Social Media

Presented by Robert Butler

Robert Butler

- Moved to Central Texas in 2009

- Over 15 years of marketing experience

- **1989 – 2009:** political parties, non-profit organizations, candidates

- **1995 – 2002:** taught English in Taiwan and Cancun

- **2011:** transitioned to small business marketing with **Round Rockit Media**

- **2012:** leading a Word of Mouth Marketing program for AT&T

Today's Objectives

By the end of today's class you will be able to:

✓ Explain how Facebook, YouTube, Twitter, Linkedin, and Pinterest really work

✓ Take Advantage of Mobile Marketing

✓ Effectively Use Content Marketing

✓ Listen to Social Media for Prospecting

How Does Facebook really work ?

Facebook is built on three pillars:

1. The Newsfeed
2. The Timeline
3. Graph Search

How Does Facebook really work ?

Measuring The Newsfeed:

1) **Likes:**   Your fans

2) **Reach:** Unique people
          who have seen a post

3) **Virality:** % of people who
          used your post on their own.

How Does Facebook really work ?

WHAT DOES EDGERANK DO?

EdgeRank ranks the interactions in the News Feed.

EdgeRank looks at all of the Edges that are connected to the User, then ranks each Edge based on importance to the User.

*Objects with the **highest EdgeRank** will typically **go to the top** of the News Feed (there is a small component of randomization).*

How Does Facebook really work ?

EdgeRank Vocabulary:

1) **Edge:**   A FB Interaction

2) **Affinity:** A one-way relationship between a User and an Edge. It could be understood as how close of a "relationship" a Brand and a Fan may have.

How Does Facebook really work ?

EdgeRank Vocabulary:

   Affinity is built by repeat interactions with a Brand's Edges.

Actions such as **Commenting**, **Liking**, **Sharing**, **Clicking**, and even **Messaging** can influence a User's *Affinity*.

How Does Facebook really work ?

EdgeRank Vocabulary:

Weight is a value system created by Facebook to increase/decrease the value of certain actions within FB.

*As a general rule, it's best to assume Edges that **take the most time** to accomplish tend to **weigh more**.*

How Does Facebook really work ?

EdgeRank Vocabulary:

Weight

Actions

Share > Comments > Likes> Clicks

Content

Videos > Photos > Status Update> Links

How Does Facebook really work ?

EdgeRank Vocabulary:

Time Decay

Time Decay is the easiest of the variables to understand.

As an Edge ages, it loses value. This helps keep the News Feed fresh with interesting new content, as opposed to lingering old content.

How Does Facebook really work ?

EdgeRank Vocabulary:

Time Decay

Time Decay is the easiest of the variables to understand.

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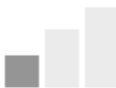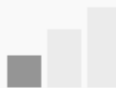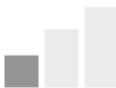
How Does Facebook really work ?

EdgeRank Algorithm

EdgeRank = Affinity x Weight x Time
Decay

High EdgeRank = More Visibility

How Does Facebook really work ?

Identify your Target

- Geography

- Identity – age, race, gender, career path, political, religious, social, income

Develop a Narrative

Why are you the answer to your target audience?

- Add the human touch

- Share real emotion

- Connect with your target audience

You are someone's knight in shining armor! Figure out who.

Decide What Stays Private

And keep it private!

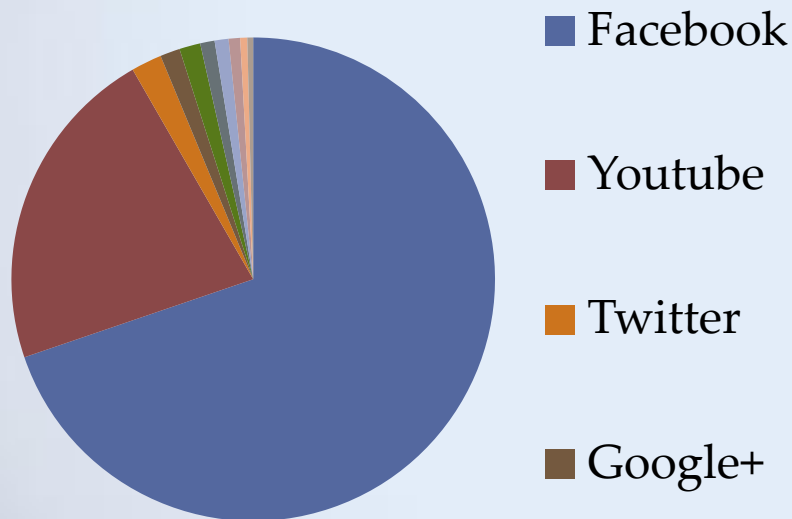# Distribute your Narrative

Your website is the hub.

Owned Media

- Websites, blogs
  - Content Marketing, SEO

- Newsletters
  - Email Marketing

- Video & Podcasts
  - Increase your search rank
  - Opportunity for human touch
  - More likely to share

Distribute your Narrative

Market Share

- ■ Facebook
- ■ Youtube
- ■ Twitter
- ■ Google+

Shared Media

Top Ten Social Sharing Sites

1. Facebook   63%
2. YouTube   19.8%
3. Twitter   1.85%
4. Google+   1.35%
5. Pinterest   1.27%
6. Yahoo! Answers   0.87%
7. Linkedin   0.84%
8. Tagged   0.69%
9. Instagram   0.43%
10. MySpace   0.35%

You Can Do It!

- WoMM is not expensive

- Be yourself and find your audience

- Be interesting, helpful, and real

- Gear all your advertising and marketing efforts towards creating conversations

Questions & Answers

Thank you for coming!

<u>Contact Robert Butler</u>

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