UNDER THE HOOD OF SOCIAL MEDIA
WHAT BUSINESS ARE YOU IN?

If a location is good enough to buy, we want to build on it right away and be in there before the competition. Pump some money and activity into a town, and they’ll remember you for it...We are in the real estate business, not the hamburger business.

Ray Kroc
Founder of McDonald's Corp.
Founded: 1955
In this age of rapid technological change, it’s not the 0s and 1s of the digital revolution, but rather the oohs and aahs of a good story that offer the best chance of compelling listeners to act on behalf of a worthy goal.

Peter Guber
Former CEO of Sony Pictures
In July of 2015, social media overtook email as the form of communication most used by consumers to reach businesses.
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Look at referral traffic in Google Analytics to identify your top traffic sources and segment that data by social networks.

Pull up demographics reporting in Google Analytics to your customers.

@Joshua_Swanson – joshuaswanson.com
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Master Facebook Search - (search.fb.com)

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FIND YOUR FANS

Facebook Search
Find the people and posts that matter to you most.

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Look at referral traffic in Google Analytics to identify your top traffic sources and segment that data by social networks.

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Master Facebook Search - (search.fb.com)

Master location searches on Instagram.

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PRO TIP 01

ENGAGE WITH OTHER LOCAL INFLUENCERS IN YOUR HOOD.
United States | Los Angeles

LOCATIONS IN LOS ANGELES

Los Angeles, California
Dodger Stadium
Staples Center
Downtown Los Angeles
The Broad
Downtown Los Angeles
Los Angeles Convention Center
Microsoft Theater
Bottega Louve Restaurant and Gourmet Market
MOCA | The Museum of Contemporary Art, Los Angeles
Grand Central Market
L.A. LIVE
Skyspace Los Angeles
Walt Disney Concert Hall
The Novo DTLA
The Last Bookstore
Perch Exchange LA
Exchange LA
The Standard, Downtown LA
DTLA
Pershing Square
Grand Park
Los Angeles City Hall
Ace Hotel Los Angeles
Arts District, Los Angeles
Anime Expo®
Little Tokyo Japanese Village
Chinatown, Los Angeles
Ace Hotel Downtown Los Angeles
The Roofop at The Standard, Downtown LA
The Belasco
The Regent
JW Marriott Los Angeles L.A. Live
Wurstküche
Urth Caffe Downtown
Little Tokyo, Los Angeles
L.A. Fashion District
The Westin Bonaventure Hotel & Suites, Los Angeles
THE ORPHEUM THEATRE
The Mayan
Downtown LA
Union Station (Los Angeles)
Angel City Brewery
Plaza Olvera Downtown Los Angeles
Nokia Theater
Millennium Biltmore Hotel Los Angeles
The Geffen Contemporary at MOCA
The Theatre at Ace Hotel DTLA
10% of all posts on Pinterest fall into the food category

30% of all tweets mention a food item or a drink brand

1 of every 2 people with a mobile phone take photos of their food at least once-a-month
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1 of every 2 people with a mobile phone take photos of their food at least once-a-month

#FoodPorn has 92.5 million pictures on Instagram and #InstaFood has 59.6 million pictures

With the rise of the #InstaFood revolution we are seeing a rise in popularity of local Delis

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Facebook studied the average user to find 1,500 posts appear in their feed each day. But if someone has lots of friends and Likes lots of pages, that number could balloon to 15,000.
UNDERSTAND WHAT’S HAPPENING ON THE PLATFORMS

Average Organic Reach of Content Published on Brand Facebook Pages

Curr: 13
Nov
Dec
Jan '14
Feb

4.04%
3.11%
2.07%
2.71%
2.11%

12.05%
11.58%
6.70%
2.70%
0.15%

All Pages
Pages with >500K Likes

Analysis of 100+ Facebook Brand Pages around the world with more than 40K total likes conducted by Social@Ogilvy in February 2014. Please see our report “Facebook Zero” at http://socialatogilvy.com for details.

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How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = * I x P x C x T x R

- **Interest**
  - Interest of the user in the creator

- **Post**
  - This post’s performance amongst other users

- **Creator**
  - Performance of past posts by the content creator amongst other users

- **Type**
  - Type of post (status, photo, link) user prefers

- **Recency**
  - How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.
An average of 500 million tweets are sent every day, which is equivalent to 3.5 billion Tweets sent every week.

Tweets made up more than three quarters of posts by brands in the fourth quarter of 2015, but the platform only received 1 percent of interactions.
A full 76% of Snappers are age 34 or younger. No other platform comes close to the demographic breakdown that Snapchat has and if you are trying to reach a younger audience, this is the arena to do just that.

More so than any other social platform, Snapchat is strictly opt-in.
Now with 100 million daily active users and over 8 billion videos consumed daily, Snapchat is the fastest growing social media network with untapped organic reach and engagement potential.
What are the Ages of Users?

- 13-17: 21% (Blue)
- 18-24: 20% (Blue)
- 25-34: 26% (Blue)
- 35-54: 24% (Blue)
- 55+: 9% (Blue)
- 23% (Yellow)
- 37% (Yellow)
- 26% (Yellow)
- 12% (Yellow)
- 2% (Yellow)
Which Sectors Have Adopted Each Platform?

- Activewear: 92% (71% on Snapchat)
- Auto: 100% (25% on Snapchat)
- Beauty: 96% (57% on Snapchat)
- Beverages: 89% (33% on Snapchat)
- Consumer Electronics: 100% (38% on Snapchat)
- Fashion: 98% (54% on Snapchat)
- Hospitality: 98% (13% on Snapchat)
- Retail: 95% (47% on Snapchat)
- Watches & Jewelry: 92% (25% on Snapchat)
In the last quarter of 2016, Instagram posts only making up 10 percent of total posts by brands. Yet, Instagram generated 87 percent of interactions, continuing its reputation as the platform with the most engaged audience.
PRO TIP 02

STUDY THE ENGAGEMENT RATE ON CONTENT YOU’VE ALREADY POSTED.
UNDER THE HOOD - FACEBOOK

business.facebook.com/YourRestaurant

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PRO TIP 03

USE COMMENTS, LIKES, SHARES, MENTIONS, CHECK-INS, AND REVIEWS TO GROW LIKES.
UNDER THE HOOD – FACEBOOK: LIKES TO LIKES

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UNDER THE HOOD – FACEBOOK: REVIEWS

@Joshua_Swanson – joshuaswanson.com
UNDER THE HOOD – FACEBOOK: CHECK-INS

@Joshua_Swanson – joshuawanson.com
UNDER THE HOOD – FACEBOOK: MENTIONS

@Joshua_Swanson – joshuawanson.com
UNDER THE HOOD – FACEBOOK: MENTIONS

@Joshua_Swanson – joshuaswanson.com
PRO TIP 04

SPEND SOME $$$ ON FACEBOOK ADS.
UNDER THE HOOD – FACEBOOK ADS

WITHOUT PAID

2.7M REACH

5K NEW FANS

20% FANS LOCATED IN THE US

WITH PAID

14M

36K

50%
PRO TIP 05
SEARCH FOR SURPRISE
AND DELIGHT
OPPORTUNITIES USING
ENGAGEMENT TOOLS.

@Joshua_Swanson – joshuaswanson.com
@HUB51 already thinking of that carrot cake! #ChicagoWeekend @Lasanz85 @NicolePence

5:43 PM - 14 May 2015
Boston, MA

@KellenTV @HUB51 @Lasanz85 @NicolePence We'll have it ready for you. When are you headed our way?

5:44 PM - 14 May 2015

@HUB51 @KellenTV @Lasanz85 @NicolePence Saturday night at 6! Can you set out an air mattress for me to lay horizontal in the back? #Overeating #FavoritePastime

@KellenTV @HUB51 @Lasanz85 @NicolePence Don't think that should be a problem. See you Saturday!

@HUB51 @KellenTV @Lasanz85 reservation under Becker for Saturday - before the @Andy @Andersoncooper event! Excited!
Kellen Young @KellenTV · 14 May 2015
@HUB51 already thinking of that carrot cake! #ChicagoWeekend @Lasanz85 @NicolePence

HUB 51 @HUB51 · 14 May 2015
@KellenTV @Lasanz85 @NicolePence We'll have it ready for you. When are you headed our way?

Kellen Young @KellenTV

@HUB51 Saturday night at 6! Can u set out an air mattress for me to lay horizontal in the back?
#Overeating #FavoritePastime

LIKE 1

5:46 PM · 14 May 2015

Boston, MA

HUB 51 @HUB51 · 14 May 2015
@KellenTV Don’t think that should be a problem. See you Saturday!
One year ago you made my dreams come true @HUB51 😊🍰😊🍰
WHAT CONTENT CAN YOU PRODUCE THAT IS PERFECT FOR SOCIAL?
WHAT CONTENT CAN YOU PRODUCE
THAT IS PERFECT FOR SOCIAL?

Food
Treats
Preparation Tips
Your "Experts"
Your Guests
Behind the Scenes
Your Culture + Food
Food Videos
Food

@Joshua_Swanson – joshuaswanson.com
HAVE A VOICE

OUR PASSION

WE BELIEVE HEALTHY LIVING IS A JOURNEY AND EVERY MEAL IS A CHOICE. WE LOVE TO INSPIRE, EDUCATE AND EMPOWER EVERY PERSON TO EAT HEALTHIER AND LIVE A BETTER LIFE.

@Joshua_Swanson – joshuaswanson.com
DEVELOP A CONTENT STRATEGY THAT YOU CAN ACTUALLY ACHIEVE.
DEVELOP A CONTENT STRATEGY THAT YOU CAN ACTUALLY ACHIEVE.

Just saying “we need to post on social” isn’t enough

Start with what content, who and how often
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Start with what content, who and how often

Develop a content calendar that’s doable

Spread out the responsibility of generating content to a team
Just saying “we need to post on social” isn’t enough

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Being great at just one social network is plenty

Always filter your posts through your mission statement, value statement, core values and your marketing plan

Bring your fans along with you and allow them to participate
Mahatma Gandhi – Three Kinds of Power

Power Over – ability to dominate a person or a group

Power To – ability to do something on one’s own

Power With – ability to work with others to accomplish a common goal
THANK YOU!

JOSHUA SWANSON

Marketing Consultant
International Speaker
CEO of GoToMyApartment
Chairman of Razz Interactive
Foodie for life!

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• http://barnraisersllc.com/2016/04/fast-facebook-organic-reach-declining-4-studies/
• http://expandedramblings.com/index.php/facebook-page-statistics/
• https://blog.dashhudson.com/snapchat-marketing-analytics-brands/
• http://blog.likeablelocal.com/10-reasons-you-should-be-on-snapchat
• https://www.luxurydaily.com/luxury-brands-ease-into-cool-kid-snapchat-l2/
• http://instagram-vs-snapchat.l2inc.com/
• http://www.corporatetechdecisions.com/article/the_professional_network_facebook_testing_enterprise_tech/Collaboration
• http://sproutsocial.com/insights/instagram-marketing-strategy-guide/
• http://expandedramblings.com/index.php/social-media-revolutionising-food-industry/