Social Media Strategies for Start-ups & New Businesses

Tara Palacios, Director BizLaunch
Arlington Economic Development
You are Launching a new Business
…. What is your Social Media Strategy?

www.namechk.com
What Social Media is for your business....

NOT...what you had for breakfast this morning & every morning.
What Social Media is for your business….

NOT *that*

Water Cooler conversation
What Social Media is for your business....

NOT Ho Hum...
A Great Social Media Campaign
A Great Social Media Campaign

- Timing
- Relevant Messaging
- Your Target Audience

Traditional marketing techniques apply to great social media campaigns
Set Measurable Social Media Goals

- Build Your Brand Awareness
- Gain New Customers
- Strengthen Customer Services
- Increase Engagement
Brand Your Social Media Profile Pages

• Logo & Tagline
• Imagery
• Company Description “About Us”
• Tone and Voice
Content vs Quantity

- Promotional
- Thought Leadership
- Active Engagement
- Frequently change content
Monitor Social Media Analytics

- **Twittercounter** (http://twittercounter.com/) provides statistics of Twitter usage and tracks over 14 million users.

- **Tweetreach** (http://tweetreach.com/) provides statistics on how many impressions a hashtag makes per 50 tweets.

- **Hootsuite** (http://hootsuite.com/) allows users to post across multiple platforms, schedule messages, and monitor statistics.

- **MentionMapp** (http://mentionmapp.com) provides users with a comprehensive view of who you are reaching based on your mentions.
Competition is Good!

• Imitation is the best form of flattery!
• Check out influencers in your industry sector – get business intelligence
• Monitor: branding, popularity and frequency + timing of posts
• Frequently change content
Sourced from Bonfire Marketing
POSTS

- **Ideal length:** 40-80 characters
- **Max length:** 120 characters, especially in the case of questions for 23% more engagement
  - 80 characters or less receive 66% higher engagement
- **No hashtags, except for visual emphasis**

1200x630

PAID ADS

Status text + headline + description

- **Status text length:** 90-110 characters
- **Headline length:** 25 characters
- **Ideal description length:** 30 characters
- **Max description length:** 200 characters

1200x628

- Include clear CTA
POSTS

- **Ideal length:** Headline less than 60 characters to keep it on one line
- **Max length:**
  - Average post length is 156 characters
  - Avoid "Read More" cutoff by keeping under 3 lines
- No hashtags, except for visual emphasis

2048X2048
POSTS

- **Ideal length:** 125 characters (recommend 75-125 for B2B and 100-125 for B2C)
- **Max length:** Similar to Facebook and Google+, around 125-150 characters; avoid cutoff across platforms by keeping under 128 characters

- No hashtags
- Using numbers has no positive or negative effect on clicks
- Avoid question marks; B2B receives 25% fewer clicks, B2C receives 45% fewer clicks
- Exclamation points result in 26% increase in clicks for B2B, and 27% increase in clicks for B2C

SPONSORED POSTS (ADS)
Status post update + link title + link description

- **Ideal status length:** 128 characters to avoid cutoff across platforms
- **Ideal link title length:** 38 characters
- **Max link title length:** 46 characters
- **Ideal link description length:** 100 characters

1200x627

(Title safe: 1000x586)
TWEETS

- **Ideal tweet length**: 71-100 characters without bitly; 120 characters with bitly
- **Max tweet length**: 140 characters
- Images, GIFs, videos, polls, and quote tweets no longer affect character count
- 1-2 hashtags
- @mention when beneficial (probability of retweet to large audience)
- Avoid question marks; B2B receives 39% fewer clicks, B2C receives 52% fewer clicks
- Avoid exclamation points; B2B receives 15% fewer clicks, B2C receives 8% fewer clicks
- Using a numeral increases clicks by 50% for B2B, but only 3.5% for B2C

WEB CARDS

Tweet + image + hyperlinked headline

- **Ideal headline length**: 35 characters (to keep optimized across platforms)
- **Max headline length**: 70 characters
- **Tweet length**: 116 characters
**POSTS**

- **Ideal caption length:** 100-125 characters to avoid cutoff in user's feed
- Keep branded hashtags in the caption
- If using many hashtags to boost visibility, do not include in caption; instead, add to a comment below
- 5-7 hashtags
- **Filter recommendations:**
  - Filters are easy to overdo. We recommend consistency and only minor alterations. Adjust the filter level between 10–20% to retain authenticity.
  - Refrain from using filters on selfies, people, art, and products for a realistic representation.
- **Bonfire favorite:** Hefe
- **Most popular:** Lo-Fi
- **Most engagement:** Valencia

**ADS**

- **Ideal caption length:** 100-125 characters to avoid cutoff in user’s feed
- **Max caption length:** 300 characters (including hashtags)
- Use a CTA button
**PINS**

- **Ideal board title length:** 26 characters or less
- **Max board title length:** 100 characters
- **Ideal description length:** 75-150 characters
- **Max description length:** 500 (longer descriptions receive less engagement, but are valuable for SEO, which could extend the life of the Pin)

- At least 5-30 Pins scheduled throughout the day
- **Five types of Rich Pins:**
  - **Article** Pins include the headline, author, story description, and link
  - **Product** Pins include real-time pricing, availability, and where to buy
  - **Recipe** Pins include ingredients, cooking times, and serving info
  - **Movie** Pins include ratings, cast members, and reviews
  - **Place** Pins include an address, phone number, and map

- Write keyword-rich board titles
- Write keyword-rich descriptions:

**What to include:**
- Helpful details
- Keywords
- 1-2 sentences in length
- Positive sentiment
- CTA
- Add a link to your Pin descriptions

**What not to include:**
- Hashtags (never)
- Improper capitalization or lots of symbols
- Prices or promotional information (sales)
- Exaggerated claims ("Lose weight now!") and sales speak
- Implied Pinterest affiliation ("Click here to Pin!")

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**PROMOTED PINS**

- Vertically-oriented images perform well
- Write keyword-rich descriptions (refer to guidelines under "Pins")
- Targeting Promoted Pins is limited to relevant interests and audiences (e.g., you can't promote a Pin about running to a cooking-oriented audience)

- Images can't feature commercial or functional CTAs; use soft"CTA"s
RESOURCES

Brand Networks “Twitter Cards: A Marketer’s Cheat Sheet” http://bit.ly/1t9oDv
Buffer “The Ideal Image Sizes for Your Social Media Posts: Guidelines for All 6 Major Social Networks” http://bit.ly/1XEDXpw
Buffer “We Tried All the Best Pinterest Marketing Tips. Here’s What Worked” http://bit.ly/1XaxB9s
HubSpot “The Ultimate Cheat Sheet of Photo and Image Sizes on Facebook, Twitter, LinkedIn, and Other Social Networks [Infographic]” http://bit.ly/1YeFB98
LinkedIn “Advertising Specifications for Sponsored Content” http://bit.ly/1OdpR8y
JUST DO IT.

• Work on a 3-month Strategy
• Decide which platforms are best
• Brand each with logo and taglines
• Update information frequently
• Interact with influencers and customers
The Best Practices: Locally

- Pupatella (Food Business)
- JS and Associates (Government Contracting)
- ArlNow (Blog)
- IntelligentEthos, Dana Taylor
- Reston Limo, Kristina Bouweiri

Consistent, great customer service, personalized voice & quality Followers & Likes
Reviews

4.7 ★★★★★ 411 Reviews

People talk about very friendly staff, napoli style pizza and amazing gelato

Tell people what you think

Mike Sombati ★★★★★ · February 4, 2017
The best authentic Neapolitan pizza and food in all the DMV. Love this place! The food, the people and the service are amazing!! Can't get enough of it!!

Maziar Zarnegar ★★★★★ · November 23, 2016
Delicious, different, exciting, and nice fresh ambiance. A corner gem. The pizza dough is delicious, the toppings are vast. Nice place for a quick bite or family dinner. Very friendly staff. Priced very reasonably. A must try!!!
Here's a #gelato you don't have to share with your children...Whiskey Pecan Toffee...Yup you heard us right! #DC #ArlingtonVA #Papatella
PUPATELLA added 7 new photos.
February 9 at 11:48am

I can't think of a better place to spend #NationalPizzaDay than here at Pupatella...

[Image of a pizza]

PUPATELLA added 3 new photos.
6 hrs

It's March but since it's been so warm, #Gelato has been on the mind. Here's a new flavor for our loyal fans...Whiskey Pecan Toffee - oh yeah, we did it! Get it fast while this batch lasts!

[Images of gelato]

Rory O Connor
I've been everywhere, different states, different countries... I always come back to you guys.
Like · Reply · 1 · February 9 at 4:57pm

Lisa Feinberg
I wish!
Like · Reply · 1 · February 9 at 5:11pm

Write a comment...
J Schaus #govcon DC
@jschaus
FEDGov Sales, #GSASched #GovCon #SmallBiz #Veterans Wash DC
JenniferSchaus.com
Washington, DC
JenniferSchaus.com
Joined February 2009

Tweets

J Schaus #govcon DC • @jschaus • 6h
#GovCon
CAPTURE MANAGEMENT SERVICES
Lknd.in/dhnWWgS

J Schaus #govcon DC • @jschaus • 6h
#GovCon
David Bertreau: What the hiring freeze means for contractors.

David Bertreau: What the hiring freeze means for contractors - Federa... governmentaggregator.com

lyndondacuan • @lyndondacuan • Feb 27
RT @Oregon9095 - @Onvia report identifies government spending areas of priority - Read more via @govtechnews bit.ly/2l0Q0KB #B2G

Cathy Anderson • @Oregon9095
Onvia examined bid & RFP data across federal, state &
UPDATED: Wind Advisory Issued for Arlington

by ARLnow.com — March 1, 2017 at 5:45 pm

Update at 5:45 p.m. — A Wind Advisory has been issued for Arlington and the region. From the National Weather Service:

... WIND ADVISORY IN EFFECT FROM 10 PM THIS EVENING TO 10 AM EST THURSDAY. THE NATIONAL WEATHER SERVICE IN BALTIMORE MD/WASHINGTON HAS ISSUED A WIND ADVISORY, WHICH IS IN EFFECT FROM 10 PM THIS EVENING TO 10 AM EST THURSDAY. * TIMING... LATE THIS EVENING THROUGH MID-MORNING THURSDAY. * WINDS... WEST TO NORTHWEST 20 TO 30 MPH WITH GUSTS AROUND 50 TO 55 MPH. * IMPACTS... STRONG WINDS MAY BLOW DOWN LIMBS, TREES, AND POWER LINES. SCATTERED POWER OUTAGES ARE POSSIBLE. PRECAUTIONARY/PREPAREDNESS ACTIONS... A WIND ADVISORY MEANS THAT WIND GUSTS OF 50 TO 55 MPH ARE EXPECTED. WINDS THIS STRONG CAN MAKE DRIVING DIFFICULT, ESPECIALLY FOR HIGH PROFILE VEHICLES. &

(more...)

Dunkin' Donuts Mulling Clarendon Location

by ARLnow.com — March 1, 2017 at 5:20 pm

3 Comments
Dunkin’ Donuts Mulling Clarendon Location

by ARLnow.com – March 1, 2017 at 5:20 pm

Pete’s New Haven Apizza is preparing to downsize its space in Clarendon, and Dunkin’ Donuts is considering filling it.

Multiple sources tell ARLnow.com that Dunkin’ reps have taken a close look at the space at the corner of Clarendon Blvd and N. Garfield Street. A leasing chart for the building, however, still lists the space as unfilled.

There are existing Dunkin’ Donuts locations in Ballston and Courthouse but not in Clarendon.

Permits have been issued to alter the existing Pete’s dining room and kitchen, reducing the overall size of the restaurant. Co-owner Joel Mehr says the pizzeria remain open during the process.

“We plan to stay open during construction,” he said. “We may have to close for a lunch here and there.”
Dunkin' Donuts is considering opening a location in Clarendon.
arlnow.com/2017/03/01/dun...
Bellies & Babies is an upscale consignment boutique specializing in maternity & children's clothing located in the heart of Del Ray, Alexandria.

www.belliesbabies.com
belliesbabies1913 Treat her with these adorable miniboden appliqué tees! All size 6-7 $12.50 each!

chrissy_marquez I will take the bike & camper! I have a consigner account with credit in it, can I pick up tomorrow afternoon?

belliesbabies1913 @chrissy_marquez you have enough to cover! And yes! Thank you!

belliesbabies1913 Dog on bike SOLD!
belliesbabies1913 Camper SOLD!
cpkeplinger When are summer drop offs?
belliesbabies1913 @cpkeplinger from March 1-14 and April 1-14!

msanders616 I'll take the bird! Calling with credit card number...
StayArlington

101 Pins
192 Followers
Stay, shop, dine and play in Arlington, VA!
The Take-a-ways

- Use social media daily (5-10 minutes)
- Use Your Voice (or voice of business)
- Be Consistent
- Ensure customers go back to your Web site for more
- Quality versus quantity
- Do it & do it well (Have a strategy in place...proactive versus reactive)
- Be responsive to your customers
Thank You!

Wouldn’t be a Social Media Webinar if we didn’t ask you to follow us!!
@aedbizlaunch
Q & A Session
???????