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VIDEOCAST NOTES #007

VALUABLE INSIGHTS FROM A SOCIAL MEDIA EXPERT & MORE

CONDENSED NOTES & KEY TAKEAWAYS

- If you've been using Facebook for the past 5 years (which is 80% of Facebook's users), they know 85% of your interests. This is why it's a huge opportunity for marketers.
- If you advertise on social media, you cannot simply continue to feed your ad more money each day. With Facebook's new changes, you'll need to be more creative and thoughtful of the audience and users to get the ROI you're looking for..
- Putting yourself in your audience's shoes and seeing your content from their point of view can help you understand it's potential to be effective.
- Try the tiny planets app: <https://www.tinyplanetphotos.com/>

Q&A

On the new Facebook feed changes: What do you see happening and what do you recommend for people moving forward?

It's the hot potato of right now! Facebook is mainly concerned with protecting the user, as that's always been their priority. Content that is posted on Facebook needs to abide by the guidelines. 70% to 80% of what users were seeing was publicity, and not their own friends' or families' photos. This made a lot of users leave Facebook and go to other social media platforms. If you've been using Facebook for the past 5 years (which is 80% of Facebook's users), they know 85% of your interests. Facebook didn't like how businesses could take advantage of this. They wanted more control over what content their users were going to see on their personal timelines. This simply means that marketers need to put forth a bigger effort with content and engagement creation so that Facebook gives marketers more room to target their audience. Marketers will need to craft more creative content and perhaps even resort back to more organic growth and engagement efforts.

How do we go back to the old organic Facebook days? How do you connect with people on a more human level?

1. Make sure your content is of tremendous value to your audience.
2. Educational content first: Gain the trust of your followers.
3. Stop selling and start telling. Direct selling is not educating.
4. Branding is so important - go outside of the box to connect.
5. Think about how to get your users to participate: Incentives (raffles, contest, giveaways). People love the feeling of winning! This creates added value to your content.

This week's special guest:
**Caro Collazos, CEO/Founder
of Bee Social Group**

Bee Social Group is a social media company who strives to bring businesses and individuals social media trends to the next level and more. Beyond crafting and managing their clients' social media strategies, The Bees at Bee Social Group are also activists. Bee Social Group founded Bee Pawsitive, a sanctuary where elder, abandoned, abused, or unwanted dogs (and other animals in the future) can live a healthy, happy, and worthy life. Check them out at <http://beesocialgroup.com/>.