



# REINVENTION SUMMIT

REFRESH. RENEW.  
REVIVE YOUR BUSINESS.

## Maximize Social Media to Increase Engagement, Reach and Website Clicks

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# Social Media Trends

- Google Algorithms rely more on social signals to rank websites, less on traditional SEO  
<https://neilpatel.com/blog/social-media-and-seo/>
- Video gets more engagement. 100 million+ hours of video are watched every day on Facebook (Wordstream, 2019), 1 billion on YouTube – most views are on mobile.
- In 2019, TikTok was the third most downloaded non-gaming app in the world with over 1.5 billion downloads. (Statista, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

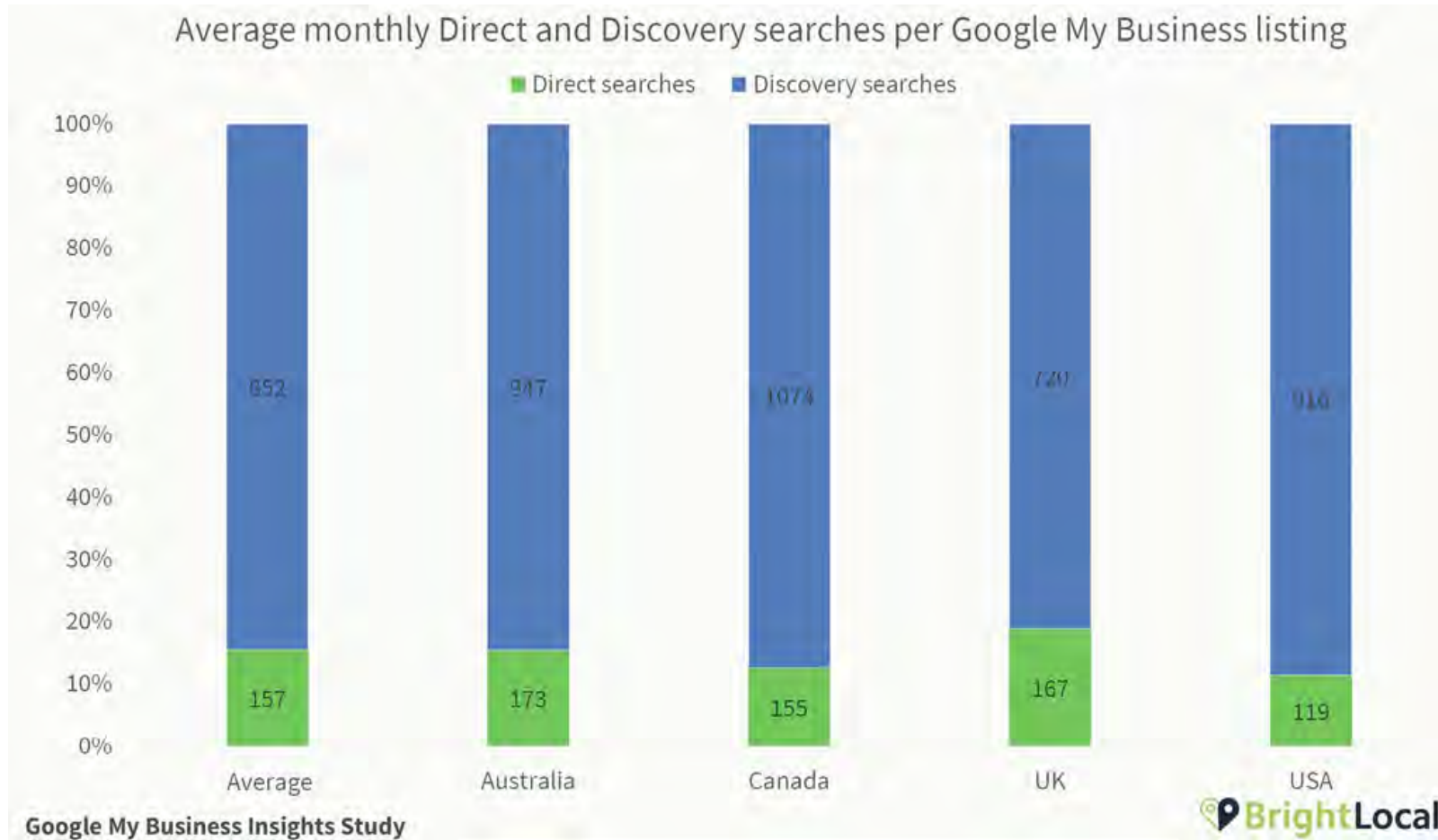
# Wisely Invest in Social Platforms

Four dimensions to consider:

- Expertise / staff resources
- By the numbers!
- Demographics – present, future market?
- Business segments targeted for growth
  - Pinterest: users in the U.S. is expected to reach 90.1 million. (Statista, 2020)
  - LinkedIn: B2B

# Must Do Platforms

- Facebook – 2.6 Billion users
  - Participation strong across all demographics
  - More than 98% of Facebook's active user accounts worldwide accessed the social network via mobile (Statista, 2020)
- Instagram – 120 Million users, Mostly Millennials
- YouTube – **2 billion** users worldwide.
  - 79 percent of Internet users have their own YouTube account.
  - Millennial > Younger demographic
- Google Business Posts
  - Claim (and manage) your listing! Start posting.



The average business receives 1,009 customer searches each month, with 84% of these coming from discovery searches, and the remaining 16% from direct.

# Facebook Best Practices

Content ideas that generate engagement – based on 300+ florist feeds.

- Get to know us (use video), National Days, Gratitude Quotes, Holidays, Fun Facts about flowers, Tips for fresh flowers, This or That posts, If your name is . . .
- Call To Action (CTA) Ex: Ask the Audience a question, provide a choice, refer a friend.



**Patterson's Flowers Inc.**

Published by SOCi (?) · July 11 at 12:53 PM · 🌐

Pet photo day is today! If you have a cute photo of your pet with flowers or not, drop them below in the comment section! We would love to see it! 😊



PATTERSONFLOWERS.COM

**Big Rapids Florist - Flower Delivery by Patterson's Flowers, Inc.**

🌱 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**1,345**  
People Reached

**272**  
Engagements

**Boost Post**

👍❤️ Tammy Welch, Char Nowlin and 11 others

65 Comments

👍 Like    💬 Comment    ➦ Share    🌐

**1,345** People Reached

**84** Reactions, Comments & Shares

<b>12</b> 👍 Like	<b>12</b> On Post	<b>0</b> On Shares
<b>1</b> ❤️ Love	<b>1</b> On Post	<b>0</b> On Shares
<b>71</b> Comments	<b>68</b> On Post	<b>3</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**188** Post Clicks

<b>0</b> Photo Views	<b>8</b> Link Clicks	<b>180</b> Other Clicks
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**NEGATIVE FEEDBACK**

- 0** Hide Post                      **0** Hide All Posts
- 0** Report as Spam              **0** Unlike Page

Reported stats may be delayed from what appears on posts










 **Work of Art, A Charity Enterprise of UHC** ...  
Published by SOCr (9)  
March 23 · Edited · 🌐

Flowers speak when there are no words. Keep calm and flower on with a beautiful arrangement from UHC's Work Of Art! 😊

<https://www.workofartflowers.org/>

 Tag Products  Edit






  171  2 Comments  11 Shares

 Like  Comment  Share 

Most Relevant +

 Theresa Hallowell I wish I could go get my flowers for my pots 😊  
Like · Reply · Message · 4w · Edited

 Gina Notsinneh Lovely very. Nice.  
Love · Reply · Message · 4w · 🌟 1

 Comment as Work of Art, ...      
Please login to post.

# Video on Facebook

- Get to know us through Facebook Live!  
Example: Tillies Flower Shop ([demo](#))  
<https://www.facebook.com/tilliesflowers/videos/274334313859095>
  - Authentic! Educational. Humanizes the shop. Shares Covid protocols, weekly/daily specials
  - Post and Save video, then post to YouTube channel (create one) and embed in website.
- Use a smartphone
  - Mic (\$33): <https://tinyurl.com/y4y9hlhb>
  - Use a selfie stick with mount (\$30): <https://tinyurl.com/yy4wftdz>



# Embed Categorical Links

- Try not to use main URL such as [www.missdaisysflowers.com](http://www.missdaisysflowers.com), rather (demo):
  - <https://www.missdaisysflowers.com/store/weddings/>
  - <https://www.missdaisysflowers.com/store/funeral-flowers/>
- Use direct product links:
  - <https://www.missdaisysflowers.com/and-many-more-/bf26-11k/>
- Boosts social signals and clicks to website

# Facebook Tags and Hashtags

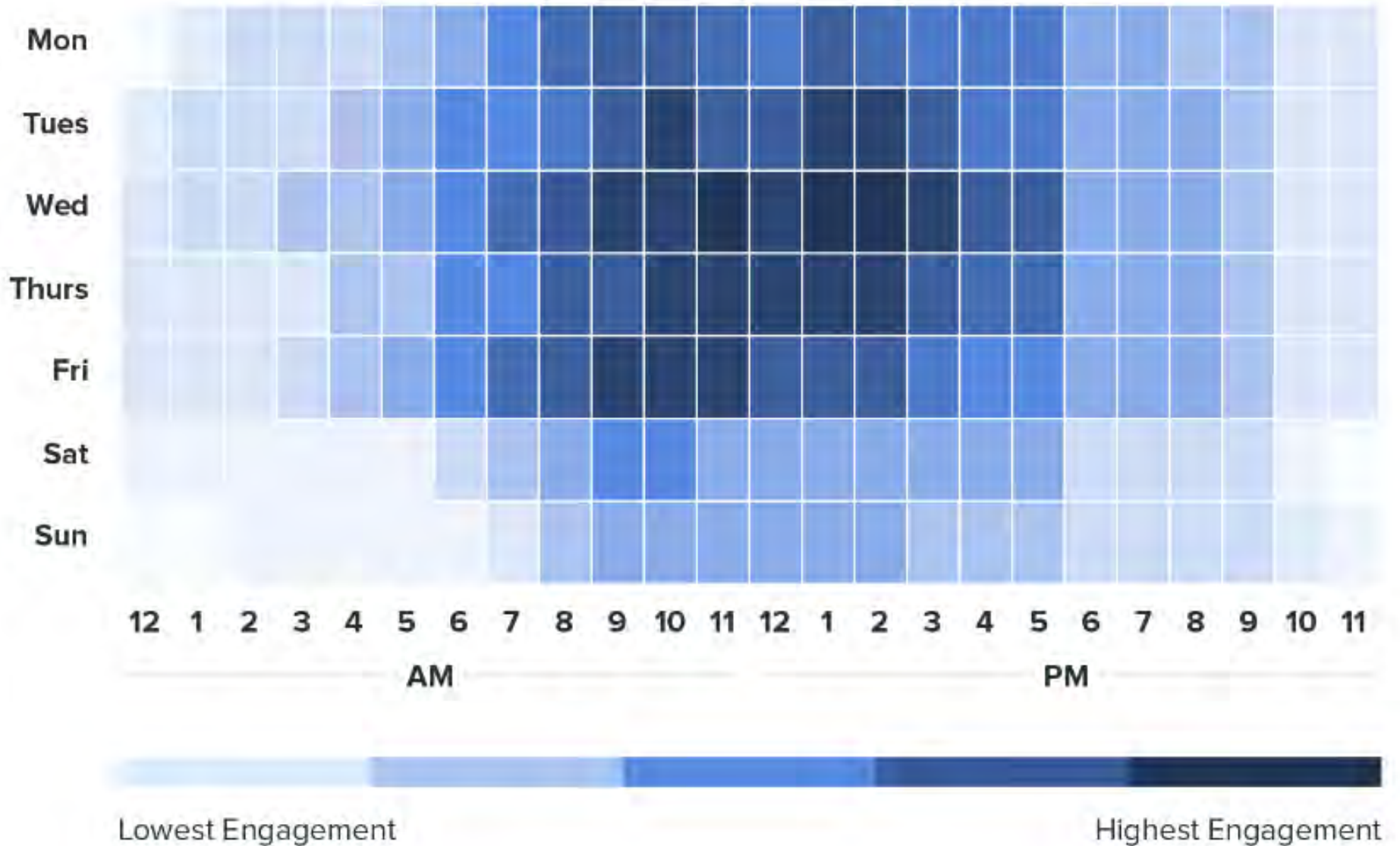
- Selectively use #hashtags – <https://www.postplanner.com/how-to-use-hashtags-on-facebook/>
- Facebook book tags people, places, venues, organizations, allied businesses when you can (**demo**)

# Post Content Best Practices

- Post containing 80 characters or less get 88 percent more engagement.
- Incorporate highly-searched keywords (think variety, color, venue, occasion, trends, etc).
  - Sample: [#Weddingflowers](#) for Jess & Jim's reception at the Deerwood Country Club in Jacksonville, FL featured [#pink](#) [#lilies](#) & [#roses](#) for the table centerpieces and white [#peonies](#) for the head table.

# Facebook Global Engagement

sproutsocial



Lowest Engagement

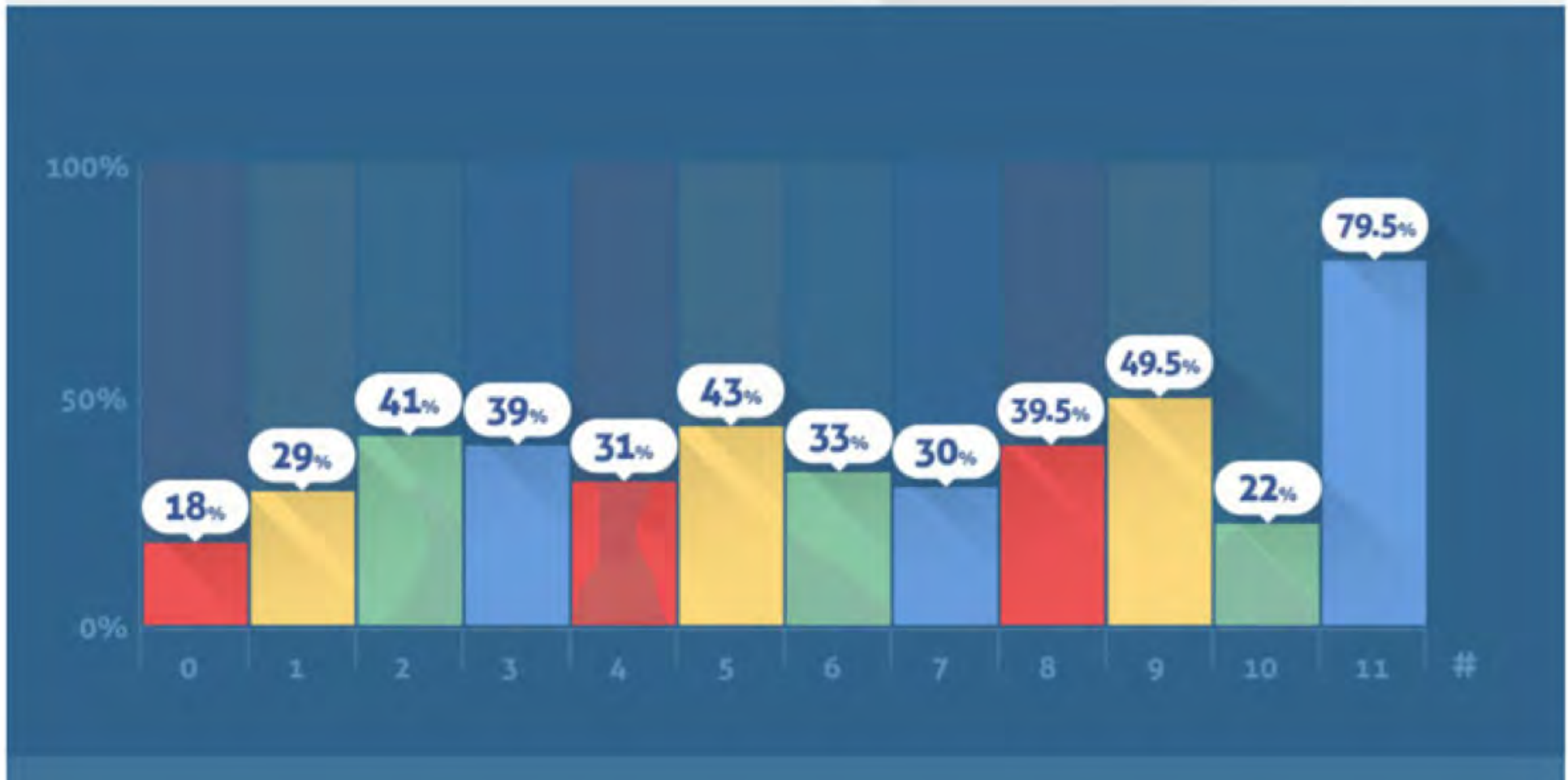
Highest Engagement

# Post Timing Best Practices

- Frequency: 2-3 times a week on Wednesday and Thursday
- Time of day: 11am-1pm, 4-5pm
- Schedule using “authentic” times, ie; 1:06pm, not 1pm, 4:29pm, not 4:30pm

# Instagram Hashtag Strategy

Instagram is another hotspot for hashtags, but works different than Tweets.  
Interactions are highest on Instagram posts with **11+** hashtags.





# Instagram Hashtag Strategy

- **Product or service hashtags:** These are basic keywords to describe your product or service, like #localflowerdelivery #floraldelivery
- **Niche hashtags:** These get a little more specific, showing where you fit in the context of your industry, like #weddingflorist or #weddingflorals
- **Industry Instagram community hashtags:** Communities exist on Instagram, and these hashtags help you find and join them. Think #floristsofinstagram or #flowersofinstagram
- **Special event or seasonal hashtags:** #happy4th #summerflowers
- **Location hashtags:** City and State Hashtags like #JacksonvilleFL



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rayvens\_flowers Your compassion, optimism, and kindness do not go unnoticed. We appreciate you!  
#NursingAssistantsWeek

#RayvensFlowersandGifts  
#RayvensFlowers #PowellWY  
#PowellFlorist #PowellWYFlorist  
#Powellflowers #weddingblooms  
#localflorist #localflowershop  
#freshflowers #everythingfloral  
#lovelyflorals #flowerdesign  
#instaflowers #dailyblooms  
#eventflowers #statementflowers  
#flowerstagram #onlineflorist  
#nurseassistant #career  
#NursingAssistantsWeek  
#thankyodoctorsandnurses

3w



50 likes

JUNE 18

Add a comment...

Post



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rayvens\_flowers #Pink represents compassion, nurturing, and love. Another reason why we love pink! 😊

#RayvensFlowersandGifts  
#RayvensFlowers #PowellWY  
#PowellFlorist #PowellWYFlorist  
#Powellflowers #weddingblooms  
#localflorist #localflowershop  
#freshflowers #everythingfloral  
#lovelyflorals #flowerdesign  
#instaflowers #dailyblooms  
#eventflowers #statementflowers  
#flowerstagram #onlineflorist  
#wisdomwednesday #pinkflowers  
#pinkpinkpink #wednesdaywisdom

2w



49 likes

JUNE 24

Add a comment...

Post



*This is a hard decision!*

Pick one

joycefloristdallas

joycefloristdallas If you were given only one option between these beautiful flowers, what one would you pick? 🌹

#JoyceFloristofDallas #DallasTX #DallasFlowers #DallasFlorist #TexasFlowers #TexasFlorist #florist #flowers #wedding #bouquet #flowerstagram #flower #weddingflowers #flowershop #floral #floraldesign #love #freshflowers

8w

vanessaography Left 🌹

8w Reply

Like Comment Share Save

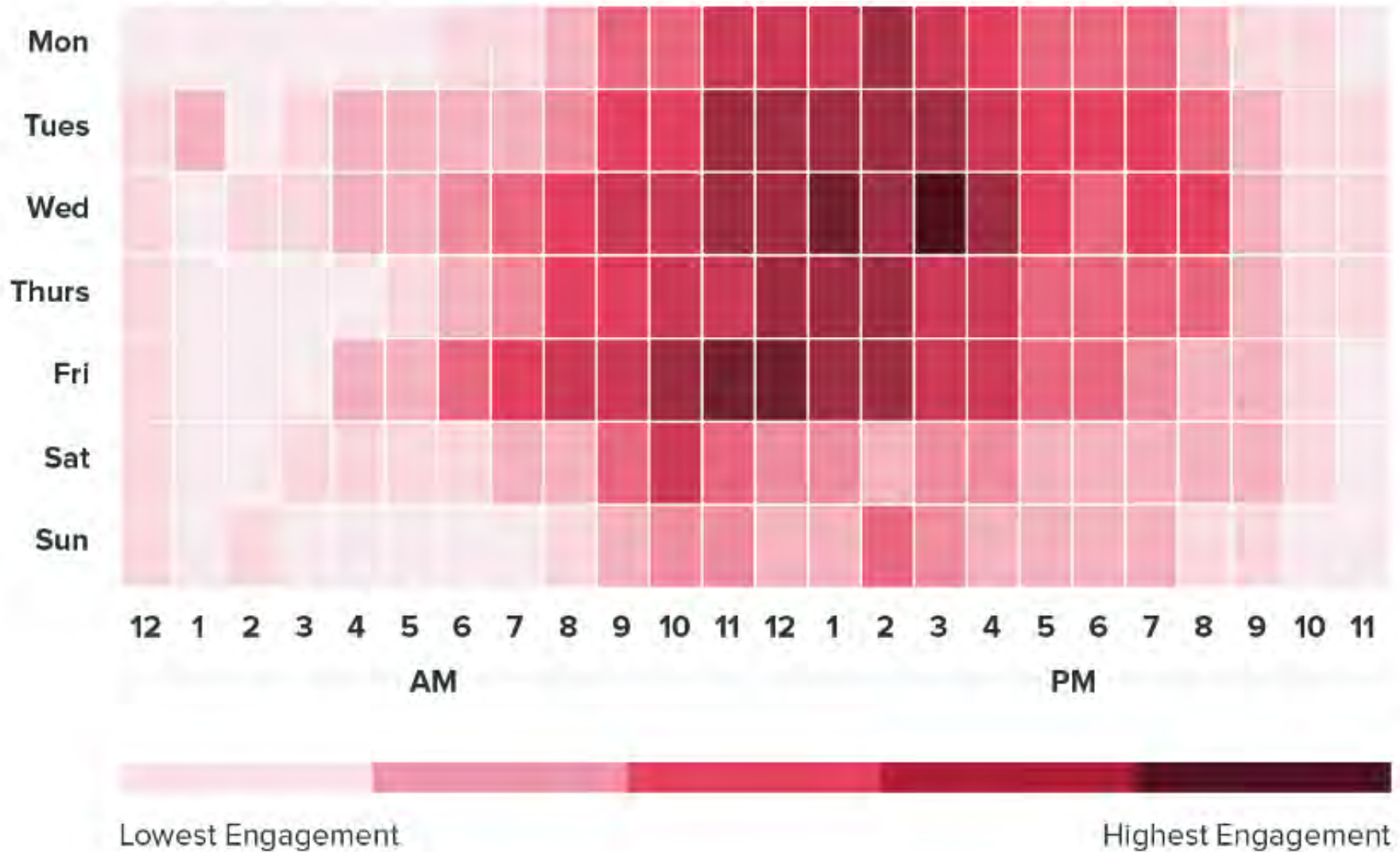
Liked by [\\_jocrystal\\_](#) and 27 others

MAY 14

Add a comment... Post

# Instagram Consumer Goods Engagement

sproutsocial



# Instagram Posting Strategy

- Demographic: mostly Millennial
- 2-3 times a week
- best time to post is 11-3 PM
- best times: Wednesday at 3 PM and Friday 11-12 PM
- Use Notes application for #hashtags  
(demo)

# Instagram Stories & IGTV

- The users who consume Instagram stories content (all 400 million of them) are so engaged that brands see a 75 percent completion rate on their stories, meaning that their audience stays to watch all the way to the last story frame.
- IGTV, an app for long-form, vertical video on Instagram, allows users to share live video content between 15 and 16 minutes long. (Instagram, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

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**Question & Answer**