

evolve

20 Social Media Strategies for 2020

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FletcherConsulting.com/ISPA



slido.com
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Part I: Social Media Tips for 2020





1. Selfie-Friendly

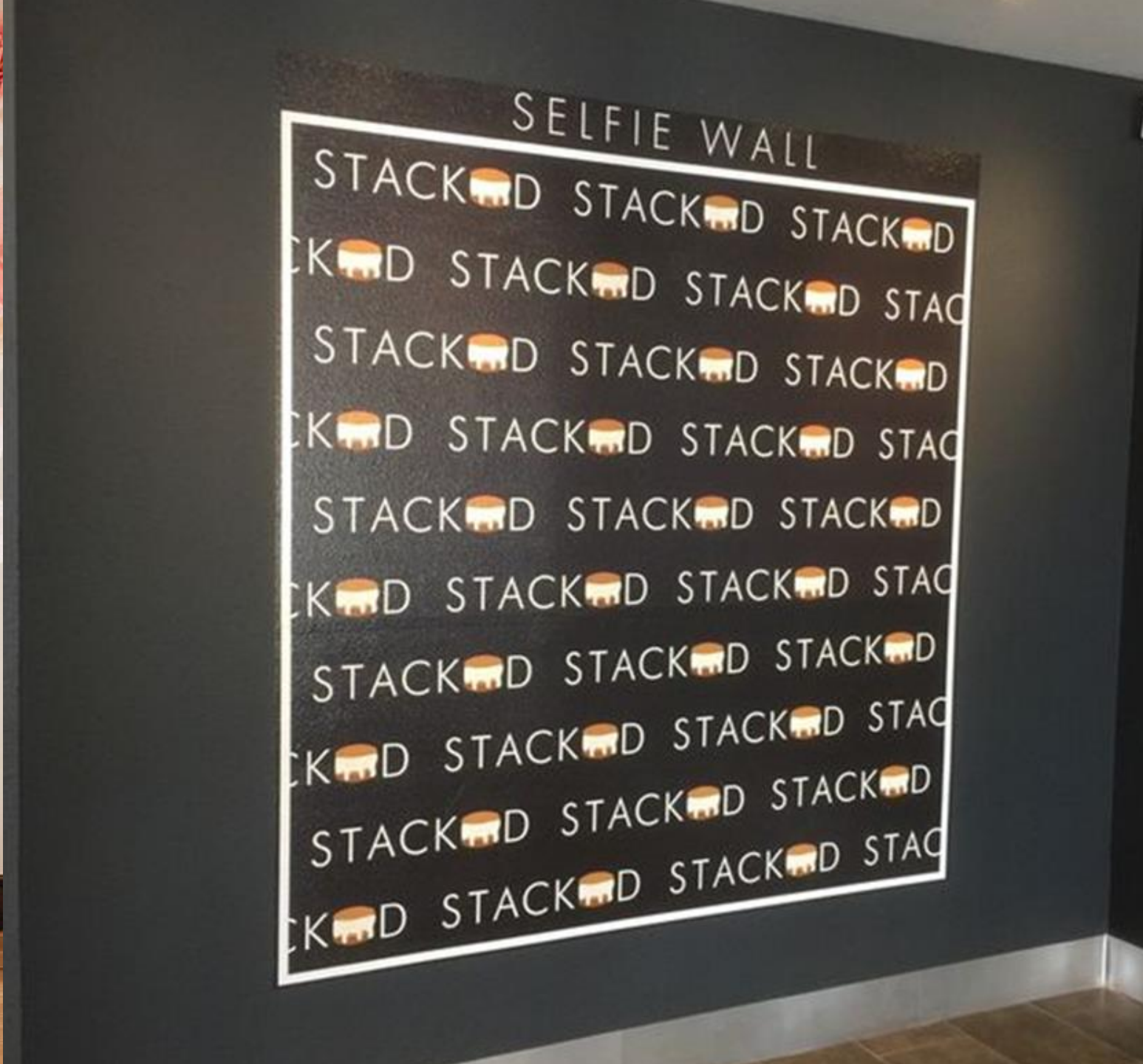
GLAM  DRY
r e a d y | s e t | b l o

#GLAMDRY

#GLAMSQUAD

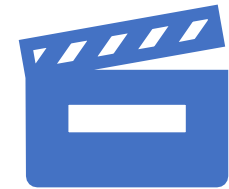








2. Leverage User-Generated Content (UGC)



- Owned vs earned
- User-generated videos get 10 times the views of brand videos on YouTube



- Stock photos are too noticeable
- People want **#relatable**
- Even low-quality pics bring **authenticity**



Product	Image	Views	Clicks	CTR	CPC	Total
<p>NIKE WHITE SPORT BRA <u>Brand:</u> Nike <u>Test ID:</u> #8 <u>Platform:</u> Facebook Ad <u>Test:</u> Stock vs Instagram (A/B) <u>Target Audience:</u> US / Female / 18-45 <u>Results:</u> success</p>		25,330	80	0.31%	\$0.52	\$41.50
		12,230	110	0.90%	\$0.41	\$45.70

Product	Image	Views	Clicks	CTR	CPC	Total
PRINTED ASYMMETRIC SKIRT <u>Brand:</u> Zara <u>Test ID:</u> #1 <u>Platform:</u> Facebook Ad <u>Test:</u> Stock vs Instagram (A/B) <u>Target Audience:</u> US / Female / 18-45 <u>Results:</u> success		82,520	200	0.24%	\$0.76	\$152.50
		45,230	280	0.62%	\$0.53	\$148.10

How Do I Earn UGC?

- Make them WANT to be part of the "squad"
- Know your audience
- Set the example
- Incentives
- Be transparent
- Promote your community

3. Snap, Benefit, Action

Attention-grabber

Benefit of each feature to your target audience

Action your target audience needs to perform to take advantage of the offer

Snap
Benefit
Action

Suggested Post



Kit & Kin

Sponsored (demo) · €



Get 20% OFF your first month's eco nappy subscription using the discount code FB20.

That's only £6 per pack plus FREE delivery.

The biodegradable nappy with premium performance. Our part natural absorbent core lasts up to 12 hours for drier babies and happier mums and dads.

Plus, the brilliant animal patterns and prints make babies' bums more adorable than ever.

Click the Shop Now button to get started with your subscription.



Resume Video

KIT & KIN™

4. FRESH CONTENT



- Before and after
- Unboxing video
- Caption contest
- Behind the scenes
- Changeable letter sign
- How to
- Ask me anything #AMA

5. Leverage Influencers

1

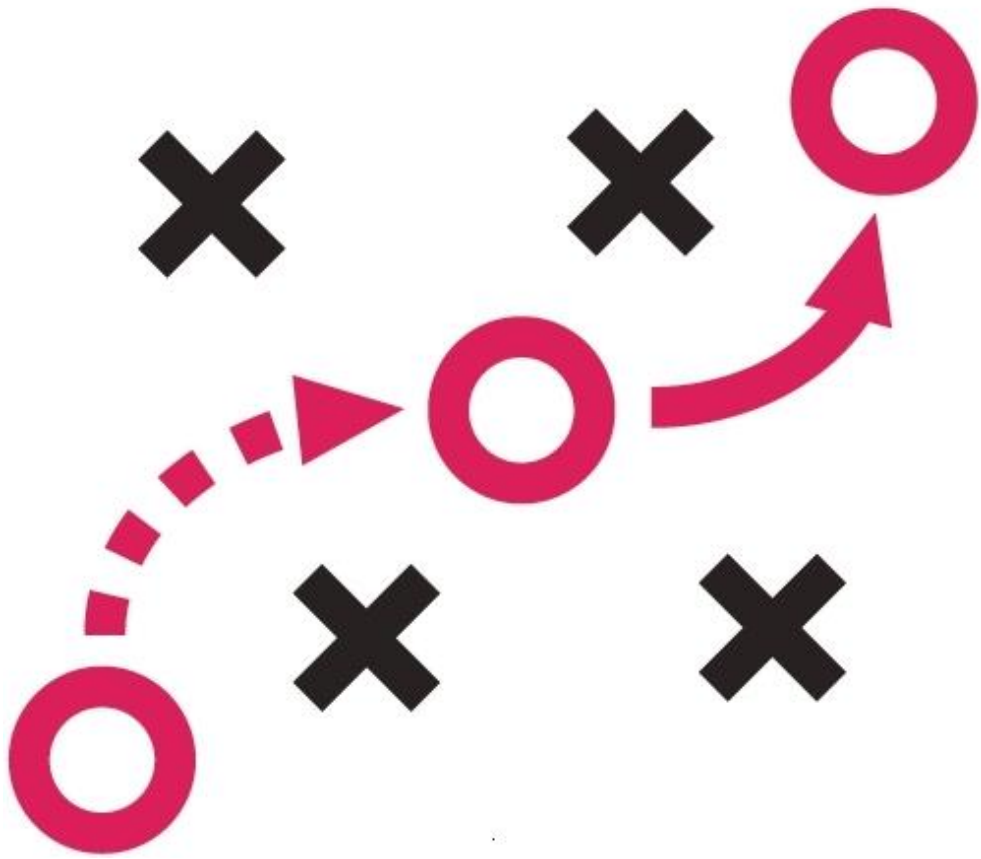
Know
more

2

Get
closer

3

Emotionally
connect



Part II: Social Media Tactics for 2020

Live streaming encourages more audience engagement and retains viewers longer than prerecorded video.

6. LIVE VIDEO



- Interviews
- Product demos
- Behind-the-scenes
- Virtual tour
- Introduce your staff



1:11 / 16:08

Scroll for details



7. Social Shopping



CONFIGURE YOUR BUSINESS
INSTAGRAM ACCOUNT



ADD PRODUCTS THROUGH
BUSINESS MANAGER SETTINGS



ADD PRODUCT TAGS IN POSTS
AND STORIES

www.facebook.com/business/instagram/shopping/guide

8. Targeted Social Ads

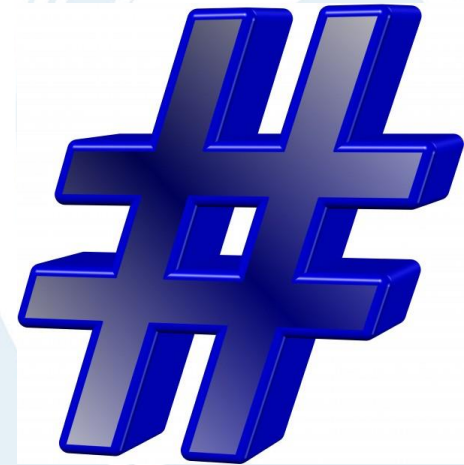
- Facebook allows you to upload a list of email addresses
 - <https://www.facebook.com/business/learn/facebook-ads-reach-existing-customers>

**SIGN
UP...**



9. Optimize Hashtags, Use Unique Events

- Feb 2 Super Bowl
- Feb 6-12 New York Fashion Week
- Feb 29 Leap Day
- Mar 8 International Women's Day
- Mar 21 World Poetry Day
- June 5 Wonder Woman 2 premiere
- June 7 National Donut Day



10. Facebook Stories



- Prime real estate
- Less competition
- Create exciting, time-sensitive content



Part III: Social Media Tools for 2020

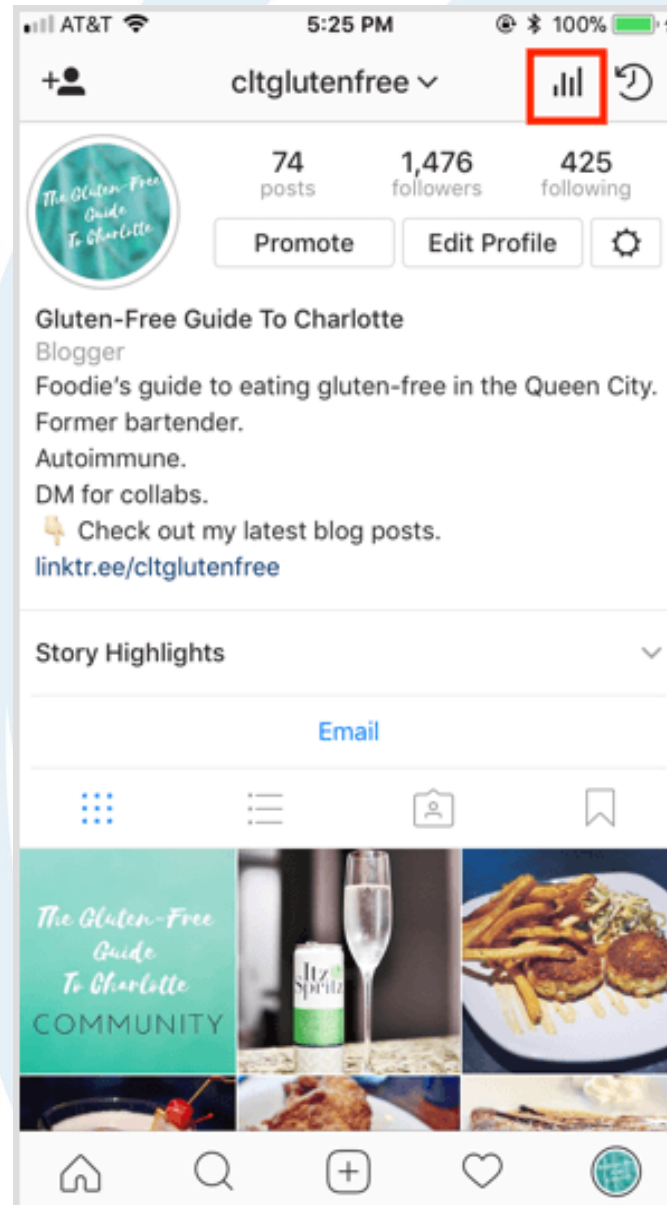


11. Hootsuite

- One tool to manage everything
- Direct post
- Schedule posts
- Send private messages
- Get analytics

- Free up to 3 social profiles, starts at \$19/month after

12. Insta Insights



13. Insta Loses “Likes”?

- Hiding likes from the feed but making them visible to the creator
- Started in Canada
- Now in 6 more countries
- Good for teen self-esteem
- Not so good for influencers

Testing a Change to How You See Likes ×

We want your followers to focus on what you share, not how many likes your posts get. During this test, only you will be able to see the total number of likes on your posts.

Ok



14. Google Alerts

<https://www.google.com/alerts>

15. CANVA

 TerraLFletcher
[Add your picture](#)

[Create a design](#)

Home

All your designs

Templates

Photos

Print

Brand Kit

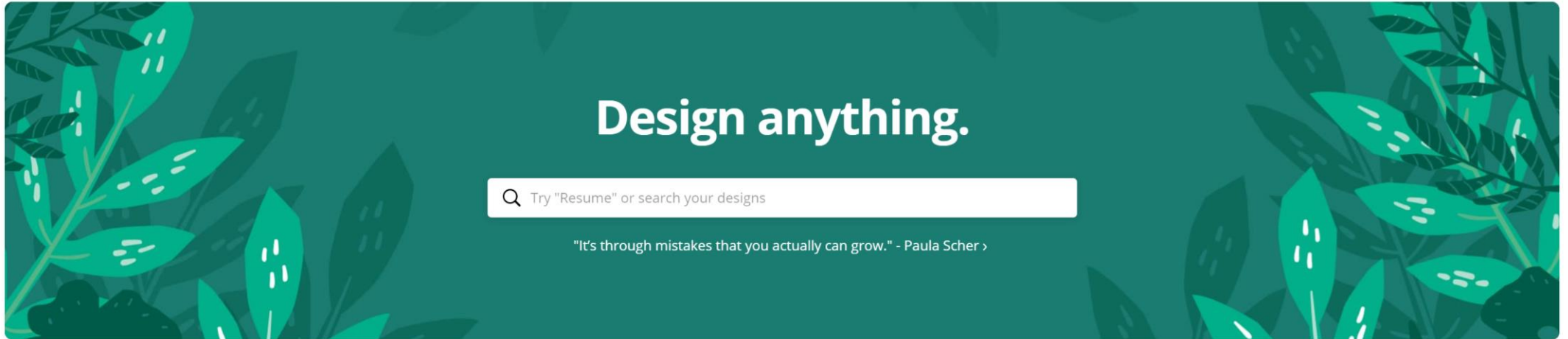
Design School

Create a team

 Folders

 Shared with you

 Trash













Design anything.

Try "Resume" or search your designs

"It's through mistakes that you actually can grow." - Paula Scher

Create a design >

Custom dimensions

 <p>Canva Print > Learn more</p>	 <p>Animated Social Media 800 × 800 px</p>	 <p>Presentation 1920 × 1080 px</p>	 <p>Poster 18 × 24 in</p>	 <p>Social Media 800 × 800 px</p>	 <p>Scrapbook 25 × 20 cm</p>	 <p>Book Cover 1410 × 2250 px</p>	 <p>Instagram Post 1080 × 1080 px</p>	 <p>Bookmark 2 × 6 in</p>	 <p>Logo 500 × 500 px</p>
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Your designs



ON SALE NOW
SKILLS YOU'LL LEARN IN THIS BOOK:
*ASK BETTER QUESTIONS AND BE MORE

SALE
IF YOU'VE EVER

Are you reading?
Flex Your Communication!
We want to see it!

IT'S TERRA'S 12TH

Anniversary

16. GRAMMARLY



Lets suppose y

Add an apostrophe


Let's

17. GEN BOOK

- Set up Facebook appointments
- Click “Add a Button” under cover image
- Link to Website
- Enter your booking URL, hit “Save”

Add a Button to Your Page


Preview




Like Liked Following Share ... Book Now

✓ Your Button Book Now Edit

Step 2: Where would you like this button to send people?
When customers click your button, they will be directed to a place where they can take an action or find more information.

 Appointments on Facebook
People can schedule with you right on Facebook and get reminders automatically. NEW

 Link to Website
Send people to your website to book with you there.

18. Keep Up with What's New

Social Media Examiner

Buffer Social

Sprout Social

Hubspot

Mashable

TechCrunch

19. Content Calendar



20. YOUR QUESTIONS

[slido.com](https://www.slido.com)

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RESOURCES/CITATIONS/

- <https://hetras.shijigroup.com/post/why-and-how-you-need-to-leverage-user-generated-content-right-now>
- <https://neilpatel.com/blog/how-to-leverage-user-generated-content-to-boost-sales/>
- <https://blog.hubspot.com/marketing/how-to-leverage-user-generated-content>
- <https://medium.com/the-mission/the-battle-of-conversion-rates-user-generated-content-vs-stock-photos-7bc8f3c76ea8>
- <https://www.millenniumsi.com/blog/2019-social-media-trends/>
- <https://www.socialmediaexaminer.com/3-facebook-ad-types/>
- <https://techcrunch.com/2019/07/17/instagram-will-now-hide-likes-in-6-more-countries/>

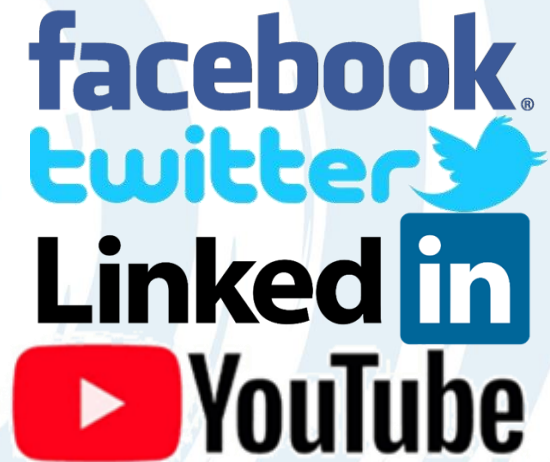
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- <https://dayspaescape.com/>
<http://chixcreative.com/2019/05/digital-marketing-trends-spas-need-to-consider-in-2019-part-3/>

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