

Social Media

LIKE IT OR NOT, WHY AND HOW YOU SHOULD ENGAGE



GOOD MARKETING GROUP
Want **GREAT** Marketing? Get **GOOD** Advice.

GoodMarketingGroup.com



SHANNON GOOD, PARTNER
BRAD GOOD, PARTNER

PROCESS

WHAT TO CONSIDER

GOOD MARKETING GROUP

MAHPBA 2023



WHY?

Because your target audience is using it!

- ***Choosing your platform(s): Myths vs. Facts***
- ***Post Content***
- ***Images & Videos***
- ***Response Mechanism***
- ***Frequency***

PROCESS

Choosing a Platform



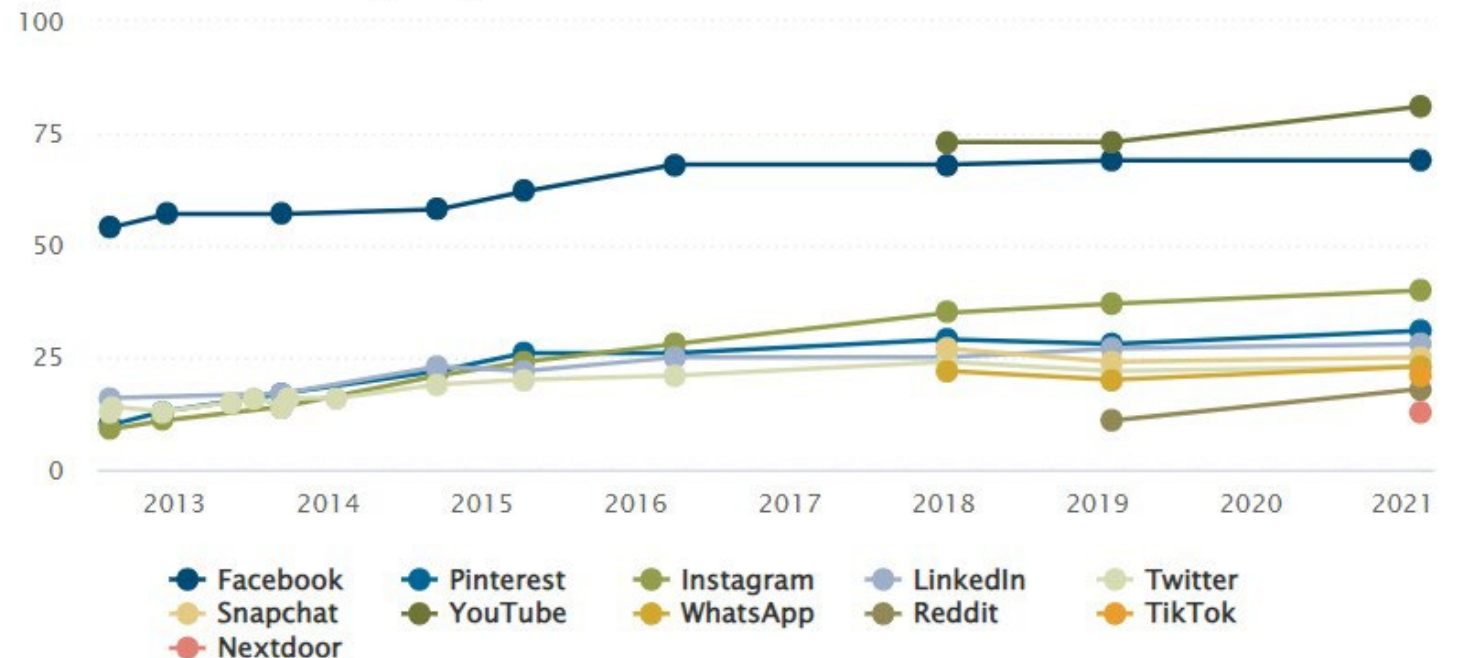
- ***Facebook***
- ***Instagram***
- ***Google My Business***
- ***Twitter***
- ***Pinterest***
- ***LinkedIn***
- ***YouTube***
- ***TikTok***

PROCESS

Choosing a Platform

- **Facebook**
- **Instagram**
- **Google My Business**
- **Twitter**
- **Pinterest**
- **LinkedIn**
- **YouTube**
- **TikTok**

% of U.S. adults who say they ever use ...



PROCESS

Choosing a Platform

In 2023, there are estimated to be 4.89 billion total social media users worldwide.

The average person bounces between seven different social networks per month.

The amount of time internet users spend on social media is now higher than ever — 151 minutes per day.

% of U.S. adults who say they ever use ...

	Facebook	Pinterest	Instagram	LinkedIn	Twitter	Snapchat	YouTube	WhatsApp	Reddit	TikTok	Nextdoor
8/5/2012	54%	10%	9%	16%	13%						
8/7/2012					14%						
12/9/2012		13%	11%		13%						
12/16/2012	57%										
5/19/2013					15%						
7/14/2013					16%						
9/16/2013	57%	17%	14%	17%	14%						
9/30/2013					16%						
1/26/2014					16%						
9/21/2014	58%	22%	21%	23%	19%						
4/12/2015	62%	26%	24%	22%	20%						
4/4/2016	68%	26%	28%	25%	21%						
1/10/2018	68%	29%	35%	25%	24%	27%	73%	22%			
2/7/2019	69%	28%	37%	27%	22%	24%	73%	20%	11%		
2/8/2021	69%	31%	40%	28%	23%	25%	81%	23%	18%	21%	13%

Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2012-2021.

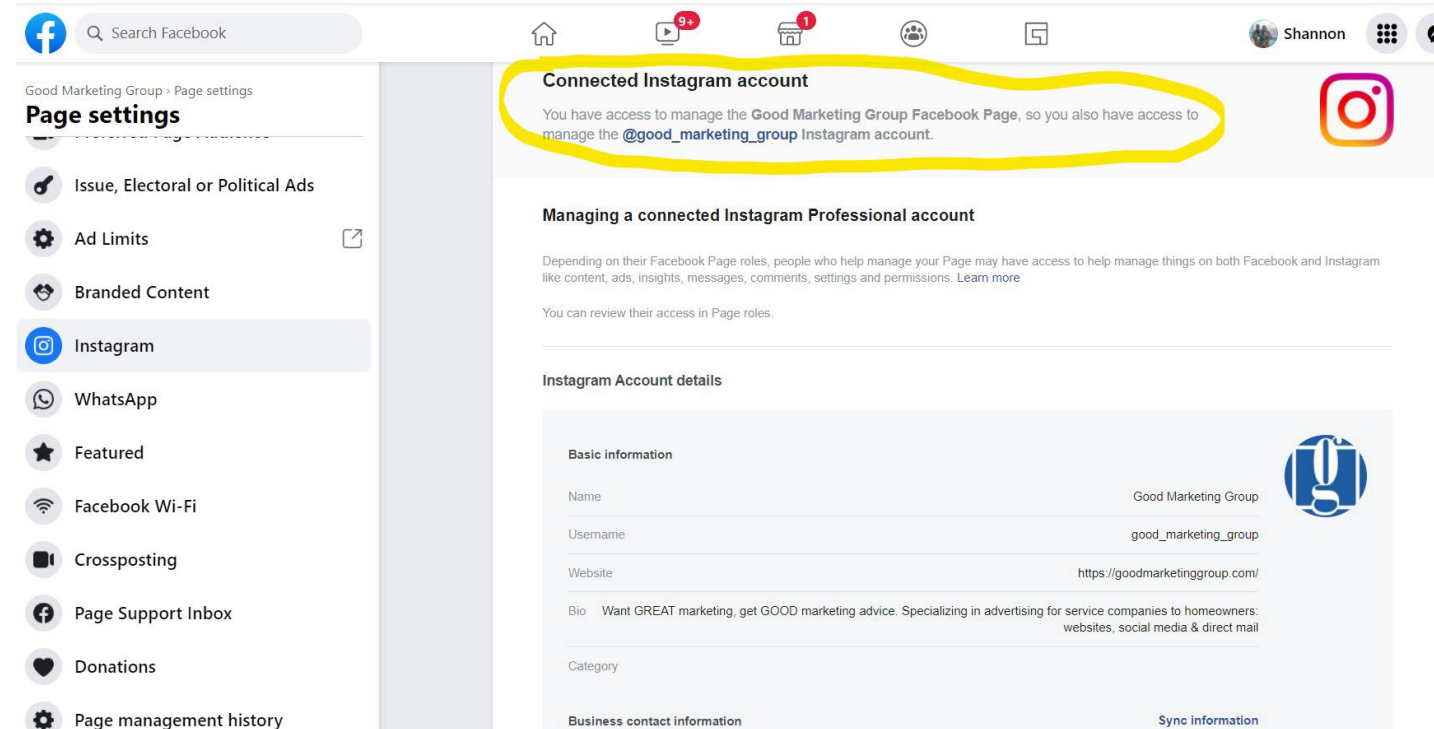
PEW RESEARCH CENTER

PROCESS

Choosing a Platform

Myth: If I have a Facebook page my posts will automatically post to Instagram

FACT: Only if your business accounts are linked.



PROCESS

Choosing a Platform

Myth: Posts are seen by everyone

FACT: Social Posts are seen only by your followers UNLESS you boost to a new audience.



PROCESS

Choosing a Platform

Myth: Posts are seen by everyone

FACT: BUT, posts are searchable = SEARCHABLE

<https://it-it.facebook.com/angersteins/posts>

Angerstein's Building Supply, Fireplace & Lighting Center - Post ...

315 New Rd, Wilmington, Delaware, Stati Uniti. ... fireplaces and stoves BUT Angerstein's Design Center has the **Empire Wood Stove** in stock and ready to warm ...



Reviews ? Write a review Add a photo

 "Great staff, good service."
★★★★★

 "Friendly and knowledgeable staff, great prices..."
★★★★★


 "The lighting selection is amazing and customer service is top notch."
★★★★★

[View all Google reviews](#)

From Angerstein's Building Supply, Fireplace ...

"HARDWARE STORE HOURS: M-F: 7:00A-4:30P, SAT: 7:00A-1:00P
DESIGN CENTER STORE HOURS: M-F: 9:00A-4:30P, SAT: 9:00A-1:00P
Angerstein's is your neighborhood home improvement store. Our customer service is well-known for being accessible and...
[More](#)

 Angerstein's Building Supply, Fireplace and Lighting Center on Google



2 FACT TWOSDAY 🌟 2.22.22 🌟
See what we did there? Check out these two fun facts about the hearth industry 🔥 ...
1 day ago

Don't miss out on these savings! 🌟 20% OFF select display lighting 🌟 • Speak to an Angerstein's sales team...
6 days ago

Profiles

Facebook

PROCESS

Choosing a Platform

Google My Business

SIGN IN

Myth: Posts are seen by everyone

FACT: BUT, posts are searchable = SEO!

Well done, your post got
25 views

"An outdoor fireplace adds a certain charm and style to a home,
and enables you to enjoy your exterior spaces well into the
cooler Fall pe..."



PROCESS

Choosing a Platform

Myth: Posts are seen by everyone

FACT: BUT, posts are searchable = SEO!



PROCESS

Choosing a Platform

Myth: No one uses Facebook or Twitter anymore because...

FACT: 7 out of 10 Americans are still using social media in some form.

- *Expected to increase to almost 4.41 billion in 2025*
- *144 min/day on social media and messaging apps*

“Social proof” is the psychological concept that we’re hardwired to copy the behavior of the masses because it must be correct. Our curious nature is hard to inhibit.

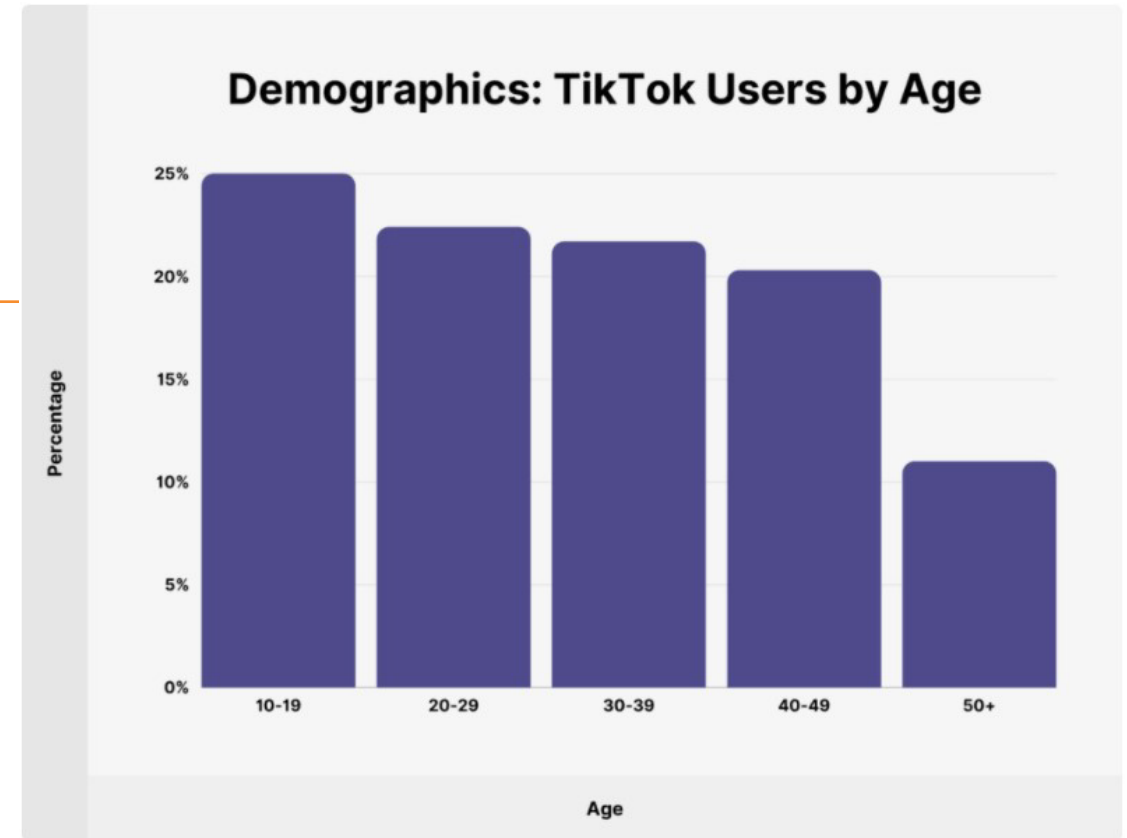


PROCESS

Choosing a Platform

Myth: Tik Tok is for young people

FACT: Between 2018-2020, American adults using TikTok grew 5.5 times.



Here's a full breakdown:

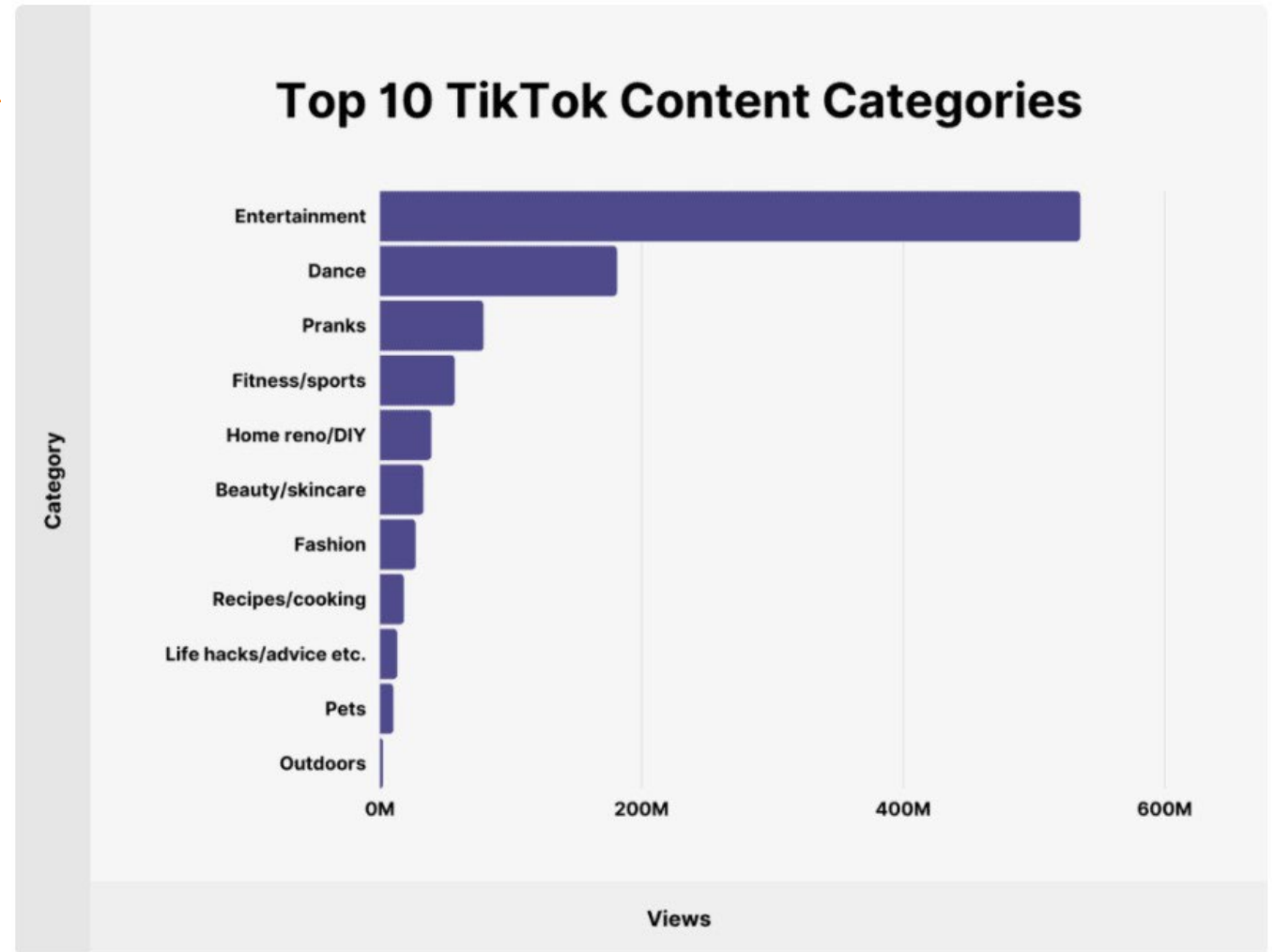
- **25%** of TikTok's active users accounts in the U.S. are people aged 10-19.
- **22.4%** of TikTok's active users accounts in the U.S. are 20-29.
- **21.7%** of TikTok's active users accounts in the U.S. are 30-39.
- **20.3%** of TikTok's active users accounts in the U.S. are 40-49.
- **11%** of TikTok's active users accounts in the U.S. are 50+.

PROCESS

Choosing a Platform

Myth: Tik Tok is only for entertainment, not business

FACT: 39 Billion views Home Reno/DIY



PROCESS

Choosing a Platform

Myth: Tik Tok is only for entertainment, not business

FACT: 39Billion views Home Reno/DIY

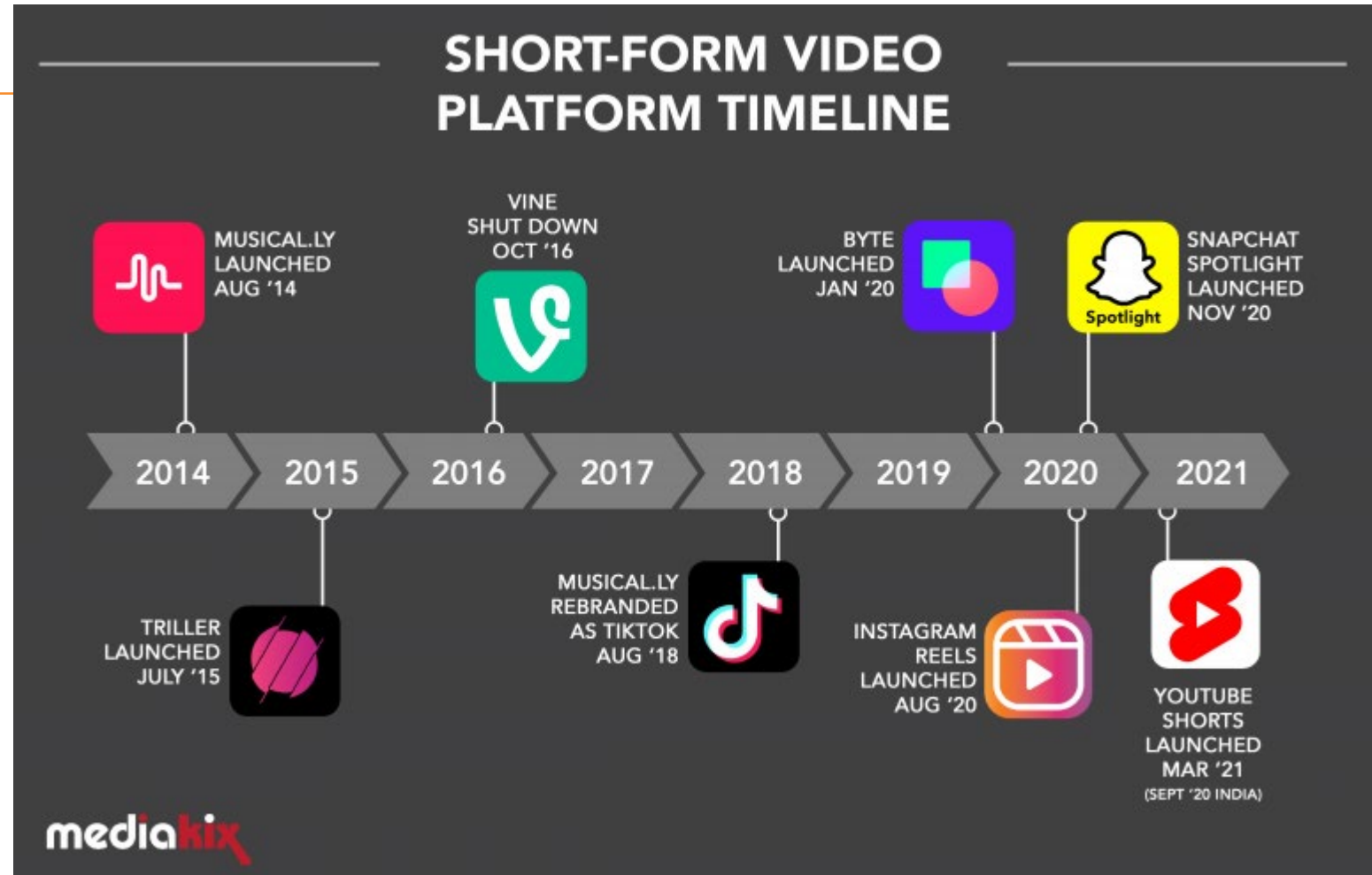
[TIK TOK SEARCH RESULTS](#)

[TIK TOK BIZ PROFILE](#)

PROCESS

Choosing a Platform

Other Video Platforms:

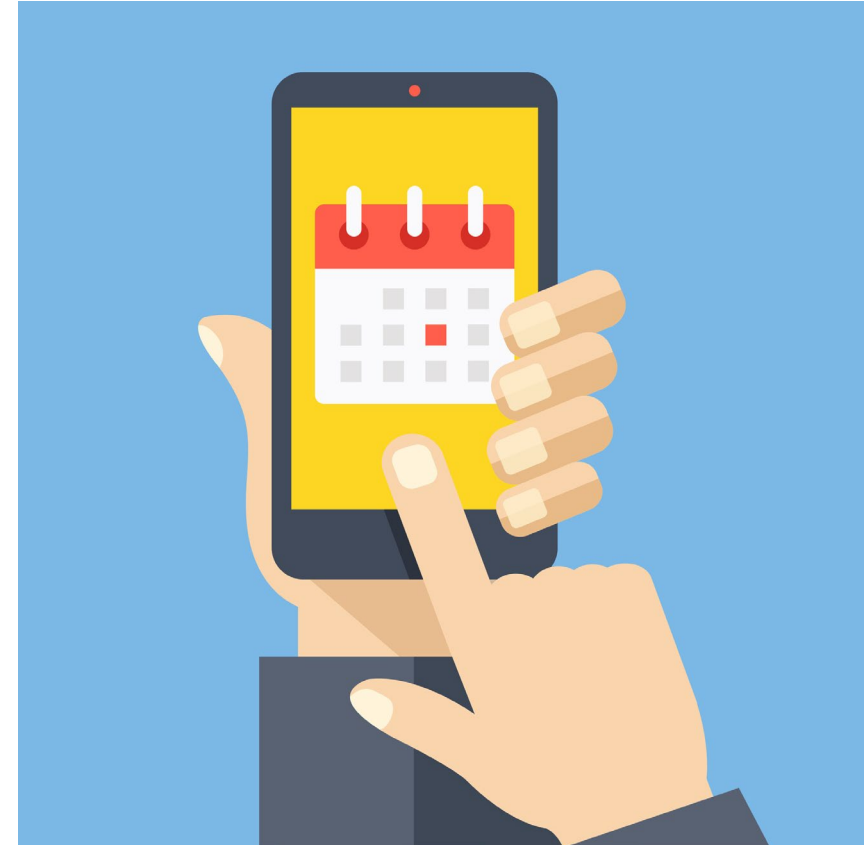


PROCESS

Post Content

Planning:

- Internal & Manufacturers:
 - ✓ events,
 - ✓ sales,
 - ✓ features,
 - ✓ announcements
- Bandwagon:
 - ✓ calendar holidays,
 - ✓ seasonality,
 - ✓ Tues. Tips,
 - ✓ Throwback Thurs.,
 - ✓ Friday's Featured Fire



PROCESS

Post Content

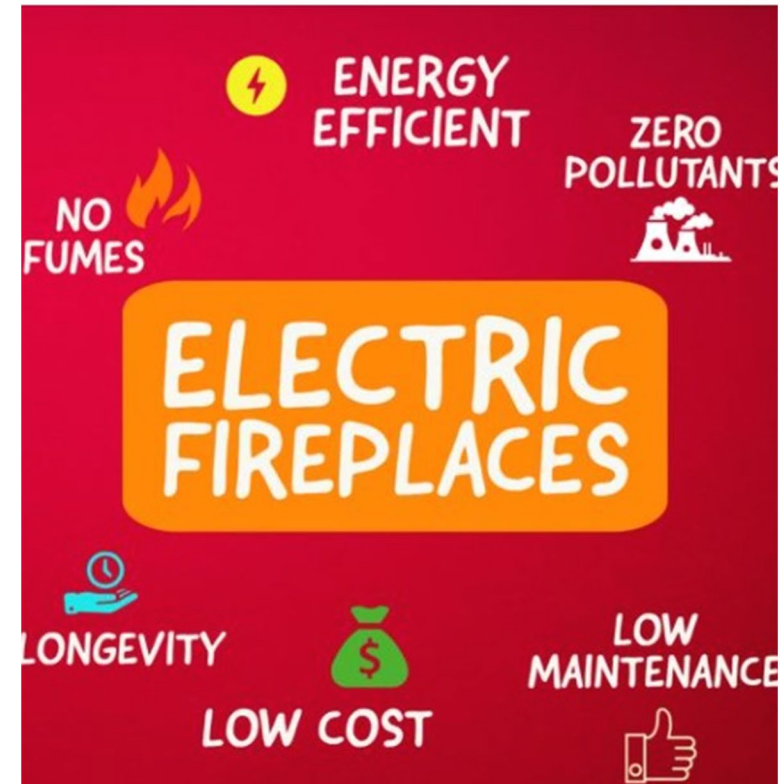
USP = Value

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value

Go Green 🌱 with an electric fireplace 🔥
Reduce your carbon footprint 🌍 by choosing this more energy-efficient option 🙌
The electric fireplace has a realistic flame 🔥🔥 - you can hardly tell the difference!
SHARE this post with a friend so they can consider adding an electric fireplace to their home too! 🏠
<https://www.firesidestone.com/firepl.../electric-fireplaces/>
#Elec... See more



PROCESS

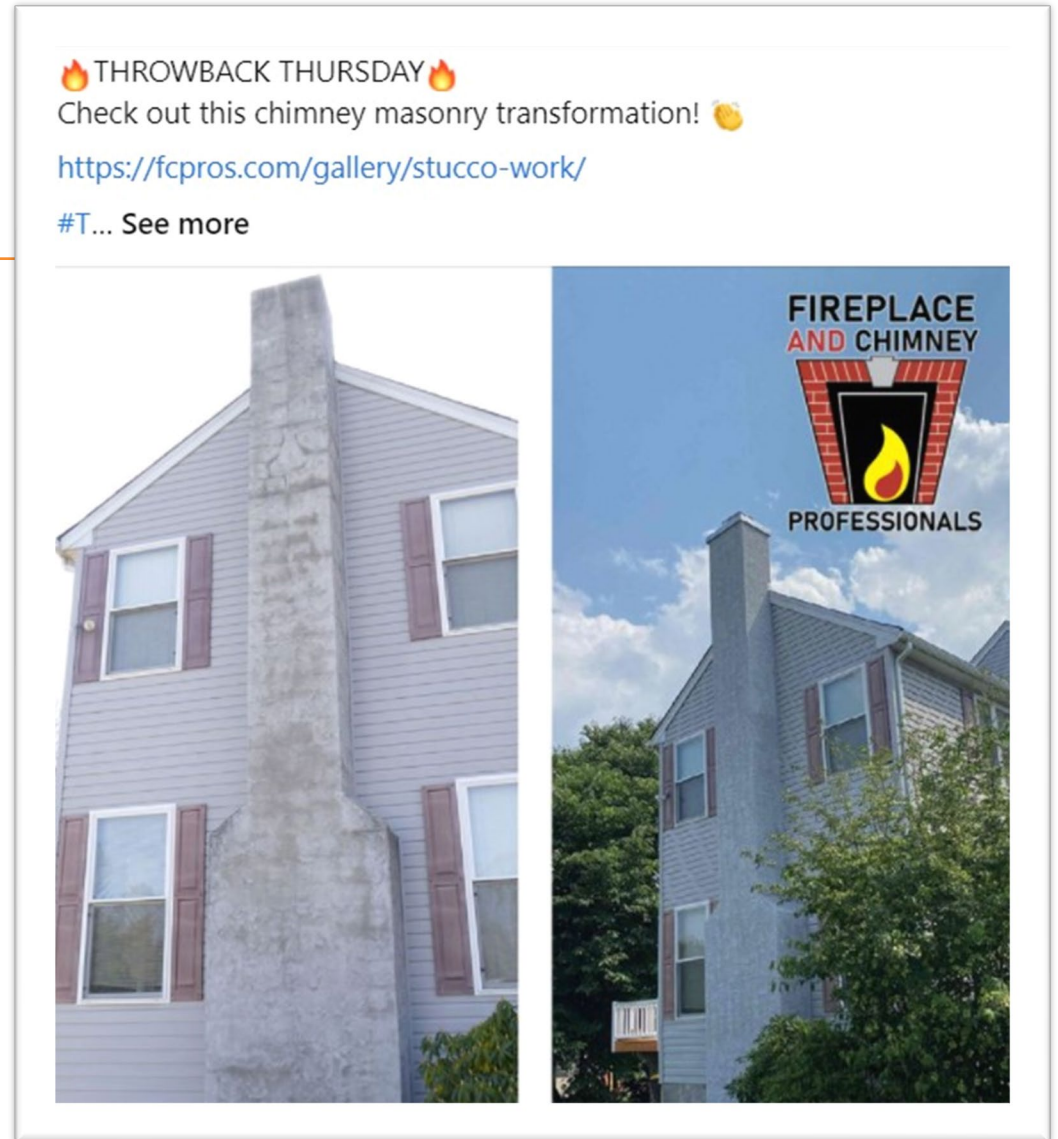
Post Content

Trends = Customize

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

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PROCESS

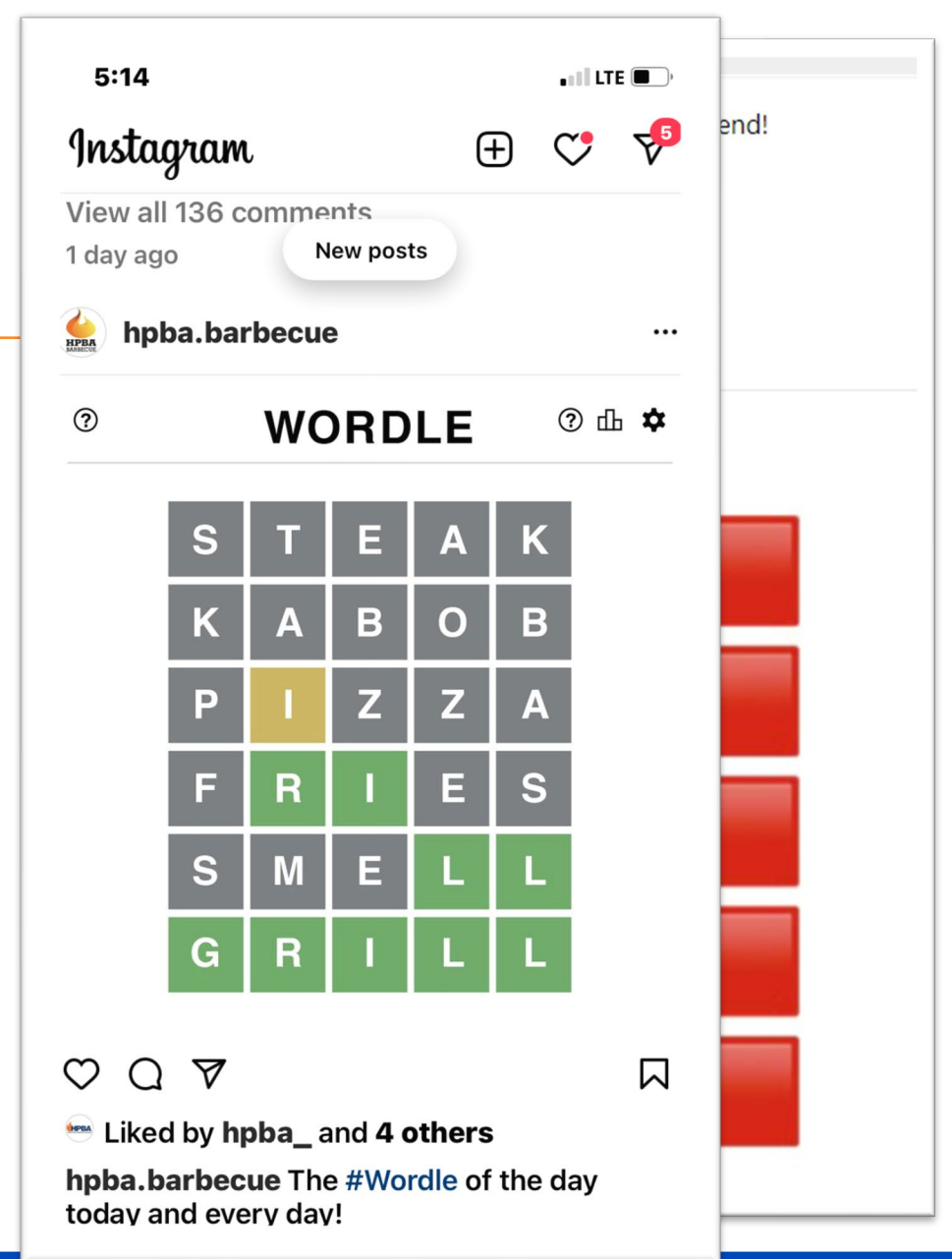
Post Content

Trends = Customize

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
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- Value



PROCESS

Post Content

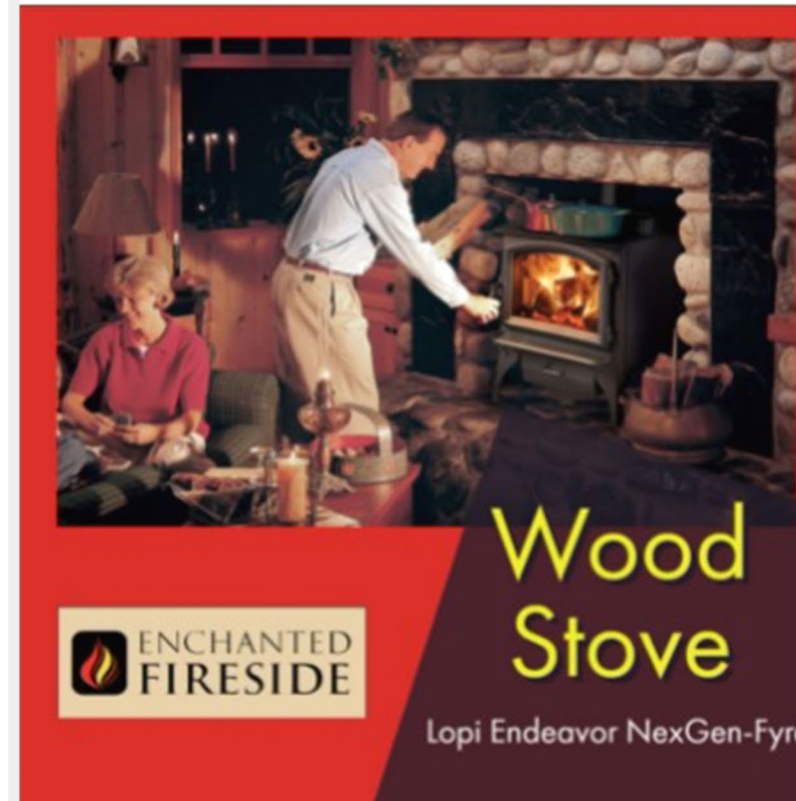
Educate = Customize

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value

😓 No Power, No Problem 😓
Cooking on your wood stove?! Absolutely with this #LopiEndeavor from #EnchantedFireside.
If a storm hits, we've got you covered 🍷❤❤
Cook a meal and stay 🍷 #WarmAndHappy, even without power!
Visit our showroom or contact our hearth design specialists for more information!
👉 <https://enchantedfireside.com/stoves/>
#WoodburningStoves #StormyWeather #FireplaceDesign
#WorcesterMA #CentralMassachusetts #CentralMass



PROCESS

Post Content

Manufacturers = Share

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value



PROCESS

Post Content

Contests = Engagement/Shares

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value

It's time for our 4th Annual #PayItForwardToTeachers event! We're excited 🥳 to continue our tradition of appreciation, giving our local teachers a much-needed boost 🎒 heading into the new school year. And once again, ONE LUCKY TEACHER will win up to \$300 of classroom wish list items 📚 PLUS a \$100 Quinn's Irish Pub gift card (Th... See more



7,301
People reached

1,292
Engagements

–
Distribution score

Boost post

👍❤️ 22

327 Comments 34 Shares

PROCESS

Post Content

Holidays: Calendar & Special

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value

2 FACT TWOSDAY 🙌 2.22.22 🙌

See what we did there? Check out these two fun facts about the hearth industry 🔥👉

Ready to install a fireplace? Give #Angersteins a call 📞
<https://angersteins.com/hearth/>

#Twosday

#HappyTwosday

#AngersteinsDesignCenter

#WilmingtonDE

#Fireplaces



PROCESS

Post Content

Internal: Certifications & Testimonials

STAY IN THE FOREFRONT!

Post articles and topics at least once per week that are of interest to followers.

- Credibility
- Relationships
- Educate
- Value



162
People reached

8
Engagements

–
Distribution score

Boost post

5

1 Share

PROCESS

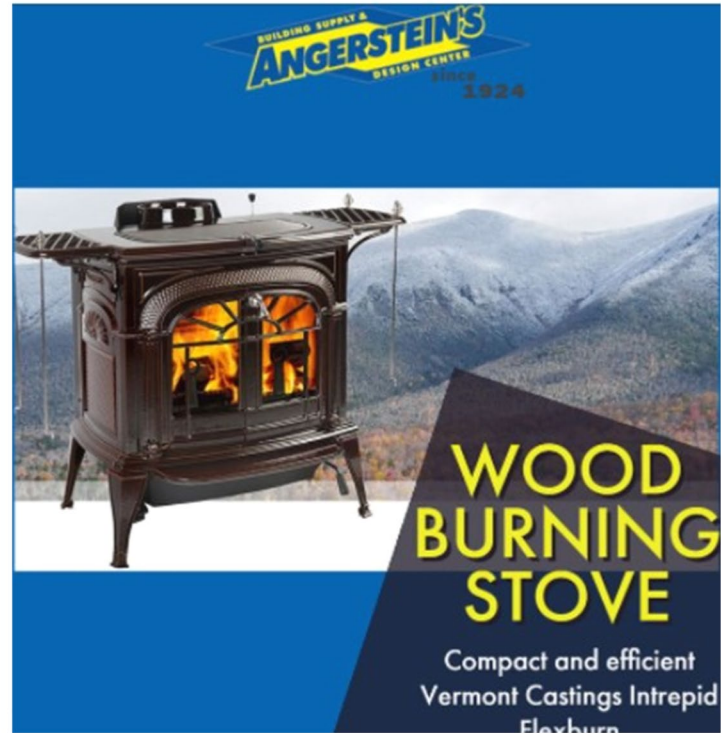
Post Content

Skimmers & Readers:

- 1-2 sentences AND bullets
- Emojis
- Hashtags

🔥 FEATURED STOVE: Vermont Castings Intrepid 🔥
▲ Wood burning stove
▲ Compact and efficient
▲ Style and strength of 100% cast iron construction
▲ Contains features not often found in this size
Shop this stove and other models here 📍
<https://angersteins.com/.../vermont-castings-intrepid.../>

#WoodburningStoves
#AngersteinsDesignCenter
#Angersteins
#WilmingtonDE
#Intrepid



PROCESS

Post Content

Skimmers & Readers:

- 1-2 sentences AND bullets
- Emojis
- Hashtags

✨ NOW HIRING ✨

Do you want to make good money💰 and be respected 🤝 in a career you can grow your skill?

Do you like to work with your hands 🤝 outside 🌞 and use cool tools 🛠️?

PLUS make it home for dinner 🍔 and enjoy your weekends🌈

We will train hard workers who take pride in their work 🤝

👉 PLEASE SHARE THIS POST WITH SOMEONE YOU KNOW IS SEEKING A GOOD JOB WITH A GREAT COMPANY!

To learn more about our company and our open positions, visit:

<https://fcpros.com/employment/>

EOE

PROCESS

Post Content

Facebook search bar: #healthychoices

#healthychoices
224K people are posting about this

Facebook search bar: #healthyresolutions

#healthyresolutions
People are posting about this

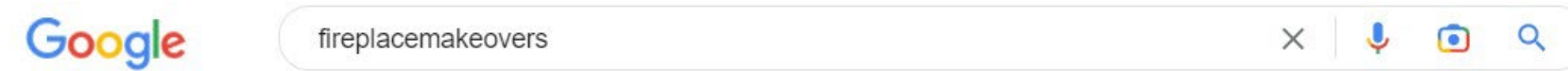
Facebook search bar: #grillmaster

#grillmaster
47K people are posting about this

New Year's Resolution You Can KEEP: Grilling More = Eating Healthy 🍗
DID YOU KNOW... Grilling over high heat releases fat from cooking meat 😬
That's why grilled meats are typically lower in calories than the same meat fried and dripping with grease !!
#AngersteinsDesignCenter is your one-stop-shop #localbusiness for a new grill or if you want to upgrade to an #outdoorkitchen.
Order NOW and be the first on the block to have a #BBQ party 🍖
👉 <https://angersteins.com/outdoor-living/outdoor-grills/>
#NewYearResolutions #HealthyChoices #HealthyResolutions #OutdoorKitchens #OutdoorGrills #Grills #BuiltInGrills #BBQgrills #GrillMaster
#Angersteins #AngersteinsBuildingSupplyFireplaceAndLightingCenter #WilmingtonDE



PROCESS



<https://www.pinterest.com> › [thepaintdiva](#) › [fireplace-ma...](#) ⋮

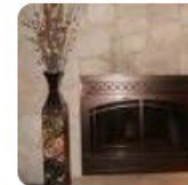
240 Fireplace Makeovers ideas - Pinterest

Jan 20, 2019 - Get rid of that ugly, dated, 1960's brick fireplace and bring your home into the new millennium!. See more ideas about fireplace, home, ...

<https://www.pinterest.com> › [rettingers](#) › [fireplace-make...](#) ⋮

39 Fireplace Makeovers ideas - Pinterest

Dec 6, 2019 - Explore Rettinger Fireplace Systems's board "**Fireplace Makeovers**", followed by 652 people on Pinterest. See more ideas about fireplace, ...



<https://www.pinterest.com> › [rettingers](#) › [fireplace-make...](#) ⋮

39 Fireplace Makeovers ideas - Pinterest

Dec 6, 2019 - Explore Rettinger Fireplace Systems's board "**Fireplace Makeovers**", followed by 652 people on Pinterest. See more ideas about fireplace, ...

PROCESS

Images & Videos

Stock vs. Authentic:

- Use both
- Keep audience in mind
- Relationships
- Branding

We heard it's National Doggy Date Night! 🐶❤️

🔥 Turn on that fireplace to create a cozy ambiance for your pups! 🍷

Do your dogs love to snuggle up near the fire? 🐶

🐶 We would love to see pics of YOUR pups by the fire! Share them below 🙌

<https://enchantedfireside.com/>

#Dogg... See more



PROCESS

Images & Videos

Stock vs. Authentic:

- Use both
- Keep audience in mind
- Relationships
- Branding

Come along and watch Mark as he cleans, repairs, and inspects a gas fireplace insert. Learn more on our website by clicking the link below.

<https://fcpros.com/services/>

#GasFireplaceInsert #Repairs #FireplaceandChimneyProfessionals

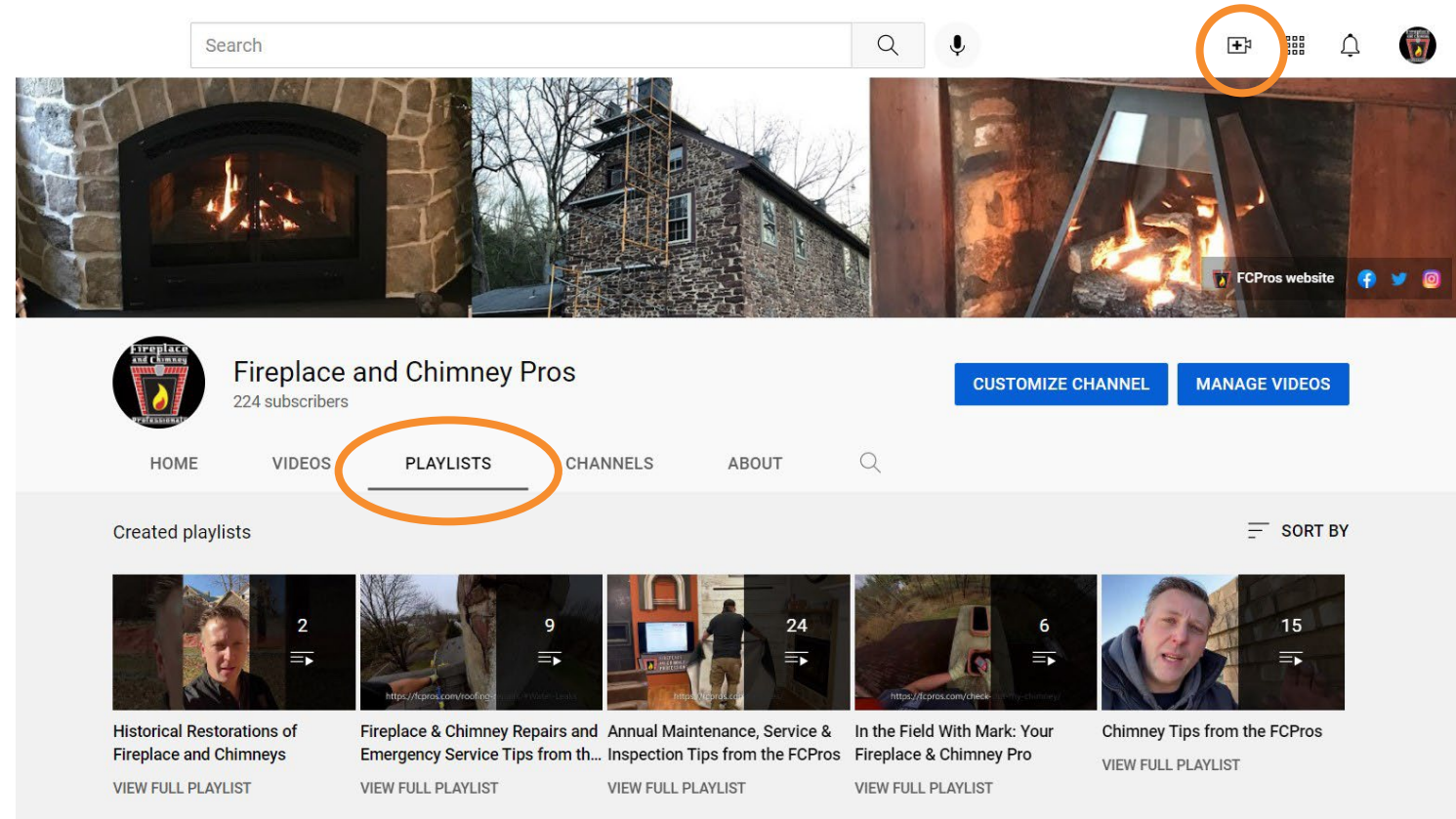


PROCESS

Images & Videos

Stock vs. Authentic:

- Use both
- Keep audience in mind
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- Branding

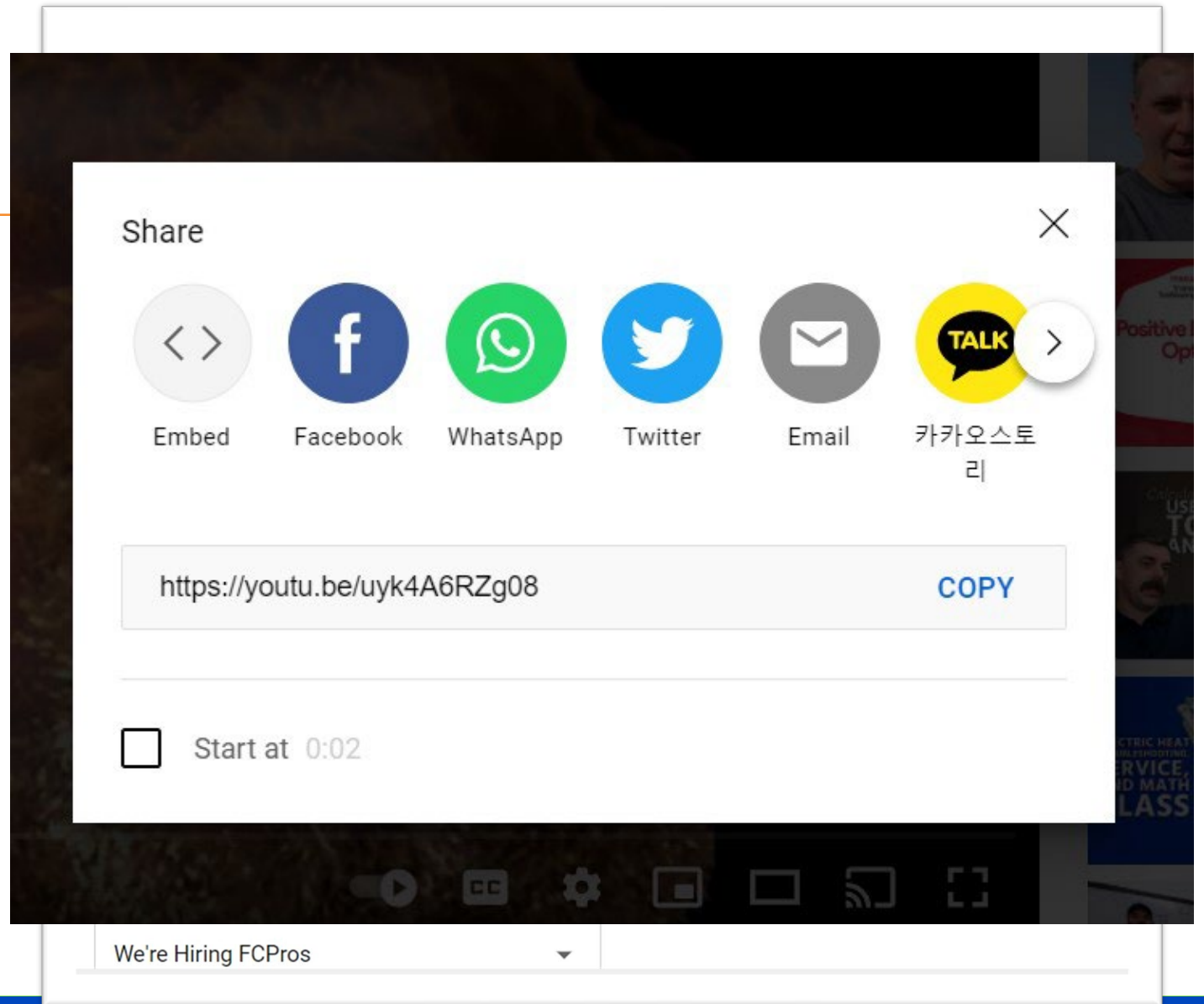


PROCESS

Images & Videos

Stock vs. Authentic:

- Use both
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PROCESS

Images & Videos

Stock vs. Authentic:

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PROCESS

Images & Videos

Stock vs. Authentic:

- Use both
- Keep audience in mind
- Relationships
- Branding

PLEASE SHARE WITH SOMEONE YOU KNOW!

We are still accepting applications for hard working, skilled contractors who want to work for a company that values their employees. Watch video below and be our next FCSPro! 🙌



YOUTUBE.COM

Hiring People Who Want to Specialize in a Trade

If you enjoy working with a great team of people and would you lik...

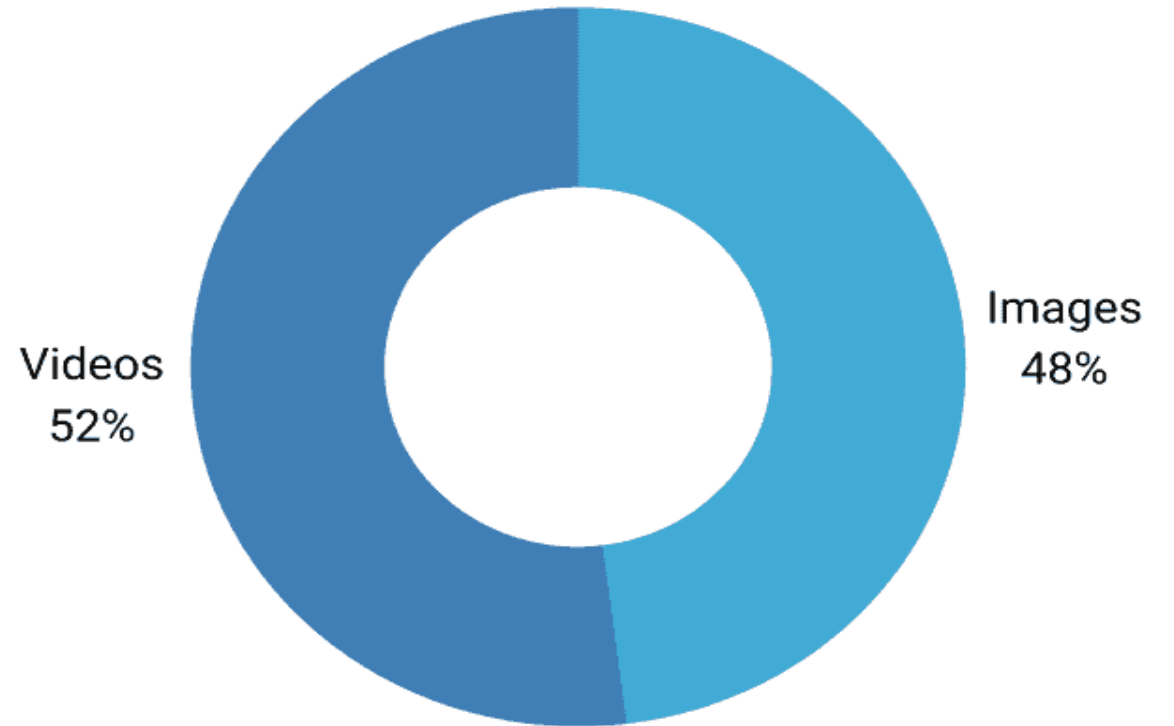
PROCESS

Images & Videos

Limitations per Platform:

- Dimensions
- Characters
- Videos times
- Mix it up

Which format do you leverage more in your Facebook ads?

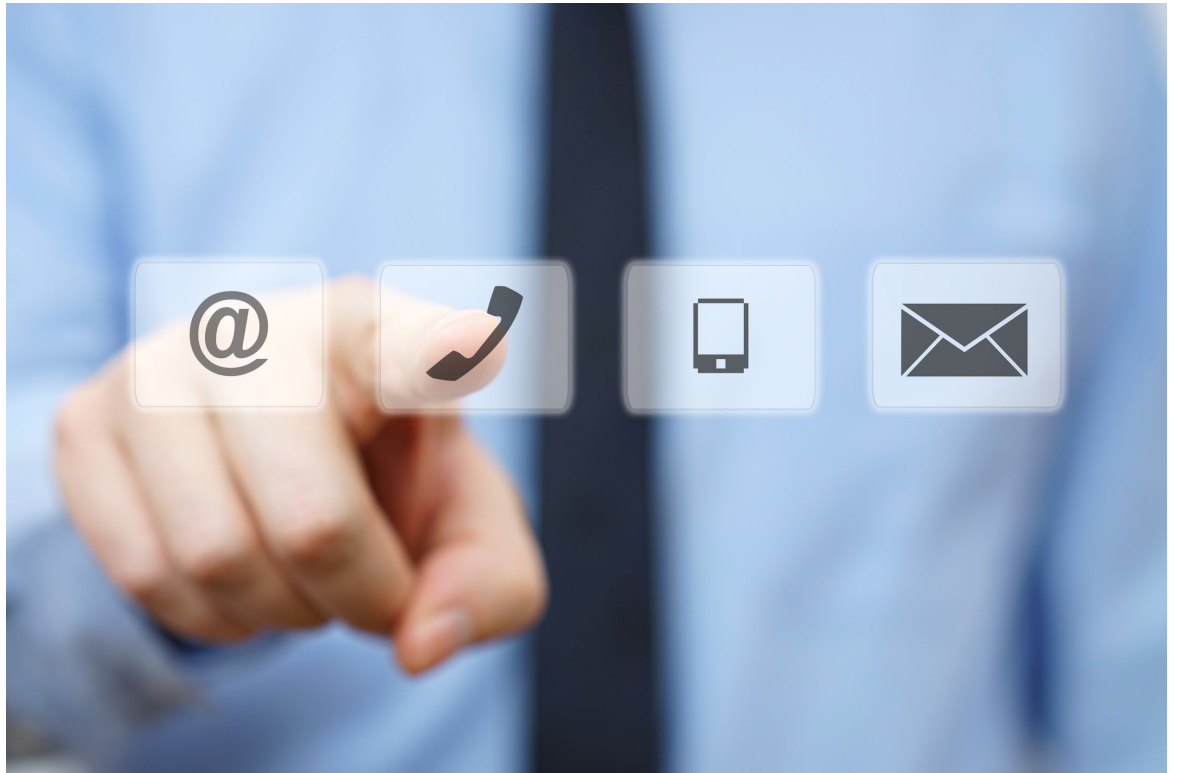


PROCESS

Response Mechanism

Accessible to All

- URL – to include or not to include
- Phone #
- Messenger
- Email
- YES!



PROCESS

Frequency

It Depends!

- Amount of content
- Engaging & relevant content
- Days & Times
- Consistency is Key



SUCCESS

ENGAGEMENT

GOOD MARKETING GROUP

MAHPBA 2023



POSTS & PAID ADVERTISING
Managing expectations for ROI.

- *Likes & Shares*
- *Views vs Clicks*
- *Boosts vs. Ads*
- *Audiences*

SUCCESS

Engagement

Manage Expectations!

- Where are you posting?
- What and when are you posting?
- Who do you want seeing your posts?
- What are you willing to spend: time & money!
- What is “SUCCESS” and are you tracking for it?



SUCCESS

Posts in Newsfeed

What is your perceived success...

- Likes & Followers
- Views
- Shares
- Comments
- Clicks



SUCCESS

Posts in Newsfeed

What is your perceived success...

- Likes & Followers

A Like = a person who has chosen to attach their name to your Page as a fan.

A Follower = a person who has chosen to receive the updates that you post in their news feed.

In January 2021, Facebook announced they will be discontinuing the Like button in favour of the Follow button. Going forward people will only have the choice to Follow or not.



SUCCESS

Posts in Newsfeed

What is your perceived success...

- Likes & Followers

Default = when one Likes, they are also Following

- As a Liker, you can choose to Unfollow.
- See First = puts anything that page posts on top of newsfeed
- Notifications = choose to get notified every time the page posts



SUCCESS

Posts in Newsfeed

What is your perceived success...

- Likes & Followers

BOTTOM LINE: It doesn't matter the number of Likes or Followers if they AREN'T ENGAGING!!!

Post Level Engagement Rate = Number of Engagements/Reach

or... the number of actions taken on your post divided by the number of people who saw it.

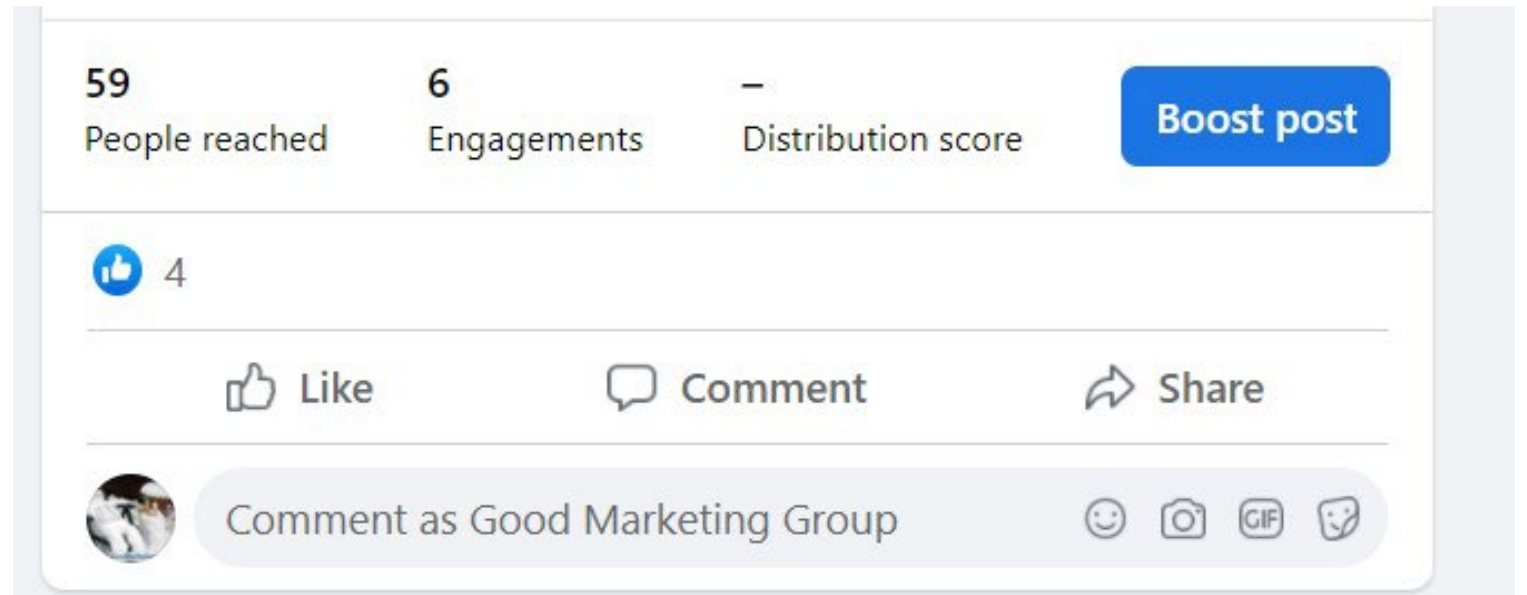


SUCCESS

Posts in Newsfeed

What is your perceived success...

- People Reached
- Engagements
- Distribution Score
 - ✓ Like
 - ✓ Comments
 - ✓ Share

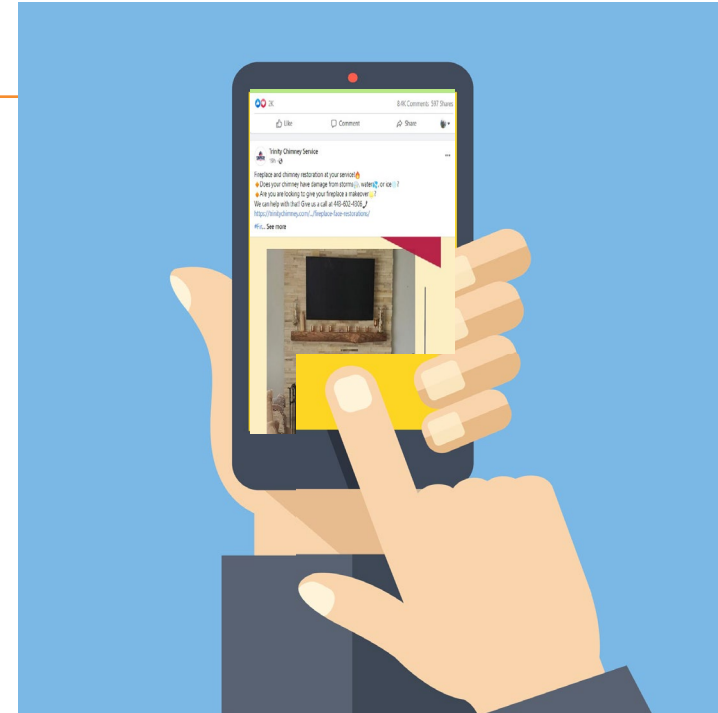


SUCCESS

Posts in Newsfeed

What does People Reached mean?

- Estimated # people who saw your post in their newsfeed
- Page Views = # of times a page's profile is viewed by people, including those logged in & NOT!
- Reach = estimated # of people who saw ANY content from your page or about your page.
- Impressions = # times any content from your page or about your page entered a screen (not necessarily viewed by a person)



SUCCESS

Posts in Newsfeed

What is considered Engagement?

- Engagement = any **ACTION** taken on your page or post(s)
- For example: Likes, comments, shares.
- ALSO: saves, viewing a VIDEO or clicking a link.

The screenshot shows the 'Video Details' interface for a video. At the top, a blue banner reads 'Increase Organic Distribution' with the subtext 'Your videos get shown organically to more people when they're at least 3 minutes long.' Below this is a video player showing a video with two red speech bubbles. The first bubble says 'The flexibility between work and homelife balance!' and the second says 'Being part of a winning team at FCP is a morale booster.' To the right of the video player is a 'Total Video Performance' sidebar with the following metrics:

Metric	Value
Minutes Viewed	0
1-Minute Video Views	--
10-Second Video Views	0
3-Second Video Views	0
Average Video Watch Time	0:00
Audience retention	>
Audience and Engagement	>

Below the video player, the video title is 'Fireplace & Chimney Professionals, LLC: My project (92)...'. The description reads: 'Check out what our AWESOME employees have to say about working at #FCPro! We are so grateful to have such a wonderful team on our side! WE'RE HIRING! Become our next FCPro! 🙌 <https://fcpros.com/employment/#FireplaceAndChimneyProfessionals...>'

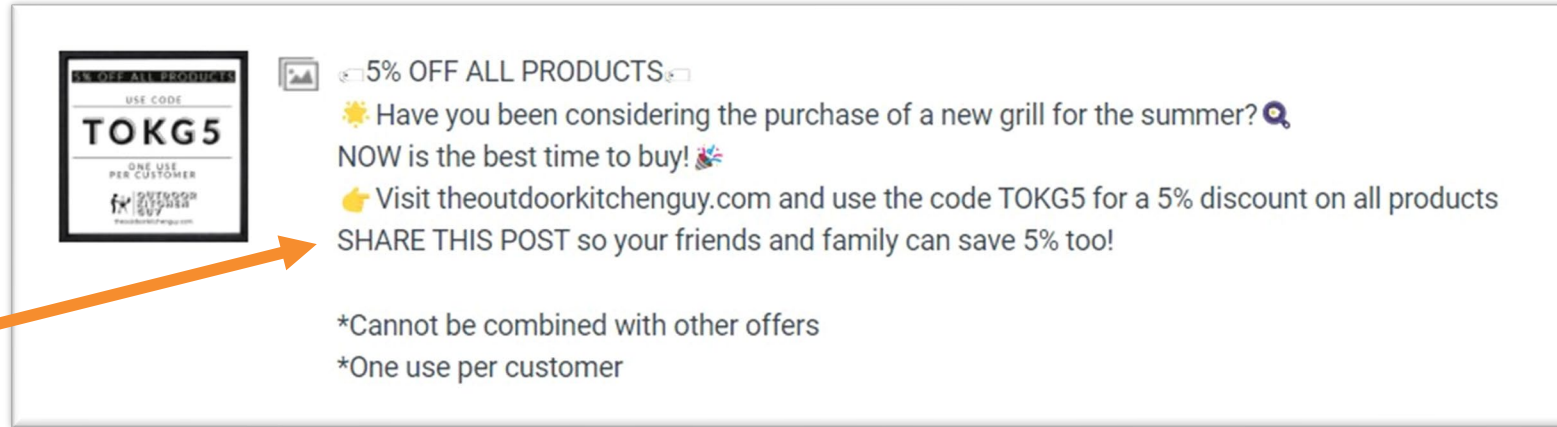
At the bottom, there is a table titled 'This video is used in 1 post' with columns for 'Posts', 'Posted Date', 'Estimated Reach', '3s Video Views', '10s Video Views', 'Unique 3s Video Views', 'Post Engagement', and 'Average Video Watch Time'. A 'Create Post With Video' button is visible in the bottom right corner.

SUCCESS

Posts in Newsfeed

Increase Engagements

- Include in response mechanism
- Include in Header



The screenshot shows a social media post with a promotional code. On the left is a square image of a coupon that says "5% OFF ALL PRODUCTS", "USE CODE TOKG5", and "ONE USE PER CUSTOMER". An orange arrow points from the text "Include in response mechanism" to this coupon image. To the right of the coupon is the text of the post: "5% OFF ALL PRODUCTS", "Have you been considering the purchase of a new grill for the summer? NOW is the best time to buy!", "Visit theoutdoorkitchenguy.com and use the code TOKG5 for a 5% discount on all products", "SHARE THIS POST so your friends and family can save 5% too!", and two asterisked footnotes: "*Cannot be combined with other offers" and "*One use per customer".

SUCCESS

Posts in Newsfeed

Increase Engagements

- Include in response mechanism
- Include in Header

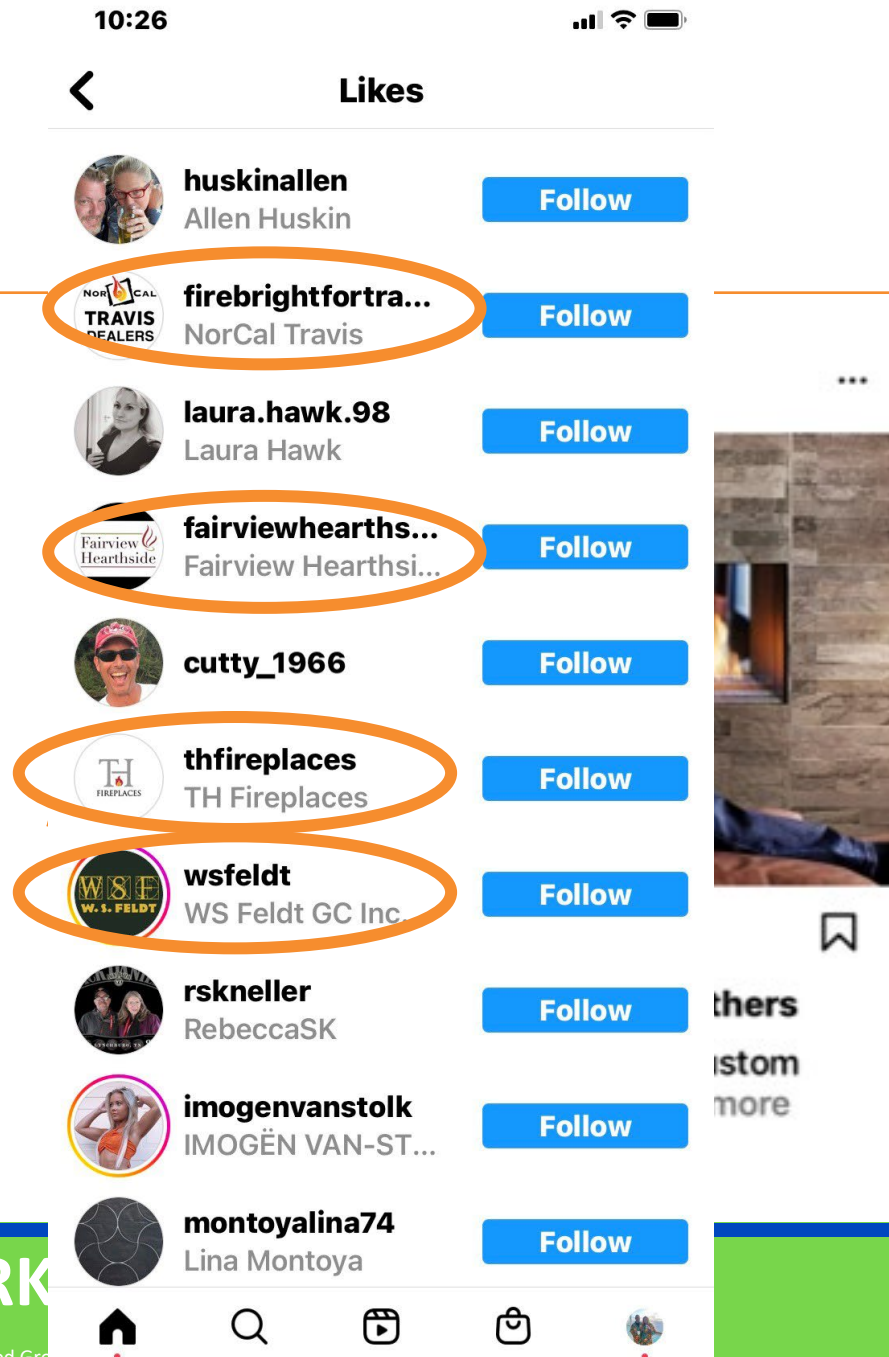


SUCCESS

Posts in Newsfeed

Who are you comparing your success to...

- Competitors
- Fellow industry companies
- Non-industry companies



SUCCESS

4.18% Likes/Loves
1.05% Shares

Posts in Newsfeed

Who are you comparing your success to...

- Competitors
- Fellow industry companies
- Non-industry companies

.03% Likes/Loves
.005% Shares

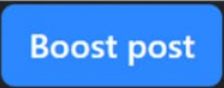

The screenshot shows a Facebook profile for 'Napoleon' with a 'Shop on Website' button. The post is from February 20 at 11:01 AM and features a video of a grill master. The video shows a person's hands holding a piece of duck fat over a grill. The post text reads: 'Now that's some Grill Master dedication from @grillhunters! #NapoleonEats We are drooling over this video of grilled duck confit, and LOVE the fact that it only takes around 4 hours! The addition of fresh chilies, ginger, garlic and thyme within the duck fat adds and extra layer of flavour bomb Here's a list of all the ingredients: *... See more'. The video has 24 likes and 4 shares. The post also includes contact information for Napoleon, such as the website URL, phone number, and email address.

SUCCESS

Paying for Social Media

Getting your ROI

- Boosts vs Ads
- Audiences
- Budget = Testing
- Pixel

BOOSTED POST	VS	FACEBOOK AD
 <ul style="list-style-type: none">• Easy to use• Limited Advertisement Placements• 3 Campaign objectives• Very limited targeting capabilities• No creative ads option		 <ul style="list-style-type: none">• More complicated but highly customizable• Wide range of Ad Placements• 11 Campaign objectives• Specific & advanced targeting capabilities• Many creative ads options

SUCCESS

Paying for Social Media

Getting your ROI

- Boosts vs Ads
- Audiences
- Budget = Testing
- Pixel

Google Analytics



SUCCESS

Paying for Social Media

Create an Audience for Prospecting

Use your knowledge of who your best customers are, and create qualified audience groups on Facebook, to whom you can market your products and services.

You are targeting men and women, ages 28 - 65+ who live in 1 location, and have 25 interests.

Location - Living In:
United States: Worcester (+30 mi) Massachusetts

Age:
28 - 65+

Exclude:
Home Types: Apartment and Home Ownership: Renters

People Who Match:
Interests: Outdoor fireplace, Home Decoration & Design, Interior design, Outdoor Living, Remodeling My Home, Home Décor Products, Interior Design Ideas, Home Decore, Fireplace insert, Home Renovations, Renovation, Major appliance, Gas stove, Home Improvements, Home repair, Home Appliances, Fireplace, Fireplace mantel, Remodeling My House, Home improvement, Wood-burning stove, Pellet fuel, Hearth, Home equity or Pellet stove, Behaviors: Home renovation or Home improvement and Home Ownership: Homeowners

[Hide full summary](#)

⌚ This promotion will run for **12 days**.

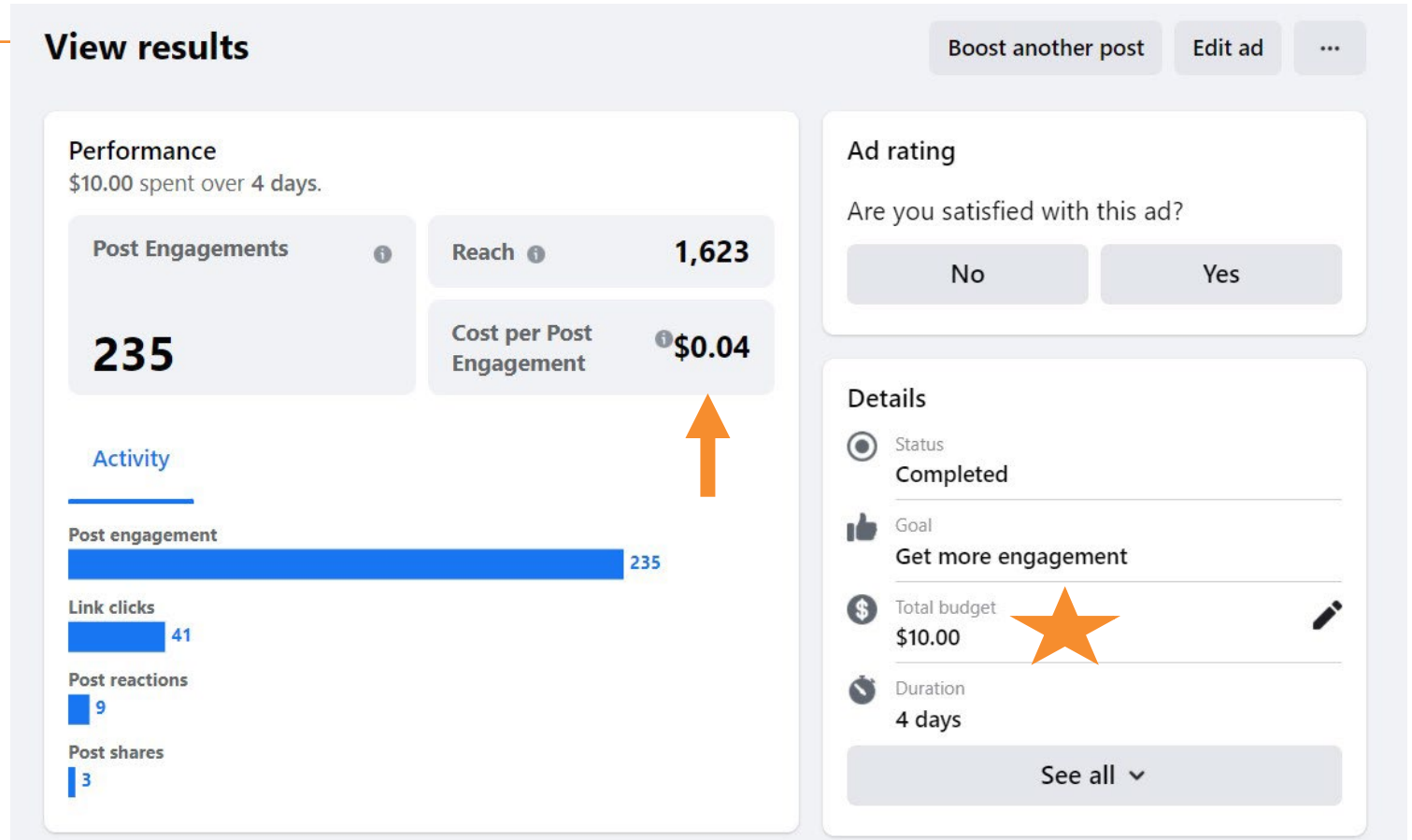
\$ Your total budget for this promotion is **\$75.00 USD**.

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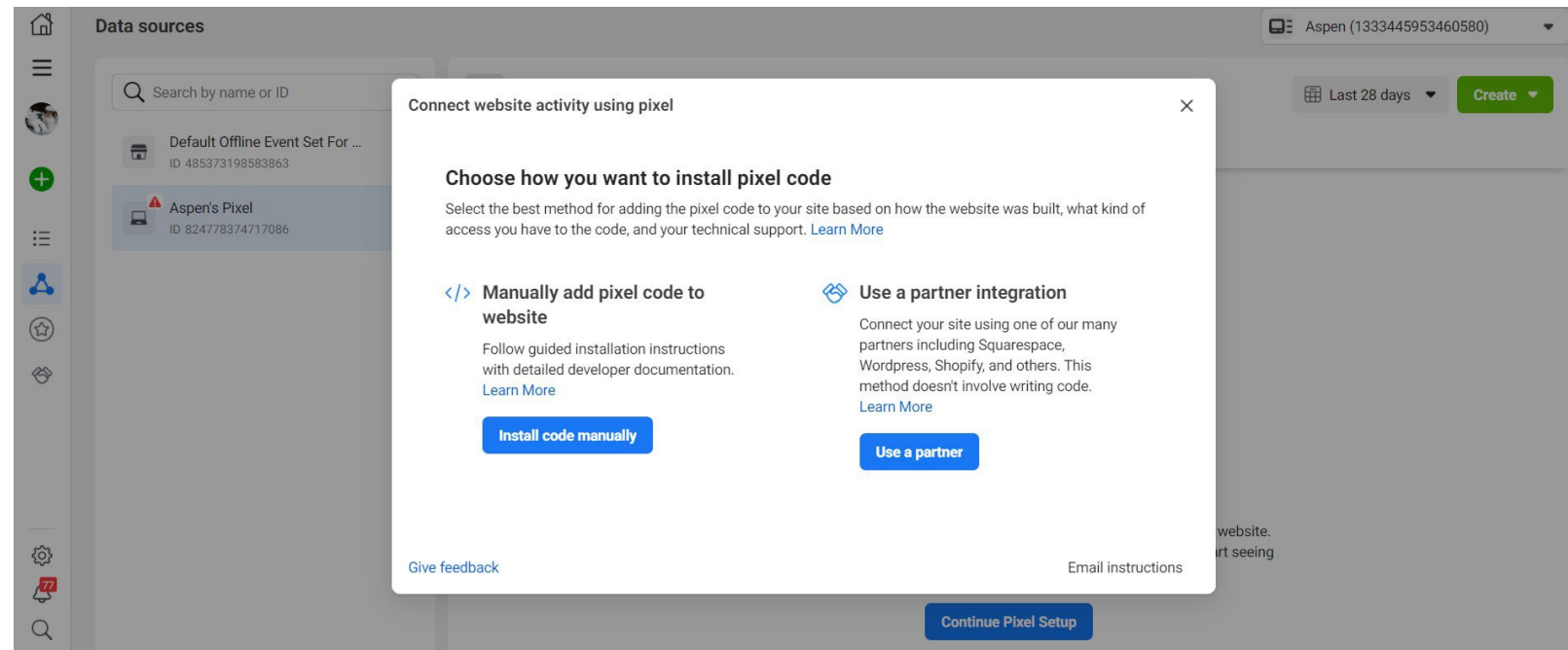


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Your Experiences
Your Questions



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GoodMarketingGroup.com

**MEMBER BENEFIT
\$SAVINGS**



HPBA[®]
Hearth, Patio & Barbecue Association

UBG SAVINGS!
SAVE UP TO 25%
ON SELECTED SERVICES
UBG MEMBERS ALWAYS RECEIVE THIS DISCOUNT!
ASK US ABOUT OUR AFFINITY PARTNER AGREEMENT

MEMBER SAVINGS
United Buyers GROUP

ASK US ABOUT
WELCOME MAT
ENGAGE AND CONVERT MORE LEADS

E-COMMERCE HYBRID
SELL AND/OR QUOTE YOUR PRODUCTS ONLINE

SILENT AUCTION
CLEAR INVENTORY FOR MORE PROFIT

GALLERY PRO
EASY TO USE FOR TECHS AND CUSTOMERS

SOCIAL MEDIA
FREE MONTH



* REQUIRES TWELVE MONTH COMMITMENT