

Presented by:
Patty Ross

SOCIAL MEDIA ESSENTIALS FOR BUSINESS



Housekeeping

We are recording this webinar and can provide everyone with recording and slides as well as content calendar.

Please ask questions in in Q&A and comes in chat! I will attempt to ask them along the way, but may have to wait until end of presentation.

Please share your business type and what your biggest marketing challenge is right now! Also please let me know if you are B2C or B2B!



[Find a Location](#) [Donate](#) [Volunteer Log In](#)

SEARCH

[FIND A MENTOR](#)

[TAKE A WORKSHOP](#)

[BROWSE THE LIBRARY](#)

[VOLUNTEER](#) [SUCCESS STORIES](#) [ABOUT US](#)



Business Success Starts Here.

SCORE is the nation's largest network of volunteer, expert business mentors, with more than 10,000 volunteers in 300 chapters.

[Find Your Mentor ▶](#)

Feedback



SCORE offers:



- **Confidential Face-to-Face, email and video mentoring** with volunteer mentors who have backgrounds in a variety of business disciplines including finance, marketing, sales, management, business planning and manufacturing.
- **Workshops like this one** –geared to meet the needs of our clients
- **And, both a local and National website** with webinars, online training, blogs and templates to meet every stage of your business growth.



Hosted By:



Sant Barbara:

<https://santabarbara.score.org/>

National:<https://www.score.org/>

Workshops, Mentors, Resources for small business owners at any stage of your business

First E-Commerce position in 1998 in gourmet gift basket industry.

Brand management experience includes wine & spirits, motorcycle, aromatherapy, legal, NAACP, landscape design, religion, financial, Non-Profit, fitness, CBD/Cannabis, restaurant, tattoo, medical spa, medical devices

Teach Marketing/Branding Classes for: SCORE (Multiple in and out of state chapters, Chambers, Trade Associations, and private organizations.

ABOUT ME





Listen to Ben Franklin...



**This is how
many companies
do marketing..do
you??**



Is this your marketing plan?!



**REASON #1:
MAXIMIZES YOUR
MARKETING BUDGET
AND ROI**

**5 REASONS YOU
NEED A
MARKETING
PLAN!**

**REASON #2:
CREATES
CONSISTENCY**

**REASON #3:
ENCOURAGES DEEPER
THOUGHT ABOUT
YOUR BUSINESS AND
MARKETING**

**REASON #4:
UNIFIES YOUR TEAM**

**REASON #5:
IMPROVES YOUR
CHANCES OF
ACCOMPLISHING
YOUR MARKETING
GOALS**

MEASURE/OPTIMIZE

Measure how marketing is performing against KPI's and benchmarks. Then, optimize to improve results and performance.

SET S.M.A.R.T. GOALS

Clearly articulate what you want to achieve, how and when. How much of a commitment it will take-time, money and people?

BUYER PERSONAS

Focus on who matters to you? Is it more than one type of buyer? Can you look at past customers to find buyer personas? Who are they? Where are they? What do they need? What do they want?

S.W.O.T. AND U.S.P.

Analyze your Strengths, Weaknesses, Opportunities and Threats to improve your business and better compete in your space. What is your Unique Selling Proposition?

YOUR STORY

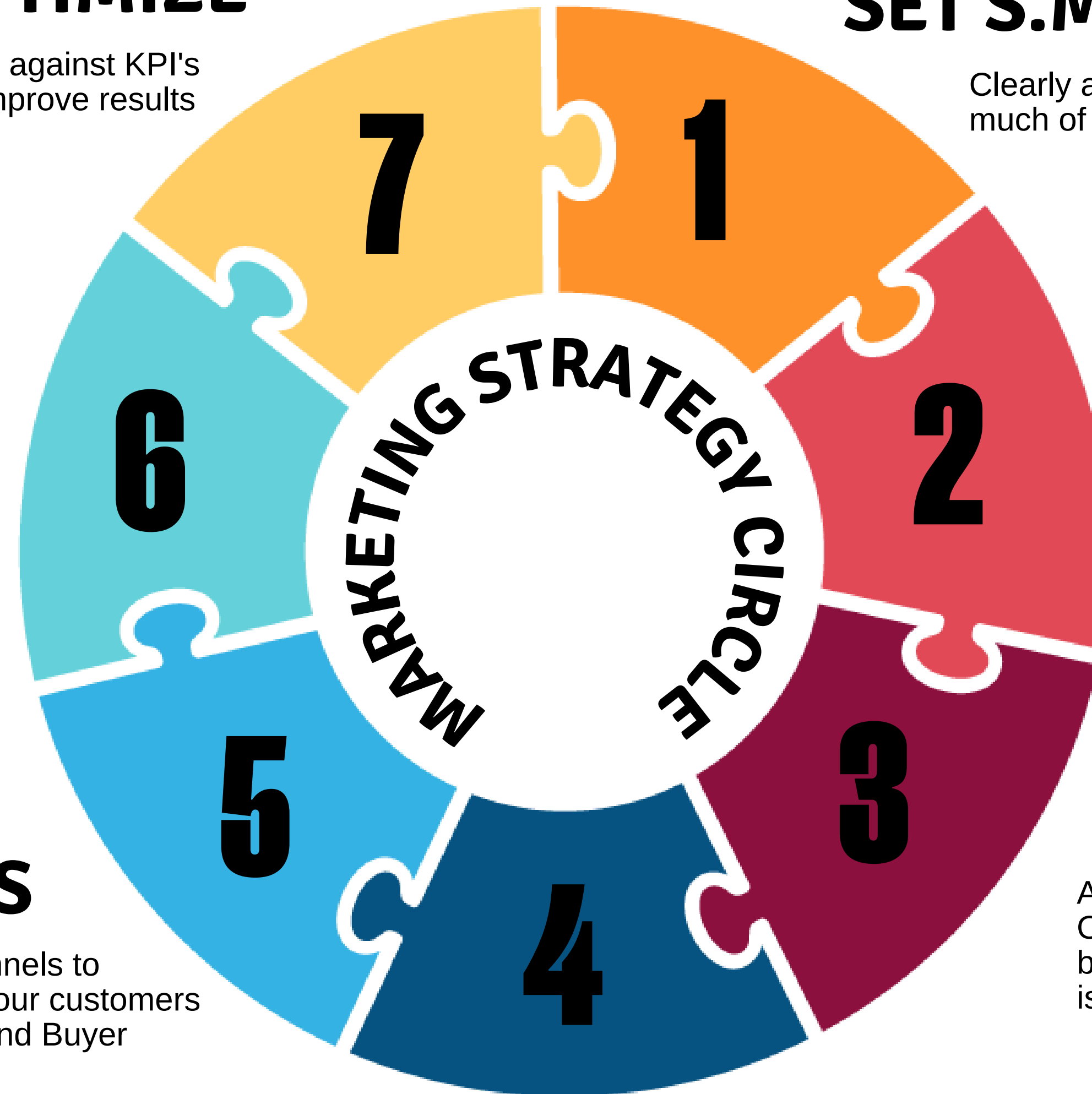
Your story is your messaging, visuals, people. What is your brand story saying about you to your ideal customers?

CHANNELS

Focus on the most effective channels to engage, educate and entertain your customers based on your SWOT, GOALS and Buyer Personas.

TACTICAL PLAN

Develop a tactical implementation plan to guide who does what, when and how, as well as tools processes, budgets and best practices.



Top 10 Social Media Marketing Mistakes

**1. No plan in place.
Where to focus first.**

2. Not being clear about the short term AND long term goals

3. Not getting the basics right first

4. Not measuring the right numbers

5. Expecting too much in a too short time

**6. Being disappointed/
giving up too early**

7. Not having quality content in place. Images, video, etc.

8. Thinking success will come naturally to the ones with the best product or content

9. Trying to do it yourself when you don't like social media

10. Thinking everybody can do Social Media

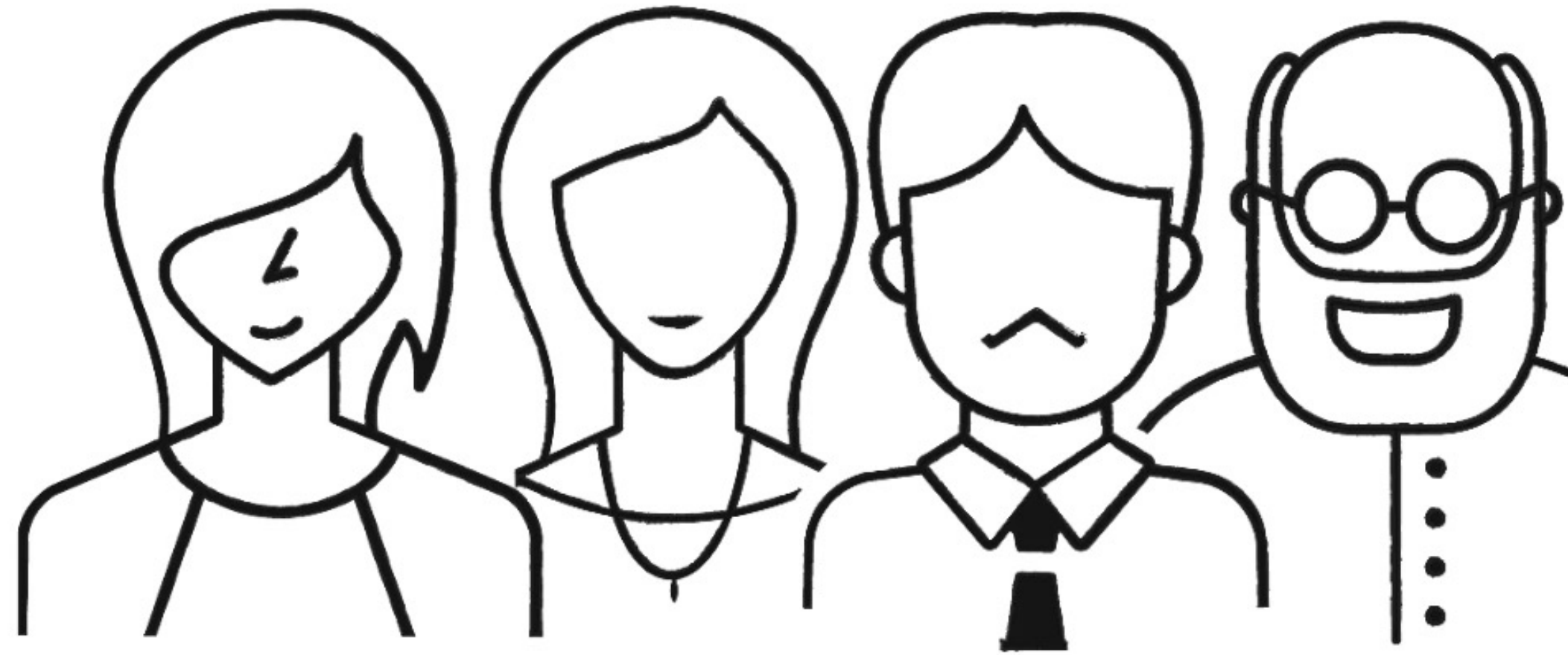
Social Media

Let's Look At The Stats!



OBERLO

Social media users by generation



84%

aged 18-29

81%

30-49

73%

50-64

45%

65 and above

(Pew Research Center, 2021)

In 2022:

Gen Z=10-25

Gen Y= 26-41

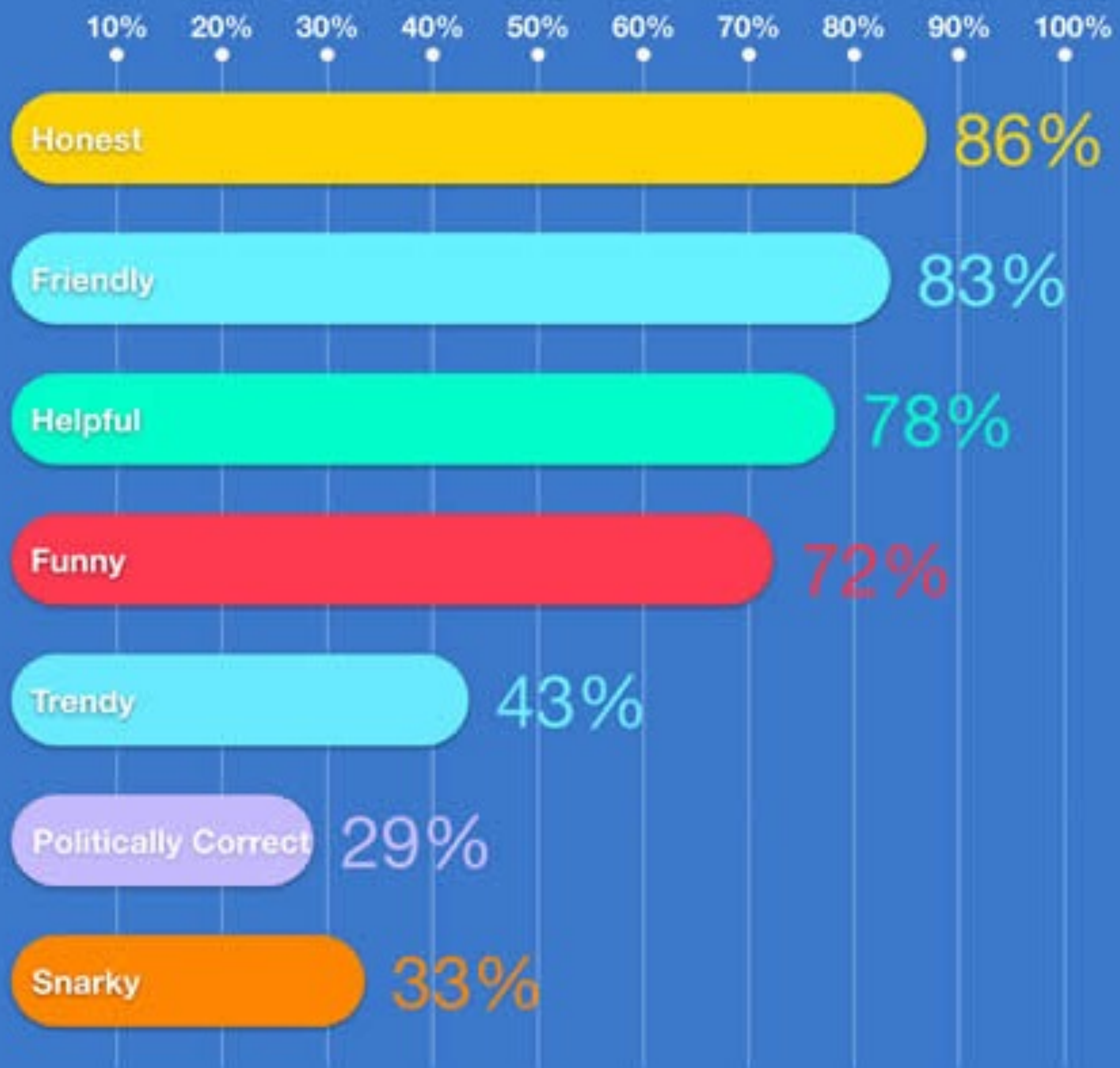
Gen X= 42-57

Baby Boomer = 58-67

Silent = 68+

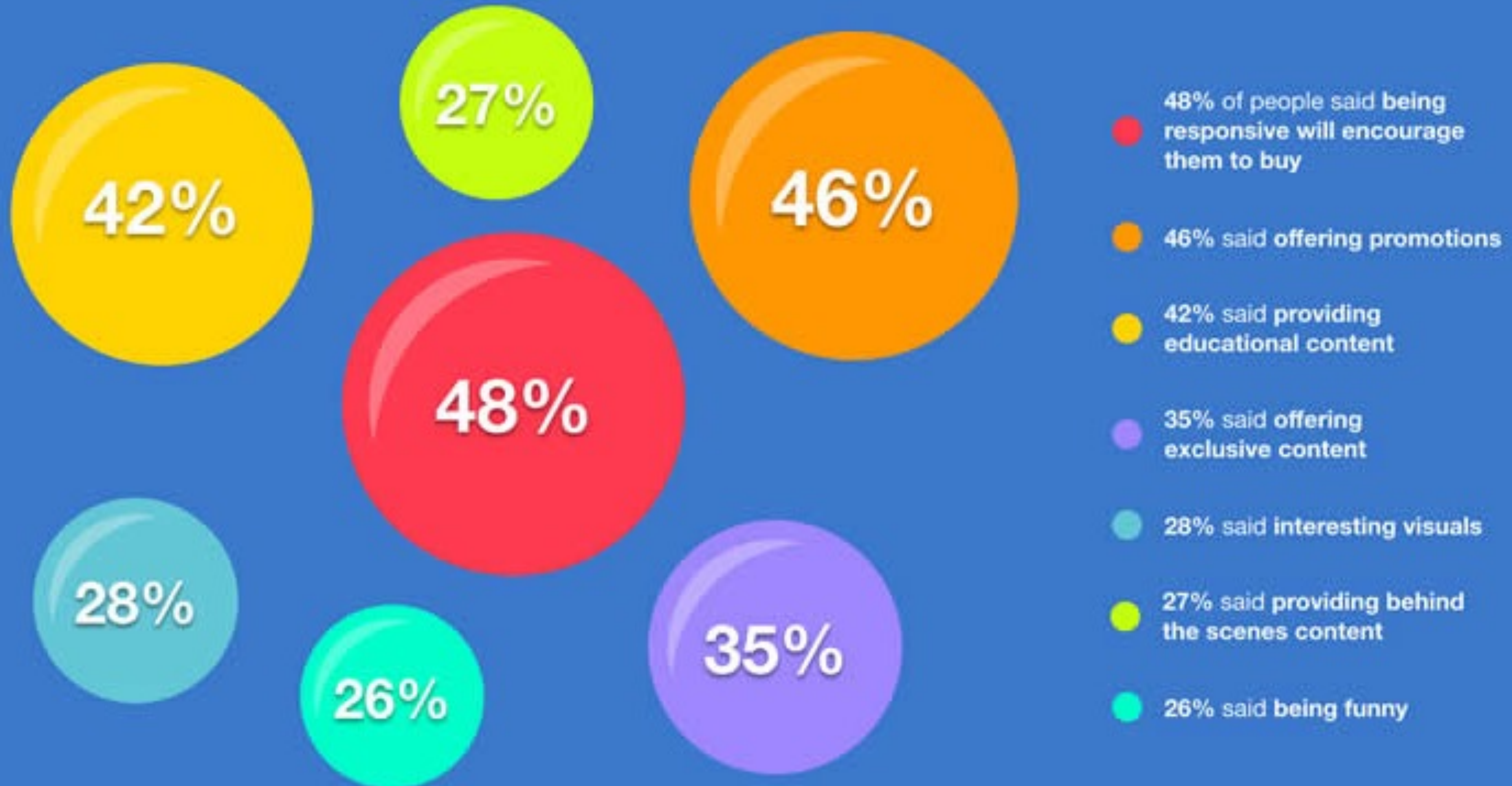


What Do People Want Brands to Be on Social Media?

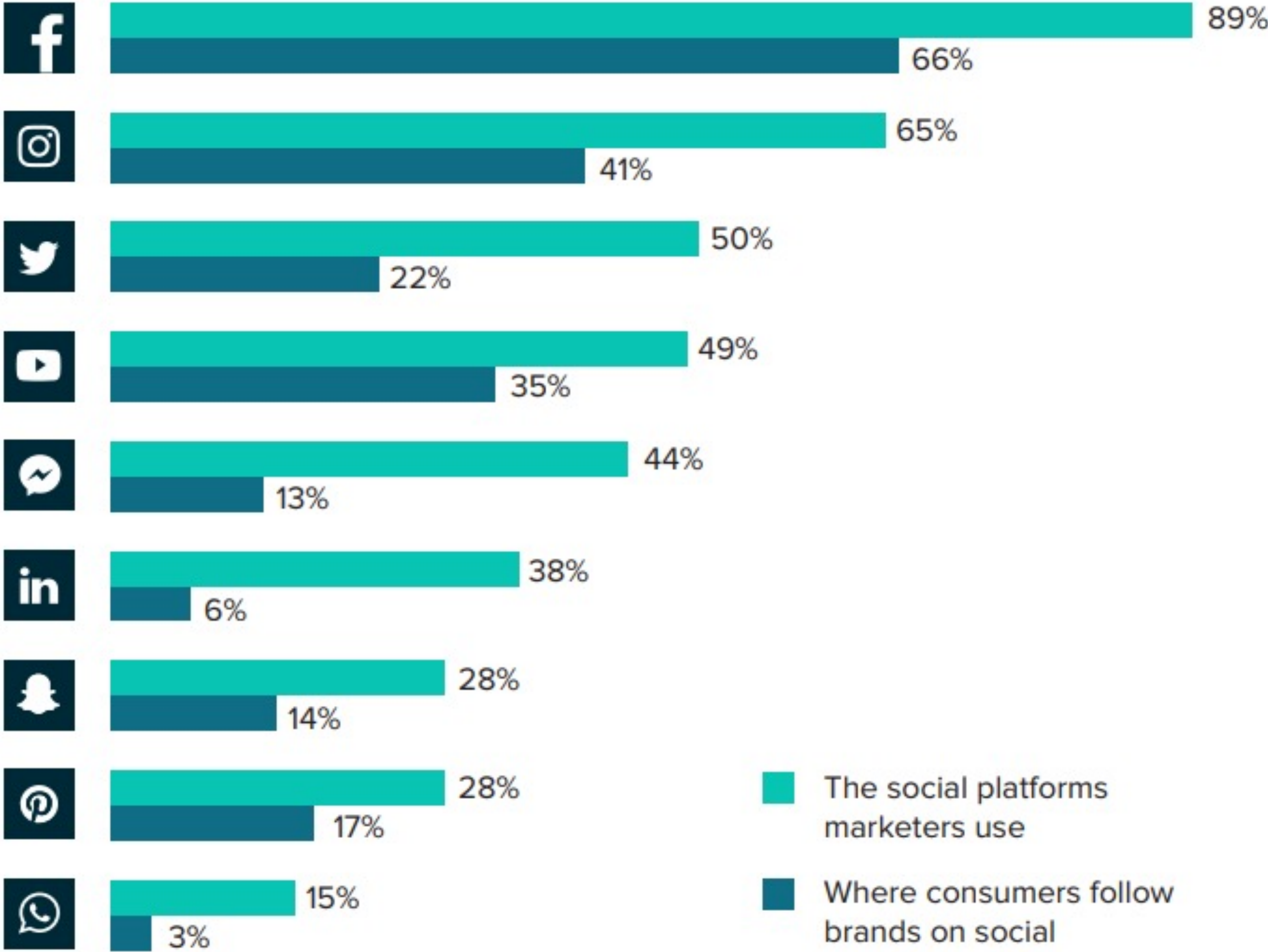


Percent of People

What Can Brands Do on Social Media to Get People to Make a Purchase?



Social platform use: marketers vs. consumers





On average, users spend **35 minutes** a day on Facebook

There are **2.5 billion** monthly active users

74% of users visit the site daily

Demographics

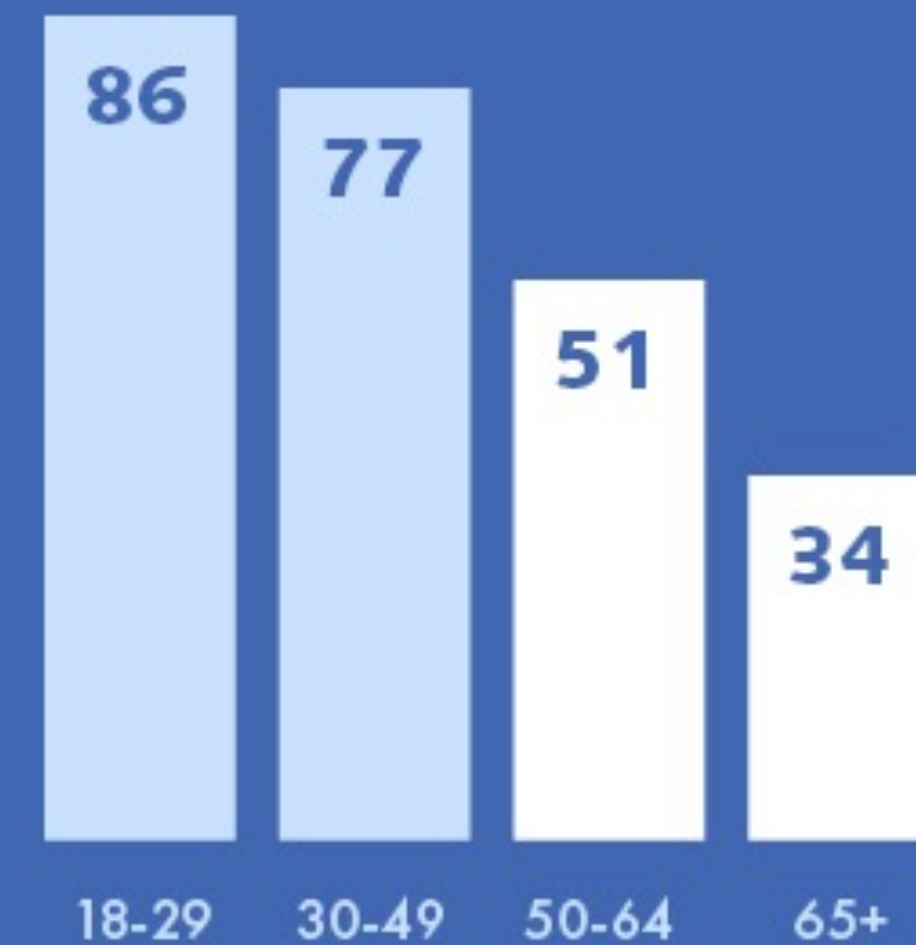


54%

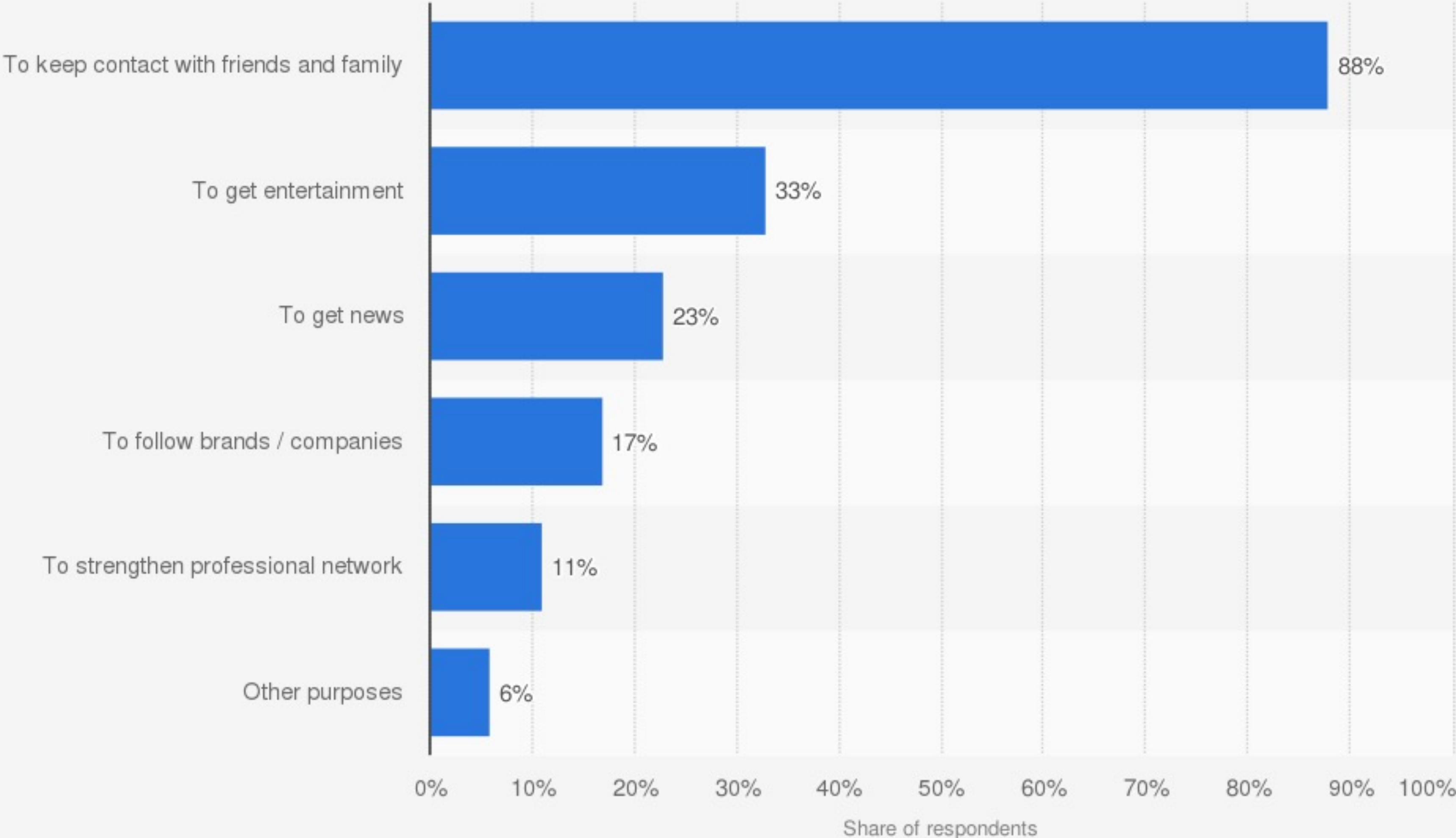


46%

Age (%)



Leading Facebook usage reasons according to users in the United States as of 3rd quarter 2019



Source
AudienceProject
© Statista 2019

Additional Information:
United States; AudienceProject; Q3 2019; 2,100 respondents; 15 years and older; among Facebook users

Product Discovery via Facebook

78%

of American consumers **have discovered retail products** to buy via Facebook.
(Kleiner Perkins, 2018)

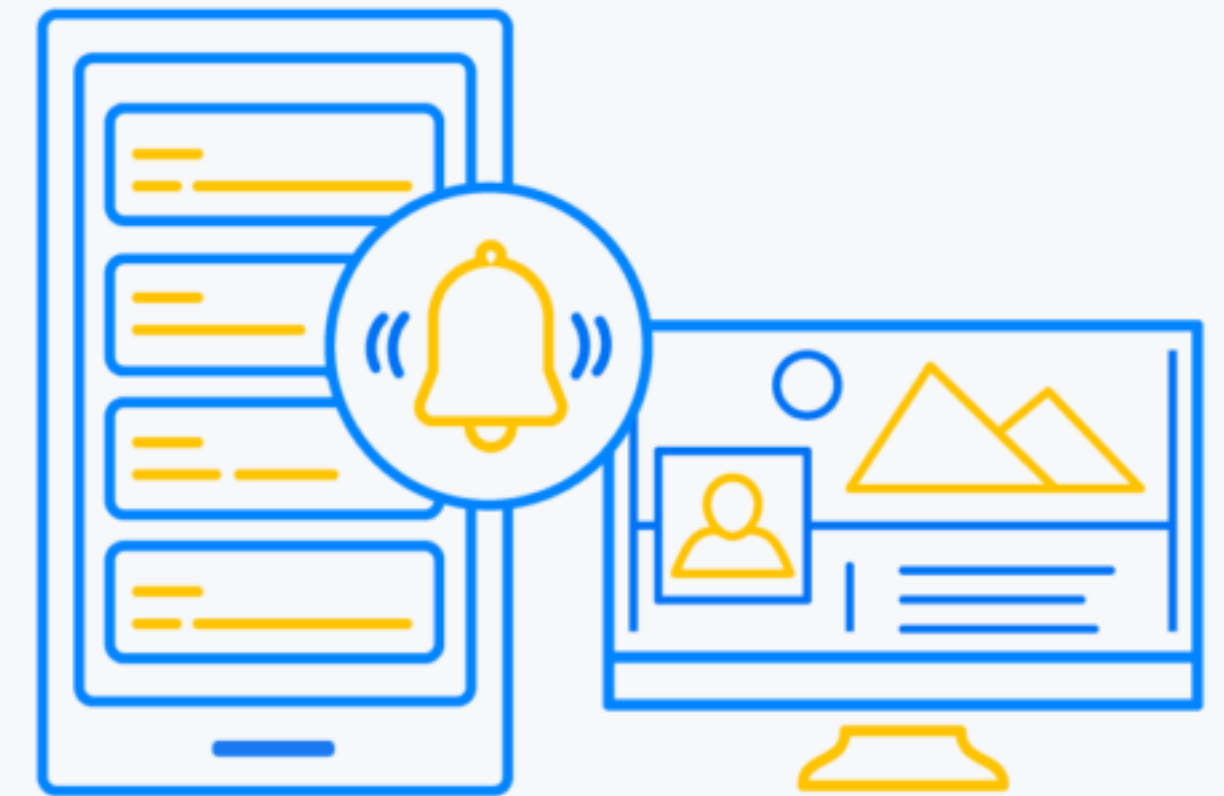


Facebook Users Choose Mobile over Desktop

96%

of active Facebook users accessed the social media platform **via mobile devices.**

(DataReportal, 2019)

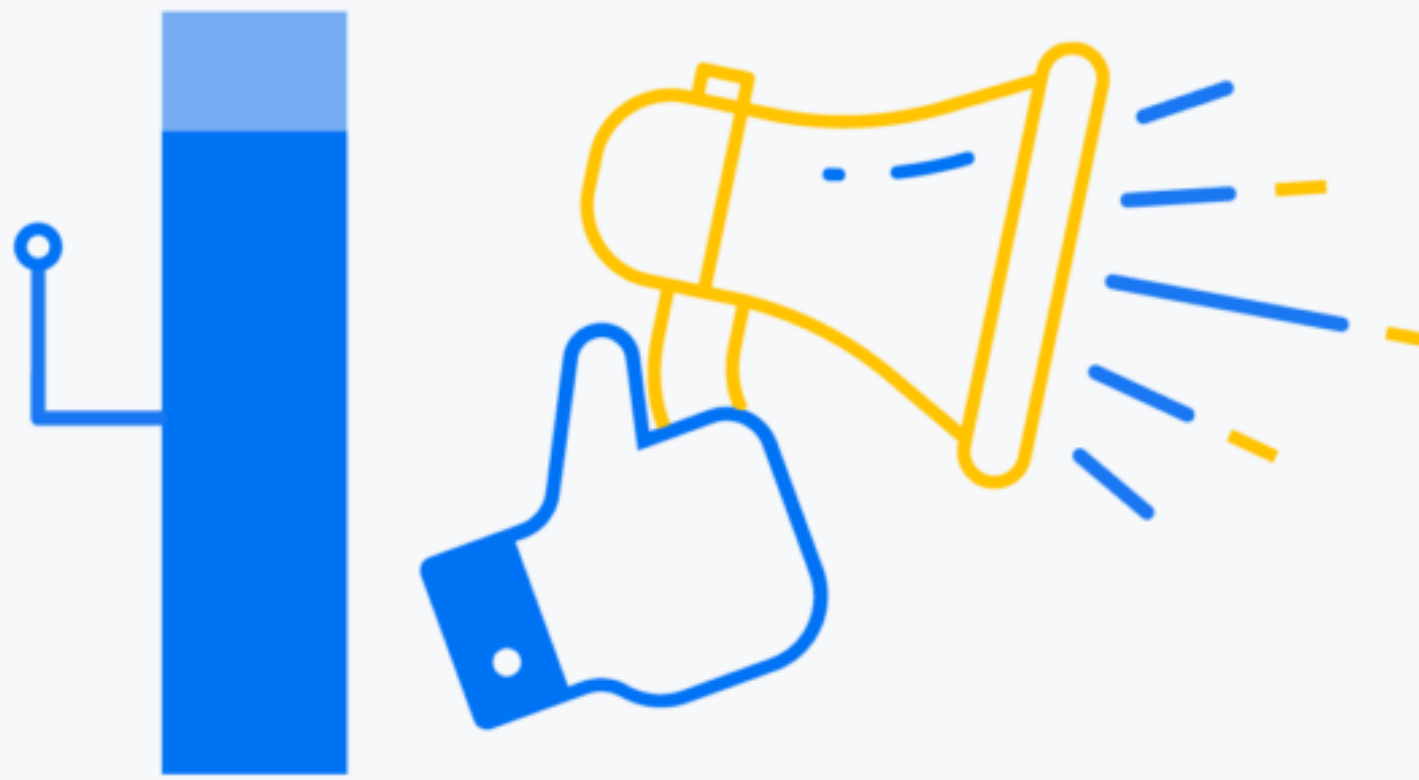


Marketers Love Using Facebook

86%

of US marketers are
using **Facebook** for
advertising.

(Emarketer, 2018)



Businesses use Facebook Pages



Facebook has more than

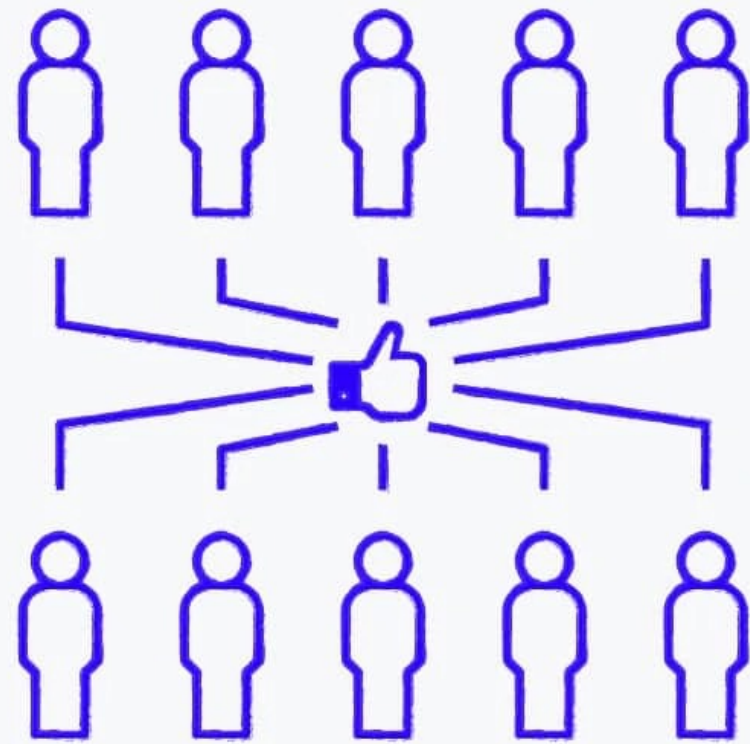
80 million

small businesses **around the
world using Facebook Pages.**

(Facebook, 2018)

OBERLO

Private, Interest-Driven Communities Among Rising Facebook Trends



Expect Facebook groups to grow in popularity in 2021. Already, there are more than

TEN MILLION

groups being used by more than 1.4 million people globally.

(Facebook, 2019)

OBERLO

Facebook Trends 2021 Include Online Shopping Experiences

With the launch of Facebook Shops and the ecommerce boom,

**MORE
CONSUMERS**

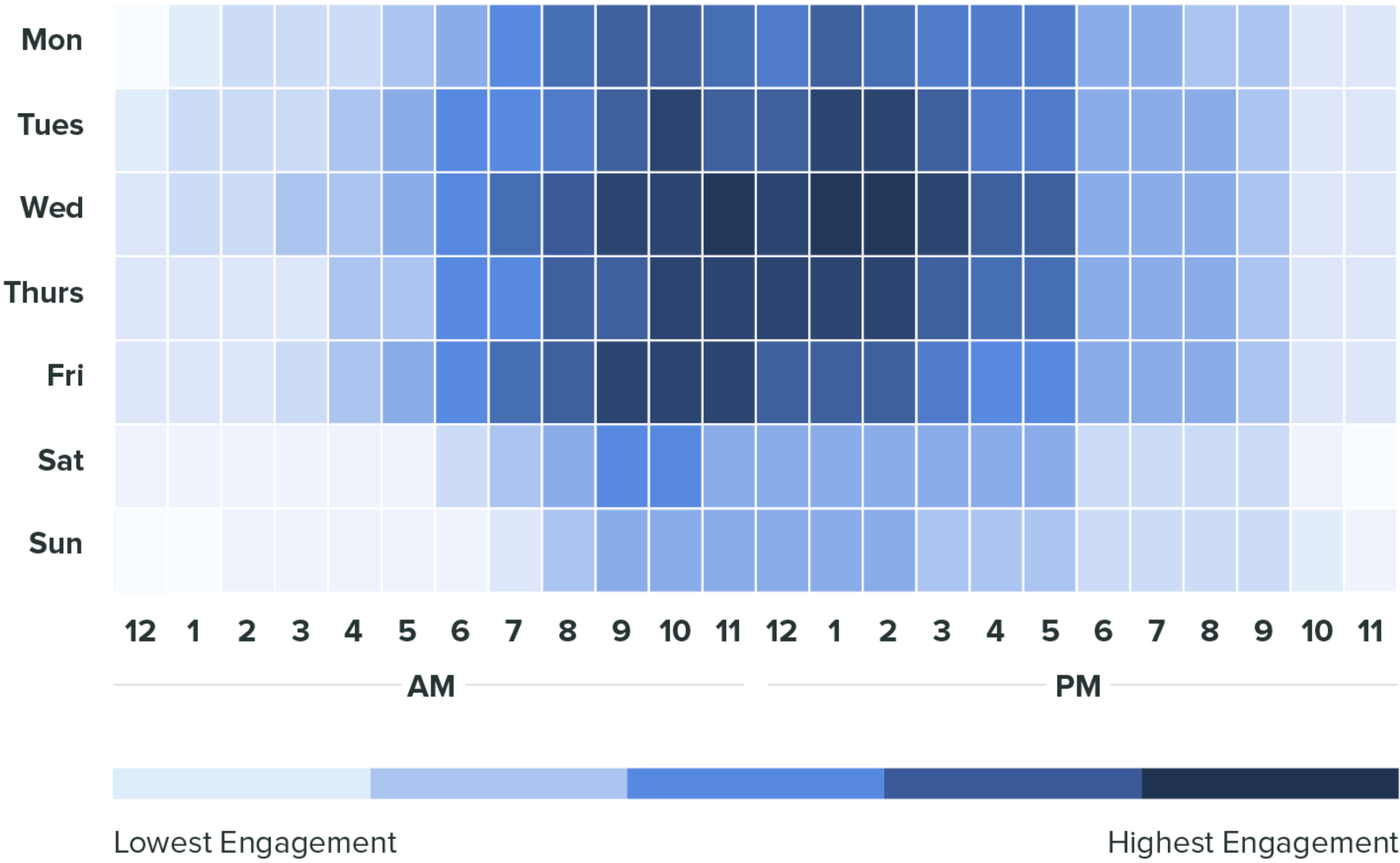
will be shopping on Facebook come 2021.

(Facebook, 2020)

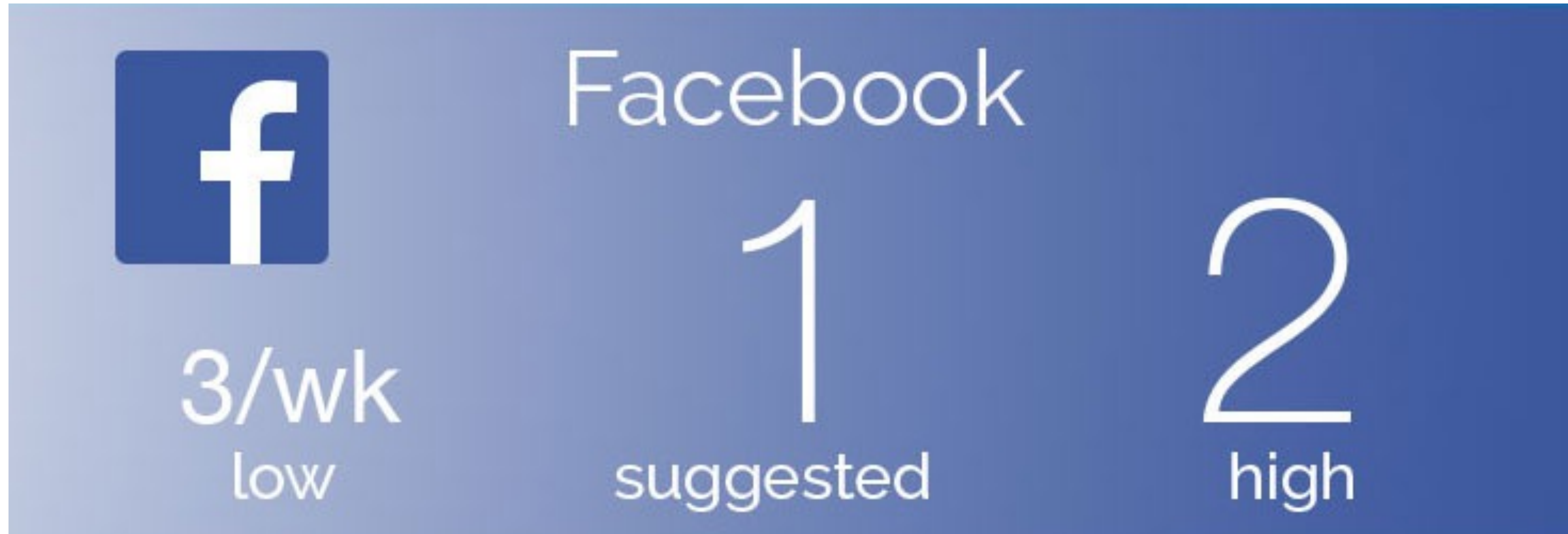


Facebook Global Engagement

sproutsocial



How often should I post per day?



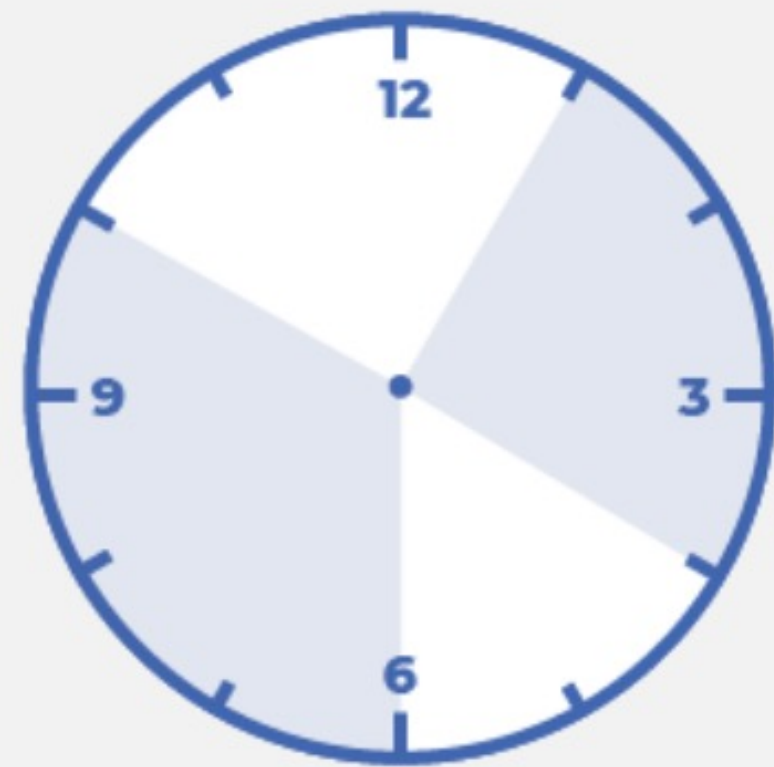
Bare minimum: 3 times a week. Optimal: once or twice a day.

Avoid: Sharing a bunch of posts in quick succession, or disappearing for weeks at a time.

[Hubspot](#) found that pages under 10,000 fans experienced a 50% drop in engagement *per post* if they posted more than once per day.



Best Times for Your Posts



**At noon /
in the afternoon:** 1 pm - 4 pm
In the evening: 6 pm - 10 pm

Best Days for Your Posts

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Posting Frequency

Twice a day

When do you generate the most interactions?

- +** In the afternoon from 3 - 4 pm
- +** B2B-Content: Thu & Fri (1 pm - 4 pm)
- +** B2C-Content: on weekends (1 pm - 4 pm)
- On working days before 2 pm



Overview

Promotions

Likes

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Messages

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

18,247

18,235

18,187

18,202

18,187

18,115

18,089

Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES

10,000

8,000

6,000

4,000

2,000

Midnight

3:00am

6:00am

9:00am

Noon

3:00pm

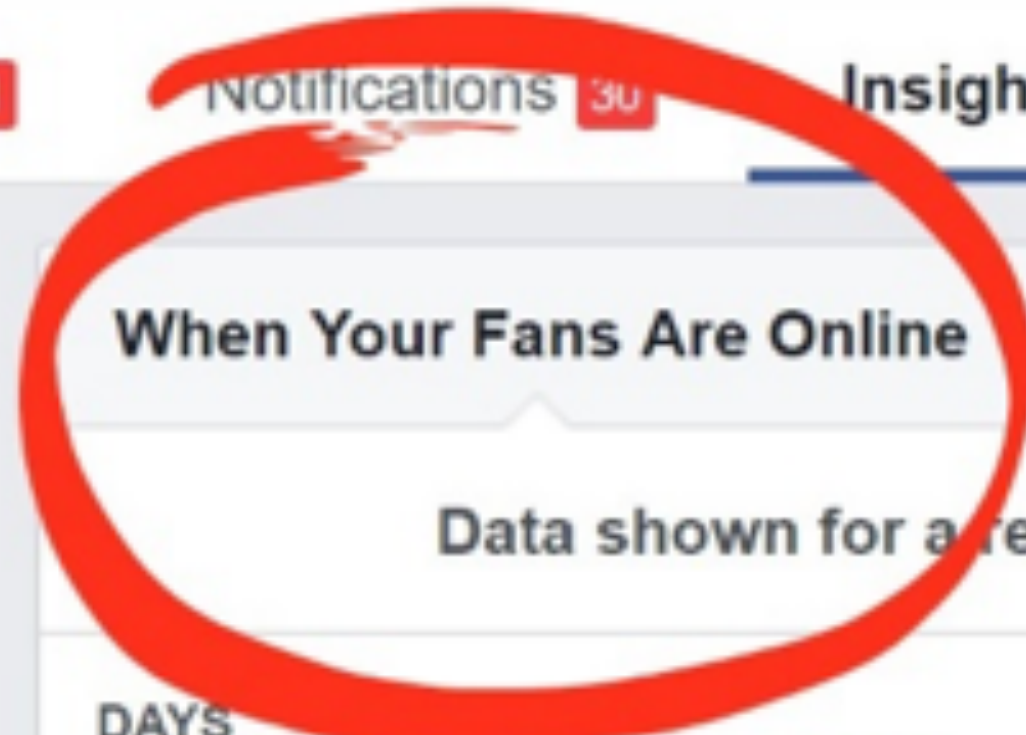
6:00pm

9:00pm

Midnight

9,706

9:00pm





On average, users spend **53 minutes** a day on Instagram

There are **1 billion** monthly active users

42% of users visit the site multiple times a day

Demographics

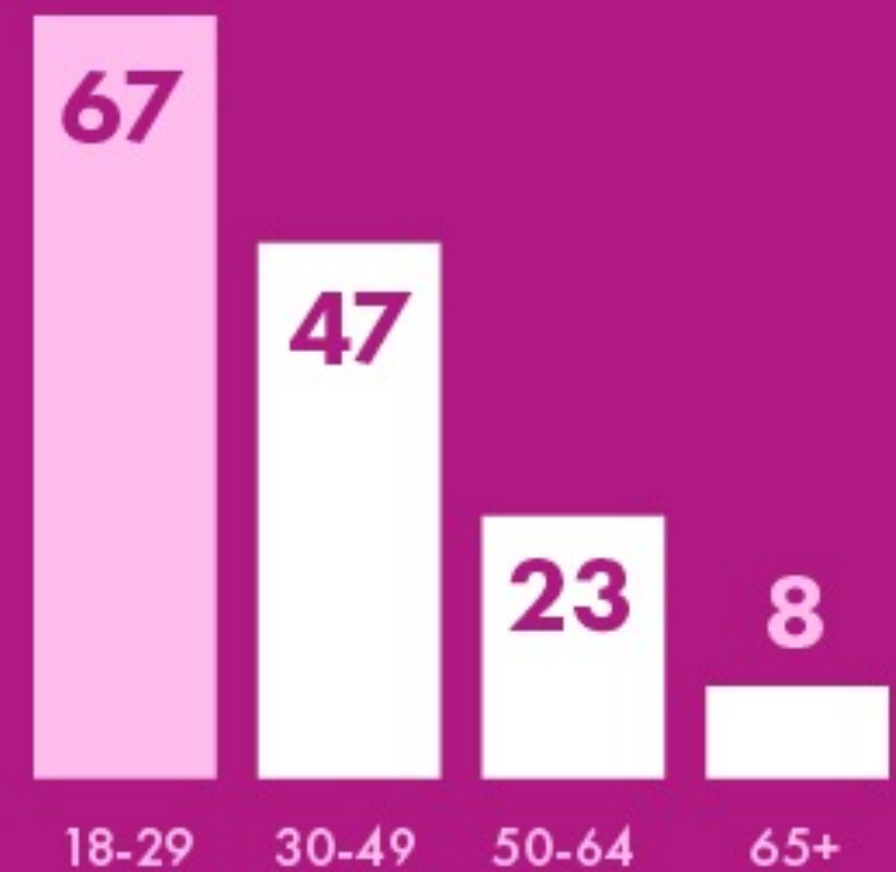


51%



49%

Age (%)



OBERLO

Active Instagram Users



Instagram has

1.074 BILLION

users worldwide in 2021.

(eMarketer, 2020)

The Power of Instagram

Instagram is the



2nd

most engaged
network after
Facebook.

(Emarketer, 2018)

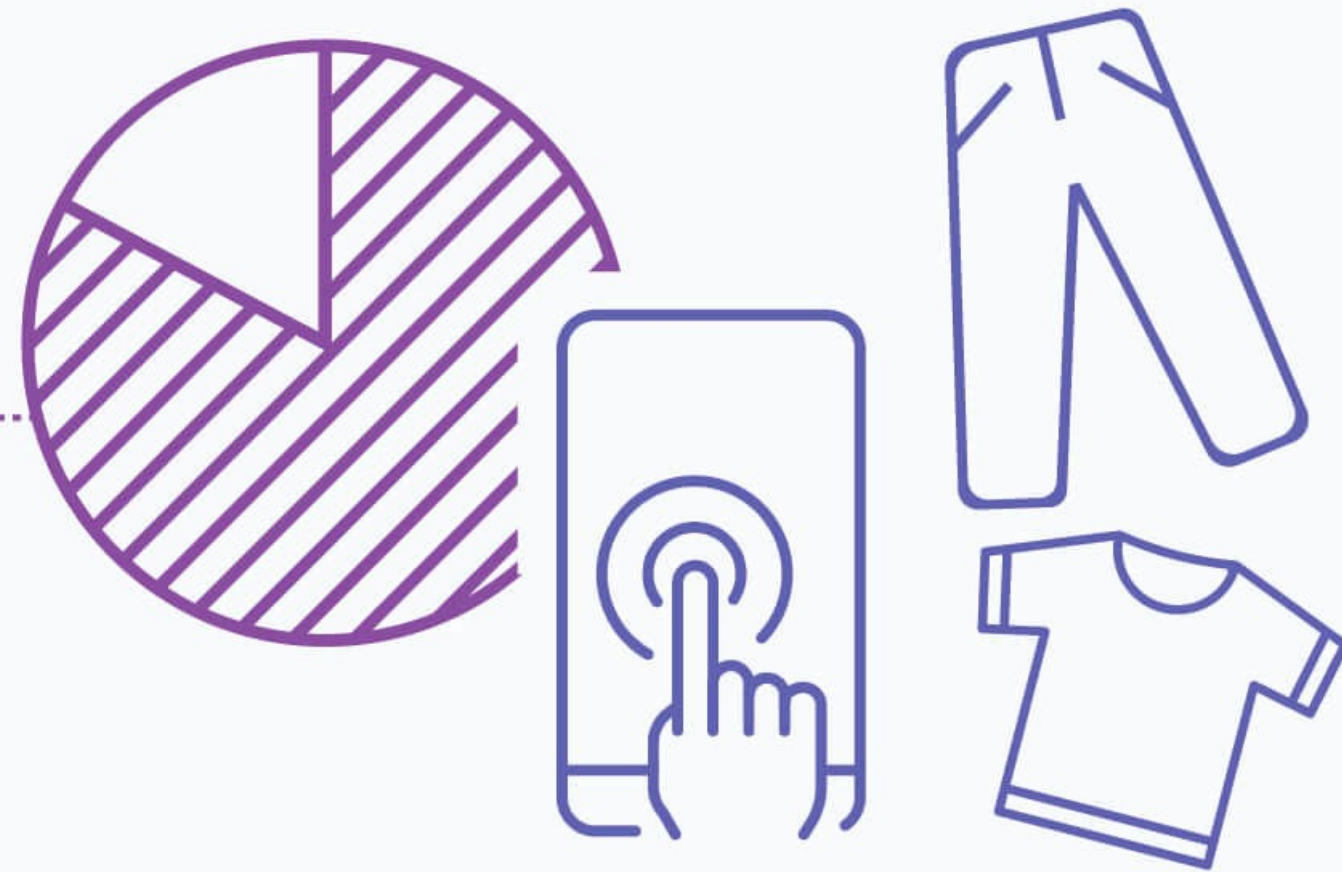


The Impact of Instagram for Brands

83%

of Instagrammers says **they discover new products and services on Instagram.**

(Facebook, 2019)



Instagram Has a Strong Impact on People's Shopping Journeys

Instagram helps

80%

of Instagrammers **decide whether to buy a product or service.**

(Facebook, 2019)



Businesses are Using Instagram



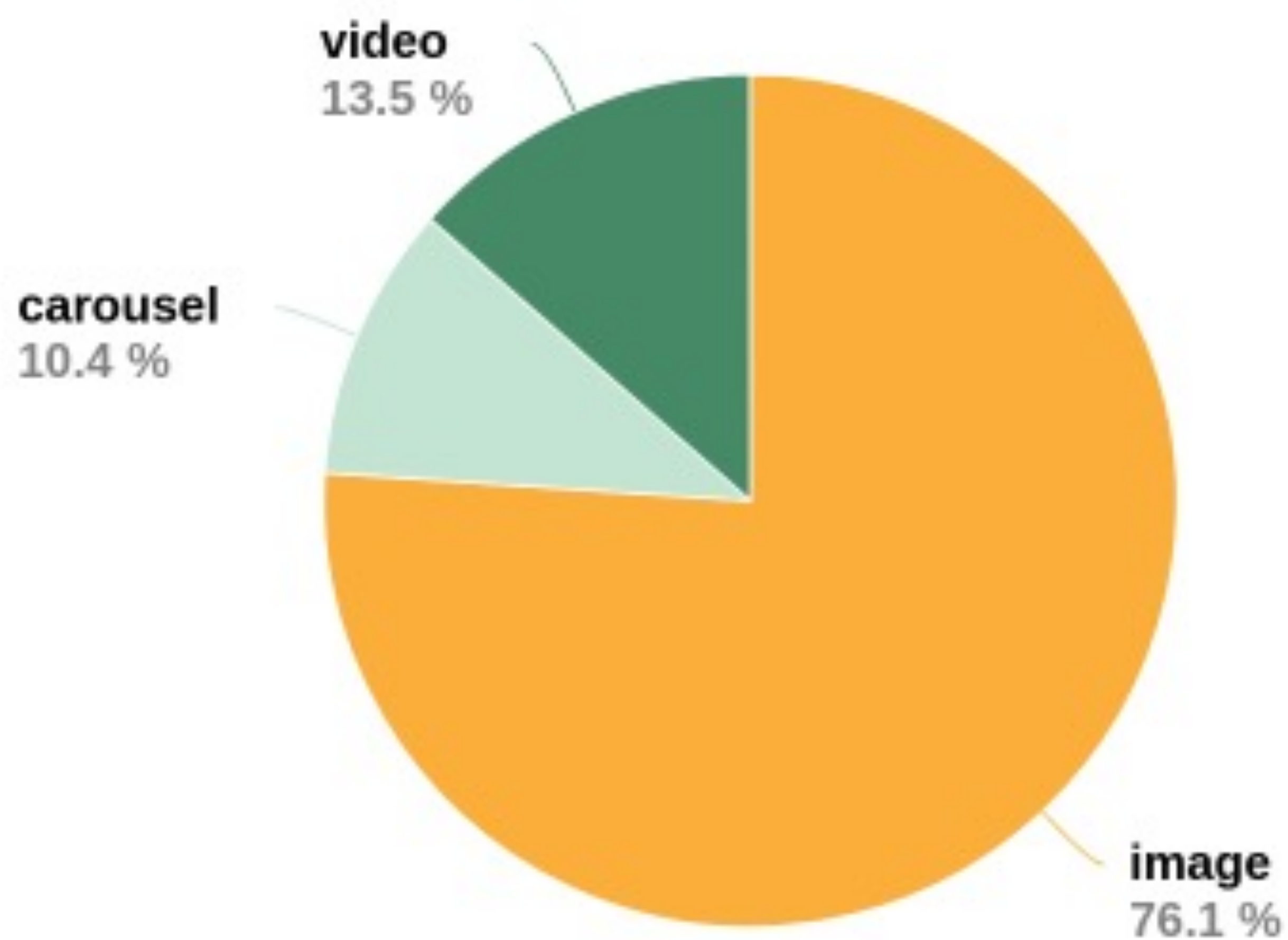
An Estimated
71%
of US Businesses
use Instagram.
(Mention, 2018)

Instagram Engagement Matters



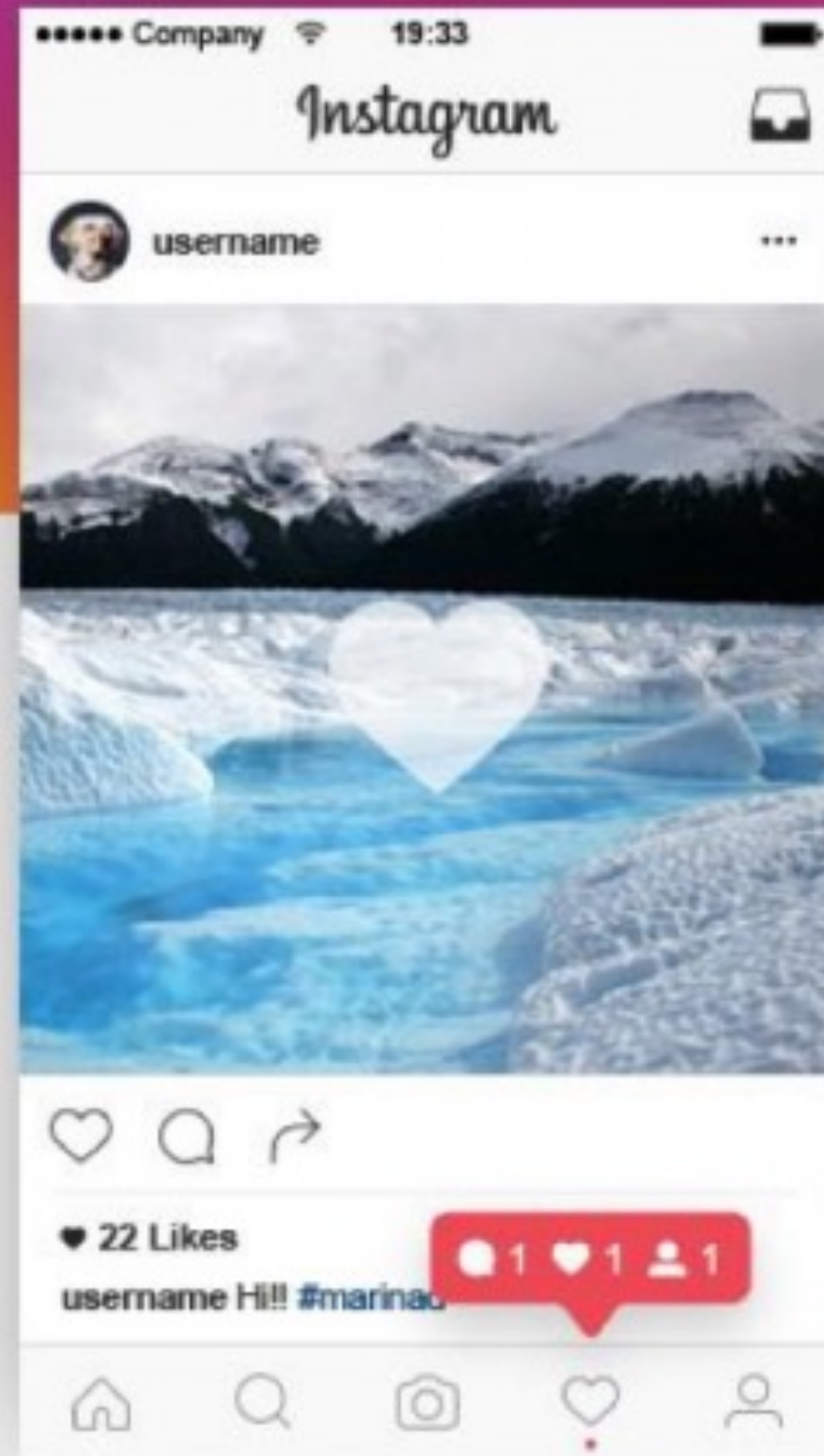
Instagram can
generate over
4x
more interactions on
Instagram compared
to Facebook.
(Socialbakers, 2018)

Brand posts: Post distribution by type

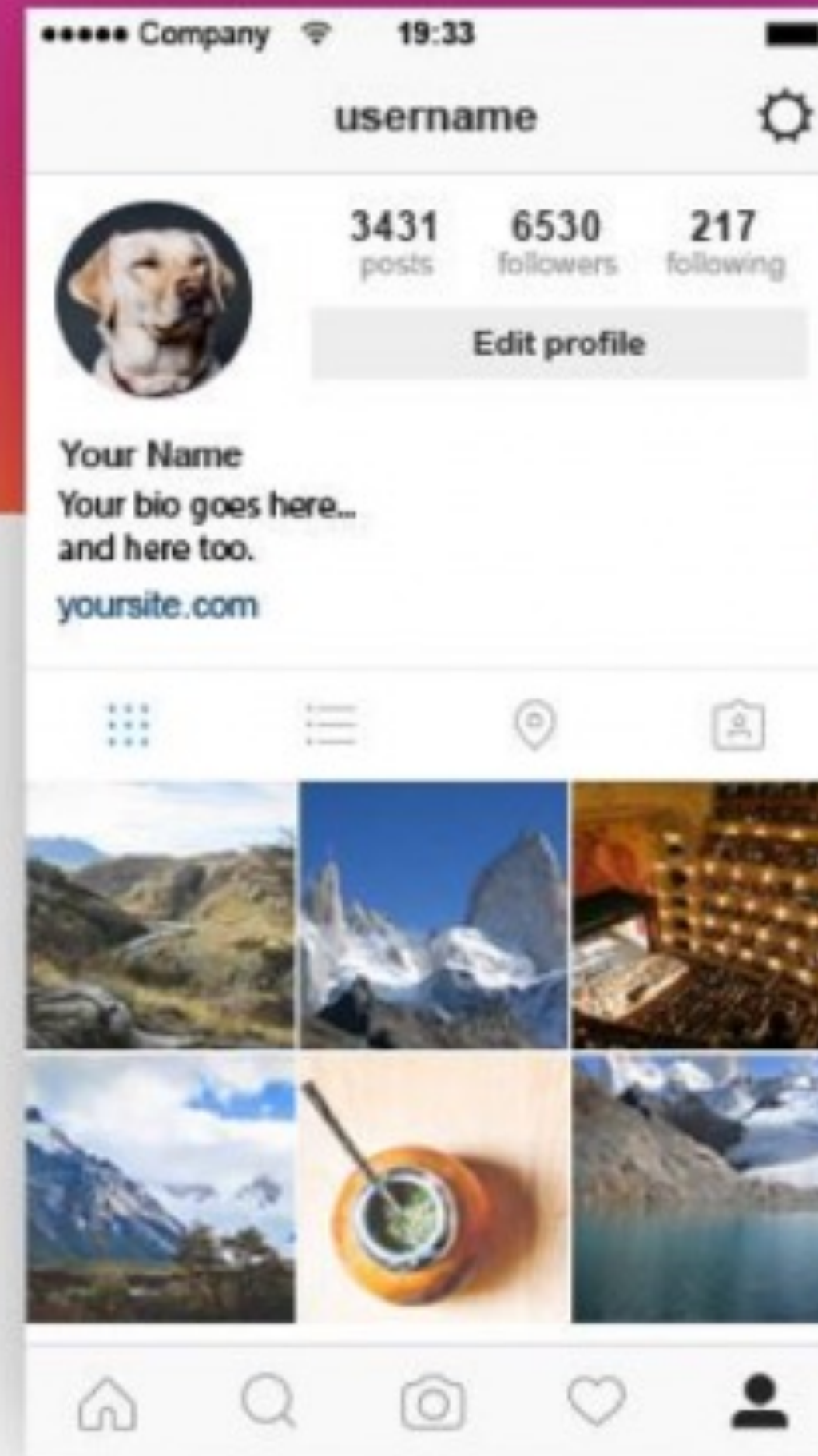


Source: Socialinsider data
Data range: January 2014 - July 2019

POSTS



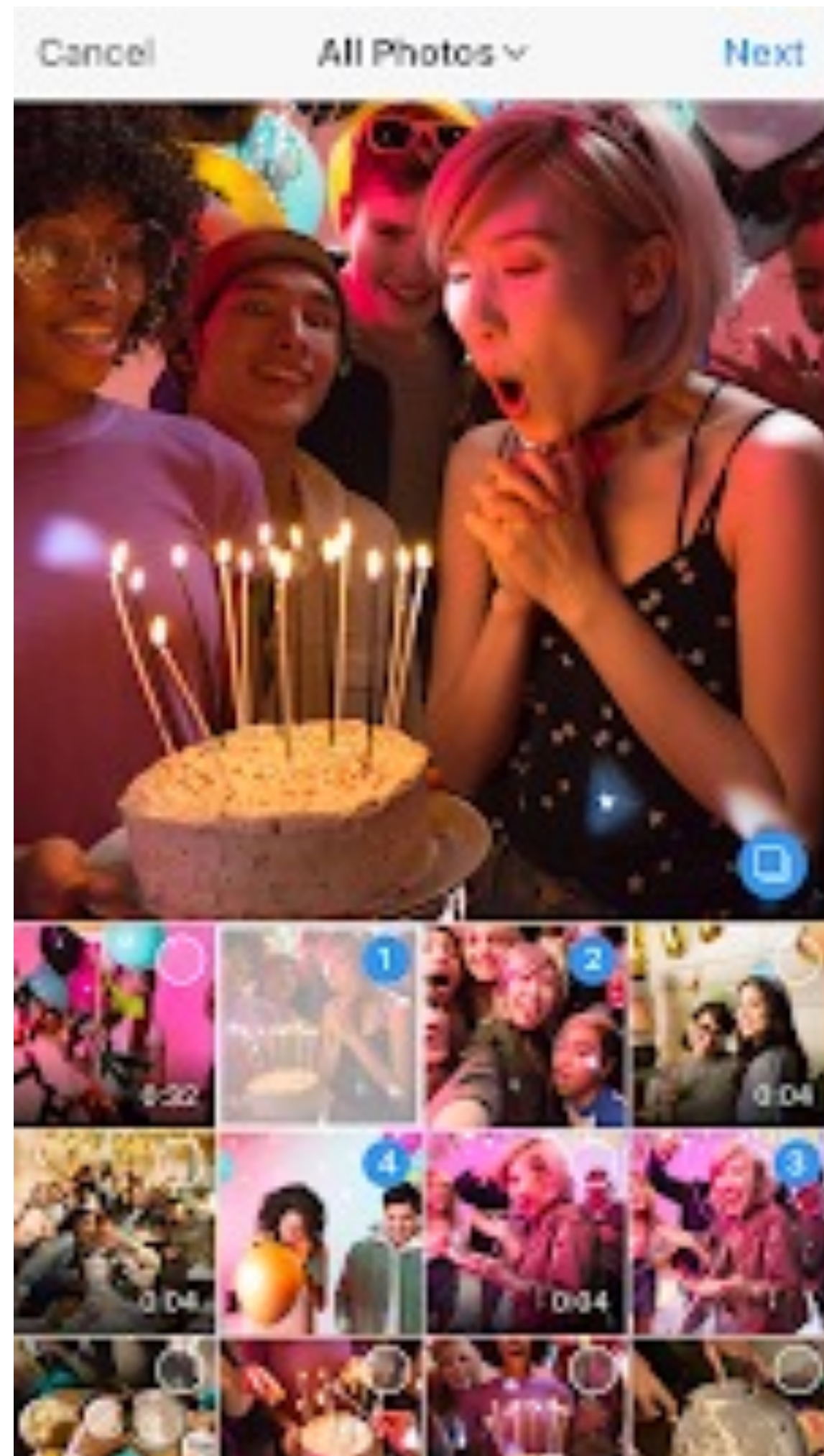
FEED SCREEN



PROFILE SCREEN

&

Carousel

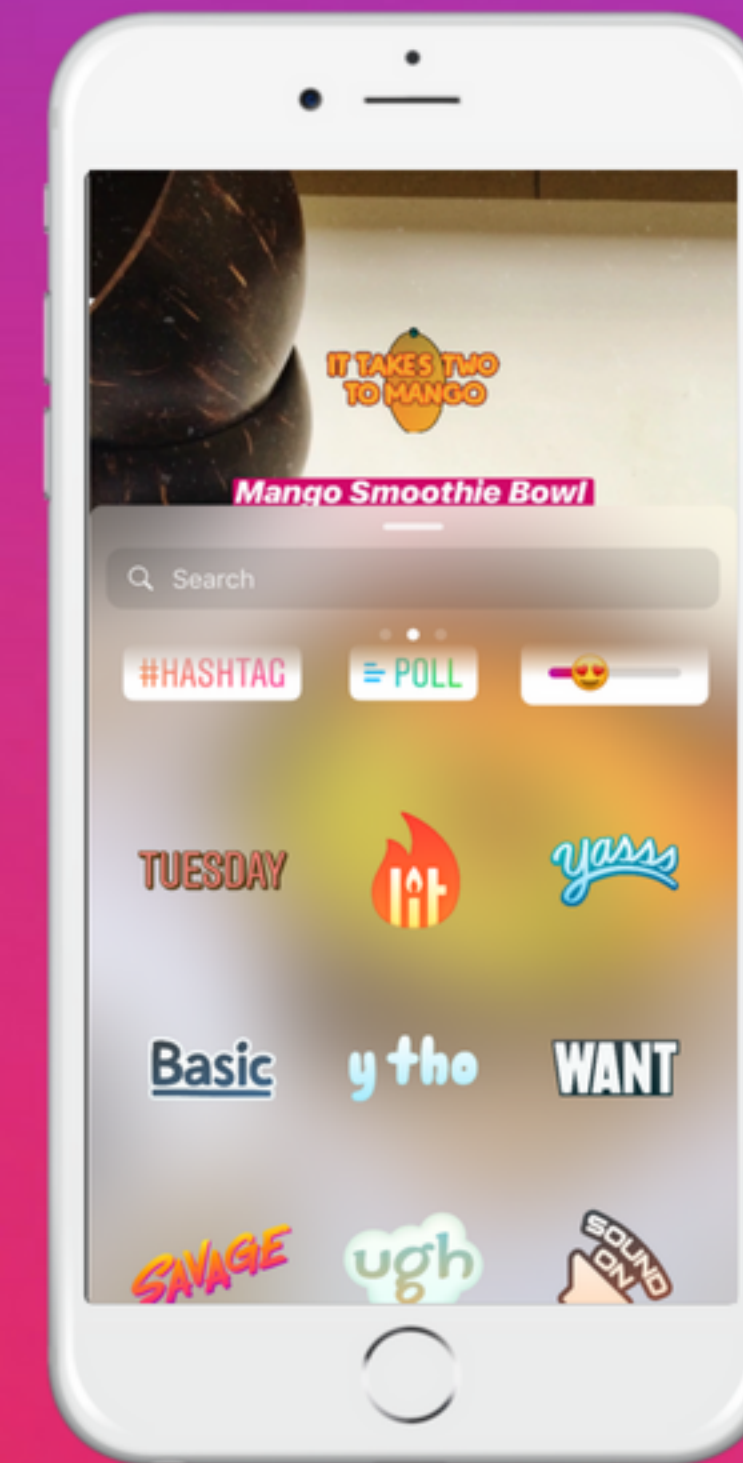


Instagram Reels

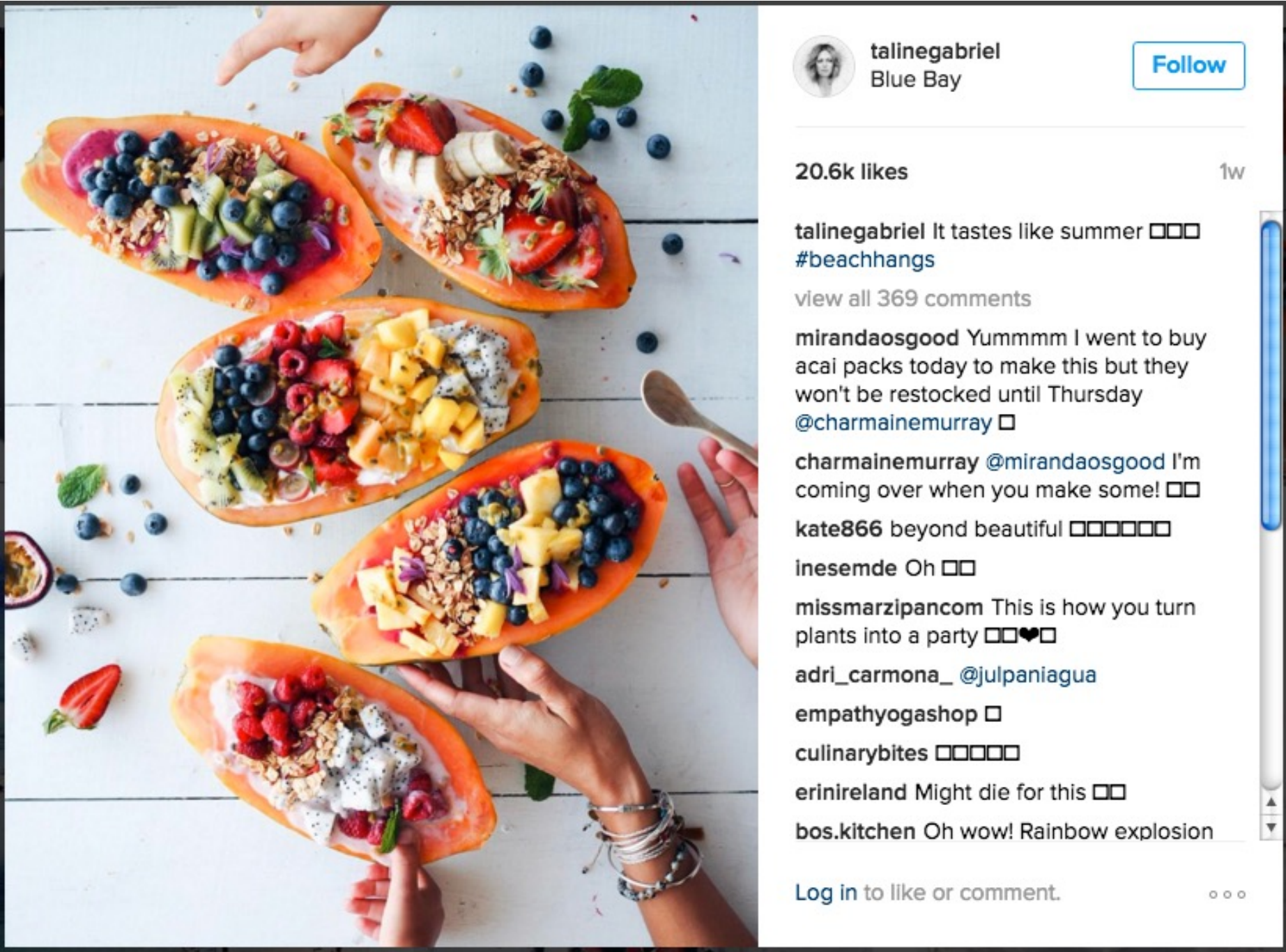
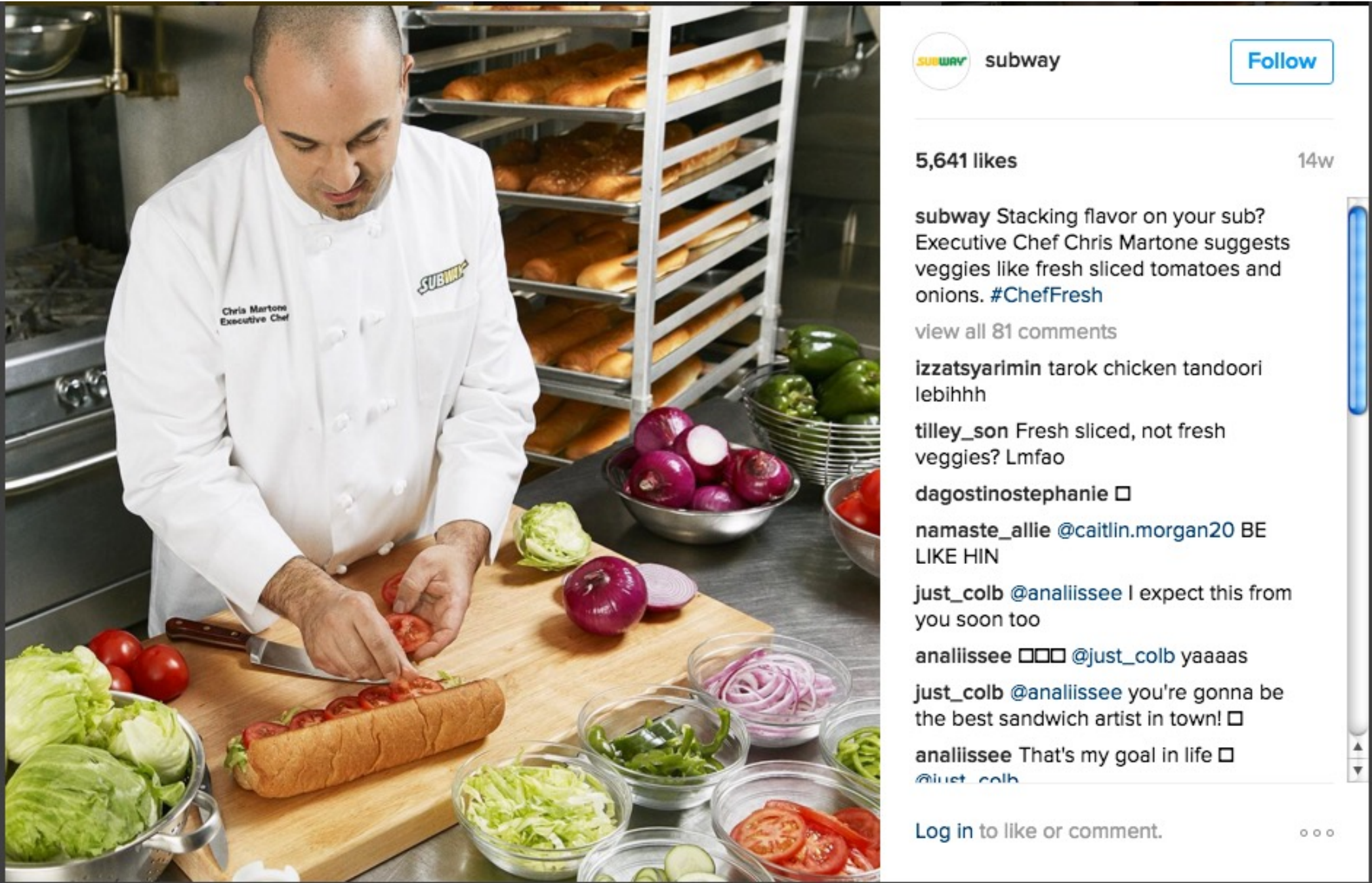


Don't recycle content from TikTok or other 3rd party apps. Instagram may now not show it!

INSTAGRAM STORIES



Popular Shared Content Types on Instagram



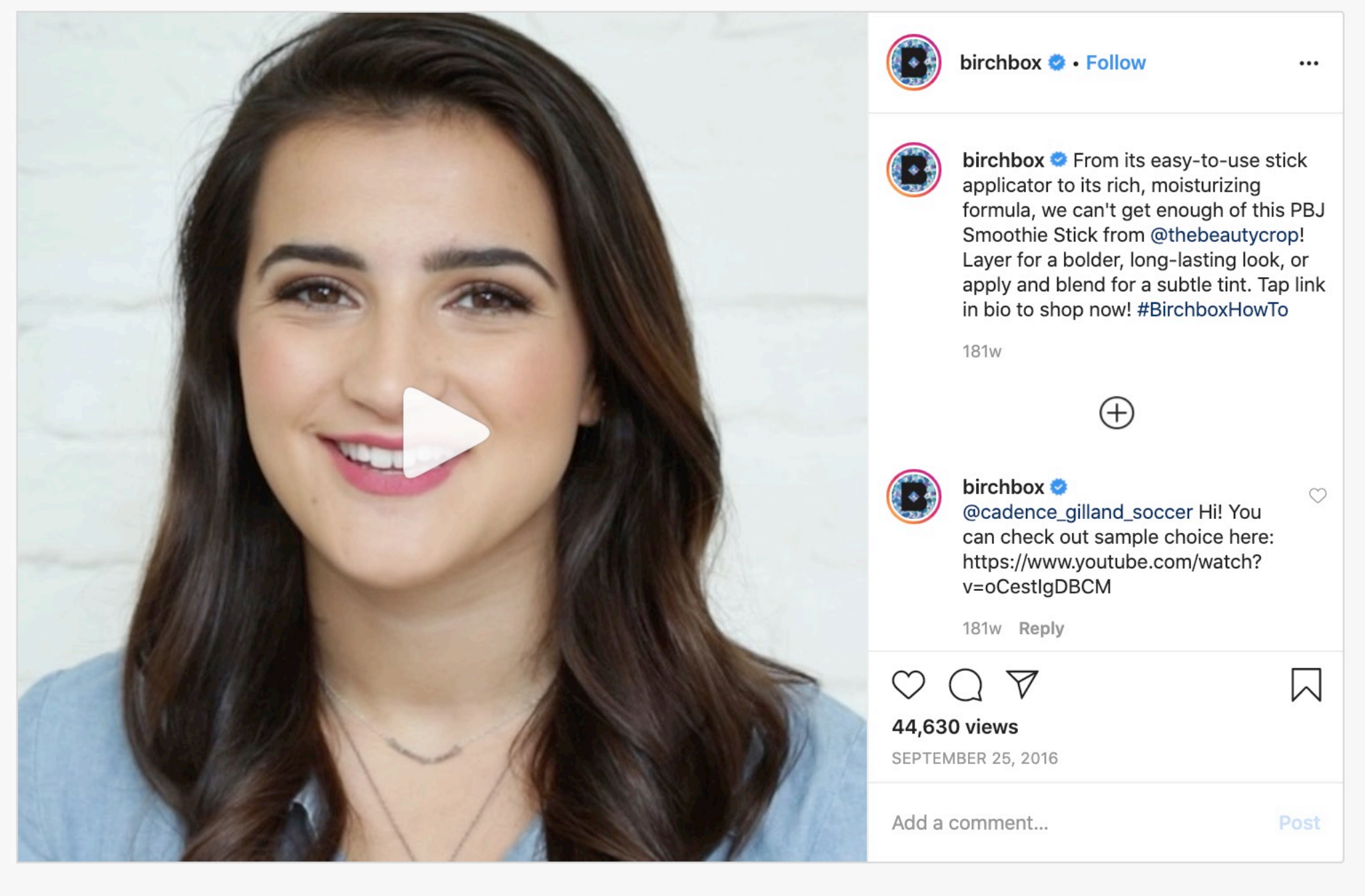
Human Faces

Photos showing faces get [38% more likes](#) than photos without faces



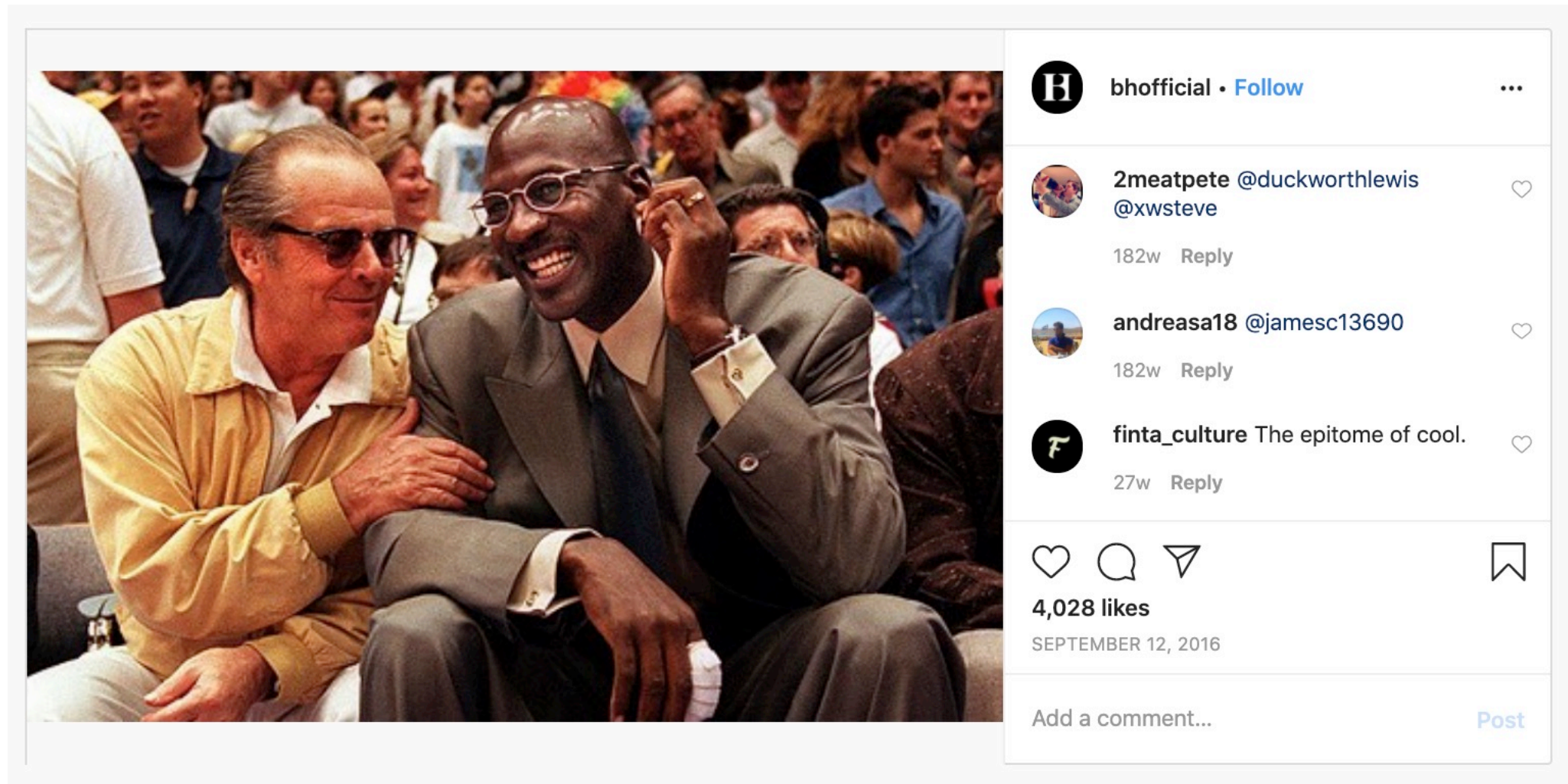
Food

Animals



Inspirational Quotes

Video



Historical



boost_juice [Follow](#)

1,837 likes 1w

boost_juice Bring on some sun, Boost and footy! Who do you think will win the big game today? 📺 via @zoieollerenshaw_

millchill1000 What are the names today

parisburns What's the name thing how do u get your name in ?

keely.mbent Go Swans!!
📺📺📺📺📺📺📺

millchill1000 Go dogs📺📺📺📺

little_miss_michy Go Doggies!!!📺📺📺📺
📺

chloe.anson.smith swannies!!!

miiiiikiiii Bulldogs!!!

tessrogers @ellastankovich

lanibasketballer1 Sydney but I want the Bulldogs to win 📺📺

pure.health_ There's no names on the

[Log in to like or comment.](#) ...

User Generated



theprintbar [Follow](#)
The Print Bar Australia

141 likes 21w

theprintbar Happy Monday ! Coffee... ✓
Ink... ✓ We're ready to get back on the press! #handscreenprinted #handscreenprinting #printmaking #speedball #discoverbrisbane #screenprinting #printlocal #theprintbar #brisbane #australia #smallbusiness #supportlocal #print #design #peopleofprint #australianmade #pantone

a.vagas It's all about that pull!

planewoodframe Looks fun !!

kesterblack Love it! 📺📺📺

pascoucmoi Where u guys located in australia?

theprintbar @pascoucmoi we're in Brisbane :)

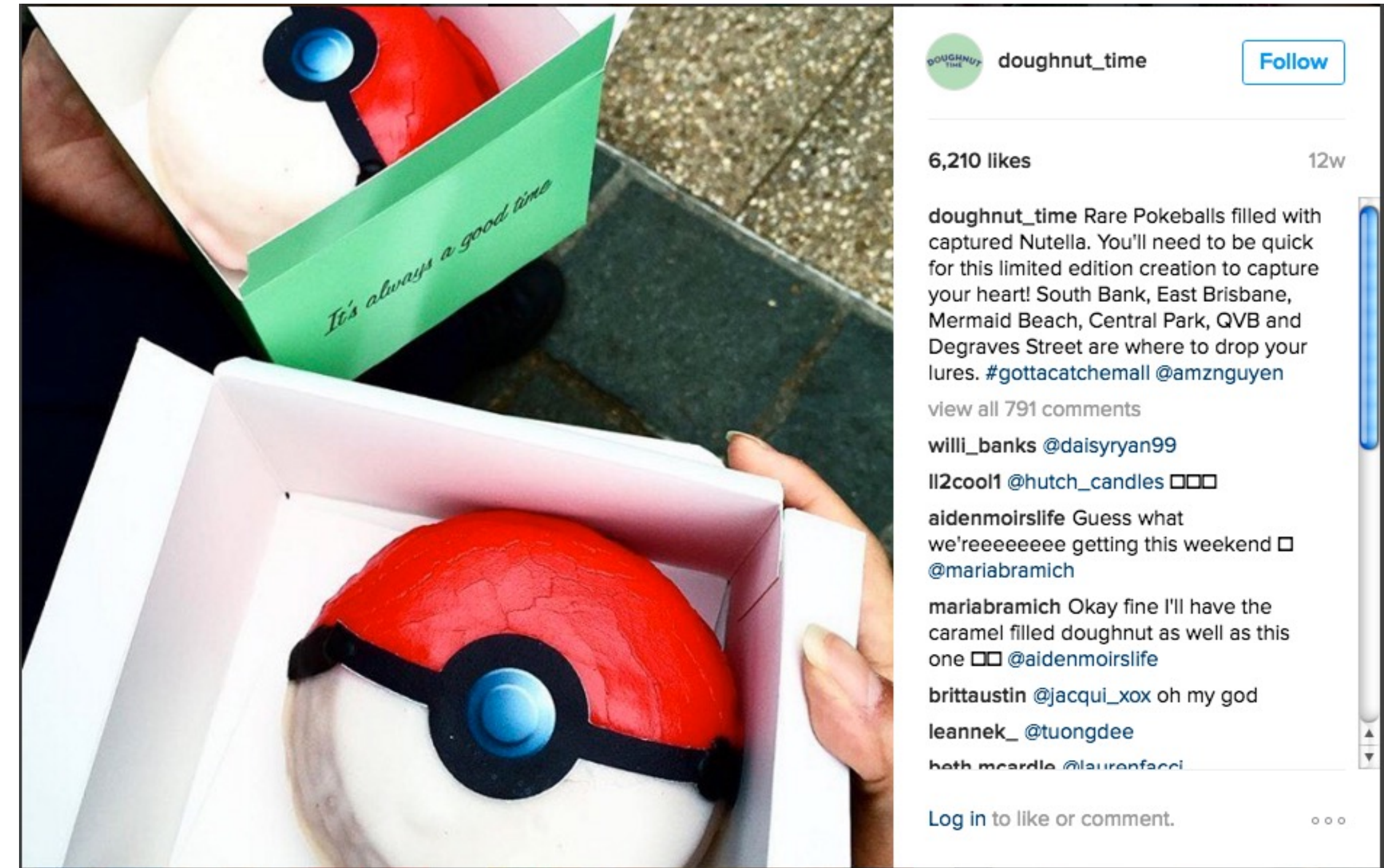
omnionline Inspiring!

[Log in to like or comment.](#) ...

Behind The Scenes



Landscapes and Scenery

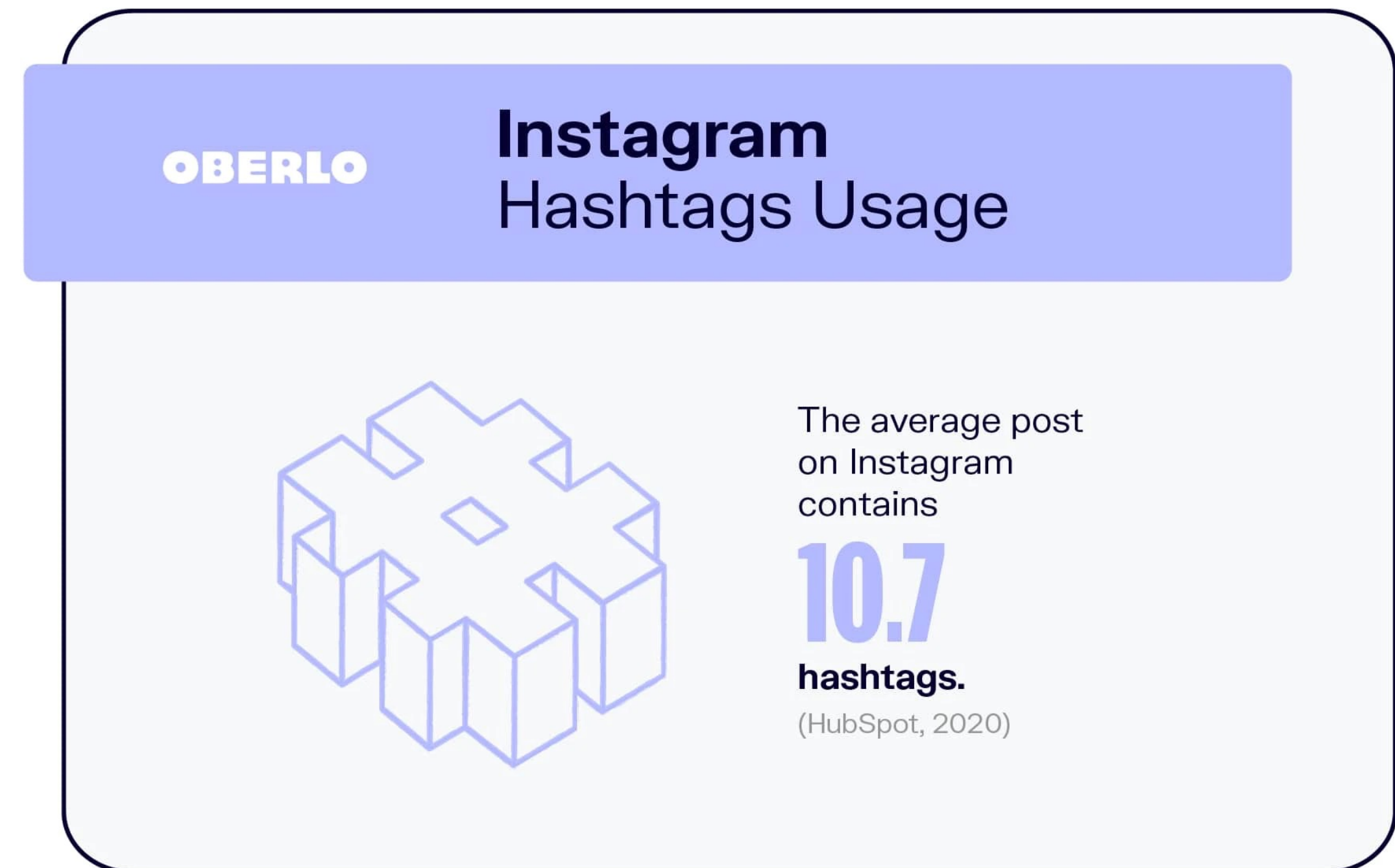


**Also:
The color blue gets
more engagement!**

Real Time Trends

How many Hashtags

- Up To 30 hashtags posts
- Up to 10 for stories: 1 sticker or 3 in text box
- Up To 30 for IGTV



Best Instagram Hashtags

#follow (675.8M posts)
#love (2.1B posts)
#instagood (1.5B posts)
#fashion (1B posts)
#photooftheday (972.4M posts)
#art (863.8M posts)
#photography (836.6M posts)
#instagram (785.2M posts)
#beautiful (779.7M posts)
#picoftheday (682.5M posts)
#nature (681.5M posts)
#happy (661.6M posts)
#cute (651.7M posts)
#travel (600.4M posts)
#style (595.3M posts)
#followme (587.5M posts)
#tbt (584.4M posts)
#instadaily (570.8M posts)
#repost (550.7M posts)
#like4like (536.3M posts)
#summer (521.1M posts)
#beauty (482.8M posts)
#fitness (476.7M posts)
#food (467.4M posts)
#selfie (460.7M posts)
#me (459.9M posts)
#instalike (454.5M posts)
#girl (441.6M posts)
#friends (429.7M posts)

#fun (427.5M posts)
#photo (427.4M posts)
#smile (421.7M posts)
#family (405.5M posts)
#life (402.2M posts)
#music (390.3M posts)
#ootd (388M posts)
#makeup (361.4M posts)
#likeforlike (358.1M posts)
#likeforlikes (335.4M posts)
#model (328.7M posts)
#dog (325.8M posts)
#design (302.1M posts)
#follow4follow (300.1M posts)
#amazing (299.1M posts)
#lifestyle (297.2M posts)
#motivation (297.1M posts)
#sunset (295.1M posts)
#igers (294.3M posts)
#explore (290.4M posts)
#handmade (290.2M posts)
#nofilter (285.7M posts)
#beach (279.2M posts)
#foodporn (275.4M posts)
#instamood (266.3M posts)
#sun (264.6M posts)
#artist (262.7M posts)

#dogsofinstagram (260.3M posts)
#일상 (255.8M posts)
#cat (253.6M posts)
#drawing (250M posts)
#sky (248.5M posts)
#followforfollow (245.3M posts)
#f4f (243.8M posts)
#l4l (241M posts)
#hair (233.4M posts)
#flowers (229.9M posts)
#followforfollowback (227.8M posts)
#funny (227.4M posts)
#gym (222.4M posts)
#moda (221.7M posts)
#photographer (219.4M posts)
#likeforfollow (218.4M posts)
#tagsforlikes (218.4M posts)
#wedding (218.2M posts)
#bestoftheday (215.2M posts)
#baby (214.1M posts)
#memes (213.8M posts)
#inspiration (213.4M posts)
#instafood (211.2M posts)
#vsco (205.9M posts)
#foodie (203.6M posts)
#vscocam (203M posts)
#instapic (200.3M posts)

#girls (200.2M posts)
#workout (194.2M posts)
#pretty (189.3M posts)
#yummy (184.3M posts)
#home (183.8M posts)
#fit (182.8M posts)
#party (180.5M posts)
#lol (180.1M posts)
#healthy (179.6M posts)
#naturephotography (179.6M posts)
#nails (178.9M posts)
#illustration (178.3M posts)
#landscape (175.7M posts)
#blackandwhite (175.1M posts)
#catsofinstagram (173.6M posts)
#cool (172.9M posts)
#puppy (172M posts)
#night (135.4M posts)
#catsofinstagram (133.2M posts)
#nails (132.9M posts)
#tattoo (132.4M posts)
#happiness (132.1M posts)
#instafashion (132.0M posts)
#work (130.6M posts)
#architecture (128.9M posts)
#japan (128.5M posts)
#weekend (127.5M posts)

The Different Types of Instagram Hashtags

#1: Community Hashtags

Community hashtags are hashtags that connect like-minded users around a specific subject. They're a great way to connect with others, improve the searchability of your posts, gain followers, and [grow your own community](#).

- Here are 9 different types of community hashtags you can use for your business:
- Hashtags indicating your product or service, like #sweater or #coffeeshop
- Hashtags indicating your niche in your industry, like #weddingphotographer or #travelphotographer
- Hashtags for Instagram communities in your industry, like #bakersofinstagram or #foodiesofinstagram
- Hashtags for special events or seasons, like #whiteday or #nationaldonutday
- Hashtags using locations, like #pastry NYC, #madeintoronto, or #sydneysweets
- Daily hashtags, like #mondaymotivation, #tuesdaytip, or #wellnesswednesday
- Hashtags with phrases relevant to what you do, like #becreative or #bakerylove
- Hashtags with acronyms, like #qotd (quote of the day) or #ootd (outfit of the day)



The Different Types of Instagram Hashtags

#2: Branded Hashtags

A branded hashtag is a hashtag that's unique to your company when using Instagram for business.

It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name but everything to do with your brand identity!



The Different Types of Instagram Hashtags

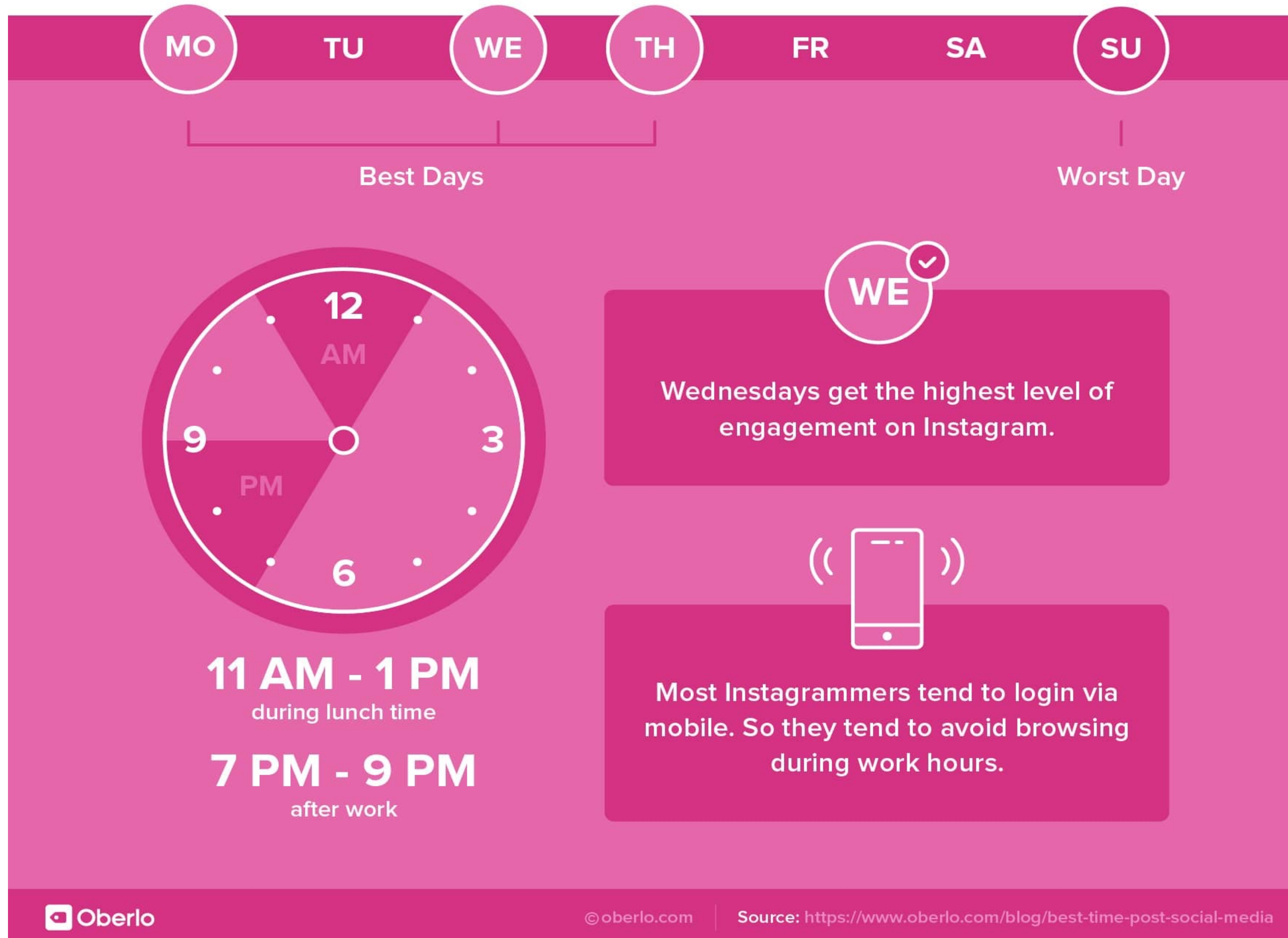
#3: Campaign Hashtags

While branded and community hashtags are meant to last, campaign hashtags are usually shorter-term and run for just a few days, a season, or a year.

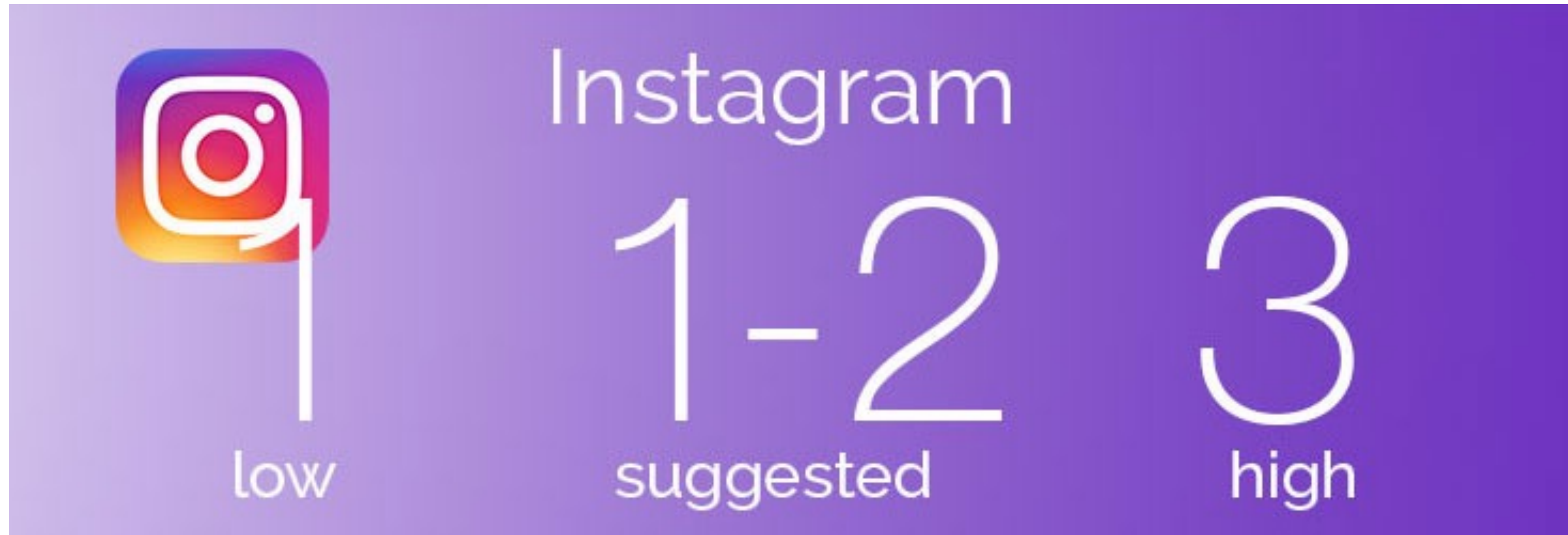
The reason campaign hashtags are shorter-term is because they're usually tied to specific campaigns, like new product launches, special events, or partnerships. So they're great for building a lot of engagement in a short period of time!



Best Time to Post on Instagram



How often should I post per day?



Bare minimum: 3 times a week. Optimal: once or twice a day.

Avoid: Sharing a bunch of posts in quick succession, or disappearing for weeks at a time.

The average Instagram business account posts once a day



So How Do I Grow My Following?



Optimize Your Bio






Clear description


Call to action

Bio link

Action buttons



< **buffer**   





1,126
Posts

70.9 k
Followers

867
Following

Buffer
Buffer is a best-in-class social media management platform to help you build your brand and connect with your customers online. 🚀 #bufferlove
shopgr.id/buffer

Following  Message Email 



**Branded
hashtag**



Add Location For More Engagement

- **You can get 79% more engagement on Instagram if you include a location in your posts.**
- **Posts with a location can greatly increase the reach and user engagement on Instagram.** Some studies indicated that geotagged posts with a location achieve up to 79% more engagement than posts without a location.
- Instagram locations can be either the location of an actual business or geographic location, depending on what type of Instagram account is being used. If it's a business profile, adding a precise geotagged location to an Instagram post can significantly improve user engagement and result in more traffic and increased sales.

Add Location For More Engagement

@darrowsgrill Instagram

Auto Publish on 2022/02/22 12:05 pm

DARROW'S
"The Zeek Po'Boy is filled with perfectly coated catfish and shrimp over a bed of potato salad...eat this with Darrow's green sauce, and you will not be disappointed."

Post Caption
Write a caption

Emojis Saved Captions Hashtag Suggestions

MORE OPTIONS

First Comment Available on Starter plan & up

Add Linkin.bio

Location

Darrow's New Orleans Grill

Darrow's New Orleans Grill
21720 Avalon Blvd, Ste 102B, Carson, CA, United States

New Orleans Grill
3700 Atlanta Hwy, Athens, GA, United States

Superior Grill New Orleans

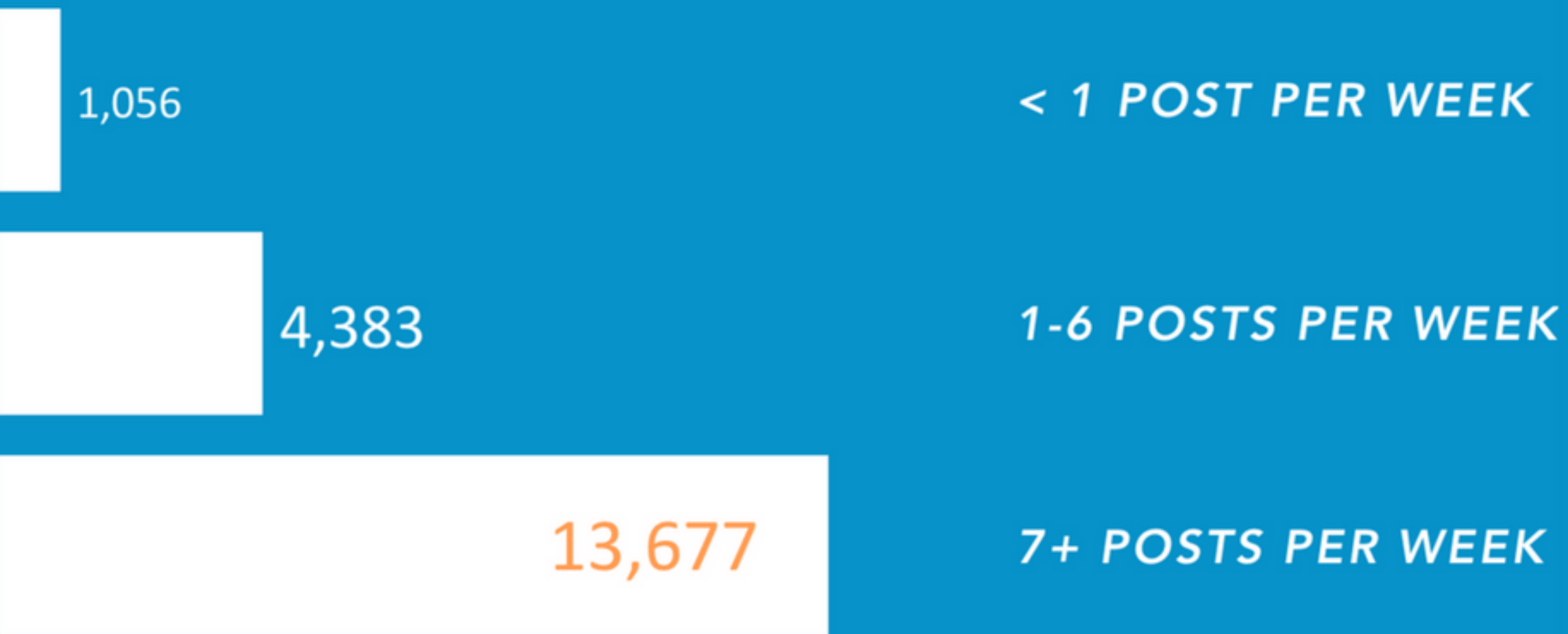
Tag People

This post will be automatically published

Discard Post Save

Post consistently

THE MORE YOU POST TO INSTAGRAM
THE MORE LIKES YOU GET

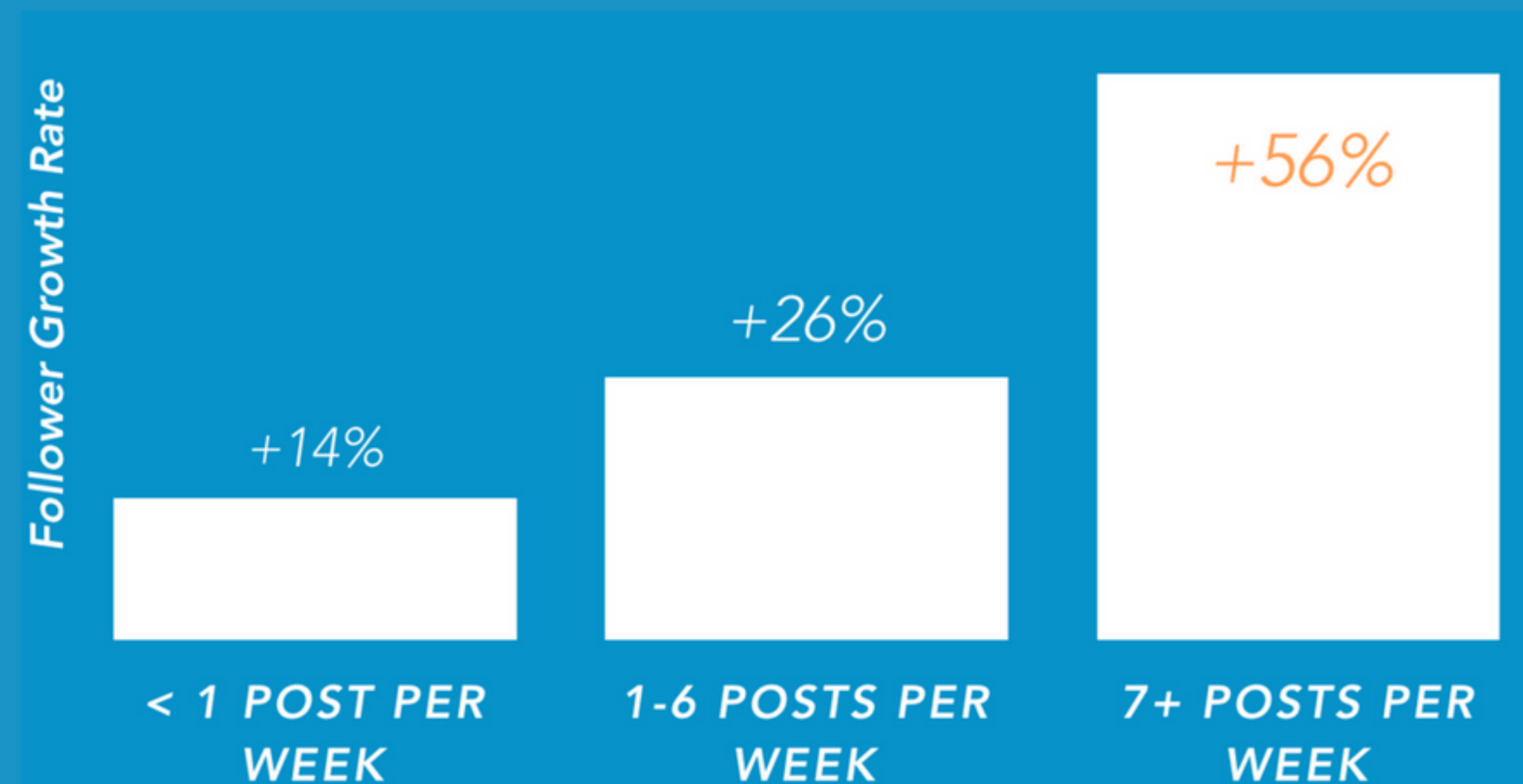


Average Total Post Likes in One Month

Source: bit.ly/ig-posting



THE MORE YOU POST TO INSTAGRAM
THE FASTER YOUR FOLLOWING GROWS



Source: bit.ly/ig-posting



Find your best time to post on Instagram

buffer

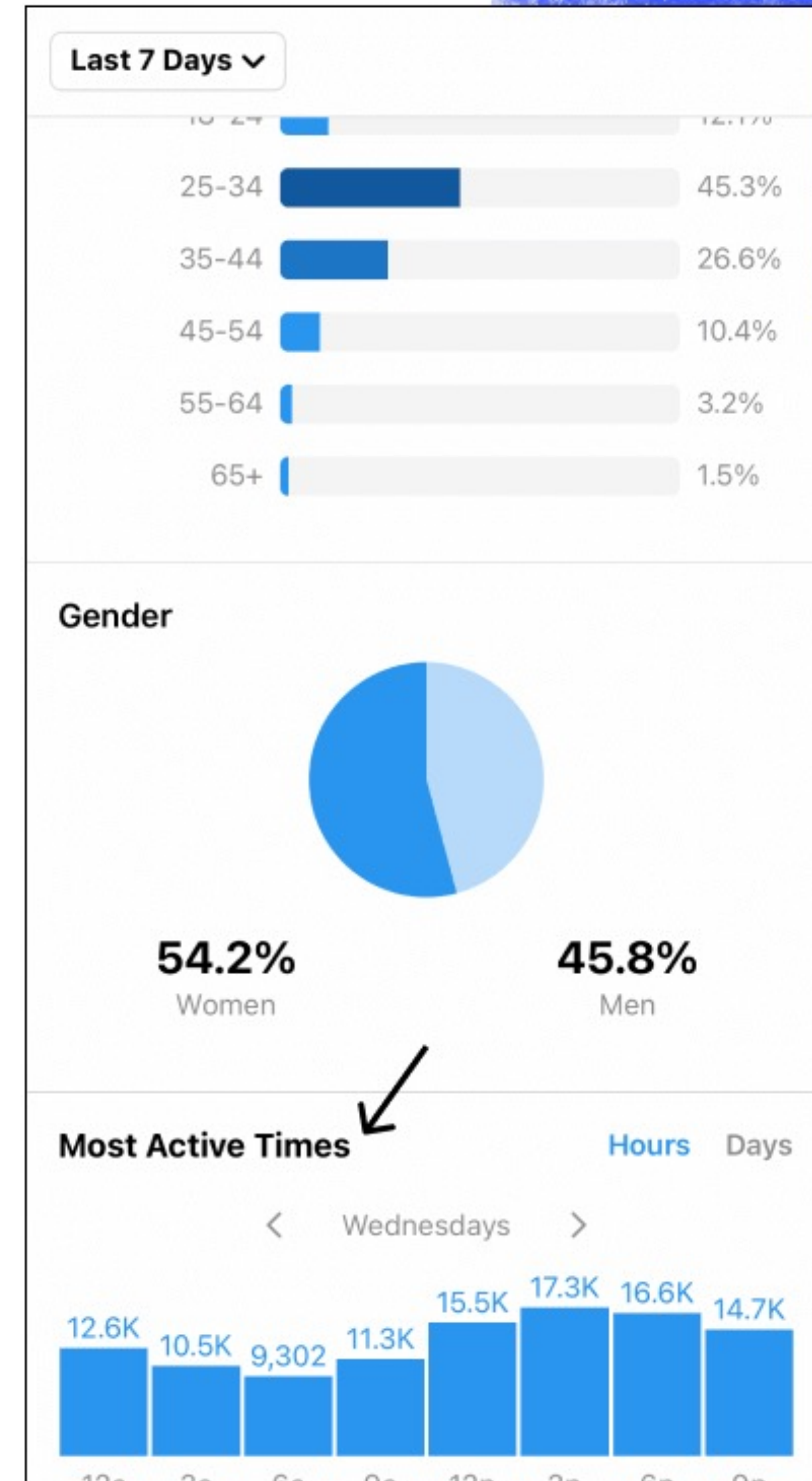
1,126 Posts 70.9 k Followers 867 Following

Buffer
Buffer is a best-in-class social media management platform to help you build your brand and connect with your customers online. #bufferlove
shopgr.id/buffer

Edit Profile Promotions **Insights** ✓
Saved Add Shop Email

@secan... BHM Engagemen... Blume IFund

Grid of posts including:
- Bryanna Evans, Social Media Manager @ Southern Elegance Candle Company
- Brand Refresh: Small changes, Big impact
- Black-owned



Learn how the Instagram algorithm works

- 1. Interest:** How much Instagram thinks a person will like the post based on previous activity
- 2. Timeliness:** How recent the post is
- 3. Relationship:** Accounts a person engages with on a regular basis
- 4. Frequency:** How often a person uses the Instagram app
- 5. Following:** Posts from the accounts a person follows
- 6. Usage:** How much time a person spends on Instagram

Experiment with different content types



twitter 

Number of Twitter Users



Twitter has

330
million

monthly active users,
and **145 million daily**
active users.

(Twitter, 2019)

Twitter Demographics: Age

63%

of Twitter users is
between **35-65**
years old.

(Thevab,2018)



Twitter Demographics: Gender

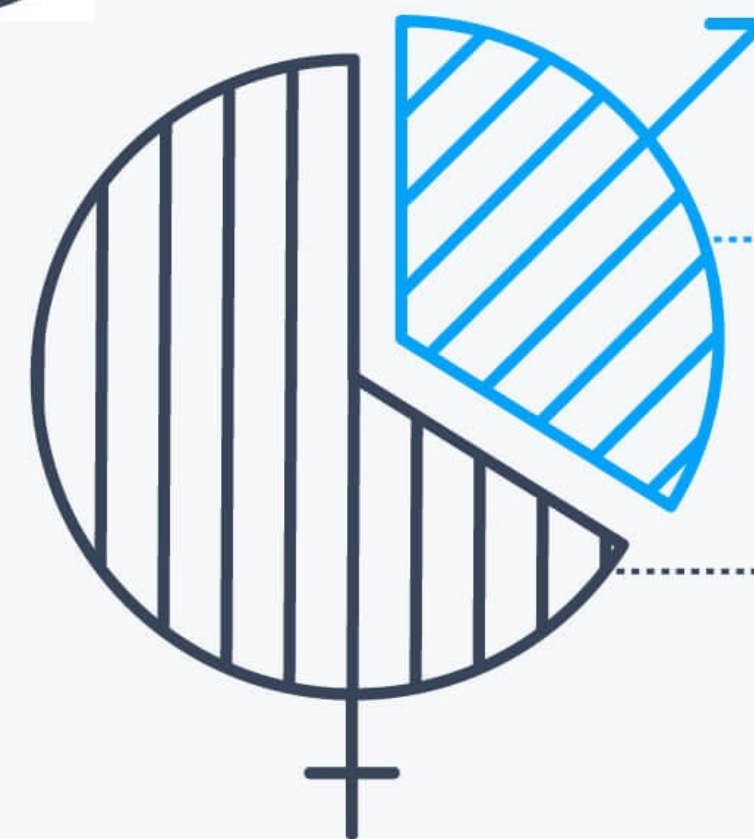
34%

of Twitter users
were **female** and

66%

of users
were **male.**

(Datareportal, 2019)

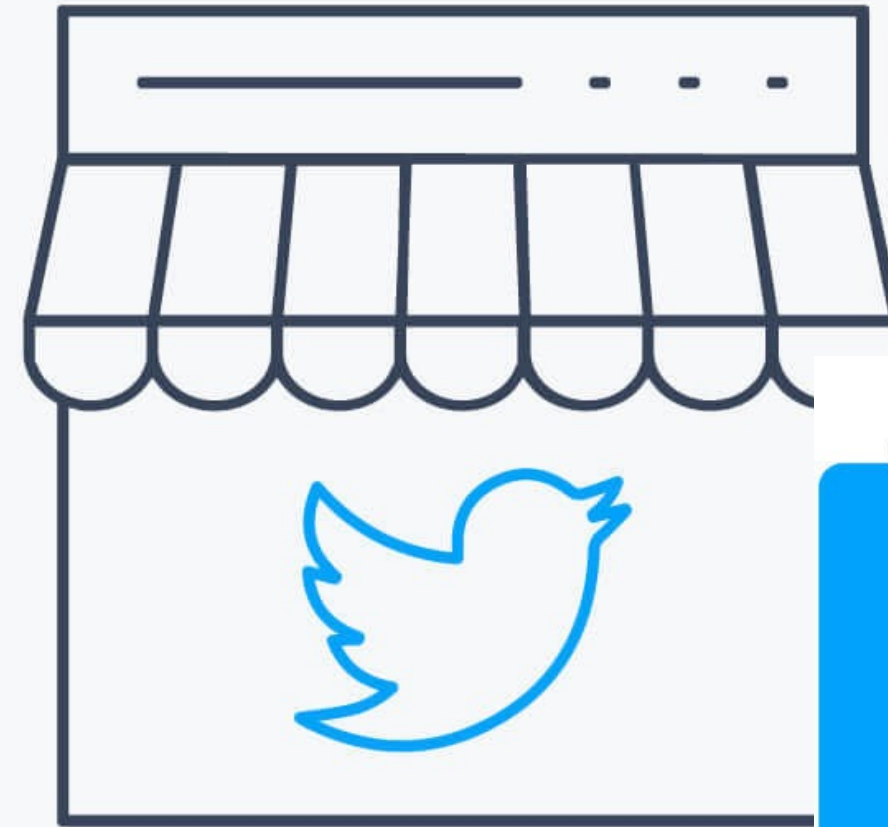


Twitter Popularity Among B2B Marketers

67%

of all B2B businesses
are **using Twitter as a
digital marketing tool.**

(Statista, 2018)



Twitter Influence on Consumption Habits

40%

of Twitter users reported
purchasing something
after seeing it on Twitter.

(Digital Marketing Institute, 2019)



Best Time to Post on



Twitter

MO

TU

WE

TH

FR

SA

SU

Best Days During the Lunch Hour

Worst Days



12 - 1 PM

during the lunch hour



Saturday and Sunday are the worst days to post on Twitter.



Posting at lunch everyday Monday to Friday can help you increase social media engagement.

 **Scott Harvey** 6,870 Tweets [Follow](#)

 **Scott Harvey** @ScottHarveyWine · Dec 3, 2017
Large format #wine bottles are perfect for your #holiday parties. Four bottles in one. Scott... [instagram.com/p/BcPe54zgcXi/](https://www.instagram.com/p/BcPe54zgcXi/)
1 1 1

 **Scott Harvey** @ScottHarveyWine · Dec 2, 2017
Give #Barbera for the #holidays. Scott Harvey has #magnums and library verticals also... [instagram.com/p/BcNRxCrAbRk/](https://www.instagram.com/p/BcNRxCrAbRk/)
1 1 1

 **Scott Harvey** @ScottHarveyWine · Dec 1, 2017
Give a unique gift of a port-style wine from #Amador County. Scott Harvey Forte. #bestwinegifts [instagram.com/p/BcLfn3gWwZ/](https://www.instagram.com/p/BcLfn3gWwZ/)
1 2 1

 **Scott Harvey** @ScottHarveyWine · Dec 1, 2017
Charming Sutter Creek makes great weekend getaway pressdemocrat.com/lifestyle/7644...
1 1 1

 **Scott Harvey** @ScottHarveyWine · Nov 29, 2017
Sutter Creek throws open the shutters calaverasenterprise.com/sierra_lodesta... via @Cal Enterprise

Don't Do This!

 **Scott Harvey** 6,870 Tweets [Follow](#)

 **Scott Harvey** @ScottHarveyWine · Feb 23
Dinner is served! We recently hosted our Ultimate Chef's Table at our home, and this #rackoflamb with Moroccan spice was paired with our 2016 Cathedral #CabernetSauvignon for a mouthwatering combination.



1 3 1

Do This!

How Many People Use Snapchat?



Snapchat had

**210
million**

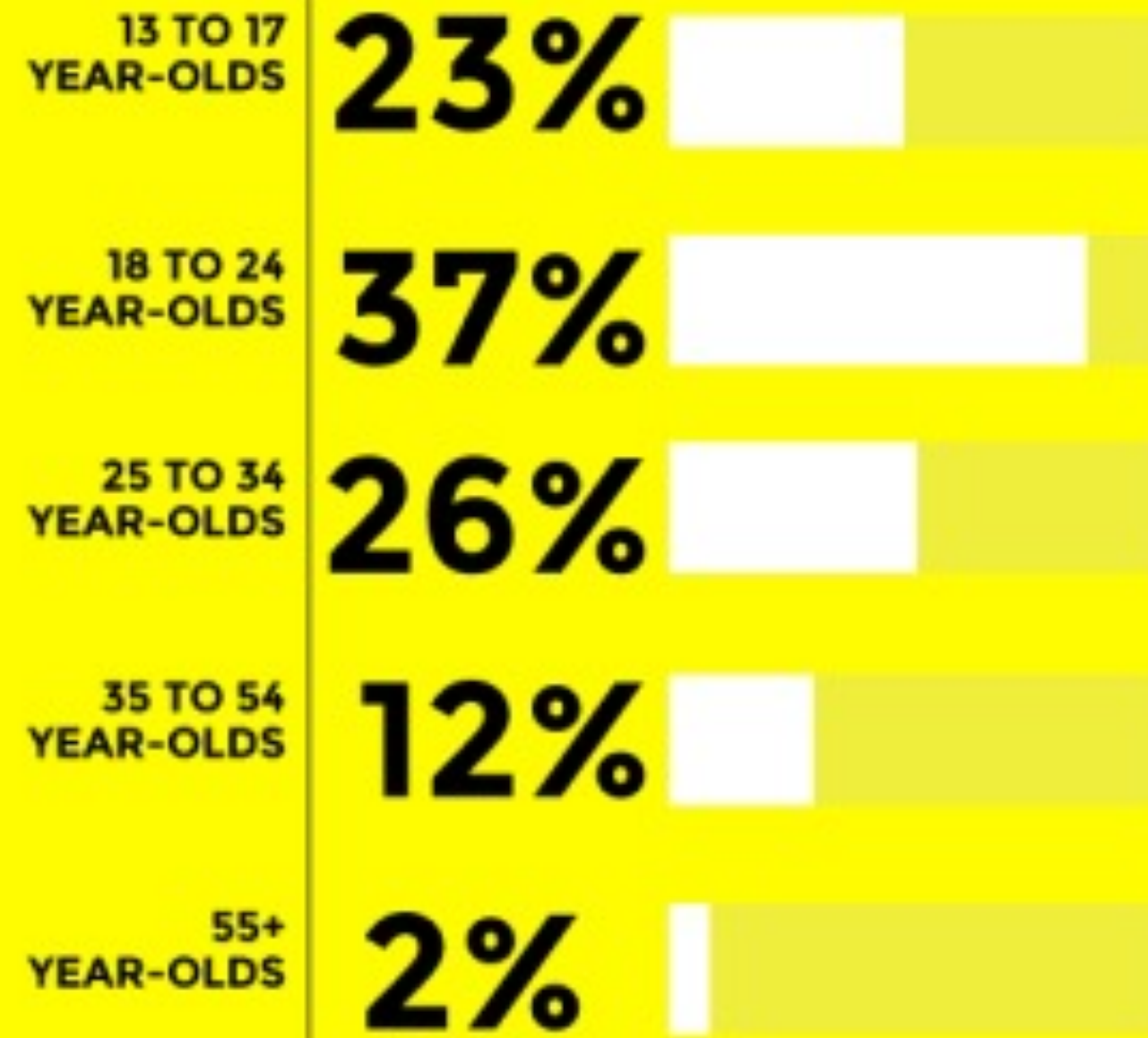
active daily users
in Q3 2019.

(Statista, 2019)

200M
ACTIVE USERS

+70% **400M**
USERS WOMAN SNAP/DAY

+8.7K **+30%**
PHOTOS EVERY SECOND USERS MILLENNIALS



[HTTP://BIT.LY/SNAPCHAT-CASE-STUDY](http://bit.ly/snapchat-case-study)
CREDITS @JULIUSDESIGN

Snapchat Usage by Gender



61%
of Snapchat users are female and 38 percent of users are male.
(Statista, 2019)



**Best Times To Post: 10pm-1am
but users are generally on all
day!**

ANY day of the week

Linked  TM



OBERLO

Number of LinkedIn Users



LinkedIn boasts over

740 MILLION

users in more than
200 countries and
territories across the
globe.

(LinkedIn, 2021)

OBERLO

LinkedIn for Business

More than

55 MILLION

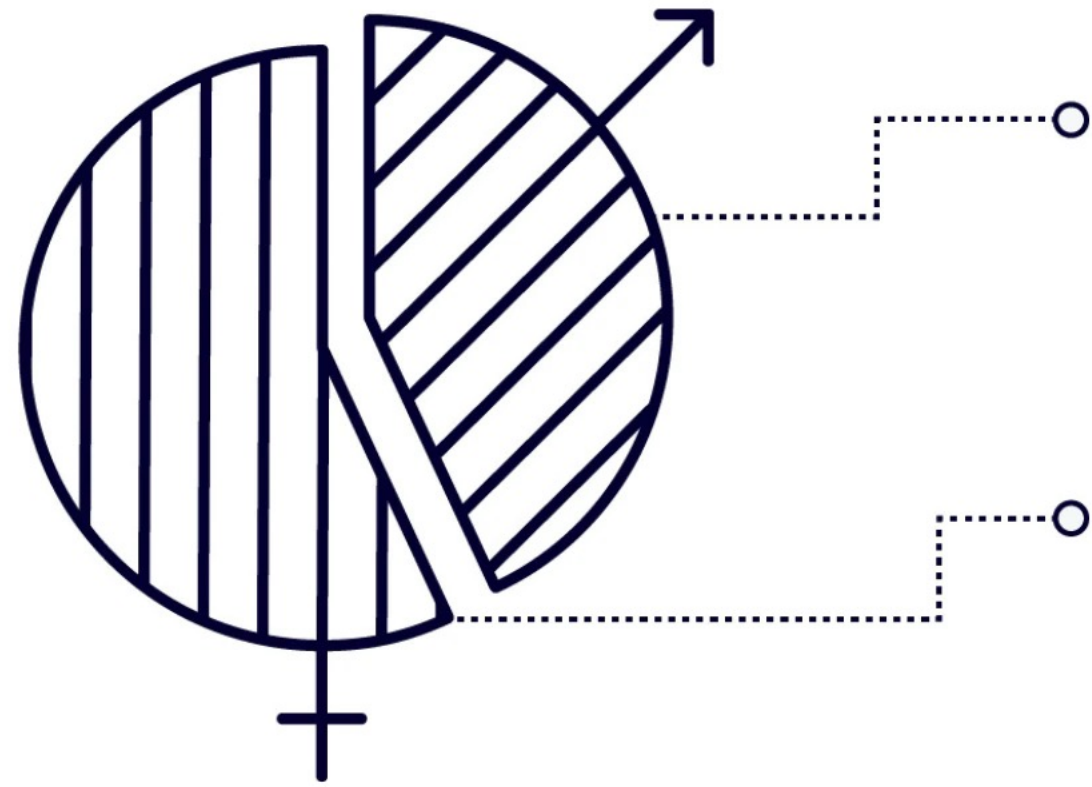
companies listed on
the platform.

(LinkedIn, 2021)



OBERLO

LinkedIn Demographics: Gender



43%
of LinkedIn users
worldwide are female,
compared to

57%
of males.

(Statista, 2019)

OBERLO

LinkedIn Demographics: Age

37%
of US adults – or more
than one out of every
three – aged between
30 and 49 years old
use LinkedIn.

(Pew Research Center, 2019)



OBERLO

LinkedIn Demographics: Job Seniority



Nearly

25%

of all LinkedIn users
are senior-level
influencers.

(LinkedIn, 2021)

OBERLO

LinkedIn's Role in Buyer's Journey



52%

of buyers list LinkedIn as the
most influential channel during
their research process.

(Demandbase, 2018)

Best Time to Post on LinkedIn

MO

TU

WE

TH

FR

SA

SU

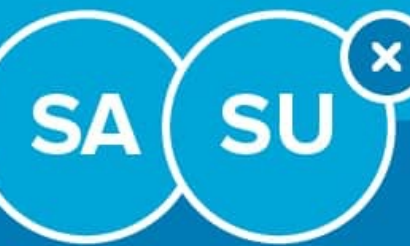
Best Days

Worst Days



10 - 11 AM

during work hours



Weekends and after work hours tend to be the worst times to post on LinkedIn.



LinkedIn is used by recruiters, salespeople and businesspeople which is why it's used during work hours.

Linked  TM



How to find leads on LinkedIn

Growing Your Network Do's

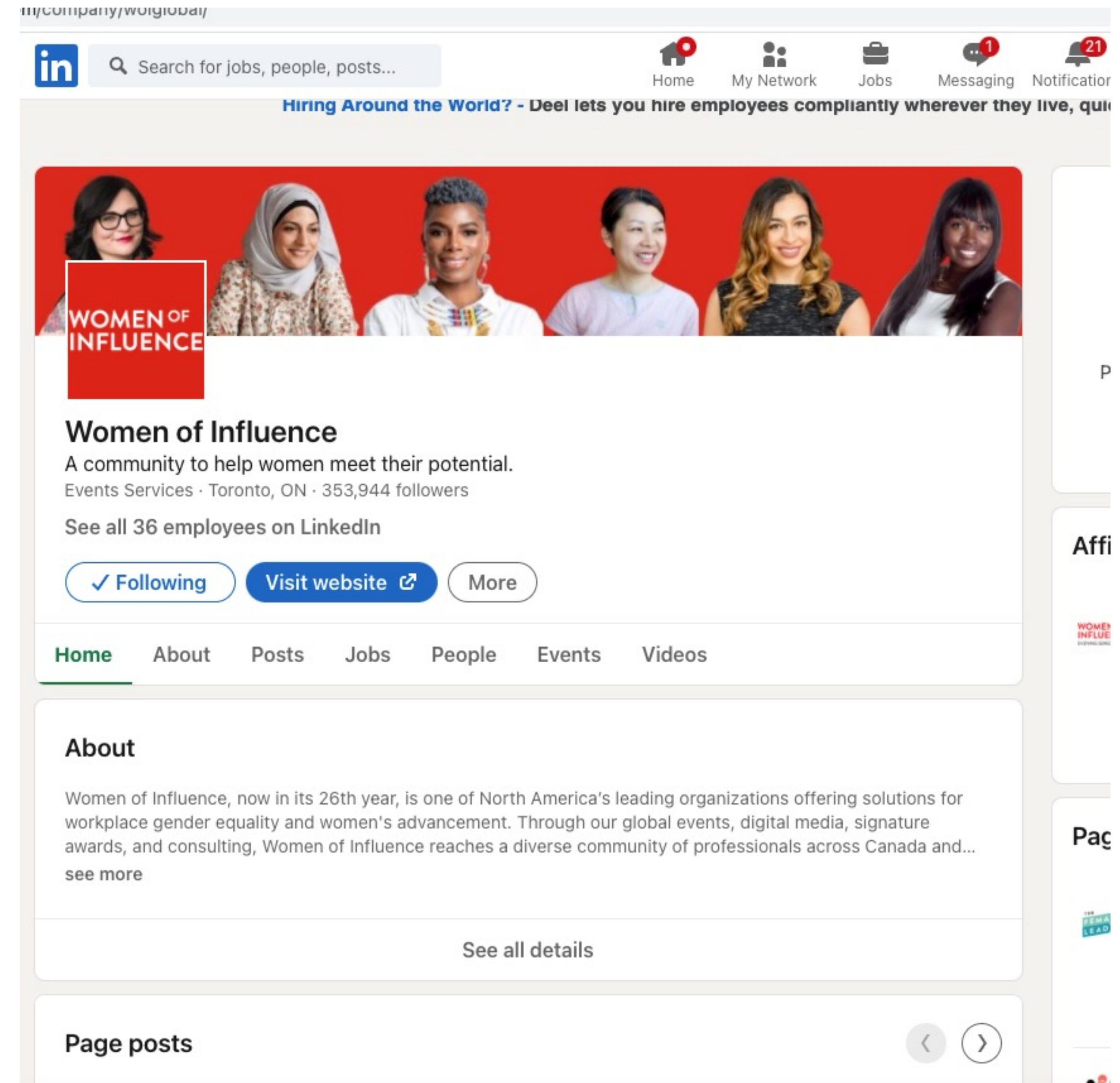
- 1. Keep your profile updated**
- 2. Add connections to your network**
 - a. Look at who viewed you**
 - b. Former clients**
 - c. Connections of your 1st connections**
- 3. Follow your current clients and prospects**
- 4. Write recommendations**
- 5. Ask for recommendations**
- 6. Join groups**
- 7. Use LinkedIn to celebrate the accomplishments of others**

Growing Your Network Don't's

- 1.You give only because you expect to receive**
- 2.You don't give at all**
- 3.You wait until you have a need**
- 4.You forget where you are**
- 5.You don't connect with industry influencers**
- 6.You don't share other people's content**
- 7.You don't care**
- 8.You ignore your team's network**
- 9.Don't spam!**

Strategies to create a successful page for your business

1. Create a company page
2. Post relevant and engaging content
3. Make your company's name known
4. Add LinkedIn groups to your page
5. Tag people in your posts
6. Use LinkedIn hashtags



The screenshot shows the LinkedIn profile page for 'Women of Influence'. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, and Notifications. Below the navigation bar is a banner image featuring six diverse women of various ethnicities and ages, with a red box on the left containing the text 'WOMEN OF INFLUENCE'. The profile name 'Women of Influence' is displayed in bold, followed by the tagline 'A community to help women meet their potential.' and the location 'Toronto, ON' with '353,944 followers'. Below this, there are buttons for 'Following', 'Visit website', and 'More'. A navigation menu below the buttons includes 'Home', 'About', 'Posts', 'Jobs', 'People', 'Events', and 'Videos'. The 'About' section is expanded, showing a detailed description of the organization's mission and services. At the bottom, there is a 'Page posts' section with navigation arrows.

Should I Pay For LinkedIn?

- Premium Business: \$55.99/month (billed annually)
- Sales Navigator Pro: \$79.99/month (billed annually)

LinkedIn Premium Business Features

- Find and contact the right people
- Find and message contacts to grow and nurture your network, and see who's viewed your profile
- 15 InMails per month
- See Who's Viewed Your Profile from the last 90 days
- Open Profile
- Unlimited People Browsing
- Get ahead with business and company insights
- Get deep insights into company growth and hiring trends, and more
- Company insights
- Salary insights
- Job and applicant insights
- Stay sharp and grow your professional brand
- Grow and learn new skills to advance your career and professional brand
- 16,000+ LinkedIn Learning courses



Should I Pay For LinkedIn?

LinkedIn Sales Navigator Core

- Sales Navigator platform
- 50 InMails per month
- See Who's Viewed Your Profile from the last 90 days
- Unlimited People Browsing
- Custom lead and account lists
- Advanced lead search and account search
- 10,000 saved leads
- Lead recommendations and saved leads
- Open Profile
- Real-time alerts on your leads and accounts
- Company insights
- Grow and learn new skills to advance your career and professional brand
- 16,000+ LinkedIn Learning Courses



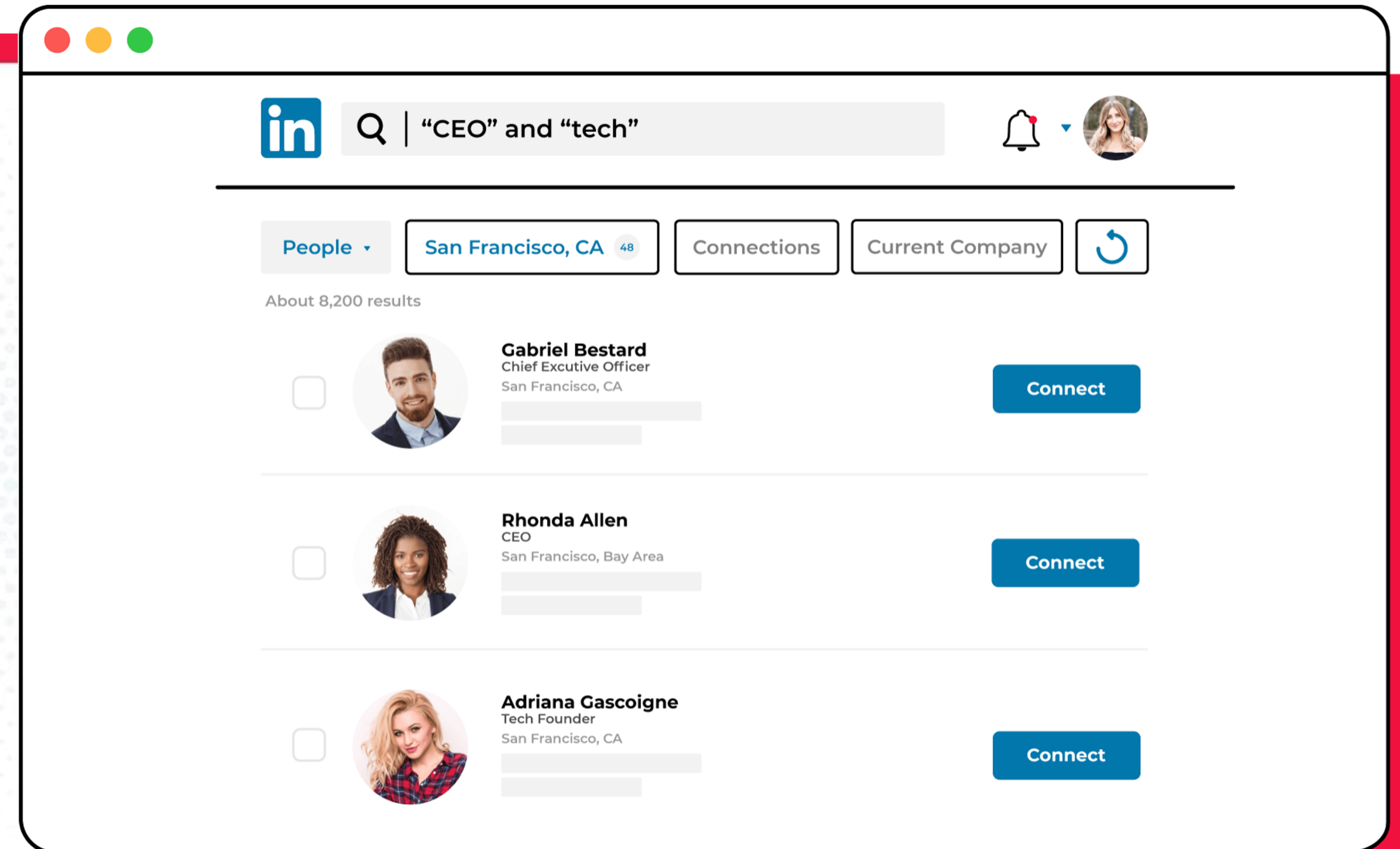
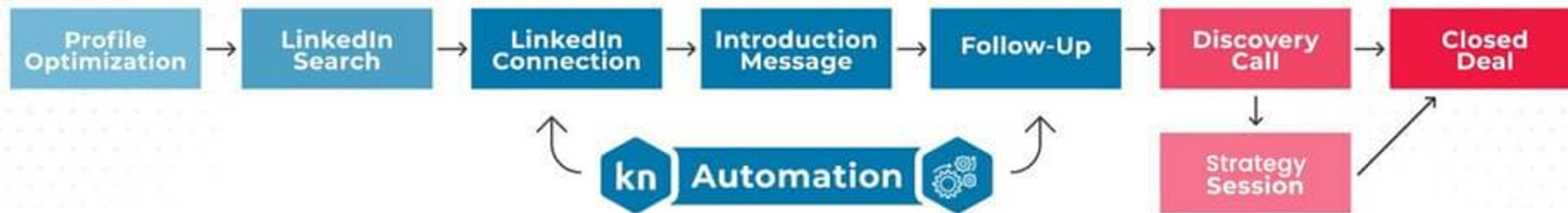
	Premium Career	Premium Business	Sales Navigator Core	Sales Navigator Advanced	Sales Navigator Advanced Plus
Access to LinkedIn subscriptions <i>Job seeker, LinkedIn Learning access</i>	✓	✓	✓		
Extended Network Access <i>Unlimited search, Saved searches, Who's viewed your profile in the past 90 days</i>	✓	✓	✓	✓	✓
Reach out <i>InMail</i>	5/ Month	15/ Month	50/ Month	50/ Month	50/ Month
Find the right people <i>Advanced search, sales spotlights</i>			✓	✓	✓
Prioritize and qualify <i>Lead and account recommendations, sales preferences</i>			✓	✓	✓
Integrate with your sales tools <i>SNAP, Outlook web integration, Sales Navigator mobile app</i>			✓	✓ (SNAP for Advanced and Advanced Plus only)	✓ (SNAP for Advanced and Advanced Plus only)



Keep track of people and companies <i>Saved leads/accounts, Custom lists, Alerts, Notes</i>			✓	✓ Buyer Interest alerts for Advanced and Advanced Plus only	✓ Buyer Interest alerts for Advanced and Advanced Plus only
Engage with your prospects and customers using your team's network <i>TeamLink, TeamLink Extend</i>				✓	✓
Advanced outreach - Package content and track engagement <i>Smart Links</i>				✓	✓
Administrative tools/Reporting <i>Usage Reporting, Account Center</i>				✓	✓
Centralized billing for contracts sold through LinkedIn corporate sales <i>Volume and multi year discounts, invoicing, dedicated relationship manager</i>				✓	✓
Enterprise tools <i>SSO, Employee Data Integration</i>				✓	✓
CRM Sync <i>Auto-Save, Activity Writeback, & ROI Reporting for Salesforce and Microsoft Dynamics 365 Sales</i>					✓
Advanced CRM integrations <i>Data Validation & Contact Creation for Salesforce and Microsoft Dynamics 365 Sales</i>					✓

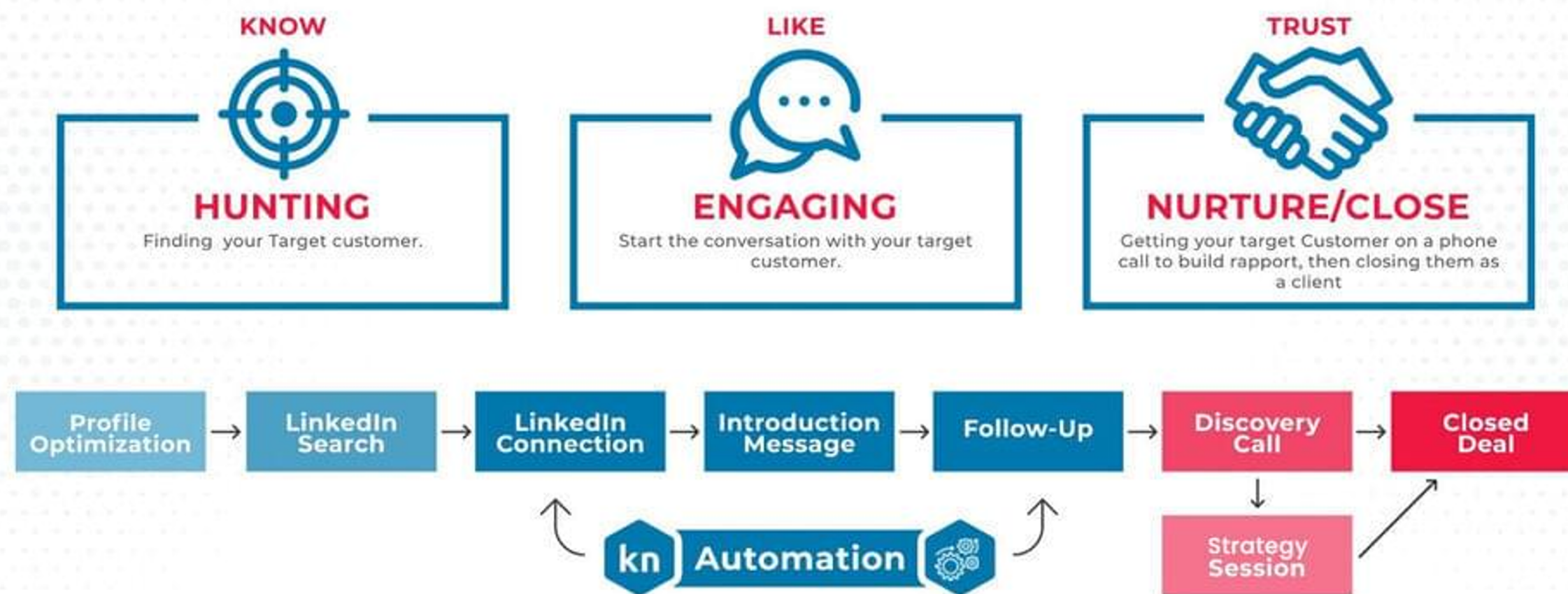
1. Hunting

kn SALES FUNNEL in



2. Engaging

kn SALES FUNNEL in



The screenshot shows the knennected messaging interface. The user is logged in as Danielle. The interface displays a list of messages on the left and a detailed view of a message from Taylor Nielson on the right.

Message List:

- JS Jordan Smith:** We both went to UCF. Congrate, best of luck...
- SM Sarah Morell:** Absolutely.
- JM Jason Milton:** Hi Danielle, happy to connect with you!
- AR Alexa Rivera:** Glad we could connect!

Message from Taylor Nielson (TN):

Hi Taylor, I noticed you are also an entrepreneur! I just started my first company a few months ago so it's great to connect with other likeminded individuals. I hope you're having a great day!

22 Dec 2021 08:40 AM

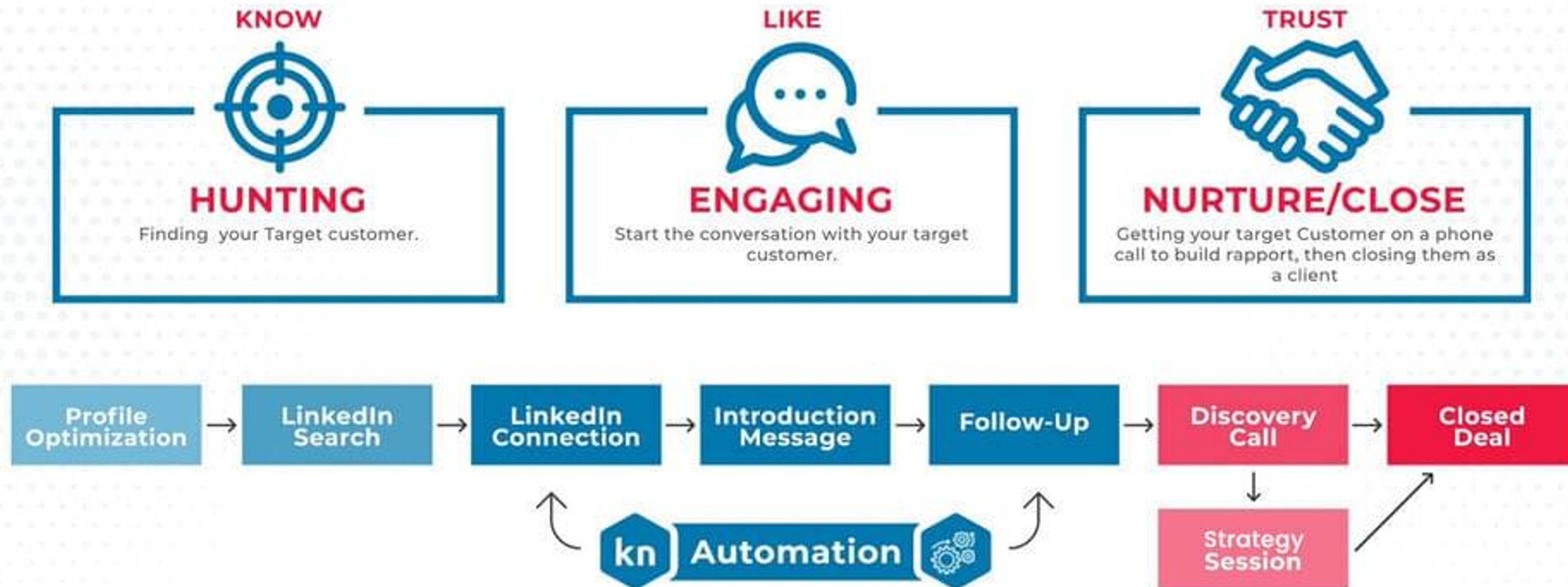
Yes, I am a female founder, partner & investor in the SaaS space, helping entrepreneurs shorten their sales cycle. What do you do?

22 Dec 2021 08:42 AM

The interface includes a search bar, filters for Unread, All sequence, All messages, and All. The bottom of the interface features a text input field with a send button, and buttons for Template and Schedule.

3. Nurture/Close

kn SALES FUNNEL in



You  **Tube**

Monthly Active YouTube Users

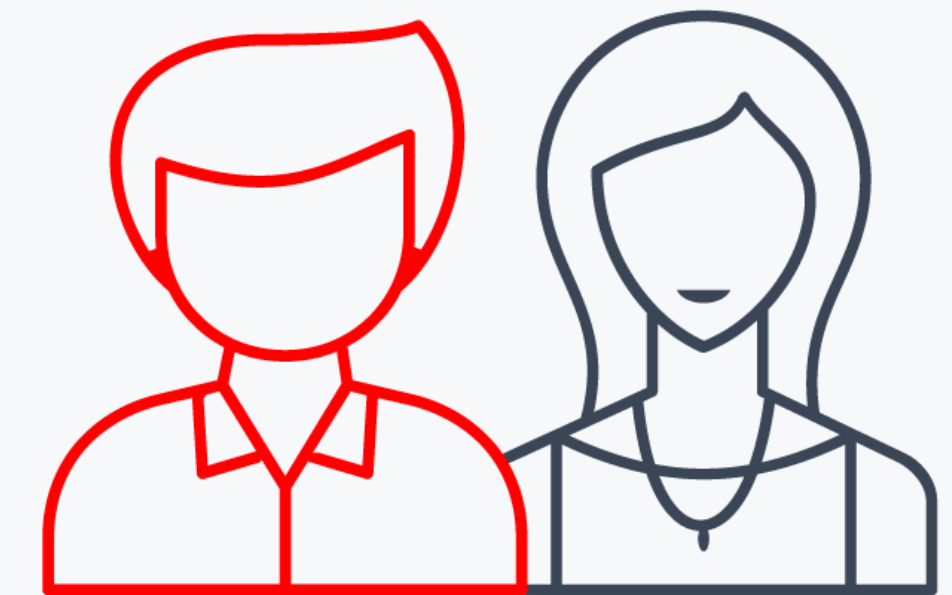


YouTube has
2 billion
users worldwide.
(Statista, 2019)

38% Women
62% Men

YouTube Usage by Generation

At least
90%
of U.S. internet
users **aged 18 to
44 years** accessed
YouTube.
(Weareflint, 2018)



Importance of YouTube for Businesses

62%

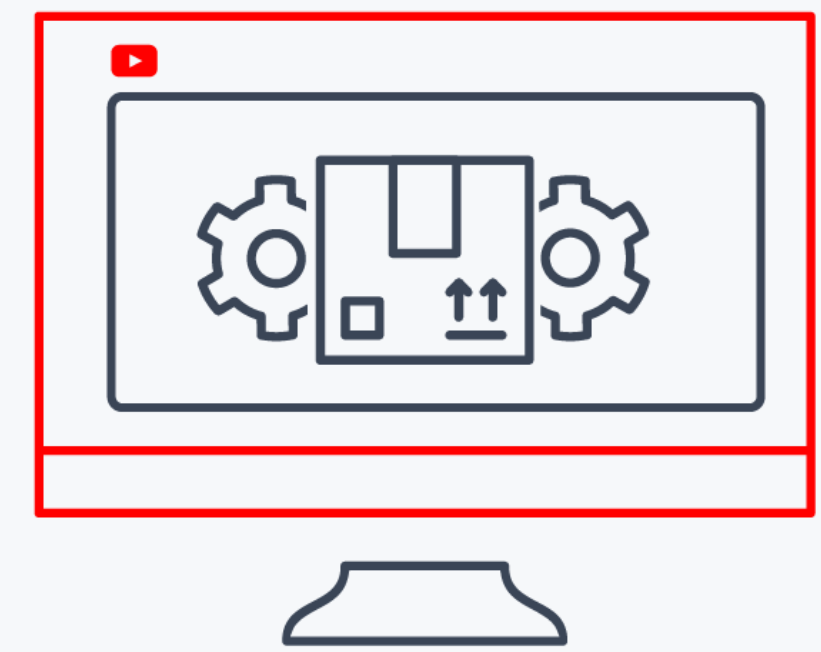
of businesses use **YouTube** as a channel to post video content.
(Buffer, 2019)



Discover New Products and Services on YouTube

90%

of people say they **discover new brands or products** on YouTube.
(Thinkwithgoogle, 2019)



Best Time to Post on



MO

TU

WE

TH

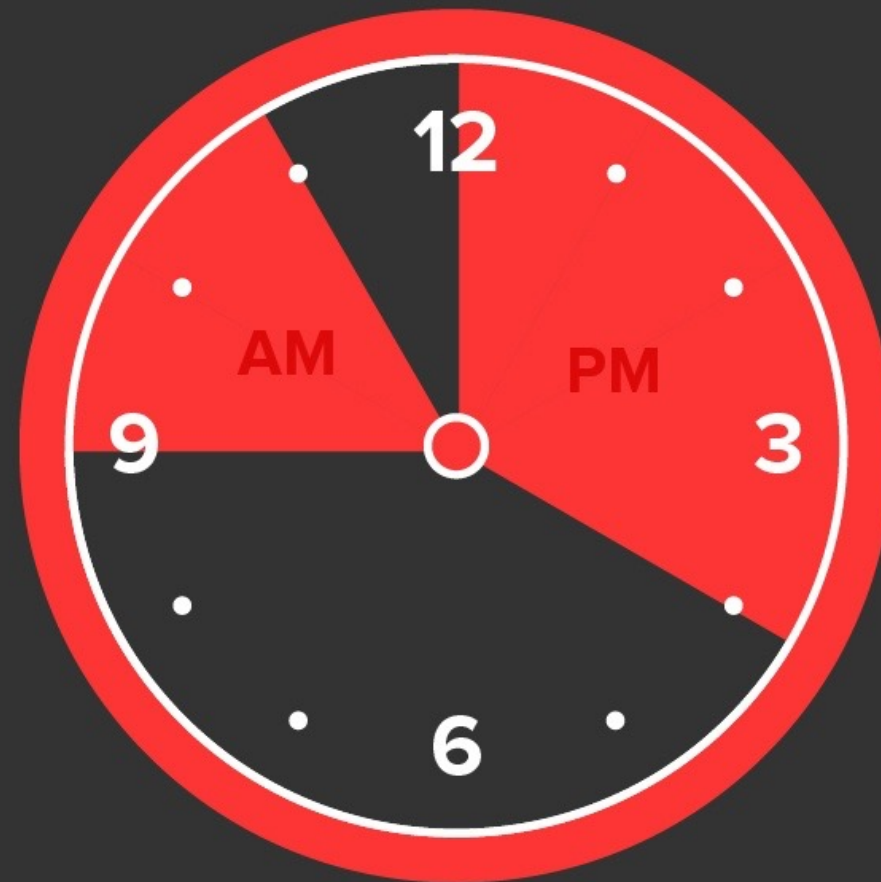
FR

SA

SU

Best Days to Post

Most Views



12 PM - 4 PM

during work days

9 AM - 11 AM

on the weekends



Most viewers watch YouTube on weekend so post on Saturdays and Sundays around 9 - 11 AM.



Most viewers watch videos in the evening. Post at 12 - 4 PM so videos would be indexed by the evening.

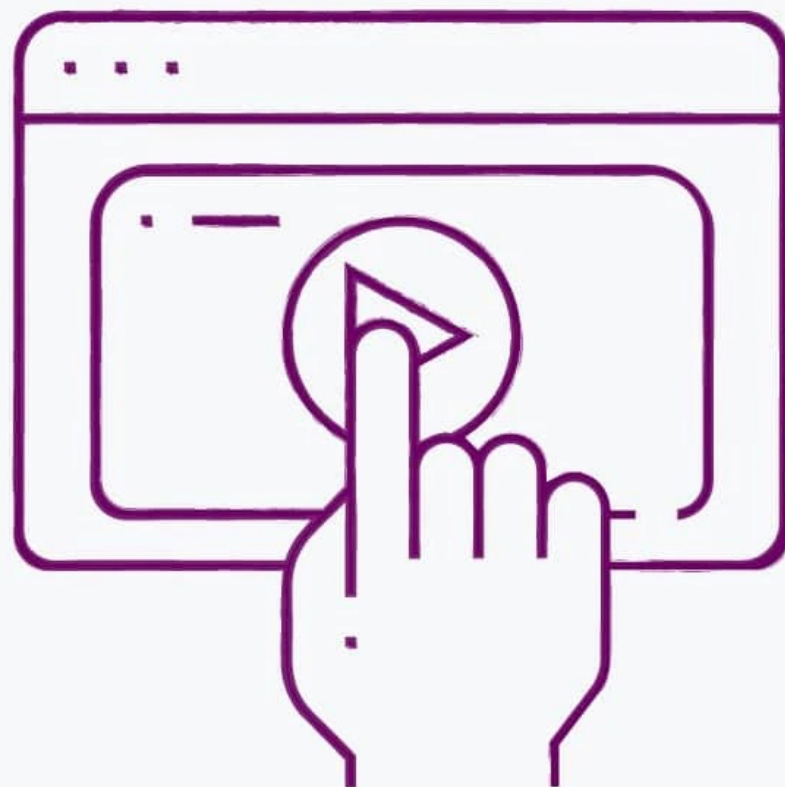
OBERLO

Consumers love seeing videos on Social Media

Videos are a consumers' favorite type

of content to see from a brand on social media.

(Animoto, 2018)



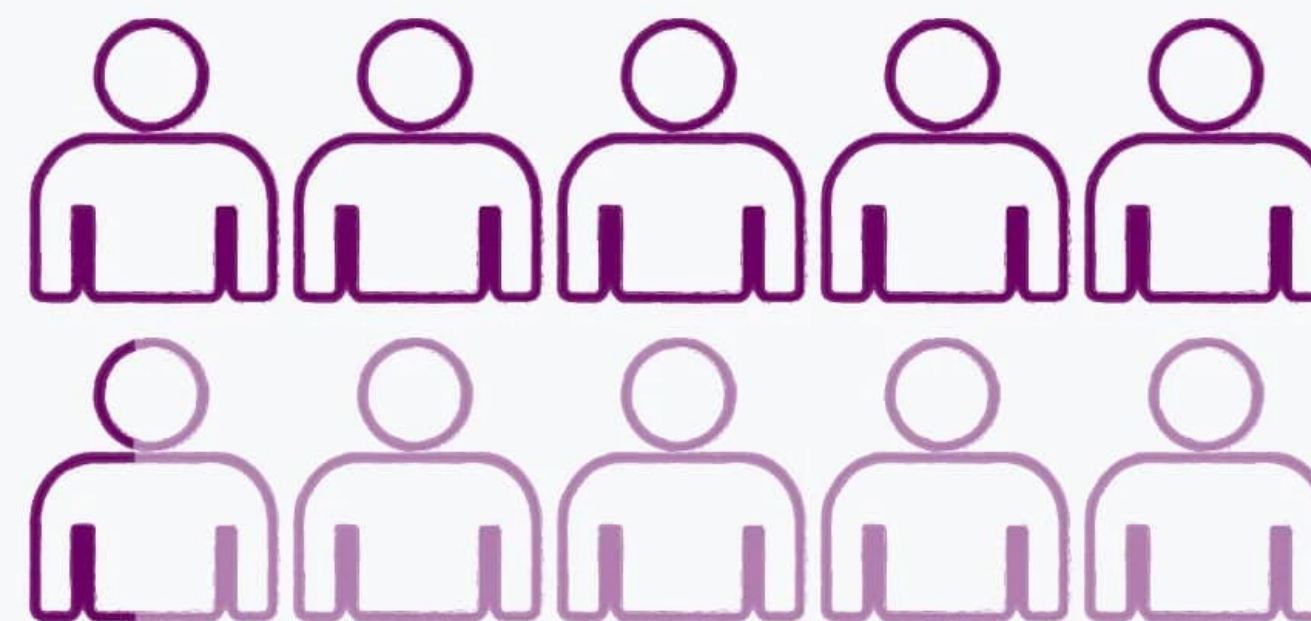
OBERLO

Demand for Video Content is Increasing

54%

of consumers want to see more video content from a brand or business they support.

(HubSpot, 2018)



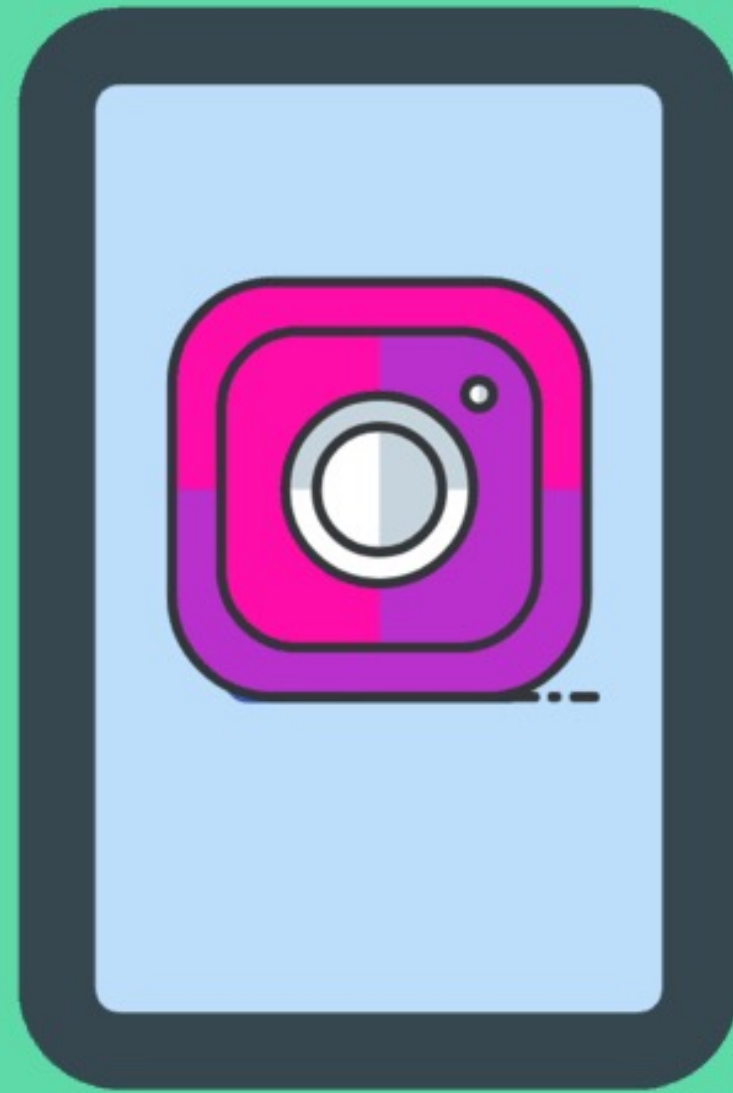
The vast majority of
videos are shorter than
60 seconds

regardless of industry or
annual revenue



The optimal video length
for Instagram is less than
30 seconds





Videos on Instagram get

2x

**the engagement of videos on
other social media platforms.**

Videos are shared on social media

1200%

**more than images and text
combined.**





- [41 percent of TikTok users](#) are aged between 16 and 24.
- 56% of TikTok [users are male](#) and 44% are female.
- Roughly 50% of **TikTok's global audience** is under the age of 34 with [26% between 18 and 24](#)
- TikTok users spend [an average of 52 minutes per day](#) on the app.
- [26.5 million](#) monthly active users are from the USA
- [90% of TikTok users](#) visit the app more than once per day.



Pinterest

OBERLO

Pinterest Monthly Active Users



Pinterest currently has

478 MILLION

monthly active users.

(Pinterest, 2021)

Pinterest Demographics: Age

Most US adult Pinterest users are aged between

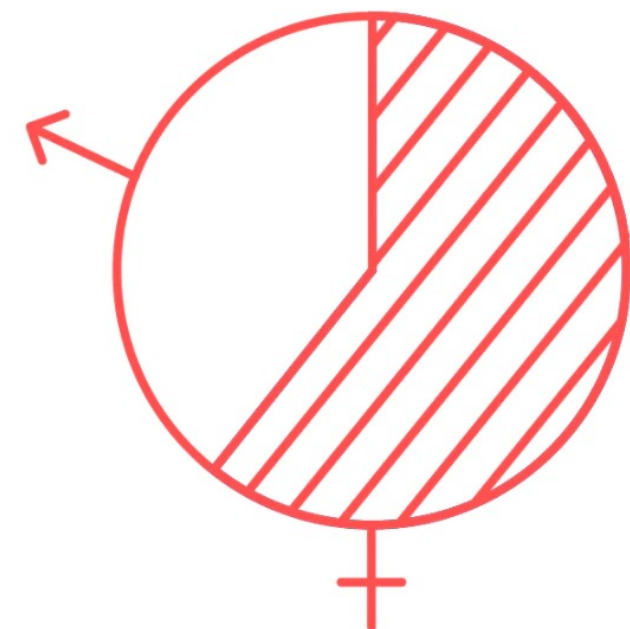
30-49.

(Pewinternet,2018)



OBERLO

Pinterest Demographics: Gender



SIX OUT OF TEN

Pinterest users are female.

(Pinterest, 2020)

OBERLO

Main Reason

People Use Pinterest



Most Pinterest users are on the platform to seek

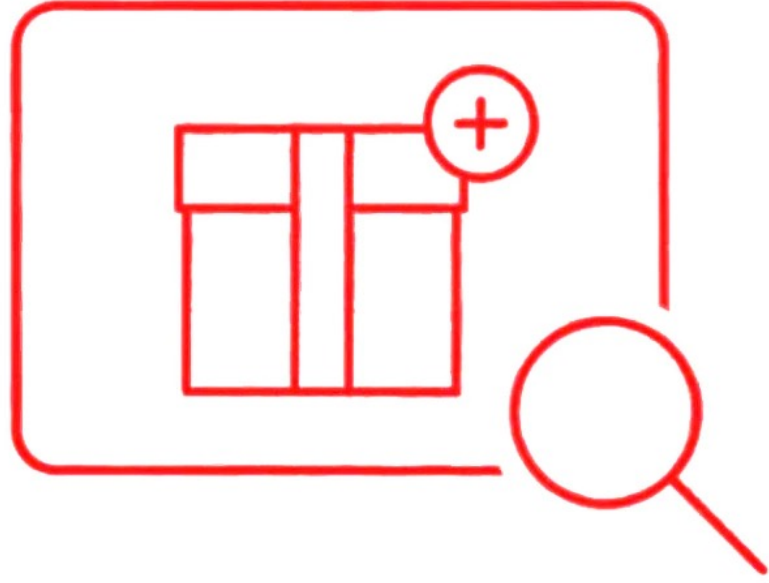
HOME DESIGN

inspiration.

(GlobalWebIndex, 2021)

OBERLO

Product Discovery on Pinterest



More than three
out of four, or

77%

of weekly Pinners have
discovered a new brand
or product on Pinterest.

(Pinterest, 2019)

Discovery Phase



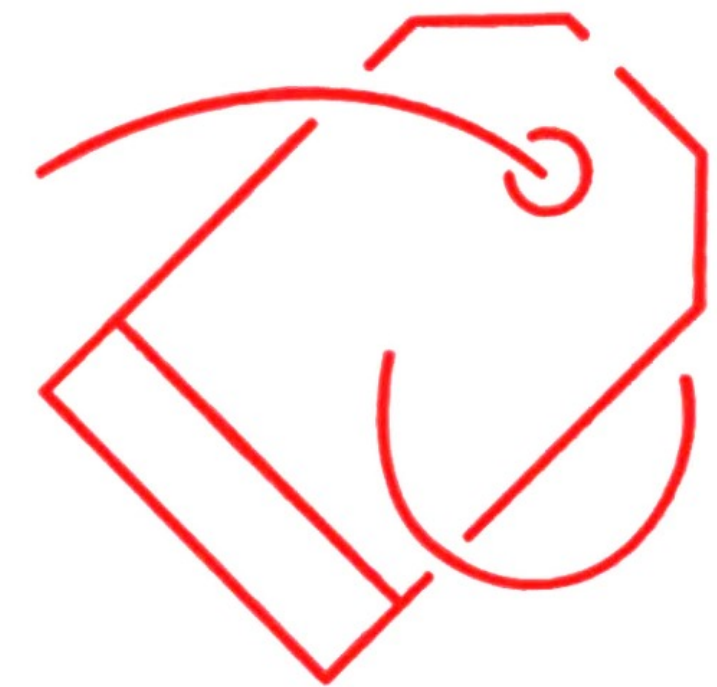
OBERLO

Pinterest Is a Place for Every Brand

97%

of searches carries
out on Pinterest are
unbranded.

(Pinterest, 2019)



TOP Pin Categories

- 1.Home Design
- 2.Women's Fashion
3. Health & Fitness

Weddings

Party

Travel

Food and Drink

DIY & Crafts

Technology

Quotes/Humor

Best Time to Post on



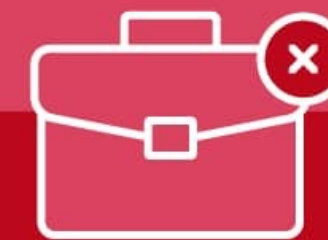
Worst Days During Work Hours

Best Days



8 - 11 PM

after work hours



Work hours tend to be less popular for Pinterest users.



Mothers tend to use Pinterest actively which may be why they tend to post later in the evening.

Let's Chat!



The New Kid on the Block: Clubhouse App

Clubhouse: Drop-in audio chat
Alpha Exploration Co.

GET

6.5K RATINGS
4.7 ★★★★★

AGE
17+ Years Old

CHART
No. 8 Social Network

Papi Stylez
@PapiStylez82
Clubhouse is like a party, university, business, concert, therapy session, spiritual group, dating app, network event all wrapped in one

Reedah
@reedahyvonne
Clubhouse is addictive

Chris, Marco, Orieta, Ben, Bianca, JaiPho

Join in

- Amanda Goetz
- Tony Lashley
- Justin Shaffer
- Drew Moxon
- Julien Smith
- Nate Bosshard
- John Fio
- Austin Green
- Sara Adler
- Mike Duboe
- Paul Davison
- Nikhil Basu Trivedi
- Pamela valdes
- Alex Adelman
- Canzhi Ye

Start a new room

Add topic or pick speakers

All rooms

- Amanda
- Tony
- Drew
- Julien

Followed by the speakers

- Nate
- Austin
- Justin
- Mike

Gottagobye!

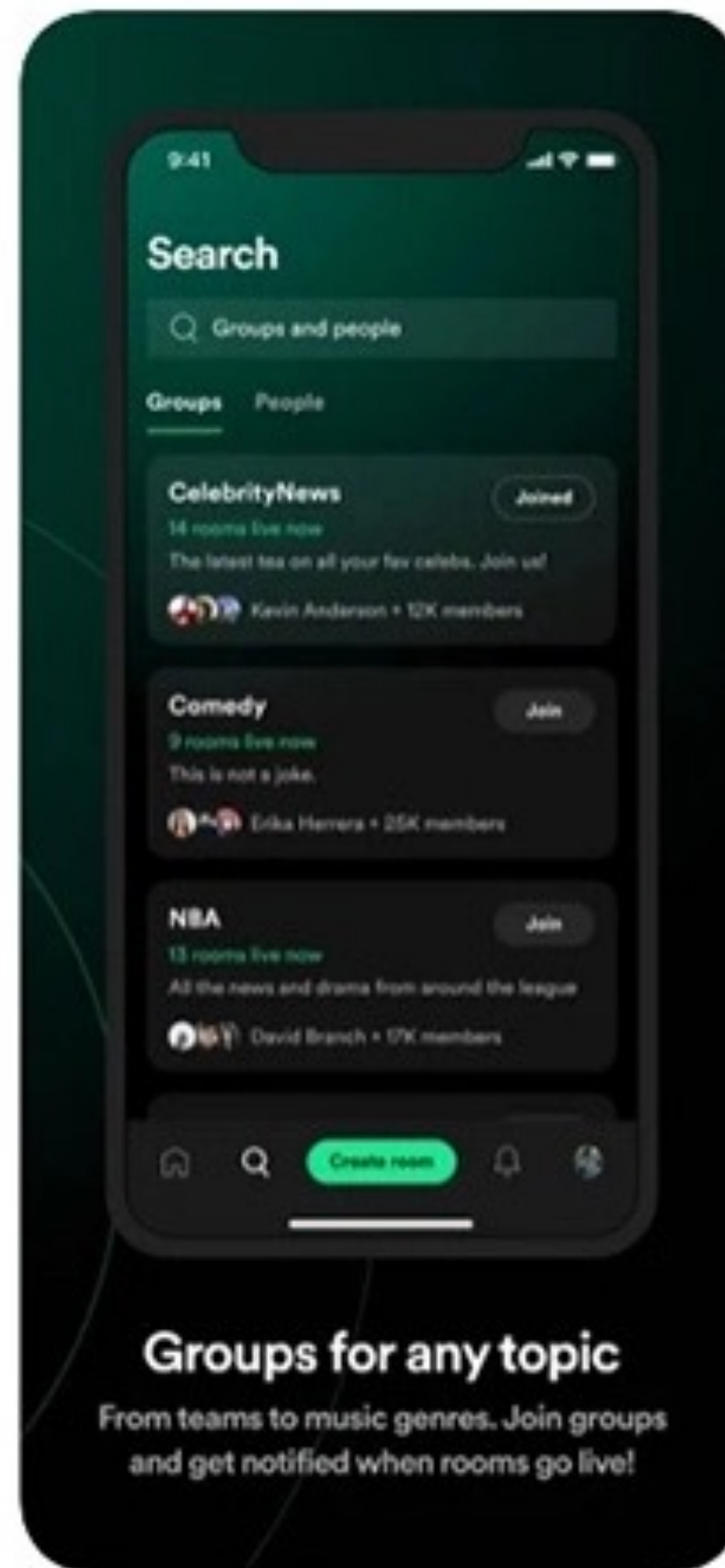
invited you to join as a speaker

Can't, but thx! Join as speaker

- Sahil
- Tyler
- Rohan
- Danielle
- Nirav
- Mason
- Jeff
- Martin
- Alexander
- Julia
- Tyler
- Julien

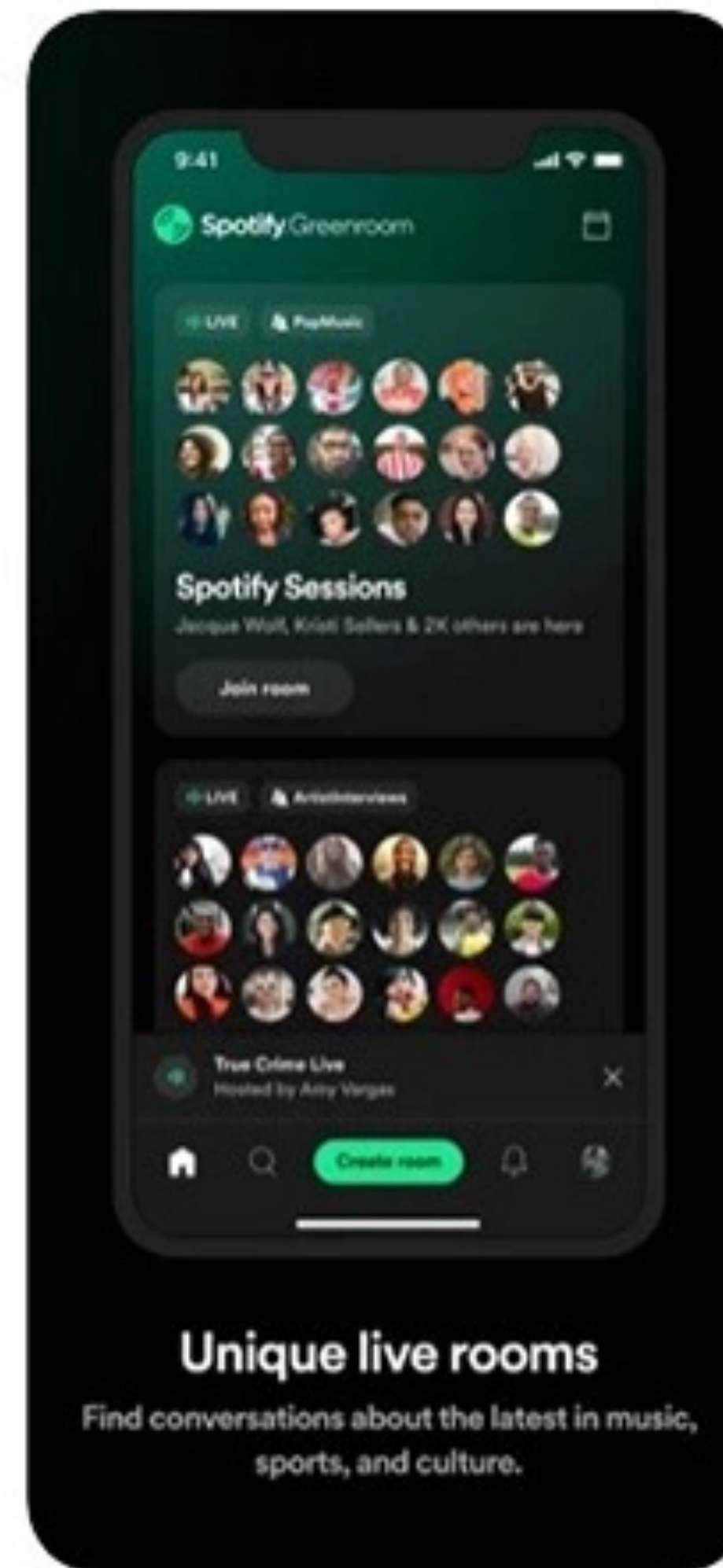
Gottagobye!

Spotify GreenRoom



Groups for any topic

From teams to music genres. Join groups and get notified when rooms go live!



Unique live rooms

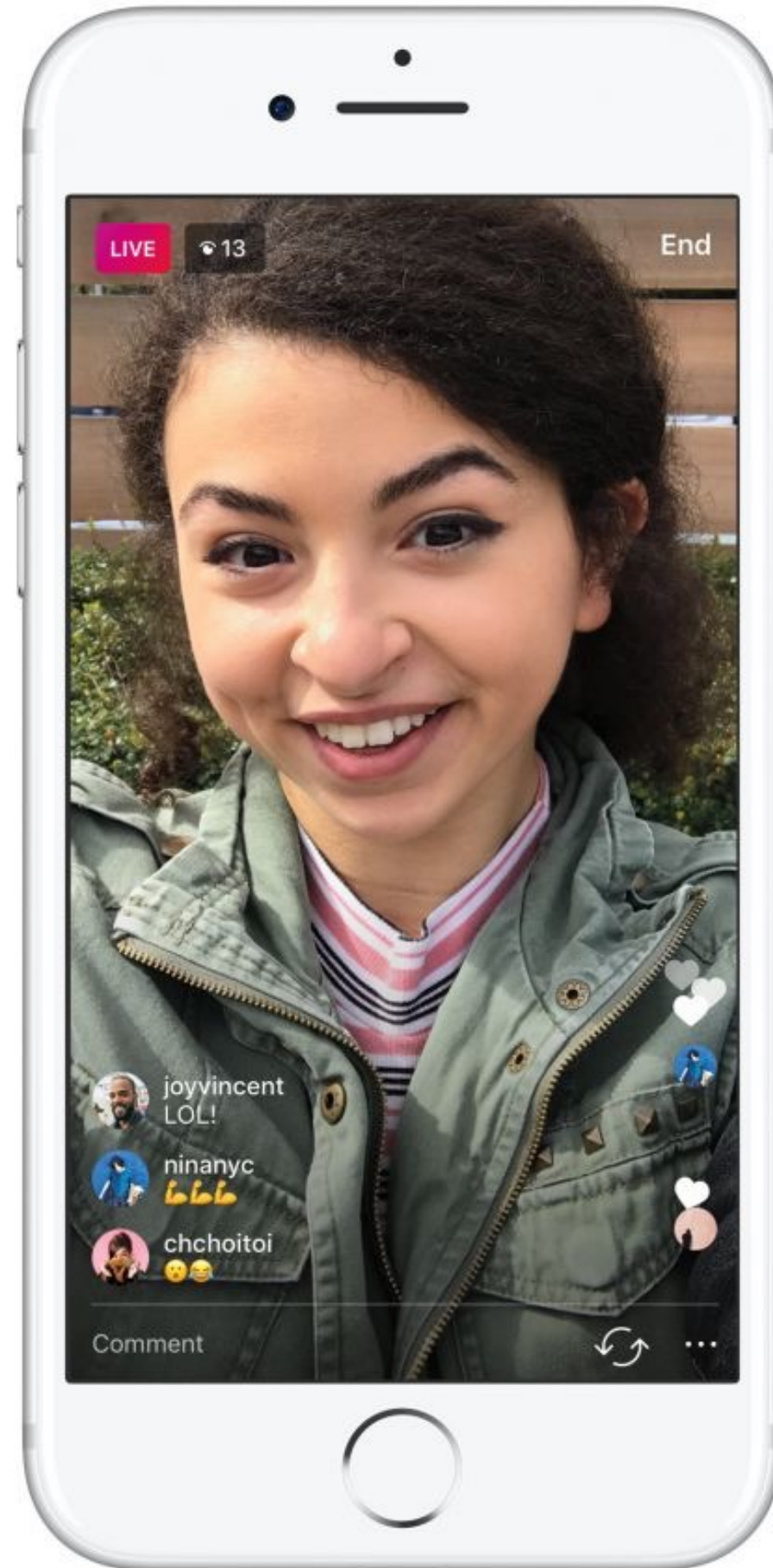
Find conversations about the latest in music, sports, and culture.



Find your people

Enter a live room to talk, listen, and connect with people who share your passions.

Why go “live” for your business?



1. Promote a Product Launch
2. Demo a product
3. Host a Q & A or interview
4. Highlight events you attend or host
5. Offer a flash sale or giveaway
6. Behind The Scenes

But....do it right!

1. Plan out the framework of your video
2. Promote it beforehand
3. Be engaging
4. High Quality Video
5. Save recordings to share later

OBERLO

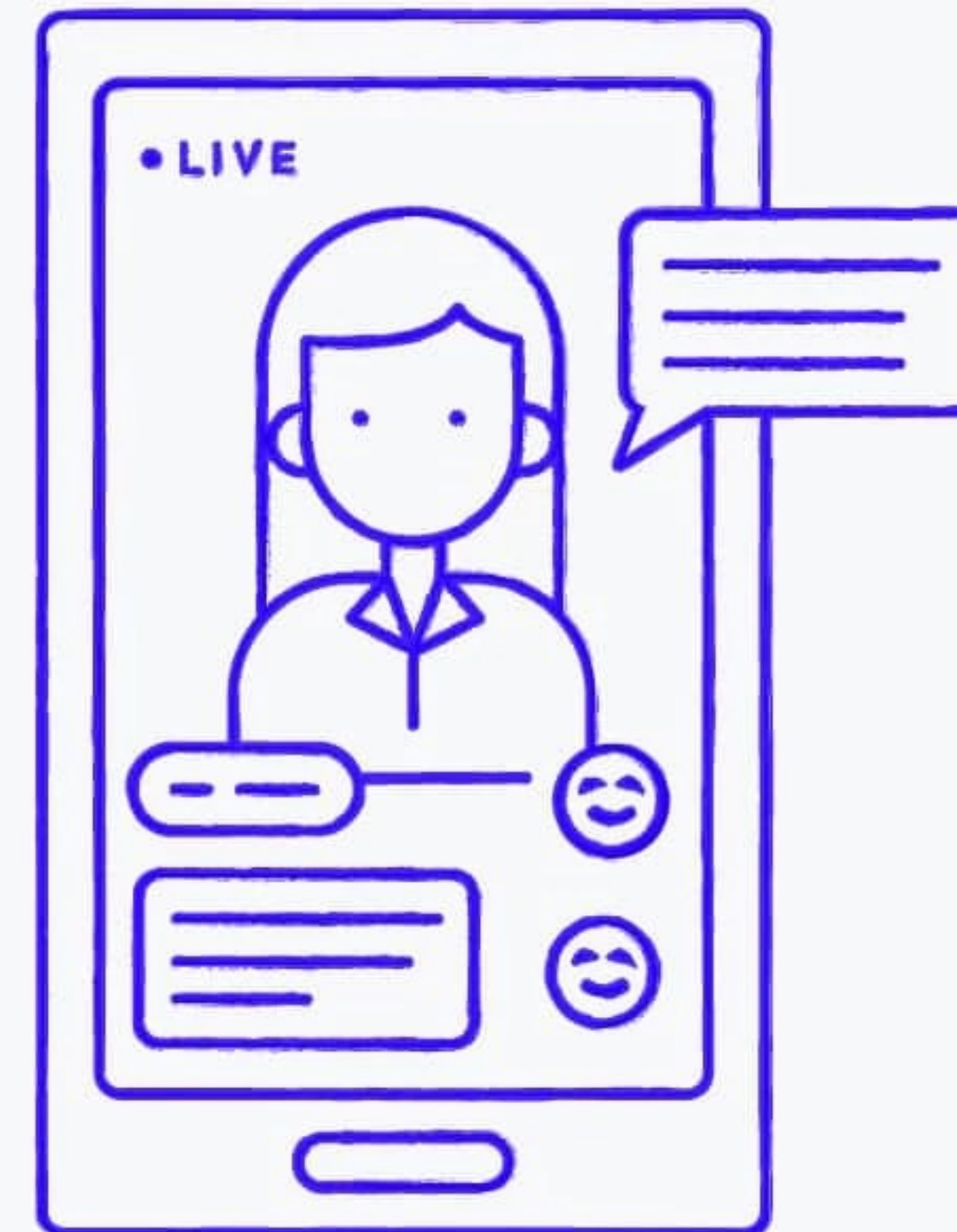
Facebook Live Back in Favor

Usage of Facebook Live
increased by

26.8%

year-over-year in Q2
2020 and will likely
continue into 2021.

(Socialbakers, 2020)



Tell Your Story With Instagram/Facebook Stories

1. Promote a Product Launch
2. Demo a product
3. Highlight events you attend or host
4. Behind The Scenes

Better organic reach than posts!

Brand Trust...authenticity

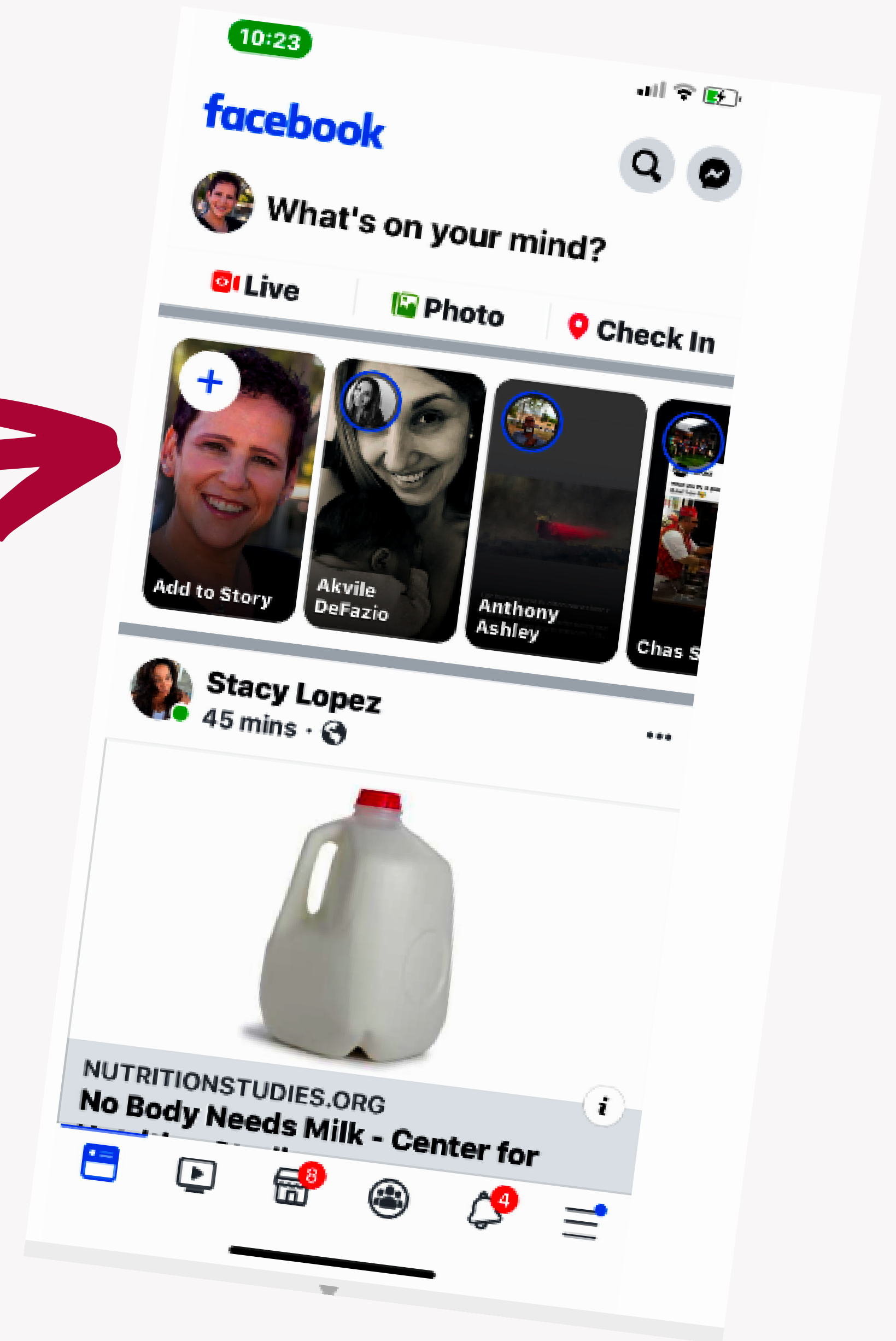
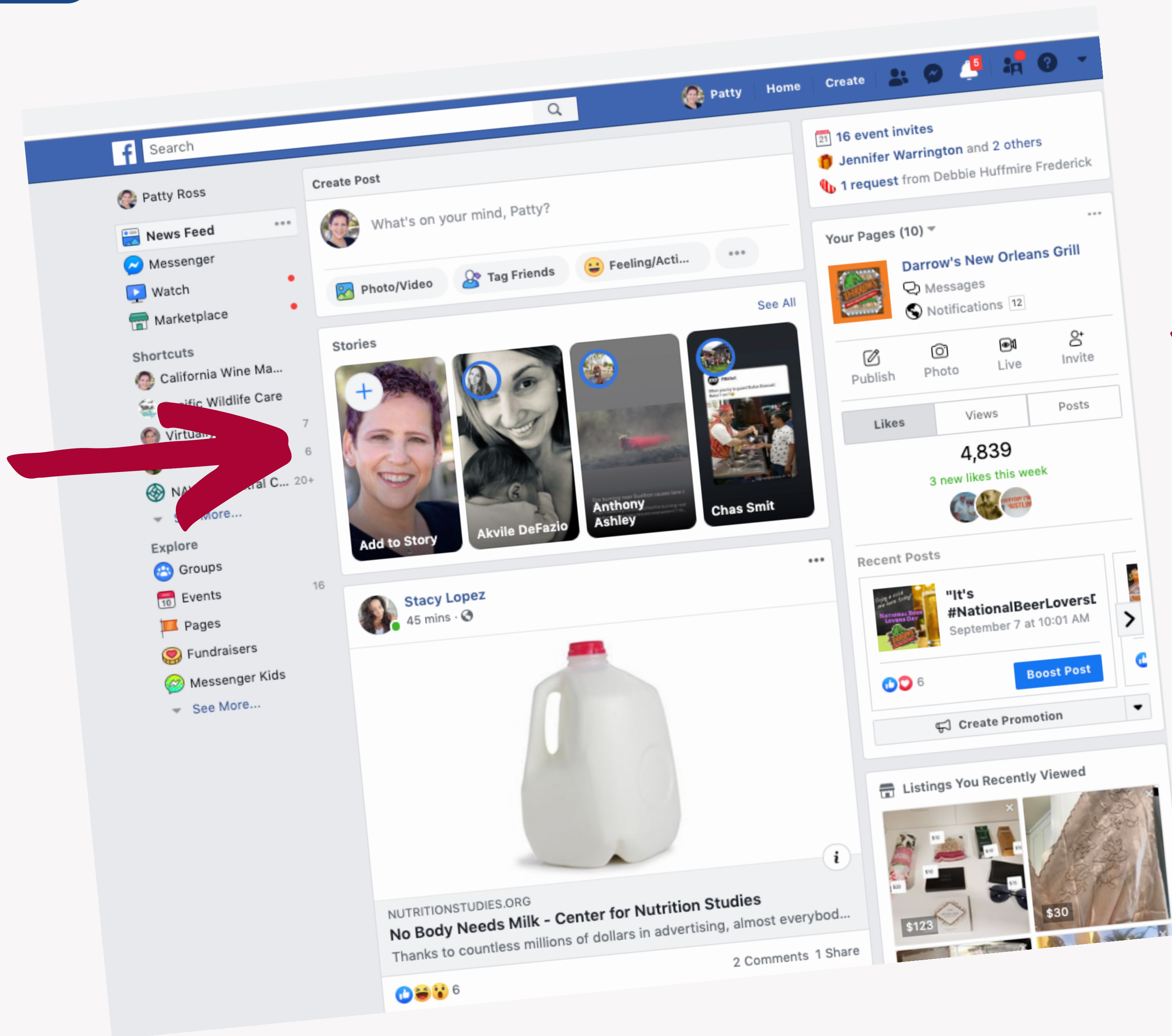
Better not always about selling product..tell your brand story!

Facebook Stories





Stories





Facebook Stories Usage



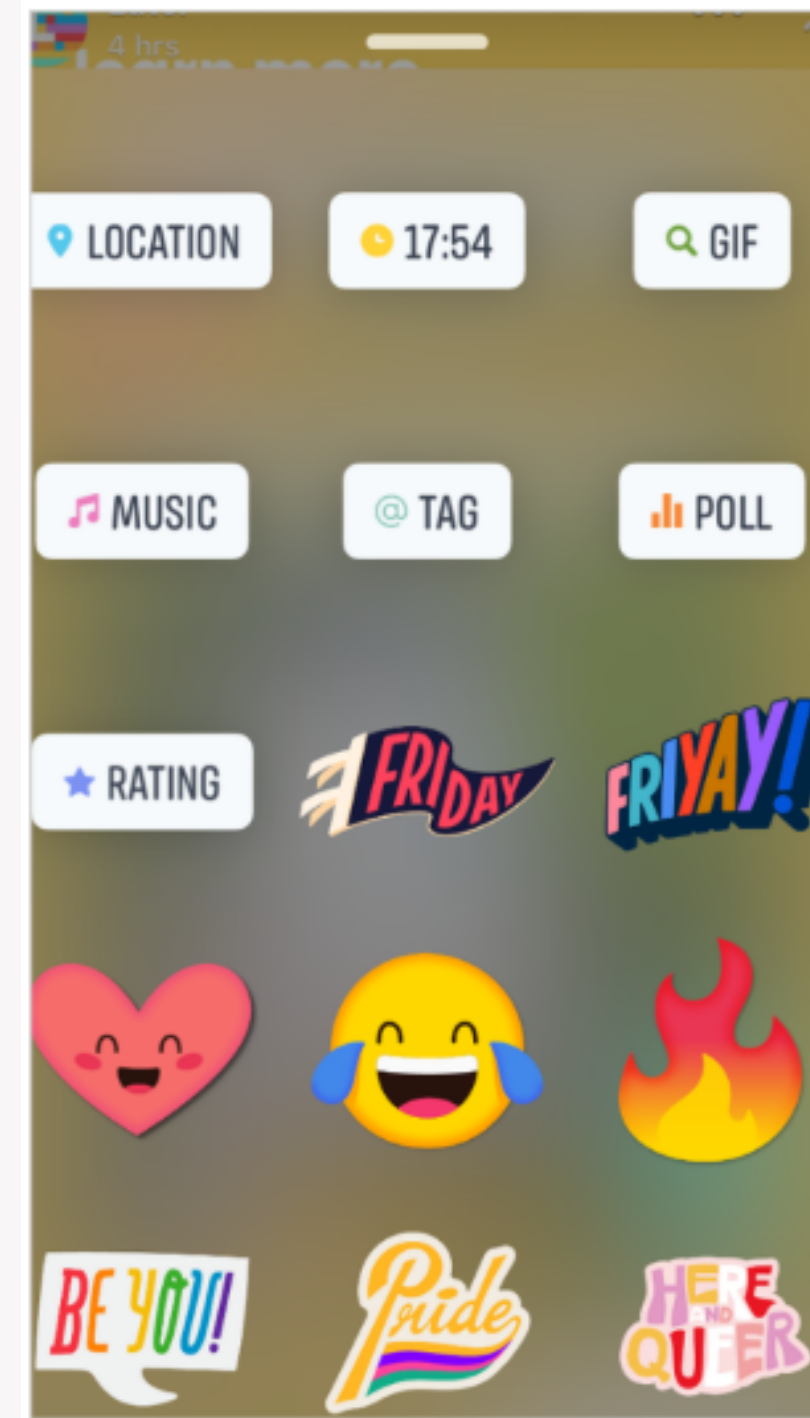
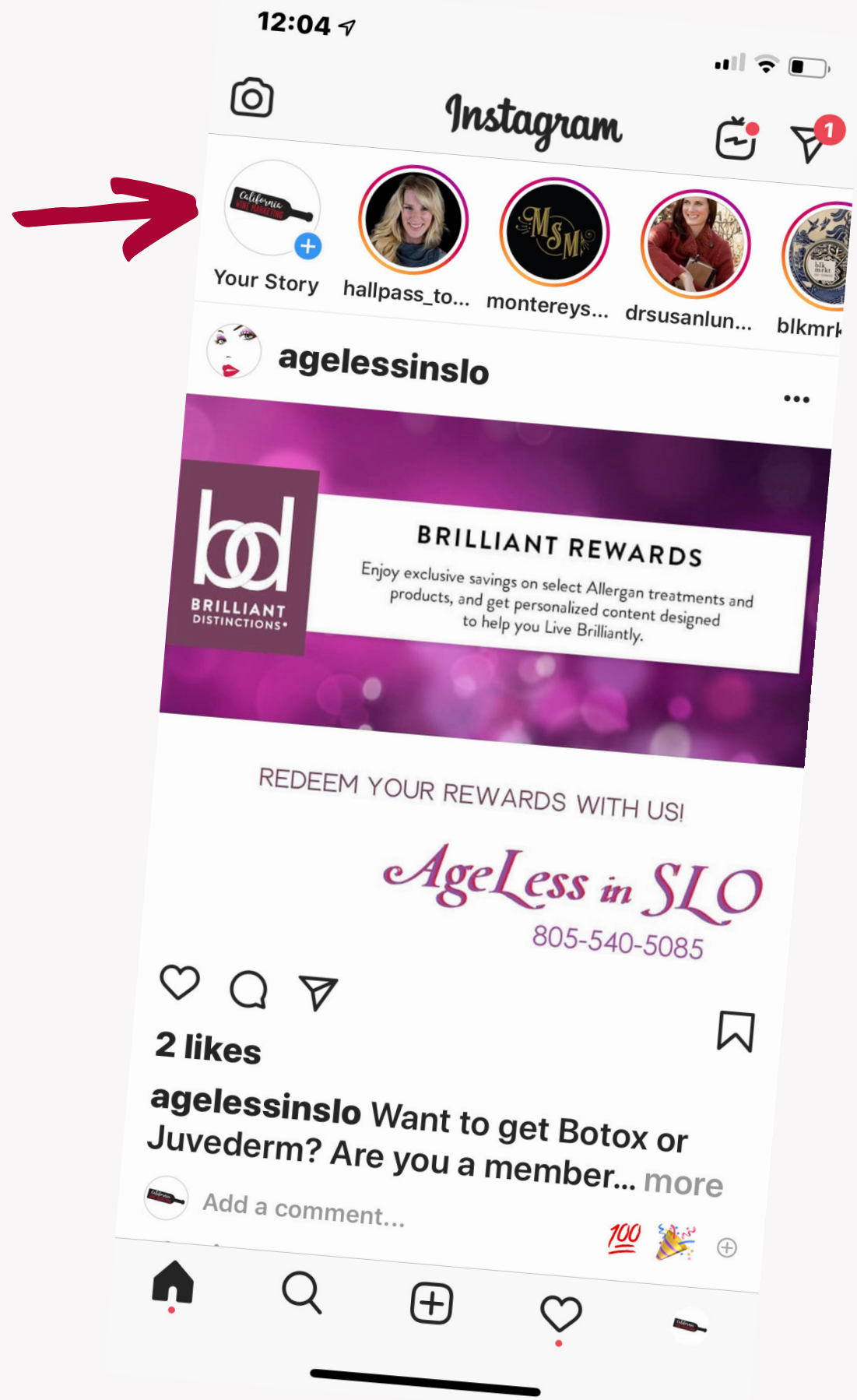
Facebook stories have now reached

500 million

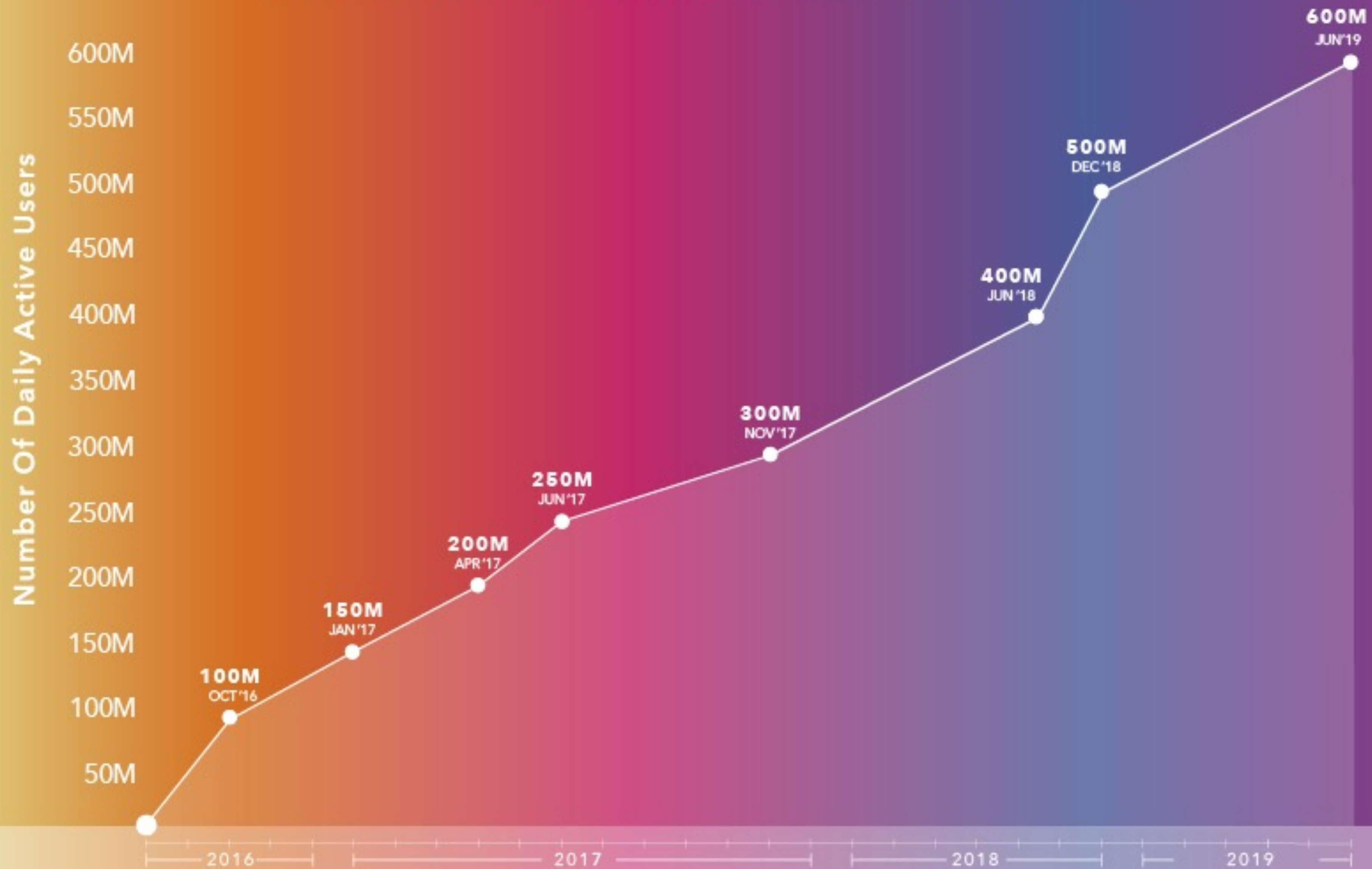
daily active users.

(Statista, 2019)

Instagram Stories



INSTAGRAM STORIES USER GROWTH



Source: Instagram

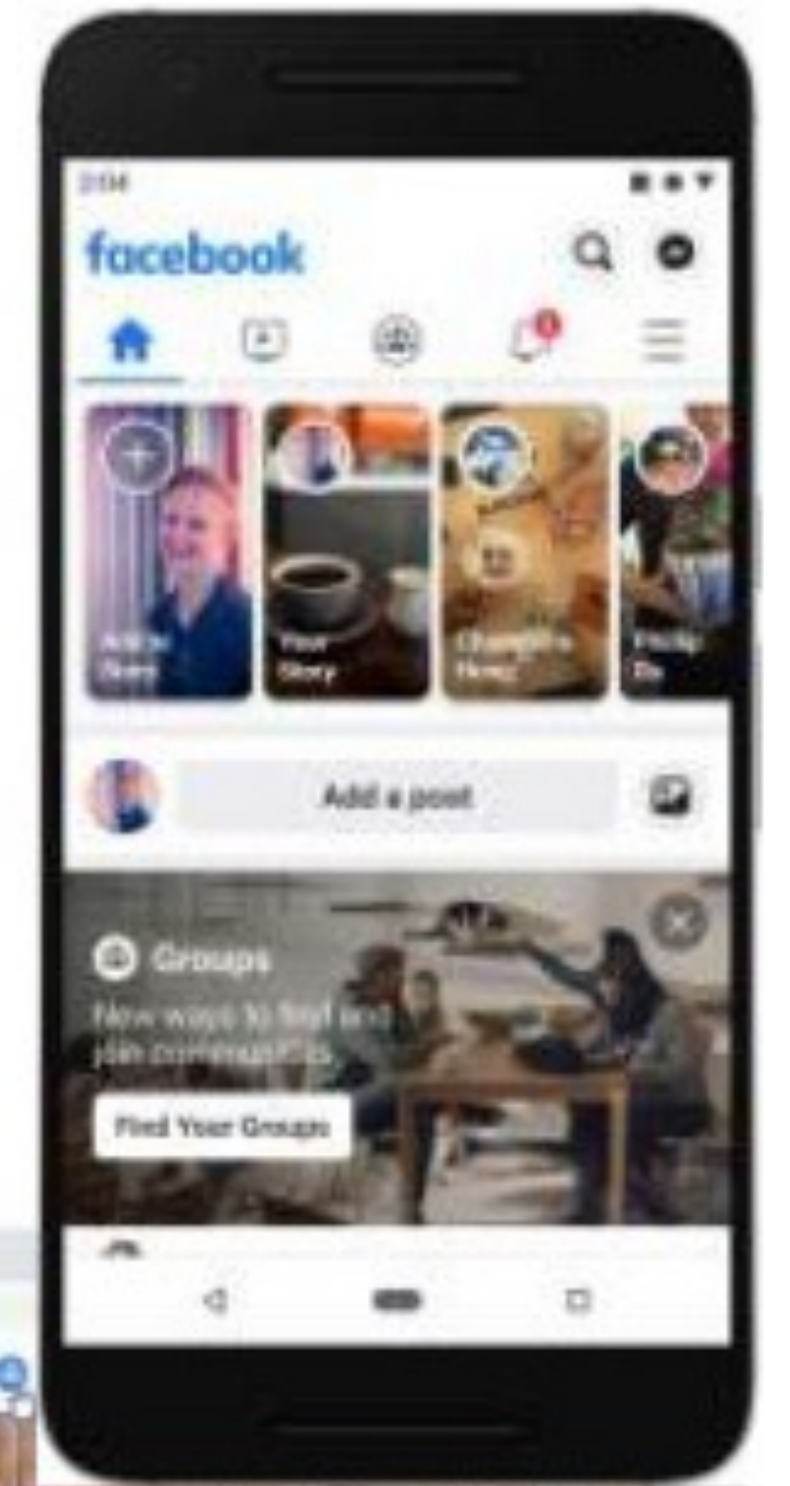
Facebook under scrutiny

- Violation of privacy
- An exodus of users on the platform
- The advent of "fake news" and those manipulating misleading content



How did Facebook respond?

- A new mission on privacy and transparency
- A major emphasis on stories and “authentic content”
- Focus on community groups as trusted sources





1.4 Billion People Use Facebook Groups In Over 10 Million Groups

Facebook Page

ErinCondren.com

erin condren
The NEW 2019-2020
LifePlanner™
STYLIZED ORGANIZER

ErinCondren.com
@erincondrendesign

Home

Donors Choose Nominat...

Posts

Photos

Videos

Events

About

pinspiration

Iconosquare

Notebook Launch Contest

Community

2018 LifePlanner™ Swe...

Create a Page

Write a post...

Photo/Video Tag Friends Check in

Posts

ErinCondren.com
2 hrs · 🌐

Erin shared her Organization Tips for Juggling Multiple Schedules over on Thrive Global! Check them out here: <http://bit.ly/2kDP3Zo>

club condren

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	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

THRIVEGLOBAL.COM

ABOUT ERINCONDREN.COM

Our Story

Personalized happy products that customize, stylize, & organize your life!

Customer Support Hours: M...

See More

Very responsive to messages

Community See All

Invite your friends to like this Page

594,083 people like this

589,395 people follow this

Carmen Alvidres and 4 other friends like this or have checked in

1. Provide Value for Customers. Create a group to reward your customers & make them feel special -- for example, a group exclusively for people who have purchased your product. People love the "Velvet Rope" treatment.

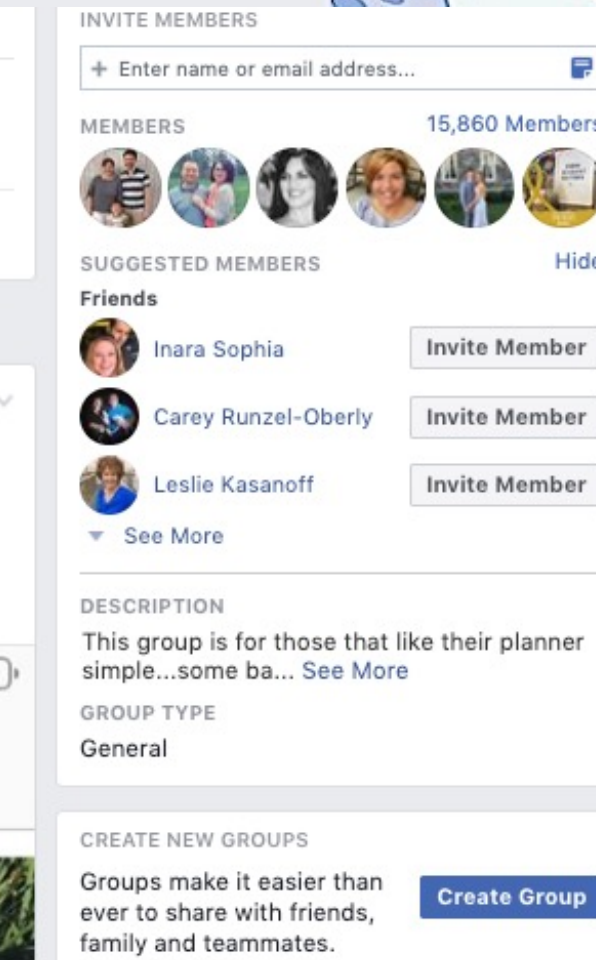
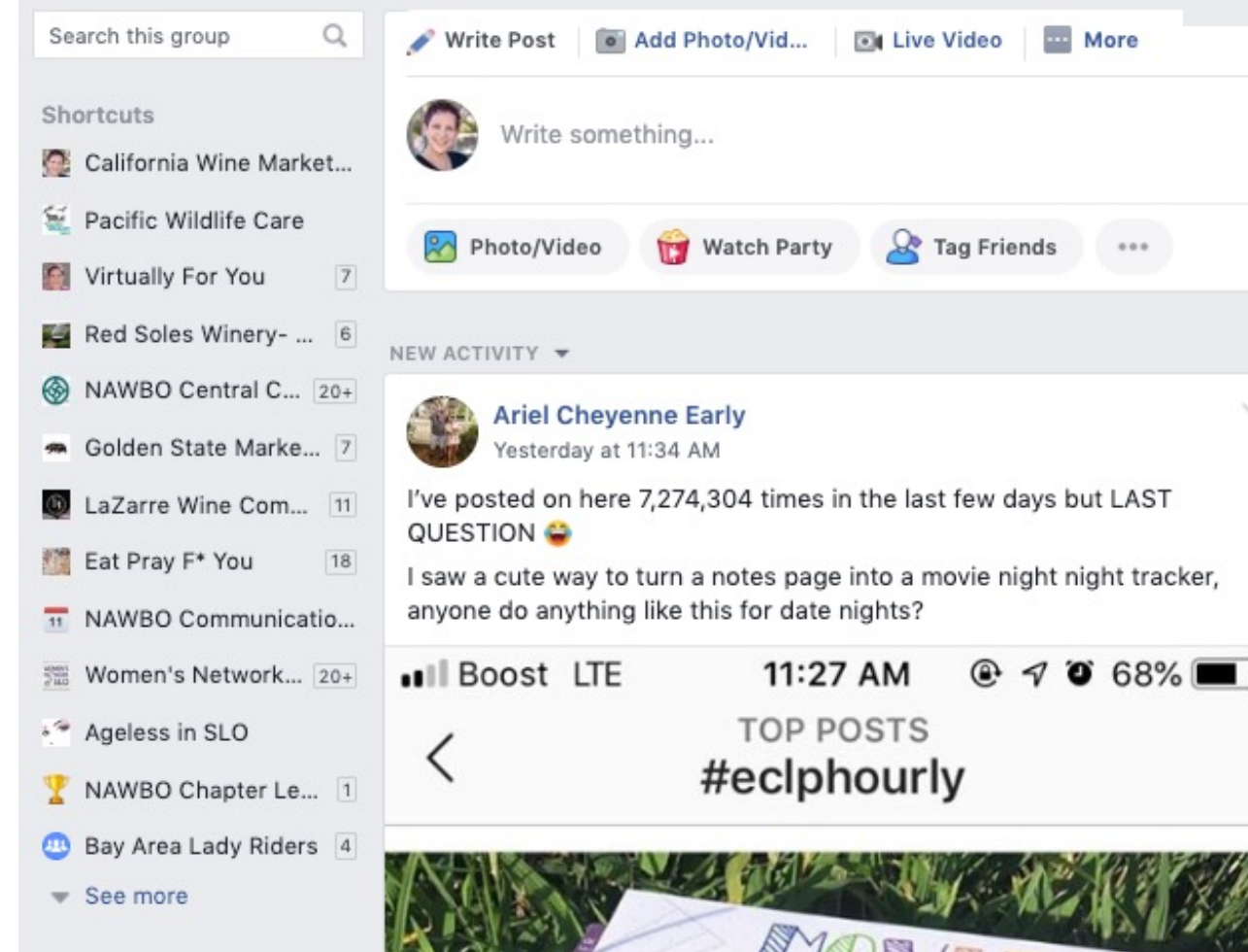
2. Learning and engagement tool

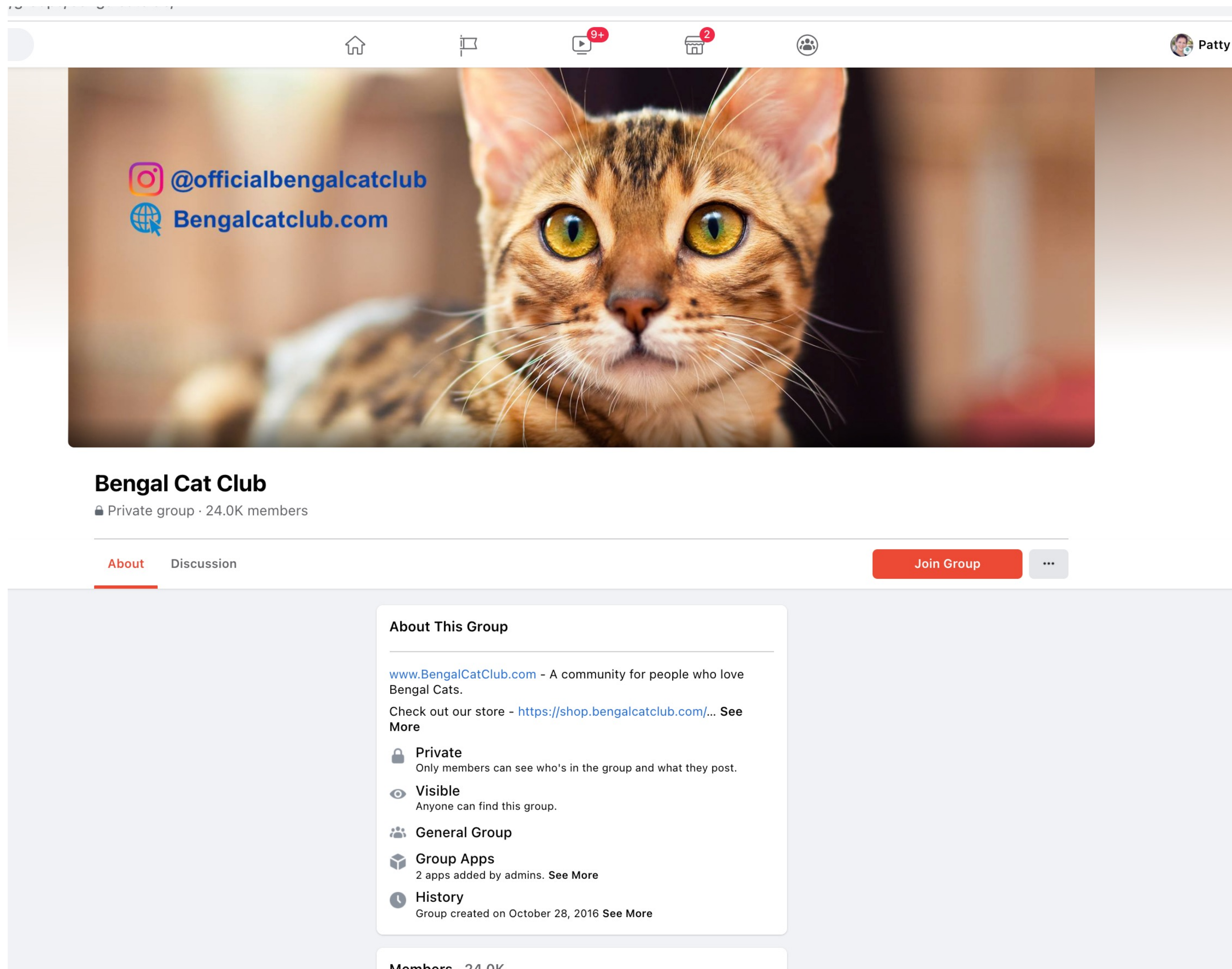
3. Watch Party

4. Customer Support Community

5. Feedback forum

Groups





Be Strategic
About Naming
Group!

What would
someone
search for?

Influencer Marketing



BENEFITS OF INFLUENCER MARKETING





kimkardashian

FOLLOW

632k likes

19w

kimkardashian This Tuesday I'll be in Nashville to celebrate the launch of @hypeenergyusa! Come hang with me @ 3pm on Broadway! See you there! @hypeenergydrinks #HypeMeUp #iHYPEhere

[view all 9,621 comments](#)

alexlazoz15 What's your Kik

tatiruizp @danicano123 maquillashhhh

dawson_dailey Put that can between ur boobs

shenay.xo 🤔🤔🤔

alivecars @pooriya_smi

__im_dead_wanna_hook_up__ Fuj
vyzeras ako plesata

belema Nice look with those rose 🌹 out.

adar_malka2 @adelbespalov

lyle.lucas @nicolefridman 🍑🍑🍑🍑





Influencer Marketing 101

What better way to attract new followers and customers than through an industry influencer?

What consumers are saying about influencers...

20%



of women will consider purchasing products supported by influencers.



68%

of consumers trust online opinions from other consumers.



30%

of consumers under 32 spend time on social media digesting peer written content.

47%

of US readers consult blogs to find new trends and ideas.



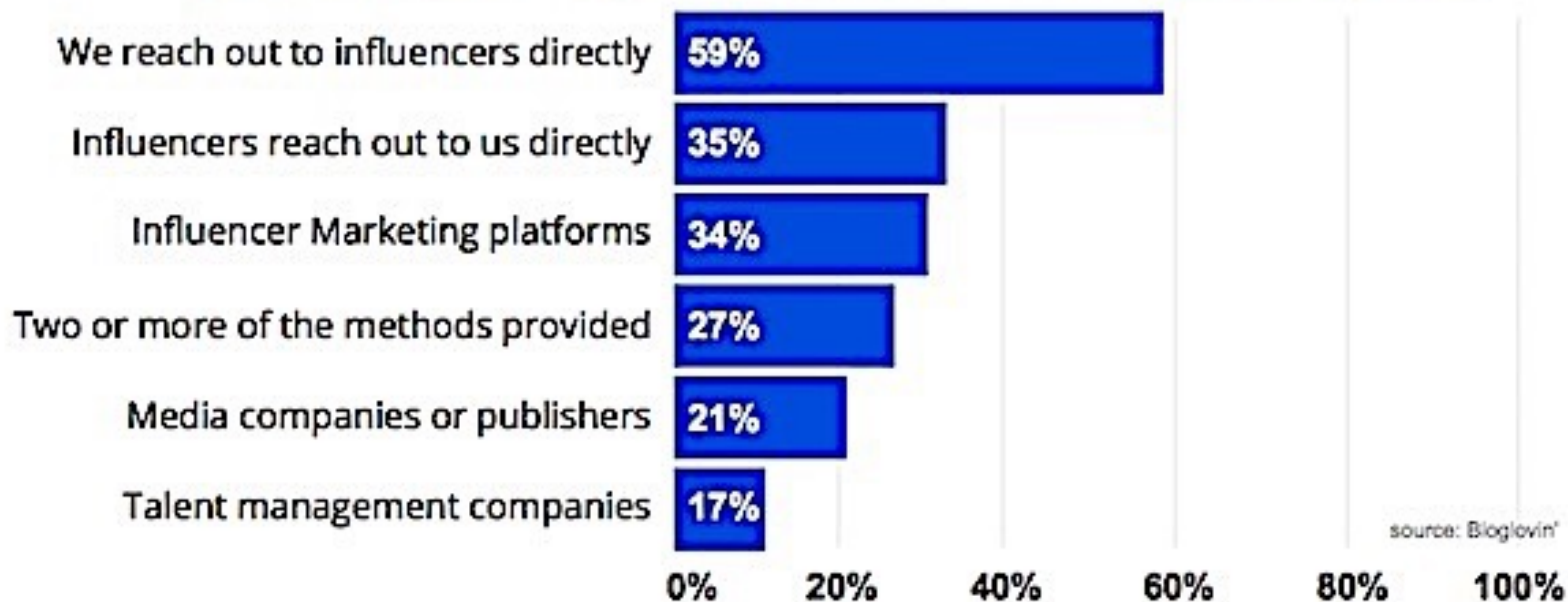
Conversions can increase **3-10x** when brands share content through influencers in their industry.



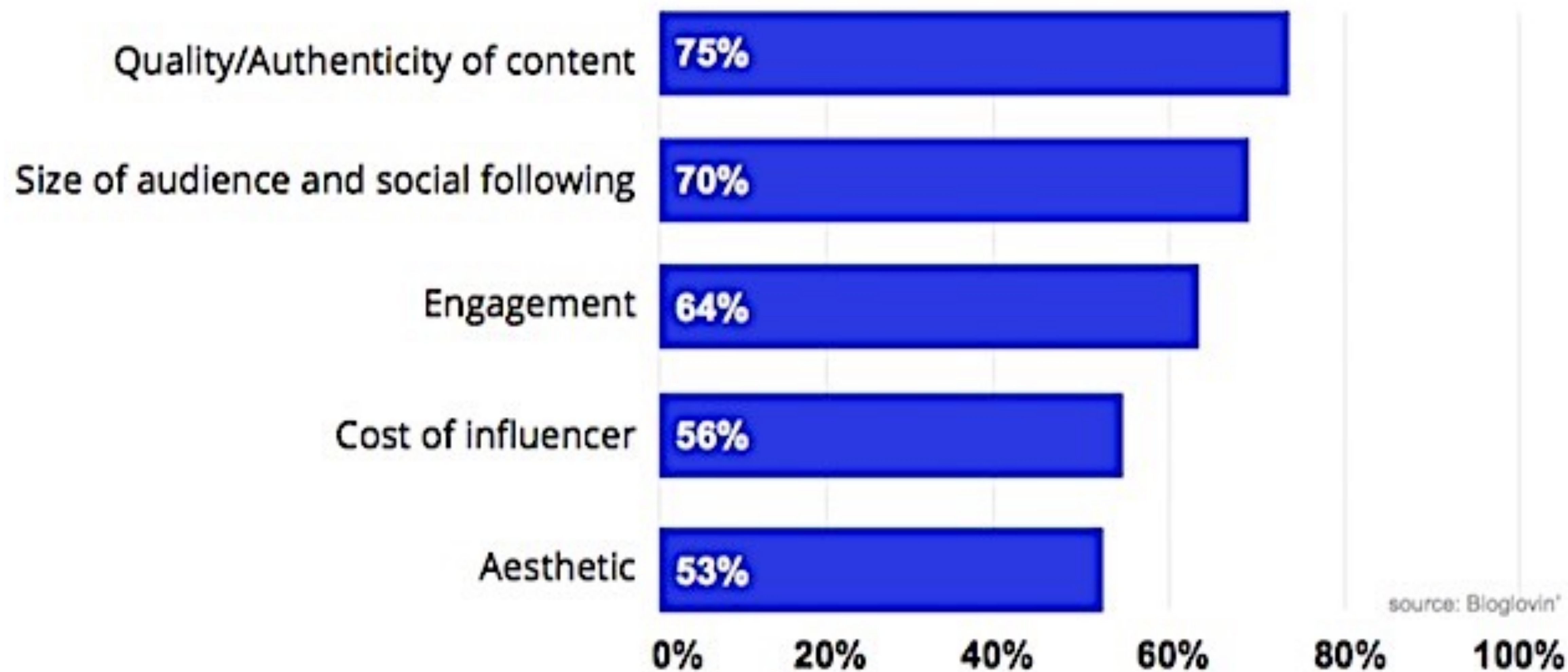
Levels of Influencers

- A) micro-influencers (1k-100k followers) these influencers are known to have a good mix of reach/engagement and are excellent content creators.
- B) macro-influencers (100k+) these influencers have more reach than micro-influencers, but often less engagement
- C) celebrity-influencers (1m+) this is a very popular option amongst brands (with deeper pockets), that want to aim for broad awareness.

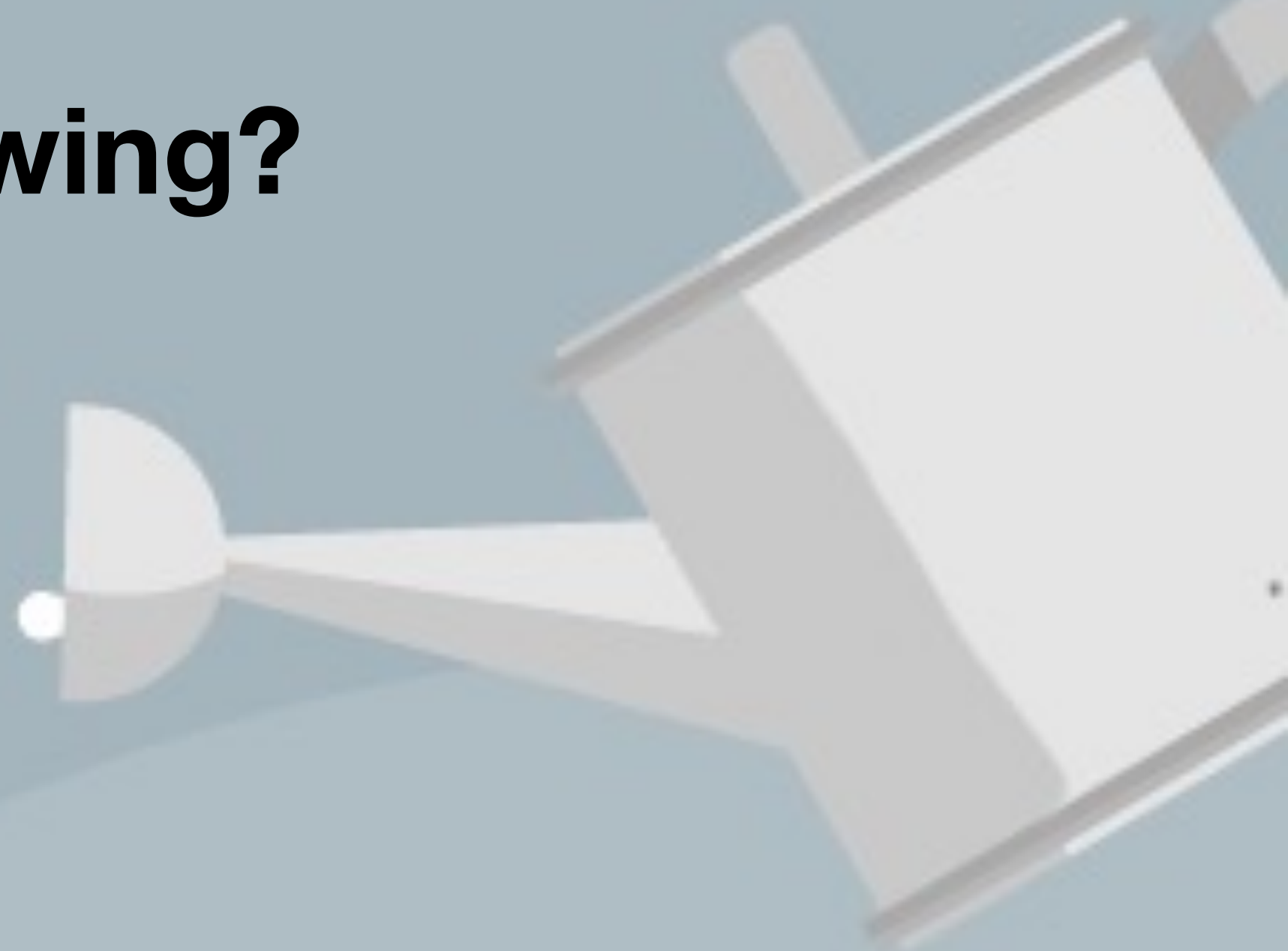
How Marketers Typically Find Influencers for Campaigns



What Marketers Look for in Influencers



So How Do I Grow My Social Media Following?



So How Do I Grow My Social Media Following?

- **Be Regular and Consistent**
- **Speak to Your Market**
- **Have a clear brand “voice” and brand identity**
- **Match the Message and Format to the Proper Network**
- **Include Social Media Follow Buttons Everywhere Possible (check links!)**
- **Follow Influencers and Share Their Content**
- **Remind Your Email Subscribers About Your Social Accounts**
- **Respond to Your Followers**
- **Use Hashtags Where Appropriate**
- **Make It Easy for Others to Share Your Content**
- **Use Your Stats to Identify Popular Posts and Topics**

Engagement Baiting: Don't Do This!

Down River
19 mins · 🌐

I have over 500 friends and I assume less than 5% are seeing my posts. Can you please put a 🙄 or a ❤️ or even a thumbs up in this post. Anything will work, just please COMMENT and NOT like. "Liking" alone will not affect Facebook's algorithm but commenting will! Thank you! 💜
💚💜#comment



👍 Like 💬 Comment ➦ Share 🙄

Comment Baiting

Down River
1 hr · 🌐

💕 Tag-A-Friend-Tuesday!! 💕
Tag 10 friends who would like my page! 💕
If they all like my page..I'll enter you in for 5 FREE pieces of Jewelry! 😊
Keep this going! The more you Tag they more chances to WIN!!! 🎉



👍 Like 💬 Comment ➦ Share 🙄

Tag Baiting

Engagement Baiting: Don't Do This!

 **Down River**
54 mins · 🌐

Yep! LIKE if you agree!

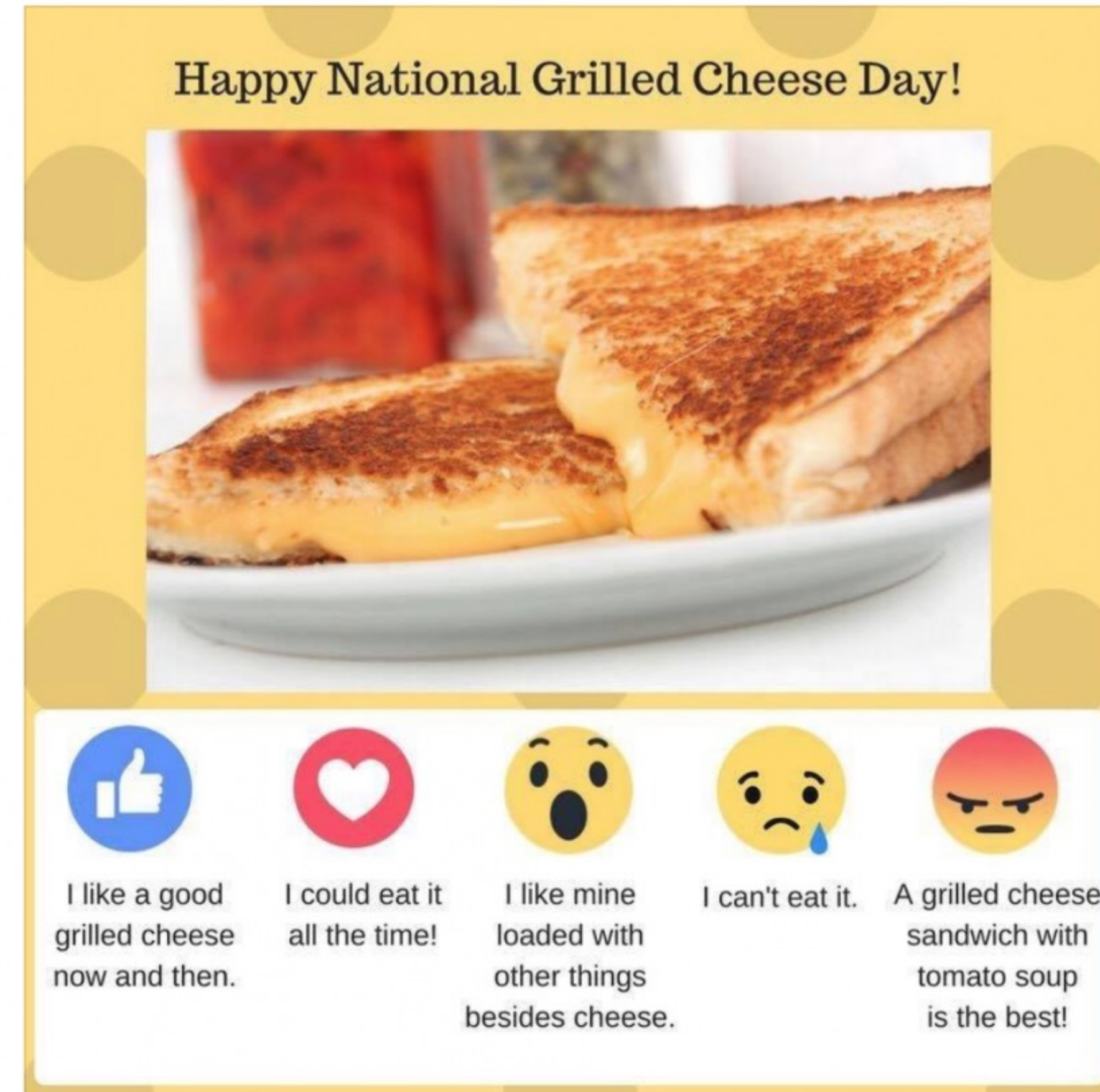


 Like  Comment  Share  ▾

Like Baiting

 **Down River**
56 mins · 🌐

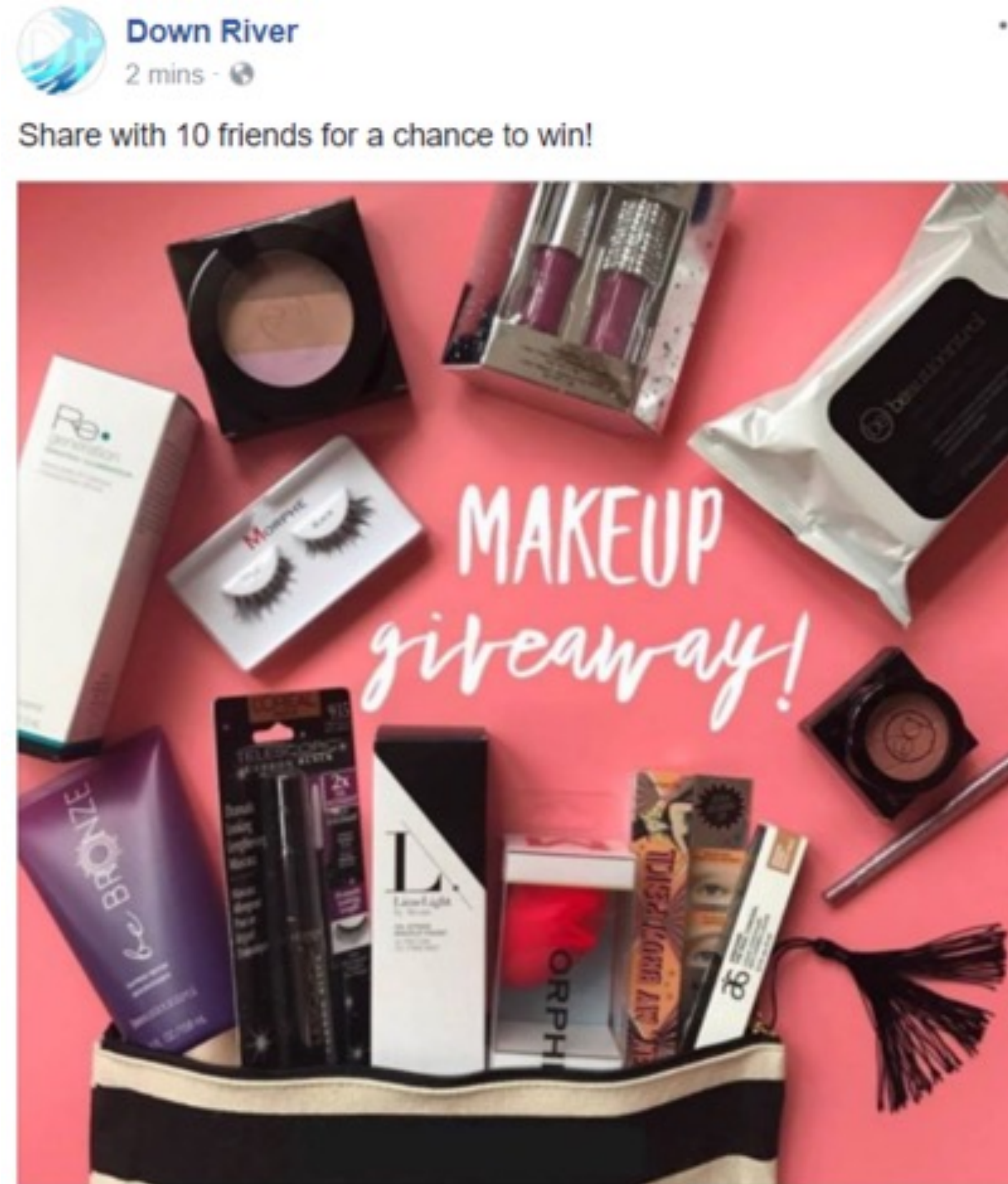
Happy #NationalGrilledCheeseDay!! How do you feel about grilled cheese?



 Like  Comment  Share  ▾

Vote Baiting

Engagement Baiting: Don't Do This!



Share Baiting

Contest Like Gating: No longer allowed

ENTER TO WIN
\$500
Gift CERTIFICATE
good for any items on our website.

LIKE US

Just **LIKE US** and type the words **"I WANT TO WIN!"**
on our wall and you will automatically be entered to Win.
We will announce the winner on **Valentines Day**.

| MUST BE 18 YEARS OLD TO ENTER | NEW CUSTOMERS ONLY |
CANT BE REDEEMED FOR CASH || STANDARD PRODUCTION TIME APPLIES
(3 - 4 WEEKS) | SHIPPING NOT INCLUDED |

Regina B.
NEW YORK

DON'T FORGET GOOGLE MY BUSINESS

Consumers may find what they need before ever clicking to your site!

www.darrowsneworleansgrill.com ▾

[Darrow's New Orleans Grill - Creole Restaurant in Carson, CA](#)

Darrow's New Orleans Grill in Carson, CA. **Darrow's New Orleans Grill** brings classic cajun cuisine & other New Orleans dishes to the Carson community.

[Menu](#) · [Secret Menu](#) · [About Us](#) · [Contact](#)

You've visited this page 2 times. Last visit: 7/21/19

www.darrowsneworleansgrill.com ▾

[Menu - Darrow's New Orleans Grill - Creole Restaurant in ...](#)

Side Choices: Red Beans & Rice, Jumbalaya, Bean Balaya, Collard Greens, Cajun Fries or Tater Salad. ... Grilled hand crafted with fresh turkey or chicken thigh meat, seasoned with cajun and creole spices. ... What do you call catfish, shrimp on a layer of Creole potato salad...

www.yelp.com

[Darrow's New Orleans Grill - Order Food Online - 839 Photos ...](#)

★★★★★ Rating: 4.5 - 879 reviews - Price range: \$11-30

\$\$\$ · Cajun/Creole Bars Breakfast & Brunch. ... Bayou Classic Po'boy, File Gumbo, File Gumbo Ya Ya, Turkey Sausage Po'boy, Surf and Turf Po'boy, Grilled Catfish Salad, Soft Shell Crab Po'boy, Chicken Sausage Po'boy. ... "I had the file gumbo without the ya ya... it was seasoned well ...

la.eater.com ▾

[How Uncle Darrow's Is Fighting Back After Losing Its ...](#)

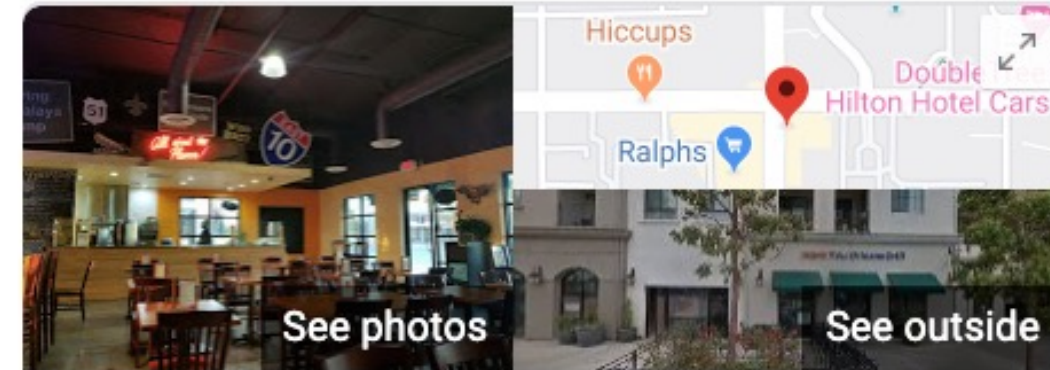
Aug 4, 2016 - Uncle Darrow's became **Darrow's New Orleans Grill**, a pared-down version of the Marina classic with a dinner and lunch menu that mostly ...

www.facebook.com ▾

[Darrow's New Orleans Grill - Home - Carson, California ...](#)

★★★★★ Rating: 4.7 - 389 votes

Darrow's New Orleans Grill - 21720 Avalon Blvd, Ste 102B, Carson,



Darrow's New Orleans Grill

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 592 Google reviews

\$\$ · Cajun restaurant

[RESERVE A TABLE](#)

This casual eatery features Southern-style cooking with Cajun & Creole flavors in a homey space.

Ad · Get \$12 Off Your 1st Order

Darrow's New Orleans Grill - Carson -

GRUBHUB

[Order Now](#) · grubhub.com

Located in: [Waste Management](#)

Address: 21720 S Avalon Blvd #102, Carson, CA 90745

Hours: **Closed** · Opens 11AM ▾

Menu: [places.singleplatform.com](#)

Reservations: [allsetnow.com](#)

Order: [postmates.com](#), [doordash.com](#), [grubhub.com](#), [seamless.com](#)

Phone: (424) 570-0531

[Suggest an edit](#) · [Own this business?](#)

[Your edit is being reviewed.](#)

Questions & answers

[Ask a question](#)

Q: Do you serve drinks

A: Yes they serve great drinks... NOLA style. They are as close to being in New Orleans as you will get

(9 more answers)

[See all questions \(8\)](#)

Reviews from the web

[Facebook](#)

4.7/5

389 votes

[Grubhub](#)

4/5

35 votes

[Restaurantji](#)

4.3/5

106 votes

Popular times

[Wednesdays](#) ▾

[Click hours to see usual wait times](#)



Plan your visit

No wait

[Send to your phone](#)

[Send](#)

Reviews

[Write a review](#)

[Add a photo](#)



"The **service**, food, **atmosphere** and the Daiquiri....very friendly **staff**."



"It was delicious I had red **beans** and **rice**, **cat fish**, oysters, **shrimp**."



"I wish they had more **fish varieties**....I dont eat **catfish** 😊"

[View all Google reviews](#)

Profiles

Profiles



Facebo...



Twitter



Instagr...

People also search for

[View 15+ more](#)



Sal's Gumbo Shack
Cajun



Orleans & York
Cajun



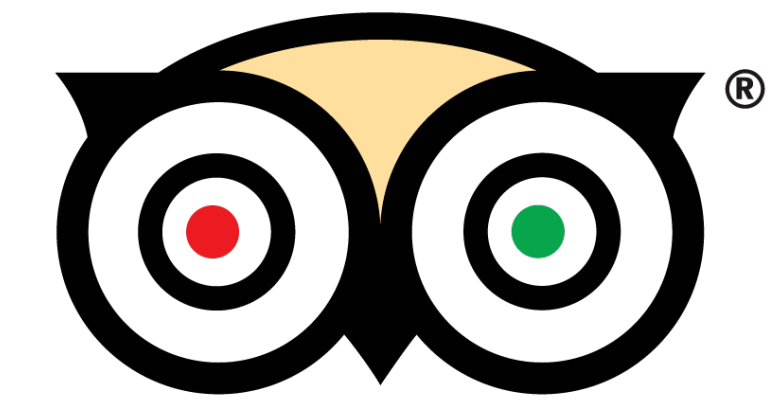
Casa Mayoral Restau...
Mexican



3Stakxs Kitchen
Cajun



facebook

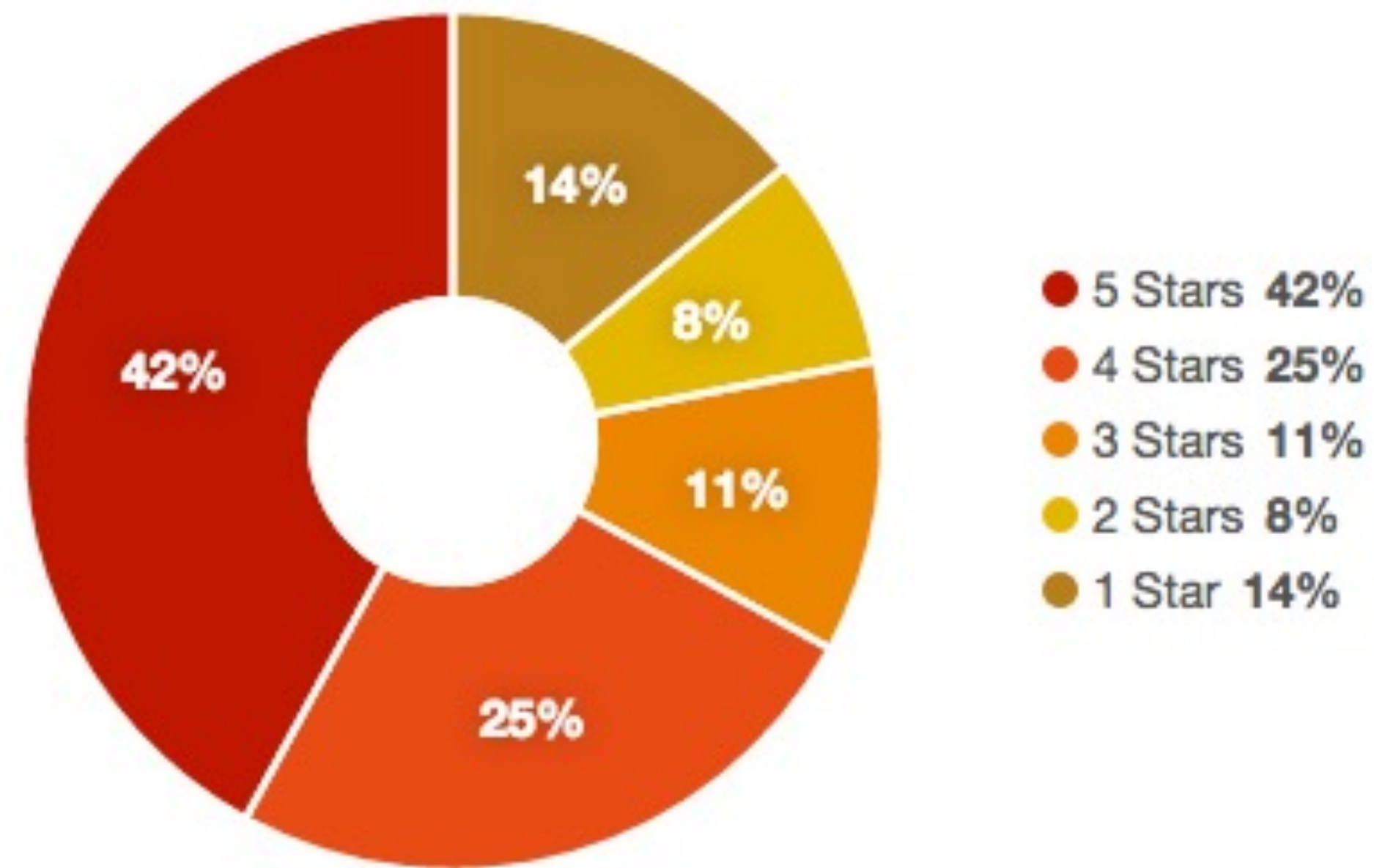


tripadvisor

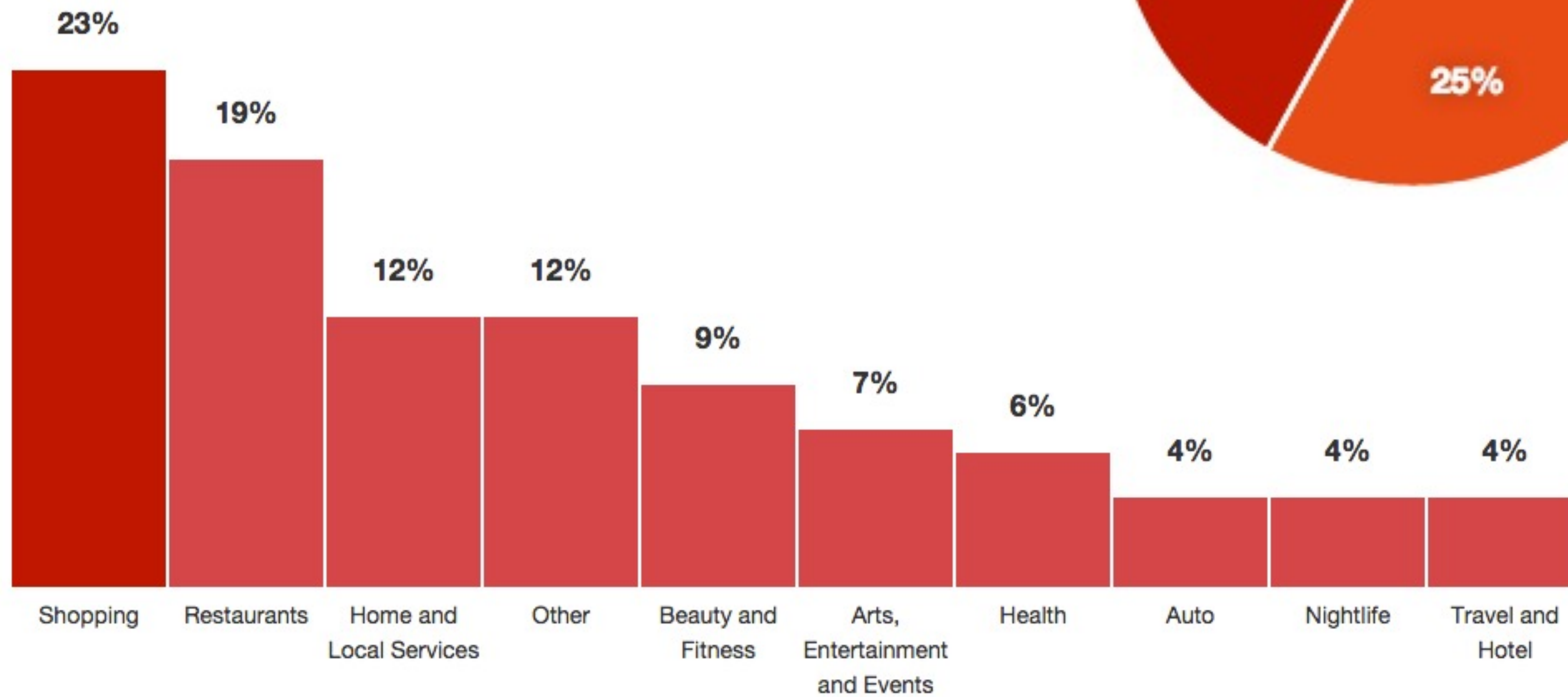
DON'T IGNORE YOUR FEEDBACK!



Rating Distribution



Reviewed Businesses by Category



**IF CUSTOMERS DON'T LIKE YOU, THEY MAY NOT LIKE
YOUR PRODUCT!!**

**CUSTOMERS MAY NOT REALLY LIKE YOUR PRODUCT,
BUT IF THEY LIKE YOU, THEY MAY STILL BUY!**

★★★★★ 7/22/2019

📷 1 photo

"Welcome to the family."

Not only were we get greeted once, we were greeted three times by equally friendly and welcoming people. You feel as if a great big hug is being wrapped around you as you walk into Darrow's New Orleans Grill. Darrow, a native of New Orleans, will tell you all you need to know about the history of each menu item and, for instance, why it's called "Lagniappe". He is full of knowledge and ready to welcome you into this delicious food community that he's created and named after him.

The food:

I don't know why more places don't welcome you with samples of some popular dishes, but Darrow's definitely does. We sampled the gumbo, jambalaya, & red beans and rice. We were thrilled with all of it and have never been blessed enough to have had such delicious gumbo touch our tongues. We felt fully immersed in the New Orleans culture and wanted more. We ordered the gumbo yaya and the Po' Boy New Orleans Classic. The food arrived just after our INCREDIBLY DELICIOUS mixed Hurricane and Daiquiri. Wow. The gumbo was as savory and perfectly spiced as we had expected. It had large chunks of meat and crab. The po' boy had fried clam and shrimp, which were coated in corn meal, so the crunch was out of this world.

The service: You. Can't. Top. It. It's second to none and Darrow himself will show you why.

★★★★☆ 12/28/2019

I'm really stingy with 5-star ratings. Everything would have to be PERFECT in order for me to give it out. I often write about grade inflation here on Yelp!. But I often wish I could give a half star, and I would give this place 4.5.

I stopped in here for a work lunch last week after passing by numerous times. Both my friend and I had a shrimp po' boy sandwich and it was freaking delicious. I can honestly say I have not had a shrimp po' boy anywhere close to as good as this one was, except in New Orleans itself. The roll they served it on was incredibly good too.

The service here was helpful and homey. It felt like a family place and they cared what I thought about their food and service. It's a cozy little place.

I would definitely like to try some other things here, and would love it if they had crayfish etouffee which is one of my favorite southern dishes, but I didn't see that on the menu board.

Good job folks, and I look forward to visiting you again.



★★★★★ 1/6/2020

📷 1 photo 📍 1 check-in

This place makes you feel like family. As soon as I came in I was greeted with a warm "Hello Family" and a handshake by Norwood. I was craving some Southern food this afternoon and I was not disappointed. I would recommend grabbing a cold dark beer, the surf n turf poboy sandwich (don't forget the red hot sauce) and you are set. I will definitely bring the family in to this restaurant next time we are in the area..

Darrow's family... the restaurant was very clean. The tables and bar was emasculate clean.. considering you guys just had a large rush of customers. KEEP UP the GREAT work..



I've learned that people will forget what **you** said, people will forget what **you** did, but people will never forget how **you** made them feel. *Maya Angelou*



Darrow's New Orleans Grill Claimed

★★★★☆ 902 reviews [Details](#)

\$\$ · [Cajun/Creole](#), [Bars](#), [Breakfast & Brunch](#) [Edit](#)

- [Write a Review](#)
- [Add Photo](#)
- [Share](#)
- [Save](#)

Darrow's New Orleans Grill

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 619 Google reviews

\$\$ · Cajun restaurant



Darrow's New Orleans Grill

21720 S Avalon Blvd #102, Carson, CA

[Write a review](#)

4.6 ★★★★★ 619 reviews

Sort by: Most relevant

- All
- po boy 59
- catfish 26
- red beans and rice 23
- home 13
- +6



Fabian Bolanos
Local Guide · 85 reviews · 326 photos

★★★★★ a week ago

Delicious. The service is superb. Its one big family. Their cooking is just a bliss. Great vibes, great guests. We need more places like this. And great prices

[Like](#)



steve baylie
Local Guide · 167 reviews · 517 photos

★★★★★ 3 weeks ago

Authentic Cajun food formerly in Marina del Rey now in Carson family-owned business. Healthy alternative to non-healthy Cajun. Make sure to try the Po Boys

California S.

Huntington Beach, CA

0 friends

7 reviews

★★★★★ 3/14/2020

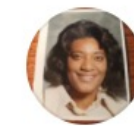
I was invited to Darrows New Orleans Grill in a Carson, CA for a birthday celebration for my friend Charles 57 birthday. This day was not just an ordinary day. This is a day that everyone has been scared out of their minds over the Coronavirus flu (it's funny, but not). We where suppose to have a big party, but only 8 us of showed up. The restaurant was practically empty because of the Coronavirus scare. The restaurant is really nice, love the restaurant decor, and the staff is really friendly, and I can't forget about the bartender she makes great drinks. (Sorry, I am not good on remember names). We were giving food samples and everyone loved it. Norwood also told us about the history of the restaurant and how it came about, Everyone ordered food and it was delicious, my friends and the birthday boy was happy. (Prices are very reasonable, and you get a lot on your plate). They even allowed us to bring in a birthday cake. I am not much in to cajon food, but my friends love it!!..I ordered the chicken wings, tater potatoes salad and the green were delicious!!, seasoned just right and not salty. We were there for awhile and started noticing more people were coming in. This is a fantastic restaurant for family and friends and they have lots of parking (its free). I would highly recommend going to this restaurant. We will be returning with a big crowd for the friends that wanted to stay low because of the Coronavirus, we know that they will love the restaurant, ambience, the food and the great hospitality at the restaurant. Go check it out for yourself, you won't be disappointed, tell them Charles friends recommended them...lol

- [Useful](#)
- [Funny](#)
- [Cool](#)

4.7

4.7 out of 5

Based on the opinion of 456 people



Harry Le Grande recommends Darrow's New Orleans Grill.

March 12 at 7:33 PM

Great food and a wonderful engaging owner. The food was excellent and taking peach cobbler home, yum!!

[Classic cocktails](#) · [Creative cuisine](#) · [Large menu](#)

Darrow's New Orleans Grill

2 Comments

[Like](#)

[Comment](#)

[Share](#)



Darrow's New Orleans Grill Dr. Le Grande, it was a wonderful pleasure meeting you and we are over joyed that you enjoyed your meal and service as much as we enjoyed serving you...welcome to the Darrow's New Orleans Grill Family!


[Like](#) · [Reply](#) · Commented on by Norwood Clark [?] · 3d



Harry Le Grande



Don't Do This!!

 **Comment from Kathy N. of [Redacted]**
Business Owner

12/9/2019. We apologize that this occurred. After reviewing and discussing the incident with our team. We feel that they made every effort to accommodate your request, however we have boundaries and parameters that we maintain to avoid any service that is not provided in a safe manner. Of which they adhered to in this instance.

Add to the equation in this instance Kathy (who has thirty years experience) was seated adjacent to your pedi-spa chair, has a different recollection of what occurred. The level of professionalism is always maintained by her and her team.

It has become increasingly easy for consumers to comment on a social platform, so we offer you and any of our clients to come face to face when these unfortunate situations arise. So please contact us at 310 753 66 and schedule a time to meet with the management.


Respectively submitted.

The Management at ONS.

[Read less](#)




San Francisco, CA

 235 friends

 2 reviews

 [Share review](#)

 [Embed review](#)

 11/17/2019

I honestly never give reviews but it was just bad. SMH. Got acrylics and the nails came out so fat and distorted and theres so much left over under my nail it's uncomfortable. I am so annoyed. Im also bleeding on two fingers and you can see my nail on the side of the acrylics. Also on the phone she told me 35 for short acrylics and she ended up charging me 50! Just be careful guys! Safe to say I won't be going back.

 Useful

 Funny

 Cool



Comment from Kathy N. of Ocean Nail Spa + Hair
Business Owner

11/17/2019. We apologize that this occurred. After reviewing and discussing the incident with our team. We feel that they made every effort to accommodate your request, however we have boundaries and parameters that we maintain to avoid any service that is not provided in a safe manner. Of which they adhered to in this instance.

The Management at ONS.

[Read less](#)

How a bad website could hurt your business



Marilyn

, CA

2 friends

13 reviews



Share review



Embed review



Compliment



Send message



Follow M

11/19/2016

My husband and I wanted to visit this winery and we went to their website to get more information and it looks old and is not very easy to navigate. My husband commented he hope they put more attention in their wine. We did wind up visiting the winery and liked the wines and the staff. We didn't find anything we liked enough to buy.



CALENDAR

- Add all holidays-traditional and non traditional (nationaldaycalendar.com)
- Add all seasonal promotional opportunities (ie. Black Friday, tax season, etc)
- Add any hashtag days that may apply (#winewednesday, #fitnessfriday)
- Add all events onsite, offsite, virtual
- Sync e-mail campaigns and social media posts on calendar

#mondaymotivation	If you are going for a more upbeat approach, #MondayMotivation is a great hashtag to show photos of a fantastic meal, a great workout, a team photo at the
#mondaymood	Monday Mood is a popular hashtag to show off a funny photo of a pet, start conversations surrounding being groggy from the weekend, or post an industry
#mondaymorning	
#mondayblues	Feeling a little low after the weekend? People use this hashtag to share ways to counteract melancholy on Mondays. Popular content shared using the #Mo
#mondayfunday	
#mondaynight	
#MondayMemories	This hashtag is a great way to wax nostalgic at the beginning of the week. Post a memory from your business's past or celebrate an anniversary that falls on t
#MeowMonday	Any excuse to post a cute cat photo is a good one. Many use this hashtag to share adorable pics of their feline companions. If your business has an in-house c
#MancrushMonday, #MCM	This hashtag is a trend on social where people reveal a male crush, typically accompanied by a photo. A professional take on this hashtag is to feature men y
#MusicMonday	People use this hashtag to tweet about their favorite music or what they're listening to right now. They also use it to share inspirational stories about musi
#MarketingMonday	
#MeatlessMonday	
#MaxoutMonday	
#MondayRun	
#MondayOutfit	
#MindfulMonday	
#ManicureMonday	
#mondayquotes	
#mondayssuck	
#mondayoff	
#mondaymuse	
#ManicMonday	
Tuesday:	
#tuesdayvibes	
#tuesdaythoughts	
#tiptuesday	This hashtag is a way for people to give helpful tips on pretty much any topic. Use this hashtag if you've got some industry advice you'd like to share and it f
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#transformationtuesday	A popular hashtag for fitness coaches and businesses to show off the physical transformations of their clients, whether that be weight loss or muscle gain. Y
#TastingTuesday	Manage a social media feed for a restaurant, winery, or chef? Use this tasty hashtag to share all the delicious meals and dishes you've cooked up for custom
#TechTuesday	This is a great hashtag to share all the latest gadgets your business uses or sells. You can give tech reviews, offer up cool tips and hacks, or you can just show
#TopicTuesday	#TopicTuesday is a good opportunity to focus your posts on just one topic for the day. This topic can be anything related to your business, industry, or trer
#TravelTuesday	#TravelTuesday is for the voyager in all of us. People typically share vacation pictures, ask for travel tips, or express their desire to travel somewhere. If you'r
#TastyTuesday	
#tuesdayvibes	
#tuesdaythoughts	
#tuesdaytip	
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#tuesdayturnup	
#tuesdaylook	

Hashtag Days

A	B	C	D	E	F	G	H	I
UNIQUE PHOTOS & VIDEOS		BE THE EXPERT		GET PERSONAL		TIMELY TOPICS		UPLIFTING
Before and after	Industry article	Fun fact	Federal or religious holiday	Inspirational quote				
Unboxing video	Answer an FAQ	Hobby or passion	National day / week / month	Origin story				
Screenshot	Ask me anything	Family time	Special event	Share a win				
Demo or screen capture	What's working now	Cute kids or pets	Industry news or update	Overcome an obstacle				
Caption request	Featured expert	Explore your city	Trending topic or news event	Motivating mantra				
Behind the scenes	Award winner	Book you're reading	Viral video	Helpful routines				
Sneak peek	How-to video	Relaxation time		Inspiring person				
Flat lay or styled image	Live one-on-one coaching	Bucket list		Spread joy				
	Common mistakes	Challenge		Balance tip				
	Industry fact							
	Infographic							
	Time-saving tip							
	Money-saving tip							
	Quick hack							
	Solve a problem							

Content ideas

Theme	Example
 Big Ideas	Share expert advice or a short quote.
 Humor	Share a comic, humorous image, meme, or phrase.
 Interaction	Ask a question, share a photo contest or quiz, or post a fill-in-the-blank sentence.
 Current News	Share POSITIVE news about your business, your industry, or your community.
 Giving Back	Feature customers, launch/share a giveaway, or make a coupon or discount available.
 Day in the Life	Share candid photos from your business or feature an employee.
 Education	Tell people about your product, what it can do, or teach people how to use it better.

	A	B	C	D	E	F	G	H	I	J	K	L
1	1st											
2	Fools Day											
3	National One Cent Day											
4	National Sourdough Bread Day											
5	National Burrito Day – First Thursday in April											
6	2nd											
7	National Ferret Day											
8	National Peanut Butter and Jelly Day											
9	National Reconciliation Day											
10	World Autism Awareness Day											
11	3rd											
12	National Chocolate Mousse Day											
13	National Film Score Day											
14	National Find a Rainbow Day											
15	National Tweed Day											
16	World Party Day											
17	National Love Our Children Day – First Saturday In April											
18	National Handmade Day – First Saturday in April											
19	4th											
20	National Chicken Cordon Bleu Day											
21	National Hug a Newsperson Day											
22	Jeep 4x4 Day											
23	National School Librarian Day											
24	National Vitamin C Day											
25	National Walk Around Things Day											
26	Easter – Changes Annually 2020											
27	Geologists Day – First Sunday In April											
28	5th											
29	First Contact Day											
30	Gold Star Spouses Day											
31	National Caramel Day											
32	National Deep Dish Pizza Day											
33	National Flash Drive Day											
34	National Go For Broke Day											
35	National Nebraska Day											
36	National Raisin and Spice Bar Day											
37	National Read a Road Map Day											
38	6th											
39	National Caramel Popcorn Day											
40	New Beer's Eve											
41	National Sorry Charlie Day											
42	National Student-Athlete Day											
43	National Tartan Day											
44	National Teflon Day											
45	SAAM Day of Action – First Tuesday in											
46	National Library Workers Day – Tuesday of National Library Week											

National “Holidays”

	A	B	C	D	E	F	G
1							COLOR-CODING KEY:
2							Holiday
3							Email Campaign
4							Event
5							Blog Post
6							Social Posts
7	NOVEMBER						
8	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9		1	2	3	4	5	6
10		Wine Club Party	#tastingroomtuesday Thanksgiving Wine Special	#WInewednesday Merlot Tasting Video	National Donut Day #nationaldonutday	#foodiefriday Chardonnay/Pasta	Int'l Merlot Day
11			Thanksgiving Wine Special				Wine Tourism Day
12			Thanksgiving Wine Special				#Int'lMerlotDay
13							#WineTourismDay
14							Merlot 3 Pack Special
15							
16	7	8	9	10	11	12	13
17	Merlot 3 Pack Special	Thanksgiving Wine Special	#tastingroomtuesday	#WInewednesday	Veterans Day	#foodiefriday	Ask A Question
18		Blog: Thksgiving wine pairings		Wine Humor	#veteransday	Zin and Pork	Favorite Tgiving Side Dish
19				Wine Club Party			
20							
21							
22							
23	14	15	16	17	18	19	20
24		Inspirational Quote	#tastingroomtuesday	#WInewednesday	#thirstythursday	#foodiefriday	Wine Club Party
25		Give Thanks Quote	Thanksgiving Wine Special			Cab and Stew	
26			Thanksgiving Wine Special			Wine Club Party	
27							
28							
29							
30	21	22	23	24	25	26	27
31		Ask A Question	#tastingroomtuesday	#WInewednesday	Thanksgiving Day	Black Friday	Small Business Saturday
32		What Will You Pair with Taivna dinner?		Tgiving and Wine Post	#thanksgiving	#BlackFriday	#SmallbizSaturday
33						Black Friday	Small Business Saturday
34							
35							
36							
37	28	29	30				
38	HANUKKAH Begins	Cyber Monday	Giving Tuesday				
39	#hannukah	#cybermonday	#givingtuesday				
40		Cyber Monday	Giving Tuesday				
41							
42							
43							

Coordinate Social Media and E-Mail Campaigns

SPREAD THE WORD AND SHARE THE LOVE:

 Share  Tweet  Forward

SANGER FAMILY OF WINES



NATIONAL CABERNET SAUVIGNON DAY!


30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts


[Buy Online](#)



NATIONAL CABERNET SAUVIGNON DAY!

30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts





 **sangerfamilyofwines** • Follow
The Sanger Family of Wines

 **sangerfamilyofwines**
We're celebrating **#NationalCabernetDay** for 3 days! Come visit us in the tasting room and pick up some delicious 2014 Consilience SBC Cabernet Sauvignon for 30% off, or click the link below to shop from home. Cheers 🍷

<https://www.sangerwines.com/product/2014-Cabernet-Sauvignon-Santa-Barbara-County>

#nationalcabernetday
#cabernetsauvignon **#consilience**
#sangerfamilyofwines **#sangerwines**
#marianello **#treanelli**
#santabarbarawines **#solvangwines**

24w

26 likes
AUGUST 29, 2019

Add a comment... [Post](#)

Vs.

Google AdWords

facebook Ads



Google Ads

Served to people based on their keyword searches. Google is all about "user intent."



Facebook Ads

Served to people based on their characteristics and general preferences. Facebook is all about "user personality/behavior."

Which platform is the **right fit for your business?**

Facebook Ads

or

Google Ads ?



Paid Social

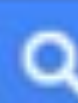
Advertisers reach audiences based on location, interests, behavior & demographics.

How it works?



Paid Search

Advertisers target customers based on their target keywords in search.



Web

Maps

News

Shopping

Images

More ▾

Search tools

Paid
Results

About 40,400,000 results (0.39 seconds)

Restoration Contractor - NcWaterDamageService.com**Ad** www.ncwaterdamageservice.com/ ▾

Servpro Restoration Company in Charlotte. Call Our Pros 24/7.

Restoration Contractor - SpangleRestores.com**Ad** www.spanglerestores.com/Specials ▾ (704) 821-0882

Need Help with Mold, Fire or Water Damage? Get the Job Done Quickly!

Find BBB Accredited Building Restoration Companies near ...www.bbb.org/charlotte/...restoration.../charlotte-n... ▾ Better Business Bureau ▾

Find BBB Accredited Building Restoration Companies near Charlotte, NC - your guide to ... Contractors-Remodeling ... Building Restoration & Preservation

Restoration Contractors of America, Inc. Business Review in ...www.bbb.org > ... > [Mooresville , NC](#) ▾ Better Business Bureau ▾

BBB's Business Review for Restoration Contractors of America, Inc., Business Reviews and Ratings for Restoration Contractors of America, Inc. in Mooresville ...

Spangler Restoration: Fire, Water & Mold Damage Restorationspanglerestores.com/ ▾

Offering damage & restoration services from Fire, Water & Mold. ... North Carolina General Contractor specializing in insurance restoration in Charlotte and the ...

Organic
Results



Facebook

1.45

Billion

Daily active users

Bonus Fact: Mobile advertising is 91% of Facebook's ad revenue

Audience size

Google

3.50

Billion

Searches per day

Cost & ROI

\$18.68

Average CPA for Facebook Ads across industries.



\$48.96

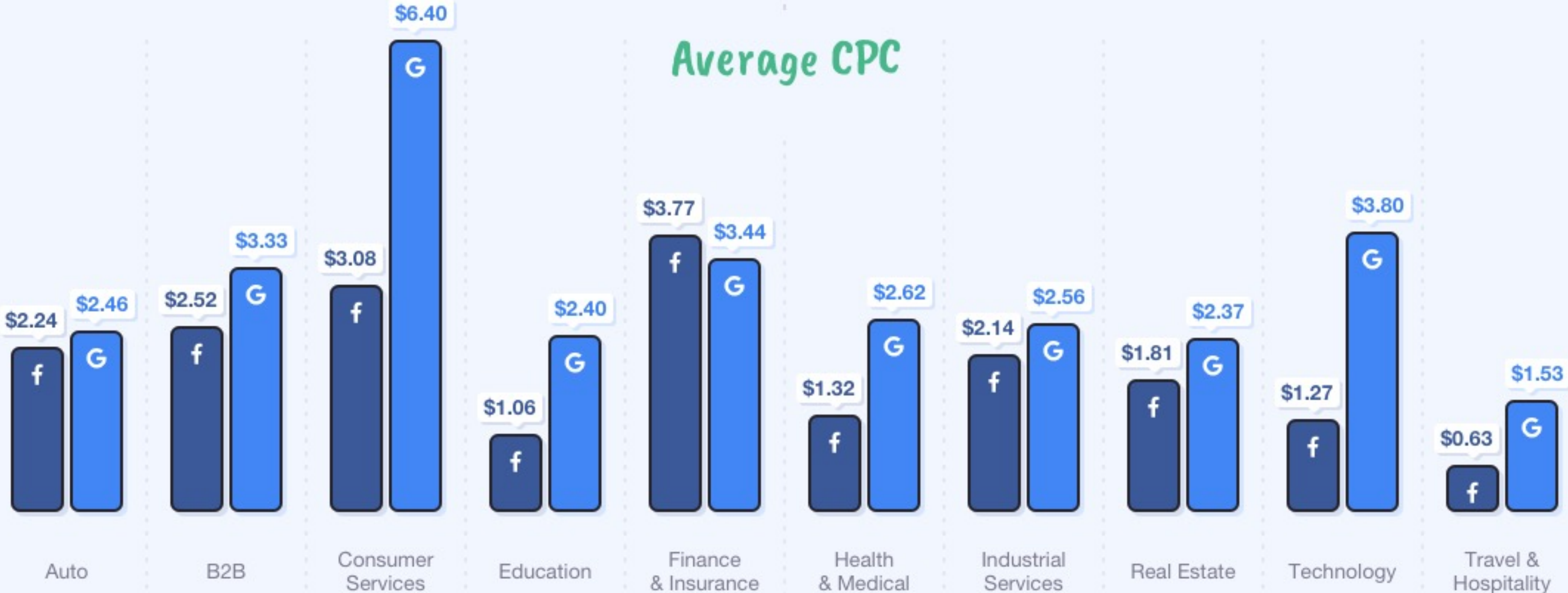
Average CPA for AdWords across industries.



Note: CPA stands for Cost Per Action.

Bonus Fact: The most expensive keyword is "Insurance" with a top CPC of \$54.91

Average CPC



Facebook Ads

Location

Target based on city, country, region, zip code.

Interests

Target based on interests & pages they liked.

Custom Audiences

Create custom audiences based on activity on your website using Facebook's pixel.

Behaviors

Target customers based on purchase behavior or intent, device usage and more.

Demographics

Age, gender, relationship status, parental status, income level and more.

Lookalike Audiences

Create an audience with similar interests & behaviors as your current customers.

Audience Targeting

Google Ads

Location

Target based on city, country, region or radius targeting.

Device

Target mobile, tablet or desktop.

Keywords

Target based on relevant keywords used in search.

Demographics

Target by age, gender, language and parental status.

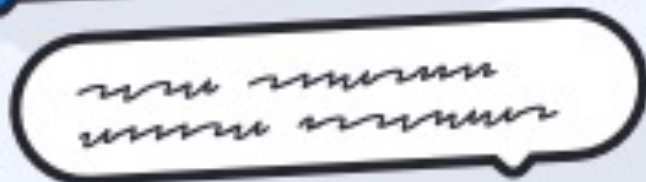
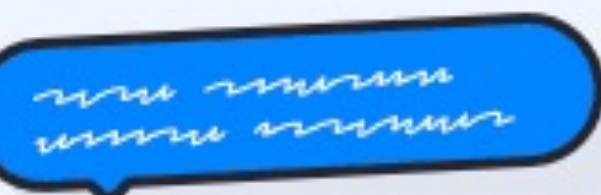
Retargeting

Retarget your website visitors.

Instagram



Facebook



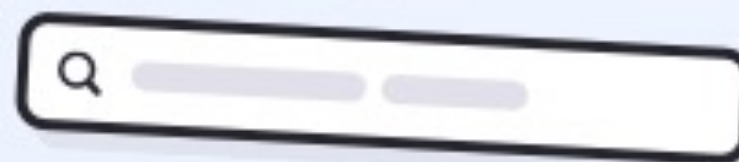
Messenger

Audience Network



Where can you place ads with each network?

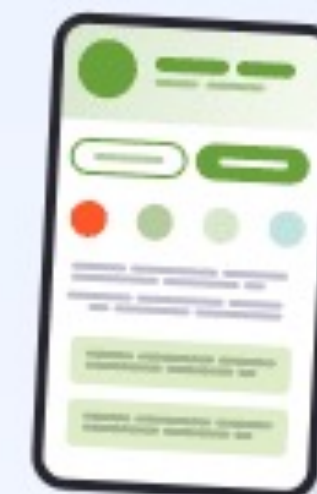
Google Search



YouTube



Google Play



Display Network

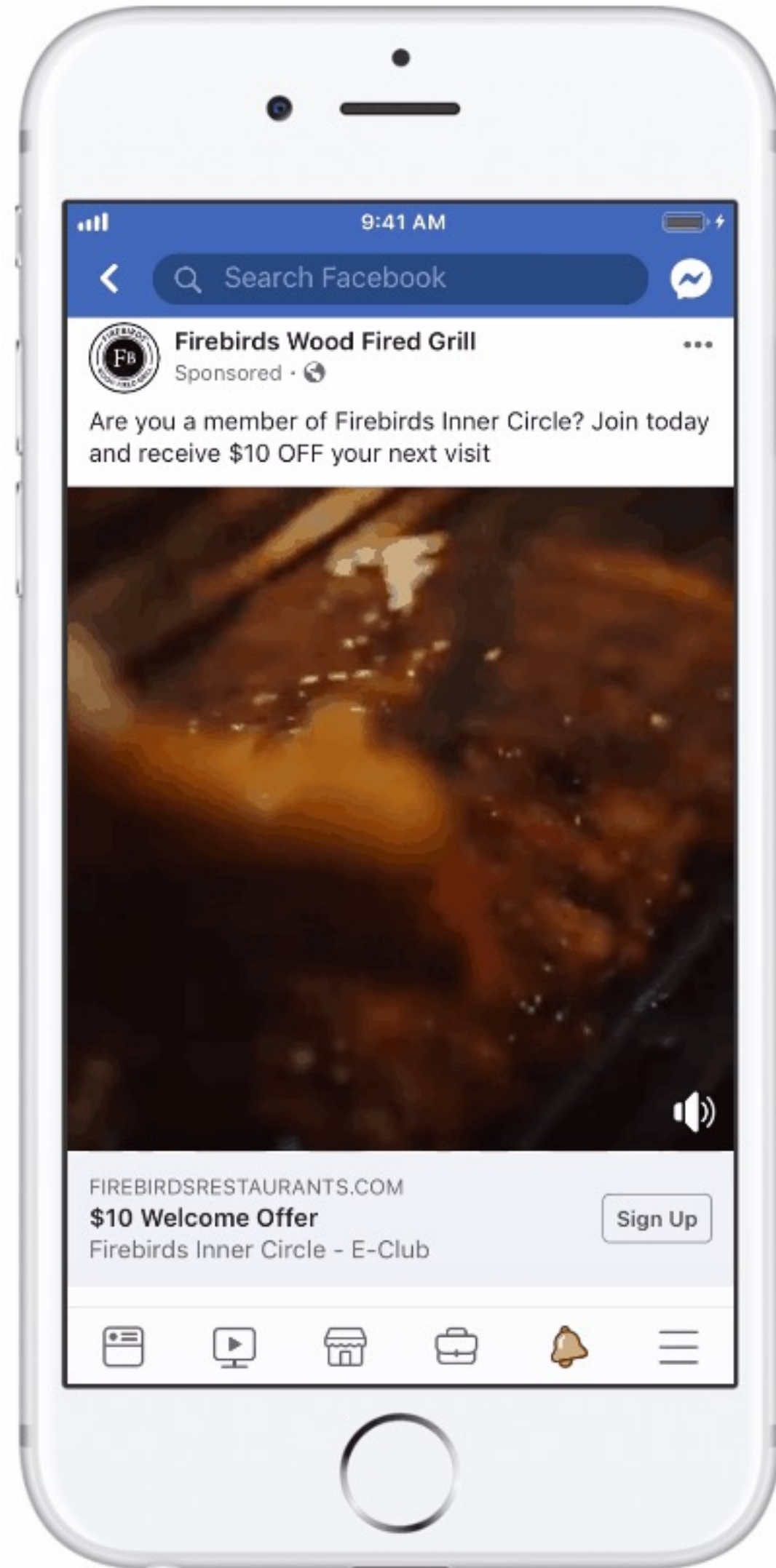
Choose **Facebook Ads** for

- Building awareness
- Growing your audience
- Innovative & new products

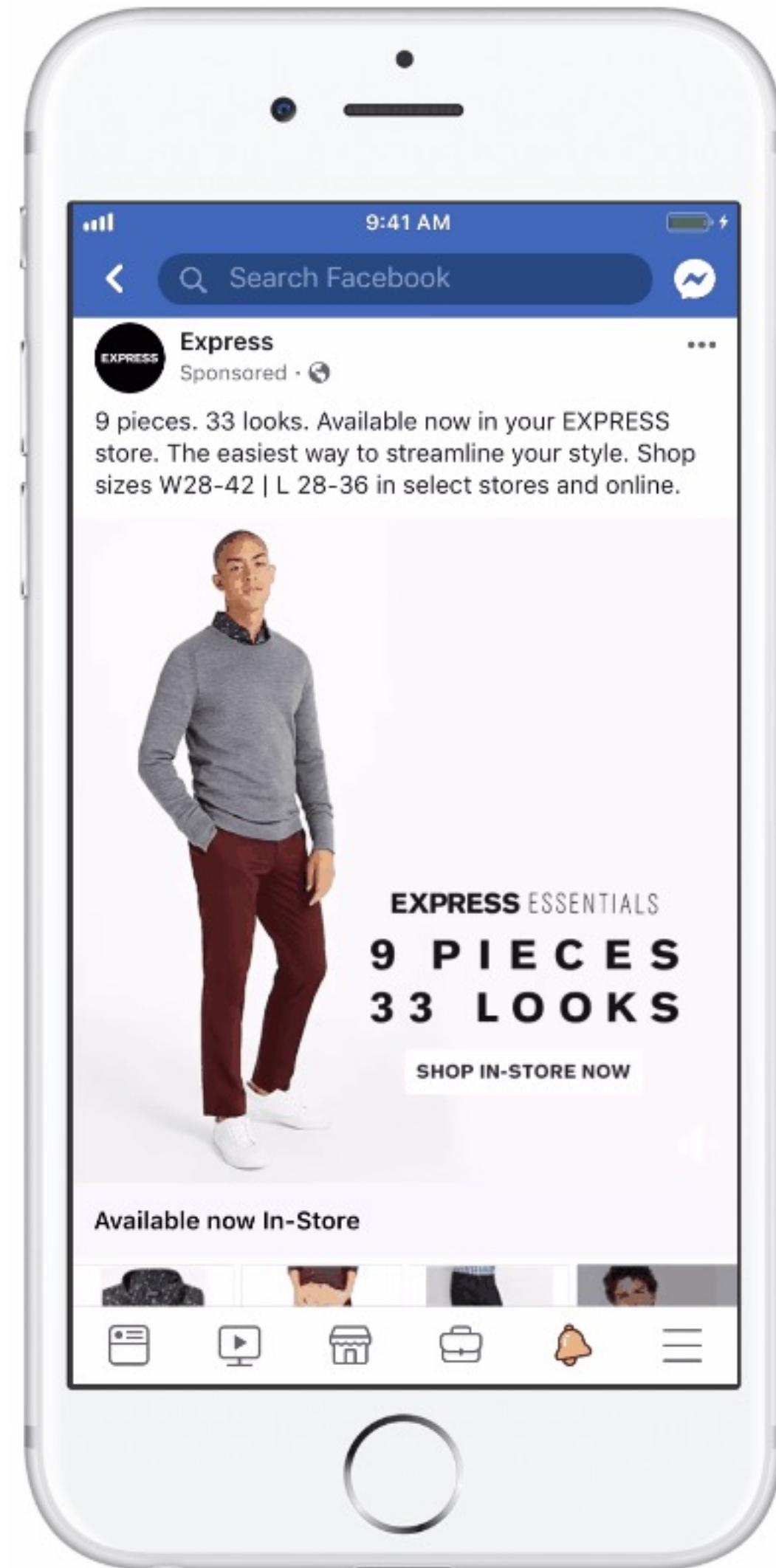
Best for

Choose **Google Ads** for

- Immediate sales & leads
- Products & services with high buying intent during search



VIDEO AD



CAROUSEL AD


Add Shopping Tags To Products


 **Love Is Project**
January 20 at 8:02 AM · 🌐

We have a lot of work to do to become a kinder, gentler, nation. ❤️🇺🇸💙

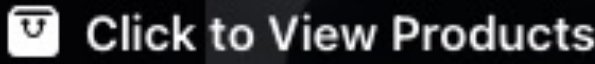
www.LOVEISPROJECT.com

#loveisproject #love #makeamericaloveagain #inaguration




NEW ARRIVAL
Palma Bracelet
\$15


Make America Love
Again Tote - Black
\$30

 Click to View Products



Waterwell Winery

Sponsored

Like Page

No one should celebrate their Special Day alone! Have double the fun with a Buy 1, Get 1 Free Birthday Dinner!



BUY 1 GET 1 FREE Birthday Dinner!

Celebrate your special day with someone close to you! Get your Buy 1, Get 1 Free Birthday Dinner Now!

[HTTP://WWW.WATERWELLWINERY.COM](http://www.waterwellwinery.com)

Learn More

38

21 Comments 49 Shares

Like Comment Share

Julep



Julep

Sponsored

Like Page

Use code [redacted] and get this June Birthstone Box on us!
[http://bit.ly/\[redacted\]](http://bit.ly/[redacted])



Like Comment Share

Jasmeen Photography
Sponsored · 🌐

Like Page

It's my job and my privilege to capture the sublime moments that you can cherish forever. Packages starting at \$xxx



On Your Wedding Day...
The unfolding of a wedding day... families coming together, the drama of the perfect dress, a loving expression of the groom. That's why I'm a wedding photographer. Let me capture YOUR day!

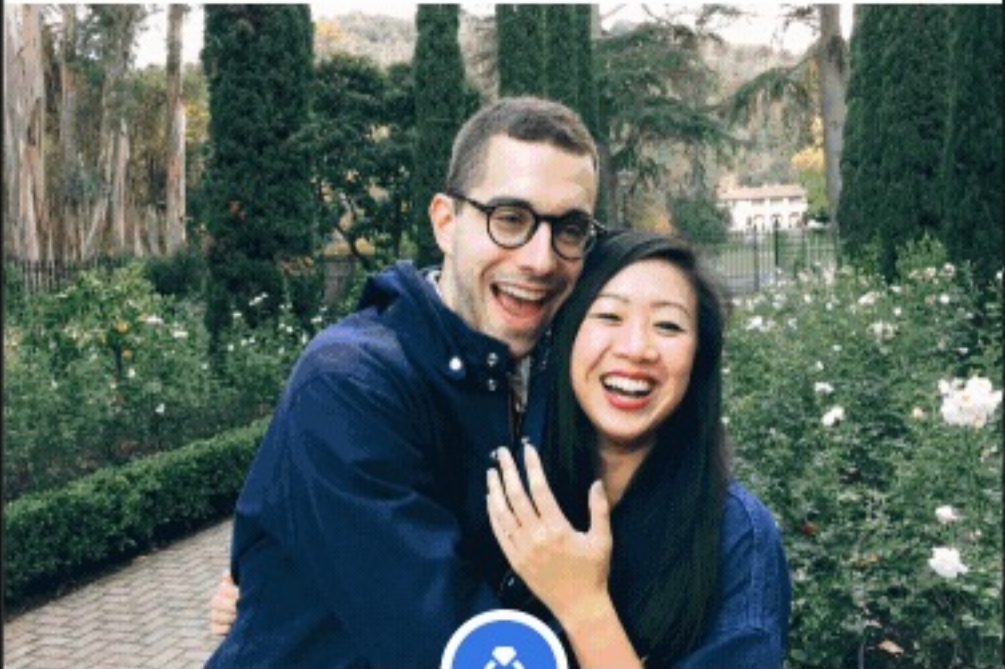
JASMEENPHOTOGRAPHY.WEEBLY.COM

Contact Us

2:04 PM

Search

Crystal Chen is with David Harris
May 16, 2018 · 🌐



David asked me to be his best friend...legally!

May 16, 2018 – Engaged to David Harris


👍👹❤️ Tong Liu and 23 others 2 Comments

Like Comment

Christopher Su
You all look so happy!

Allimakeup
Sponsored · 🌐

I am a professional wedding make-up artist and hairstylist, specialising in all types of Bridal make-up, special occasion make-up and bespoke make-up lessons.



Alli Williams Bridal Hair and Make-up

I specialise in bridal make-up and bespoke make-up lessons, either individually or in one of my make-up masterclasses that are held several times a year in my make-up studio. I am also available for parties, proms and special events.

WWW.ALLIBRIDALMAKEUP.CO.UK

Learn More

Like Comment Share

Target Women



 Spa Utopia shared a link.
April 30

Just what every MOM wants and needs....Sheer Relaxation! Save 25% on this package that's perfect for MOM! <http://ow.ly/wlNU4>



Mothers Day - Sunday May 11th
view.resortsuitemail.com

Like · Comment · Share


 30  1 Share


Target Men


 The Salon Business
5 mins · 



 Like Page 


Hey guys in Birmingham!
Imagine that clean feeling you have just after a haircut..  Now 2x that. That's how you feel after our Total Man Makeover.

 Get it all now for the same price as a regular cut

Save money  on the package which includes hair cut, nose wax, and brow trim.

You'll leave like a new man  and never be satisfied with just a hair cut again.

 Hit the button below to claim your discount while the offer still lasts 

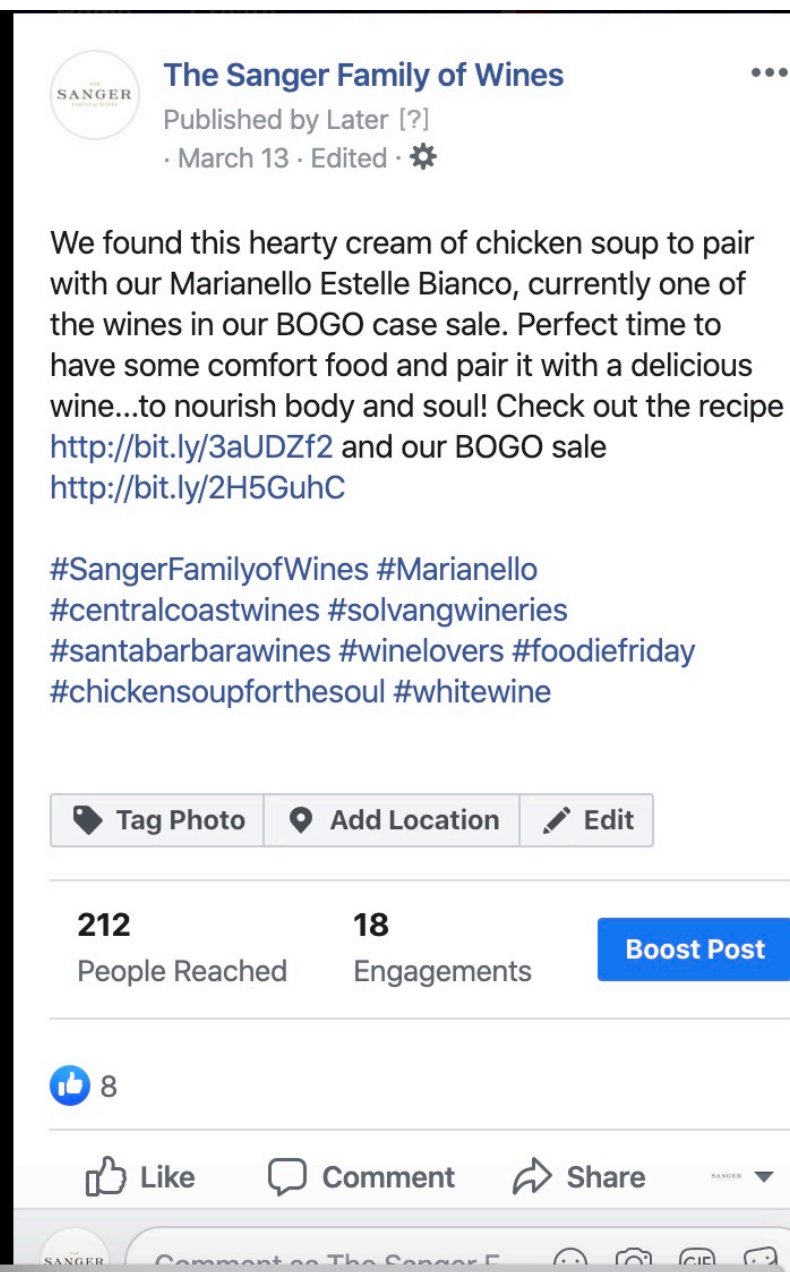
 Tag any mate in Birmingham that you think deserves this.



THESALONBUSINESS.COM 

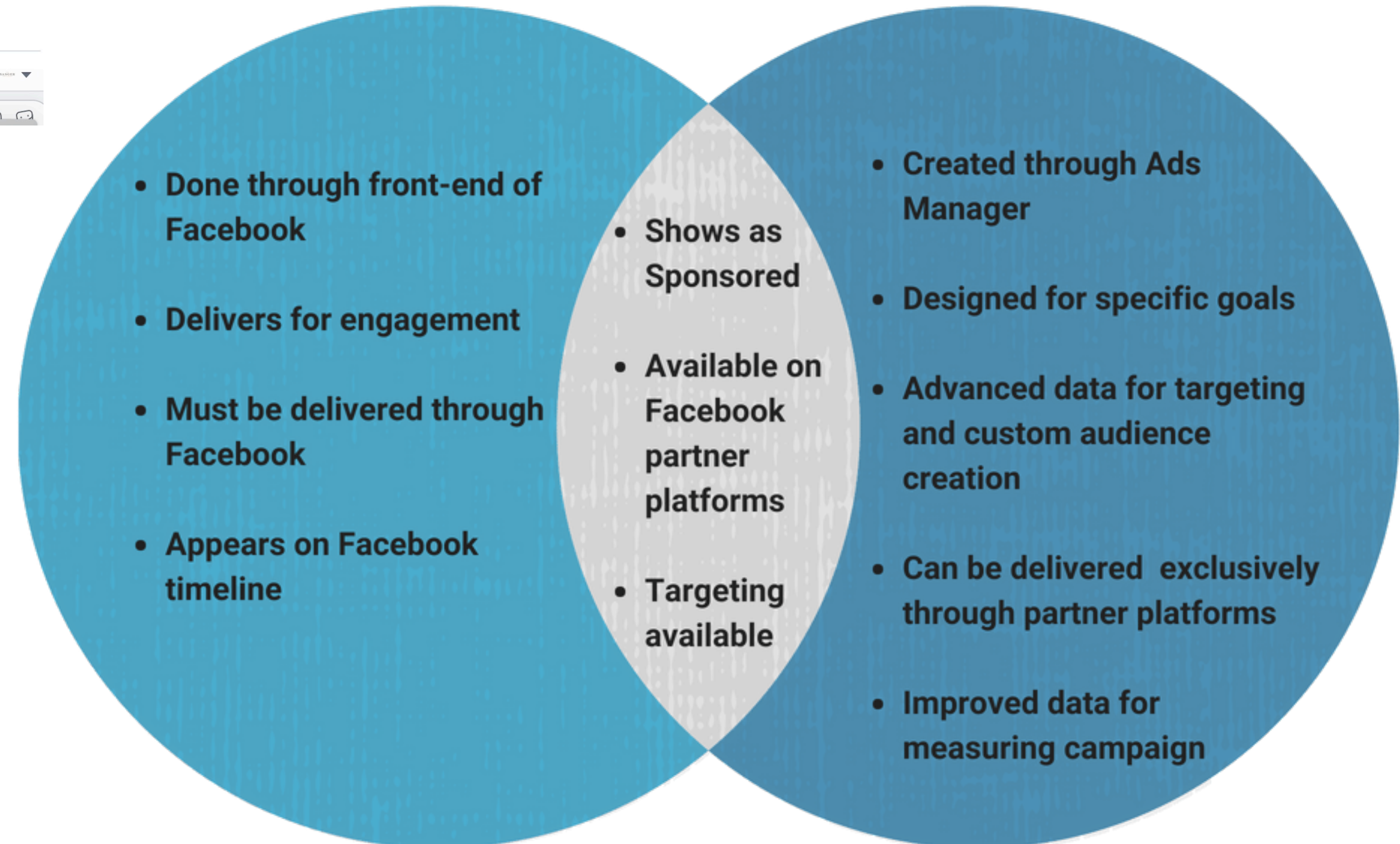
Claim Your Discount on the Man Makeover Package

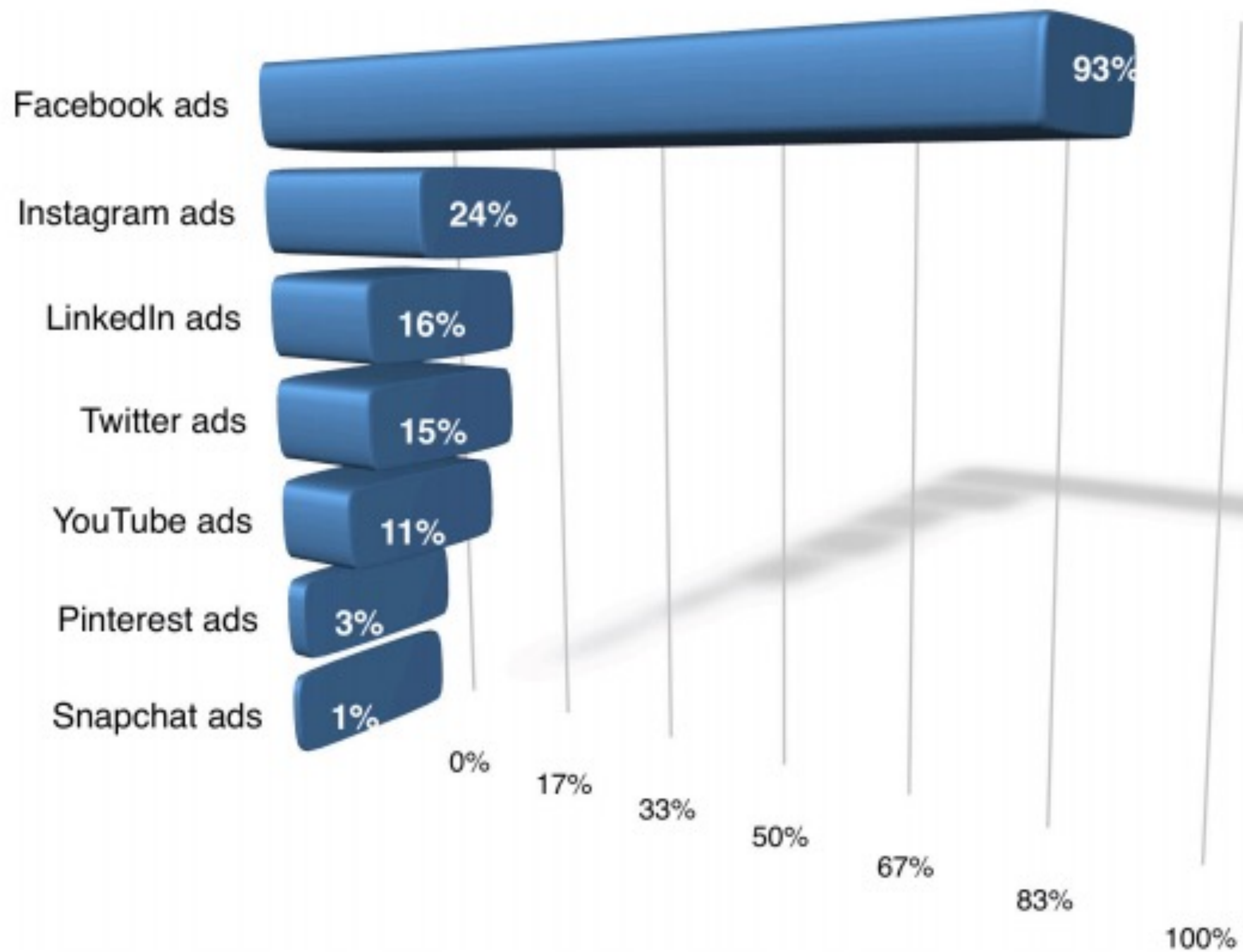
[Learn More](#)



Boosted Post

Facebook Ads





Ad Mistakes Can Be Expensive!

How do you know how to set up ads?

Should I bring in a professional?



Next Steps For Your Business?

- What plan do you need in place to grow your business with social media?
- What support do you need to meet your social media goals?
- Are you budgeting for marketing or waiting to make money to have marketing budget?

Ready To Grow Your Business?

Free 15 Minute Discovery Call!

Get on my calendar: callwithpatty.com

or scan here:

