



H-GAC

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

OCTOBER 21, 2016



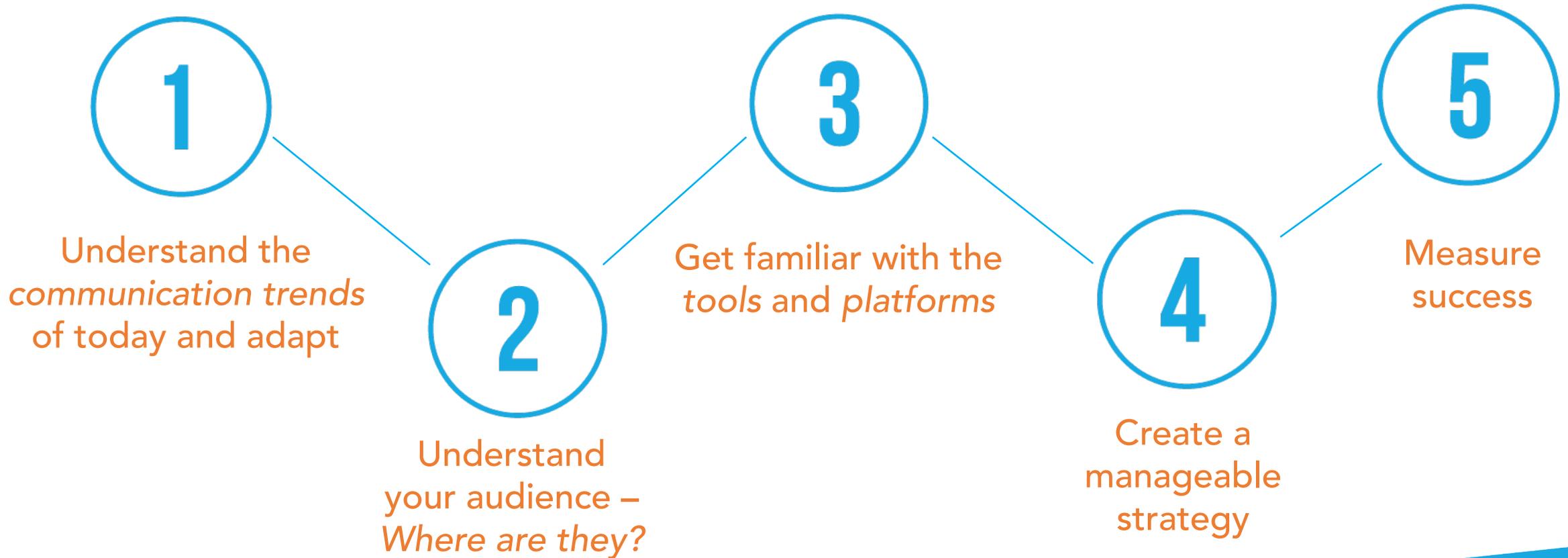
HI, I'M **ALLIE!**

@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

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

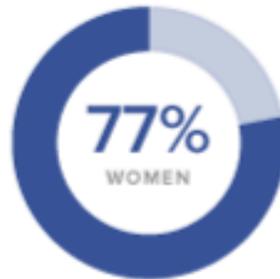
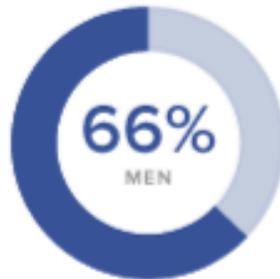


72%
SUBURBAN



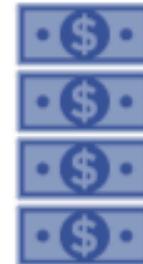
69%
RURAL

GENDER



INCOME

72%
> \$75K



74%
\$50K-\$75K



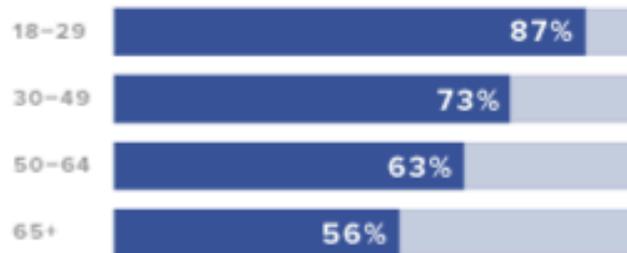
69%
\$30K-\$49K



77%
< \$30K



AGE



TWITTER DEMO

LOCATION



25%
URBAN

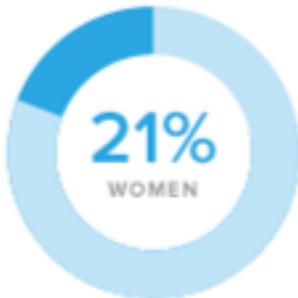
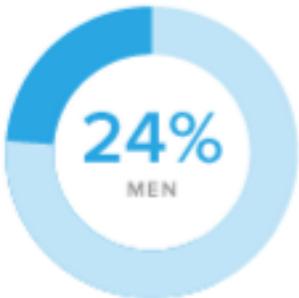


23%
SUBURBAN



17%
RURAL

GENDER



INCOME

27%
> \$75K



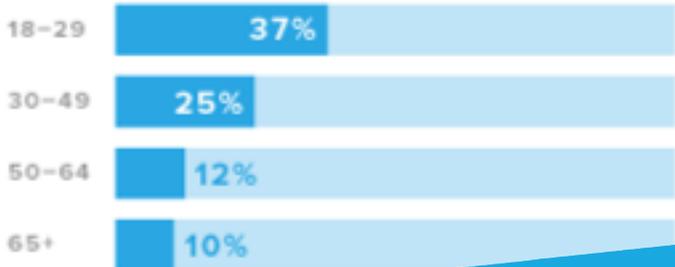
27%
\$50K-\$75K



21%
\$30K-\$49K



20%
< \$30K



INSTAGRAM DEMO

LOCATION



28%
URBAN

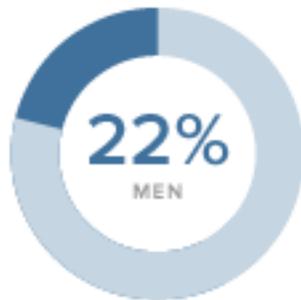


26%
SUBURBAN



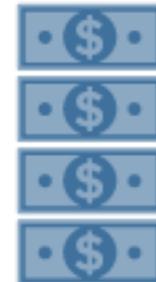
19%
RURAL

GENDER



INCOME

26%
> \$75K



26%
\$50K-\$75K



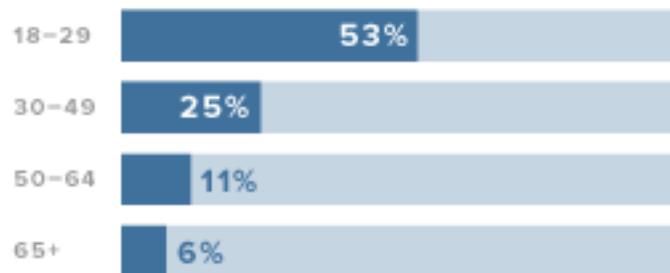
23%
\$30K-\$49K



28%
< \$30K



AGE

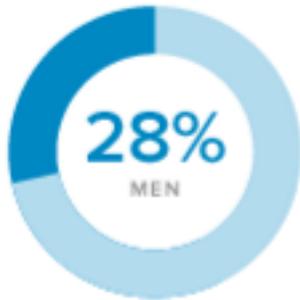


LINKEDIN DEMO

LOCATION



GENDER



INCOME

44%
> \$75K



31%
\$50K-\$75K



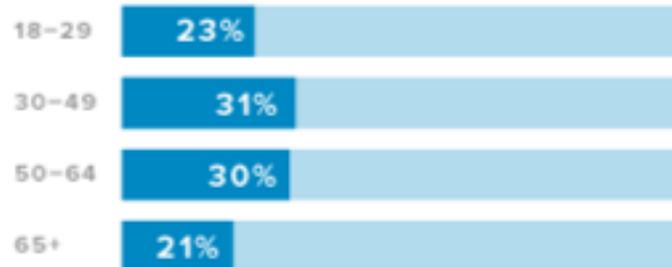
21%
\$30K-\$49K



15%
< \$30K



AGE



PINTEREST DEMO

LOCATION



25%
URBAN

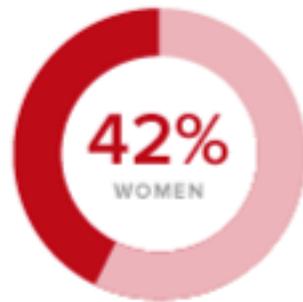
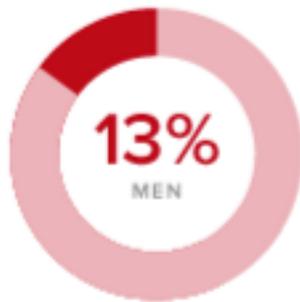


29%
SUBURBAN



30%
RURAL

GENDER



INCOME

34%
> \$75K



30%
\$50K-\$75K



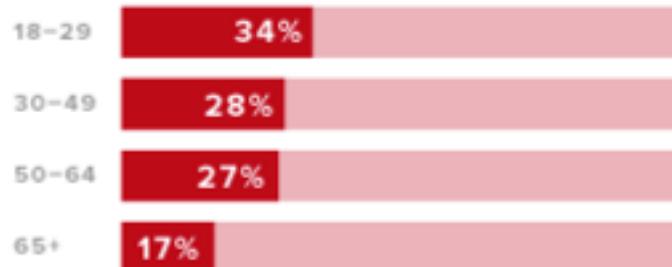
28%
\$30K-\$49K



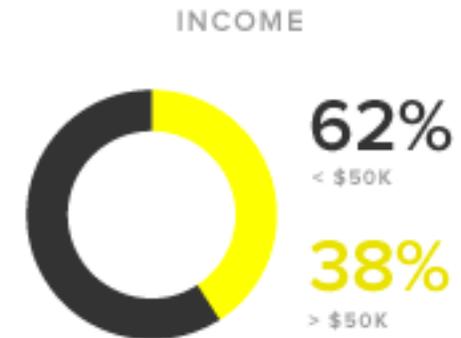
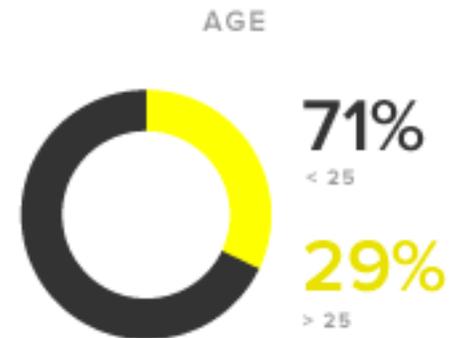
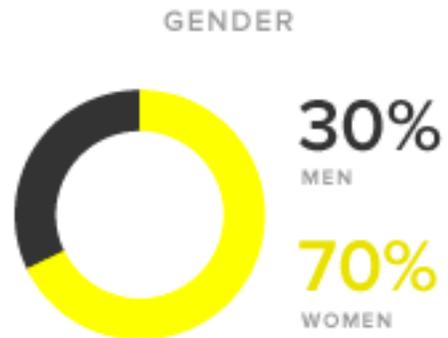
22%
< \$30K



AGE



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?

INTEGRATE

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?

INTEGRATE

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

INTEGRATE

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
+ Interest

Connections

Pages

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Advanced

Behaviors
+ Behavior

Language
+ 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
+ Job Title

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

INTEGRATE



CONSTANTLY CHANGING!

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

TARGETING HAS NEVER
BEEN SO ACCESSIBLE!

INTEGRATE

DETERMINE MEASUREMENT

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



THANK YOU
FOR YOUR TIME!