



SOCIAL MEDIA MARKETING

Leveraging the right social media platforms for your business



About NetSource

Our Mission is to help companies like yours leverage digital marketing to grow your business.

- Creating custom solutions for clients since 1995
- Privately owned & operated
- Diverse client base: non-passenger vehicle market, e-commerce, builders & contractors, healthcare
- Dedicated to quality customer support
- Winner of 89 ADDY Awards for web design & marketing



Greg Petry, Founder & President

Prior to NetSource, Greg served as Chief Technology Officer, Director of Marketing, and regional manager for heavy duty parts distributor Gear and Wheel, overseeing 4 locations in North Florida. During that time, he was also a member of the Council of Fleet Specialists board of Directors, chair of its barcoding and ecommerce committee, and a founding member of the Automotive Council on Electronic Commerce. Greg and the NetSource team have been successful in helping both B2B and B2C customers more effectively reach their potential customers online.

About NetSource

Melissa Thrush, Director of Operations

Melissa joined the NetSource sales team in 2010 as a digital marketing consultant after four years in the newspaper industry. Since then, she has seen incredible changes in online marketing. Melissa works with all of our teams to strategize with clients to help them reach their goals.



Brent Haesecker, Digital Marketing Consultant

Brent first started at NetSource in 2000 as a web developer. After 4 years in that role he moved into sales and consulting in 2004. His experience in web design and marketing helped him to match up the best solutions for customers. In 2019 he published “Redesigning Your Business Website”, a book he wrote to help inform business owners on all the details of a website redesign.



Social Media Platforms



LinkedIn



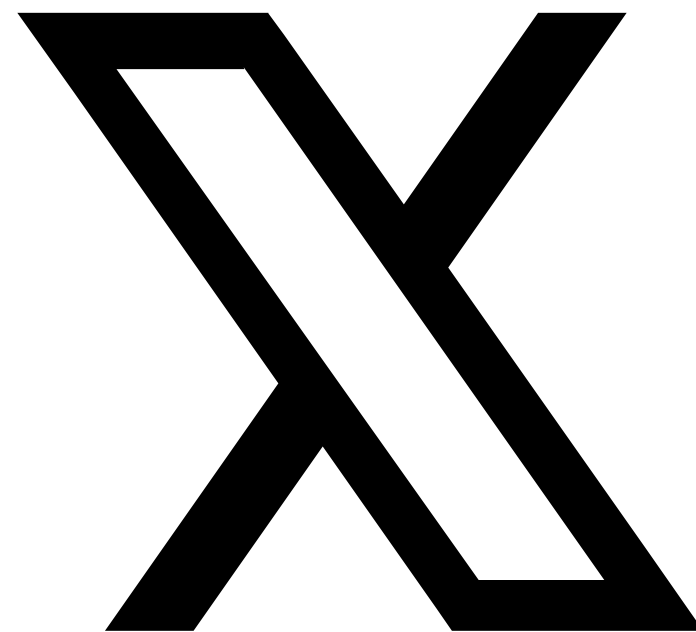
Facebook



Instagram



TikTok



X
(formerly known as twitter)



Pinterest



YouTube



Which platforms are right for my business?

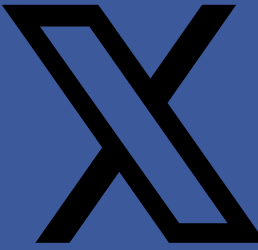
Questions to ask when deciding which social media platforms are right for your business.

- What are your goals?
- Who are your customers?
- What type of content engages your target audience?
- What content capabilities do you have in-house?
- How much time, effort & budget are you willing to invest?
- What KPIs (key performance indicators) are important to your business?
- What other marketing are you doing? Can you overlap content usage to get more benefit without much more investment?



What all social platforms have in common

- Organic posting is important because it shows that your account is active, but paid ads are more effective.
- There's no such thing as set it & forget it on social media. Every platform requires:
 - Research
 - Strategy & planning
 - Consistent posting
 - Reporting & adjustments
- Change is inevitable. Be prepared to pivot!
- Content used on one platform, or even other digital marketing efforts, can be repurposed on another. Look for multiple ways to utilize the same content.

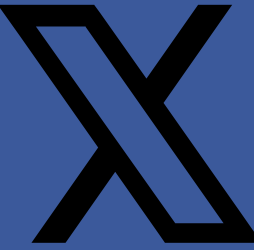


Platform Demographics: Age

% of US adults who use each platform by age

Platform	18-29	30-49	50-64	65+
LinkedIn	32	40	31	12
Facebook	67	75	69	58
Instagram	78	59	35	15
TikTok	62	39	24	10
X	42	27	17	6
Pinterest	45	40	33	21
YouTube	93	92	83	60

Source: Pew Research. Survey of US adults conducted May 19-Sept. 5, 2023. Respondents who did not give an answer are not shown.

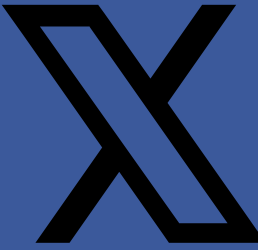


Platform Demographics: Income

% of US adults who use each platform by income

Platform	>\$30K	\$30K-69,999	\$70-99,999	\$100K+
LinkedIn	13	19	34	53
Facebook	63	70	74	68
Instagram	37	46	49	54
TikTok	36	37	34	27
X	18	21	20	29
Pinterest	27	34	35	41
YouTube	73	83	86	89

Source: Pew Research. Survey of US adults conducted May 19-Sept. 5, 2023. Respondents who did not give an answer are not shown.



Platform Demographics: Gender

% of US adults who use each platform by gender

Platform	Male	Female
LinkedIn	31	29
Facebook	59	76
Instagram	39	54
TikTok	25	40
X	26	19
Pinterest	19	50
YouTube	82	83

Source: Pew Research. Survey of US adults conducted May 19-Sept. 5, 2023. Respondents who did not give an answer are not shown.



Platform Overview: LinkedIn

Benefits:

- Best overall platform for B2B Marketing
- Extreme audience targeting
 - Location, Industry, Job Title/Seniority, Interests, etc.
- Many ways to organically engage with partners & consumers
- Unique ad types like InMail, Dynamic ads, and Lead Gen Forms
- Powerful native tool: LinkedIn Sales Navigator
- HubSpot study found that LinkedIn ads had an average 6.1% conversion rate.

Consideration:

- Content creation can be a significant time investment if you're starting from scratch. Having blog posts, statistics, and insights about the industry to pull from is valuable.





Organic Commitment: LinkedIn

Tips for organic posting:

- Three to four organic posts per week.
- Combination of static images, and video or gif graphics for organic content.
- Graphics with copy that have a professional industry tone or focus on news, changes, or concerns within an industry or business culture.
- Content variety that includes educational or informational posts, industry related humor, and lifestyle images and copy.
- Frequent communication with commenters and other industry professionals.



Platform Overview: Facebook

Benefits:

- Most popular social media platform overall with more users and a wider audience.
- Various formats of content allow multiple ways to post consistent messaging, like posts, stories, reels and short videos.
- Great source of traffic back to your website (good for SEO).
- Facebook is a no-brainer for B2C marketing. It's the most cost effective marketing platform we manage for B2C clients.
- Over time, Facebook learns which profiles are most likely to take the desired action and will adjust ad targeting accordingly.

Consideration:

- Because most people use Facebook as a personal social media account, it can be harder to target for B2B, but it is possible. For example, job title and industry targeting are available, but not every user includes that info on their profile.

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Organic Commitment: Facebook

Tips for organic posting:

- Three to four organic posts per week.
- Stories posted daily.
- Three reels per week.
- Combination of static images, and video or gif graphics for organic content.
- Content variety that includes educational or informational posts, industry related humor, and lifestyle images and copy.
- Frequent communication with commenters.
- Sharing of other relevant content from other accounts when appropriate.

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Platform Overview: Instagram

Benefits:

- 90% of Instagram users follow brand accounts!
- 60% of Instagram users say they discover new products or services on the platform.
- Instagram shares the same ad platform as Facebook, making it easier to add & manage Instagram if you're already running Facebook ads.
- The algorithm is fantastic at showcasing relevant products based on interest and engagement.
- Great potential for user generated content, thus engaging content for your account.

Considerations:

- No links from posts; must use link in bio.
- Time investment is high because of type of trending content.

Organic Commitment: Instagram

Tips for organic posting:

- Daily organic feed posts. Mix it up by posting images and videos.
- Two to three reels per week.
- Daily behind-the-scenes informal story posts.
- High quality video production and editing.
- High quality static images that are 1:1 or 4:5 ratio and scroll-stopping quality.
- Frequent communication with commenters.
- Tagging other relevant accounts for reach.
- Collaborating with like accounts when possible.

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Platform Overview: TikTok

Benefits:

- “TikTok made me buy it” speaks to the potential of viral product discovery on the platform. Users are 1.5x more likely to buy a product immediately after seeing it on TikTok.
- Great potential for user generated content, like testimonial videos.
- Because of the type of “relatable” content that does well on TikTok, it can build customer loyalty.

Considerations:

- Time investment is high because of type of trending content.
- Trends do not last long, so there is a constant need for new content.
- Businesses aren’t accustomed to focusing on “fun” content. General informative videos won’t succeed on this platform.



Organic Commitment: TikTok

Tips for organic posting:

- One video post per day.
- Entertaining, funny, or satirical content to draw attention.
- High-quality, edited video content edited and formatted for full-screen mobile view.
- Research of trending or viral TikTok trends to use.
- Research hashtags that are relevant to the video content posted.
- Attention grabbing, scroll stopping videos and information in video format, from 30 seconds to two minutes long.

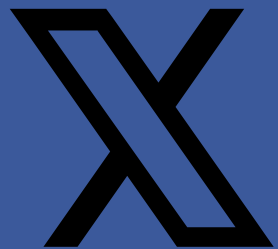
Platform Overview: X

Benefits:

- Great platform for sharing industry news & insights and events.
- Short form content and images work here, so there is less design skill required.
- Allows for real time communication which lends itself well to customer support.

Considerations:

- Ad revenue dropped by 60% after the rebrand which could suggest lack of confidence from advertisers, desire to avoid spending during the shifting landscape, or both. Many large advertisers pulled campaigns to avoid paying a company they no longer feel shares their values.
- More changes are sure to come to the platform as Elon Musk decides what he wants the platform to be. Expect to shift strategies if you include X in your social media plans.

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Organic Commitment: X

Tips for organic posting:

- Three to five posts per day.
- Use relevant keywords in each post.
- Clever participation in pop culture and current events.
- High quality, viral-worthy static images or videos.
- Continual research and testing to monitor changes and best practices.
- Mention & reply to other accounts frequently.

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Platform Overview: Pinterest

Benefits:

- Pinterest is more of a visual search engine than a social media platform.
- Pins have a much longer lifecycle of engagement than posts on other social platforms. They work for you longer.
- Great source of traffic back to your website or blog.
- Content can easily be repurposed and pinned across multiple boards to get more exposure.

Considerations:

- The majority of the Pinterest audience is female.
- The most popular categories are home decor, DIY Crafts, food & drink, fashion, wellness, and beauty. That doesn't mean there is no market for your business, but it may be harder to find the right audience.

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Organic Commitment: Pinterest

Tips for organic posting:

- Two to three pins per week.
- High quality, scroll-stopping static images with matching content and links for each pin.
- Educational or informational content for your service(s), product(s), industry, etc.
- SEO research for pin titles and written copy.
- Landing pages that entice users for clicks.
- Re-pinning others' relevant and related content, information, etc. as appropriate.

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Platform Overview: YouTube

Benefits:

- YouTube is also more of a search engine rather than a true social media platform.
- With properly formatted videos, you can reach audiences who would have otherwise not heard of you.
- If your business produces long form video content, YouTube is a no-brainer.
- It's hard to find a better format to showcase and demo products than instructional / promotional videos.
- Nearly 78% of the adult population in the US use YouTube.

Considerations:

- Because of the requirements of quality video content and SEO writing, this is the most time consuming platform.

Organic Commitment: YouTube

Tips for organic posting:

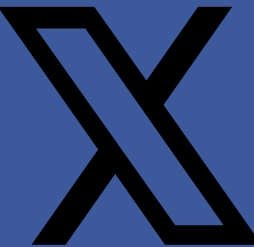
- Two to three video posts per week.
- Keep a consistent posting schedule.
- Educational or informational content for your services, products, industry, etc.
 - Product demos / tutorials
 - Testimonials
 - New product announcements
- SEO research for video titles and written copy.
- Including a landing page in your descriptions.
- Collaborating with other accounts when possible.

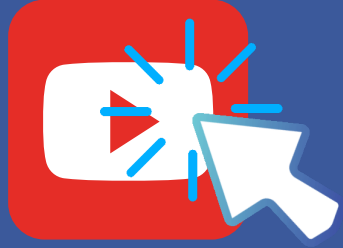
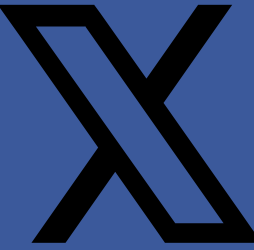
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Sample Social Strategy

ACME Brake Manufacturing

- **What are your goals?**
 - Bring on new customers (distributors).
 - Push more leads to distributors.
- **Who are your customers?**
 - Fleet shops across the entire United States.
- **What type of content engages your target audience?**
 - Product demo videos
 - Promotions
- **What content capabilities do you have in-house?**
 - Photography (product, staff, facility, etc)
 - Videography (demos, before & after, work in progress)
- **What are your KPIs?**
 - Obtain # new customer(s) per month
 - Increase revenue by \$XXXX per month





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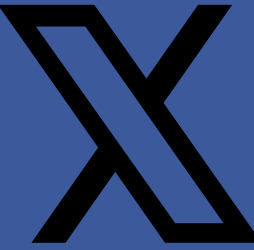
- ◦ Product demo videos
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- **What content capabilities do you have in-house?**

- Photography (product, staff, facility, etc)
- ◦ Videography (demos, before & after, work in progress)

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Sample Social Strategy

ACME Brake Manufacturing: Organic & Paid Ads



Use YouTube as your "Main" channel

- Product demos, clinics with distributors, manufacturing process, R&D, QA, customer service.
- SEO Research for strong written content (remember, it's a search engine!)
- Take candid photography during these events as well.

Repurpose this content on platforms that reach your audience and lend themselves well to this type of content.



LinkedIn & Facebook

- Create shorter video snippets from the long video content used on YouTube. Format for Facebook Reels.
- Share YouTube links to the full video in your posts.
- Make sure some posts link back to your website landing pages.
 - These landing pages should have strong calls to action and be clear about the next step.
- Utilize those still photography shots on these platforms.
- Tag relevant distributors.
- Interact with other accounts.



Paid Ads:

- **LinkedIn: Sales Navigator messaging to potential distributors.**
- **LinkedIn & Facebook: product based ads to drive leads to distributors. Interest based targets; all of USA.**



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