



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



The Home Depot
 January 11


Hose clamps, mason jars and a nice wooden board make for an attractive DIY bathroom storage solution. <http://thd.co/1cy8ft6> #LetsDoThis — with Mayping Y. Wong-Harp.




Like · Comment · Share
 421

804 people like this. Top Comments ▾


 Write a comment...


Mairead Howe Rothman It's easy to take great service for granted. We ordered custom made shower doors at Home Depot. Unfortunately as our installer was putting them in, one of the heavy glass doors shattered into a thousand little pieces 😞 In less than 7-days, Home Depot had a new replacement glass door delivered to our home. This happened a few months ago, and it's only now that I'm getting around to saying, "Thank you for the incredible customer service!"
 Like · Reply · 3 · January 11 at 3:47pm


The Home Depot Mairead, that is a wonderful post. Thank you for taking the time to let us know about your great experience. If you can please email TeamSocial@homedepot.com


The Home Depot ✓
 April 23 at 9:00 AM · 🌐

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>






 890

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

Audience

[Create New Audience](#) [Use Saved Audience ▼](#)

Custom Audiences [Create New ▼](#)

Exclude

Locations ⓘ [Edit](#)

Location:

- United States: Prineville (+10 mi) Oregon

Age

18 - 65+

Gender

All genders

Detailed Targeting


People Who Match:

- Interests: Home improvement or Do it yourself (DIY)

Detailed Targeting Expansion:

- Off

Audience Definition



Specific Broad

Your audience is defined.

Potential Reach: 9,600 people ⓘ

Estimated Daily Results

Reach ⓘ

387 - 1.1K

Landing Page Views ⓘ

6 - 23

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.


[Were these estimates helpful?](#)

Service



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

Facebook and Instagram Message Center



Pages

Search business

Page

Ad Center

Inbox

Notifications 3

Insights

More ▾

Edit Page Info 5

Settings 5

Help ▾

Messages

Close

All Messages

Main

Messenger

Done

Instagram Direct

Spam

Comments & More

No messages

Facebook

Messages sent to your Page will appear here.

Instagram

Automated Responses

Facebook and Instagram Automation

[Page](#) [Ad Center](#) [Inbox](#) [Notifications 3](#) [Insights](#) [More ▾](#) [Edit Page Info 5](#) [Settings 5](#) [Help ▾](#)

Automated Responses

Greet Customers ▾

Away Message Off

Instant Reply ☐

Share Info About Your Page ▾

Contact Information ☐

Location ☐

Hours ☐

Frequently Asked Questions ☒

Respond to Feedback ▾

Page Recommended ☐

Page Not Recommended ☐

Communicate About Jobs ▾

Application Received ☐

Communicate About Appointments ▾

Reminders ☒

Follow-up Messages ☐

Instant Reply

• Off

Respond to the first message someone sends McMillan and Knapp in Messenger or on Instagram.

You can customize your message to say hello, give them more information about McMillan and Knapp or let them know when to expect a response.

Timing

Sent instantly

Note: If McMillan and Knapp is away and has instant replies turned on, people will receive an away message instead of an instant reply.

Edit

12:00 PM

McMillan and Knapp

Active now

Hi, thanks for contacting us. We've received your message and appreciate you reaching out.

Q+A



Check out our [Winter 2019-2020 Release Guide](#)
on the Help Portal.

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