

SMALL BUSINESS
**MARKETING
SERIES**



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SOCIAL MEDIA MARKETING

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WELCOME



TODAY'S AGENDA

5:00 – 5:10	Introductions, Objectives
5:10 – 5 :45	Social Media Fundamentals, Selecting Channels, Setting Goals & Metrics, Brand Consistency
5:45 - 6:00	BREAK
6:00 – 6:45	INTERACTIVE WORKSHOP: Creating a Custom Social Media Plan for your business
6:45 – 7:00	Discussion, Final Commitments, Share, Next Steps



THE FACILITATOR

CHERIE HEBERT

Co-founder of BBR Creative

With 30 years of marketing and advertising experience, Cherie Hebert has helped more than 750 businesses grow their brands since co-founding BBR Creative in 1997.

BBR





KELLY SMITH

Digital Strategist

Data feel daunting? Post trends make your head spin? It's Kelly to the rescue. Savvy with social media and online strategy, she's got the insights to ignite engagement for any goal.





TODAY'S OBJECTIVES:

By the end of this session, you will:

- Have a clearer view of social media in local marketing
- Select a channel right for your business
- Gain insight on how to put a plan together
- Leave with a simple social media plan you can execute immediately
- Get resources to help you execute your social media plan
- Meet other locals to support you on your journey

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SOCIAL MEDIA FUNDAMENTALS



WHAT DOES ONLINE PRESENCE MEAN?

It is your digital footprint on the internet. It's crucial for building credibility, trust and awareness, allowing customers to find information and connect with you, establishing legitimacy in the digital world.

- Websites
- Social Media Profiles
- Content (Blogs, Videos)
- Reviews
- Directory Listings

Exercise: What happens when you search for your business on Google?

- *Search your category*
- *Search a question*
- *Observe how you show up*



SOCIAL MEDIA PLATFORMS





WHY SHOULD MY BRAND CARE ABOUT SOCIAL MEDIA?

- People buy from brands they know, like and trust
- Social media builds visibility, credibility and relationships
- Social media allows you to create a community and own the relationship with your community



WHY SHOULD MY BRAND CARE ABOUT SOCIAL MEDIA?

40%

of young people use social platforms as a search engine, showing a significant shift in digital behavior

70%

of consumers use social media to discover or engage with local businesses

71-89%

of people trust online reviews or social media content from peers and influencers, making social media a major source for brand validation



WHY SHOULD MY BRAND CARE ABOUT SOCIAL MEDIA?

64%

Marketers that have generated qualified leads through social media

76%

Social users that choose to purchase from a brand they follow online over a competitor

56%

Marketers that say their social media presence developed loyal brand fans



WHY SHOULD SOCIAL MEDIA USERS CARE ABOUT MY BRAND?

56%

Social media users want brands to teach them something new

55%

Social media users want brands to make them laugh

64%

Consumers want to feel personally connected to brands on social media



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SOCIAL MEDIA MARKETING

WHY SHOULD **SOCIAL MEDIA USERS** CARE ABOUT *MY BRAND*?

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SELECTING THE SOCIAL MEDIA CHANNELS RIGHT FOR YOUR BUSINESS



PLATFORM DIFFERENTIATION

Every social media channel has a different **purpose, functionality and audience**. When approaching content creation, **it is important to consider which channels you're posting on** and the types of posts that perform the best on said channels.

PLATFORM DIFFERENTIATION

	Facebook 	Instagram 	LinkedIn 	TikTok 	X (Twitter) 	Pinterest 
USER BASE	Gen X & older — mostly women	Gen Z & Millennials, even men/women	Largest age group: 25-34 Male leaning	Gen Alpha & Gen Z, Even male/female split	Millennials, Majority male	Wide range of user ages, Overwhelmingly female user base
PURPOSE	Building relationships	Building relationships, Inspiration	Thought leadership, Networking	Sparking Conversation	Thought leadership, Networking, Customer Service	Inspiration
CONTENT	BTS, memes, external links, reels	BTS, memes, educational carousels, reels, daily stories	Long-form content, polls, infographics	Short-form video, memes, carousels, trends	Threads, breaking news, announcements, timely content	Lifestyle imagery, high-quality photos
BEST FOR	Brand Loyalty, Local marketing	Brand Engagement, Lead Generation, Influencer Marketing	B2B Marketing, Networking, Lead Generation	Brand Awareness, Reach, Influencer Marketing	Customer service, PR	Product marketing, Reach, Brand Awareness
DOWNSIDES	Limited reach, spam, algorithm changes	Strong visuals needed, limited link options, crowded market	Specific demographic, not consumer facing	Algorithm, high involvement, competition	Decline in user base and perception, spam	Limited audience, Limited brand awareness, specific visuals

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SETTING GOALS & ESTABLISHING METRICS



SETTING GOALS

Increase Awareness

- Grow social media reach and followers
- Increase website traffic
- Improve local visibility
(Google Business Profile views)

Attract New Customers

- Generate inquiries or leads
- Drive first-time visits (online or in-store)
- Grow email or SMS list

Increase Sales & Revenue

- Boost online sales
- Increase average order value
- Promote seasonal offers or events

Retain Existing Customers

- Promote loyalty programs
- Increase repeat purchases
- Stay top-of-mind through email and social

Build Trust & Credibility

- Grow positive reviews
- Share expertise and behind-the-scenes content
- Maintain accurate and online information

Strengthen Customer Relationships

- Increase social media engagement
- Respond faster to messages and comments
- Encourage user-generated content



S.M.A.R.T. GOALS

Specific, Measurable, Attainable, Relevant, Timebound

“Generate 20 new customer inquiries per month from digital channels.”

“Gain 25 new Google reviews with a 4.5-star average rating.”

“Create and schedule one month of content in advance.”

“Increase local brand awareness by reaching 5,000 people per month on social media.”

“Increase online sales by 15% over the next quarter.”

“Increase social media engagement rate by 20% in 6 months.”



SETTING KEY PERFORMANCE INDICATORS (KPIs)

Awareness Metrics *Reach* — the number of unique people who saw your post.

Traffic Metrics *Link Clicks* — the number of clicks from social posts to your website.

Engagement Metrics *Engagement Rate* — percentage of people who liked, commented, shared or interacted.

Conversion Metrics *Email Sign-ups from social* — number of subscribers added directly from social posts.

Community & Relationship Metrics *Repeat Commenters* — how many followers comment more than once over time.

Platform-Specific Metrics *Ex: Instagram Saves* — how many users save a post for later.

Content Performance Metrics *Top-Performing Post* — the post with highest engagement relative to reach.

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THE IMPORTANCE OF BRAND CONSISTENCY



BRAND CONSISTENCY

When a small business uses social media, **brand consistency is what makes the business recognizable, credible and trustworthy**—even if people only see a post for a few seconds. *Consistency matters more than frequency.*

1. Visual Identity

- Logo (same version and placement)
- Brand colors
- Fonts or font styles
- Photo style (bright, moody, candid, polished, etc.)

2. Voice & Tone

- Friendly vs. professional
- Casual vs. formal
- Playful vs. educational



BRAND CONSISTENCY

3. Messaging & Positioning

- Core value proposition (what makes you different)
- Key services or products
- Target audience

4. Content Categories

Most small businesses should stick to 3–5 content categories, such as:

- Education or tips
- Products or services
- Behind-the-scenes
- Testimonials or reviews
- Promotions or events



BRAND CONSISTENCY

5. Profile Information Accuracy

- Business name
- Address and phone number
- Website link
- Business hours
- Description/About section

This is especially critical for local search and trust.

6. Posting Rhythm

- Same platforms
- Predictable schedule
- Sustainable posting cadence

7. Responses & Community Interaction

- Use the same tone in comments and DMs
- Be timely and respectful
- Handle complaints consistently and professionally



WHAT SMALL BUSINESSES OFTEN GET WRONG

- Changing colors, fonts or logos frequently
- Copying other brands instead of staying authentic
- Posting off-brand trends that don't fit their audience
- Posting things just to post
- Inconsistent bios or contact information

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BREAK

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CREATING A CUSTOM SOCIAL MEDIA PLAN FOR YOUR BUSINESS

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CREATE A STRONG BUSINESS PROFILE



BUSINESS PROFILE



← **Branded Header**

Brand Logo →



BBR Creative

4.2K likes · 4.2K followers



Sign Up

Liked

Message

← **CTA Buttons**

Contact Info →

Intro

BBR Creative is a Louisiana-based ad agency focused on branding, B2C campaigns & digital marketing.

Page · Advertising Agency · Marketing Agency · Advertising/Marketing

413 South Pierce Street, Lafayette, LA, United States, Louisiana

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bbcreative.com

Posts

BBR Creative
5d

Hey Baton Rouge students, this is your last chance to snag a spot on the BBR Spring Intern team!... See more



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IDENTIFY YOUR AUDIENCE



TARGET AUDIENCES

Wondering why you should put so much effort into your target audience definition?

- You can spend your advertising budget more effectively.
- You know which social media platforms to focus on.
- You can develop messaging that truly resonates with current and potential customers. This makes it easier to connect with them and earn their loyalty.





DEFINING YOUR AUDIENCE

Demographics

You know this one: age, gender, HHI, marital status, etc.

Location

This can be as wide as a country or region, or as narrow as a neighborhood or school district.

Interests

Hobbies, music taste, subcultures, favorite tv shows, lifestyle, etc.

Challenges

What are their pain points?
What about your offerings solves their biggest challenges?

Social Habits

Which brands do they engage with?
What about influencers? What is their go-to content source?

Beliefs & Values

Often, these characteristics are what defines your customers' motivations, challenges and needs.



JORDAN YOUNG

Title: Teacher **Industry:** Education
Role in Decision Making: Leader

Demographics

- Has two children
- Civilian school teacher married to a plant manager at a well-known oil company
- HHI \$150k+

Interests

- Home decor
- Reading/visiting bookstores & libraries
- Painting
- Roasting Coffee
- Loves a glass of wine
- Fitness

Challenges

- Busy schedule
- School coordination
- Unpredictable oilfield schedule

Social Habits

- Favorite influencers:
@lucymountain (fitness), @thevintagefork (food), @morganfremin (parenting/lifestyle)
- Top Brands:



Beliefs & Values

- Strong Catholic beliefs
- Values environmental consciousness
- Values healthy lifestyle
- Practices montessori education models with her children

Age
38

Geographic Location
Baton Rouge, Louisiana

Social Media Engagement
Pinterest, Facebook, Instagram

Goal
Desire to upsize her home for her growing and active family



GROWING REACH

As the value of visibility on social media grows, platforms like Facebook are increasingly **stifling the reach of posts created by business pages**. More and more, page administrators are finding that fewer and fewer of their page's followers are seeing posts organically and, as a result, KPIs are on the decline.

This throttling of visibility has one objective: to **push business pages to pay for their content** to be seen by larger audiences.

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CREATE CONTENT CATEGORIES



BUILDING CONTENT CATEGORIES

For small businesses, **the ideal number of social media content categories is typically 3–5**, depending on resources and audience. This keeps your content focused, manageable and balanced, while still allowing variety.



LET'S IDENTIFY POSSIBLE CONTENT CATEGORIES

Culture Building

Employee Spotlights
Event Recaps
Relatable Memes

Industry Insights

Educational How To
Stats & Facts
News & Updates

Product/Services

Product Demos
FAQs
Testimonials

Brand Affinity

Behind the scenes
Customer Stories
Brand Values/Differentiators

Community Involvement

Give back/Volunteering
Collaborations
Community Event Recaps

Promotional

Sales & Promotions
Giveaways/Contests



ASK YOURSELF QUESTIONS TO CREATE CONTENT

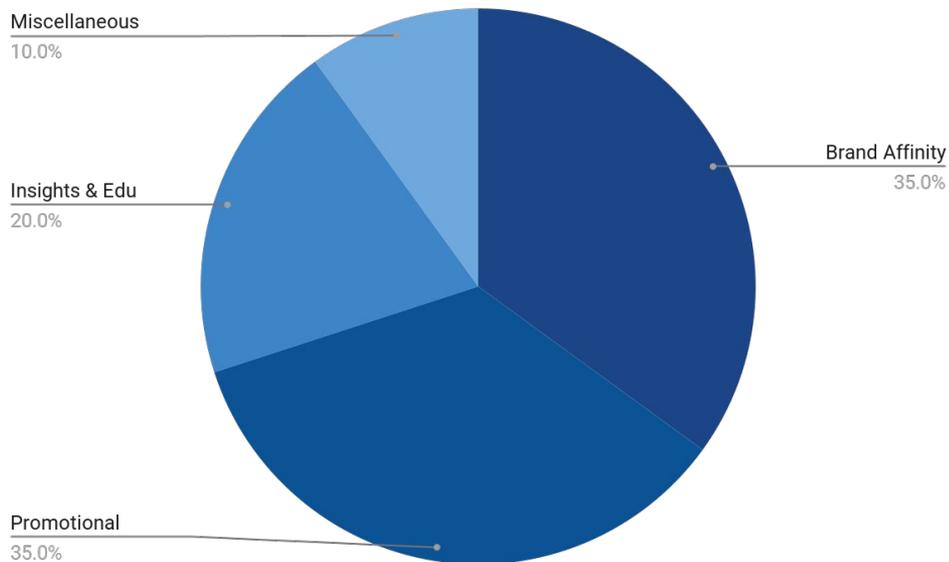
- What common questions do your audiences have about your company, services or products?
- What aspects of your business make you different from your competitors?
- What products/details of your business do you wish more people knew about?
- What industry knowledge/skills/insights do you have that could be valuable for your audience?



BREAKDOWN BY PLATFORM

Combining the content categories provided above with the functionality and audience bases of your social platforms, here is an estimated breakdown of the content that would perform best for each.

Note: These percentages can vary slightly depending on the platform.





EFFECTIVE SMALL BUSINESS CONTENT

Jet Coffee



- Product Demos
- BTS & Team Spotlights

The Flats



- Product Spotlights
Through Humor

St. Tammany Parish Library



- Service Promotions
- Skit Comedy

4 Sisters Rice



- Product Highlights
- Leadership Focus
- Brand Values

Haven Boutique



- Product Spotlights
- Team Focus
- Humor/Trending Content

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BUILDING A MONTHLY CALENDAR



HOW TO PLAN A MONTH OF CONTENT

1 Content Brainstorm

Preview the coming month of activity, identifying anything you would like to share with your followers. Be sure to post about upcoming events or promotions in a timely fashion.

2 Content Development

Create the posts from content you have available and evenly disperse them throughout the month, ensuring that post types alternate to keep things fresh.

3 Scheduling

Once your content is visualized with dates and times assigned, you can begin the scheduling process. You may want to invest in a 3rd-party scheduling tool to efficiently deploy posts to multiple platforms at a time.

Jan 2022				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	2	3	4	5
	Industry Insights Post		B2B Affinity Post	
	9	10	11	12
		PR Post		Ind
	15	17	18	19
Brand Awareness Post	Martin Luther King Jr. Day		B2B Affinity Post	
	23	24	25	26
	Industry Insights Post			Bra
	30	31		
B2B Affinity Post				



HOW TO PLAN A MONTH OF CONTENT

Message	Post Type	Platform	Send Date	Image	Graphic Instructions	Feedback
<p>📢 Calling all dreamers and doers 📢 Are you ready to level up your marketing game and get real-world experience with a team of experts?</p> <p>The following Fall 2024 Internship positions are now open:</p> <ul style="list-style-type: none"> 🔹 Digital Marketing & Media Buying Intern 🔹 Sales & Account Services Intern <p>Visit www.bbrcreative.com/careers to learn more about these paid opportunities.</p> <p>Please note: applications must be received by Sunday, August 18 for consideration.</p> <p>#summerinternship #dreambig #opportunityawaits #internshipalert #agency #agencylife</p>	Graphic	FB, IG, LI	8/5			
<p>Healthcare Download Promo 1 Get your free guide on building a healthcare brand that fosters trust and grows lifetime loyalty with patients 📄 https://bbrcreative.com/healthcare-partner/</p>	Gallery	FB, LI	8/6	<p>Carousel Files</p>	<p>Slide 1: 4 Focus Areas for Your Healthcare Marketing in 2025</p> <p>Slide 2: 1. Building Trusted Branding This includes:</p> <ul style="list-style-type: none"> - Brand Consistency - Accessibility - Brand Values <p>Slide 3: 2. Connecting with Content Marketing This includes:</p> <ul style="list-style-type: none"> - Enriching, accurate content - Quality over quantity <p>- Content that meets critical audience needs</p> <p>Slide 4: 3. Prioritizing Privacy This includes:</p> <ul style="list-style-type: none"> - Redefined PHI in the Digital Age - Balanced Privacy & Personalization - Enhanced Cyber Protection <p>Slide 5: 4. Investment in Long-term Lift</p>	-Carousel 3: capitalize "Over" - SP

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CREATE YOUR SOCIAL MEDIA GAME PLAN



BUILDING YOUR PLAN

- 1 **Define your goals** — Awareness, Engagement Sales
- 2 **Identify your target audience** — Who are you trying to reach?
- 3 **Pick your top 2 platforms** — Which make sense for your brand?
- 4 **Define 3-5 content pillars** — 3-5 themes you post about regularly
- 5 **Plan your posts** — Calendar, frequency & timing
- 6 **Create & Execute** — Create compelling content that is on brand
- 7 **Engage & Measure** — Respond, adjust, repeat

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RESOURCES



RESOURCES

Content Creation & Design

Canva – Easy design templates for social posts, videos, and brand assets.

CapCut / InShot – Simple mobile apps for editing short, polished videos.

Adobe Express – Templates and quick tools for graphics, videos, and brand kits.

AI Content Support

ChatGPT – Generate captions, ideas, scripts, and content calendars fast.

Claude – Great for long-form writing and brainstorming content outlines.

Gemini – Google's AI tool for content ideas and cross-platform marketing support.

Perplexity – AI search engine for content research and fast trend insights.



RESOURCES

Social Media Management & Scheduling

Meta Business Suite – Free scheduling and performance insights for Facebook + Instagram.

Hootsuite – Multi-platform scheduling with analytics and social listening.

Sprout Social – Robust scheduling, reporting, and customer engagement tools.

Buffer – Simple post scheduling with strong analytics for small teams.

Later – Visual planner great for Instagram, TikTok, and Pinterest workflows.

Business Visibility & Online Listings

Google Business Profile – Free tool to boost local search visibility and reviews.

Yelp for Business – Manage reviews and local customer engagement.

Bing Places – Expands local business reach beyond Google.



RESOURCES

Education & Learning

Coursera – Online courses in marketing, social media, and digital strategy.

LinkedIn Learning – Short, practical training modules for marketing skills.

HubSpot Academy – Free certifications in social media, content, and inbound marketing.

Google Digital Garage – Free courses on digital marketing fundamentals.

Email Marketing Platforms

Mailchimp – Easy email marketing with templates and automation.

Constant Contact – Email and event marketing tools for small businesses.

Flodesk – Clean, design-forward email marketing for creators and small brands.



RESOURCES

Analytics & Research Tools

Google Analytics – Track website traffic and understand customer behavior.

AnswerThePublic – Find trending questions and topics your audience is searching.

Google Trends – Shows what topics are rising in interest right now.

People to Follow / Platform Insiders

Adam Mosseri (Head of Instagram) – Direct updates on features and best practices.

Instagram for Business – Official tips, feature announcements, and case studies.

Meta for Business – Tutorials and best practices for Facebook & Instagram ads.



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SOCIAL MEDIA MARKETING





- Home
- + Create a design
- Invite people
- Templates
 - Business
 - Social Media
 - Instagram Posts
 - Instagram Stories
 - Instagram Reels
 - Facebook Posts
 - Facebook Covers
 - Facebook Ads
 - Your Stories
 - TikTok Videos
 - Pinterest Pins
 - LinkedIn Video Ads
 - Animated Social Media
 - Twitter Posts
 - Education
 - Video
 - Marketing
 - Print products
- Brand
- Apps
- Dream Lab
- Gloup
- Trash

Search thousands of templates

Social Media Print Products Business Education Video Marketing Cards & Invitations

Share and shine on social

Stand out on any platform with beautiful templates that make it easy to create engaging content from static posts to social videos.

Browse by category

- Instagram Posts
- Instagram Stories
- Instagram Reels
- Facebook Posts
- Facebook Covers
- Facebook Ads
- Your Stories

Curated by Canva



The screenshot shows the Canva interface with a sidebar on the left containing navigation options like Home, Projects, Templates, Brand, Apps, and Team Lab. The main content area is titled "Trending on Social Media" and features a search bar at the top. Below the title, there's a sub-header "Keep your feed fresh and your audience engaged with these trending social media templates." A grid of various social media templates is displayed, including Instagram posts, Facebook covers, and TikTok videos. The templates feature diverse themes such as lifestyle, food, travel, and business. One prominent template has the text "A day in my life" in a cloud shape. Another features the question "Where should I dine?" in a cursive font. A food review template includes the text "Rating everything I ate in my recent trip" and "PART 1". The bottom of the screen shows the start of several template captions, such as "Pastel Playful Cute Aesthetic A Da...", "Yellow Retro Restaurant Recomm...", and "Beige Gray Elegant Serif Euro Sum...".



Canva

Home

Projects

Templates

Brand

Apps

Stream Lab

Glows up

Trash

Search thousands of templates

Browse high quality social media templates



Black White Modern Coming Soon...
Your Story by Magic Power



White Available Appointments Ey...
Your Story by Tamara Hall



beige cute pinterest pin blogger
Pinterest Pin by Andrea Hansson



Reminder Retro Quote Instagram ...
Your Story by katexlab



Orange Purple Happy Halloween P...
Animated Social Media by Ülkü Güzel



40% OFF
MID YEAR SALE
NOW LIVE!



Tan and Black Minimalist Digital Pr...
Facebook Ad by > My Social Designer



THE SPOOKY SALE
TAKE 31% OFF ON HALLOWEEN



THIS WEEK'S AGENDA
BOOK NOW

MON 14	AVAILABLE: 12 PM 5 PM 6 PM
TUE	AVAILABLE: 11 AM



The screenshot shows the Canva dashboard for social media marketing. On the left is a navigation sidebar with icons for Home, Projects, Templates, Brand, Apps, and Dream Lab. The main content area features a search bar at the top, followed by category tabs: Social Media, Print Products, Business, Education, Video, Marketing, and Cards & Invitations. A large pink banner reads "Share and shine on social" with the text "Stand out on any platform with beautiful templates that make it easy to create engaging content from static posts to social videos." Below this is a "Browse by category" section with seven template thumbnails: Instagram Posts, Instagram Stories, Instagram Reels, Facebook Posts, Facebook Covers, Facebook Ads, and Your Stories. At the bottom is a "Curated by Canva" section displaying a collage of various social media templates.



SCHEDULING TOOLS



Meta Business Suite

- Free
- Specialized posting
- Easy tagging system

PROS

- Only for FB & IG
- Not user friendly
- Buggy/breaks a lot

CONS

Freelancers/startups that post on FB & IG only

BEST FOR



Sprout Social

- Super easy scheduling
- Social listening features
- Analytics visualization

- Pricy (\$100+/mo)
- Specialized posting not fully supported
- Poor customer service

Large businesses with multiple social channels/multiple brands



Buffer

- Free scheduling for 3 accts
- Cheap paid tiers
- User friendly

- Specialized posting not fully supported
- Limited analytics

Small/Mid Businesses that need a lower touchpoint on social



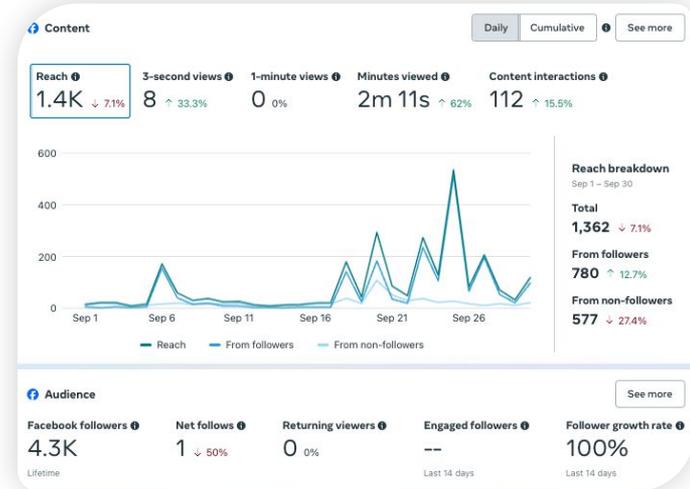
MONITORING & ITERATION

THE POWER OF DATA

When posting regularly on social media, you'll need a way to measure the success of your content. Luckily, reporting tools provide topical analytics for anything you push out on your social channels.

Key Performance Indicators (KPIs)

- Post Engagement Rate
- Page Likes/Followers
- Page Views
- Post Reach



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THE THREE THINGS I WILL COMMIT TO DOING

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KEY TAKEAWAYS



TOP TIPS

1

Think Ahead

Create a content calendar and always keep your audience in mind.

2

Keep it Simple

Use a content development platform to create simple, effective content that is authentic to your brand.

3

Monitor Data

Track metrics like engagement and reach. Use data to drive future content.

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NEXT SESSION



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SOCIAL MEDIA MARKETING

NEXT IN THE SERIES

January 15, 2026

Session 2: Strengthening Your Positioning & Branding

Learn how to define your unique value and build a stronger brand identity that connects with customers.



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SOCIAL MEDIA MARKETING

THANK YOU

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