

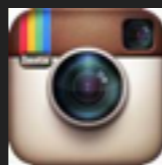


HOMER BUSINESS ASSOCIATION PRESENTS:

SOCIAL MEDIA SEMINAR

SEMINAR OVERVIEW

- ▶ Instagram, Yelp, LinkedIn and Facebook Updates...
- ▶ A Comprehensive Social Media Strategy for your business!




INFINITELY CONNECTED NETWORK CONCEPT

- ▶ In a relatively short period of time, the Internet has had an amazing impact on almost every facet of our lives. With it, we are able access to new ideas, more information, unlimited possibilities, and a whole new world of communities. It has grown and evolved to influence how we interact, **how we conduct business**, how we learn, and how we proceed day to day. And as much as it has changed our lives, in the process, the Internet itself has changed too. <http://www.internetsociety.org/internet>



LIST OF LARGEST INTERNET COMPANIES BY REVENUE:

Rank by Revenue	Company	Industry	Revenue (\$B)	FY	Employees	Market cap (\$B)	Headquarters	Refs
1	 Amazon	E-commerce	\$107	2015	230,800	\$329.7	Seattle, WA, USA	[1]
2	 Google	Search	\$74.98	2015	61,814	\$493.2	Mountain View, California, USA	[2]
3	 JD.com	E-commerce	\$28.83	2015	105,963	\$34.14	Beijing, China	[3]
4	 Facebook	Social	\$17.93	2015	12,691	\$332.1	Menlo Park, CA, USA	[4]
5	 Tencent	Social	\$15.84	2015	25,517	\$194.4	Shenzhen, Guangdong, China	[5]
6	 Alibaba	E-commerce	\$12.29	2015	26,000	\$204.8	Hangzhou, Zhejiang, China	[6]
7	 Baidu	Search	\$10.56	2015	41,467	\$62.27	Beijing, China	[7]
8	 Priceline Group	Travel	\$9.22	2015	9,000	\$63.83	Norwalk, CT, USA	[8]
9	 eBay	E-commerce	\$8.59	2015	34,600	\$26.98	San Jose, CA, USA	[9]
10	 Netflix	Web portal	\$6.77	2015	3,500	\$41.89	Los Gatos, CA, USA	[10]
11	 Expedia, Inc.	Travel	\$6.67	2015	18,000	\$16.61	Bellevue, Washington, USA	[11]
12	 Rakuten	E-commerce	\$6.3	2015	12,981	\$13.06	Tokyo, Japan	[12]
13	 Salesforce.com	Cloud computing	\$5.37	2015	16,227	\$47.89	San Francisco, CA, USA	[13]
14	 Yahoo	Search Engine	\$4.97	2015	12,500	\$36.34	Sunnyvale, CA, USA	[14]
15	 NetEase	Online Services	\$3.63	2015	12,919	\$22.65	Guangzhou, Guangdong, China	[15]
16	 Groupon	E-commerce	\$3.1	2015	10,000	\$1.96	Chicago, Illinois, USA	[16]
17	 LinkedIn	Social	\$2.99	2015	8,735	\$17.48	Mountain View, CA, USA	[17]
18	 Twitter	Social	\$2.22	2015	3,638	\$10.20	San Francisco, CA, USA	[18]
19	 TripAdvisor	Travel	\$1.5	2015	2,793	\$8.55	Newton, Massachusetts, USA	[19]
20	 ASOS.com	E-Commerce	\$1.40	2014	7,500	\$4.8	London, UK	[20]
21	 Yandex	Search	\$0.9	2014	5,514	\$6.15	Moscow, Russia	[21]

SOCIAL MEDIA COMPANIES ONLY

► Social Media Companies Only

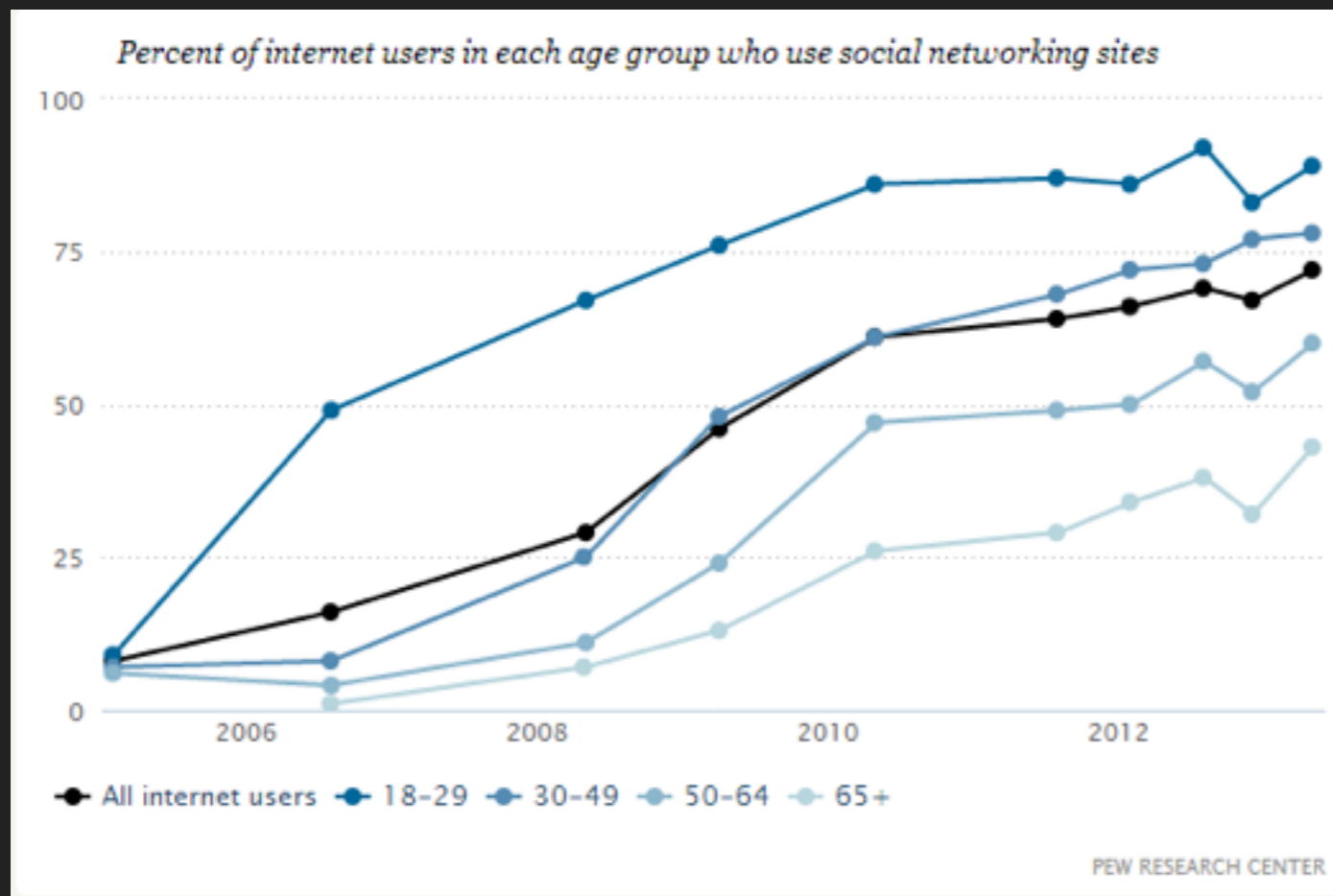
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WHY SOCIAL MEDIA WORKS...

- ▶ “We don't have a choice on whether we do social media, the question is how well we do it?” ~Erik Qualman
- ▶ Social media has changed the way we do business forever. It is not a passing fad or not something that is just for kids. Every major brand has embraced social media as a way to reach people where they are hanging out.
- ▶ Social media isn't just for big brands with big budgets. Small companies benefit from using social media to stay on top of people's minds. Small companies can also be better at listening and responding to their customers on social media.
- ▶ Recent studies have shown that social media use is only increasing. Take a look at some of the numbers reported by Pew Research. Every age group shows big increases in social media use.

WHY SOCIAL MEDIA WORKS...

- ▶ And we can also see which social networks are the most popular. Facebook continues to dominate the social market but the other social sites are up as well. If you haven't embraced social media yet, the time is now.



Credit: <http://www.pewresearch.org/data-trend/media-and-technology/social-networking-use/>

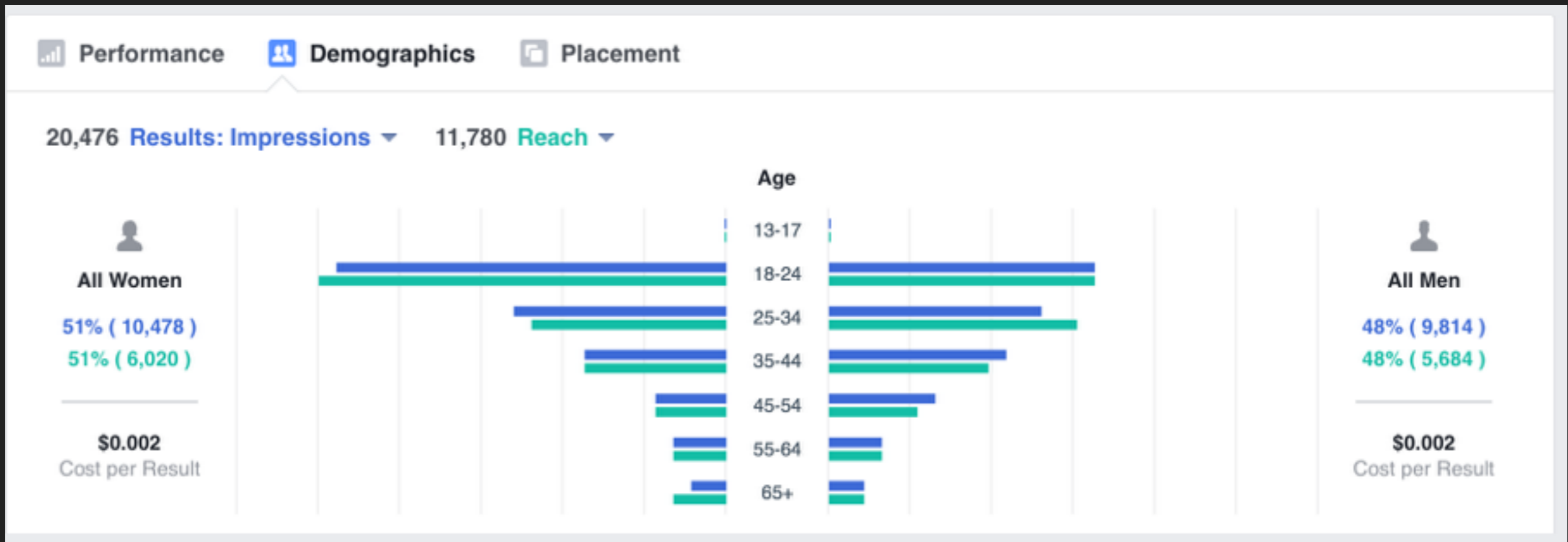
SOCIAL NETWORKING USE

- ▶ **As of July 2015, 76% of online adults use social networking sites.** Young adults are the most likely to say they use social media sites, while men have recently caught up with women in overall social media use. Urban dwellers are more likely than rural users to be on social media. Women, African-Americans, and Latinos show high interest in sites like Twitter, Instagram and Pinterest. [Read more](#)
- ▶ Our latest estimates, among online adults:
 - ▶ 72% use Facebook (April 2015)
 - ▶ 25% use LinkedIn (April 2015)
 - ▶ 23% use Twitter (April 2015)
 - ▶ 31% use Pinterest (April 2015)
 - ▶ 28% use Instagram (April 2015)
 - ▶ 10% use Tumblr (April 2015)

Credit: <http://www.pewresearch.org/data-trend/media-and-technology/social-networking-use/>

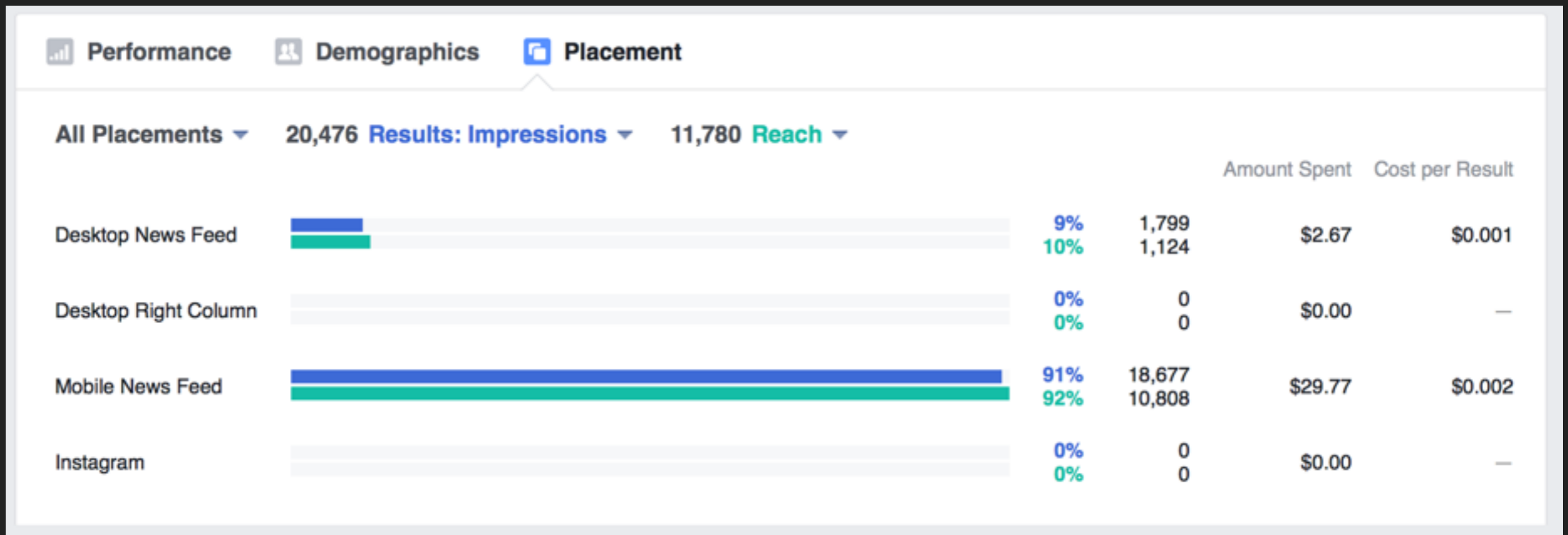
WHO IS VIEWING FACEBOOK IN OUR AREA?

- ▶ Results from a recent ad targeted to a 50 mile radius around Homer NY:



HOW ARE PEOPLE ACCESSING THE INTERNET?

- ▶ Incredibly high percentage of mobile users.





INSTAGRAM

- ▶ Instagram is a community built on the power of visual storytelling.

Instagram | Business

[Getting Started](#) [Inspiration](#) [Advertising](#) [Business Blog](#) [Brand Resources](#) [Partners](#)

Inspire People Visually With
Your Business' Story



Watch the video





- ▶ ...You should be working on a Yelp strategy if you don't have one already.

5 Yelp Facts Business Owners Should Know (But Most Don't)

Business owners: Yelp doesn't have to be a source of anxiety! Columnist Brian Patterson explains how you can make the review site work for you.

Brian Patterson on February 16, 2016 at 9:44 am





- ▶ LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



FACEBOOK, THE BEHEMOTH

- ▶ Person vs. Page
- ▶ Setting up a Page for your business
- ▶ Some key words: *Reach *Organic *Call To Action *Landing Page* Sales Lead

	Facebook	Social	\$17.93
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HUB SPOTS E-BOOK ON FACEBOOK MARKETING

- ▶ A 77 page guide how to, well....



FACEBOOK DO'S AND DONT'S

- ▶ An Infographic...



ADVERTISING ON FACEBOOK

- ▶ Facebook Ad Basics: <https://www.facebook.com/business>
- ▶ [Dynamic Ads](#) ...



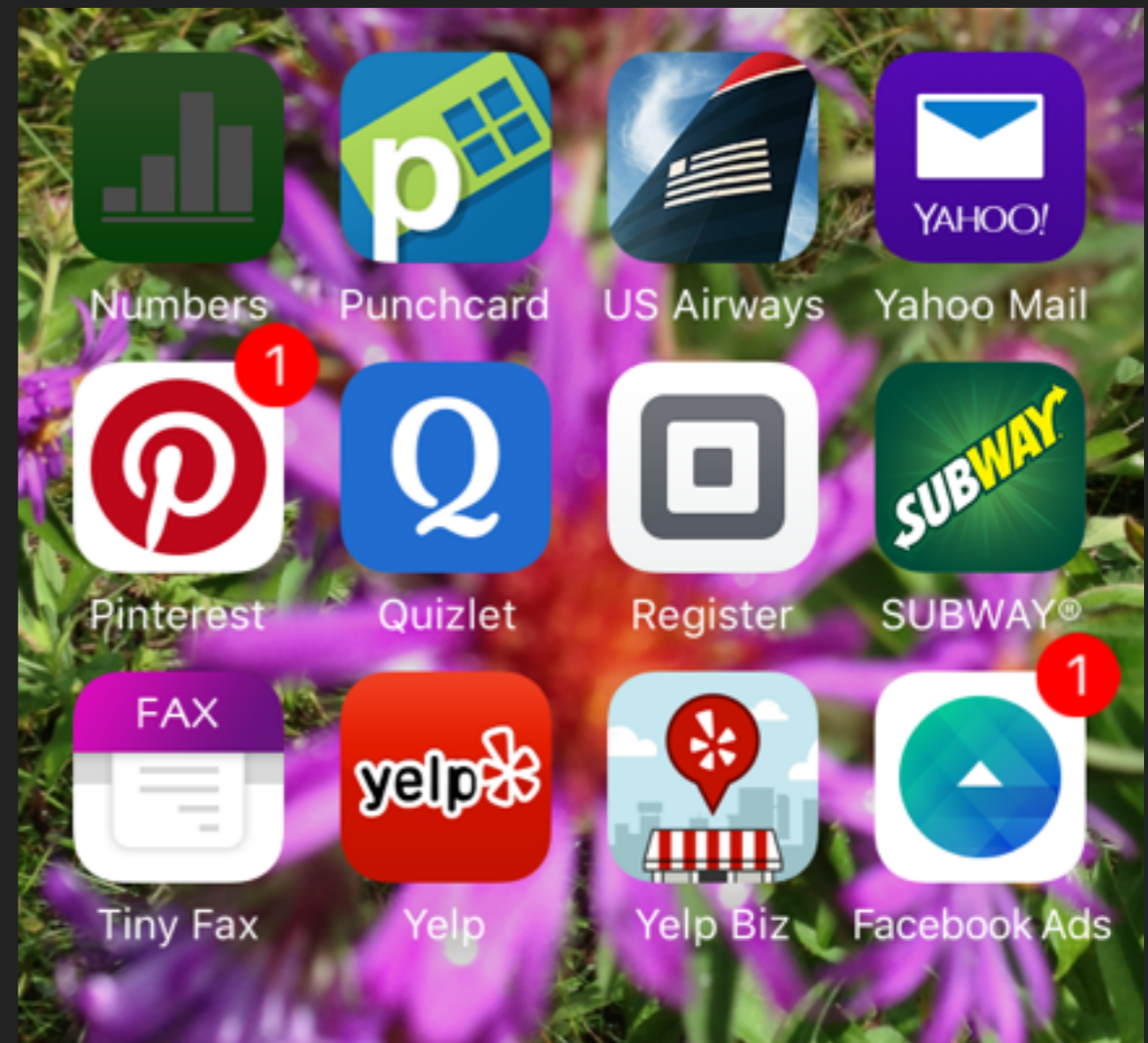
Meet the people who'll love
your business

How Facebook Ads work

[Create Ad](#)

MANAGING FROM MOBILE

- ▶ Must have apps...
 - ▶ Facebook
 - ▶ Pages
 - ▶ Facebook Ads Manager
 - ▶ Instagram



ADVERTISING ON INSTAGRAM

Instagram | Business

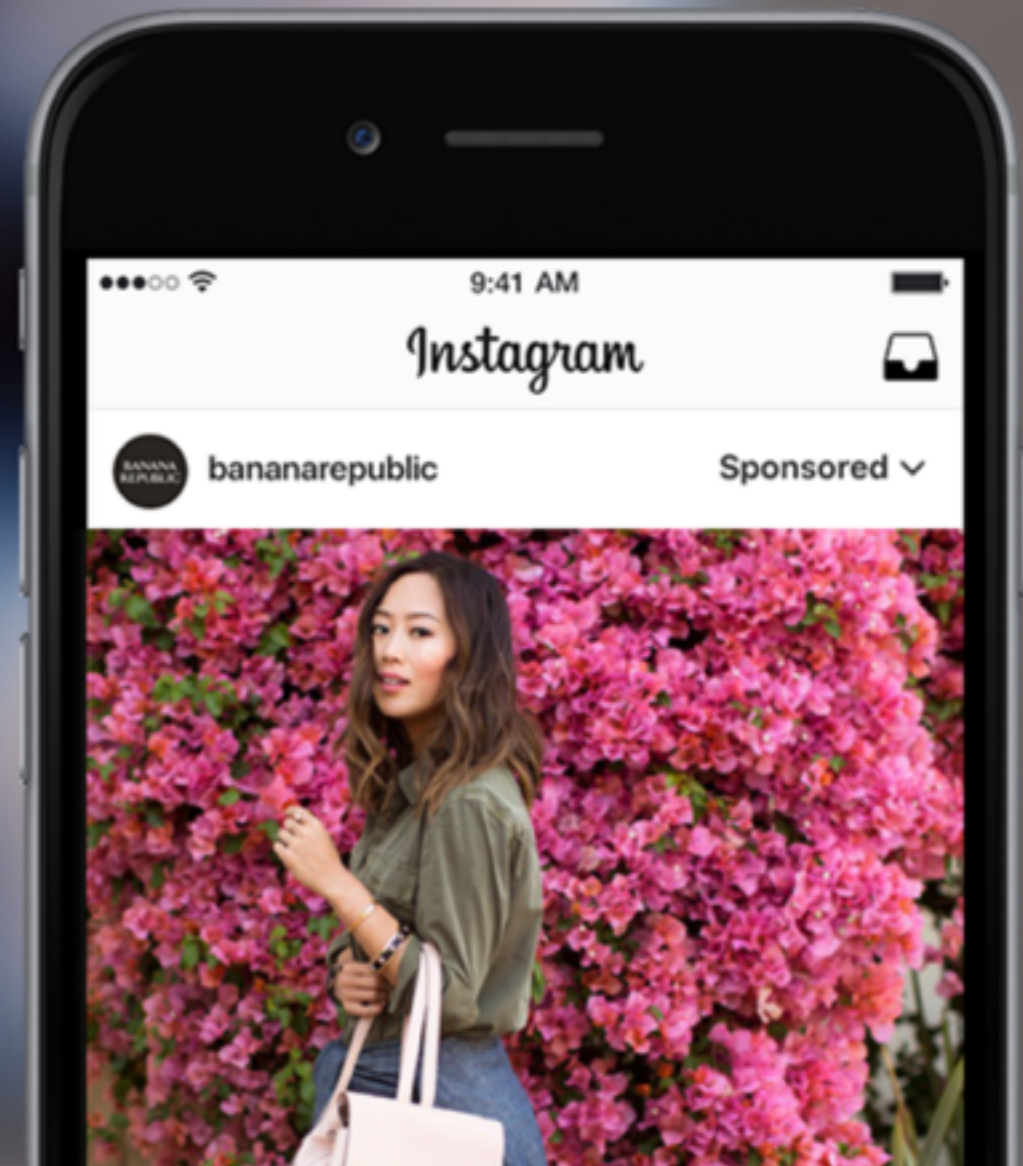
[Getting Started](#) [Inspiration](#) [Advertising](#) [Business Blog](#) [Brand Resources](#) [Partners](#)

Advertising on Instagram

With a community of more than 400M, Instagram is one of the world's largest mobile ads platforms.

Businesses can share their stories with a highly engaged audience in a creative, high-quality environment and drive action with their ads.

Instagram ads are now available globally for all businesses — big and small.



THANK YOU!



-SOCIAL MEDIA INTEGRATION-

Integrating Social Media with your website to meet your goals.

