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**Go and  
Grow Online**



# How to use social media to help your business get seen and attract more customers

Laurie Wang, creative digital marketing consultant

@iamlauriewang

@e\_nation  
enterprisenation.com/join  
#GoandGrow



# Digital Marketing Overview



# Hello!

## I am Laurie Wang

Digital Marketing Strategist & Speaker

You can find me at @iamlauriewang

*Agility*



# Being great at marketing online is hard

Let's see why



# 1) Fragmented attention span

Ain't nobody got time for that!

# HAPPY DAYS

1977 –  
31.5%







2014 –  
6.9%

the **BIG BANG** THEORY

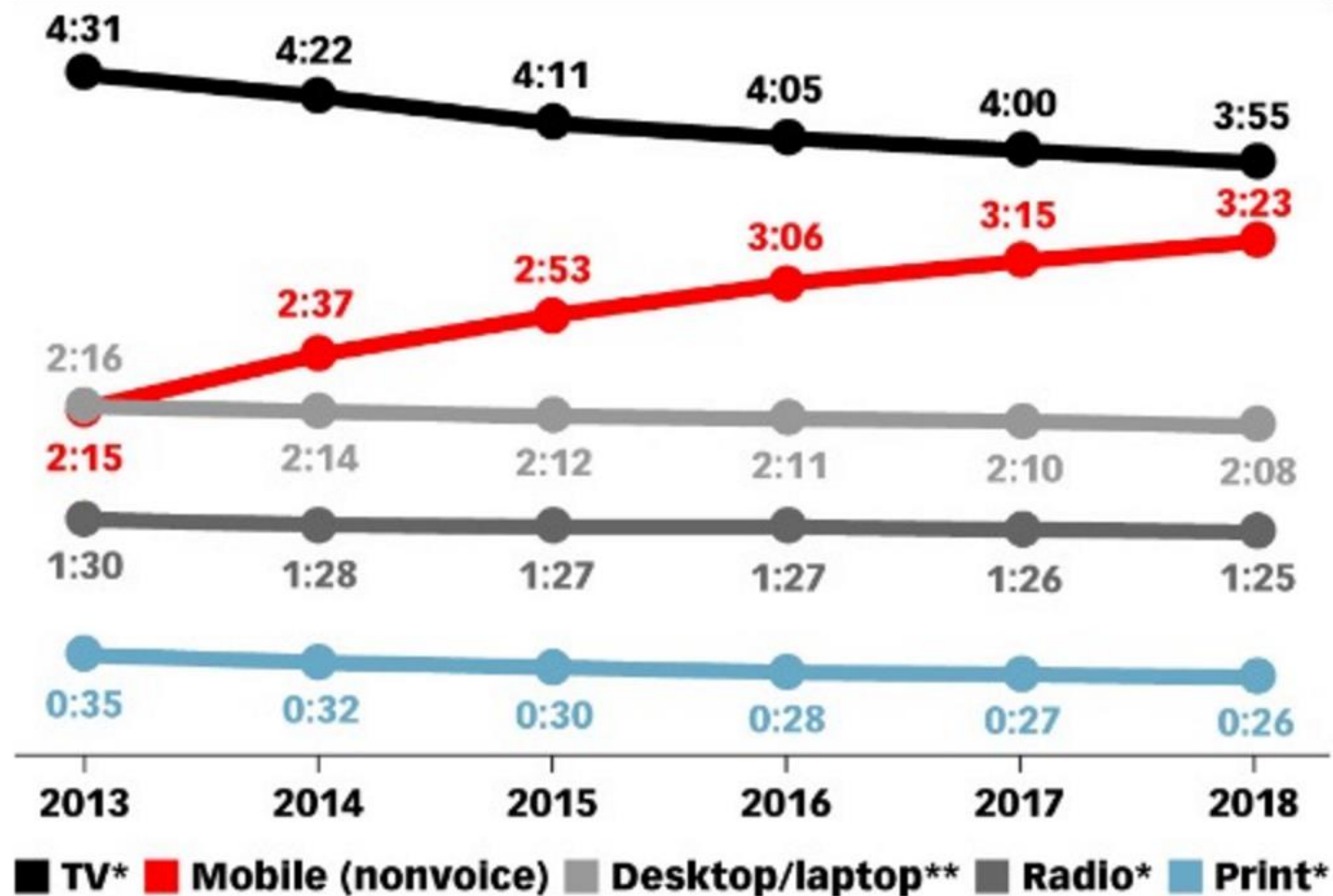


How are people **spending**  
**their time** these days?

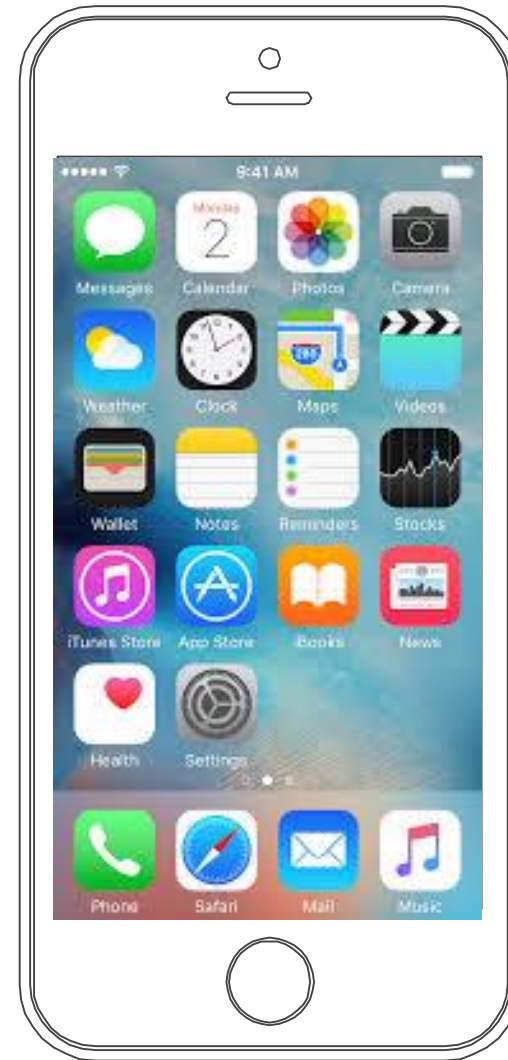


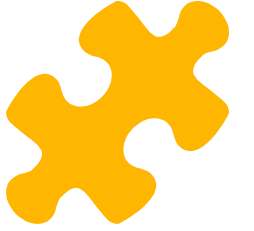
## Average Time Spent per Day with Select Media by US Adults, 2013-2018

hrs:mins



The second  
screen is now  
the first  
screen

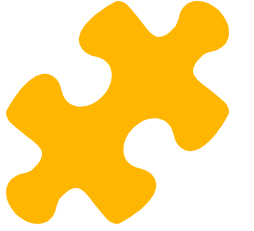




You have massive  
competition for attention

# Combination of personal & business on social media feeds





Competition for attention  
with people we actually  
know

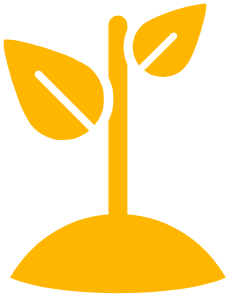




2) We are no longer living in  
a private world

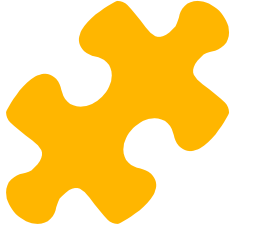
“

***Quick Question:  
How many of you prefer  
customer service vs.  
sending them a message  
on social media?***

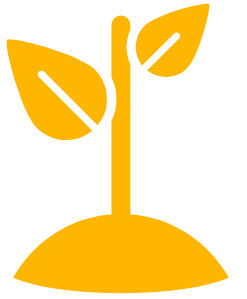


# 56%

**Will send angry public social media rants**



Review sites are  
everywhere



# 2020

**Customer experience more important  
than price**







# Fragmentation

of attention span

# Huge competition

for attention

# Massive expectation

of customer service

Stop try to be great, just  
to be useful





Tweets **55.3K** Following 715 Followers 11.4K Likes 221 Lists 2

Follow

## Hilton Suggests ✓

@HiltonSuggests

Exploring a new city & looking for insider tips? We're here to help! We're [@HiltonNewsroom](#) tweeps sharing our favorite travel suggestions.

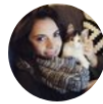
📍 Worldwide

[hiltonsuggests.hilton.com](#)

Tweets **Tweets & replies** Media

 **Hilton Suggests** ✓ @HiltonSuggests · Jun 29  
Must-See Timeless Locations in [#Hollywood](#) [#LA](#) [#TravelTips](#) - [goo.gl/Ey5yf4](https://goo.gl/Ey5yf4)





**Alix Stosic** @a\_stos4 · Jul 6

Hey @Brewtrippers! Any US #beerthusiasts in your network? Looking for recos for #craftbeer in #dallas #austin and #sanantonio?



1



2



**Hilton Suggests** @HiltonSuggests · 16h

In #Dallas, you should check out @LakewoodBrewing, @Peticolas, @deepellumbrewco, and @NobleReyBrewing to start. Need more ideas? ^LD



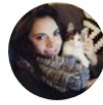
1



1



8



**Alix Stosic** @a\_stos4 · 13h

amazing, thanks!!! This will keep us busy!!



1



2



**Hilton Suggests**

@HiltonSuggests

Follow

Replying to @a\_stos4

Great! Let me know if you need a few more stops or any other #Dallas suggestions. I will be heading to @Peticolas myself this weekend! ^LD

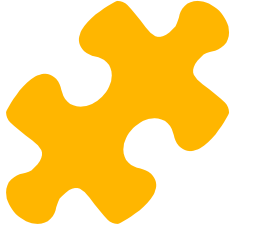
6:21 AM - 7 Jul 2017



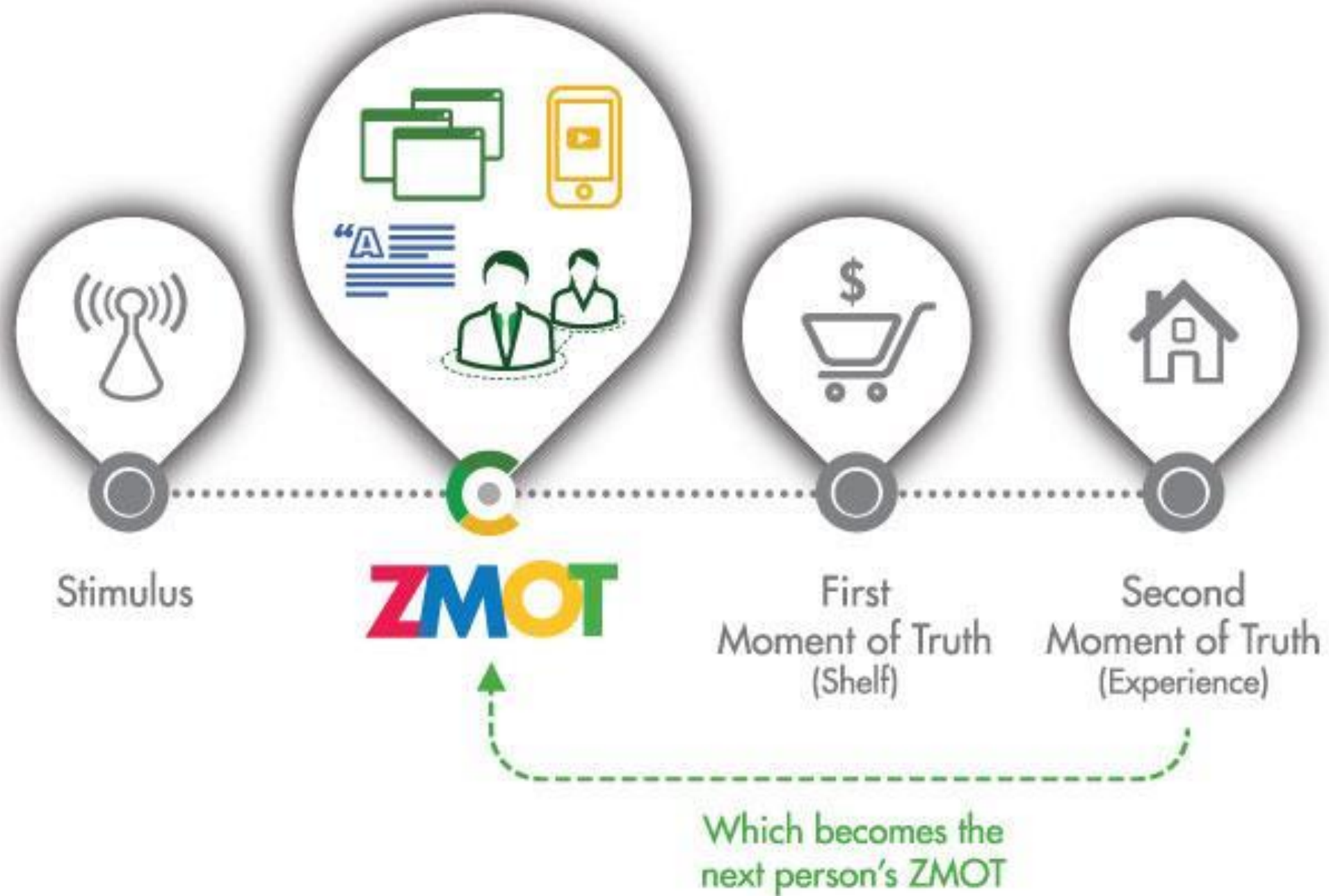


3

Date your audience



1) Your audience **needs**  
**information**

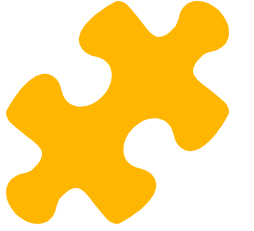




[Learning Center](#) [Gallery](#) [Pool Designs](#)

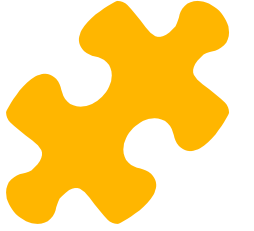
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Swimming Pool Blog in the Country!**




The better you help the  
more you sell





2) Trust is king

 [Accounting](#) [Investments and Pensions](#) [Mortgages](#) [Resources](#) [Call 0333 920 3270 or call me back](#) [Log in](#)

[Sole Traders](#)[Umbrella Contractors](#)[Online Accounting Software](#)[Bookkeeping](#)[Pricing](#)[Business Services](#)[Our Accountants](#)[Who we help](#)

# Accounting for Limited Companies

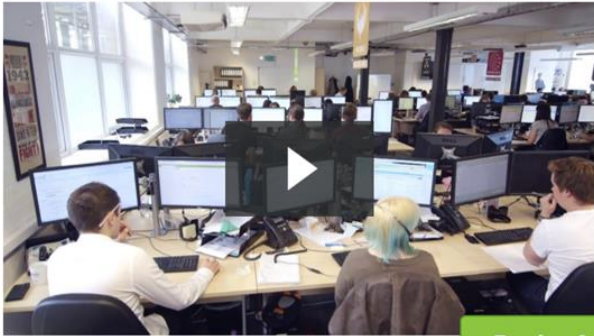
from £69.50+VAT per month

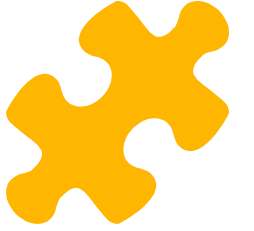
[Free Consultation](#)

## We make accounting simple

We take the stress out of accounting and bookkeeping for [freelancers](#), [contractors](#), [startups](#) or just about any [small business](#). Our simple service is built around you, making it quick and easy for you to log in, sort out your accounts, and get back to doing what you enjoy.

When you sign up you'll get unlimited support from our specialist accountants and Client Managers, who

[Book a free](#)



3) Relevant **RIGHT NOW**

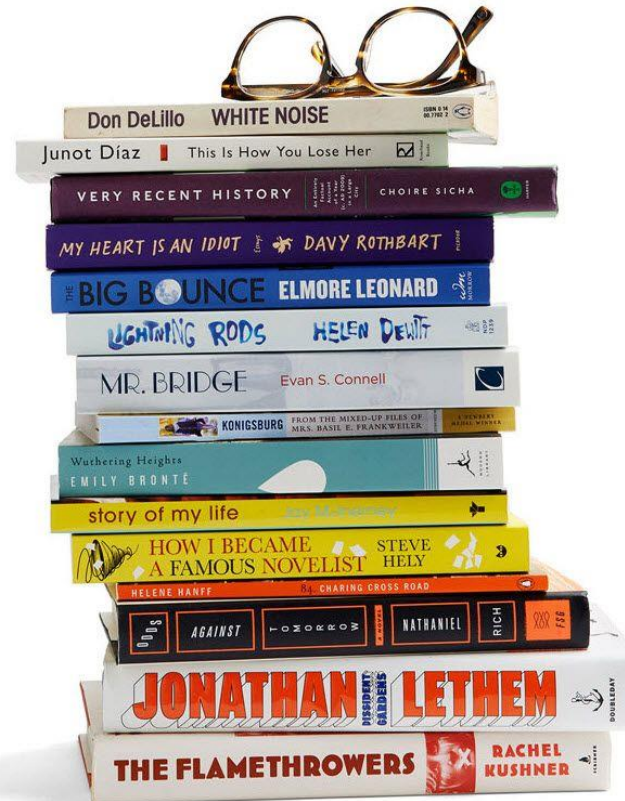
WARBY PARKER

## Season's Reading

After getting your fill of Turkey this Thanksgiving help yourself to a few of our recommended reads.

You might find something you absolutely love.  
The leftovers will be there when you get back.

MORE BOOKS WE LOVE >



You're in :) | Plus, a quick question...



Inbox x



Alex from Groove

[Redacted subject line]



I really appreciate you joining us at Groove, and I know you'll love it when you see how easy it is to deliver awesome, personal support to every customer.

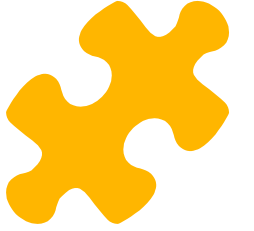
We built Groove to help small businesses grow, and I hope that we can achieve that for you.

If you wouldn't mind, I'd love it if you answered one quick question: why did you sign up for Groove?

I'm asking because knowing what made you sign up is really helpful for us in making sure that we're delivering on what our users want. Just hit "reply" and let me know.

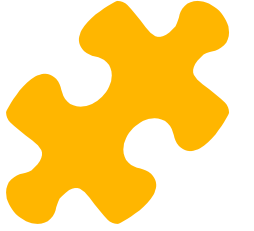
By the way, over the next couple of weeks, We'll be sending you a few more emails to help you deliver awesome support to your customers. We'll be sharing some tips, checking in with you and showing you how some of our customers use Groove to grow their businesses.

Thanks,  
Alex  
CEO, Groove



The better you help the  
more you sell


5 strategies you can use  
today

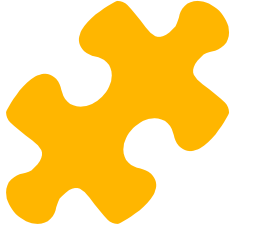


1) Pinpoint **your best conversions**

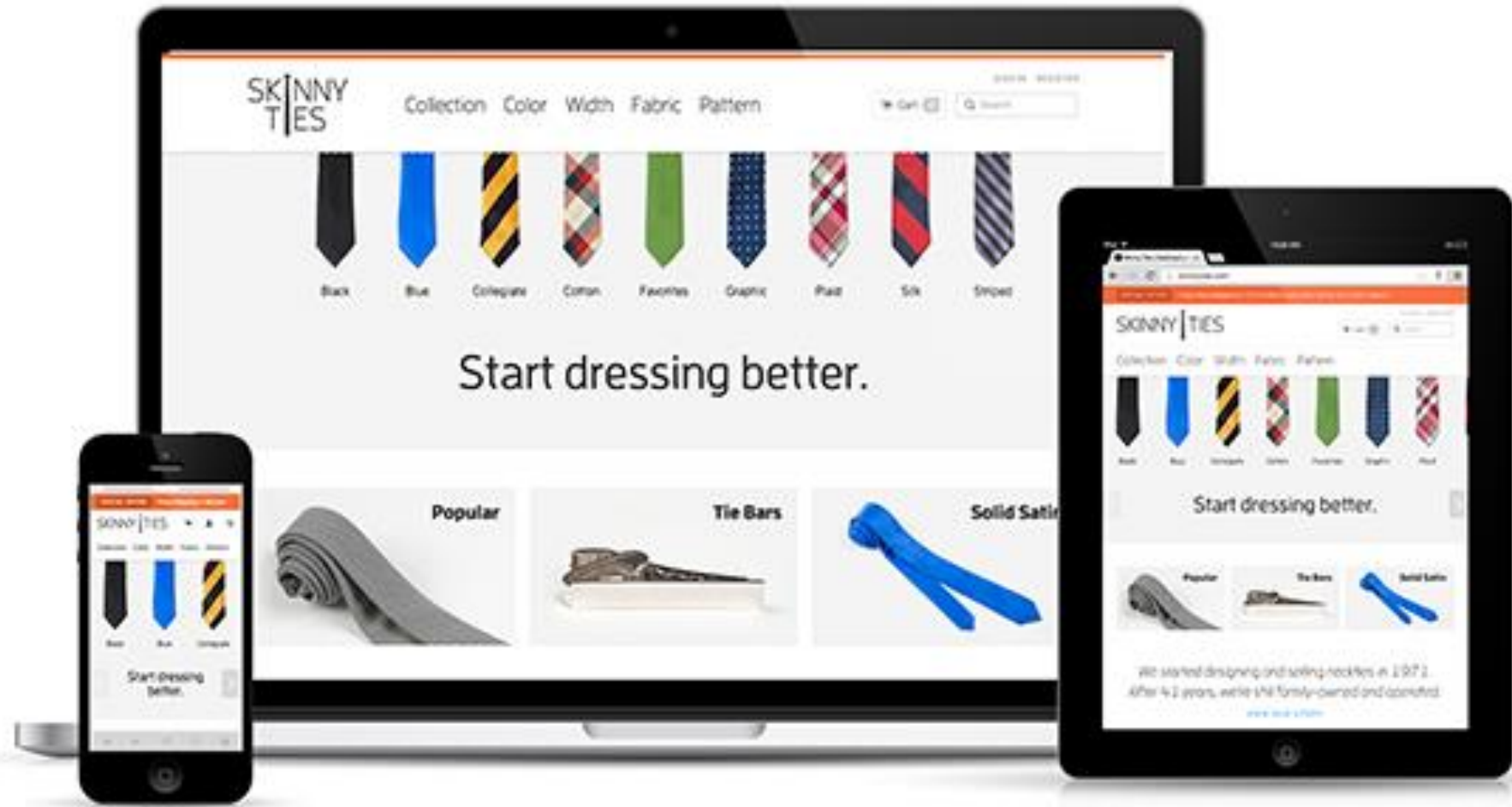


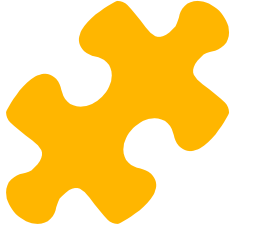
# Google Analytics

Basic Channel Grouping Path		Source Path 
1.	 	 
2.		
3.	 	 
4.	 	 
5.	 	 
6.	  	  
7.	 	 



## 2) Optimise **your online storefront**





3) Create a sense of  
urgency

[50+ LCD TVs on Sale](#)

[www.buytvs.com](http://www.buytvs.com)

30% Off **LCDs**. Sale ends in **4 hours**.

Ships free in the US. Shop Now!

[50+ LCD TVs on Sale](#)

[www.buytvs.com](http://www.buytvs.com)

30% Off **LCDs**. Sale ends in **1 hour**.

Ships free in the US. Shop Now!

L.L.Bean

Enter item # or keyword

Search



SHOP HOLIDAY GIFTS



Shopping Bag

Wish List

MEN'S

WOMEN'S

KIDS'

FOOTWEAR

OUTDOOR GEAR

HUNTING & FISHING

LUGGAGE

HOME

SALON

L.L. BEAN  
SIGNATURE

SAVE 10% ON YOUR ENTIRE ORDER | OFFER ENDS MONDAY | ENTER PROMO CODE **NOV10** AT CHECKOUT ► DETAILS

L.L.Bean > Kids > Boys > Outerwear > Jackets & Parkas

Boys' (131)

Shirts (25)

Sweatshirts & Fleece (9)

Sweaters (2)

Pants & Shorts (15)

Outerwear (45)

Jackets & Parkas (20)

Pants & Bibs (7)

Vests (3)

Accessories (15)

Long Underwear (8)

Sleepwear (8)

Footwear (21)

Swimwear (2)

Accessories (22)

Filter Results (reset all)

Warmth Rating

☐ Warm (8)

☐ Warmer (8)

☐ Warmest (2)

Features

## Bean's 3-in-1 Wildcat Outerwear for Boys and Girls

- Water-resistant nylon shell provides protection in mild, wet weather
- Warm polyester fleece liner insulates in colder, dry weather
- Liner zips into shell for a barrier against wind, moisture and cold

Wildcat 3-in-1 Parka

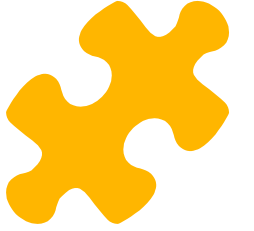


## Boys' Jackets & Parkas (20)

Sort by: Recommended Price ▲ Price ▼ Bestselling Newest Customer Rating A-Z

View:





4) Offer a money-back  
guarantee





## The World's Finest Cutlery

Since 1949, over 15 million people have chosen CUTCO products for its commitment to excellence and unsurpassed Forever Guarantee.

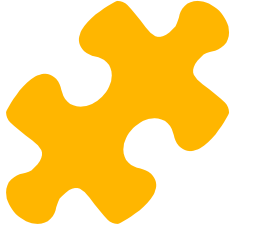
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**TRY SEOMOZ PRO NOW**  
Risk Free

No minimum term. Cancel any time.



5) Target & retarget **you**  
**audiences on social media**

Install **tracking pixels** on your website to retarget them on Instagram & Facebook



Create **lookalike audiences** on social media = more people who will buy from you





# Thanks!

**Any questions?**

You can find me at @lauriewang\_ &  
laurie@lauriewang.com