

# 5 *KEY* Social Media Hacks

TO DRIVE RESULTS RIGHT NOW



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## 5 KEY Social Media Hacks

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# WHY SOCIAL MEDIA: BUSINESS IS TRANSFORMING

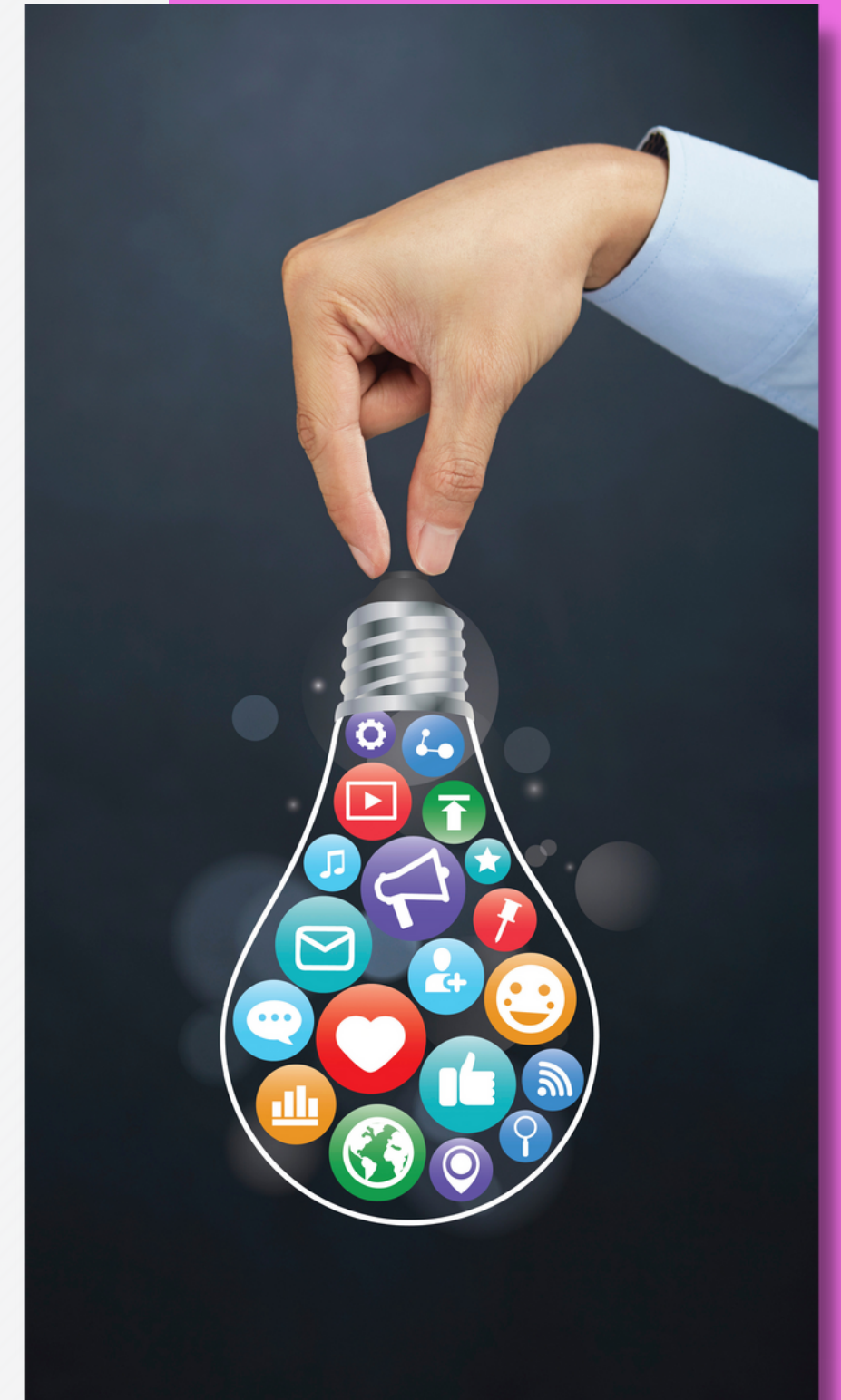
This digital transformation was always coming, but due to COVID-19, what would have been a gradual transformation happened virtually overnight.

Stores closed, events were cancelled, and our ability to get physically in front of people changed completely.

So the question became, *how do we still get our messages out there and reach our customers?*

Any business that ignored the importance of digital channels, or companies that had a generational shift to make at some point, *can no longer wait.*

*And social is driving this business transformation!*





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# WHY SOCIAL MEDIA: BUSINESS IS TRANSFORMING

Throughout 2020, we watched the shift of resistant buyers, the ones who had pushed social to the back burner before, realize that they needed a new way to talk to customers and maintain relationships with them.

As Zach Hofer-Shall, the Senior Director of Twitter's Ecosystem, puts it,

“The unprecedented events of 2020 made it so that every business out there was hit with a wrecking ball that destroyed the notion that this transformation was years away.”





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# LOOKING BEYOND THE TRADITIONAL MARKETING FUNCTION

If you want to be at the forefront of digital transformation, you must fully embrace the power of social conversation...

Brands can use social listening to identify emerging trends and measure their share of voice.

Brands use social as a testing ground for new creative content.

With social analytics, brands can refine their overall strategy in a way that aligns customer preferences.

Social is a valuable communications channel, but there's more to social than the conversations brands have with customers.

The rich, real-time data that social media provides can influence what we make, how we make it, and who we make it for.

*Insights from social don't just make a brand—they make a business.*

And to take full advantage of what social media has to offer, business leaders need to start seeing social differently.

EVERY GREAT  
CONVERSATION  
STARTS WITH  
GREAT  
LISTENING





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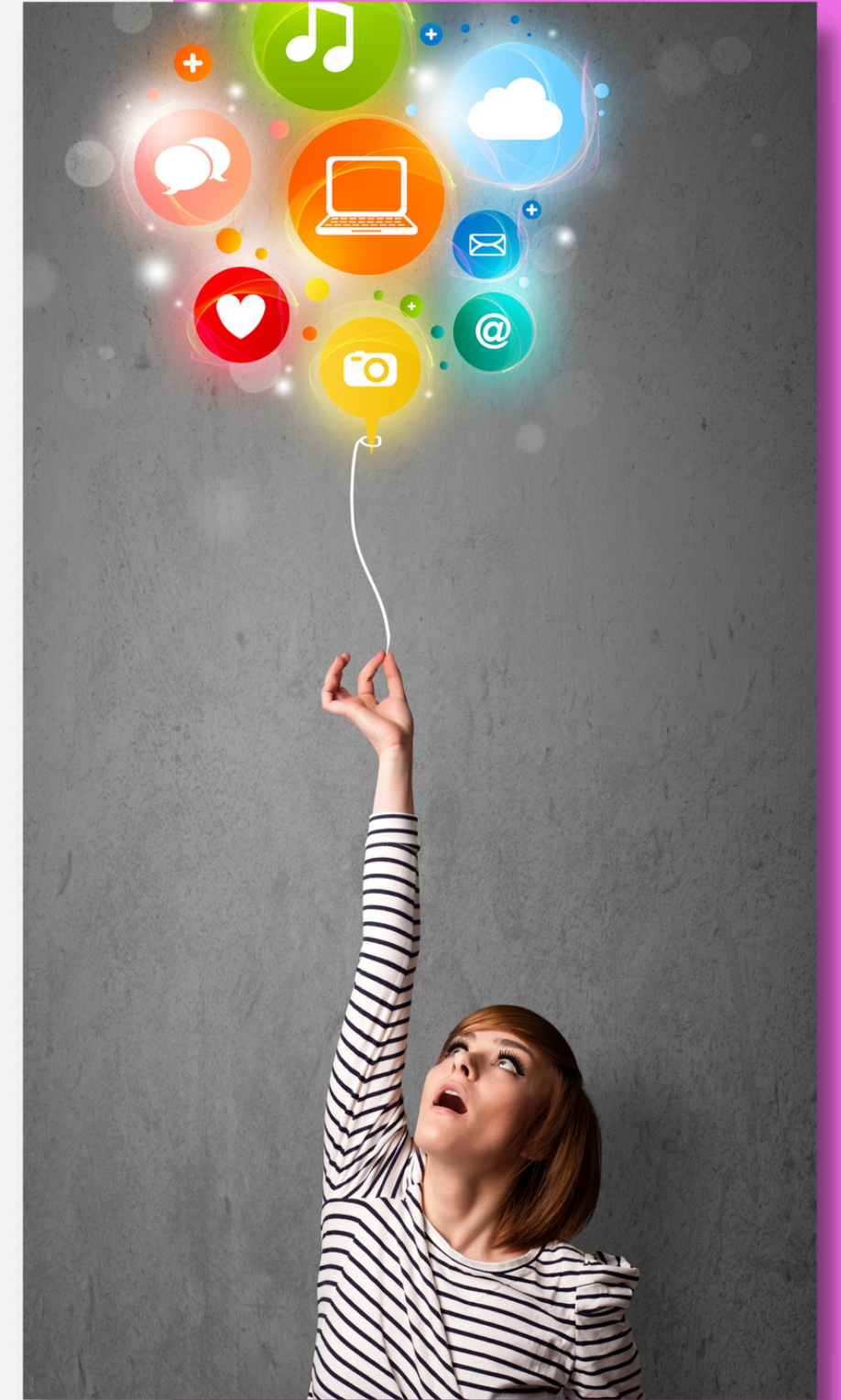
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# DREAM BIGGER

## WHAT WE ARE DOING DIFFERENTLY

Changing someone's perspective is always a challenge—especially when we want that shift to lead to a change in behavior. To change the perception of social media, we need to go beyond marketing data and use it to surface business insights.

The messages people send to your brand reveal what they need and why they behave a certain way. (Ex: Should we just wait to buy, Is the market going to crash, I'll just wait until interest rates drop, Are we in a Housing Bubble, etc.).





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# DREAM BIGGER

## WHAT WE ARE DOING DIFFERENTLY

But equally valuable is what they post when they aren't speaking to you. These conversations provide insight into how people view your brand, your competitors, and your industry.

No other channel gives marketers such direct, immediate access to their target audience or paints such a clear picture of their unfiltered opinions.

Understanding this data offers huge upside to teams outside of marketing, from product development to sales to customer support.

It gives businesses the cultural context they need to not only stay relevant, but to thrive in the kind of overnight transformation we saw in 2020.





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# THE HARRIS POLL

## SOCIAL MEDIA'S BUSINESS IMPACT

The Harris Poll, surveyed more than 1,000 US consumers and 250 business executives to better understand how they use social media and its impact on an organization.

Below are the findings:

Social media is predicted to be the **#1 most important source for data and insights** to inform companies' business decisions over the next three years, according to more than half of business executives (51%).

Social media will propel business growth, especially when you factor in that social media is leapfrogging channels like word-of-mouth, TV and print ads as consumers' preferred method for learning about brands going forward (33% vs. 16%, 20%, 4%).





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# THE HARRIS POLL

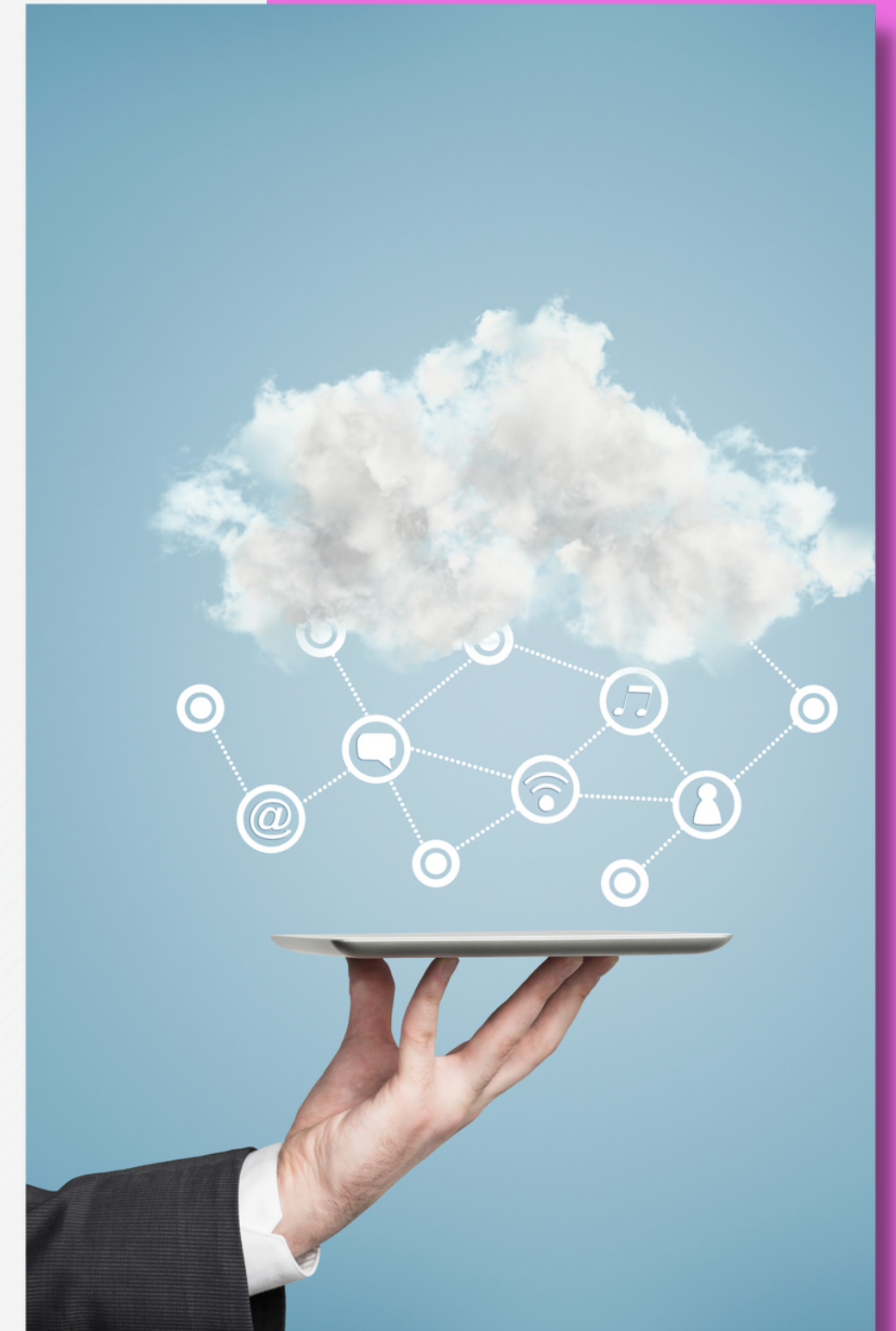
## SOCIAL MEDIA'S BUSINESS IMPACT

62% of consumers agree companies without a strong social media presence will not be able to succeed in the long run.

More than a tool for socializing, social media is fast becoming home to the entire customer experience.

Compared to a year ago, consumers have increasingly used social media to discover new brands (43%), to purchase products or services (36%) and recommend brands to family and friends (33%).

Social media is a catalyst for enhancing consumer-business interactions, with 61% of consumers stating they expect companies to provide more personalized experiences on social based on previous interactions with them.







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## SOCIAL MEDIA'S BUSINESS IMPACT

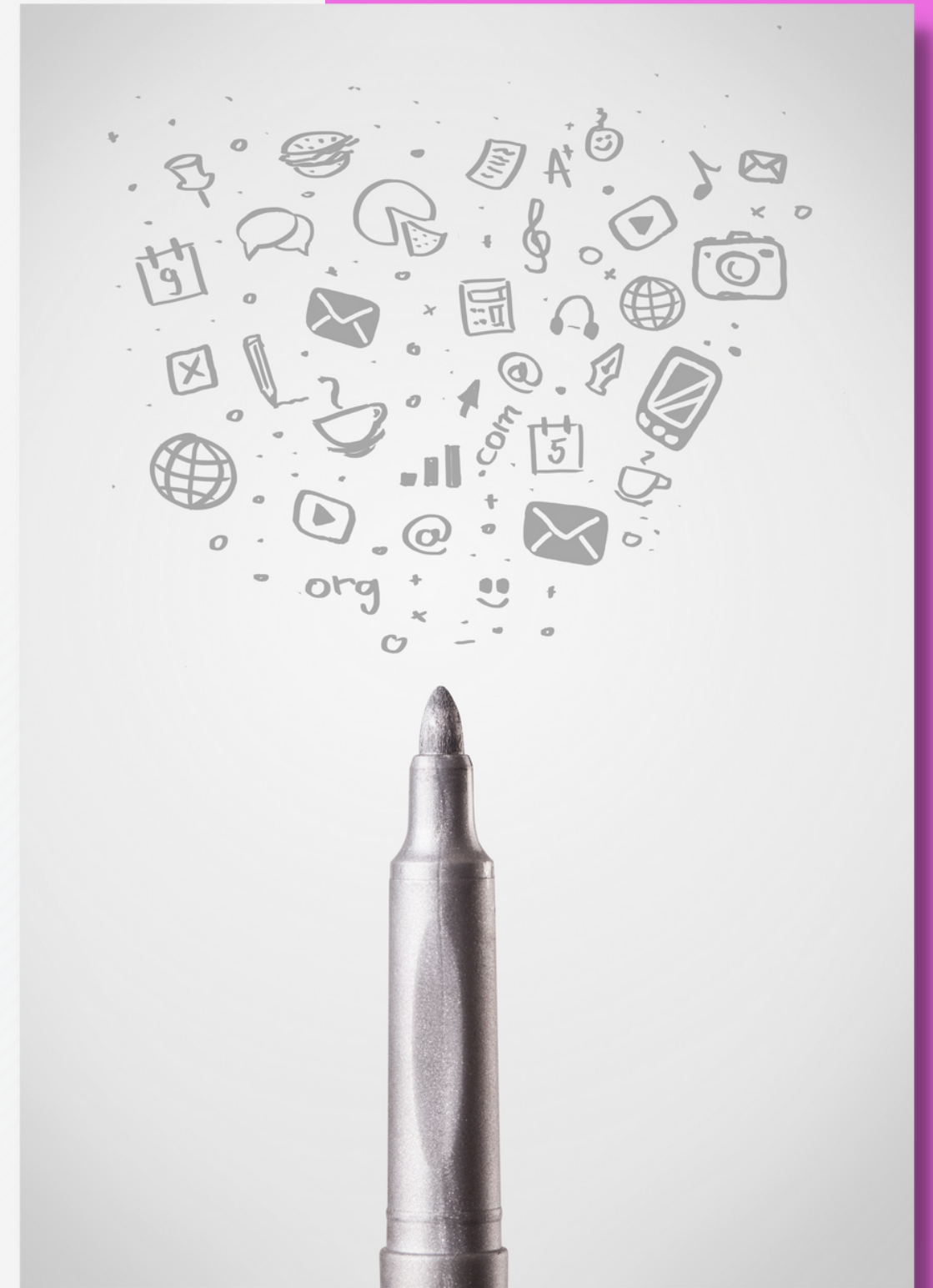
63% of consumers have a baseline expectation of brands using social media as a main communications channel for reaching out to customers.

80% of consumers expect brands that have a social media presence to interact with them in meaningful ways on social, with 51% wanting brands to know them better based on their social media activity.

Responsiveness is key too, with 78% of consumers expecting a response from brands less than 24 hours of reaching out on social media.

78% of consumers are more willing to buy from a brand and 77% will choose a brand over a competitor after a positive experience with a brand on social media.

Consumers agree that social media is an essential part of their lives.





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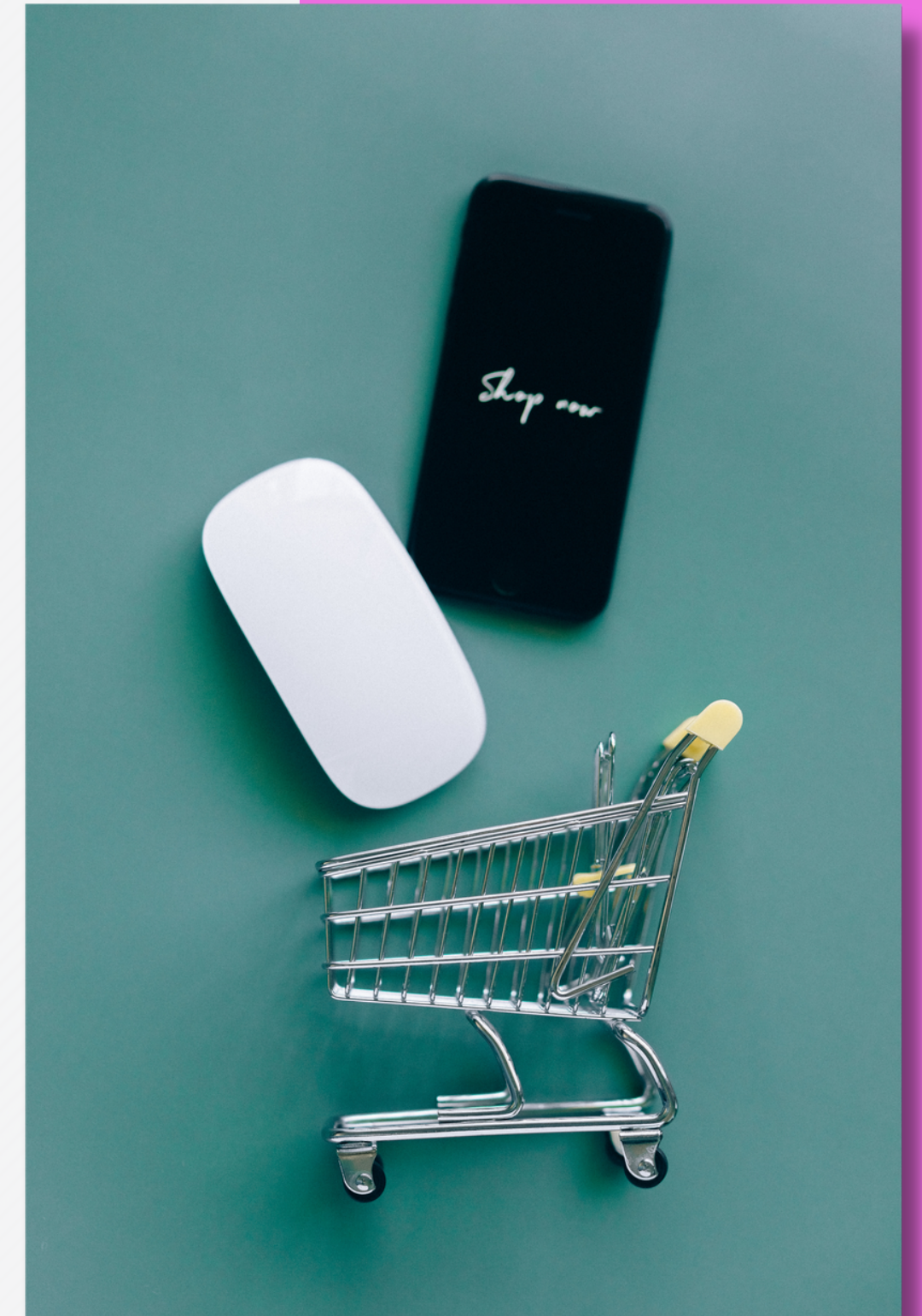
## SOCIAL MEDIA'S BUSINESS IMPACT

Over the past year, 54% of consumers say their use of social media has grown, with 34% saying their usage will continue to increase over the next three years.

Generation Z and Millennial consumers have seen the greatest surge in social media usage over the last year (45% and 46% respectively), a trend that we expect will continue with each younger generation.

How consumers use social media is also evolving, with research revealing 43% of Generation Z and 49% of Millennials have purchased directly from a social media platform.

Understanding the role social media plays in the buyer journey will be paramount for businesses as consumers most likely to purchase through social media have growing buying power.





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## HACK #1: INSTAGRAM SETTINGS:

Camera Settings When Recording: 1080p or Higher Resolution (helps for when you zoom in). Shoot Vertically if recording for Reels / Stories.

Account Type should be a Professional Account so you can look at your analytics and insights. There is no reason why it should be private if you are in business.

Optimized Bio: Consider LinkTree link

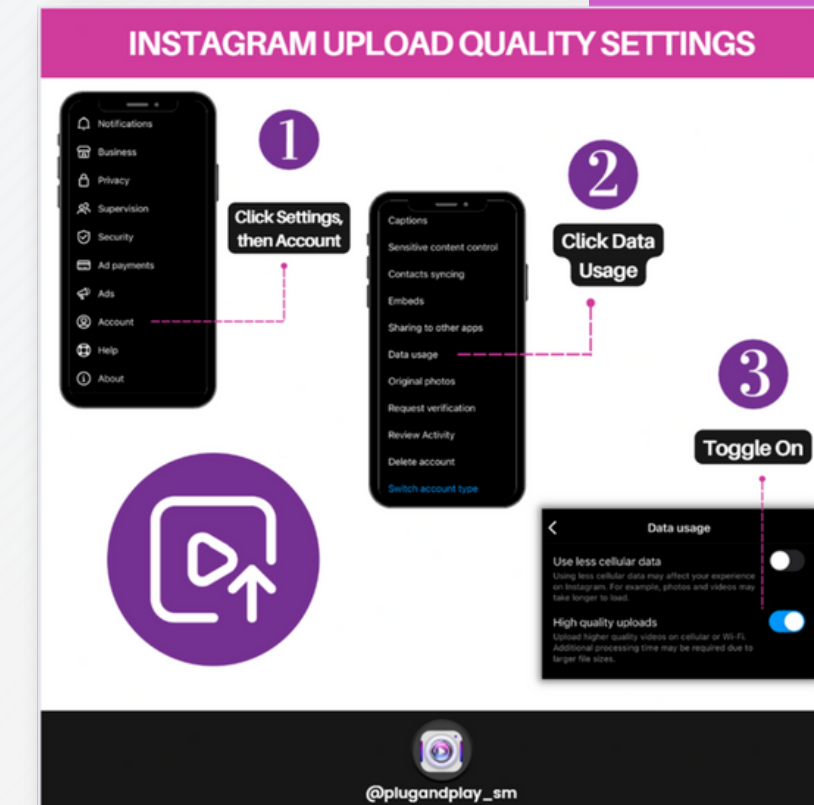
Hidden Gem for IG: There are 6 Traffic Sources through Social Search:

- Home feed
- Reels
- Hashtags
- Trending Sounds / Location Tagged
- Profile
- Explore Page

### Setting up your Bio:



### IG Quality upload In-App Settings:





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## HACK #2: CREATING EFFECTIVE REELS:

### Prior to recording:

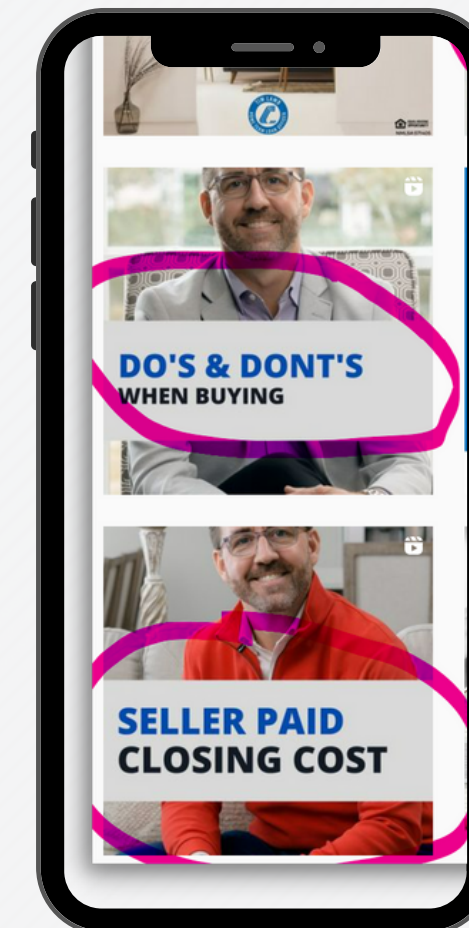
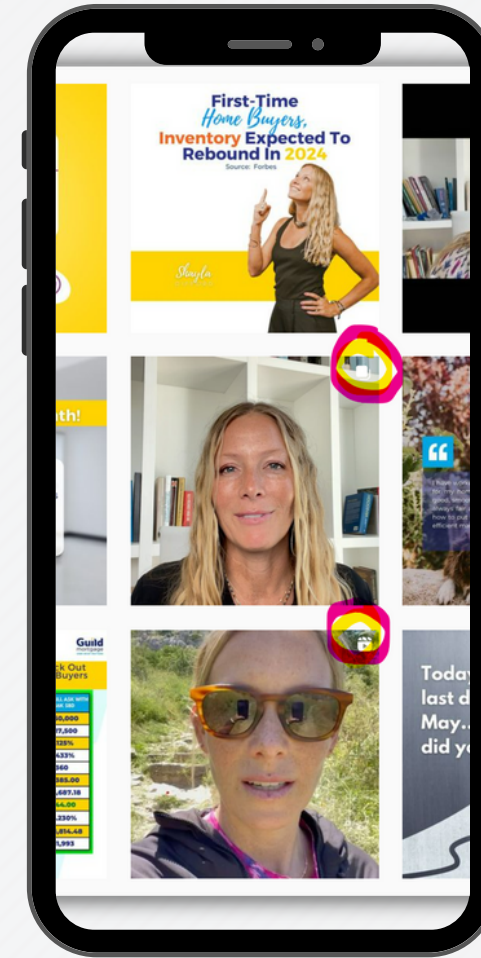
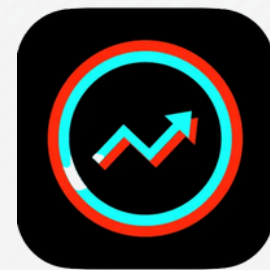
- Who is it for?
- What do they need? (Not what you think they want)
- Reels are for your audience (not self serving).

**Content Pillars:** Pain points of your audience, lifestyle, testimonials, living in xyz, behind the scenes, strategy.

- *Ex: Husband lost his job, kid going to college, relocating, divorce, etc.*

### Checklist:

- Good audio, lighting, and positive energy!
- Scroll stopping hook both on cover page and caption.
- Include trending audio - TrendTok App
- Includes subtitles or closed captions
- Stays in "Safe Zone" of feed frame
- Dynamic movements or transitions.
- Repurpose Reels to 6 other platforms:



REELS "SAFE ZONE"

**B**RING  
**Y**OUR  
**R**EALTORS,  
**D**AMN IT

*Debrah Byrd*





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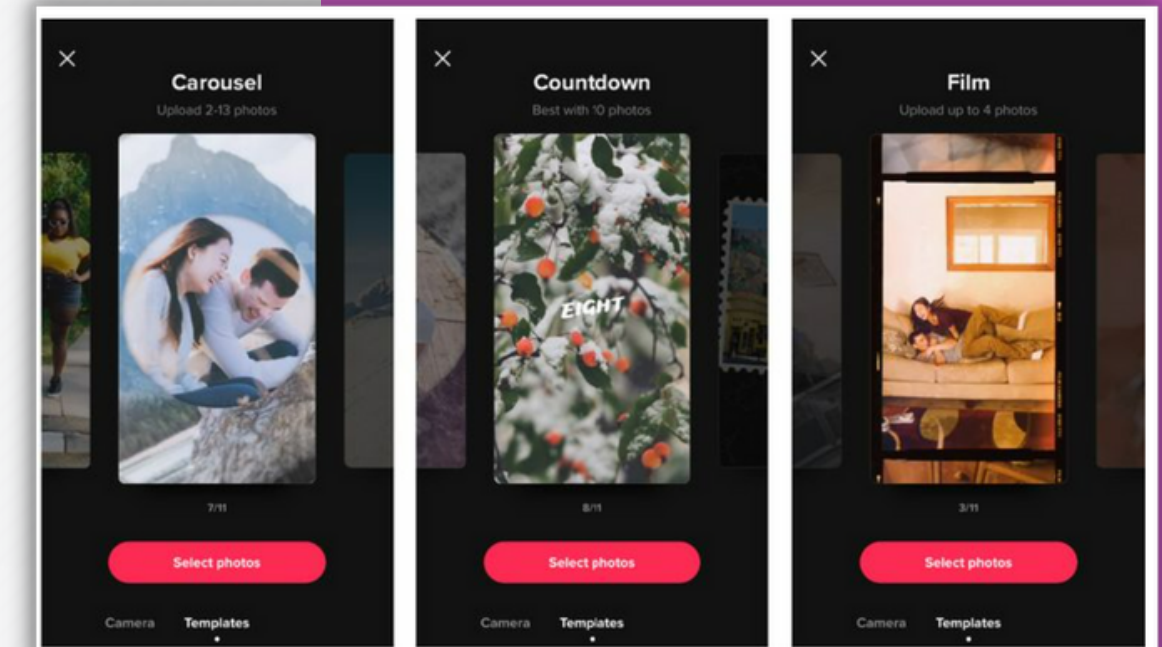
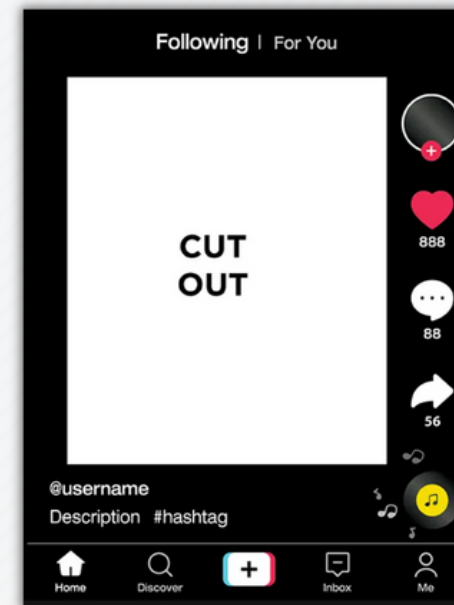
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## HACK #3: SETTING UP TIKTOK:

### How to Create a TikTok Account:

1. The account type should be a **professional account** (creator professional account for more customization and trending music availability).
2. Choose a username similar to your other social accounts or business name (optimized as much as possible).
3. Social Search Strategy: 6 Traffic Sources for TikTok
  - FYP (For You Page),
  - Following
  - Hashtag
  - Profile
  - Music/Sound
  - Discover Page
4. Same best practices as Instagram with Hook, Cover Page, and Trending Sounds



**My BEST SECRET: TEMPLATES FEATURE!**



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## **HACK #4:** **YOUTUBE**

YouTube is more of a search engine than a social platform (and owned by Google).

Every video is like another soldier in your army that continues to live on over time.  
Unlike a typical social feed, YouTube content is great evergreen content.

People go here with a different intent vs. mindlessly scrolling.



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# HACK #5: WHY YOU AREN'T GROWING ON SOCIAL

You can have the best content out there, but without doing any engagement, you won't see any conversion.

Without engaging, you aren't establishing connections.

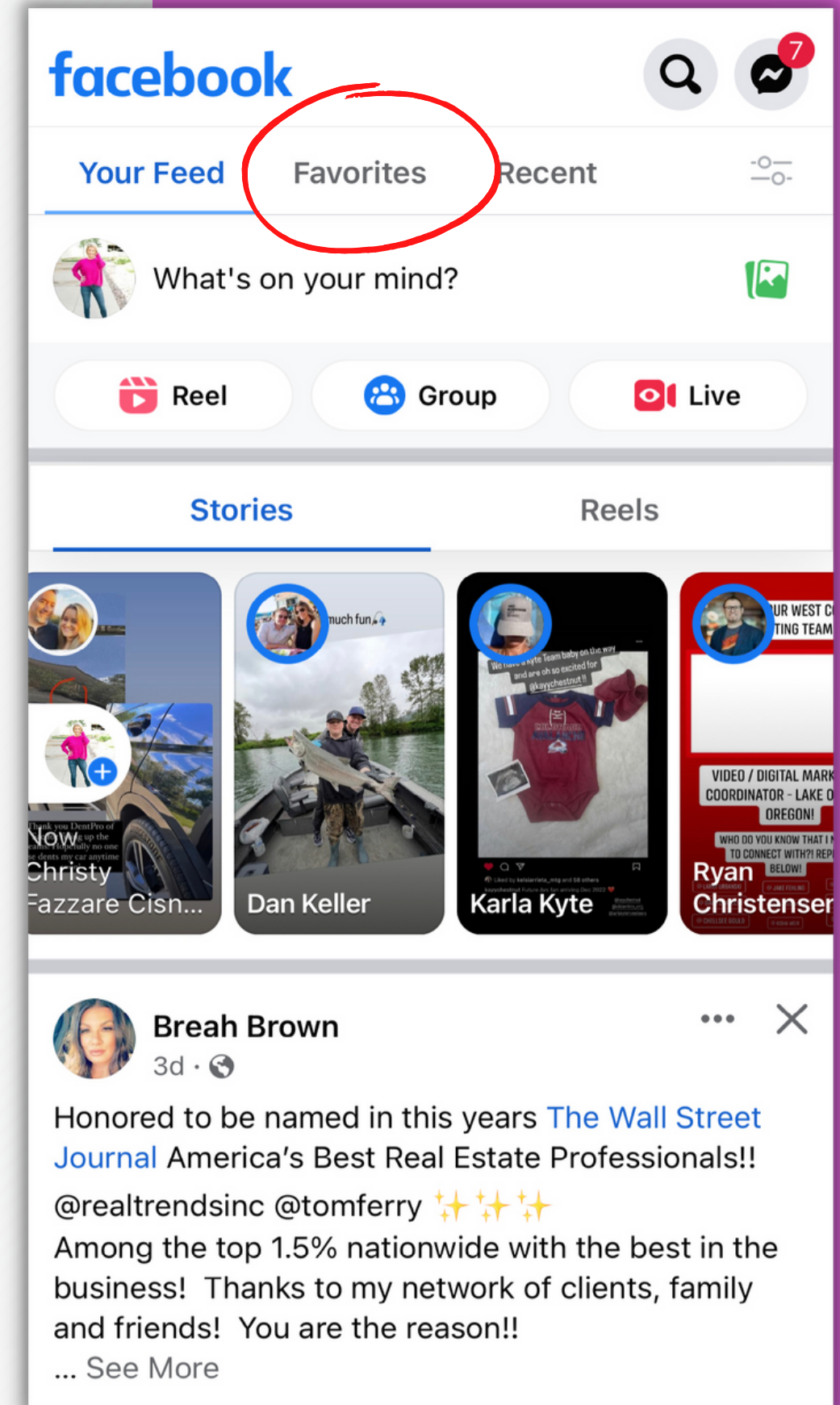
Without connections, you aren't creating conversations.

Without conversations, you aren't creating conversion.

**GOAL:** Set a 15-minute timer and complete 45 comments and 20 story replies per day. Consider this part of your prospecting time. **\*Set up Favorites Feed\***

**Story Surfers:** Must post 4-5 story posts a day (first one being an interactive story).

Not creating enough Reels.





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