



THE
5 WEEK
SOCIAL MEDIA
CHAMPIONSHIP
COURSE FOR

THE IMPATIENT
ENTREPRENEUR

2016

WEBINAR on

HOW TO CREATE AN AWARD
WINNING SOCIAL MEDIA
STRATEGY FOR
HOSPITALITY INDUSTRY
IN 2017?



LET US TOGETHER JAZZ UP YOUR BUSINESS' ONLINE PRESENCE

"You and your colleagues are together at this point by design. Appreciate your time together!"

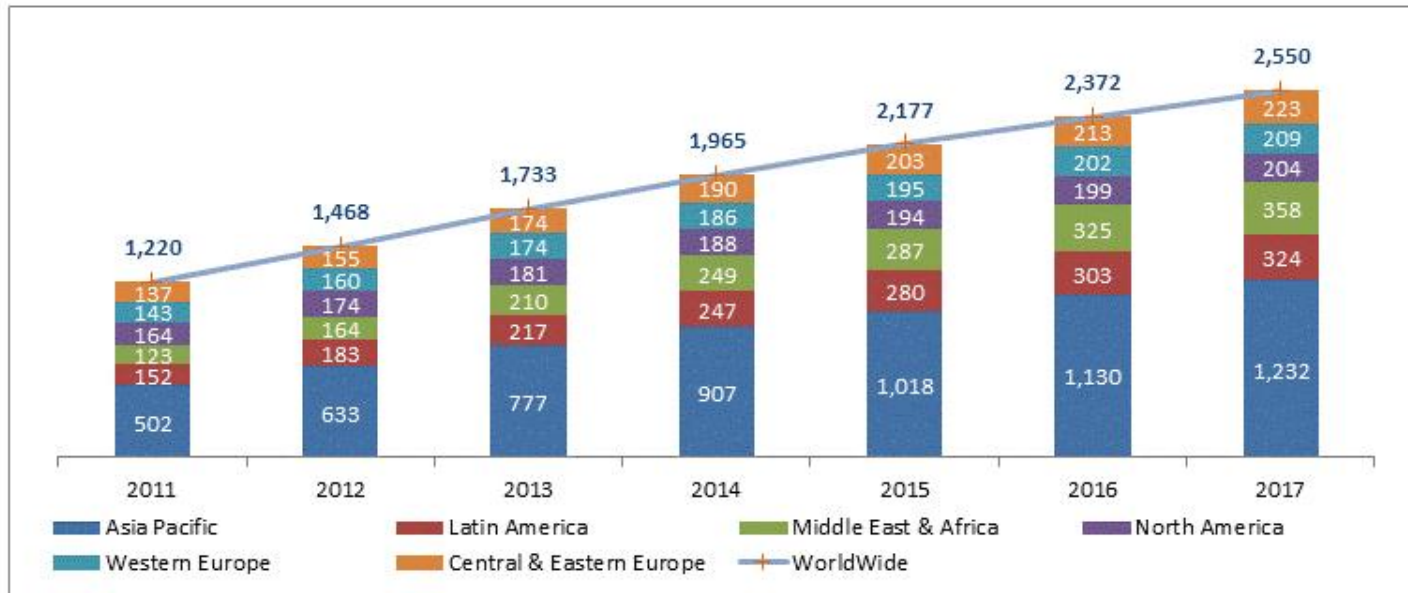


WHAT WE SHALL LEARN TODAY

- **HOW SOCIAL MEDIA IS GOING TO HELP YOUR BUSINESS**
- **REVOLUTIONARY FEATURES OF SOCIAL MEDIA IN 2017**
- **HOW TO CREATE AN AWARD WINNING SOCIAL MEDIA STRATEGY**



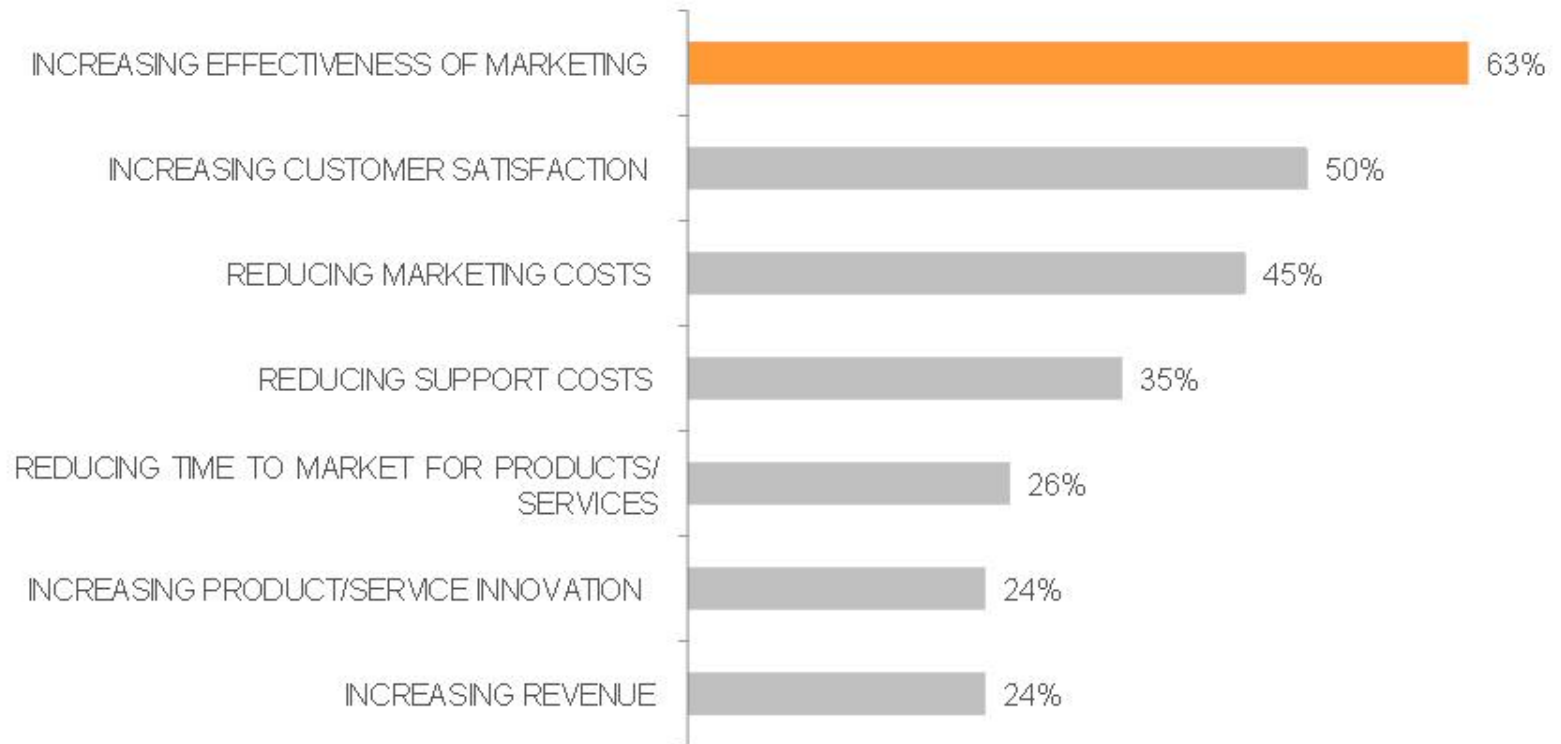
WORLDWIDE SOCIAL NETWORK USERS BY REGION - BILLIONS (eMARKETER)



*“We don’t have a choice on whether we do social media,
the question is how well we do it”*

- Erik Qualman

BENEFITS OF SOCIAL MEDIA



REVOLUTIONARY FEATURES OF **SOCIAL MEDIA** IN 2017

A large, stylized Facebook logo is positioned on the left side of the slide. It is filled with a light blue sky and green mountains, with white clouds and small black birds scattered throughout. The background of the entire slide is a dark purple gradient with white stars and streaks.

FACEBOOK LIVE

- Broadcast to the largest audience in the world with the camera in your pocket
- Connect Instantly
- Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.

- **Share your processes**
Give fans a behind-the-scenes look at your business and how you work.
- **Promote an Upcoming Event.**
Share specific details, have an easy-to-remember URL and post this link in the comments as well.
- **Use Facebook Live video to stream a live event.**
Broadcast interviews to your audience to keep them tuned into your Facebook page.



- **Give your fans a sneak-peek**

Consider providing a link during your video to take preorders and capitalize on the excitement from your customers.

- **Answer FAQs**

Identify a common question that your customer service team receives, and rather than answer the question again and again, you can have a Facebook Live video session to answer it.



Insta Stories

- Share little stories that are not picture-perfect
- Engage your audience with a more complete message than a single image can provide
- Feature exclusively on the viewer's feed without flooding the feeds



DELIVER SPECIAL OFFERS

A special offer is made more special with a creative presentation. Post a 24 hour valid coupon which ends when the story expires. A match made in heaven, isn't it?

SHOW OFF YOUR BUSINESS PROCESS

Tell them how you work hard to ensure the best of experiences for your customers. Share your business processes.

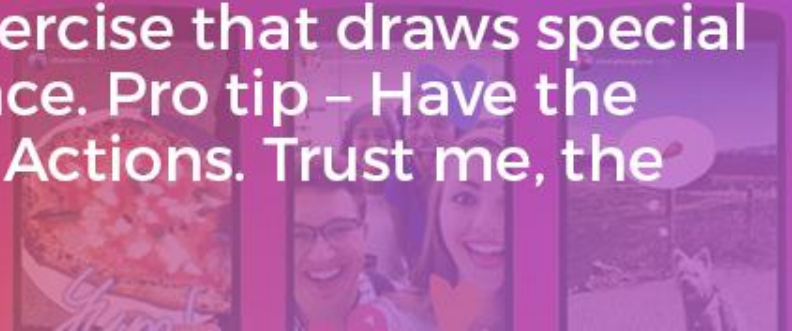


- **SHARE A RANDOM DAY AT BUSINESS WITH HAPPY GUESTS AROUND**

Keep it raw. Show them a real, yet tactfully created, sneak peak into a random day with happy customers around. It always helps to humanize your brand and form a special bond with your audience.

- **SIGN ON FOR A TAKEOVER WITH AN INFLUENCER**

Have a special guest or a celebrity at your place? Don't miss out on the golden chance! Have him takeover your Instagram account. Let him post whacky stories. It's a fun exercise that draws special attention from your audience. Pro tip - Have the influencer stress on Call To Actions. Trust me, the impact is immediate!



Twitter

Latest features to Rock your Twitter followers



CONVERSATIONAL ADS

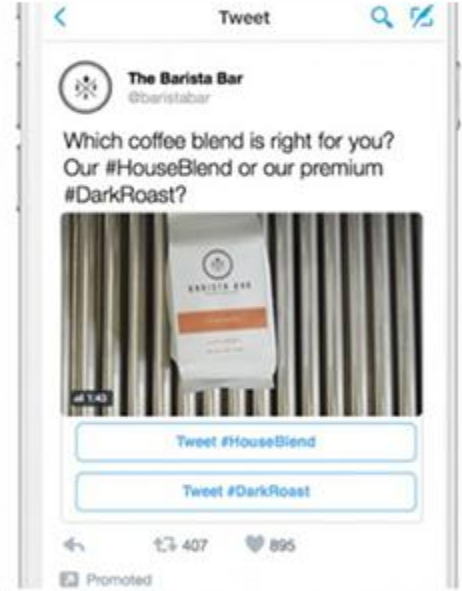
APPEARS LIKE A POLL

BEHAVES LIKE AN AD

TRENDS LIKE A REGULAR TWEET

PERFECT, ISN'T IT?

Conversational ad allows the user to respond with a pre-selected hashtag, and with the response, a Call to Action is initiated by the tweet. So, basically you engage the audience, ask them for their preference, and also push your product simultaneously. Does it get any better?



TWITTER POLLS

Confused about your next promotion? Not able to decide the theme for your next event? Or simply want to know what your followers love about you? What better than letting your audience voice out and help in your business decisions.

Now that's a brand "Of the People. By the People. For the People."

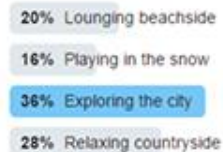


Follow

The long weekend starts now. What are your plans?

#AirbnbLongWeekend

4:45 AM · 16 Jan 2016



617 votes · Final results

14 retweets · 26 likes



SOME OTHER NETWORKS THAT WILL WORK WONDERS FOR YOUR BUSINESS



Snapchat is full of Millennials (those born in the 1980s and 1990s). Snapchat stories, which last only 24 hours, are a string of snaps used to create a video narrative. There are over 1 billion views of Snapchat stories each day.



YouTube Live will stream video from your webcam or desktop, letting you host webinars, broadcast vlogs, and more in real time.



Periscope is the latest buzz in the town. It is a live video streaming platforms that allow users to host and attend video broadcasts on anything from industry conversations to political debates and VIP events.





**CREATING AN AWARD
WINNING STRATEGY
FOR YOUR
SOCIAL MEDIA
SUCCESS**

BE IT OFFLINE OR ONLINE, SOME GOLDEN CONCEPTS NEVER CHANGE!

- **CUSTOMER WAS, IS AND WILL BE THE KING.**
- **SEGMENTATION, TARGETING AND POSITIONING (STP) STILL IS THE STRONGEST PILLAR.**
- **PUSH THE BRAND. NOT THE PRODUCT OR SERVICE.**
- **ENGAGING YOUR CUSTOMER WORKS WONDERS. DIRECT SELL "EVERYTIME" IS A BIG NO!**

WITH ABOVE POINTS IN MIND, SOCIAL MEDIA MARKETING NO MORE SEEMS A CHALLENGE. IN FACT, IT IS AN OPPORTUNITY INDEED.

WHO IS YOUR CUSTOMER?

THE ANSWER IS, IF YOU SETTLE FOR ANYTHING LESS THAN "THE WORLD IS MY CUSTOMER", THEN YOU ARE MISSING OUT.

HOW SOCIAL MEDIA HELPS?

YOU'RE PRESENT WORLDWIDE. WELL, VIRTUALLY AT LEAST.

REACH THE CUSTOMER ACROSS THE SEVEN SEAS WITH "NO ADDITIONAL COST AT ALL".

ENGAGE YOUR CUSTOMERS IN YOUR BUSINESS DECISIONS. THEY WILL BUY IT, IF THEY DESIGN IT, WON'T THEY?

"With Great Power, Comes Great Responsibility"
-Spiderman

THE OPPORTUNITY IS HUGE, THE POTENTIAL IS IMMENSE. YOU WOULD NOT WANT TO MISS OUT ON SOCIAL MEDIA MARKETING, WOULD YOU?

OF COURSE NOT! WELL, THEN LET'S LEARN THE TRICK TO ACT RESPONSIBLE WITH THIS GREAT POWER THAT WE HAVE.

What is 360+1° Marketing?

360° Marketing means nothing but ensuring you & your brand is visible at every front where your customer (or potential customer) is present or can be present.

The extra 1° is the Moguls touch to ensure that you edge out the competition and achieve your desired results.

360°

Brand
Visibility

+

1°

Moguls'
Touch

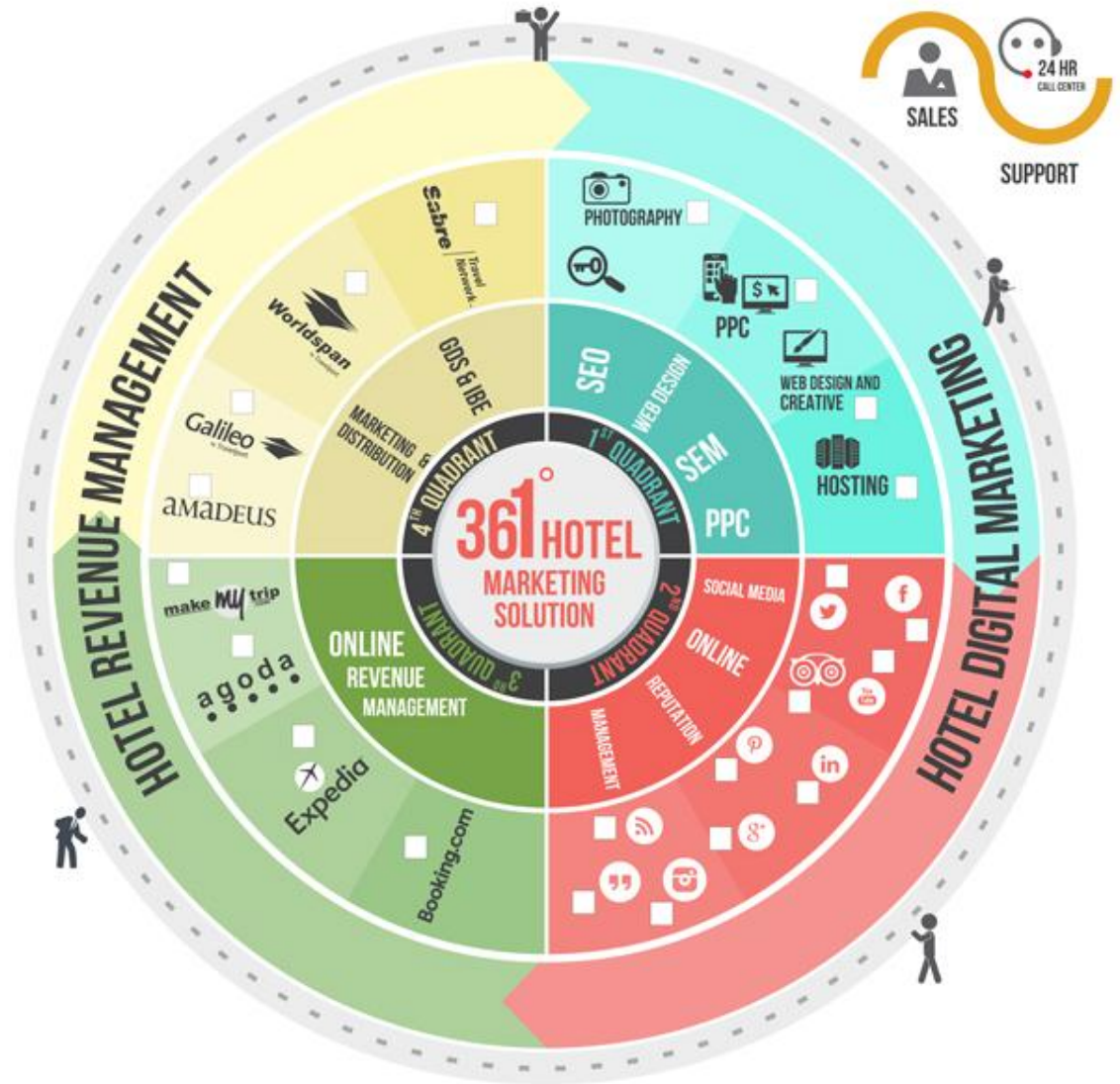
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361°

Success

361°

Ingredients
 of
**digital
 marketing**



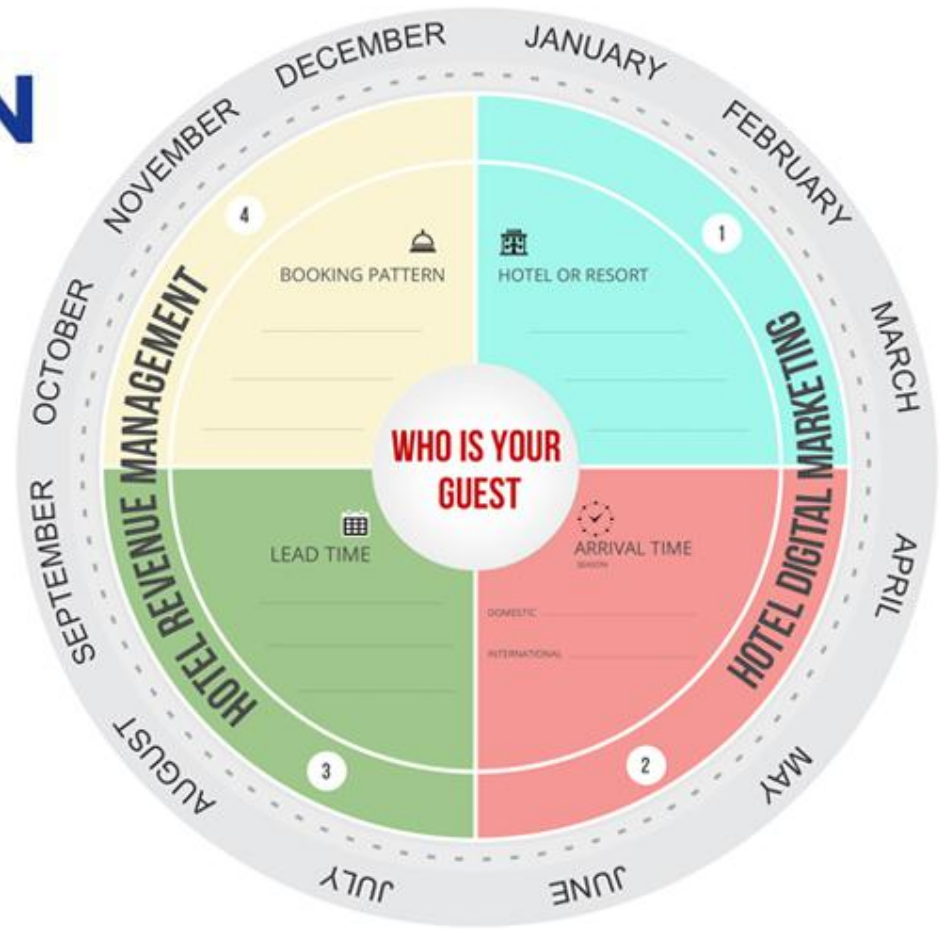
Positive FOMO (fear of missing out)

- Be sure to be present at all possible customer touch-bases.
- Ensure that there is a consistent communication across all channels.
- Sync in your online efforts with your offline efforts.



SEGMENTATION & TARGETING

these **six** circles are going to revolutionize the way you conduct your business



DOMESTIC AUDIENCE

INTERNATIONAL AUDIENCE

6 CIRCLES OF DIGITAL MARKETING

6 Circles is a Moguls technique which helps in :

- Segmentation and Targeting of the customers and potential markets.
- Channelizing the marketing efforts and allocating budgets.
- Understanding the market and business cycle.
- Revenue management and pricing decisions.

No business can survive without understanding the market and where its customers are located and what they are looking for. 6 Circles will help you answer the above concerns and ensure your business tastes the success it deserves.

POSITIONING

- It is important to know your customers. Where they are present? What they like to read and watch? When are they really active on Social Media?

Your Content is dependent on 2 things.

- Your Brand Identity
- Your Customer Preferences

It's important to know who your customers are and which social networks they spend their time on.

How it will Impact your Strategy

■ **Choice of the channel**

Understanding where your customer is present will have a major impact on the choice of the dominant social channels you will concentrate on.

■ **Content Strategy**

Knowing what appeals to your audience will impact the type of content you produce, how you deliver it and what it actually aims at.

■ **Timings of your posts**

Identify where your audience is. Analyse when their social media engagement is at its highest. Time your posts and campaigns when they are most likely to get noticed.

- **Focus your content. Find your niche.**
- **Create consistent themes. Your content should reflect your brand perception.**
- **Give your content a branded look.**
- **Have a flexible content calendar.**
- **Video Content should be the focus in 2017.**
- **Ask your followers how you can help them.**
- **Respond in a timely manner.**

There is something very simple, something very fundamental, that will set a chosen few apart: Are you Human?

Your social strategy is the plan that's going to make your social media work.

ELEMENTS OF A GOOD STRATEGY

Content Creation + Content Curation + Creativity + Analytics

THINK FOR YOUR FOLLOWERS/CUSTOMERS

- What need will you fill for the people who will follow you?
- Why should they follow you?
- What will you consistently provide to them?

THINK FOR YOUR BUSINESS

Organize



Act



Regroup

This is what
we want to do,

This is how we're
going to do it,

This is how we did



**SOME POWERFUL
TOOLS TO HELP
YOU WITH YOUR
CONTENT AND
CUSTOMER
INSIGHTS**



NAYMZ IS A USEFUL TOOL FOR TRACKING YOUR SOCIAL INFLUENCE, WHICH IS CLOSELY TIED TO YOUR ONLINE REPUTATION. THE MOST INTRIGUING FEATURE IS A REPScore THAT RATES YOUR INFLUENCE ACROSS DIFFERENT SOCIAL NETWORKS, SUCH AS LINKEDIN, TWITTER, FACEBOOK AND OTHERS. THERE ARE ALSO BUILT-IN TOOLS FOR ENHANCING YOUR PERSONAL BRAND, TRACKING YOUR VISITORS, COMPARING YOUR RANK WITH THOSE OF YOUR PEERS AND INDUSTRY LEADERS, AND MONITORING BOTH GOOGLE AND BING FOR BRAND MENTIONS—ALL FROM A SINGLE DASHBOARD.

www.naymz.com/



DISCOVER TRENDING TOPICS, TRACK YOUR SOCIAL MEDIA PRESENCE AND MANAGE YOUR ONLINE REPUTATION MORE EFFECTIVELY WITH RANKUR. WITH ADVANCED REPORTING CAPABILITIES, YOU CAN NARROW YOUR RESULTS BY DEMOGRAPHICS AND OTHER DATA TO REALLY TUNE IN TO HOW YOUR MARKETING MESSAGES AND BRANDING EFFORTS ARE RESONATING WITH A PARTICULAR SUBSET OF YOUR AUDIENCE.

<https://rankur.com/>



Google
Analytics

IT IS A MUST-HAVE FOR ANY SUITE OF ANALYTICS TOOLS, AND THE BEST PART IS THAT IT'S COMPLETELY FREE. GOOGLE'S ALL-IN-ONE ANALYTICS DASHBOARD GIVES INSIGHTS INTO DIFFERENT TRAFFIC SOURCES, PAGEVIEWS, DEMOGRAPHICS, SEO, SOCIAL MEDIA AND A WEALTH OF OTHER INFORMATION.

<https://analytics.google.com/>

Buzzsumo

FIND CONTENT THAT IS MOST SHARED ON SOCIAL MEDIA CHANNELS - YOU CAN ENTER YOUR OWN DOMAIN OR ANOTHER DOMAIN, AND SEE WHAT HAS BEEN SHARED SOCIALLY. NOT ONLY IT HELPS IN TRACKING CONTENT, BUZZSUMO ALSO HELPS YOU TO LOCATE AND CONNECT WITH THE INFLUENCERS RELATED TO PARTICULAR TOPICS. MOREOVER, YOU CAN TRACK COMPETITORS AND DO AN ANALYSIS BASED ON THEIR CONTENT TO UNDERSTAND WHAT WORKS IN YOUR INDUSTRY.

<https://www.buzzsumo.com/>



CALL TO ACTION (CTAs)

The click that matters the most

A great CTA button can direct users, get them to take a desired action, improve conversion rates, and ultimately help your website achieve its defined objectives.

SOME TIPS FOR EFFECTIVE CTA BUTTONS

Using Negative Space Effectively

Differentiate your CTA button from the rest of your content by effective usage of the canvas space. It's important to balance the amount of negative space you have around the buttons with the size of the buttons themselves.

Size and Color

The CTA button should ideally be the largest element on your canvas - not too large but not too small as well.

For a small CTA button, prefer using contrasting color to make it stand out. Use less distinct color for a large button to fit in better.

Language

Your CTA should be straight-forward, clear and very crisp. You want the viewers to know with just a glance what exactly they will get with the click.

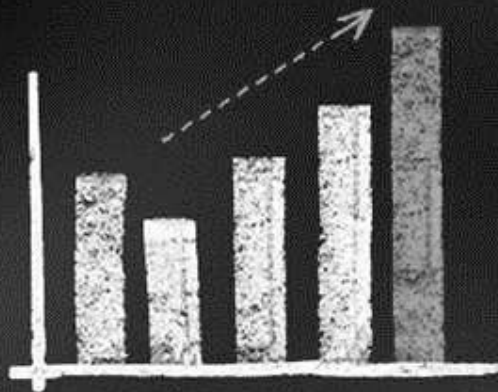
Create Urgency

Intrigue the viewers to act with as little thought as possible. Don't deceive, but don't give them an opportunity to stop and consider what they are doing.

Prioritize

Prioritize the CTAs on your page if there is more than one. Use differential color, size and styles to highlight the more important ones.

CALCULATING YOUR ROI FROM SOCIAL MEDIA.





DEFINE A CLEAR AIM FOR YOUR CAMPAIGN

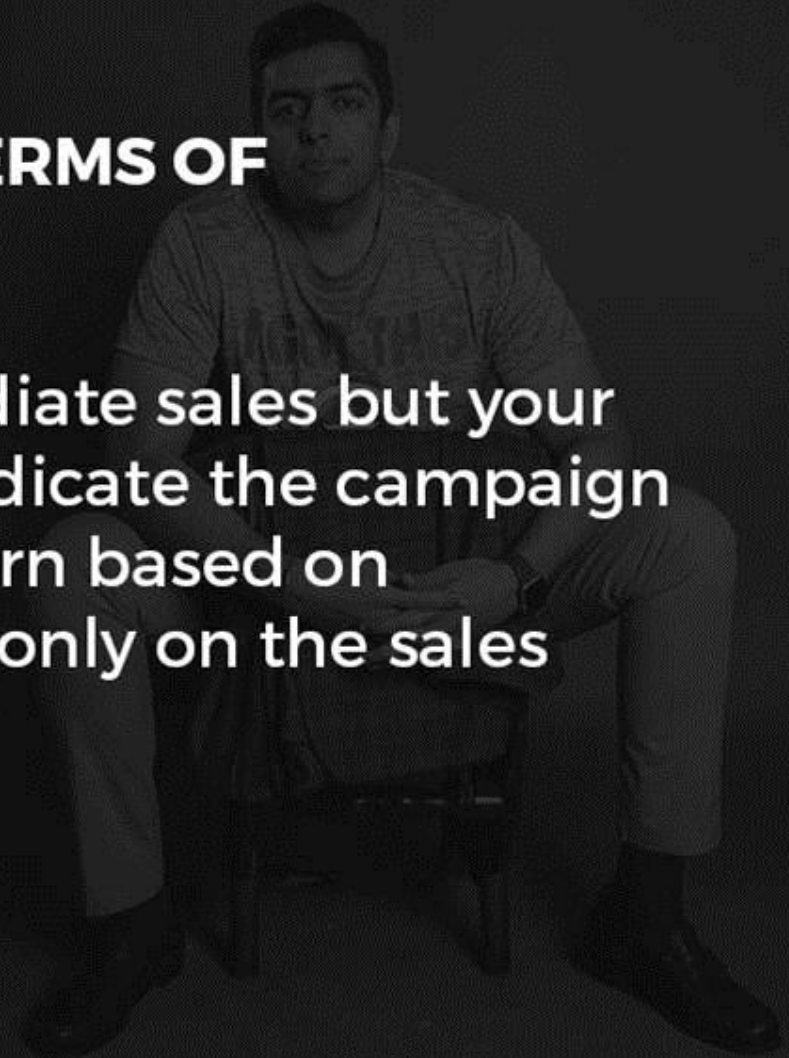
Design your campaigns with a clear aim. Whether you want to derive sales, drive awareness, engage the customers and increase brand recall.





MEASURE YOUR ROI IN TERMS OF YOUR GOALS

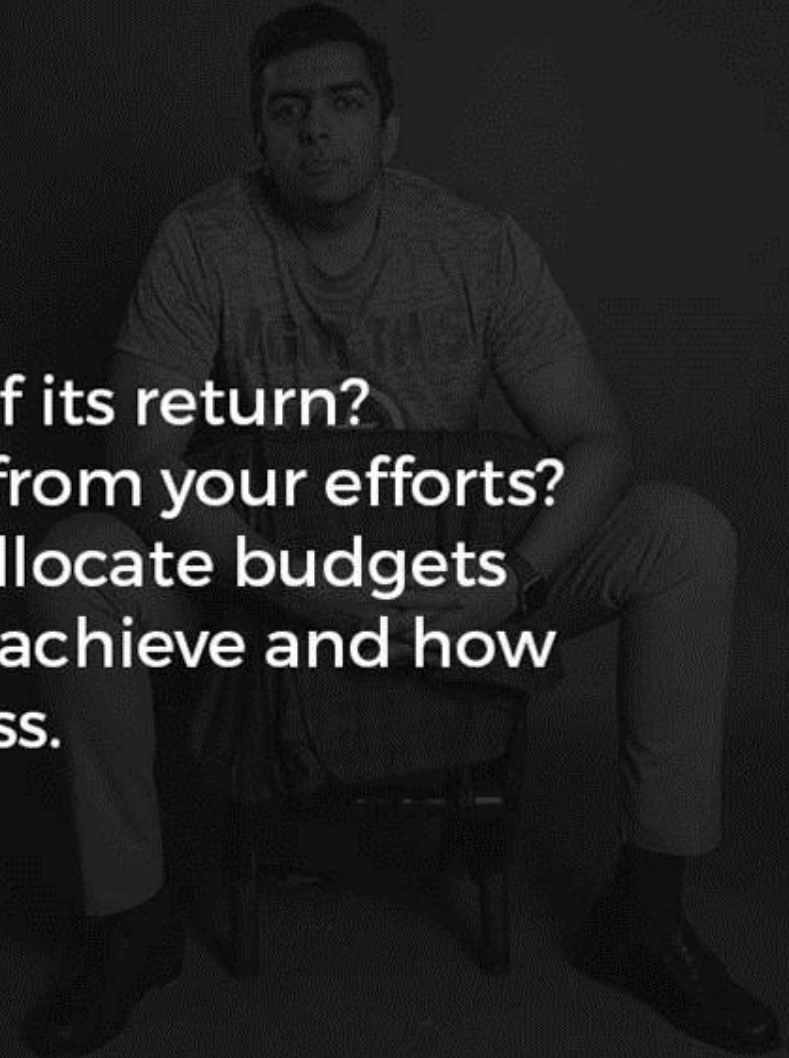
You may not derive immediate sales but your brand awareness might indicate the campaign success. Measure your return based on measurable goals and not only on the sales figures.





ALLOCATING BUDGETS

Is the investment worthy of its return?
Will your business benefit from your efforts?
Prioritize your efforts and allocate budgets
based on what you aim to achieve and how
fruitful it is for your business.



A QUICK RECAP

- **THE GROWING WORLD OF SOCIAL MEDIA AND HOW YOUR BUSINESS CAN TAP THIS OPPORTUNITY**
- **EXCITING FEATURES OF SOCIAL MEDIA - FACEBOOK LIVE, INSTA STORIES, TWITTER POLLS AND CONVERSATIONAL CAMPAIGNS - AND HOW TO USE THEM**
- **REVOLUTIONARY SOCIAL MEDIA PLATFORMS LIKE SNAPCHAT, YOUTUBE, PERISCOPE**
- **COVERING THE BASES WHERE YOUR CUSTOMER IS - 361° OF SOCIAL MEDIA MARKETING**
- **LEARNING THE ART OF SEGMENTATION AND TARGETING - 6 CIRCLES OF SOCIAL MEDIA MARKETING**
- **POSITIONING YOUR BRAND USING THE RIGHT CONTENT STRATEGY**
- **THE MAGIC BUTTON - CALL TO ACTION BUTTONS - AND HOW TO USE IT**
- **THINGS TO KEEP IN YOUR MIND WHILE ACCESSING YOUR SOCIAL MEDIA ROI**

Lets Practice
**WHAT WE
LEARNT**



1. KNOW YOUR CUSTOMER (KYC)

a. What does your customer look like?

(Age/Gender/Location)

b. List Top 3 Common Interests of your Customers

c. Top 3 factors that affect the buying decision of your customer.

2. COLLABORATE WITH OTHER CHANNELS

a. Identify other channels that are common with your customers.

b. Rank top 3 Social Media Channels on which your customers are active

c. How do you plan to engage your customers & maintain relationships (Online reputation management)

TO KNOW HOW YOU CAN GROW YOUR REVENUE 4X IN 90 DAYS BY CHAMPIONING THE ART OF SOCIAL MEDIA MARKETING

Register for our "The 5 Week Social Media Championship" course



Send in your queries at:

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In case of questions you can
reach out to me at
avijit@internetmoguls.com

Linkedin ID: [in.linkedin.com/in/avijitarya](https://www.linkedin.com/in/avijitarya)