

IMPACT GROUP
MARKETING

SMALL BUSINESS SOCIAL MEDIA WORKSHOP

IMPACT GROUP
MARKETING

Instagram

facebook

LinkedIn

TikTok

Copyright © 2023 Impact Group Marketing



BECKY CHUMLEY

Partner + Director of Digital Marketing

Texas A&M University
- BS Technology Management ‘07
- MS Education Technology ‘08

Built 350+ websites for small businesses

“All I ever wanted to do was build websites”



KEVIN CRENSHAW

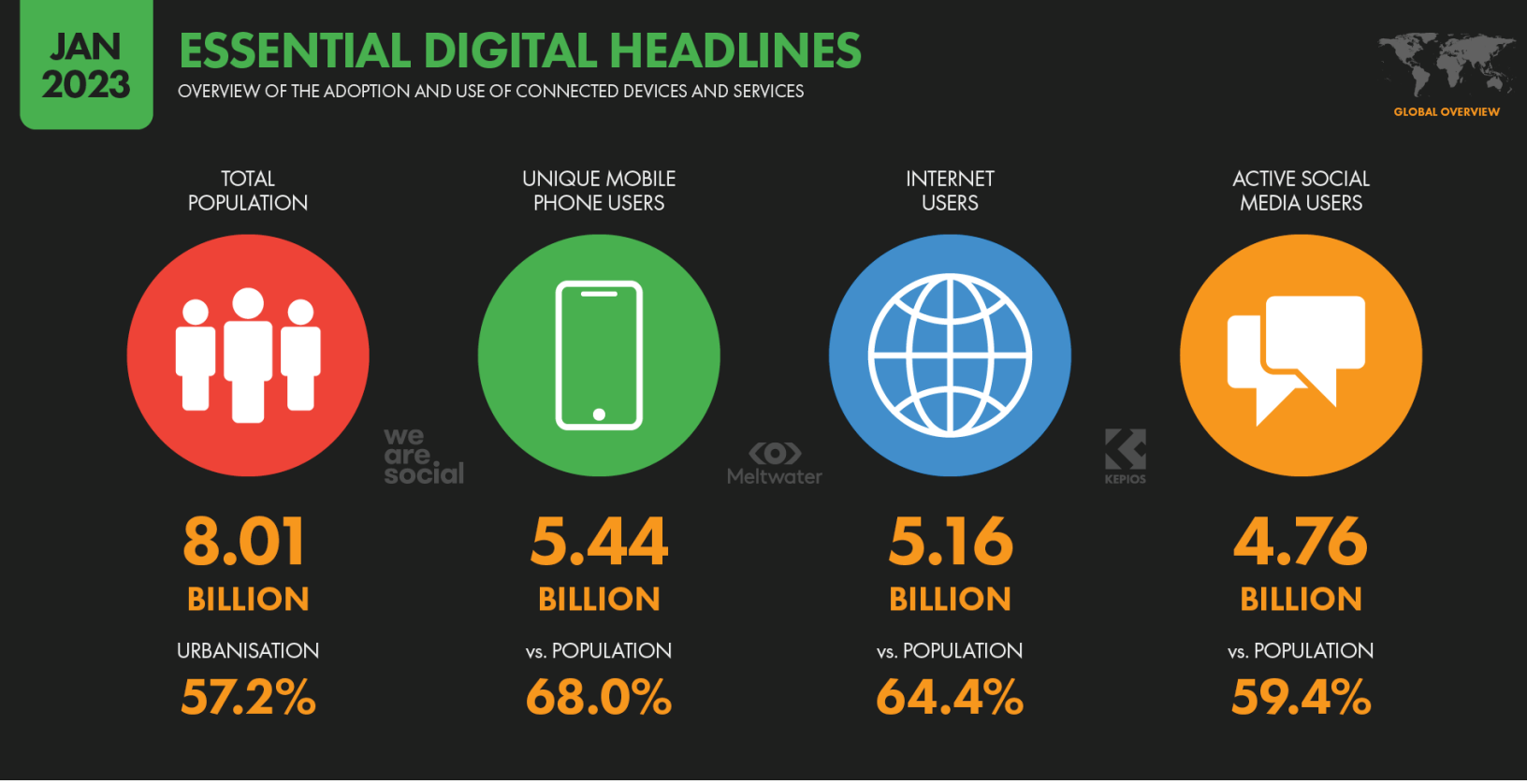
Partner + CEO

Texas A&M University
- BS Engineering Technology ‘01

Background in software development

19 years website development experience

Copyright © 2023 Impact Group Marketing



Types of Digital Marketing

- Websites
- Social Media
- Paid Advertising
  - Google Ads
  - Meta Ads
- Email Marketing
- Search Engine Optimization

Copyright © 2023 Impact Group Marketing

PULL

- Google Local Service Ads
- Social Media Ads
- Search Engine Optimization
- Google Ads

LEAD GENERATION

PUSH

- Geofencing
- Reputation Management
- Email Marketing
- Blog Writing
- Social Media Ads
- Social Media Management

BRAND AWARENESS



Marketing & The Business Life Cycle

Copyright © 2023 Impact Group Marketing

SOCIAL MEDIA

Who Are Your Best Customers

Gender

Age

Income

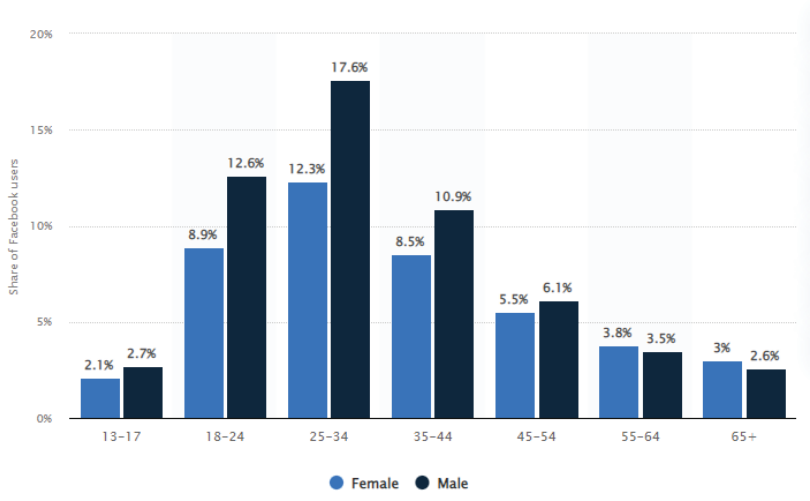
Location

Unique Characteristics

Copyright © 2023 Impact Group Marketing

facebook

- Used for Social Networking
  Largest Age Group:
  - 25-34 (31.5%)
- Gender Breakdown
  - 43% Female
  - 57% Male
- Time Spent Per Day:
  - 33 Minutes



Facebook Business Page Checklist

- ☐ Page Name = Business Name
- ☐ Relevant Category
- ☐ Bio
- ☐ Website*
- ☐ Phone Number*
- ☐ Email*
- ☐ Hours*
- ☐ Location*
- ☐ Relevant Tabs
- ☐ Profile Photo (logo)
- ☐ Cover Photo (image)
- ☐ Custom Username
  (facebook.com/impactgroupmarketing)
- ☐ Add a call-to-action button
  (Learn More, Message, Call Now)
- ☐ Recommendations turned ON

*Include these if relevant to the business

Copyright © 2023 Impact Group Marketing

Best Practices: Facebook

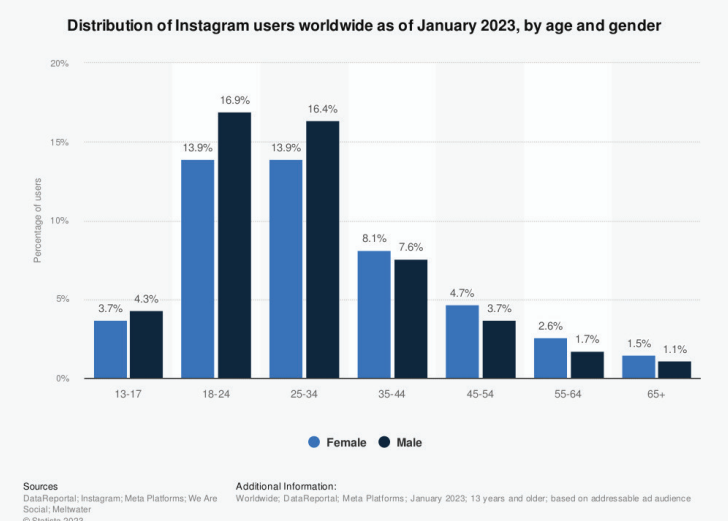
- Follow 80/20 Rule
  - 80% of posts should be useful to audience
  - 20% promote business
- Text should not be more than 20% of the graphic
- Make 1/3 posts actionable
  - Share articles, ask for opinions in the comments, etc.
- Pin important post to top of your feed
- Use real people in pictures
- 12-15 words in copy

Measuring Success: Facebook

- Reach
- Engagement
- Page Likes
- Followers
- Reactions
- Comments
- Shares
- Photo Views
- Link Clicks

Copyright © 2023 Impact Group Marketing

- Used for Photo Sharing
- Largest Age Group:
  - 25-34 (31.2%)
  - 18-24 (31%)
- Gender Breakdown:
  - 48.4% Female
  - 51.8% Male
- Time Spent Per Day:
  - 29 Minutes



Instagram Business Page Checklist

- ☐ Name = Business Name
- ☐ Username (Instagram.com/impactgroupmarketing
- ☐ Bio
- ☐ Website
- ☐ Category
- ☐ Email*
- ☐ Phone Number*
- ☐ Location*

*Include these if relevant to the business

Copyright © 2023 Impact Group Marketing

Best Practices: Instagram

- Make a "Professional Account"
- Use relevant hashtags to expand reach
- Post hashtags in first comment
- Follow 80/20 Rule
  - 80% of posts should be useful to audience
  - 20% promote business)
- Ensure that any images used in posts have similar lighting/filters for a consistent look
- Include real people in post images when possible
- No links in copy – use "link in bio" phrase
- Create Instagram Highlights to save stories

Measuring Success: Instagram

- Reach
- Profile Visits
- Website Taps
- Email Button Taps
- Followers
- Likes
- Comments
- Saves
- Shares
- Plays (Reels)

Copyright © 2023 Impact Group Marketing

Best Practices: Reels

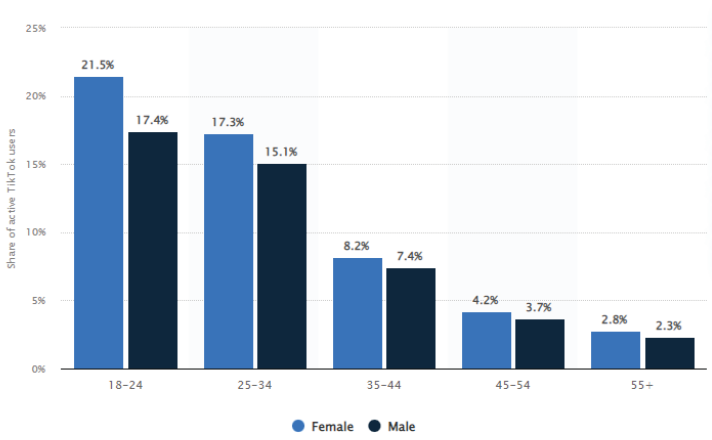
- Show real people when possible
- 25% higher click-through rate
- First 3 seconds are most important
- Add text and optimize for sound-off viewing
- Use trending audio

Best Practices: Stories

- Use interactive stickers when possible
  - Question Sticker, Polls, etc.
- Add relevant hashtags with the hashtag sticker or through text
- Add a location
- Add captions when needed and optimize for sound-off viewing
- Add trending sounds/music

Copyright © 2023 Impact Group Marketing

TikTok



- Fastest growing platform
- Used for Interactive Media
- 1 Billion Monthly Active Users
- Largest Age Group: 10-19 (25%)
- Gender Breakdown
- 61% Female
- 39% Male
- Time Spent Per Day: 89 Minutes
- 92% of users globally take action after watching a TikTok video

Instagram Business Page Checklist

- ☐ Name = Business Name
- ☐ Username
  tiktok.com/@impactgroupmarketing
- ☐ Bio
- ☐ Website
- ☐ Category
- ☐ Email*
- ☐ Phone Number*
- ☐ Location*

*Include these if relevant to the business

Copyright © 2023 Impact Group Marketing

Best Practices: TikTok

- Use popular or trending sounds in videos
- Make sure videos are watermarked with the brand logo
- Ensure that any images or logos used in the video are clear and in optimal resolution and size for TikTok
- Utilize titles and turn on captions in videos to ensure that TikTok can recognize what your video is about
- Utilize long-tail hashtags in video captions and popular hashtags in comments
- Do NOT add #fyp or #foryou on videos
- Post when your target audience is active on the platform
- Make sure your video thumbnail shows/describes what your video is about

Measuring Success: TikTok

- Watch Time
- Shares
- Comments
- Likes
- Followers

Copyright © 2023 Impact Group Marketing

SPONSORED CONTENT

Meta Campaigns

- Boosted Post
  - Goal: More Reach
  - Uses an Existing Post
- Ad Campaigns
  - Multiple Objectives
  - Multiple Placements
  - Multiple Display Options (Carousels, Call to Action Buttons, Etc)
  - Advanced Targeting

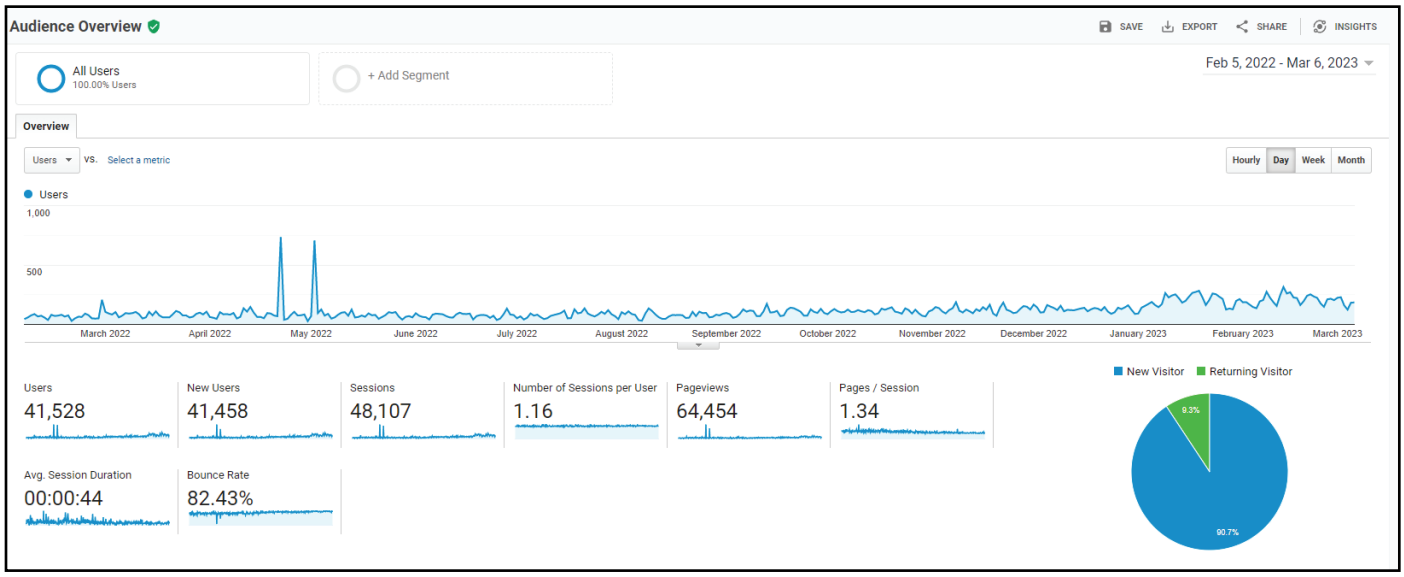
TikTok Campaigns

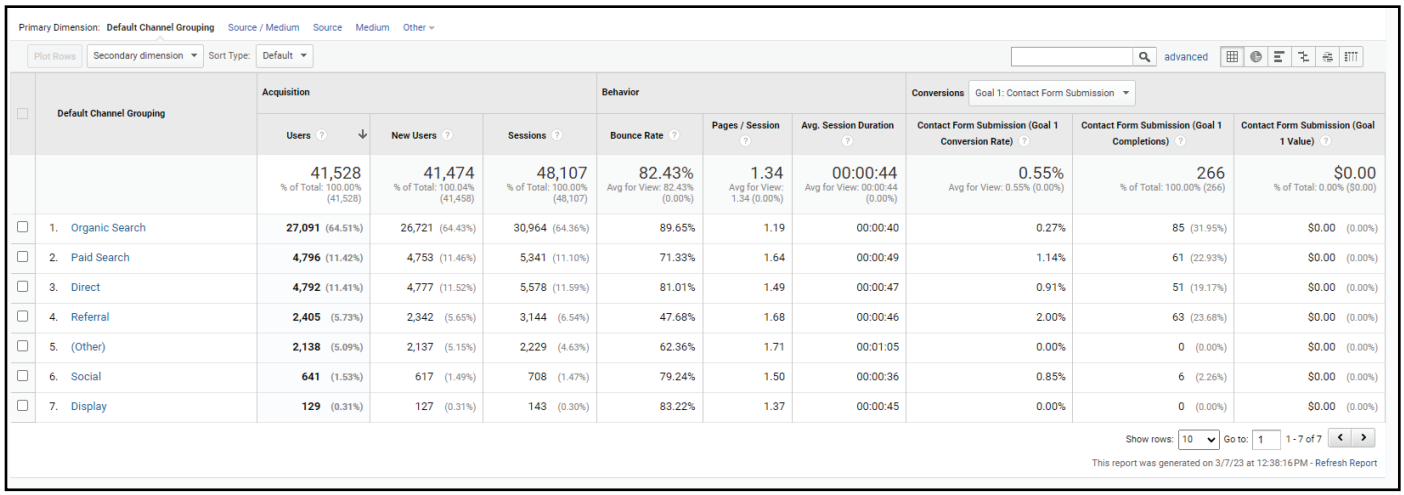
- Multiple Demographic Targeting Options
- Types of Creative:
  - Video
  - Image
  - Hashtag Challenge
- Campaign Objectives
  - Awareness
    - Show your ads with the maximum number of impressions in your targeted audience at the most efficient price.
  - Consideration
    - Drive people to any URL, such as your website's landing page, a blog post, an app, etc.
  - Conversion
    - Product sales, website conversions, app downloads

Copyright © 2023 Impact Group Marketing

MEASURING SUCCESS
Google Analytics 4

Install Google Analytics on your website to view website traffic and measure success of marketing initiatives.





Copyright © 2023 Impact Group Marketing

MONTHLY CONTENT

(General Holidays, Birthdays, Topics, Community Events, Closures, etc.)

JANUARY	**FEBRUARY**	**MARCH**
APRIL	**MAY**	**JUNE**
JULY *Example: Independence Day*	**AUGUST**	**SEPTEMBER**
OCTOBER	**NOVEMBER**	**DECEMBER**

Copyright © 2023 Impact Group Marketing

THE ULTIMATE CHEAT SHEET OF WHAT TO POST ON SOCIAL MEDIA



100 SOCIAL MEDIA POST IDEAS

UNIQUE PHOTOS & VIDEOS

1. Before and after
2. Action shots
3. Boomerang video
4. Screenshot
5. Demo or screen recording
6. Employee selfie
7. Caption this
8. Behind the scenes
9. Changeable letterboard
10. Sneak peek
11. Homemade stock photo
12. Company culture photo

BE THE THOUGHT-LEADER

13. Industry article
14. Answer an FAQ
15. Ask me anything
16. What's working now
17. Expert advice
18. Award/certification annoucement
19. How-to video
20. Live Q&A
21. Common mistakes
22. Industry fact or statistic
23. Infographic
24. Time-saving tip
25. Money-saving tip
26. Quick hack
27. Solve a problem

ASK A QUESTION

28. Take a poll
29. Request feedback
30. Ask for predictions
31. This or that
32. Would you rather...
33. If you could...
34. What's your favorite...
35. Fill in the blank

EMPLOYEE SPOTLIGHT

36. Fun fact or quote
37. Hobby or passion
38. Family photos
39. Cute kids or pets
40. Explore your city
41. Book you're reading
42. Relaxation time
43. Credentials
44. Desk Spotlight
45. Favorite book
46. Favorite podcast
47. Favorite YouTube channel
48. Favorite online course
49. Favorite commercial
50 Favorite brands
51. Favorite influencer
52. Favorite guilty pleasure

Copyright © 2023 Impact Group Marketing

UPLIFTING

53. Inspirational quote
54. Origin story
55. Share a win
56. Overcome an obstacle
57. Motivating mantra
58. Helpful routines
59. Inspiring person
60. Report a positive news story
61. Balance tip

TIMELY TOPICS

62. Federal or religious holiday
63. National day / week / month
64. Special event
65. Industry news or update
66. Trending topic or news event
67. Viral video or meme

DAILY HASHTAGS

68. #SundayFunday
69. #MotivationMonday
70. #TuesdayVibes
71. #WednesdayWisdom
72. #TBT (Throwback Thursday)
73. #TGIF
74. #SaturdayMorning

CLIENT FOCUS

75. Share gratitude
76. Fan photo
77. Cause you support
78. Interview a customer
79. Testimonial
80. Allow a takeover
81. @Mention a follower
82. @Mention an influencer
83. Thank your followers

PROMOTE YOUR BUSINESS

84. New blog article
85. Repurpose old blog articles
86. Past project photo
87. Free download or ebook
88. New product or service
89. Popular product or service
90. Client case study
91. Promote your newsletter
92. Promote other social profiles
93. Run a contest / giveaway
94. Promote a sale
95. Follower-only flash sale
96. Promote a launch
97. Competitive advantage
98. Celebrate a milestone
99. Team statistics
100. Membership/Associations

Copyright © 2023 Impact Group Marketing

IMPACT GROUP
MARKETING

- DIGITAL MARKETING
- SOCIAL MEDIA SERVICES
- TRAINING SOLUTIONS
- CREATIVE SERVICES
- WEBSITE DESIGN
- BUSINESS PRINTING

impactgroupmarketing.com

info@impactgroupmarketing.com

979-383-2965

3998 Harvey Road, Suite 200,
College Station, TX 77845