

A Social Media Presentation By



Social Media is Simple
TRAINING, COACHING, PLANNING, EXECUTING

New developments and trends in Social Media for 2015

Presenter: Brenda Burch



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www.socialmediaissimple.com



A real change in the Philosophy of Social Media

- I have operated Social Media is Simple for four years. February 3 is our anniversary. The changes in various networks has been beyond dramatic.
- 2015 doesn't have the huge changes like the introduction of Google+ or Pinterest or Instagram but the FOCUS of Social Media for business is refining and sharpening and yes, changing
- Let's navigate these changing waters over the next hour.....



This is an exciting hour!

I always do this when I present through Lunch N' Learns or through my own monthly public seminars.....

- **This isn't a session for beginners wanting to understand the value of Social Media for businesses.**
- **It is specifically designed for those who use Social Media on various – or just one – platform for marketing purposes.**
- **It's an overview of what's developing, is yet to come, what is emerging, and more in Social Media Marketing in 2015.**

Here come the Updates.....

- E-Newsletters and Blogs remain strong and refine themselves to be the core marketing value. Most social networks are there to get to get the message out.
- Content and Experiences will become more personal. Businesses will develop thousands of one to one personal relationships.



More Updates

- Audience **targeting** becomes essential. You need to understand who your target audience is, where do they go for information, inspiration, and to have fun, or learn. Once you have a solid understanding of who your target market is, all social media marketing needs to 'target' that audience. This holds true for those social networks that allow you to target the audience you are advertising to (like Facebook) and also which social network to use.





Social Media Is Simple shared a link.

Posted by Simple Share by Constant Contact [?] · January 9

What are the Social Media Developments for 2015? Come to the Duncan Cowichan Chamber's Lunch 'n Learn on Jan 14 to learn about the changes and shifts. My presentation is jammed pack full of information to help you navigate the ever changing seas of Social Meida. <http://conta.cc/1tTDZVR>



Social Media Developments for 2015 Lunch 'n Learn
conta.cc

231 people reached

Like · Comment · Share

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↪ 3 Shares

Boost Post



Boost your post to reach more people. [Learn more.](#)



Desktop News Feed

Mobile News Feed



Social Media Is Simple

Sponsored ·

Like Page

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Social Media Developments for 2015 Lunch \n Learn

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Audience

- ☐ People who like your Page [?]
- ☐ People who like your Page and their friends [?]
- ☒ People you choose through targeting [?] ←

Name of campaign

Gender:

Age:

Interests:

Other:

[Edit Audience](#) · [Create New Audience](#) ←

Maximum
Budget

\$6.00

Est. People
Reached

870 - 2,300

of 59,000

Your budget and targeting determine how many people your post will reach.

Duration

Boost this post for


1 day ▾

Payment

Cancel

Boost

Create a target audience by completing the fields. This will help to extend your reach.

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Location

Countries ▼

If left blank, your ad will be delivered to Canada.

Age

18 ↕

 -

65+ ↕

Gender

All

Men

Women

Interests

Cancel

Save

What's Up with Twitter?

- In the Cowichan Valley, Twitter lost ground. After adopting social media 3-4 years ago, many found the amount of time needed for Twitter was too much, coupled with Facebook. Some may have made the wrong decision and left Twitter and concentrated on Facebook.
- Twitter is certainly going to rise again! Every prediction says that their new advertising model will 'skyrocket' in popularity. Again, who is the target audience? Maybe your audience is on Twitter and not on Facebook???
- When is the last time you updated your Twitter background or chose a 'best tweet'?



Just
a
Reminder



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Twitter – just a reminder

- As you can see in this room, this is good attendance for a Lunch N' Learn. It's a great series put on by the Chamber and always attracts 10 – 20 folks.
- The Chamber did its usual weekly newsletter plus some Twitter and Facebook, I did Facebook (including a promoted post), but what did I do most to encourage people to attend today?

YES, I TWEETED.

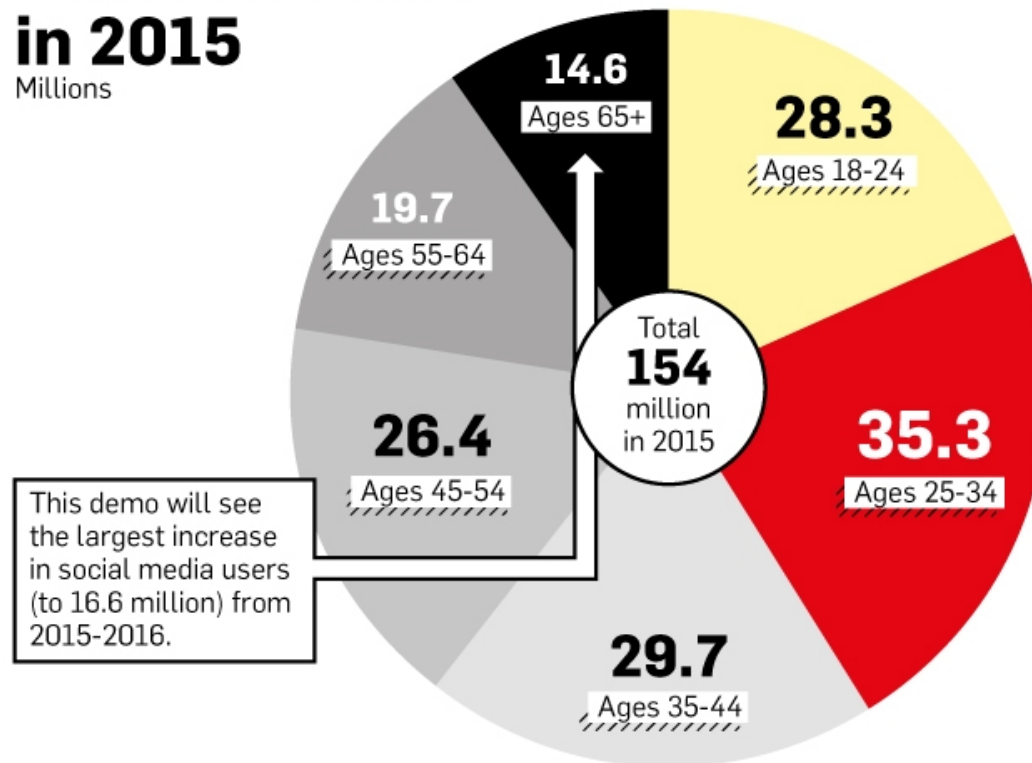
And yes, I posted onto the many excellent Event Groups for the Cowichan Valley.....



OK, I know you want to hear about.... Facebook!

Total social network users in 2015

Millions

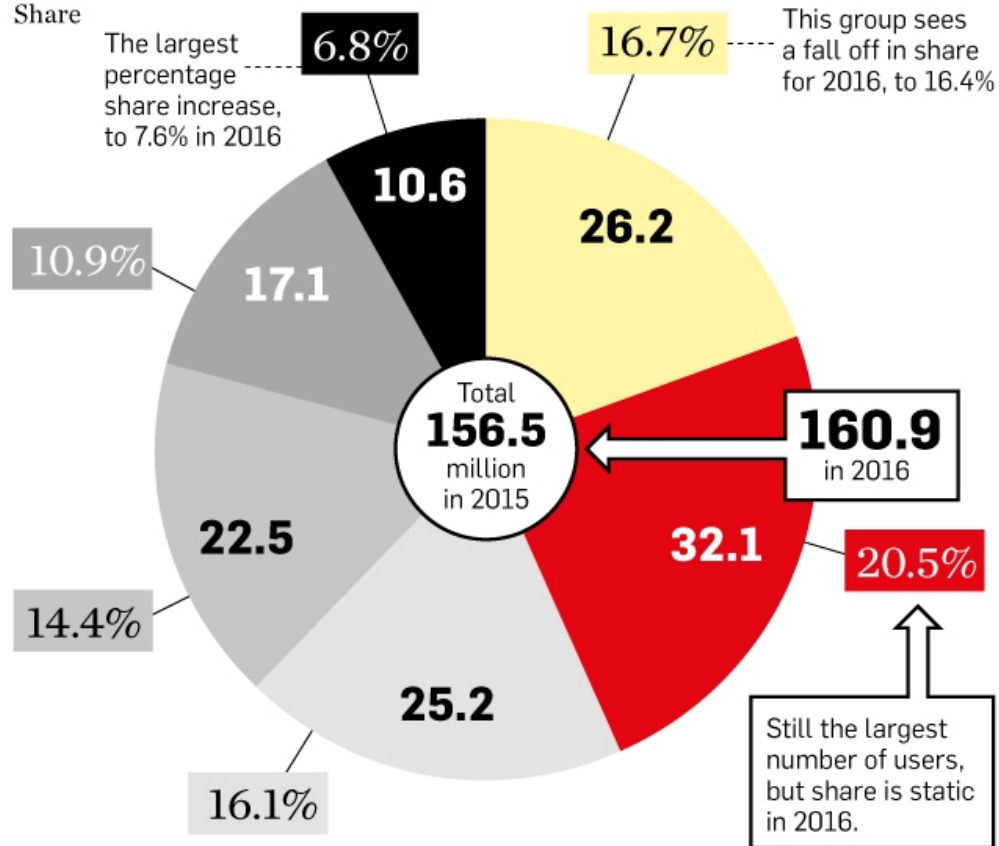


This is Facebook

Facebook

Millions

Share



Facebook trends and changes in 2015 – some new, some already established

- Facebook is 'graying' as you can see from the previous two screens. More AND MORE users are over 45.
- Facebook is not going away.
- Were you here last year? Remember I talked about the extreme value of advertising or promoting on Facebook? Many, including me, did promote and advertise on Facebook with excellent results at really low rates. Are you surprised that the rates are going up?



Facebook trends and changes in 2015 – some new, some already established

- The gap between operating a Business Page and your Facebook Personal Profile has both widened and shrunk. I will explain.....Call to Action on FB Pages, Lists can only be created by a person.
- Further, it is said there are ‘two Facebooks.’ One for companies like Coca-Cola and Walmart, and one for you and me. It’s important to understand the difference.
- The ‘Reach’ issue will only get worse. Let’s discuss.





Facebook's new call-to-action buttons



[16]



Google+

- Techcrunch now refers to Google+ as 'The Walking Dead'. When the executive employee at Google who promoted Google+ the most left to go elsewhere, this may have been the beginning of the end. Remember, this had nothing to do with the product or the strength of the owner!



Instagram



- Instagram is not slowing down. There are 200 million monthly users.
- Instagram is an image platform. Last year I said that ‘one day’ it may go past Pinterest. It already has....
- Instagram is owned by Facebook and that alone will ensure a certain amount of volume success. ‘Instagram has also become THE network when it comes to image-based social media marketing.....and it has video!



Ello –You heard it here first!

- Ello is the newest social network. It is positioned as a competitor to Facebook. We couldn't provide a screen shot because it's still in beta testing and you have to be 'invited' to join.
- Ello boasts that it's ad-free, there will be no selling to third parties, and that they will make their money, eventually by selling 'special features'.



LinkedIn in 2015

- LinkedIn will widen the gap between themselves and all competitors as THE B2B social network.
- That's not to say there is no value to a great LinkedIn profile and presence if you only do B2C – but LinkedIn dominates in B2B.
- I read three blog posts where the prediction was that LinkedIn will surpass Facebook for B2B marketing.



Maybe the most valuable point today



- The Internet, particularly social networks, have become VERY, VERY crowded.
- From a Business perspective you HAVE to sort out ruthlessly what you want to see and consider what your clients/customers/ and potential customers want to see.
- If you aren't embracing Facebook Groups, Facebook Lists, Twitter Lists, or LinkedIn Groups you are going to become very frustrated in 2015.
- If you don't take time to limit fans, connections, followers and pins, you will perish in front of your computer.



The Beat Goes On.....

- Content, story telling and personalization will only increase in 2015 in importance in gaining Social Media Marketing results.
- What is being emphasized again AND AGAIN is that creating great content in its entirety on Facebook or Twitter is missing the point. The great content should be created in an e-newsletter or your blog and then DISTRIBUTED and AMPLIFIED through the other social networks. Many folks don't quite get that.....



Questions???

How to reach me:

Brenda A. Burch



Toll free: **1-866-442-0044**

Direct: **250 743 1638**



Email me@brendaburch.ca



Twitter [twitter.Com/smissimple](https://twitter.com/smissimple)



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