



H-GAC

IS THERE AN APP FOR THAT? TOOLS FOR SOCIAL MEDIA ENGAGEMENT

OCTOBER 21, 2016

A woman with long brown hair, wearing a blue button-down shirt, is smiling at the camera. She is sitting at a desk in an office. In the background, there is a black office chair, a stack of papers on a shelf, a colorful abstract painting on the wall, and a vase of white and blue flowers on the desk. A white speech bubble with a black outline is positioned to the right of her head.

HI, I'M **ALLIE!**

@ALLIEDANZIGER **@INTEGRATETEAM**



INTEGRATE IS AN **AWARD-WINNING** AGENCY
THAT STAYS TRUE TO TRADITIONAL **PUBLIC
RELATIONS** ROOTS WHILE INTEGRATING THE
LIMITLESS STRATEGIC POTENTIAL AND POWER
AVAILABLE WITH **DIRECT COMMUNICATION** VIA
ENGAGING **SOCIAL MEDIA**, COMMUNITY
PARTNERSHIPS AND CLEVER **MARKETING**.

LET'S GET STARTED





KNOW THE TRENDS

!INTEGRATE



COMMUNICATION TRENDS

- PUSH VS. PULL MENTALITY
- DEMAND FOR HYPER TRANSPARENCY
- CUSTOMERS EXPECT TO BE HEARD
- LIGHTENING SPEED RESPONSE
- DIALOGUE IS KEY
- EVERYONE IS A MEMBER OF THE MEDIA
- COMPETITORS ALL HAVE THE SAME TOOLS

MEET YOUR AUDIENCE

!INTEGRATE

FACEBOOK DEMO

LOCATION



71%
URBAN

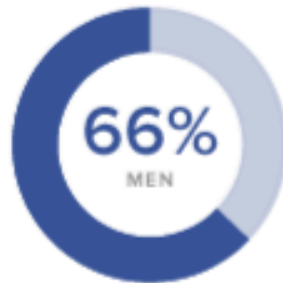


72%
SUBURBAN

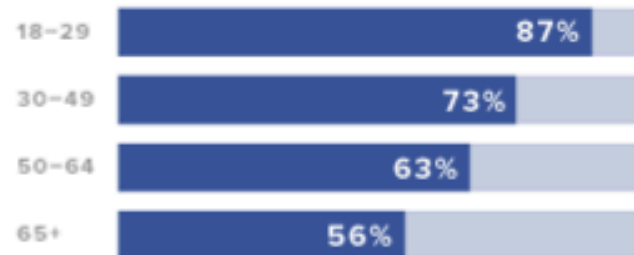


69%
RURAL

GENDER



AGE



INCOME

72%
> \$75K



74%
\$50K-\$75K



69%
\$30K-\$49K



77%
< \$30K



TWITTER DEMO

LOCATION



25%
URBAN

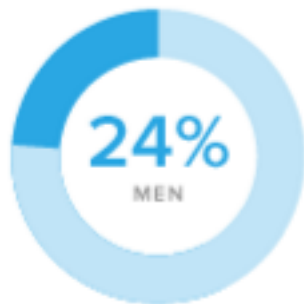


23%
SUBURBAN



17%
RURAL

GENDER



INCOME

27%
> \$75K



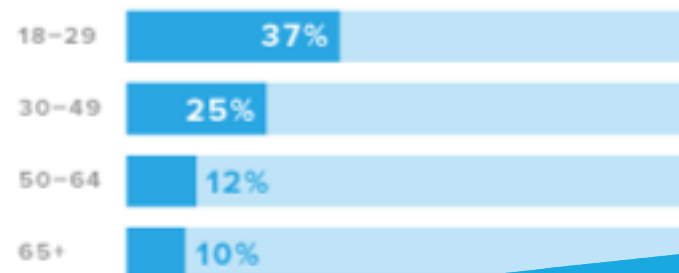
27%
\$50K-\$75K



21%
\$30K-\$49K



20%
< \$30K



INSTAGRAM DEMO

LOCATION



28%
URBAN



26%
SUBURBAN

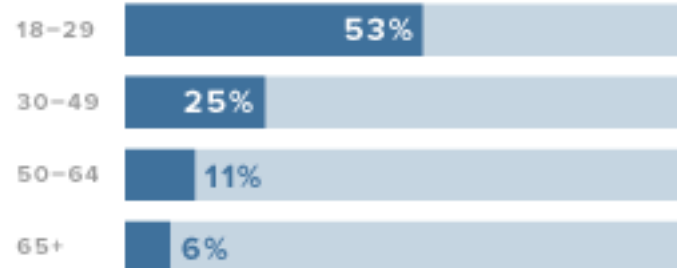


19%
RURAL

GENDER



AGE



INCOME

26%
> \$75K



26%
\$50K-\$75K



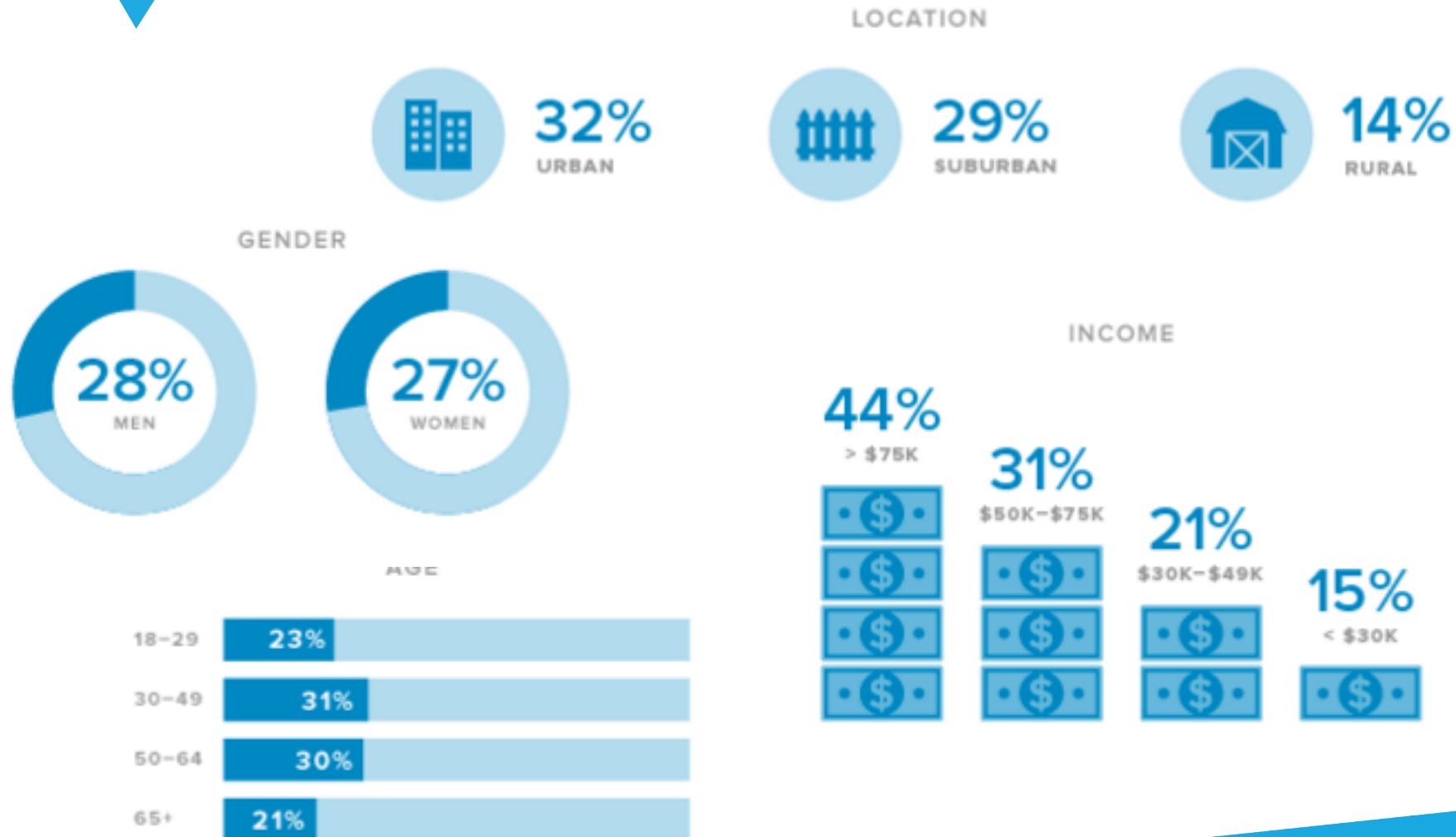
23%
\$30K-\$49K



28%
< \$30K



LINKEDIN DEMO



PINTEREST DEMO

LOCATION



25%
URBAN



29%
SUBURBAN

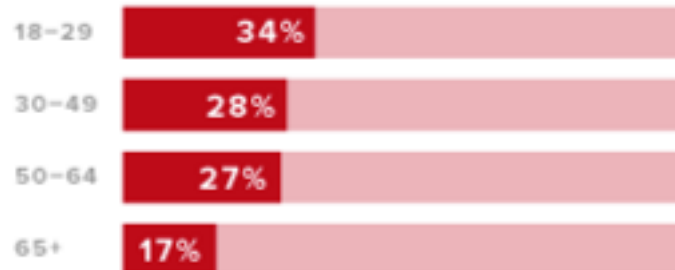


30%
RURAL

GENDER



AGE



INCOME

34%
> \$75K



30%
\$50K-\$75K



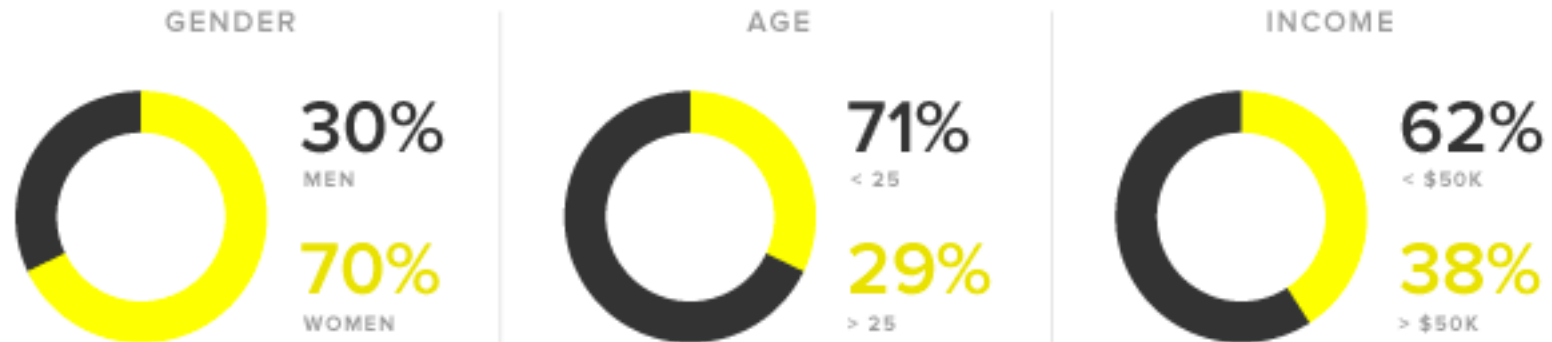
28%
\$30K-\$49K



22%
< \$30K



SNAPCHAT DEMO



BUILDING A USABLE STRATEGY

!INTEGRATE

INTEGRATE

KNOW THE MARKETPLACE

- WHO ARE THE COMPETITORS AND WHAT IS THEIR ADVANTAGE?
- WHAT DIFFERENTIATES YOU FROM COMPETITORS?
- WHAT WORKS AMONG THE AUDIENCE?

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GATHER RESOURCES

- WHAT MULTIMEDIA DO WE ALREADY HAVE AVAILABLE TO LEVERAGE?
- WHAT WILL WE NEED TO CREATE/FIND/OUTSOURCE?
- HOW MUCH TIME CAN WE COMMIT TO AN ACTIVE PRESENCE?

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CONTENT CALENDARS

- PHOTOS FROM THE OFFICE, SUCCESSES, CELEBRATIONS, ETC.
- VIDEOS HIGHLIGHTING PROFESSIONAL ACTIVITIES
- RELEVANT NEWS STORIES, INDUSTRY UPDATES AND PROFESSIONAL ACCOMPLISHMENTS
- COMMENTS ON TRENDING TOPICS, HOLIDAYS, ETC.
- YOUR ADVICE, TIPS AND PROFESSIONAL OPINIONS

CONTENT CALENDARS

2016 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

www.free-printable-calendar.com

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DEVELOP AD STRATEGY

- CONNECT TO SPECIFIC AUDIENCES
- OPPORTUNITY FOR A/B TESTING
- SEND TARGETED TRAFFIC TO WEBSITE
- GENERATE LEADS VIA FACEBOOK

CREATE AUDIENCE

Location

UNITED STATES
All United States
 Country, region, or city

Age and Gender

Age 18 Any

Gender All Men Women

Interests

Connections

Pages

People Connected to

People Not Connected to

Advanced

Behaviors

Language

Relationship Status

☐ Single
☐ In a relationship
☐ Engaged
☐ Married
☐ Not specified

Interested in

All Men Women

Education

☐ High School
☐ College
☐ Grad School

Work

Job titles

Office type

☐ Home office
☐ Small office
☐ Corporation

Financial

Income

☐ \$30,000 - \$40,000
☐ \$40,000 - \$50,000
☐ \$50,000 - \$75,000
☐ \$75,000 - \$100,000

Home

Home Type

☐ Single-family home
☐ Multi-family home

Home Ownership

☐ Homeowners
☐ Renters

Home Value

☐ Under \$100,000
☐ \$100,000 - \$200,000
☐ \$200,000 - \$500,000
☐ \$500,000 - \$700,000
☐ \$700,000 - \$1,000,000
☐ Over \$1,000,000

Market Segments

Ethnic Affinity

☐ African Americans (US - All)
☐ Asian Americans (US - All)
☐ Hispanics (US - All)
☐ Hispanics (US - Bilingual)
☐ Hispanics (US - English Dominant)
☐ Hispanics (US - Spanish Dominant)

Generation

☐ Baby boomers

Household Composition

☐ Children in home
☐ Empty nesters
☐ Grandparents
☐ New teen drivers
☐ No children in home
☐ Veterans
☐ Working women

Parents

☐ All parents
☐ Expectant parents
☐ Child 0 - 3 years
☐ Child 4 - 12 years
☐ Child 13 - 15 years
☐ Child 16 - 19 years

Politics (US)

☐ Active
☐ Very Conservative
☐ Conservative
☐ Moderate
☐ Liberal
☐ Very Liberal

Life Events

☐ Away from family
☐ Away from hometown
☐ Long distance relationship
☐ New job
☐ New relationship
☐ Recently moved
☐ Upcoming birthday

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CONSTANTLY CHANGING!

WITHOUT BOOSTING,
ONLY 2% OF YOUR
AUDIENCE HAS THE
CHANCE TO SEE YOUR
POST

TARGETING HAS NEVER
BEEN SO ACCESSIBLE!

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DETERMINE MEASUREMENT

- WHAT IS SUCCESS?
- SET UP GOOGLE ANALYTICS, FACEBOOK PIXELS, LANDING PAGES TO TRACK TRAFFIC
- UNDERSTAND FACEBOOK INSIGHTS



THANK YOU
FOR YOUR TIME!