




Presentation materials and video replay will be provided within one week.

Have questions? Use the questions panel –  we'll field them as we go and during the Q&A recap at the end of the call.



A Harland Clarke
Speaker Series

How to Use Social Media to Drive Business Results

The content for this presentation was created by Holly Fearing. The views and opinions expressed herein are those of the author, Holly Fearing, and do not necessarily reflect those of Harland Clarke.

Presenter



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Moderator

Christine Ahlgren

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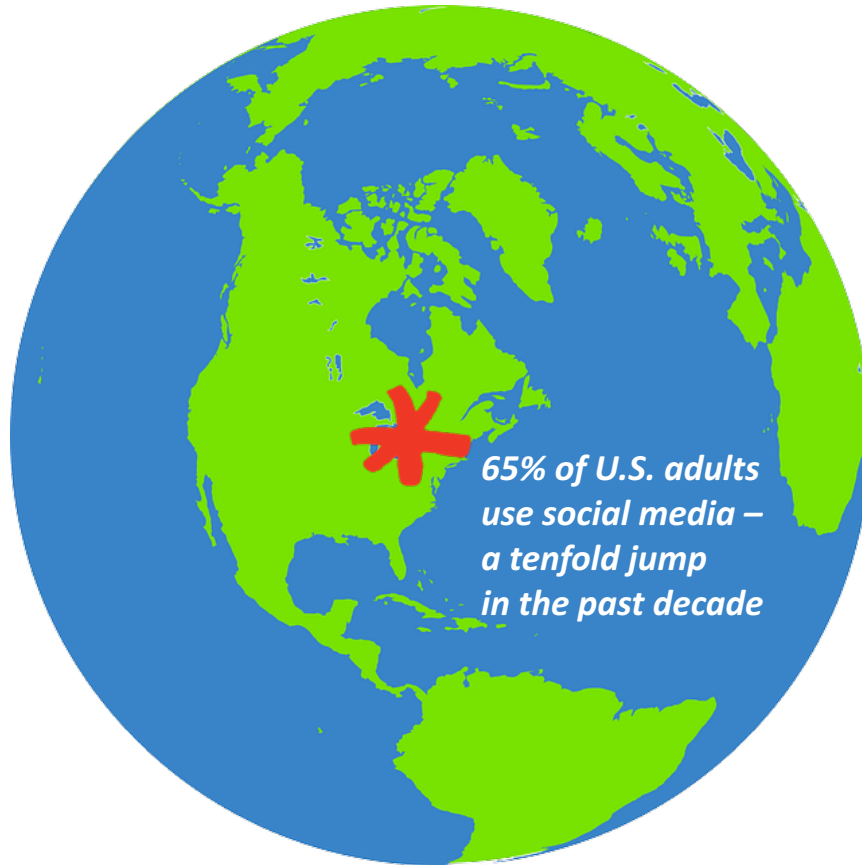
Filene Research Institute

S O C I A L M E D I A :

D R I V I N G B U S I N E S S R E S U L T S T H R O U G H E N G A G E M E N T

YOUR AUDIENCE

Who? Where? Why?



- 65% of adults are active social media users
- 2 billion people on the planet use social media
- **70% of households** start their search for new financial institutions online, via search engines and social media.



Focus on these 3 strategies:

→ Content

- Should be crafted to use your expertise to meet their needs. Remember, this is about them, not you.

→ Brand Ambassadors and Reach

- Have a plan to get your content out to the largest relevant audience and use tactics to make it most relevant.

→ Advertising and Brand Awareness

- Be prepared to “pay to play” in the social media game while maximizing your ad dollars.

ALIGN CONTENT STRATEGY WITH ORGANIZATIONAL GOALS



CONTENT FOCUSED ON:



- Valuable financial tips
- Helpful information about your business (hours, locations, contacts)
- Responding, redirecting and resolving issues and complaints
- How-to guides and videos for financial activities (refinancing, buying a car, making a will)
- How-to infographics and instructions for navigating your site (filling out forms, online applications, opening accounts)

CONTENT FOCUSED ON:



- Original Branded Content (marketing pieces)
- Blog posts and articles from board, execs and thought leaders
- Original videos (How-to's from tellers, loan officers, etc.)
- Connect to/share links to other social channels and drive traffic to website
- Convey personality and unique value proposition of your credit union (WIIFM, Cooperative benefits)
- Your 'niche' – be real, human, genuine, interesting, entertaining (Memes, quotes, inspiration, member stories)

CONTENT FOCUSED ON:



- Philanthropic efforts in community
- Support of local (local business support and impacts)
- Partnerships with key orgs/influencers (sports teams, businesses, charities – always tag in posts!)
- Pride in your employees and community when featured in local/national media
- Financial literacy efforts/partnerships
- Principles, values, mission

PRIORITY IS KEY TO STAYING FOCUSED:

Content
Ratio of:
3 pieces of...

Brand Awareness

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Content
Ratio of:
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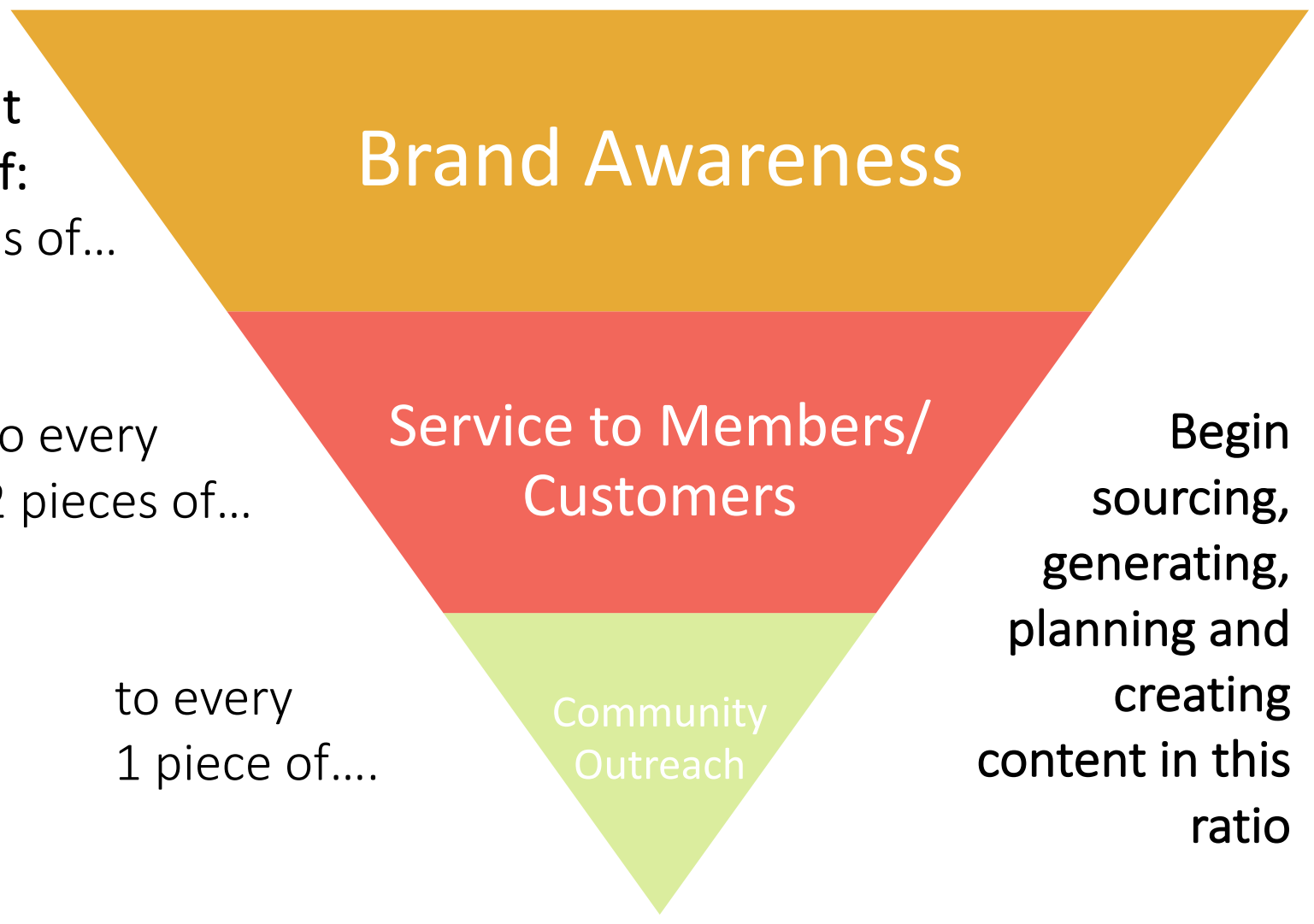
Brand Awareness

to every
2 pieces of...

Service to Members/
Customers



PRIORITY IS KEY TO STAYING FOCUSED:



Content
Ratio of:
3 pieces of...

to every
2 pieces of...

to every
1 piece of....

Begin
sourcing,
generating,
planning and
creating
content in this
ratio



Power of Brand Ambassadors

Only 33% of consumers trust brand posts or advertisements, but...

92% of people trust peer recommendations

75% of people said suggestions from friends and family on social media directly led to a purchase decision



POWER OF BRAND AMBASSADORS

- Companies with engaged employees outperform those without by up to 200%
- On average, your employees have 850 connections each
- Social posts by employees get 8 times the engagement of brand posts



CREATING AN AMBASSADOR STRATEGY

1. **Select** the right employees
2. **Incentivize** employees to excel in this work
3. **Enable** employees to share content—make it easy and clear
4. **Training and education** is essential
5. **Social media policy** and rules of engagement
6. **Measure** and gauge success





The Pay-to-Play landscape

- 78% of marketers spent more on social media ads in 2016 than in 2015
- Social network ad spending hit \$23.68 billion worldwide in 2015 and is likely to exceed \$35 billion in 2017
- Over 50% of B2B marketers rank social media as a “very” or “somewhat” low-cost ad option
- Promoted posts have shown average engagement rates of 1% to 3% — much higher than traditional banner ads

Why Facebook Ads?

Facebook and Instagram are two of the most popular mobile platforms. In fact, 1 in every 5 minutes on mobile is spent on Instagram or Facebook. That's more than the next 10 mobile platforms combined.



1. Use your free Facebook Page to get started



2. Let us know what you want to promote



3. Choose the audience for your Facebook Ad



4. Set your budget and track your results

Q&A Wrap Up

Type your question in the questions panel 

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Thank You

