



Social Media Selling - Pick your platform



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HOST INTRODUCTION

- Bobby Chang is an entrepreneur who created his first venture in high school, stringing tennis rackets for his teammates. Educated at Art Center, his design thinking has proven instrumental in every company he's involved in. Co-founding Incase, a global brand recognized as the leader of lifestyle products in the coveted Apple Retail Stores worldwide, the success of which has allowed him to pursue pro-bono work in the non-profit sector.
- Bobby's next venture was called Mission Heirloom. He co-founded the company based on his experiences with the connection between food and personal health. Built under the Hub and Spoke model, the commercial kitchen allowed MH to scale from their award-winning market cafe to local and national distribution almost overnight. Tapping into his understanding of consumer goods, he was able to successfully launch their first product into Amazon Prime and claim Best New Product in its category, which led to the Amazon Choice moniker. Also, MH built its own Data Warehouse to analyze and visualize where there was strong community support and where gaps could be filled. Bobby continues to advise startups along with his work with the SBDC. He speaks English and Mandarin.



AGENDA

- Introductions & Course Overview
- Section 1- Social Media Platforms by the numbers
- Section 2- Ways to sell on each platform
- Q&A Wrap-up

OBJECTIVES

By the end of this course you will be able to:

- **Understand the strengths and challenges of each platform**
- **Which platforms best align to different types of businesses**
- **Ways to sell on each platform**

“It’s the message

not the medium” - Gary Vee



Social Media Selling - By the numbers





2.23 BIL USERS

ALL AGES

FEMALE 53%

LOCAL EVENTS/
BUILD COMMUNITY

TEXT, PIX , VIDEO

LOW ORGANIC REACH

590 MIL

MOST 25-54

MALE 56%

B2B LEAD GEN/
RECRUITING

TEXT. PIX

LESS ACTIVE USERS

326 MIL

MOST 18-26

MALE 53%

NEWS, PR/
THOUGHTLEADERS

TEXT

SHORT LIFESPAN
OF POST

250 MIL

MEDIAN 40

FEMALE 80%

DRIVE TRAFFIC/
REFERRALS

PIX

CUSTOM IMAGES
REQUIRED

1.9 BIL

ALL AGES

MALE 62%

HOW-TO
TUTORIALS

VIDEO

RESOURCE
INTENSIVE

1 BIL

MOST 18-29

FEMALE 68%

VISUAL BRANDS/
START CONNECTIONS

PIX, VIDEO

CREATIVITY
REQUIRED

360 MIL

MOST 13-24

FEMALE 61%

QUICK CONTENT

PIX, VIDEO

SHORT LIFESPAN
OF POST



Facebook accounts for over **45 percent of monthly social media visits**

96% of Facebook users **accessed via mobile devices**

75% of online users of income more than \$75K are on Facebook

82% of college graduates are on Facebook

88% age 18-29

84% age 30-49

72% age 50-64

62% aged 65+

85% of Facebook users **watch videos with the sound off**

Captioned video ads can increase video view time by an average of 12%

80% of users are annoyed when videos auto-play sound, and it gives them a negative impression of your brand.

All data collected from OMNICORE <https://www.omnicoreagency.com>



LinkedIn makes up more than 50% of all **social traffic to B2B websites & blogs**

There are 57% of male users and 43%, female users

51% of US College Graduates

24% of Millennials (18-24 years old)

More than 70% of LinkedIn users are from outside the US

After the US (167 million+), India (64 million+), China (49 million+), Brazil (41 million+), and Great Britain (28 million+)

LinkedIn is the **#1 channel B2B marketers** use to distribute content at 94%

LinkedIn Message Ads delivered a 40% conversion rate

There are 87 million Millennials on LinkedIn, with **11 million in decision making positions**

All data collected from OMNICORE <https://www.omnicoreagency.com>



Twitter is the preferred social network for **news consumption**

34% of Twitter users are females and 66% are males

38% ages of 18 and 29

26% ages of 30-49

56% of Twitter users \$50,000 and more in a year

80% of Twitter users are affluent millennials

93% of Twitter community members are **open to brands getting involved**, if done so in the right way

80% of Twitter users accessing the platform on a mobile device

93% of video views are on mobile

71% of Twitter users say they **use the network to get their news**

85% of small and medium business users use Twitter to provide customer service

Barack Obama is currently the most followed account on Twitter with over **112 million followers.**

All data collected from OMNICORE <https://www.omnicoreagency.com>



Pinterest said 85% of Pinner users use their mobile app

71% of Pinterest users are Females

34% of Users aged 18-29 in the US use Pinterest

42% of US women adults who use Pinterest

80% of US mothers who use the internet use Pinterest

47% of Social media users saw Pinterest as the **platform for discovering and shopping for products**

83% of weekly Pinner users have made a purchase based on the content they saw from brands on Pinterest

72% of Pinner users use Pinterest to decide what to buy offline

97% of searches on Pinterest are unbranded

Over **5% of all referral traffic to websites** comes from Pinterest

All data collected from OMNICORE <https://www.omnicoreagency.com>



YouTube is the **2nd most visited site** in the world.

YouTube attracts about 44% of all internet users.
37% of all mobile internet traffic belongs to YouTube.

73% of US adults use YouTube.

81% of 15–25 year-olds in the US use YouTube.

35+ and 55+ age groups are the **fastest growing** YouTube demographics.

Males are primarily watching soccer or strategy games.
Females are primarily watching beauty videos.

62% of businesses use YouTube.

9% of small businesses are on YouTube.

More than 70% of what people watch on YouTube is determined by its recommendation algorithm.

YouTube is technically the **second largest search engine** in the world.

All data collected from OMNICORE <https://www.omnicoreagency.com>



Instagram has 120.7 million user in the US

56.3% of Instagram users are females and 43.7% are male

30% of global Instagram audiences were aged between **18 and 24 years**

35 % aged between **25 and 34 years**

73% of U.S. teens say Instagram is the **best way for brands to reach them** about new products or promotions

89% indicated that Instagram was the most important social media channel for influencer marketing

Posts With a Location Get 79% More Engagement

Photos With **Faces Get 38% More Likes**

Posts with at least one hashtag average 12.6% more engagement.

68% of people come to Instagram to **interact with creators**

All data collected from OMNICORE <https://www.omnicoreagency.com>



The **Snapchat** app is in second place worldwide based on overall mobile usage

90% of Snapchat users are 13-24 years old

Roughly 61% of Snapchat users are female and 38% are male

41% of US **teenagers say Snapchat is their preferred** social media platform

Roughly eight-in-ten Snapchat users ages 18 to 29 (77%) say they use the app every day, including 68% who say **they do so multiple times day**.

Snapchat scored 71 out of 100 points on a consumer satisfaction scale.

On average, people spend **49.5 minutes per day** on Snapchat and send 34.1 messages a day.

It would take you 10 years to view all the photos shared on Snapchat in the last hour.

95% of Snapchat users say **the app makes them feel happy**.

All data collected from OMNICORE <https://www.omnicoreagency.com>

	Instagram	Facebook	Snapchat	Pinterest	Twitter
News	18%	38%	17%	9%	56%
Viewing photos	77%	65%	64%	59%	42%
Watching videos	51%	46%	50%	21%	32%
Sharing content with everyone	45%	57%	46%	21%	32%
Networking	23%	33%	21%	10%	26%
Sharing content one to one	31%	43%	45%	12%	20%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

Source: Statista

KNOWLEDGE CHECK



WHAT WE COVERED

Platforms by the numbers

- Overview of 7 social media platforms and some of their metrics



Social Media Selling - Ways to sell





2.23 BIL USERS

ALL AGES

FEMALE 53%

LOCAL EVENTS/
BUILD COMMUNITY

TEXT, PIX , VIDEO

LOW ORGANIC REACH

Facebook

Ability to target users based on their actual interests

Post and advertise in front of highly specific groups

Analytics Facebook provides another major plus

Facebook Shops

You can only sell physical items—you can't sell services, digital, or downloadable products.

Customers must receive their parcel within ten days of making said order

Facebook doesn't permit businesses to ship internationally.

Sellers pay fees for using on-platform checkout – 5% per transaction, and for transactions \$8 or less, a flat fee of \$0.40



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**LOCAL EVENTS/
BUILD COMMUNITY**

TEXT, PIX , VIDEO

LOW ORGANIC REACH

CHECKOUT on Facebook and Instagram

Payment information is securely stored after the first purchase on FB or IG, so future purchases are seamless.

Customers can complete purchases without needing to log in to a different website

FB review every product for sale to ensure the quality of listings and limit products that violate our policies.

FB ensures that images and descriptions for each product are consistent.

<https://www.facebook.com/business>



1 BIL

MOST 18-29

FEMALE 68%

**VISUAL BRANDS/
START CONNECTIONS**

PIX, VIDEO

**CREATIVITY
REQUIRED**

Instagram

Perfect arena to create your brand's voice and personality

Audience targeting abilities

Instagram Shop

An immersive storefront for people to explore

Share featured products through your organic posts and Stories

Have people discover your products in Search & Explore.

Lets you integrate your product catalog with your Instagram profile

Reduces Friction and Makes Shopping Easier

Allows You to Promote Products Directly

Expose Your Products to Users with a High Purchase Intent



590 MIL

MOST 25-54

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B2B LEAD GEN/
RECRUITING

TEXT. PIX

LESS ACTIVE USERS

LinkedIn

Social media platform created for professional networking

Reach people by industry or job type

Conduct B2B marketing

Use LinkedIn's search functionality to prospect collaborators and customers

Join industry groups to connect with peers, and to be able to send inmail

Cultivate relationships with people in your local/ national community

LinkedIn Message Ads

You can send direct messages to your prospects to spark immediate action

Drive stronger engagement than traditional emails

Measure the impact of your messages



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NEWS, PR/
THOUGHTLEADERS

TEXT

SHORT LIFESPAN
OF POST

Twitter

Platform to connect directly with brands and people

Get their news and share their opinions

Network with industry professionals

Responding directly to their feedback, questions or concerns

Twitter Ad Campaigns

Promoted Accounts: promoting your account to users who aren't following you already

Promoted Tweets: individual tweets are promoted

Promoted Trends: This option enables you to take over a spot on the Twitter Trends list for 24 hours

Website Cards: This campaign encourages users to click through to your website. Promoted Tweets with Website Cards show an average of 43% more engagement than just tweeting a link!



250 MIL

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FEMALE 80%

DRIVE TRAFFIC/
REFERRALS

PIX

CUSTOM IMAGES
REQUIRED

Pinterest

Pins are so much more discoverable on Pinterest than other social platforms and for so much longer.

Grow consumer awareness and traffic to your site, rather than use as direct sales platform.

You will have a first-person look into their mind

Pinterest Ads

Promoted Pins: Advertisements that business accounts can pay for to guarantee reach to a certain audience.

Rich Pins: Make shopping easier providing pricing, availability and purchasing information

Shop the Look Pins: exclusive to the fashion and home decor sections



1.9 BIL

ALL AGES

Male 62%

HOW-TO
TUTORIALS

VIDEO

RESOURCE
INTENSIVE

YouTube

Video has the highest capacity to show emotion

Showing your product or service with a video helps it sell better than any type marketing

Thumbnails are even more important. In fact, a wise choice of these images will help attract more clicks than any title or SEO optimized description.

YouTube Ads

Skippable in-stream ads

Non-skippable in-stream ads

Video discovery ads

Bumper ads

Outstream ads

Masthead ads



360 mil

MOST 13-24

FEMALE 61%

QUICK CONTENT

PIX, VIDEO

SHORT LIFESPAN
OF POST

Snapchat

Interactive video and AR formats

Effective for reaching Gen Z and Millennial audiences

Affordable self-service ad manager tool

Snapchat Ads

Story Ads

Labeled “Sponsored.” With these ads, you can provide a sneak peek of what your business has to offer.

Snap Ads

Use to show customers your brand’s story and personality or to offer Snapchat-only promotions.

Collections

This format combines four different products with a brand messaging area to promote a direct link to a product detail page.



FB SHOP	MESSAGE ADS	AD CAMPAIGNS	PIN ADS	ADS	IG SHOP	ADS
‘CHECKOUT’ FEATURE					‘CHECKOUT’ FEATURE	
IN APP PURCHASE	REDIRECT	REDIRECT	REDIRECT	REDIRECT	IN APP PURCHASE	REDIRECT
SELL PRODUCTS	COLLABORATIONS FIND PARTNERS	CUSTOMER SERVICE	REFERRALS BRAND BOARDS	HOW-TO TUTORIALS	SELL PRODUCTS	QUICK CONTENT
TEXT, PIX , VIDEO	TEXT. PIX	TEXT	PIX	VIDEO	PIX, VIDEO	PIX, VIDEO
LOW ORGANIC REACH	LESS ACTIVE USERS	SHORT LIFESPAN OF POST	CUSTOM IMAGES REQUIRED	RESOURCE INTENSIVE	CREATIVITY REQUIRED	SHORT LIFESPAN OF POST

KNOWLEDGE CHECK



WHAT WE COVERED

Ways to sell

- Overview of 7 social media platforms and how to sell on each.

ANY FINAL QUESTIONS



REVIEW OF OBJECTIVES

By the end of this course you will be able to:

- **Understand the strengths and weaknesses of each platform**
- **Which platforms best align to different types of businesses**
- **Ways to sell on each platform**

***“Brands with better content reach more people
than brands with lots of followers”***

NEXT STEPS

Building personas!

Which platform are they on?

How to share their stories?

Can you leverage your social proof?

Content creation - share your story

Track relevant metrics

Social Feedback

Testing

THANK YOU!



U.S. Small Business
Administration

