

The Social Side of Service



Barbara Burgie

burgiemediafusion.com

Key Content Changes in Marketing Strategies

- Creating content that speaks/helps/motivates your target market and the reality they are living. You need to be personally relevant to your target.
- Your brand should have values and be focused on the customer's entire journey.

What do you stand for? Your purpose and social Good Matters!

- Inclusivity

41% of shoppers have “shifted” their business away from a retailer that does not reflect how important identity is *Accenture

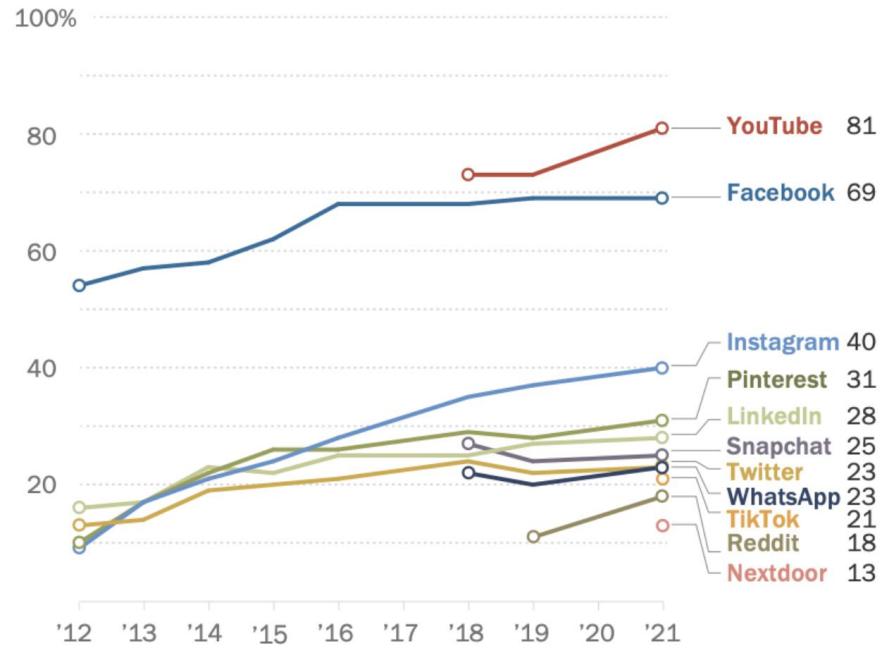
29% of shoppers are willing to switch brands completed if they do not showcase diversity
*Accenture

Platform shifts



Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

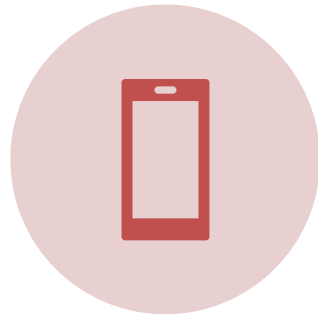
"Social Media Use in 2021"

PEW RESEARCH CENTER

Focus on Content

- Videos and Visuals
 - What is your purpose?
 - What is your conversion goal?
 - Did you develop segmented content?
 - Are you integrating Local SEO into your content?

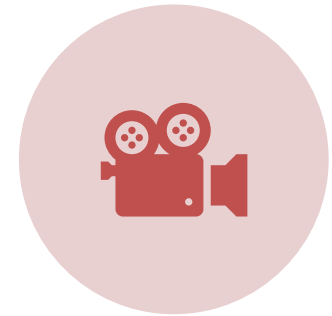
Mobile Everything



MOBILE FIRST
WEBSITE

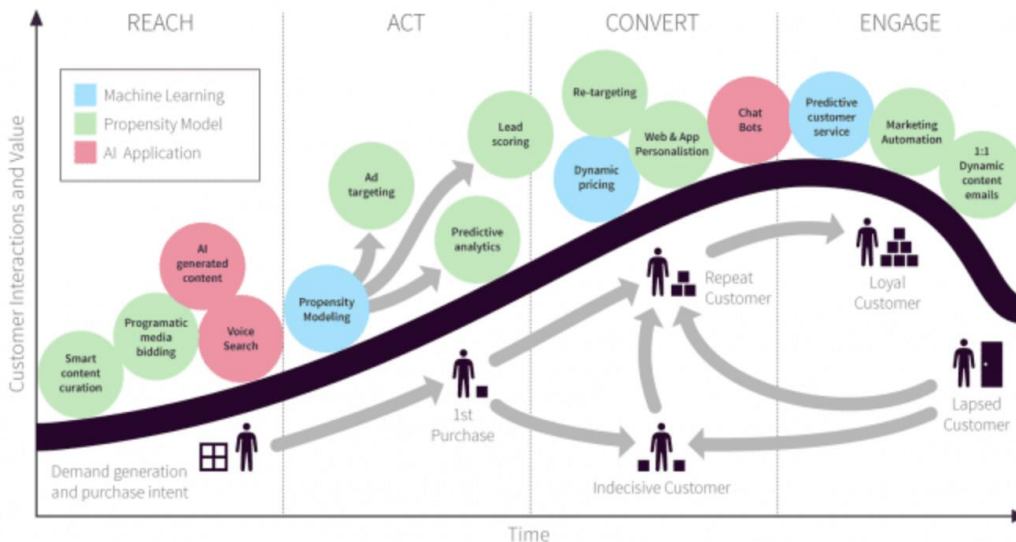


MOBILE IMAGES



MOBILE VIDEOS

Your Impact



- Likes, followers, awareness
- Engagements
- Actions: website visits, emails, calls, join/renew, volunteer, attend/sponsor an event, etc.

Key Performance Indicators

- Defined Target Markets
- Set Goals for Every Task
- Evaluate Regularly
- ROI

Marketing	Total Leads	Open Leads	Repeat	Referral	Networking	Internet/Website
January	98	7	4	13	11	56
February	72	5	4	15	8	38
March	101	6	5	13	7	54
April	97	16	6	11	5	56
May	78	9	5	9	4	47
June	72	11	2	8	6	42
July	83	12	10	11	10	41
August	89	23	10	15	7	42
September	77	21	3	12	7	39
October	69	31	3	7	8	35
November	53	29	1	9	7	27
December	35	21	3	3	1	23
Totals	924	191	56	126	81	500

WEB STATS	
Unique Visitors	
Number of Sessions	
Page Views	
Bounce Rate	
Avg. Time on Site	
# of social media clicks to website	
# of leads from website	
# of new emails from website	
Top 5 Social Referral Sites:	
Facebook	
Houzz	
LinkedIn	
Pinterest	
Instagram	

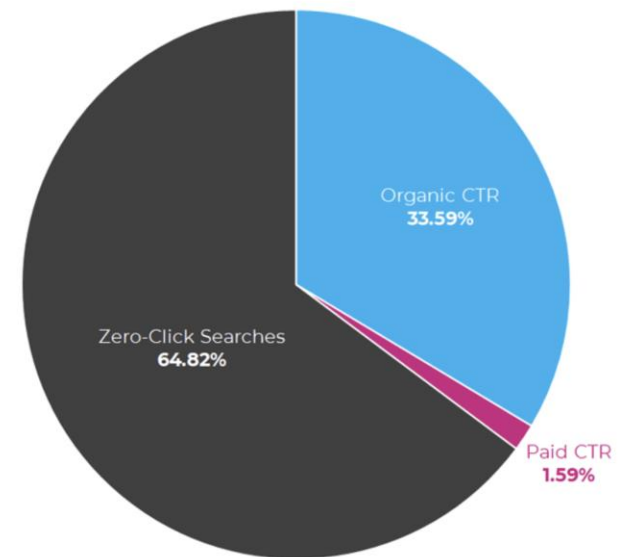
Marketing Category

- Client Appreciation
- Promotional Products
- Website
- Social Media & eNewsletter
- Website & SEO
- Print Media Ads
- Flyers/Postcards/Mailers
- Referral Program
- Other

Where do you invest?

- SEO/PPC
- Local SEO and Zero-click Search
- Graphics
- Video Marketing
- Paid Social
- Email Marketing and Automation

Google Search CTR & Zero-Click Searches, 2020
(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)

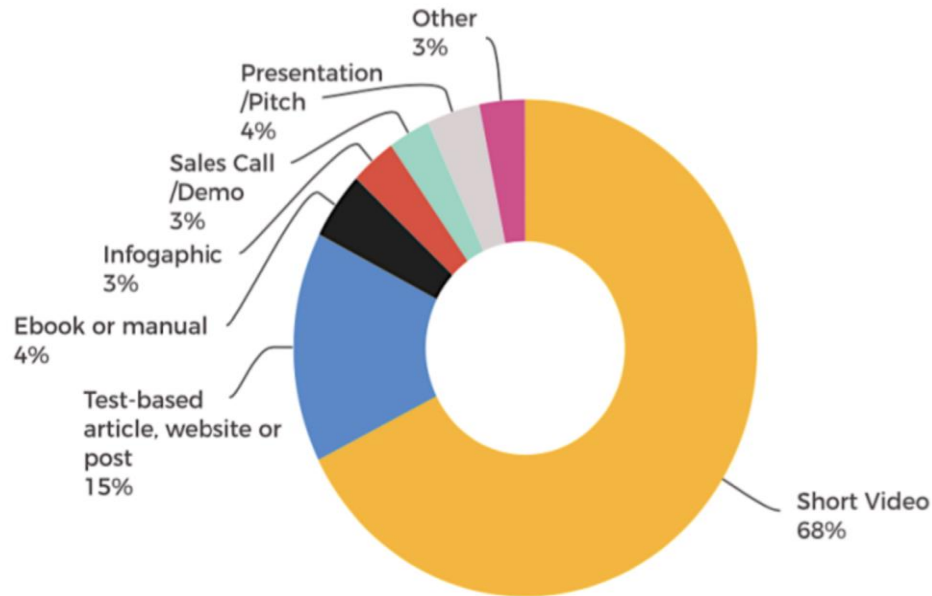


Data courtesy of [SimilarWeb](#) Assembled & published by [SparkToro](#)

Image: SparkToro

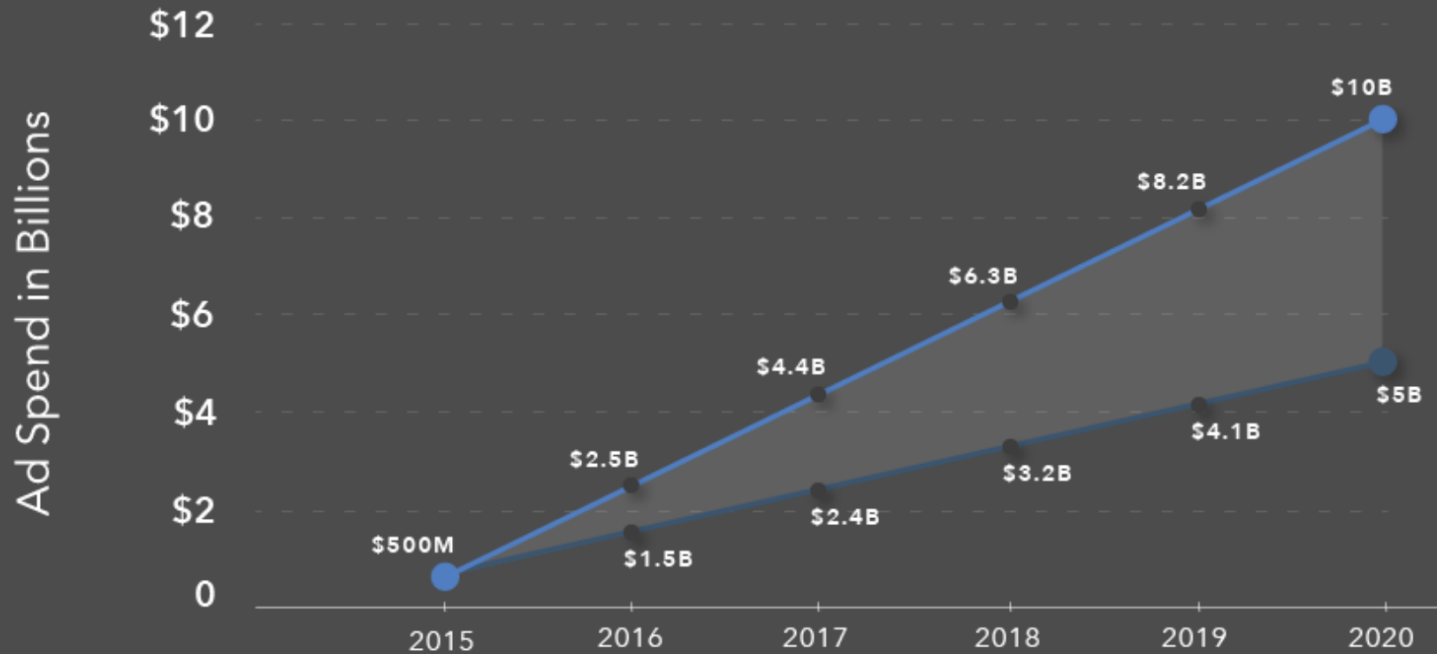
Where do you invest?

How do you MOST prefer to learn about a new product or service?



INFLUENCER MARKETING GLOBAL SPEND

Higher Spend Forecast
Lower Spend Forecast



mediakix



Important Changes for 2022:

- Expanding brands through non profits
- AI and influencer marketing
- Progressive Web Apps
 - Push notifications
- Interactive Content
- User Generated Content (UGC)

Contact Information



barb@burgiemediafusion.com

614.273.0783

burgiemediafusion.com