

# Weekly Webinar

Welcome to the Wednesday webinar!

Please mute your audio connection upon logging in.

For the first 10-15 mins we will discuss the topic at hand.

- Once we go through the presentation, we will open up for questions on what we just discussed.
- After there are no more questions, we will open questioning for ANY Digital resource subject.
- Please raise your hand in the taskbar or type your question in the questions box.

Chad Jordan, John Musser, Russ Lubin  
SCI Digital Marketing

[website.request@sportclips.com](mailto:website.request@sportclips.com)

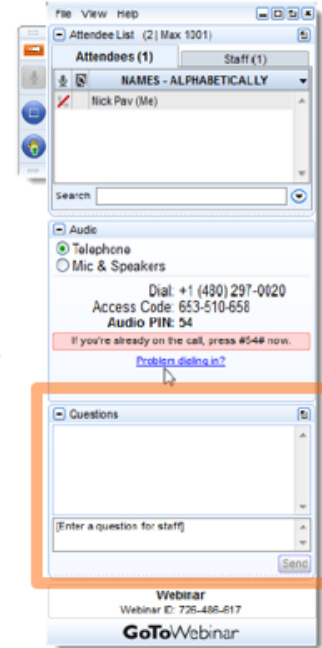
# Webinar Instructions

1. Please make sure to mute your audio connection.
2. Submit questions through control panel.

## Questions Anyone?

As the presentation is being given, we welcome your inquiries.

Just open the questions pane and ask what you want to know!



# Previously Recorded Webinars

1. Visit <http://www.sportclips.com/webinar>
2. Click to see “videos of previous webinars”



The Building Blocks  
For Web Success



On Wednesdays, the Marketing Department at Sport Clips hosts a 1 hour webinar to discuss all the website and digital marketing opportunities available to Team Leaders.

- The first 15 minutes is devoted to educating Team Leaders on a specific topic such as updating store hours, posting to Facebook pages, and sending local emails. To see **videos** of previous webinars, click [here](#).
- The rest of the webinar is open for Team Leaders to ask specific questions and get 1-on-1 help from the Digital Marketing Team.

To register for one of the weekly sessions, just click [here](#) or go to a certain date and follow the prompt.

NOTE: Time listed is EST.

Team Leaders are encouraged to review the iAPPS Training Guides that are available in the Digital Resources folder on [BAM On-line](#).

Click [here](#) if you need help logging into iAPPS.

Click [here](#) if you need help logging into BAM On-line.

# CREATING A CONTENT STRATEGY FOR YOUR SOCIAL CHANNELS

# What is it?

Content strategy is the development of planning, creating, delivering, and managing your content.

# The purpose?

Create meaningful, cohesive, engaging,  
and sustainable content that attracts your  
targeted Clients.

# Why is this important?

It is getting the right message to the right Client at the right time is the name of the game. Without a strategy you are a handlebar-less bike cycling to nowhere.

# Greatest challenges.

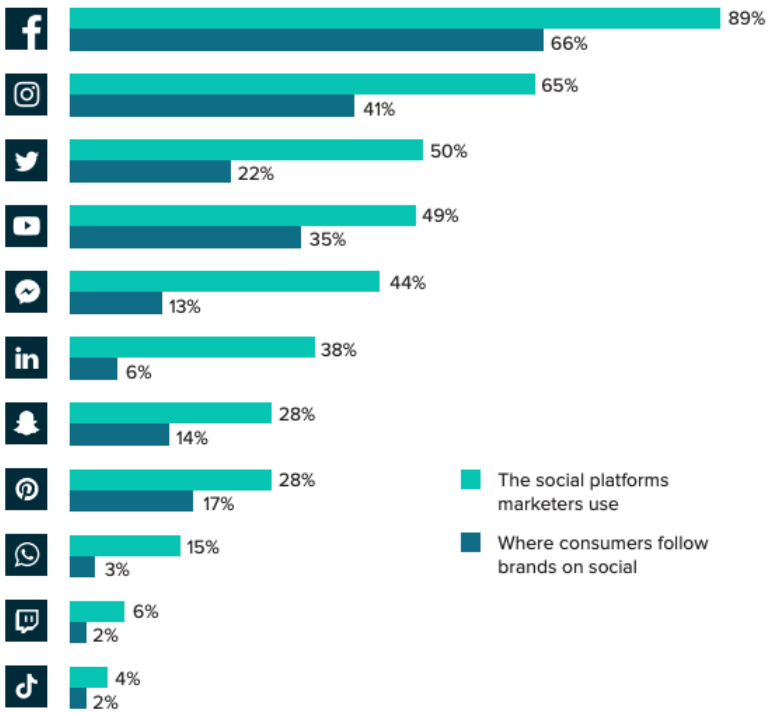
1. Developing social strategies to support business goals.
2. Identifying and understanding your target audience
3. Securing budget and resources for social media
4. Publishing content
5. Measuring ROI
6. Monitoring competition
7. Aligning social strategy with other parts of the business
8. Demonstrating social's business impact to others
9. Team bandwidth





# Going Social?

## Social platform use: marketers vs. consumers



# Prioritize which social platform to invest in.

While Facebook reigns supreme, it's worth taking a closer look at which social platforms are most popular among certain age groups. Facebook, is the primary platform where members of Generation X (1961-1981) Like or follow brands (77%), but for members of Generation Y/Z (1981-1996), Instagram takes the cake (69%).

# Facebook.

Facebook continues to be the most popular social networking site in terms of number of active users. As of October 2018, it had a little over 2 billion active users.

The number of local business pages on Facebook has reached 65 million.

Facebook is the second favorite platform for consuming videos after YouTube. 40% of consumers said that they watch the most videos on Facebook.

The platform also appeals to social marketers as an advertising platform with 70% of them choosing Facebook ads as the most useful for achieving their goals.

Brands see a median engagement rate of 0.09% per Facebook post.

# Instagram.

The number of monthly active Instagram users has grown to 1 billion according to the latest social media statistics.

Instagram continues to attract a younger audience with 72% of teens saying that they use the platform. This is an impressive increase from 2015 when 52% of teens said that they used the platform.

Even in terms of engagement, Instagram is ahead of Facebook with a median engagement rate of 1.60% per post for brands.

As of June 2018, there were 400 million daily active Instagram Stories users. That's 300 million more users since its launch in 2016.

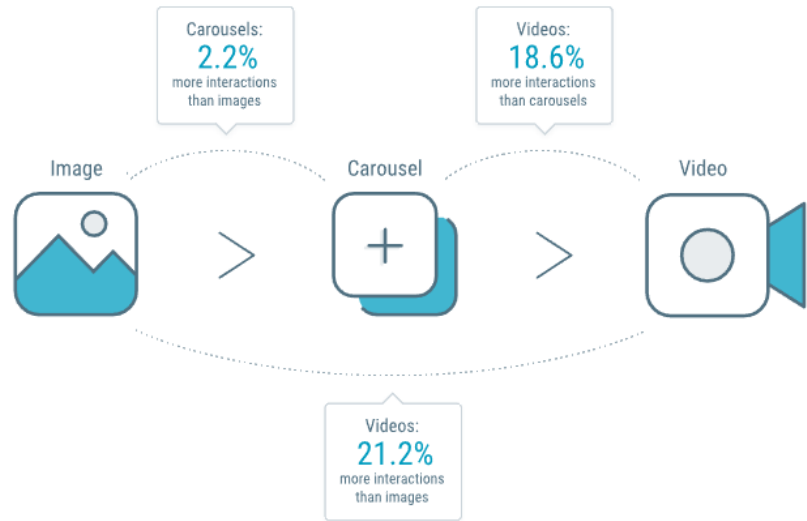
Instagram Profiles saw a follower growth rate of 17-33% during 2018.

# Common theme, video.

Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to carousels. While carousels get 2.2% more interactions than images.

## Interactions by post types on Instagram

Based on usage from all profile sizes

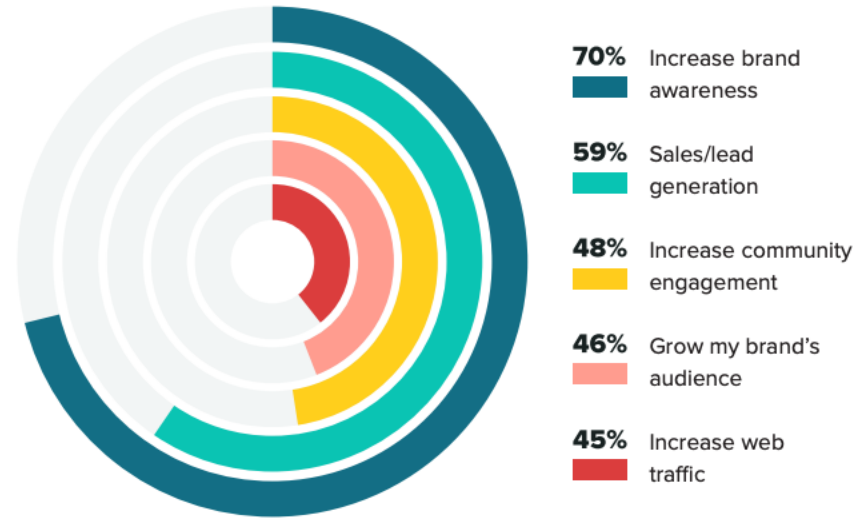


Based on 8,900,000+ posts analyzed from 44,400+ profiles, January - September 2018

# Setting goals.

- Increase brand awareness
- Sales/Lead generation
- Increase community engagement
- Grow brand's audience
- Increase web traffic

## Social marketers' top goals for social



# Survey says.

Marketers who were surveyed defined engagement when measuring social success

**72%**

Likes and/or  
comments

**62%**

Shares and/or  
Retweets

**60%**

Interaction with  
consumers

**34%**

Revenue  
attribution

**32%**

Inspiring consumers  
to take action

**29%**

Inspiring an  
emotional response

# WHAT YOUR AUDIENCE REALLY WANTS



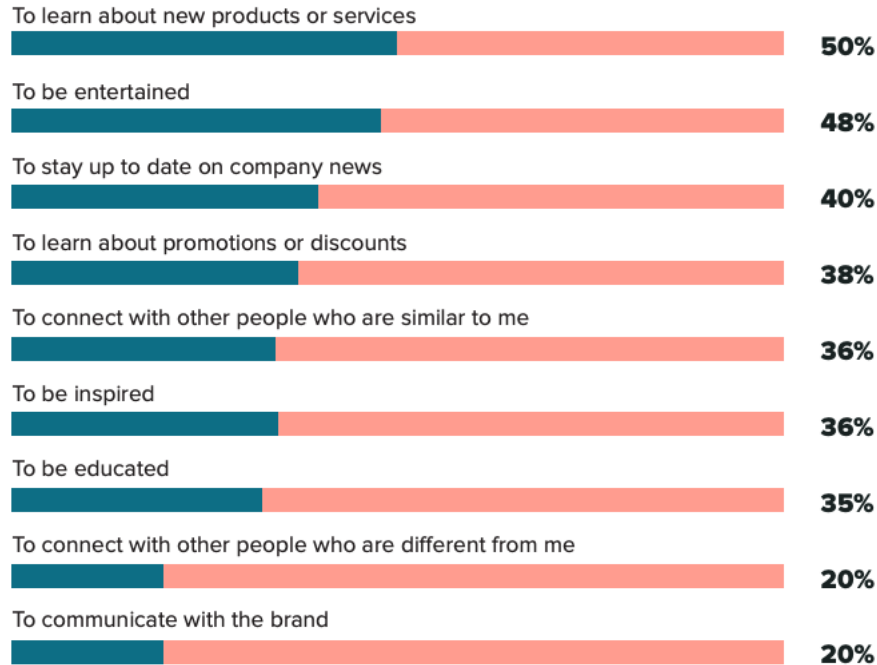
# Understanding the “why” behind Client actions.

Elevating your social strategy requires a two-pronged approach.

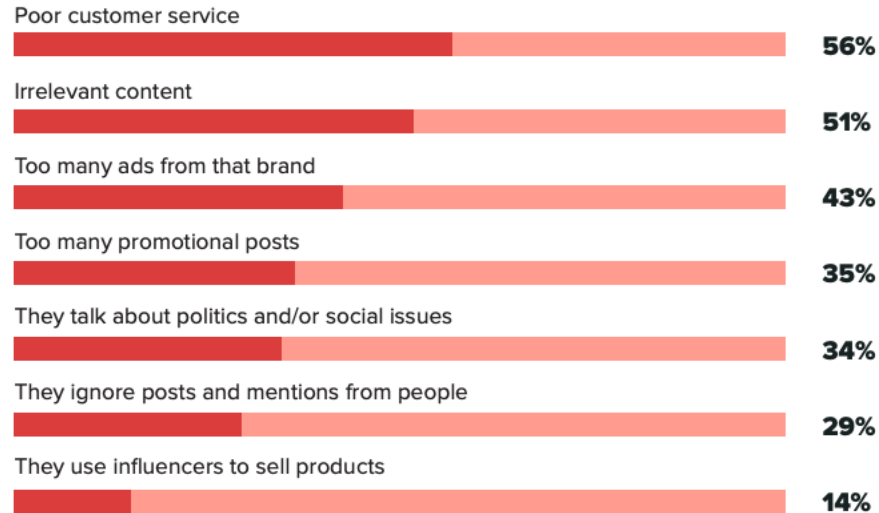
First, you must align and collaborate with the right teams to set goals that meet Client and brand expectations.

Then, you must use insights about consumer habits and preferences to build connections with your audience on social.

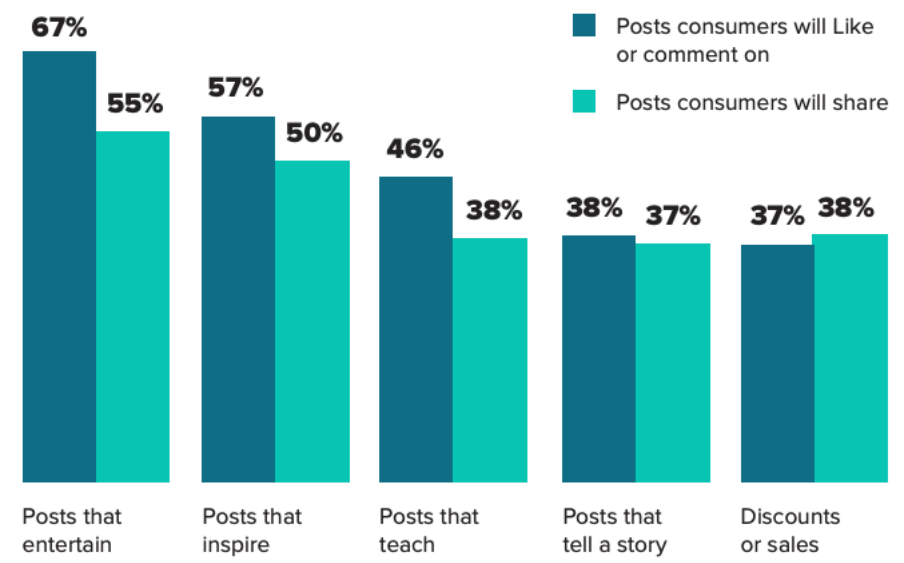
# Why Clients follow brands.



# Why Clients unfollow brands.



# Post that encourage likes and shares.



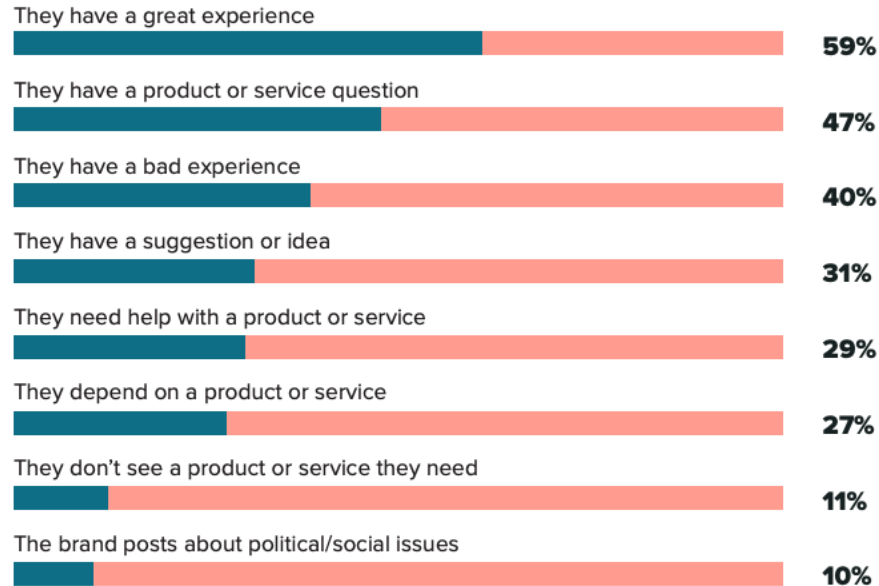
# How strong is your social foundation?

Setting a solid foundation for awareness and consideration is critical because it can lead to stronger customer engagement and a final purchase decision.

# Actions Clients take when they follow brands.



# Why Clients reach out to brands.



# Moving from engagement to decision making.

Remember, 53% of consumers who follow brands on social even though they don't buy or shop with that brand. Forty-six percent of consumers say they follow brands just for the inspirational content while 41% follow brands they don't buy from for entertaining content.

<b>1</b>	<b>They post inspirational content</b>
<b>2</b>	<b>They post entertaining and/or funny content</b>
<b>3</b>	<b>They post aesthetically pleasing content</b>



# Why Clients follow brands but don't shop with.

They align with personal values.  
They tell an interesting story.

# Can I have your attention please.

Once we have their attention, we need to identify what types of content and social actions will take that connection a step further.

Sixty-one percent of social followers said posts offering discounts could encourage them to make a first purchase, while 45% said informational material would convince them to buy.

# Nothing everything should be based on discounts.

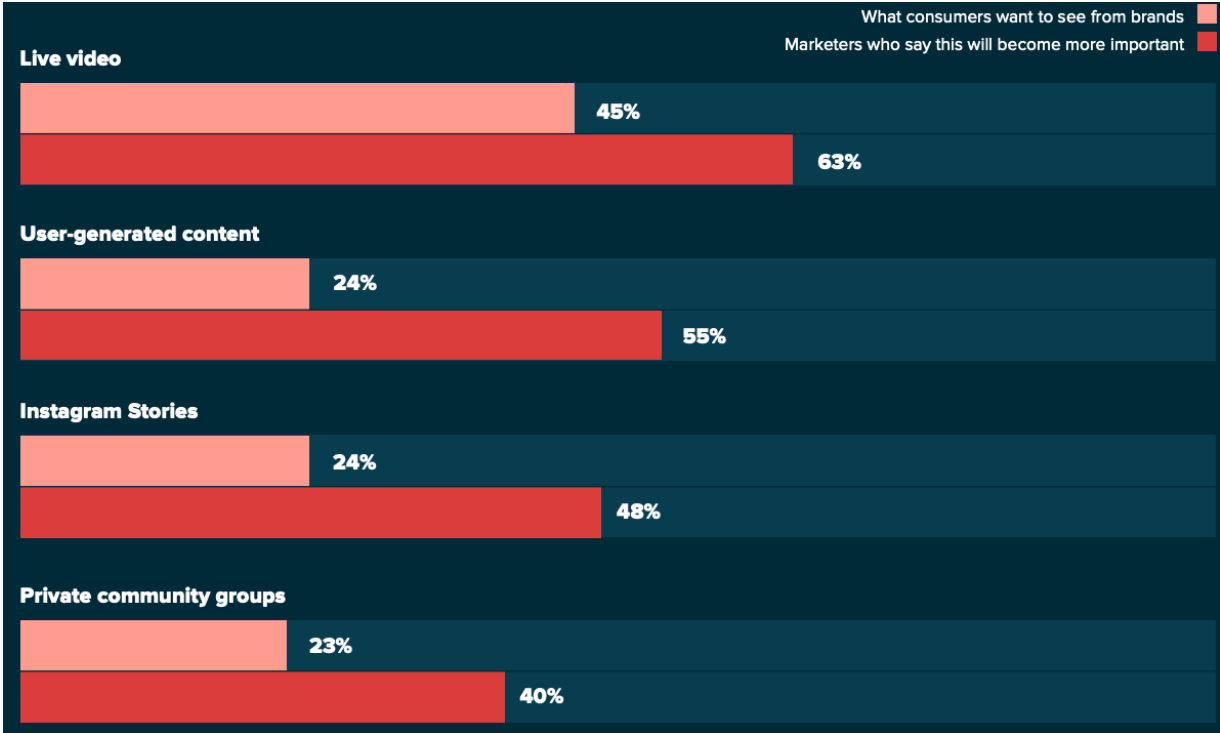
When it is time to convert Clients into active buyers, you need to use a combination of discounts, product demonstrations and educational content to move followers through the conversion funnel.

# The Casper Story

Casper, the direct-to-consumer mattress brand, used social media to drive \$100 million in revenue in its first full year of mattress sales by positioning itself as the authority on sleep. Instead of posting promotional codes, the mattress brand posts a combination of relatable posts, wellness tips and unboxing videos to make followers feel like they're missing out on this one-of-a-kind experience. By investing in authentic content that resonates with its audience, Casper transformed an otherwise pedestrian experience (buying a mattress) into a coveted activity.

The image shows the Casper logo, which consists of the word "Casper" in a white, sans-serif font centered on a solid dark blue rectangular background.

# Social trends to watch for.



# Digital Marketing



“Survey Says!” – [www.sportclips.com/leadership](http://www.sportclips.com/leadership)  
Digital Support - [website.request@sportclips.com](mailto:website.request@sportclips.com)