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Who we are

Nala Marketing is a boutique firm in the Pittsburgh Region whose mission is "Connecting The Dots" for large and small organizations with digital marketing.

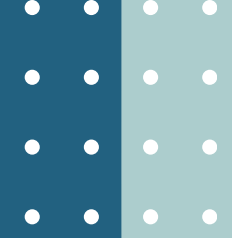




What we do

- **Social Media Marketing**
- **Brand Photography & Videography**
- **Graphic Design**
- **Strategic Marketing with Analytic Review**
- **Event Marketing**
- **Web Design & Support**
- **Connections!**



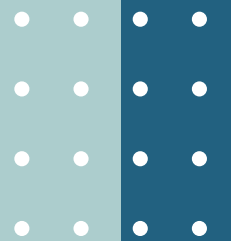


Today

- **Content planning**
- **Best practices**
- **Platforms**
- **Analytics**
- **Video Marketing**

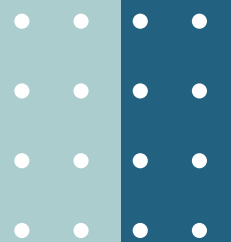
Content Planning

- **Define your Marketing Objectives**
 - **SMART Goals**- Specific, Measurable, Attainable, Realistic, Time-Bound
- **Define your Target Audience**
 - Create Individual/Company
 - Name, Age, Occupation, Income, Goals, What they enjoy in their free time, Pain Points etc.
- **Content Pillars**
 - 3-5 topics your brand will consistently discuss
 - Establishes you as an expert
- **Scheduling**
 - Resources - Later Media



Best Practices

- **Timing & Frequency**
- **Photos & Graphics**
 - Variety of content types
 - Face forward
 - Balance between faces, graphics, products etc.
 - Compliancy and clearances
- **Hashtags**
 - Organic Reach
 - Determining #'s
- **Tagging**
 - Appropriate v. Spamming
 - Industry Specific
- **Post Posting**
 - Send to Story & Engage
- **Engagement & # Engagement**



Platforms



Starting from Scratch

- LI, FB, TT, GMB, X
 - Brand across the board with consistent username & main hashtag (Even if you don't end up focusing on that platform, this secures your handle.)
- The majority of the content can be the same across platforms to begin while you're testing the waters.
- Don't spam. Be mindful of the frequency with which you post when starting out.

Established Social

- Unifying usernames across platforms if possible
- Sharing your social handles on other marketing documents
- Your audience
 - Ex: NAIOP - young professionals so IG & LI, but there is also an older demographic and various industries represented that reveal FB as beneficial

- How to decide which platform to focus on/be active on
- What content types work best on each platform
 - Ex: Carousels on IG, adjust design for LI & FB

Analytics



- **Cyclical Nature**
 - look at these to inform strategy & always come back to adjust
- **Monthly, 90 Day, Annual**
 - outside of specific campaigns, 90 day analytics will give you the greatest insight into the health of an account
- **Consistency is the name of the game**
 - Ex: BCCC growing after 2 years
- **Keep the industry in mind**
 - Ex: InSkin – high reach, but more personal engagement over public since users don't want their service use public
- **Key analytics to look for:**
 - Reach
 - Impressions
 - Engagement– Likes, Comments, Shares, Saves
 - Audience
- **SMART Goals**– Specific, Measurable, Attainable, Realistic, Time-Bound

Analytics



90 Day Nala Marketing Analytics

 Content

Daily

Cumulative



See more

Reach ⓘ

2K ↑ 11.1%

3-second views ⓘ

1.7K ↑ 37.3%

1-minute views ⓘ

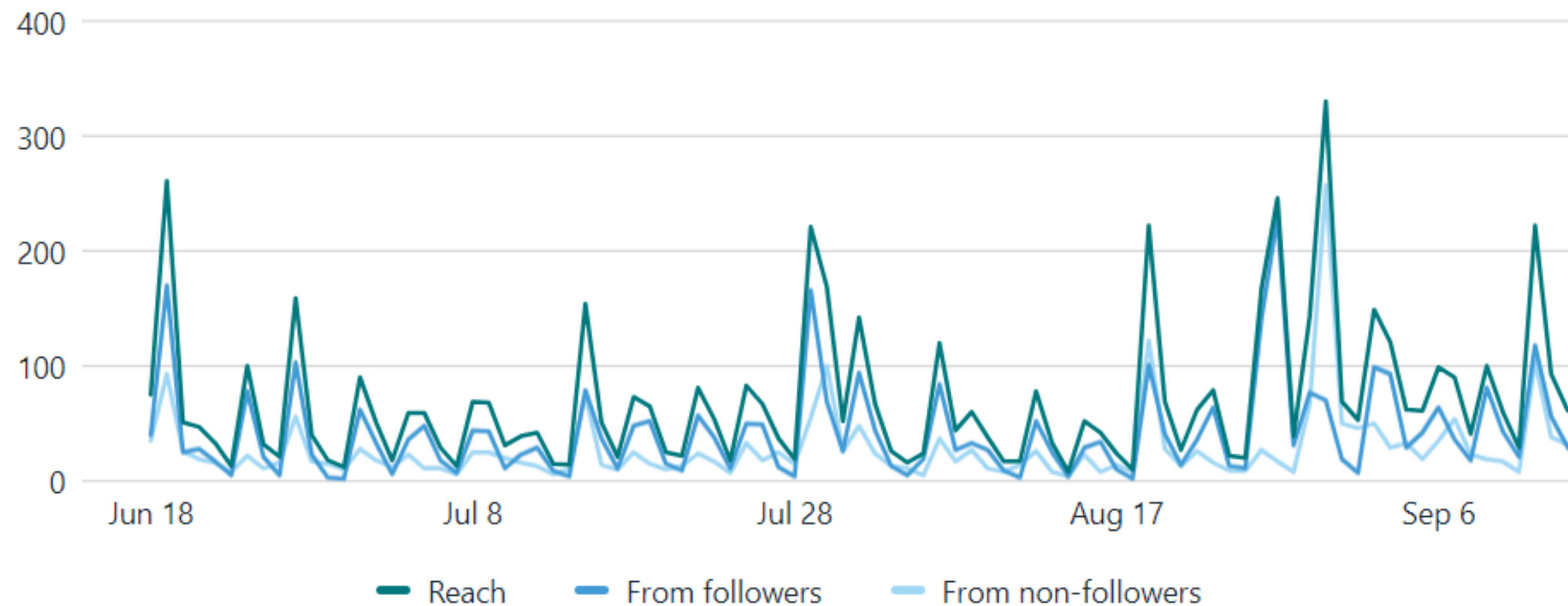
6 ↓ 85.4%

Minutes viewed ⓘ

8h 18m ↑ 28.7%

Content interactions ⓘ

767 ↑ 78.8%



Reach breakdown

Jun 18 – Sep 15

Total

1,972 ↑ 11.1%

From followers

366 ↑ 13.7%

From non-followers

1,629 ↑ 12.7%

Analytics



90 Day Nala Marketing Analytics

Performance

Daily

Cumulative



Reach ⓘ

8.1K ↑ 175.9%

Content interactions ⓘ

769 ↑ 20.7%

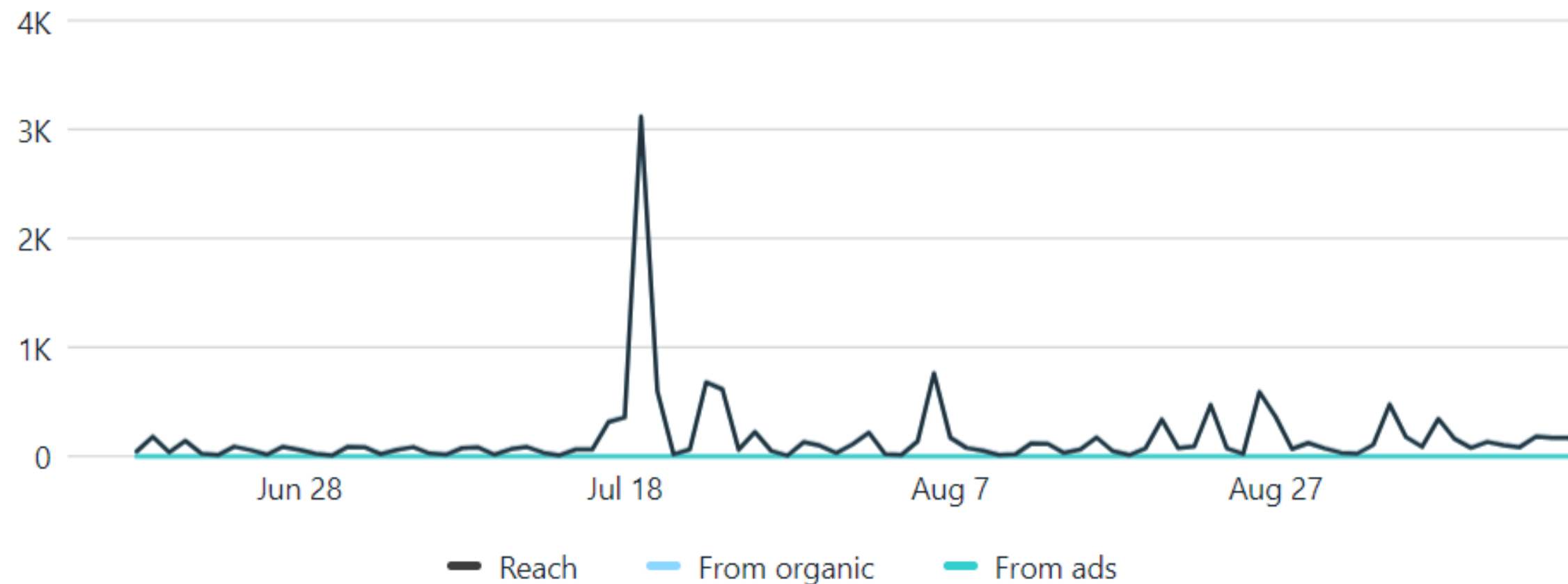
Followers ⓘ

Lifetime

719

Link clicks ⓘ

0 ↓ 100%



Reach breakdown

Total

8,118 ↑ 175.9%

From organic

8,118 ↑ 175.9%

From ads

0 0%

Analytics



90 Day Nala Marketing Analytics

Insights

Review performance results and more.

Facebook ▼

Last 90 days: Jun 18, 2024 – Sep 15, 2024 ▼

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos



Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Reach

Export ▼

Facebook reach ⓘ

2K ↑ 11.1%



Analytics



90 Day Nala Marketing Analytics



Insights

Review performance results and more.

Facebook

Lifetime: Aug 16, 2021 - Sep 15, 2024

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

Audience

Export

Facebook

Trends

Demographics

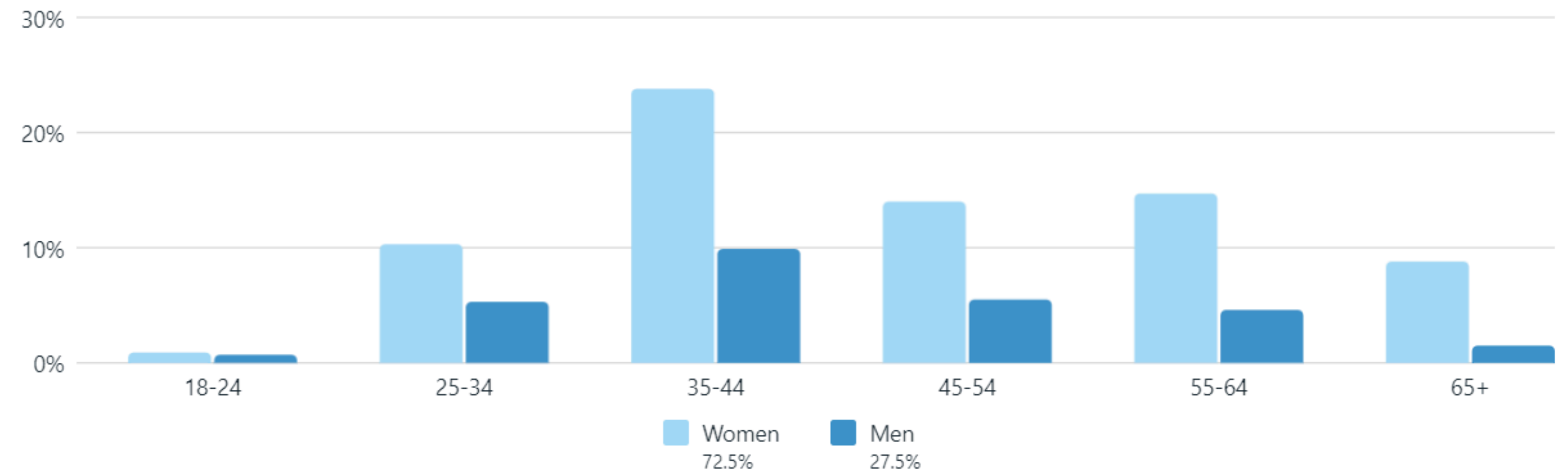
Potential audience

Followers

Lifetime

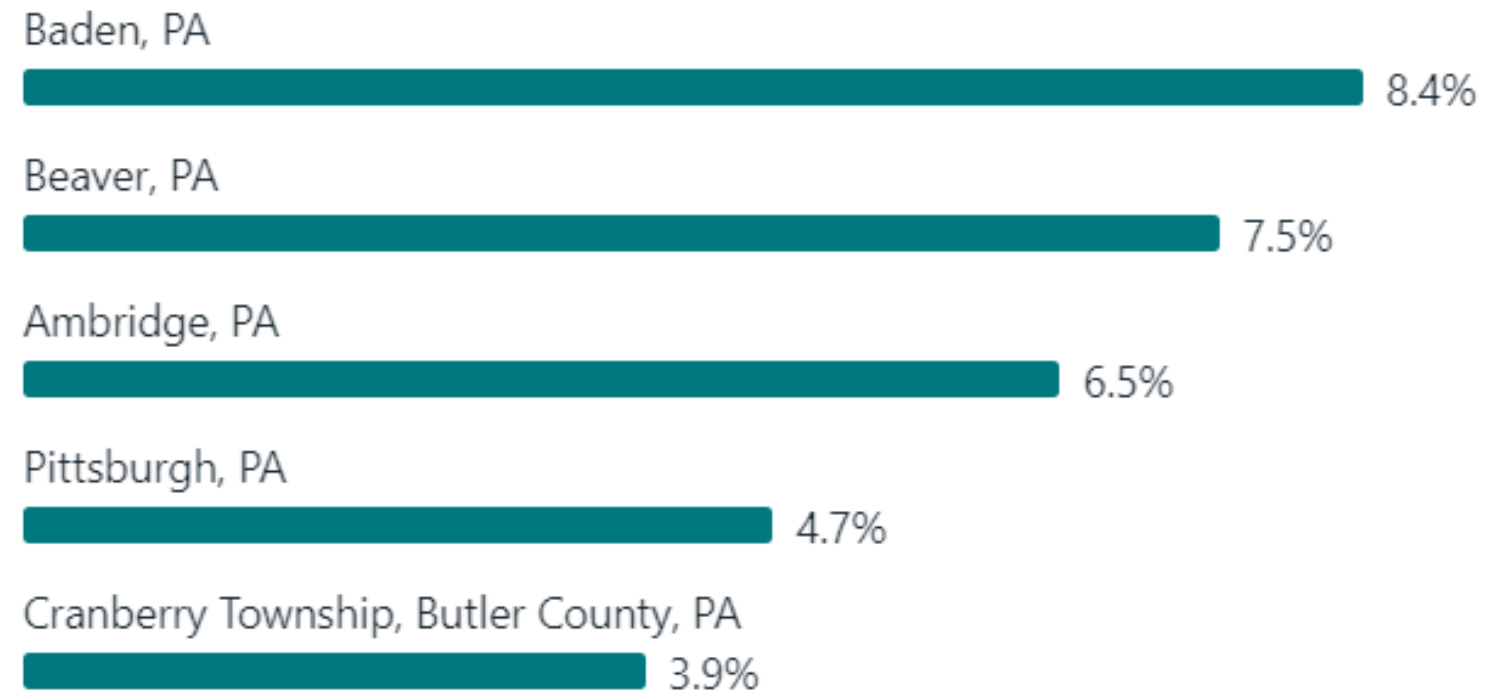
510

Age & gender





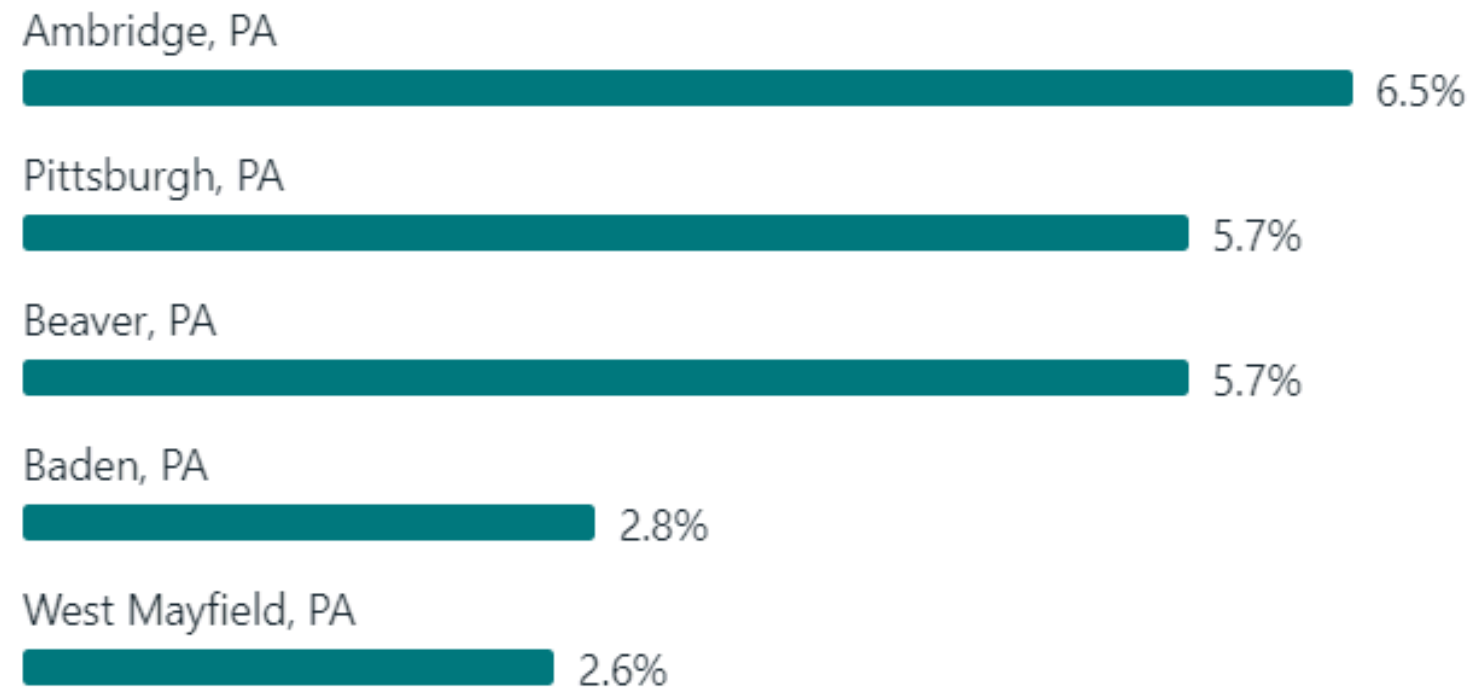
Top cities



Top countries



Top cities



Top countries



Analytics



90 Day Nala Marketing Analytics



Insights

Review performance results and more.

Export data

Last 90 days: Jun 18, 2024 – Sep 15, 2024

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Earnings

Videos

All content

Ad account: Mary Lamb Kraemer 23843156110490429

Posts and Stories

Photos, Videos, Text an...

Filter

Clear

Search by ID or caption

Columns

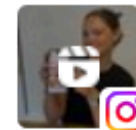
Title

Plays

Shares

Saves

Comments



A social media marketing makeover, that is. ...
nala_marketing

Boost

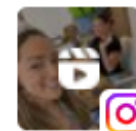


2.5K
Plays

8
Shares

7
Saves

1
Comments



Healthy, happy, productive office vibes. ☺ #...
nala_marketing

Boost

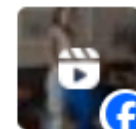


1.6K
Plays

3
Shares

7
Saves

0
Comments



What you see vs. what we see: #CafeKolache ...
Nala Marketing

Boost

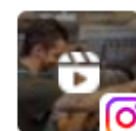


974
Plays

5
Shares

0
Saves

1
Comments



We get to annoy @steeberoni for a living. It's...
nala_marketing

Boost

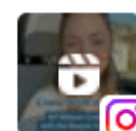


842
Plays

1
Shares

0
Saves

1
Comments



We're so excited about this new facility that w...
nala_marketing

Boost



759
Plays

5
Shares

0
Saves

2
Comments

Video



BY THE NUMBERS:

- 76% of consumers use social media to discover a new product
- 69% have followed through on a purchase based on something they found on social media
- 44% of people prefer to learn about a new product or service via short video content
- 87% of marketers say video marketing has directly increased sales
- Short-form video offers marketers the highest ROI of any social media marketing strategy, with 30-60 sec videos seeing the most success.
- 56.1% of internet users purchase a product online at least once a week
- 81% of consumers want to see more short-form videos from brands
- 66% of viewers will watch the entirety of a video if it's less than 60 seconds long
- ***DYK users will retain 95% of a message watched on video as opposed to only 10% read in text?***

Video



BY THE NUMBERS:

- TikTok is the fastest growing platforms with a staggering 100% user growth rate
- 2 billion people use Instagram every month
- IG reels generate twice as much reach on IG compared to other post types
- IG & FB tied as the social media platforms with the highest ROI
- Facebook users spend 50% of their time on the app watching videos
- 74% of Facebook videos are watched without sound- consider captions, hooks and CTAs
- Average American spends about 31 minutes per day on Facebook (not just on social media, on this one platform)
- YouTube users spend an average of 28hrs on the app each month
- Nearly 90% of all visits to YouTube come from a mobile device

Expand Your Reach

Your posts and your stories are where you serve your current audience.

Your Reels (although hopefully still serving your current audience) should be focused on capturing new audiences and growing your account.





What does that tell us?

Your ideal client is already using social media and already specifically engaging with video content!! Let's make it YOUR content that they engage with.

If those stats encouraged you, let's roll! If you're a bit overwhelmed by ever changing social media platforms, outsourcing is a great option. We'll get to that later.

Whether you create them or work with a team who does, it's best to at least have a working knowledge of Reels so that you can implement this incredible social media tool. But you already knew that! Which is why you're here.

Video



- **Reels made their origin as Toks on TikTok. Now this short form content is highly beneficial for businesses on IG & FB as well.**
- **Short v. Long Form Content**
 - **Short form**= under 10min, ideally 15, 30 or 60 seconds
 - Hooks New Audience
 - quick engagement; wide reach; creates brand awareness
 - **Long form**= 10+min
 - Meat/Value for existing followers
 - SEO optimization; builds deeper connections; share more comprehensive information



But

I don't want to dance like teens
on TikTok.

I get it, neither did I. For my personal biz, I do and sometimes even for Nala Marketing we do because it fits our personalities while still providing value and maintaining a professional presence.

That said, Reels don't have to be silly. You don't have to dance. You don't HAVE to lip synch.

There are several avenues upon which to create a successful Reel, but what they all have in common is they have taken trends and made them their own.



Reels are your best friend when it comes to expanding your reach.

The best Reels:

INFORM

INSPIRE

EDUCATE

ENTERTAIN

or better yet,

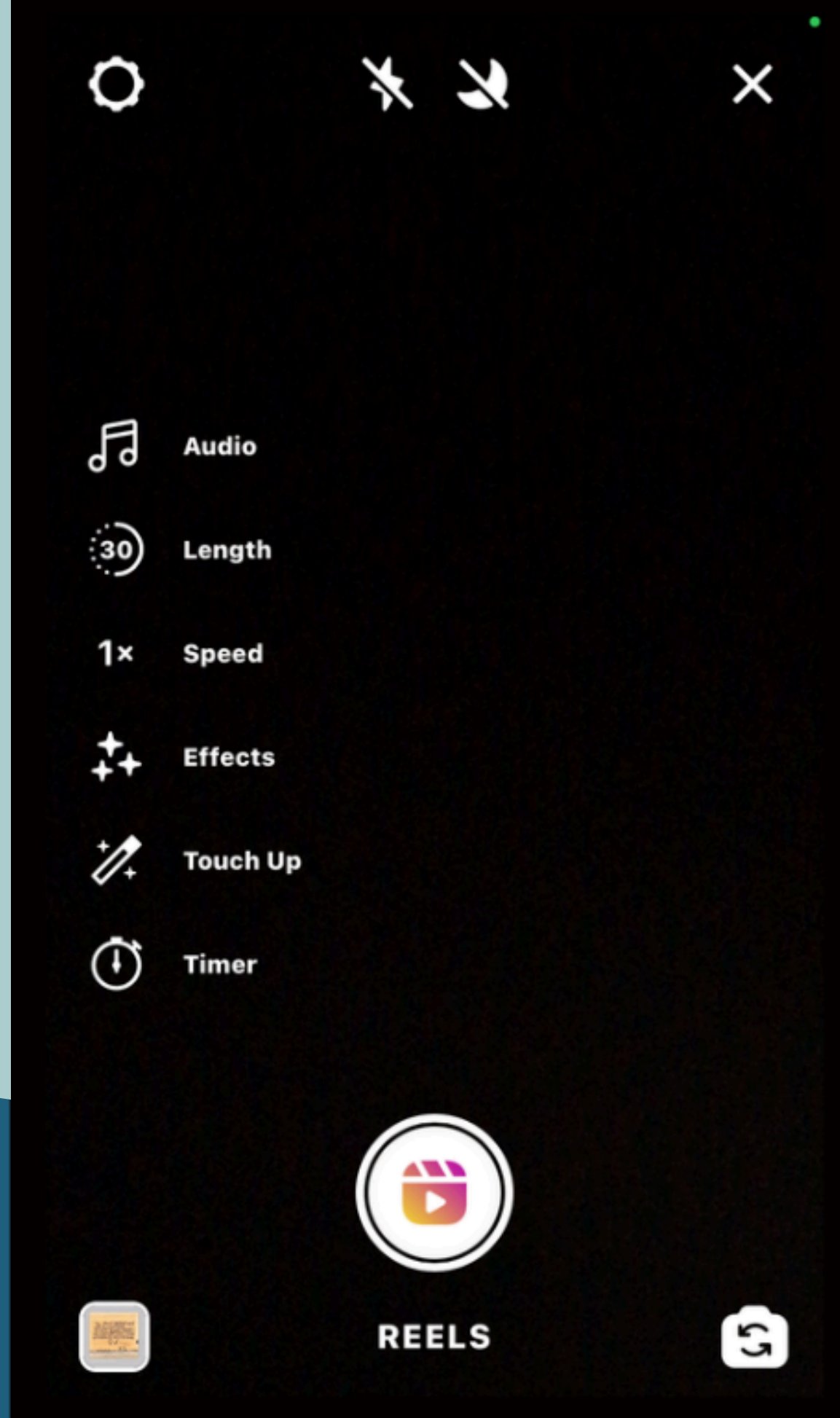
all of the above.

best

friend



Features



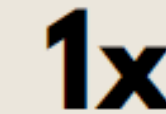
AUDIO

Creator account Pros.



30sec

Duration of your Reel. 15, 30, 60 second options for most accounts.



1X

Here you can speed up your audio/video. Think Alvin & the Chipmunks.



EFFECTS

Filters & effects to make your Reel stand out. Used just like in Stories.



MAGIC WAND

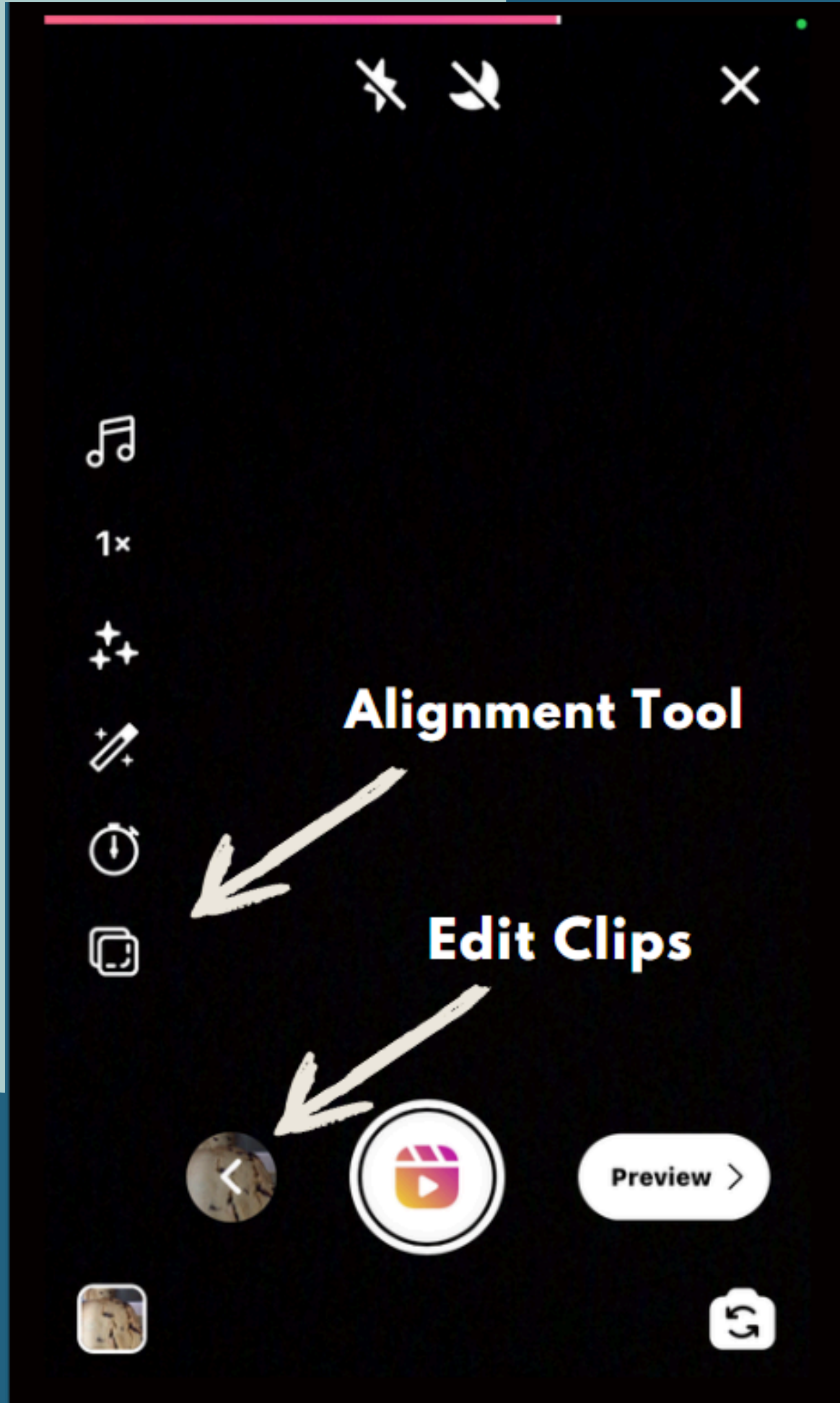
Touch up the image/video.



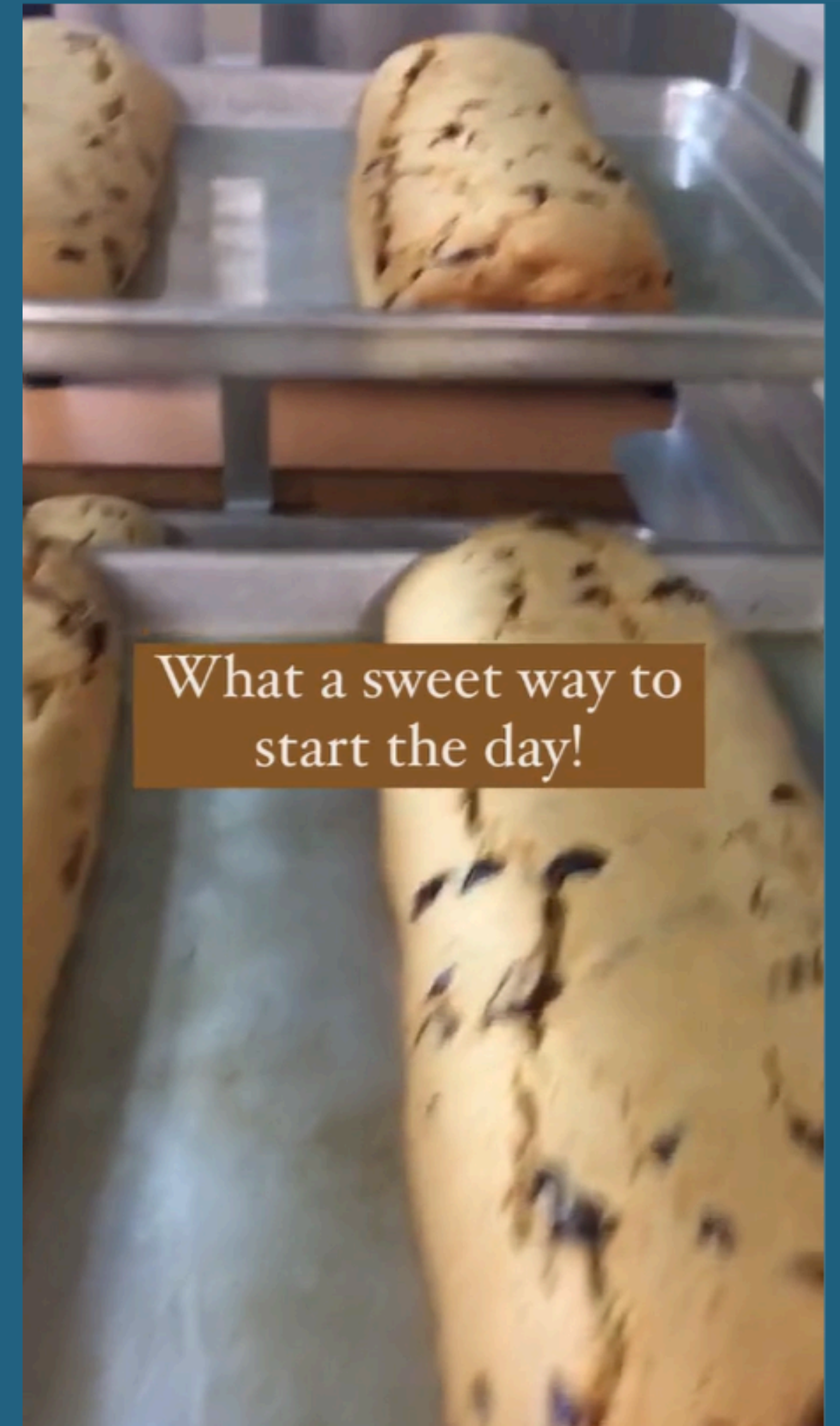
TIMER

By yourself? Want you & your business partner in the shot? Set a 3 or 10 sec timer then go!

Editing



Editing



What a sweet way to
start the day!

Set Your Reel Apart



TRENDING AUDIO

TRENDING EFFECTS

TRANSITIONS

COPY THAT CONVERTS



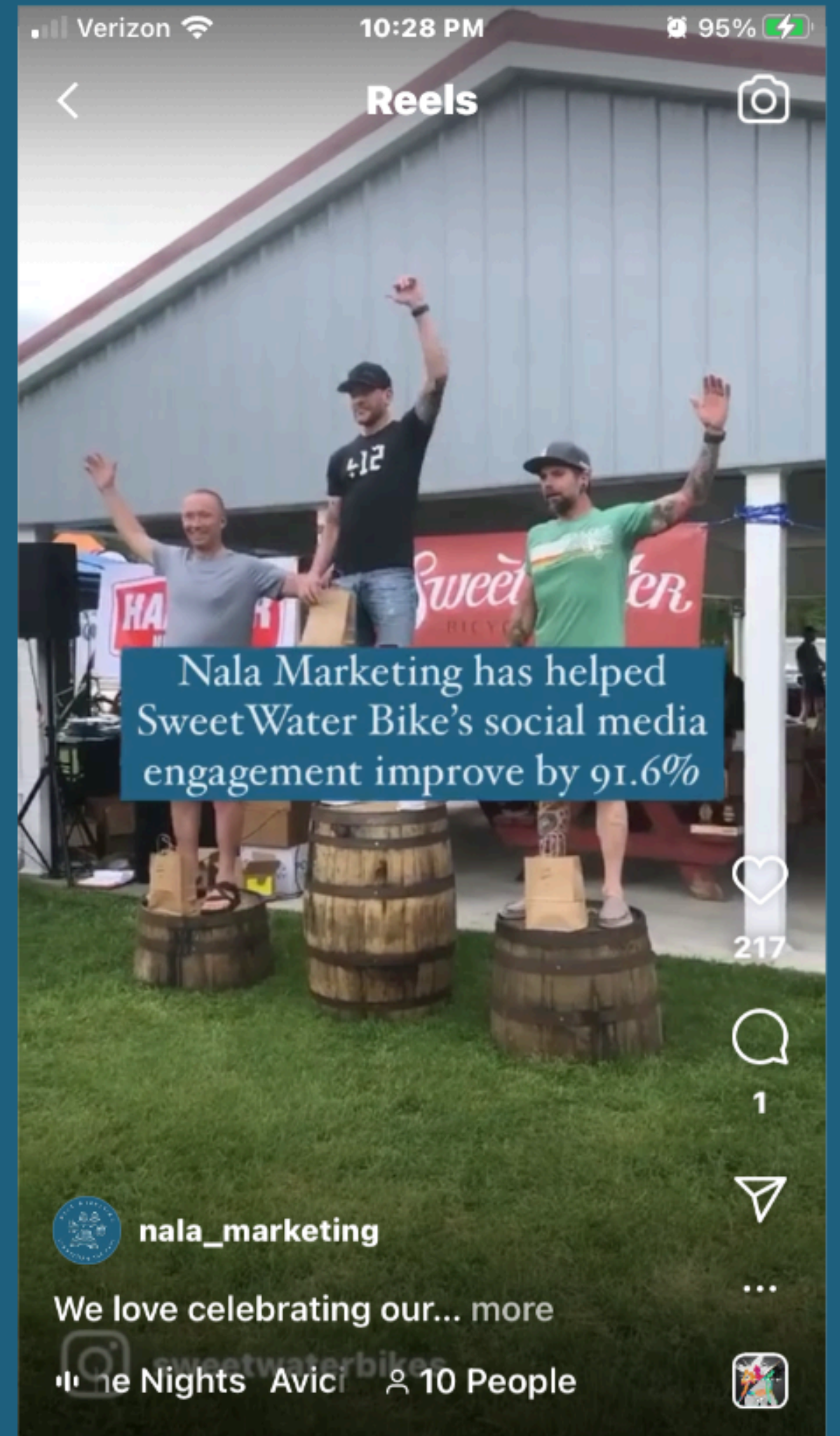
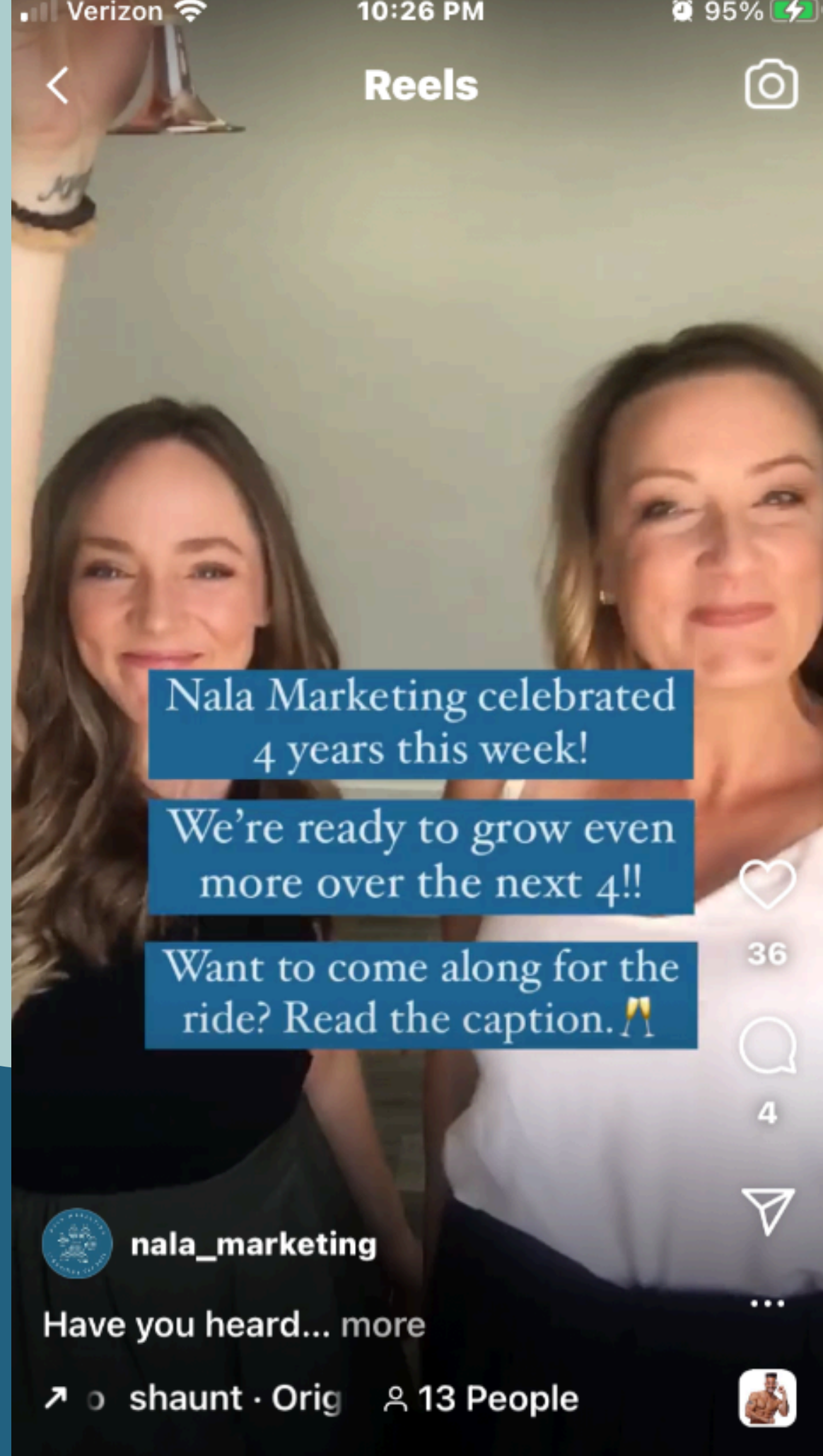


TRENDING AUDIO



- Look for this arrow in the bottom left of Reels that you watch. It will appear to the left of the title of track, noting that this specific audio is trending.
- Explore Page – what comes up the most? Save it, use it, & make it your own!
- Most trends start on TikTok. Want to be ahead of the game on Instagram? Get on TikTok!

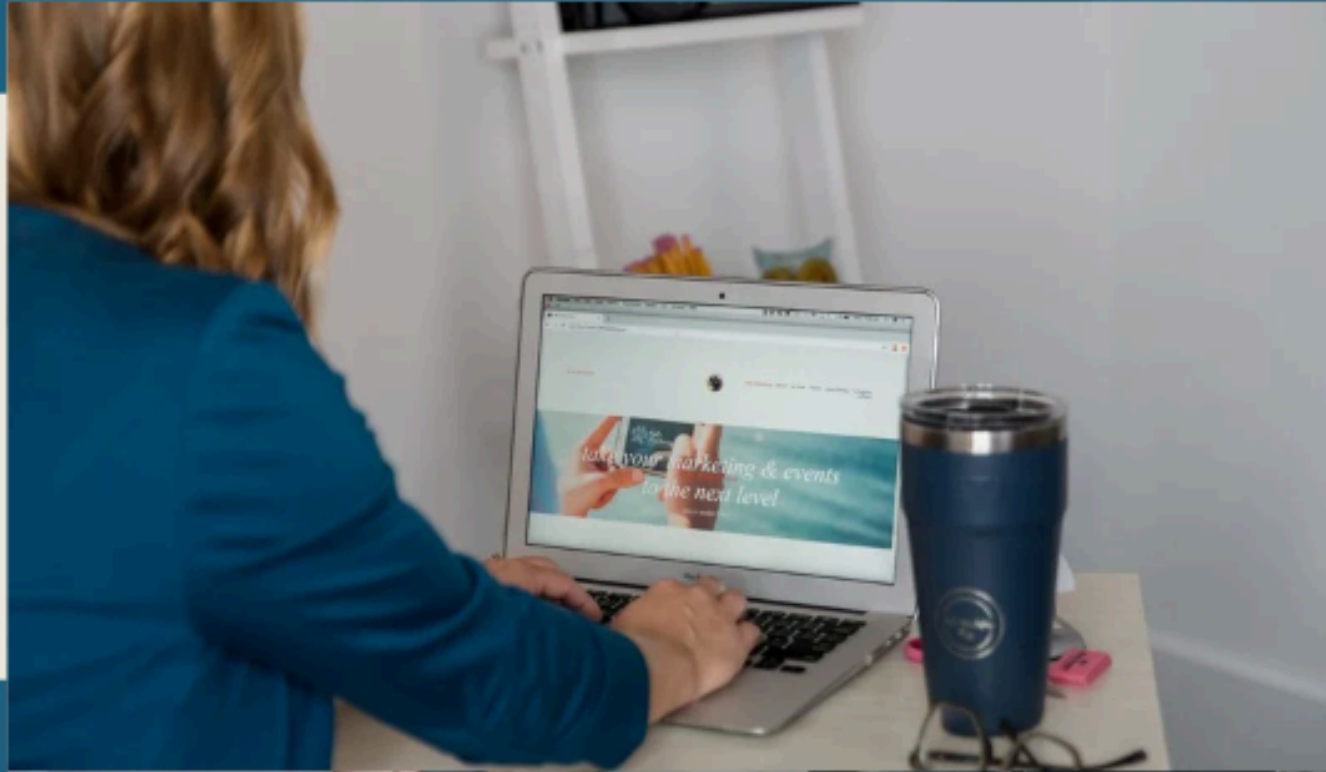
Trending Audio





TRENDING EFFECTS

- Did you know, effects can be trending as well? Discovering them is quite similar to discovering trending audio.
- Explore Page – what comes up the most? Save it, use it & make it your own!
- Again, most trends begin on TikTok! Get on top of the trend by paying attention to that platform
- Using effects in Instagram Reels works just like using them in your stories.



COPY THAT CONVERTS



- Hook – grabs attention
- Value – think like your ideal customer here. What do they want? How can you meet those needs?
- CTA – Call to action. Ex: Shop/Sign Up/Download via link in bio, Ask a question, Comment below if, Tag a friend who..., Stop by for.
 - Don't expect people to go where you want or do what you'd like them to do. Tell them.

Don'ts

&

Do's



- **Follow Trends & tweak them to your niche**
- **Follow, engage with, & learn from other accounts in your niche.**
- **Plan & Batch Content**
- **ALWAYS SAVE YOUR REELS!!!!**
- **Grow Organically**
- **Experiment & have fun!**



- **Don't copy verbatim**
- **Don't post & ghost**
- **Don't panic post**
- **Don't buy engagement**
- **Don't sweat it! Some Reels will go viral, others won't. Serving your community is what matters. Think long-term.**



Do's & Don'ts



**What has worked for you in the past?
Take note & repeat it! What do you like
that other accounts are implementing?
Take note & make it your own (throw
credit where credit needs be!)**



**What has not worked? What
turns you off from other accounts.
Learn from your past & learn
from others.**



Your Call to Action!

JUST DO IT

Don't let this workshop just be a workshop. Put what you've learned into action! You'll make mistakes along the way. We all do ! Everyone starts as a beginner. Just get started.

OUTSOURCE

We're here for you! If you'd rather place your energies elsewhere, outsourcing this aspect of your business can be a great investment!

SHARE THE LOVE

Found value in this? Tell a friend. Follow us for more tips and keep up on upcoming workshops. We want to grow alongside you!



Thanks for joining us!

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