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PRESENTER

La Detra White
President & CEO

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Focus of today's webinar

Social media tips and tricks

Tying social media to competitive marketing plans

Content Tips

Q & A



Social Media
Tips and Tricks

Social Media Tips and Tricks

- 1 Know your market
- 2 Build a popular profile
- 3 Focus on quality versus quantity
- 4 Create real value
- 5 Leverage your influence and your influencers

Know your market

Start with your current customers.

Think benefits not features.

Collect demographic data on your target audience.

Send out customer surveys.

Look for trends in online customer feedback.

Go niche.

Research your competitors.

Create a market positioning map.

Build a popular profile

Hold contests.

Include a visual with every post.

Share more video.

Be proactive in listening to and responding to your online community.

Change your Page profile photos and cover photos.

Give people a reason to follow you.

Encourage tagging.

Use hashtags to get found.

Focus on
Quality versus
Quantity

Quantitative work definitely gives you a wider exposure,
but **quality** in the **quantity** is essential as it is what makes
your brand trustworthy and customer friendly. The **quality** of
the content, advertisements, interaction and products make all
the difference.

**Create real
value**

Here are a **10 ideas** you can use to help provide value to your social media audience.

1. **Be Inspirational!**
2. **Share Unique Content.**
3. **Ask Questions.**
4. **Make Suggestions.**
5. **Show What's Behind The Scenes/ What's Coming Next.**
6. **Solve Problems For Your Customers.**
7. **Provide VIPs With Access To Unique Content.**
8. **Invite Social Media VIPs To Special Events.**
9. **Celebrate Success Stories.**
10. **Give Testimonies/Feature Your Customers.**

**Leverage your
influence and your
influencers**

Reward Customer Loyalty!

Become a Subject Matter Expert.

Publish Content.



Tying Social Media to Marketing Planning

Which Social Media Profile is Right for Your Company? **It begins with these questions.**

Are you B2C, B2B, or both?

1

What's your overall goal?

4

Do you have capacity to scale?

2

Is your product/service targeted at corporations, retail, and/or government agencies?

5

Who's your target audience?

3

Do you understand how to market your services to the government or Fortune 500 companies?

6

Key to optimized social media plans

Social media should be active, easy and ownable relationships:

A

Active listening and engaging

E

Easy access to product, service and pricing

O

Collect and own your data collection

Key to optimized social media plans

Social media should be relevant, current vs static, integrated across platforms:

F

Focused on an audience's specific needs

R

Routinely updated and refreshed content

F

Familiar look and feel across all outlets

Social Media Content Tips

Marketing Tips

1

Select Relevant and Realistic Social Media Marketing Goals

2

Determine Your Most Relevant Metrics

3

Decide Who You Want as Your Social Media Audience

4

Understand Your Social Media Audience

5

Select the Right Social Media Networks for Your Audience

6

Investigate How Your Competitors Approach Social Media

7

Establish a Realistic Social Media Budget

8

Plan the Types of Content You Intend to Share

9

Set Up Your Accounts Properly Before You Make and Promote Content

10

Establish the Best Times to Post and Set Up a Content Calendar

Content Marketing Tips

- ✓ Leverage Certifications
- ✓ Share New Hire Announcements
- ✓ Highlight New Projects/Clients
- ✓ Answer Frequently Asked Questions
- ✓ Distribute Seasonal Content
- ✓ Share COVID-19 Updates & Info
- ✓ Share Holiday Hours and/or Info
- ✓ Announce Company Awards & Highlights
- ✓ Create Custom Hashtags
- ✓ Don't Treat All Platforms Equally
- ✓ Videos – HERO, Educational, Authoritative, Thought Leadership, Testimonials, Interviews, How to, FAQs

Q & A

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For information, Contact

La Detra White

President and CEO Noble Insight,
Inc.

Headquarters:

PO Box 920743

Norcross GA 30033

NAICS: 541613; 541810; 541910



770 309-2395



ladetra@nobleinsight.com



www.Nobleinsight-transport.com

