

# Marketing Tips by Marcia

*Simplifying Marketing for Small Businesses*







# 7 Ways to Celebrate the Holiday Season in Your Social Media Marketing

1. **Go Behind the Scenes**
2. **Encourage Your Audience to Share Holiday Photos**
3. **Shine Light on a Worthy Cause**
4. **Focus On What Your Customers Need**
5. **Sum Up the Year**
6. **Highlight What Unites Us**
7. **Say Thank You**



WHICH **SOCIAL MEDIA**  
**PLATFORM** SHOULD MY  
BUSINESS BE ON?

# HAVE A SUCCESSFUL HOLIDAY SEASON BY USING THE RIGHT SOCIAL MEDIA PLATFORMS

*Let's talk about the differences between the five best **Social Media platforms** for marketing, including their main audiences and top industries.*





# Two Key Questions:

1. Who is your target audience?
2. What is your overall social media goal?

That's what you **really** need to focus on. If you know the answers to these two questions, it's relatively easy to pare it down to **a solid two to three platforms** to dedicate your time to.

After you've answered the two questions above and matched your answers with the top platforms, you're well on your way to a successful social media marketing strategy.

# 1. WHO IS YOUR TARGET AUDIENCE?

Write down the answers to the following 10 questions:

1. **Where is your audience located?**
2. **What is the average age/gender of your target buyer?**
3. **What's their average income?**
4. **Are they homeowners?**
5. **What are their hobbies?**
6. **What industry do they work in?**
7. **Do they have kids?**
8. **What challenges do they face/problems do they need solved?**
9. **How do they get their information (tech-savvy or more traditional)?**
10. **Which all of the above are my top-paying and most loyal customers?**



Congratulations! You have just profiled your average buyer.

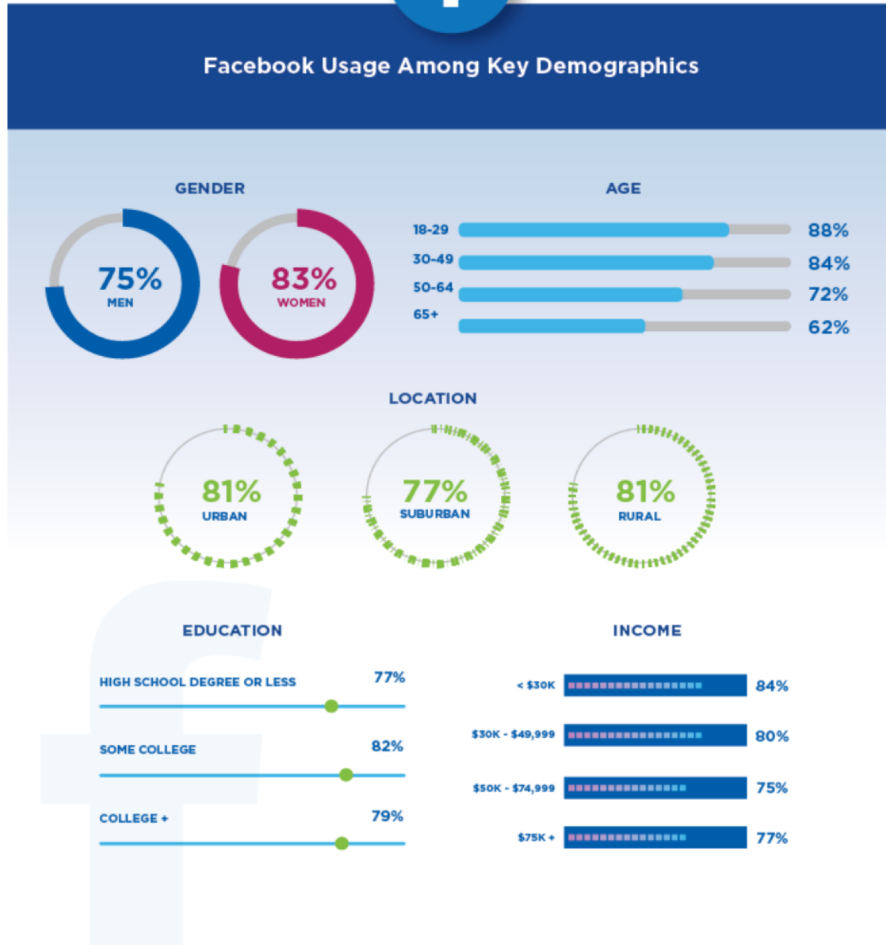
## 2. WHAT IS YOUR OVERALL SOCIAL MEDIA GOAL?

- Brand Awareness?
- Enhance Public Relations?
- Build Community?
- Research and Development
- Driving Sales and Leads?





# FACEBOOK Usage Among Key Demographics



**BEST FOR:** B2C, in some cases B2B

**TOP INDUSTRIES:** Fashion, Auto, E-commerce, Retail, Entertainment, Real Estate, Marketing, Sports, Health and Wellness, News and Information

**TARGET AGE AND GENDER:** Anywhere from 25 – 55+, both men and women

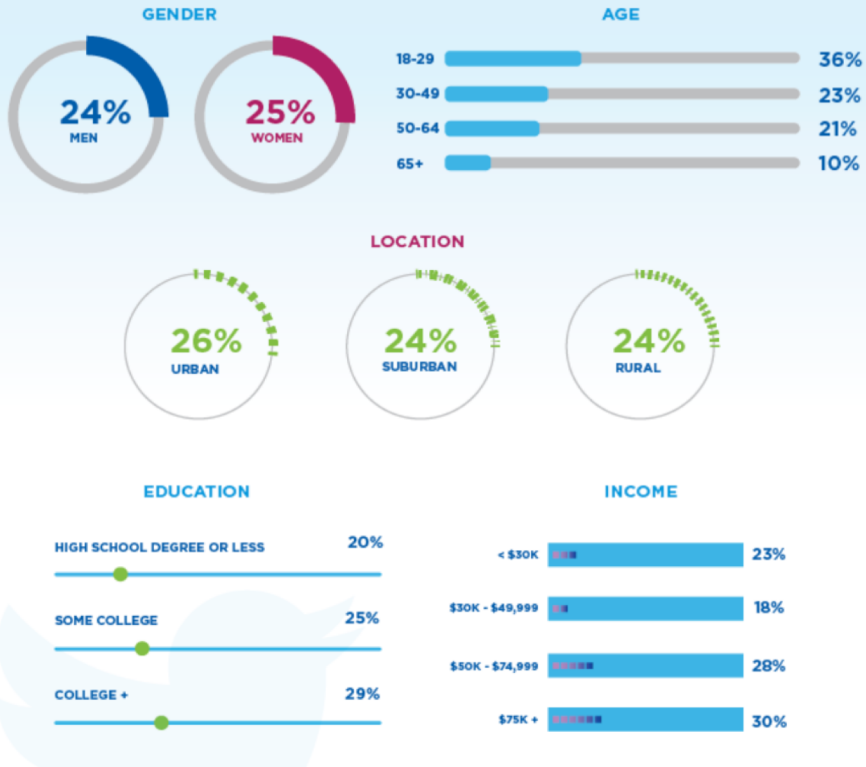
At the end of Q3 2017, there were over 2.07 billion monthly active Facebook users—1.37 billion of them log onto Facebook daily and are considered daily active users. The most common age demographic is age 25 to 34, at 29.7% of all users.

**You need a Facebook presence. It doesn't matter if that's one of the main platforms you choose to market on, you need one.**

# TWITTER Usage Among Key Demographics



## Twitter Usage Among Key Demographics



**BEST FOR:** B2C, some B2B

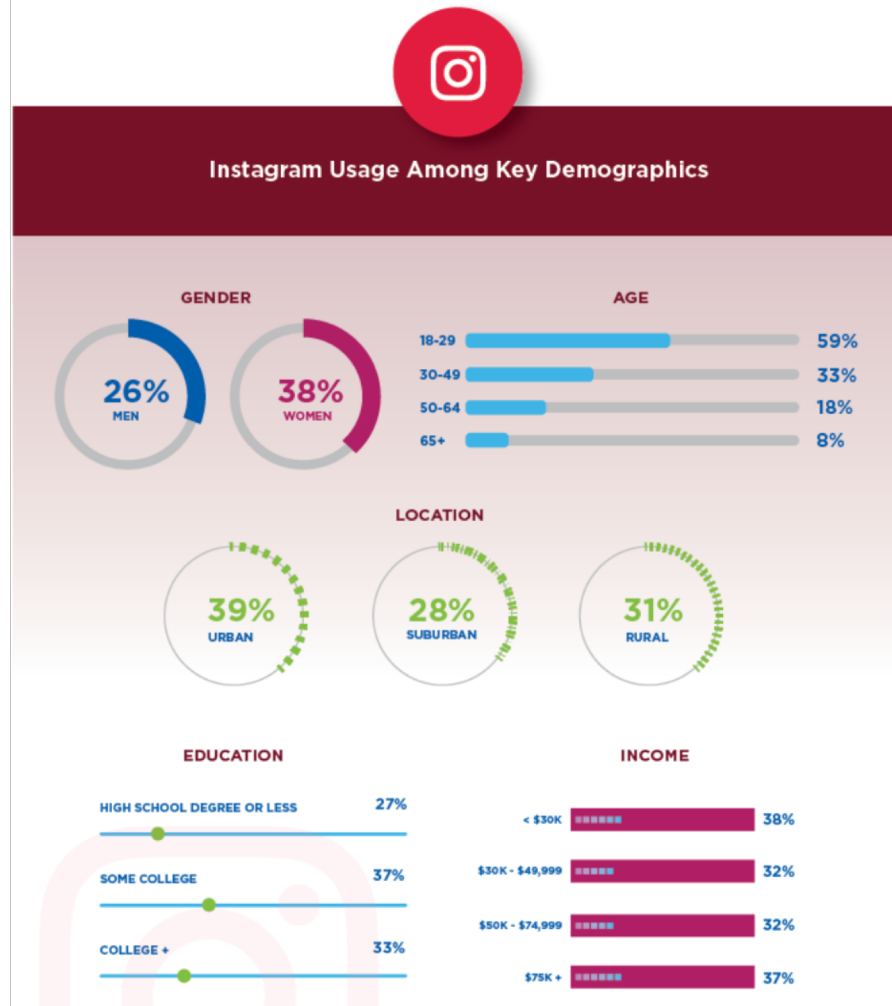
**TOP 10 INDUSTRIES:** News and Information, Retail, E-commerce, Health and Wellness, Travel and Hospitality, Telecom, Finance, Fashion, Retail, Sports

**TARGET AGE AND GENDER:** 18 – 29, both men and women

Twitter was on its way out the door until it got a Hail Mary pass from the 2016 election. Now it's re-emerged as a hub for trends, news, and political rants, all in 280 characters or less.

Twitter (and social media as a whole) is becoming a central discovery hub for consumers, so it's a great place to show off your expertise, products, and creativity.

# INSTAGRAM Usage Among Key Demographics



**BEST FOR:** B2C

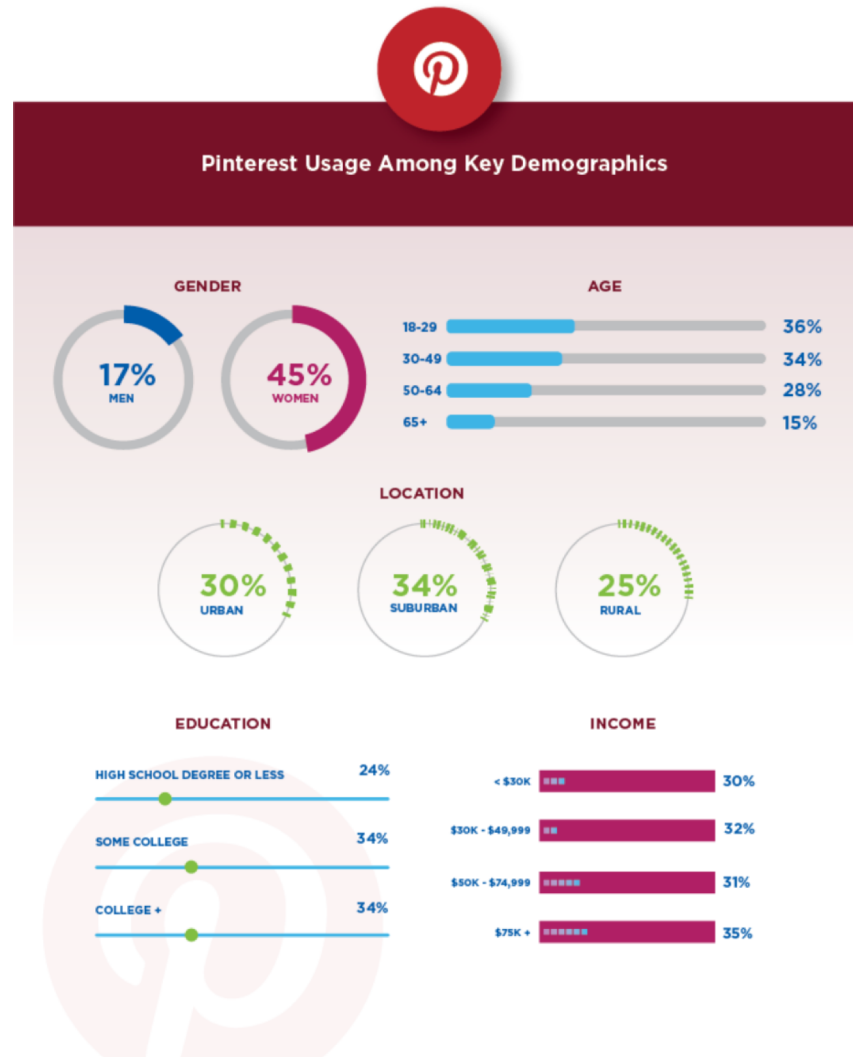
**TOP 10 INDUSTRIES:** Travel and Hospitality, Fashion, Health and Wellness, Arts and Crafts, Food and Beverage, E-commerce, Beauty, Photography, Auto, Event Planning

**TARGET AGE AND GENDER:** 18 – 35, mostly women, but that’s shifting

Instagram is a photo app, where users upload and share images. While it may not seem like much, this social media platform packs a punch, especially with Millennials. If your business wants to capture this audience and has the ability to create high-impact images, by all means, you should make this platform a priority.

Instagram is owned by Facebook, so they have a lot of the same features and ad targeting options, which makes it a great option for brand awareness and engagement.

# PINTEREST Usage Among Key Demographics



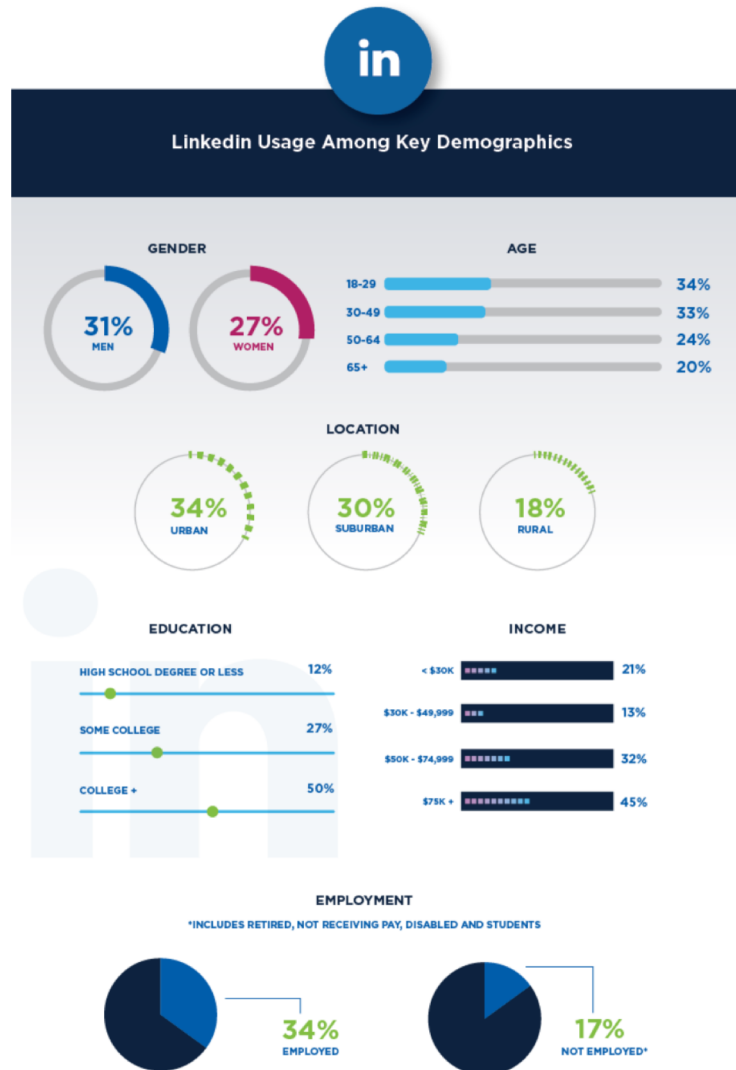
**BEST FOR:** B2C

**TOP 10 INDUSTRIES:** Retail, Health and Wellness, Travel and Hospitality, Fashion, E-commerce, Arts and Crafts, Food and Beverage, Beauty, Home and Garden, Event Planning

**TARGET AGE AND GENDER:** 18 – 45, mostly women  
Pinterest is a hobbyist’s paradise. Most people I know have a Pinterest account where they keep clippings of vacations they want to go on, items they’d like to buy one day, and new workout routines.

If your audience is on Pinterest and you have a **visual product or offer services that have to do with visual planning**—like home remodels, landscaping, event planning, etc.—then this is the platform for you.

# LINKEDIN Usage Among Key Demographics



**BEST FOR:** B2B, B2C employment

**TOP 10 INDUSTRIES:** Financial, Employment, Science and Technology, Legal, Manufacturing, Marketing, Education, Professional Services, Health and Wellness, IT

**TARGET AGE AND GENDER:** 25 – 45, both men and women

If you are B2B, the main social media channel your business should be on is LinkedIn. Why? Get this: [four out of five LinkedIn](#) members drive business decisions, and LinkedIn's audience has 2x the buying power of the average web audience.

More and more professionals in Gen-Z and older are discovering the power of networking on LinkedIn, and that number is only going to keep growing.

# HOW MUCH DO SMALL BUSINESSES SPEND ON SOCIAL MEDIA?

**43%**

SPEND 6 OR MORE HOURS/  
WEEK ON SOCIAL MEDIA



**25%**




SPEND 6-10 HOURS/WEEK ON SOCIAL MEDIA



**11%** SPEND 11-20  
HRS/WEEK

**7%** SPEND 21+  
HRS/WEEK

*how often to post*  
on social media  
\*per day unless noted

	Twitter	3 low	15 suggested	30 high
	LinkedIn	2/wk low	1 suggested	1 high
	Facebook	3/wk low	1 suggested	2 high
	Instagram	1 low	1-2 suggested	3 high
	Pinterest	3 low	11 suggested	30 high

Source: [louisem.com](http://louisem.com)

# HOW OFTEN SHOULD YOU POST?

*It's one of life's great mysteries.*

**For small businesses, I recommend following the “LOW” column.**

“Social media is a conversation. Don’t beat people over the head with your product just because you can. You would never go to a networking event, meet a person and repeat what you do 100 times during the hour. Don’t do it on social media either. Pretend you’re at a party or dinner and let people know once or twice what you do as part of a much bigger conversation.”

~Mike Michalowicz

# Final Thought on Choosing a Social Media Channel for Marketing Your Product/Service

Understanding which social media platform is right for your business will save you time and will help you get further down the path to your goals.



I recommend you spend at least six hours per week on 1) posting, 2) responding, and 3) monitoring.

Quality over Quantity! Don't over saturate your audience with too many posts. 2-3 times/week is ideal!

**TIP:** Schedule your posts for the week in one sitting.



# MAKE IT FUN!

## 7 Ways to Celebrate the Holiday Season in Your Social Media Marketing

### 1. **Go Behind the Scenes**

*Your audience always wants to see the people behind the brand.*

### 2. **Encourage Your Audience to Share Holiday Photos**

*Encourage your audience to share their favorite memories and photos with your brand.*

### 3. **Shine Light on a Worthy Cause**

*Turn the spotlight away from your brand and instead, highlight a charity that your brand can support.*

### 4. **Focus On What Your Customers Need**

*Take some time to think about what special wants and needs your specific audience has this time of year.*

### 5. **Sum Up the Year**

*It's a time to look ahead and to reflect over the past year.*

### 6. **Highlight What Unites Us**

*Your brand can celebrate these ideals—family, togetherness, love—without committing to a single holiday in particular.*

### 7. **Say Thank You**

*Thanksgiving is not the only time to have gratitude for your customers. Be sure to thank them for their continued support in helping make your company a success.*

**THANK  
YOU!**

**\*\* SPECIAL \*\***

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and get **20% OFF**  
Marketing Services  
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*Marketing by Marcia*

**Simplifying Marketing for Small Businesses**

**Custom Marketing Solutions**

- \* *Strategic Marketing Plans*
- \* *Event Promotion*
- \* *Creative Posters, Cards...*

**Monthly Marketing Maintenance Packages**

- \* *Social Media*
- \* *Email Campaigns*
- \* *Website Maintenance...*

  
*photo by Olga Maturana*

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