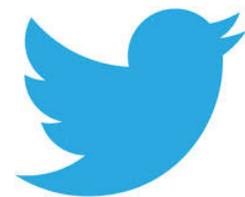


A Guide to Social Media Services



FYN
CREATIVE

INTRODUCTION

Why did we write this guide?

Our founder, Kevin O'Connell, has been on both sides of the coin - the hirer and hiree.

Over the last several years, we've been fortunate enough to align with our clients and have the same expectations, opening up endless possibilities to drive both social media and business results. On the flip side, we have seen professionals and organizations that have misaligned expectations, under utilized services, and unrealistic resources (ie. budgets) to pay for social media and digital services.

For example, we are part of a co-working network in Washington, D.C. In early 2016, we saw a post on the member network from a business requesting services for a 30 second video commercial, stating they had a budget of \$250. No matter where the video would be distributed (i.e. TV, Facebook, website, etc.), \$250 is not even practical, let alone a realistic price point to produce a video, apart from doing it yourself. Some novice and up-and-coming videographers and agencies may be able to produce this for \$1,250-\$3,000. Realistically, a small to mid-size business or nonprofit should plan to budget a minimum of \$2,500-\$5,000 depending on the actual need, production value, and creative.

Because of this example, lack of resources on this topic, and disparity on expectations and pricing for digital services, we came up with this guide.

INTRODUCTION

What will you get out of this guide?

First and foremost, we hope to educate you and help clarify not only the importance for quality and up to date digital storytelling content, but how to confidently go about recruiting and hiring an employee, agency, or freelancer. This guide will share a variety of levels of engagement and services you can enter as well as the financial resources you will need to receive quality work. Next, we will share why paid distribution is important, how much to budget, and what is required to seek assistance when managing effective, digital ads. Lastly, we will leave you with:

1. Resources and tips on how to set benchmarks;
2. Questions to ask a freelancer, agency or new employee before hiring them;
3. How to evaluate a current employee, marketing department, or freelancer/agency to see if they are executing the correct strategy and producing the content to build your digital brand.

INTRODUCTION

If you're an organization looking to use digital and social media services for the first time, you are most likely unaware of how much to pay for a variety of services, what level of quality to expect, and how to benchmark your results, and if you're even getting a return on your investment.

Understandably, your budget and resources are probably limited and you want to get the most return on investment, right?

Just like anything else you buy, you get what you pay for in terms of quality and return. Just because social media has become an active and integrated part of most of our lives and is very accessible through personal sharing, this doesn't mean everyone is necessarily equipped to use it professionally. Personal mentalities (consumption of content) and marketing mentalities (strategy and distribution of content) are completely different and often times do not involve the same approach. Especially, as it relates to driving marketing and business results.

INTRODUCTION

Social media marketing is still marketing. Or is it?

You need to look at social media and digital marketing efforts in these three areas:

1. The on-going story of your organization.
2. The long-term branding.
3. Opening up of the social media “peephole” to build trust and show transparency because 80% of this generation dislikes the “hard sell”.

Although it may seem more cost-effective to do it yourself, you will generate greater engagement and eventual profits if you work with a professional or an agency that knows what they’re doing. You may be asking yourself, how do I know if they are any good and how much should we be paying?

Think of it this way: either you or your business probably don’t execute your financial, legal, or accounting needs in-house without some level of counsel, training or an expert to guide you, do you?

So why would you leave your social media marketing and digital needs up to just anyone, regardless if they are in-house, a freelancer or an agency?

Many agencies and professionals offer programs to help a company grow their social media presence. Depending on the existing level of social media activity you have, you can hire someone externally to help you and your company meet your goals. From solely needing training and guidance to needing someone to take over your entire online presence, you may benefit from the following social media services and types of engagements.

UPDATE OR CREATE YOUR DIGITAL PRESENCE

Businesses that have relatively minimal or no digital marketing presence and are ready to dedicate resources, time, and money to build their digital brand should reference this section of our guide.

Below we've defined three major ways that organizations can use outside digital marketing guidance:

Consulting: Weekly, monthly, or quarterly counsel, advice, social media audits, and recommendations from a professional on how to align your digital strategy with your overall business goals.

Strategy: Part counsel and part recommendation with a researched and well-defined social media plan designed for your organization, a campaign, or a strategy on how to meet your desired business goals, annually.

Execution: Counsel and recommendations, a strategic plan, and the carrying out of a defined strategy that could include but is not limited to:

- paid distribution (sponsored posts)
- content creation (social media imagery, audio, video, photography)
- community management (posting, engaging, digital customer service)
- benchmarking (analyzing results and performance on a weekly, monthly, quarterly basis)



UPDATE OR CREATE YOUR DIGITAL PRESENCE

Small Business:

If you operate 1-3 storefronts and/or make \$250,000 to \$1,000,000 in revenue, consider yourself a small business.

Non-Profit:

If you receive between \$1,000,000 and \$5,000,000 in revenue or grants per year, use the non-profit section of the chart.

Large Business:

If your revenue ranges \$1,000,000 to \$5,000,000+ per year, consider yourself a large business.

| Consulting | |
|---|------------------------|
| Small Business | \$250-\$1,000/month |
| Non-Profit | \$500-\$1,500/month |
| Large Business | \$1,000-\$3,000/month+ |
| Consulting and Strategy | |
| Small Business | \$500-\$2,000/month |
| Non-Profit | \$500-\$2,000/month |
| Large Business | \$1,500-\$4,000/month+ |
| Full Social Media Marketing Services | |
| Small Business | \$1,000-\$3,000/month |
| Non-Profit | \$2,500-\$3,500/month |
| Large Business | \$3,500-\$10,000/month |

PAID MEDIA

In addition to the cost of hiring a professional, we strongly recommend that you set aside a weekly budget to boost your posts since organic reach is declining for small businesses. It doesn't have to be much, \$5 a day or \$50 a week is plenty when starting to test your results, depending on your desired outcomes and audience reach. You can expect to pay your hired expert 3-5 times the amount of your paid ads' budget to create and manage, roughly amounting to \$250-\$1,000 a month for quality service.



Why pay? Is organic reach dead?

According to MarketingLand, a digital marketing news site, Facebook's organic reach is declining. Because of this decrease, unfortunately you must pay to reach your current audience and attract new audiences. Paid Facebook ads are especially important because they allow you to hyper-target your audience and location, specifically placing your ad in front of those who would gain the most benefit from it. It allows you to narrow your target audience by many factors including age, profession, hobbies, household income, miles away from your business, etc. This can be extremely helpful in giving you the greatest result for your money, and makes it worthwhile to keep your current audiences and expand into new ones.

SHORT-TERM GUIDANCE

If you already have a functioning marketing team in place (one or more part-time or full-time staff), you may only be looking for supplemental help rather than completely outsourcing your marketing needs. If you're not relevant on today's (meaning the current month you're reading this) social media trends, tactics, and nuances of each platform (i.e. a practitioner) but understand its importance, this is where you should seek training or guidance. There are three types of supplemental help you could put aside money for depending on your specific needs as a company:

1.) Training

- \$250-\$2,000/month depending on the size of your business team
- Expert facilitator/practitioner will teach intern/founder/marketing team necessary information

2.) Short-term/Long-term strategy:

- \$500/month for 6-12 months
- Agency creates supplemental content/advising/strategy
- Agency must understand the company's goals and industry
- You're paying for accountability, benchmarks, audits, and advice from an expert once a month

3.) Discovery

- Workshop: \$1,000-\$3,000
- How social media will help the business to meet its goals-gaining sales, building brand, creating awareness, not necessarily gaining followers!

SHORT-TERM GUIDANCE

A quality agency will most likely offer pricing programs. A longer commitment (ie. 6 to 12 months) will usually lead to pricing deals since it instills trust and reliability in both the company and the agency, as well as will prevent the hassle of negotiating contracts in the short-term. This longer commitment will also give the company time to see results- as it takes time to build engagement and grow a brand.

If you're hiring a professional, they should understand not only the art of social media, but the analytics behind it as well. Most social media platforms provide extremely useful measurements regarding the success your posts, and your company will be missing out if it doesn't take advantage of them. Think of it this way-sticking to traditional media such as mailings and billboards will not be able to give you as measurable and fine-tuned results.

When dealing with social media, it's important to consider brand engagement over the amount of followers you have. Although it may be tempting to try and gain as many followers as you can, it won't be effective if they don't engage (commenting, liking posts, or becoming a customer, for example) and have a true interest in your brand. It's also important to create mutual benchmarks between your company and an agency. These benchmarks will serve as just one of many starting points to building a long-term digital marketing strategy that will be successful.

SHORT-TERM GUIDANCE

Some terms and key performance indicators you should have going into an engagement could include:

- The overall consistency and management of your organization's social media presence
- Specific results as it relates to a campaign, offer, or promotion (ie. link clicks, video views, reach, conversions)
- Platform-specific engagement or growth
- Quarterly or annual social media report communicating to performance across all digital efforts

A great article we referenced early in 2017 is "On Snapchat's Ad Performance, in Comparison to Industry Benchmarks" from *Social Media Today*. This article explains crucial data, ratios, and engagement rates as it relates to ads, open rates, and click-throughs on Snapchat, Facebook, YouTube, and Twitter.

Engagement Rate- Linked is a short video our founder made in 2016 on how to find your **engagement rate** on Instagram, its purpose, and how to create a benchmark.

People who liked or commented on your post/ Post reach (number of followers)

Retention Rate - With Snapchat and Instagram Stories becoming more mainstream and utilized as part of your strategy, how do you know if your stories are any good? Well, you want to find the **retention rate**. This is the number of views or opens on your last piece of content from your story divided by the number of views/open from your first piece of content from that story.

EVALUATION

If you understand the importance of digital and social media services, you may still be unsure of how to build out a marketing team, work with an agency, or hire a freelancer that is highly skilled in this area. Once you are ready to hire someone or work with an agency, you will need to know how to benchmark their qualifications, performance, and previous work.

In the next section, we've outlined questions and key performance indicators to help make sure you are getting the high-quality and relevant service(s) you need either when hiring a digital practitioner or evaluating your existing in-house marketing team or agency's performance.

EVALUATION

5 Questions to Ask Before Hiring a Social Media Manager or Digital Agency:

1.) What are 1-2 digital trends that you have noticed over the past 30 days? Over the past week?

Based on their answer, spend 5-10 minutes to look up (i.e. Google or Youtube search) a few keywords, trends, or tactics they mentioned and see if their answer is relevant and being utilized by other businesses.

It may be a red flag if they state trends, stats, or tactics that are more than 18 months old. For part two of this question, they should be able to tell you what new updates and nuances were made to one of the major social media platforms or a social media campaign currently trending. This shows that they stay up to date and pay attention to the digital landscape.

2.) How do you stay updated and educated on these trends and how have you put them into practice for yourself or your clients?

It is important to know that your potential new hire or agency stays educated and are aware of social media trends. There are a lot of places to read, watch, or listen but it is also important to ask them how they have implemented what they learn.

EVALUATION

Here are the top 5 resources we recommend:

- Rick Mulready - The Art of Paid Traffic Podcast
- Buffer Blog
- Gary Vaynerchuck - YouTube or Podcast
- Social Media Monthly
- Tailwind Blog

3.) What has been your most creative campaign, piece of content, or tactic you have created and implemented yourself or for a client? How did this perform and why? What benchmarks did you and your client set to evaluate effectiveness?

4.) What is the process of working with you?

This answer should communicate something similar to:

- Setting up benchmarks and analytics on weekly, quarterly, or annual basis.
- Frequency and form of meeting - weekly or monthly, by phone or in-person
- A review process for content, campaigns, strategy.

5.) What have you seen that is either working or not working in our industry related to social media or digital storytelling?

Like the answer to number one, spend time researching and looking up if they are accurate. Don't be afraid to make a phone call or send an email to your colleague in a similar industry to get their take.

EVALUATION

5 Ways to Evaluate Your Existing Social Media & Digital Marketing:

We know there is a good chance you already have an in-house marketing team, freelancer, or agency in place. However, do you know if their strategy, tactics, and services are truly helping your business? It's important to continually assess their performance and knowledge to be sure you are working with someone who is a social media practitioner and not a headline reader.

Below we've outlined five ways to evaluate your current marketer's performance.

1.) Are they trying (or proposing) something new?

They should be challenging your organization's current digital marketing strategy, often. Meaning, they should be testing a variety of methods, audiences, and campaigns for paid distribution through Facebook ads, exploring influencer or ambassador marketing, and trying a new form of media (i.e. audio, video, written word, animated graphics, etc.)

2. Are they testing and incorporating video?

Video and animated content has a 135% greater organic reach than photos. Video is on the rise, just take a look at one of your newsfeeds on Twitter, Instagram, or Twitter and you'll see a majority of posts have some sort of video or animated content. Your team needs to be experimenting with video - live video, point of view, talking head, interviews, with a phone, with a DSLR, produced short form vs long form, etc. - and uploading the content to different platforms.

EVALUATION

3.) Does your marketing professional use social media daily for their own personal or professional branding?

Your existing social media marketer needs to be using social media daily for their personal or professional brand to understand the nuances, weekly updates, the trends, and how social media content is consumed. More importantly, they should be using these tactics first hand and understand what type of creative and distribution works best on each platform.

4.) Are you creating as many opportunities to tell your story, get noticed, and connect with your community?

A lot of social media marketers that want more followers or engagement are not posting enough. This doesn't mean to spam your community with useless content, this means to creatively find ways to tell your story, share content that adds value, and distribute curated content relevant to your audience's interest.

Here is how you can evaluate if you are posting enough:

Facebook-at least 10-15 posts a week

Twitter-5-10 tweets a day and @replies (conversations with other)

Instagram-2-3 times a day

EVALUATION

5.) Have you evaluated your team on of these topics or indicators mentioned in this guide?

In the past 90-120 days you or your marketing team should conduct a social media audit, report, or look at analytics across the platforms you use. The audit could be analytical looking at engagement rates, follower growth, reach, or impressions. Alternatively, the audit should be subjective as well. Look at a variety of posts (i.e. articles, videos, images, etc.) and determine if it was the creative, media type, timing, relevancy, or post copy that worked. Screenshot and share those examples and find the formula that worked to try and replicate for the next 30-90 days.

Lastly, you or your team has access to a variety of content and resources like we mentioned in question #2. However, one of the best things you can do is sit face to face with others in a hands-on training that presents up to date material on trends discussed in this guide.



We hope that this guide will be useful to you and your business! You can also download our first guide (5 Instagram Tactics to Grow Your Small Business) or by visiting our website, fyncreative.com. As always, feel free to reach out if we can ever answer further questions or help in any way.

ABOUT FYN CREATIVE

Here's what we want you to know about **FYN Creative** and our resources: when you think of the real-time, ever-changing digital landscape and how one should be using these tools to grow their brand, you think of us.

FYN Creative was started by Kevin O'Connell, after he built his knowledge and hands-on experience with digital media after working for eight years in the higher education setting, most recently at Rutgers University. In conjunction with a marketing and leadership background, Kevin is predominately self-taught and self-made learning the intricacies of each social media platform - from the both the marketer and consumer side - to the technical and creative needs of photography, videography and organic and paid media. Annually, Kevin speaks to a variety of audiences and writes for Socialnomics and Social Media Monthly on digital storytelling best practices and social media trends.

We understand audiences, the best distribution practices for a variety of budgets and business goals, and the everyday nuances of each social media platform. Because FYN Creative has worked with non-profits, small business owners, and companies in a variety of sectors we have a wide perspective. We understand how social media content and campaigns behave and how audiences consume a different messages in a variety of industries. Most importantly, we know what behaviors and types of content that will resonate with each target audience(s) we help define for our clients. Regardless of budget, we understand how to maximize ROI.

We have a small but dynamic team of videographers, social media practitioners, and interns that make up a variety of our services including:

- Consulting and strategy development
- Community management and execution
- Content creation:
 - Photography - product, event, social media, and behind the business
 - Videography - social video, documentary, event, how-to's, and behind the business
- Paid media
- Campaigns

We have the resources and knowledge to create compelling content while remaining nimble to pivot on the market changes or client's needs. If you work with us, we will work together to intimately understand your objectives, your target audience(s), and deploy the creativity and execution expertise to take your business to the next level.

