

#

\* sparkloft

# The 29 Things You Need To Do In Social Media Marketing - #7 Will Shock You!

***Martin Stoll***

*Sparkloft Media*

[martin@sparkloftmedia.com](mailto:martin@sparkloftmedia.com)

***Kate Adolphson***

*Sparkloft Media*

[kate@sparkloftmedia.com](mailto:kate@sparkloftmedia.com)

***Lauren Wenz***

*Sparkloft Media*

[lauren@sparkloftmedia.com](mailto:lauren@sparkloftmedia.com)



## We Want Entertainment, & We Want It NOW!

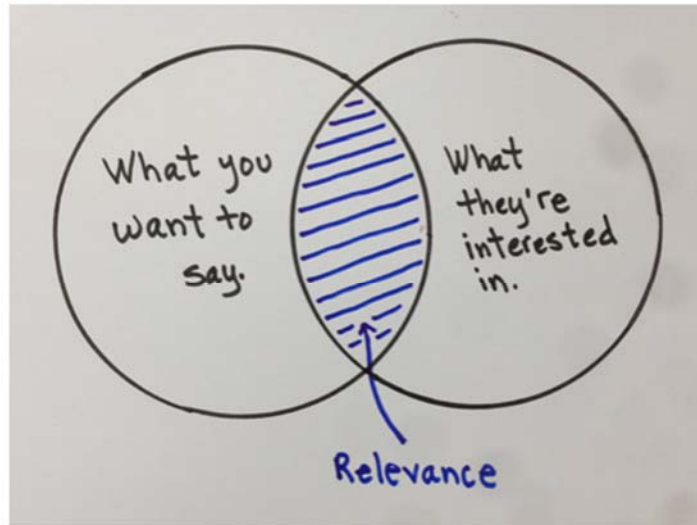
- Everything is mobile. If you're not thinking mobile – you're doing it wrong.
- Attention spans are getting shorter.
- Social Narcissism – We love ourselves, and we want you to recognize it!

## Content

- Build your content with legos, not bricks.
  - IF your content is not relevant to your audience, it does not matter.
  - It seems complicated, but delivering the right content, to the right person, at the right time is important.
    - Example: Alaska Airlines shows me \$69 flights to Utah for skiing — I hate the snow. It is a good offer at the right time (ski season) but for someone else.
    - This is the worst scenario and one many brands get

stuck in with social as they just push their lowest cost deals not the product that will resonate best with the consumer. This is the outlet mall approach.

- Make sure you hit the middle of the Venn diagram. Good content is about context and relevance to the fan.



\* sparkloft

© 2015 Sparkloft Media

Confidential

- Remember that reach does NOT equal relevance. Having the right content shown a smaller amount of *right people* is more effective than showing it to a larger amount of the *wrong people*.
  - Optimize your content. There are free websites out there that will tell you when your audience is online. Use them!
    - Facebook Manager Insights (Each Brand has this on their page)
    - Iconosquare
    - Hootsuite (free to an extent)

## Social Tools to Help You

- [Hyperlapse](#) – It's so easy!
- iPhones, GoPros, and Drones – these tools are available and if done correctly, can give you A+ content.

- For example, [Tourism New Zealand used drones to make 'dronies' be the new 'selfies.'](#)

## Paid Media

- [Organic Reach is at a steady decline.](#) Facebook is pushing more “news” content, weeding out much of brands’ non-engaging content.
- People on Facebook don’t go to your page – they scroll your news feed. Rich content gets you there. The new (ever-changing) algorithm on Facebook likes content with links and photos. You must do make content that Facebook likes, PLUS pay to promote the posts or set up Facebook Ads.
  - It is necessary to budget more time and money for content development and content delivery.
  - You can hyper-target audiences to get fans of a specific lifestyle or genre.
  - You can import lists of people (via email or Twitter handle) to target them specifically.
- **Bottom Line: You must pay to play the game.**