



Social Media for your business

Darian Kovacs



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker

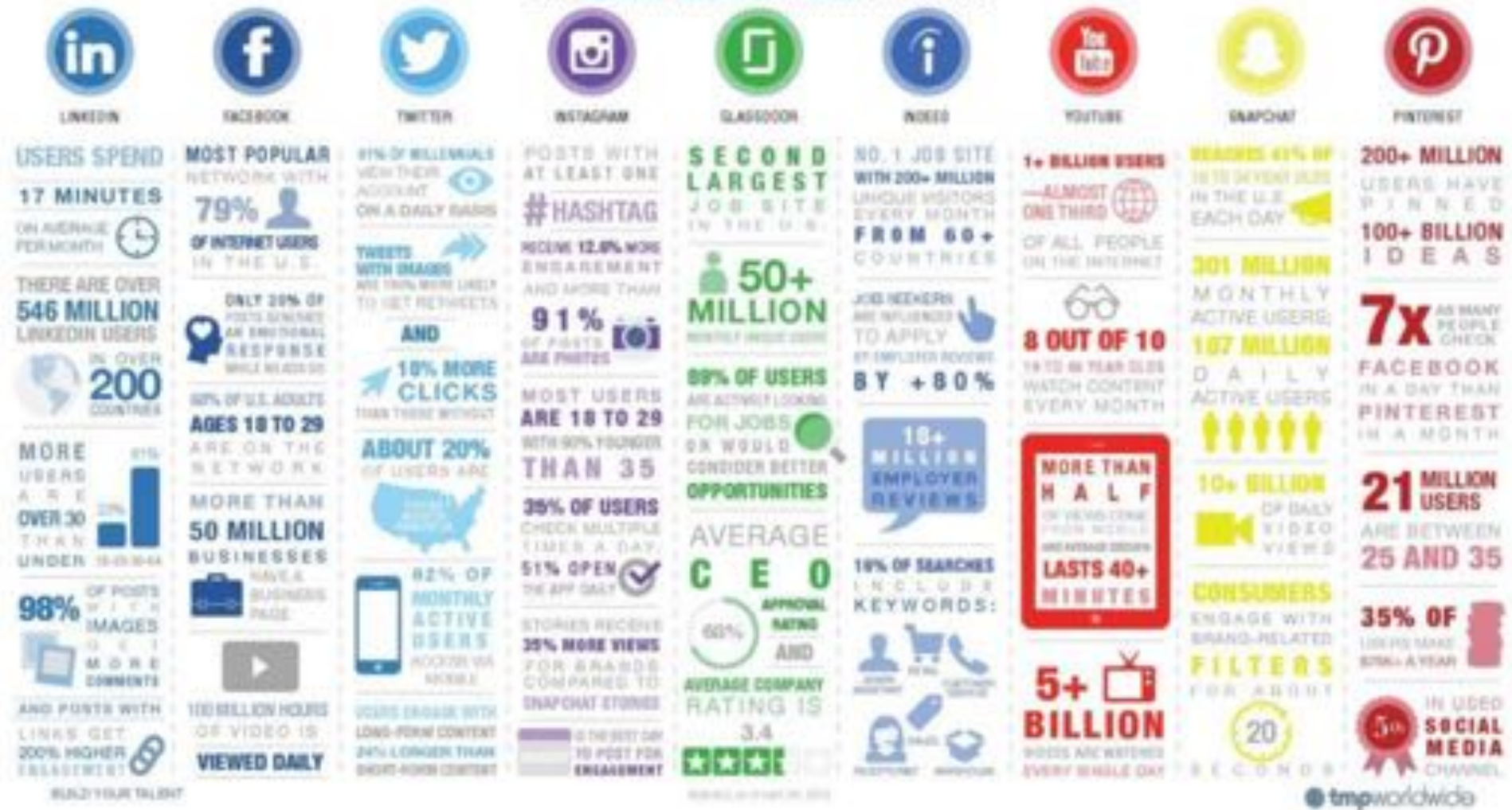


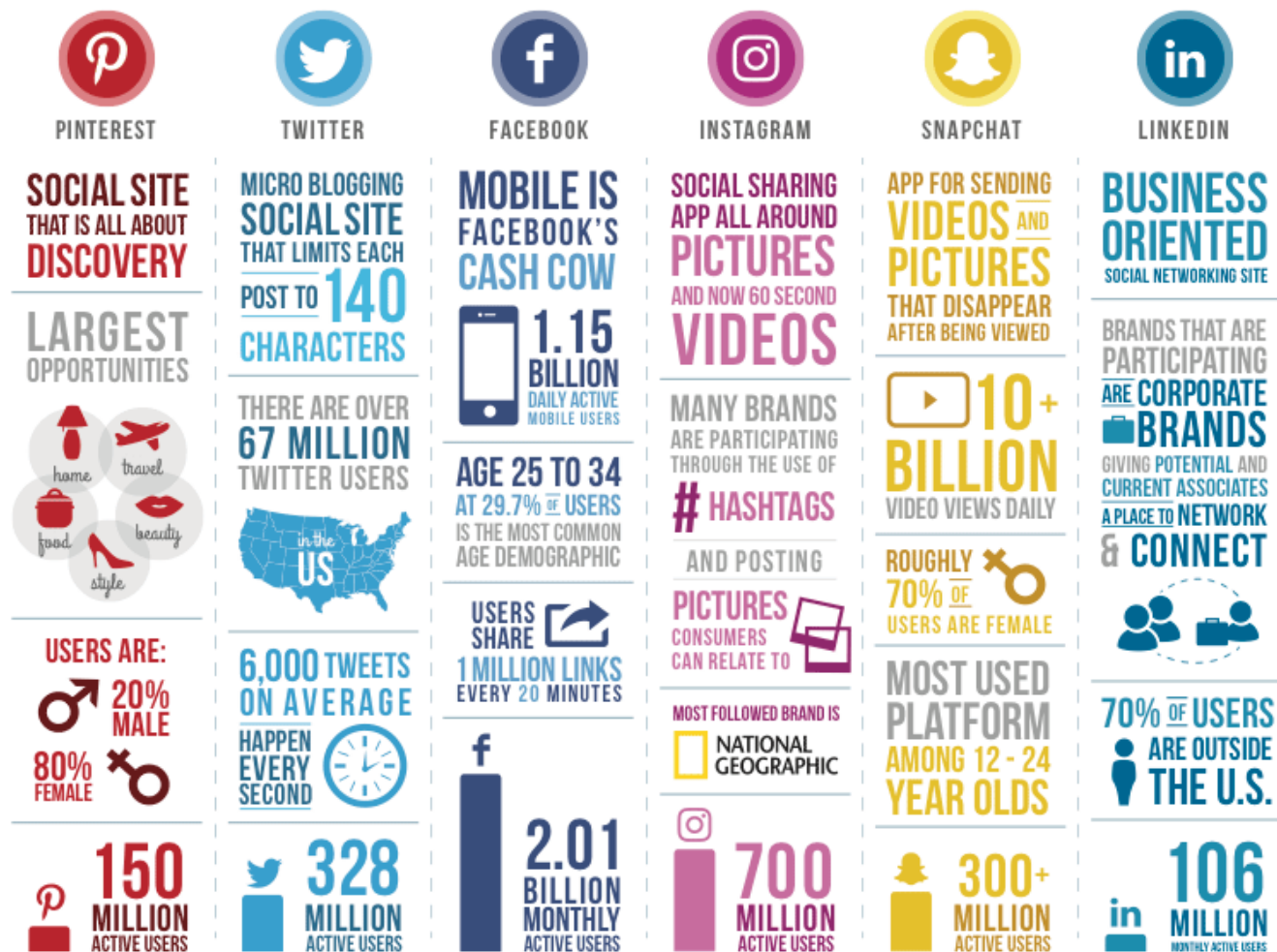
Darian Kovacs
Founding Partner
[@dariankovacs](#)
[@jellymarketing](#)

Agenda

- The importance of identifying and creating a Buyer Persona and how it relates to social media channels
- The benefits of having a strong social media presence, and its key role in the attempt to reach one's target audience
- Foundational overview of the different social media channels, the best media to use on these, and the type of users active on each one

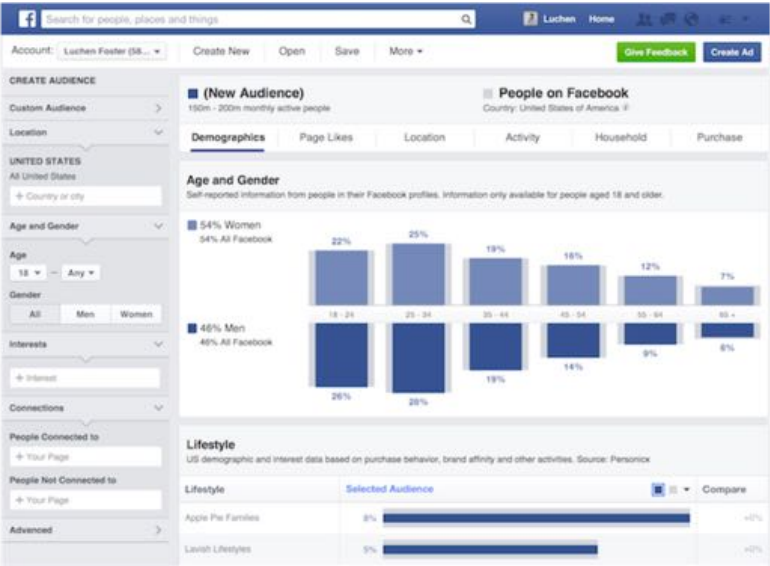
2018 SOCIAL MEDIA CHANNEL STATISTICS



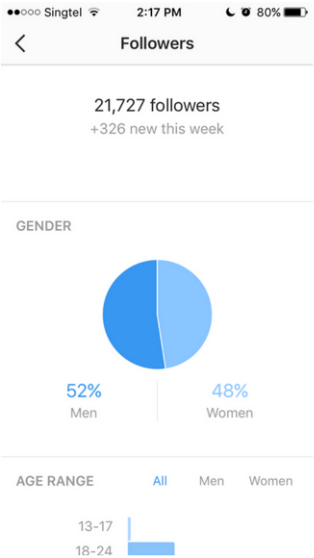


Statistics as of 8.25.2017 Designed by: Leverage - leverageagnewmedia.com

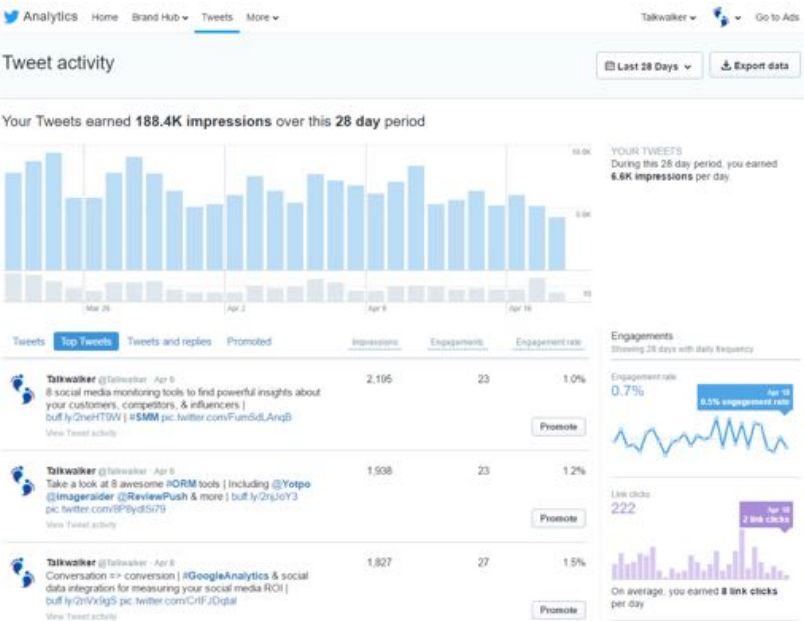
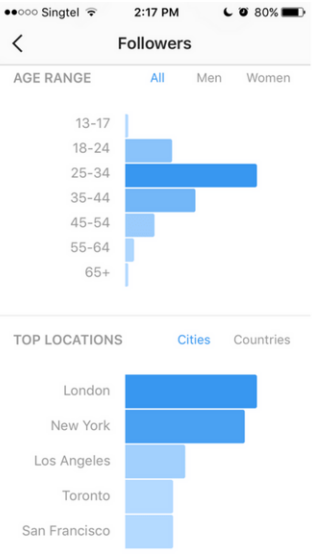
Social Media Insights



Facebook



Instagram



Twitter



Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service Industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

CLICK TO
ENLARGE

Create A Content Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Podcast Post	Tip Tuesday (Template)	Internal Jelly Blog	Client Sponsor #PeanutButte rToOurJelly	External Article- Forbes, Entrepreneur	N/A	N/A

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Lifestyle Pic		Quote		Video

Apps We Use to Create Content

Canva

Biteable

Answer The Public

Grammarly

National Day Calendar

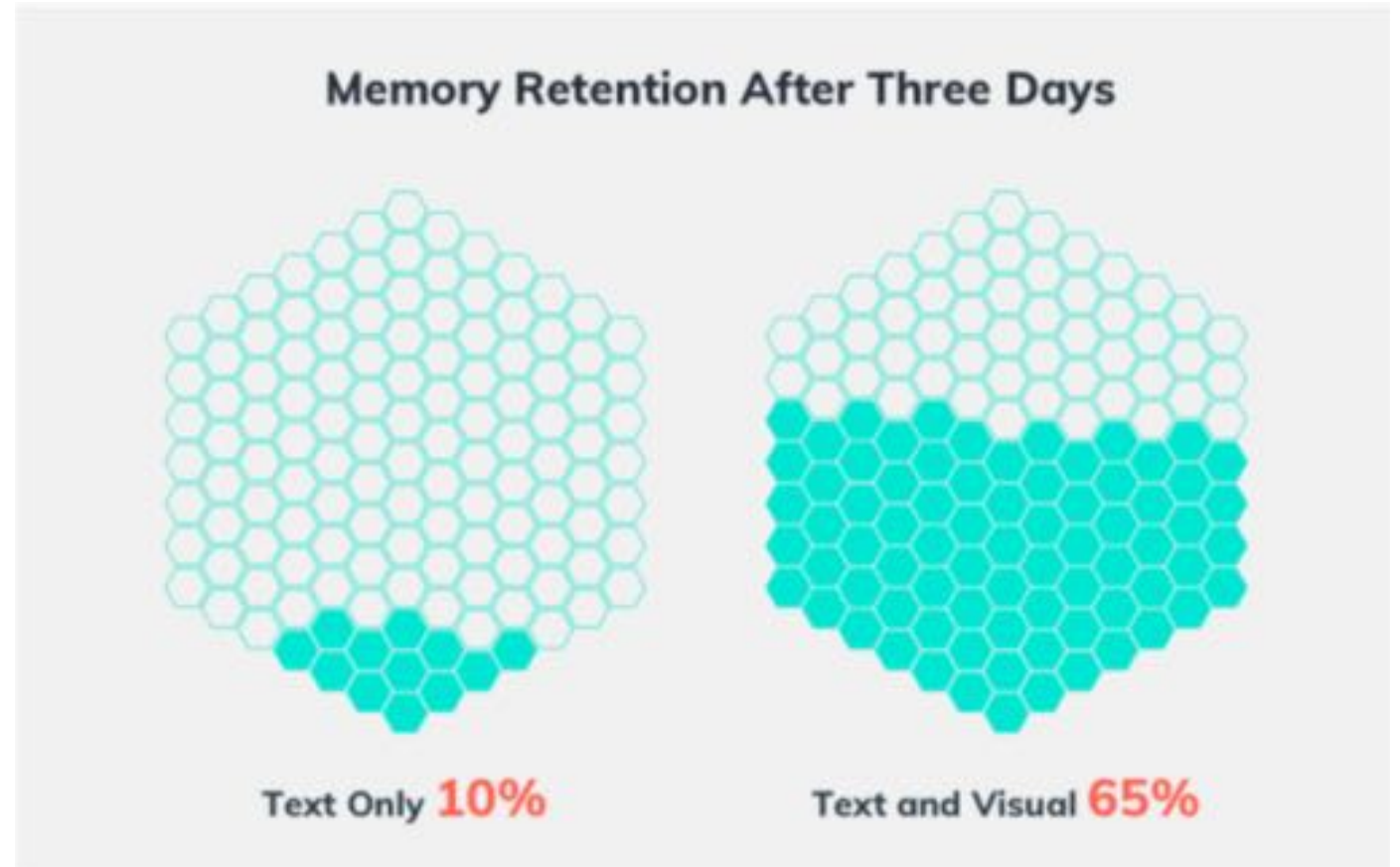
Sprout Social/Hootsuite

Unsplash

Pexels



Social Media Best Practices



GOOGLE MY BUSINESS

Get your business listed on Google Search and Maps

Helps customers find you

- Location, hours, contact information

Read and respond to reviews

View insights of who is looking for you



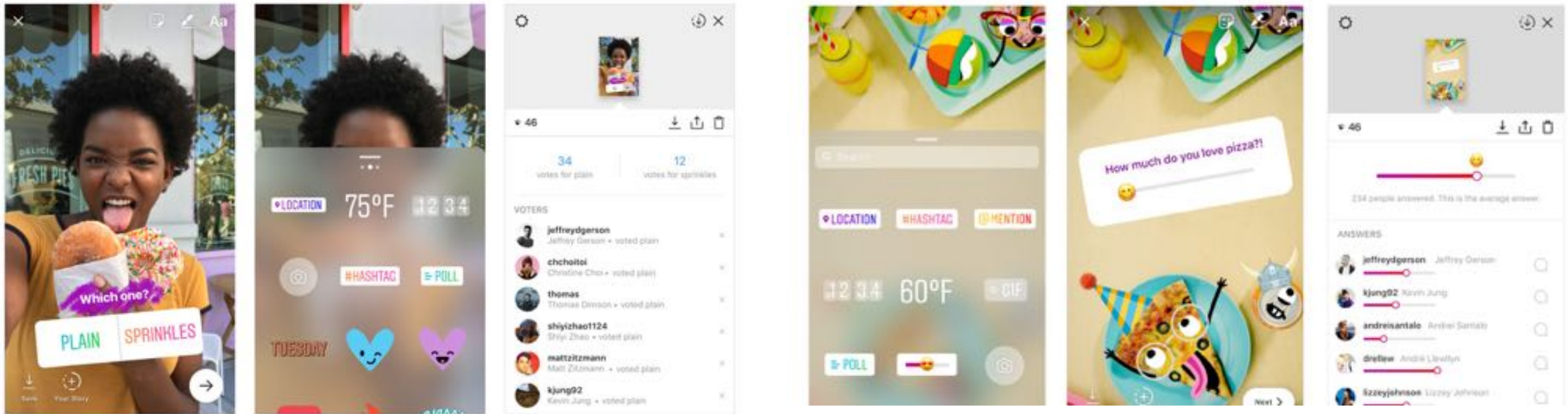
Video

IGTV, Live Video (FB, IG, LI, TW), YouTube



Instagram Stories

Gamification – polls, slide bar



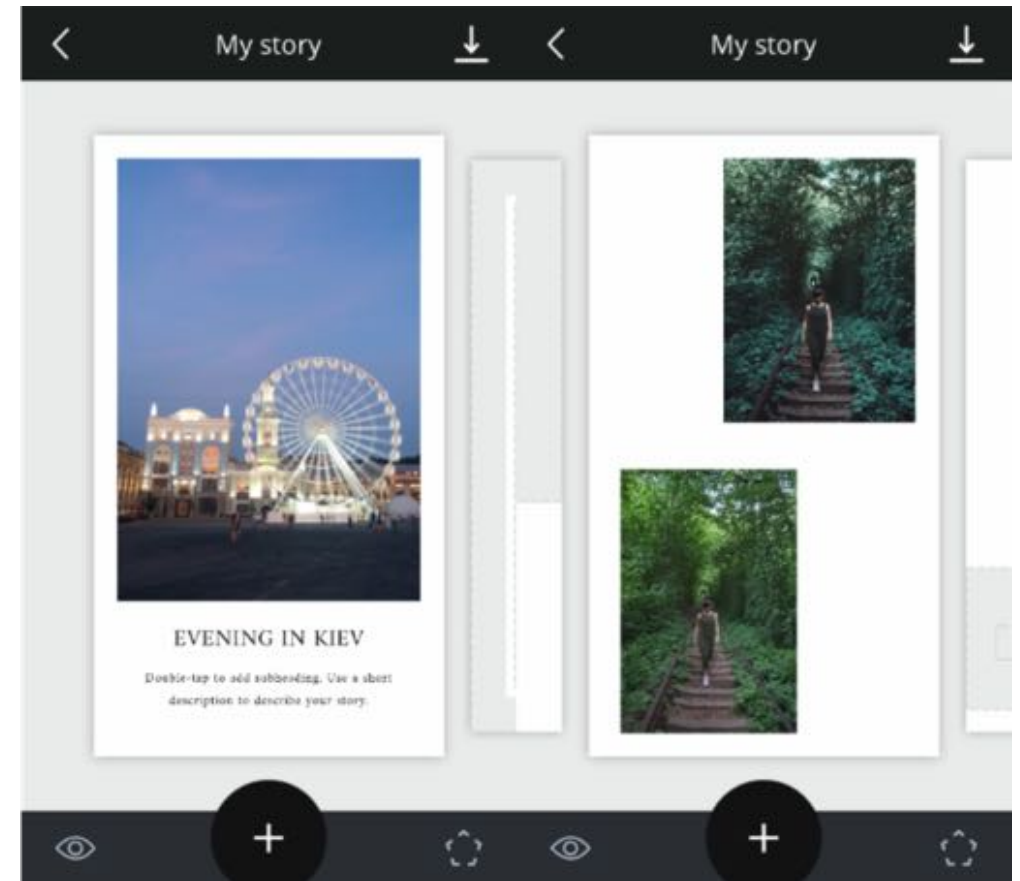
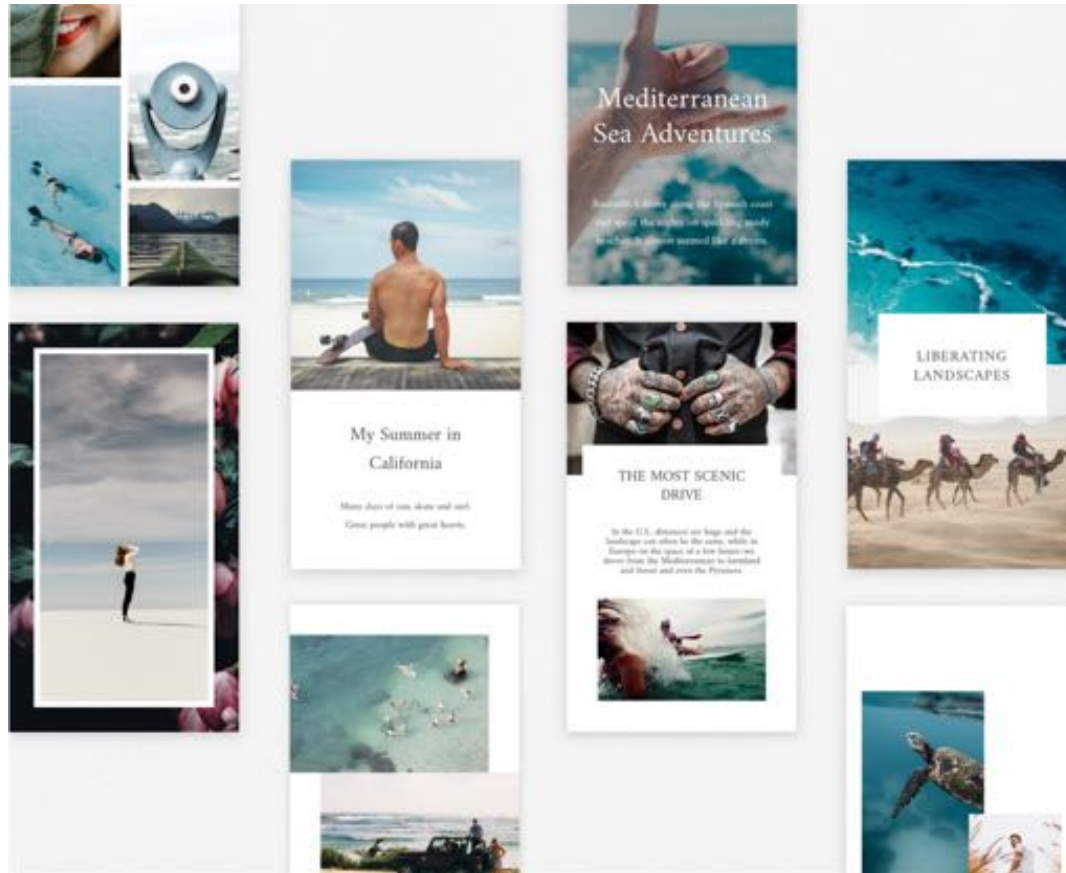
Instagram Stories

Tap to show



Instagram Stories

APP - [Unfold](#)



Canva

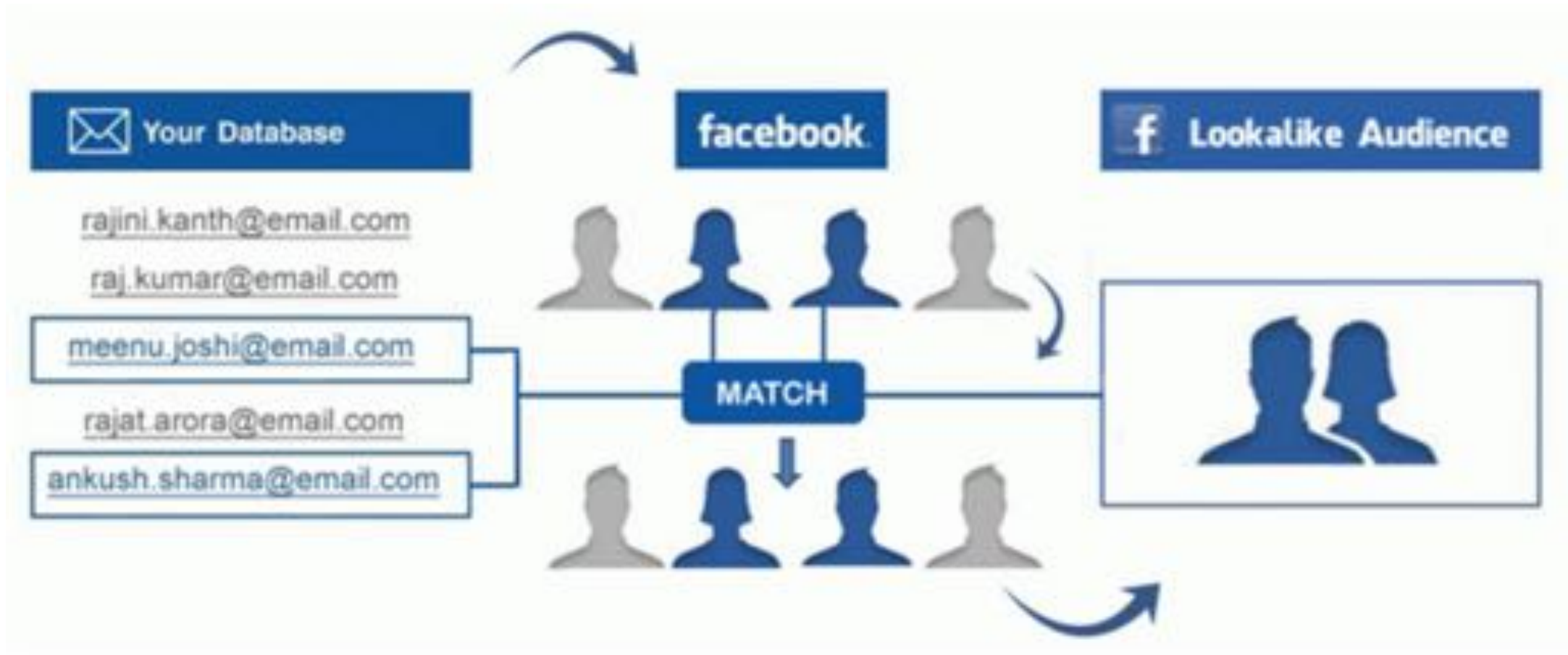
Create social media graphics, newsletter templates, flyers, etc.

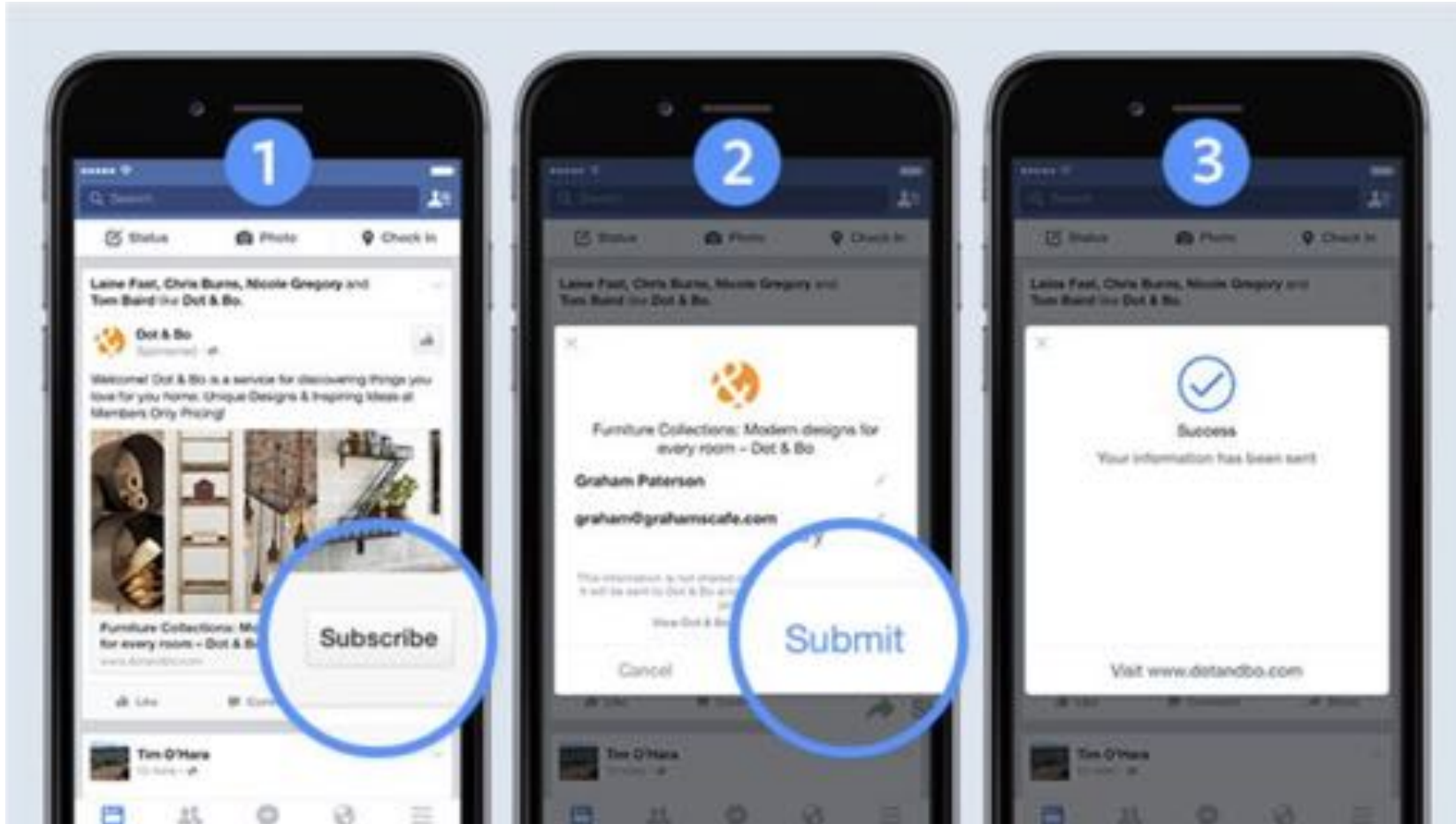


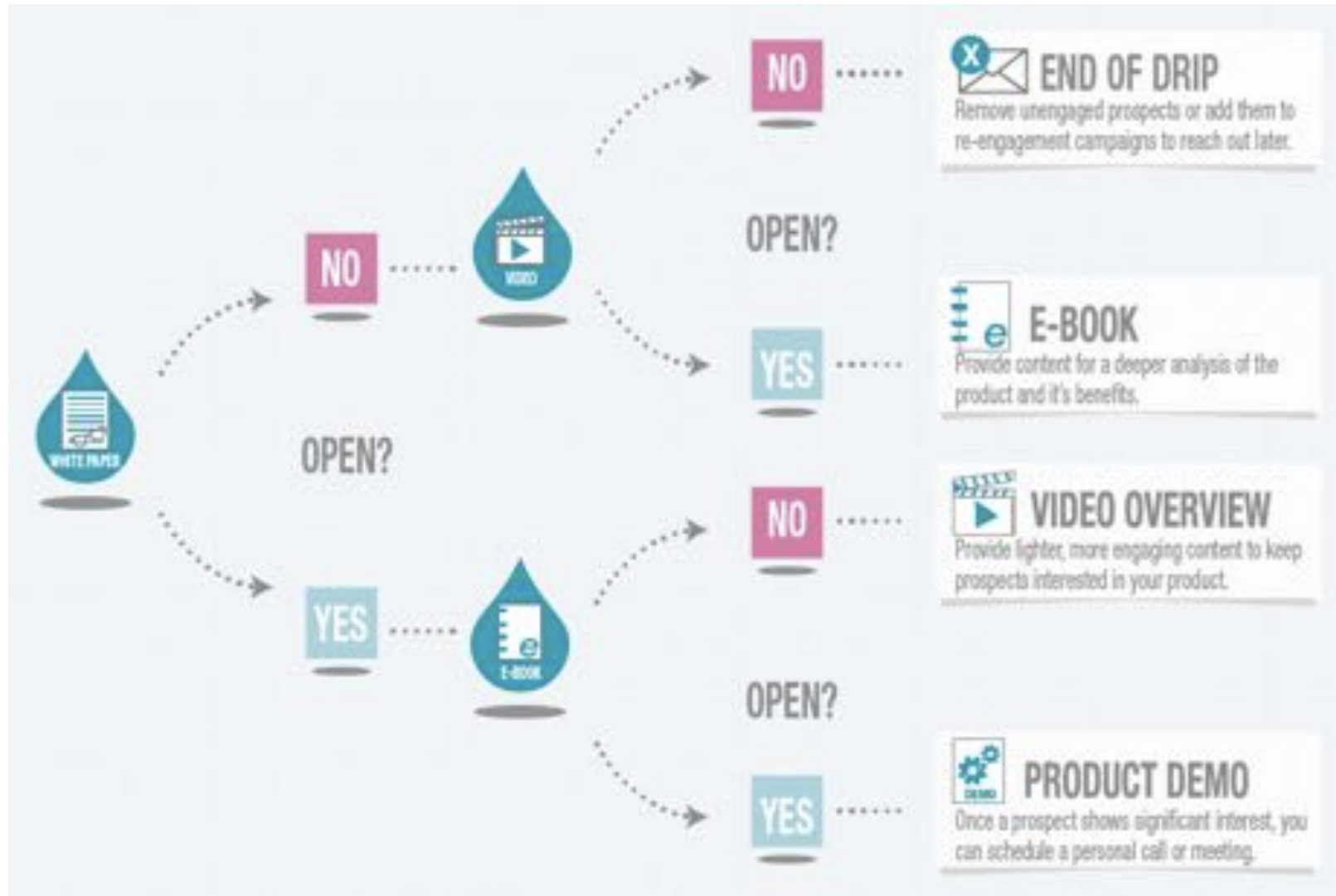
Facebook

Contests – low barriers to entry (like, comment, share), helps to boost post, easy to track










Blogging Topics



People also ask

- What do you wear on a plane Hot Country?
- What should I wear on an international flight?
- What men should wear on a plane?
- What should you not wear to the airport?


Feedback

What To Wear On A Plane: Our Foolproof Formula - Travel Fashion Girl


<https://www.travelfashiongirl.com> > FASHION > Travel Outfits

I know the clothes I prefer to wear, I have my electronics and airplane ... When you're planning what to wear on a plane, keep in mind that it's best to avoid ...


Videos



10 Things You Should Never Wear on a Plane



What NOT to Wear (On an Airplane) in 2018



Things You Should Never Wear On An Airplane



best clothes to wear on a plane



All

Images

Shopping

News

Videos

More

Settings

Tools

About 51,100,000 results (0.59 seconds)

According to airhelp.com

View 4+ more



Scarf



T-shirt



Sneakers



Shoes



Jacket



Blazer

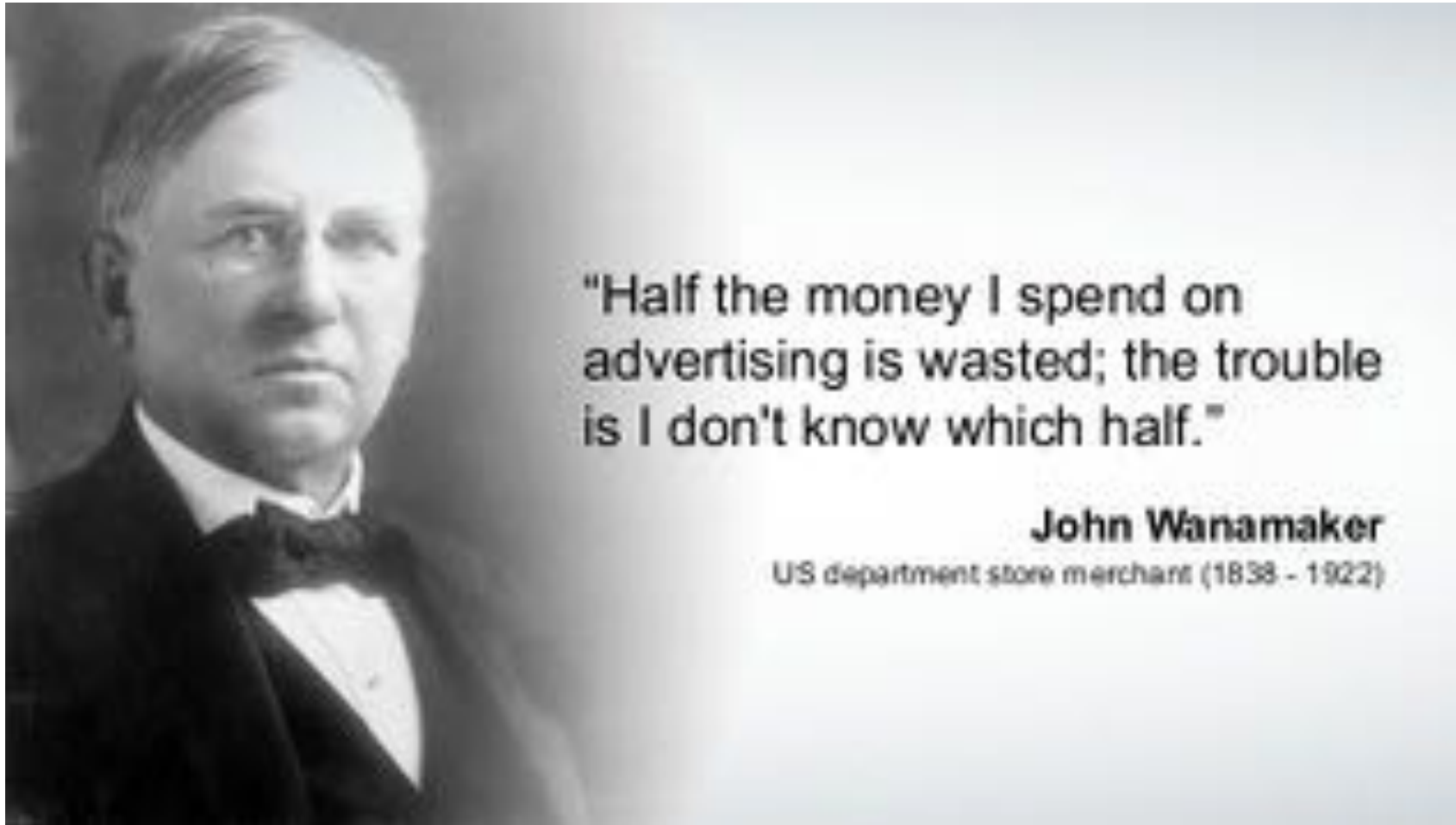


Shirts &
Tops

What to Wear When Flying Long Distance

- Scarf or pashmina. ...
- T-shirt or top. ...
- Sneakers or comfortable shoes. ...
- Jacket or blazer. ...
- **Shirt.** ...
- Scarf. ...
- Socks. For hygiene reasons, this is a must. ...
- Slip-on footwear. If you're a sneakerhead, you won't feel so cool when you are bent down at airport security, tugging frantically at your laces.

More items... • Dec 20, 2018



"Half the money I spend on
advertising is wasted; the trouble
is I don't know which half."

John Wanamaker

US department store merchant (1838 - 1922)

Goal Reports

Conversions

▼ Goals

▼ Ecommerce

▲ Multi-Channel Funnels

Overview

Assisted Conversions

Top Conversion Paths

Time Lag

Path Length

▼ Attribution

Source/Medium Path	Conversions
1. (direct) / (none) * 2	26 (11.10%)
2. google / organic (direct) / (none)	24 (9.89%)
3. google / organic (direct) / (none) * 2	10 (4.17%)
4. (direct) / (none) * 2	7 (2.87%)
5. (direct) / (none) * 4	6 (2.47%)
6. (direct) / (none) google / organic	5 (2.14%)
7. google / cpc (direct) / (none)	4 (1.70%)
8. (direct) / (none) * 3	4 (1.70%)
9. (direct) / (none) * 6	4 (1.70%)
10. clutch.co / referral (direct) / (none)	3 (1.25%)

3rd-Party Reports: DashThis



Goals

Different Types:

Contact Page Visit

Newsletter Subscription

Contact Form Submission

Purchase

2 Minute Session

5 Minute Session



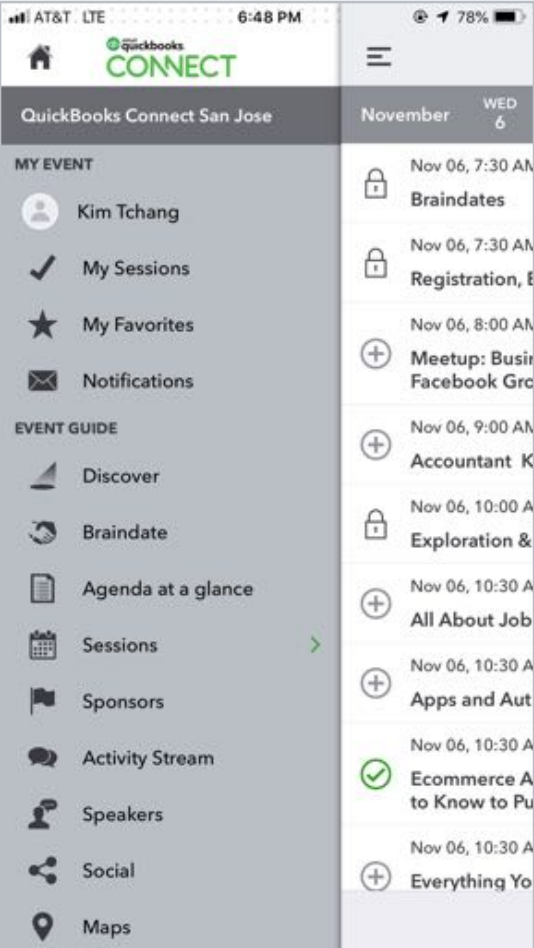


Questions?

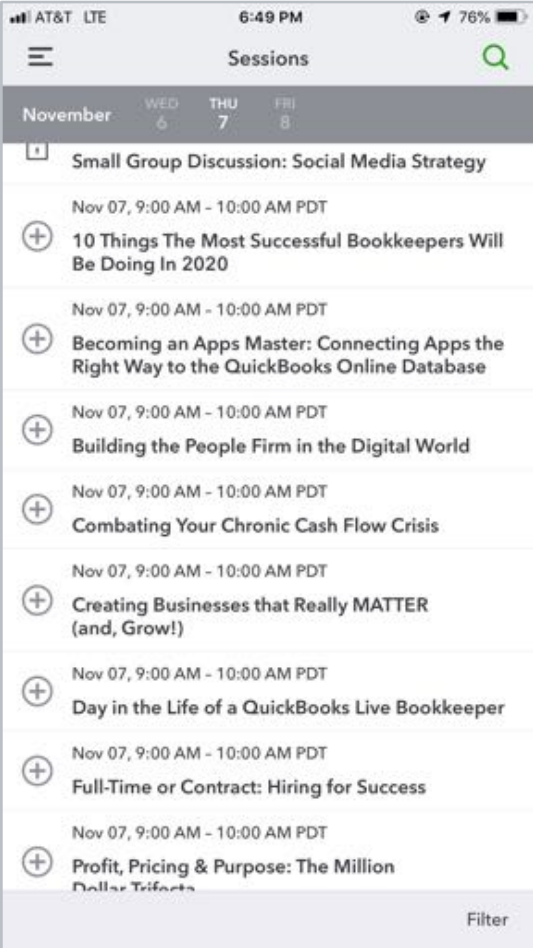
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

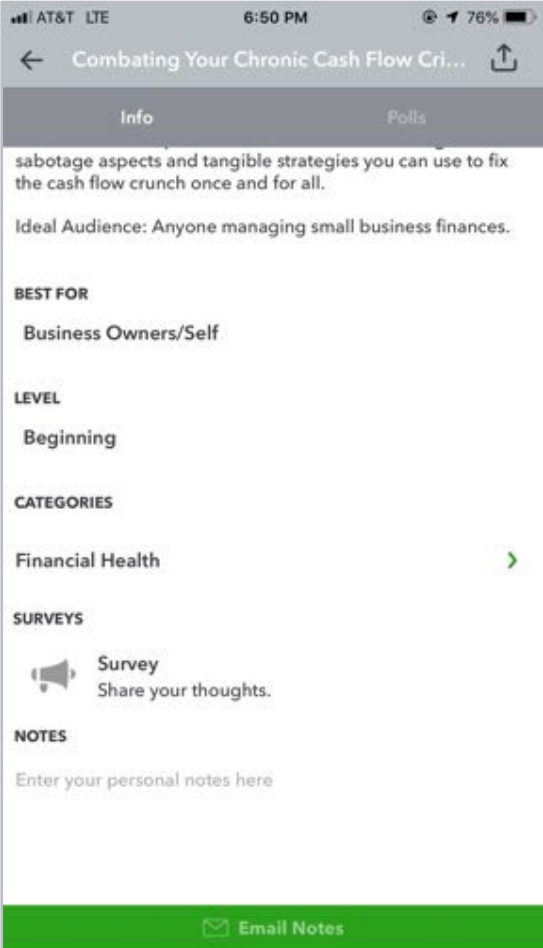
1. Select Sessions



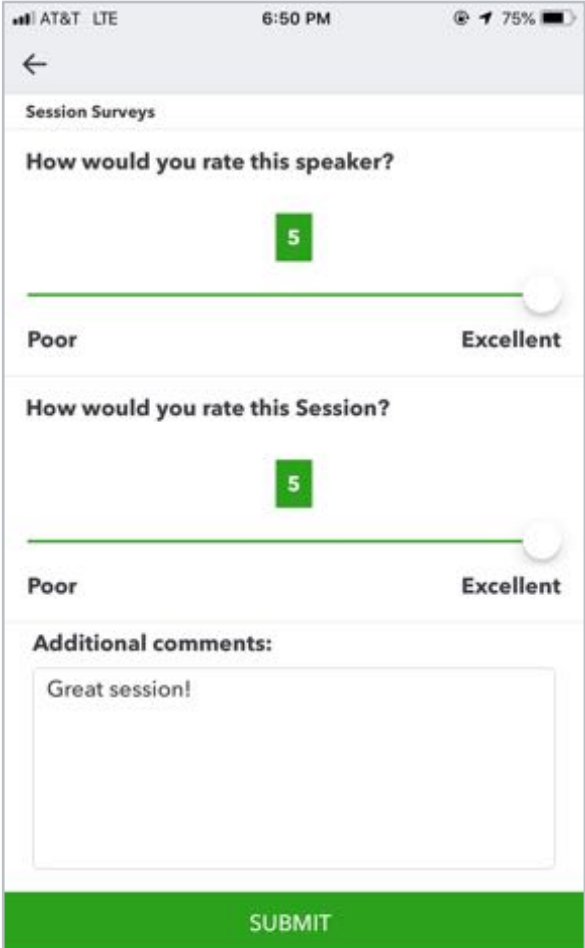
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect Canada 2023 agenda page. At the top, there's a navigation bar with links: Why Attend, Agenda (selected), Speakers, Pricing, Sponsors, Travel, and FAQ. Below this, there are tabs for the dates: December 9 (Accountant Day), December 10 (selected), and December 11. A 'Print Agenda' link is on the right. A paragraph describes the breakout sessions. Below that is a search bar labeled 'Search for sessions'. A 'Filters' section includes buttons for Organizational Culture, Life & Business Skills, Technology Training, Business Growth, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The 'Breakout Sessions' section is expanded, showing details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions listed are 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction'.

QuickBooks CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9 Accountant Day December 10 December 11 Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm Breakout Sessions

Creating Your Small Business Culture +

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best For: Business Owners/Self-Employed

Speakers: Tamia Madenitz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



OWN
THE
FUTURE