile?
- Add all contact and about information
- Review Insights

# Facebook Advertising

- Highly targeted
- Boost existing posts
- New adverts
- From £5.00

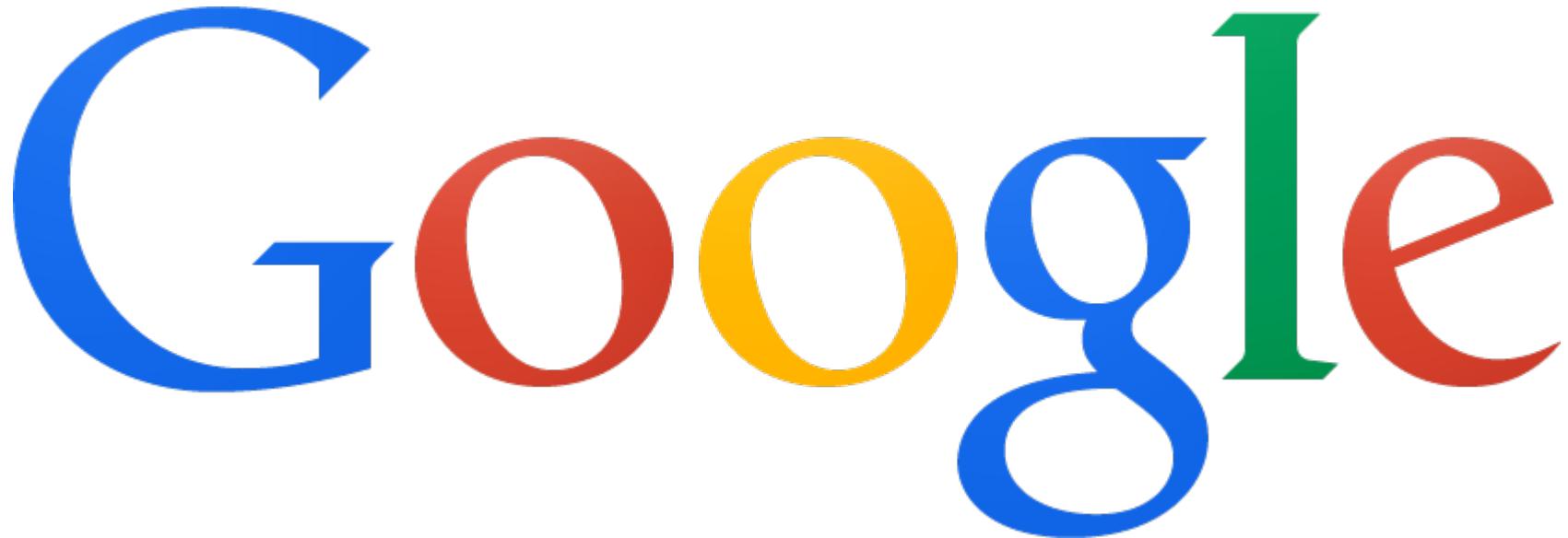


**facebook.** Ads



# Who owns YouTube?

Who owns YouTube?



# Structuring your social media campaign

1. Have a clear set of goals
  - a. who?
  - b. what?
  - c. why?
2. Select the appropriate channel
3. Create a content plan

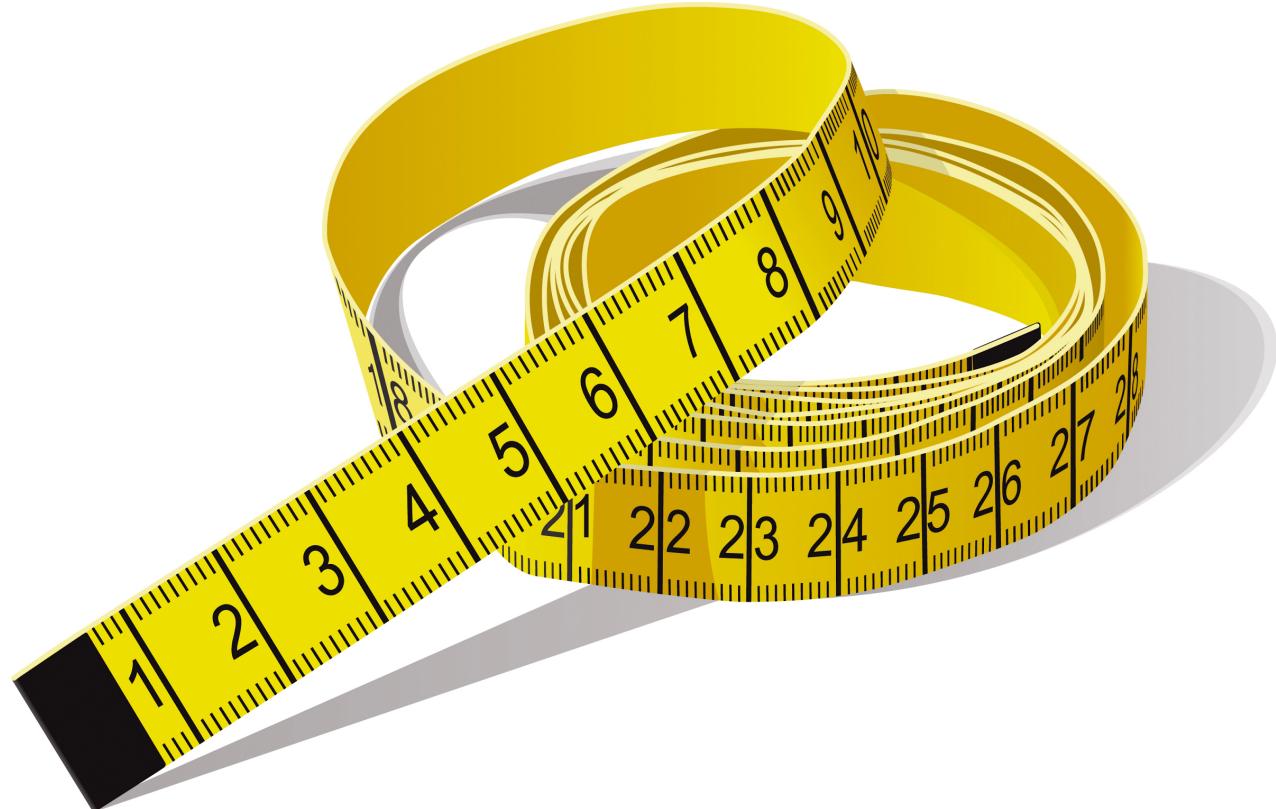
# Structuring your social media campaign

4. Start posting, give it a couple of weeks

5. Review

6. Refine

# Measuring success



# Google Analytics

Custom

Benchmarking

Users Flow

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

AdWords

Search Engine Optimization

Social

Campaigns

Behavior

Primary Dimension: Default Channel Grouping

Source / Medium

Source

Medium

Other

Plot Rows

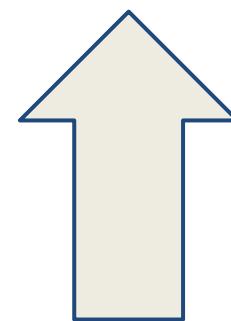
Secondary dimension

Sort Type: Default

	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1. Organic Search	2,471 (51.20%)	79.00%	1,952 (52.94%)	73.65%	1.97	00:01:25
2. Direct	946 (19.60%)	76.85%	727 (19.72%)	79.39%	1.87	00:01:13
3. Social	726 (15.04%)	64.19%	466 (12.64%)	74.66%	1.63	00:01:02
4. Referral	624 (12.93%)	80.77%	504 (13.67%)	50.64%	1.87	00:01:41
5. Paid Search	54 (1.12%)	61.11%	33 (0.90%)	55.56%	2.46	00:03:00

	Social Network <small>?</small>	Acquisition			Behavior		
		Sessions <small>?</small>	% New Sessions <small>?</small>	New Users <small>?</small>	Bounce Rate <small>?</small>	Pages / Session <small>?</small>	Avg. Session Duration <small>?</small>
		<b>726</b> % of Total: 15.04% (4,826)	<b>64.19%</b> Avg for View: 76.34% (-15.92%)	<b>466</b> % of Total: 12.65% (3,684)	<b>74.66%</b> Avg for View: 71.72% (4.10%)	<b>1.63</b> Avg for View: 1.89 (-14.14%)	<b>00:01:02</b> Avg for View: 00:01:22 (-24.73%)
<input type="checkbox"/>	1. Twitter	<b>267</b> (36.78%)	69.66%	186 (39.91%)	75.66%	1.58	00:00:43
<input type="checkbox"/>	2. LinkedIn	<b>135</b> (18.60%)	43.70%	59 (12.66%)	48.89%	2.62	00:01:49
<input type="checkbox"/>	3. Facebook	<b>116</b> (15.98%)	77.59%	90 (19.31%)	82.76%	1.30	00:01:05
<input type="checkbox"/>	4. WordPress	<b>112</b> (15.43%)	74.11%	83 (17.81%)	83.93%	1.17	00:01:11
<input type="checkbox"/>	5. Disqus	<b>39</b> (5.37%)	25.64%	10 (2.15%)	84.62%	1.44	00:01:00
<input type="checkbox"/>	6. Google+	<b>34</b> (4.68%)	82.35%	28 (6.01%)	82.35%	1.24	00:00:23
<input type="checkbox"/>	7. (not set)	<b>14</b> (1.93%)	21.43%	3 (0.64%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	8. reddit	<b>6</b> (0.83%)	66.67%	4 (0.86%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	9. TripAdvisor	<b>2</b> (0.28%)	100.00%	2 (0.43%)	100.00%	1.00	00:00:00
<input type="checkbox"/>	10. Stack Exchange	<b>1</b> (0.14%)	100.00%	1 (0.21%)	100.00%	1.00	00:00:00

Social Network <span>?</span>		Acquisition			Behavior			Conversions	All Goals	
		Sessions <span>?</span> <span>↓</span>	% New Sessions <span>?</span>	New Users <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Goal Conversion Rate <span>?</span>	Goal Completions <span>?</span>	
		<b>726</b> % of Total: 15.04% (4,826)	<b>64.19%</b> Avg for View: 76.34% (-15.92%)	<b>466</b> % of Total: 12.65% (3,684)	<b>74.66%</b> Avg for View: 71.72% (4.10%)	<b>1.63</b> Avg for View: 1.89 (-14.14%)	<b>00:01:02</b> Avg for View: 00:01:22 (-24.73%)	<b>0.83%</b> Avg for View: 1.37% (-39.57%)	<b>6</b> % of Total: 9.09% (66)	
1.	Twitter	<b>267</b> (36.78%)	69.66%	186 (39.91%)	75.66%	1.58	00:00:43	0.00%	0 (0.00%)	
2.	LinkedIn	<b>135</b> (18.60%)	43.70%	59 (12.66%)	48.89%	2.62	00:01:49	4.44%	6 (100.00%)	
3.	Facebook	<b>116</b> (15.98%)	77.59%	90 (19.31%)	82.76%	1.30	00:01:05	0.00%	0 (0.00%)	
4.	WordPress	<b>112</b> (15.43%)	74.11%	83 (17.81%)	83.93%	1.17	00:01:11	0.00%	0 (0.00%)	
5.	Disqus	<b>39</b> (5.37%)	25.64%	10 (2.15%)	84.62%	1.44	00:01:00	0.00%	0 (0.00%)	



	Goal	↓	Id	Past 7 day conversions
<input type="checkbox"/>	Completed Booking		Goal ID 1 / Goal Set 1	20
<input type="checkbox"/>	Contact Form Submission		Goal ID 5 / Goal Set 1	2

Sales

Enquiries

Sales team

CRM

# What to expect from your marketing team

- Cohesion
- Clear planning
- Set KPIs
- Measurement
- Refinement



# What they should expect from you



- Digital leadership
- Environment for trying (and failing)
- Investment in marketing

# Social media in practice...

# Tom Wright

Digital Engagement Manager

Using social media to  
engage our audience



The University of  
**Nottingham**

UNITED KINGDOM • CHINA • MALAYSIA

# Today's agenda

- Introduction to social media for business
- Foundations for social success
- Structure of a successful social media campaign
- Common social media channels and how to make the most of them
- Structuring your campaign
- Measuring success
- What you should expect from your marketing team
- Nottingham University: Social Media Examples

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**THANK YOU**