

REACH FOR THE STARS: THE SECRET TO WINNING NEW BUSINESS THROUGH SOCIAL MEDIA

Presented by Aren Grimshaw

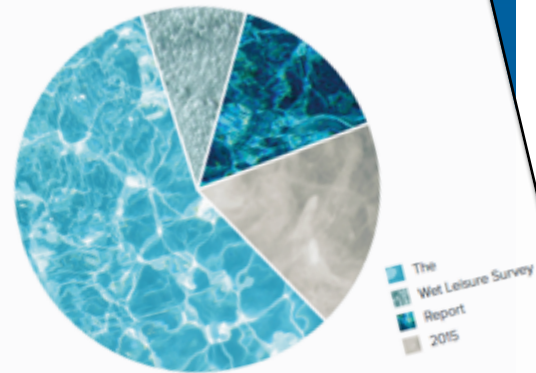
A bit about me...

- I am partner in a specialist consultancy firm.
- I work as the Marketing Director of Golden Coast
 - Since 2010
- Full Member of the Institute of Direct & Digital Marketing (M IDM)
- Associate Lecturer at Falmouth University
 - Social Media & Business Management
- Worked with businesses big & small across all sectors

A bit about you...

- Pool, spa, sauna... a bit of everything?
- Sales, installation, service... a bit of everything?
- Retail sales, online sales... or both?
- Domestic, commercial... or both?
- Budget, middle or top end?

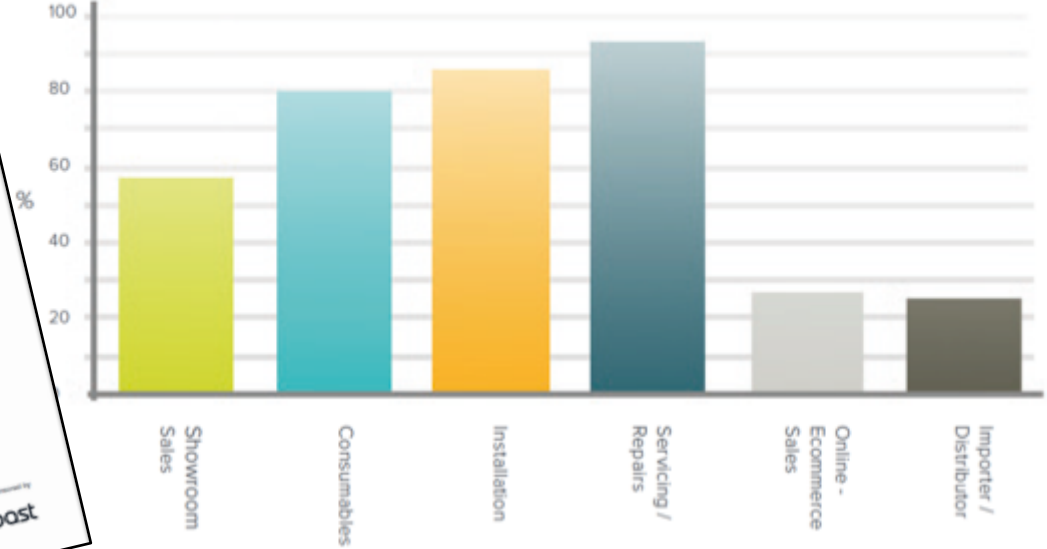
How does that compare?



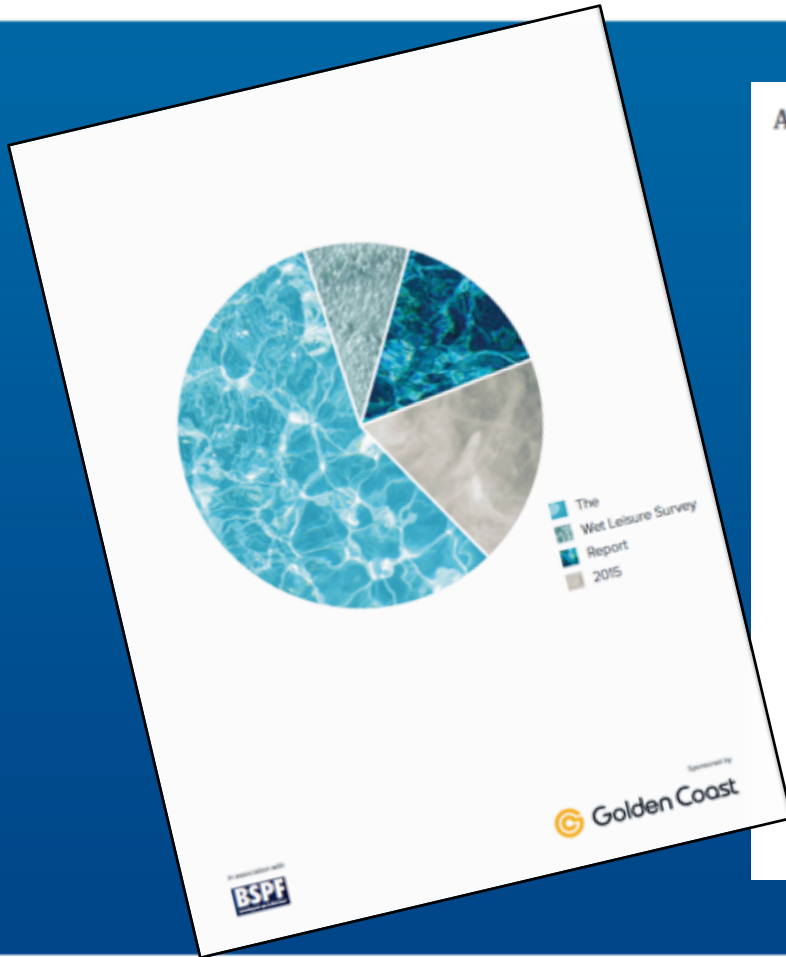
Sponsored by
Golden Coast



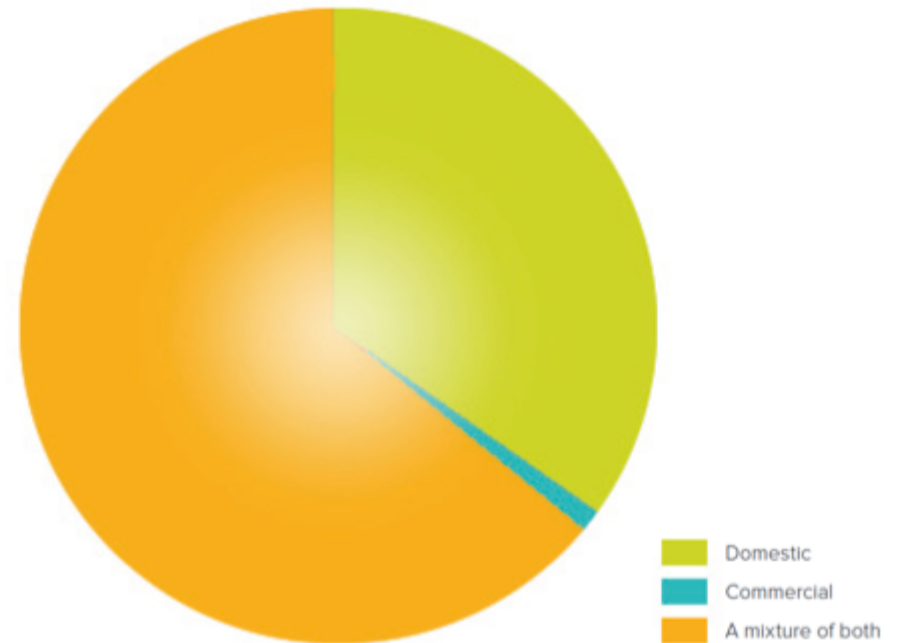
What are the services that you offer your customers? Please check all that apply.



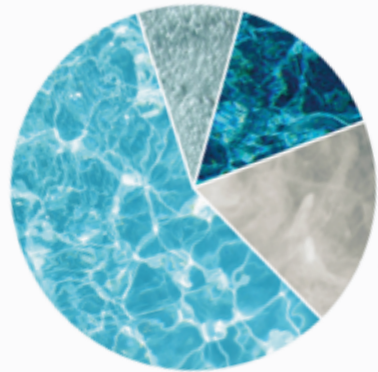
How does that compare?



Are your customers and clients domestic, commercial or a mixture of both?



How does that compare?

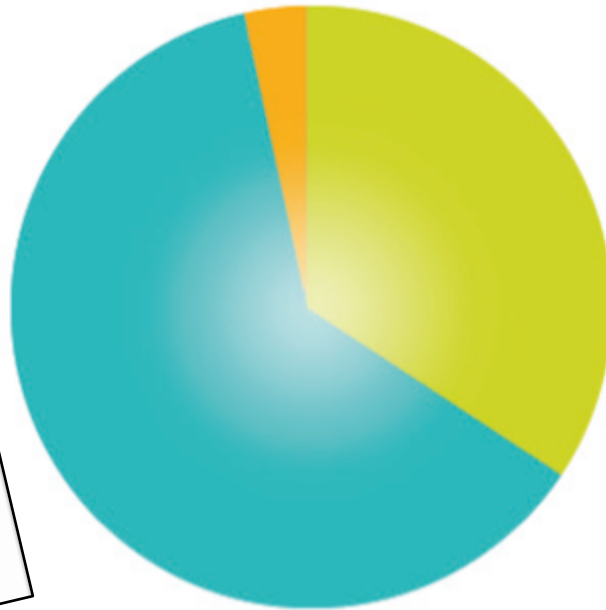


The
Wet Leisure Survey
Report
2015

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BSPF

Would you describe most of those sales at the top-end of the market, budget conscious or somewhere in between?



Budget
Middle
Top-End

What am I going to cover?

- Growth & Profit – not the same things
- Making the difference in your business
- Getting to know your best customers
- Marketing in the Wet Leisure Industry
- Let's talk about Facebook
- Facebook Advertising

Growth & Profit

- We all know they're not the same thing
- “Turnover's vanity, Profits sanity”
- But still too much of marketing is a vanity exercise
- After all, Facebook Likes don't pay the bills!
- **Ask yourself...**
What would really make the difference in my business?

What would make the difference?

- More customers through the door?
- Better conversion to sale?
- More repeat business?
- More referrals?
- Higher purchase values?
- Sales of particular products, services or lines?
- Each requires a different approach

Where are you now & where are you going?

- Take stock of the facts
 - Identify the trend
 - Be realistic
 - Identify the gap.
-
- Using that information decide where you want to go next, be specific.

Get to know your customers

- “Not all customers are created equal”
- Some are more...
 - suited to your products or services
 - profitable to deal with
 - likely to spend their money with you

Things to think about

- Age, gender, relationship status
- Location
- Interests, motivations, values
- Attitude to technology and social media
- Online behavior – searches, buying online

Customer Data

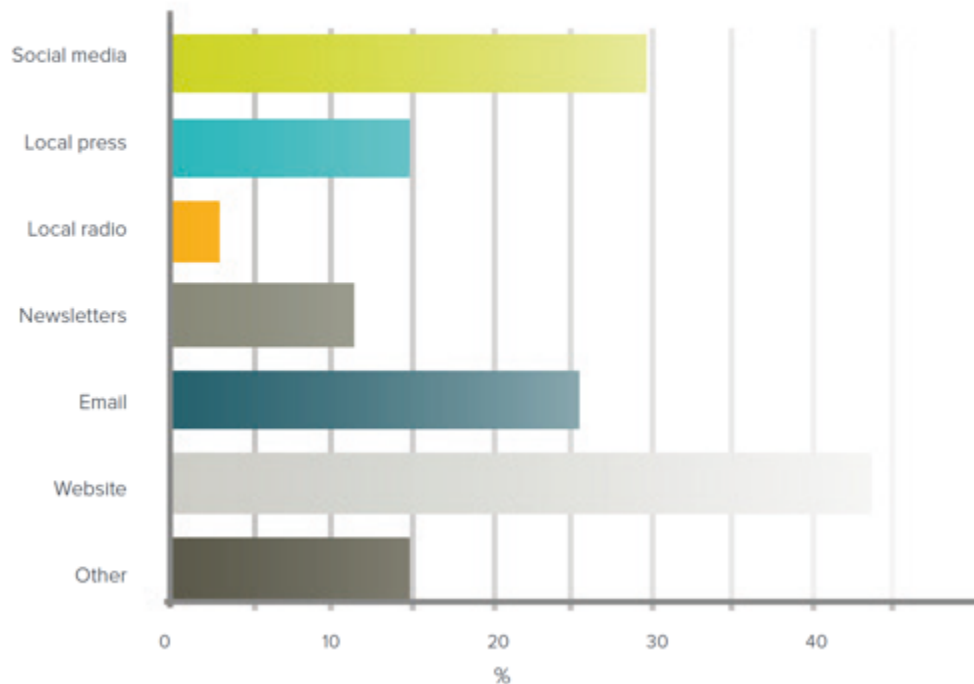
- If you don't keep some kind of customer database you're at a distinct disadvantage
- It doesn't have to be complicated – Excel is fine
- At the very least try to gather
 - Names
 - Addresses
 - Telephone Numbers (especially mobiles)
 - Emails

Key Questions...

- How much time do you have?
- How much money do you have?
- What skills do you and your team have?
- What marketing do you do already?
- What marketing works for you?

What marketing do you do?

What marketing and advertising do you do for your business?
Please check all that apply.



What works?

- “Doing a good job professionally is the most beneficial marketing tool.”
- ‘word of mouth’ and ‘recommendation’ are clear wet leisure favorites
- social media is essentially the digital form of word-of-mouth

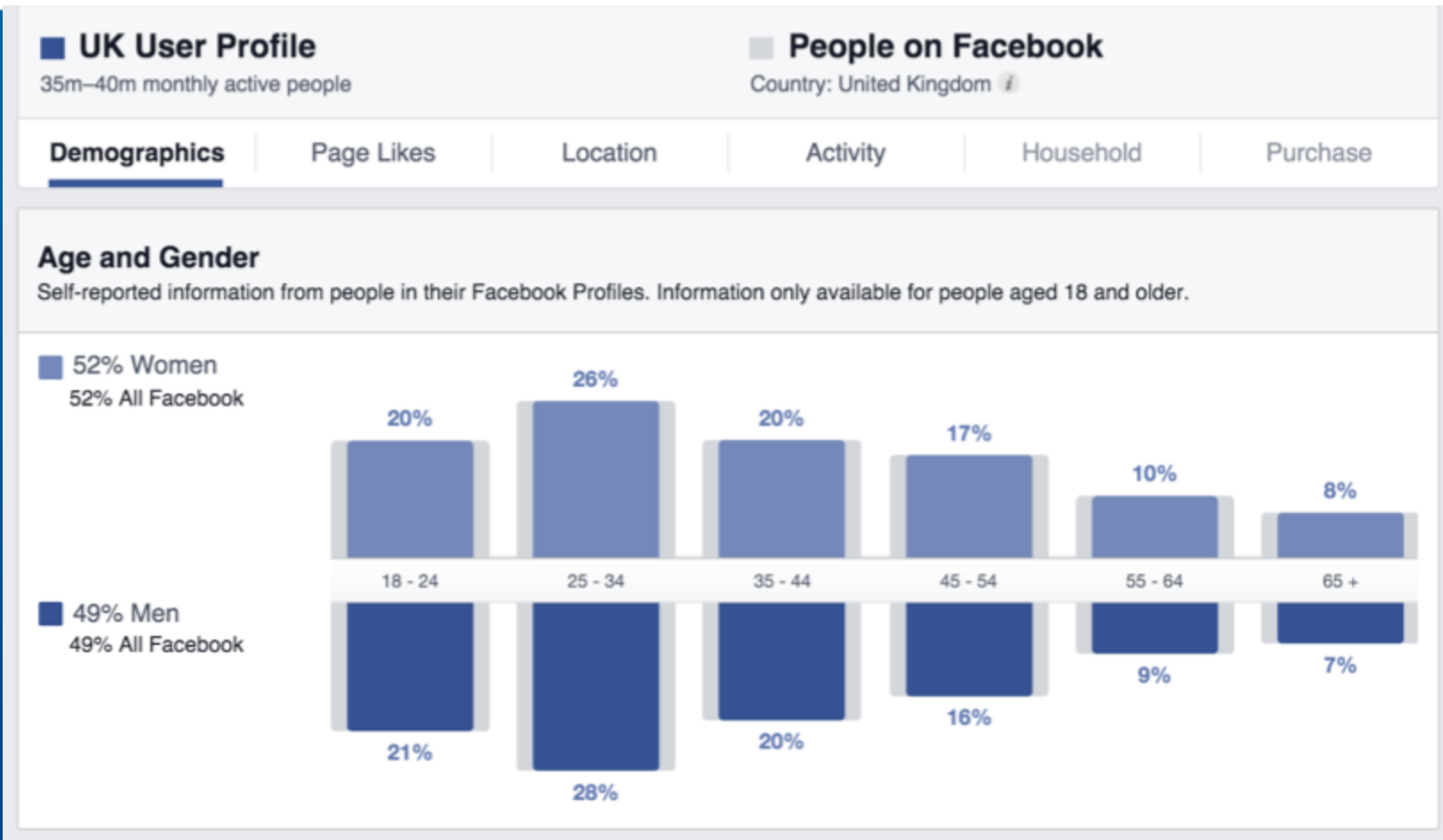
What works?

- “Facebook is our best form of continual marketing.”
- “Social media is widespread and definitely a positive way to get the company out there, but it’s so constantly evolving and needs to be managed correctly.”

Let's talk about Facebook – Why!?

- It's the largest
- Most widely adopted

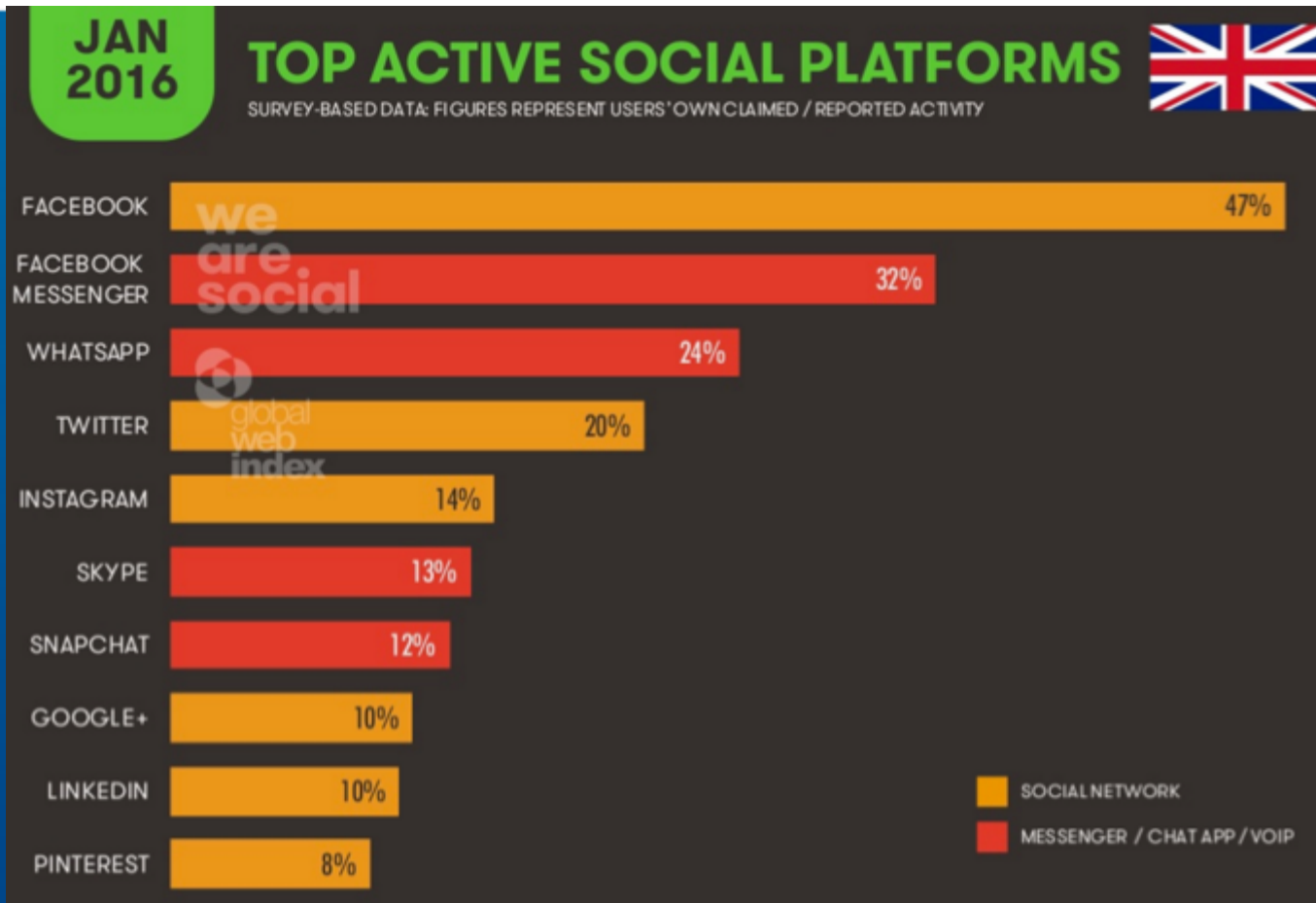
UK User Profile



Let's talk about Facebook – Why!?

- It's the largest
- Most widely adopted
- Most widely used

Mostly widely used



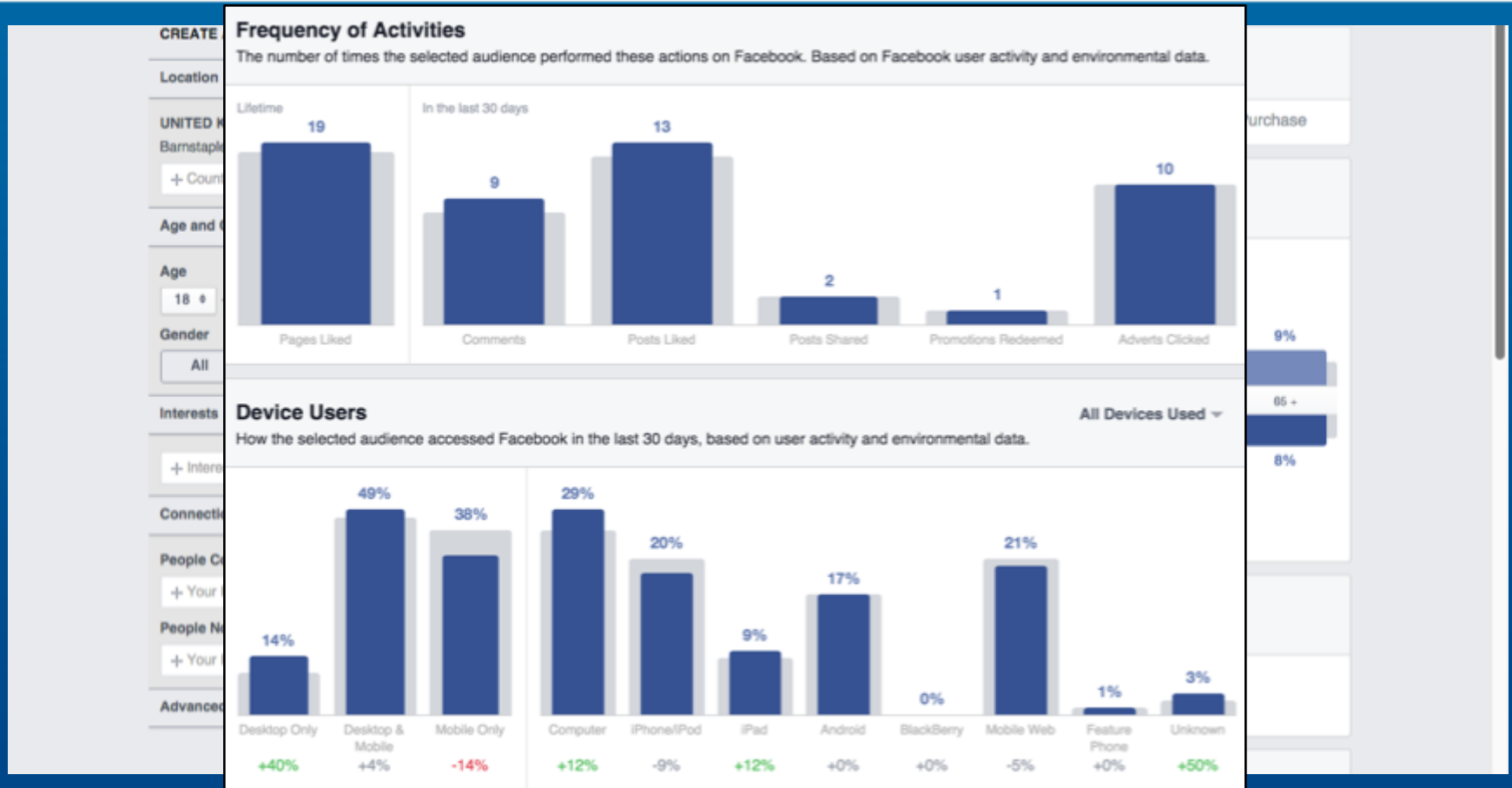
Let's talk about Facebook – Why!?

- It's the largest
- Most widely adopted
- Most widely used
- It's been running a long time
 - Well developed systems for businesses
- It's pretty accessible to the average business

What about your audience?

- Go to:
[www.fb.com/ads/audience_insights/](https://www.facebook.com/ads/audience_insights/)
- Profile your local audience
- Profile your existing customers
- Profile your existing prospects
- What can you learn about them?
- How can this information help you?

Barnstaple User Profile

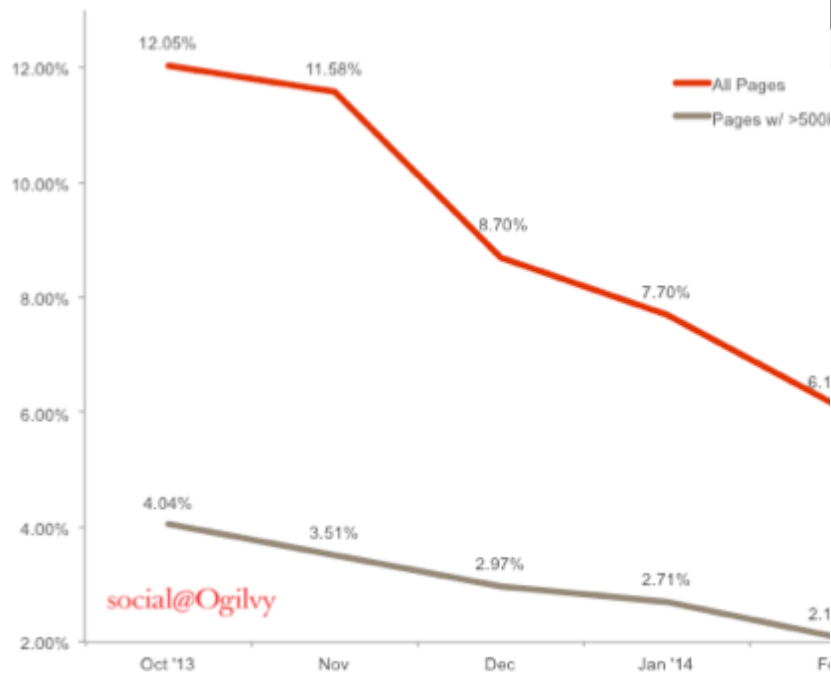


We all know the problems...

- It takes time to manage
- You start with nothing
- You're always fighting to be seen
- It's difficult to generate engagement

The Problem Explained...

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans collected by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com>

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Home > Social > Social Media

Facebook to Ban Overly Promotional Posts in News Feed

Yuyu Chen | November 17, 2014 | 0 Comments



 Tweet 209  Share 98  Like Share 219  +1 15  Buffer 19

Starting next year, marketers who post overtly promotional content will see a significant drop in their organic reach. So how should industry participants respond to the ban?

Shortly after its ban on "like-gating," Facebook is looking to further clean up the News Feed by reducing the reach of overly promotional page posts, meaning marketers may have to get even more creative with their social strategies.

In order to keep its users happy, Facebook says, it will introduce "new volume and content controls for promotional posts, so people see more of what they want from Pages."

According to the platform, it's not just ads that users find "too promotional." In fact, a lot of the offending content takes the form of posts from Pages users have liked.

What qualifies as "too promotional"? Facebook explains that this can include posts that encourage people to buy a product or install an app, posts that push people to enter promotions and sweepstakes with no real context, and posts that just reuse the exact same content from ads.

What's the answer?

http://buff.ly/1hlIvu7e
Like · Comment · Share · 12 minutes ago via Buffer ·

Write a comment...

The Economist
Discover how businesses are meeting the challenges of mobility via this sponsored hub featuring insights from the Economist Intelligence Unit. <http://econ.st/1hrHCbJ>

Like · Comment · Share · 34 · 1 · · Sponsored

George Takei

SPONSORED Create Advert

Upwork
Bring your ideas to life. Find talented freelancers to build a website, create a mobile app...

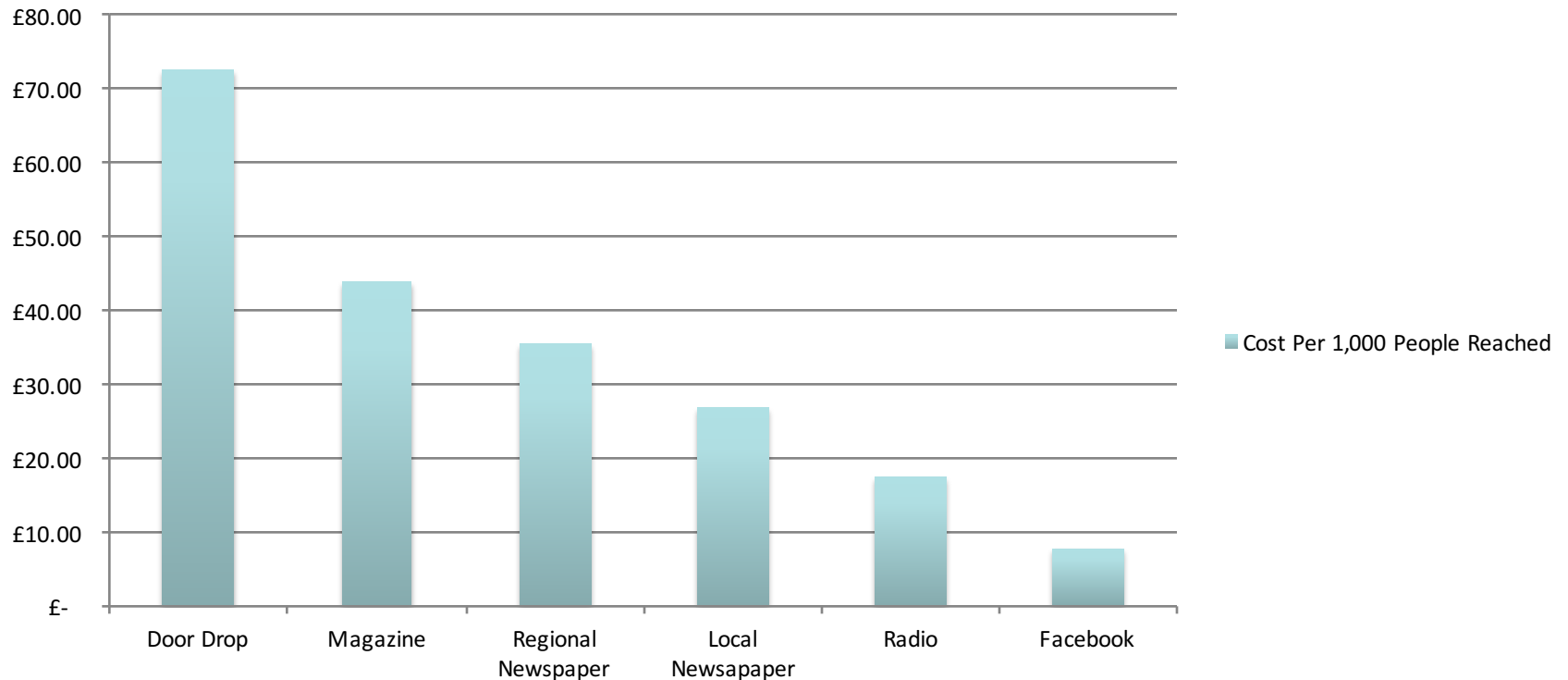
Adobe Creative Cloud
adobe.com
Students, save 65% and get every creative app for mobile and desktop. Join now.

Facebook Advertising

- Highly targeted
- Cost effective
 - Time
 - Money

Facebook vs. Other Advertising

Cost Per 1,000 People Reached

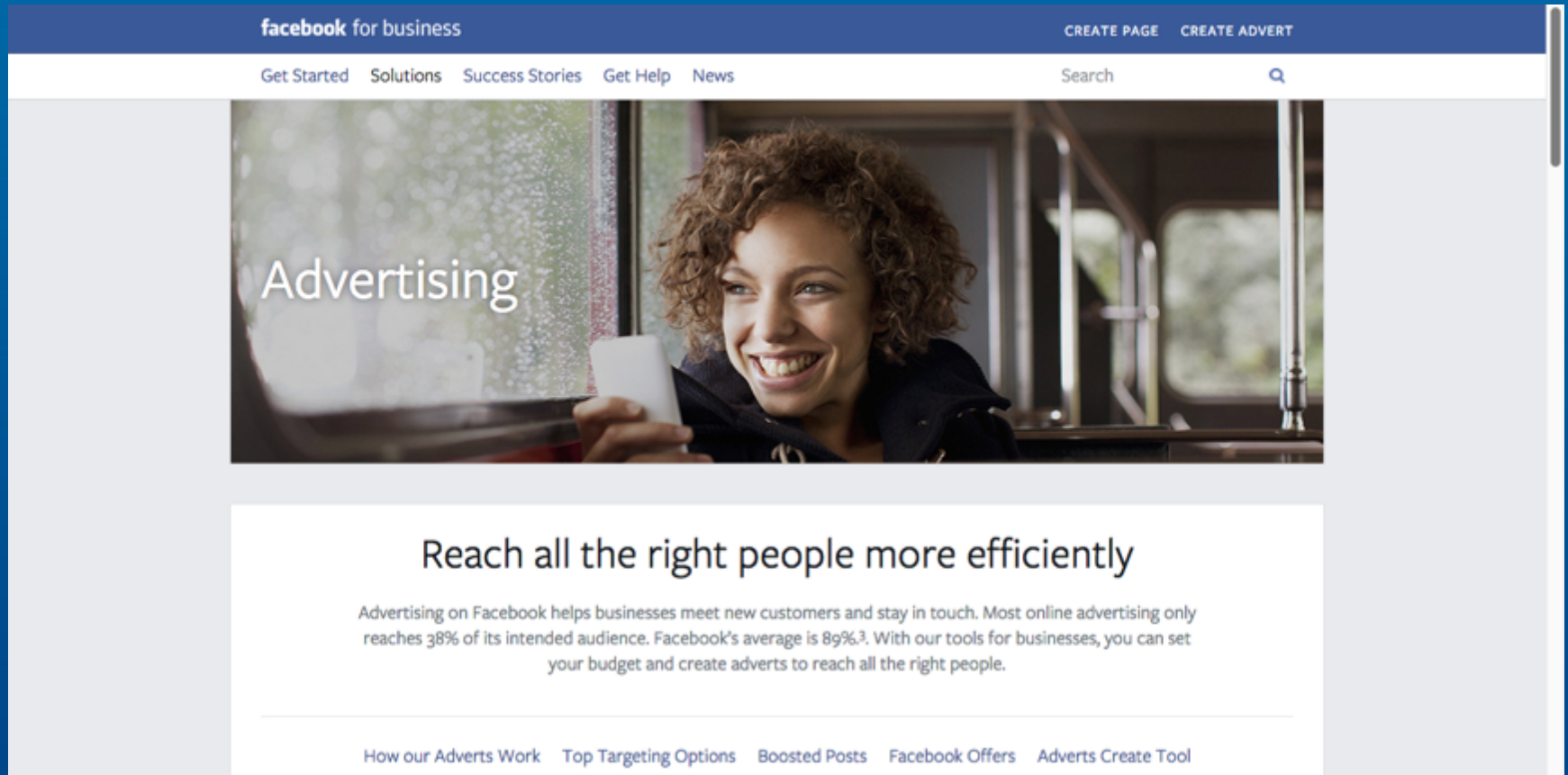


Facebook Advertising

- Highly targeted
- Cost effective
 - Time
 - Money
- Measurable
- Easy to get started

[www.fb.com/business/products/ads](https://www.facebook.com/business/products/ads)

Facebook Advertising

A screenshot of the Facebook for business website. The header is dark blue with 'facebook for business' on the left, and 'CREATE PAGE' and 'CREATE ADVERT' on the right. Below the header is a white navigation bar with links: 'Get Started', 'Solutions', 'Success Stories', 'Get Help', 'News', 'Search', and a magnifying glass icon. The main content area features a large image of a smiling woman with curly hair looking at her phone. Overlaid on the left of this image is the word 'Advertising' in white. Below the image is a white box with the heading 'Reach all the right people more efficiently'. Underneath this heading is a paragraph of text. At the bottom of the white box is a horizontal line followed by a row of links: 'How our Adverts Work', 'Top Targeting Options', 'Boosted Posts', 'Facebook Offers', and 'Adverts Create Tool'.

Getting it right...Actions

- Upload your customer data
- Capture web visitors details
- Create 'Saved Target Groups'
- Setup your ads, try different options
- Track conversions & see what works for you


Upload your customer data


- [www.fb.com/ads/audience_manager/](https://www.facebook.com/ads/audience_manager/)
- Email or Mobile Number
- Performs a lookup
- Creates a 'Custom Audience'
- Easy to advertise to
- Segmented lists are even more effective
- Possible to generate 'Lookalike Audiences'


Custom Audiences

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

**Customer List**
Match email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook

**Website Traffic**
Create a list of people who visit your website or view specific web pages

**App Activity**
Create a list of people who have taken a specific action in your app or game

This process is secure and the details about your customers will be kept private.


Cancel


Custom Audiences - Data


Create a Custom Audience ✕

How do you want to add customers to this audience?

Information you provide will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and we'll never contact them without your permission.

**Upload a file**
Upload a data file that contains email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs

**Copy and paste your custom list**
Copy and paste email addresses, phone numbers, Facebook user IDs or mobile advertiser IDs of your customers and create a Custom Audience

**Import from MailChimp**
Import a customer list from a third-party email service.

Back

Capture web visitors details

- [www.fb.com/ads/audience_manager/](https://www.facebook.com/ads/audience_manager/)
- Specific pages
- Recency of visit
- Complex combinations
- Useful to 'remarket to'

Custom Audience – Web Visits

The screenshot shows the Facebook Ads Manager interface with a 'Create Audience' dialog box open. The dialog has a title bar 'Create Audience' with a close button. It contains two main sections: 'Website traffic' and 'In the last'. The 'Website traffic' section has a dropdown menu currently showing 'Anyone who visits your website'. The 'In the last' section has a dropdown menu currently showing 'Anyone who visits your website'. Below these sections is an 'Audience Name' input field. At the bottom of the dialog are 'Cancel' and 'Create Audience' buttons. The background shows a table of existing audiences with columns for Name, Size, and Availability.

Name	Size	Availability
-54 Married Parents (All) - B	84,000	Ready Last updated 01/28/2015
-54 Married Parents (All) - B	84,000	Ready Last updated 01/05/2015
Parents (All) +St.Ives, Carbi	420	Ready Last updated 12/25/2014
Married Parents (All) +Cornwal	6,800	Ready Last updated 12/25/2014
Parents (All)	44,000	Ready Last updated 12/25/2014
Married Parents (All)	118,000	Ready Last updated 12/18/2014
Married Parents (All)	2,800	Ready Last updated 12/18/2014
Custom Audience	9,000	Ready Last updated 02/01/2015

Create Saved Target Groups

- www.facebook.com/ads/audience_manager/
- Great if starting from scratch
- Requires some understanding of who your best customers are – earlier step
- Saved for advertising campaigns
- Can test different groups

Saved Target Groups

Facebook Ads Manager interface showing the "Create Saved Audience" dialog box.

Search for people, places and things

Manage Adverts | Account Settings | Billing | Power Editor | Tools

Advert Account: 10152643708227737 (GBP)

Audiences

Create Audience | Filters | Customise Columns | Create Ad

Create Saved Audience

Audience Name

Custom Audiences [Browse](#)
[Create New Custom Audience...](#)

Locations

☒ **United Kingdom**
☒ **Include** | Add a country, county/region, city, DMA, postcode...

Age -

Gender ☒ **All** ☐ Men ☐ Women

Languages

Detailed targeting ☒ **INCLUDE** people who match at least ONE of the following

- Recreation and Leisure**
Behaviours > Residential profiles > Residential profiles (UK)
- Homeowner**
Demographics > Financial > Income
UK: £75,000+
- Demographics > Financial > Net Worth**
UK: Very High Affluence
- Demographics > Parents > All Parents**
Parents (All)

[Add demographics, interests or behaviours](#) [Suggestions](#) [Browse](#)

☐ **Exclude** people or Narrow audience

Connections

[Cancel](#) [Create Audience](#)

Potential Audience
Potential reach: 17,000,000 people

Audience Details:

- Location:
 - United Kingdom
- Age:
 - 18-65+
- People who match:
 - Behaviours: Homeowner or Recreation and Leisure
 - Income: UK: £75,000+
 - Net Worth: UK: Very High Affluence
 - Parents: Parents (All)

Name	Date Created	Sharing
General UK Population (Over 18)	21/01/2016 15:59	--
Hair Product Users, Male 18-65+ 3km Truro excl Fans	14/01/2016 12:01	--
Hair & Beauty Interests, 3km Truro, F45+ Excl Fans & Hairdressers	14/01/2016 11:54	--
Website Visitors: All Pages M&G - 180 Days	26/11/2015 21:53	--
eCommerce & Retail - copy	18/11/2015 16:03	--
SME Owners Pool Innovation Area	18/11/2015 15:55	--
SME Owners Tremough Innovation Area	18/11/2015 14:46	--
SME Owners & Page Admins	18/11/2015 14:27	--
UKTI+Top500	27/10/2015 11:57	--
Pill Road + 1mile - Currently in Location	27/10/2015 11:07	--
UKTI-event-delegates	26/10/2015 12:09	--
Small Business & Ecommerce/Online Ad/PPC - UK, IE, Aust, NZ, US	25/05/2015 03:46	--
Crunchers Email Database	19/05/2015 12:32	--
Stoic	19/05/2015 12:00	--
Parents	19/05/2015 10:06	--
Xero	19/05/2015 10:03	--
Small Business Owners	19/05/2015 10:02	--
Young Mid-Professional	17/05/2015 20:32	--
The Traveller	17/05/2015 20:27	--
The Technocrat	17/05/2015 20:24	--
The Student	17/05/2015	--

Setup your ads, try different options

- [www.fb.com/ads/manage](https://www.facebook.com/ads/manage)
- Pick an objective

Choosing an Objective

#10152643708227737 (Minchin... ▼)

CAMPAIGN: Choose your objective

Use existing campaign | Help

CAMPAIGN

Objective

ADVERT SET

Audience

Budget & schedule

ADVERT

Media

Text and links

Close without Saving

Choose the objective for your campaign

Help: Choosing an Objective

Boost your posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app



Reach people near your business

Raise attendance at your event


Get people to claim your offer


Get video views

Local Awareness


**Society Hairdressing**
Sponsored · 

Get the look you want this Spring with Society Hairdressing. Call or message now to arrange an appointment with one of our highly trained stylists.





**Society Hairdressing**
Lemon Street, Truro

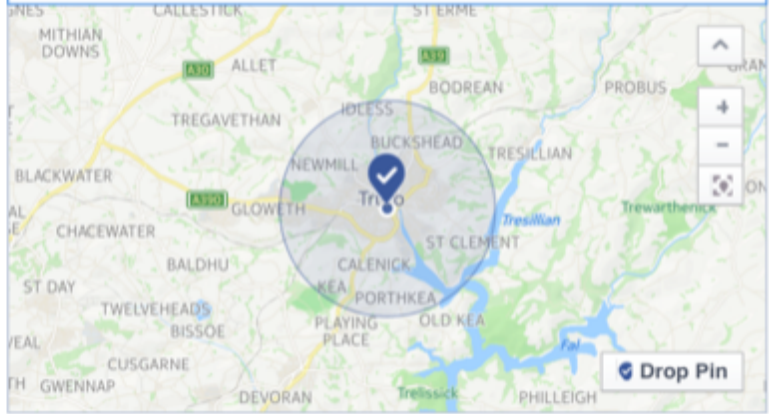
Call Now

Locations  Everyone in this location ▾


United Kingdom


 **15 Lemon Street, TR1 2LS Truro, Cornwall** + 3 km ▾

 Include ▾ | Add a country, county/region, city, DMA, postcode or address



Drop Pin

Age  18 ▾ - 65+ ▾

Gender  All **Men** Women

Setup your ads, try different options

- [www.fb.com/ads/manage](https://www.facebook.com/ads/manage)
- Pick an objective
- Trial different adverts

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"My ideal man. My perfect day. Where else could we have gone?"



The natural choice for your perfect wedding.
Wedding barn, luxurious house and cottages all in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)

Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"What a beautiful place to start the rest of our journey."



The natural choice for your perfect wedding.
Wedding barn, luxurious house and cottages all in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)


Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"On the most important day of our lives, being here felt like the most natural thing in the world."



The natural choice for your perfect wedding.
Wedding barn, luxurious house and cottages all in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)


Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"I found the perfect man, and then I found the most stunning place to marry him."



The natural choice for your perfect wedding.
Wedding barn, luxurious house and cottages all in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)

Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"With accommodation for over 30 guests, it felt like our special day never had to end."



The natural choice for your perfect wedding
Wedding barn, luxurious house and cottages all set in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Shop Now](#)


Like · Comment · Share 10,345 1,189 480

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Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"I found the perfect man, and then I found the most romantic place to marry him."



The natural choice for your perfect wedding.
Wedding barn, luxurious house and cottages all in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)


Like · Comment · Share 10,345 1,189 480

Suggested Post

ap The Green, Cornwall. [Like Page](#)

Sponsored · 1h

"I know the rest of my life will be exciting so I want my special day to run smoothly."



The natural choice for your perfect wedding
Wedding barn, luxurious house and cottages all set in acres of beautiful countryside.
THEGREENCORNWALL.CO.UK/WEDDINGS [Learn More](#)

Like · Comment · Share 10,345 1,189 480

Setup your ads, try different options

- [www.fb.com/ads/manage](https://www.facebook.com/ads/manage)
- Pick an objective
- Trial different adverts
- Trial different audiences
 - Custom Audiences (Email, Customers)
 - Saved Target Groups
 - Fans
- Explore different placements

Placements

Carbis Bay Holidays
Sponsored · 10

Dozens of artists have moved to St. Ives because of 'the light'. We'd understand if you just came for the view.



Five star, self-catering apartments: St. Ives, Cornwall.
Sandy beaches and cobble streets. Art galleries, restaurants and bars. Everywhere has a sense of style that will delight your senses.


www.carbisbayholidays.co.uk

125 Likes · 3 Comments · 5 Shares

Like Comment Share

Carbis Bay Holidays
Sponsored · 10

Dozens of artists have moved to St. Ives because of 'the light'. We'd understand if you just came for the view.



Five star, self-catering apartments: St. Ives,...

www.carbisbayholidays.co.uk

125 Likes · 3 Comments · 5 Shares

Like Comment Share




Five star, self-catering apartments: St. Ives...
www.carbisbayholidays.co.uk

Dozens of artists have moved to St. Ives because of 'the light'. We'd understand if you ju...

Instagram

Carbis Bay Holidays Sponsored




BOOK NOW

Dozens of artists have moved to St. Ives because of 'the light'. We'd understand if you the view.

Five star, self-catering apartments: St. Ives, Cornwall.
Sponsored

Dozens of artists have moved to St. Ives because of 'the light'. We'd understand if you just came for the view.



www.carbisbayholidays.co.uk

Book Now

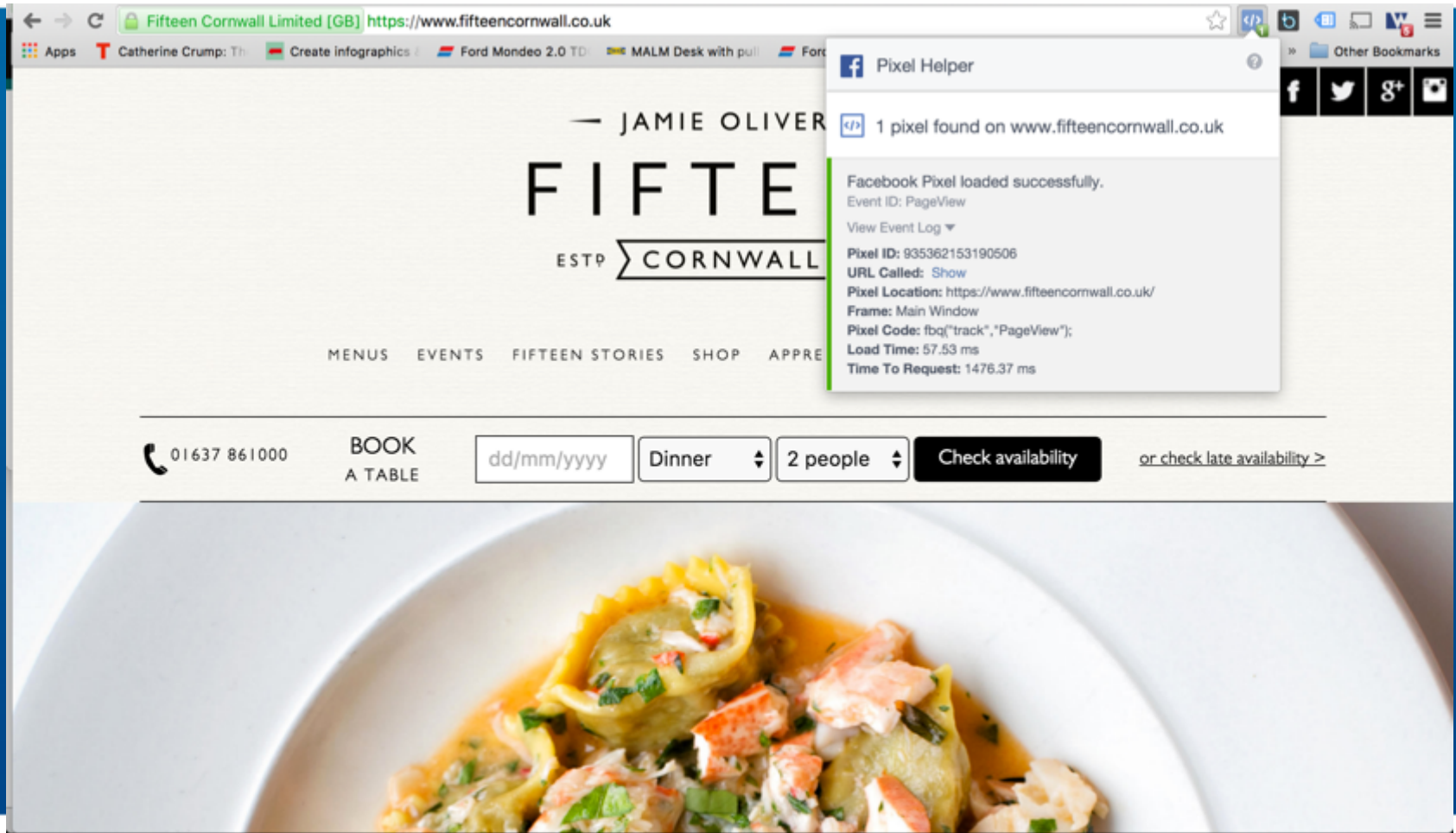
Five star, self-catering ...
www.carbisbayholidays.co.uk

Book Now

Track Conversions & See What Works

- [www.fb.com/ads/manage/convtrack/](https://www.facebook.com/ads/manage/convtrack/)

Conversion Tracking



The screenshot shows the homepage of the website <https://www.fifteencornwall.co.uk>. The page features the header "JAMIE OLIVER FIFTEEN CORNWALL" and a navigation menu with links: MENUS, EVENTS, FIFTEEN STORIES, SHOP, and APPRECIATION. Below the header is a booking section with a phone number (01637 861000), a "BOOK A TABLE" button, a date input field (dd/mm/yyyy), a time input field (Dinner), a people input field (2 people), and a "Check availability" button. A link "or check late availability >" is also present. The main content area displays a close-up image of a dish, likely seafood pasta.

A Facebook Pixel Helper overlay is visible on the right side of the browser window, indicating that a pixel was found on the website. The overlay displays the following information:

- Facebook Pixel loaded successfully.
- Event ID: PageView
- View Event Log
- Pixel ID: 935362153190506
- URL Called: [Show](#)
- Pixel Location: <https://www.fifteencornwall.co.uk/>
- Frame: Main Window
- Pixel Code: fbq("track", "PageView");
- Load Time: 57.53 ms
- Time To Request: 1476.37 ms

Conversion Tracking

```
view-source:https://www.fifteencornwall.co.uk
Fifteen Cornwall Limited [GB]
Apps Catherine Crump: Th Create infographics Ford Mondeo 2.0 TD MALM Desk with pull Ford Mondeo 1.6 TD 1.4 Million People sa Other Bookmarks

104 <!-- end analytics -->
105 <script>
106   dataLayer = [];
107 </script>
108 </head>
109
110 <body class="home page page-id-7856 page-parent page-template page-template-page-home page-template-page-home-php wpb-js-composer js-comp-ver-4.7.4
vc_responsive">
111 <!-- Google Tag Manager -->
112 <noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-N3XWJS"
113 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
114 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
115 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
116 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
117 '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
118 })(window,document,'script','dataLayer','GTM-N3XWJS');</script>
119 <!-- End Google Tag Manager -->
120 <wrapper class="thetop">
121 <wrapper-inner>
122 <section>
123
124 <header>
125 <div class="social-icons">
126 <a href="https://www.facebook.com/fifteencornwall" target="_blank" class="facebook" title="follow us on facebook"></a>
127 <a href="https://twitter.com/fifteencornwall" target="_blank" class="twitter" title="follow us on twitter"></a>
128 <a href="https://plus.google.com/+fifteencornwall/videos" target="_blank" class="tthing" title="followu us on google"></a>
129 <a href="https://www.instagram.com/fifteencornwall/" target="_blank" class="tthing" title="followu us on instagram"></a>
130 </div>
131 
132 <a href="https://www.fifteencornwall.co.uk/"></a>
133 <a href="tel:+441637861000" class="tel clearfix" id="toptel"><!--[if gt IE 8]><!--> <svg id="phone_icon" xmlns="http://www.w3.org/2000/svg"
xmlns:xlink="http://www.w3.org/1999/xlink" x="0px" y="0px"
width="74.089px" height="99.818px" viewBox="0 0 74.089 99.818" enable-background="new 0 0
74.089 99.818" xml:space="preserve">
134
135 <path id="path3480_1_" d="M21.547,0.091c0,0-21.827,0.287-
21.544,20.059c0.284,19.773,4.253,37.255,10.773,46.998
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Track Conversions & See What Works

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- [www.fb.com/ads/manage/reporting.php](https://www.facebook.com/ads/manage/reporting.php)

Recap - General

- Growth & Profit are not the same things
- Focus on what will really make the difference in your business
- Know your customers, know them well
- Collect as much data as possible
- Facebook offers one of the best opportunities for advertising your business

Recap – Facebook Advertising

- Upload your customer data to create ‘Custom Audiences’
- Capture web visitors details
- Create ‘Saved Target Groups’ for easy advertising
- Setup your ad and try different options
- Track conversions with ‘Conversion Pixels’
- See what works for you

Questions?

Thank you for listening

More information:

- Visit B32 for more advice
- Pick up your copy of the Wet Leisure Survey
- Like our Facebook Page
[www.fb.com/goldencoastltd](https://www.facebook.com/goldencoastltd)
- Speak to the team at Golden Coast