



Social Media Marketing

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Getting Started

Social media is a staple of modern life.

It is so embedded in our communication that Toastmasters Clubs have little choice but to use social media as part of their marketing strategy.

Before implementing any social media strategies, we should take the time to understand the benefits as well as the risks of using different social media platforms to reach current and potential customers. Which is our discussion today.

Workshop Objectives



- **Understand different social media platforms**
- **Identify audience**
- **Monitor and measure performance**
- **Consider pros and cons before making decisions**

PART TWO

Facebook

Facebook is one of the most popular and widely used social media accounts, with users of all ages.

Many famous brands have Facebook pages with thousands of followers, including Toastmasters International.

The platform may seem like the best place to start a social media campaign, but preparation and maintenance are essential for success.

Failure to manage a Facebook account can result in negative consequences.

Pros & Cons of Facebook



Pros of Facebook:

- The large number of users allows you to reach a broad audience
- Share promotions
- Dialogue with the customer base
- Tools to track and monitor customer interactions
- Tools to market, such as Facebook Ads

The Cons of Facebook:

Negative feedback is public

Limited ability to give away products

An initial audience is necessary to grow (People do not just find you)

Constant updating and monitoring is costly and time-consuming

Ways to Develop Interactions On Facebook:

- **Call to action** – Ask customers to like promotions, etc.
- **Votes** – Have customers vote on potential new products, etc.
- **Questions** – Ask customers for feedback.



A vintage alarm clock with a metal ring on top and Roman numerals on the face is placed on a white dashed line on a dark asphalt road. The background is a blurred landscape with a bright light source, possibly the sun, creating a lens flare effect.

Facebook Posts & Links

- **Keep the post short and to the point** – Some experts recommend limiting posts to 40 words.
- **Timing** – Limit competition by not posting at peak times.
- **Images** – Pictures and other images draw the eye, but pay attention to Facebook guidelines and ideas.
- **Links** are a great way to draw people to websites, blogs, and information.

Tracking and Measurement

- Ads Manager,
- Engagement,
- Demographics, likes (organic, paid, net),
- Reach (comments, shares, reactions)
- Growth.



Practical Illustration



- Matt decided to create a Facebook marketing campaign for his bakery. He opened an account, but after three months, there were few followers, primarily current customers, friends, and family.
- **What could be a problem here? Discuss**

PART THREE

YouTube

YouTube is not just for cat videos and movie clips.

It has become a beneficial tool for marketing as well.

YouTube's platform offers the opportunity to expose Toastmasters Clubs to new viewers and users.



Pros & Cons of YouTube

Pros of YouTube:

- The largest video platform available
- Connection with Google expands search index
- Works with SEO
- Allows customization
- Provides embedding opportunities for websites and blogs
- Free hosting options
- Opportunities for multiple uploads and large file sizes

Cons of YouTube:

- The streaming quality is not consistent
- Toastmasters Clubs can block YouTube
- Difficult to customise appearance
- Other advertisers can be seen with your content
- There is a 15-minute limit
- Accounts can be closed without notice or reason

Ideas to Promote your YouTube Videos

- Create a YouTube Channel
- Call to action
- List the channel on different search engines
- Promote on website and blogs
- Collaborate with other videos
- Purchase keyword advertising





Different ways to create YouTube videos

Live action

Text graphics

Animated

Interactive

Music or voiceovers

Tags & Measurement

Tags are the keywords that you use to help viewers find your videos once they are created.

Assessment of YouTube video performance include:

- **Number of views** – determines what content is effective
- **Ratings** – likes, dislikes, and comments
- **Traffic** – how people found the video
- **Shares** – identify popular videos
- **Subscribers** – people who follow your channel



Practical Illustration



- Ruby and James were working on developing a base for their graphic design for their Toastmasters Club and turned to YouTube to share their insights and examples of their work. They experimented with different types of voice and content. They had trouble building a steady audience.
- **Please advise how they can build a steady following and rating.**

Twitter/X

Twitter/X is a popular social media platform that was made famous for its original limit of 140 characters.

That number has since doubled. The network of short posts has become a staple in modern communication.

As well, Toastmasters Clubs can use Twitter/X to their advantage.

Pros & Cons of Twitter/X

Pros of Twitter/X:

- Twitter/X has a global, and easy to reach market
- **Low cost** – Basic accounts are free, and you can have more than one
- **Customer engagement** – It is easy to interact with customers in real time
- **Automation** – Tools are available that provide automated messages

Cons of Twitter/X:

- **Easily lost** – Millions of tweets go out each day, and it is hard to stand out
- **Distractions** – It is easy to lose time on Twitter/X at the expense of other work
- **Building followings** – Gaining followers is time-consuming and expensive, particularly when paying for followers



Voice

- The voice is how you want people to view your Toastmasters Club. You want to be seen as:
 - **Candid**
 - **Professional**
 - **Confident**
 - **Expert**
- Once you choose your voice, you need to be consistent with each communication. Do not be outspoken one minute and professional the next.
- When handling a customer complaint, you could maintain your voice but implement a sympathetic tone.
- Even short messages like tweets need to be consistent with the Toastmaster's voice.





Tags and Links

One of the best ways to improve retweets is to tag people and Toastmasters Clubs in your posts.

Links will improve your performance but be careful to make sure that they look appealing.

Placing the link in the Centre of the tweet increases its chance of being shared.

Tracking & Measurement

- Twitter/X has a report card, activity dashboard, and audience insights dashboard that will help track and measure success.
- The main metrics that Toastmasters Clubs typically need to keep track of are:
 - **Retweets** – These determine how many people are paying attention.
 - **Mentions** – These are tweets that mention an account in an attempt to dialogue.
 - **Followers** – Growth indicates a successful campaign.
 - **Shared links** – This is the number of times that Twitter/X shared something from your website.
 - **Comments and replies** – See how people interact with your posts.
 - **Referral** – Which platforms are bringing people to your Twitter/X? (Google Analytics will give this information.)

You can also implement Google Analytics and other programs to help keep track of your metrics in marketing.



Practical Illustration



- Karen sponsored a new Toastmasters Club and decided to create a Twitter/X to promote the Toastmasters Club. She was posting regularly but had few followers and retweets. She calls her friend, Jack, whose club has a successful Twitter/X following.
- **What should Jack advise Karen for to get more followers?**



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Traditional selling channels of email and phone are tried and true, but LinkedIn and other social channels can greatly increase sales performance.

Ken Krogue

LinkedIn

LinkedIn is a unique social media platform because it caters to professional networks.

Still, advertising on LinkedIn can be successful when it meets your target demographic.

Attention to the system's pros and cons, optimising search in profiles, and using groups and links correctly will provide you with a good start.



Pros & Cons of LinkedIn

Pros of LinkedIn:

- Diverse, global Toastmasters Club connections
- Large user base
- High conversion rate
- Easy to showcase expertise

Cons of LinkedIn:

- Higher click-through rate than other platforms
- Peak activity is different than other platforms
- Higher cost for ads
- Not targeted ads and possible spam

Optimize Search in Profile

LinkedIn recommends placing keywords in the following locations.

- **Headlines**
- **Titles**
- **Projects**
- **Content**

Make sure that the keywords are relevant to each section.

Avoid stuffing and use keywords in an organic way.





Groups and Links

- **LinkedIn allows users to join up to 50 groups, which can improve exposure for your Toastmasters Club Brand.**
- **You can also create your own groups.**
- **Create discussion by posting information on topics that are pertinent to your readers**
- **Adding links to your profile and content will also increase interest and provide exposure to your group.**

Tracking & Measurement

Engagement: Shares, clicks, and likes (Use Campaign Manager).

Traffic: The number of visitors and how long they stay.

Follow-up: Meetings and sales inspired by LinkedIn (Use surveys).

Cost Per Lead: Marketing spending / Total new leads.



Practical Illustration



- Drew and Jonathan were attempting to market their Toastmasters Club using social media. Drew was not convinced that LinkedIn would be effective, but Johnathan was determined to try.
- **Please help Jonathan to sell the benefits of marketing through LinkedIn.**

PART SIX

TikTok

Although Generation Z typically utilises this platform, it presents advantages for any Toastmasters Club.

Pros & Cons of TikTok



Pros of TikTok:

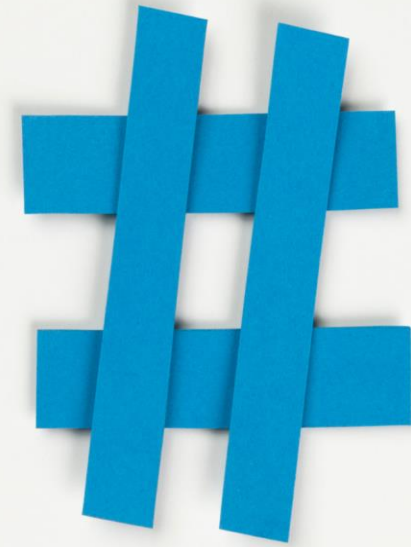
- Easy to create content, using a smartphone
- Content does not have to be professionally polished but fun and approachable
- Plenty of inexpensive opportunities for advertising

Cons of TikTok:

- Typically used by a limited age group, 10 to 19 years old
- Concerns surrounding privacy
- Concerns surrounding cyberbullying

TikTok offers four types of advertisement Toastmasters Club Can Use

- **Infeed Native Content**
- **Toastmasters Club Brand Takeovers**
- **Hashtag Challenges**
- **Branded Lenses**





Tracking and Measurement

- Clicks
- Impressions
- Click-through rate (CTR)
- Video views
- Engagements

Adjectives that describe TikTok Content

- Content created on TikTok should be fun and genuine.
- Users don't expect to see "stuffy" content or content that is presented in a way that appeals to **board members**.

What are some adjectives that describe what TikTok content is all about?

- **Casual**
- **Self-expressive**
- **Quirky**
- **Playful**
- Once your content has been created, amass followers by **collaborating** with other users, **consistently uploading content**, and regularly **engaging** with your followers.



Practical Illustration



- Amy and Scott decided to incorporate TikTok social media into their Toastmasters Club's advertising program.
- **What are the pros and cons of using the TikTok platform?**

*What you post online speaks **VOLUMES** about
who you really are. **POST** with intention.
REPOST with caution.*

Germany Kent



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Nowadays, social media is the easiest place to go to find something.

David Nail

WhatsApp

WhatsApp is a social media platform designed for sharing text messages, pictures, and videos.

You can make and receive voice and video calls, as well as send PDFs, documents, spreadsheets, and more.

The app can be downloaded to smartphones and desktops.

With all of these features, you are sure to find one that will help you build your Toastmasters Club.



Pros/ Cons

Pros of WhatsApp:

- Free to use
- Easy communication with clients in most countries
- Can create groups and group chat
- You can delete a message sent in error, without the intended party being able to read it
- You can see whether or not a message has been sent and/or read
- No ads when using the app

Cons of WhatsApp:

- Must have internet access to send and receive messages for free
- Videos cannot be larger than 16 MB
- Documents cannot be larger than 100 MB
- Data is not completely protected
- No task management
- You can only contact others with the app.

WhatsApp Account Set-Up

WhatsApp can be downloaded and installed on Android, iPhone, and Windows Phone, as well as Mac or Windows PC.





WhatsApp Major App Features

- Group chat
- Voice calls
- Video calls
- Media download

WhatsApp Advertising

- With WhatsApp, you can advertise to specific people and track whether or not they have seen the ad just by seeing the word **“read”** or **two blue checkmarks** beneath the message you sent.
- You can also advertise directly to your existing and potential clients using text messages, voice and video calls, images, videos, and documents.
- WhatsApp allows you to create groups with up to **256 users** (per group), so you can send it to many people at once.



Practical Illustration



- Bill and Betty wanted to advertise a new Speech Craft Course. They decided to open a WhatsApp account and send the ad to their regulars and promising prospective members. Of the 482 WhatsApp contacts they have, 256 are individuals who have previously done Toastmasters Club training with them. At the same time, the remaining individuals have not made prior speech craft course purchases but have shown interest in the Speech Craft course.
- **To avoid having to send the ad to each user individually, what should they do?**



“ We don't have a choice on whether we do social media, the question is how well we do it.

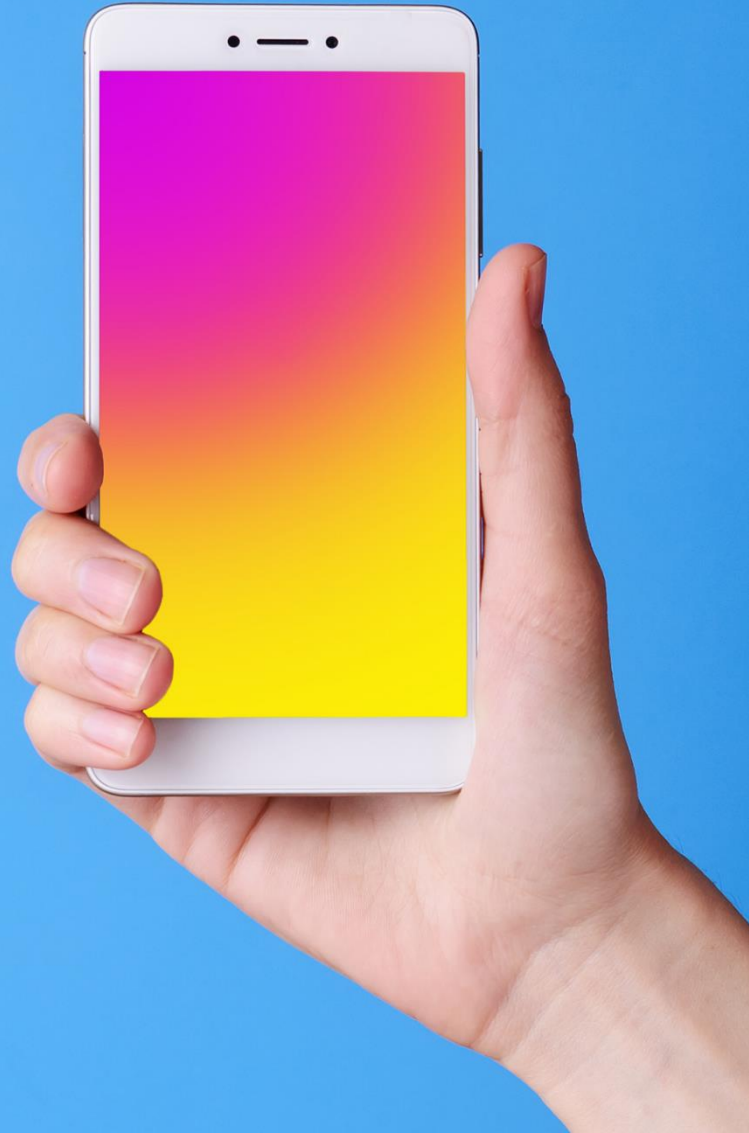
Eric Qualman

Instagram

Instagram is a visual platform for sharing pictures and is growing in popularity.

Instagram users are devoted; many people use it daily, making it a benefit in marketing.

Before implementing Instagram marketing, it is a good idea to better understand the platform and what is necessary to complete marketing campaigns successfully.



Pros & Cons of Instagram

Pros of Instagram:

- It is easy to use
- Works well with devices
- Operates in real time
- Works with different social platforms
- Tags and Hashtags benefit searches

Cons of Instagram:

- App does not work on computers
- Users are not accustomed to Toastmasters Clubs
- Expensive to pay for advertising
- Traffic is difficult to track

Niche and Quality

- Instagram niches are helpful categories for marketing your Toastmasters Club.
 - Your niche should define what you offer customers.
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- Some niches are more specific than others; your Toastmasters Club will determine which niche you use.
 - Regardless of your style or niche, ensuring your viewers can make out the image as a thumbnail is essential.
 - If people cannot see what it is, they are not likely to click on it.
 - Additionally, you need to be consistent in posting.
 - Remember that many users look at their accounts daily because they were created for mobile devices.





Hashtags

- Hashtags are familiar, but they are more than cute sayings; they are tools that will help Instagram reach a larger, engaged audience.
- The hashtags that you choose will organise the images and facilitate interested users in finding them.
- Hashtags can be based on Toastmasters Club Brand, category, theme, etc.
- The niche of the post will help guide which hashtags you choose, but they are more specific in nature.
- You need to understand your audience's likes and look at what Toastmasters competitors use successfully.
- It is also possible to look at trending hashtags and search-related hashtags in the platform's search bar.
- Pay attention to your hashtags and use the successful ones again in your marketing.

Wrapping Up

Although this Masterclass workshop is coming to a close, your journey to learning about Social Media Marketing is just beginning.



Words From the Wise

Social media is not just a spoke on the wheel of marketing. It's becoming the way entire bicycles are built.

- Ryan Lilly

A Toastmasters Club Brand is no longer what we tell the user it is – it is what users tell each other it is.

- Fred Angels Musika