



iPgg Social Media Boot Camp





OVERVIEW

February:



Twitter

March:



Facebook

April:



Instagram

May:



Pinterest

June:



Blogging

July:



Recap



MONTHLY STRUCTURE

- First **Wednesday** of every month – look for a PowerPoint on www.ipgbook.com/socialmediabootcamp
 - We'll share guest blogs, contributor content, useful articles, and more throughout the month
 - Last **Wednesday** of every month – join us for a roundtable discussion to share all we've learned and answer questions
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SURVEY SAYS...

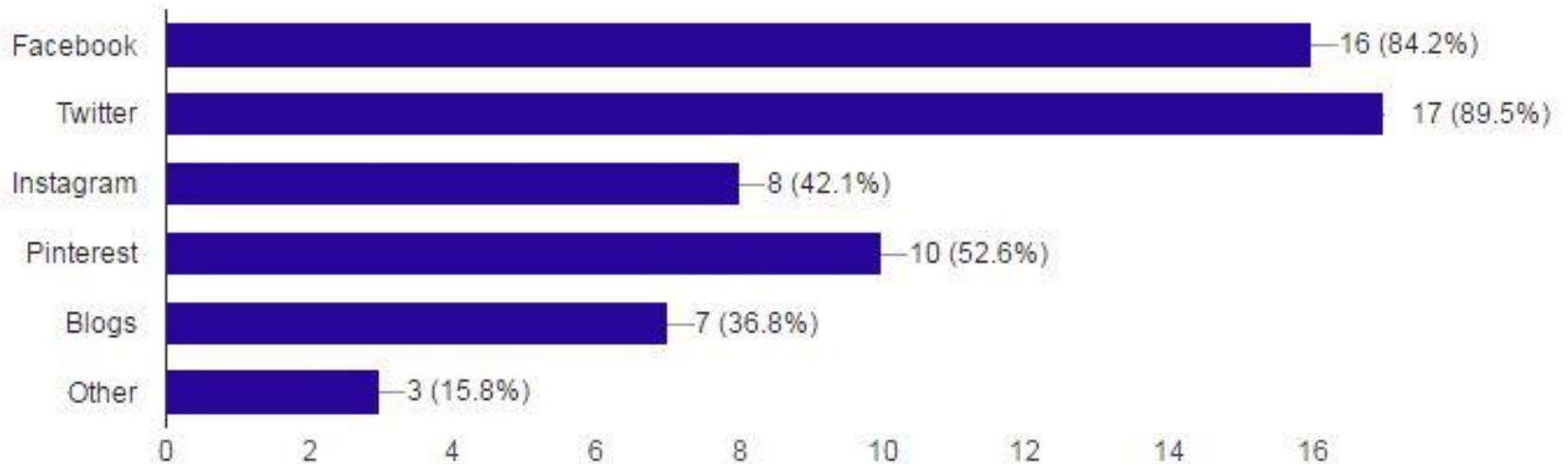
Most of you want to learn how to:

- Gain followers
- Maintain interest
- Expand reach
- Inspire more engagement
- Implement paid advertising
- Drive sales
- Add value to the conversation
- Generate shareable content



SURVEY SAYS

What social media platforms do you use? (19 responses)





ACTION PLAN

- Set “SMART” goals
 - Develop a schedule
 - Track your progress
 - Analyze your results
 - Adapt your approach
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SET “SMART” GOALS

SMART stands for

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime sensitive

Source: <http://sproutsocial.com/insights/social-media-goals/>



IPG GOALS

- Establish our brand, voice, and presence
 - Increase organic traffic to our website by 5%
 - Participate in the broader publishing conversation
 - Enhance our relationships with publishers, accounts, and consumers
 - Within the next six months, increase our Twitter following by 300 new fans
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DEVELOP A SCHEDULE

- Tailor schedule to each platform
 - We'll share timing suggestions for each platform throughout the boot camp
 - Establish your routine
 - Keep it consistent
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TRACK YOUR PROGRESS

- Get a baseline reading of where you are *now*
 - # of followers
 - # of impressions
 - Rate of engagement (# of likes, comments & shares / impressions)
 - Amount of activity
 - Acquaint yourself with the analytics tools of each platform
 - Utilize web traffic measurement tools (such as Google Analytics)
 - Consider tracking with a spreadsheet
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ANALYZE YOUR RESULTS AND ADAPT ACCORDINGLY

- Identify:
 - Successes based on your goals
 - Areas for improvement
 - Implement:
 - Replicate and build upon successful efforts
 - Discontinue strategies/content that aren't working
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BEST PRACTICES

- When creating your handle:
 - Be consistent across platforms
 - Use the name of your *business* (@ipgbook)
 - Don't use punctuation, special characters, spaces, etc.
 - Get to know your unique audience on each platform, and tailor your message and voice accordingly
 - Be mindful of timing with regard to current events
 - Interact with followers (comment, like, reply, retweet, etc.!)
 - Remember that social media is a conversation, not a commercial
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HOW TO CONNECT WITH IPG

- Follow us and tag us in your posts!
 - Facebook: @ipgbook
 - Instagram: @ipgbook
 - Pinterest: @ipgbook
 - Twitter: @ipgbooknews *
 - Email marketing@ipgbook.com with upcoming social media campaigns and ideas
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QUESTIONS?

[Submit any questions here](#)



Tune in Every Wednesday

- **In February, we will begin with Twitter** 
 - **First week** – Introduction
 - **Second & third week** – supplemental articles and blog posts on www.ipgbook.com/socialmediabootcamp
 - **Fourth week** – Wrap-up webinar
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