



**KBB**DIGITAL

A Kochie's Business Builders Company

# Thank you!

Feedback at the end  
is appreciated.

We'll have plenty of time for questions, so hold onto them  
until the end if you can!

# My Name is Angela Ward



Digital Product Manager & Digital Strategist at KBB Digital

20+ years in Marketing & Ensuring Brand Consistency

Experience across many Industries, Cinema, Radio, Luxury Cars & Digital



**Welcome to the Geelong  
Small Business Festival**



# First, some stats.....

Social media users are now spending an average of 2 hours and 24 minutes per day multi-networking across an average of 8 social networks and messaging apps.

[Research by Global WebIndex 2020](#)

Social media users have grown by more than 10 percent over the past year, taking the global total to 3.96 billion by the start of July 2020.

This means that, for the first time, more than **half of the world's population now uses social media.**

**JUL  
2020**

# SOCIAL MEDIA USE AROUND THE WORLD

THE NUMBER OF PEOPLE WHO ACTIVELY USE SOCIAL NETWORKS AND MESSENGER SERVICES

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**3.96**  
BILLION

SOCIAL MEDIA  
PENETRATION (USERS  
vs. TOTAL POPULATION\*)



**51%**

ANNUAL GROWTH IN  
THE TOTAL NUMBER OF  
SOCIAL MEDIA USERS



**+10.5%**  
+376 MILLION



TOTAL NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



global  
web  
index

**3.91**  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**99%**

**JUL  
2020**

# **SOCIAL MEDIA USE AROUND THE WORLD**

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we  
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social

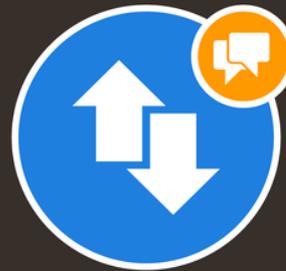
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**3.91**  
BILLION

PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**99%**

JUL  
2020

# COVID-19: PEOPLE SPENDING MORE TIME WITH DEVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES\* WHO REPORT SPENDING MORE TIME USING EACH DEVICE DUE TO COVID-19

SMARTPHONE OR  
MOBILE PHONE



70%

global  
web  
index

LAPTOP  
COMPUTER



47%

we  
are  
social

PC OR DESKTOP  
COMPUTER



33%



TABLET  
DEVICE



23%

SMART TV OR MEDIA  
STREAMING DEVICE



32%



GAMES  
CONSOLE



18%

global  
web  
index

SMART  
SPEAKER



14%

we  
are  
social

SMART  
WATCH

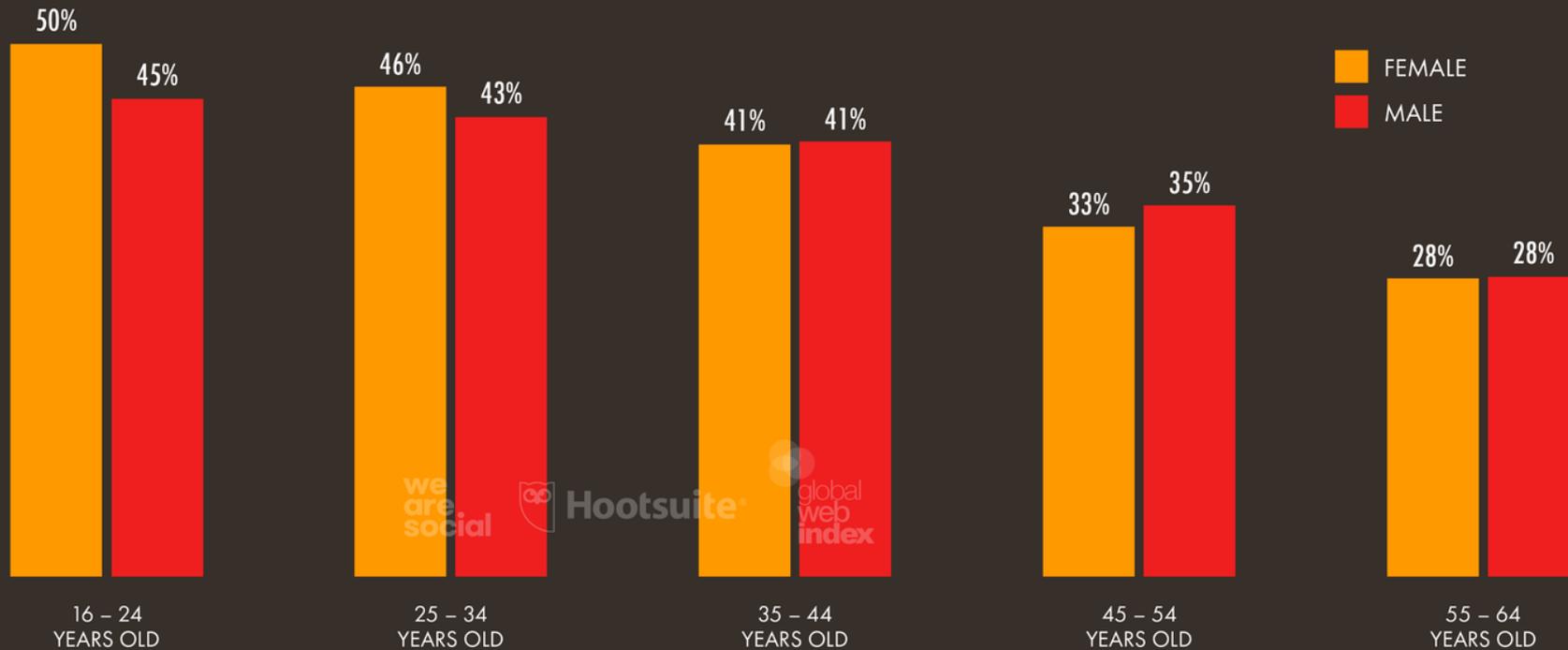


9.1%

JUL  
2020

# USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA WHEN THEY'RE LOOKING FOR MORE INFORMATION ABOUT BRANDS



**JUL  
2020**

# INSTAGRAM ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

NUMBER OF PEOPLE THAT  
INSTAGRAM REPORTS  
CAN BE REACHED WITH  
ADVERTS ON INSTAGRAM



**1.08**  
BILLION

SHARE OF POPULATION  
AGED 13+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON INSTAGRAM



**18%**

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



**+11%**  
+111 MILLION

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



**51%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*



**49%**



**JUL  
2020**

# LINKEDIN ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT  
LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN\*



**702**  
MILLION

SHARE OF POPULATION  
AGED 18+ THAT MARKETERS  
CAN REACH WITH  
ADVERTS ON LINKEDIN



**13%**

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN'S  
ADVERTISING REACH



**+3.8%**  
**+26 MILLION**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



**43%**

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*



**57%**

**JUL  
2020**

# TIKTOK OVERVIEW

ESSENTIAL HEADLINES FOR TIKTOK USE AROUND THE WORLD

ESTIMATED NUMBER OF PEOPLE USING TIKTOK AROUND THE WORLD\*



KEPIOS

**800  
MILLION**

SHARE OF POPULATION AGED 13+ THAT USES TIKTOK EACH MONTH



we  
are.  
social

**13%**

TOTAL NUMBER OF TIMES THAT THE TIKTOK APP HAS BEEN DOWNLOADED



oo

**2.0  
BILLION**

FEMALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS\*



global  
web  
index

**46%**

MALE USERS AS A PERCENTAGE OF TOTAL MALE AND FEMALE USERS

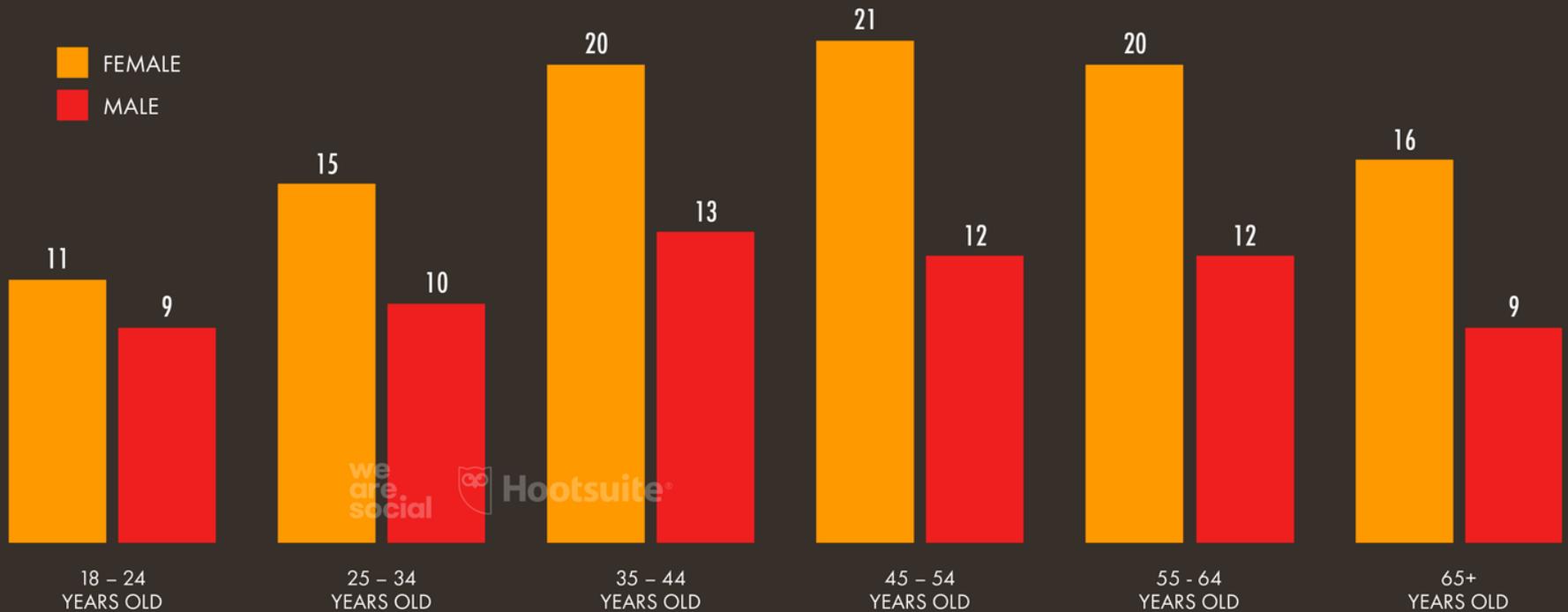


**54%**

JUL  
2020

# FACEBOOK MONTHLY AD CLICKS BY AGE AND GENDER

MEDIAN NUMBER OF TIMES EACH MONTH THAT TYPICAL GLOBAL FACEBOOK USERS \* CLICK ON A FACEBOOK AD \*



JUL  
2020

# COVID-19: MORE LIKELY TO SHOP ONLINE

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP\* WHO SAY THEY EXPECT TO SHOP ONLINE MORE FREQUENTLY EVEN AFTER THE PANDEMIC ENDS

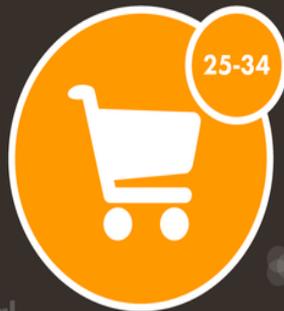
PERCENTAGE OF 16-24 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



we  
are.  
social

51%

PERCENTAGE OF 24-34 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



global  
web  
index

49%

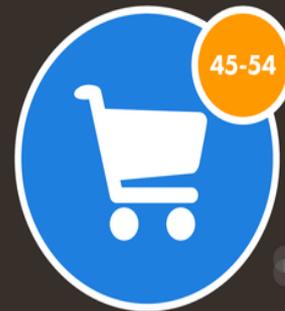
PERCENTAGE OF 35-44 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



GO

51%

PERCENTAGE OF 45-54 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY



global  
web  
index

48%

PERCENTAGE OF 55-64 YEAR-OLDS WHO EXPECT TO SHOP ONLINE MORE FREQUENTLY

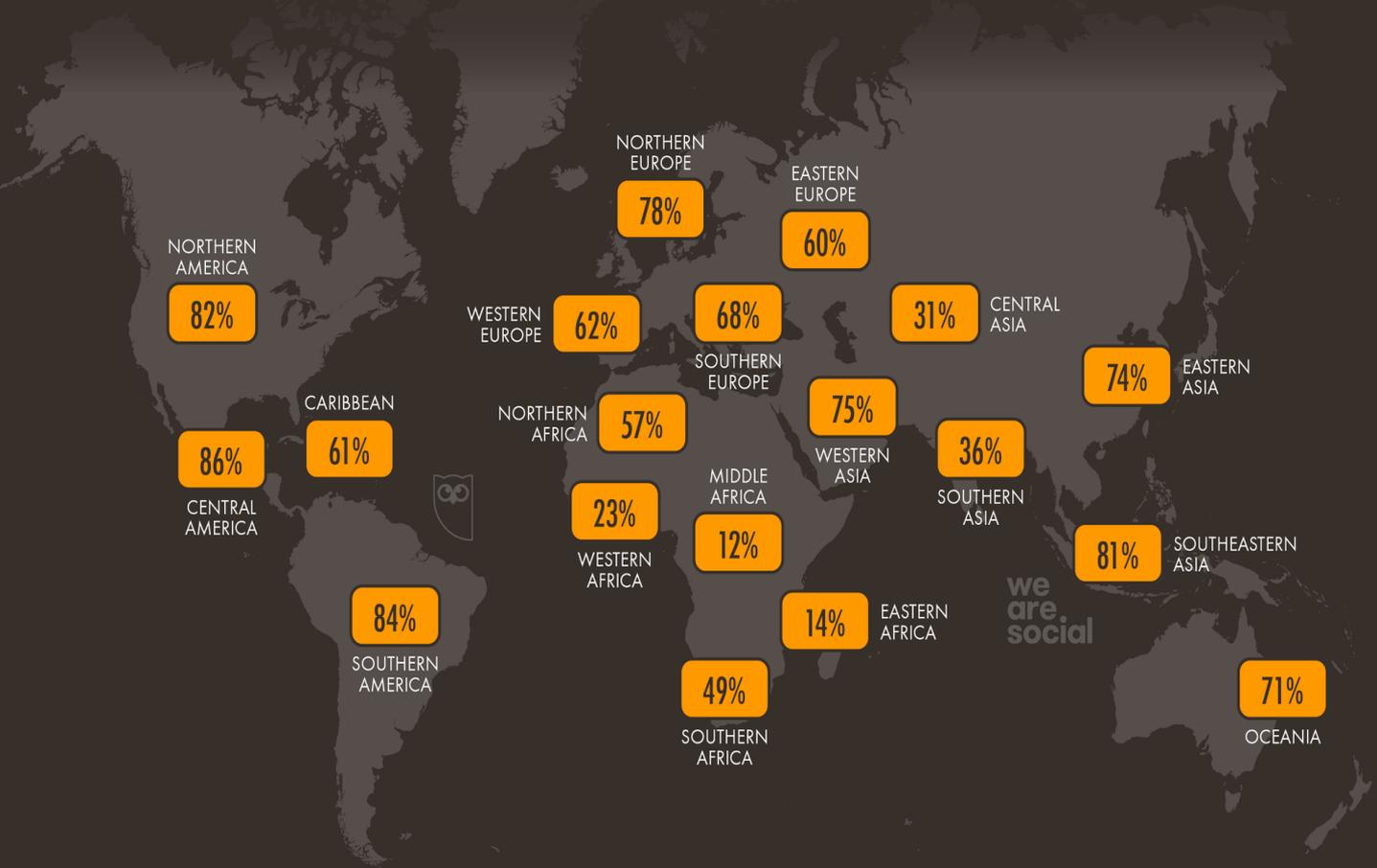


37%

JUL  
2020

# SOCIAL MEDIA USERS vs. POPULATION AGED 13+

THE TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO THE ELIGIBLE USER POPULATION AGED 13+



# Paid Social vs Organic Social

Your business is actively posting on social media. So we need to understand the key differences between organic and paid posts

Social media changes so quickly that it can be difficult to keep up with terminology and best practices. One of the biggest points of confusion that can be seen with business owners and marketers is the distinction and strategic balance between organic and paid social media. Understanding this is essential to creating a successful social media marketing strategy. Organic and paid social media have distinct advantages but work best when implemented together. Every popular social media outlet has paid and organic elements.

## Organic

Organic social media include posts that live on your company's profile page and can be seen by your audience without paid promotion. Followers of your page may see updates within their feeds, but evidence shows that organic exposure is limited because of how top social networks prioritize users' feeds based on past behavior and preferences. To use Facebook as an example, **only about 2% of your followers may be exposed to your organic posts.**

## Paid

Paid social media is anything that is influenced by advertising dollars spent. If a post in your news feed includes a "Sponsored" or a "Promoted" tag, that is considered paid social. Paid social media includes boosted posts or ads that can be targeted by a variety of demographic and behavioural factors, depending on the industry.

## Why do you need both?

Organic and paid social media—you shouldn't have one without the other. A solid organic strategy improves your online presence and reputation, and a paid strategy increases your brand's reach and awareness to targeted audiences. Managing both aspects of social media takes time and planning, but the results of a well-executed campaign are worth the effort.

# Benefits

## Paid Social

- As organic reach continues to plummet, paid social enables brands to break through algorithms and connect with audiences that are unlikely to discover them otherwise.
- If you've developed a content offering that's converting like crazy, use paid social to spread the offer to your ideal audience and get an instant boost in conversions.
- 64% of people surveyed say they use social media to find shopping inspiration, meaning that the majority of your audience could be receptive to your promotional messages.
- Use paid campaigns to reinforce the values and messaging that you release through organic social.
- Leverage audience targeting to tap into the precise shoppers that you want to reach. For example, if you have a bricks and mortar store, use geographic targeting to reach consumers who are near your exact location. No point people in Qld seeing an ad to your store if you're only located in Melbourne and don't offer online shopping, or services.

## Organic Social

- Organic social is free.
- Use organic social to manage your reputation and customer relationships. Reply to consumers directly when they have issues to boost confidence in your brand.
- Listen to your audience and embrace the opportunity to acknowledge their observations and make improvements.
- Develop free campaigns using custom hashtags.
- Build a community of like-minded individuals who share your company values.
- Establish trust and demonstrate transparency.
- Embrace social channels as an opportunity to tell your brand story.
- Encourage user-generated content (UGC) that relieves your marketing team of content creation duties and demonstrates social proof that is valuable to consumers.

# Combine the Power of Paid and Organic.

## A Complete Approach

As organic reach continues to lessen across social platforms, it's super important to invest in paid social advertising and targeting to reach a broader audience.

Remember, when you talk to your followers, they already know you exist – growth happens when you are able to connect with people who didn't know about you and your business.

Making an impact solely through organic reach, unfortunately, is more of a dream than a reality at this point in the social media evolution. On Facebook, organic posts only reach about **2% of followers**, and that number is steadily declining.

Although organic reach is getting harder and harder due to algorithm updates and reach abilities, the benefits of organic social are still tremendous. It provides an incredible opportunity to promote your company and products for free to a loyal audience and extends your network through social sharing. As long as we focus on adding value rather than bombarding people with sales pitches in every post, fans will stick around to see what's next.

Make your marketing dollars go even further by using organic social and other marketing efforts to determine which content is most popular with your audience before running it as a promotion.

Instead of wasting time experimenting with your paid social campaigns, experiment with organic social, email campaigns, and other no, or low-cost methods, and use the winners for paid social ads and promotions. For both paid and organic social posts, make sure that you keep track of analytics to determine the most effective days and times to post.

# Algorithm's and how they work

## Instagram

In 2020 like every other year there are changes to algorithms which is basically the mechanism that decides which posts people (your followers) see in their feed, each time they open it.

So let's make sure you're standing out in the **27 mins per day** that the average person spends on Instagram. (That's a 2019 figure and no doubt since Covid, I'll bet that time has increased!).

Back in 2016, Instagram ended the reverse-chronological feed and according to Instagram's official [@creators](#) account, this has resulted in a better experience for everyone.

The Instagram algorithm relies on three main ranking signals.

### **Relationship** (Interaction History)

Instagram wants people to spend time on the app because we enjoy it in a meaningful way, not just because we can't stop scrolling. That's why the algorithm bumps up posts from accounts that a user already interacts with. For brands and creators, this means that focusing on community engagement is key. This means, exchanging DMs, tagging each other in posts, and frequently leaving comments are all actions that indicate a close relationship between accounts. As well as likes, reshares and views.

### **Interest** (post type)

If users have enjoyed certain types of posts in the past, the algorithm is more likely to show that type of post to them in the future. EG: if a user interacts with verified or business accounts more, they might be more likely to see posts from that type of account. If they watch a lot of video, same deal.

In other words, people who engage with posts like yours are more likely to see your posts. The algorithm wants to give the people what they want.

# Algorithm's and how they work

## Instagram Continued

### **Timeliness** (Publishing recency)

Posts that are more recent are more likely to be pushed to the top of people's feeds. This means that posting when your audience is online is crucial.

Other factors that will affect an individual Instagram user's feed include:

- **Frequency of use:** The algorithm shows the best and most popular posts since the last time a user opened the app—so users who don't check Instagram frequently will only see your brand's post if it's earning top engagement. (42% of Instagram users check the platform multiple times a day.)
- **Session time:** Likewise, users that spend 45 minutes scrolling their feed will see more posts, including underperforming ones, than someone who only spends 5 minutes looking at the greatest hits.
- **Following count:** A person who follows thousands of accounts might not see every post from their Mum or their favourite store. But if they only follow a few hundred, they're more likely to stay fully caught up on everyone they do follow.

### **Best time to post on Insta?**

No doubt you've asked this one. Here are some stat's from the July 2020 data, but your own analytics and data is the best way to get to know your followers and give them what they want, when they want it.

Insta Consumer Goods Engagement says:

- Best times: Wednesday at 3pm
- Best day: Wednesday
- Worst day: Sunday

But again, this is where your own data and analysis comes in. With your business account you have access to basic data, use it, work out which posts do the best, at what time and day and replicate!

# Algorithm's and how they work

## Facebook

### Algorithm Ranking Signals in 2020

- Who a user typically interacts with
- The Type of media in the post (eg video, photo, link)
- The popularity of the post

So here are 9 tips on working the 2020 Algorithm.

1. Start conversations, if your users are engaged with your page they are more likely to see your posts. Don't use bait, the algorithm is pretty smart and will penalise you for it and maybe even down rank your page. Tap into strong emotions (probably not controversial ones) can do the trick. How many times have you clicked on a cute cat, puppy, etc video or photo?.....or is that just me.
2. Post when your audience is online: According to data the best times are as follows:
  1. B2B posts perform best between 9am – 2pm on Tuesday, Wednesday and Thursday
  2. B2C posts do better at noon on Monday, Tuesday and Wednesday. Did someone say lunch?

And you know it, data look at your page insights and analytics to test and benchmark the best times for **your followers.**

3. Don't post stuff that will get you down-ranked, like:
  1. Links to sites with stolen content with no value
  2. Borderline content (not prohibited but pretty offensive)
  3. Fake news (ahh TRUMP)
  4. Misleading health info or "cures"
  5. Fake videos or manipulated videos that get flagged by third party fact checkers.

# Algorithm's and how they work

## Facebook, continued

4. Post high quality videos that are longer than 3 minutes:

1. In 2019 FB said the newsfeed will increasingly show quality original videos. Use FB video live if you can – it gets 6x more engagement.

The algorithm is given preference based on these 3 factors:

- a. Loyalty and intent: videos that people search and go back to;
- b. Video length and view duration: videos people watch past the one minute mark and that are longer than 3 mins;
- c. Originality, videos that aren't repurposed from other sources and have lots of added value.

5. Post often and consistently

1. Pages that post often are more likely to be meaningful to their audience. So posting consistently is a ranking signal that can affect how high up in the newsfeed your posts are placed.

6. Leverage FB Groups that are meaningful to your audience

1. Facebook have said that people may see more content from Groups in their newsfeed. Groups foster discussion, education, problem-solving and even entertainment about topics that matter to your audience.

7. Support your organic wins, with paid ads

1. FB ads remain the best way to expand your brand awareness.

8. Let your followers know how to see your content in their newsfeeds

1. Let your followers know that when they follow or like your page they can also check the "see first" preference. This lets the algorithm know your posts are important to them.

9. Empower your people / staff to advocate for you. Think Word Of Mouth.

# Hashtags #yestheywork

## Hashtags for Socials

Hashtags are an important way to expand your audience. Here we're really only going to focus on Instagram as there is much conjecture around the success of hashtags for FB .....some say yes for events or a campaign. If you're going to use # on FB the consensus is use only 1 or 2 .....

Let's talk about which ones to use and how many on other platforms like Twitter and Instagram.

When you use a hashtag, your post will appear on the page for that hashtag. If you use a hashtag on your Story, it could be included in the relevant hashtag Story, which also appears on the hashtag page.

People can also choose to follow hashtags, which means they could see your hashtagged post in their feed even if they don't follow you (yet).

Instagram hashtags can be a great way of building community online so people are motivated to engage with your brand. For example, Nike in Los Angeles used the #playinside during COVID to feature people getting active in their homes.

Instagram breaks hashtags down into 9 distinct types:

1. Product or service hashtags: think #handbag #pizza #jeans
2. Niche hashtags: Things like #foodblogger #influencer #mommyblogger
3. Industry / Community hashtags: communities like #craftersofinstagram #catloversofinstagram
4. Special Events Or Seasons: #summernights #winter #labourday #Australiaday
5. Locations: #geelong #surfcoast
6. Daily Hashtags: #friyay #mondayfunday
7. Relevant Phrases: #stayhome #staysafe #amwriting
8. Acronym Hashtags: #TBT #YOLO #FOMO
9. Emoji Hashtags: #🤔

# Hashtags How Many To Use?

## Hashtags for Socials

You can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story. If you try to include more, your comment or caption won't post.

That said, just because you can use that many hashtags for Instagram doesn't mean you should. There's no right number of hashtags for every business, or even for every post by the same business.

The consensus is that about 11 hashtags is a good number to start with. But the most common number of hashtags to use on Instagram is between 1 and 3.

You'll need to do some testing to determine what works best for your particular business.

## Hiding Hashtags

You've spent lots of time crafting just the right Instagram caption and all those #'s just won't fly. Hide them.

*There are a couple of ways to do this:*

1. Write your caption as usual but don't include any hashtags.
2. Once your post is published, simply click the speech bubble icon under your post to leave a comment.
3. Write out or paste the hashtags you want to include in the comment box and tap Post.
4. On mobile, your hashtags won't be visible unless a user taps View all comments. However, on desktop, your comment will remain in the top position, so this trick works better if you're targeting a mobile audience.

Or

*Hide them in the caption itself:*

1. At the bottom of your caption, tap Return or Enter. If you don't see a Return or Enter button, tap 123 to bring it up.
2. Enter a punctuation mark (try a period, bullet, or dash), then hit Return again.
3. Repeat steps 2 to 4 at least three times.
4. Instagram hides captions after three lines, so your hashtags won't be viewable unless your followers tap ... more. Even then, your hashtags will be visually separated from your caption so they don't distract from your copy.

# Find Trending Hashtags

## Hashtags for Socials

The simple answer takes you back to your data and your searches on # you'd like to use. By typing in the # in the search bar you'll see how many posts there are for that #.

As of June 1, 2020 - the top 25 Hashtags on Instagram were:

1. #love (1.824B posts)
2. #instagood (1.143B posts)
3. #fashion (807.1M posts)
4. #photooftheday (792.4M posts)
5. #beautiful (657.4M posts)
6. #art (643.6M posts)
7. #happy (576.9M posts)
8. #photography (575.9M posts)
9. #picoftheday (569.4M posts)
10. #cute (564.9M posts)
11. #follow (557.8M posts)
12. #tbt (534.5M posts)
13. #followme (526.4M posts)
14. #nature (520.7M posts)
15. #like4like (515.0M posts)
16. #travel (494.6M posts)
17. #instagram (475.6M posts)
18. #repost (469.1M posts)
19. #style (469.0M posts)
20. #summer (452.4M posts)
21. #instadaily (439.5M posts)
22. #selfie (421.8M posts)
23. #me (420.0M posts)
24. #friends (395.8M posts)
25. #fitness (393.8M posts)

- Keep in mind that the most popular #'s are not necessarily the most effective.
- Check out your competition, what they're using could give you some good clues.
- What hashtags are your audiences using. Keep an eye on your top followers and see what #'s they're using.
- When you conduct an Instagram hashtag search, the search tool will show you if anyone you follow also follows that hashtag. **(Note that this only works on mobile, not on desktop.)**
- Use Instagram's Related Hashtags feature: On any hashtag page, right above the "Top" and "Recent" tabs, you'll find a list of related hashtags that you can scroll through by swiping left.
- Create your own branded #. A branded hashtag is simply a tag that you create to promote your own brand or campaign. You can then let your audience know about your hashtag by including it in your Instagram bio and highlighting it in your captions and Instagram Stories. You could also consider running a contest with a branded hashtag to popularize the hashtag while also collecting user-generated content.

# Organic vs Paid – Social Media

## In Summary

### To Grow Your Organic Following:

#### **Start authentic discussions**

Create content that makes people want to comment and engage, not just react and move on.

#### **Hit Go Live**

Like videos, live broadcasts are one of Facebook's favourite formats. If you do a "live", your followers will receive a notification and they will be able to click through to it easily. This will automatically translate into higher organic reach. You can even ask that your viewers share your video for even more eyes. If you feel like the live video is a little bit too nerve-wracking right now, you could record the video on your phone and upload it to your story with Facebook's 'Story' feature on both your business and personal page until you become more comfortable with the camera and are ready to hit go live.

#### **Share Your knowledge Consistently**

There is no shortage of content on the Facebook platform. Sharing your knowledge is one of the time-tested ways to stand out from the crowd. Also, providing value and sharing knowledge creates brand loyalty and your brand will stand out as having the expertise, not only because you know, but because you freely shared it with the world.

#### **Be Evergreen**

Content that is always relevant and fresh for your readers. Things like Top Tips, Case Studies, Instructional Content.

#### **Discounts**

Everybody loves a discount or an offer. Doing this from time to time will help keep people coming back and following your page for the next great deal or offer.

#### **Partner Up**

Partnering up with other business pages or brands is a visibility gold mine. You can swap live interviews, run multiple offers, the options are endless.

# Organic vs Paid – Social Media

## In Summary

### Best Practices (Paid)

#### Target the right audience

What makes social ads so effective? The targeting! The right messaging, paired with the right audience, can drive incredible results.

#### A Clear Call To Action

Be direct with what you want viewers to do next by including a strong and clear call to action (CTA). If you're trying to drive sales, encourage them to "buy now." You could even include a limited-time special offer to add urgency.

#### Keep It Short

Our social ads will be displayed in the news feed for people that may not know who you are and aren't actively looking to engage with content from your brand. That's why it's important to keep your video or messaging short and to the point. Share a message that will resonate with the audience you're targeting and get it across quickly. We recommend keeping video ads to 15 to 30 seconds at most.

#### Always Be Testing

If at first you don't succeed, try again. Test different messaging, different imagery, and different calls to action to improve upon your results.

There is no silver bullet. Test, test and test again!

Question time!



# Thank you for spending your time with me today!

Pls complete the feedback survey link below - you'll go in the draw to win MacBook Air or one of five \$100 MasterCard debit cards.

Eligibility conditions apply, so please read the survey terms and conditions carefully.

**KBBDIGITAL**

A Kochie's Business Builders Company

<https://www.surveygizmo.com/s3/5767030/Geelong-Small-Business-Festival-2020-attendee-feedback-form-copy>