



Iowa BEST Social Recommendations

March 4, 2021



AGENDA

START WITH AUDIENCE

**CONTENT FOR
YOUR AUDIENCE**

**REACHING YOUR AUDIENCE ON
SOCIAL**

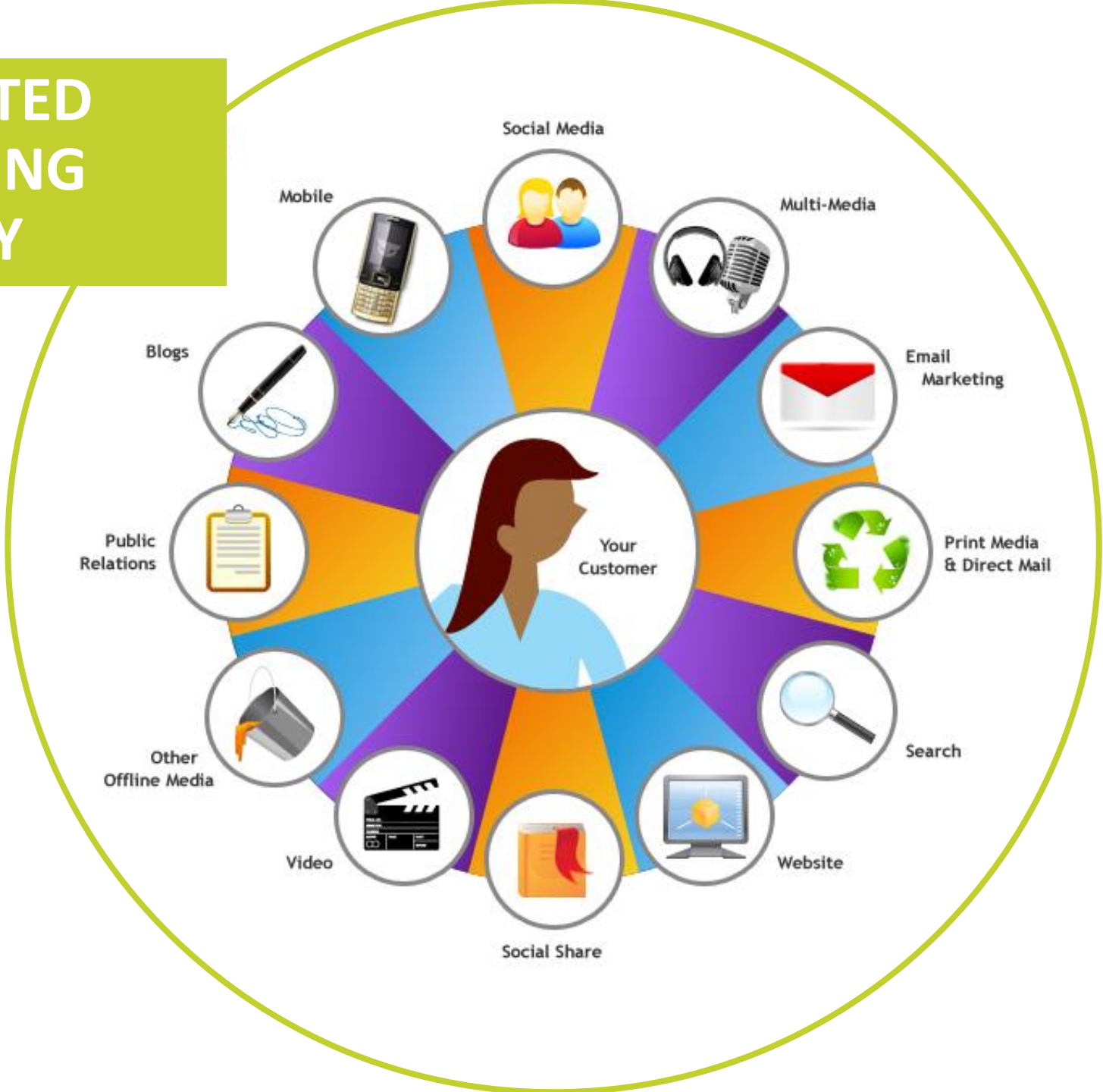
**5 THINGS YOU CAN
DO TODAY**

Q&A

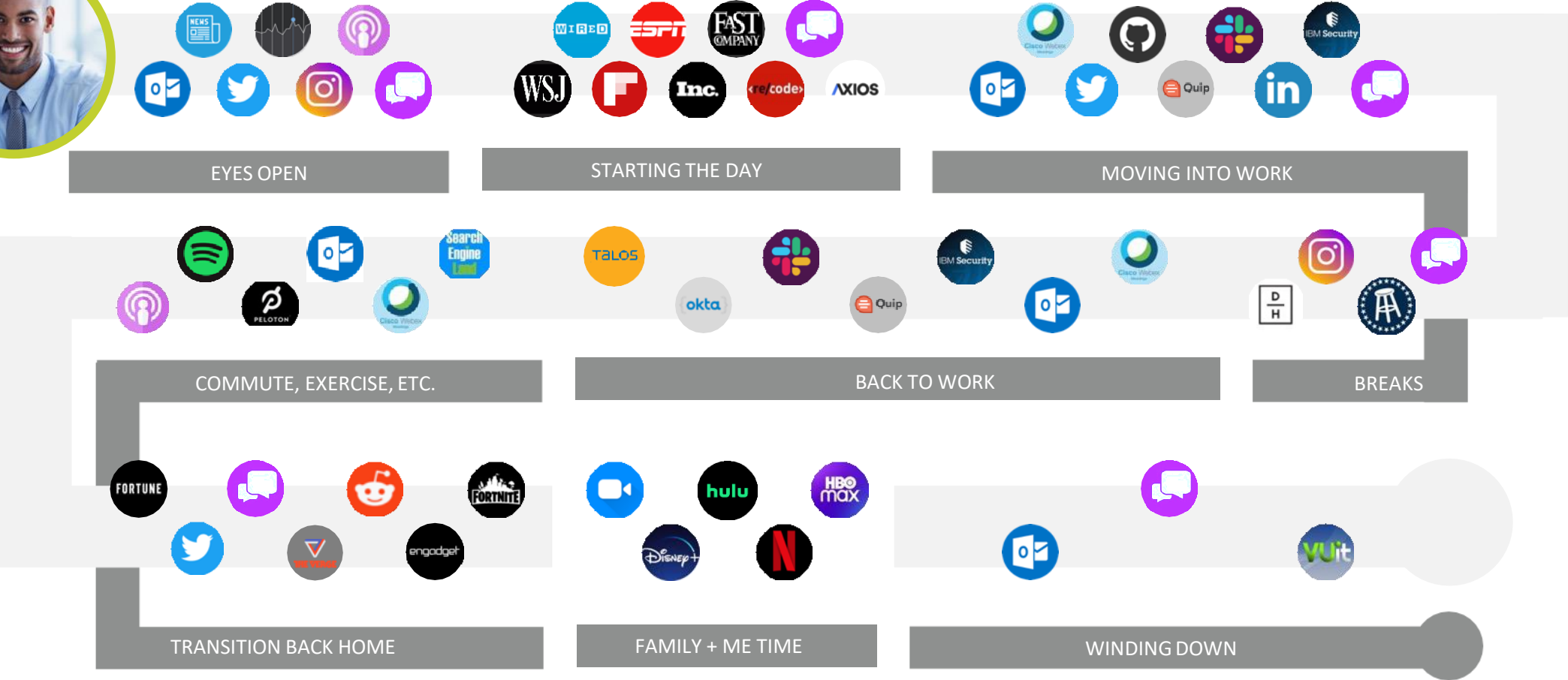
START WITH AUDIENCE



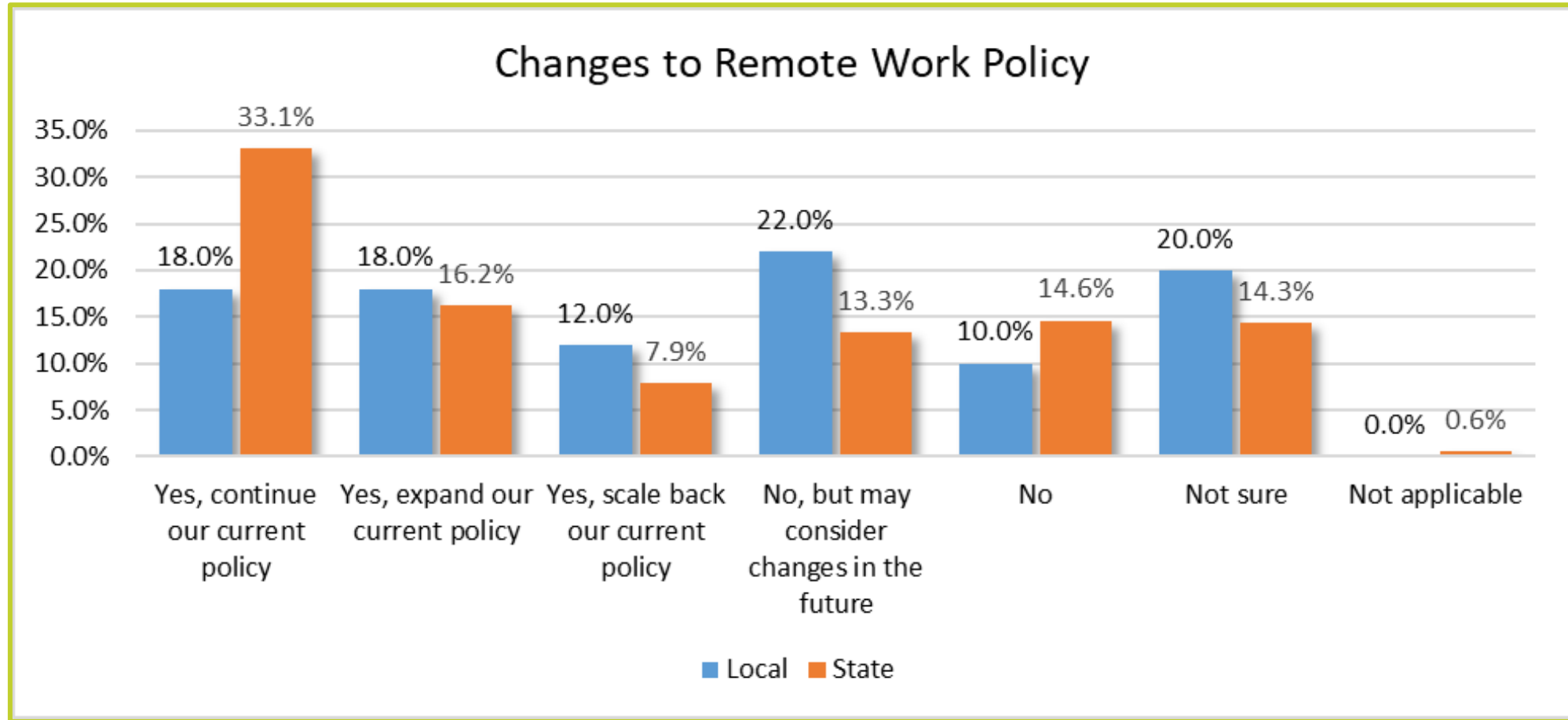
INTEGRATED MARKETING STRATEGY



A DAY IN OUR LIVES



WHAT HAS OUR AUDIENCE TOLD US?



WHERE CAN WE FIND OUR AUDIENCE?



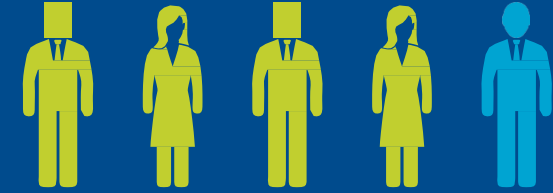
LinkedIn: #1 Social Network for Business Professionals



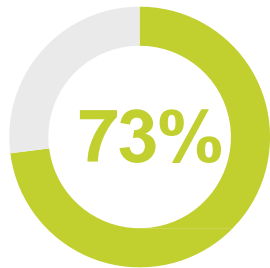
LinkedIn has one of the most educated, affluent and influential audiences online

4 out of 5

LinkedIn members drive business decisions



Members turn to LinkedIn for a variety of reasons



Networking with other professionals



Fostering their professional identity



2 out of 3 use LinkedIn business purposes such as keeping up with industry news

LinkedIn: #1 Social Network for Business Professionals

700M+
members

7.2M
company pages

29%
of online
adults use
LinkedIn

94%
of all B2B marketers
use LinkedIn to
distribute content

56%
of users are male

44%
are female

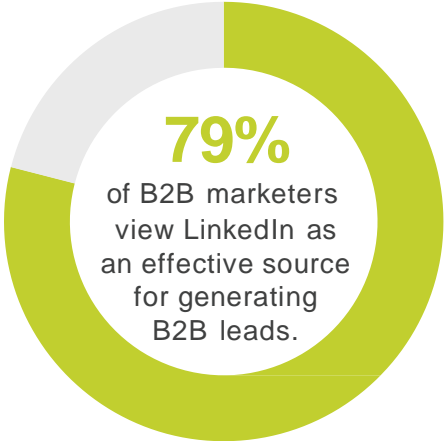
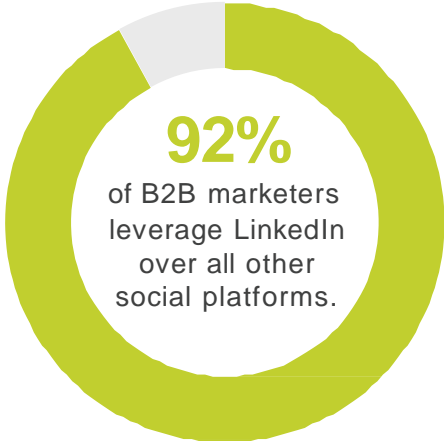
The average CEO has
930 connections

Statistical Analysis and Data Mining
are the top skills on LinkedIn



Source: "LinkedIn Announces First Quarter 2016 Results," LinkedIn, 2016

LinkedIn for B2B Marketers



61M
senior-level influencers

22.8M
mass affluent

6.8M
c-level execs

700M+
members

40M
decision makers

10.7M
opinion leaders

4.1M
IT decision makers

Professionals engage with purpose – and with content



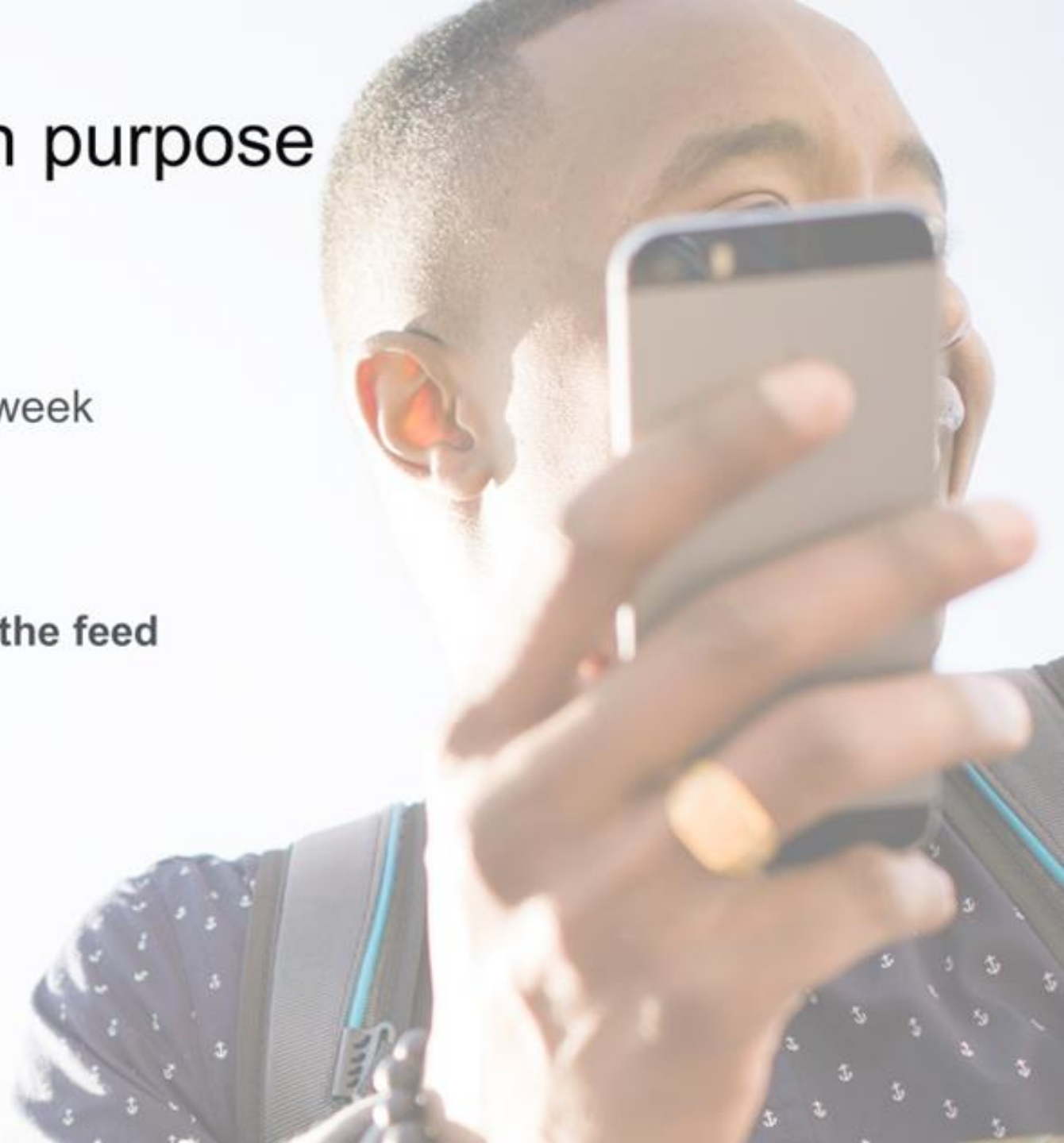
9 billion content impressions / week



15X content vs job postings in the feed

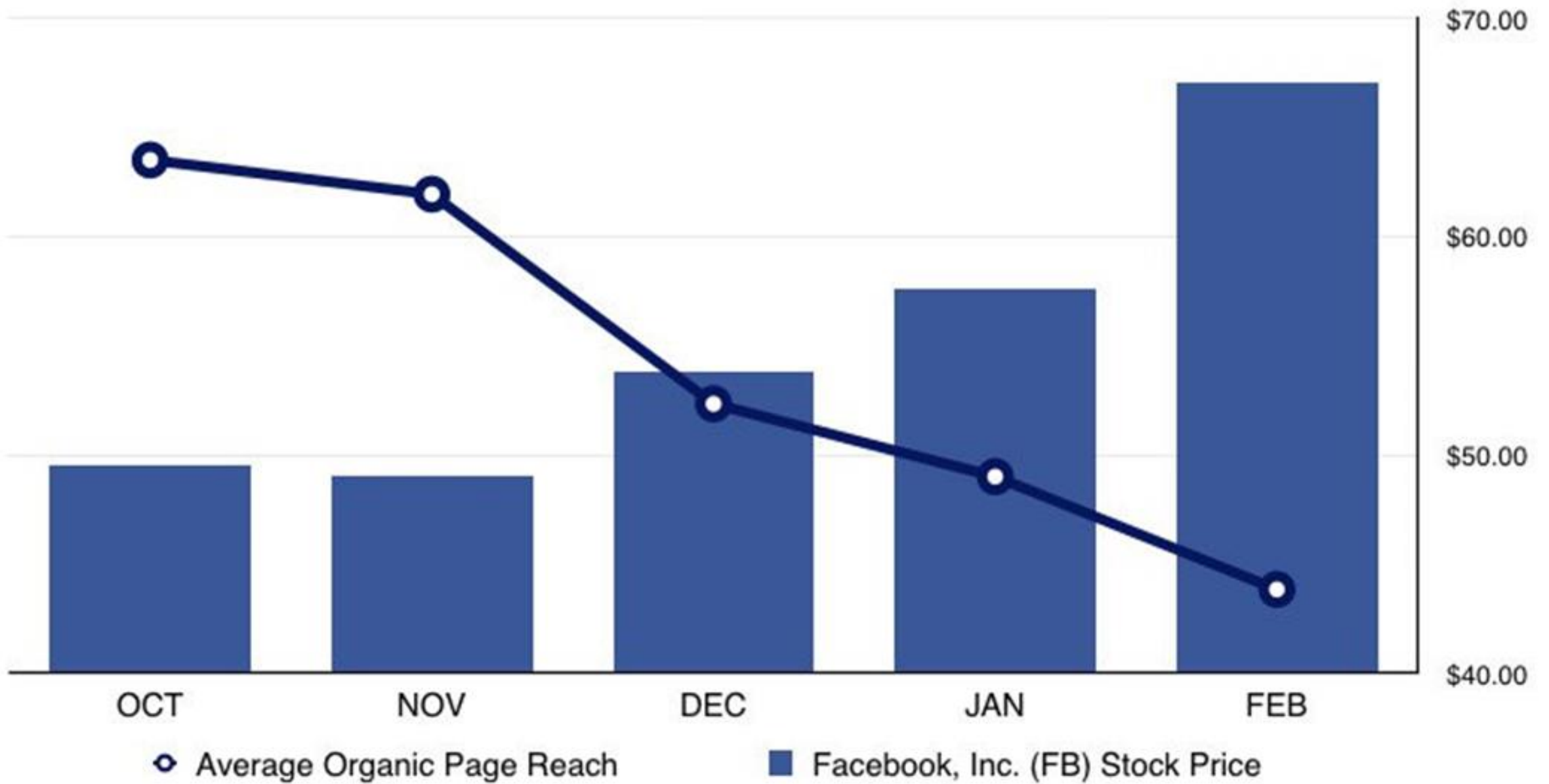


57% mobile



HERE LIES ORGANIC FACEBOOK REACH





YOUR COMPETITION ON FACEBOOK

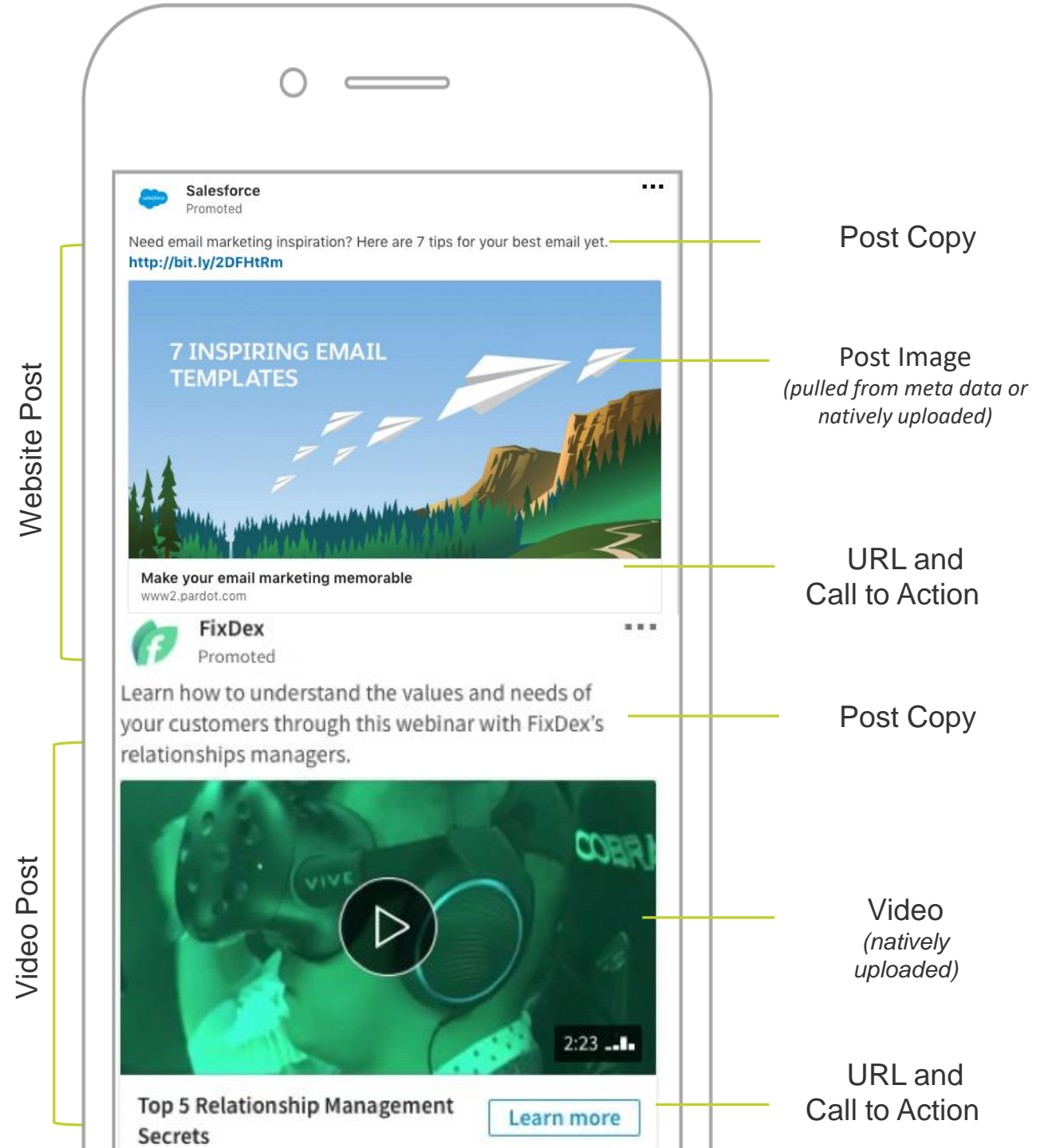


CONTENT FOR YOUR AUDIENCE



LinkedIn

Content Publishing	
Frequency	Two to three times a week
Formats	<ul style="list-style-type: none">• Link Post• Image Post• Quote Card• Carousel (NEW)• Videos (NEW)
Timing	Consider scheduling posts for the morning hours, when the LinkedIn audience is more active and engaged



Facebook

Content Publishing

Frequency

One to two posts per week

Formats

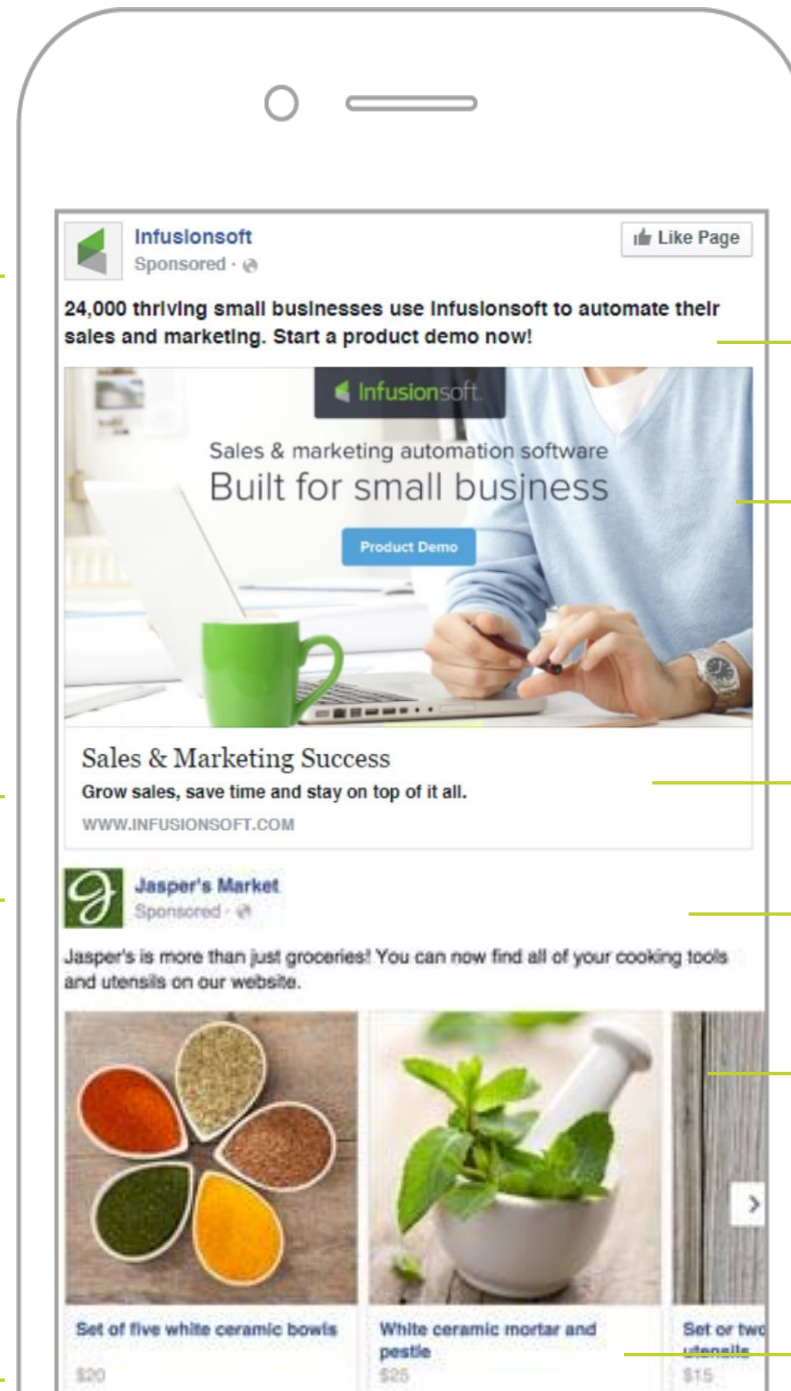
- Image (single or album)
- Website Click
- Carousel
- Video
- Stories
- Live

Timing

Early morning, mid-day or end of day when users are more likely to check channels

Website Click Post

Carousel Post



Post Copy

Post Image
(pulled from meta data)

URL and
Call to Action

Post Copy

Carousel Cards
(between 3 and 8)

URLs and
Calls to Action

Bring Survey Data to Life on Social



Poll Questions



**Supporting
Content Series**



Webinar



Live Video



LinkedIn Flip Book



**End Data Posts
with Question**

Putting It Into Action

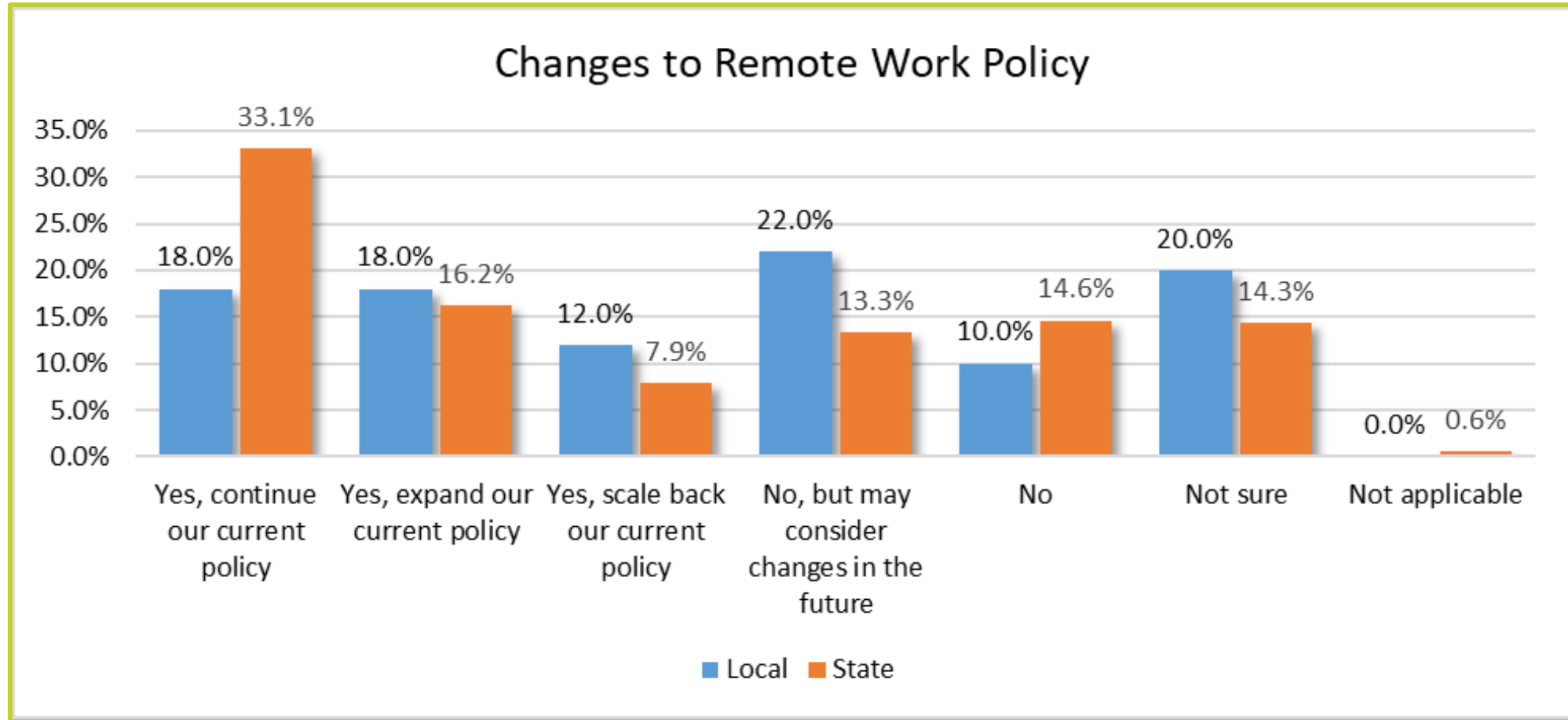


Photo Editing Apps



For iPhone & Android



Empowering the world to design.

How to Record Your Slides as Video



contentsparks

Do It Yourself Creative Tools



What Makes a Brand's Social Presence Stand Out

What Marketers Think

1. Creative

2. Memorable

3. Impactful

4. Unique

5. Interactive

What Consumers Think

1. Creative

2. Memorable

3. Impactful

4. Entertaining

5. Unique



The First Date Analogy

Social Media Roadmap

1

Don't straight up sell. Build relationships first.

2

Be consistent about posting.

3

Actively find and follow others.

4

Applaud influencers: share their content, tag/mention them, or comment on their blog posts.

5

Be responsive: answer questions and engage in timely manner.

6

Use relevant #hashtags.

7

Quality over quantity.

8

Link your social media accounts in your email signature.

9

Guest blog for Bunge or other industry blogs.

10

Provide value based, non-marketing content — problem solver!

11

Share other people's content.

12

Be a source of trending content and breaking news.

REACHING YOUR AUDIENCE ON SOCIAL





THE GUIDING PRINCIPLES IN THE AGE OF ALGORITHMS



**BE
AUDIENCE-FIRST**



**BE
DATA-DRIVEN**



**BE
HOLISTIC**



**BE
LONG-TERM**



BE AUDIENCE-FIRST

- Define your brand audience/audiences
- Identify their key passion points and select relevant cultural territories
- Develop programs that hyperfocus on specific communities and stick to them





BE HOLISTIC

To infiltrate non-endemic communities and control a specific narrative, we need to leverage every medium available

- Paid and organic influencers
- Paid media partnerships
- Strategic brand partnerships
- Steady earned stories





PLAN LONG-TERM

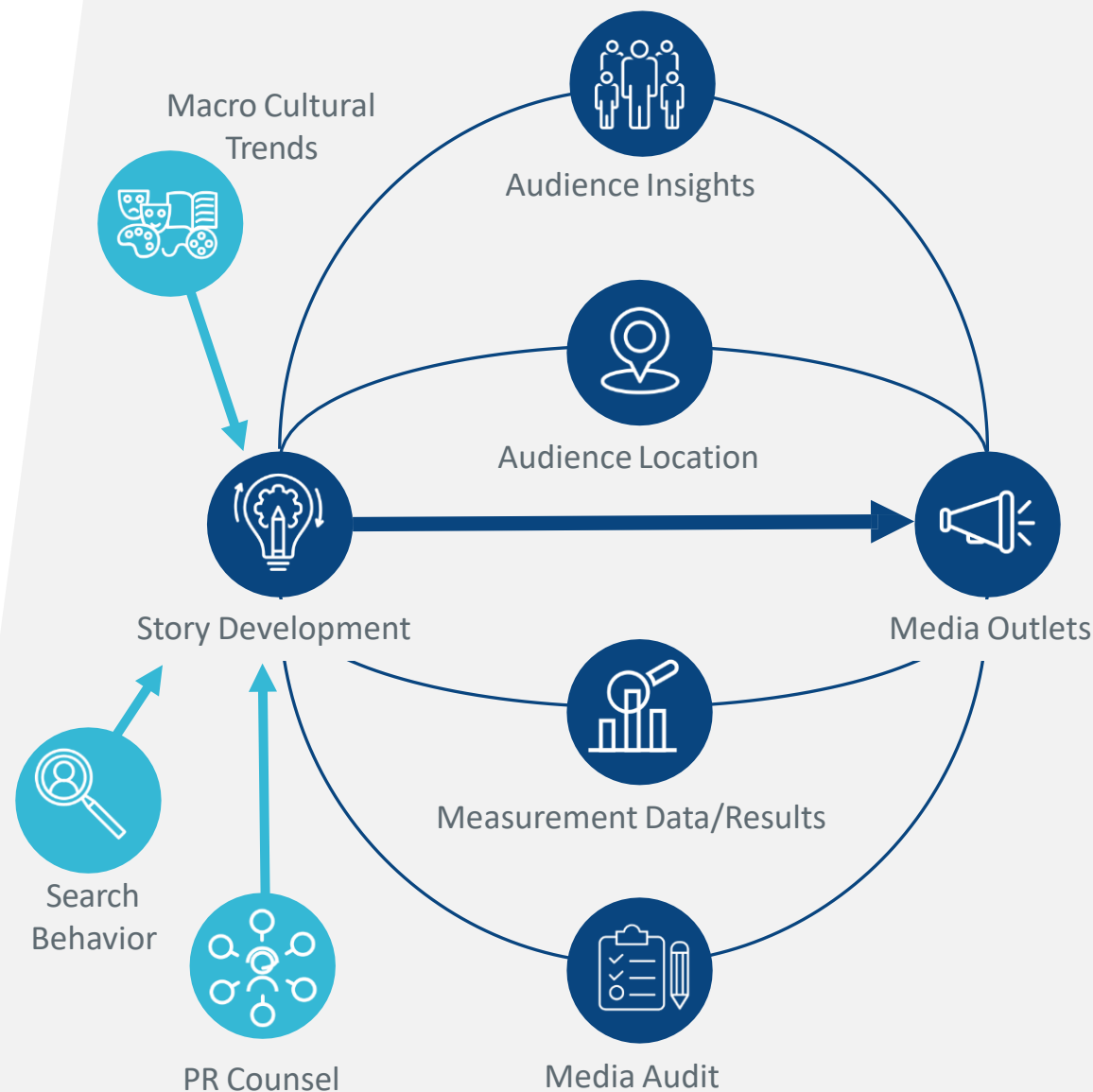
- Move away from "drag and drop" tactics with influencers, media/brand partnerships and opportunistic earned pitches
- From steady, repeated, long-term engagement within the same community and narrative, we are able to use content to mobilize audiences toward desired brand actions





BE DATA-DRIVEN

- Being data-driven supercharges PR efforts as it adds a deeper layer of understanding of our audience, our target publications, contemporary culture and their relationship with the brand
- This requires the integration of a broader set of insight sources than PR has traditionally leveraged, and establishing a framework to test, learn and optimize all stages of a campaign



“JUST BECAUSE YOU POST IT DOESN'T MEAN I SEE IT.”

Slate retweeted
Josh Barro @jbarro · 6m
Colleges aren't doing a good job of figuring out what kinds of drunken sexual activity should be punished. [slate.com/articles/doubl...](#)

Twitter Small Biz @TwitterSmallBiz · Feb 10
Promote your business with a Website Card and start driving more traffic from Twitter. Create one today.



Drive more site traffic with a website card campaign.
ada.twitter.com
Visit now

Promoted by Twitter Small Biz × Dismiss

E! Online @eonline · 2m
Selena Gomez flaunts cleavage and a new 'do while teasing her upcoming music with Zedd! [eonline.me/1AZ5PCn](#)

Slate @Slate · 3m
The Evolution of Jon Stewart [slate.me/1AZBQdG](#)



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TechCrunch @TechCrunch · 3m
InterviewJet Raises \$750K To Provide Curated Introductions To Top Tech Talent [tcrn.ch/1zw5Ku1](#) by @kylebrussell

Tom Colicchio retweeted
The Chowfather @TheChowfather · 4h
People of Miami [@tomcolicchio](#) is hiring [@Beachcraft](#), [#TheSandbox](#) & [#TomColicchio](#) for all positions
Head to [1hotels.com/careers](#) for info*

Fast Company @FastCompany · 5m
How real-world fashions inspired 6 Star Wars costumes [f-st.co/dFe5111](#)

WIRED @WIRED · 6m
BitTorrent will soon produce its own TV shows [wrd.cm/1DGpYtk](#)

Bon Appetit Magazine @bonappetit · 6m
Steak and crispy onion rings: the easiest way to make Wednesday feel like a Saturday [bonapp.it/16V0UR](#)



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NYT Food @nytfoot · 7m
Unmeasured crepes from [@tamareadler](#) [nyti.ms/1zMQ24R](#)




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Huffington Post @HuffingtonPost · 12m
In the world today, 290,000 women die during pregnancy and childbirth every year. [huff.to/1YkGKVI](#)

PR News @PRNews · 13m
Safe travels to all of today's [#GoogleConf](#) attendees and speakers

New York Times Arts @nytimesarts · 14m
Janine Jansen and Itamar Golan Balance Power and Nuance at Zankel Hall [nyti.ms/1AZrDxs](#)

RelateIQ @relateiq · Dec 19
What could you do with 6 more hours a week? Come see how RelateIQ gives you back your time. [goo.gl/6VKBA](#)



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Arianna Huffington @ariannahuff · 14m
How to feel like you have more time, in just 11 seconds [@EmilyAPeck](#) [huff.to/1uGEa7b](#)

Rolling Stone @RollingStone · 14m
Jon Stewart, Kanye, cursing cockatoos and more. It's another WTF week on "The Everything Index". [rol.st/1AYGqcc](#)

TechCrunch @TechCrunch · 14m
Dropbox Hires Former Motorola Mobility Exec Vanessa Wittman As CFO [tcrn.ch/1Dh4PV](#) by @ryanisawier

Huffington Post @HuffingtonPost · 15m
Akai Gurley's family demands conviction for a "modern-day lynching" [huff.to/1YkFrMn](#)

Jimmy Fallon @jimmyfallon · 15m
Obama chose Joe Biden as his VP because of his energy and enthusiasm. And those are the same reasons he picked his dog, Bo. [@fallonmono](#)

TED Talks @TEDTalks · 16m
"A lot of the time the question of parenthood is, what do we validate in our children, and what do we cure in them?" [t.led.com/yGzRS05](#)

E! Online @eonline · 16m
CUTE ALERT: how adorable is Kourtney Kardashian's daughter Penelope in her tutu at dance class?! [eonline.me/1AYNzZX](#)

CNN en Español @CNNEE · 16m
Un auto sin conductor ya recorre las calles del Reino Unido [cnn.it/1AoKqBI](#)



Marketing Book @LinkedinMktg · 23m
New [@copyblogger](#) Book: Success Secrets of the Online Marketing Superstars [bit.ly/1z9dVDG](#) [@brianclark](#)

“A personal media brand makes you into a likable expert, and that sets the stage for the rain to fall. That's because **MEDIA ALLOWS AUTHORITY TO BE DEMONSTRATED AND EARNED** rather than claimed.”
— BRIAN CLARK

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The Daily Beast @thedailybeast · 23m
'50 Shades of Grey' is campy, silly, sorta sexy fun. [thebea.st/1Fwqf4H](#)

IDEO retweeted
Brian Mason @brianmason · 5h
One output in morning [@IDEO](#) session. How might we improve teaching how kids brush their teeth? [#UBMwest](#) [#MDMWest](#)



Domo @Domotalk · Feb 1
Still reporting with spreadsheets? Here are 5 reasons CEOs prefer dashboards over spreadsheets [domo.com/solution/5-rea...](#)



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TIME.com @TIME · 21m
Sudanese government denies mass military rape described by Human Rights Watch [ti.me/1AZgM78](#)

Food & Wine magazine @foodandwine · 21m
6 boozy chocolates you'll actually want to eat: [fandw.me/1W5UVX](#)



View photo

nprmusic @nprmusic · 21m
1 hour away! Watch [@cynthiemusic](#) play [@bohemicancaverns](#) on the [#JazzNight](#)

THE STRATEGIC VALUE OF PAID SOCIAL

Paid social campaigns can be optimized to effectively support strategic communications or marketing goals in a consistent, measurable way.



INCREASING AWARENESS



**DRIVING ACTION, ENGAGEMENT OR
CONTENT CONSUMPTION**



AMPLIFYING EARNED & ORGANIC



MEDIA EVENT PROMOTION



**ELEVATING EXECUTIVES &
THOUGHT LEADERS**



LEAD GEN, SALES, RECRUITMENT



**DRIVING MEASURABLE ROI, DELIVERING
THE KPIS CLIENTS WANT & NEED**

A photograph of two women sitting at a table in a cafe, working on laptops. The woman on the left has dark curly hair and is smiling towards the woman on the right. The woman on the right has long dark hair and is looking at her laptop. There are white mugs on the table. The background is filled with lush green plants.

**5 THINGS YOU CAN
DO TODAY!**

5 Things

- 1. Review the survey data to know your audience better*
- 2. Plan how you'll share the survey data on social*
- 3. Download one of the creative apps we discussed*
- 4. Engage with a constituent on their social post*
- 5. Schedule a paid social test and learn*

Q&A



THANK YOU!