

Sell More Products with Social Media



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WHAT YOU'LL LEARN

- Overview of Social Media Platforms
- Who is on Social Media?
- Organic Facebook
- Facebook Ads
- Facebook Service and Automation



Overview of Social Media Platforms

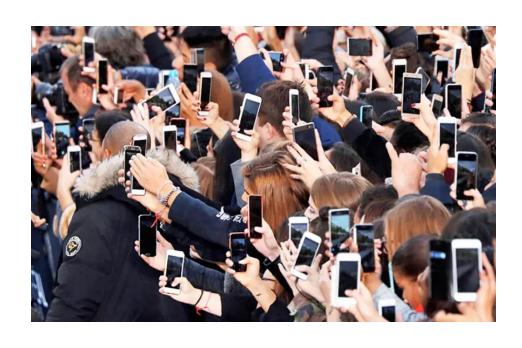




- Facebook
 - How People Connect with Friends
- Instagram
 - How People Connect with Celebrities
- Twitter
 - How People Find News
- LinkedIn
 - How People Connect with Co-Workers
- Pinterest
 - How People Find Ideas



Who is on Social Media?

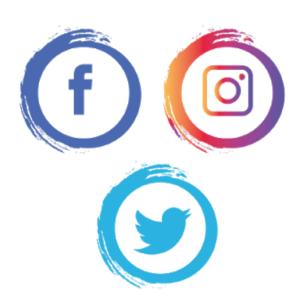


- 3.5 Billion People
- 68% of them on Facebook
- 48% of baby boomers use social media
- Avg. daily use of 3 hours
- 73% of marketers think social media ads are effective
- 54% use social media to research products



What are we going to cover?

- Organic
 - How To Build and Grow A Community
- Paid
 - How To Increase Sales and Brand Awareness
- Support
 - How To Support and Connect with Customers





Organic

- Purpose
 - To gain a following and build a community
- How Much Should you post?
 - Ideal amount is 2-3 times per day
- When Should You Post?
 - Best times to post can depend on the person you are targeting, but typically lunchtime and dinner time are the best



Organic examples





Using leftover delivery boxes, Charlotte Smith of At Charlotte's House made a playhouse for her kids. Do it yourself with our guide. https://thd.co/2XVCUjQ





618 Comments 194 Shares



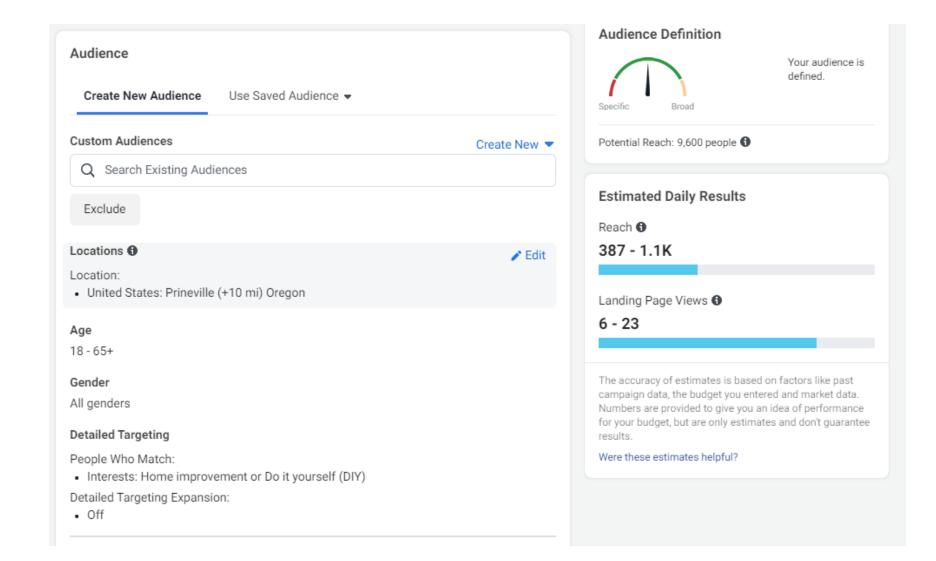
Paid

- Purpose
 - To Showcase your products and build awareness
- How Much Should Spend?
 - This totally depends on your budgets, but it can be as little as \$5 per day.





Paid audience example





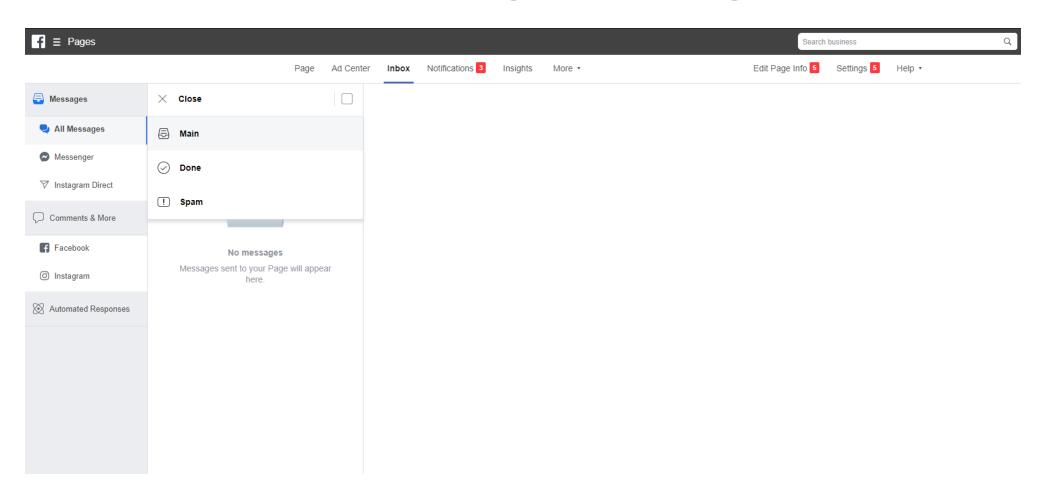


Service

- Purpose
 - Support and Connect with Customers
- How?
 - Facebook Messenger
 - Comments
 - Mentions
- Live Demo

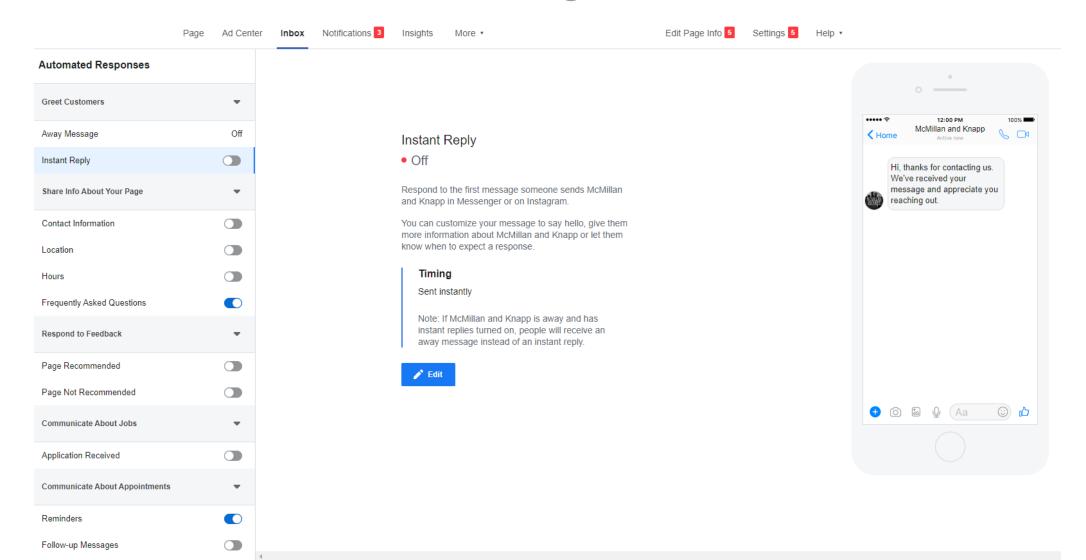


Facebook and Instagram Message Center





Facebook and Instagram Automation





Q+A



Check out our Winter 2019-2020 Release Guide on the Help Portal.

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