



CLASS 05

Amplifying Content on Social Media

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Inbound Certification

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A large, bold, orange number '1' is positioned on the left side of the slide, serving as a list item indicator.

**WHY IS SOCIAL MEDIA
IMPORTANT TO
INBOUND MARKETING?**

+2 BILLION

active social media users worldwide.

This number is projected to grow at 25% year over year.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

9/10

U.S. businesses maintain an active presence on social media.



Social media helps get your content in front of the right people and **spread the word** about your business.

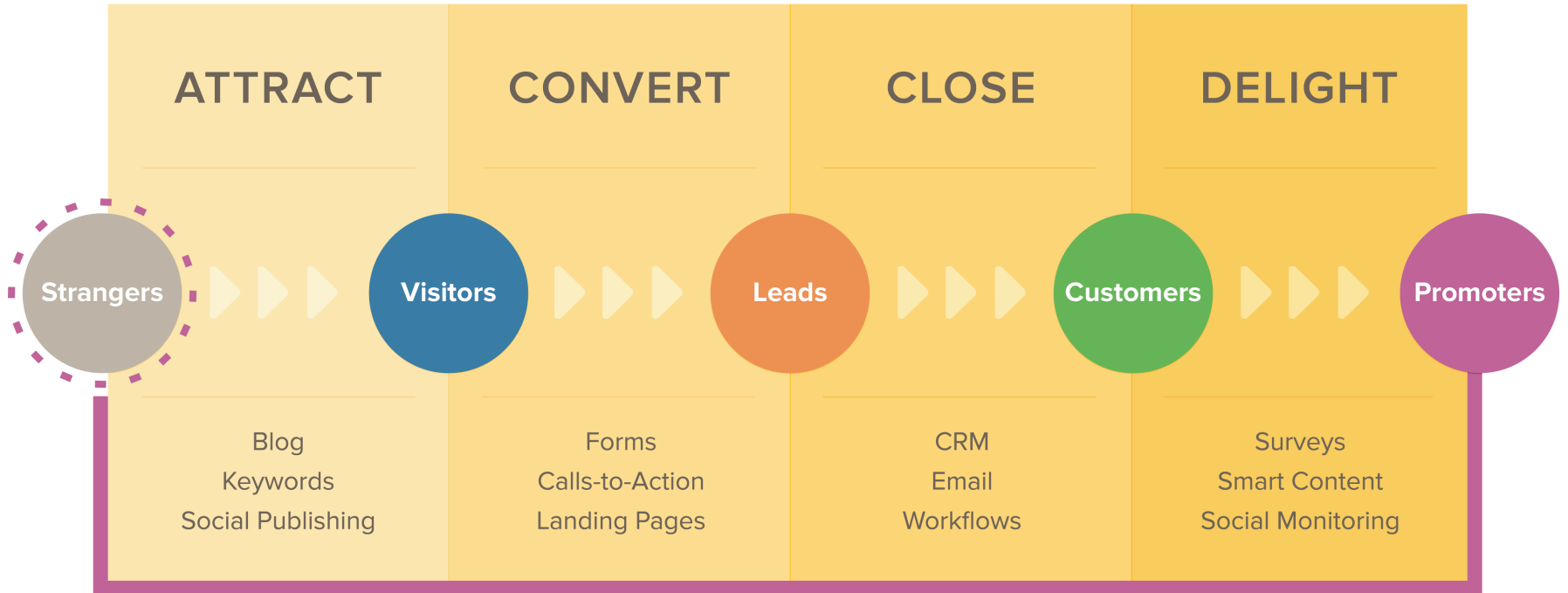
A dark blue background with a repeating pattern of lightbulb icons in a lighter blue color.

66%

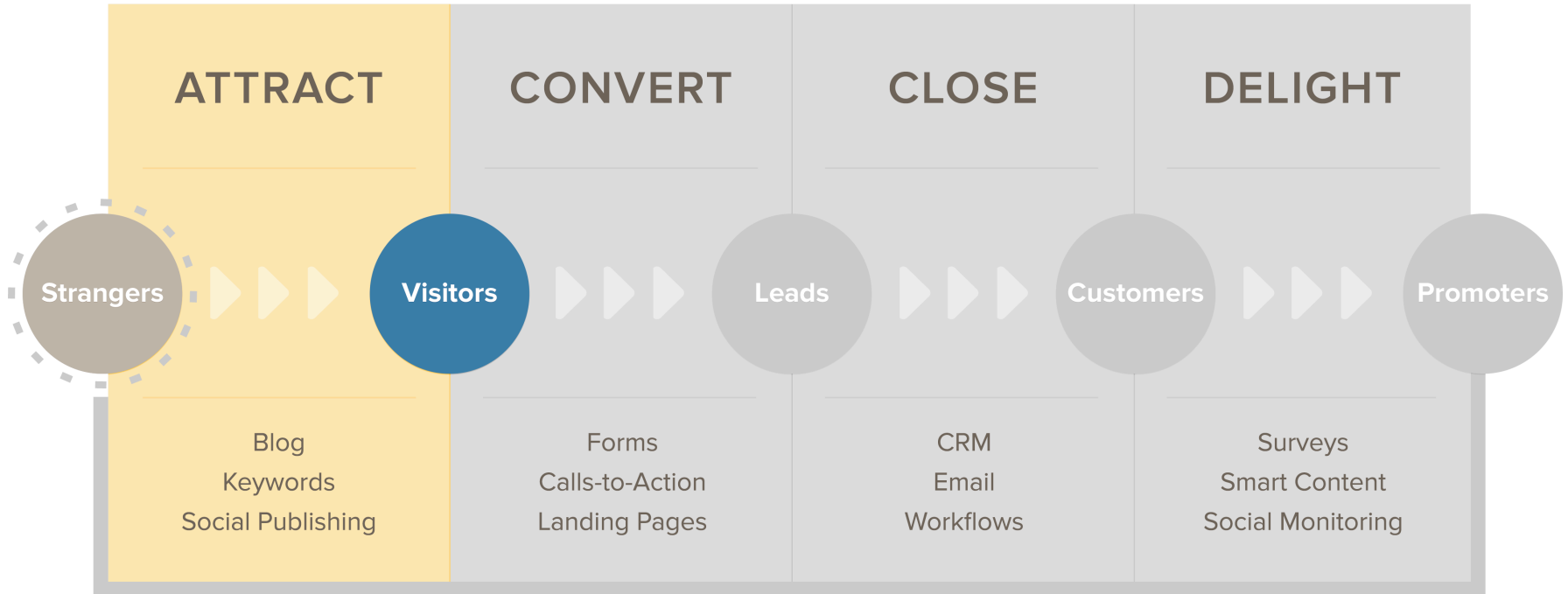
of businesses use social media as a core strategy.

**DRIVE TRAFFIC.
GENERATE LEADS.
BUILD COMMUNITY.
SOCIAL MEDIA.**

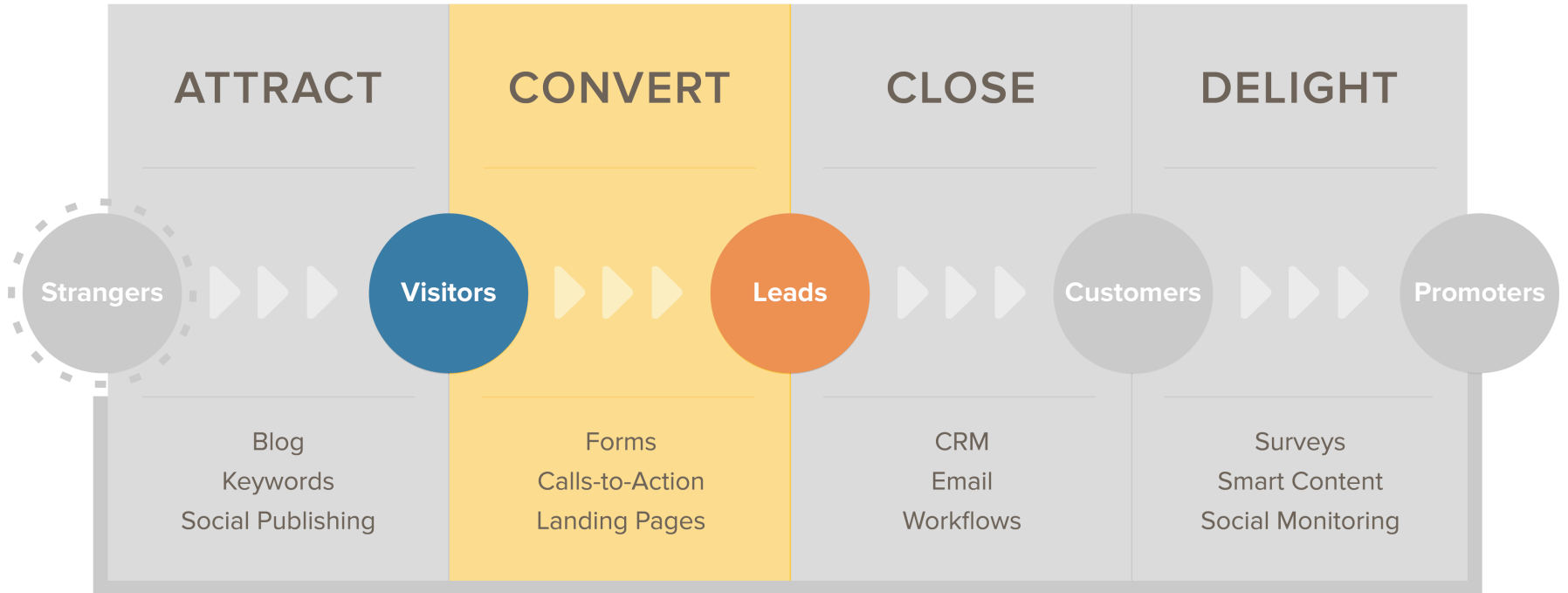
Inbound Methodology



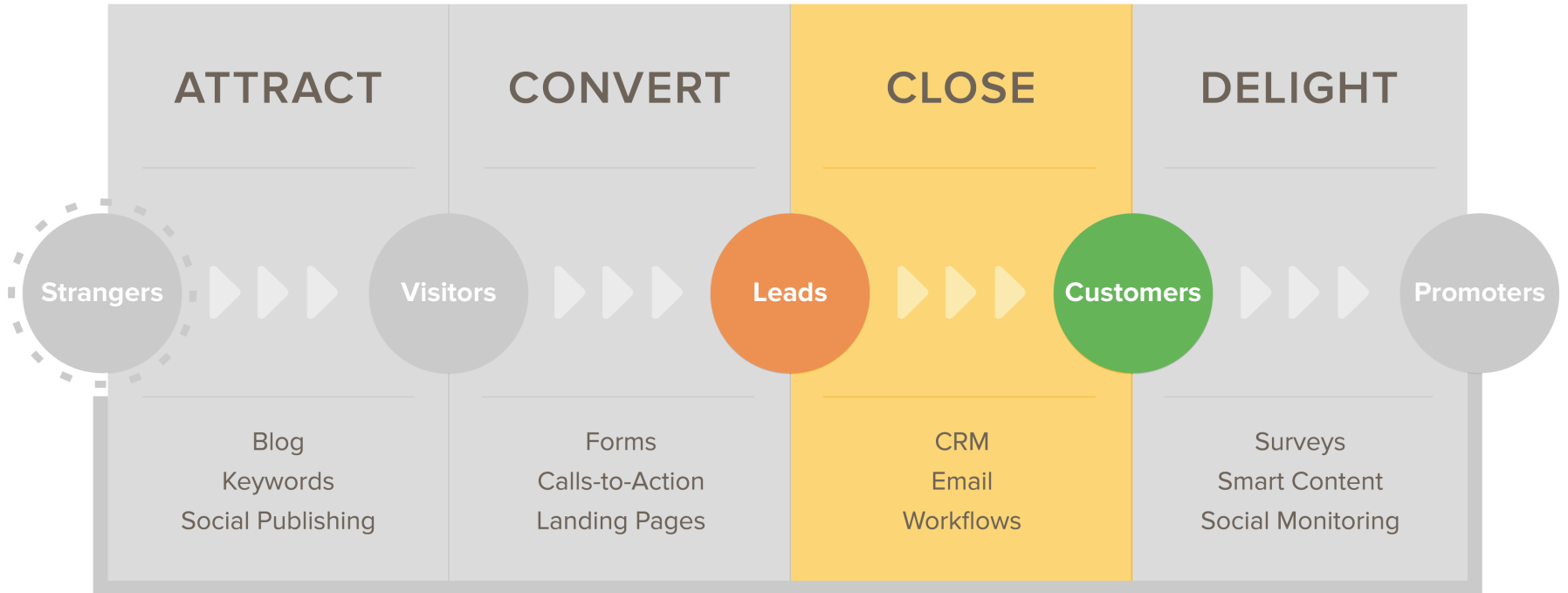
Inbound Methodology



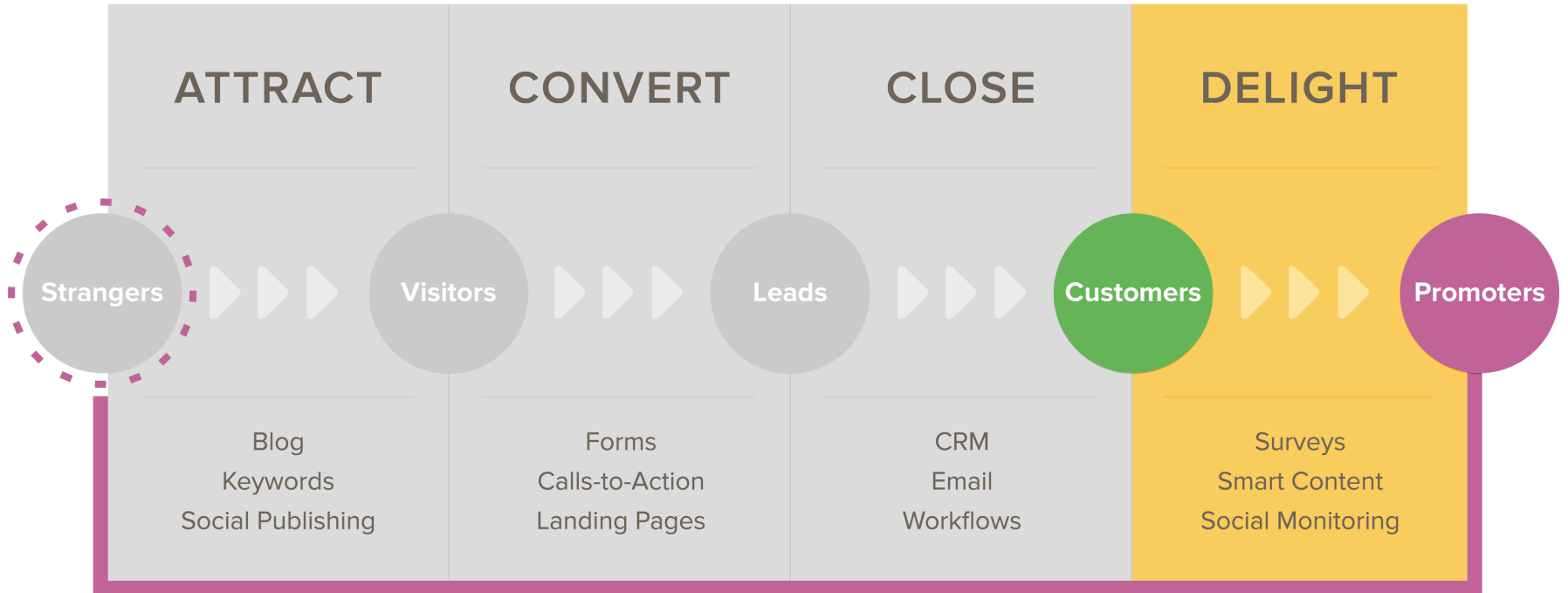
Inbound Methodology



Inbound Methodology



Inbound Methodology



2

HOW TO AMPLIFY YOUR CONTENT ON SOCIAL MEDIA

SOCIAL MEDIA AMPLIFICATION BEST PRACTICES

- Set SMART goals
- Create a remarkable social media content plan
- Meet your audience where they are
- Use optimization often
- Tie efforts back to ROI

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Be sure to set goals that help push your social media efforts forward.

SMART GOAL SETTING

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Specific

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Measurable

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Specific

Measurable

Attainable

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SMART GOAL EXAMPLE:

Increase overall website traffic from social media by 30%, from 100,000 visitors to 130,000 visitors, by November 30th, 2016.

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WHAT IS A **SOCIAL MEDIA** CONTENT PLAN?

A social media content plan outlines the pieces of content you will promote and the social media channels you will promote them on.

A REMARKABLE SOCIAL MEDIA CONTENT PLAN:

- Clearly communicates company's brand and values.
- Delivers helpful content that add value.
- Provides relevant content for each platform.

USERS PER SOCIAL MEDIA PLATFORM

- Facebook: 1.59 Billion
- YouTube: 1 Billion
- LinkedIn: 414 Million
- Instagram: 400 Million
- Twitter: 320 Million
- SnapChat: 100 Million
- Pinterest: 100 Million

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Identify the platforms that your **personas** are active on.

FIND THE RIGHT SOCIAL MEDIA PLATFORM

- Survey audience members
- Conduct industry research
- Run an experiment
- Consistent publishing
- Monitor keywords

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KEY WAYS TO USE OPTIMIZATION

1. Platform
2. Message
3. Visuals
4. Results

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Each social media network was created to deliver a different type of **social experience** for audience members.

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It's not always what you say, but **how you say** it.

KEY WAYS TO USE OPTIMIZATION

1. Platform
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Content with relevant images gets

94%

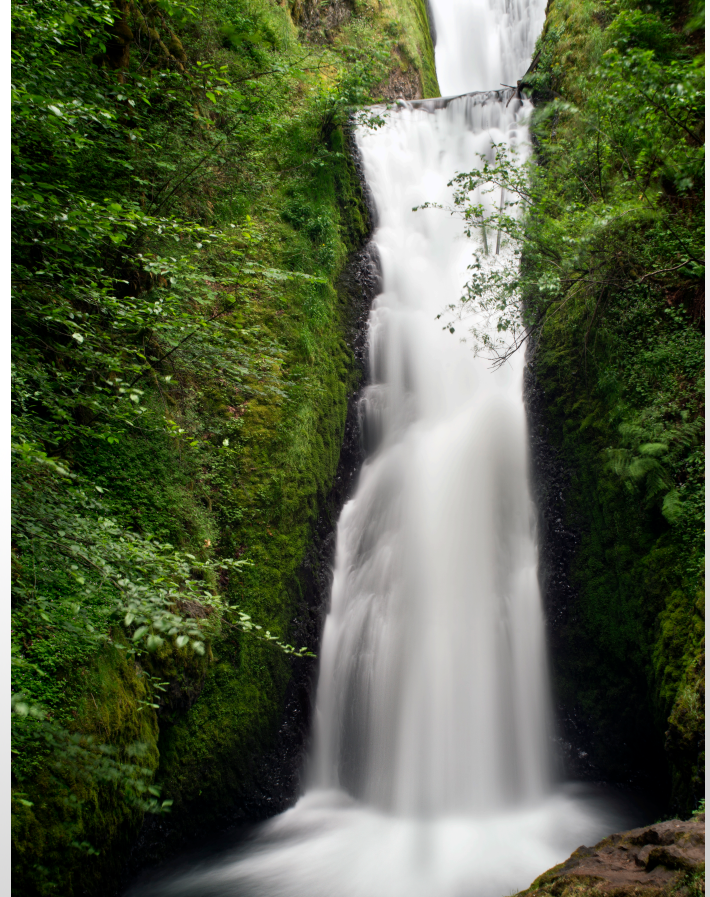
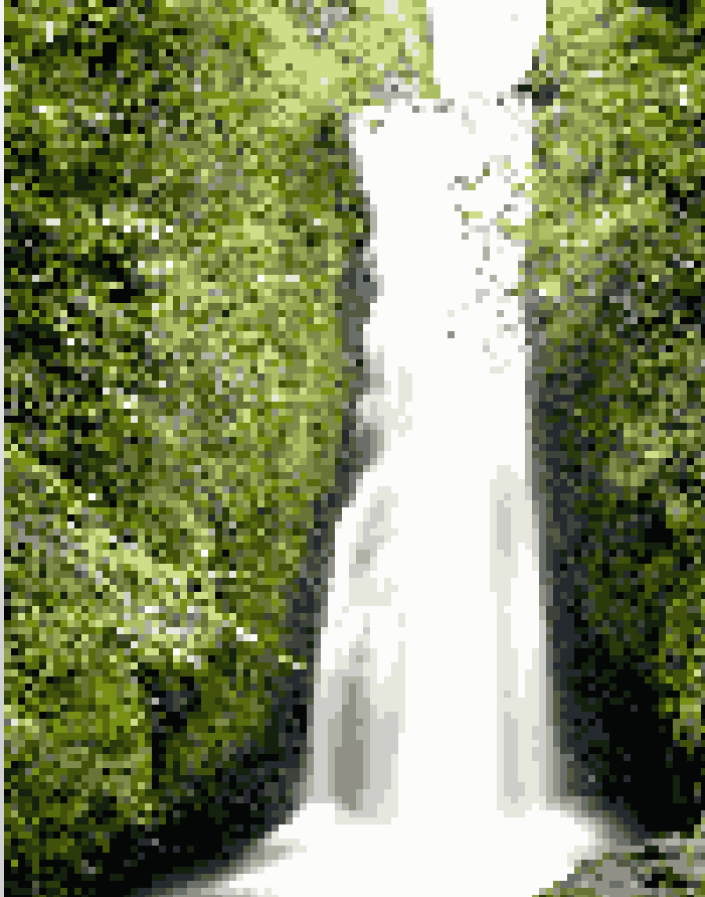
more views than content without relevant images.

Messages that contain video are shared

1200%

more than text and links combined.

Use **clear images** that are easy to distinguish.





Created using Canva

Get creative and make your own unique social images.

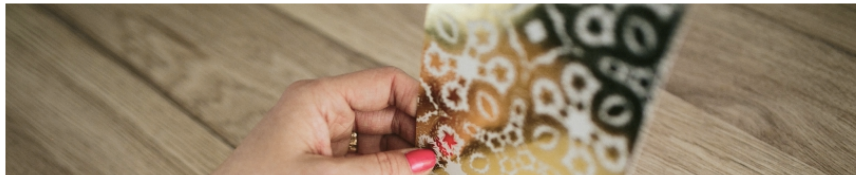


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Woman writing on notebook



Share us:    

Subscribe to our Newsletter

Leave your e-mail address
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Kaboompics.com

Get creative and make your own
unique social images.

photype

SEARCH FOR PHOTOS OF
marketing

CROP IT LIKE IT'S HOT

TYPE ON PHOTO
Yes No

PHOTO SOURCE
Getty

PHOTO VIA GETTY

GET PHOTO

Terms Feedback nuSchool Product

Photype.com

Get creative and make your own
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Always optimize for results.

Amplify content with social media that links directly to a page on its website.



A screenshot of a tweet from HubSpot Academy (@HubSpotAcademy). The tweet text reads: "Starting your career in marketing? Here's 10 things you need to know: hubs.ly/H02KH1b0". Below the text is a rectangular image of several light bulbs hanging from cords against a dark blue background, with one bulb in the center being illuminated. The tweet shows 5 retweets and 4 likes. The timestamp is "4:19 PM - 19 Apr 2016".



A screenshot of a Facebook post from Valerie Levin (@val_levin). The post is dated "April 4, 2016 // 6:00 AM" and has the title "10 Things Every B2B Tech Marketer Needs to Know". It is attributed to "Written by Valerie Levin | @val_levin". The main image is the same light bulb graphic seen in the tweet. The post shows 349 likes and 347 shares. The text at the bottom of the post reads: "For B2B tech marketers, it's crucial to understand the real value of the technology you're promoting - whether it's a simple consumer product or a complicated enterprise".

Test your ideas and discover
the best optimization strategy
for your content.

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Reach is used to measure the size of your
potential audience.

Engagement
measures the number
of **interactions with
your brand.**





Audience growth is the number of **new audience members** you attract.

- 6 hours per week spent on social media
- 1500 new visitors
- 225 net new leads
- Lead-to-customer = 4%
- $225 * .04 = 9$ Customers
- LTV= \$1,000

=\$9,000 Revenue!



WHICH OF THE FOLLOWING IS NOT CONSIDERED A WAY TO OPTIMIZE YOUR CONTENT FOR SOCIAL MEDIA?

- A. Delivering a powerful message
- B. Achieving successful results
- C. Including captivating visuals
- D. Monitoring keywords and phrases

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3

WHAT DOES CONTENT
AMPLIFICATION
LOOK LIKE?

Employee Engagement that works!

Through an intuitive and flexible software platform, YouEarnedit offers a better approach to employee recognition, and employee rewards that people actually like.



The tweet on the street

[Follow @youearnedit](#)



YouEarnedit @youearnedit

23h

Happiness at work for data scientists, sales, marketing, engineers, + customer success: hubs.ly/H02zZQg0 pic.twitter.com/WldKIKDQj9

Expand



Want to Chat?



Meet **YouEarnedit**.

Flexible employee engagement software platform.

YOU EARNED IT'S CHALLENGES

1. Brand awareness
2. Lead generation

YOU EARNED IT'S SOCIAL CONTENT



YouEarnedIt

December 13, 2013 · 🌐

Behind-the-scenes look @YouEarnedIt world headquarters. Elves @timryan67 and Danny W. prepping for the holidays.



YOU EARNED IT'S SOCIAL CONTENT



YouEarnedIt

December 13, 2014

Behind-the-scenes
@timryan67 and Da



YouEarnedIt

December 19, 2014 · 🌐

A New Way to Think About Employee Rewards: <http://hubs.ly/y0nNtf0>



YOU EARNED IT'S SOCIAL CONTENT



YouEarnedIt

December 13, 2014

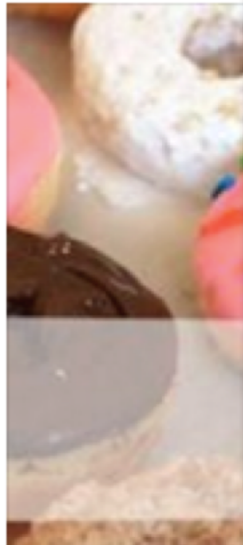
Behind-the-scenes
@timryan67 and Da



YouEarnedIt

December 19, 2014

A New Way to



YouEarnedIt @youearnedit · View in HubSpot Mar 29

Just crashed Toni @Wunderman w/a pop-up @tiffstreats cookie party. Why? Because our customers rock! #ToniRocks! #ATX



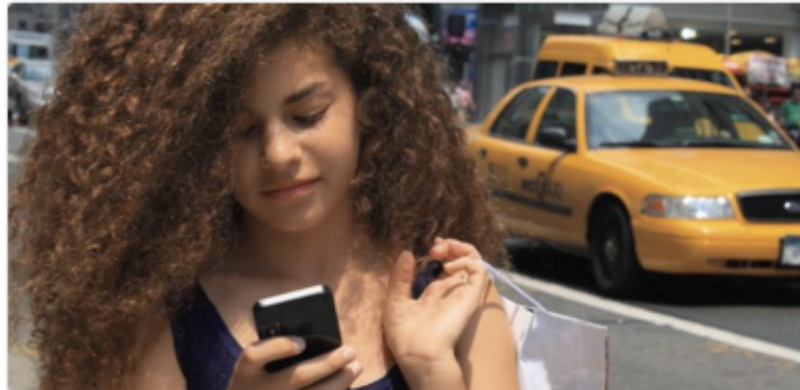
Publish consistently.

YouEarnedIt has established a strong and active presence by publishing frequently.



YouEarnedIt @youearnedit · View in HubSpot Mar 11

See how this bank delights customers. Note use of peer-to-peer recognition portal! hubs.ly/H02m72L0 @McKinsey



YouEarnedIt @youearnedit · View in HubSpot Mar 11

Nice. We're in @FastCompany : 8 Common Ways Companies Screw Up Employee Recognition hubs.ly/H02IWGq0 @YEC #HR



YouEarnedIt

March 12 · 🌐

Our marketing team won an award for educational content focused on employee engagement. Yeah boyyyyy! <http://hubs.ly/H02mh5z0> #KCA16



YouEarnedIt Recruiting Trends -Creating a Millennial-Friendly Company Culture -
<http://hubs.ly/H02cHZB0>



Creating Connections for a Millennial-Friendly Company Culture - Recruiting Trends ←

hubs.ly · Recruiting Trends offering the latest in news, webinars, conferences and articles from thought leaders who offer direction to the recruiting community to drive success for today's companies.

Like (2) · Comment · Share ·

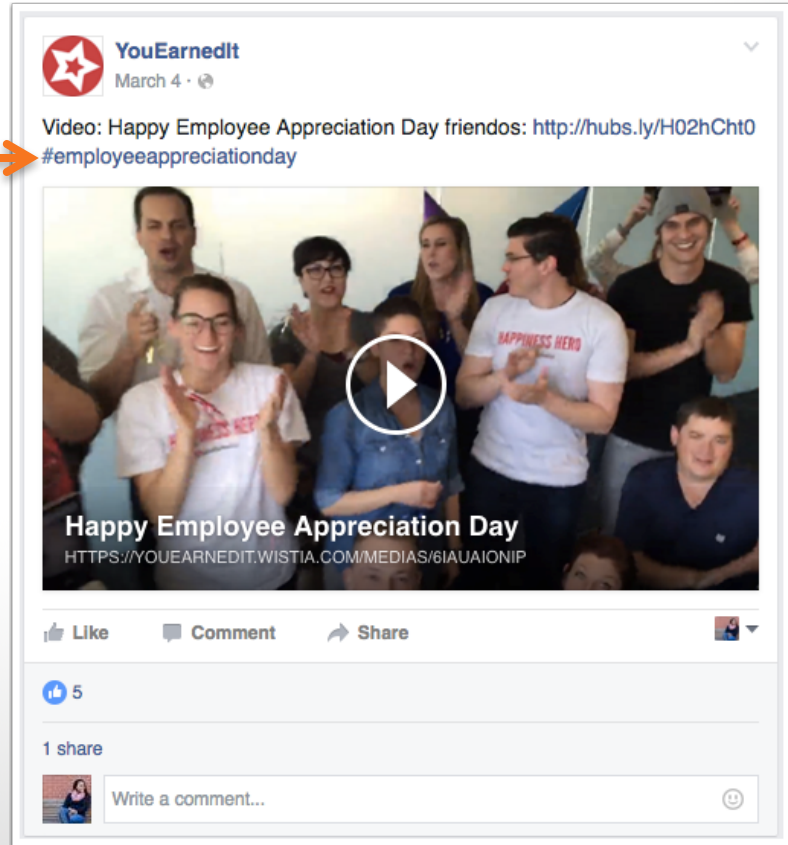


Add a comment...

Optimizing for **relevant** content across platforms.

Optimizing for
relevant content
across platforms.

Show off your company culture.



YouEarnedIt
March 4 · 🌐

Video: Happy Employee Appreciation Day friends: <http://hubs.ly/H02hCht0>
#employeeappreciationday

Happy Employee Appreciation Day
[HTTPS://YOUEARNEDIT.WISTIA.COM/MEDIAS/6IAUAIONIP](https://youearnedit.wistia.com/medias/6iauaionip)

Like Comment Share

5

1 share

Write a comment...

The image shows a Facebook post from the page 'YouEarnedIt'. The post is dated March 4 and is a video. The video thumbnail shows a group of employees in an office setting, some wearing 'HAPPINESS HERO' t-shirts and party hats, celebrating. The video title is 'Happy Employee Appreciation Day' with a link to a Wistia video. Below the video are interaction buttons for Like, Comment, and Share. The post has 5 likes and 1 share. A comment box is visible at the bottom.

YouEarnedIt What are you doing to keep people at your company? Your existing perks program may not be cutting it. We looked into some recent research to find employee retention strategies that work.



Employee Retention Strategies that Work | YouEarnedIt.com - Reward & Recognize Your Team

hubs.ly • Boost your employee retention strategies with these insights from recent research and expert opinions.

Like (3) • Comment • Share • 25 days ago



Add a comment...

Optimize each post with a **compelling message.**

YouEarnedit at Work!



© Copyright 2016 YouEarnedit. All rights reserved. [Careers](#) | [Terms & Privacy](#) | [Contact](#)



Want to Chat?



Meet your audience **where they are.**

Discover the platforms your audience is most active on and engage with them there.

THE RESULTS ARE IN.....



After nine months of effectively managing their social media channels and other inbound tactics, YouEarnedIt achieved a **250% increase in organic traffic**.

THANK YOU.

