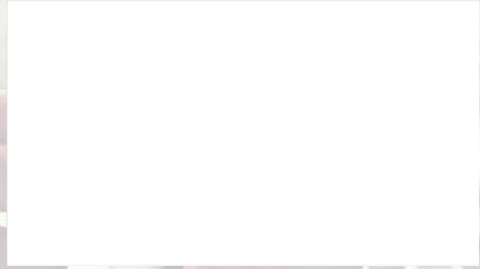


# What's Up (and coming) with Social

By: Crystal Vilkaitis  
Retail Social Media Expert

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## The Current State of Social: Socialnomics, 2018



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*Our Reality*

If your business doesn't show up on mobile devices, your business doesn't exist.



**Sound familiar?**

- It's 1:00 am....



**Sound familiar?**

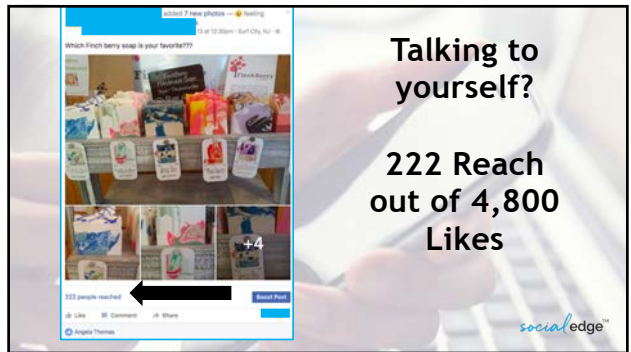
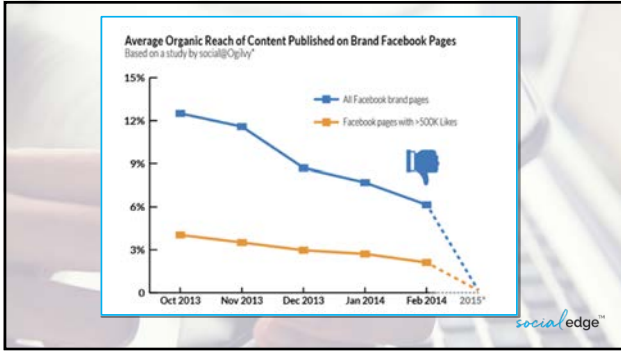
- Your new shipment has arrived! Hooray! But....



**Sound familiar?**

- You did it. You set up your Facebook Ad campaign... but something's not working!







### Free Reach Still Exists!



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### Quality Content is King



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### Advertising is a Must



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### FB Ad Case Study

Spent	\$25	\$0	\$130	\$240
	Ads	No Ads	Ads	Ads
	2014	2015	2016	2017
[Redacted]				

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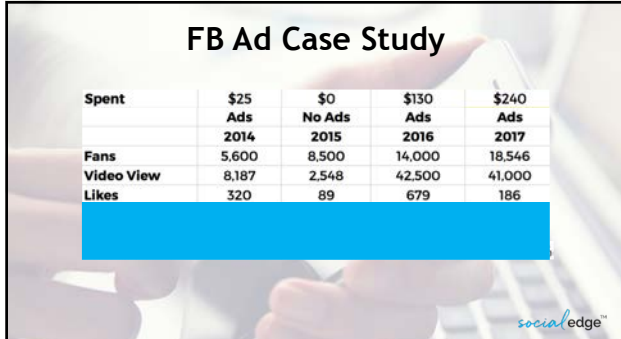
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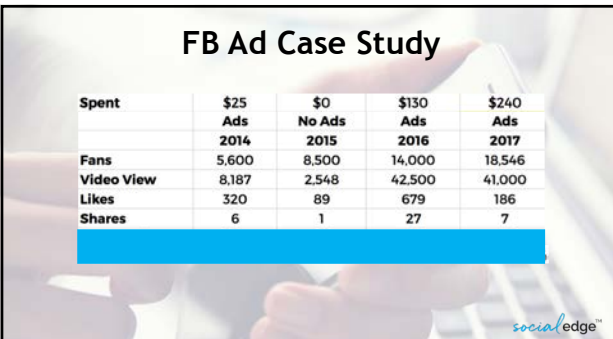
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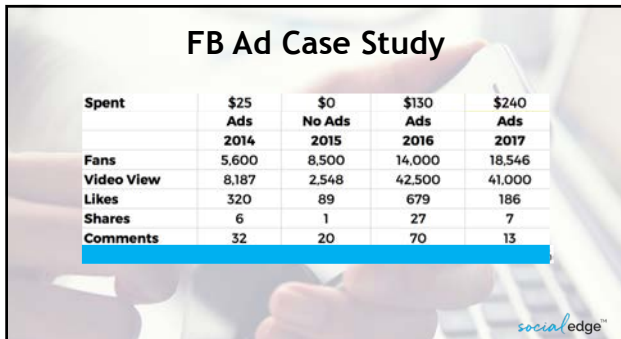
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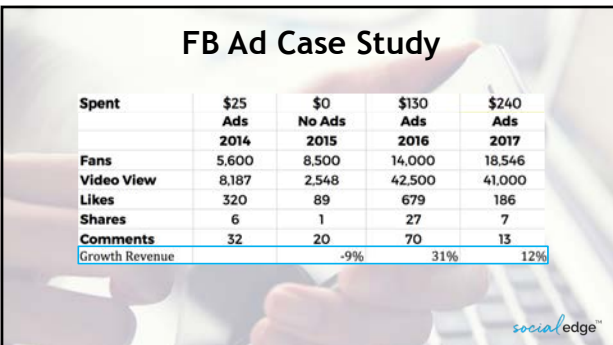
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<b>Comments</b>	32	20	70	13
<b>Growth Revenue</b>		-9%	31%	12%



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Sandi Falls Worley shared a link.  
July 27 · @SuccessStory20meme

I own Plant Peddler Flowers in Rock Hill SC and became a Social Edge Insider after seeing Crystal speak at the Atlanta market. I've been consuming as much info as I can over the past couple of weeks and finally posted a video on our shop's Facebook page yesterday. I'll admit it was terrifying to do it because I'm one of those who hates my pic being taken, hates videos and hates the sound of my own voice. But, you've got to step out of your comfort zone, right?

Anyway, long story short - the video quickly got a lot of positive feedback so I went ahead and boosted it for \$20. I've been VERY happy with the results. I've had at least 4 walk-ins today who said they didn't know about our Hallmark department until last night and the profit from the new sales has paid for the ad many many times over. Thanks, Crystal for all the great advice - I'm very pleased with all of your content.



**Plant Peddler Flowers**

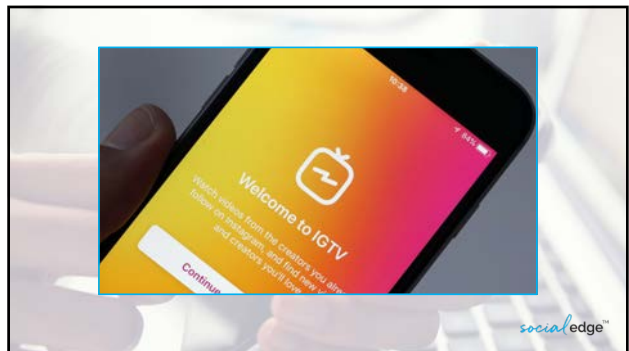


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### Free Resource! Facebook and Instagram Detailed Targeting Guide

Business and Industry	Entertainment	Family and relationships	Fitness and wellness	Food and drink
1 Advertising	Games	Dating	Bodybuilding	Alcoholic beverages
2 Agriculture	Action games	Family	Dieting	Beer
3 Architecture	Board games	Fatherhood	Gyms	Distilled beverage
4 Aviation	Browser games	Friendship	Meditation	Wine
5 Card games	Card games	Marriage	Nutrition	
6 Banking	Casino games	Motherhood	Physical exercise	Beverages
7 Investment banking	First person shooter games	Parenting	Physical fitness	Coffee
8 Online banking	Golfing	Weddings	Running	Energy drinks
9 Retail banking	Massively multiplayer online games		Weight training	Juice
10	Massively multiplayer role-playing games		Yoga	Soft drinks
11 Business	Online games		Zumba	Tea
12 Construction	Online poker			
13 Design	Puzzle video games			Cooking
14	Racing games			Baking
15 Fashion design	Role-playing games			Recipes
16 Graphic design	Shooter games			
17 Interior design	Simulation games			Cuisine
18	Sports games			Chinese cuisine



**Bots are something to consider**

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**42% of customers expect a prompt response within an hour when using social customer service.**

- LiveWorld

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**Bots on Facebook Messenger**

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**Bots on Facebook Messenger**

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**“If a seller keeps me waiting longer than 10 minutes, I'll move on to another seller.”**

- Liza, 35, Brazil™

**Consumers expect a response time faster than if they used a traditional mode of communication.**

- Facebook Research

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**Messenger Usage**

Which industries used Messenger the most to connect with people in 2017?<sup>17</sup>

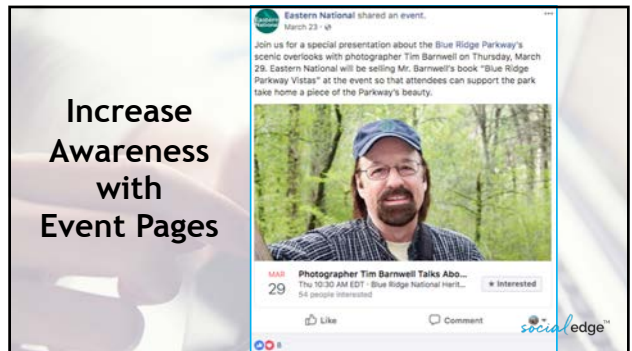
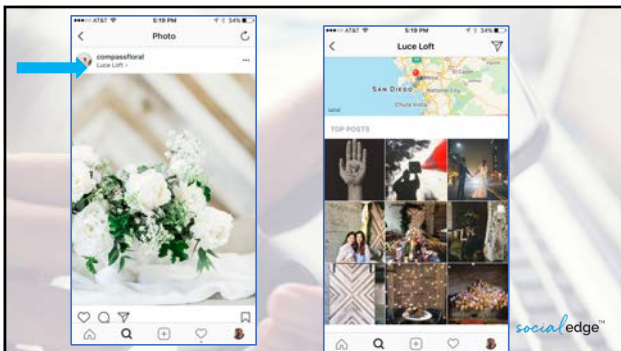
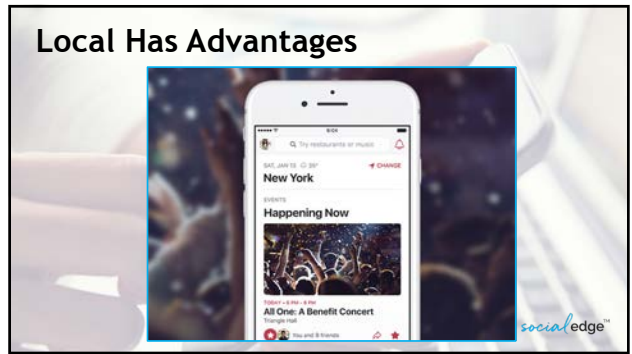
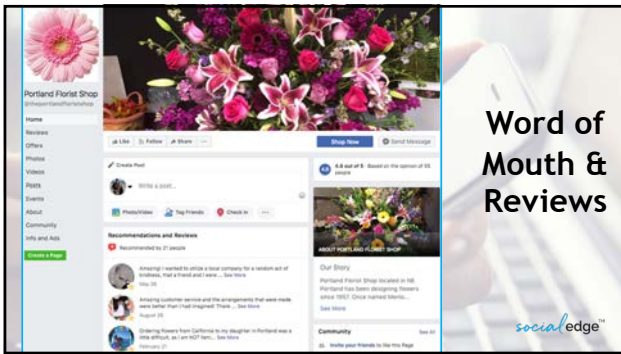
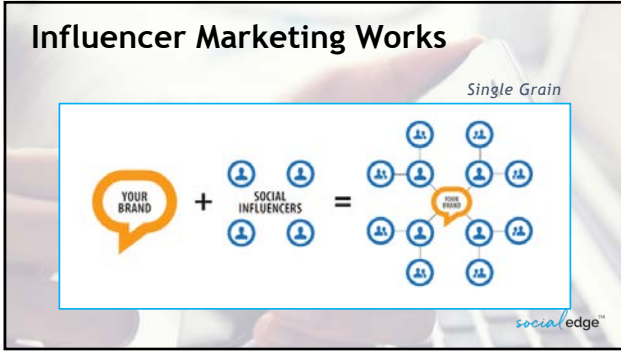
1. Professional services
2. Retail
3. Local entertainment
4. Public good

On Messenger each month, people and businesses exchange **8 billion** messages, representing **4X** growth, year over year.<sup>18</sup>

Source: Facebook

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**One (Buzz) Word: Millennials**  
Born between 1977-1995



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**47% of Millennials say their purchase decisions are influenced by social media.**  
For perspective, the figure is 19% across all other age groups.

- Deloitte

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**On any given day, Snapchat reaches 41% of 18 to 34-year-olds in the US.**

- Blue Corona

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**Virtual Reality is Becoming a Reality**



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**How This Affects Your Strategy:**

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**Keys for the Future:**

- Post quality content
- Use video regularly
- Advertise (almost everything)
- Find an influencer
- Consider Bots

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**Keys for the Future Continued:**

- Build Reviews
- Utilize Event Pages
- Appeal to Millennials
- Keep your eye on VR developments
- Follow me for future updates!

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**Looking for social media training, support and/or accountability?**



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**SE Insiders Get:**

- Monthly Hot Seats
- Training Courses, Videos and Resources
- Monthly Content and Event Ideas
- Social Media Weekly Bulletins
- Free Access to Live Training Events
- Private Facebook Community + Support

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PROFIT BLAST SHOW SPECIAL!

*Join Today, Save \$200!*

TODAY'S INVESTMENT

**\$797/YEAR**

*lock in your rate!*

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**You'll also get...**



**Live Classes On: Oct 16th & 23rd**

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Hey Crystal, I have some very exciting news to share with you. We just landed a contract with a company that owns three wedding and event venues in Columbus Ohio. This contract is for us to design all the florals for all of their 255 plus weddings for 2019. The value of this contract is worth over \$350,000!!!!

This all started over Facebook when they messaged us asking if we would be interested in being considered for this. This took nearly a year for it all to come together and it happened!!

Facebook is a powerful marketing tool and just the over all connection opportunities.

MON 10:57PM

Hey Jayson! Congratulations on earning this contract, that is such a huge opportunity for you. I'll make sure I pass this message along to Crystal. Thank you for sharing! I do have one question for you, would you say applying what you've learned from our social media trainings helped you get more exposure online? - Erika

Sent by Erika Castorena 1/1

Very much so! What we were posted and doing on Facebook caught their attention and got them to click that message button. We actually passed Crystal's information on to the owners of the company because of how impressed they were.



Ready to grow your  
business?

I'd be honored to help.

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*Thank you!*

*Crystal Vilkaitis*  
[crystal@socialedge.co](mailto:crystal@socialedge.co)



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