



The 12 C's of Social Media Marketing

Jessica Johnson

- Storage Business Owners Alliance (SBOA)

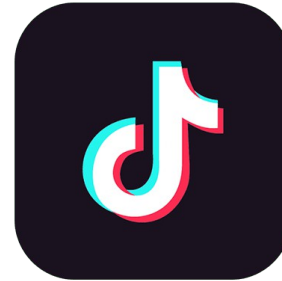


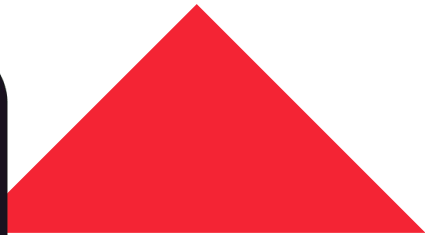
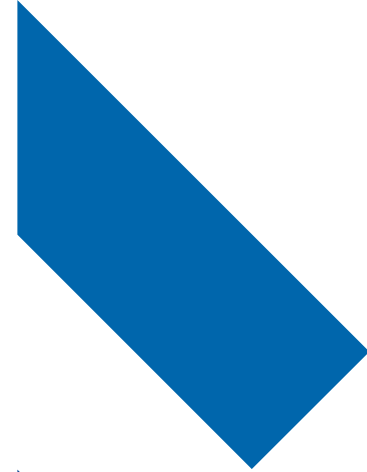
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Who here uses social media?



127M





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Social Media Usage

Time Spent on Social Media by Age

Age Group	Average Time Spent on Social Media per Day (2022)
16-24	5 hours and 49 minutes
25-34	5 hours and 31 minutes
35-44	4 hours and 49 minutes
45-54	3 hours and 57 minutes
55+	3 hours and 3 minutes

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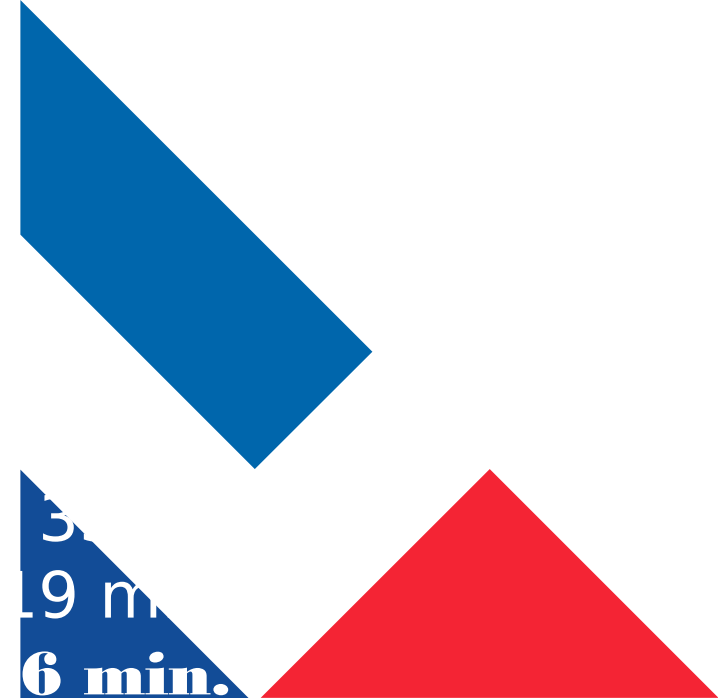
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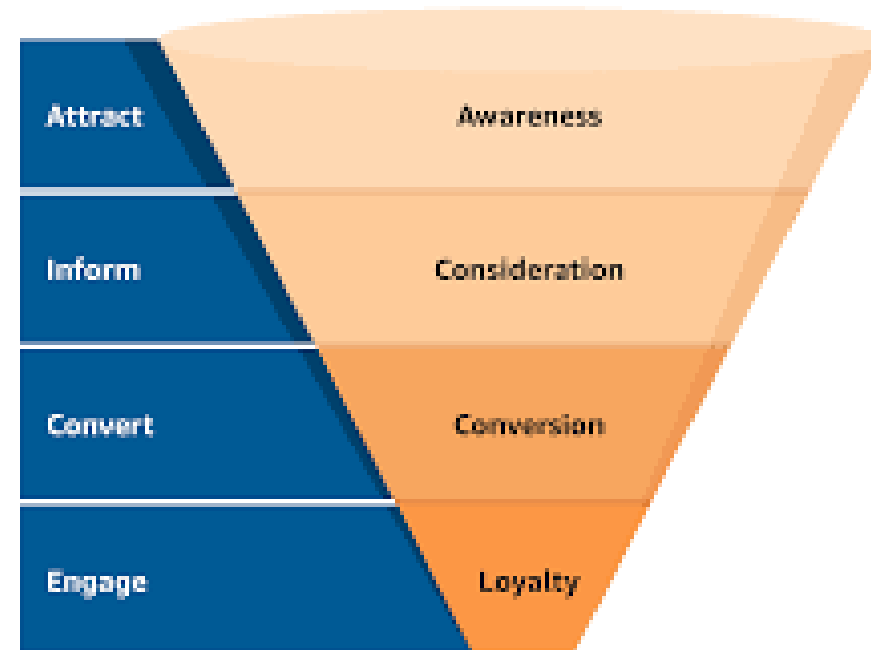
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The Marketing Funnel

The Marketing Funnel



Why is Social Media ~~Important~~

Allows you to nurture leads and followers
Increases website traffic

Can showcase social proof to prospective consumers

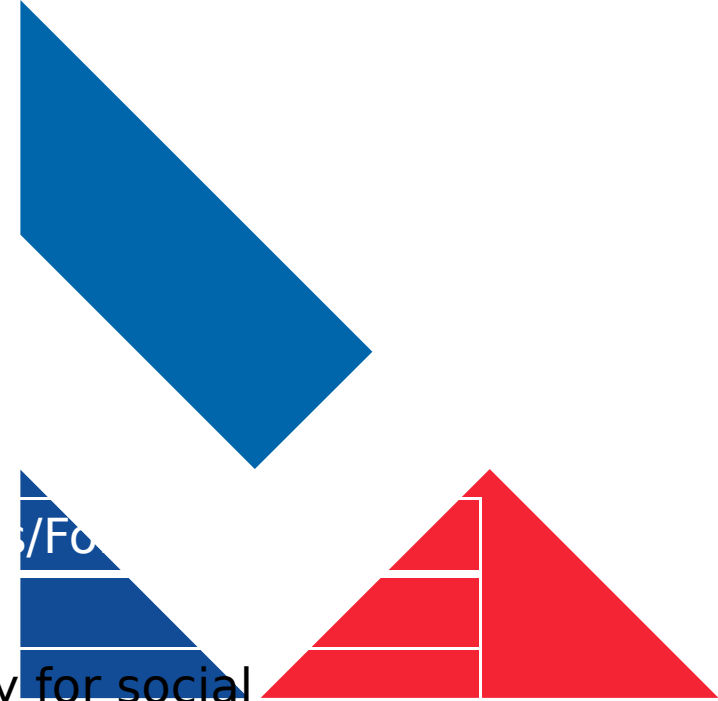
Can help you grow an audience quickly and organically

Helps build a community
Gives you the opportunity for social listening

Can position you as an industry thought leader

Helps you stay “TOMA” with consumers

Make sales directly within social platforms



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Getting Started

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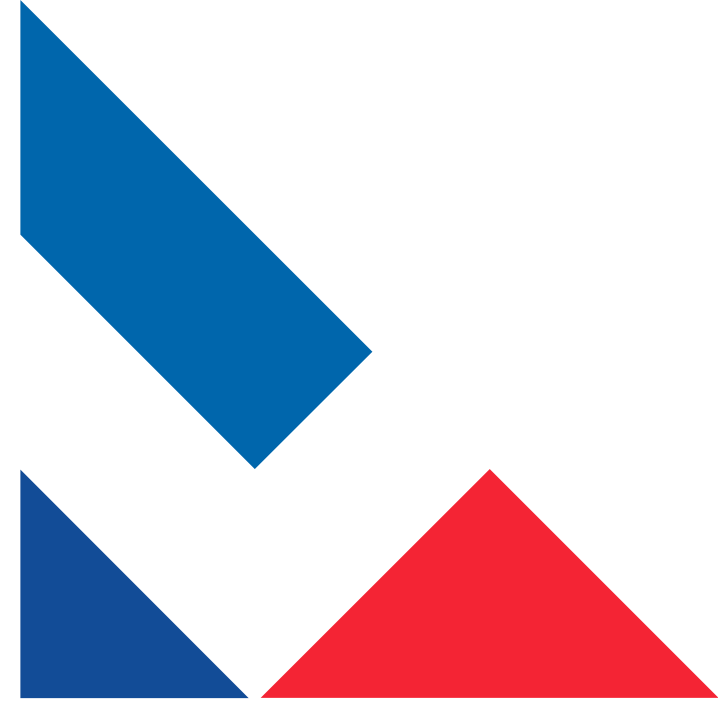
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Social Media Strategy ~~Planning~~

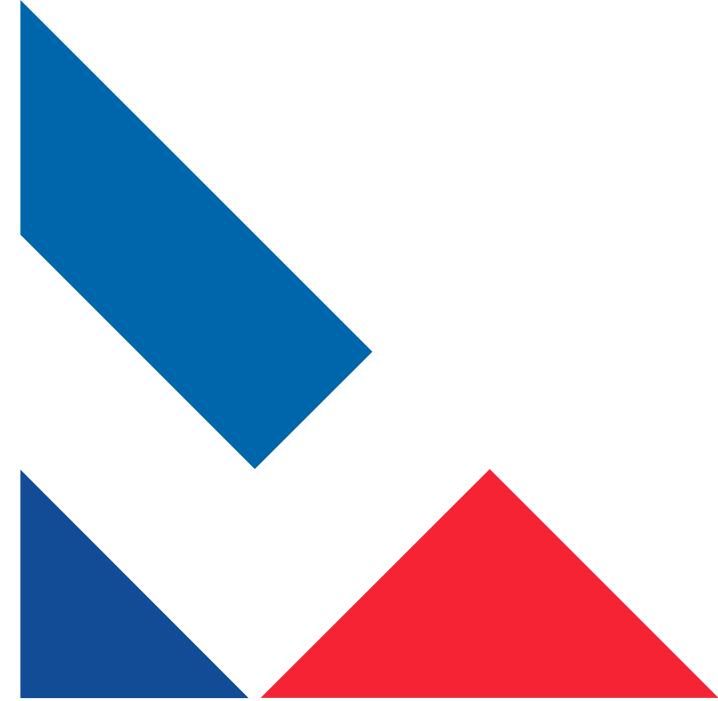
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12 C's of Social Media Marketing

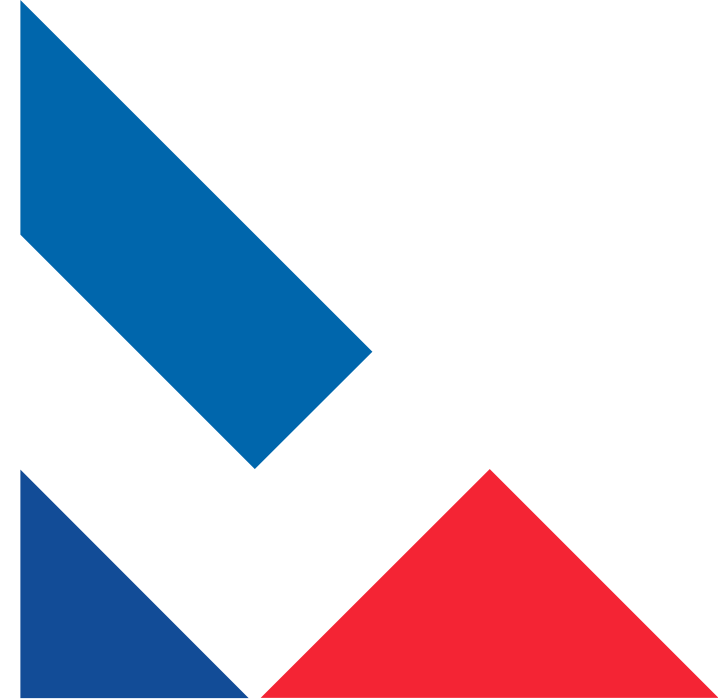
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Content Creation & ~~Planning~~

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Content Creation & Planning

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Media con

cheduling

2 posts should be humanization – personal, fun and relaxed content that humanizes your brand



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Content Creation &

Post Type	Description	Intended Result
Imagery Post	Post a supporting photo that compliments your content and captions	Impressions/Engagement/CTA
Video Posts	Short 30-60 video clips	Impressions/Engagement/CTA
Poll Question Posts	Ask your audience poll questions to help gather business intel	Engagement/CTA
Ask a Question Posts	Posts where your audience can ask you questions, and you respond	Engagement/CTA
Add Yours Post	You can ask your audience to complete a prompt and add a supporting photo	Engagement/CTA
Tags & Mentions	Tag and mention other people in your posts	Expand Reach
Quiz Posts	Create a quiz question and tie it into a giveaway to whoever answers correctly	Impressions/Engagement/CTA
Link Posts	Add relevant links to your website in posts to drive traffic there	CTA
Countdown Posts	Countdown to special events or promotions	CTA
Contest Posts	Create fun and engaging social media contests	Engagement/Expand Reach/CTA



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Content Creation &

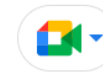
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SBOA Social Calendar 2022



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	A	B	C	D	E	F
2	DATE	DATE/TIME (ET)	PLATFORMS	CONTENT TYPE	TOPIC	DETAILS/COPY
3	January 3-7					
4	Highlighted green when posted or scheduled in advance to post					
5						
6						
7						
8						
9	January 10-14					
10	Highlighted green when posted or	Tue, 1/11	FB/LI	Announcement		The Storage Business Owners Alliance (SBOA) is hiring! Come join our team as our Events and Operations Coordinator. Click below to learn more about the role and reach out to jessica@thesboa.com with any questions. https://www.linkedin.com/jobs/view/2869350351
11		Wed, 1/12	FB/LI/TW	Blog/Announcement		We are excited to announce the addition of three new alliance partners: Everbrite Coatings, OpenTech Alliance, Inc., and XPS Solutions. Read the full announcement and learn more about their companies by clicking below. https://thesboa.com/sboa-adds-three-new-alliance-partners/



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Content Creation & Planning

The screenshot shows a social media planning tool interface. At the top, there's a navigation bar with 'Home', 'Calendar', and 'Content' tabs. Below this, there are filters for 'Social accounts' and 'Post status'. The main area is a calendar for the week of October 9-15, 2022. The calendar shows posts scheduled for October 10 and 11. The posts are from 'thesboa' and 'Storage Busi...' and are scheduled for 12:00 PM. The posts include a video thumbnail and text about hiring services for self-storage businesses.

GMT -04:00	Sun 9	Mon 10	Tue 11	Wed 12	Thu 13	Fri 14	Sat 15
12 PM		<p>thesboa 12:00PM · Atti</p> <p>HIRING SERVICES FOR YOUR SELF-STORAGE BUSINESS. HOW TO VET AND CHOOSE VENDORS AND NEGOTIATE LIKE A PRO</p> <p>JESSICA JOHNSON</p>					
		<p>Storage Busi... 12:00PM · If y</p> <p>HIRING SERVICES FOR YOUR SELF-STORAGE BUSINESS. HOW TO VET AND CHOOSE VENDORS AND NEGOTIATE LIKE A PRO</p> <p>JESSICA JOHNSON</p>					

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Making Content Creative/Capturing



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Content Suggestions

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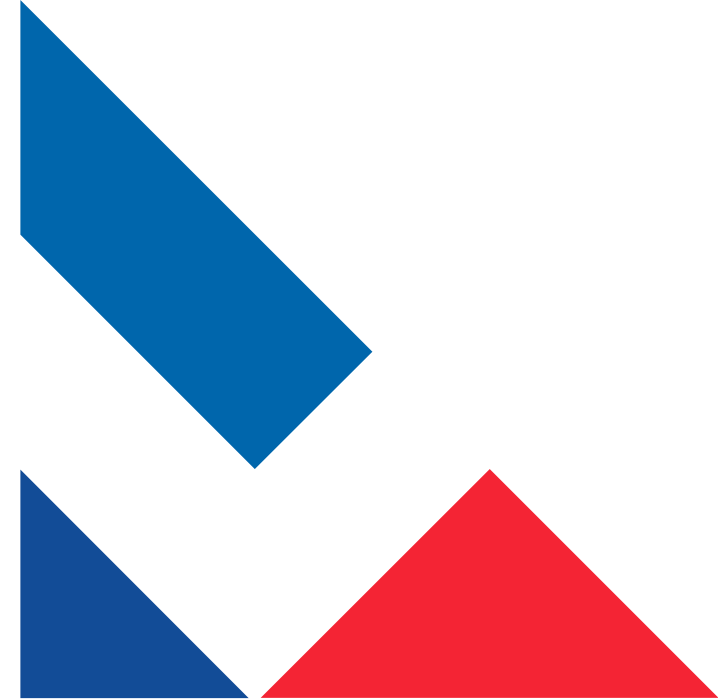
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Start embracing Reels and Stories

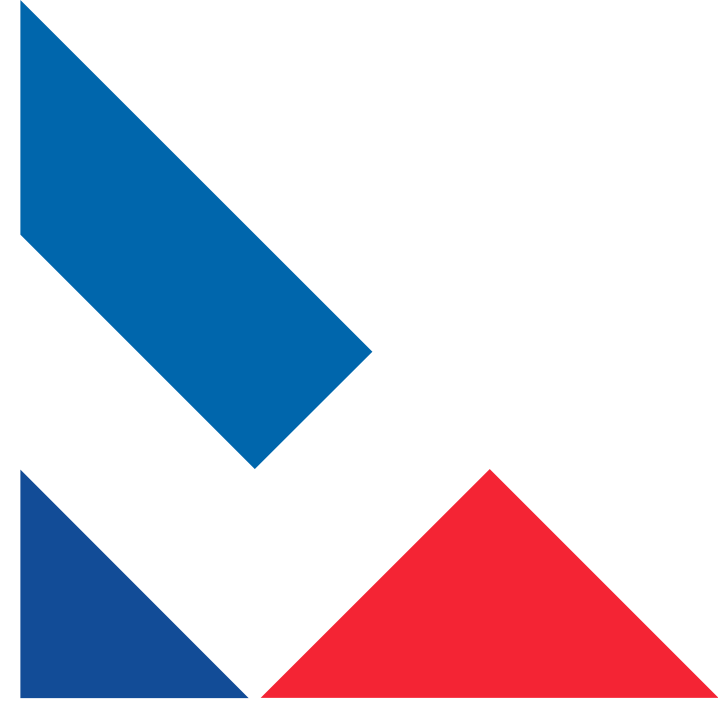
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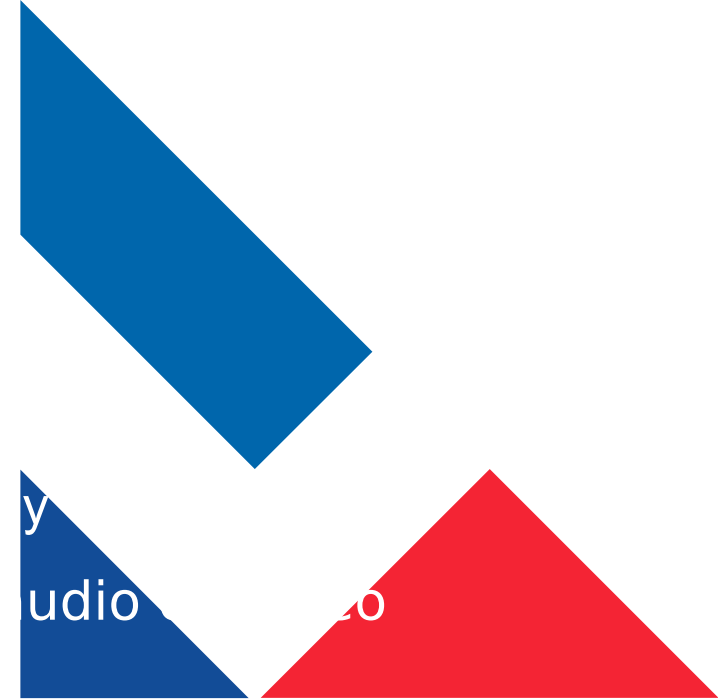


Content to Avoid

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The Importance of Captions for Videos



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Enhance SEO (Search Engine Optimization) ranking with caption indexing (keywords)
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Posting Consistently & ~~When~~

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Making Posts Concise

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Setting CTA's (Calls-to-Action)

Suggested CTA	What the prompt should do ...
Book Now	Act and transact with you immediately
Get a Quote	Act and get more information on availability and pricing options
Call Now	Link to a traceable phone # the customer can call and speak to a team member
Contact Us	Takes customer to your pertinent info: physical address, phone #, website, hours of operation, email address, etc.
Learn More	Takes customer directly off social media to your website
Send Message	Allows customer to send you a direct message to your social media account inbox
Sign-up	Allows customer to enter name, phone number and email address to sign-up to receive emails or newsletters from you

Coupons/Special Offers & Discounts

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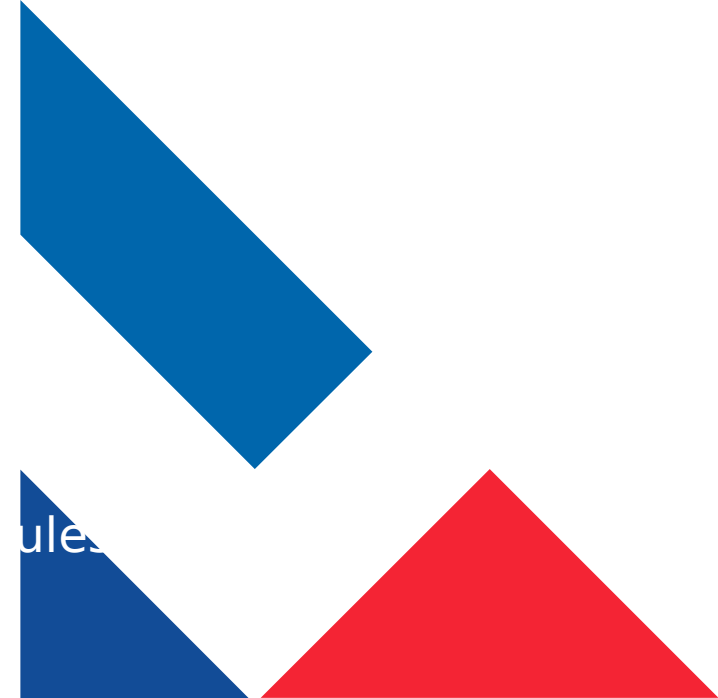


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Contests



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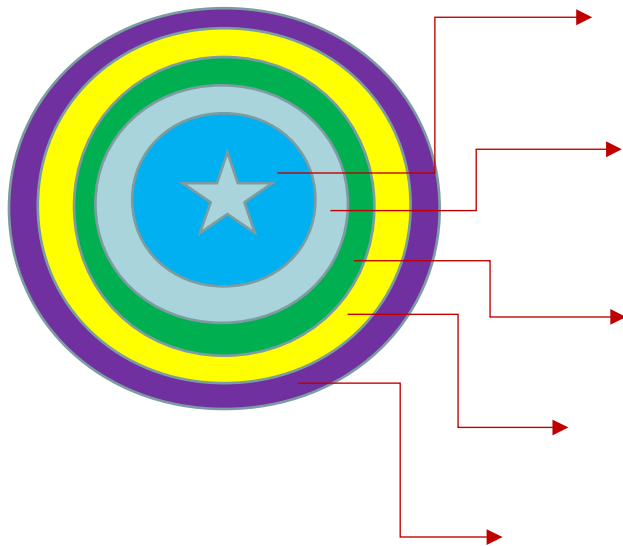


PLEASE check community standards prior to executing contests



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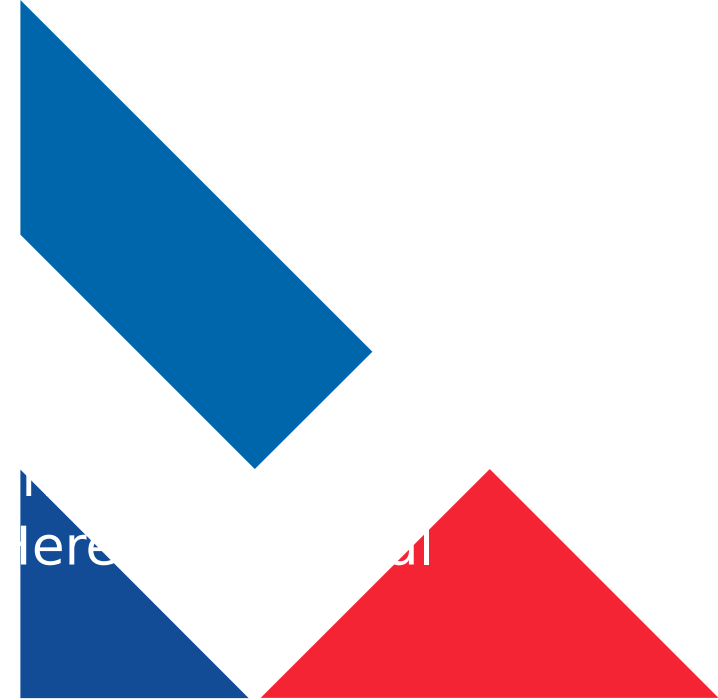
Watch Your Competition



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pages to keep up with

Case Studies/Testimonials



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Case Studies/Testimonials



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Conclusions – The ~~Metrics~~ You Should

Measurable	Definition
Reach	# of people who viewed your content
Impressions	# of times your content is displayed, no matter if it was clicked or not
Audience Growth Rate	How many new followers your brand gets on social media within a certain amount of time
Click-Through Rate	Ratio of users who click on a specific link to the number of total users who view a page, email or advertisement
Conversion Rate	% of users who take a desired action
Engagement Rate	How many people are connecting with your brand and how often through likes, shares, comments, mentions, etc. Less than 1% (low), 1% to 3.5% (average), 3.5% to 6% (high) Above 6% (very high)
Cost-per-click	Amount of money paid for each click in a pay-per-click (PPC) marketing campaign




Conclusions – The

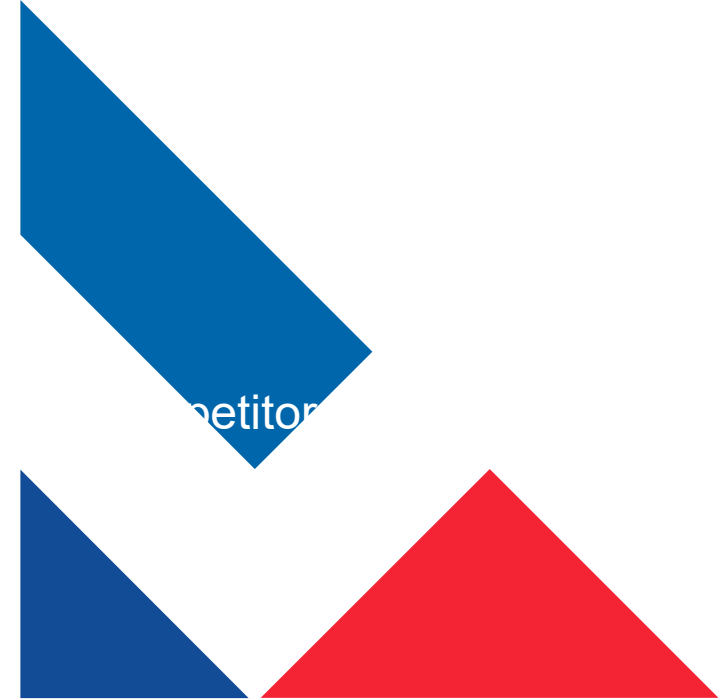
What You Should

Awareness Metrics Audience Growth Rate

$$\frac{\text{Net New Followers}}{\text{Total Audience}} \times 100 = \text{Growth Rate Percentage}$$


Awareness Metrics Post Reach

$$\frac{\text{Measure Post Reach}}{\text{Total Followers}} \times 100 = \text{Post Reach Percentage}$$




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Conclusions – The

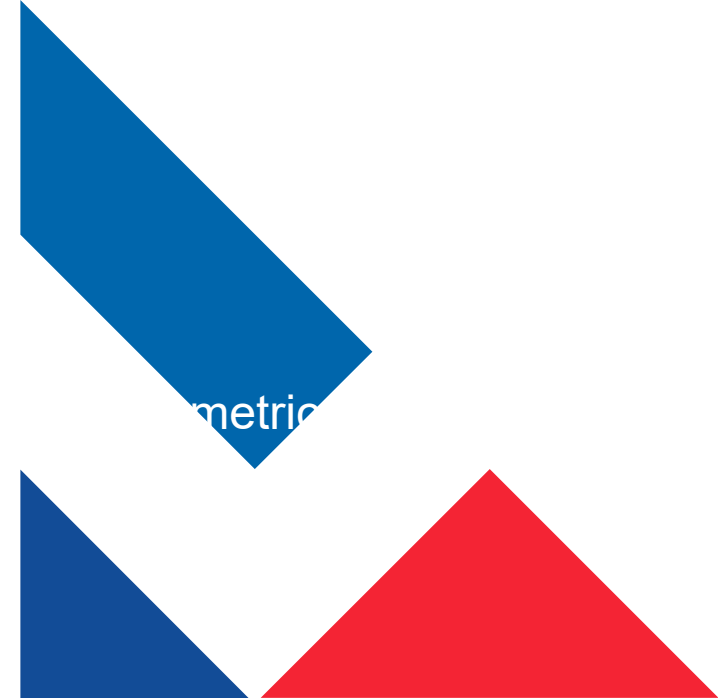
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Engagement Metrics Average Engagement Rate

$$\frac{\text{Total Likes, Comments \& Shares}}{\text{Total Followers}} \times 100 = \text{Average Engagement Rate Percent}$$


Conversion Metrics Conversion Rate

$$\frac{\text{Conversions}}{\text{Total Clicks}} \times 100 = \text{Conversion Rate Percentage}$$




Conclusions – The Metrics You Should

Conversion Metrics

Click-Through Rate (CTR)

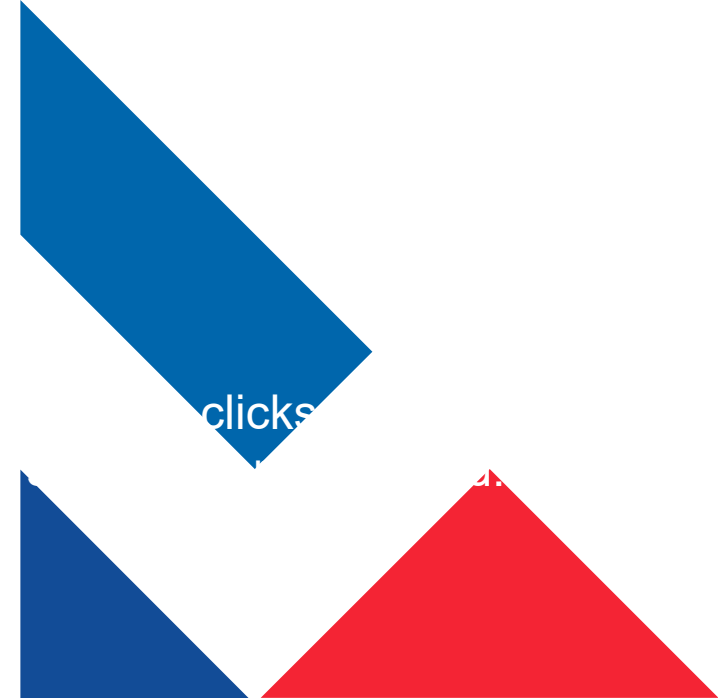
$$\frac{\text{Total Clicks}}{\text{Total Impressions}} \times 100 = \text{CTR Percentage}$$



Engagement Metrics

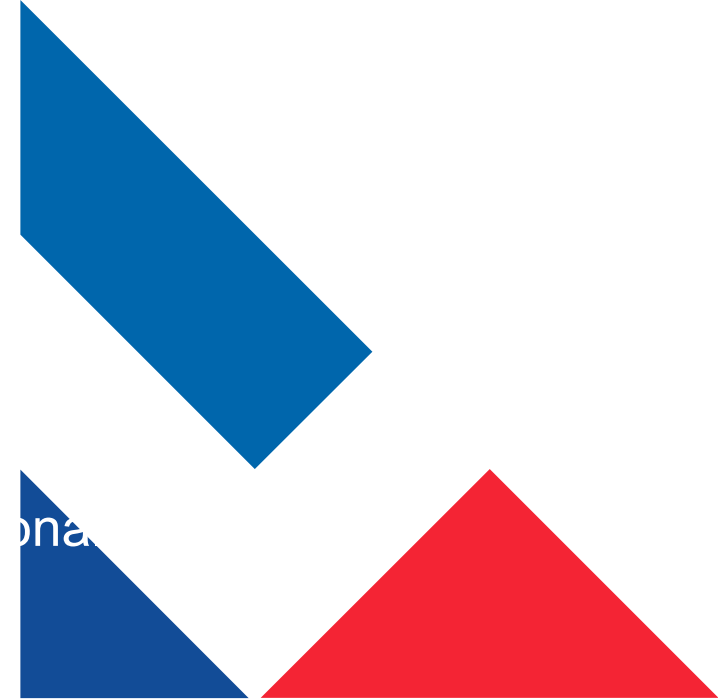
Cost-Per-Click (CPC)

$$\frac{\text{Total Ad Spend}}{\text{Total Measured Clicks}} \times 1000 = \text{Cost-Per-Click}$$



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The Future of Social ~~Media~~/Social Selling



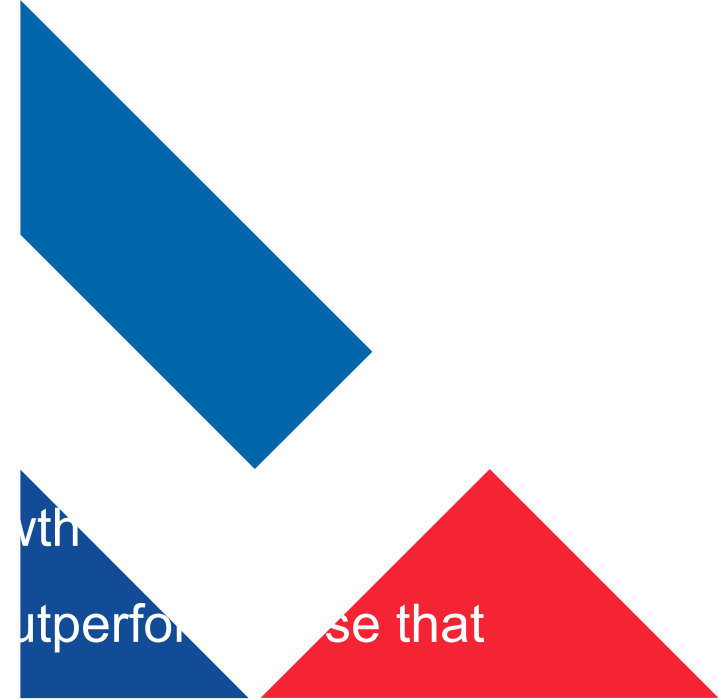
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The Future of Social ~~Media~~/Social Selling



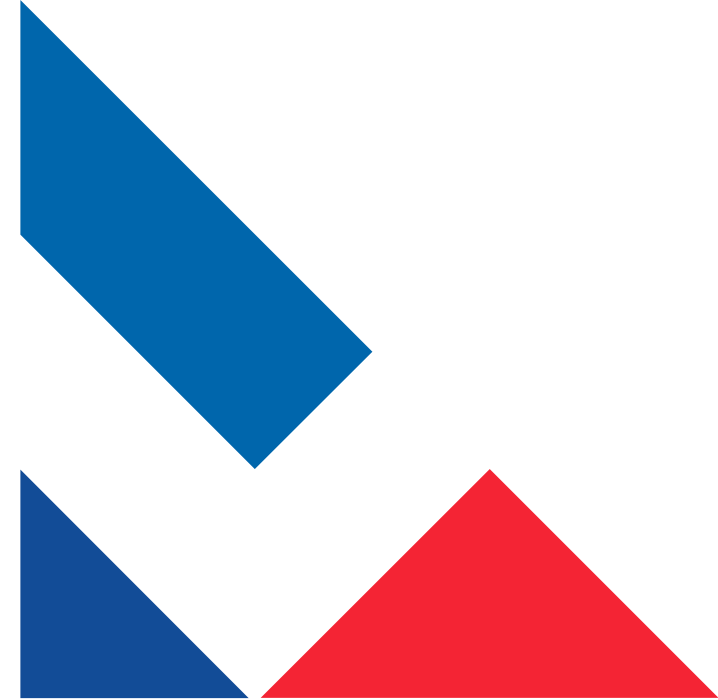
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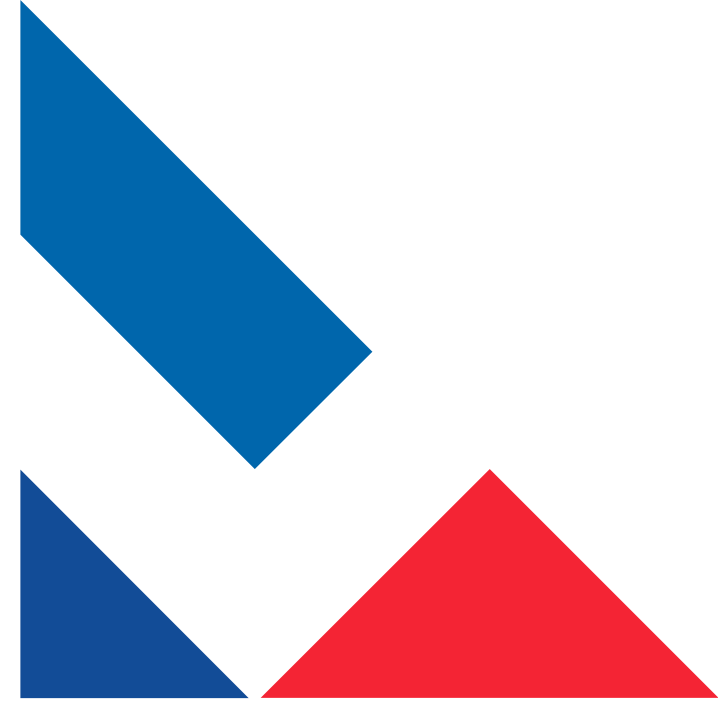
The Future of Social ~~Media~~/Social Selling

- Your customers and prospects are already engaged in social selling
- Your competitors are potentially social selling
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Your competitors are potentially social selling
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The Future of Social ~~Media~~/Social Selling



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Any Questions?

