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# ARE YOU UTILIZING SOCIAL MEDIA TO MARKET YOUR BRAND?

**The Social Soulpreneur**

INFLUENCING ACTION

**BLOW YOUR MIND**

SALES TRAINING & BRANDING

PRESENTED BY:

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THE SOCIAL SOULPRENEUR  
LAURENTIAN UNIVERSITY BBA MARKETING  
SOCIAL MEDIA INFLUENCER

**KAREN**  
HASTIE



# THE **HASTIE** **DUO**

BLOW YOUR MIND SALES  
CEO + FOUNDER AKFIT FITNESS SPECIALTY STORE  
30+ YEARS BUSINESS EXPERIENCE  
BUSINESS CONSULTANT  
SALES AND BRANDING COACH

**HAILEY**  
HASTIE



"People do not buy goods and services. They buy **relations**, **stories**, and **magic**."

*-Seth Godin*

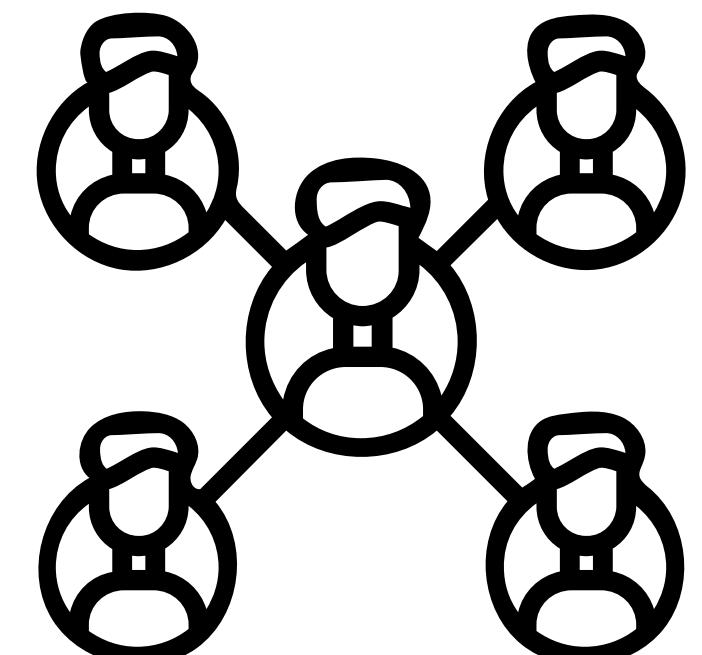
# **BUILDING YOUR BRAND OR REBRAND: IT'S NOT JUST ABOUT ADVERTISING**

**DIVERSIFY YOUR NETWORKS IN ORDER TO BUILD NEW RELATIONSHIPS.**

- GO OUTSIDE OF YOUR BUBBLE OF FRIENDS.
- LOOK FOR RELEVANT PEOPLE PERHAPS NOT FROM YOUR RELEVANT INDUSTRY.

**GIVE AS MUCH FROM A RELATIONSHIP THAT YOU EXPECT TO GET BACK.**

- CONNECT WITH PEOPLE.
- GIVE TO PEOPLE.
- SHARE WITH PEOPLE.



# **BUILDING YOUR BRAND OR REBRAND: IT'S NOT JUST ABOUT ADVERTISING**

## **SPEND QUALITY TIME WITH KEY PEOPLE**

- MAKES SURE TO SPEND TIME WITH IMPORTANT CUSTOMERS.
- MAKE TIME FOR PRODUCTIVE AND ESSENTIAL STAFF.

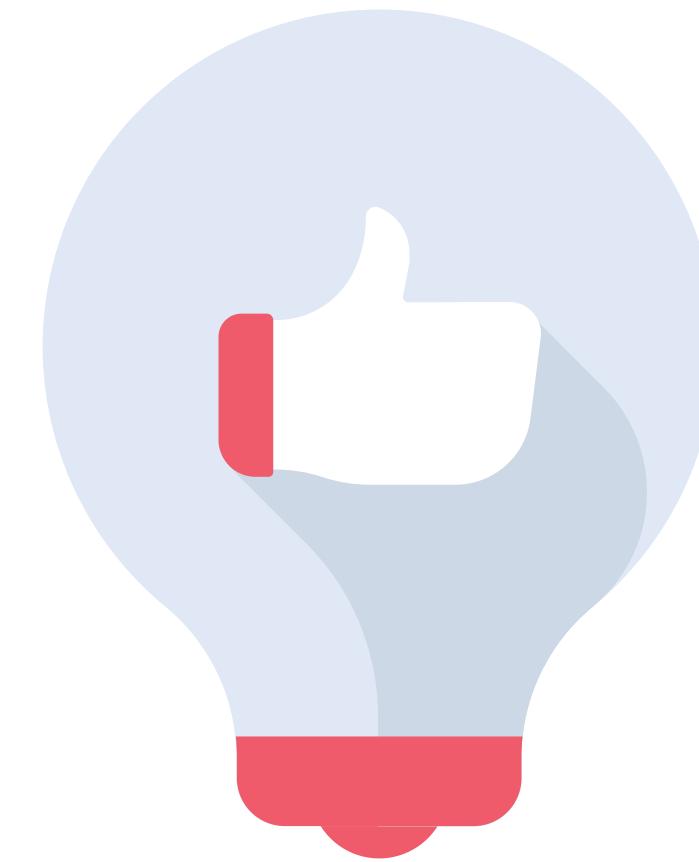


## **STAY FOCUSED ON YOUR LOCAL AND SOCIAL BUSINESS COMMUNITY**

- THIS WILL ALLOW YOU TO BUILD LOYAL RELATIONSHIPS.
- SURROUND YOURSELF WITH BUSINESS AND PEOPLE WHO SHARE SAME BELIEFS.

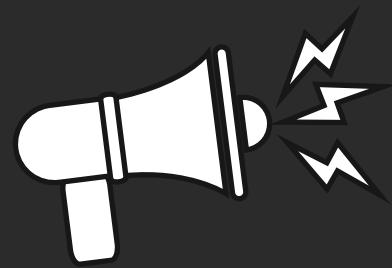
## **RENEW AND GROW YOUR NETWORKS OFTEN**

- STAY CONNECTED WITH CRITICAL RELATIONSHIPS.
- LOOK FOR NEW RELATIONSHIPS THAT WILL HELP YOUR BUSINESS GROW IN THE FUTURE.



**SOCIAL MEDIA IS A GREAT WAY TO SHOWCASE THIS.**

# IT'S TIME FOR YOUR COMPANY TO *ENGAGE*



With consumer behaviour constantly changing, companies need to look at their brand and see if it is evolving - or risk disengaging with customers.



Todays consumer skip generic and traditional online ads and often go right to the path of purchase.



How do you make sure your company is on that path?

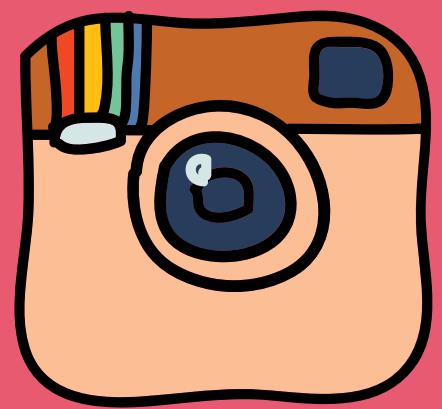


# CONNECT THROUGH RELEVANT CONTENT

This has become even more important and has accelerated as result of the global pandemic.

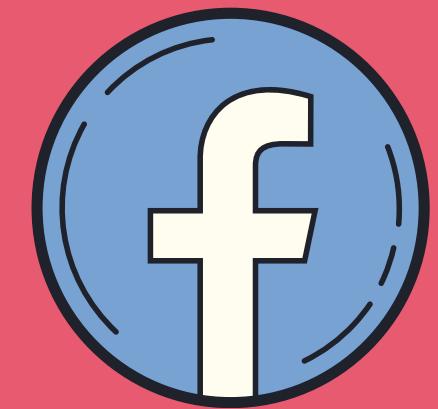


# Social Media 101: The Basics



INSTAGRAM

ENGAGE  
THEM



FACEBOOK

GET TO KNOW  
THEM



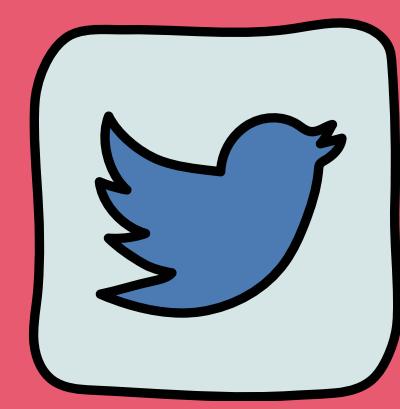
LINKEDIN

EDUCATE  
THEM



TIKTOK

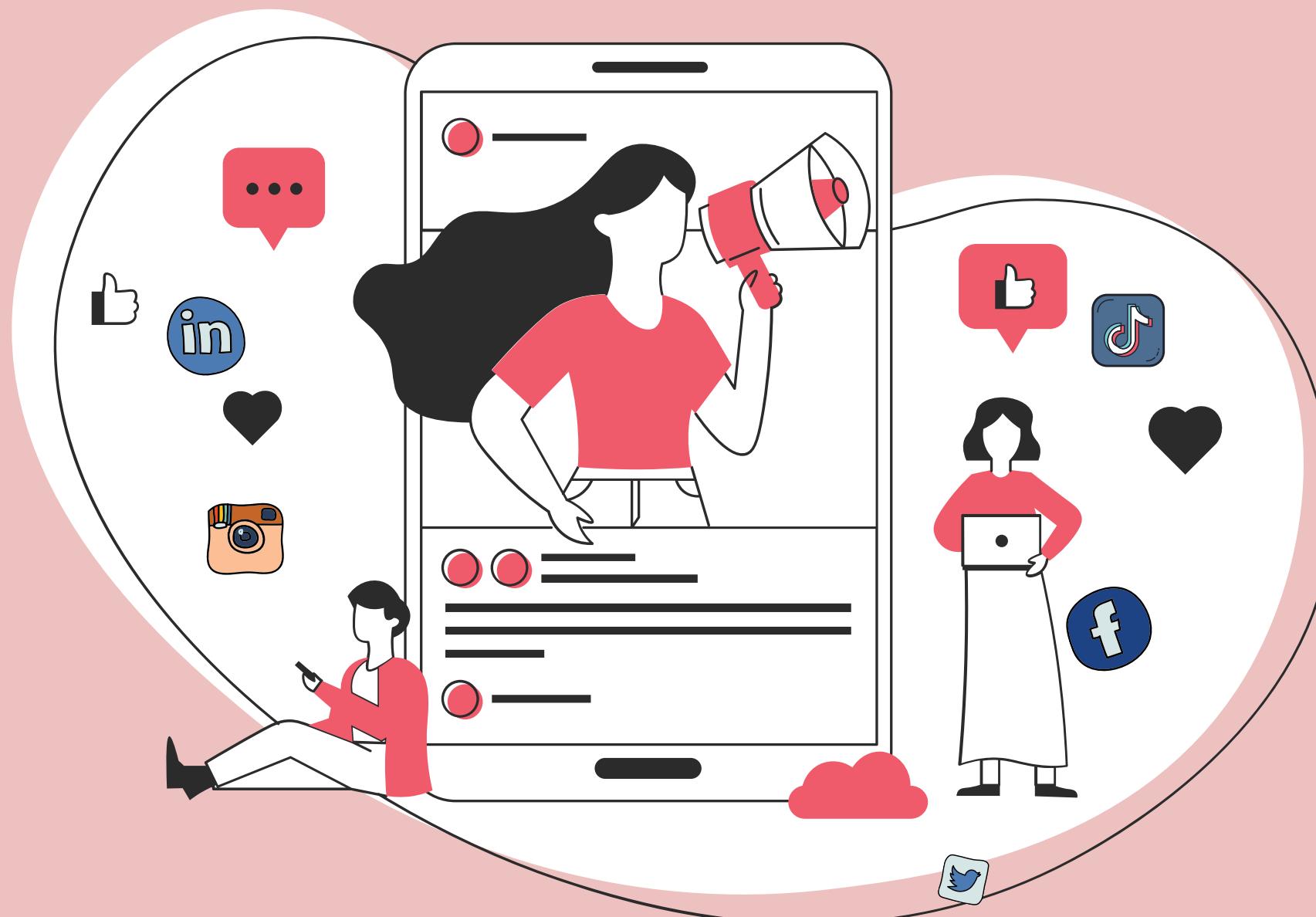
ENTERTAIN  
THEM



TWITTER

LISTEN TO  
THEM

# The POWER of SOCIAL MEDIA



- Nearly 50% of the world's population uses social media. That's over 3 billion users worldwide.
- 54% of social browsers use social media to research products.
- 71% of consumers who've had a good social media service experience with a brand are likely to recommend it to others.
- 52% of online brand discovery happens in public social feeds.
- 61% of users check their Social Media platforms within 10 minutes of opening their eyes in the morning.

# A CLOSER LOOK

## Facebook

- Most people access Facebook around eight times each day.
- Facebook Stories has 500 million daily viewers.
- 58% of Canadian's say they've become more interested in a brand after seeing it in Facebook Stories.

## Instagram

- 92% of all Instagram users say they've followed a brand, clicked on their website, or made a purchase after seeing a product/service on Instagram.

## Twitter

- 83% of the people who sent a Tweet to a company and received a response, felt better about the company and were more likely to do business with them.

## LinkedIn

- 80% of social media B2B leads come from LinkedIn.

## TikTok

- By February 2019, TikTok hit 1 billion downloads, beating Instagram and Facebook in app stores.



# VARIOUS PLATFORMS ONE RESULT

CONSUMERS ARE NAVIGATING  
BETWEEN VARIOUS SOCIAL  
PLATFORMS AND DEVICES AND WANT A  
SEAMLESS EXPERIENCE.

FOCUSING ON CUSTOMER  
RELATIONSHIPS AND LOYALTY IS KEY.



# WHAT?

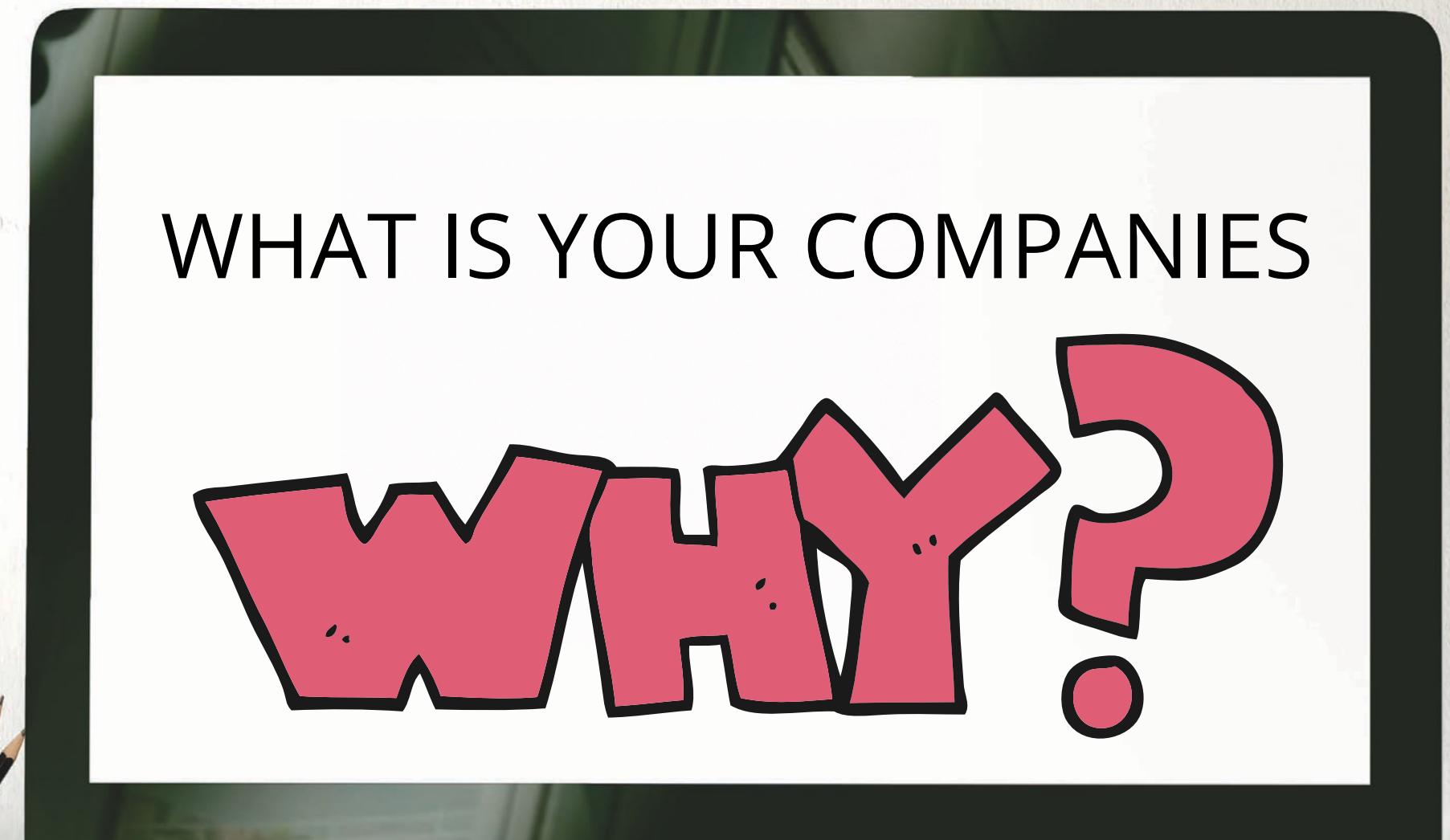
Most of us have been taught to market  
*"What we do!"*

# HOW?

We we're told to advertise  
*"How we do it!"*

# WHY!

Today we need to look at the  
**"WHY!"**



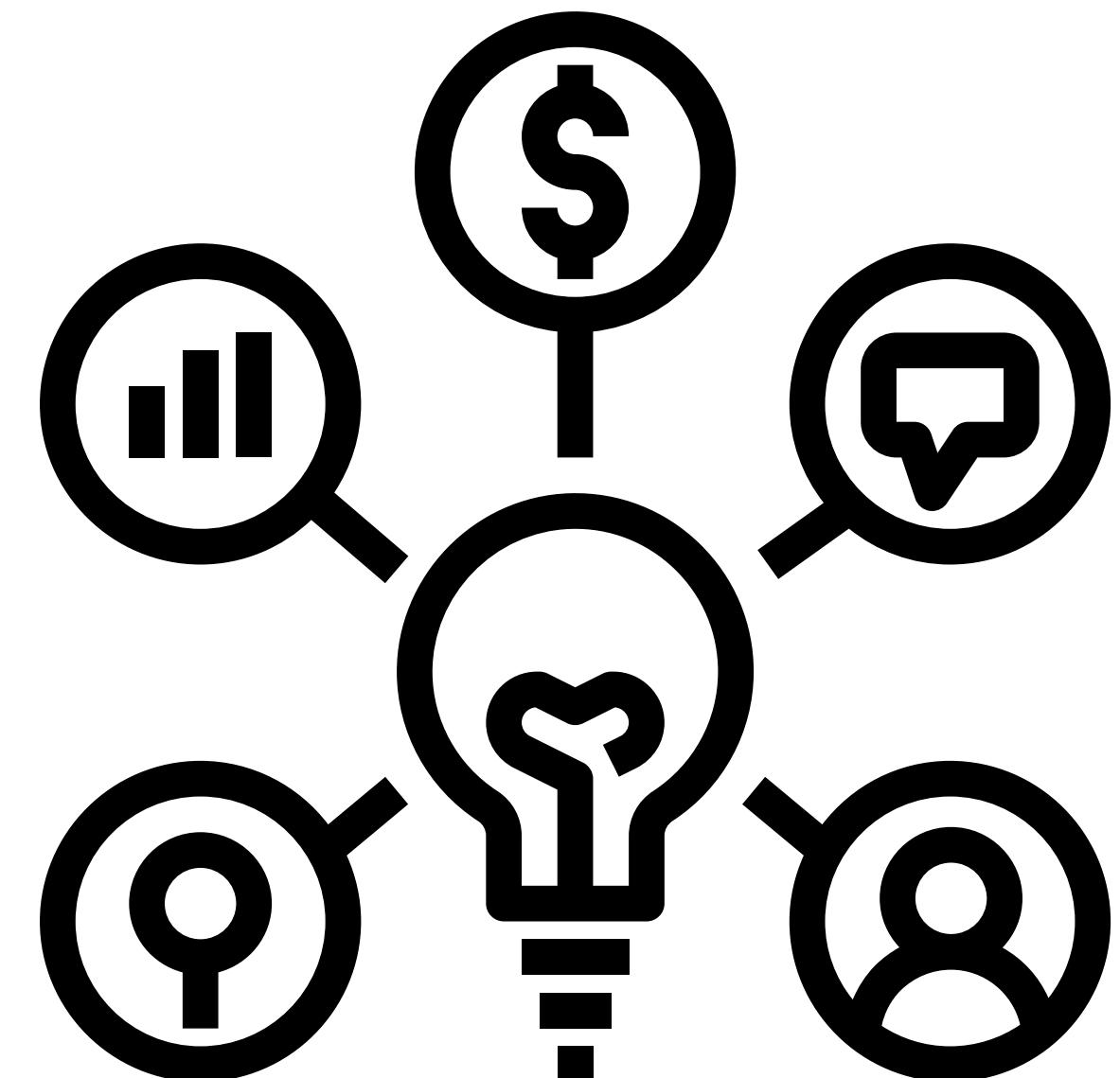
# Making Profit is the **RESULT** of **YOUR** Company's **WHY!**

People don't choose to buy or deal with your company because of *what you do*, but rather **WHY you do it.**



# UNDERSTANDING YOUR WHY

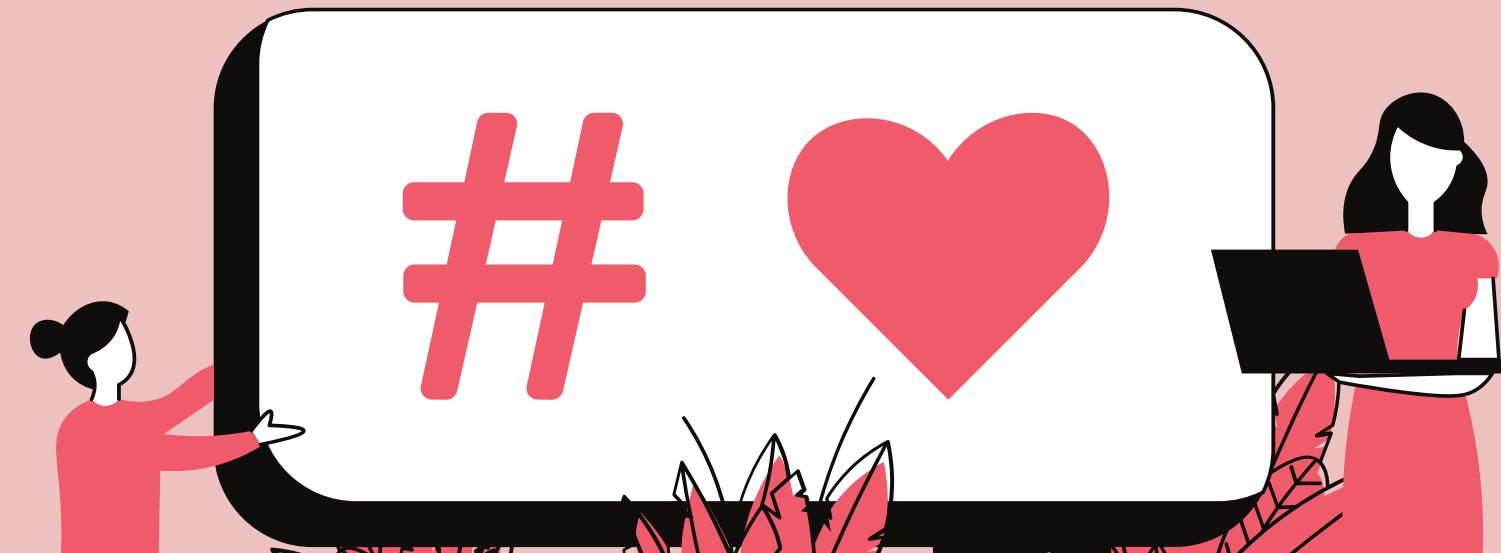
- ▼ IS YOUR COMPANIES **BELIEF**
- ▼ IS YOUR COMPANIES **PURPOSE**
- ▼ IS YOUR COMPANIES **EXISTENCE**



# HOW SOCIAL MEDIA CAN HIGHLIGHT YOUR

WHY?

- Increase **customer satisfaction**.
- Boost **customer retention**.
- **Build relationships** with customers and fellow businesses.
- Maintain **communication** with your suppliers.
- Create a **brand personality**.
- Promote **community**.
- Establish yourself or your company as an ambassador or **industry leader**.
- Become known as the **expert** in your field.



# Branding Checklist

FOR SOCIAL MEDIA



## Define your brand:

What value does your brand represent?



## Know your target audience:

Who do you want to reach?

What do they want to see?



## Identify your strengths:

Why should people invest in you instead of your competition?



## Design your look:

Does your aesthetic communicate these values?

How do you represent yourself visually?



## Be consistent:

It is essential to ensure your branding is consistent across ALL platforms

Creating content for your social media is a balance of incorporating your **brand's message** and providing **what your audience wants** to hear.



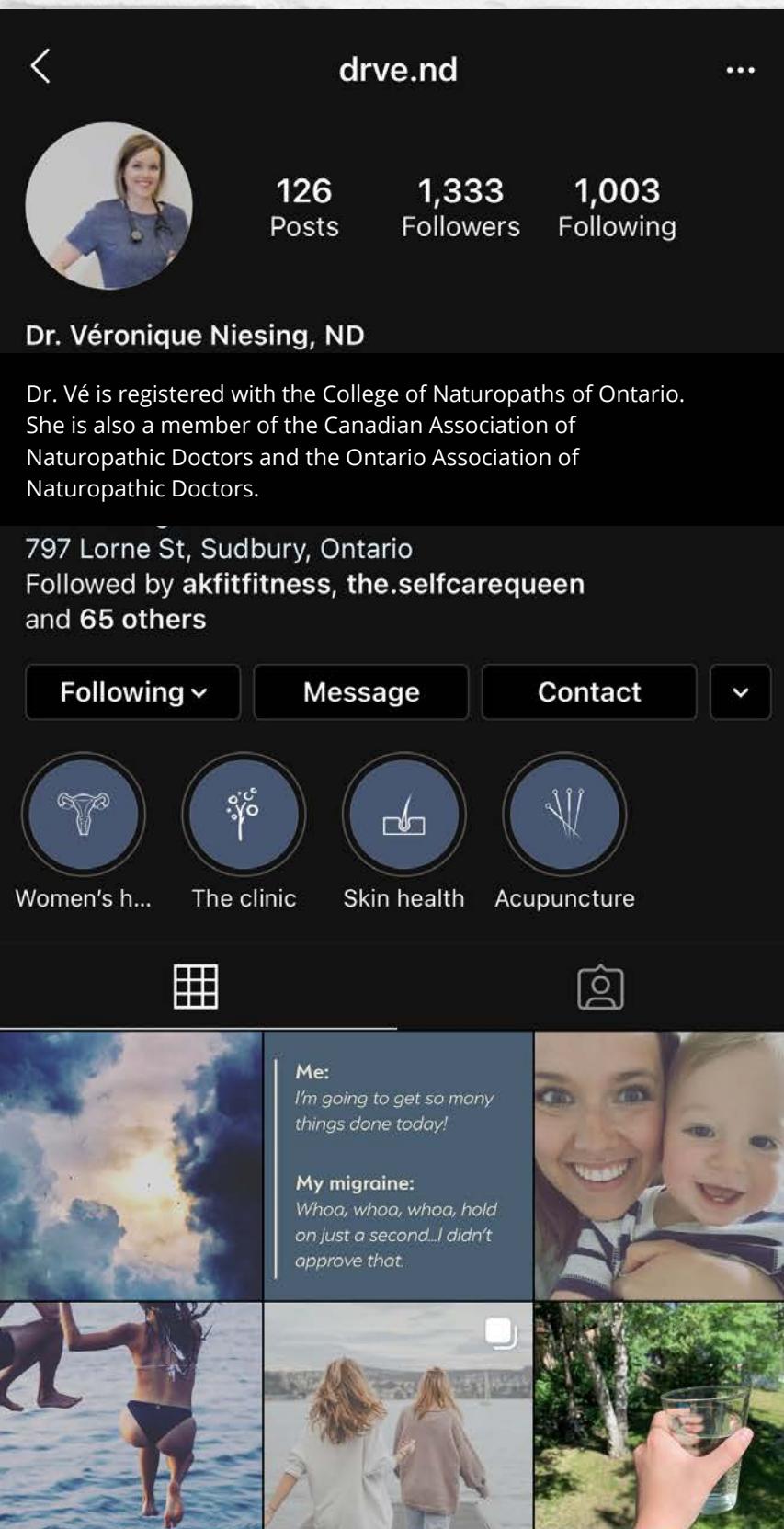
The key to great content is providing **VALUE**.



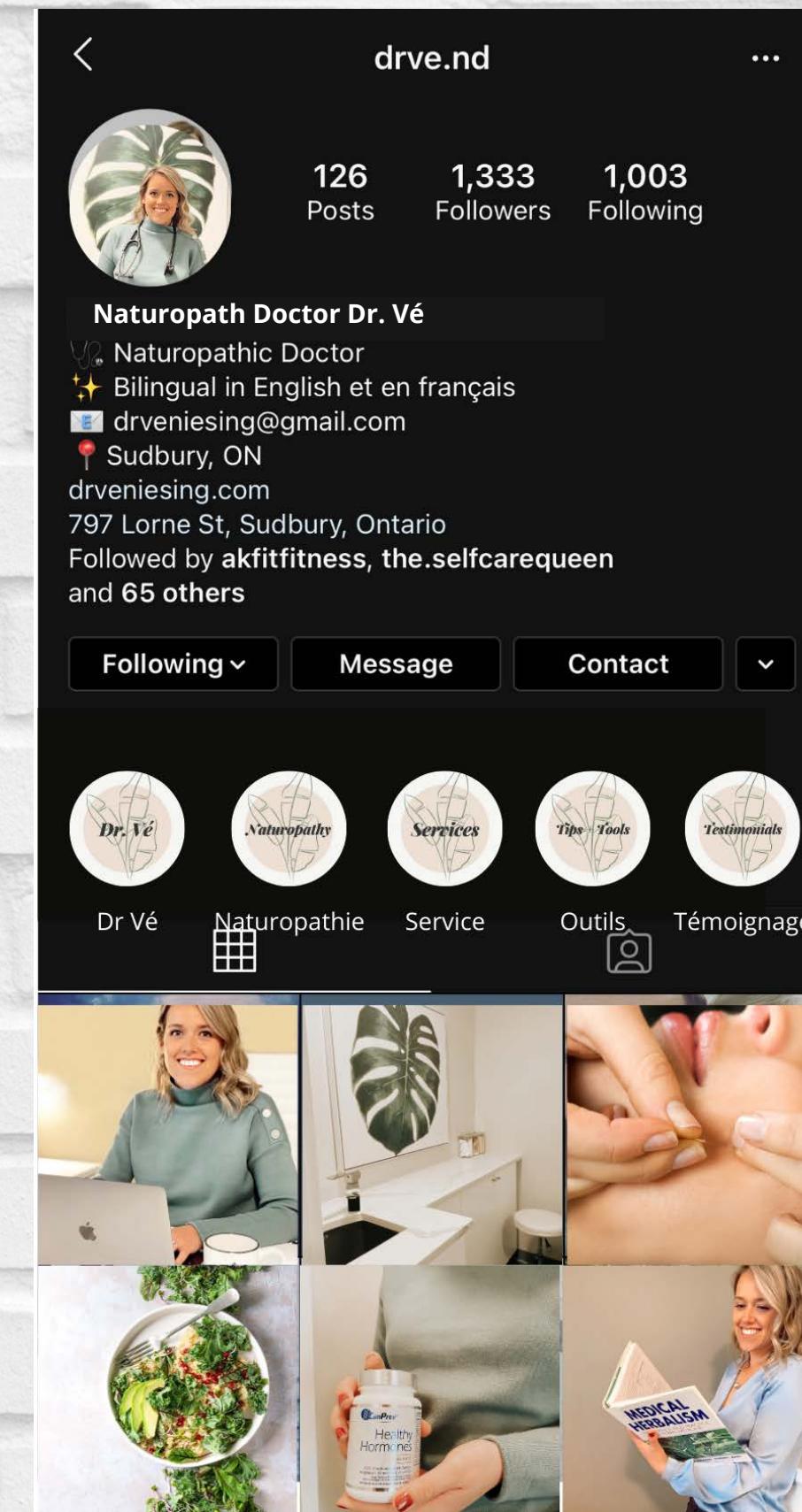
# **INSTAGRAM**

The "Golden" Platform

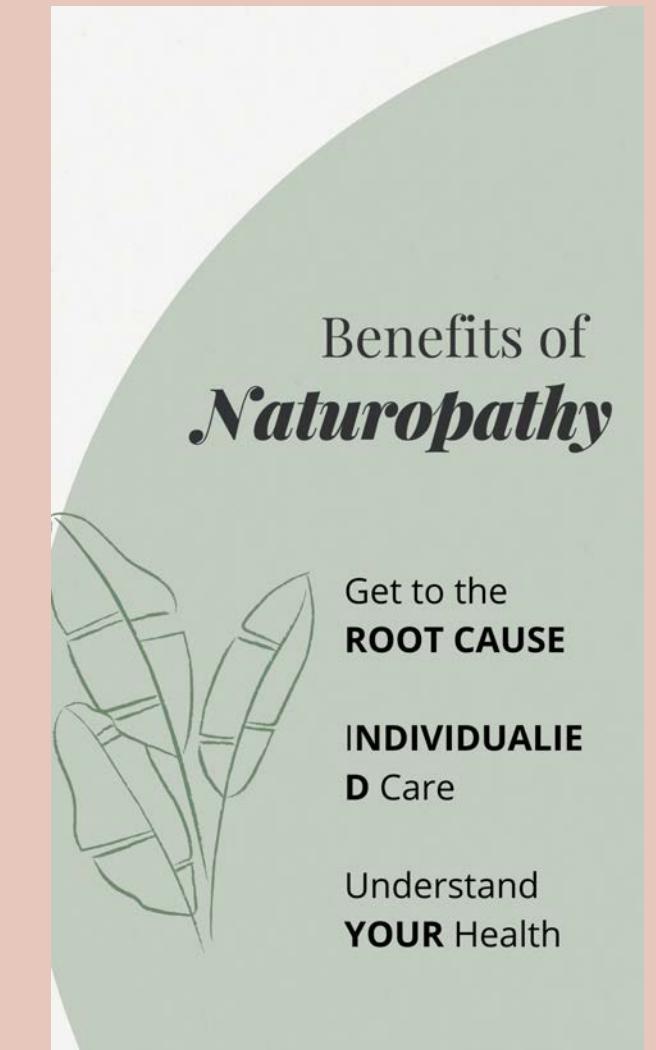
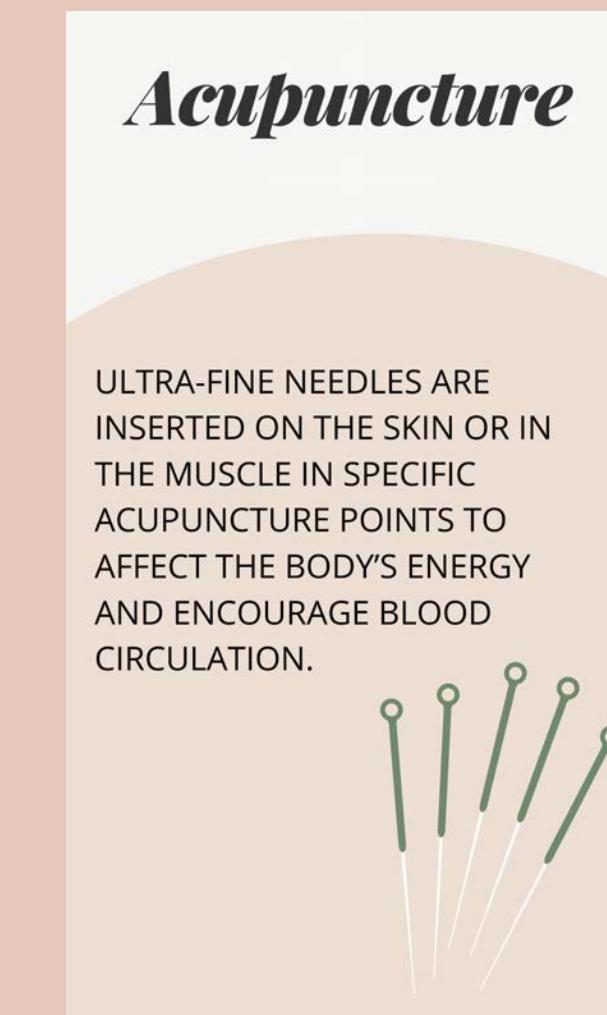
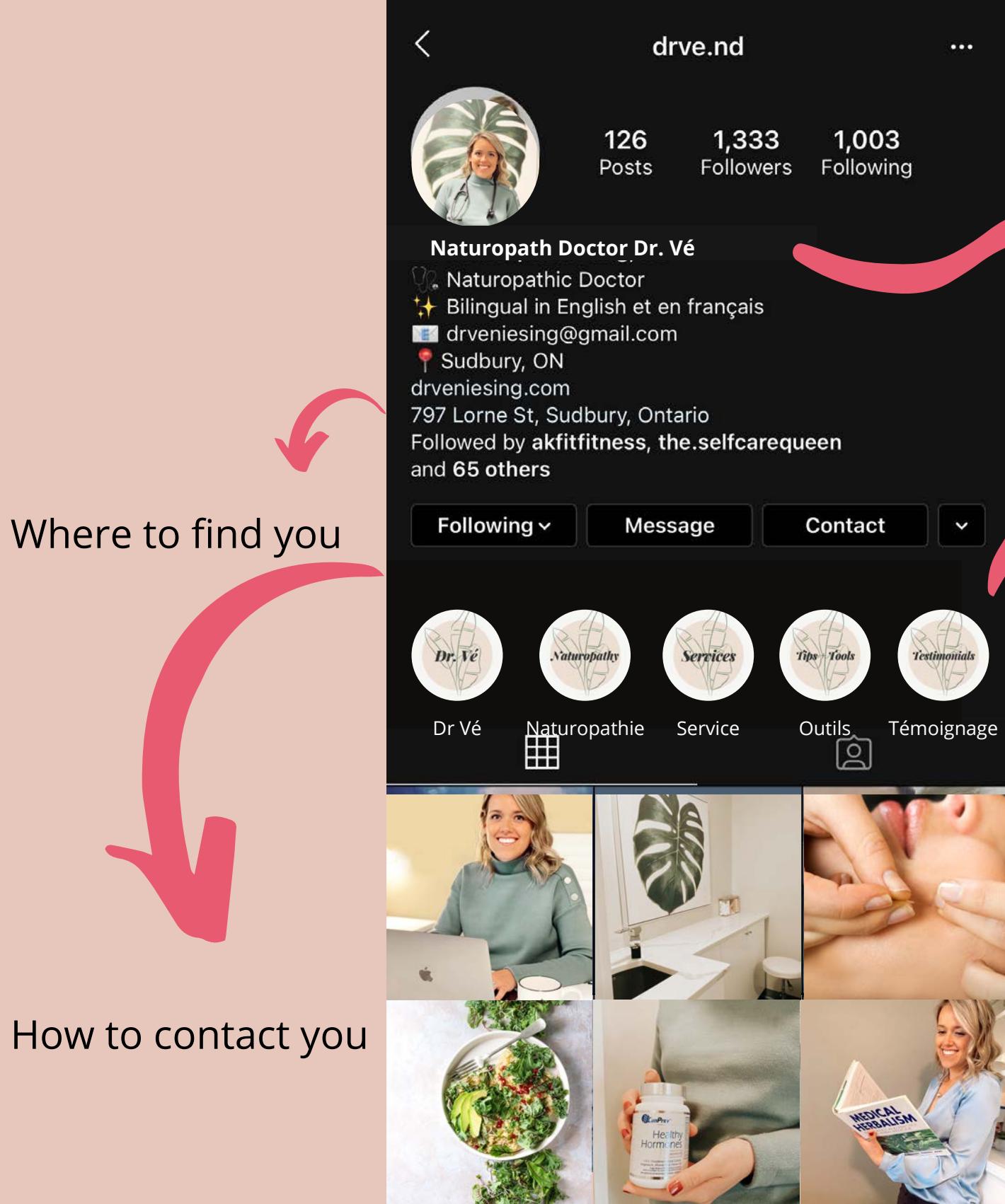
# Before



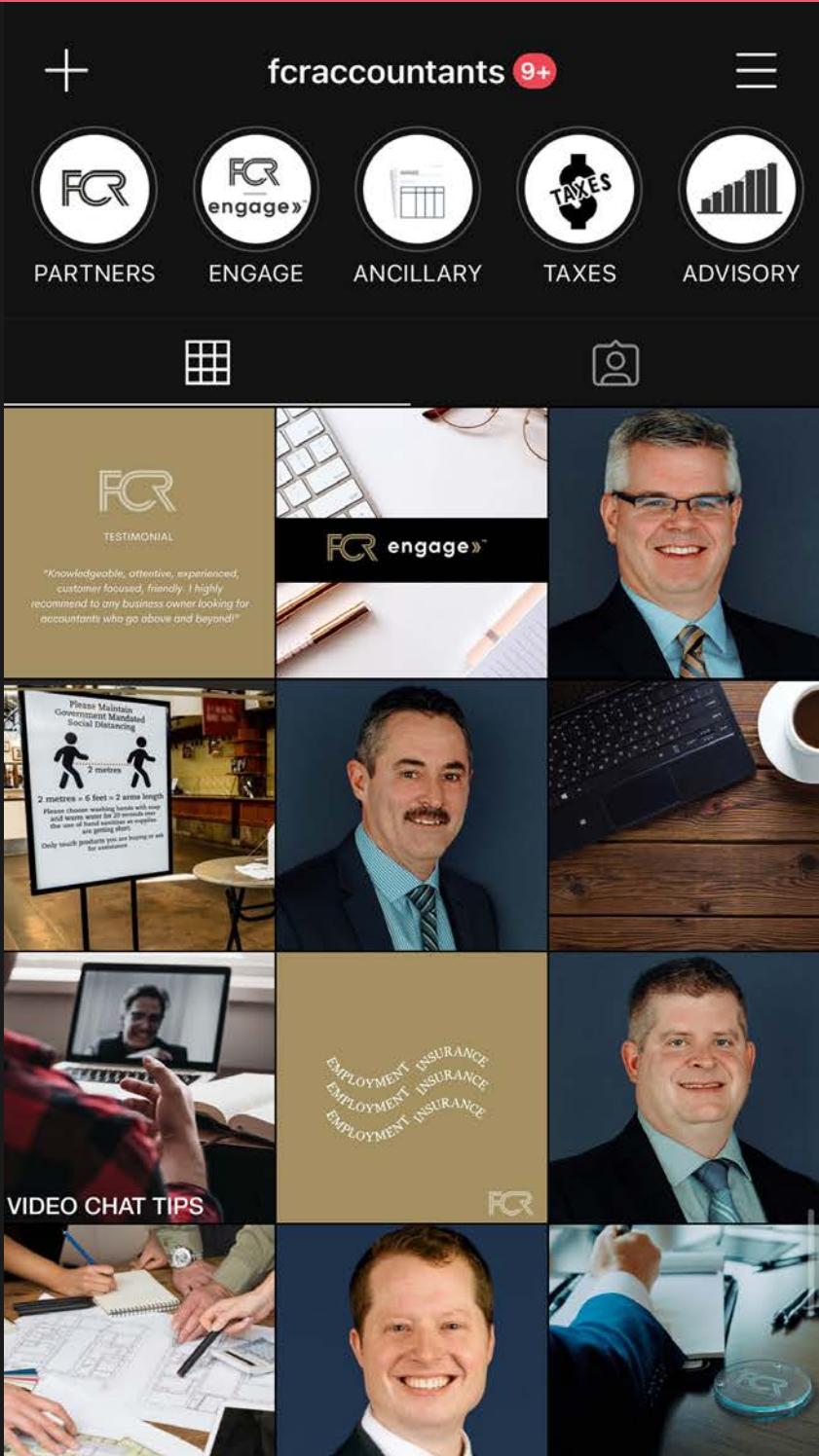
# After



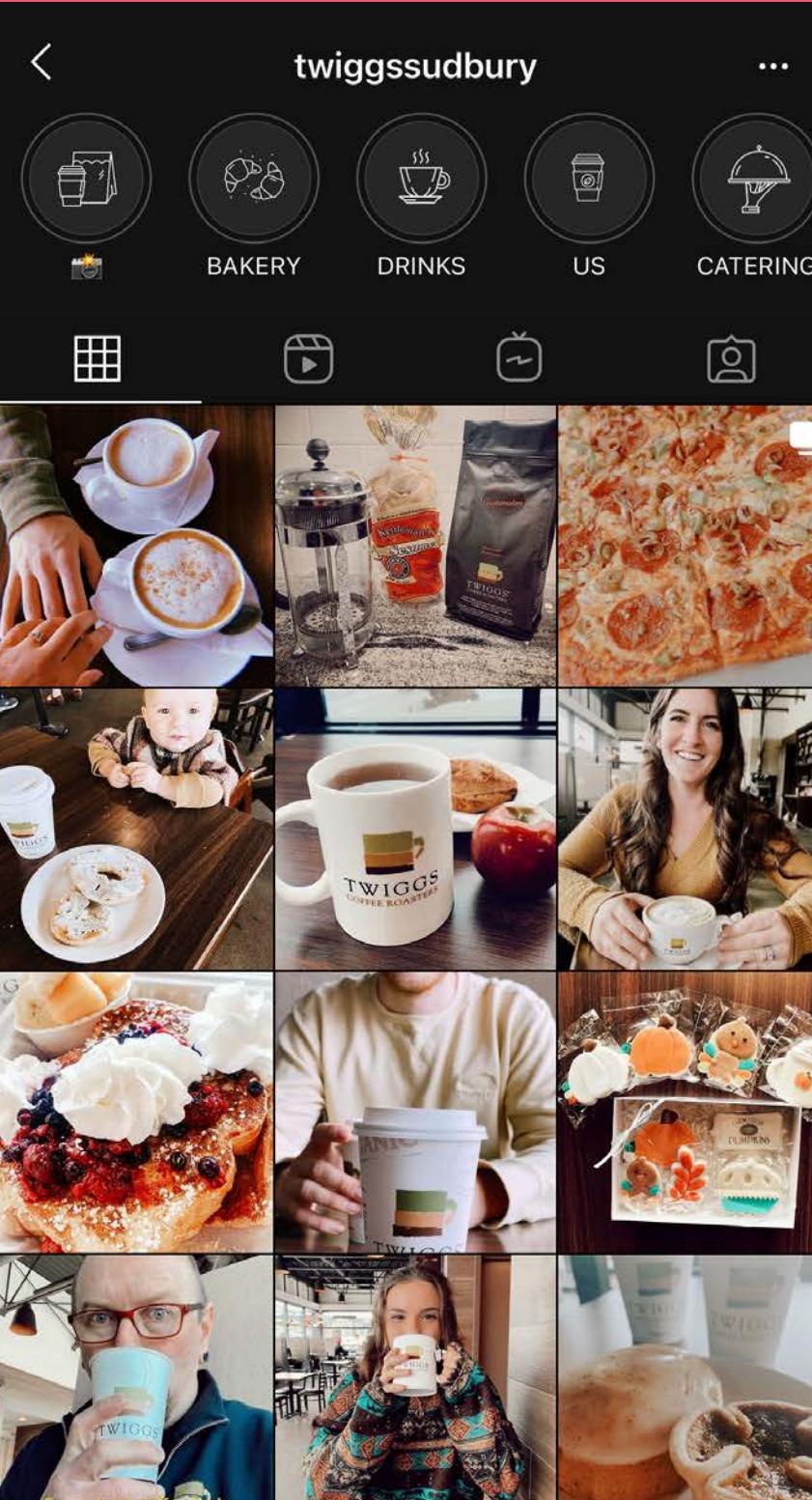
# Provide your follower's with the WHO, WHAT, WHERE, WHEN, and of course WHY!



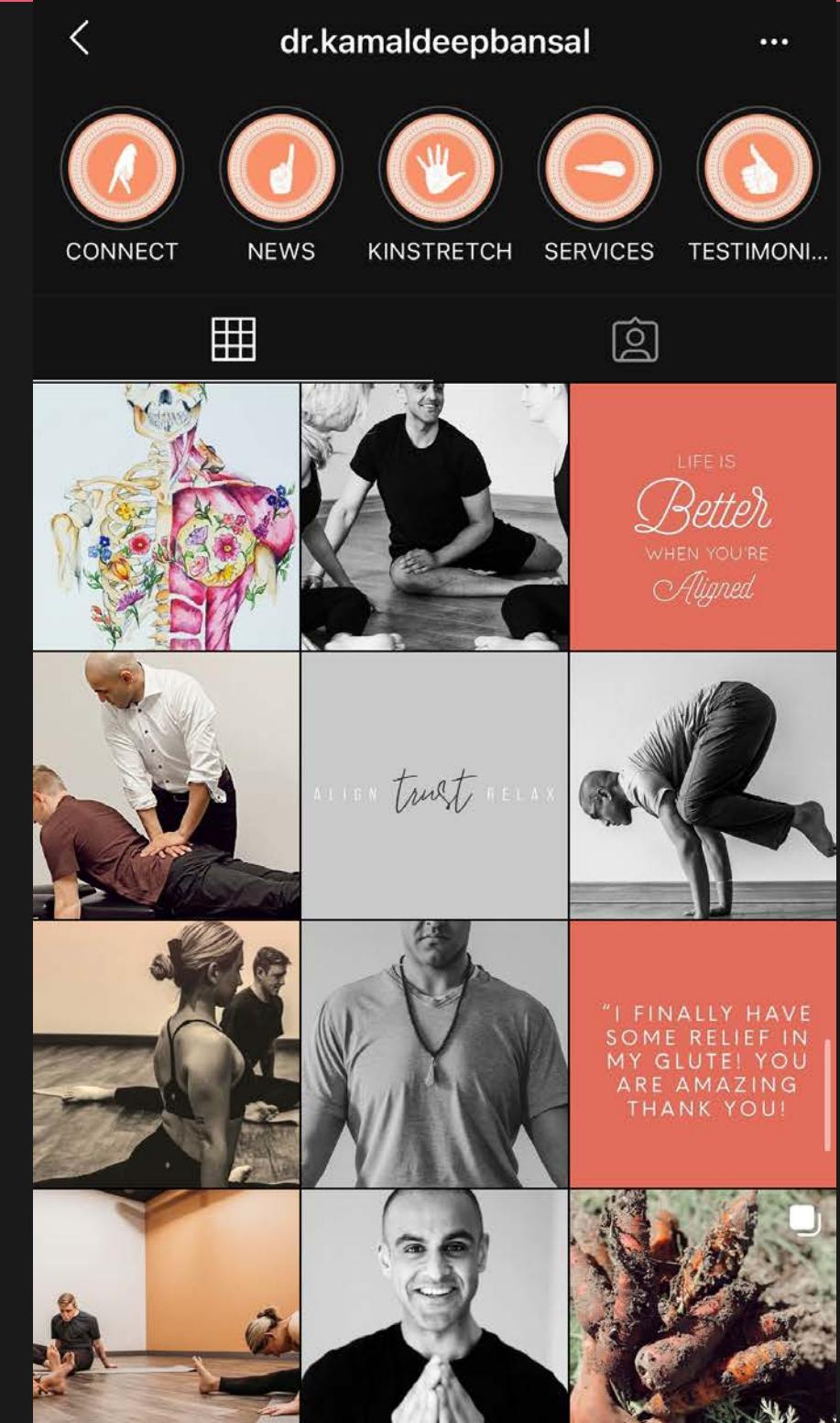
## Provide education and value:



## Generate and capitalize from community engagement:



## Be consistent and showcase your brand personality:



- Post purposeful content.
- Share information.
- Provide added value.

- Encourage social sharing!
- Feature your followers.
- Interact with your people.

- Be consistent with colours, filters, imagery, language, and style.
- Be professional but have fun.



# FACEBOOK

Provide more information  
and receive more  
information.

# Cater your message to your target audience on EACH platform!



AKFIT Fitness Specialty Store is at AKFIT Fitness Specialty Store.

September 10 · Sudbury ·

Hey Snowbirds!

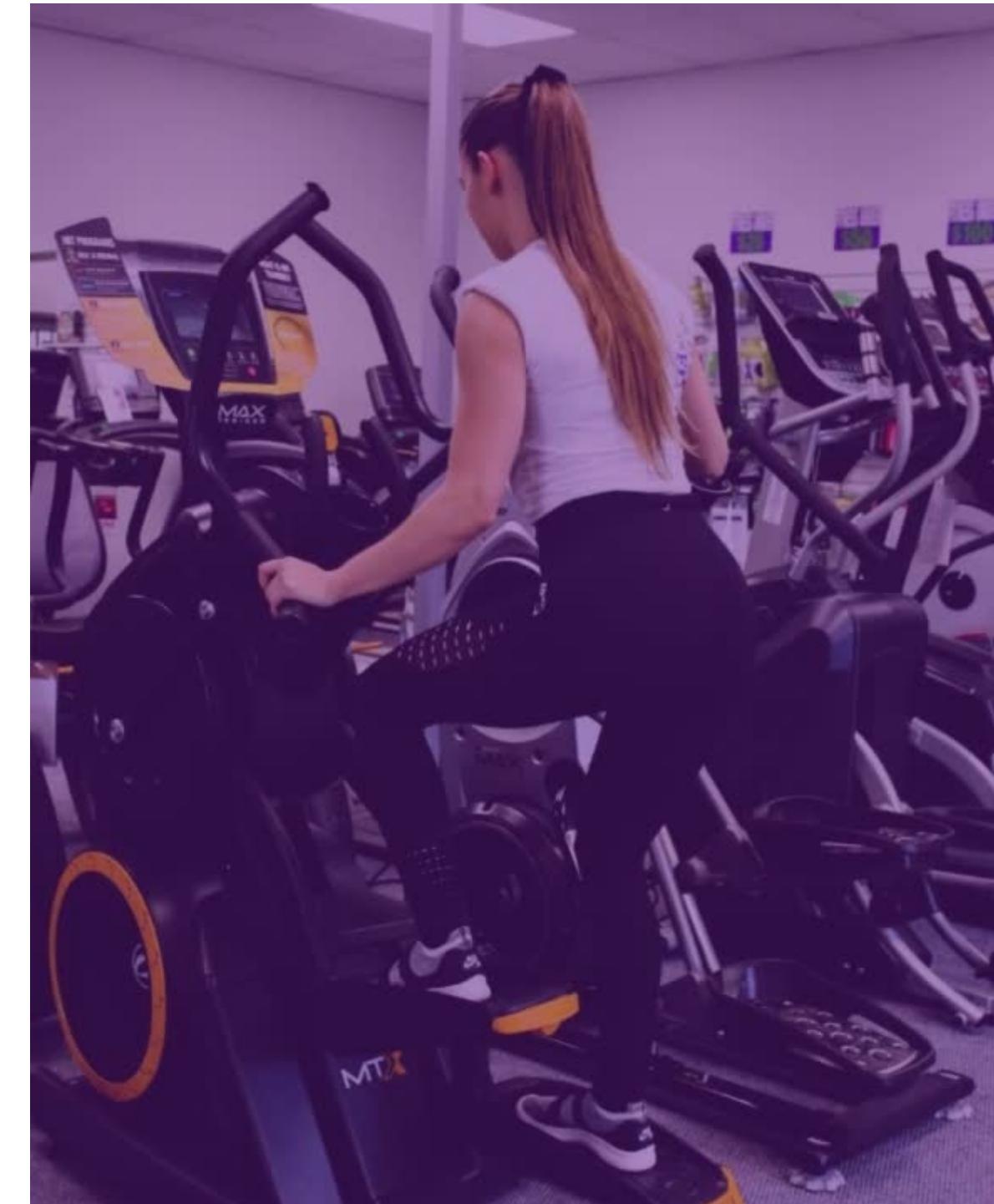
Since many of you won't be flying south this winter, it might be time to consider investing in quality cardio to ensure you're staying active and mobile all winter long within the comfort and safety of your own home.

The SOLE F63 treadmill has been reviewed as "Simply the best quality treadmill in its price range" and "an unbelievable value" by numerous consumer resources and magazines. SOLE has earned a reputation for building quality treadmills usin... [See More](#)



facebook

Instagram



# TIKTOK

Have fun. Connect. Be.



# 3 REASONS YOUR BUSINESS NEEDS TIKTOK

## **It establishes your brand as a personal one.**

- Businesses can be personal too!
- Personalization is an essential component of strong marketing strategy in today's world.
- It's not just about selling products or services.

## **It's not that serious.**

- 99.9% of TikTok's content is light, humorous, and entertaining.
- It's real people, being real, and being silly. Keyword: being.
- Even if you're a B2B or B2C company, I'm sure you've seen more and more marketers attempting to showcase to you that it benefits you to not be so serious or boring in your marketing.
- We are all hungry for more human connection and authenticity.

## **The content can be reused in a variety of ways.**

- TikTok videos are short, incredibly customizable, and can be reused on all of your social media channels.
- Think about how much adding one of your videos to an email would spice things up for your customers and increase their curiosity about your next few emails? Perhaps even store it on your website?

# LinkedIn

Build Relationships.



# BUILD RELATIONSHIPS ON LINKEDIN

LinkedIn is your business's conduit to prospects, colleagues, peers, influencers, and business leaders around the world.

Keep tabs on them by following their activities and stay on their radars by **commenting on updates, sharing content they may find interesting, and reaching out via instant messaging.**

# ORGANIC VS. AUTOMATED

## Social Media Management

As a company, social media should be about connecting your company and followers, not collecting an irrelevant following.

Consider thinking about growing your social media following like meeting new professionals at a networking event: you wouldn't just go around asking for peoples business cards, you want to develop a relationship with those people by talking with them first.

# THE POINT OF SOCIAL MEDIA IS TO *BE SOCIAL!*

Your business should be actively engaging and interacting with individuals and businesses following your company.

**Ask questions. Answer questions. Leave comments.** Those are all great ways to engage with your following, however, you also want to be posting relevant content and topics associated with your industry.

When growing your following organically, you have an advantage of gaining a more targeted and relevant following. As a company, you don't just want hundreds of people following you just because, you want to have a following of people who are interested in your brand and staying up-to-date with industry news and trends.

**By organically growing your following, you're more likely to develop a more personal level of engagement with your followers.**

You want to be seen as an industry expert.

**People will follow you because you're engaging with them on a more personal level.**



# The Downside of Automation

- **Market automation** sometimes comes across as **cold and less engaging**, because companies aren't "engaging" with their followers.
- When your company is utilizing the same posts over and over, the same stock imagery, the same repetitive call to action captions - your company can come across as **cookie cutter and not real**.
- Social Media algorithms can tell the difference between an **AUTOMATED** and **ORGANIC** post and will prioritize organic postings on target followers feeds.
- While automation may get more content out quicker, it isn't providing your audience with the humanization they are looking for on social media.
- Social Media automation often leads to spams of "bot followers" which can tarnish your brand reputation and your organic reach.
- While this may look promising getting lots of new follower - is important to remember it isn't about how many followers you have - **it is about how many REAL followers are engaging with you**. You want real people to engage with you - not bots.

# KEY TAKEAWAYS

## **UNDERSTAND YOUR WHY**

WHAT IS YOUR BUSINESS'S PURPOSE, BEYOND MAKING A PROFIT

## **CREATE CONTENT THAT PROVIDES ADDED VALUE OR SPARKS CONVERSATION**

TEACH, ASK, SHARE, INSPIRE, CELEBRATE, SHOW

## **ENGAGE, ENGAGE, ENGAGE, REPEAT**

HUMANIZE YOUR BRAND AND UTILIZE SOCIAL MEDIA TO CONNECT WITH YOUR PEOPLE



QUESTIONS?



# THANK YOU!

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