

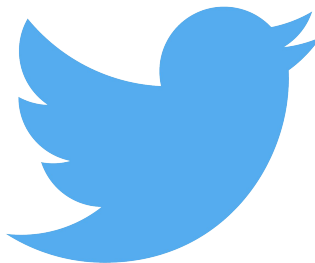


IS **SOCIAL MEDIA**  
RIGHT FOR  
**YOUR** BUSINESS?

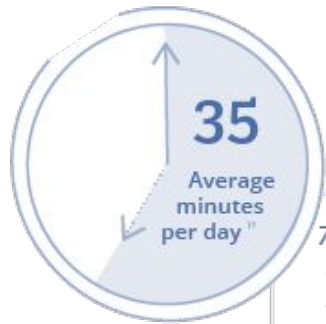


## Overall Goals

- Get To Know Each Social Media Platform
- Identify Your Target Markets For Social Media
- Identify Your Goals For Social Media
- How To Use Social Media Effectively
- How To Know If It's Working



## Time



75% of users spend over 20 minutes per day on Facebook<sup>1</sup>

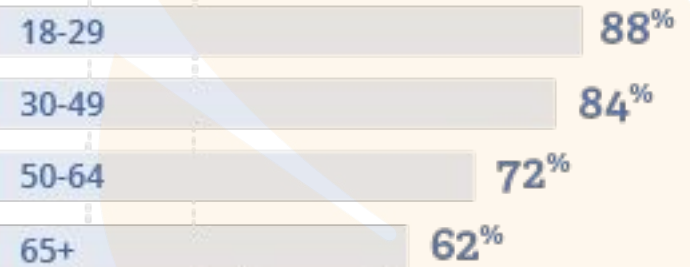
30% of retail shoppers who recently made a purchase discovered a new product on Facebook<sup>23</sup>

## Income of internet users who use Facebook<sup>2</sup>



# Facebook

## Age of internet users who use Facebook<sup>2</sup>



Network where millennials and Gen X are most likely to share content<sup>16</sup>

**2 Billion**  
Monthly Active Users<sup>23</sup>

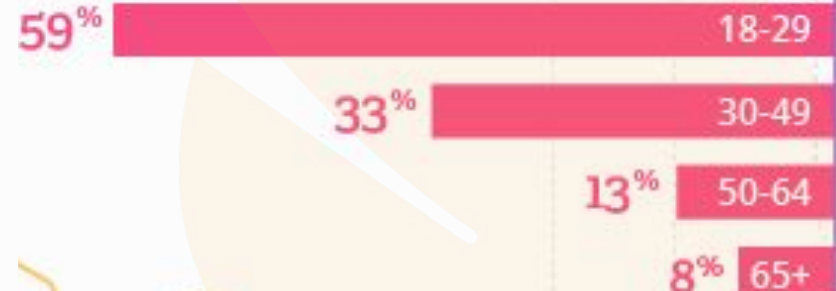
# Instagram

## Time

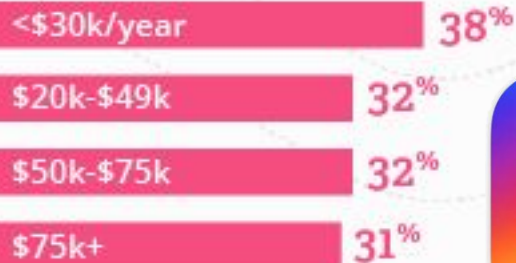


53% of teens say Instagram is the best platform to tell them about new products<sup>18</sup>

## Age of internet users who use Instagram<sup>1</sup>



## Income of internet users who use Instagram<sup>1</sup>



53% of users follow brands<sup>1</sup>

800 Million

Monthly Active Users<sup>20</sup>

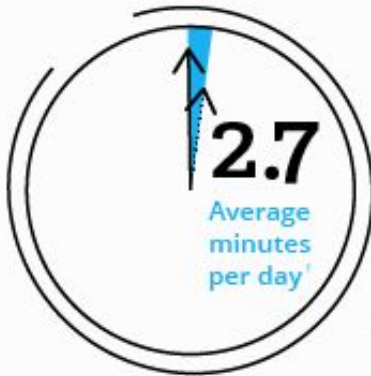
500 Million

Daily Active Users



# Twitter

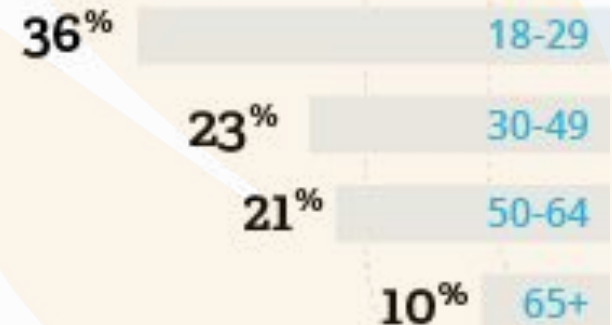
## Time



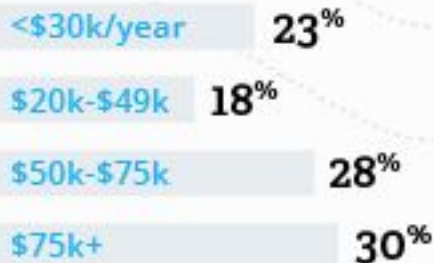
29% of Americans with a degree use Twitter<sup>31</sup>

84% of Twitter users use Twitter to find coupons, deals, reviews, and ideas<sup>32</sup>

## Age of internet users who use Twitter<sup>3</sup>



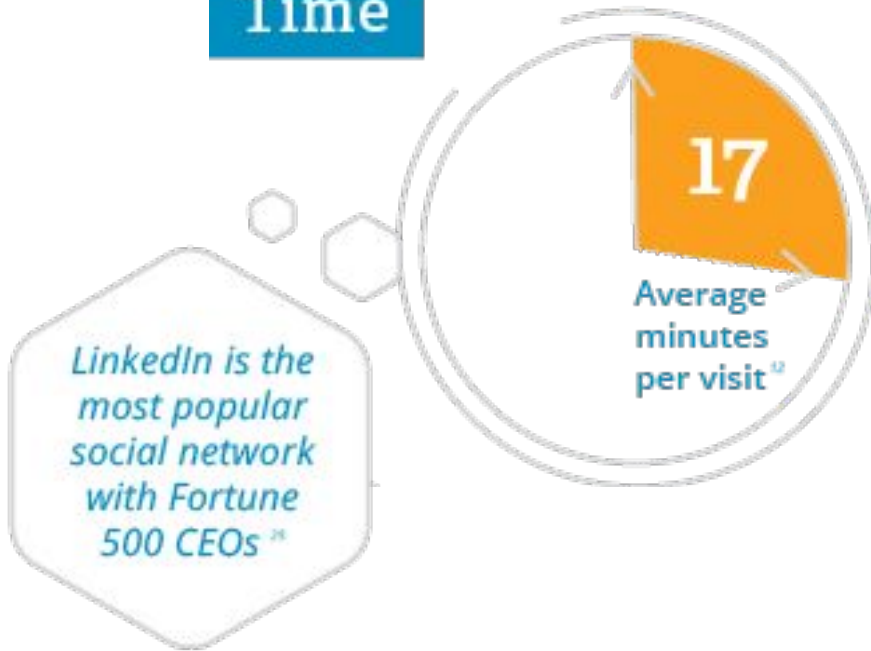
## Income of internet users who use Twitter<sup>4</sup>



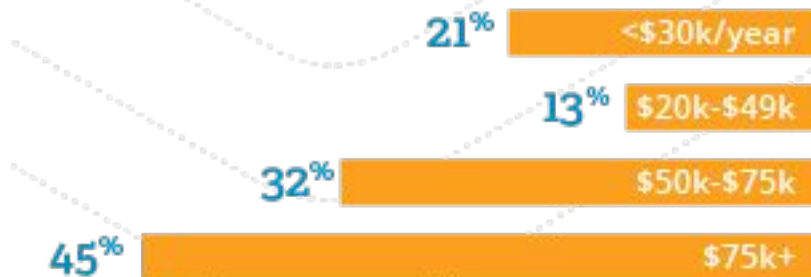
**317 Million**  
Monthly Active Users<sup>5</sup>



## Time

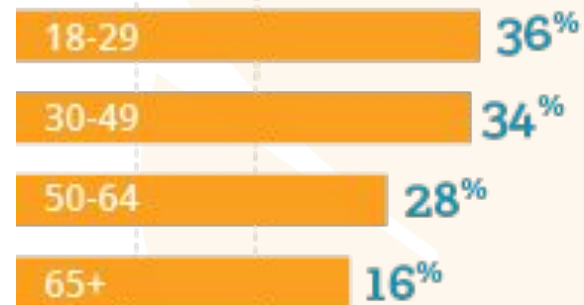


## Income of internet users who use LinkedIn <sup>3</sup>



# LinkedIn

## Age of internet users who use LinkedIn <sup>3</sup>



**106 Million**  
Monthly Active Users



# YouTube

## Time



Average minutes per day<sup>11</sup>

2 Million video views / minute<sup>1</sup>

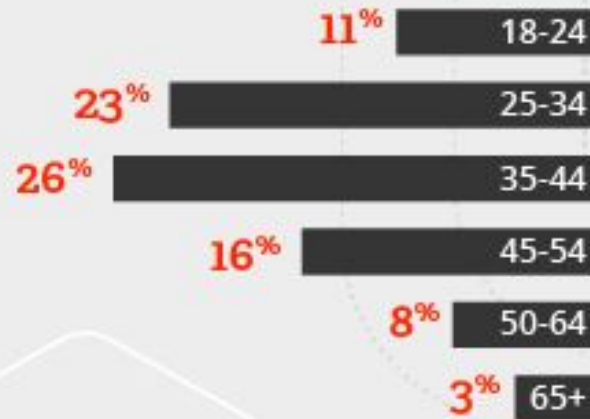
more than  
**50%**  
of views come from mobile<sup>11</sup>

## Gender<sup>1</sup>



**1 Billion**  
Monthly Active Users<sup>1</sup>

## Age<sup>11</sup>

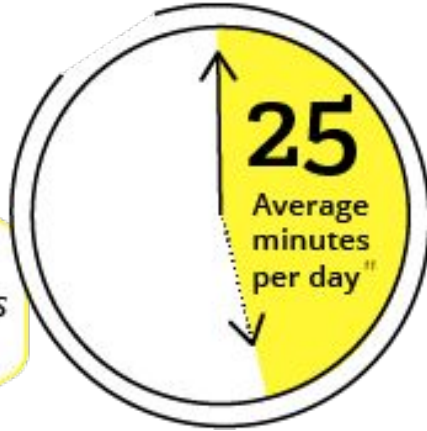


YouTube reaches more 18-49 year olds than any cable network in the US<sup>1</sup>



# Snapchat

## Time



10 Billion  
video views  
/ day<sup>9</sup>

Mobile  
Only

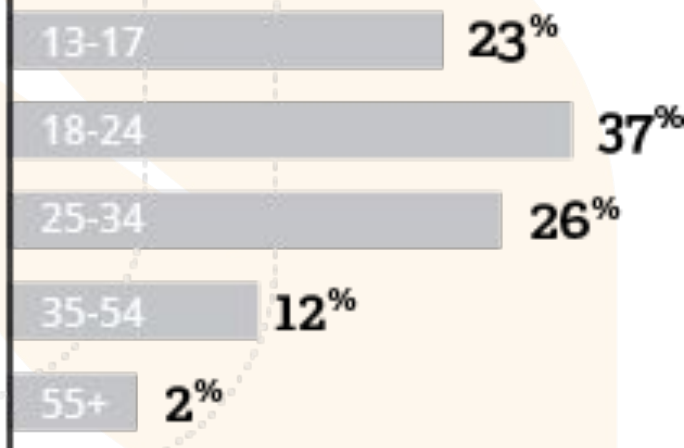
54%  
of Snapchat  
users log in  
every day<sup>8</sup>

## Gender<sup>25</sup>

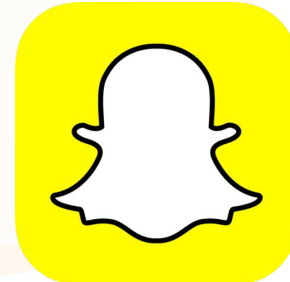


**300 Million**  
Monthly Active Users<sup>25</sup>

## Age<sup>41</sup>



Active  
Snapchat  
users open the  
app 25+ times  
each day<sup>41</sup>





# Identify Your Target Markets



# Influencers & Decision Makers



# Methods To Develop Target Markets:

- Contacts Database Or CRM
- Utilize Sales Team's Feedback
- Interview Customers & Prospects
- Define Current Customer's Motivators
- Define Ideal Customer And Motivators
- Segment Into Influencers & Decision Makers

# Identify Your Social Media Goals





**Are You Trying To Increase...**

Social Followers, Website Traffic, Brand Awareness,  
Funnel Leads, etc.

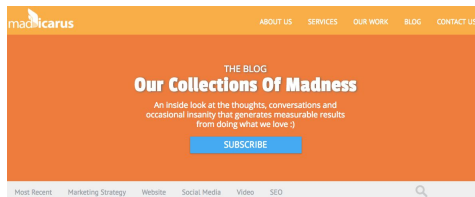
**OR**

**Are You Trying To Become...**

An Industry Thought Leader That's Part Of Your  
Target Market's Community

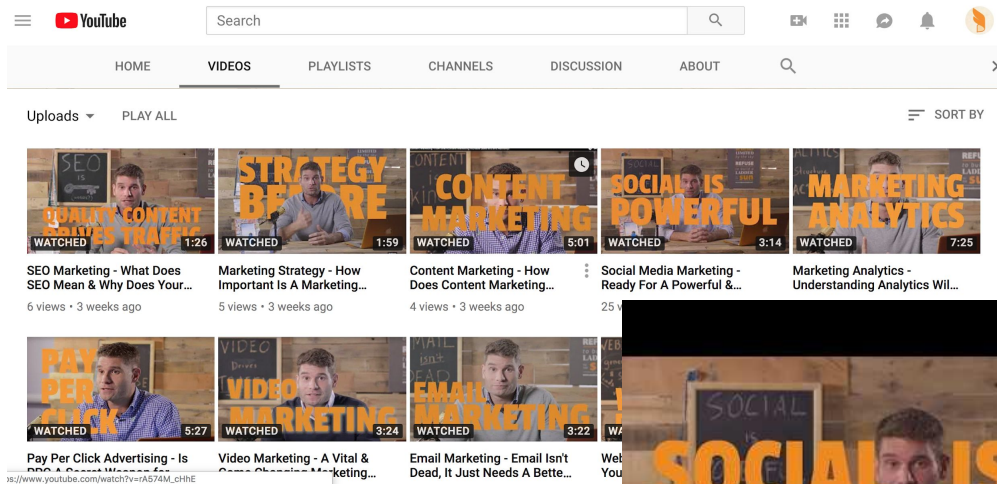
# What Should My Business Share?

Blogs • Articles • News • Whitepapers



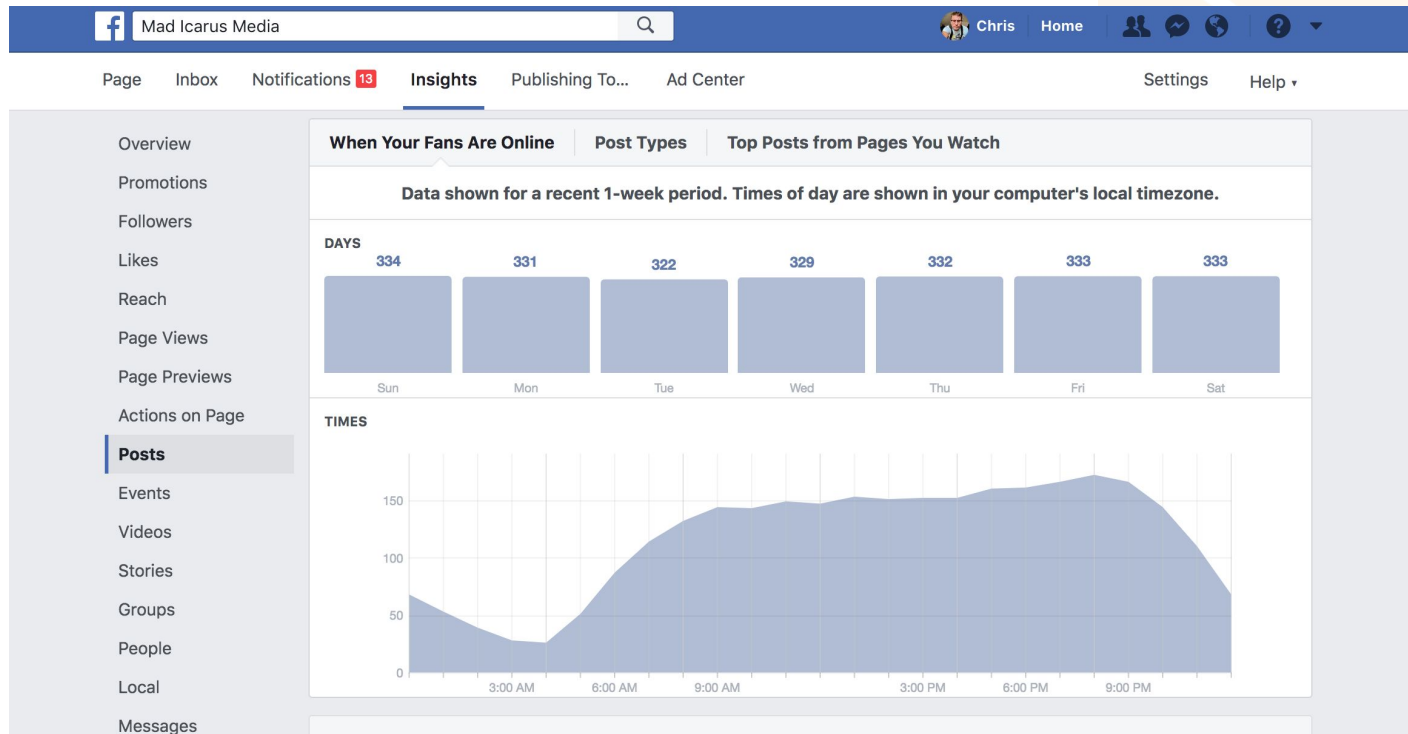
# What Should My Business Share?

Videos • Pictures • Infographics • GIFs



# How Often Should You Post

- Once Per Day?
- Once Per Week?
- Best Time To Post?



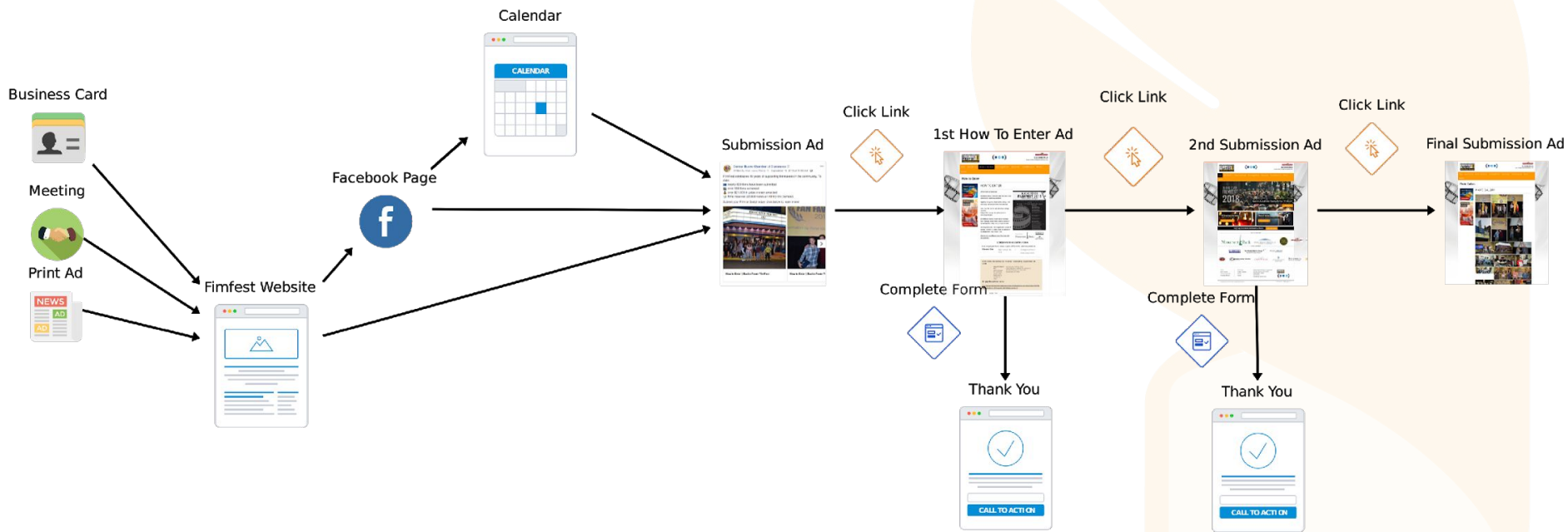


# How To Increase Your Reach & Visibility

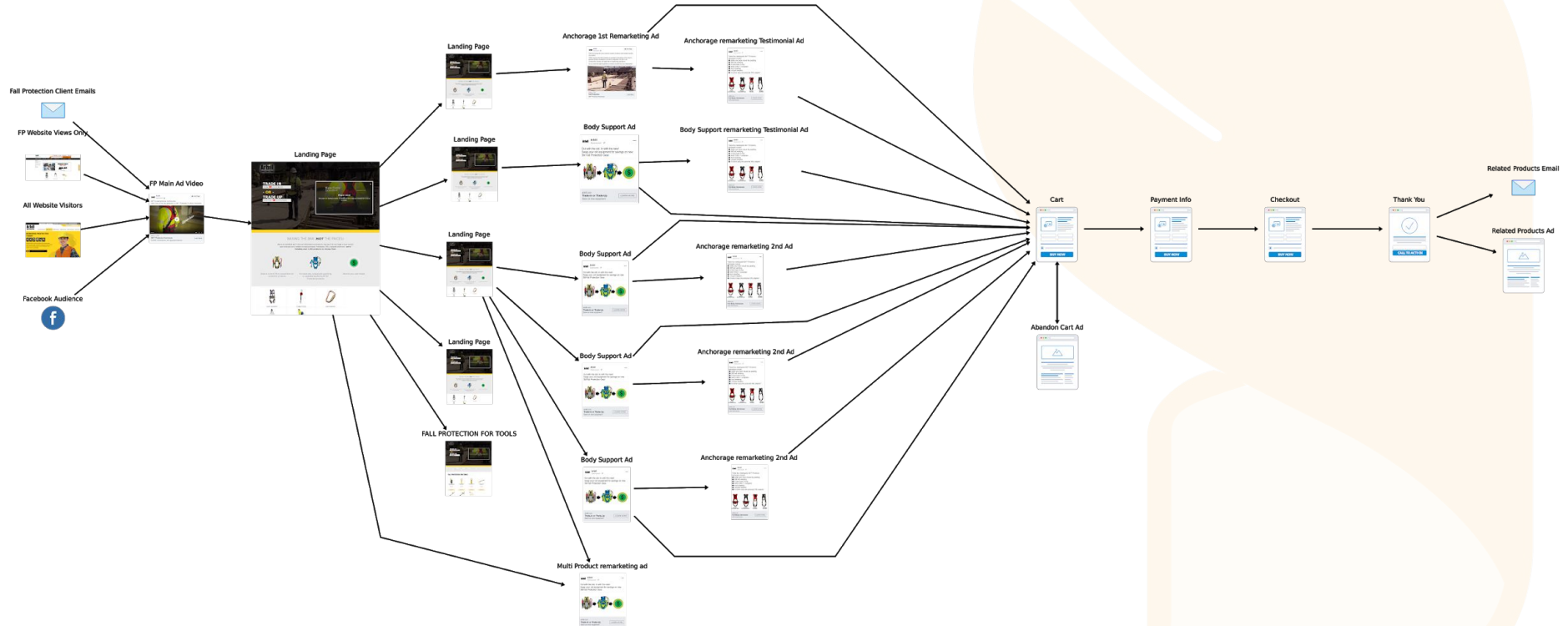
- Boosting
- Ad Campaigns
- Ad Funnels



# The Funnel



# The BIG Funnel



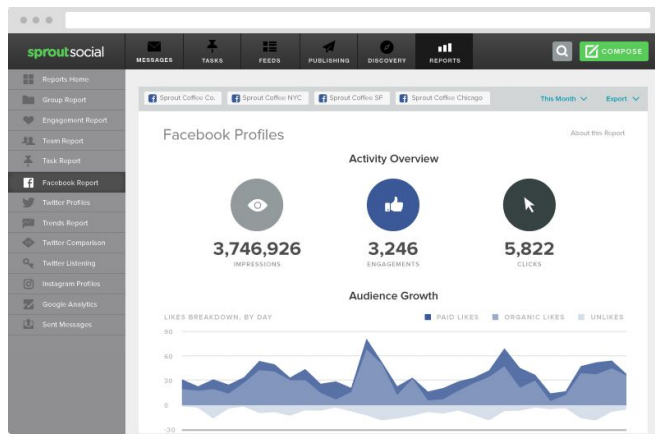
# How To Know If It's Working





# How To Know If It's Working

- Analytics Will Tell You Everything (most everything) You'll Need To Know
- Heatmap Software
- Google Analytics
- Facebook Ad Metrics



The advertisement for Arbill safety equipment features a top banner with the slogan 'GIVE YOUR EMPLOYEES THE GIFT OF SAFETY' and 'ARBILL AND Honeywell HAS YOU COVERED'. Below this, a section titled 'PROTECT YOUR MOST IMPORTANT RESOURCE: YOUR PEOPLE' showcases five products: Butyl Rough Finish Gloves, Servus Studs, Duraflex Harness, Honeywell Welding Helmet, and Neos Stabilicers. Each product is accompanied by a brief description of its features and a 'Learn More' button. At the bottom, a 'Safety Stat' states that 20% of disabling workplace injuries involve the hands, and a 'Butyl Rough Finish Gloves' section provides detailed information about the gloves, including their price of \$47.83/PR and a 'Now' badge.

## Next Steps?

- Identify Your Influencers And Decision Makers
- Pick 1-2 Platforms To Focus On (based on TM)
- Set Realistic Goals
- Experiment With Posting Times & Frequency
- Share Your Company Culture
- Make Content!
- Share Curated Content (80/20 rule)
- Last But Not Least... BE SOCIAL

**WE ARE ONLY**  
**LIMITED**  
*by the sky*

— IF WE —

**REFUSE**

*to build a*  
**LADDER**

TO  
THE **sun**

[www.madicarusmedia.com](http://www.madicarusmedia.com)

The image features a vibrant sunset over a calm body of water. The sky is filled with clouds illuminated by the setting sun, creating a gradient of orange, yellow, and red. The sun is positioned slightly to the right of the center, just above the horizon. The water in the foreground is dark blue with gentle ripples. Overlaid on the right side of the image is the logo for 'mad'icarus'. The word 'mad' is in a black, lowercase, sans-serif font. The letter 'i' is replaced by a stylized orange flame or leaf icon. The word 'icarus' is in a bold, black, lowercase, sans-serif font.

**mad'icarus**