

Social Media

It's Essential To Have An Online Presence



Social Butterfly

Spread Your Wings & Fly!

Expectation

Even if your company does not conduct business online, customers and potential customers are expecting to *see* you online.

If they don't see you, you could be losing out on the opportunity to increase your customer base and get the word out about your business!

This translates into missed revenue!

As a business owner you **MUST** have Facebook and Instagram for credibility.

Some Stats!

- There are 2 Billion social media users worldwide!
- 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users.
- Users spend an average of 2 hours and 22 minutes per day on social networks and messaging.
- 54% of social browsers use social media to research products.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.
- 500 million daily active Instagram stories are uploaded worldwide.
- 91% of all social media users access social channels via mobile devices.
- 39% of users interact with a business on Facebook in order to receive a special offer.

• Source: Oberlo & marketing academy for small business

The Perks of Having an Online Presence

- 24/7 accessibility!
- Increase brand awareness.
- Reach a larger audience and increase customer base.
- Easy and more affordable than print. You are also helping the planet by not using paper!
- An exciting and fun way to connect with your customers!
- Easy way to get reviews, feedback & testimonials.
- Increase website traffic and search ranking.

Did You Know?

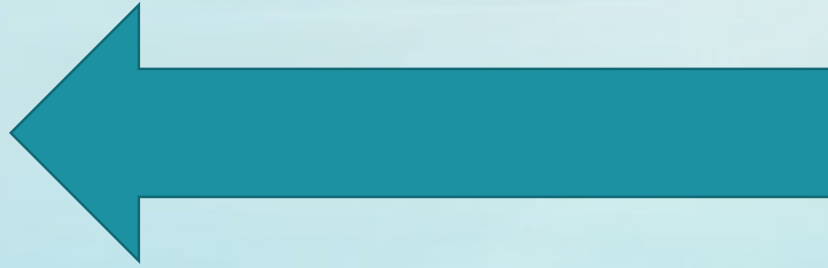
- 60% of consumers visit your Facebook page before visiting your brick and mortar location.
- 80% of consumers are inclined to purchase from you if they find credible, authentic Facebook page associated with your business;
- 62% of consumers say Facebook is the most important and useful social media channel to research a business.
- 58% of consumers engage with a Facebook or Instagram Ad at least 1X before spending money with a business.
- Consumers who receive follow-up messages are more likely to purchase from you on their first visit.
- 98% of online shoppers don't purchase on their first visit.
- 85% of in-store shoppers don't purchase on their first visit.
- Building an email list is the most important asset for any business.

PRO TIP – Don't ask for too much information; Name and email – The end.

Source: G/O Digital & marketing academy for small business

Where Are Your Customers Spending Most Of Their Time?

- Facebook – 94%
- Instagram – 73%



Your customers are logging into these social media outlets when making business buying decisions.

In a recent survey this is where your customers and potential customers are logging into daily.

What two social media networks are most important for today's small business?

This is where they are looking for information regarding businesses.



Source: Social Media Examiner

Changes to Facebook Are Happening!

- Organic reach is poor & the new changes happening in Fall 2019 will likely result in further reduction to organic reach.
- Facebook live videos get top preference.
- Facebook “timely” events – like events get top preference.
- Videos that are 90 seconds in length with engaging content – it helps when people viewing your video watch for at least $\frac{1}{2}$ the length of your total video. Facebook will mark it as “relevant”. So keep in mind the first half of your video should be exciting & engaging.
- Authentic posts. Posts that are TRUE to you and your brand. Your social media visibility should represent an honest picture of who you are as a company and as individuals.
- Post. Should be interesting, engaging and not all about sales and selling.

Things to Avoid

- Post created for the sole purpose of pushing people to buy a product.
- Posts that push people to enter promotions, giveaways or contests.
- Post that link to outbound content.
- Avoid trigger words like buy, sell, giveaway, contest, follow, freebie, free, coupon, discount, comment, sale, promotion, promo, offer, and app.

There's no foolproof way to ensure that your posts won't be targeted under Facebook's new algorithm rules, and quite frankly, some of these buzzwords are common; and, as a business, you'll have to use a few from time to time.

The main point to consider when posting, to get the most organic reach, is how promotional does it sound? Can it be posted in a different way?

For example, posting, "Like this post to receive a special promotional discount!" is not likely to go over well with Facebook's algorithm.

However, a post that reads, "Our team is cooking up something amazing! *Then add these words to a graphic* -> Check it out on our website! www.thedalainala.com

More and more experts are agreeing that boosted posts are a waste of money.

Facebook, gives you the option to boost almost any post.

You don't want to depend on organic reach for reaching your customers, however, don't feel compelled to boost posts.

Ads manager is more bang for your buck.

Well how the heck do I promote my stuff then?

Use graphics!

People love pictures on social media, use a great original graphic and mention your offer in a text overlay.

Instead of putting the information about your offer in the main post use a graphic and then put the details of your offer in the first comment.

This also sneakily helps with engagement because if they are interested, they are going to click-through to see the comments and that ups your engagement straight away.

Use Video!

People and Facebook love video – so use it – do live streams announcing your specials, share your news and new products by engaging with your community through video content.

These posts will get you more traction than any wordy post you produce, every day of the week.

Please note heavily text graphics can not be used for PAID ads.

Facebook will reject you. 😊

Test your graphic first to save yourself some time and frustration→

https://www.facebook.com/ads/tools/text_overlay

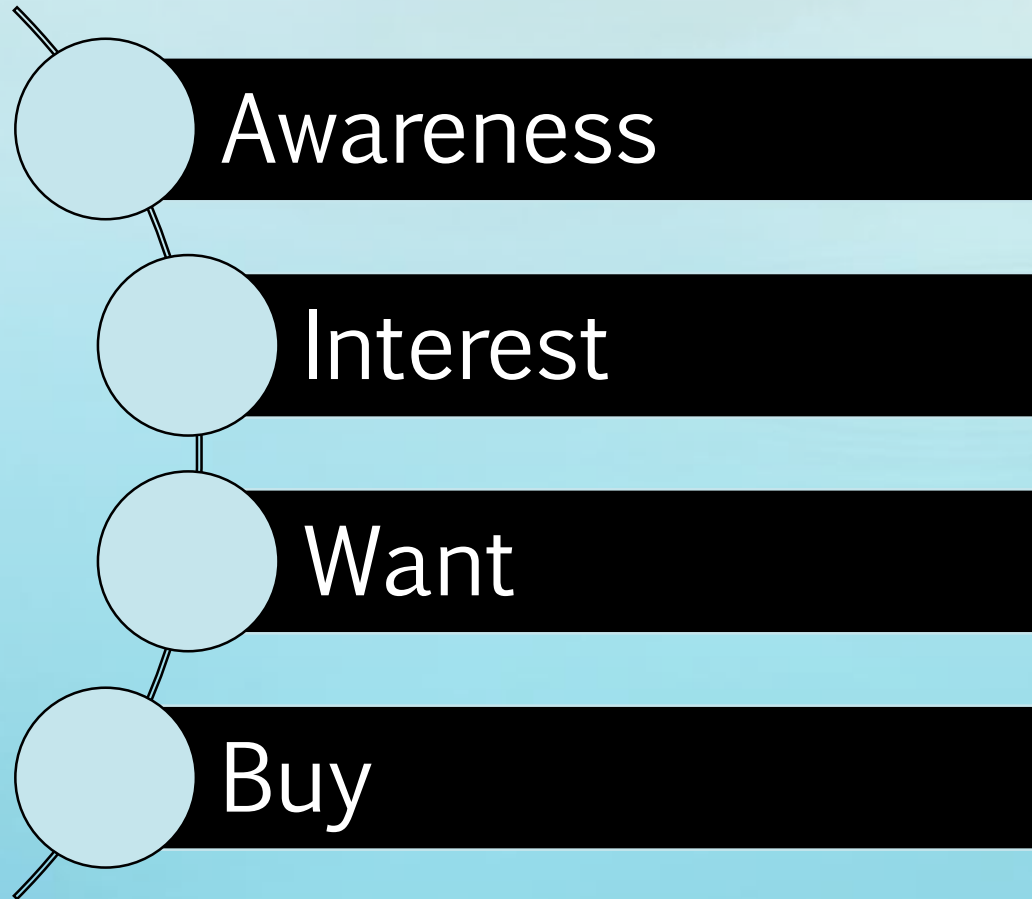
Use urgency when promoting!

A fan saying, “Oh, I’ll do that tomorrow” is your worst enemy when it comes to Facebook promotions.

An image that promotes a limited-time offer helps create the sense of urgency needed to drive sales NOW.



- What's a Funnel?



What do these updates mean?

Increased reliance on consumers finding you instead of you finding them!





Do not rely on organic reach alone to attract new customers or engage existing customers.

Have a funnel in place to drive new customers to your business.

Grab their attention with your engaging social media content and force them from Facebook to your website or brick & mortar location.

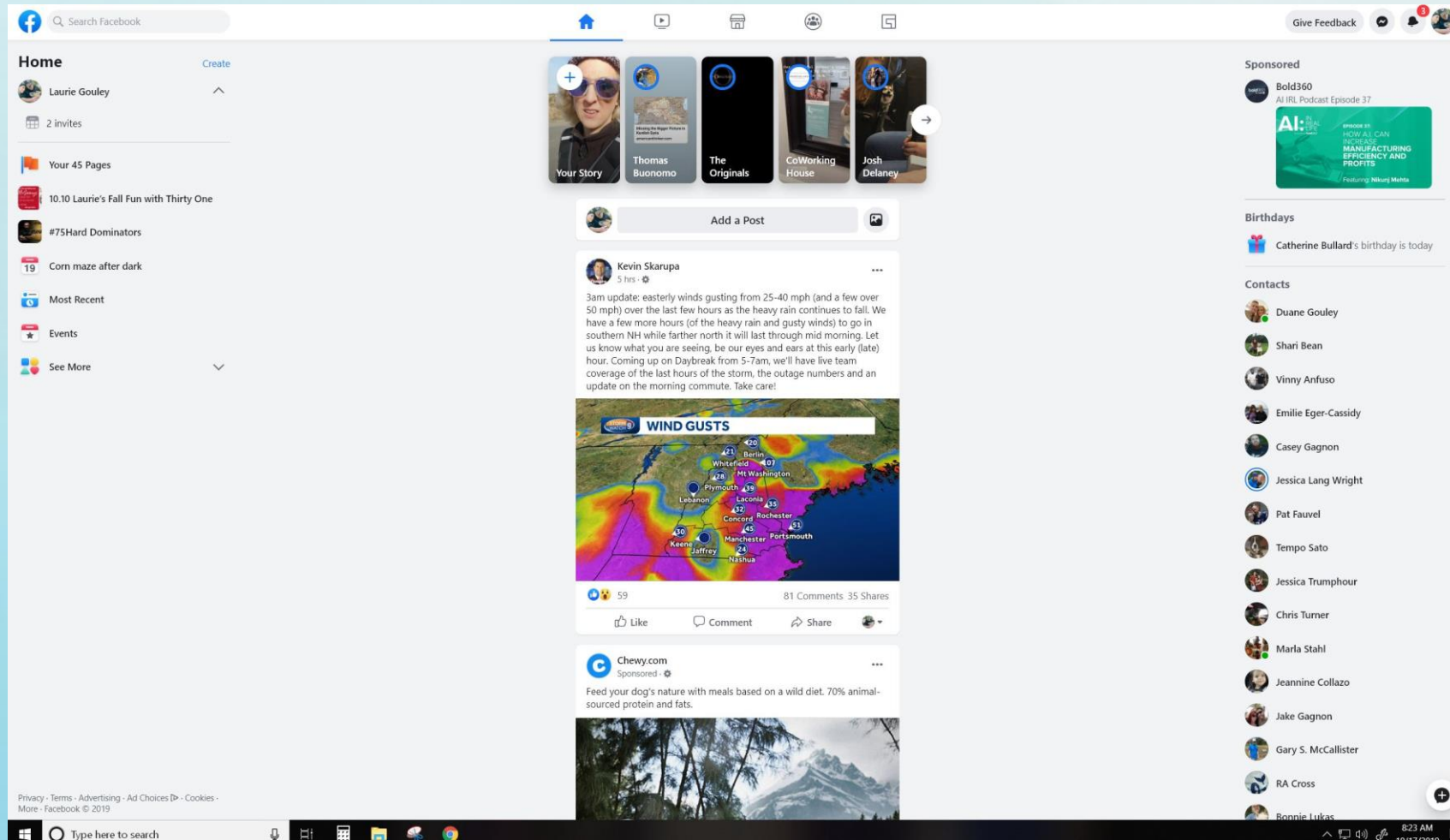
Public ▼ **Boost Post**

Who should see this?

- ✓  **Public**
Anyone on or off Facebook
-  **Restricted Audience**
Only certain people on Facebook
-  **News Feed Targeting**
People in News Feed with specific interests, and their friends
-  **Top Fans**
Only people who are your top fans

New Feature: Organic Targeting

- Improves your ability to increase organic reach.
- Organic reach depends on “relevance” or “quality score.”
- The more engagement with a post, the more reach Facebook will allow.

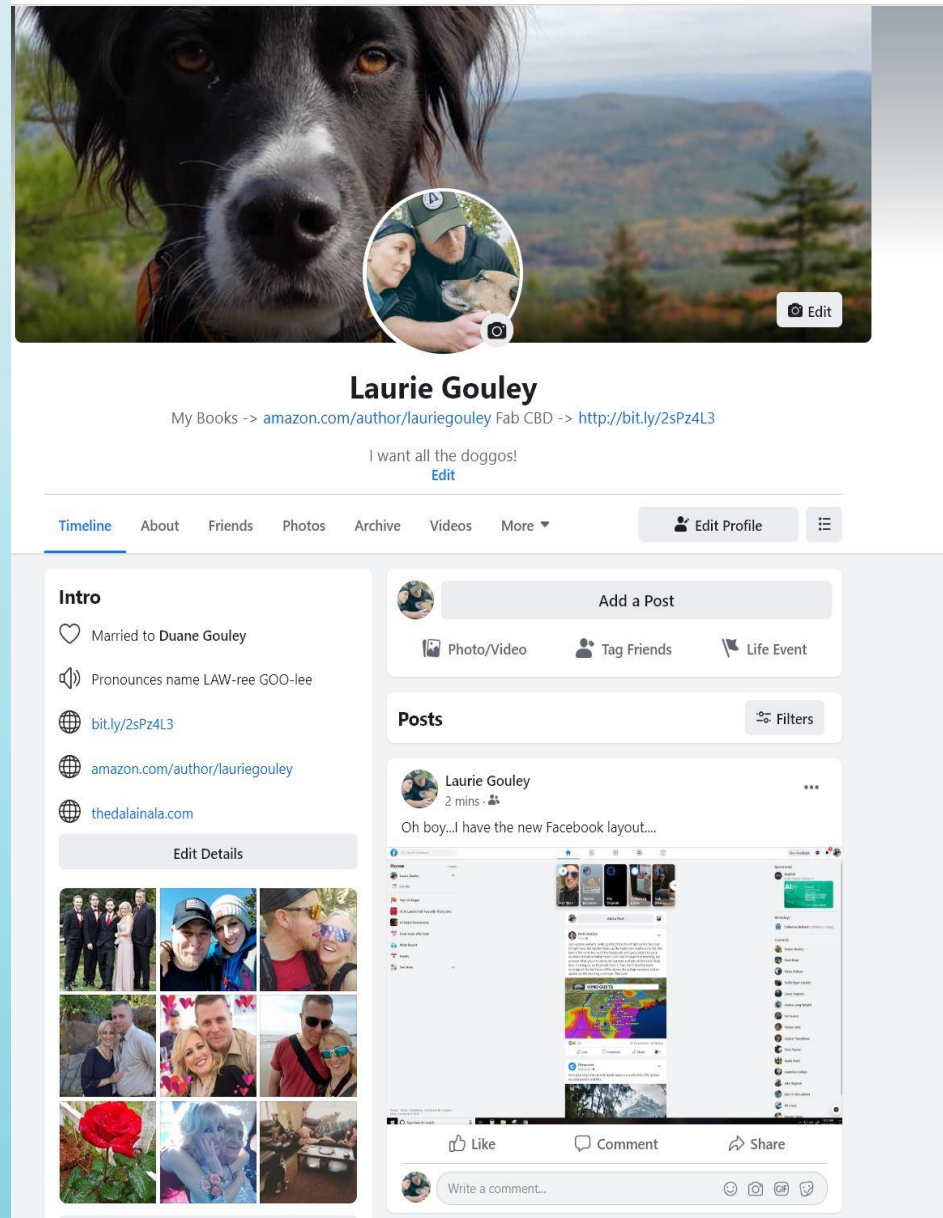


Changes to Facebook Newsfeed – Fall 2019

These new releases will be done in small batches at first to ‘test’ it.

As they fix bugs, they will release it to more and more, until everyone has the newsfeed.

Light & Dark
Versions
Available!

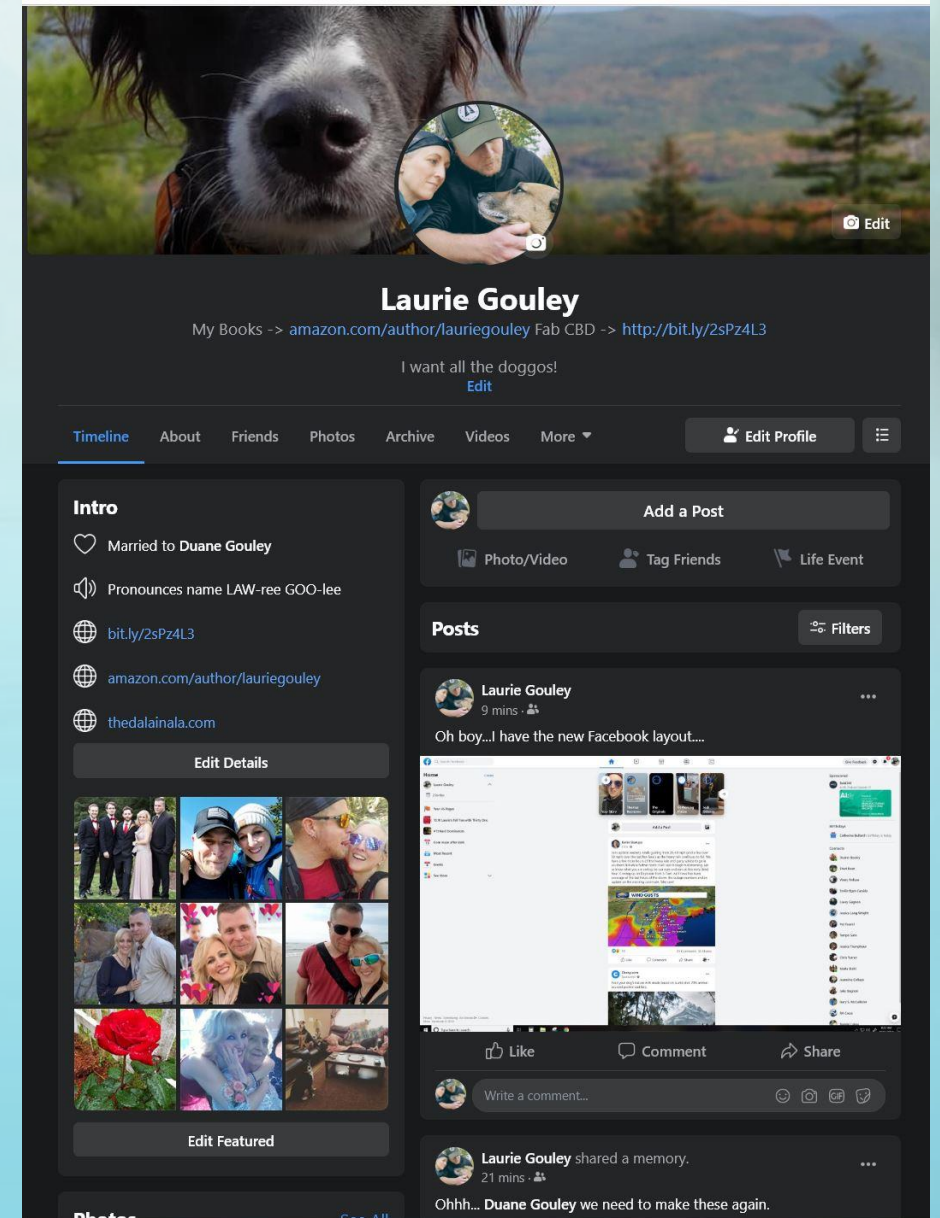


This image shows the Facebook profile page for Laurie Gouley in a light theme. The profile picture is a close-up of a dog's face. The cover photo is a circular inset showing a couple and a dog. The name "Laurie Gouley" is prominently displayed, followed by a bio that includes links to her books on Amazon and a link to her CBD content. Below the bio is a navigation bar with tabs for Timeline, About, Friends, Photos, Archive, Videos, and More. The main content area is divided into two columns. The left column contains an "Intro" section with links to her books, a link to her website, and a link to her Amazon page. The right column contains a "Posts" section with a post from 2 minutes ago that says "Oh boy...I have the new Facebook layout...".

Laurie Gouley
My Books -> amazon.com/author/lauriegouley Fab CBD -> <http://bit.ly/2sPz4L3>
I want all the doggos!
[Edit](#)

Intro
Married to Duane Gouley
Pronounces name LAW-ree GOO-lee
bit.ly/2sPz4L3
amazon.com/author/lauriegouley
thedalainala.com

Posts
Laurie Gouley 2 mins · 🧑
Oh boy...I have the new Facebook layout...



This image shows the Facebook profile page for Laurie Gouley in a dark theme. The profile picture is a close-up of a dog's face. The cover photo is a circular inset showing a couple and a dog. The name "Laurie Gouley" is prominently displayed, followed by a bio that includes links to her books on Amazon and a link to her CBD content. Below the bio is a navigation bar with tabs for Timeline, About, Friends, Photos, Archive, Videos, and More. The main content area is divided into two columns. The left column contains an "Intro" section with links to her books, a link to her website, and a link to her Amazon page. The right column contains a "Posts" section with a post from 9 minutes ago that says "Oh boy...I have the new Facebook layout...".

Laurie Gouley
My Books -> amazon.com/author/lauriegouley Fab CBD -> <http://bit.ly/2sPz4L3>
I want all the doggos!
[Edit](#)

Intro
Married to Duane Gouley
Pronounces name LAW-ree GOO-lee
bit.ly/2sPz4L3
amazon.com/author/lauriegouley
thedalainala.com

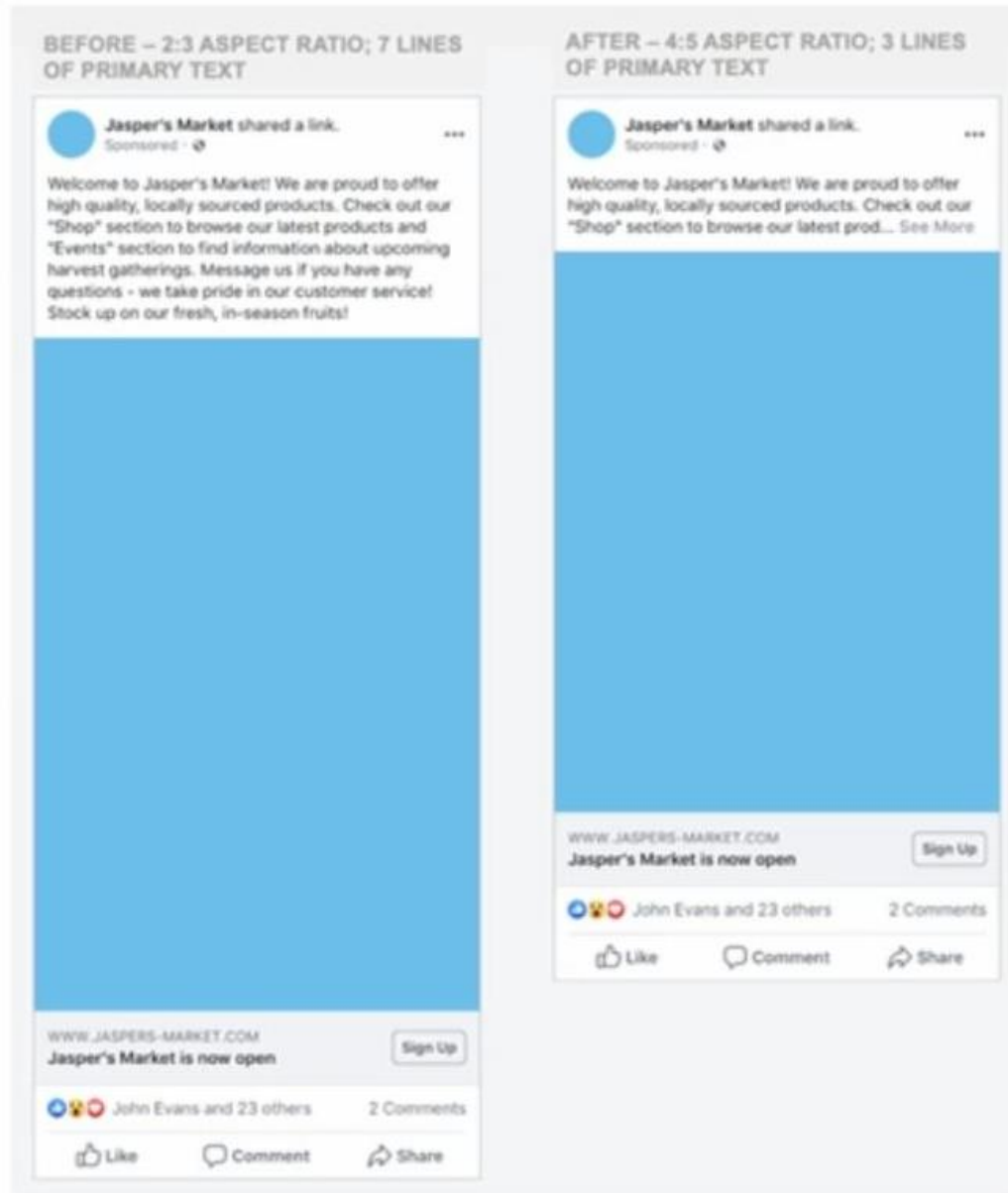
Posts
Laurie Gouley 9 mins · 🧑
Oh boy...I have the new Facebook layout...

Changes to Mobile Newsfeed – Fall 2019

Smaller image size for organic posts

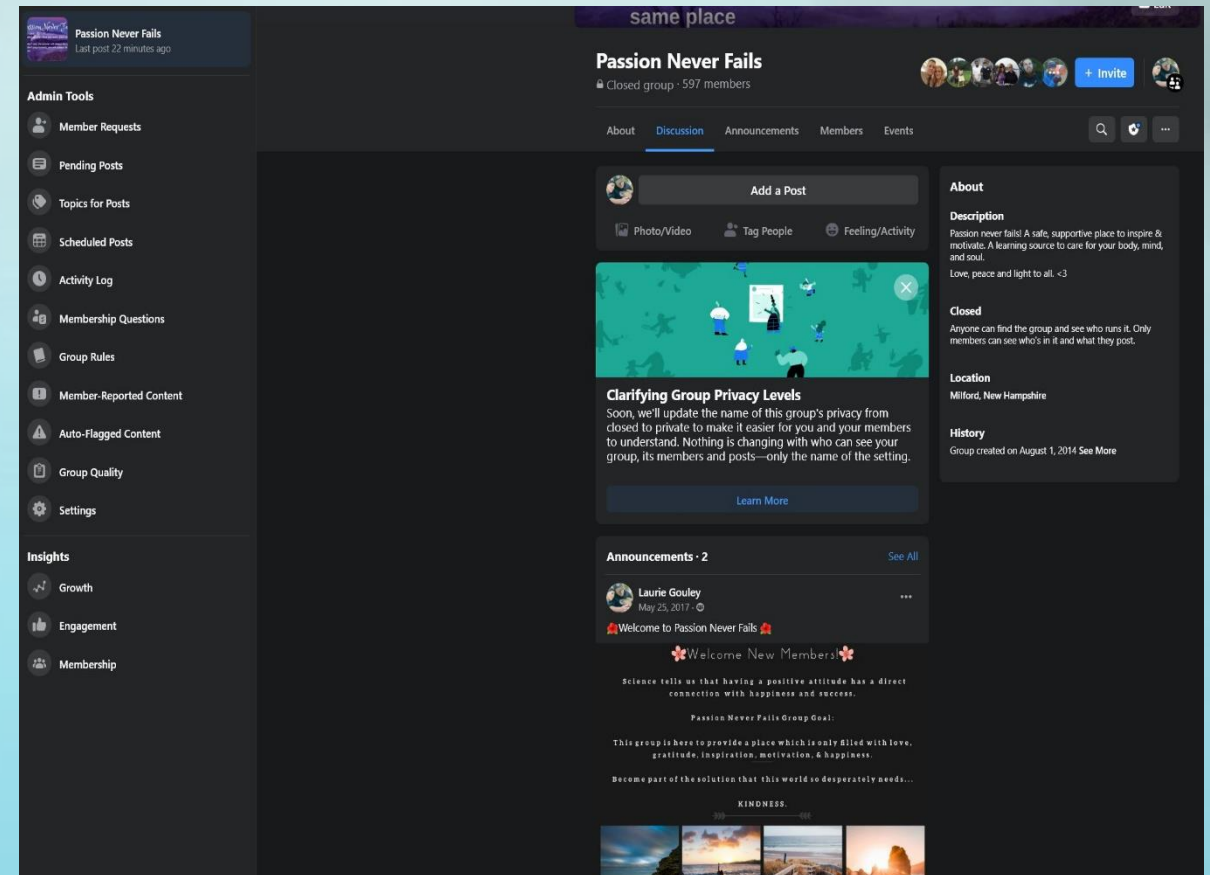
Only three lines of text will show before the “see more” appears.

Keep that in mind when writing your posts!



Changes to Facebook Groups

- If a user leaves your group, he or she can select remove all prior posts.
- Reduced organic reach to 6.5% for the average group.
- Facebook will provide notifications when it flags or removes content posted in your group.
- If approved content violates Facebook's guidelines and/or community standards, the group will be closed.



High Converting Paid Ads

- Emotion – using emotion
- Motion – call to action
- Color – use something that will pop out from the blue and white that Facebook uses.

Frustrated with

MARKETING?



Join us tonight! Live here on Facebook at 7pm!



What did you notice first in this ad?

Most people answered: “Her eyes.”

What do we naturally do after that point?

Follow her gaze...and BAM there it is...the reason why we posted. 😊

Creating visual content is extremely important as they can trigger reactions, tell a story and visual condenses a lot of information.

A study by Visual Teaching alliance revealed the following facts:

- Stats prove that Brains conceive visuals faster than any type of content.
- Eyes can process 36,000 visual messages per hour.
- The sense of a visual scene can be felt in less than 1/10 of a second.
- 90% of information transmitted to the brain is visual.
- Brain process visuals 60,000X faster than any text.

Fan Growth is NOT the Most Important Number

Although fan growth is important and part of the process on social media, it is not the end all be all.

As you can see from the chart; the size of your fan base means nothing if they aren't engaging in your content.

Company	Fan Base	Engagement
Company 1	600	122
Company 2	5,000	45
Company 3	60,000	0

What Are Your Goals?

If the goal is brand awareness and building relationships with those people; then engagement is **EXTREMELY** important.

What most social media marketers don't realize is that engagement is more important than fan base.

Don't get hung up on how large (or not large) your following is.


The Happy Butchers
Published by Laurie Desilets Gouley [?] · March 7 at 5:51pm · 🌐

BLIZZARD BUNDLE PACK!! March 8 -10th ONLY!

This is an amazing DEAL. SIXTY SEVEN POUNDS OF MEAT!

9 lbs Pot Roast * 6 lbs Boneless Stew Meat * 6 lbs ground beef * 3 lbs pork tenderloins * 6 lbs Italian Sausage * 3 lbs Smoked Bacon * 4 lbs Pork Butt (pull-pork) * 10 lbs Boneless, Skinless Chicken Breasts * 5 lbs Top Sirloin Steak * 5 lbs T-Bone Steaks * 5 lbs Steak Tips * 5 lbs Boneless Pork Chops

... See More



📍 Your video is popular in [New Hampshire](#) [Boost Post](#)

5.5K Views

👍 Like 💬 Comment ➦ Share 🍷

👍👍👍 Danielle Snow, Tyler Smith and 54 others [Top Comments](#) ▾

45 Shares

Engagement affects the visibility of your content.

Engagement influences the probability of your fans seeing YOUR business posts on their news-feed.

One of the most important types of engagements is shares.

Shares influence how many people see your posts.

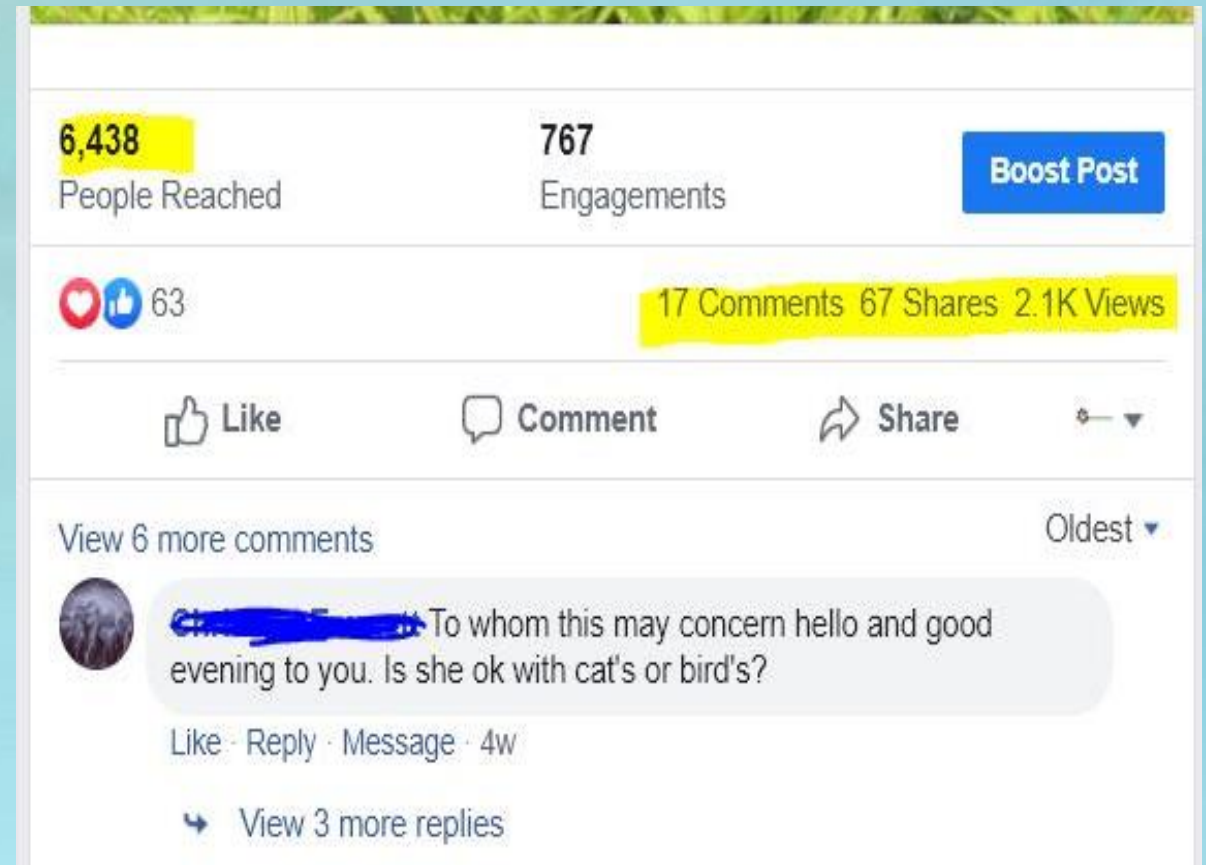
Therefore I always share my customers content on my own page(s).

Have close family & friends help! Don't be afraid to ask them "Hey! Share my posts!"

I can't STRESS this enough!

The image to right is ORGANIC REACH!

THAT is awesome!

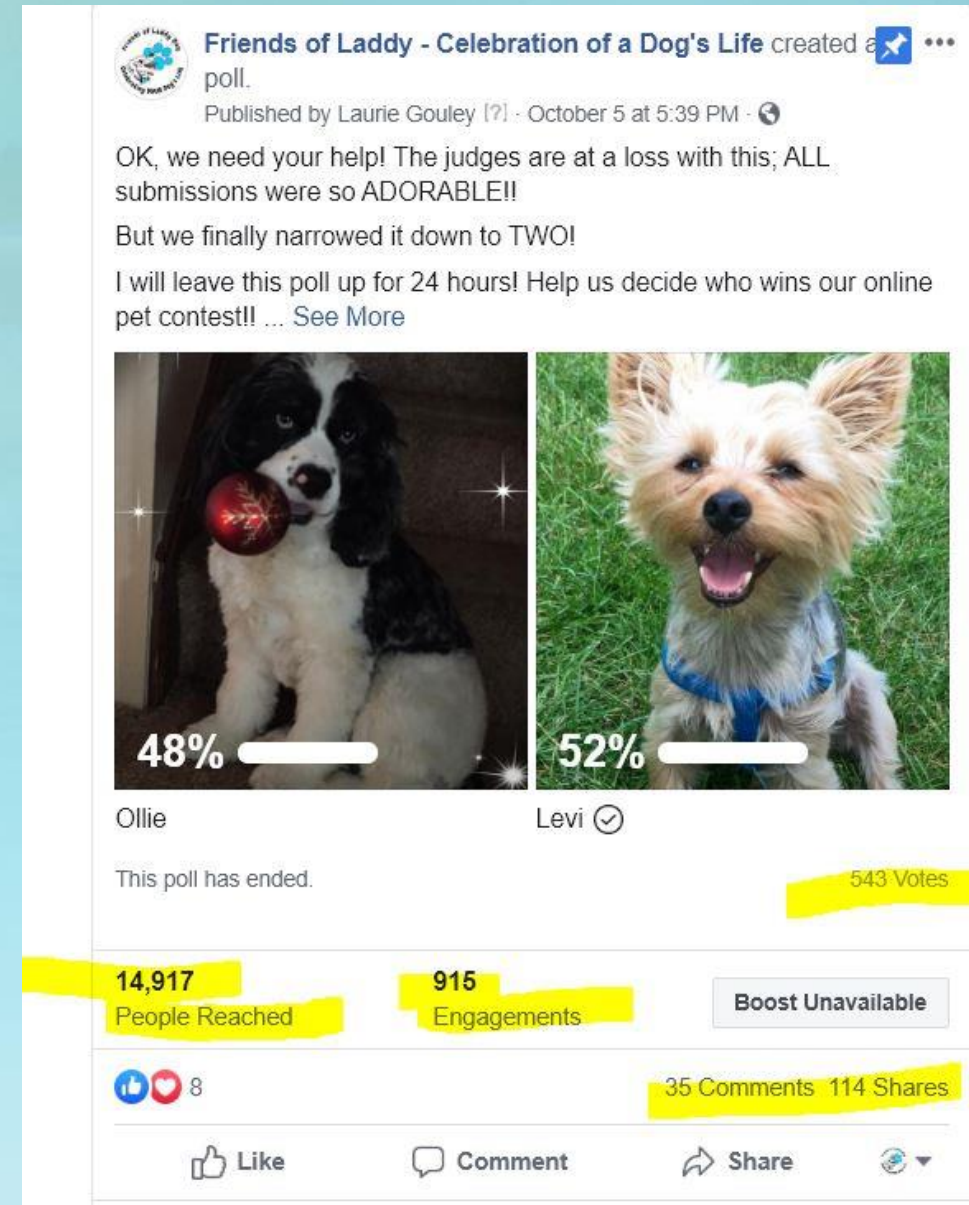


Utilize Polls!

Engagement influences the probability of your fans seeing **YOUR** business posts on their news-feed.

The image to right is **ORGANIC REACH!**

THAT is awesome!



Recent changes to the Facebook News Feed prioritize content that comes from friends and family as opposed to fan pages.

This has made it more important than ever to build content that users WANT to share - therefore posting funny content, videos, motivational, inspirational, holidays, recipes, dog pictures – ALL these types of posts tend to get shared A LOT.

Besides increasing your reach, shares also help build customer confidence in your brand.

According to Nielsen, social ads with a friend's endorsement generate a 55% higher ad recall than non-social ads.

A total of 83% of online respondents in 60 countries say they trust the recommendations of friends and family first.



80 – 20 Rule – Don't Always Sell.

80% of your **social media** posts should inform, educate, and entertain your audience, while only **20%** should directly promote your business. AND REMEMBER – you can't be “promotional” on the post because Facebook doesn't like that – add your promos to the image!



Reactions are a great way to engage the audience.
Reactions hold more value.

Reactions carry A LOT of weight. It takes more time to leave a reaction on a post than it does to 'like' it. Hence, we should strive to create content that encourages reactions.

Comments and shares also create 'more value' with the new changes coming.

Links that are shared via messenger are high value!

Always reply to your 'fans' comments – this increases the value of the content! Lots of engagement means Facebook releases it to more and more people because it is viewed as “meaningful” content.

The more engagement – the more organic reach your post will have!



Be attentive to your customers –
Don't be afraid to utilize the
automated messenger!

Sprout Social discovered that
social media is the most preferred
channel for customers to engage
with brands.

So basically customers turn to
social media for customer care.

83% of Facebook users
expect a response within
the same day.

On average... 42% of
people expect a response
within 60 min!

1 out of 3 customers
expect answers within 30
min!

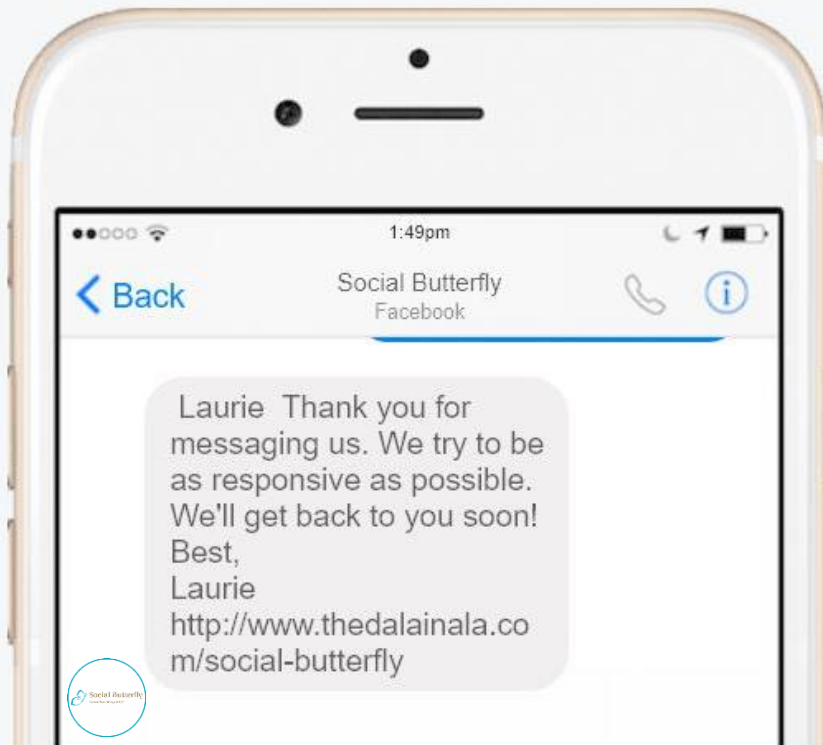
Easy To Set-Up! Look Under Your Pages Settings

Response Assistant

Get Instant Replies to anyone who messages your Page

Yes

Instant Replies are a good way to let people know that you'll respond



Our Instant Reply

164 / 250

Page

Inbox

Notifications 3

Insights

Publishing Tools

Settings

Help



Social Butterfly

@SocialButterflyLG

Home

Posts

About

Reviews

Videos

Photos

Groups

Community

Offers

Jobs

Promote

Manage Promotions



Liked

Following

Share

...

Send Message



Write something...



Share a photo or video



Advertise your business



Create an offer



Start a live video



Get phone calls



Get messages



Publish a job post



Help people find your business

See All

Internet Company in Milford, New Hampshire

5.0

Open Now



Our Story

It is absolutely essential that your business have an online presence in this day and

General

Messaging

Edit Page

Post Attribution

Notifications

Messenger Platform

Videos

Page Roles

People and Other Pages

Preferred Page Audience

Partner Apps and Services

Branded Content

Instagram

Featured

Crossposting

Page Support Inbox

Wi-Fi Network


Payments

Calendar Settings

Activity Log

Manage Instagram on Facebook

Add your Instagram account to Facebook so you can easily edit your account details, create Instagram ads and more.



Instagram Account Details

Edit

Update and edit your Instagram account details.

Basic Information

Name

Laurie A Gouley

Username

social_butterfly_lg

Website

https://www.thedalainala.com/social-butterfly

Bio

Designs social media content for small businesses at affordable prices! I am all about creating win-win situations!

Category

Internet Company

Business Contact Information

Email

socialbutterflylg@gmail.com

Phone Number

+16033911749

Address

City/Town

Milford, New Hampshire

Zip Code

03055

Private Information

Email

socialbutterflylg@gmail.com

Phone Number

+16033911749

Gender

Female

Hook up your Instagram!

This statistic shows the share of adults in the United States who were using Instagram as of January 2018, sorted by age group.

During that period of time, 64 percent of respondents between 18 and 29 years used the photo sharing app.

Ages 18-29 – 64%

Ages 30-49 40%

Ages 50-64 21%

Ages 65+ 10%

Get Verified!



Social Butterfly ✓
@SocialButterflyLG

Home

Posts

About

Reviews

Videos

Photos

Groups

Community

Offers

Jobs

Promote

Manage Promotions

Build trust with your audience. Having that check mark symbol gives your fans confidence that you are a legitimate brand that they can have confidence in.

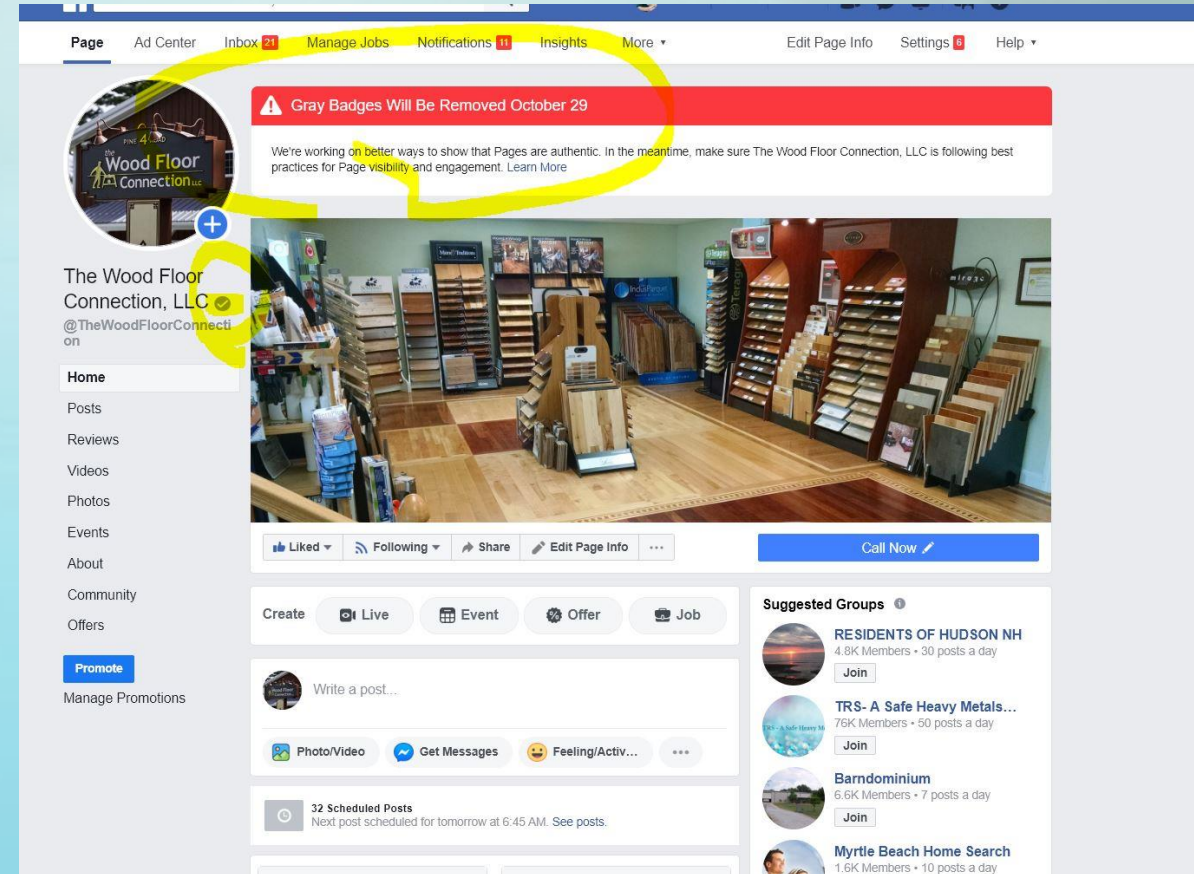
Get back your views. If you are famous or successful enough, you are bound to it have copycats. Sometimes these can be fans who simply want to show their love. Other times can be more malicious, with someone stealing your content and scamming people in the process. By having your page verified, it helps your following to find the real you and be able to ignore the fakers.

Show up higher in search. Because Facebook has already reviewed your page it is more likely to show up in searches on Facebook, meaning that new people are more likely to find your page.

Possibility of increased engagement. Even though there are no conclusive studies of this, the cumulative effect of the above benefits may also lead to more reach and engagement with your brand.

THIS IS CHANGING!

October 29, 2019



Don't Get Overwhelmed – Have a Game Plan!

Create a 1-month plan. – Calendar print out

Day 1 – Inspirational post

Day 2 - Personal image you/your dog/your grandchild

Day 3 – Promote a product - Paid Ad recommended

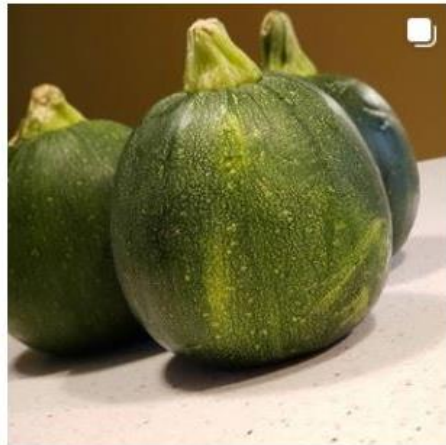
Day 4 – Offer a free download (recipe, check list, tips list)

Day 5 – Post a short video – at least 90 seconds in length

Day 6 – Share a valuable tip

Day 7 – Answer a FAQ

Sun	Mon		Tues	Wed	Thurs	Fri	Sat
		1 Inspirational post	2 Personal image or product	3 Contest – this should be a paid ad. Would be great to make them ‘sign-up’ to capture emails this way	4 It’s National “_____” Day! Talk about some fun facts on whatever day it is.	5 Post a short video	6 Ask a Question
7 Inspirational post	8 Share valuable tip	9 Offer a free download – Email List Building	10 National Dog Day – post dog ask fans to post theirs – animals are always a great thing to encourage engagement	11 Behind the scenes – video of a walk through	12 Industry article/Breaking news	13 Shout out Saturday	
14 Take a photo in the moment! Post what you are doing right now! #Sunday	15 Thank your fans!	16 Fun Fact business or personal	17 Showcase your product or service with a video	18 Inspirational post	19 Ask a question	20 Short Video	
21 Motivational post	22 Share someone else’s content	23 Promote your business – be mindful of wording	24 Testimonial	25 Merry Christmas message	26 Personal image – maybe a family member had a baby.	27 Fill in the blank or caption this!	
28 Quick helpful tip	28 Share a bit of your story – how you got started	29 Share a favorite resource	30 Offer a discount or promo – paid ad	31 Discuss a trending topic			



Changes to Instagram Fall 2019

Removing the LIKES and Video Views from your posts.

Admins will be able to see, but followers will not.

Instagram will prioritize content based on what it thinks users want to see. Removing low-quality posts from “explore” and hashtag pages. This means reduced discoverability for IG accounts.

Instagram is testing this because they want your followers to focus on the photo and videos you share, not how many ‘likes’ they get.

“On average, people miss about 70% of the posts in their Instagram feed. What this is about is making sure that the 30% you see is the best 30% possible.

- Former Instagram CEO, Kevin Systrom

Stories!

- Similar to Instagram Stories, content shared to stories will appear at the top of the Facebook News Feed.

Why are stories important?

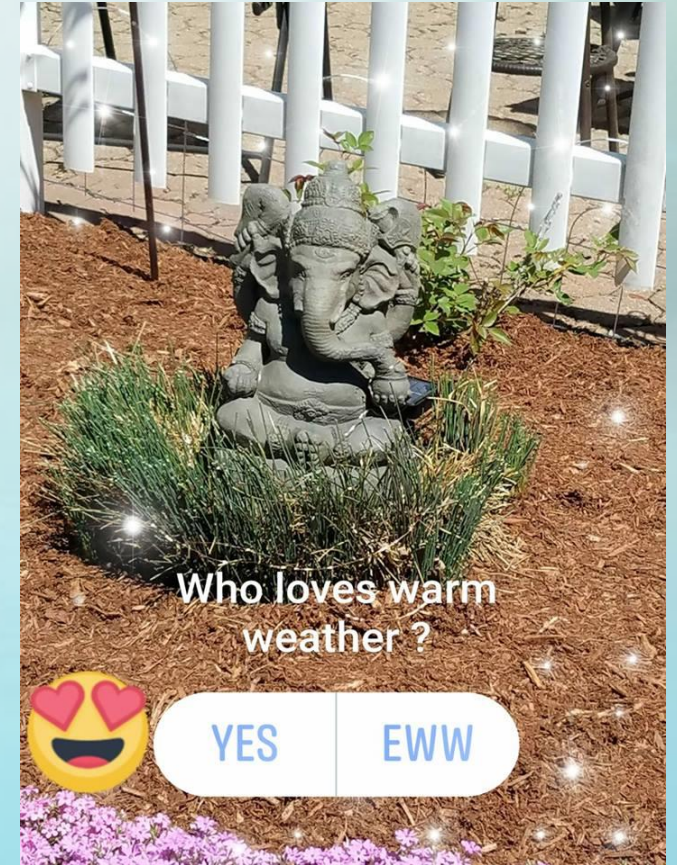
It's Prime Real Estate!

The first key consideration you need to consider is that Facebook Stories presents an opportunity to take up prime position in the app, right at the top of user feeds.

It's on the rise!

On Instagram, 250 million people now use Stories every day, with the same amount using the Stories function on WhatsApp, while 70 million people use the option on Messenger.

With organic reach declining on Facebook for all Pages, this is a great way to counter act that.



Take advantage of using the story polls! 😊 On Facebook & Instagram!



The Happy Butchers

19 hrs • By Laurie Desilets Gouley



If you can create compelling, interesting Stories content, it could provide a new way to boost interest and engagement and get more of your fans coming back to your Page, and ultimately your website.

It provides another option to connect and raise awareness of your offers and content, which is important, considering the declines in overall exposure on the platform.



Igouley 5h

MONDAY

WWW.THEDALAINALA.COM



Seen by 8



Highlight



More

Success in 2019/2020



Attract only the people with the means and motivation to buy from you.

Encourage immediate attention.

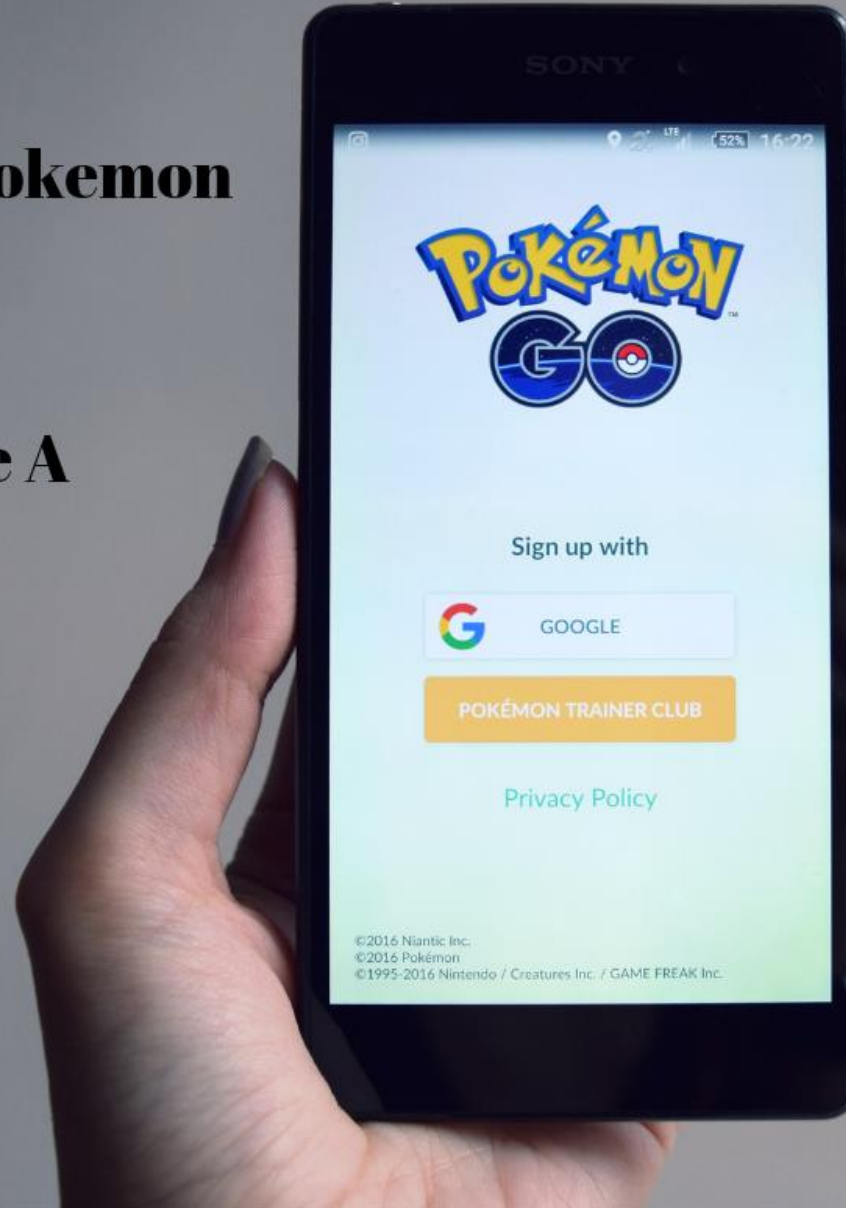
Make yourself relevant, build the know, like and trust factor.

Follow-up – email or message.

Close the sale before your customer gets distracted.

**Are Your Pokemon
Blurry?**

**Let Us Take A
'Pikachu'!**



Most Important with Social Media

Have fun with your fans!

Don't be afraid to get
creative and fun!

Think outside the box!

Create relevant, engaging
content without sounding
overly promotional.

A lot of small business owners just don't have the time to commit in keeping up with all the social media platforms.

Their time is usually spent running their day to day operations.



This is where Social Butterfly comes in - We are here to help!

Social Butterfly creates engaging content for your business 365 days a year!

The following are samples of content that Social Butterfly has created...Remember, the sky is the limit!





EZCOACH TIP

Strengthen Immunity

A study published in 2010 evaluated the effect of forest bathing on immune function. For a group of Japanese adults, a three-day trip to the forest increased the number of white blood cells in their blood.

These levels of white blood cells stayed elevated for more than 30 days after their adventure in the woods. White blood cells are crucial to your immune system. They help your body battle germs by recognizing pathogens and harmful intruders with the help of antibodies.



Who wore it better? Erik or Greg? 😊



LARocca CONSULTING SERVICES, LLC



Contact
The NH Real
Estate Team

T O D A Y !!



BERKSHIRE
HATHAWAY
HomeServices



”Chattr Chakkr Vartee is the mantra for the heart center, it gives direct energy to it. When you are sinking, if you know this mantra and can sing it, you can totally recuperate yourself.” — Yogi Bhajan



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MAKE MUSCLES NOT EXCUSES

Enroll in one of our
exercise prescription
programs today!

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**Do you
believe in
love at first
sight or
should I walk
by again?**

- Jack





amala wellness

Ayurveda. Massage. Sauna

"I discovered Amala Wellness after several searches to find an Ayurveda consultant in NH. I was impressed with Susan's credentials. As soon as I walked into the facility I felt peace. What an amazing place. This is something everyone should do for themselves at least 1 time a month! " - Carol



The repetitive movements of martial arts may help children develop a better feel for their body in space, which can be helpful to children who struggle with motor skills.

This may also help some children understand the power of the mind and body.

Many find this to be valuable for children with ADHD.



A black and white photograph of the front left corner of a dark-colored car. The car's surface is covered in water droplets, and a cloud of steam or smoke is rising from the front wheel area. The car features a multi-spoke alloy wheel and a headlight with a circular design. The background is a plain, light-colored surface.

TZS *Auto Body*

Collision & Rust Repair

Quality Workmanship Guaranteed

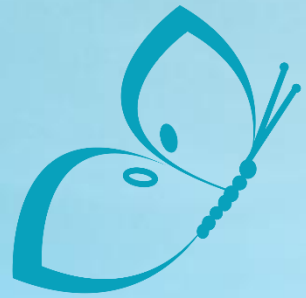
NEVER FORGET



 **Integrity**
Health Coaching Centers



**Who needs a mirror? I can see myself
just fine.**



Social Butterfly

Spread Your Wings & Fly!

Laurie Gouley
603.391.1749
laurie@thedalainala.com

www.thedalainala.com/social-butterfly

Facebook
Instagram
Tumblr
Snapchat
Twitter
Pinterest
YouTube
LinkedIn
Blogs
Event Calendars
Flyers
Press Release
Websites using WIX.com
Consultations – Brain Dump!