



# 2022 AICCAZ FALL SYMPSOUM

## Competition in a Digital Economy

Presented by Eleina Ouaffai



# Agenda

- **2022 Social Media Marketing Stats.** Why does Social Media Marketing Matter in 2023 and Beyond?
- **A Typical Small Business Social Media Story:** What Went Wrong? Listen & Discuss.
- **Best Tools For Beginners.** Easy-to-Use Tools and Resources with Amazing Free or Low-Cost Features to Manage Your Online Presence, No Matter Your Budget
- **Practice. Practice. Practice.** Don't Wait. Here's Something You Can Do to Get Started Right Away.
- **In Conclusion.** Remember These Simple Rules.



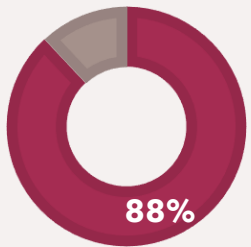


Why does Social Media  
Marketing Matter... in 2023  
and Beyond?

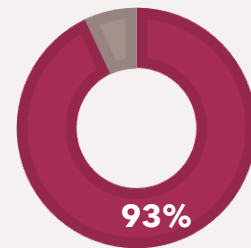
# 2022 Social Media Marketing Stats.



# The Facts: Why You Shouldn't Avoid Social Media Marketing Your Business



**88% of people would like to see more videos from brands** in 2022, a 3% increase from 2021. [wyzowl 2022 video marketing statistics]



**Almost 93% of brands** say they **got new customers due to the videos posted** on their social media accounts.

**86%**

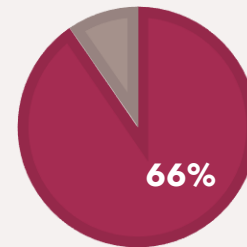
**86% of marketing professionals use video** as a marketing tool. **Videos are consumers' favorite type of content to see from a brand on social media.** Consumers expect [more video content](#). 88% of video marketers are satisfied with the ROI of their video marketing efforts on social media. ([Oberlo](#))



In fact, as of 2022, **an average person is predicted to spend over 100 minutes per day watching online videos.** That's just under 10% of each day. ([Invideo](#))

**30%**

About **30% of sellers** still consider **video marketing** strategy development **more important than their website.**



**66% of people** said they'd **prefer to watch a short video to learn about a product or service.** 18% would rather read a text-based article, website, or post. ([Elite Content Marketer](#))



**Did any of these facts surprise you?**

What brought you here today?





What Went Wrong? Let's  
Listen & Discuss.

# A Typical Small Business Social Media Story.





### **Activity:**

Listen to a story about James, a small business owner.

What were his goals and challenges?

How has your experience been similar or different than what James went through?

Why did James' social media marketing strategy fail?

## **A Small Business Typical Small Business Social Media Story:** A Cautionary Tale About Why Creating the Right Things, In the Right Places for the Right People Makes a Difference

# What was missing in James' social media marketing strategy?

## James' Social Media Marketing Strategy

1. Media
2. Message
3. Market

## Effective Social Media Marketing Strategy

1. Market
2. Message
3. Media



# SOCIAL MEDIA MARKETING

4 Easy Steps to Success

## SOCIAL MEDIA MARKETING PROCESS FOR ANY BUSINESS

1

### DEFINE YOUR MARKET BY CREATING YOUR CUSTOMER AVATAR.

Document age, gender, income, occupation, geographic details, and if you're feeling froggy, include some psychographic details like their attitudes, values, beliefs and lifestyles.

2

### DERIVE YOUR MESSAGE BY DETERMINING CUSTOMER 'MIRACLES' & 'MISERIES.'

1. "Miracles" are wants, needs, dreams and desires. Create messages that bring them closer to their miracles.
2. "Miseries" are pains, problems, fears, frustrations. Create messages that take them further away from their miseries

3

### NEXT, MATCH YOUR IDEAL CUSTOMER TO THEIR IDEAL MEDIA. WHICH PLATFORMS ARE MOST LIKELY TO BE USED BY THEM?

1. Over age 35? Facebook
2. Under age 35? Instagram and Tic-Toc
3. Primarily female? Add Pinterest
4. Mostly B2B? LinkedIn
5. Addicted to news, trends and tech? Twitter
6. Human of any age and has a pulse? YouTube, Tic-Toc

4

### START CREATING THE MOST IMPACTFUL TYPES OF CONTENT BY STAYING ON TOP OF TRENDS.

And what's the most important content trend of 2022 and beyond? Video. Short Videos. Long Videos. Video. Video. Video. Video. Video. Did I mention...VIDEO?

# 4 Step Social Media Marketing Planning Process

## Effective Social Media Marketing Strategy

1. **Market :** Re-introduce yourself to your target customer.
2. **Message:**
  - a) Take time to learn your target customers' wants, needs, dreams and desires ('miracles').
  - b) Likewise, understand your customers' pains, problems, fears, frustrations ('miseries').
  - c) Your message should make your customers feel closer to their miracles, and further away from their miseries. Eventually, they will learn to associate your business and products with that effect.
3. **Media:** Where will you find your target customers? Refer to step 3 of the infographic to the left as one good way to choose which platforms to prioritize based on your audience.
4. **Content Medium:** As we learned earlier, video is the most desired, effective and quick-working content medium to leverage for social media marketing and continues to trend in popularity and effectiveness across all platforms. You also need very few tools outside of your smartphone, a friend and an internet connection to get started.





## 20XX


**Access our entire photo, element, video, and audio library, no extra cost.** Create, edit, and save premium videos for any platform. Schedule auto-posting to social media in advance. Click to remove image backgrounds, perfect for product photos, headshots, or transparent PNGs.

Adobe After Effects is a 2.5D animation software used for **animation, visual effects, and motion picture compositing**. After Effects is used in film, TV, and web video creation. This software is used in the post-production phase and has hundreds of effects that can be used to manipulate imagery.

**QR codes** can be displayed as images on social media or in print as a way for customers to connect to your company on social media with a snap of their smart phone. **Social media platform analytics show you how effective posts are** and allow you to improve strategy and effectiveness through free insights on your performance.

 **Birdeye**

 **TikTok**

 **YouTube**



 **Adobe** 

**QR Codes & Analytics**

**Birdeye helps businesses grow through happy customers.** Over 80,000 businesses use Birdeye everyday to attract new leads with Listings, Reviews and Referrals, convert them into customers with Webchat, Appointments, and Payments, and delight those customers with Surveys, Ticketing, and Insights - all in one place.

**In 2021, 42% of U.S. marketers used TikTok for influencer marketing.** The app's engagement features make it easier for influencers and brands to get user-generated content on their sponsored posts, which can generate brand awareness and create meaningful connections with target customers.

**Everyone uses YouTube** and posted videos integrate as shareable links on all other platforms. Start here.

# Best Beginner Tools & Platforms



# Practice. Practice. Practice.

1. Create a 'Customer Avatar' describing demographics and psychographics of your current and target customers.
2. Think about the story of your business and craft a message in your mind that brings your customers closer to their 'miracles' and further away from their 'miseries.'
3. Pick a platform based on our discussions today. Create a business profile if you don't already have one.
4. Before you begin scripting or filming your video, think about:
  1. Why did you start your business?
  2. What makes your business special?
  3. What obstacles have you encountered and overcome? What parts of the story may make your customer smile, laugh or cheer for the underdog?
  4. What parts might remind them that the joy they've been missing in their life can be found in the deliciousness of your grandma's secret taco recipe?
  5. What parts might intrigue them on your unique problem-solving methods enough to get them to make that call or send that message to learn more about your products or services?
  6. What will entertain them long enough to finish your video?
5. Choose your video content style/length. Does a video short or a long frame video format appeal more to you and your target market?
- 6. Homework:** Grab a friend or family member who can film a video of the story of your business. Pick a platform and open an account. Invite followers from personal accounts. Post your first video! Ask new contacts from this symposium to follow, like and share!



## A Quick Pocket Guide of Rules to Remember...When Getting Started with Your Social Media Marketing Strategy

# Conclusion





**The way to get  
started is to quit  
talking and  
begin doing.**

Walt Disney



# In Conclusion...

Be...

## Planned.

Plan each week of content posts ahead and create content a week ahead of time whenever possible. Use the tools discussed to schedule auto posts in order to manage your time.

## Passionate.

Create content that is timeless or trendy, vintage or new age, but make sure that whatever you post reflects your company's passion. The only way to make your customers something real is if you do.

## Perseverant.

Post at a consistent pace and rhythm so new and old customers know what to expect when they follow you. Readjust, but do not abandon your strategy.


Don't be **perfect**. Be **authentic**.

# Additional Learning Resources



## **EXPLAIN NINJA 2022 VIDEO MARKETING STATISTICS COMPILATION**

<https://explain.ninja/blog/20-video-marketing-statistics-2020/>



## **HUBSPOT'S HOW BRANDS ARE INVESTING IN VIDEO MARKETING**

<https://blog.hubspot.com/marketing/video-on-budget>

## **FREE DOWNLOAD: THE SOCIAL MEDIA TRENDS REPORT 2022**

<https://offers.hubspot.com/social-media-trends-report-2022>

# Thank you

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