



# **Effective Social Media Marketing**

**When, Where, and What to Post**

# SOCIAL BENEFITS

How does social media benefit your business?



**REACH CUSTOMERS & PROSPECTS**



**BUILD ONLINE REPUTATION**



**EDUCATE THE COMMUNITY**



**ACHIEVE TOP OF MIND AWARENESS**

# FACEBOOK MARKETING

Start with the top social media site.



## WHO IS THERE

- More male than female
- Ages 25-34 most active
- Well educated, upper-middle class

## WHAT TO POST

- Pictures & graphics
- Links to blog posts
- Native Facebook videos (not YouTube)
- Facebook Stories

## WHEN TO POST

- Wednesdays 3 p.m.
- Thursdays & Friday 1 -3 p.m.
- Saturday & Sunday Noon - 1 p.m.



# TWITTER MARKETING

What's Happening Now?



## WHO IS THERE

- More male than female
- 18-29 year olds
- 31% college educated with yearly salary of \$75K+

## WHAT TO POST

- Links to articles
- News/Information
- Custom or industry hashtags
- Gifs

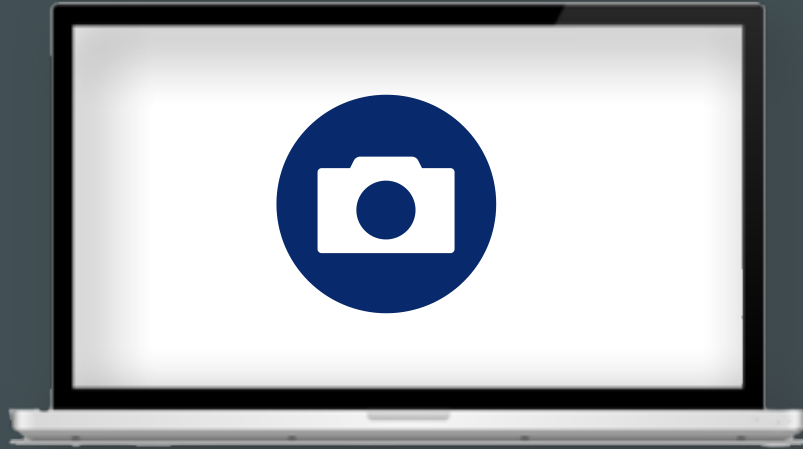
## WHEN TO POST

- Weekdays 9 a.m. - 3 p.m.
- Wednesdays 5 - 6 p.m.



# INSTAGRAM MARKETING

Show the world images from your organization.



## WHO IS THERE

- Majority of users under the age of 34
- Slightly more men than women
- College educated, middle-class

## WHAT TO POST

- Reels
- Multiple hashtags
- Instagram stories with Call to Action

## WHEN TO POST

- Monday-Friday 6 a.m. - 9 a.m.
- Monday - Friday Noon - 2 p.m.
- Monday - Friday 5 - 6 p.m.



# LINKEDIN MARKETING

Professional focused.



## WHO IS THERE

- Users 25-34 dominate here
- 75% of users are outside the U.S.
- Executives

## WHAT TO POST

- Links to articles
- Professional content
- Job postings/resumes

## WHEN TO POST

- Tuesday & Wednesday 7:30 -8:30 a.m.
- Tuesday & Wednesday Noon
- Tuesday & Wednesday 5 - 6 p.m.



# TikTok MARKETING

Video entertainment



## WHO IS THERE

- Majority under 25 years old
- Slightly more male users than female

## WHAT TO POST

- Pranks
- Fitness/Sports
- Home Reno/DIY
- Beauty/Skincare/Fashion

## WHEN TO POST

- Tuesdays 2 a.m. - 9 a.m.
- Thursdays 9 a.m. - 7 p.m.
- Friday 5 a.m.; 1 -3 p.m.



# PINTEREST MARKETING

Projects and pinboards.



## WHO IS THERE

- Majority of pinners are female
- Equally split 18-29 , 35-49 , 50-64 yr olds
- 45% HHI of \$100K+

## WHAT TO POST

- Food & Drink
- Home Décor
- Demonstration Pins
- Sales and Offers

## WHEN TO POST

- Friday 3 p.m.
- Saturday 8 - 11 p.m.
- Monday - Sunday 2 - 4 p.m.





# YOUTUBE MARKETING

Video entertainment



## WHO IS THERE

- 15-25 year olds followed by 45-64 year olds
- Slightly more male than female

## WHAT TO POST

- How-tos
- Behind the Scenes
- Product Videos
- Case Studies

## WHEN TO POST

- Thursday-Saturday Noon - 4 p.m.
- Thursday-Saturday 9 a.m. -11 a.m.
- Weekends



# BEST PRACTICES

Tips and tricks to save you time.



**SCHEDULE POSTS WEEKLY OR MONTHLY**



**CREATE GOALS FOR MAKING SOCIAL**



**START WITH ONE PLATFORM**



**USE SITES LIKE CANVA.COM TO MAKE**



**REVIEW YOUR ANALYTICS TO SEE**



# GET IN TOUCH

Additional information.



**HILARY HAMBLIN**

## Momentum Consulting

Our website has a host of free resources like blog posts, check lists and reports. We are constantly adding new resources.



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