

**MAKING
SOCIAL MEDIA
MARKETING
FUN & EASY**

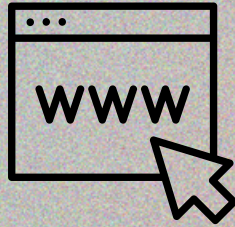
ABOUT ME



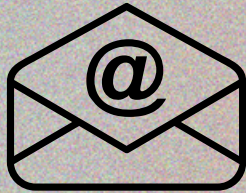
- Chrissy Bernards
- Studied Small Business Management at LCC
- Studied Entrepreneurship at UO
- In grad school at OHSU: Food Systems and Society
- Previously owned two successful businesses:
- Muse of the Morning (online business)
- ChrissyBakes (local business)
- Current: Moon & Hare Collective and Urban Farm



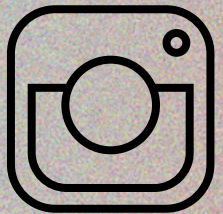
CHRISSY'S SOCIALS



moonandharecollective.com



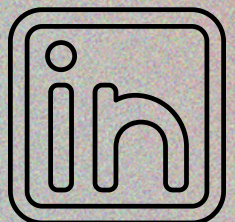
moonandharecollective@gmail.com



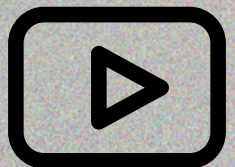
[instagram.com/moon_and_hare](https://www.instagram.com/moon_and_hare)



[facebook.com/moonandharecollective](https://www.facebook.com/moonandharecollective)



<https://www.linkedin.com/in/christinebernards/>



<https://www.youtube.com/@MoonHareCollective>

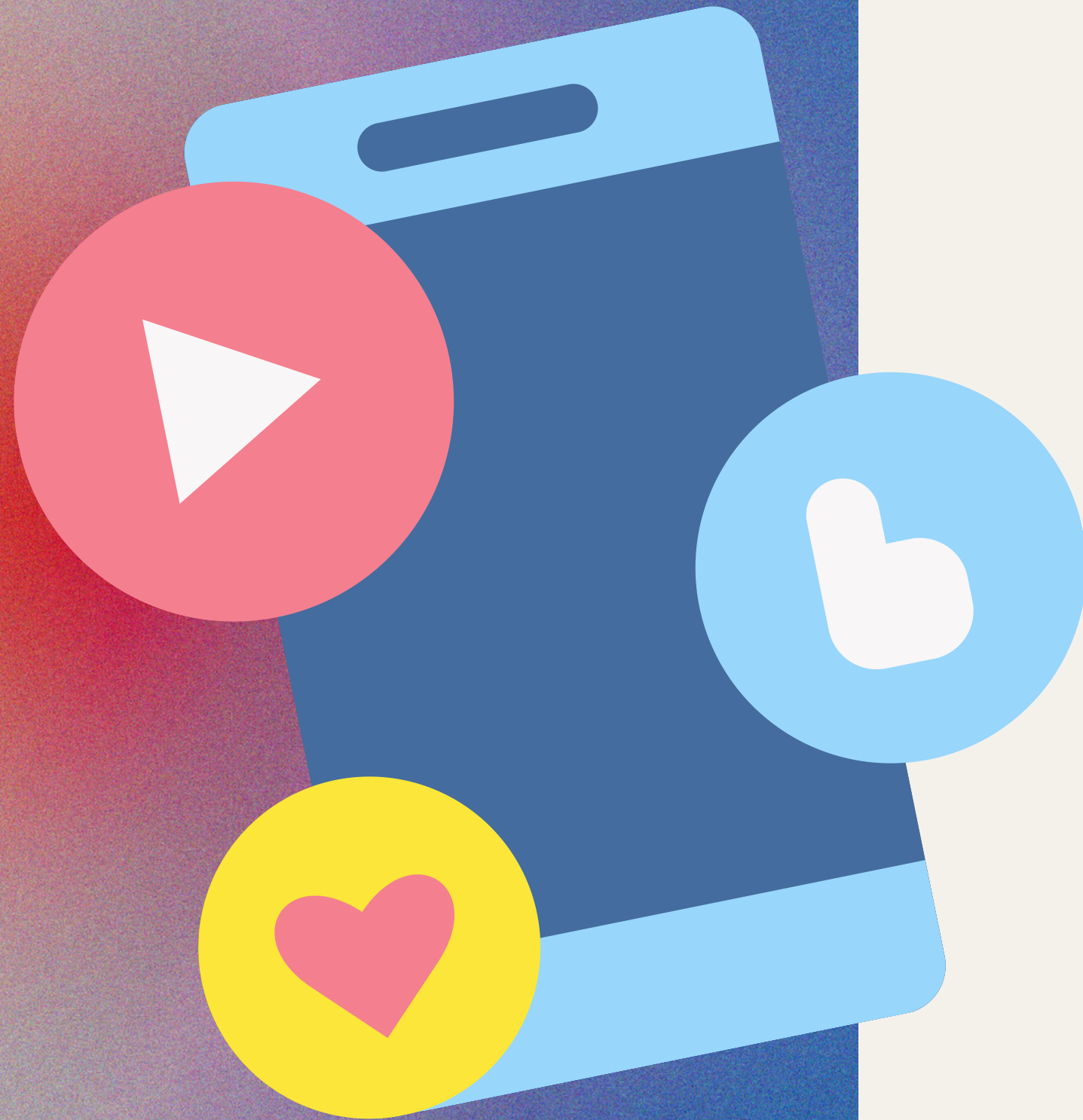


FIRST THOUGH,

Email newsletter
mailing lists are
addresses (AKA
potential buyers) that
you OWN



WHAT IS SOCIAL MEDIA MARKETING?



- Use of social media platforms to interact with customers to build brands, drive website traffic, and yes, increase sales (in the long run)

THE PURPOSE OF SOCIAL MEDIA MARKETING



to build a
community feeling

so don't expect a ton of sales

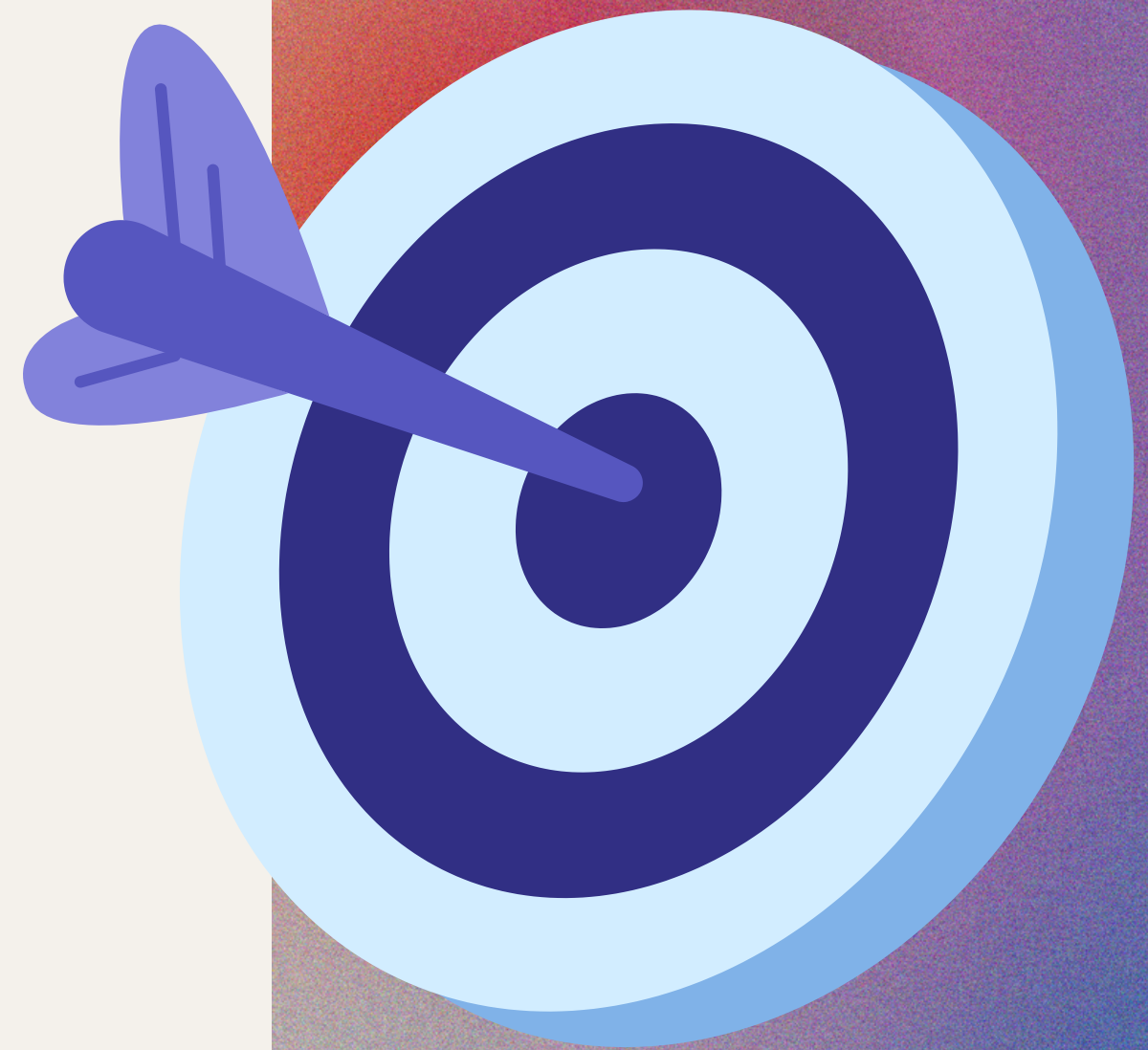
but DO be ready to interact with
your followers

You are building trust, loyalty, and
establishing yourself as THE PERSON to go to

THE PURPOSE OF SOCIAL MEDIA MARKETING

UNDERSTANDING YOUR IDEAL CLIENT

- DO NOT say your product is suitable for everyone
- Establish your niche
- Who are they?
- Think about all the dynamics
- Be as specific as possible



UNDERSTANDING YOUR IDEAL CLIENT

- What are their goals?
- What are their fears?
- What are their pain points?
- What are their needs or wants?

YOUR GUIDING QUESTION:

**HOW DOES YOUR PRODUCT/SERVICE
HELP SOLVE THEIR PROBLEMS?**



UNDERSTANDING YOUR IDEAL CLIENT

CREATE A BUYER PERSONA

- Gender
- Age
- Marital Status
- Job and Hobbies
- Location



UNDERSTANDING YOUR IDEAL CLIENT

Are you a
LOCAL or **ONLINE**
business?

All followers are not alike



SOCIAL MEDIA PLATFORMS

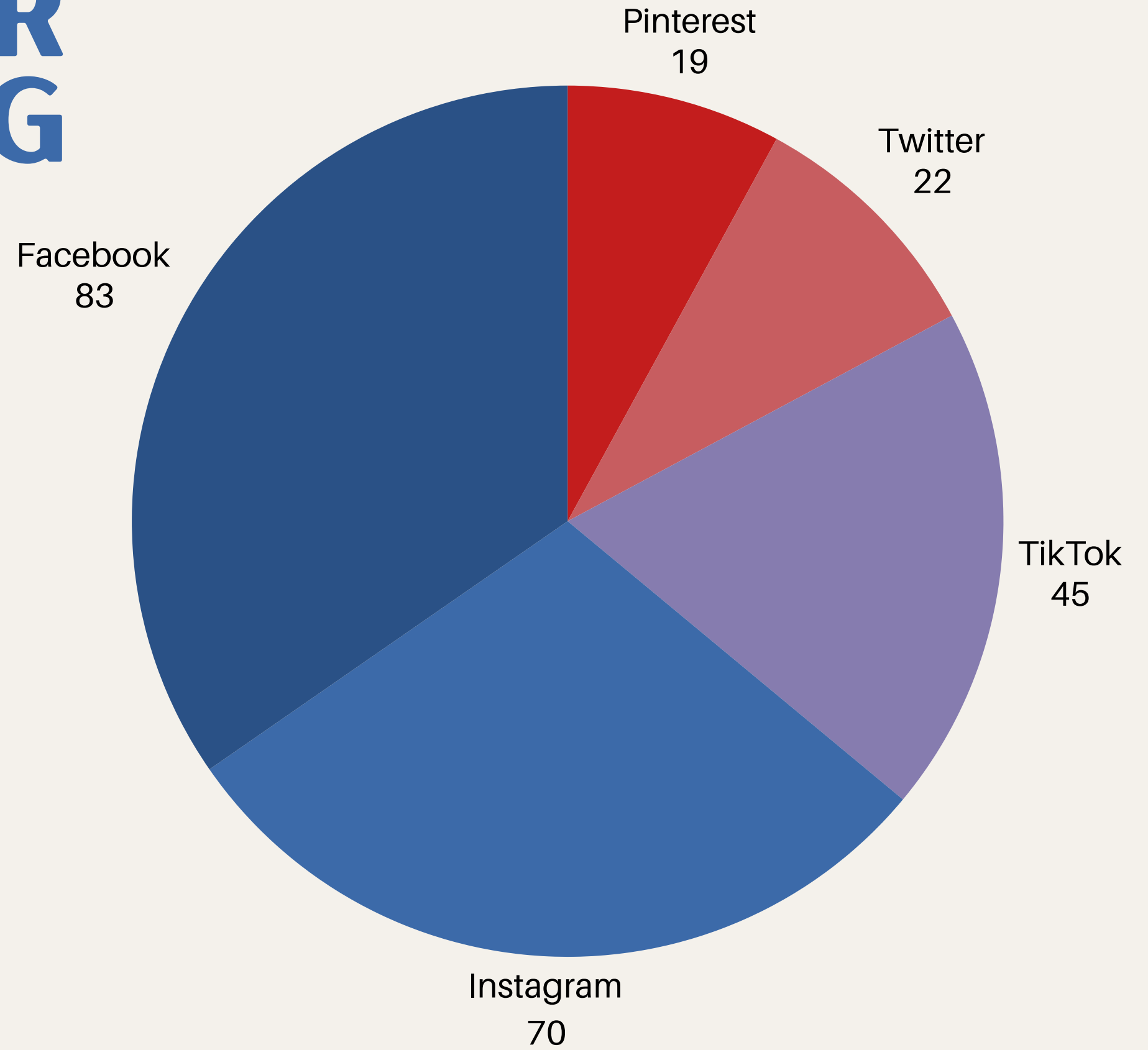
- Do register for each platform – just in case!
- Facebook
- Instagram
- TikTok
- Twitter
- Pinterest
- YouTube
- LinkedIn



WHERE DOES YOUR IDEAL CLIENT HANG OUT ONLINE?

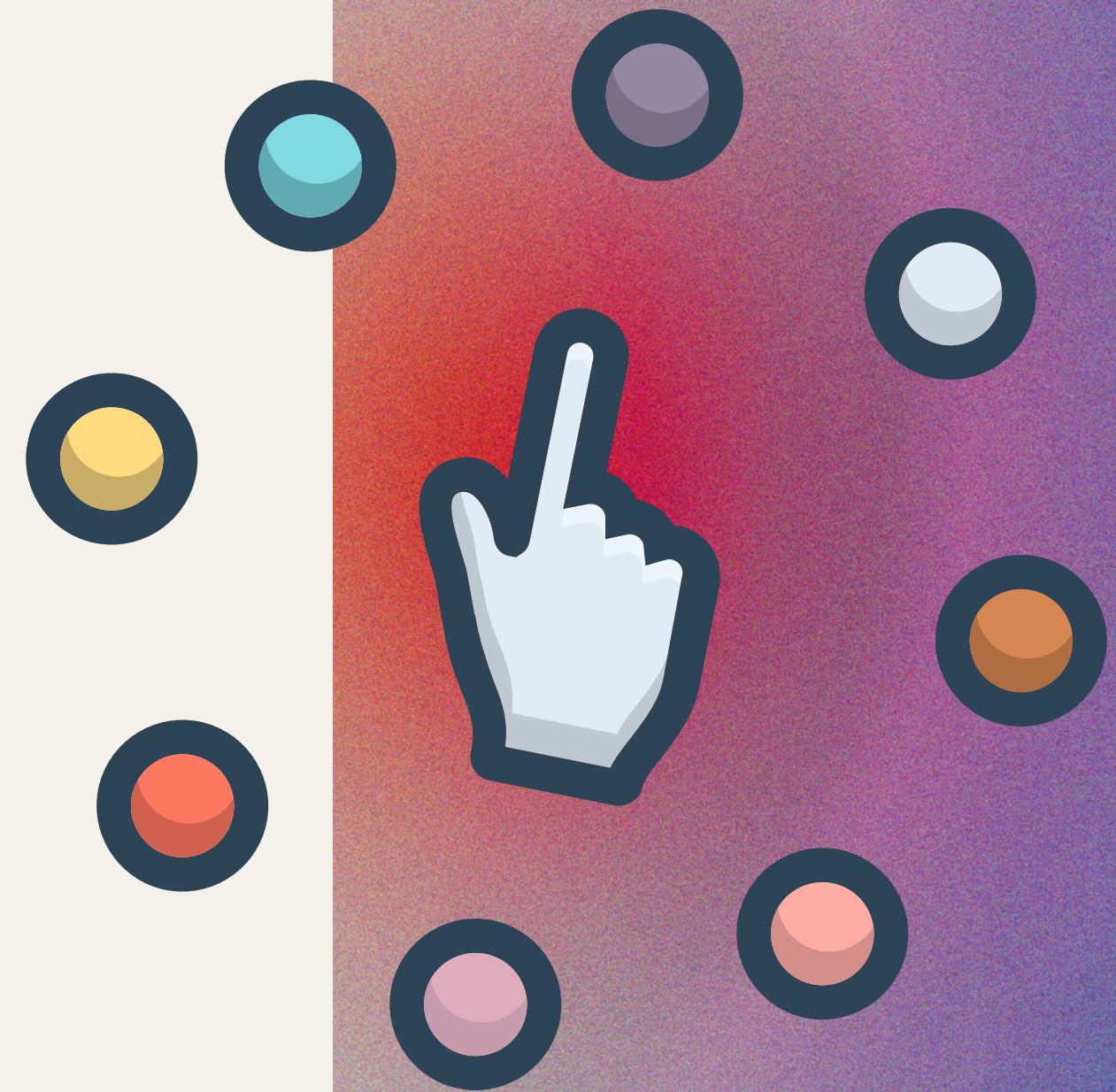
- Facebook: women, 30–64
- Instagram: women, 18–49
- TikTok: balanced, 18–29
- Twitter: men, 18–29
- Pinterest: women, 18–49

Don't forget about
YouTube: all ages, all genders
LinkedIn: men, 30–49



**BY HAVING A PRESENCE
ON A VARIETY OF
PLATFORMS, WE CAN
MEET THE CUSTOMER
WHERE THEY'RE AT**

**However, we don't want to
be overwhelmed either.**



I RECOMMEND FOCUSING ON INSTAGRAM

**and using apps to cross-post
in order to lessen the workload**



Instagram

**STRONG VISUAL EMPHASIS
WITH IMAGES, STORIES, AND REELS**

**EVERYTHING CAN BE AUTOMATICALLY
POSTED TO FACEBOOK**

EASY TO TARGET YOUR NICHE WITH HASHTAGS

LARGE AGE RANGE

FOCUS ON MOBILE USAGE

**HIGHER ENGAGEMENT RATES
THAN OTHER PLATFORMS**

3 IMPORTANT PARTS TO YOUR INSTAGRAM PROFILE

1. Name

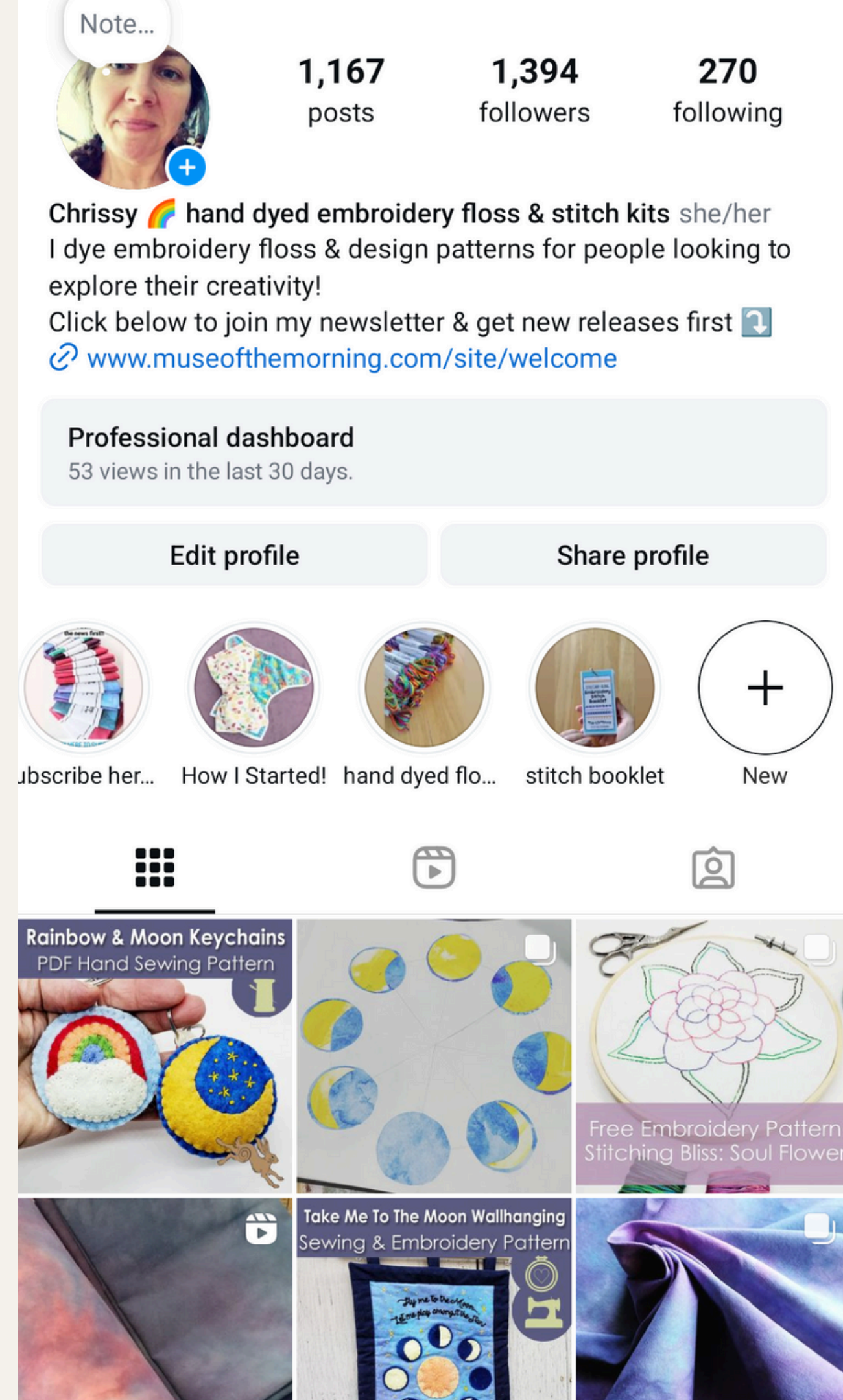
- Your first name
- Use emojis to share important things
- what you do or sell
- don't forget pronouns!

2. Bio and profile photo

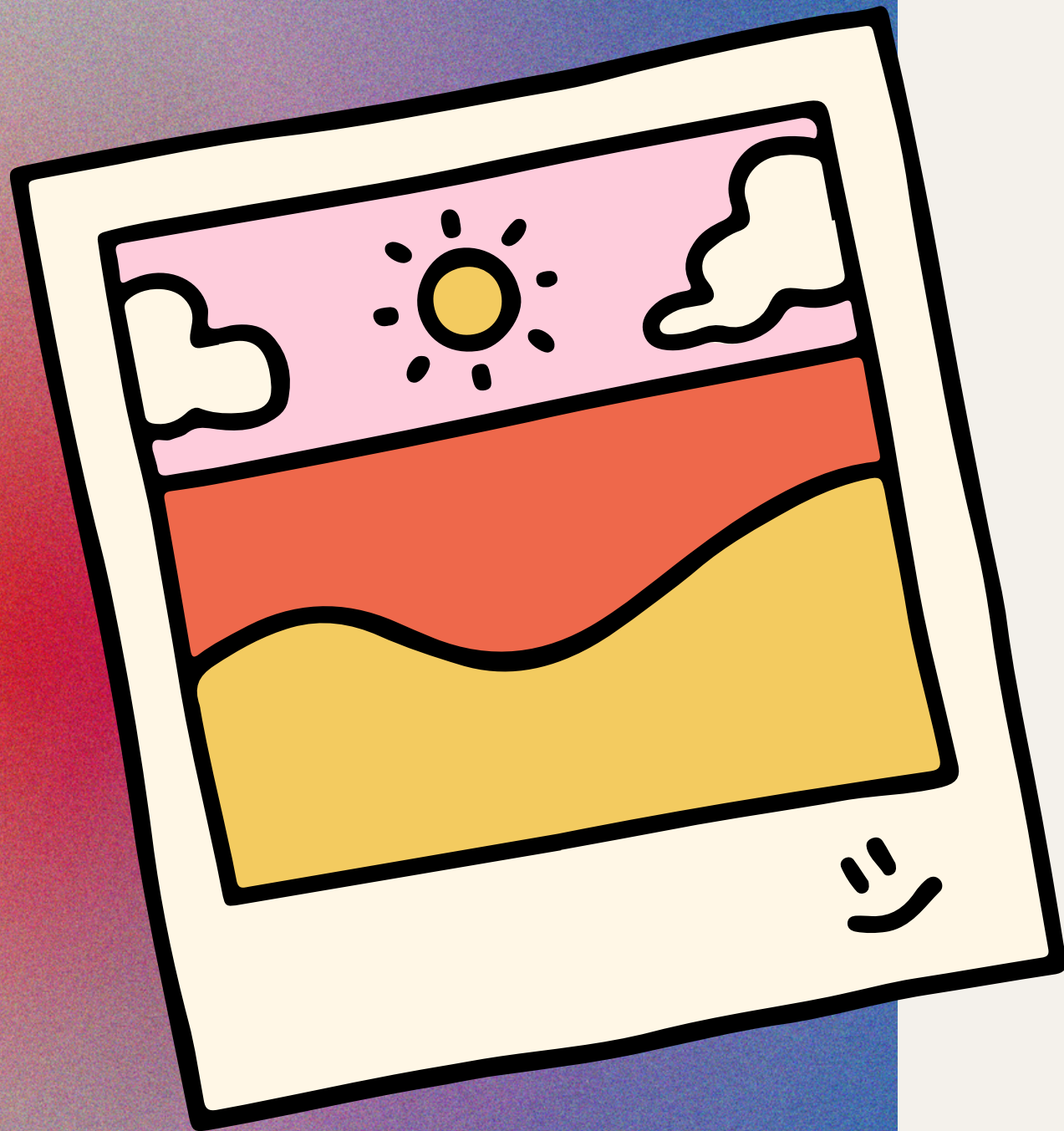
- I {do this} for {these people} in order to {help them in some way}.
- Call to action
- Photo of your face

3. Link

- link to LinkTree
- or Lead Magnet
- or Website



ELEMENTS OF A BASIC POST



- **Photo or Reel**
- **Caption**
- **Should you tag others?**
- **CALL TO ACTION!**
- **Hashtags**

CONTENT BUCKETS

Personal

Humorous

Promotional

Educational





PERSONAL CONTENT

- Daily routine
- Workspace tours
- Works in progress
- Celebrate wins
- Also talk about losses
- Thoughts on life or business
- Your morning ritual
- Collaborations



EDUCATIONAL CONTENT

- Provide value by informing your audience about something
- Related to what you do
- Can be as advanced as a step-by-step tutorial
- Can be as easy as a quick tip
- Share relevant stats
- Frequently Asked Questions





HUMOROUS CONTENT

- Make your own funny memes
- DIY stories gone poorly
- Bloopers!
- Puns from your niche
- Expectations vs Reality



PROMOTIONAL CONTENT

- New products
- Upcoming events
- Sales and discounts
- Boxing videos (of your own stuff)
- Customer quotes
- Share customer generated content about your products
- Giveaways, contests
- Feature a specific product



BALANCE YOUR CONTENT

Post mostly educational content

Post regularly, but you don't
have to post daily

Try for no more than 20% promotional
content

TELL STORIES



X years ago, I _____, and this is what happened next.

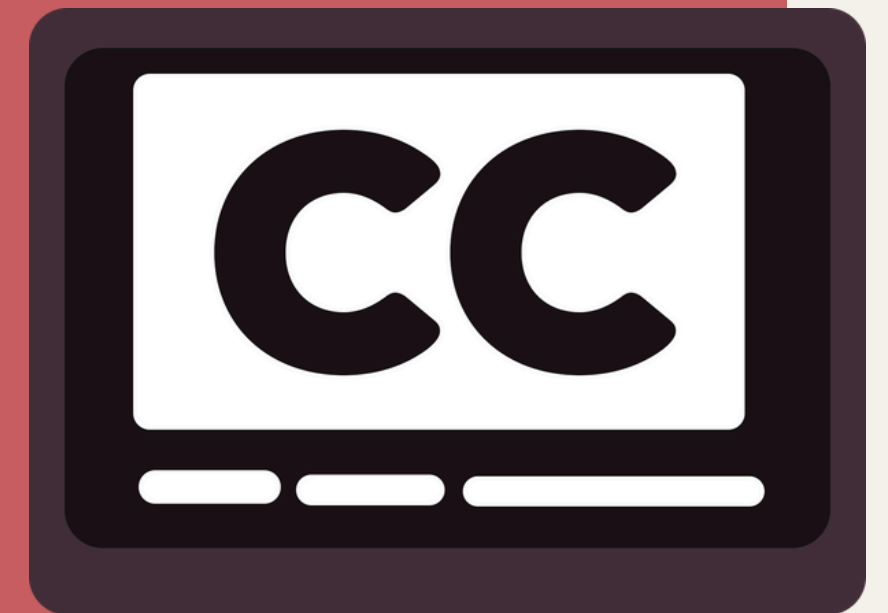
POV: you make ____ and this is what your week looks like...

One thing I wish I knew when I started is

You won't believe what happened to me when I....

CONTENT IDEAS

- Use Canva to put video sections together very easily
-
- Add captions to videos on Instagram app
-
- Share reels on Facebook (don't recommend)



CONTENT IDEAS

UPCOMING
EVENTS

- Do you have a local business?
- IG Stories and Facebook Page:
 - Share local events that are in your niche
 - Share love for other local businesses



CONTENT IDEAS

YOU
GOT
THIS!

- Don't let it stress you out!
- Use short videos of still objects with text over the top
- People like to see you do things that you think are boring: like stirring a pot, pouring a candle, kneading dough

#buylocalEugene
#shoplocalEugene
#EugeneOregon
#Springfield Oregon
#LaneCountyOregon
#shoplocalOregon

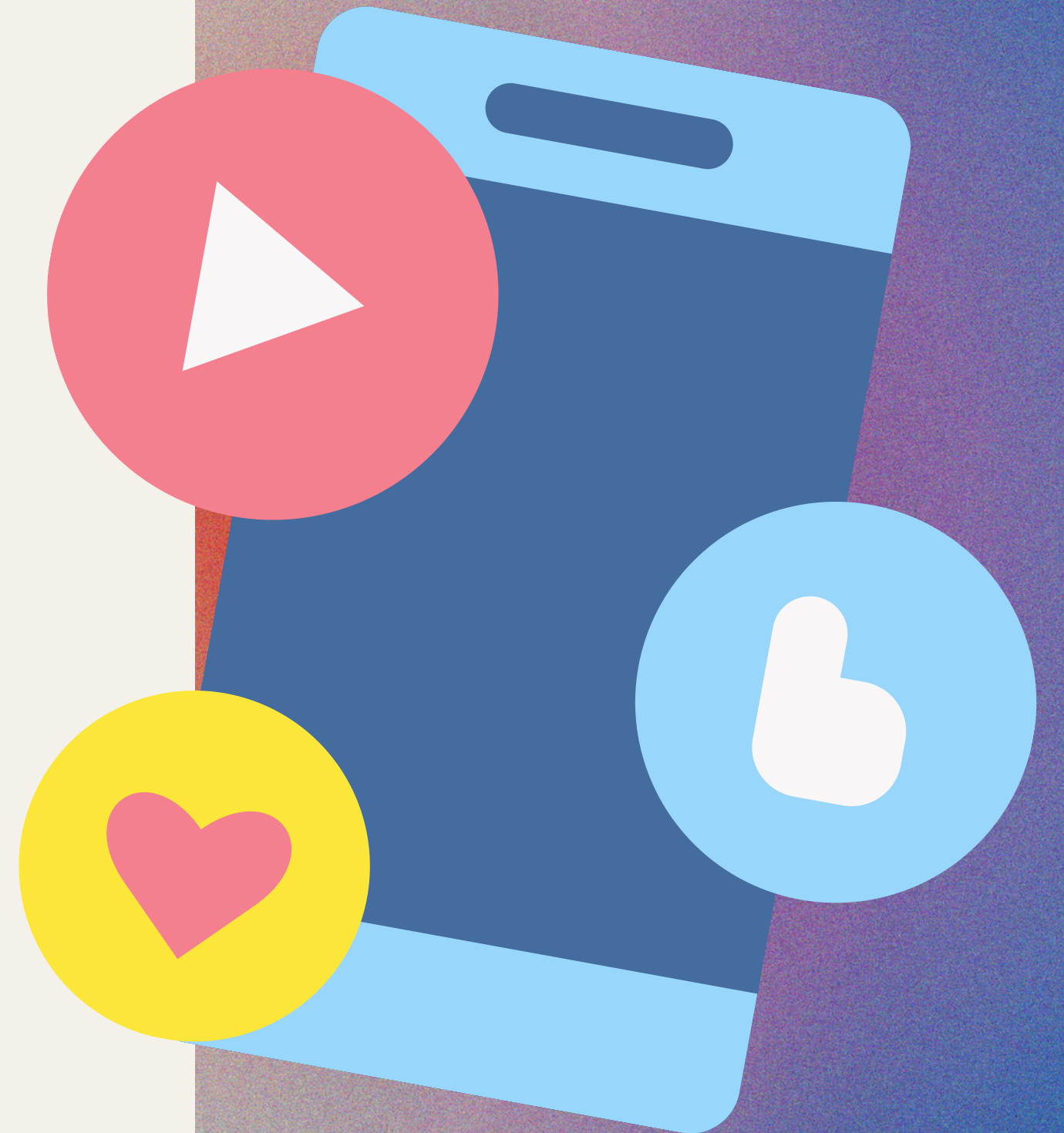


HASHTAGS

- Hashtags help users to find content they want to see
- Always use hashtags... BUT
- There is a lot of discussion about using hashtags in the post or in a comment
- There is a lot of discussion about how many hashtags to use (max 30)
- Start typing # and your letters to see if it's a hashtag that's been used and how many times it's been used
- Use hashtags with different numbers

HOW TO GET FOLLOWERS

- Optimize your profile
- Create consistent content
- Create engaging reels
- Always respond to comments and DMs
- Use relevant hashtags
- Collaborate with others in a similar niche (but not your exact niche!)
- Post at optimal times (if possible)
- ALWAYS have a sign up sheet at events!



HOW TO GET FOLLOWERS



- Optimize your Facebook page and personal Profile
- Join Facebook groups that your ideal customers are in
- Answer questions and establish yourself as an expert

HOW TO GET IG FOLLOWERS WHILE DOOMSCROLLING

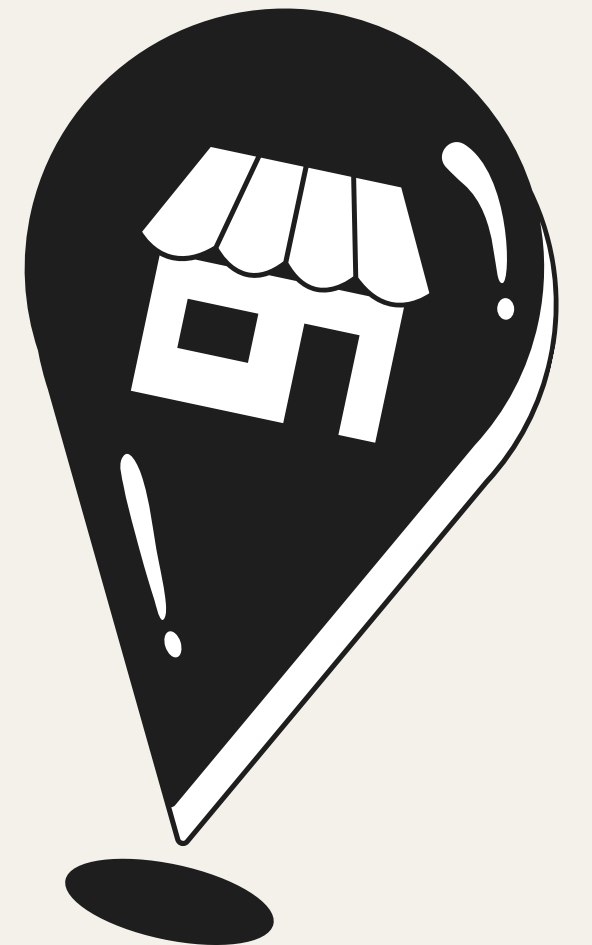


- Click a hashtag that your followers use (like #shoplocal)
- Make sure your followers use it, NOT your competitors
- Look for images/reels within the past 2-3 days
- Comment on them. Just say “love this” or “looks great”

FOLLOWERS

If you're local, focus on local followers

If you're online, look for followers
everywhere



WHO SHOULD I FOLLOW ON SOCIAL MEDIA?

- Should I follow people within my niche?
- These are not your customers.
- Follow your customers so you can build community.
- If you want to follow others in your niche, have a personal account.
- When collaborating with others, choose people who **COMPLEMENT** your products, not **COMPETE** with them



FINAL THOUGHTS

Be Authentic

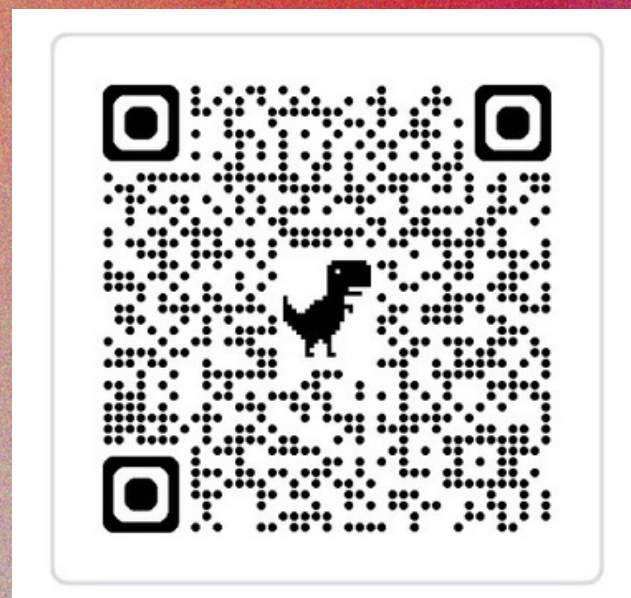
Be Yourself

Interact with your
community

Be Consistent

Focus on building a loyal following
rather than chasing numbers

QUESTIONS?



Please let me know
how it went