



## **Downtown vs. Out-of-Town**

The Power of Knowing Your Audience on Social Media

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# **Downtown vs. Out-of-Town**

**The Power of Knowing Your  
Audience on Social Media**

# Our Journey

- **Big Picture**
- **Audience**
- **Content**
- **Ads**



# “A Tale of Two Pages”



**Visit  
Farmville**



**Downtown  
Farmville**



Meet  
**Letterpress Communications**





# Along the way...

- We'll focus on Facebook and Instagram
- Learn from each other
- Provide practical tips
- Be entered for a chance to win a free social media and website audit

# ALONG THE WAY

**Content marketing** is a strategic **marketing** approach focused on creating and distributing valuable, relevant, and consistent **content** to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.



BIG  
PICTURE



# WHY ARE YOU ON SOCIAL MEDIA?





## **AWARENESS**

Measure Reach: Views

## **CONSIDERATION**

Measure Engagement: Comments, Reactions, Clicks, Shares, Page Likes

## **CONVERSION**

Purchase, Stay, Foot Traffic, Donations

## **ADVOCACY**

User Generated Content, Tags, Reviews, Community Advocacy (calling council members, speaking at public comment), Referral Programs



# COVID ALERT

The “Rules” have gone  
out the window...



# Is it working...

Find your most engaging post from last month...

Facebook:

- Insights>Posts>Post Types

Website

- Google Analytics

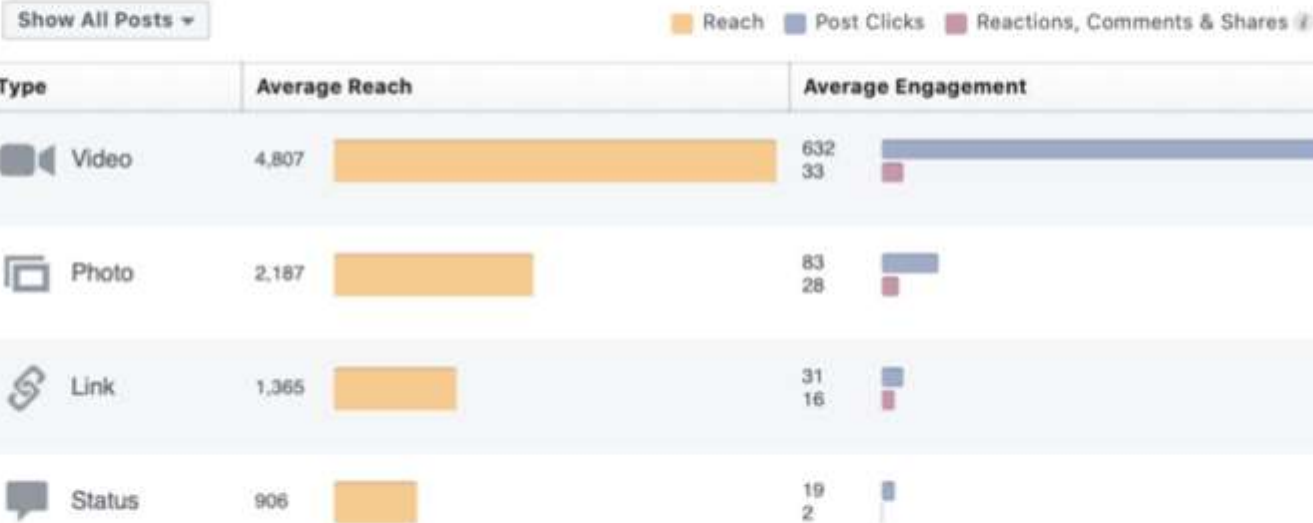




- Overview
- Ads
- Followers
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- Actions on Page
- Posts**
- Branded Content
- Events
- Videos
- Stories
- People
- Messages
- Orders

When Your Fans Are Online | **Post Types** | Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.



All Posts Published

Create Post

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/20/2020 7:55 PM	This content isn't available right now			30	1 0	Boost Post
07/20/2020 5:19 PM	Did you know? Building One is the oldest of all our Green Front			1.5K	42 49	Boost Post
07/17/2020 9:38 AM	Funny Friday! Have you seen our blooper commercials? Here are			1.7K	86 33	Boost Post
07/16/2020 6:15 PM	Muted tones with warm pops of color accent this traditional 5'3" x			1.4K	53 10	Boost Post

All Users  
+0.00% Users

+ Add Segment

Jan 1, 2020 - Mar 31, 2020  
Compare to: Oct 2, 2019 - Dec 31, 2019

Explorer

Summary Site Usage Ecommerce

Users vs. Select a metric

Day Week Month

Jan 1, 2020 - Mar 31, 2020: Users  
Oct 2, 2019 - Dec 31, 2019: Users



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Secondary dimension: Sort Type: Default

advanced

Default Channel Grouping	Acquisition		Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14.53% + 9,908 vs 6,651	16.44% + 9,866 vs 6,473	13.85% + 11,592 vs 10,182	8.58% + 66.38% vs 72.61%	7.30% + 1.78 vs 1.66	7.88% + 00:01:25 vs 00:01:19	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Organic Search									
Jan 1, 2020 - Mar 31, 2020	5,975 (59.55%)	5,893 (59.73%)	6,927 (59.76%)	68.70%	1.78	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	6,018 (69.20%)	5,888 (69.49%)	7,016 (68.91%)	71.65%	1.68	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-0.71%	0.08%	-1.27%	-4.11%	5.96%	16.17%	0.00%	0.00%	0.00%
2. Social									
Jan 1, 2020 - Mar 31, 2020	1,500 (14.98%)	1,463 (14.83%)	1,621 (13.98%)	75.45%	1.44	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	994 (11.43%)	935 (11.04%)	1,114 (10.94%)	84.11%	1.29	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	50.91%	56.47%	45.51%	-10.30%	11.52%	18.58%	0.00%	0.00%	0.00%
3. Direct									
Jan 1, 2020 - Mar 31, 2020	1,414 (14.09%)	1,397 (14.16%)	1,748 (15.08%)	62.81%	1.81	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	1,081 (12.43%)	1,065 (12.57%)	1,370 (13.46%)	72.41%	1.71	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	30.80%	31.17%	27.59%	-13.25%	5.55%	-17.17%	0.00%	0.00%	0.00%
4. Referral									
Jan 1, 2020 - Mar 31, 2020	1,145 (11.41%)	1,113 (11.28%)	1,296 (11.18%)	47.45%	2.14	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	604 (6.94%)	585 (6.90%)	682 (6.70%)	64.08%	1.90	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	89.57%	90.26%	90.03%	-25.94%	12.76%	7.00%	0.00%	0.00%	0.00%

Show rows: 10 Go to: 1 1 - 4 of 4



AUDIENCE

# Who do you want to be engaged on your page?

## Main Streets:

- Downtown business owners
- Elected/locality officials
- Community Members
- Visitors

## Tourism Site:

- 90% Out of Market Visitors
- Local Businesses
- Community Advocates





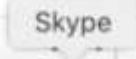
# Who IS engaged on your page?

Follow along:

- FACEBOOK
- ANALYTICS



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14.53% <span style="color: green;">▲</span> 9,908 vs 8,651	16.44% <span style="color: green;">▲</span> 9,866 vs 8,473	13.85% <span style="color: green;">▲</span> 11,592 vs 10,182	8.58% <span style="color: green;">▲</span> 66.38% vs 72.61%	7.30% <span style="color: green;">▲</span> 1.78 vs 1.66	7.88% <span style="color: green;">▲</span> 00:01:25 vs 00:01:19	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Virginia Beach									
Jan 1, 2020 - Mar 31, 2020	705 (6.84%)	664 (6.73%)	800 (6.90%)	69.00%	1.68	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	525 (5.85%)	492 (5.81%)	603 (5.92%)	74.46%	1.65	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	34.29%	34.96%	32.67%	-7.33%	1.48%	0.37%	0.00%	0.00%	0.00%
2. Charlottesville									
Jan 1, 2020 - Mar 31, 2020	671 (6.51%)	636 (6.45%)	758 (6.54%)	73.48%	1.56	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	795 (8.86%)	734 (8.66%)	930 (9.13%)	72.90%	1.56	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-15.60%	-13.35%	-18.49%	0.80%	0.34%	-23.41%	0.00%	0.00%	0.00%
3. Washington									
Jan 1, 2020 - Mar 31, 2020	610 (5.92%)	582 (5.90%)	680 (5.87%)	68.09%	1.69	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	629 (7.01%)	587 (6.93%)	727 (7.14%)	76.34%	1.48	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-3.02%	-0.85%	-6.46%	-10.81%	14.26%	-4.98%	0.00%	0.00%	0.00%
4. (not set)									
Jan 1, 2020 - Mar 31, 2020	504 (4.89%)	485 (4.92%)	581 (5.01%)	69.36%	1.75	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	437 (4.87%)	414 (4.89%)	471 (4.63%)	75.37%	1.59	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	15.33%	17.15%	23.35%	-7.97%	10.48%	54.02%	0.00%	0.00%	0.00%
5. Farmville									
Jan 1, 2020 - Mar 31, 2020	423 (4.11%)	383 (3.88%)	542 (4.68%)	70.66%	1.77	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 2, 2019 - Dec 31, 2019	647 (7.21%)	588 (6.94%)	833 (8.18%)	69.99%	1.71	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-34.62%	-34.86%	-34.93%	0.97%	3.61%	-4.22%	0.00%	0.00%	0.00%



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**Your Fans** | **Your Followers** | **People Reached** | **People Engaged**

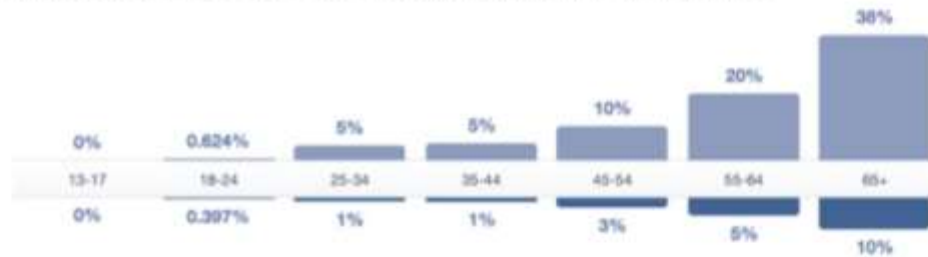
The number of People Talking About the Page by user age and gender. This number is an estimate.

**Women**

■ **79%**  
People Engaged

**Men**

■ **21%**  
People Engaged



Country	People Enga...	City	People Enga...	Language	People Enga...
United States of America	1,754	Virginia Beach, Virginia	90	English (US)	1,724
United Kingdom	2	Farmville, Virginia	77	Spanish	21
Spain	2	Roanoke, Virginia	57	English (UK)	11
Germany	1	Richmond, Virginia	56	Spanish (Spain)	4
Ghana	1	Chesapeake, Virginia	54	Romanian	2
India	1	Norfolk, Virginia	39	Portuguese (Brazil)	1
Afghanistan	1	Danville, Virginia	34	English (Ireland)	1
Chile	1	Newport News, Virginia	26		
Pakistan	1	Fredericksburg, Virginia	26		

# Questions to ask of the data...

- *Is there an audience paying attention that I wasn't even aware of?*
  - *Am I reaching the audience I want?*
- *Does what I'm seeing with analytics match reality/other numbers?*
  - *Is my current audience engaged?*





CONTENT

# QUIZ

**Which type of post solicits the most engagement on Facebook?**

- 1. text**
- 2. photo**
- 3. video**





# COVID ALERT

## Read the room

- You don't know your audience anymore



# Ways to listen to your audience...

**These will seem tedious but are essential.**

- **Twitter:**

Use Tweetdeck to create lists of various audiences

- **Instagram:**

Use geography, hashtags and tagging

- **Facebook:**

- Be a stealth member of groups you don't manage
- Curate your pages feed to follow what businesses are sharing

PRACTICAL TIPS:  
**LISTENING**

- 1. Only be on channels where you are personally active.**

(Or find someone on your team/board that is.)

- 1. Set up a weekly time to do some listening.**



WHAT CONTENT HAS  
WORKED FOR YOU?

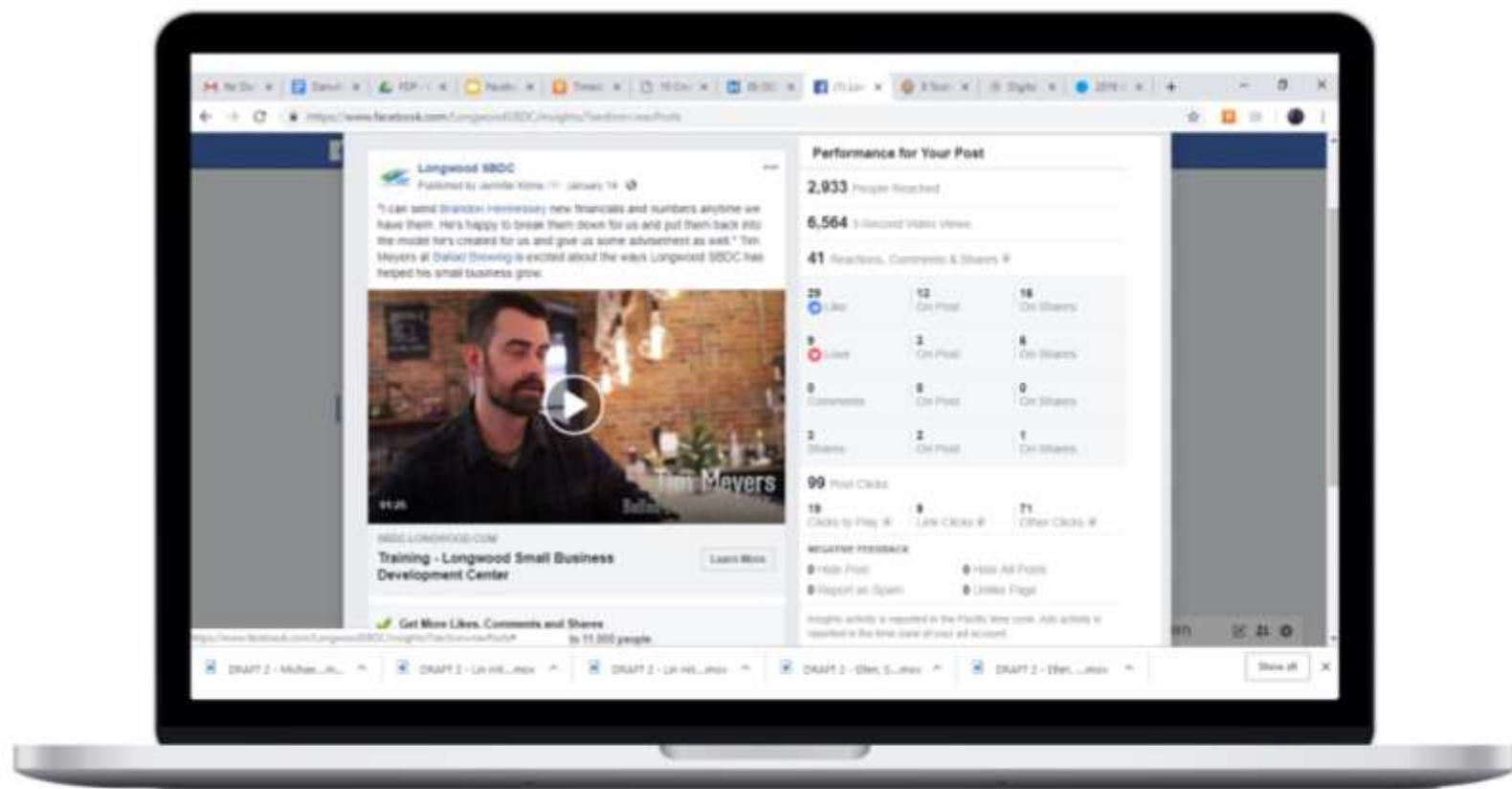
# Universal content wins

- **Authentic**
- **Faces/People**
- **Striking/Standout**
- **Video**



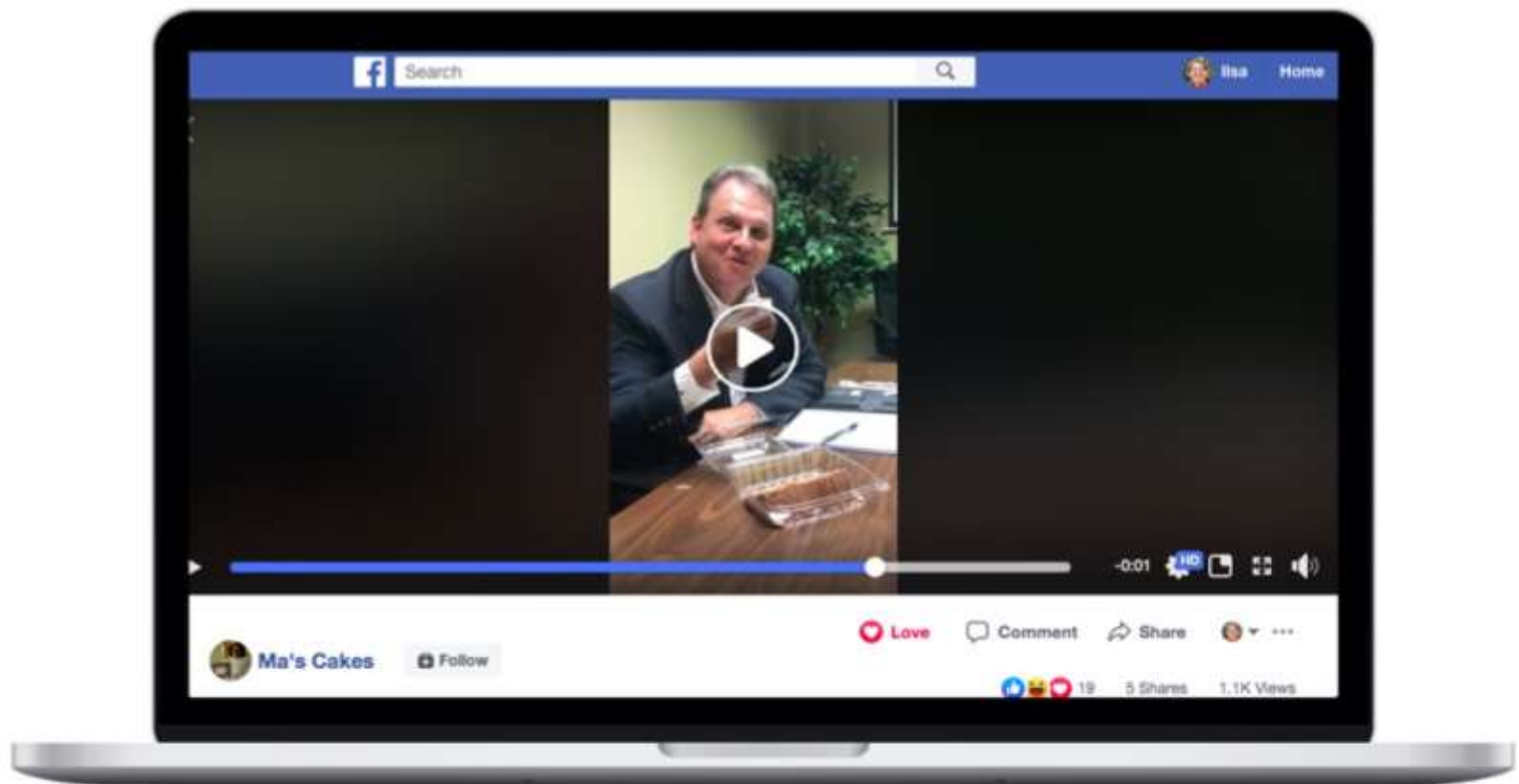
# TYPES OF VIDEOS:

## Testimonial (produced)



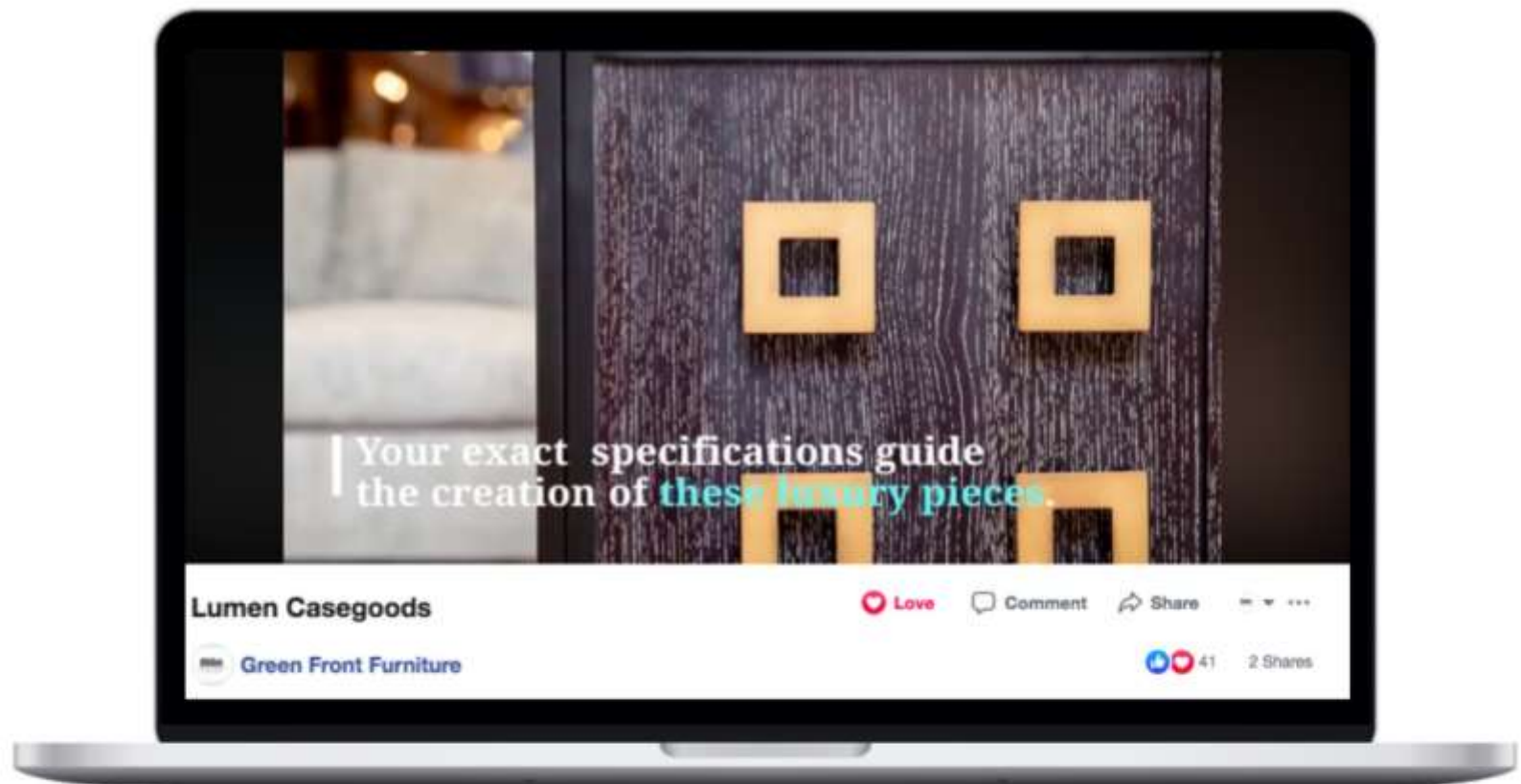
TYPES OF VIDEOS:

## Testimonial (man on the street)



# TYPES OF VIDEOS:

## Content Based Using Web Tool (Lumen 5)



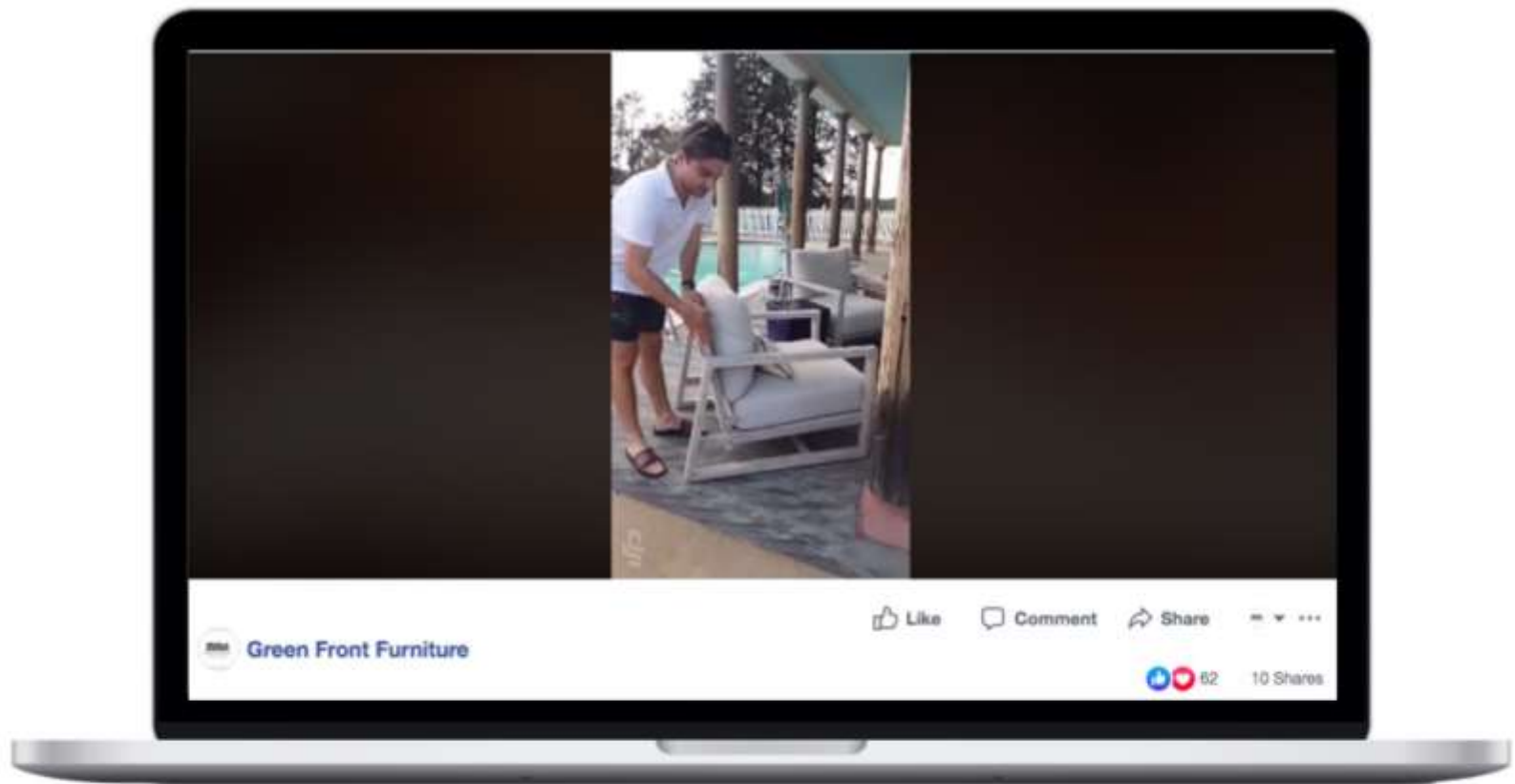


# TYPES OF VIDEOS: “News Story”



# TYPES OF VIDEOS:

## Facebook Live



# Universal practices that are crucial...

- Tagging/engaging networks
- Clear calls to action and direct/easy links
  - Load video directly to Facebook



# COVID ALERT

**Your audience needs you more than ever.**

- Pay attention to engagement to make sure you're on track.



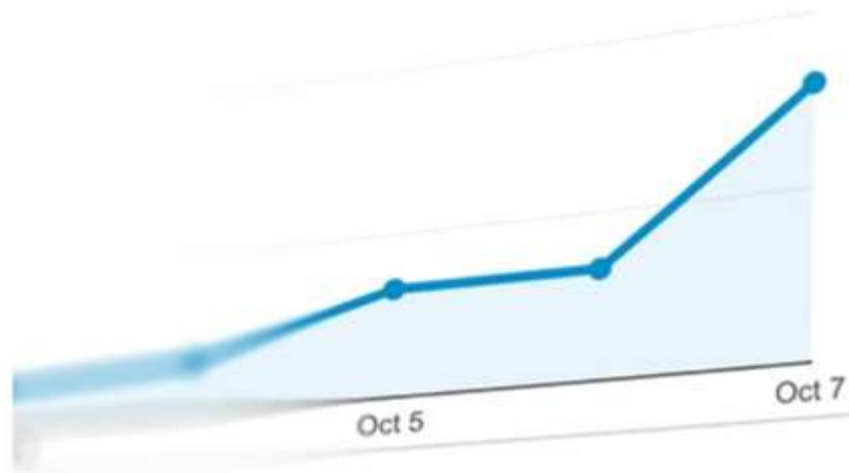
# Advanced Analytics

## Engagement Rate:

Divide Reach by Engagement and multiply by 100

**1-3% is good.**

**3%+ is FANTASTIC.**



Returning Visitor



Returning Visitor

70%

30%

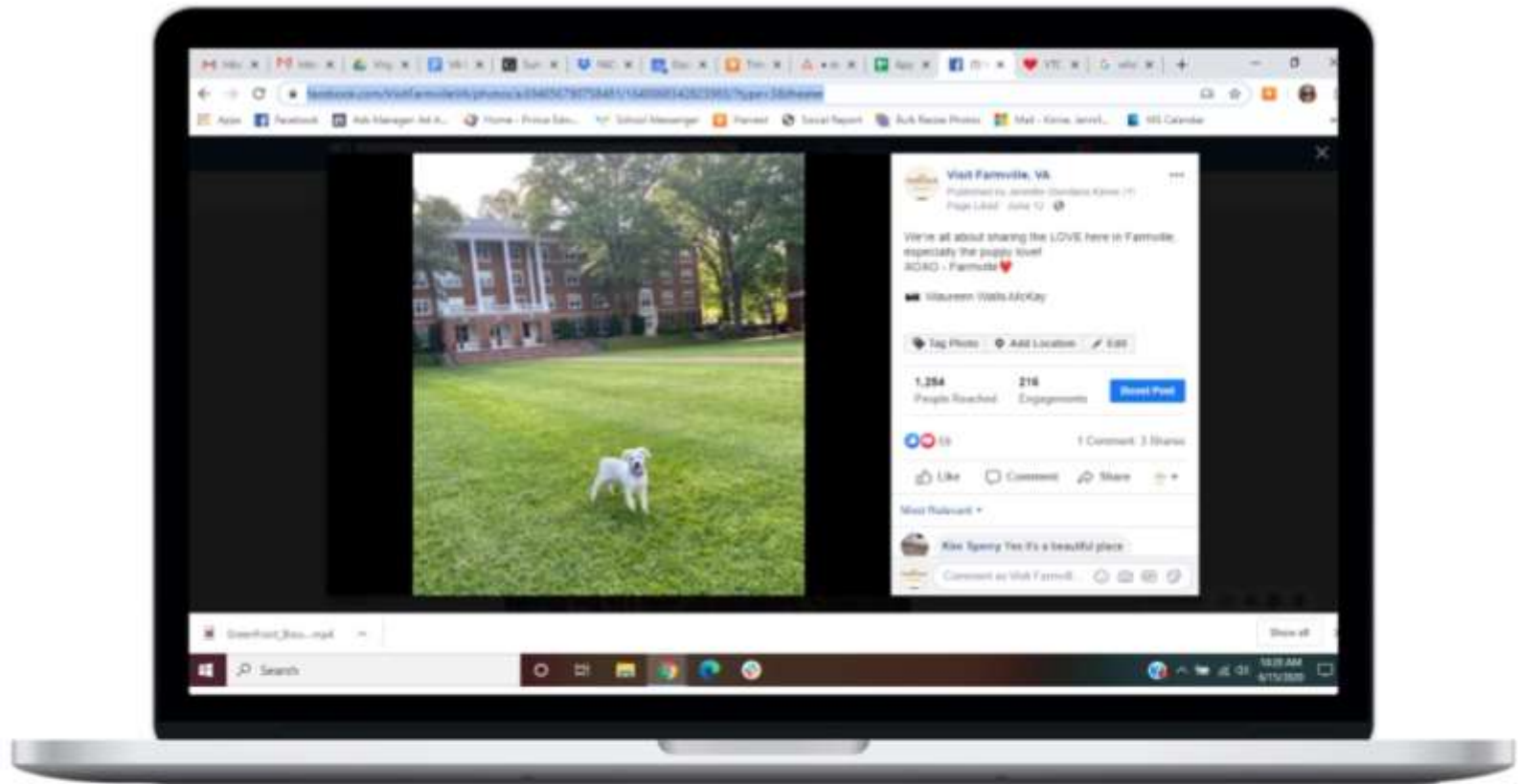




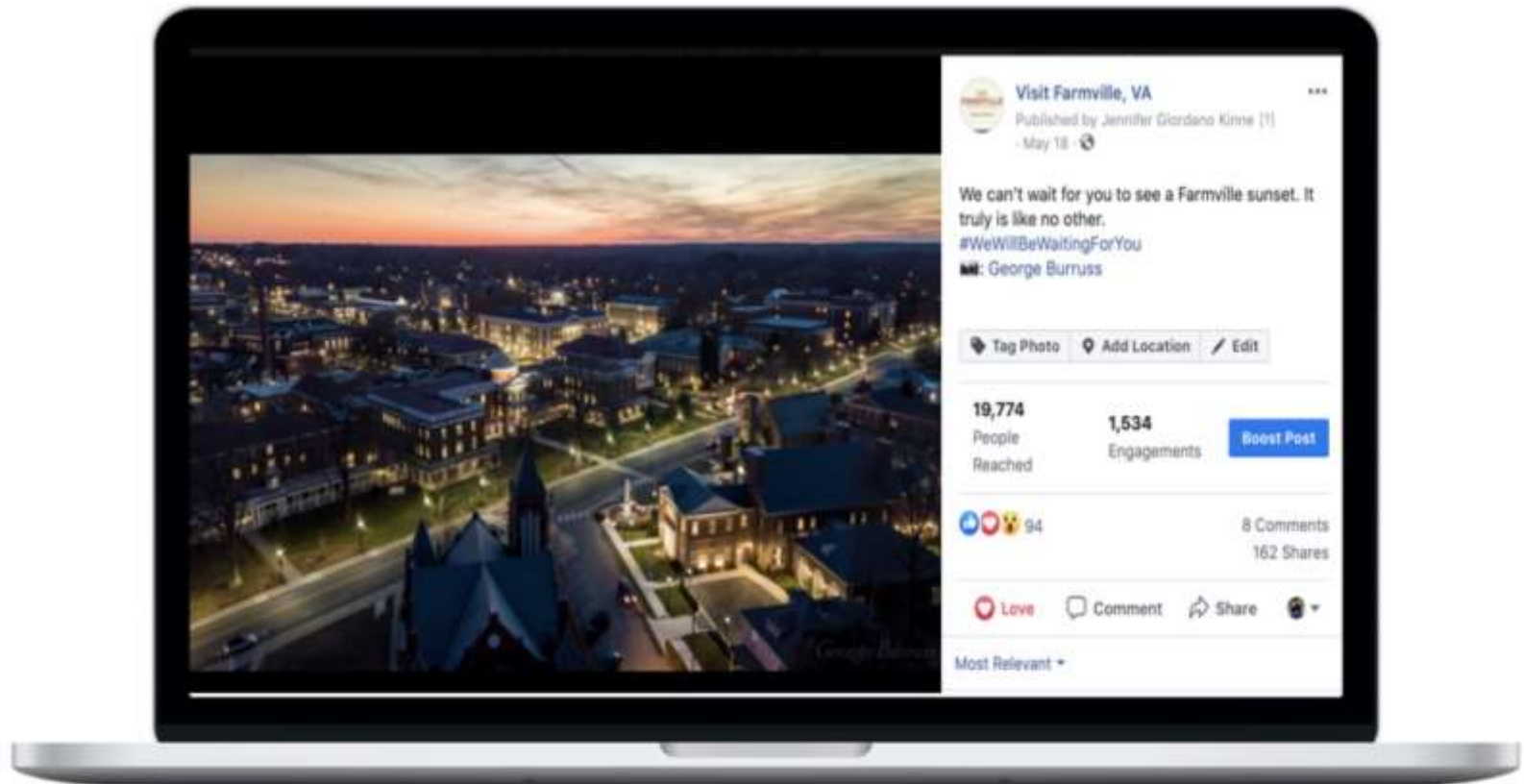
# Tourism Opportunity

- **User Generated Content**
- **Sharing the strength, agility of community**
- **Featuring new ways to explore**

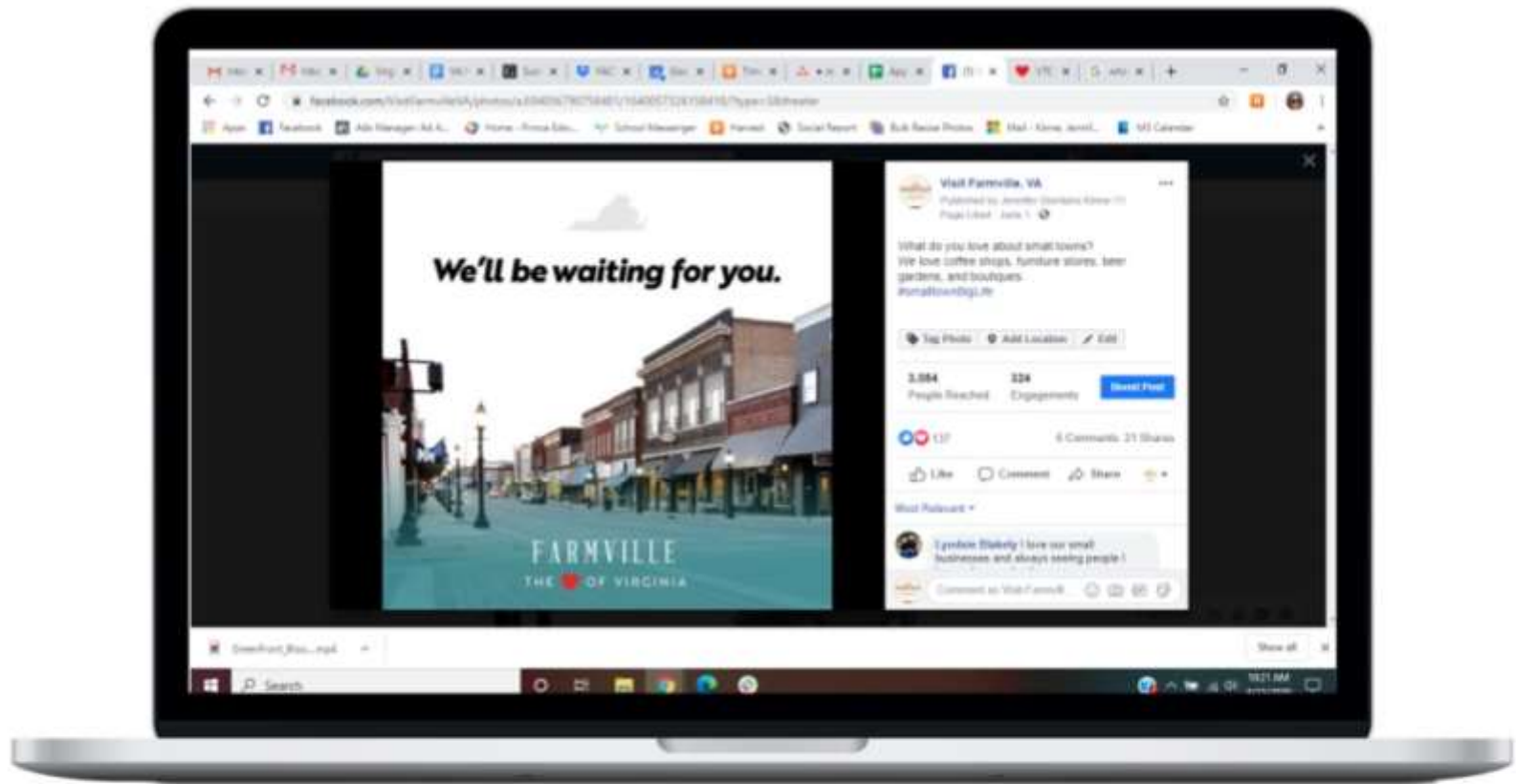
# User Generated Content



# Striking Content



# Strength/Agility of Community





# Main Street Opportunities

- **Groups**
- **Advocacy Messaging**





# COVID ALERT

## **Stay on top of the news**

Previously you might stumble into a minefield by posting the wrong thing at an inappropriate time, but the odds were lower. Now, things are changing every single day, so you have to consider not just how your post feels in the time it was conceived and scheduled.

- Watch out for autopilot posting via website, newsletter.
- Run posts through a "snark filter"
- Pay attention to initial engagement if you are concerned about reactions

## PRACTICAL TIPS:

- **Create Content Pillars**
- **Campaign Concepts:**
  - Main Street
    - Board member features (KISS)
    - Shop owner/employee features
    - Behind the scenes series
    - Theme around a month, such as women's month
  - Tourism Ideas
    - Shop owner/employee feature
    - Create an itinerary and do a post each week around a featured location in itinerary

## PRACTICAL TIPS:

- **Create some automated systems for content:**
  - Main Street: When you send a donor thank you note, also schedule a post with their image
  - Main Street: Always create two or three posts after a board meetings with exciting news/updates
  - Tourism: Every Monday, first thing, search for UGC from the weekend.
  - FB Tip: Save “evergreen” content as drafts



ADVERTISING





# You gotta pay to play...

- Great way to shape your audience
- Build loyalty
- Turn “Consideration” into “Conversion”

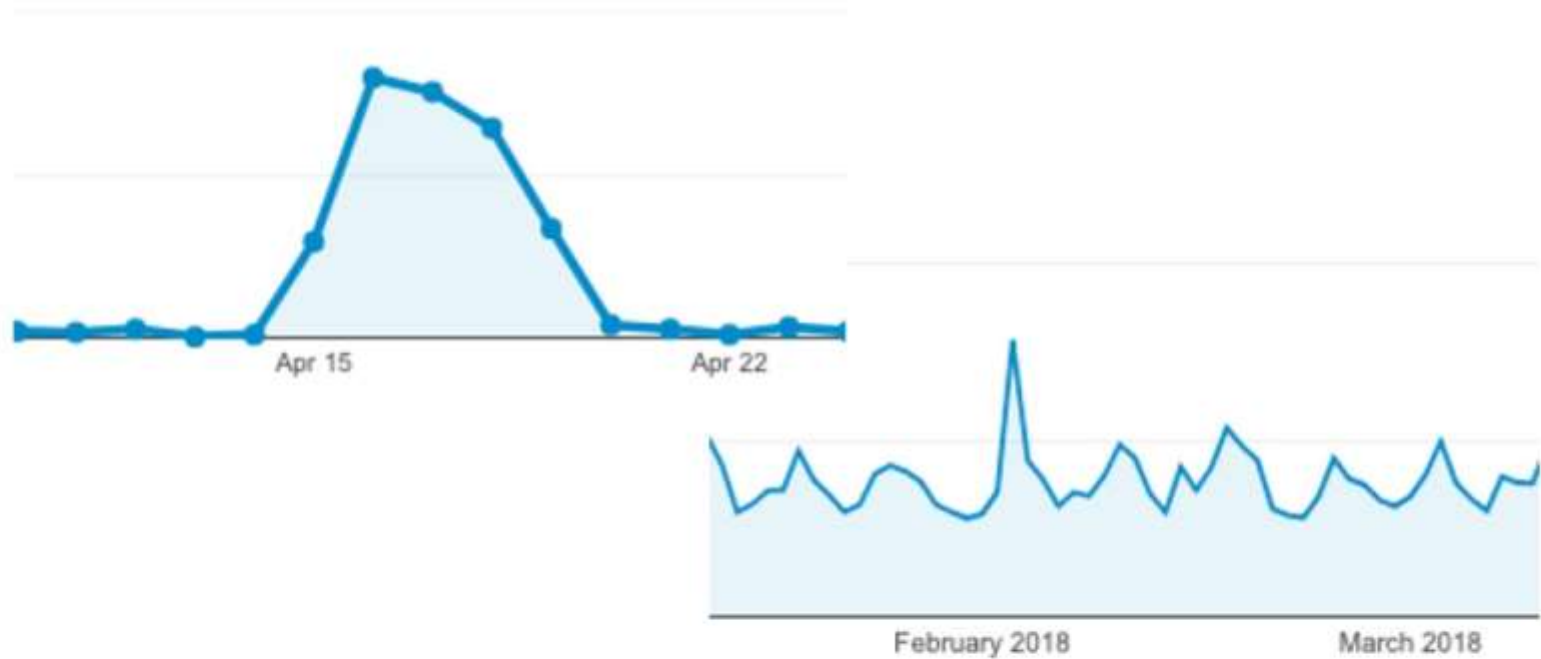


# The set up...

- What is your Call to Action?
- Is it easy to act?
  - Direct Links
  - Landing Pages
- Measure success with
  - Facebook Pixel
  - Google Analytics



Review the results from other sources and learn





# Types of Ads

- Likes
- Views
- Clicks

## TARGETING TIPS:

- Trying to reach Out of Market?  
Exclude local areas
- Trying to engage your fans?  
Target your most engaged fans
  - Insights>People>Fans>Engage
  - Look at those who engage. These people are who you should target for ads!
- Have a high traffic website?  
Use “lookalike” audiences



## TARGETING TIPS:

- At minimum: use geography, page and interest type to target
- Consider during one audience/reach ad a month of \$50 and having a few thousand in reserve for big campaigns or pushes
- To grow page swiftly or grow web traffic, be ready to spend \$250+/month





# Win a Website & Social Audit!

- Enter you email here!
- \$1,250 Value
- Audit will be actionable and include:
  - Content and Branding Review
  - Campaign Concepts
  - Website:
    - Analytics
    - Design
    - Technical Review



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