Speaker

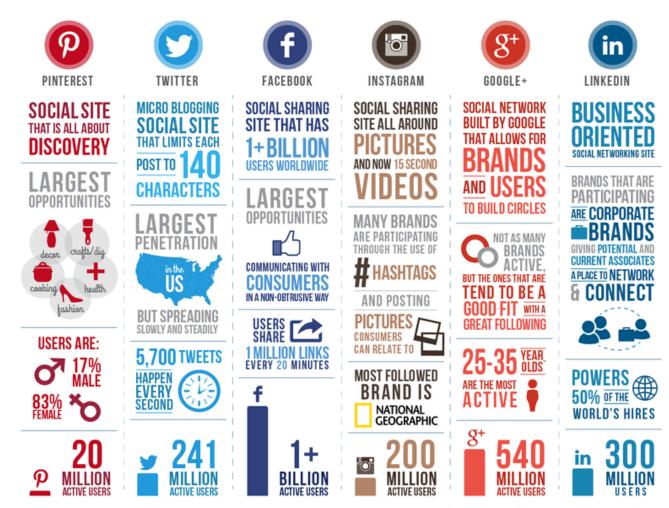


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In The Next 15 Mins!

- An overview of the key social media platforms
- An overview of best performing content to show statistics
- Tips For Building A Successful Social Media Community
- A Framework to Measuring Success



Key Platforms & Community Growth

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Real-Time Updates to Audience	WOM Exposure & Trust	A Professional Network	UGC Behind the	Behind The Scenes	Centralized home for community	Inspiration Ideas
A two-way Relationship	Brand Advocacy	Brand Advocacy Trends &	Scenes Exclusivity	Hyper- Personal	Fanbase	Niche Dedication
A guided conversation	Sentiment	Insight	Dedication			
w/#s Strong	Sophisticated Targeting	Business Partnerships	Works in conjunction with Facebook			
Targeting options		Sophisticated Targeting				
						QO

Best Content Formats For Sharing Stats

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Video GIF	Video Image	Formatted Posts	Instagram Stories	Personalised Content	Factual Content	Visual posts (stats in caption)
Infographic	based posts Facebook	Video Image	Visual posts (stats in caption)	Behind The Scenes	Snappy Editing	Links Out
Visual	Live	based posts Slideshare / Downloads		Real-time Insight		Infographic

4 steps in building a successful community

Building Community

- **1. Listen: Find and build relationships** both internally and externally by nurturing conversations, exploring their interests and how they interact.
- 2. Build: Add value by inspiring, educating or entertaining customers with thoughtful moderation, relevant content and online/offline experiences; Look for every opportunity to connect advocates with each other.
- **3. Engage: Operationalize programmes** to keep advocates active and engaged in our business; look to incentivize our through custom content, product offerings, swag, recognition etc.
- **4. Share: Share insights about customer experience;** provide relevant content, share their content to sustain the relationship; Sharing goes both ways.



Bonus Tip: Think Social, Think Human

Before going live with a social-first campaign, put yourself in the mind of the audience, and the user.

Measure What Matters: A Framework

- 1. An understanding of your true **investment** in social.
- 2. Objectives that connect meaningfully to larger business outcomes.
- **3. Benchmarks** that set the bar for success.
- 4. Goals that specify how and when you'll achieve success.
- 5. Metrics that help measure whether you're achieving your goals and objectives.
- 6. Analysis that translates hard numbers into actionable insights.