



April 13, 2021

Discoverability Webinar – Simplifying Social Media

Are you ready?



Tough or Bluff?

Artists can use social media to reach interested buyers on a platform where they are already spending their time.

Tough or Bluff?

**Artists can use social media to reach
interested buyers on a platform where
they are already spending their time.**

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



we
are
social



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CHNIC; ARII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORY:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **+ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we
are
social



Hootsuite*

Tough or Bluff?

**I can make a living off my art by only
posting my work on social media**

Tough or bluff?

BLUFF

**I can make a living off my art by only
posting my work on social media**

Tough or Bluff?

I have to constantly 'sell' my work on social media in order to make sales

Tough or craft?

**I have to constantly 'sell' my work on
social media in order to make sales**

BLUFF

Tough or Bluff? – for the actors...

50% of all casting decisions include an actor's social media following in deciding on who gets cast.

Tough or Bluff? – for the actors...

**50% of all casting decisions include an
or so called *Tough* following in
decision on who gets cast.**

Source: <https://www.projectcasting.com/tips-and-advice/social-media-acting-casting/>

Tough or Bluff?

**Having a large social media following
determines how successful an artist is
on social media.**

Tough or bluff?

BLUFF

Having a large social media following
determines how successful I am on
social media.

Repurposing Content

#1 Choose a longform content piece:



Blog



Video



Podcast



Newsletter



Webinar



Sales
Deck

Considerations

- How will you deliver your content?
- Which format suits your personality and resources?
- How does your audience consume content?
- How often will you post?
- When will you post?

#2 Slice and Dice!





Facebook Algorithm Major Change

Facebook Live



Facebook Changes its Algorithm – What it Means & 10 Tips to Make Sure your Content gets Seen


Blog Post

5 Tweets

 **Lara Harb** @thesm_artist · 1m
[New Blog Post]: "Boost your Facebook Live videos to improve reach on an already algorithm-friendly content type." thesocialmediaartist.com/facebook-chang... #Facebook



Facebook Changes its Algorithm – What it Means & 10 Tips to Make ...
Facebook changes its algorithm once again, forcing marketers like us to adapt quickly. In the last weeks before 2018, Mark Zuckerberg announce...
thesocialmediaartist.com

 **Lara Harb** @thesm_artist · now
Have you noticed Facebook's algorithm change affecting your reach? If yes then you have to read this: thesocialmediaartist.com/facebook-chang...

0% Yes


0% No

 **Lara Harb** @thesm_artist · 9s
If the Facebook algorithm is troubling you, jot down some notes: "As marketers we need to be creative, encouraging engaged discussions between users." More here 📌 thesocialmediaartist.com/facebook-chang...



 **Lara Harb** @thesm_artist · 40s
[New Blog Post] Facebook Changes its Algorithm – What it Means & 10 Tips to Make Sure your Content gets Seen thesocialmediaartist.com/facebook-chang... #Facebookalgorithm



 **Lara Harb** @thesm_artist · 18s
In case you missed it - here I explain the major algorithm changes on #Facebook and tips for increasing your reach 🧐



Facebook Changes its Algorithm – What it Means & 10 Tips to Make ...

Social Media Advertising – Tough or Bluff?

**I can reach my ideal customer without
paying for social media advertising**

Tough or bluff?


BLUFF

**I can reach my ideal customer without
paying for social media advertising**

Why Social Ads?

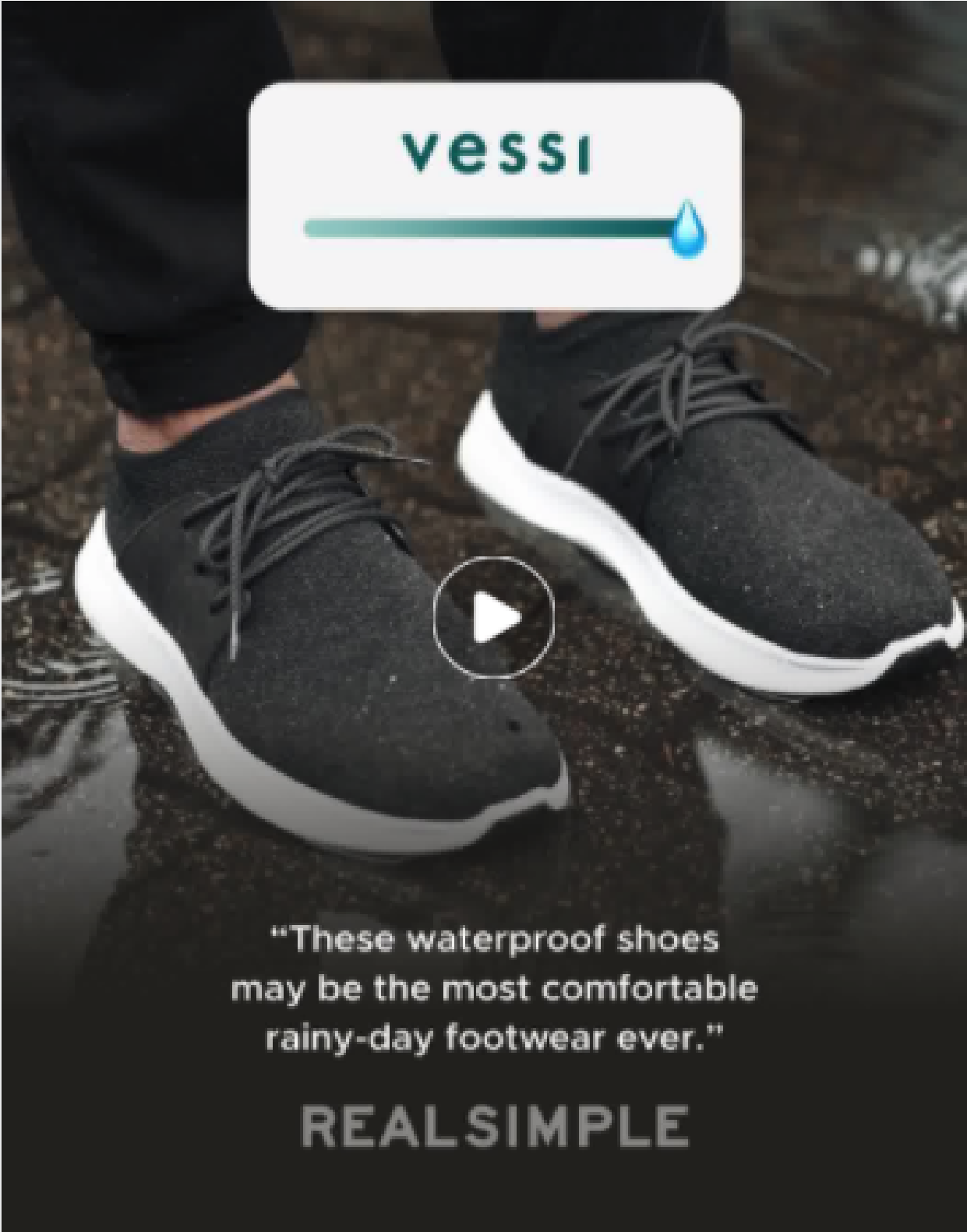
**"Deliver the right message to
the right people at the right
time."**


What do social ads look like?



Vessi
Sponsored
ID: 817967079071903

Join the hype and say goodbye 🌧️ to soaked socks for good with Vessi's 100% waterproof sneakers. Try out a pair and see for yourself!



vessi


"These waterproof shoes may be the most comfortable rainy-day footwear ever."

REALSIMPLE

CA.VESSI.COM
Your New Favorite Sneakers
Free Shipping

Shop Now

What do social ads look like?

 **VICE Canada** with YSL Beauty.
Sponsored · 

Like Page · 

"Growing up in a musical household helped mold the way I look at groove and such today."



NOISEY.VICE.COM

Harrison's First DJ Gig Was Playing a Tea Shop

The Toronto producer tells us about growing up in a musi...

Learn More

 **Royal Ontario Museum**
Sponsored

What has life been like for kids and teens during the pandemic? We're capturing their experiences for an upcoming exhibition. #MyPandemicStory



Learn more at www.rom.on.ca/en/MyPandemicStory

R·M

www.rom.on.ca/en/MyPandemicStory Royal Ontario Museum

Learn More

Who to follow · Refresh · View all

 **3M Canada** @3M_Canada
Followed by Daniel Hebert and 4 ot...
  Promoted

 **Kevin Green** @MySOdotCom
Followed by Barb Sawyers and ot...


 **Eat Drink Travel Mag** @eatdrinktr...


Popular accounts · Find friends

Measuring your social media success



Website analytics



In-app analytics



3rd party tools/ social
media scheduler
analytics

Social Media Goals

Reach

How many people see your content

Use when you're first starting out

KPI: Average Reach per month

Engagement



How many people interact with your content

Use when you're building a community

KPI: Engagement Rate

Social Media Goals

Inquiries

How many of your social media fans are inquiring about your product/service?

Use as a customer service tool

KPI: Average comments per post or Average private messages, Cost per lead

Sales

How many of your social media fans become customers

Use to sell your product/service after establishing a presence on social media

KPI: Cost per conversion (sale)

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SOCIAL



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