

RADVINE
MARKETING

MARKETING IN A CHANGING WORLD

A pair of hands is shown from the front, cupping a glowing, digital globe. The globe is composed of a blue and white grid of lines and dots, with a bright light emanating from its center. The background is dark, and the hands are illuminated by the light from the globe.

COVID-19 SERIES

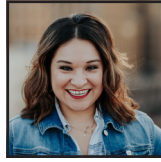
RECAP

Maximizing Social Engagement

Smart Marketing During COVID-19

Friday - April 17, 2020

FACILITATORS



Patty Toms

social media maven



Marla Crowell

vp - operations



Sean Conrad

chief strategist

AGENDA

Discuss best practices for utilizing social media during COVID-19, focusing on the following topics:

Why is social media marketing the answer?

How to best utilize social media messaging.

Getting to the bottom line.

YOUR BRAND

“the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product [or service] over another...”

- Seth Godin

QUESTIONS TO CONSIDER

with regard to your brand...

What do you think will be most effective for advancing your brand TODAY?

What do you think will be most effective for advancing your brand TOMORROW?

WHY SOCIAL MEDIA MARKETING IS THE ANSWER?

Today, more than ever, there is a sharp rise in demand for online content. People are at home killing time, seeking information, trying to calm their minds, and thinking about ways to support their local community...social media is providing the outlet for them to do all of these things.

STEPS TO BEST UTILIZE SOCIAL MEDIA TODAY

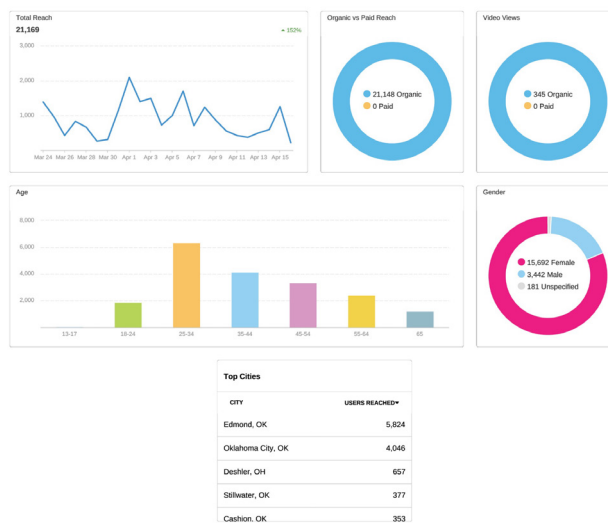
1. DIG INTO ANALYTICS

Take time to understand your audience and how they are engaging your brand on social media. What you see now may be different than two or three months ago. Nonetheless, this data is incredibly important for the success of your social engagement today and in the future. Here are some things to consider while looking at your analytics:

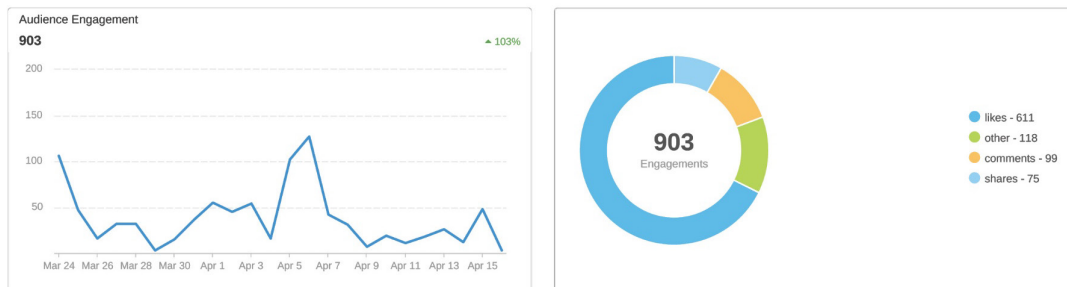
- pay close attention to your analytics for the next 60 days •
- see what is working best [overall engagement] and continue with those types of posts •
- use your analytics to discover your compelling “voice” [what you’re saying and how you’re saying it] •
- focus on reach and engagement •

REACH: the # of people who come into contact with your brand, and the # of unique people who have seen your content.
ENGAGEMENT: the number of combined clicks, reactions, comments, and shares a post receives

Facebook - Reach



Facebook - Engagement



DATE ▼	POST	REACH	LIKES	SHARES	CLICKS	REACTIONS, COMMENTS & SHARES
Mar 24, 2020	All non-essential bus	1,860	7	11	192	96

2. UNDERSTAND THE “WHY”

Understanding your analytics helps you stay focused on the most important strategies for moving your brand forward. Analytics affect every strategy about every metric [engagement, likes, comments, clicks, etc.]. Consider the following points to respond to the “why”.

- Be consistent by building strategies in response to the answers your analytics provide •
 - Focus on reach and engagement will follow •
 - Focus on growing followers NOT conversions •

Consumer spending is limited today, expecting your social media to boost sales could be unrealistic

- Focus on your current followers - their wants, needs, desires •
- Focus on gaining new followers organically, instead of through paid media •
 - Treat your social media like a relationship •

CONTENT POST IDEAS

- PRODUCTIVITY TIPS •
 - DOG VIDEOS •
- LIGHTHEARTED [NON-COVID] MEMES •
- CURRENT SEASONAL INFO [FROM YOUR GEOGRAPHY] •
 - “ON THIS DAY IN _____” FUN FACTS •
 - WHAT YOU’RE DOING POSTS •

FACTS TO CONSIDER

- Social Video Streaming is up 12% •
 - Web Traffic is up 20% •
 - Total Streaming is up 61% •
- Consumers prefer PERSONAL not POLITICAL •
- Consumers prefer HUMAN to HUMAN interaction [be “real”] •

THE BOTTOM LINE ON SOCIAL

- Stay Relevant & Visible •
 - DO NOT go dark •
 - Be consistent •
 - Be helpful •

