



5

Social Media Channels You Should Be Using Now



Lorraine C. Cline

About the presenter...

- Founder and co-owner of Cline Design, LLC, an award-winning graphic design and inbound marketing firm located in Andover, New Hampshire
- Earned a B.A. in Speech Communications and Broadcasting from Penn State University
- Serves on the Steering Committee of the Construction Leadership Network and is Chairman of the Lake Sunapee Region Chamber of Commerce Marketing Committee
- Worked as a tour guide at a 66-foot tall wooden elephant that was constructed in 1881

Lucy The Elephant

Margate City, N.J.



ALL EXPOSED WOOD AND TIN ELEMENTS ON THE EXTERIOR WERE ORIGINALLY PAINTED (ORIGINAL PAINT SCHEME AND COLORS WILL BE DUPLICATED BY THE RESTORATION):

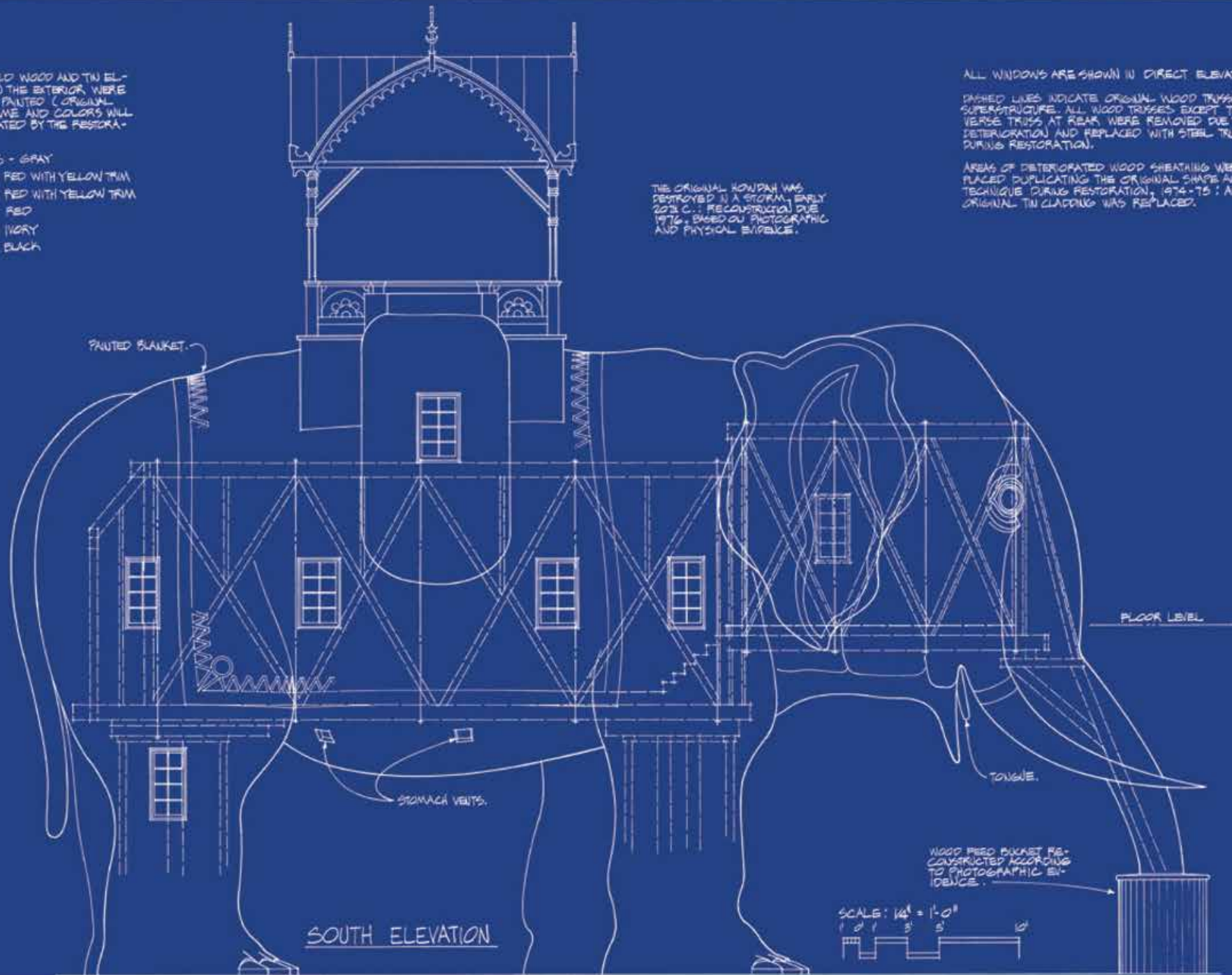
- SKIN AREAS - GRAY
- HOWDAH - RED WITH YELLOW TRIM
- BLANKET - RED WITH YELLOW TRIM
- TONGUE - RED
- TUSKS - IVORY
- TOES - BLACK

ALL WINDOWS ARE SHOWN IN DIRECT ELEVATION.

DASHED LINES INDICATE ORIGINAL WOOD TRUSSED SUPERSTRUCTURE. ALL WOOD TRUSSES EXCEPT TRANSVERSE TRUSSES AT REAR WERE REMOVED DUE TO DETERIORATION AND REPLACED WITH STEEL TRUSSES DURING RESTORATION.

THE ORIGINAL HOWDAH WAS DESTROYED IN A STORM, EARLY 20th C.; RECONSTRUCTION DUE 1976, BASED ON PHOTOGRAPHIC AND PHYSICAL EVIDENCE.

AREAS OF DETERIORATED WOOD SHEATHING WERE REPLACED DUPLICATING THE ORIGINAL SHAPE AND TECHNIQUE DURING RESTORATION, 1974-75; ALL ORIGINAL TIN CLADDING WAS REPLACED.



LUCY THE MARGATE ELEPHANT
ATLANTIC AVENUE & DECATUR STREET, MARGATE, ATLANTIC COUNTY, NEW JERSEY



Social Networking





What is Social Networking?

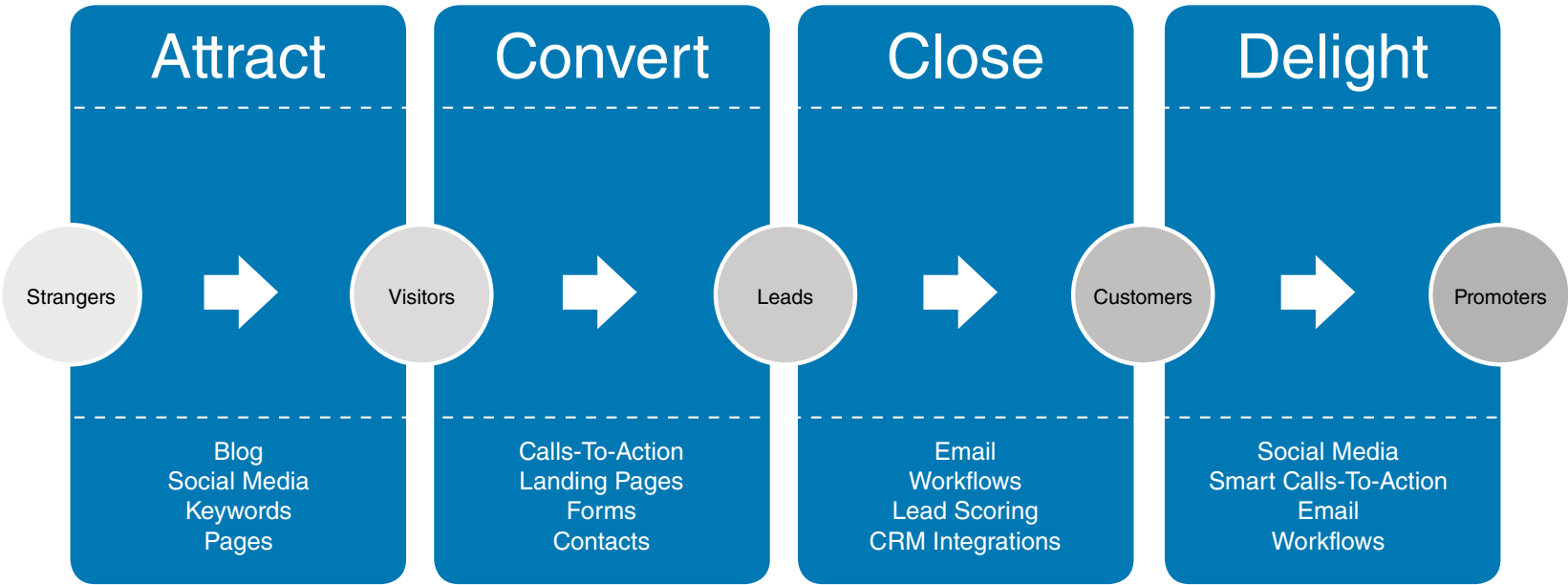
- a form of inbound marketing that centers on efforts to create content that attracts attention and encourages readers to share it across their social networks
- a tool that directs readers to your website

What is Inbound Marketing?

Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and your services, where they naturally want to be.

By aligning the content you publish with your customer's interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.

Inbound Marketing Methodology



Source: Hubspot

Social Media Facts

1.8
billion

people worldwide use social media

67
percent

of Americans use social media

58
percent

of Americans using social media are using Facebook

75
million

Americans check their social media channels several times each day



**There are
thousands of
social media
channels on
the internet.**

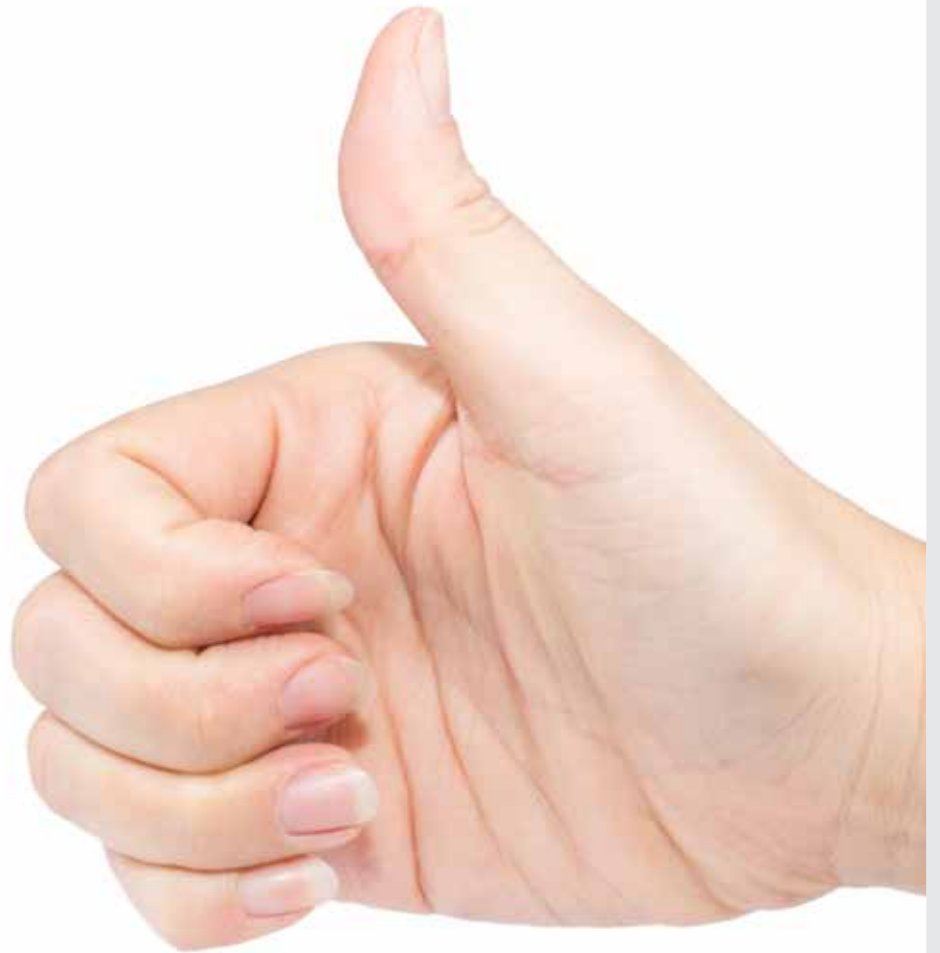
1. Facebook

2. Twitter

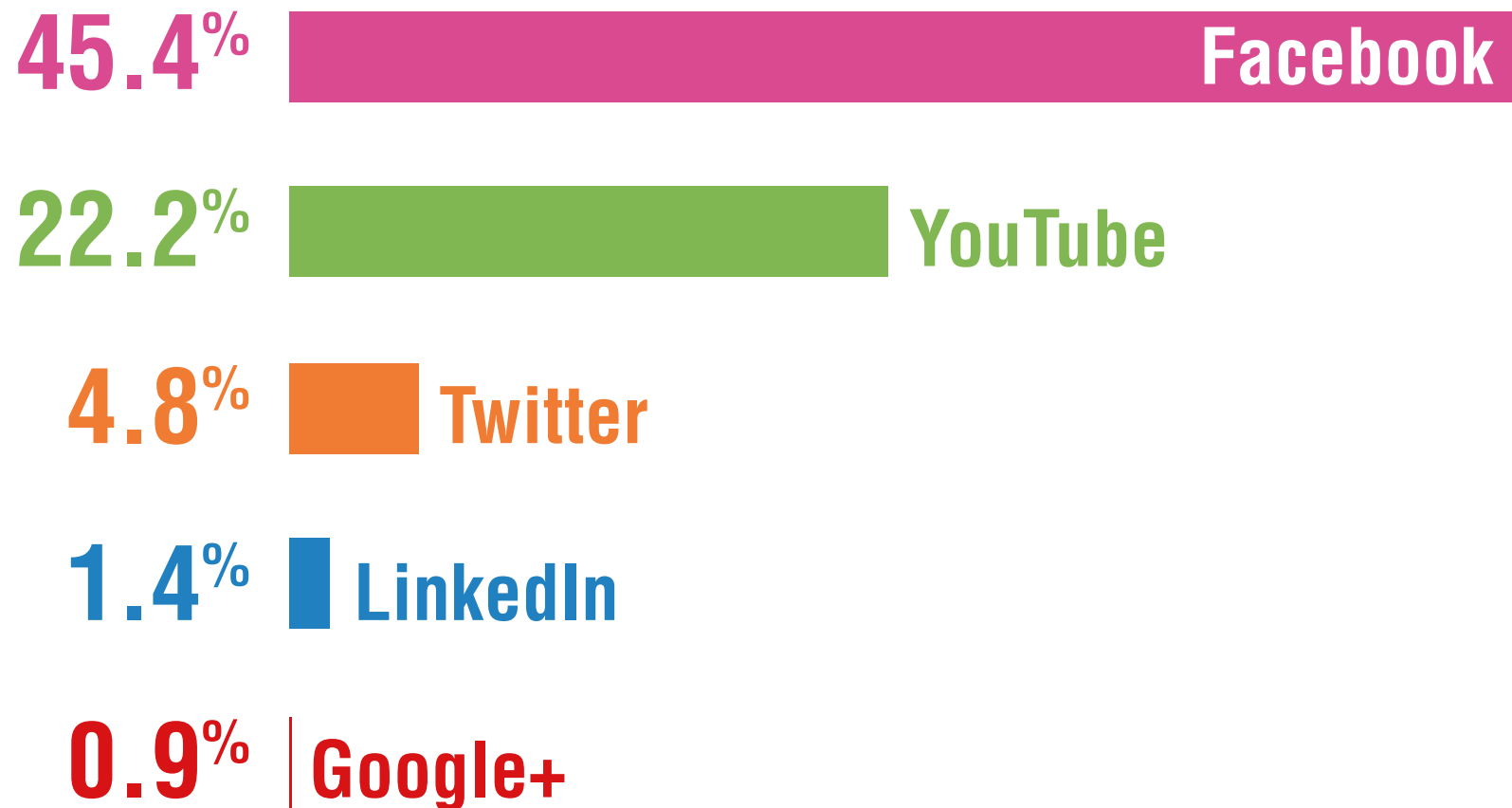
3. LinkedIn

4. Google+

5. YouTube



Market Share By Visits





Facebook



Facebook Facts

1.6
billion

active users on Facebook
(as of January 2016)

40
minutes

the average number of minutes per day a
user spends on Facebook

14
times

number of times per day Smartphone
users check their news feed

1.8
million

new “Likes” occur every minute on
Facebook

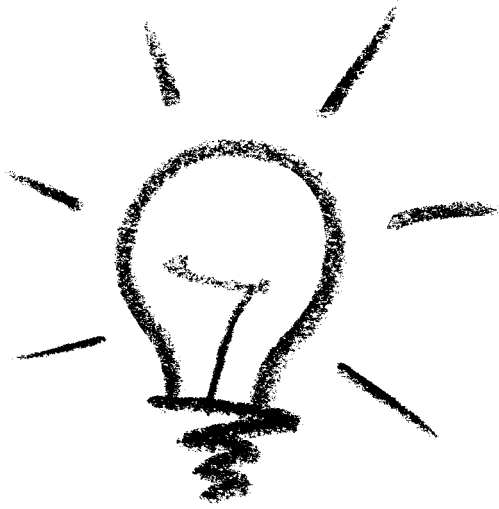
Why Facebook?

1.6
billion people

Facebook is the most popular social media site
with 1.6 billion active users
(as of January 2016)

Why Facebook?

- ROI is high
- Targeted audience
- Instant analytics with “Insights”
- Attracts new customers
- Nurtures existing customers
- Backlinks help SEO
- Helps solidify your brand
- Another method of sharing information



Bright Idea

Develop a list of FAQs. Write a blog post for each question. Be sure to think about keywords. Include a photo or video that will help create interest in the topic. Write a teaser that describes the blog post. Post the teaser, the photo and the link to the blog post on your social media channels.



Twitter



Twitter Facts

320
million

active users on Twitter

59
million

people follow the most-followed brand

140
characters

is the character limit of a tweet

#
hashtag

The hashtag was first introduced by a Twitter user in 2007

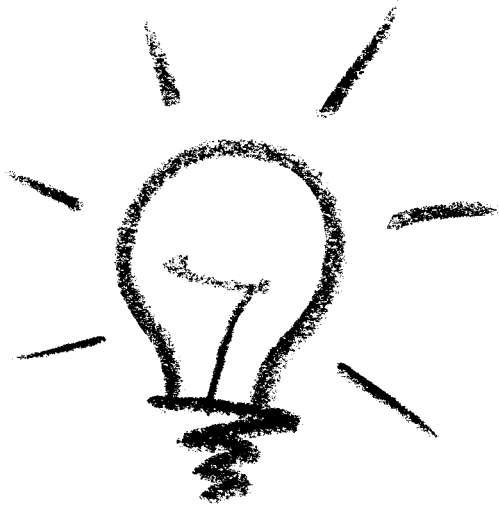
Why Twitter?

320
million people

current Twitter users (as of January 2016);
it is estimated that by 2018, there will be
750 million Twitter users

Why Twitter?

- ROI is high
- Has immediacy
- Can easily go viral
- Low commitment on behalf of the reader
- Attracts new customers
- Nurtures existing customers
- Backlinks help SEO
- Helps solidify your brand
- Another method of sharing information



Bright Idea

Promote your company's charitable activities. Create posts for social media and "tag" the charity.



LinkedIn



LinkedIn Facts

400
million

active users on LinkedIn

56
percent

the number of male users vs.
44%: female users

14
times

more likely to be found by adding a
profile photo of yourself

1.0
billion

the total number of skill endorsements
on LinkedIn

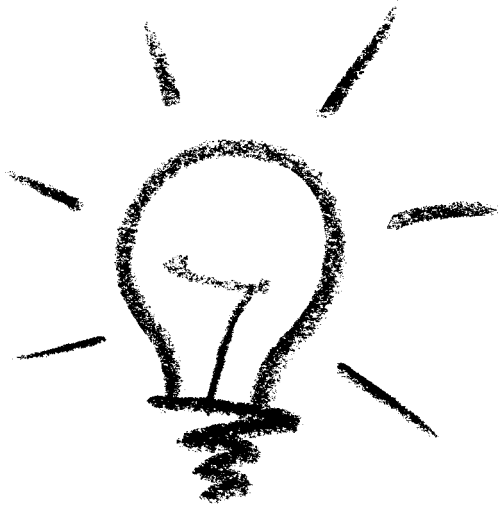
Why LinkedIn?

400
million people

current LinkedIn users
(as of December 2015)

Why LinkedIn?

- ROI is high
- You really have to show your presence
- Personal and business profiles can be linked
- Easy to become an influencer in your industry
- LinkedIn Groups help you target your audience
- Great tool for learning and listening
- Backlinks help SEO
- Helps solidify your brand
- Another method of sharing information



Bright Idea

Use social media to keep the customer and the general public informed about the details of your high-profile projects.



Google+



Google+ Facts

375
million

active users on Google+

60
characters

the ideal length of a Google+ headline for maximum engagement

64
percent

of B2B marketers in North America who use Google+ to distribute content

70
percent

of all U.S. brands have a presence on Google+

Why Google+?

375
million people

active users (as of December 2015)

+

you want to make friends with Google

Why Google+?

- ROI is high
- Everything you post on Google+ is immediately indexed on Google's search engine
- 70% of all internet searches use Google
- Google owns YouTube
- Backlinks help SEO
- Helps solidify your brand
- Another method of sharing information



YouTube



YouTube Facts

1.1
billion

active users on YouTube

3.0
billion

hours of video on YouTube

50
percent

the percentage of watch time on a mobile device

60
percent

the percentage of increased hours of watch time year-to-year

Why YouTube?

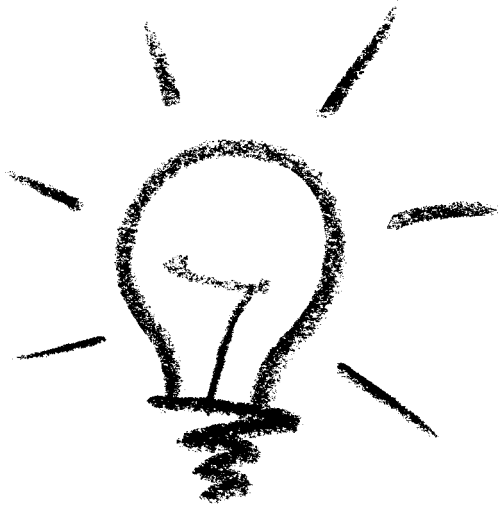
1.1

billion people

active users (as of December 2015)

Why YouTube?

- ROI is high
- Everything you post on YouTube is immediately indexed on Google's search engine
- Video content is shared more than text
- YouTube is the second largest search engine
- Google owns YouTube
- Backlinks help SEO
- Helps solidify your brand
- Another method of sharing information



Bright Idea

Use time-lapse and real-time video in your social media marketing. Video is by far the most shared content on social media.

It is estimated that by 2017 more than 70% of all content on social media will be video-based; 2016 will be the year of the live-stream.



“But there is not enough time in a day to do all of this!”

Social Media Dashboards

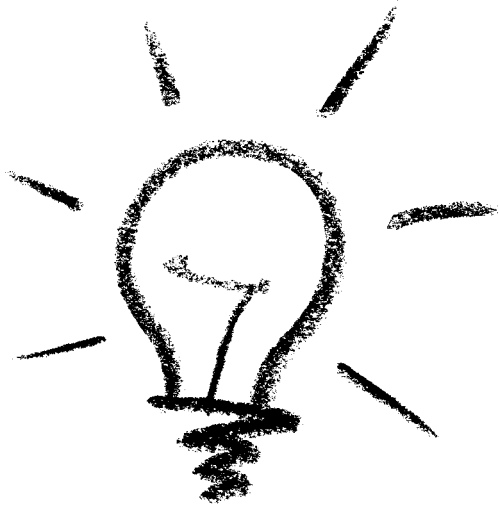
A social media dashboard is a management tool that individuals and companies can use to coordinate a social media presence across multiple channels or accounts, through a single interface.

Hootsuite hootsuite.com

Sendible sendible.com

Buffer buffer.com

SproutSocial sproutsocial.com



Bright Idea

Use a sales and marketing automation platform to integrate your marketing functions: website, blogging, emailing, social media, SEO, analytics and CRM.



**Don't hesitate
to call or email:**

Lorraine Cline
Cline Design, LLC
42 Shaw Hill Road
Andover, NH 03216

TEL 603.648.2110
lorraine@clinedesign.com
www.clinedesign.com




clinedesign

