



Shoestring budget, stellar results:

Successful social media marketing with limited resources

Keys to social media success



Understand your audience

Who are your best customers?
What types of customers
would you like to attract?



Select your platforms

What is going to get your
customers to stop and pay
attention to you in social media?



Create your content

Where should you focus
your efforts in social media?



Understand your audience

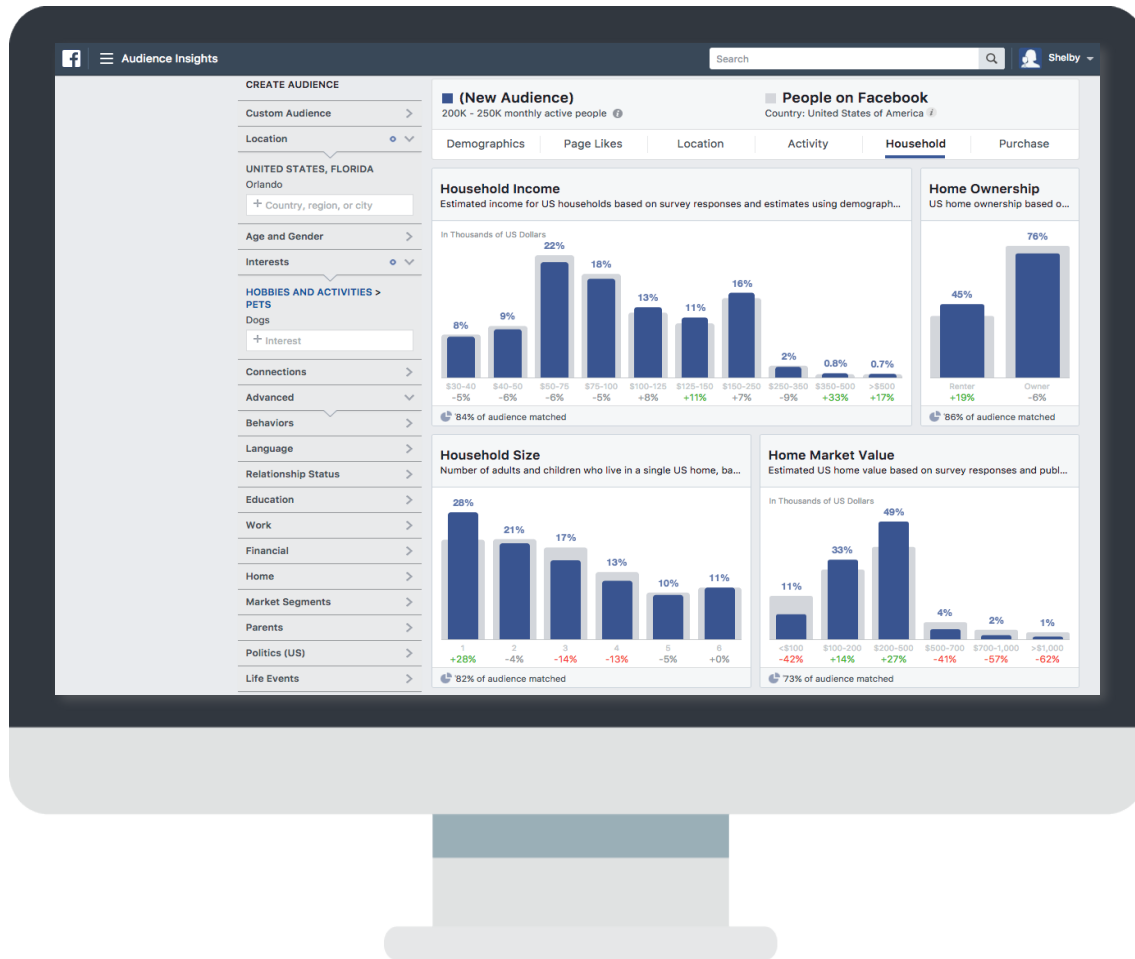
Current customers

- Who are your best, most profitable customers?
- What similarities do they share?

Potential customers

- What types of new customers do you want to attract?
- What will make them good customers?


No-cost customer research with Facebook Audience Insights



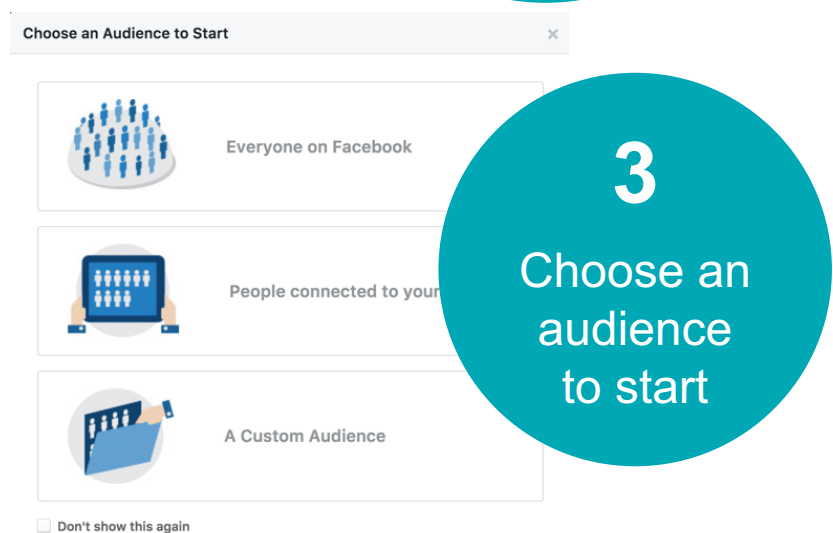
What you can learn

- Age/Gender
- Household income
- Relationship status
- Education level
- Common job titles
- Home ownership
- Cash or credit
- Purchase behavior

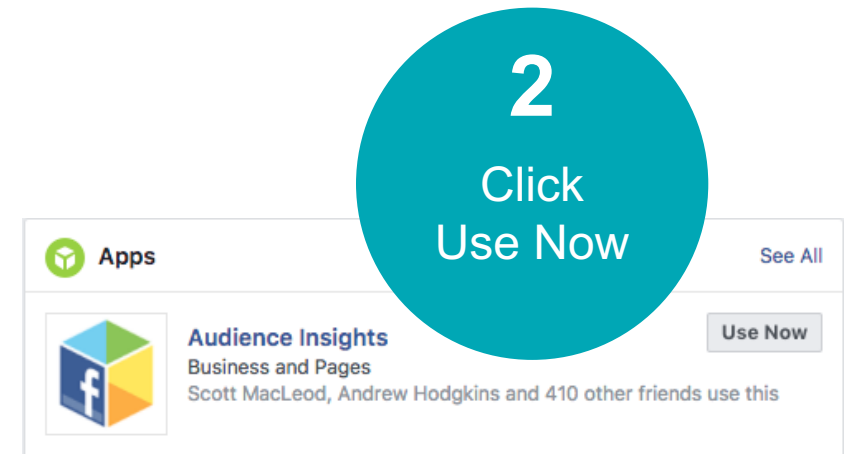
How to use Audience Insights



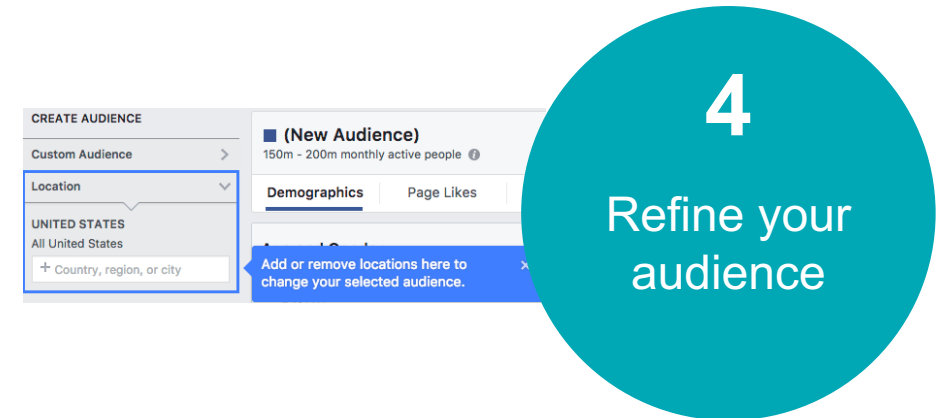
1
Search for “audience insights” on Facebook



3
Choose an audience to start



2
Click Use Now



4
Refine your audience



Select your platform

Audience informs your selection

- Average age
- Urban or rural
- More male or females

Resources inform your selection

- The more platforms you are on, the more resources you need

Start small. Start with Facebook

Facebook has the largest audience in the U.S.

- 68% of all online adults use Facebook
- Use is significantly higher for 18-49 year olds



You'll get your most bang for your buck (and time) on Facebook

% of U.S. adults who use each social media

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	88%	25%	21%
Men	67%	79%	28%	21%
Women	69%	61%	23%	21%
Ages 18-29	88%	36%	34%	36%
30-49	79%	56%	31%	22%
50-64	61%	77%	21%	18%
65+	36%	77%	11%	6%
High school or less	56%	77%	9%	14%
Some college	77%	77%	25%	24%
College graduate	77%	77%	49%	28%
Less than \$30,000	65%	65%	16%	18%
\$30,000-\$49,999	68%	68%	11%	16%
\$50,000-\$74,999	70%	70%	30%	26%
\$75,000+	76%	70%	45%	30%
Urban	70%	76%	29%	22%
Suburban	68%	70%	26%	21%
Rural	65%	68%	15%	19%
		68%		
		65%		

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.

What about the changes to the Facebook News Feed?

2018 Headlines

Marketers Say Facebook's News Feed Update Will Be 'Nail in the Coffin' for Organic Post

Will This Facebook News Feed Update Kill Struggling Businesses?



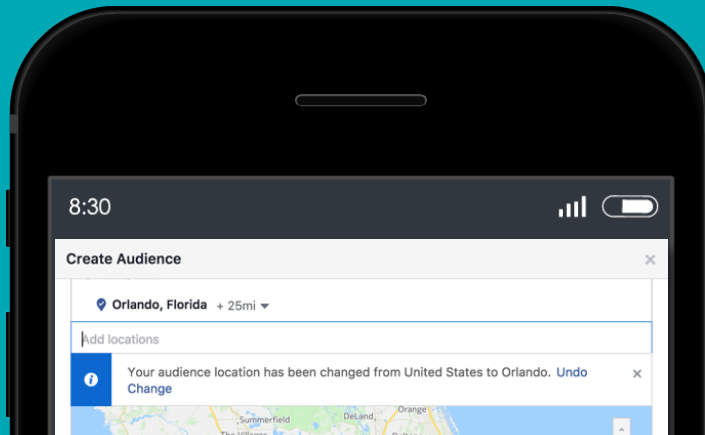
2012 Headlines

Your Facebook Page's Organic Reach Is About to Plummet

Facebook's Algorithm Change Just Cut Your Brand's Reach by Half

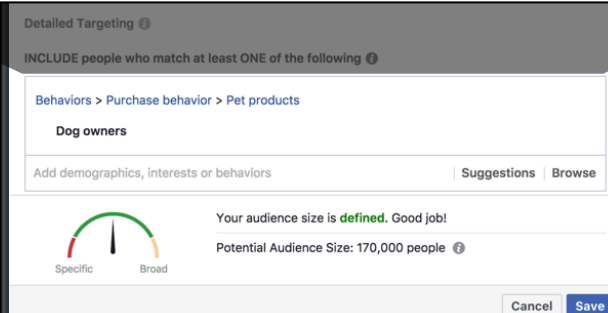
Reach your audience through low-cost advertising

Target your audience

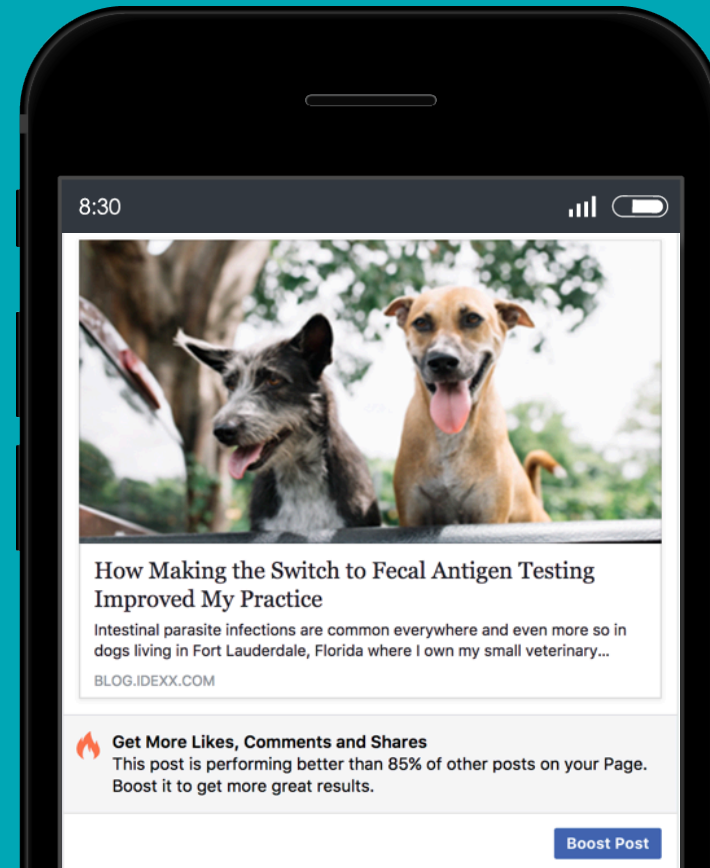


Behaviors > Purchase behavior > Pet products

Dog owners



Boost high performance posts





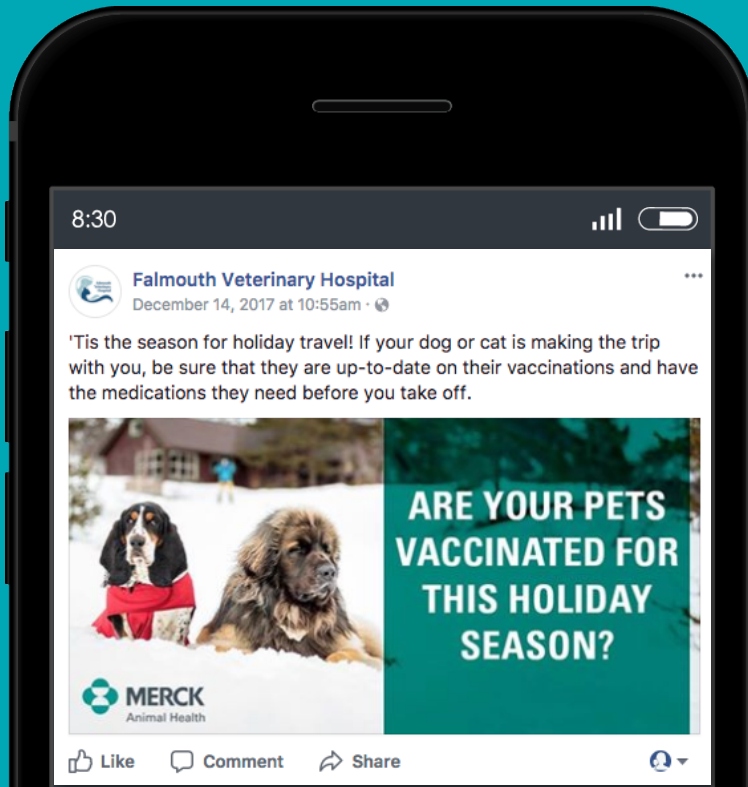
Create your content

5 rules for effective content

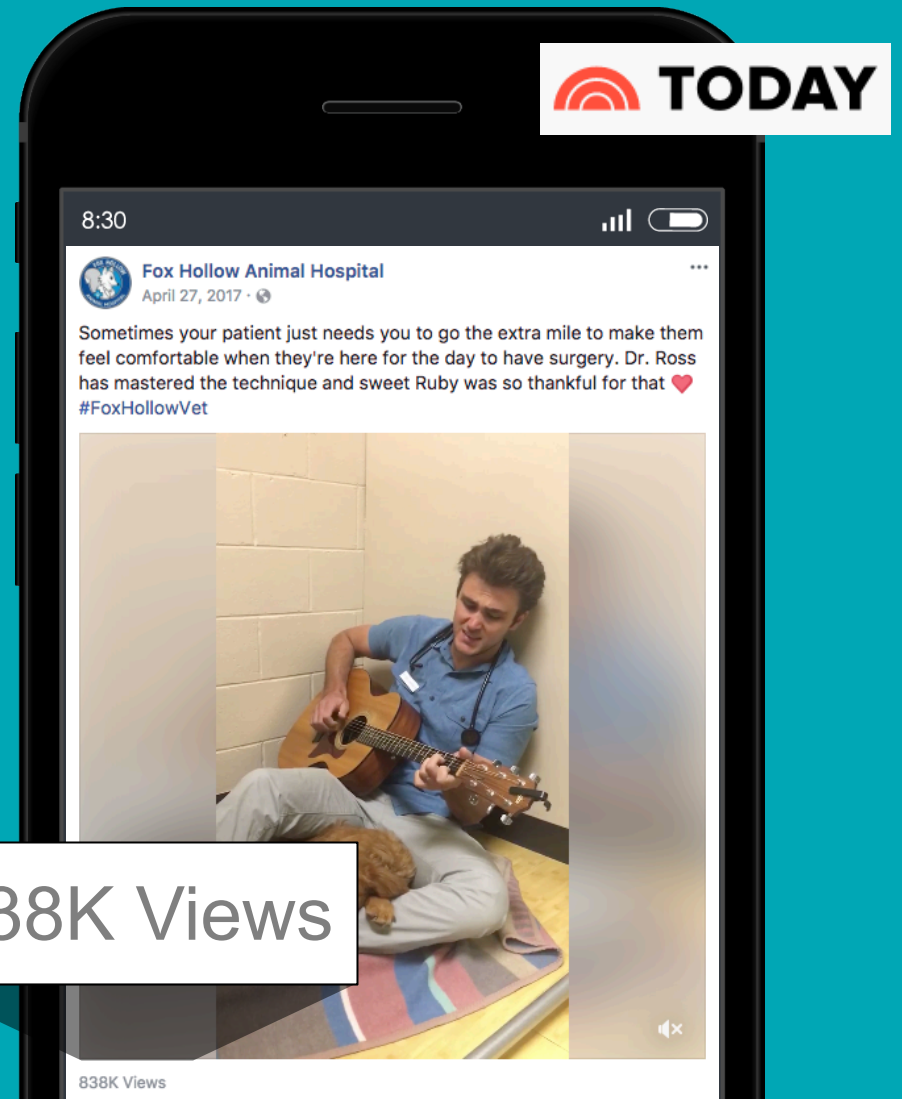
1. Know your audience
2. Be informative, interesting or relevant
3. Be brief
4. Use video
5. Don't be overly promotional

Great content examples

Informative and Relevant



Video



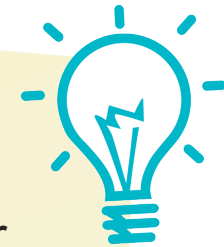
Create videos for free using Facebook Live

facebook
LIVE

Facebook Live videos will be prioritized after the news feed update



Tips



- Plan Live sessions into your content calendar, like weekly pet care how-to's
- Enlist a team member to read the comments so you can answer any live questions
- Ask your audience to subscribe to Live notifications

Low-cost content is curated content



Share content from other veterinary, and pet-parent sources

- IDEXX.com/sdma
- Veterinary Team Brief's social calendar
- Pet Health Network
- Steve Dale
- AAHA



Questions?

Connect with us in Booth 2524.