

Social Media Marketing in 2018

**The Don'ts
and definitely
Don'ts & a few
social media
Do-Do's**



**Presented by
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Launch**

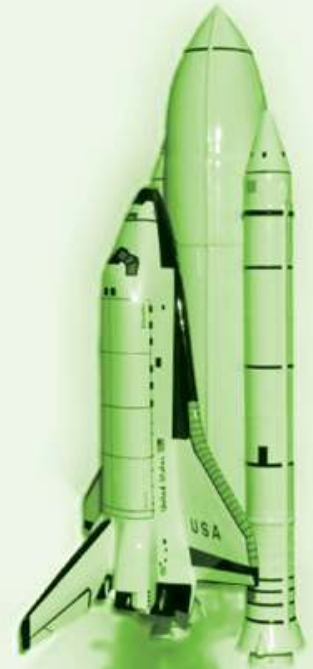
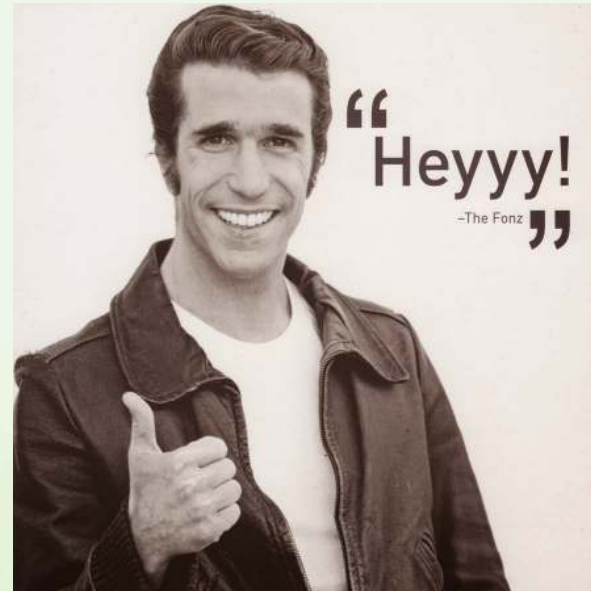


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Greetings

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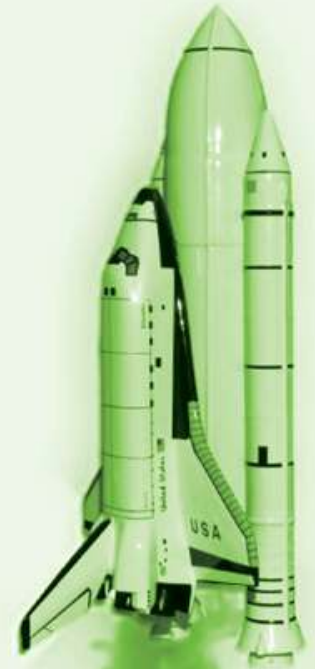
Reasons to be angry at social media

Your posts are being hidden:

- Less than 10% of your companies posts are being shown for free
- Less than 5% of your total audience are likely to engage with your social content
- It is unlikely your social posts are “good enough” to convert your audience to paying customers.

You have to pay to play:

- Extremely crowded space everyone thinks they are some kind of expert
- Paid reach
- Social Influencers
- Incentives for your fans
- There are too many things competing for your customers' attentions how do you rise above it



Angry Yet? Chill out!

There are some best practices!

Time of day

Day of week

Frequency of Posting

Use of Hashtags

Conversation insertion

Use of rich media

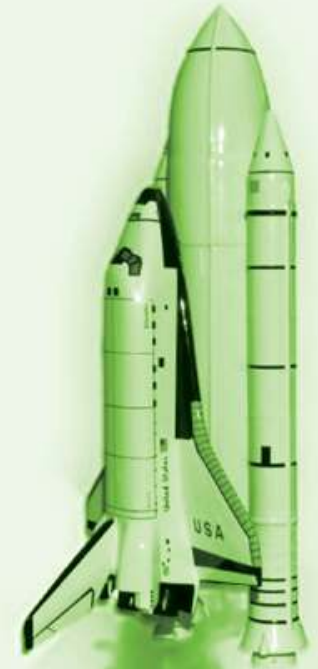


But the biggest takeaway is **SOCIAL MEDIA MARKETING IS NOT A MARKETING CAMPAIGN** it is only a small part

The Rule of 3

This is the best possible recipe for your brands social marketing efforts

- 1) Posts about your product**
- 2) Posts about your company**
- 3) Feed the FOMO**



Getting your audience off their phones and into your store

Key message – Calls to action – CTA's

Tell them your –"est"

Best

Cheapest

Smartest

Fastest

Closest

"Tell" your audience

Don't "ask"

Don't "imply"

Take away their decision process



Paying to Play – your main KPI's Conversion, CPA, LTV

Define your KPIs and work toward them

Sales?

Audience?

Valuation?



Conversion standards are less than 3% so do the math

Cost per acquisition – is it viable?

Take the time to calculate your customer lifetime value

Who's up for some experimenting?

A massive disconnect from your brand language might be just what you need to kick start some effective social media marketing.



McDonald's 
@McDonaldsCorp

Black Friday **** Need copy and link****

6:00 AM - Nov 24, 2017

1,476 22,851 72,463

This screenshot shows a tweet from McDonald's (@McDonaldsCorp) posted on November 24, 2017, at 6:00 AM. The tweet text is "Black Friday **** Need copy and link****". It has 1,476 replies, 22,851 retweets, and 72,463 likes.



Wendy's 
@Wendys

When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/...

4:59 PM - Nov 24, 2017

8,441 287,069 766,309

This screenshot shows a tweet from Wendy's (@Wendys) posted on November 24, 2017, at 4:59 PM. The tweet text is "When the tweets are as broken as the ice cream machine. twitter.com/McDonaldsCorp/...". It has 8,441 replies, 287,069 retweets, and 766,309 likes.



Luis Sanchez 
@LacedLouie

@Wendys Roast me

4:44 PM - 3 Jan 2017

754 752

This screenshot shows a tweet from Luis Sanchez (@LacedLouie) posted on January 3, 2017, at 4:44 PM. The tweet text is "@Wendys Roast me". It has 754 replies and 752 likes.



Wendy's 
@Wendys

@LacedLouie Get one of your 51 followers to roast you.

4:45 PM - 3 Jan 2017

3,439 7,324

This screenshot shows a tweet from Wendy's (@Wendys) posted on January 3, 2017, at 4:45 PM. The tweet text is "@LacedLouie Get one of your 51 followers to roast you.". It has 3,439 replies and 7,324 likes.



Luis Sanchez 
@LacedLouie

@Wendys 🤔🤔🤔 I'm going to @BurgerKing now

4:46 PM - 3 Jan 2017

439 755

This screenshot shows a tweet from Luis Sanchez (@LacedLouie) posted on January 3, 2017, at 4:46 PM. The tweet text is "@Wendys 🤔🤔🤔 I'm going to @BurgerKing now". It has 439 replies and 755 likes.

Your recipe for going viral

You need to illicit one of 3 emotions

Funny

Sexy

Scary



Now get out of here and try these 3 things

Build a rule of 3 social content calendar

Pay to play and notice the difference

Create something with the potential to go viral outside of your comfort zone

Soooooo? What are you going to do?



Any Questions?

Anything not covered or anything you'd like to discuss in depth

Call my office 702.800.2131

Email me geoff@postlaunch.co

Set an appointment and come meet the crew

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PEACE OUT