

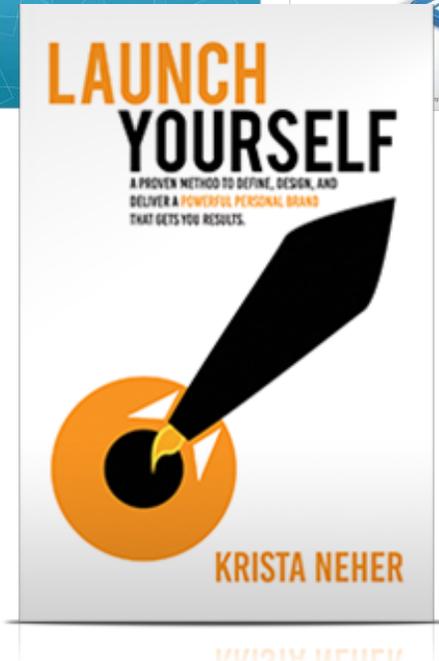
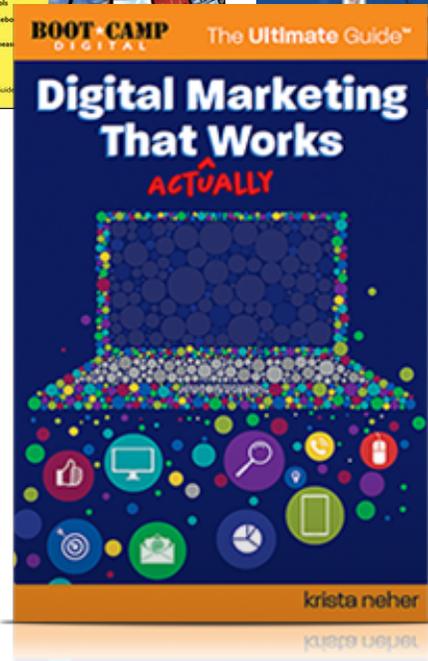
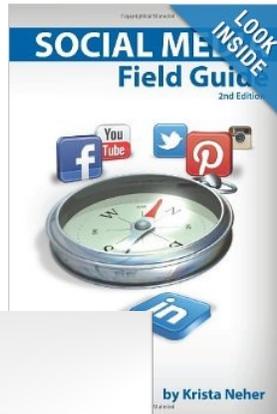
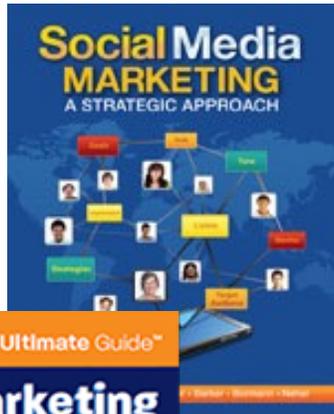
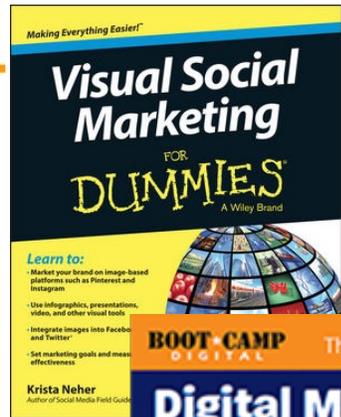
FTD, LLC

Social Media 2021: What Actually Works

May 2021



About Krista



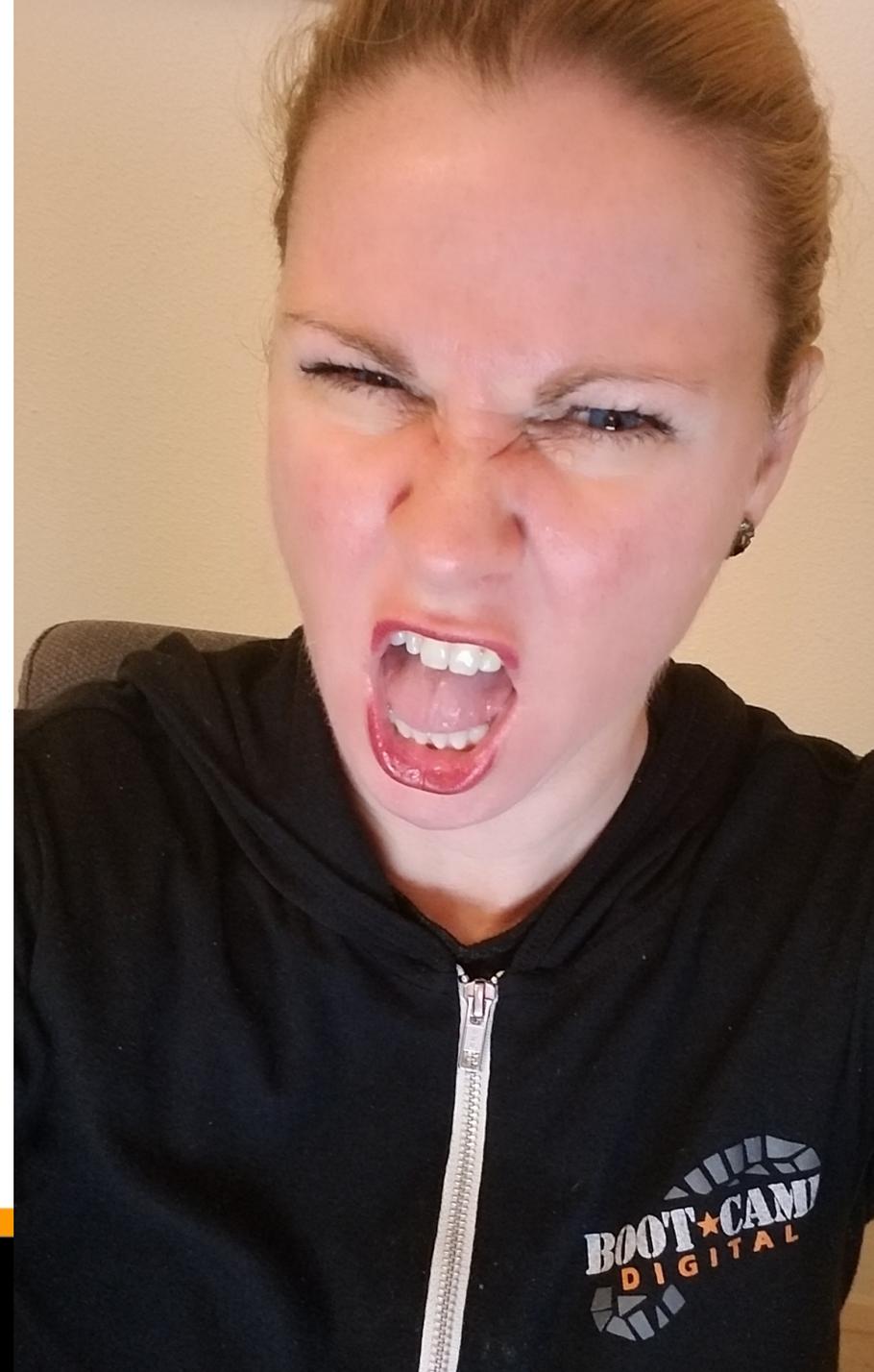
As seen on and in:



**“Annual Trends
in Whatever
Year SUCK!!!”**

- Krista Neher

2021 Trends Webinar



Challenge

2 Actionable Items

#1

Social

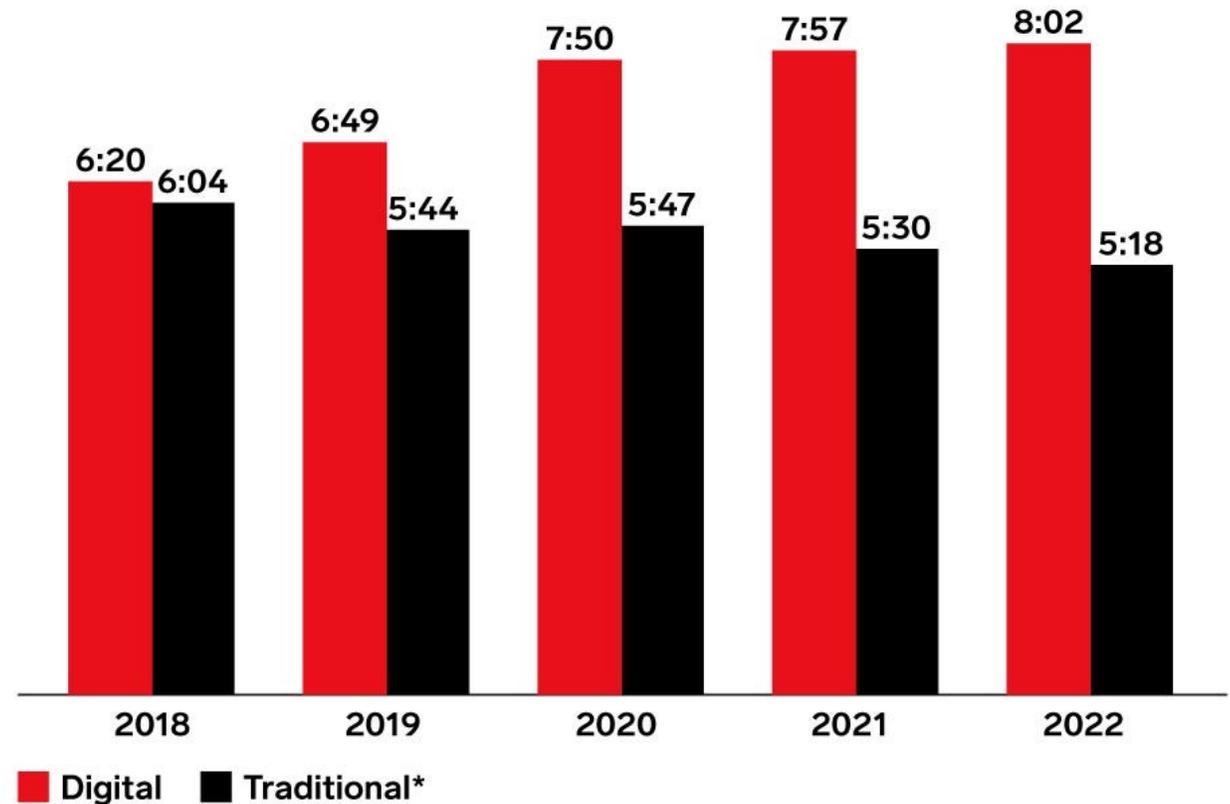
Matters More

Time on social is increasing

- Every social network is increasing time on site
- Every social network is increasing revenue
- People are spending more time online

Traditional* vs. Digital Media: Average Time Spent in the US, 2018-2022

hrs:mins per day among population



*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on a mobile device while watching TV is counted as 1 hour for TV and 1 hour for mobile; *includes time spent on TV, newspapers, magazines, and radio*

Source: eMarketer, Jan 2021

262670

eMarketer | InsiderIntelligence.com

#2

LinkedIn



Krista Neher

Digital Marketing Expert, Bestselling Author & Trainer | CEO
| International Speaker | Social Media & Digital Marketing

Cincinnati, Ohio Area

 Boot Camp Digital

 Harvard Business School

 See contact info

 See connections

Add profile section

More...

I am an award winning marketer, bestselling social media author, international social r
marketing speaker, digital marketing trainer & CEO. I'm passionate about helping com
by strategically using social media and digital marketing and work with companies arc
t...

Who viewed your profile

354 profile viewers in the past 90 days **+75%** since last week



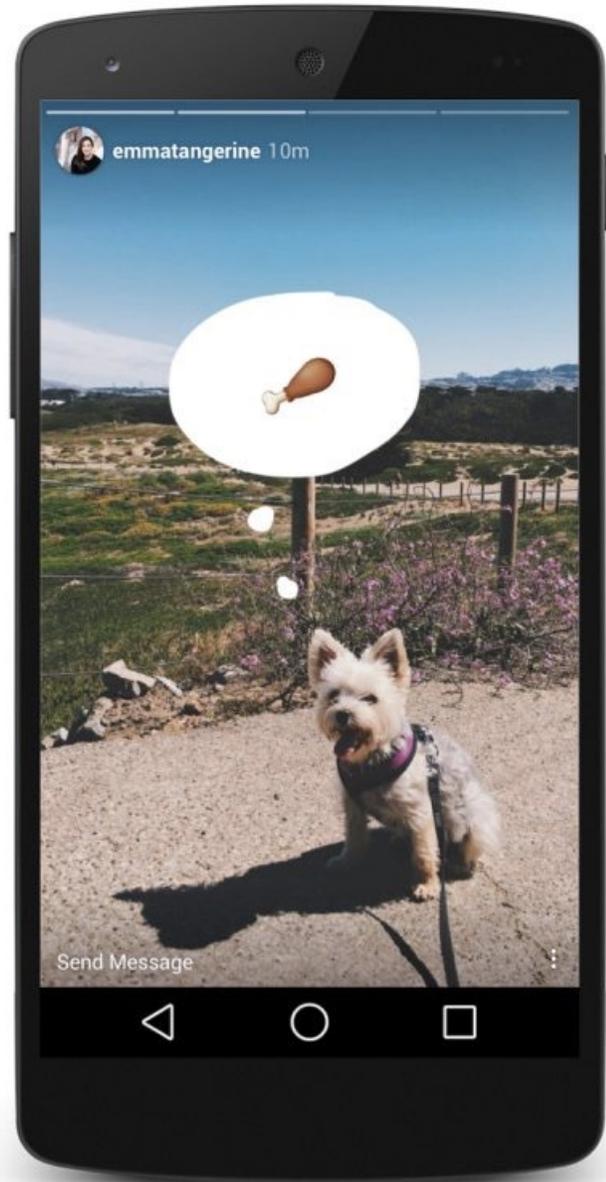
Hide trends

LinkedIn Pro Tips:

- Engagement up 30%
- Polls are doing GREAT
- Videos work well
- Pages have opportunities
 - Invite contacts
 - Notify employees
 - Events

#3

Stories



Stories Pro Tips:

- Schedule on Creator Studio (YAYAYAYAY)
- Add stories highlights
- Have fun
- Incremental exposure

#4

Foundations



CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
POSTING FREQUENCY	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
WHEN TO POST	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
USE OF HASHTAGS	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
BEST PERFORMING CONTENT	Photos • Videos	Photos • Short videos	Questions • Multimedia	Product Reviews • How-to Guides	News • Updates	Style • Home	Fun & playful • Lenses & filters

#5

Creativity



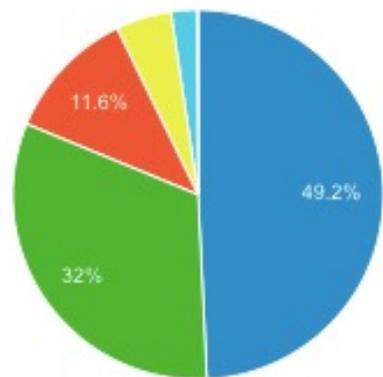
Creativity Pro Tips:

- LESS is more
- QUALITY over QUANTITY
- Try something new
- INTERESTINGNESS
- Breakthrough
- Stop the scroll

#6

Analytics

Top Channels



- Paid Search
- Organic Search
- Direct
- Social
- Referral
- (Other)

Users



Conversions



	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 6 Conversion Rate ↓	Goal 6 Completion ↓	Goal 6 Value ↓
	1,185	1,136	1,281	75.72%	1.55	00:00:58	1.01%	13	\$0.00
1 ■ Paid Search	588	<div style="width: 40%;"></div>		84.29%	<div style="width: 80%;"></div>		0.65%	<div style="width: 10%;"></div>	
2 ■ Organic Search	382	<div style="width: 25%;"></div>		68.36%	<div style="width: 70%;"></div>		0.48%	<div style="width: 5%;"></div>	
3 ■ Direct	138	<div style="width: 10%;"></div>		62.58%	<div style="width: 60%;"></div>		3.87%	<div style="width: 100%;"></div>	

Build an Analytics Rhythm

- Monthly check-in
- What works
 - Do MORE
- What doesn't
 - Change or STOP
- Improve

#7

PAID

What's your marketing objective? [Help: Choosing an Objective](#)

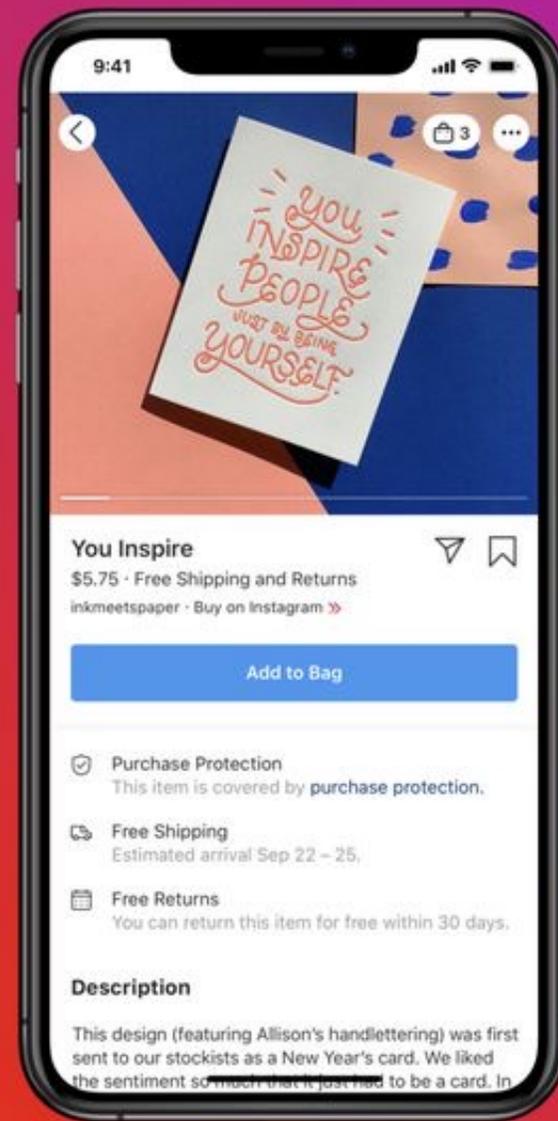
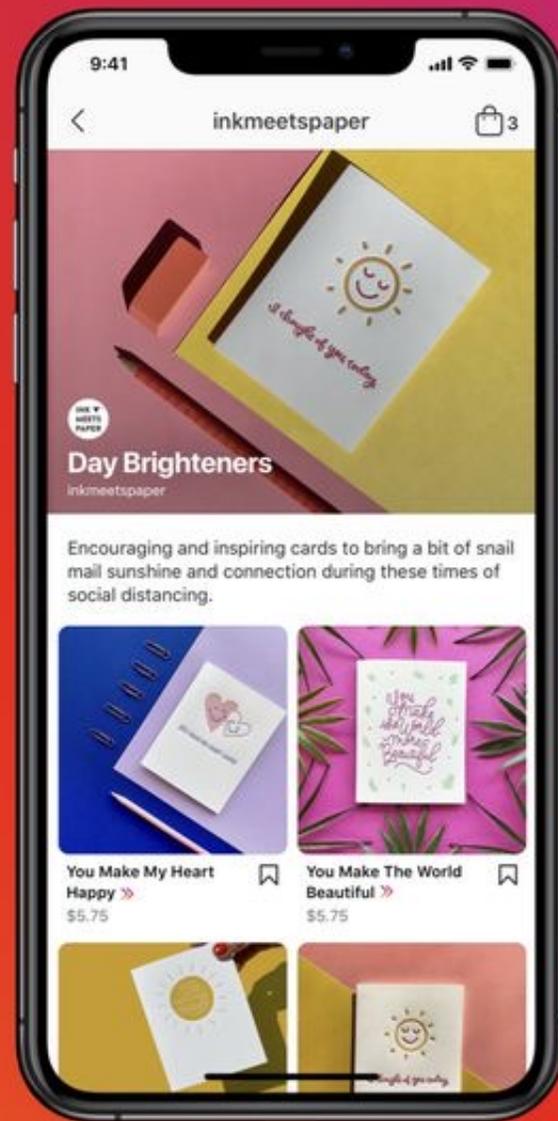
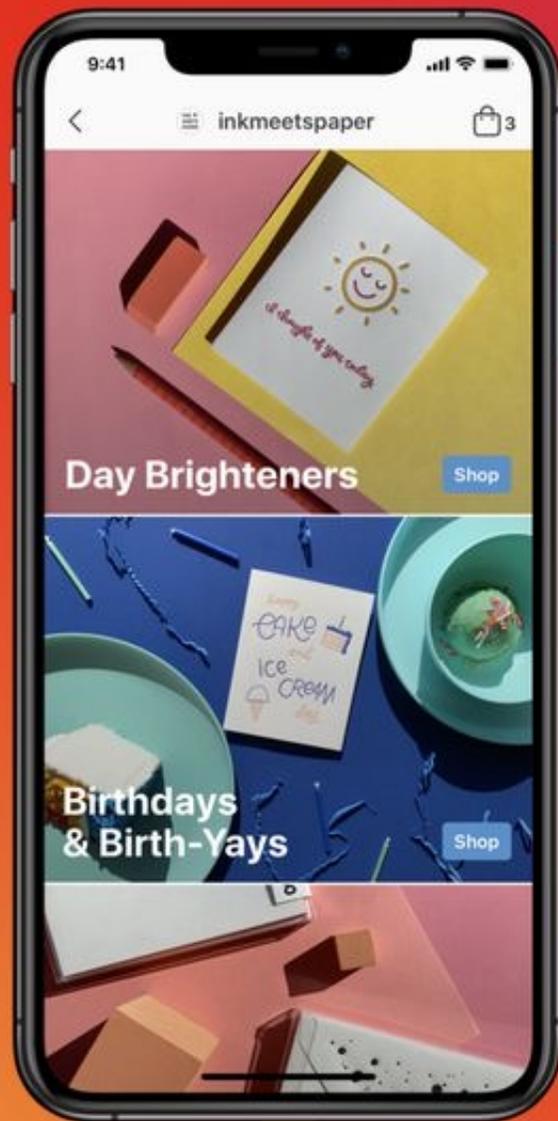
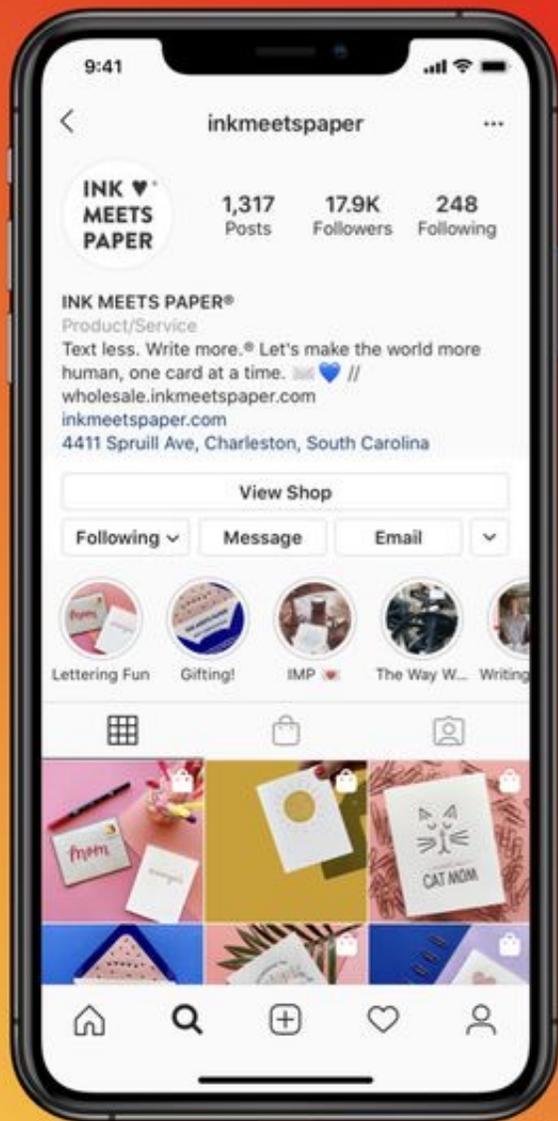
Auction ⓘ

Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

#8

Integrated Commerce



#9

TikTok /
Short Vids





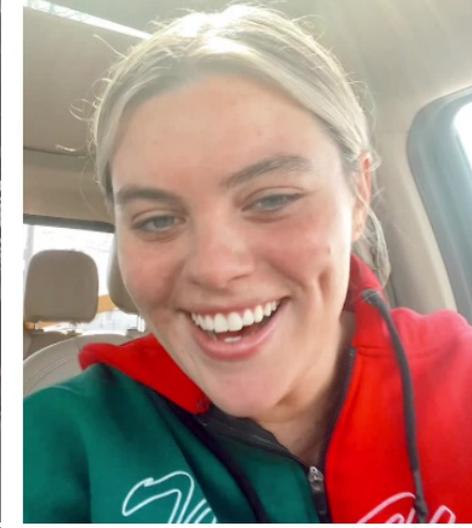
Arreglo de globo burbuja Con rosa



Roses



My Florist Husband



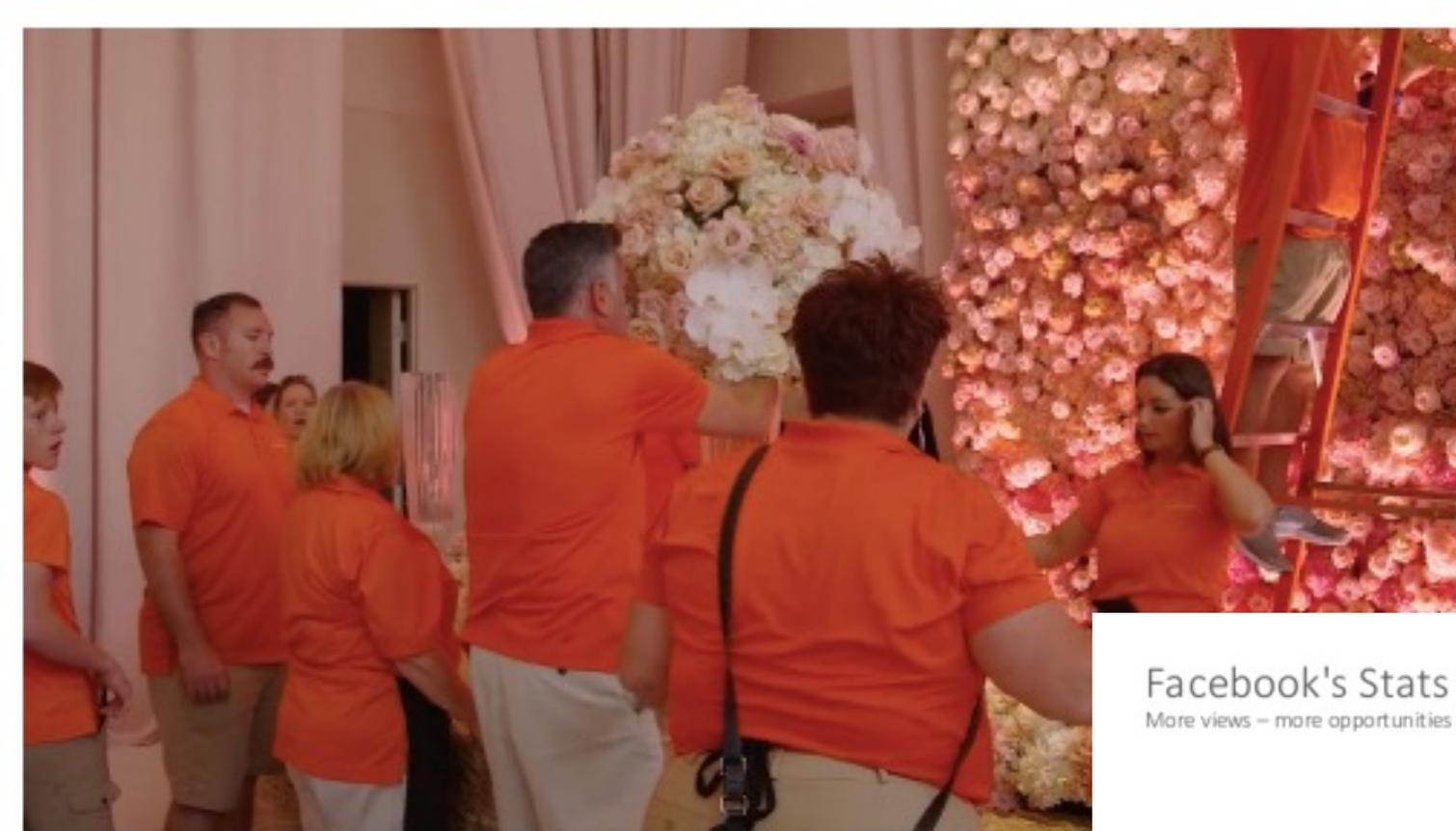
how to prevent drooping

FLOWER SCHOOL



#10

VIDEO



Facebook's Stats Show Dramatic Rise in Video Content

More views – more opportunities for advertisers



75% MORE
VIDEOS

Are posting to Facebook
around the world than year
ago



OVER 100 MLN
HOURS

Of video users watch on
Facebook per day



500 MLN
PEOPLE

Watch Facebook video
every day



+360%

The number of videos in
people's Facebook feeds
has grown in the past year

Prioritize

#DriveImpact

Do **ONE** thing
REALLY well

Let's Connect!



Krista Neher

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Boot Camp Digital



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