

SOCIAL MEDIA

HOW-TO: Client Resource Guide

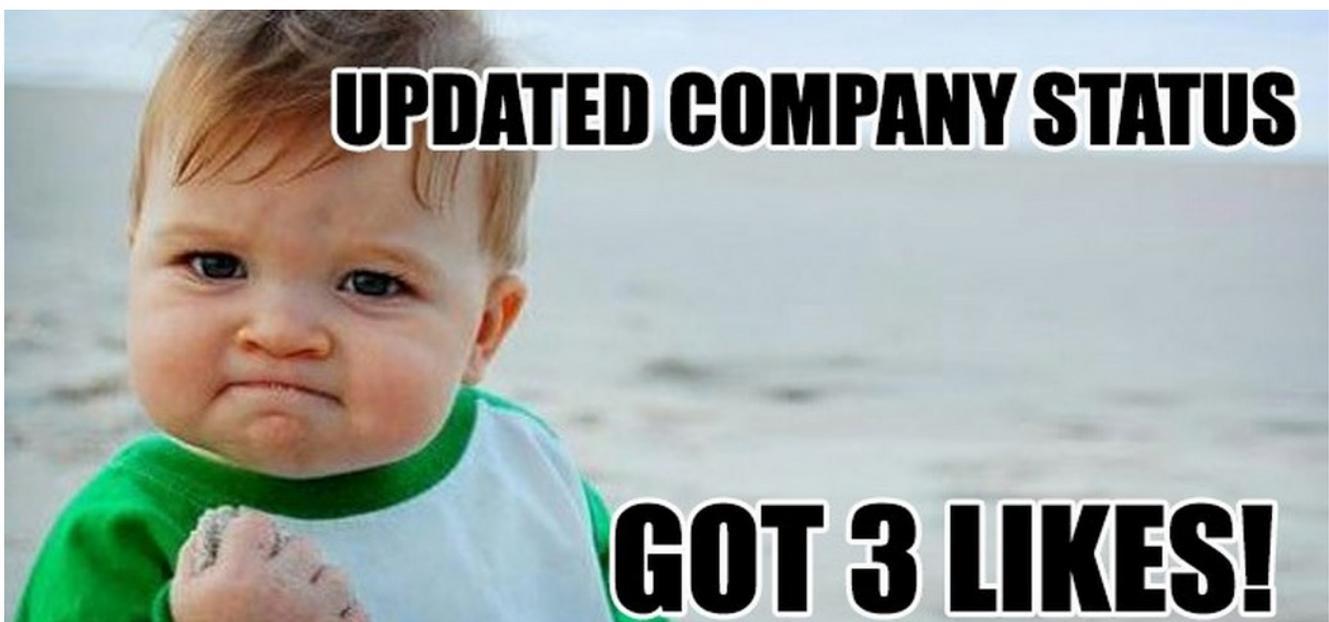
2015

Are you new to social media?

We know socializing online isn't always intuitive at first, that's why we've created this handy cheat sheet with some tips, resources, definitions and suggestions for leveraging social media to grow your business. Not sure you want to get that involved in your social accounts? Don't worry, that's why we're here! We take all of the steps listed below on your behalf, and although we encourage you to join us in building your following, it's not required cuz we've got you covered!

Still, it does feel pretty good when your content gets "liked"...

"With over 1 billion people using Facebook and 284 million people using Twitter every month, social media is one of today's most relevant marketing tools for businesses."



You can build your brand, connect to a broader audience and engage with customers through publishing high-quality content on widely used social platforms such as Twitter, Facebook and Google+.

JAN
2015

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



2.08B

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



29%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



1.65B

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



23%

Know your audience? Your business may be local, but social media is global and mobile!

Social Management vs. Social Marketing

Before we delve into tips, let's go over the difference between social media management and social media marketing, and what that means in regard to Flowerpot Services.

Management

Refers to the creation and publishing of content in order to maintain a consistent, active presence and establish an online brand across the social platforms we support on your behalf. Includes researching, sourcing, creating and publishing one post on Facebook, Twitter and Google+ per business day (M-F), as well as social analytics and sentiment analysis. Publishing times are determined based on optimal viewing for each account.

Marketing

Refers to more strategic development and publishing of content to promote products and services through ads or campaigns. Includes funded advertisements, advanced analytics, and sentiment and behavior analysis.

The 80/20 Rule - Social Media Best Practice

As part of your Social Media package, Flowerpot applies an 80/20 rule to content to maintain a balance. This means 80% of your content is to inform, educate or entertain. The remaining 20% is to promote your products and services.

This best practice helps you establish trust with your audience. Therefore, we leverage this rule in your social media to represent your business, grow your following and build a larger fan base.

Ready to work with Flowerpot?
Visit www.flowerpotmedia.com or call 360.571.5111 to get started today!

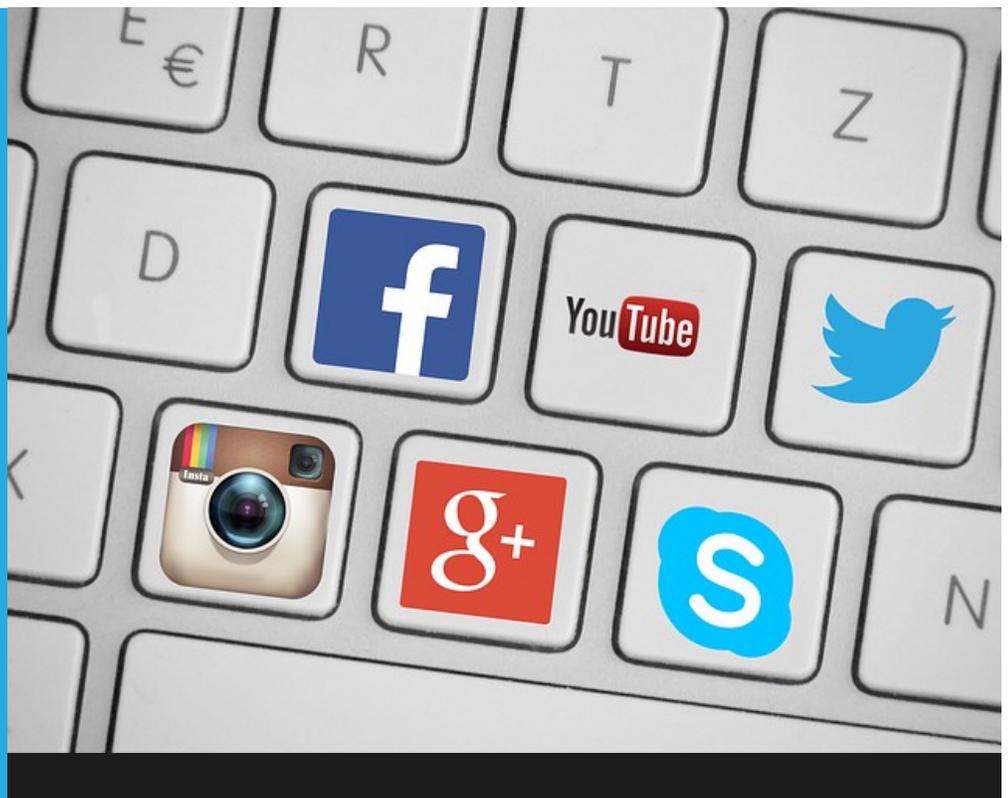
Meet the Most Popular Social Platforms

Facebook - Popular free social network that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Twitter - Free online social network that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

Google+ - Social network and identity service owned and operated by Google, similar to Facebook.

LinkedIn - Business social networking site for professionals to showcase their expertise, resume and experience, and build industry relationships.



10 Quick Tips to Maximize Social

1. Like pages and follow profiles in your industry
2. Share industry-relevant content from friends and people you follow
3. Live-tweet (post to Twitter in real-time) while attending events and lectures
4. Share content from your business profile on your personal profile.
5. Promote your business page to friends and family by asking them to like it
6. Ask your audience to share, like and comment on your posts
7. Respond promptly to comments and inquiries posted on your social pages (we do this on your behalf, but it's always great to add your personal voice)
8. Thank people for following and commenting on your posts, and don't be shy to ask them to follow your other profiles and to visit your website
9. Use hashtags to group posts by theme or reference trending topics (i.e. #TipsandTricks)
10. Utilize a variety of sources and types of media (including images and videos as often as possible in your posts)

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Grow Your Following

One of the precursors to building a fruitful online presence is to increase the number of people who follow your various social accounts (i.e. Facebook, Twitter, etc.). These followers will receive your stories and updates in their personal news feeds, which contributes to your business's growing online audience.

Growing Your Following Organically

Since we are consistently posting engaging content to your social accounts, there is a great opportunity for you to organically grow your following. The term organic in this context means growth achieved independent of any financial investment.

The best way to organically grow your following is to search for colleagues, peers, and partner businesses or professionals in your industry and follow them. There is an unspoken rule of etiquette in social media that prompts people to follow you in return, especially if they see you are a subject matter expert regularly posting high-quality content that they would like to repurpose and share.

Growing Your Following via Social Marketing

There are many ways to grow your following via social marketing, but all ways involve a financial payment in order to boost your content, a page or an advertisement. Flowerpot offers two Advertising Packages that grow your following across various social accounts with targeted social marketing campaigns.

Content & Marketing - The Perfect Pair

Content creation and marketing management go hand-in-hand. That's why Flowerpot conveniently groups these services together in [monthly packages with no contract](#), making it simple to have your quality content both seen and heard.

Want More Insights?

Visit [Seeds](#), the Flowerpot Blog, and filter the articles by topic to gain expert insights.

You can view all of our social media articles by clicking [here](#). Stay up to date on the latest posts by subscribing to our blog!

Flowerpot Social Media Packages

Social Marketing

\$249/Month + \$149 Setup Fee

Daily Social Posting for Facebook, Twitter & Google+
Custom Curated, Original Content specific to your needs
Social Media Analytics & Behavioral Insights
Dedicated Social Media Specialist
\$50/month ad budget for boosted and promote posts

Social Marketing+

\$349/Month + \$149 Setup Fee

Daily Social Posting for Facebook, Twitter & Google+
Custom Curated, Original Content specific to your needs
Social Media Analytics & Behavioral Insights
Dedicated Social Media Specialist
\$100/month ad budget for boosted and promote posts

Twitter Spree

\$149/Month + \$99 Setup Fee

Grow Twitter Following with regular Twitter Following Sprees
Generates boosts of Followers, Retweets and Favorites
Includes auto-responder setup for special offers and promotions
Management of “unfollowing” accounts that don’t engage or follow back

Social marketing is one of the most effective strategies to grow your online presence and make your business known.

Every week the Flowerpot Content Team launches and monitors campaigns on your behalf using the ad budget allotted to your package. We then track reach and actions during your campaign, including page follows, post likes, clicks and shares.

Each month you will receive a report, overviewing the highlights of your social accounts and the success of your marketing campaigns.

Ad Types

There are many different types of advertisements used in social media marketing through the most popular social sites — Twitter and Facebook.

Additionally, Flowerpot offers one-off campaigns with a higher targeted budget to drive a specific marketing goal, utilizing a variety of ad types in the process.

Ad Types

Page Promotion -

Designed to connect more people with your page. By promoting your page on Facebook or your account on Twitter, you increase your chances of being seen.

Post Promotion -

Designed to make a post visible to a wider audience and attract engagement on either Facebook or Twitter.

Website Clicks & Conversions -

Designed to direct traffic to your website or promote a specific action, such as signing up for a newsletter.

Lead Generation -

Designed to gather information from followers to grow your email marketing list.

Other Ad Types -

Event promotion, Offer promotion, App engagement, and more.

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