PUTTING THE ‘SO WHAT!’ INTO SOCIAL MEDIA IN TODAY’S WORLD

BY ANDREW DAVIS

In/andrewmdavis

Change

SOMETHING

SOMEWHERE

SOMEONE

BEHAVIOUR
Stato
14:08
AUTONOMIA 51 MI
97 %
AGGIORNATO 13:08

TECHNOLOGY

CONVENIENCE

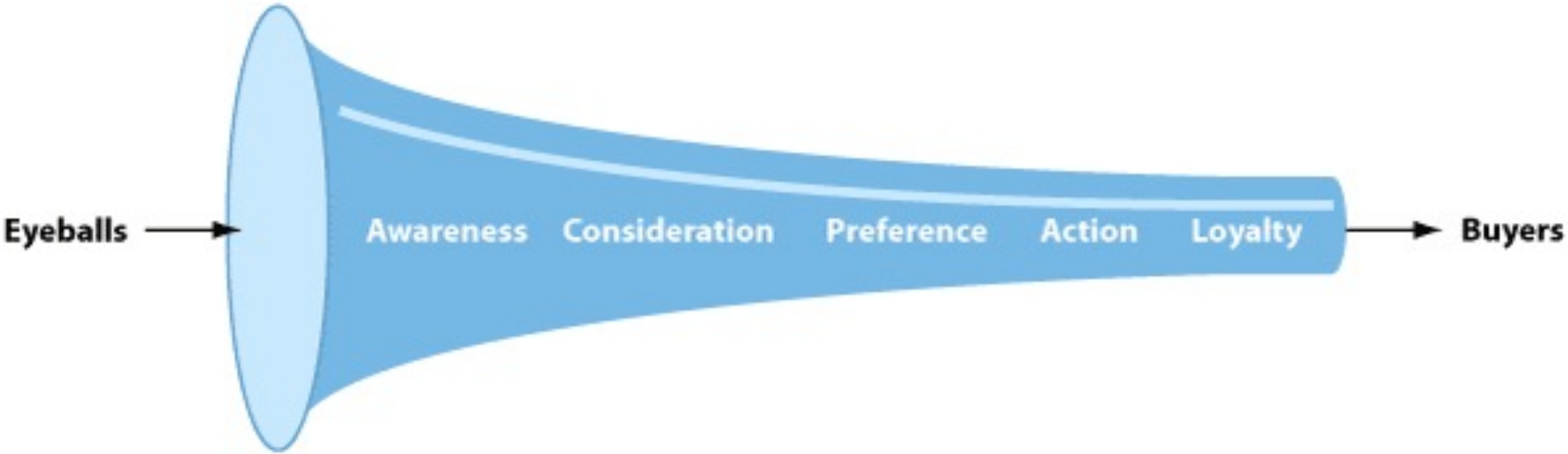


Image: Forrester

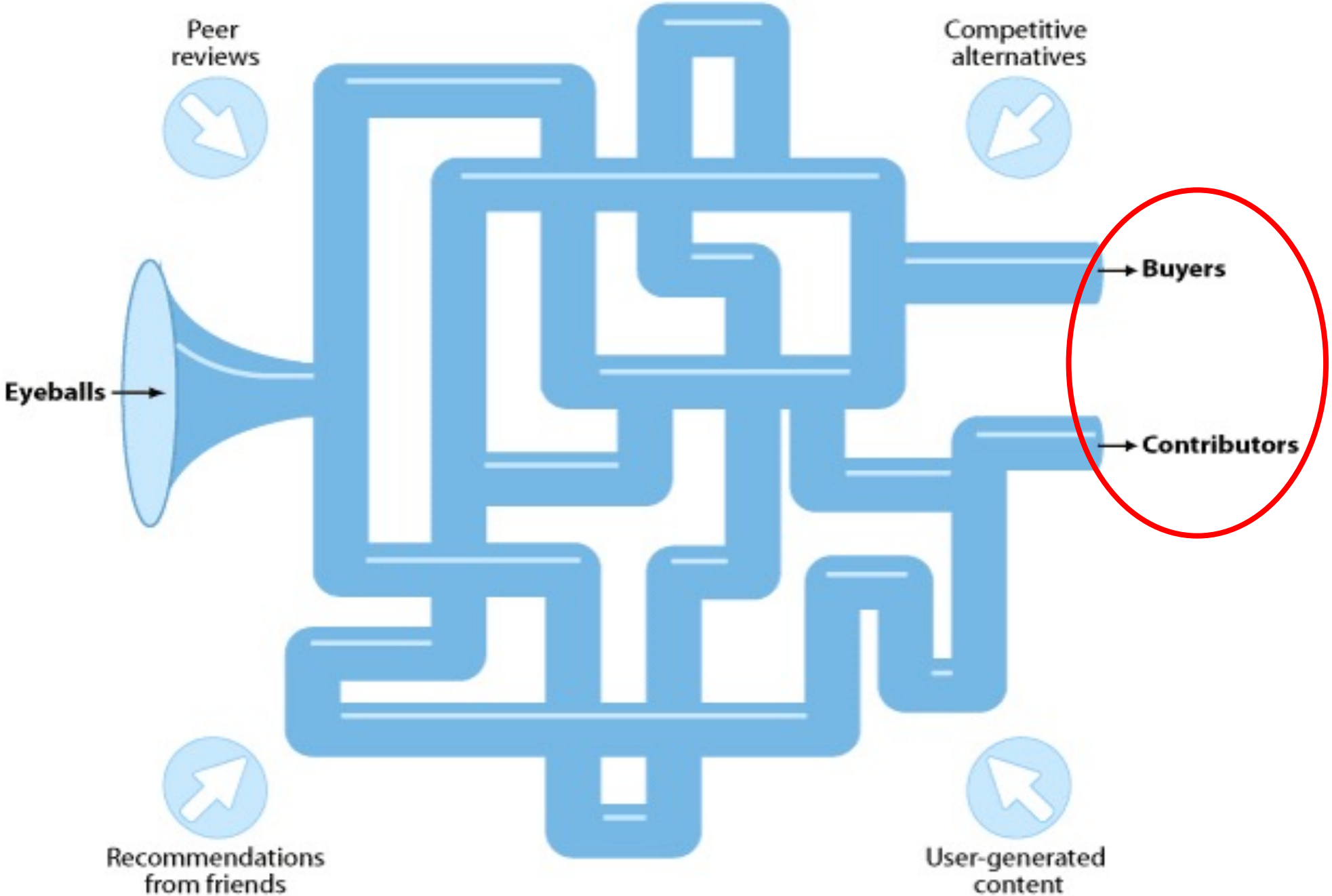
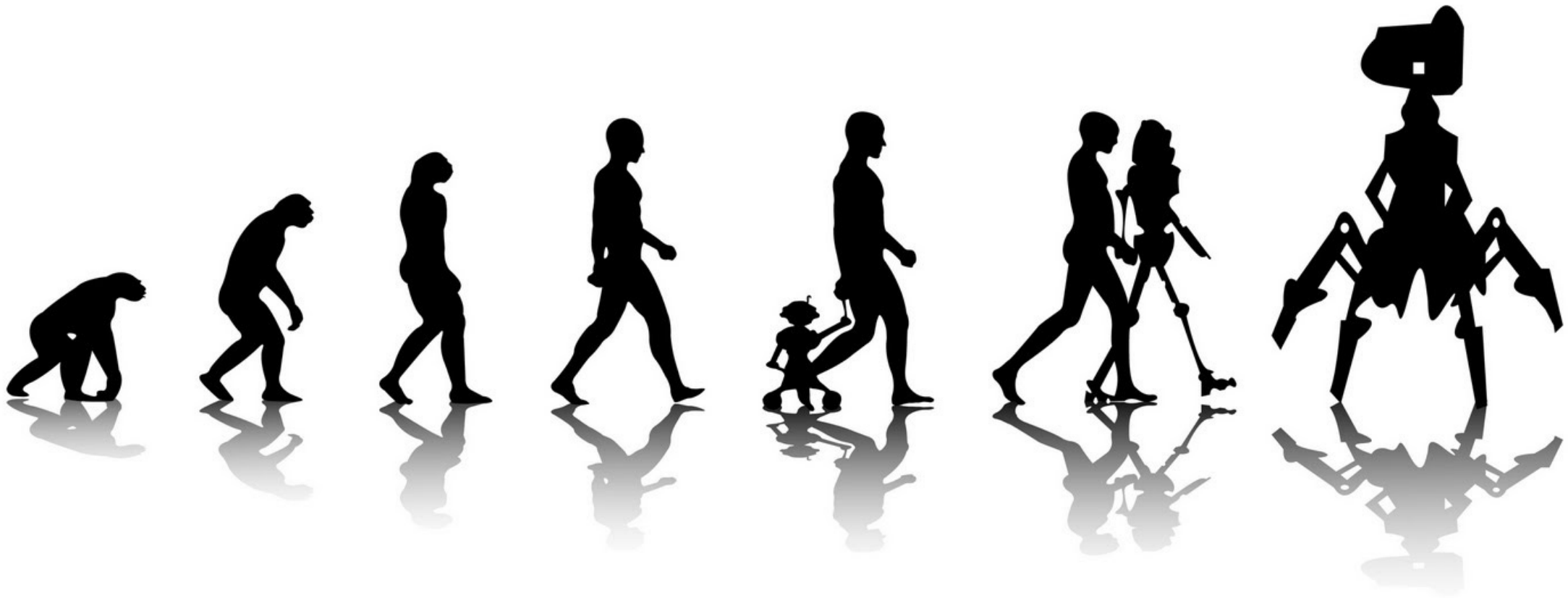


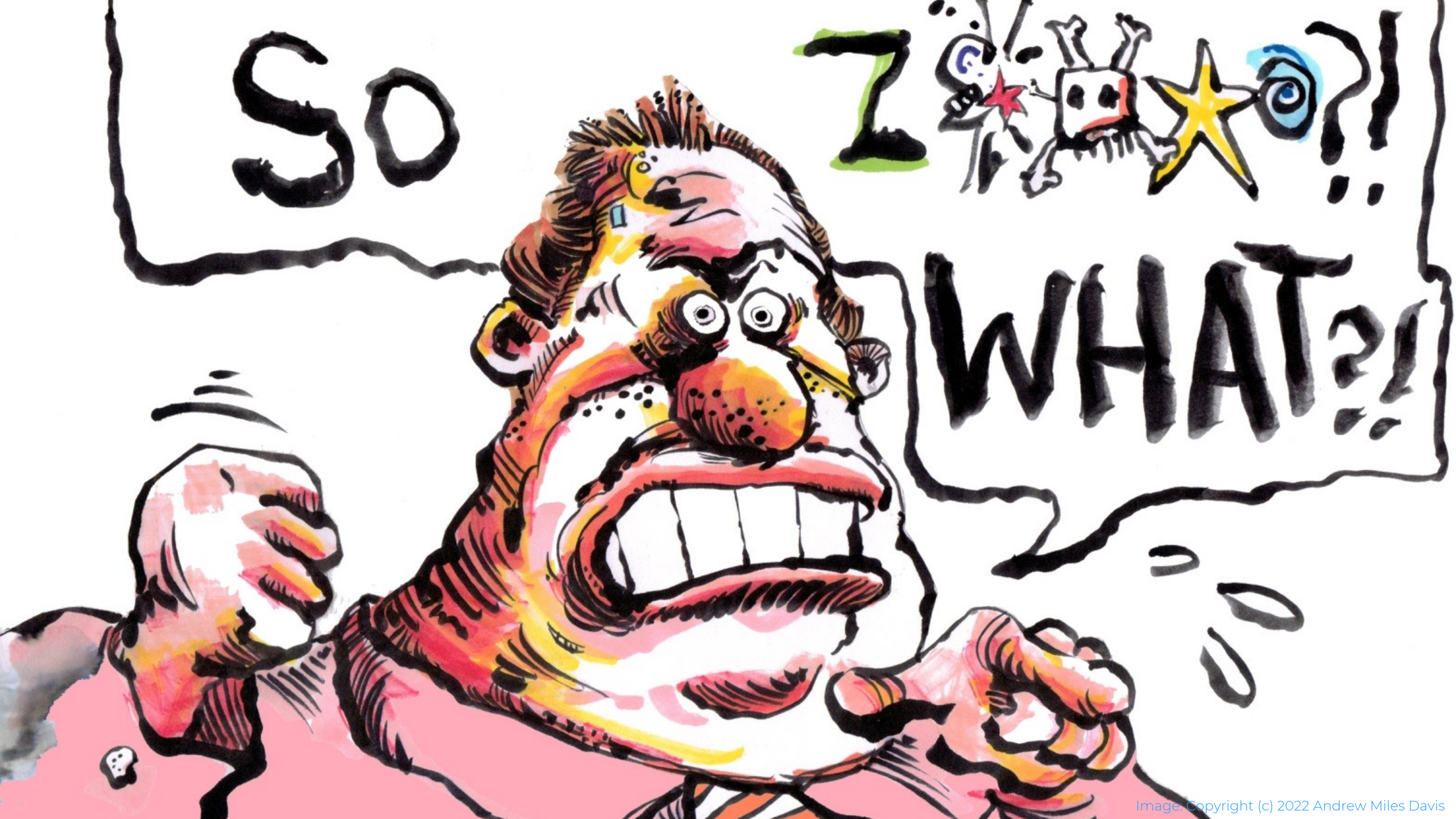
Image: Forrester



A.I, MACHINE LEARNING & AUTOMATION

Image: Wikimedia Commons (Fonytas)

GAME CHANGER
TikTok



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DEFINING YOUR OBJECTIVES

Part Of The Sales Cycle

Raise Awareness (Local / National)

Events (Online/Offline)

Building An Engaged Audience

Influence The Conversation

Positioning

Networking & Personal Branding

Reaching Different Audiences

Increase Website Traffic

3 QUESTIONS

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QUIZ

- According to GWI global research project, Whatsapp came out as the most favourite social media platform.
- 50% of 16-24-year-olds research products on social media.
- 57% of consumers are currently buying or boycotting a brand based on the brand's social or political purpose.
- 75% of all social media engagement happens in the 'Dark Social' Space

Source: GWI, Data Reportal, Edelman, Statistica

CREATION

“You are now in the content business. You are a media company by default”

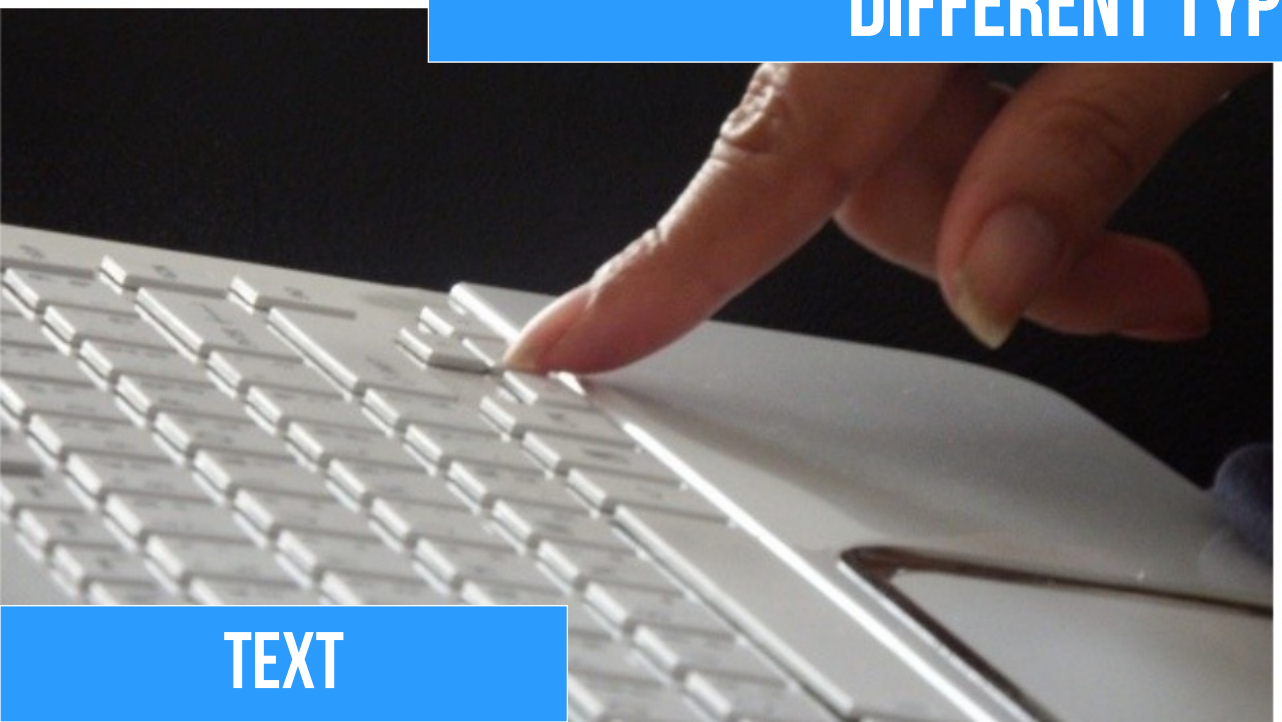
Andrew Davis (Keynote Speaker & Trainer)

DIFFERENT TYPES OF CONTENT

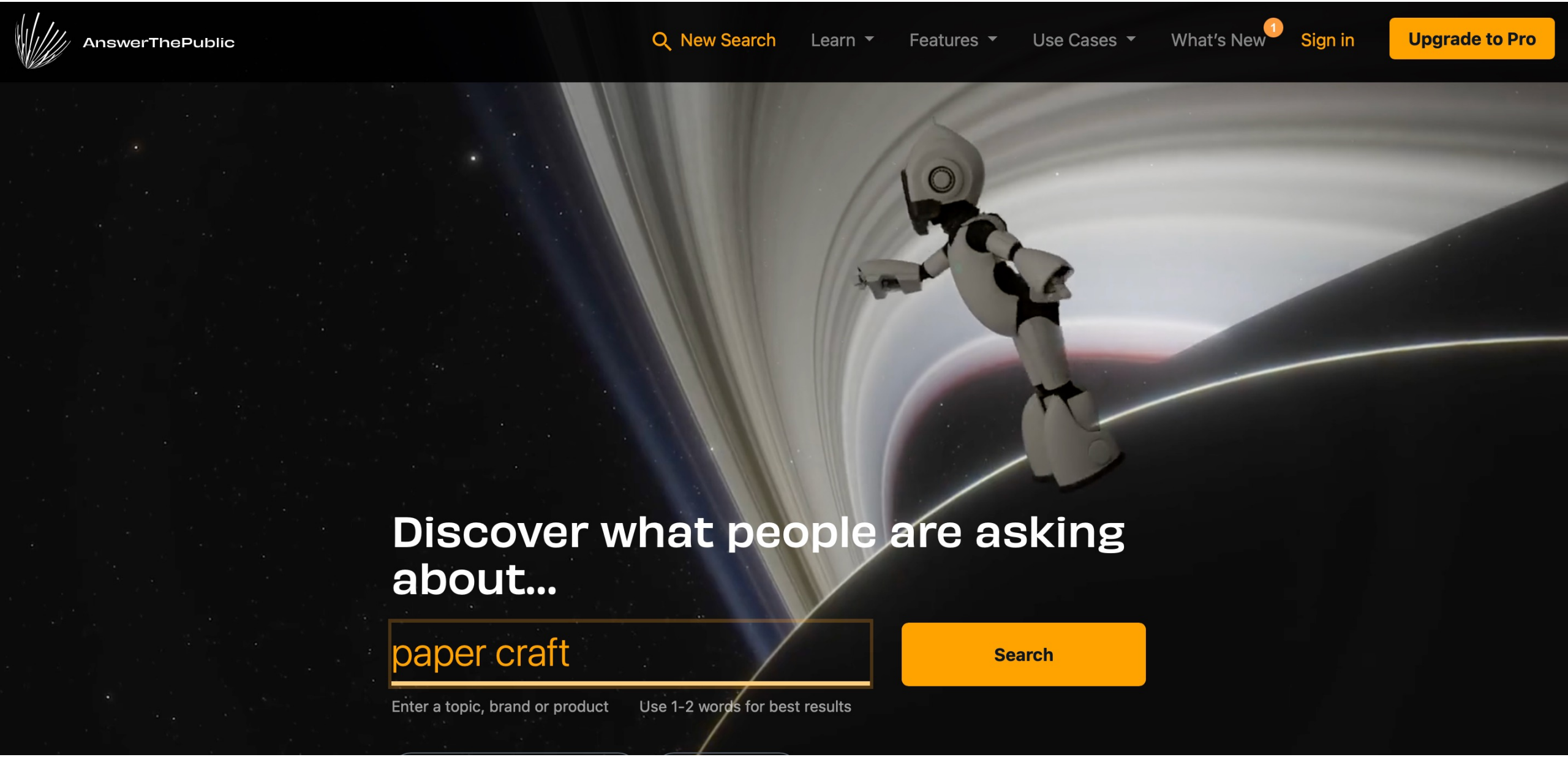
VIDEO

IMAGES

TEXT



AUDIO


AnswerThePublic
New Search
Learn
Features
Use Cases
What's New
1
Sign in
Upgrade to Pro
Discover what people are asking about...
paper craft
Search
Enter a topic, brand or product
Use 1-2 words for best results

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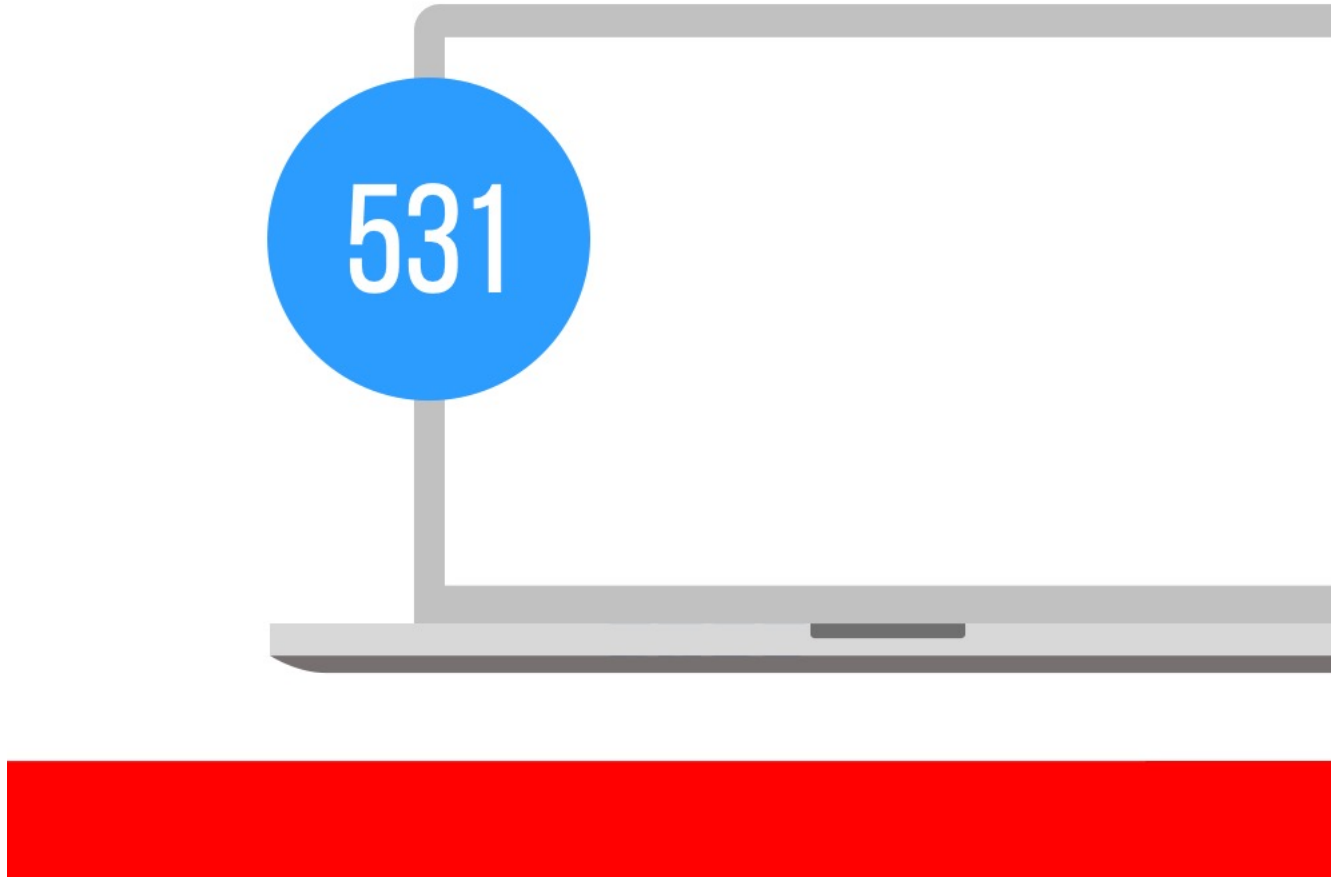

DISTRIBUTION & ENGAGEMENT

“In today’s world, most companies lose the sales before they are aware of the opportunities”

Gary Woodfine (39 Consultancy)

WHAT HAPPENS ONCE YOU CLICK PUBLISH?

PUBLISH & PRAY TECHNIQUE

CONTENT IS KING

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HOWEVER, THIS SEEMS TO BE THE REALITY

Image: Copyright (c) 2022 Andrew Miles Davis

3 WAYS PEOPLE WILL FIND YOU ONLINE

SEARCH

SHARE

STUMBLE

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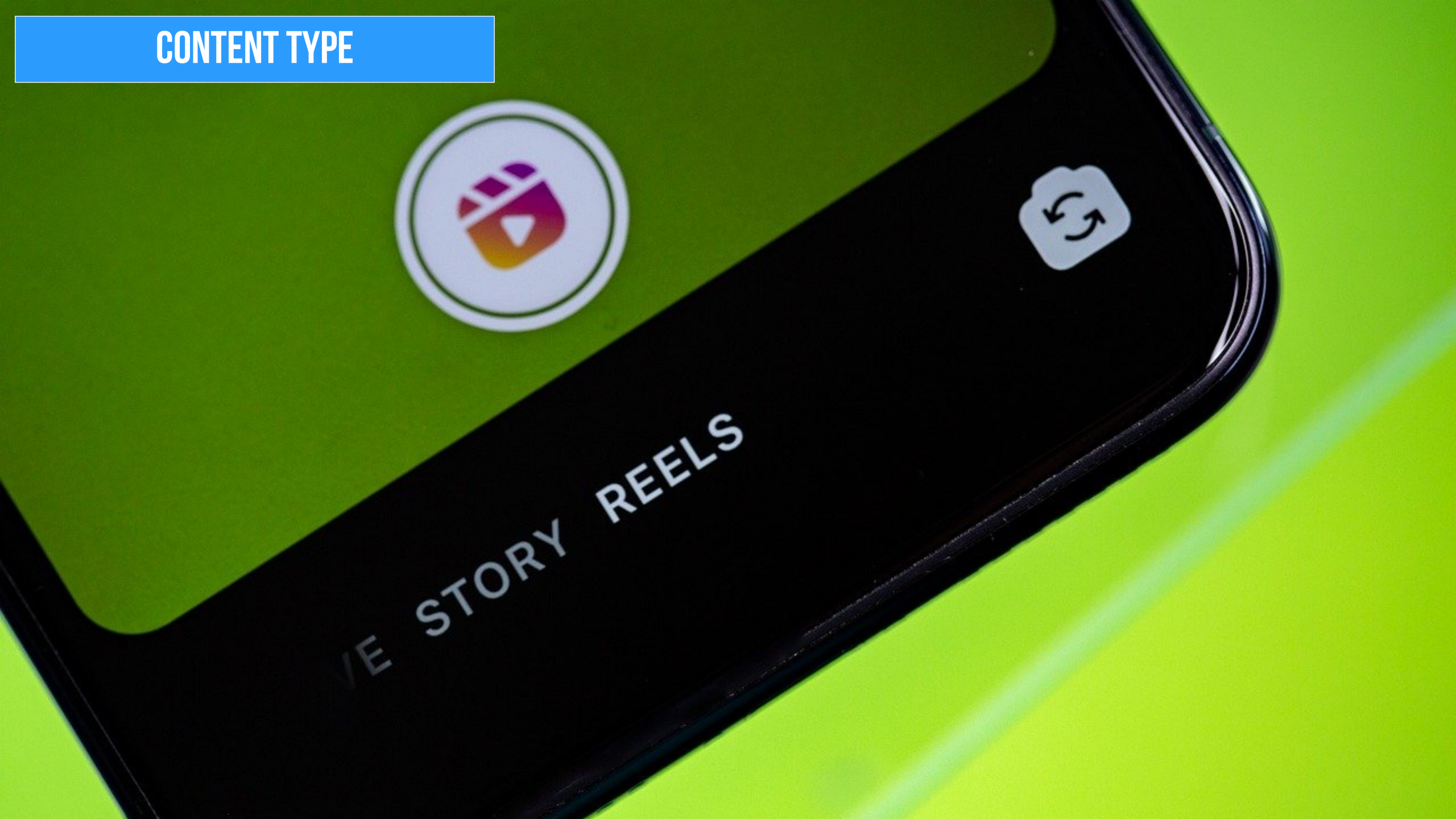
ALGORITHMS

AFFINITY AKA ENGAGEMENT

TIME: HOW LONG YOUR CONTENT STAYS ON THE NEWSFEED

CONTENT TYPE



MOBILE & DESKTOP ALGORITHMS

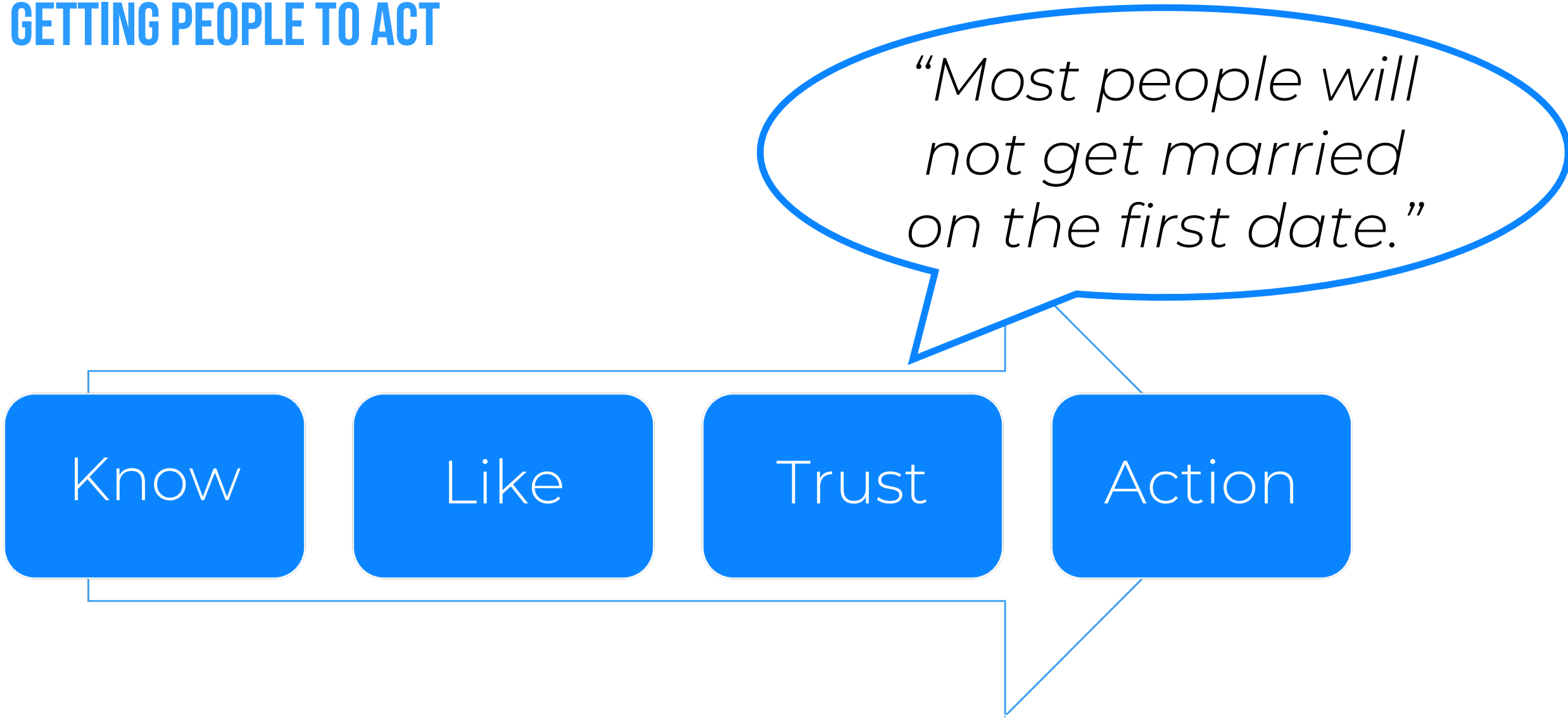
LINKING AWAY FROM PLATFORM

“If you want success on social media you need to keep the conversation going”

Andrew Davis (Keynote Speaker & Trainer)

CONVERSION

GETTING PEOPLE TO ACT



A PERSONALITY

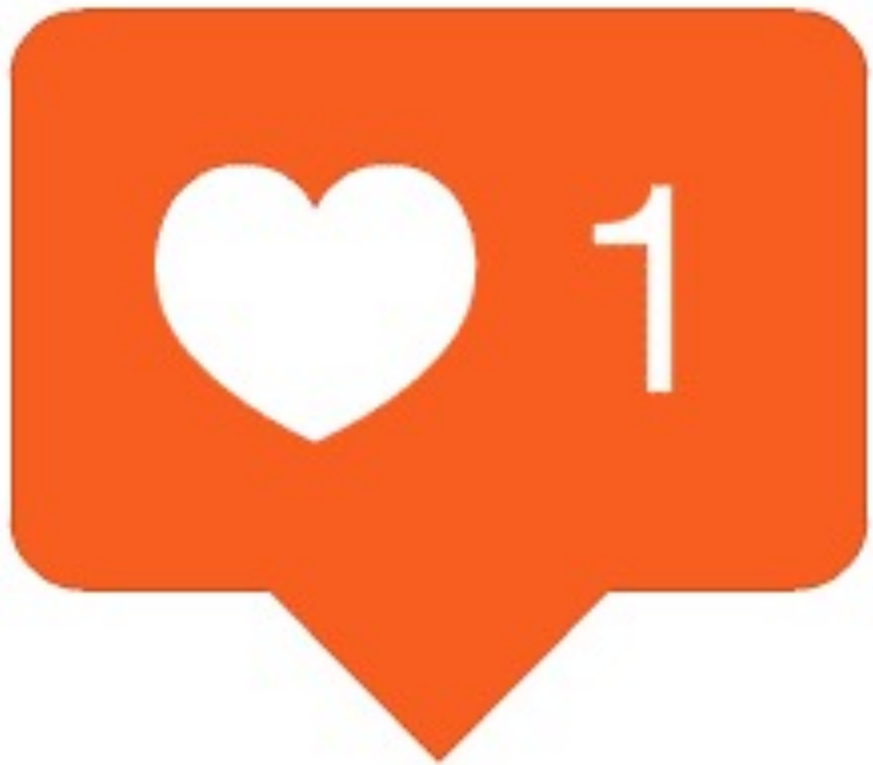
“Measuring is just data that you use to make smarter decisions about your organisation”

Unknown

ANALYTICS

FOLLOWERS

500,209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“When everyone is playing the same game, your execution is critical”
Seth Godin (Marketing Expert)

THANKS FOR LISTENING

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RESOURCES

- Answer The Public: www.answerthepublic.com
- Portent Idea Generator: https://www.portent.com/tools/title-maker/
- Keyword Surfer: www.keywordsurfer.com
- UberSuggest: www.neilpatel.com/ubersuggest/
- Free Marketing Tools: www.andrewmilesdavis.com/marketing-tools