

The background features a checkered racing flag with black and white squares, set against a blue gradient. On the left and right sides, there are stylized circuit board traces in a light blue color, with small circles at the end of the lines, suggesting a digital or technological theme.

USING SOCIAL MEDIA AS A MARKETING TOOL

Social Media Creates
CONVERSATION Within
Communities





**Make Sure
that the TALK
is POSITIVE**



SOCIAL MEDIA MARKETING

**ALLOWS US TO
CONNECT WITH
LARGE NUMBERS OF
PEOPLE**

CHOICES

- **We don't have a choice**
- **Social Media is a powerful tool**
 - **The Question becomes use**
- **Not every outlet works for every occasion**
- **Choose a few that you can easily manage**

SOCIAL MEDIA EXPLAINED



I Like Beer



I'm drinking #Beer



Drinking Beer is one of my skills



Here is a board of pictures of Beer



Here is a vintage photo of me drinking Beer



This is a Hangout for those who drink Beer



This is where I drink Beer....a lot



I'm listening to a song about Beer



Watch this video of me drinking Beer



Here's a GIF of someone drinking Beer



This is a 6 second looped video of me drinking Beer



Infographic made by
JBERTHO.COM



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE

83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING **PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE **TEND TO BE A GOOD FIT** WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING **ARE CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**



79% OF USERS ARE 35 OR OLDER

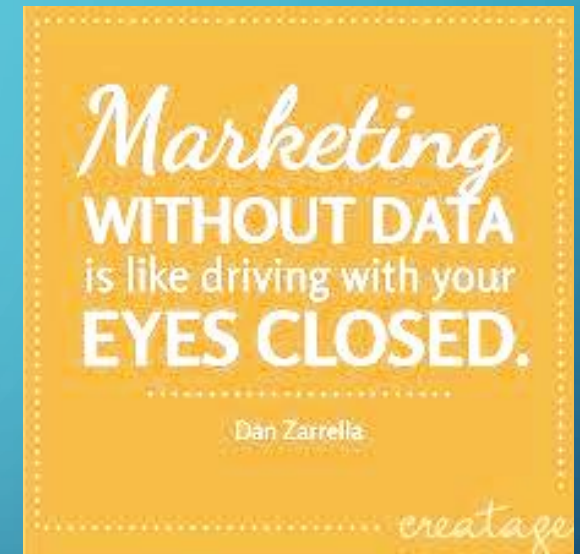
300 MILLION USERS



ELEMENTS OF SOCIAL MEDIA MARKETING

- **Know your target audience**
- **Use the same social networks as your audience**
- **Develop a playbook as part of your overall strategy**
- **Make sure your event group agrees with your plan**

- **Set aside time each week to prepare content**
- **Develop a content marketing calendar**
- **Post content relevant to your event**
- **Monitor your sites, remove the negatives**
- **Reanalyze your plan**



SOCIAL MEDIA MARKETING IS CENTERED ON CONTENT

The image features a dark blue gradient background with white circuit-like lines in the corners. The central text is in a bold, yellow, sans-serif font with a slight drop shadow.

**The STRENGTH of your social
media MARKETING is determined
by the strength of your CONTENT**

YOUR CONTENT



- **Posts on all digital media should be consistent with your message**
- **Use Photos whenever possible**
- **Brief**
- **Truthful**

01

**Make it
SIMPLE**

02

**Make it
MEMORABLE**

03

**Make it
INVITING to
VIEW**

04

**Make it FUN
to READ or
SEE**

CHECK YOUR RESULTS

Focus on what works

Scrap what doesn't

Brainstorm ways to keep your audience engaged

Make sure that your content is entertaining

Photos and very short videos boost viewership

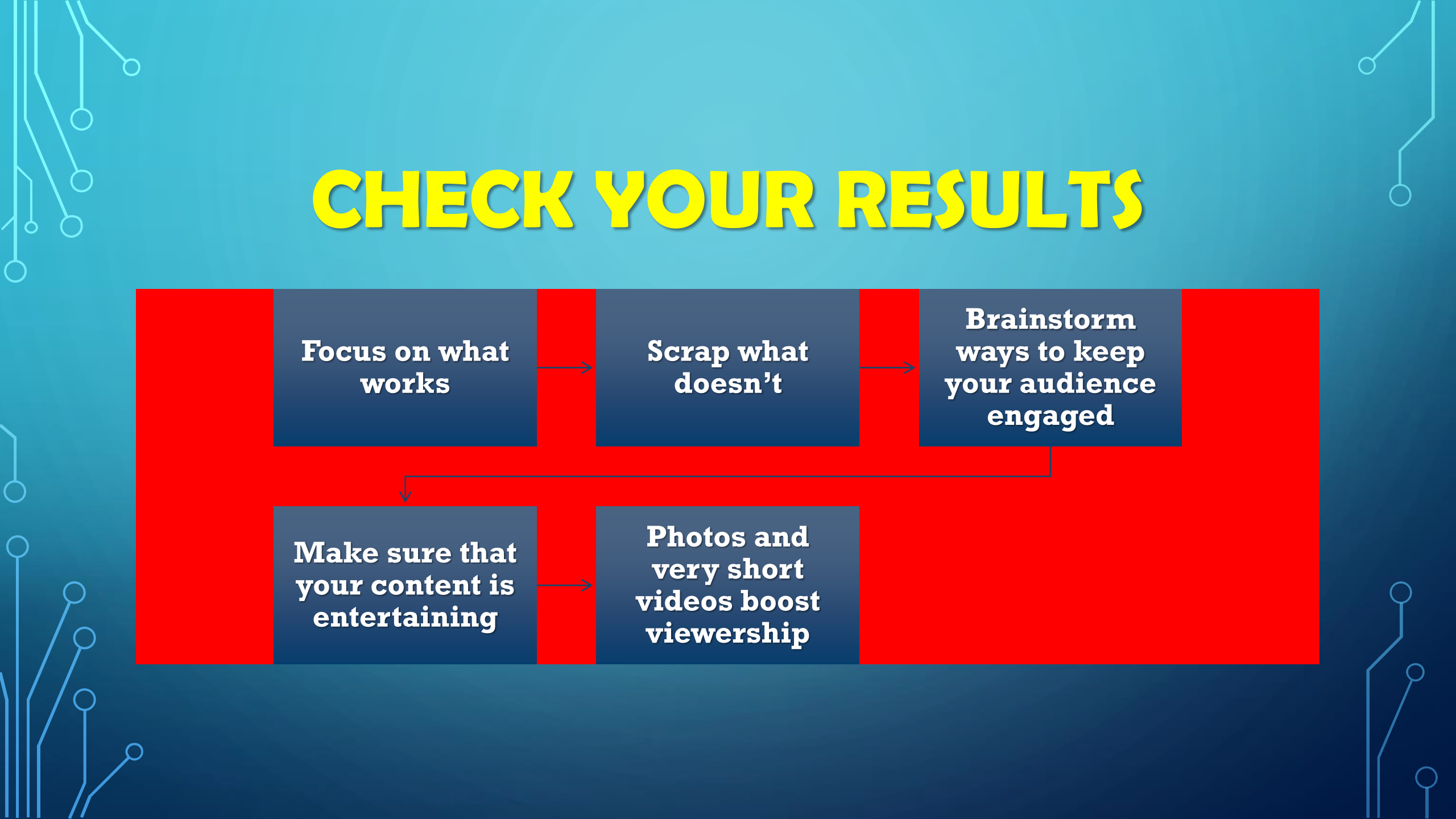
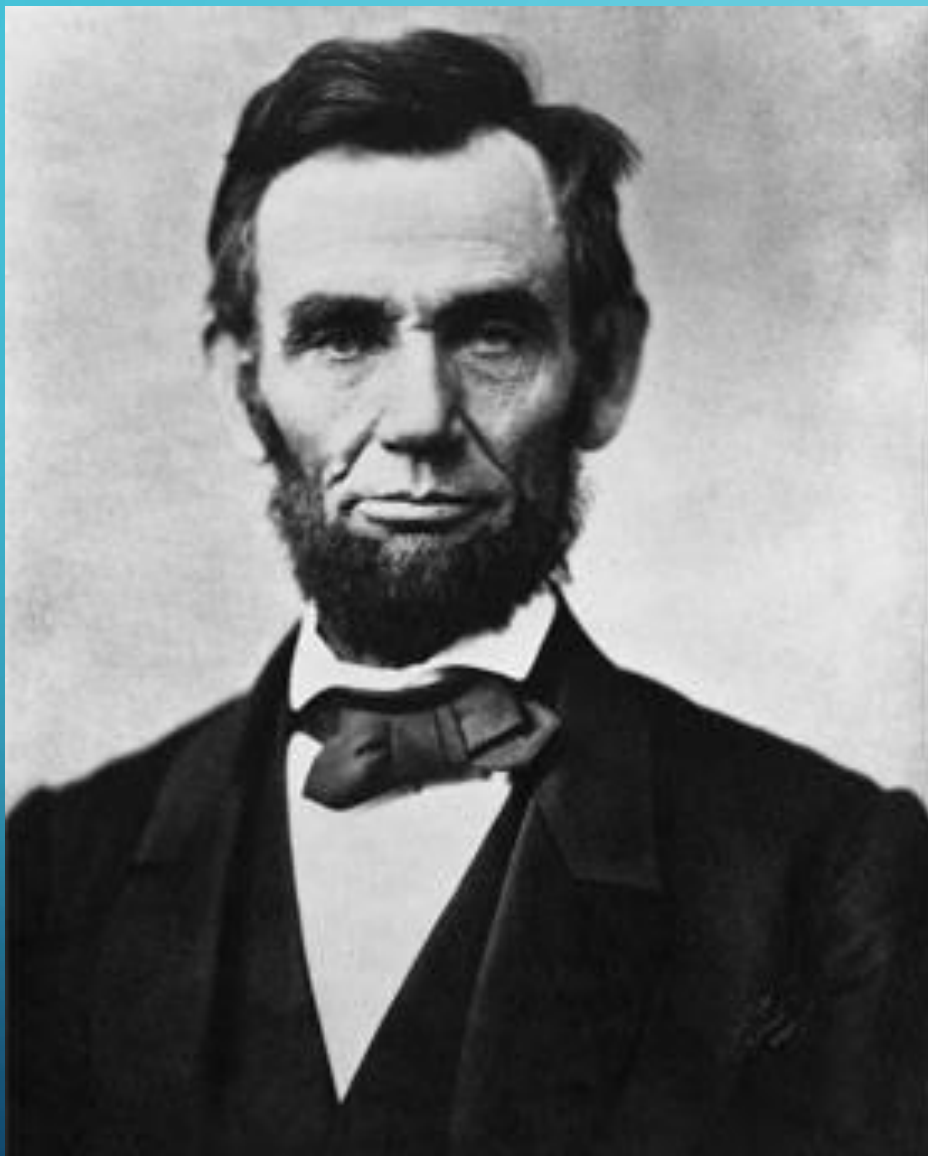


PHOTO AND VIDEO CAUTIONS

- **Make sure you have permission to use**
- **Do not post an excess of photos in one post**
- **Do not post long videos**
 - **One-minute max on Facebook**
 - **Two-minute max on YouTube**



**“Don’t believe
everything you
read on the
Internet just
because there’s
a picture with a
quote next to it.”**

—Abraham Lincoln



APBA

AMERICAN POWER BOAT ASSOCIATION

**BROUGHT TO YOU THROUGH THE EFFORTS OF
JEAN MACKAY SCHWARTZ AND
SHERRON WINER
ALL PART OF GETTING YOU FROM
“HERE TO THERE”**

- **Read Future Issues of SPIN and PROPELLER for continuing information on Promoting and Marketing Your Event**