



Social Media 101

How to use it to grow your business

[SLIDE 1: TITLE] Hello everyone, welcome to Social Media 101 - where we will learn about a few social media platforms, how they are useful for business advertising, and why they might make sense to incorporate into your marketing strategy.

Before we begin, I want to get a read on the room: Let's go around and introduce ourselves and say how comfortable you are using social media currently – for personal or for business?

INTRODUCTORY & GENERAL LINKS

Social Media: Definition, Importance, Top Websites and Apps:

<https://www.investopedia.com/terms/s/social-media.asp>

- Provides simple definition of social media, relevance to businesses, and the major uses of the various sites and apps

How to Use Social Media to Grow Your Business:

<https://www.investopedia.com/use-social-media-to-grow-business-8391642>

- Article about the benefits of leveraging social media to grow your business.

What Social Media Advertising Is, How It Works & What It Costs:

<https://fitsmallbusiness.com/social-media-advertising/>

- A brief overview of Social Media ads and best indicators for how the process works for your business

10 Best Paid Social Advertising Platforms for Small Businesses:

<https://fitsmallbusiness.com/best-paid-social-media-advertising-platforms/>

- This site explains the chart on slide 43 of the Social Media 101 presentation and has extremely comprehensive lists of each of the platforms and their pros & cons

Social Media Platforms: What are they?

Social media platforms are websites to which people, businesses, and organizations ***share ideas and information*** about their lives, products, and events.

The use of social media can increase business through direct engagement with customers and targeted advertising



[SLIDE 2: DEFINITIONS] First, let's define some terms - Social media platforms are websites that connect people, businesses, and organizations and give space to share ideas and information with one another. For businesses, this is key to engaging customers and directly advertising to users.

In this presentation, we'll walk through 4 major platforms: LinkedIn **[CLICK]**, Facebook **[CLICK]**, Instagram **[CLICK]**, and X formerly Twitter **[CLICK]**. Each of these has a large user base and established advertising methods for businesses to take advantage of.

After we've looked at the platforms and I've made the case why your business should be on them, I'll talk about advertising and pricing as well as the platforms which might have better return on your investment.

Finally, we'll end with questions and a walk through on posting to a platform.

Some Social Media Terms

- “Tagging” – term used to say you are connecting your post to another wider audience
- “@” – used to tag other profile
 - EX. To tag Newmarket BID, you’d type “@newmarketbid” which will link to our profile
- “#” – used to tag ideas or communities
 - EX. To link to other posts that show restaurants, you’d type “#restaurant” to connect your post



You’ll hear me say a few terms that relate to how I talk about connecting your post with people or other categories within the social media platforms.

I use the word “tagging” by which I mean you are in some way connecting to another person or an idea or wider community. To do this you’ll use two symbols, the at sign and the pound sign, called “hashtag” in modern slang.

Use the “@” (at) symbol when you are trying to tag, or connect, with another profile. Use the “hashtag” which is signified by the pound sign to add your post to a wider community of posts on the platforms.



[SLIDE 3: LINKEDIN(TITLE)] We're beginning with LinkedIn because it is the best social media platform for businesses to connect with other businesses.

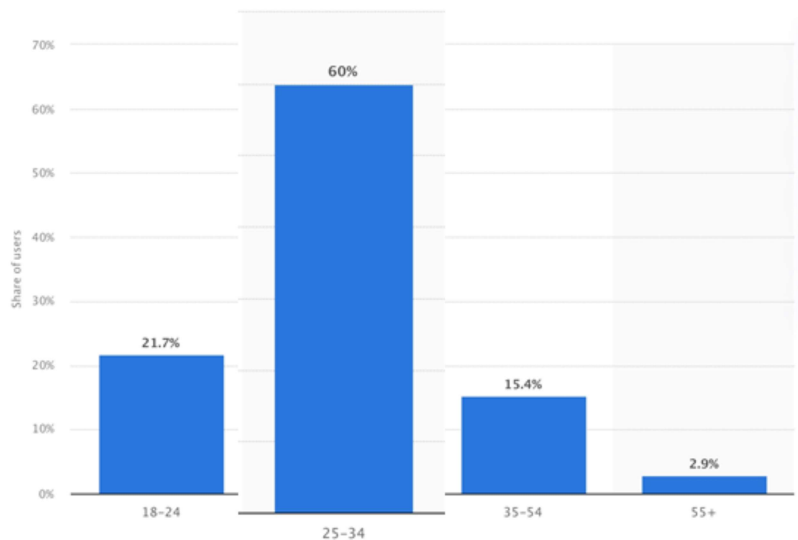
LinkedIn

Media platform that targets working professionals and used as a network for businesses, employers, and employees to connect



[SLIDE 4: LINKEDIN(DEFINITION)] This platform's draw for businesses is the wide network of other organizations and working professionals who would be ideal connections to expand your business's visibility and brand recognition.

LinkedIn



Main demographic is 60% working professionals who are between 25-34 years old

Used to promote themselves and their businesses

[SLIDE 5: LINKEDIN(DEMOGRAPHICS)] As mentioned, the primary users of LinkedIn are working professionals between the ages of 25 and 34 **[CLICK]**, making up nearly 2/3rds of the users. This pool of people on the platform makes for an excellent space to target ads towards building networks, connecting to other similar businesses, and exposing your brand to users who are local to your area and may be interested in your products or services. (IMAGE: <https://www.statista.com/statistics/273505/global-linkedin-age-group/>)

LinkedIn

Structured like Facebook, it is typically used to update about

- business events or achievements,

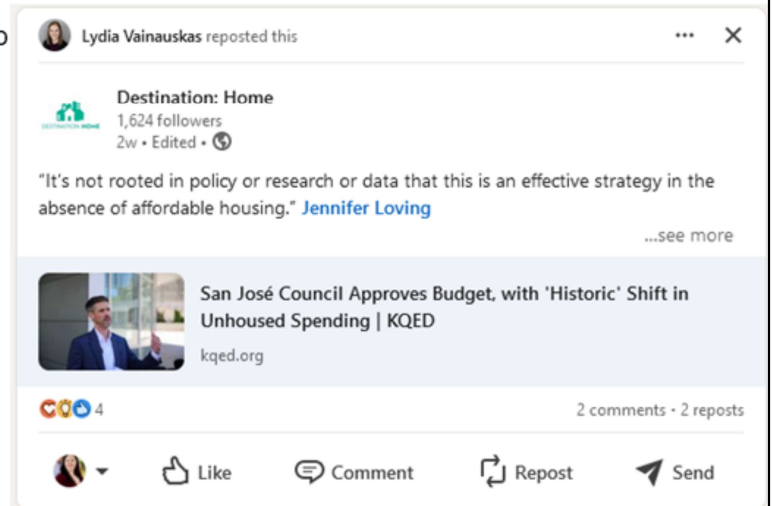


[SLIDE 6: LINKEDIN(EXAMPLE 1)] *If people initially mentioned having a Facebook, lean on this.* LinkedIn is structured like Facebook in that it offers space for text and photos, videos, or links to be a part of the post. Content of the posts typically include 1. Celebrating events or achievements. Here we see an organization highlighting award winners at one of their events.

LinkedIn

Structured like Facebook, it is typically used to update about

- business events or achievements,
- articles or longer informational posts,

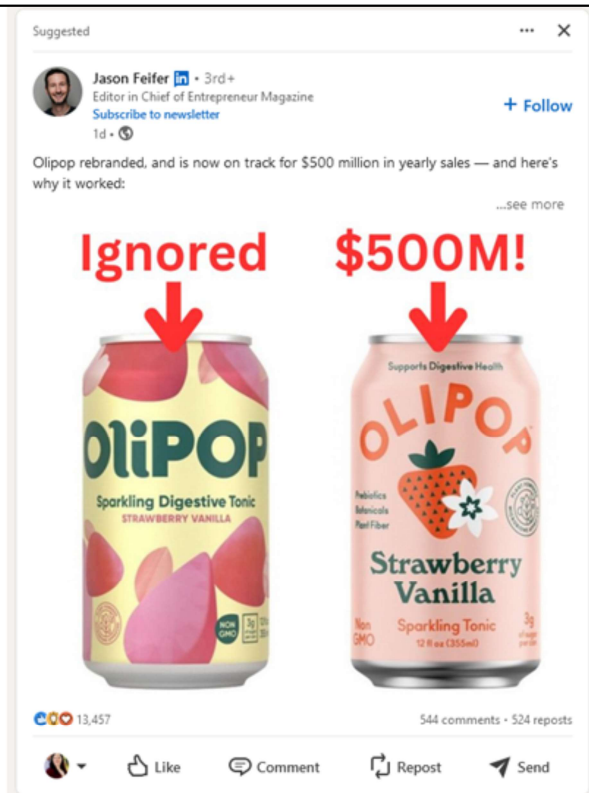


[SLIDE 7: LINKEDIN(EXAMPLE 2)] 2. Longer articles responding to changes in the industry. This is an example from a business responding to local government decisions about their industry.

LinkedIn

Structured like Facebook, it is typically used to update about

- business events or achievements,
- articles or longer informational posts,
- significant brand changes or promotions



[SLIDE 8: LINKEDIN(EXAMPLE 3)] And 3. To convey major changes to the business itself. Another example might include posts about a business acquiring another company or open job positions at the organization.

Why use LinkedIn

- Build your business network
 - Excellent way to connect business to business
- Keep updated on industry news
 - Follow people who post about trends in your industry
- Build your brand
 - Reach others who are interested in your content and product

How To Use LinkedIn For Your Business Growth

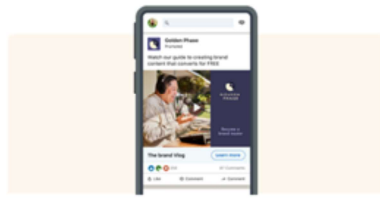
Create an attractive LinkedIn Page		Create your LinkedIn Group	
Optimize your LinkedIn Page		Share useful & engaging Content	
Connect with your Audience		Talk & Engage with your Audience	
Develop your LinkedIn Network		Prepare a long-term Strategy	

Digital Creative Mind

[SLIDE 9: WHY USE LINKEDIN] The reason why I highlight LinkedIn first is because it is made for businesses to build their network, keep updated on industry trends, and build your brand with other companies and those interested in your product.

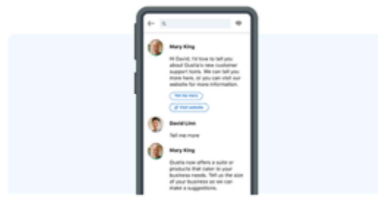
(IMAGE: <https://digitalcreativemind.com/how-to-use-linkedin-for-your-business/>)

Advertising on LinkedIn



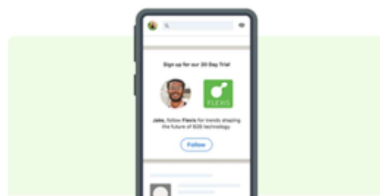
Sponsored Content

Media-rich ads that appear in targeted members' LinkedIn feeds on desktop, tablet, and mobile devices.



Sponsored Messaging

Direct messages sent to your target audience through LinkedIn Messaging.



Dynamic Ads

Personalized ads at scale based on people's LinkedIn profile data, such as company name or job title.



Text Ads

Self-service, pay-per-click desktop ads that you can create in minutes.

- Cost-benefit is in line with other platforms
 - Targeted reach to audiences that don't break the bank
- Flexible ad options
 - Can set your own ad pricing to keep on budget

[SLIDE 10: ADVERTISING ON LINKEDIN] While LinkedIn may not have the expansive number of users like Facebook, the people who would be reached by your business' ads are more likely to be people who would engage with your products or services.

Additionally, the ads on LinkedIn are flexible and fit to your business brand style, budget, and desired engagement.

Follow up links: <https://digitalcreativemind.com/how-to-use-linkedin-for-your-business/> (IMAGE), <https://www.virtualsocialmedia.com/roi-of-linkedin-marketing/> (general & ROI)



[SLIDE 11: FACEBOOK(TITLE)] The next platform we will look at is the most popular social media platform, Facebook. *Most of you have said you are familiar with it so let's see what it can do for your business!*

Facebook

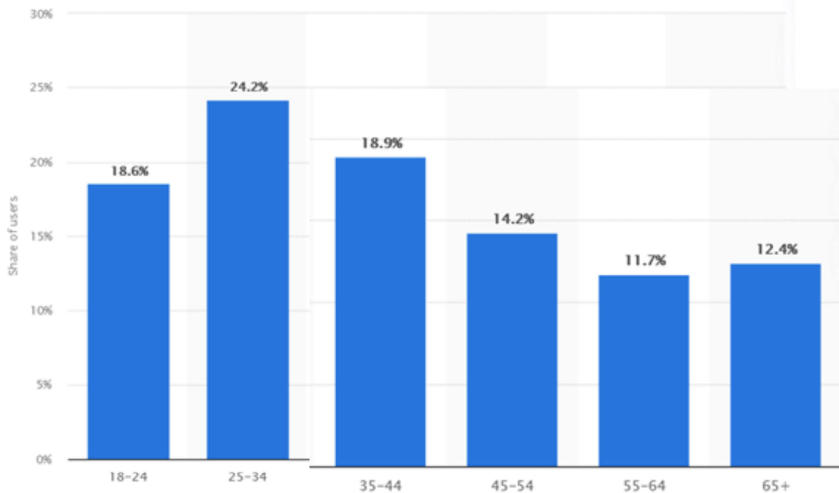
One of the most popular platforms to share updates, thoughts or opinions, and photos / videos



[SLIDE 12: FACEBOOK(DEFINITION)] As we mentioned, Facebook is *the* most popular and prevalent social media platform. Owned by the parent company, Meta, Facebook is used to share life updates, thoughts and opinions, and photos and videos.

It is useful in reaching a wide audience of users about any updates about your business or to highlight events coming up.

Facebook



While 24% of users are 25-34, nearly 60% of users are 35+ meaning the user base is older than other platforms

[SLIDE 13: FACEBOOK(DEMOGRAPHICS)] The spread of user-ages is much wider compared to the other social media platforms. While 24% of users are ages 25 to 34, **[CLICK]** nearly 60% of other users are older than 35, suggesting that most Facebook users are older adults.

These users find their community by connecting with others across shared interests. (IMAGE: <https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/>)

Facebook

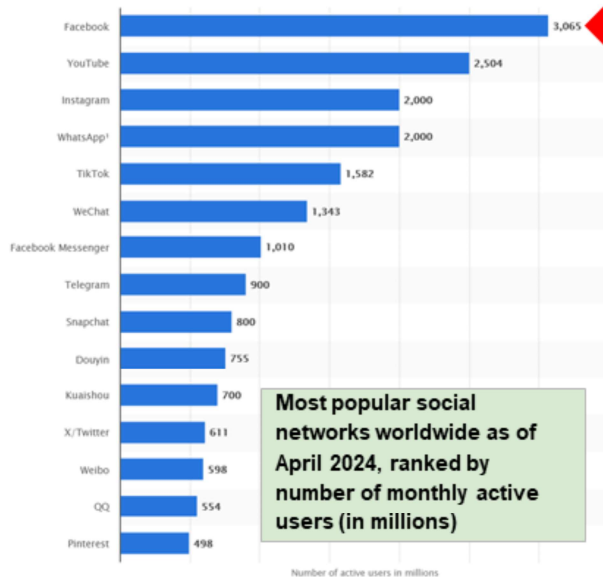
- Wide use of Facebook groups to form community across distances on shared interests such as
 - Moms who cook & share recipes
 - Train enthusiasts
 - South End of Boston residents
- Used to connect with others, share best practices, and keep updated on local news



[SLIDE 14: FACEBOOK(GROUPS)] Facebook has developed an excellent way to stay in community with others even across distances, industries, and unites in these Facebook groups. These groups can be made for many different shared interests such as Mom’s Who Cook, **[CLICK]** Train Enthusiasts, **[CLICK]** or residents of Boston’s South End neighborhood.

These groups become a shared identity and offer online community and space to share with others on topics related to those groups. As businesses, you want to find groups that are aligned with your products, services, and location and join them. This will build your brand with a core set of people who would be most likely to engage with your business.

Why use Facebook



- Largest number of users in US and world

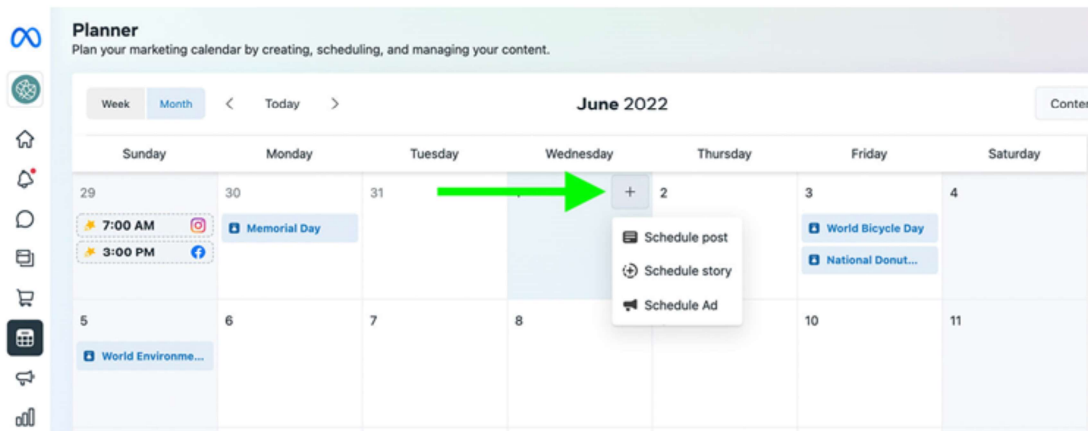
[SLIDE 15: WHY USE FACEBOOK (USER NUMBERS)] What I want to argue for the next couple slides is Why you should use Facebook in your marketing strategy. First and foremost, **[CLICK]** has *the* highest number of users in the world. The sheer number of people who use it makes for an extremely rich audience for your business to tap into and reach with advertising.

LINK: <https://www.businessnewsdaily.com/2534-facebook-benefits.html>

IMAGE: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Why use Facebook

- Can use Facebook support tools and schedule posts, building brand consistency and visibility



[SLIDE 16: WHY USE FACEBOOK (CALENDAR)] The second reason I find Facebook an excellent tool to use for marketing is the calendar function to plan posts or ads. This helps to maintain a steady presence, gain insights and tips from the integrated support tools in Facebook, and be able to go back and look at your posts and ads.

LINK: <https://www.businessnewsdaily.com/2534-facebook-benefits.html>

IMAGE: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Why use Facebook



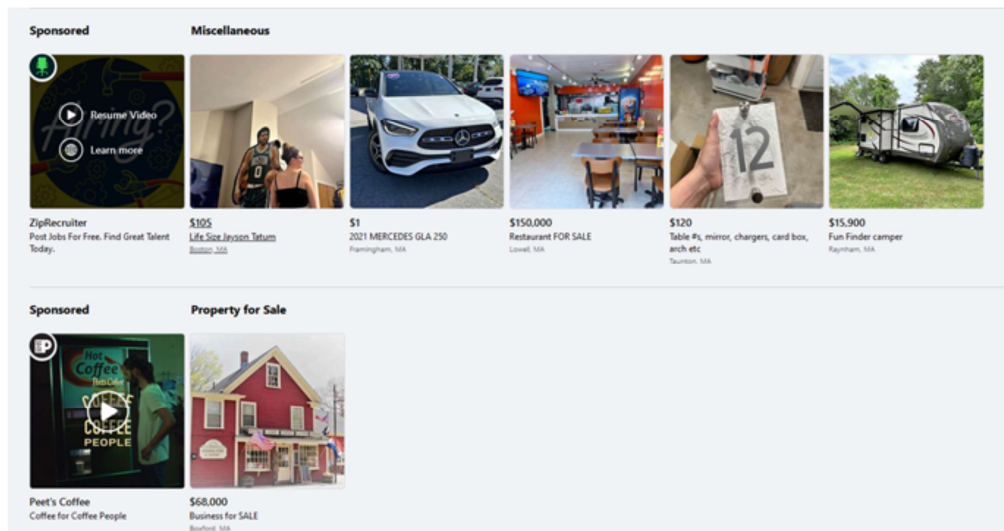
- Integrates well with other platforms such as Instagram

[SLIDE 17: WHY USE FACEBOOK (INTEGRATION)] I'll talk more about this in a future slide, but Facebook is owned by Meta which also owns Instagram. The Meta Business Suite makes it nearly seamless to cross advertise on multiple platforms using the one hub of the Business Suite - including that post and ad-planner tool in the previous slide.

LINK: <https://www.businessnewsdaily.com/2534-facebook-benefits.html>

IMAGE: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Advertising on Facebook



Use of the Facebook Marketplace to run ads and sell products

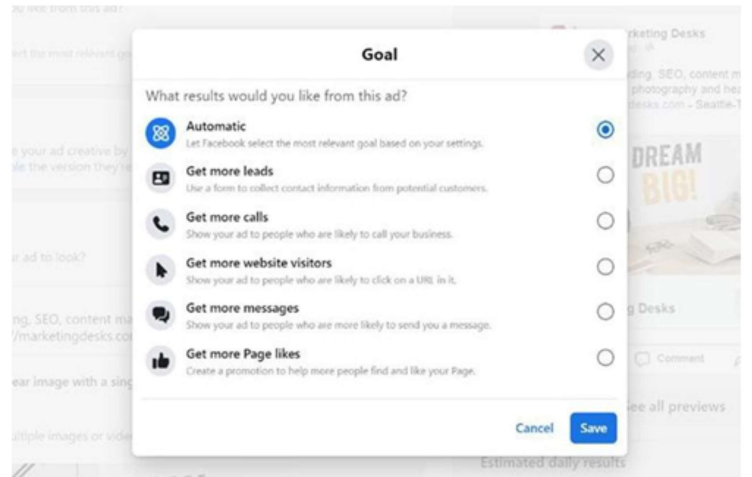
[SLIDE 18: FACEBOOK MARKETPLACE] There are so many options for advertising on Facebook. One place that gets a lot of traffic from people who are looking to buy or sell is on Facebook Marketplace. As you can see there is a wide variety of offerings and space for promoted ads.

LINK: <https://www.businessnewsdaily.com/2534-facebook-benefits.html>

IMAGE: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Advertising on Facebook

- Wide audience reach & targeted audience tools
- Flexibly schedule, budget, and type of advertisement
- Excellent tracking tools



[SLIDE 19: ADVERTISING ON FACEBOOK (WHY)] To sum up, Facebook has a wide audience and a way to target smaller audiences by way of community groups. It also boasts great flexibility and strong support tools in how to schedule and budget your advertising. Third, the insights and tracking of how your post and ad was engaged by users is extremely helpful in refining your next campaign.

22 Benefits of Facebook Ads to Inspire Your Next Campaign:

<https://www.singlegrain.com/blog/benefits-of-facebook-ads/>

- List of reasons to use Facebook ads and how those benefits help your business.

Mastering Facebook Ad Copy: 7 Tips to Maximize Conversion Rate:

<https://www.singlegrain.com/copywriting/8-facebook-ad-copywriting-tricks-to-maximize-conversions/>

- Deep dive into the anatomy of several types of Facebook ads

How to Get the Cheapest Facebook Ads Without Sacrificing Quality:

<https://www.singlegrain.com/blog-posts/pay-per-click/how-to-get-the-cheapest-facebook-ads-without-sacrificing-quality/>

- Tips on how to get the best bang for your buck on Facebook Ads

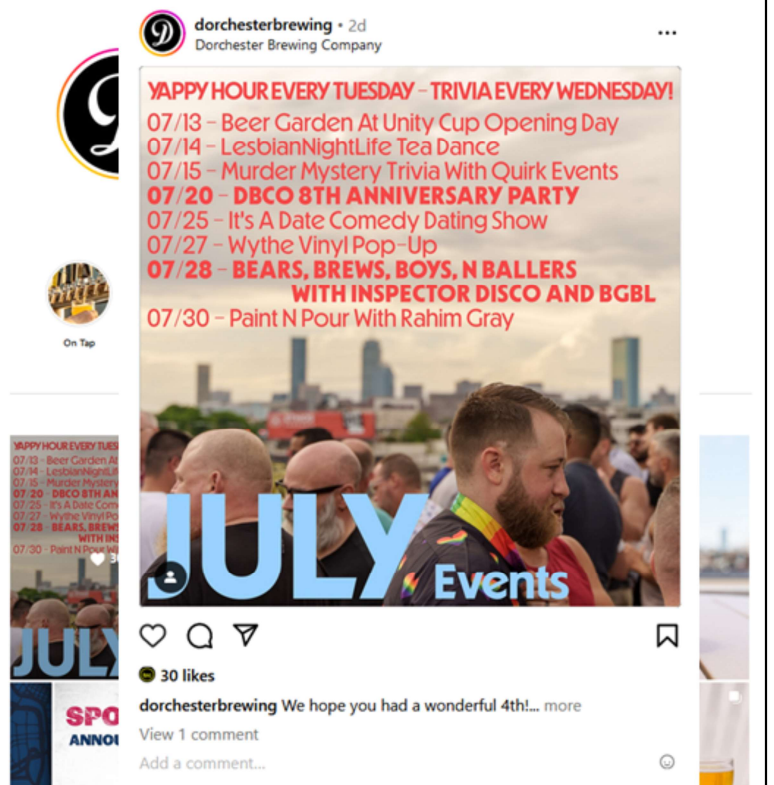


[SLIDE 20: INSTAGRAM (TITLE)] The next social media platform is Instagram. I paired this up with Facebook as it is owned by the same parent company and they integrate well - especially in cross-posting using the calendar feature.

Instagram

Social Media platform to share photos and videos

- **Posts:** permanent pictures and or videos on main page

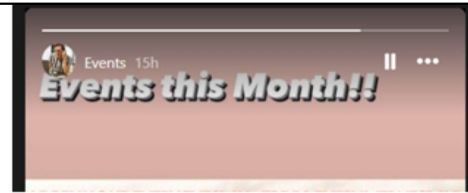


[SLIDE 21: INSTAGRAM (DEFINITION)] Instagram is a social media platform that is mainly for the sharing of photos and videos. Where in LinkedIn and Facebook, text of the post took the most priority - On Instagram, **[CLICK]** the picture is what speaks.

Instagram

Social Media platform to share photos and videos

- **Story** posts: temporary timed photo or video that lasts for 24 hours; highlighted at the top of the main page



dorchesterbrewing Following Message

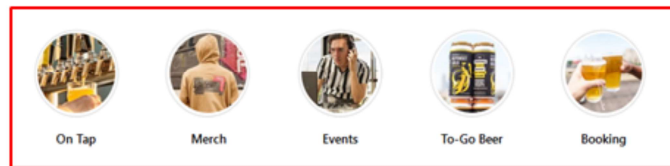
201 posts 21.9K followers 2,885 following

Dorchester Brewing Company

[@dorchesterbrewing](#)

Boston brewery & tap room.
Sun&Mon: 11:30am-9pm, Tues-Thurs: 11:30am-10pm, Fri-Sat: 11:30am-11pm
1250 Massachusetts Ave, Dorchester 02125
linktr.ee/dorchesterbrewing

Followed by [neatboston](#) and [mandmbbq](#)



Reply to dorchesterbrewing...



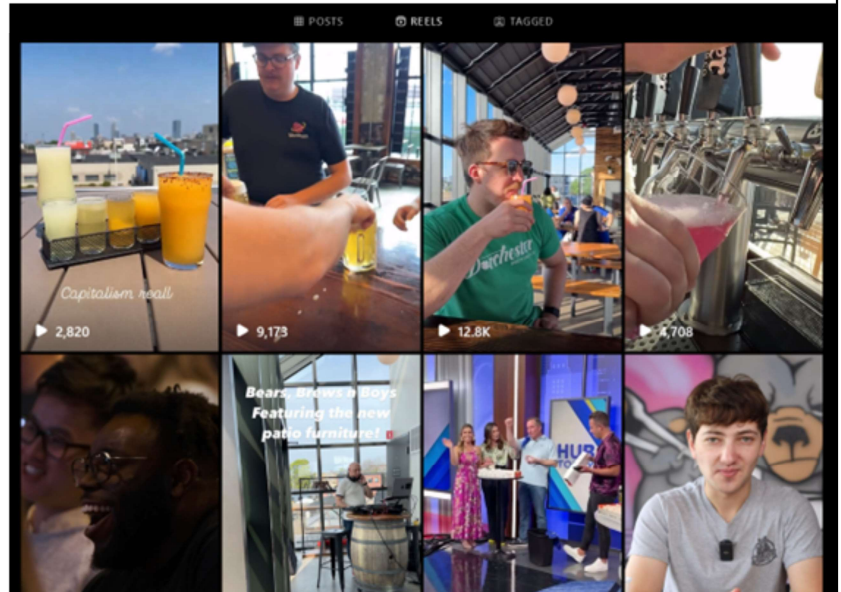
[SLIDE 22: INSTAGRAM (STORIES)] In addition to picture posts that appear on the main page of the account, there is a “story” function which is a temporary post that lasts for 24 hours. This is utilized to highlight time-sensitive events or deals. In this example, Dorchester Brewing Co. is highlighting its July events.

You can find stories at the top **[CLICK]** of the accounts main page. For example, Dorchester Brewing Co. has five titled stories that you can expect will be updated as new merch or events come up. This function is a great way to keep people coming back to your page to check on new items or upcoming sales or events.

Instagram

Social Media platform to share photos and videos

- **Reels:** video content only; less serious or informative content



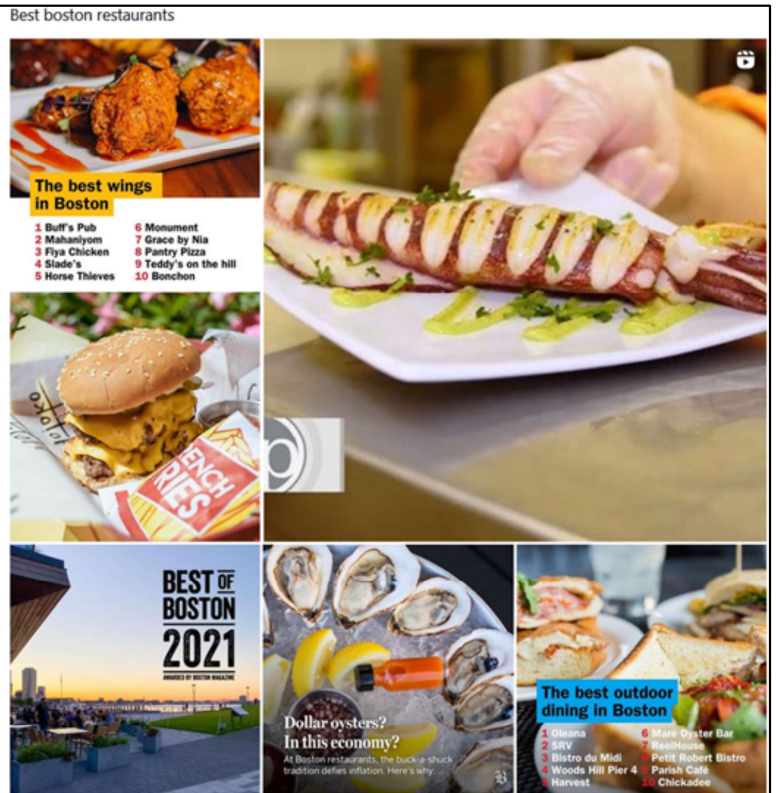
[SLIDE 23: INSTAGRAM (REELS)] The next great use of Instagram is in videos - called "reels." Like the main page, these videos are permanent on the account, but engage the audience in a different way than static photos or a temporary post.

Examples might be a funny use of the product you're selling or real customers using your services. This is meant to be a way to engage with your audience and build up the likability of your business.

Instagram

New uses include searching for topics and finding influencers or brands that have more information

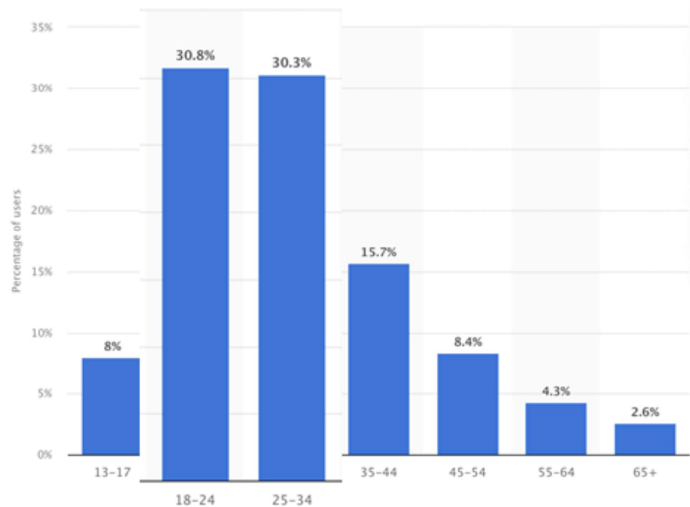
- For example, searching “Best Boston restaurants” in Instagram will populate the user’s feed with examples from local restaurants



[SLIDE 24: INSTAGRAM (SEARCH)] Instagram is being used, not just to post information, but also as a way to *find* information. It has a search function that allows you to see curated content best-fitting your search criteria.

In this example, I put in “Best boston restaurants” which yielded these results. If you’re paying for advertising and building your brand, optimizing how your business comes up in search results is a great way to drive engagement and visibility.

Instagram



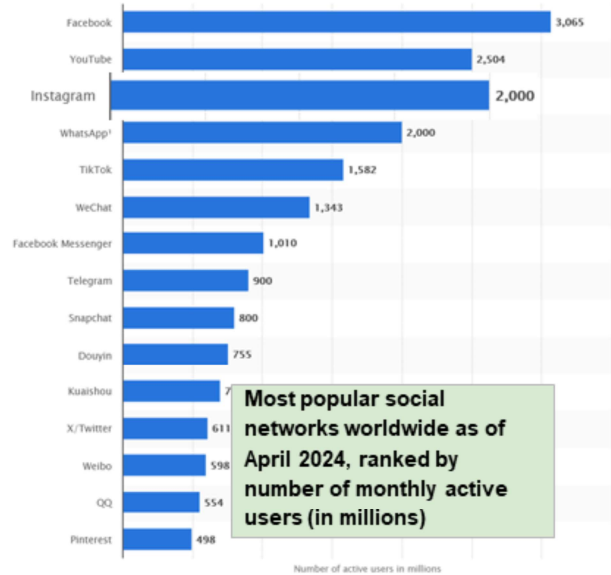
Demographics of Instagram users are widely much younger, with 16-34 year olds counting for 2/3rds of the user base

[SLIDE 25: INSTAGRAM (DEMOGRAPHICS)] The users of Instagram are widely younger than most of the other media platforms. While Facebook has nearly 60% of users 35 years or older, Instagram has over 60% of users **[CLICK]** under 35. This is another reason why a coordinated media strategy that takes advantage of both Facebook and Instagram is suggested to best reach a wide audience.

IMAGE: <https://www.statista.com/statistics/325587/instagram-global-age-group/>

Why use Instagram

- 3rd largest user base (after Facebook and YouTube)
- Integrates very well with Facebook
 - Cross-posting is easy and encouraged
- When used as a search engine, posts can act like ads
 - Optimize posts with hashtags and tagging profiles to boost visibility



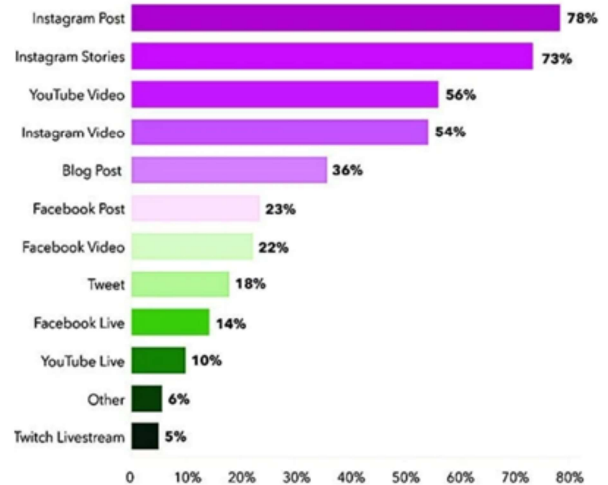
[SLIDE 26: WHY USE INSTAGRAM] As the 3rd largest social media platform **[CLICK]**, with excellent integration with Facebook, Instagram is an excellent place to build your brand. It's also extremely useful to drive engagement by optimizing how your business pops up and with the use of influencers to boost visibility.

Influencers on Instagram

Use influencers to drive engagement, reach a wider audience, and build your brand

Brands pay an average of \$1,311 for a sponsored Instagram post and \$2,784 for an Instagram story. You can use a rough estimate of \$100 per 10,000 followers to set your rate

WHICH CONTENT FORMATS DO YOU FIND EFFECTIVE FOR INFLUENCER MARKETING?



[SLIDE 27: INFLUENCERS ON INSTAGRAM] Think of influencers like lobbyists or trusted advisors whose opinions bear more weight than your average Joe. Influencers on Instagram are people or profiles with a significant number of followers who trust their takes on products, services, or brands. The scope of influencers can range from “mega-influencers” or celebrities who have over a million followers to “nano-influencers” with 1,000 - 10,000 followers.

Instagram is the ideal platform to partner with these influencers as it is useful for businesses to lean on their audience to drive visibility. Businesses that are looking to grow their brand locally would do well to look into more locally-based influencers as their audiences are more likely to also be local.

Typical smaller businesses might pay \$1-5,000 on influencers as it fits their social media strategy with the most bang for your buck coming with posted content on your and their main page, stories - those temporary posts, and reels - the video-only content of Instagram.

The Ultimate List of Influencer Marketing Statistics and Trends For 2024:

<https://www.founderjar.com/influencer-marketing-statistics/>

- Mega-influencers are famous social media stars with more than a million followers.
- Macro-influencers are influencers with a following of between 100,000 and a million.
- Micro-influencers are individuals with between 10,000 and 100,000 followers. Despite having a little fanbase, they have a high level of authority. According to Mediakix's research, marketers should concentrate their influencer marketing efforts on micro-influencers rather than well-known figures with large audiences with low engagement.
- Nano-influencers are individuals with less than 10,000 followers who have significant influence in a relatively small specialty. Don't exclude these when selecting the ideal influencer for your campaign. With an engagement rate of 5%, nano-influencers outperform even mega-influencers.

The Ultimate Guide to Instagram Influencer Marketing for Brands:

<https://blog.hubspot.com/marketing/instagram-influencer-marketing>

Gives an overview of Instagram marketing with special emphasis on influencers and gives the definitions of the scale of sizes:

- Nano-influencers: 1,000 - 10,000 followers
- Micro-influencers: 10,000 - 100,000 followers
- Macro-influencers: 100,000 - 1 million followers
- Mega-influencers/Celebrities: 1+ million followers

Advertising on Instagram



- Like Facebook:
 - Wide audience reach & targeted audience tools
 - Flexibly schedule, budget, and type of advertisement
 - Excellent tracking tools
- Start small, learn what works best for your product, build from there

[SLIDE 28: ADVERTISING ON INSTAGRAM] If you're not looking to utilize an influencer right away, you can easily take advantage of the ads-manager for Instagram.

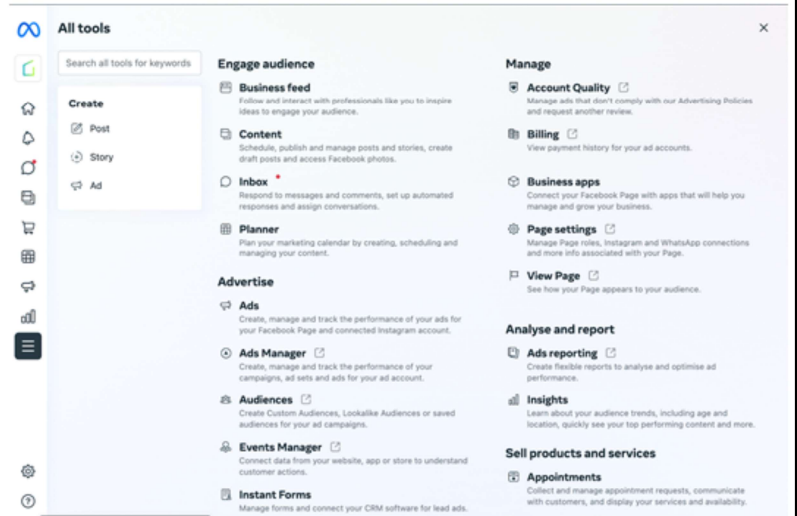
Like Facebook, Instagram Ads have a wide reach and capacity to target audiences within the business manager. You can adjust the ads to your budget and timeline and be able to track your results.

What is particularly nice is that businesses can start small, learn what works for your budget and schedule and then build off of your preferences from there.

Meta Business Suite

This is an integrated option for your Facebook and Instagram profiles

Useful in cross-posting, scheduling, gathering insights, and collecting data



[SLIDE 29: META BUSINESS SUITE] The Meta Business Suite is the hub where you can manage your business' ads on *both* Instagram and Facebook. It is a vital tool for organizing, planning, executing, and reporting on your ad campaigns.

This Suite can also help in your posts as well, not just in planning ads. If you add in Instagram and Facebook, reaching out to a wide audience in numbers and in ages, you have yourself set up for much more brand visibility.

Meta Business Suite Scheduler Vs Third Party Schedulers – Everything You Need to Know for B2B Social Media Marketing:

<https://contensifyhq.com/blog/meta-business-suite-scheduler-for-b2b-businesses/>

- The pros & cons of using the integrated Meta Business Suite for scheduling posts / ads and pros & cons of a third party app

X (formerly Twitter)



[SLIDE 30: TWITTER (TITLE)] The fourth and final platform we will be discussing is X, formerly Twitter. This social media platform is useful for quicktime announcements, however, it may not be the most effective option as the other 3 platforms. Still useful! Just perhaps not as efficient.

X (formerly Twitter)

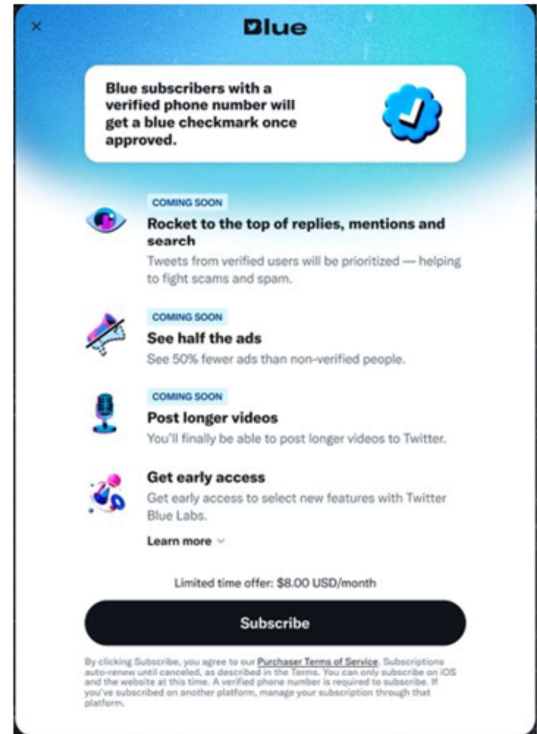


Media platform that is primarily text-based, although photos and videos have become more widely used

[SLIDE 31: TWITTER (DESCRIPTION)] This media platform began as primarily limited text-based posts which has since incorporated photos and videos as it has grown.

X (formerly Twitter)

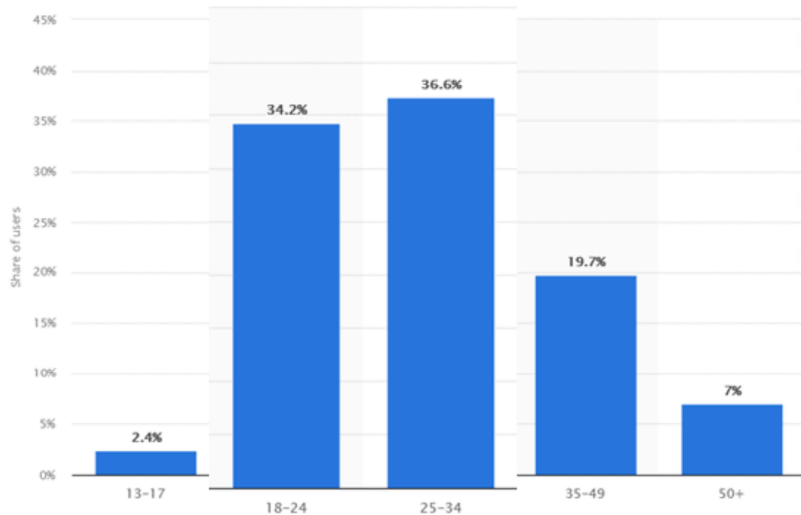
- Uses are best utilized as a paying “blue checkmark” user; or in purchasing ad space to boost brand awareness
 - “Blue” is \$7/mo if bought annually, \$8/mo if bought monthly and \$11/mo if bought on an iOS device
- Offers “premium service with additional features designed to improve user experience and elevate quality conversations on the platform.”



[SLIDE 32: TWITTER (BLUE)] The use of X, formerly Twitter, is best optimized with what is called “Blue” where the user pays a monthly subscription to gain access to more features, prioritized spots in the “timeline” – by that I mean, the algorithm will put your posts in front of more people– and you pay for more visibility.

This “blue” option is a potentially cost-effective way to overall improve your organization’s visibility among other users without having to purchase specific ads.

X (formerly Twitter)



Over 70% of users are 18-34 and capture a wide variety of views, interests, and topics

[SLIDE 33: TWITTER (DEMOGRAPHICS)] The user-base of X, formerly Twitter, is predominantly in the **[CLICK]** 18 - 34 age range, accounting for over 70% of users. This is however, a dwindling user-base as the change in management a couple years ago has led to a tumultuous relationship between companies and leadership.

IMAGE: <https://www.statista.com/statistics/283119/age-distribution-of-global-twitter-users/>

Why use X (formerly Twitter)

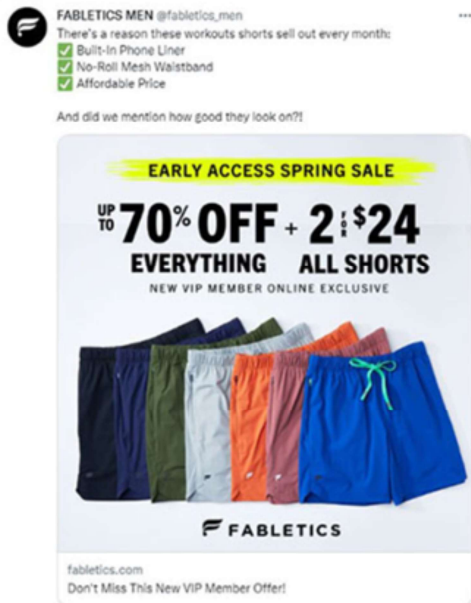
- Good for businesses that have timely updates: For example, a food truck that has multiple locations
- Using “Blue” can boost visibility at a relatively low cost



[SLIDE 34: WHY USE TWITTER] The businesses looking to use X, formerly Twitter, would be ones who might have news-worthy announcements or have the need for timely updates. For example, a food truck that moves around the City might utilize the platform to update its followers of its current location.

Additionally, the “Blue” subscription gives users a boost in visibility and discoverability. Used in conjunction with more informal or funny posts, businesses can be seen by more people.

Advertising on X (formerly Twitter)



Can target ads to users within the same city, gaining local brand awareness and driving visits.

Less competitive ad market

- Advertisers have the potential to reach 373 million users; however, potential ad reach is on the decline

[SLIDE 35: ADVERTISING ON TWITTER] Using ads on this platform is great for location-based advertising. It can target users in the same city which can help build your brand awareness to folks most likely to come to your storefront.

Another advantage is a less competitive ad market. Although this is because less advertisers are using the platform due to the current owner of the platform having a strained relationship with bigger advertisers, it does open up the opportunity for other businesses.

TikTok?

- Not covering TikTok today, due to the ambiguous nature of the United States ban on the app, but it is one of the most popular and fastest growing sites for younger audiences



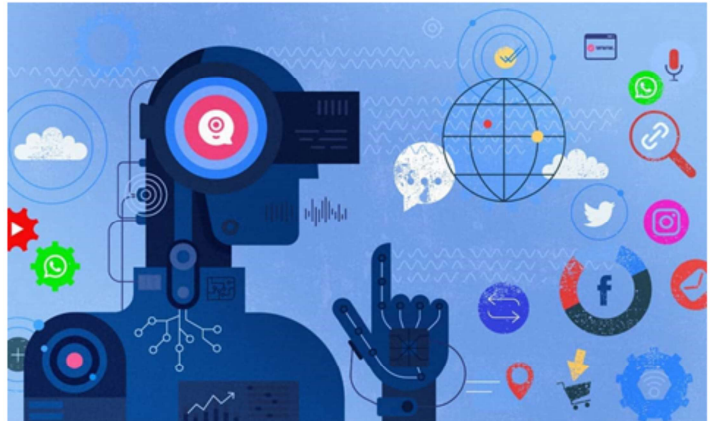
[SLIDE 36: TIKTOK?] There is another fast-growing social media platform, TikTok, which we will not be discussing today due to its current ambiguous status as a usable platform in the United States.

If there is interest, I will cover it more in-depth in a follow-up presentation, but I'm leaving it out today to focus more on our other 4 platforms.

Using AI in Social Media

We won't go deep into this, but if there is interest we will address this topic!

Some platforms already have AI integrated into how they optimize your ads for your selected budget



[SLIDE 37: AI IN SOCIAL MEDIA] I am also not touching too deeply the topic of A.I. in social media. Again, I would love to go more in depth in a later presentation as it is a very fascinating topic.

Very basically, Artificial Intelligence is already being integrated in the social media platforms we've discussed. They help target and optimize your ad reach and can be used as a tool in creating posts.

AI in Social Media: <https://digitalmarketinginstitute.com/blog/ai-in-social-media>

- Brief overview of the current uses of A.I. in social media

Budget & Benchmarks

Small Business average: ~15% of budget

Larger Business could be even more!

Industrial Industry average: 1 - 3% of revenue



[SLIDE 38: BUDGET & BENCHMARKS 1] Alright, let's get down to brass tax: The budget. There is a wide range of data on how much you *should* be spending on social media marketing and strategies. On average, small businesses can spend 15% of their marketing budget on social media advertising and industrial businesses may only spend 1 - 3% of their overall budget.

There is no wrong immediate answer, rather, it is incumbent on you to try out what works for your team, your budget, and your desired outcomes.

65+ Important Industrial Marketing Statistics for 2024:

<https://www.webfx.com/industries/industrial/industrial-companies/marketing-statistics/>

- Overview of the ways to track online business metrics and implementing a strategy of social media marketing

Cost Breakdown: How Much Should Social Media Marketing Cost?

(Updated 2023): <https://socialistics.com/how-much-should-social-media-marketing-cost-2023/>

- Goes through the cost analysis of a social media marketing strategy

CPC & CPM Models

Cost per click (CPC)

- Based on the number of times visitors click on a display ad attached to their sites

Cost per mille (CPM)

- Charges 1,000 ad impressions—or views—of the display ad, regardless of whether or not a viewer clicks on the ad

[SLIDE 39: CPC & CPM DEFINITIONS] These next few slides use the terms “Cost per click” and “Cost per Mill” which are defined here. Basically, Cost per click is the advertiser is charged for how many times a user clicks on the ad. Cost per Mill is determined by how much the ad is seen. So engagement versus visibility for these two ways of paying for advertising.

Budget & Benchmarks

LinkedIn

- The average cost-per-click for LinkedIn ads is \$5.26, with a minimum daily ad spend of \$10 and a minimum per-click cost of \$2.
- Can set a daily or lifetime budget.
- Fairly affordable, it can become costly for small businesses

X (formerly Twitter)

Advertising on X (formerly Twitter) costs from 50 cents to \$2 for every first action taken on your ad, falling to around \$1.35 afterward for clicks, replies, or retweets of your promoted content



[SLIDE 40: BUDGET & BENCHMARKS 2] LinkedIn has a flexible CPC model for advertising that allows advertisers to set a daily or lifetime budget. This can help keep small businesses on track but has the chance to get costly.

Advertising on X, formerly Twitter, is relatively inexpensive, but may plateau to a less cost-effective option as time goes on for your ads.

Budget & Benchmarks

Instagram

The cost varies between \$0.20 to \$6.70, and depends on which bidding model you choose.

- In the CPC model, it costs businesses \$0.20 to \$2 for each click.
- In the CPM model, it costs businesses \$6.70 for every one thousand impressions.

Facebook

Facebook ads cost an average of 51.3 cents for cost-per-click (CPC) and \$8.77 per thousand views (CPM) in 2023



[SLIDE 41: BUDGET & BENCHMARKS 3] Instagram has a “bidding” model where you can bid a certain amount and an algorithm will determine ad slots based on those amounts. It has varying costs for the CPC and the CPM models so businesses can adjust which they would prefer, to stay on budget.

Facebook ads are, unsurprisingly, in a similar cost range to Instagram. I again would like to recommend the Meta Business Suite to aid in advertising on both of these platforms.

Why invest in social media marketing?



It's better to start with a small budget at first, then adjust later on depending on which ad types and settings produce the best return on ad spend (ROAS).

[SLIDE 42: WHY INVEST] Social media advertising has been made to be easily accessible. There is a lot of flexibility with budget and style that you can try out without breaking the bank. Your return on investment will increase as you learn what works best for your audience and customers.

Key Paid Social Ad Platform Metrics

PAID SOCIAL PLATFORM	NUMBER OF USERS	AVERAGE COST PER CLICK	MIN. CAMPAIGN BUDGET	AVERAGE CONVERSION RATE
Facebook	2.96 billion	\$1	\$1	9.21%
YouTube	2.51 billion	20 cents	\$0	12%
Instagram	1.35 billion	60 cents	\$1	1.45%
LinkedIn	900 million	\$5.30	\$10	12.5%
TikTok	834 million	\$1	\$20	1.8%
Snapchat	750 million	\$5.50	\$5	0.6%
Pinterest	450 million	80 cents	10 cents	9.25%
Twitter	354 million	\$1.35	\$0	0.77%
Reddit	1.5 billion	44 cents	\$5	3.5%
Quora	300 million	\$3.60	1 cent	7.8%

[SLIDE 43: AD PLATFORM METRICS] This table shows the users, the average CPC, and the minimum required budget to advertise on the platform alongside the conversion rate which is the average user-turned-customer percentage.

I've highlighted the four platforms discussed today and want to say that advertising might be further down the road as far as implementing your social media strategy.

You may first need to sign up for these platforms to begin building your brand awareness.

10 Best Paid Social Advertising Platforms for Small Businesses:

<https://fitsmallbusiness.com/best-paid-social-media-advertising-platforms/>

- This site explains the chart on slide 43 of the Social Media 101 presentation and has extremely comprehensive lists of each of the platforms and their pros & cons

Utilizing Platforms

Consider Audience: Who are you targeting?

- Age, sex, race
- What platform do these folks use most?
- Where are your offerings going to get the best reception?

Consider Self: What platform is designed for your reach best?

- Most visibility options
- Who can you connect to widen your reach?
- What platform prioritizes you?



[SLIDE 44: UTILIZING PLATFORMS] When you're considering how you want to implement social media into your marketing strategy, the two best questions to ask yourself are

1. **What are you trying to promote?** (that's your products or services you're trying to sell, your business)
2. **Who are you trying to reach?** (that's your audience, customers)

Once you know what it is you want to be promoting and to whom, you can consider what platforms are right for you. For example, the Newmarket BID is a nonprofit; it's connected to businesses and industries in a specific geographical area; and, it promotes events in the community. With these in mind, we want to connect to other businesses, those in our Newmarket community of all ages, and have a way to timely inform our audiences of upcoming events.

So we have LinkedIn to make connections with other businesses, an Instagram and Facebook to promote our business, events, and updates. And an X profile that lets us give timely updates and provide newsworthy information.



Let's do a post together

[SLIDE 45 -46: LET'S DO A POST TOGETHER] (either close out of the presentation or have steps up for a second)

1. Take dynamic pictures, have some candid and some staged, of the program activities
2. In the description include names (if appropriate), activity, and/or overall theme of the day
3. Post frequency:
 1. Typically, 1x a day, absolutely after an event or big updates
 2. More than once a day can hurt your algorithm
4. Post collaborations
 1. Use hashtags to connect your posts to a larger audience and conversation
 2. Tag or coordinate posts with partner organizations
 1. If collaborating with an influencer, be sure to highlight that post on ALL platforms to drive engagement

Takeaways on Posts

1. Take dynamic pictures, have some candid and some staged, of the program activities
2. In the description include names (if appropriate), activity, and/or overall theme of the day
3. Post frequency:
 - a. Typically 1x a day, absolutely after an event or big updates
 - b. More than once a day hurts your algorithm
4. Post collaborations
 - a. Use hashtags to connect your posts to a larger audience and conversation
 - b. Tag or coordinate posts with partner organizations
 - i. If collaborating with an influencer, be sure to highlight that post on ALL platforms to drive engagement

Benchmark of engagement

- What do nonprofits other do/have?

Budget for Fundraising / sponsored ads

Case Study: Dorchester Brewing Co.



Browser tabs: Social, The N, 10 Un, 22 Be, Mast, How, FB Ad, how, Facet, How, Dorc, 98 M, Brew, Facebook, Dorc

Address bar: <https://www.facebook.com/DorchesterBrewingCompany/>

Navigation: Search Facebook, Home, Friends, Messages, Notifications, App

Dorchester Brewing Company

14K likes • 15K followers

Contact us Message Like

Posts About Mentions Reviews Followers Photos More

Intro

Local Boston Brewery and Tap Room in Dorchester. The Tap Room is open daily, along with our roof deck, game room, events and on-site restaurant (M&M BBQ).

- Page - Brewery
- 1250 Massachusetts Ave, Dorchester, MA, United States, Massachusetts
- (617) 514-0900
- info@dorchesterbrewing.com
- dorchesterbrewing.com
- Open now
- Takeout · Dine-in · Outdoor seating...
- Price Range - \$\$
- Rating - 4.0 (1,512 Reviews)

Featured

Upcoming events

- MON, JUL 15 AT 6:30 PM
A Pub Trivia Murder ...
17 Interested - 0 Going
- SAT, JUL 20 AT 11:30 AM
DBCo 8th Anniversar...
18 Interested - 2 Going
- THU, JUL 25 AT 6:30 PM
It's A Date! (Live Dat...
6 Interested - 1 Going

See all events

Posts

Filters