

# GATORCON 2020 4TH – 6TH FEBRUARY.

OLD THORNS MANOR HOTEL

#GatorCon2020

Live Q&A at [sli.do](https://sli.do) event name **GatorCon2020**



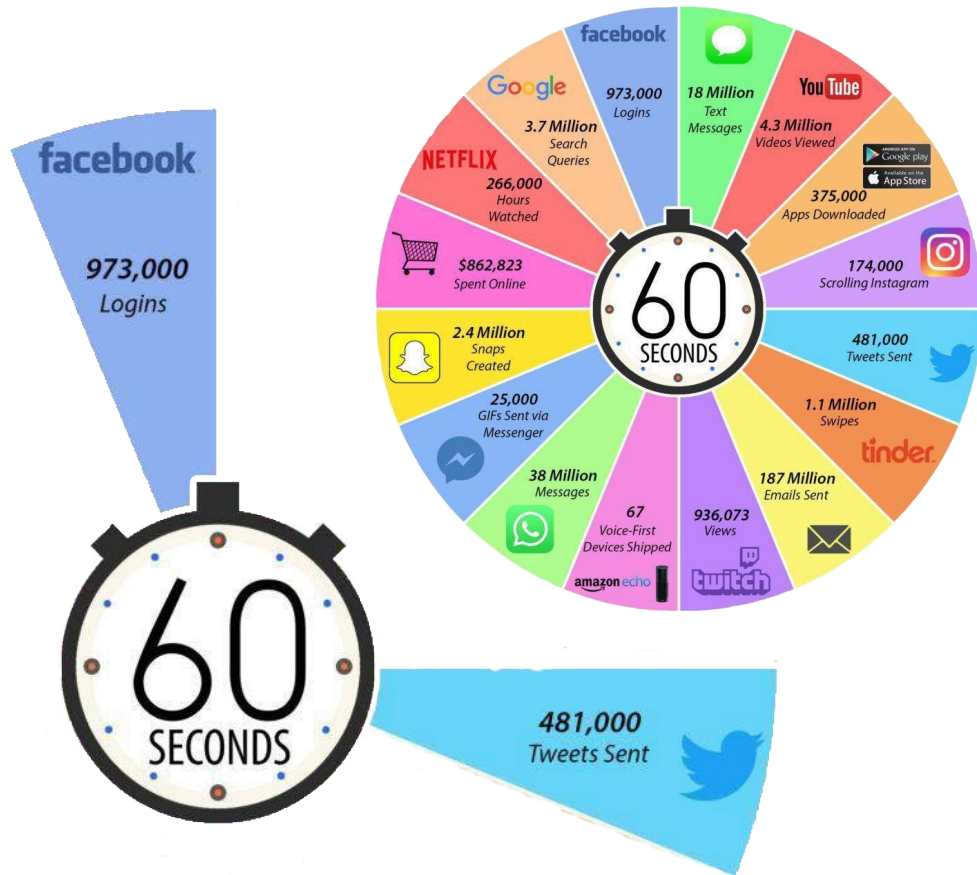
# Using Social Media to Generate Leads.

Richard Wall.



# Why should I care about social?

Because it's where your buyers are!



97% of all consumers search for local businesses online

87% of B2B companies consider social media to be an ESSENTIAL and highly successful element of their marketing mix

78% of small businesses attract new customers through social media

20% of all internet page views come from Facebook

**IT'S FREE IF YOU DO IT YOURSELF**

But I already use [insert channel]. I don't need social.

Why not both?



Show me the money!

Here.

24% MRR in  
2019 from  
Social Media

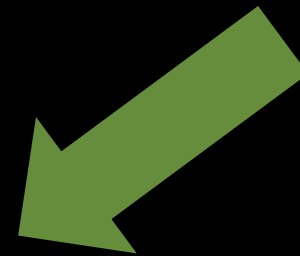
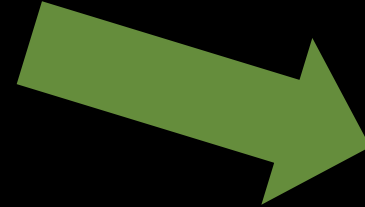
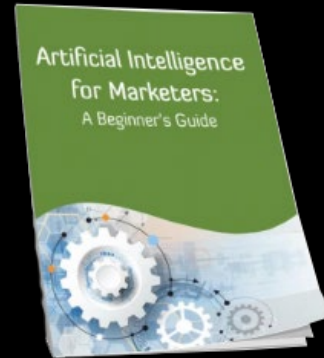
Social is a shortcut to big bucks, right?

NO.



# So what DOES it do?

It's part of a longer process.



# That's the why.

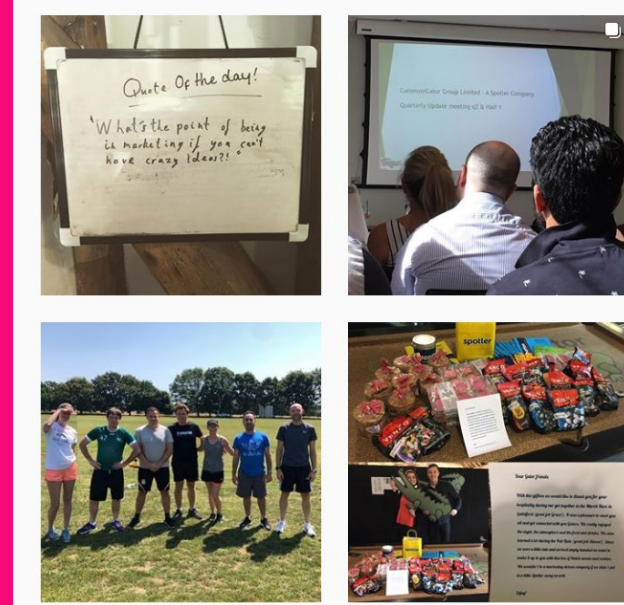
Now let's talk about what.



- Content Promotion
- Mostly Blogs and Events
- Some Resources



“Behind the scenes”





# As easy as 1, 2, 3...

...4, 5.

## Step #1: Strategy

- Set your goals and objectives for your social media strategy
- Identify your audience and plan out specific content topics and themes
- Identify the correct social media channels

## Step #2: Branding

- Your profiles are an extension of your website
- Fully complete your channel profile to give off a professional image.
- Use approved logos and identifiers and be consistent.
- Be clear on your tone
- [Here's a profile cheat-sheet](#) for most social channels

## Step #3: Organise Your Content

- Organise your content by topic
- Vary your content delivery to keep your community engaged
- Be Consistent!

## Step #4: Create Once, Publish Everywhere

- Promote every piece of content you create
- It takes a lot of time and effort to create good content – make the most of it!

## Step #5: Engage

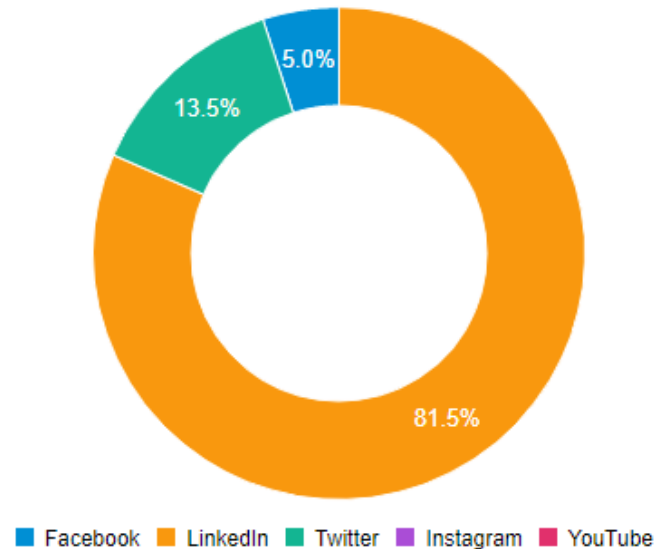
- Ask Questions
- Respond to Likes, Comments and Questions

# Do I need to be on [insert social network]?

It depends on your audience.

## Engagement by Network

Breakdown of social engagement by network.



Twitter: 14,384 followers

LinkedIn: 2,269 followers

Facebook: 300 followers

# What are you talking about?

Do it like a Gator.

## 2018

**Monday:** Promote blogs

**Tuesday:** Promote latest news for our 4 themes

**Wednesday:** Promote resources

**Thursday:** Promote trials/meetings and events/webinars

**Friday:** Feel good content

## 2019

**10:30 :** Blog or Resource

**12:30 :** Industry News

**14:30 :** Resource or Event

**16:30 :** Fun/feel-good content

Give the people what they want.

And they want blogs.

[August Tuesday Send Blogs 2019](#)

[August Resources 2019](#)

[August Old Blogs 2019](#)

[17.9 Seminar - Life of an Email Campaign \(Birmingham\)](#)

# Why blogs?

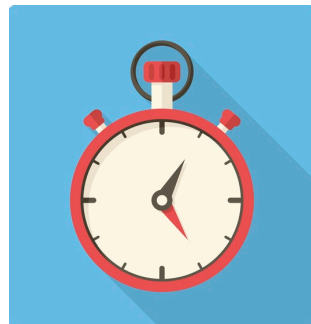
Quick and easy

August Tuesday Send Blogs 2019

August Resources 2019

August Old Blogs 2019

17.9 Seminar - Life of an Email Campaign (Birmingham)



# Why Events?

Don't break the flow.

[August Tuesday Send Blogs 2019](#)

[August Resources 2019](#)

[August Old Blogs 2019](#)

[17.9 Seminar - Life of an Email Campaign \(Birmingham\)](#)

# Why Resources?

Saving for later

August Tuesday Send Blogs 2019

August Resources 2019

August Old Blogs 2019

17.9 Seminar - Life of an Email Campaign (Birmingham)



# Content Curation.



Nothing to do with museums.

“A know-it-all will tell you that only they can solve your problem; an expert will tell you who else can help”




# Content Curation.



Really, no museums.



  **CommuniGator**  
Aug 07, 1:30 pm

Starting to plan your content for next year? Here's how to make the most of what you already have:  
#content #audit #strategy  
<https://www.skyword.com/contentstandard/marketing/4-best-practices-to-conduct-a-content-audit-without-the-hassle/>





4 Best Practices to Conduct a Content Audit Without the Hassle

 181  9

  **CommuniGator**  
Aug 05, 11:30 am

"it's when digital targeting merges with creative appeal that optimal results are achieved" Marketing is changing faster than ever, are you on top of these 4 trends?  
#b2b #trends #b2btrends  
<https://www.b2bmarketing.net/en-gb/resources/blog/4-trends-changing-uk-b2b-marketing-industry>

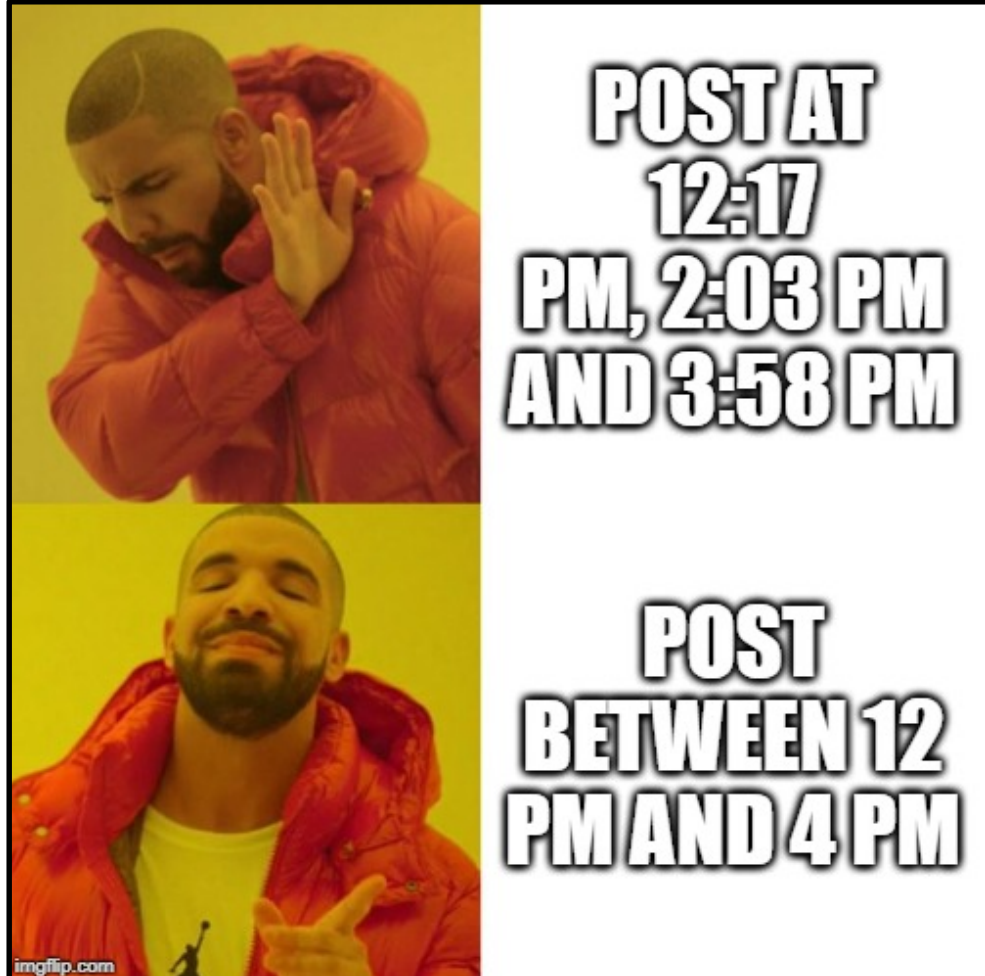
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 145  9



Don't make your life harder.

feat. Drake



# Mix it up.

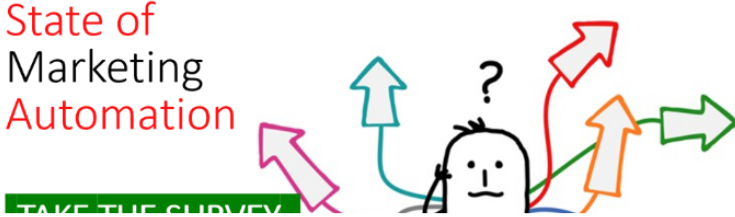
## Same content, new wrapping.

### Top Engaging Messages

Shared messages that generated the most engagements.

**in LinkedIn**

Calling all marketers! Please spare 3 minutes to fill in a survey & provide your thoughts on the state of marketing automation. We've teamed up again with @Smart Insights & @Dave Chaffey to benchmark the industry. For every response, £1 will be donated to @Practical Action. Two good reasons to click the link and fill out the survey. <https://smartinsights.survey.fm/b2b-marketing-automation-2020-survey>



☆ 85

### Top Engaging Links

Shared links that generated the most engagements.

Link Url	Engagements
<a href="https://smartinsights.survey.fm/b2b-marketing-automation-2020-survey">smartinsights.survey.fm/b2b-marketing-automation-2020-survey</a>	88
<a href="https://conference.communicator.co.uk">conference.communicator.co.uk</a>	65

# Tweet. ReTweet. ReTweet again.

And again for good luck.

90% of Tweets go unnoticed



**Quite Interesting** @qikipedia · 2h

92% of all engagement with tweets happens within one hour of a tweet being posted.

38

64

644



September 4

Source: Rivaliq

Published: February 2019

n=1,000 companies

## The lack of social interaction in social media

The majority of social media users spend time scrolling and consuming content with *minimal social interactions*.

Engagement rate is the likelihood of a person interacting with a post (e.g. like, comment, share).

<u>Social Media</u>	<u>Engagement rate</u>
Instagram	1.60%
Facebook	0.09%
Twitter	0.05%

# Useful Tracking Methods.

(That's not what it stands for)


Automatically add UTM tags to any link that you share. UTM tags can be customized for the entire account or for each individual campaign. Labels and values can remain as they appear, or you can modify them based on your preferences. [Learn more](#)

utm_source	<input type="text" value="social_network"/>	=	%social_network%	<input type="button" value="x"/>
utm_medium	<input type="text" value="social"/>	=	social	<input type="button" value="x"/>
utm_content	<input type="text" value="Oktopost-social_network"/>	=	Oktopost-%social_network%	<input type="button" value="x"/>
utm_campaign	<input type="text" value="Oktopost-campaign_name"/>	=	Oktopost-%campaign_name%	<input type="button" value="x"/>

[+ Add Tag](#)

# Do it your way.

As long as you do it.



Products Support & Services Integrations Gator Toolkit About Us

Analytics.

## Step 1: Enter the URL of your website.

Website URL:\*  (e.g. http://www.yoursite.com/productx.html)

## Step 2: Fill in the fields below, then move to Step 3.

Campaign Source\*  (referrer: google, yahoo, newsletter\_0602)

Campaign Medium\*  (marketing medium: cpc, banner, email)

Campaign Name\*  (product, promo code, or slogan)

Campaign Term  (keywords)

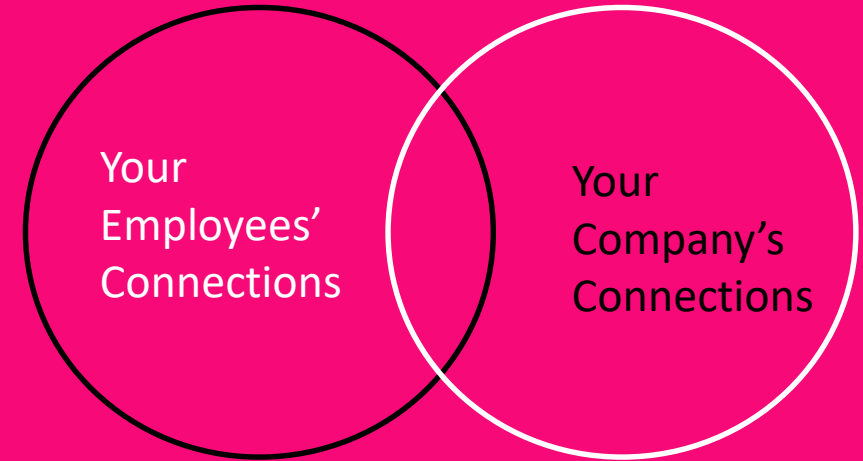
Campaign Content  (use to differentiate ads)

**\* Required Fields:** You must enter a Website URL, Campaign Source, Campaign Medium, and Campaign Name.

## Step 3: Generate Final URL

# The Art of Employee Advocacy.

Adding the personal touch.





**Extend your reach.**

There's a whole new world out there.

Employees Reach

**10X**

More People

**8x**

More Engagements

**7x**

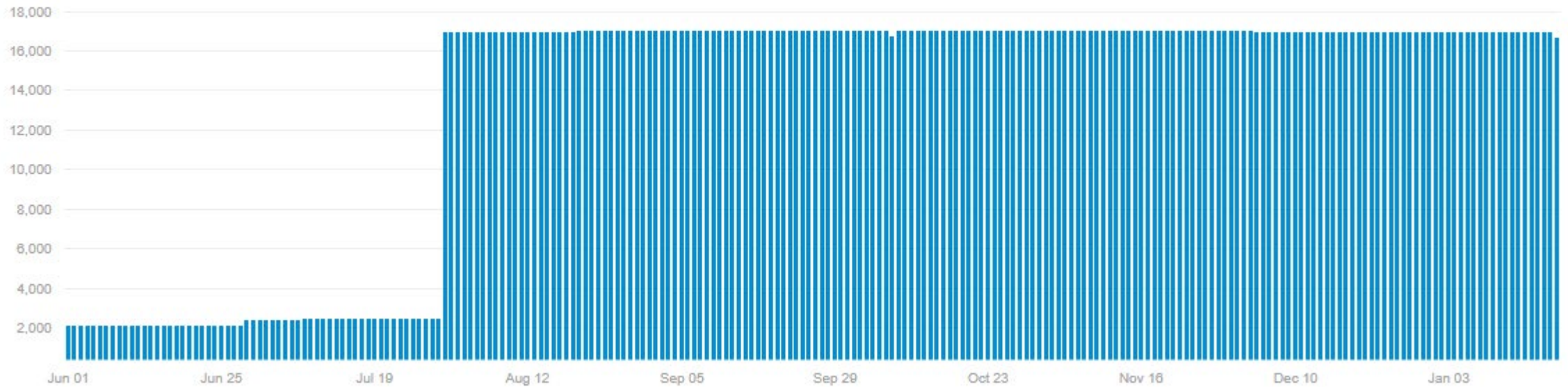
More Frequent Conversions

# Look at what it did for us.

## Boom.

### Total Followers

The total number of users who are following your profiles and pages.



Amplify your content.

While keeping your “brand voice” consistent.



# Control who shares what.

The right content to the right audience.

My Topics

content crm CTR Email Marketing events GDPR Lead Generation marketing automation News Seminars SEO Services Social Media Strategy Webinars

Website Visitors data external GatorCon2020 GatorLeads ppc Research results segmentation workflows

CommuniGator Ltd

Is your copy crummy? Are your emails excruciating? Thirty Seven are here to help!  
<https://www.communigator.co.uk/event/thirty-seven-copywriting-email-seminar/>

Campaign: 11.2 Seminar - Thi... When: Jan 28, 02:30 PM

Add Image/Video Copy to Board

Add Location Select Message

Save Draft Schedule

Publish: Now

Expires: In 6 months

Mark as Important: No

Topics: Set Topics

Copy






# Suggestions — a 2-way street.

Listening is the new black.


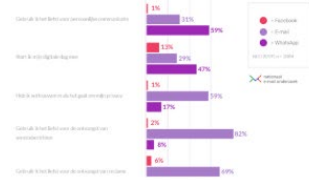


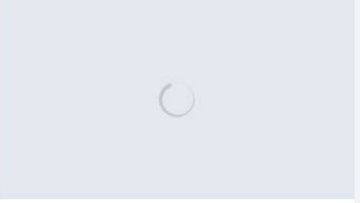
CommuniGator Employees Board

Messages Topics **Suggestions** Advocates Settings

Search  All ▾

-  **Simon Moss**  
Dec 13, 2019 - 2:15 pm  
[See messages](#)  
Calling all marketers! Please spare 3 minutes to fill in a survey & provide your  

-  **Simon Moss**  
Dec 13, 2019 - 11:20 am  
[See messages](#)  
Calling all marketers! Please spare 3 minutes to fill in a survey & provide your
-  **Simon Moss**  
Dec 11, 2019 - 9:20 pm  
[See messages](#)  
Gator customers - here's something to look forward to in the New Year! The G
-  **Richard Wall**  
Nov 22, 2019 - 10:25 am  
England in New Zealand: Sam Curran stars on day two in Mount Maunganui -

Suggestions ▾

-  **Richard Wall**  
Under Review • 10/18/19  
From our Spotler colleagues:  
Sending mailings during office hours is no longer necessary | Marketingfacts  
<https://www.marketingfacts.nl/beri...>  

-  **Richard Wall**  
Under Review • 8/16/19  
Referral Email Template Examples to Widen your Customer Base  
<https://emailmonks.com/blog/em...>
-  **Richard Wall**  
Under Review • 8/14/19  
(3) LinkedIn  
<https://www.linkedin.com/feed/up...>  
  
Richard Wall on LinkedIn: "There are enough things that are wrong with this email to write a full blog"

# QUESTIONS & ANSWERS

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Marketing Executive.  
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