Raising the Bar with Social Media Marketing
Hi, I’m Gavin.

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What channels should you use?

What are your goals?
52% of online adults use multiple social media sites. Facebook acts as “home base” – it remains the most popular site for those who only use one, and has significant overlap with other platforms.
The Top 5 Reasons For Using Social Media

1. To stay in touch with what friends are doing
2. To stay up-to-date with news and current events
3. To fill up spare time
4. To find funny or entertaining content
5. To share opinions
FOMO
(Fear Of Missing Out)
Frequency of Social Media Site Use

- **Facebook**
  - Daily: 70
  - Weekly: 17
  - Less Often: 12

- **Instagram**
  - Daily: 49
  - Weekly: 24
  - Less Often: 26

- **Twitter**
  - Daily: 36
  - Weekly: 24
  - Less Often: 40

- **Pinterest**
  - Daily: 17
  - Weekly: 29
  - Less Often: 52

- **LinkedIn**
  - Daily: 13
  - Weekly: 25
  - Less Often: 61


Pew Research Center
Social Media Sites

Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

- Facebook: 67% (2012), 71% (2013), 71% (2014)
- LinkedIn: 20% (2012), 22% (2013), 28% (2014)
- Pinterest: 15% (2012), 21% (2013), 28% (2014)
- Instagram: 13% (2012), 17% (2013), 26% (2014)
- Twitter: 16% (2012), 18% (2013), 23% (2014)


PEW RESEARCH CENTER
**Facebook, Instagram and Snapchat Top Social Media Platforms for Teens**

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
</tr>
<tr>
<td>Instagram</td>
<td>52%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>41%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33%</td>
</tr>
<tr>
<td>Google+</td>
<td>33%</td>
</tr>
<tr>
<td>Vine</td>
<td>24%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>14%</td>
</tr>
<tr>
<td>Different social media site</td>
<td>11%</td>
</tr>
</tbody>
</table>

WHY DOES SOCIAL MEDIA WORK?

Inbound marketing is a philosophy based on the truth that consumers buy differently today than they did 10 years ago.
BUT WHAT DO I POST?
4 TYPES OF CONTENT

INFORMATIONAL

EDUCATIONAL

ASPIRATIONAL

HUMEROUS

(and babies or puppies)
(or babies that look like animals)
One of the most common, who, what, when, where and why types of posts.
EDUCATIONAL

Content that we learn from, how to, explainer videos, and more.
ASPIRATIONAL

Stories about who we want to be, or things we want to do.
HUMEROUS

Jokes, memes, funny videos or images.
Goal: Increase New Visitors at our Corn Maze and Pumpkin Patch
EDUCATIONAL

Information on where the first corn maze was, or why you decided to do one, or the number of hours it takes to make one, or pumpkin carving ideas/skills
Showcase photos of people, families and their stories about how they’ve come to your corn maze for the last 20 years. Or how much they look forward to it.
HUMEROUS

Images that are funny featuring pumpkins, or corn mazes made from “I can’t believe” it images.
Let’s pretend you were a VFL
What if you:

• Created a PDF that people could print off of a Power T to use a stencil
• Created an easy “how to” with pictures of using the stencil
• And delivered all of this with email
You’d then:

- Be providing utility and help to people who are in your target audience
- Building your email list for growing your awareness
- Have lots of Power T Pumpkin images share
“It is not the strongest of a species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin
30 GREATEST LEAD GENERATION TIPS, TRICKS & IDEAS

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