



Social Media Presentation

The Social Network

Hi! I'm Jason

Director of Sales

I'm here to discuss about the power of social media and
facebook/instagram ads.



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The Social Network



Facebook
Instagram
Twitter
LinkedIn
Pinterest

Social Media Stats



Social Media Statistics And Trends



3.2 Billion

Daily Active Social Media Users



2.22 Hours

The average time per day a user is on social media



54%

Of Social Browser users use Social Media to research products

Social Media Stats



366 million new people started using social media in the past year. That's more than a million new people joining social media every single day.



71%

of consumers who have had a positive experience with a brand on social media are likely to recommend the brands to family and friends.

91%

of all social media users access social channels via mobile devices.



Businesses Embrace Social Media



90% of brands use social media to increase brand awareness.

90%



77% of brands expect their use of social media to increase.

77%



53% of businesses use social advertising.

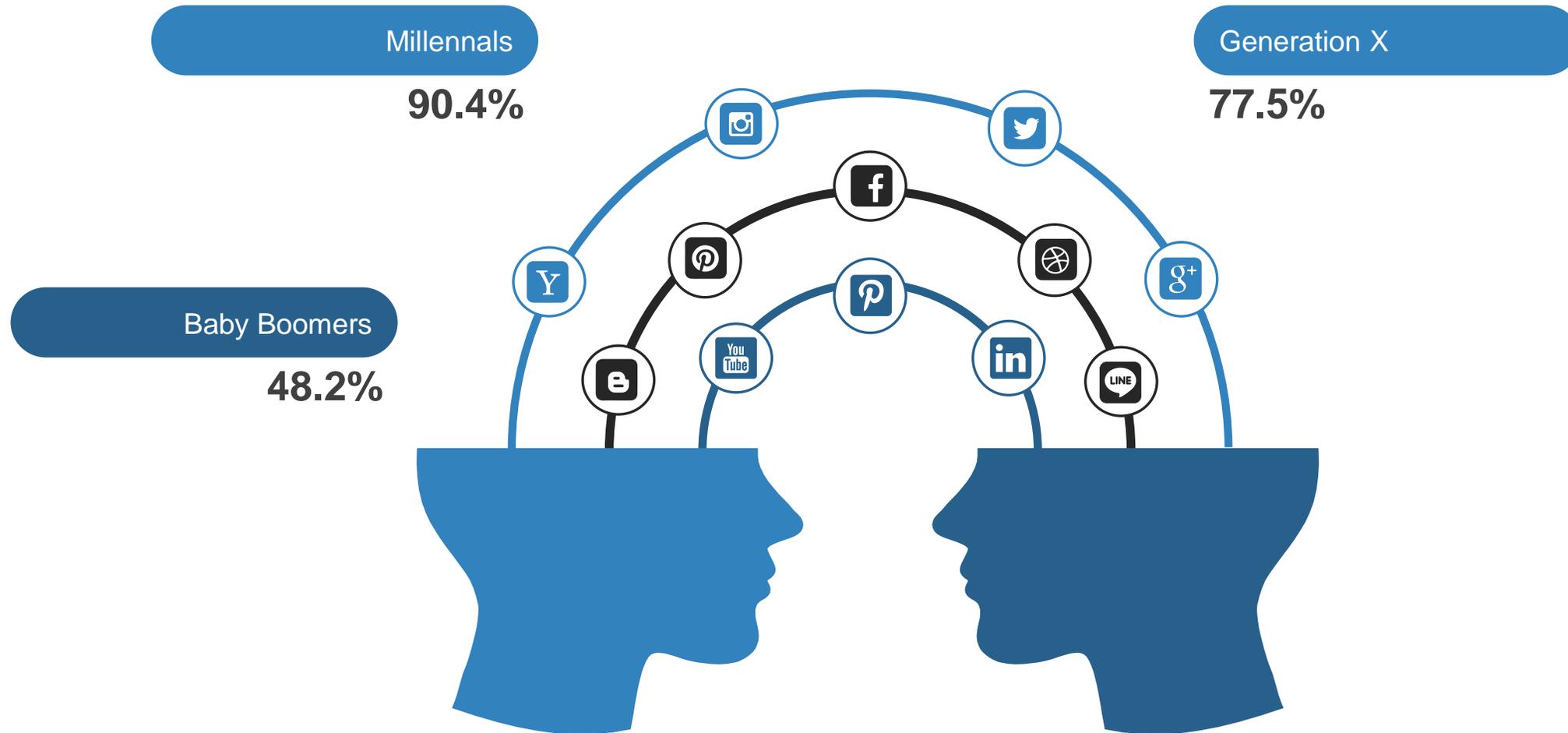
53%



7 million businesses use paid advertising on Facebook. 2 million businesses use paid advertising on Instagram.

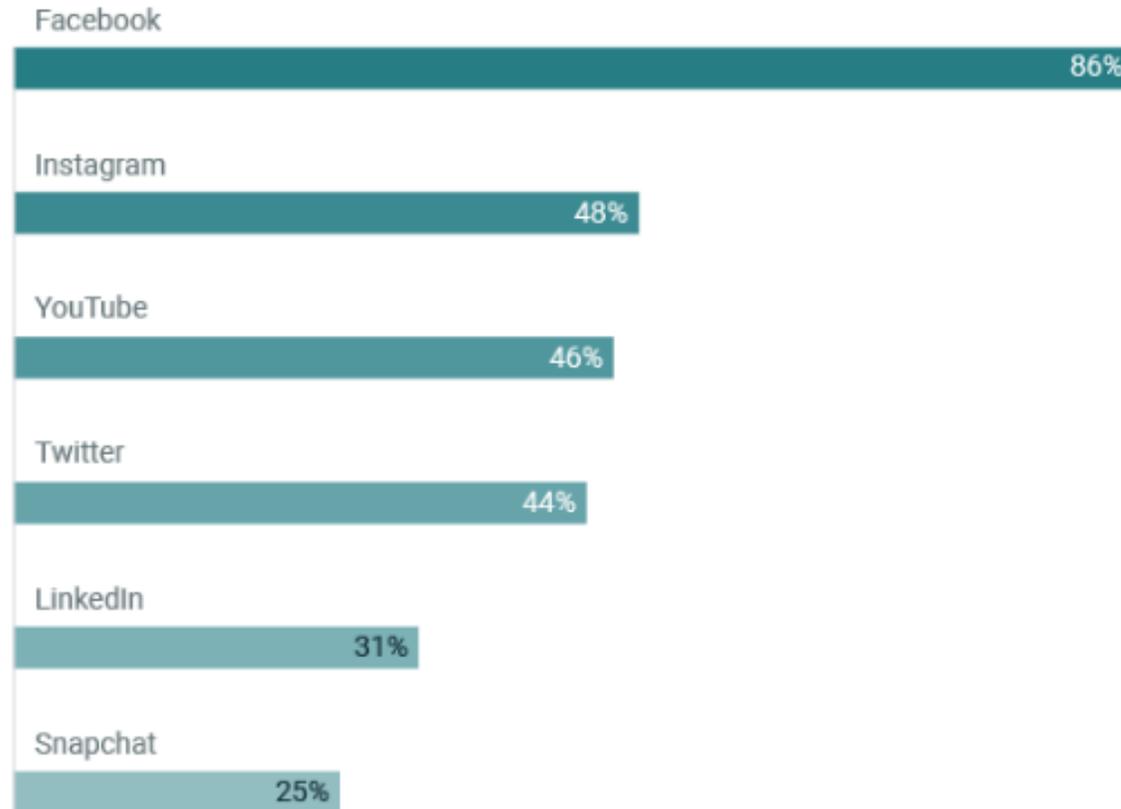
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Social Media Users by Generation



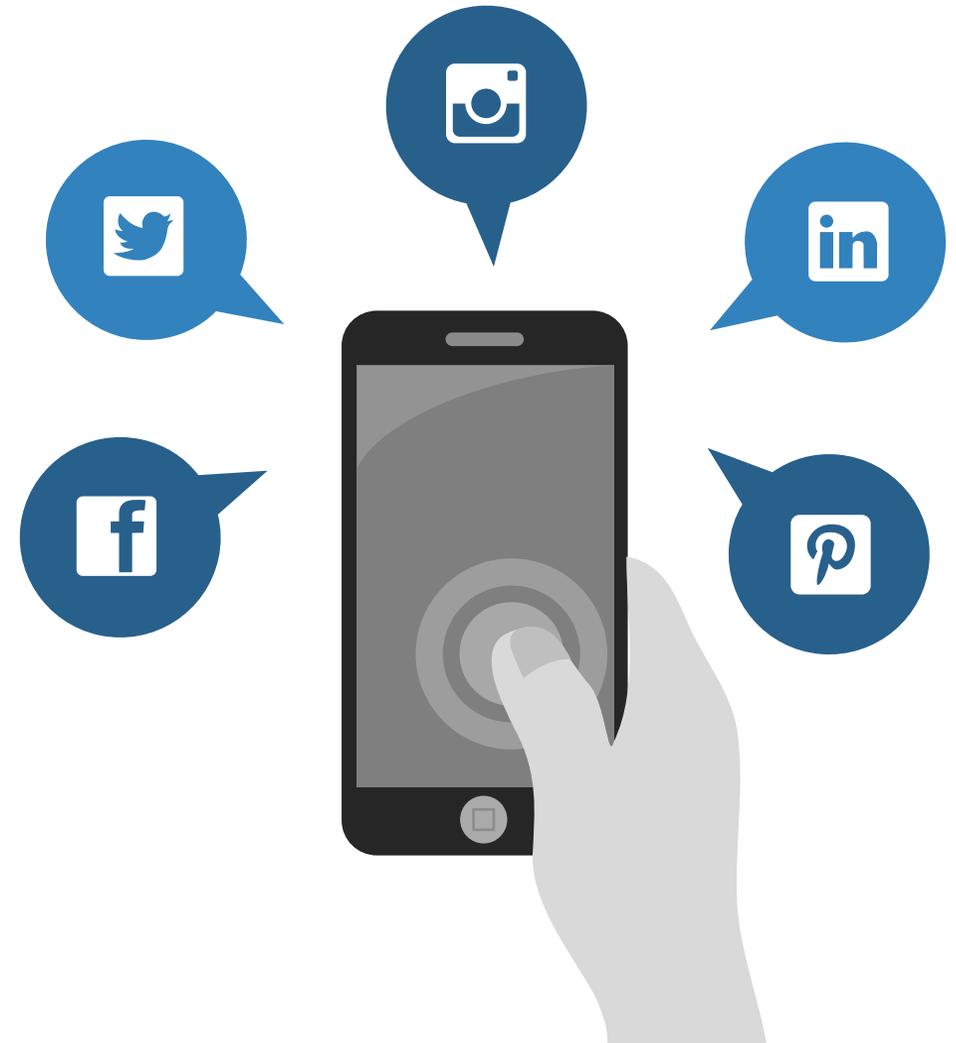
Social Media

Which Social Media Channels Do Small Businesses Use?



Not all social media channels shown
N=248 small businesses that use social media
Source: Clutch 2018 Small Business Survey

Clutch



How to Use Social Media to Grow Your Small Business

1. Increase Leads

Increase your sales leads by creating and posting great content to get more social engagement: Likes, Followers, Comments, Shares.

2. Drive Traffic to Your Website

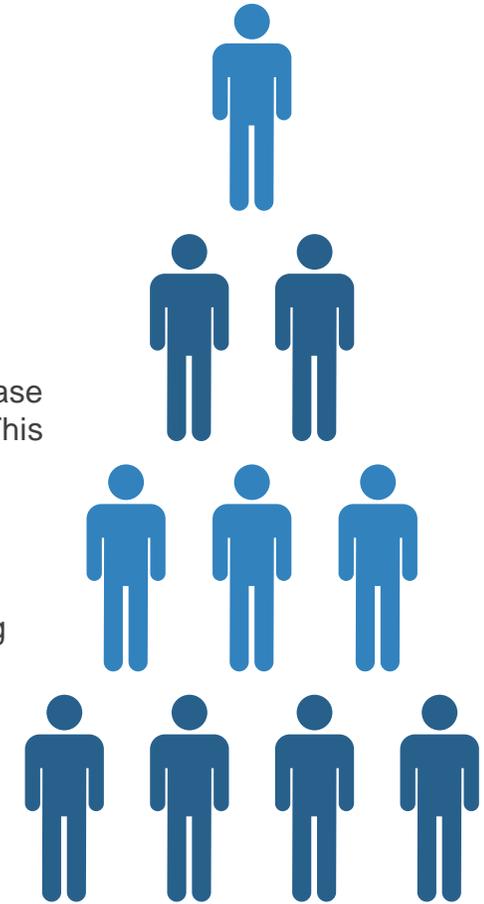
Generally, small businesses use social media with a goal to increase traffic to a website. This theory was supported by the same Social Media Examiner report I mentioned above with 78% of small businesses saying they use social media to increase their website traffic. If you don't have a strong presence on social media, you're losing out on organically generated traffic. This means that your traffic is generated from the same limited number of people currently following you.

3. Use Videos

Open your favorite social media platform; you'll notice your feed is replete with video content instead of text and images. In fact, algorithms have changed, evolving to prefer video content over other content formats. And that's something the leading brands have noticed: A whopping 86 percent of businesses already use video on their website, and 77 percent use video on social media, according to Vidyard statistics.

4. Improve your Search Engine Rankings

There's a lot of debate around this topic, but the bottom line is this... social media can (and will) improve your search engine ranking. How? The domain authority of your website increases when the social media share rate increases. This leads to an improved search engine ranking of your pages. But it's more than just that. Many consumers visit your social media profiles before heading to your website to get a better understanding of your brand before they make a purchase.



How to Use Social Media to Grow Your Small Business

5. Develop Trust with Customers

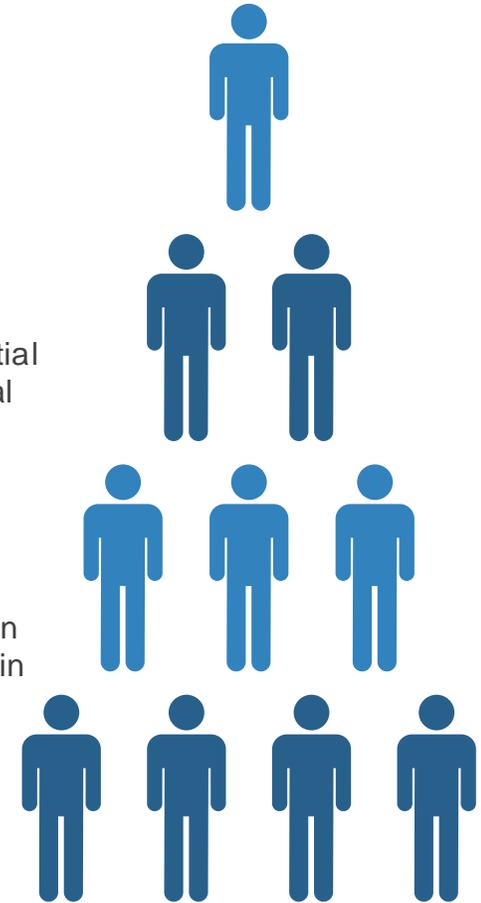
Social media is so much more than just a platform for promoting and selling your small businesses services or products. It gives you the opportunity to build trust with customers and develop loyal customers. In the survey conducted by Social Media Examiner, nearly 79% of marketers agreed that social media is as an effective way to develop loyal followers.

6. Have a Strong Call-To-Action Drive Traffic to Your Website

A strong call-to-action is important as it directs and motivates potential customers on what to do next. Which can help potential customers feel motivated to make a purchase. Similarly, you can design an appealing call-to-action and post it on your social media profiles. This will encourage your followers to take the required action, which could be purchasing your product or services.

7. Organize Contest, Giveaways, or Offer Discounts

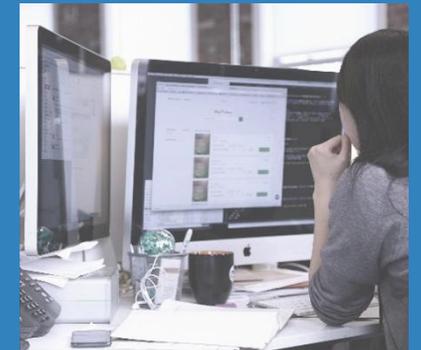
Who doesn't like discounts and giveaways? Regardless of the type of business, this method is super cost-effective and an impactful way to generate sales. It can also help to promote your products. Organizing contests or giveaways can also be fun and entertaining. They help increase your engagement rate as potential customers will start engaging with your brand more in the hopes of winning something. This can increase the awareness of your service or product as customers excitedly share news about the discounts with their friends.



Case Study: Australian Opal Direct



- Started with no online sales
- Implemented our marketing strategy of Social Media and SEO
- in 3 Months, we took sales from non-existent to over 30k a month



The Influencer Marketing Revolution

It's the new way to get your product your service out there. Everyone is on social media. People use social media to find what products to buy or what restaurant to go to based on influencer posts and opinions.

It is a marketing strategy that can help brands grow.



VALUE

Some influencers will exchange product or services for a post.



VALUE

1 Influencer post about your product or service can get the word out virally.

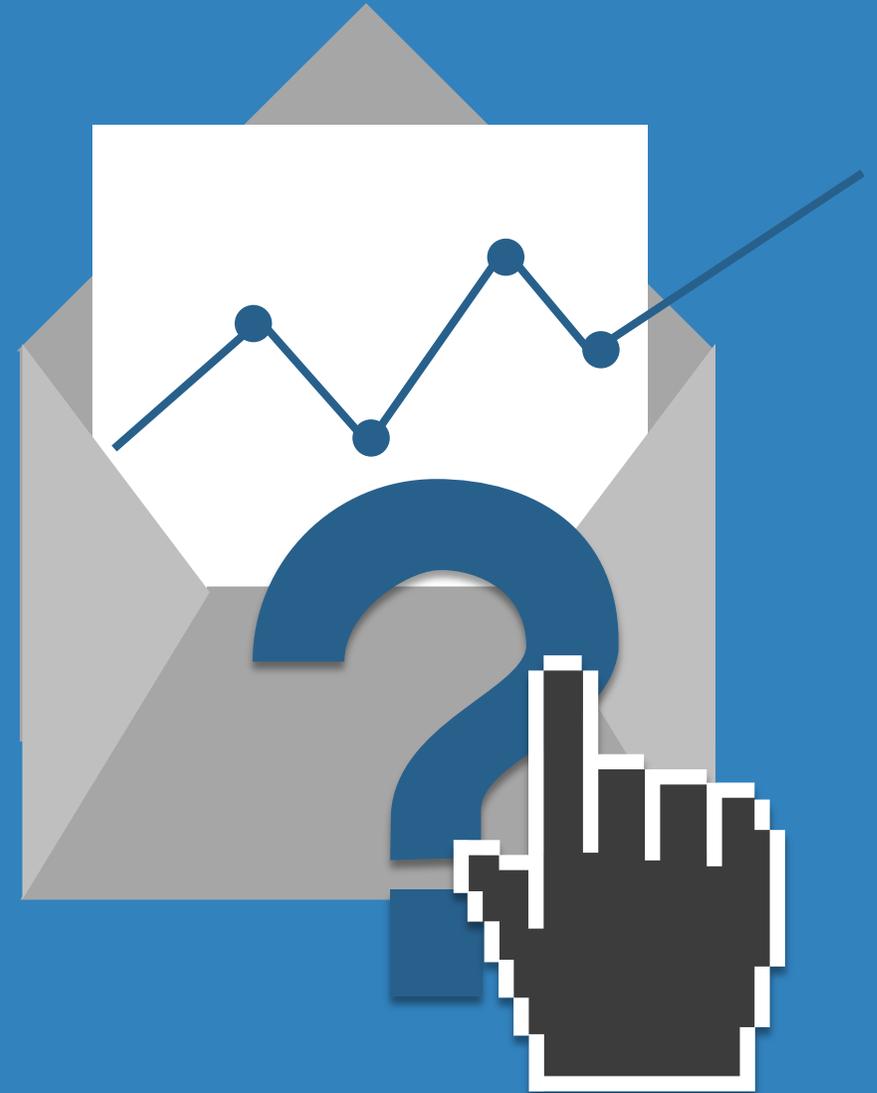
SOCIAL MEDIA



Influencer Marketing

The Influencer Marketing Revolution

- 1 Influencers now have an profound impact on your brand
- 2 When an influencer mentions, posts and tags your brand or company, it can result in increased brand awareness and sales.
- 3 The larger the Influencer followers and engagement, the more valuable the account is.
- 4 Celebrity influencers can charge upwards of \$100k or more per post. Non-Celebrity can range from \$500 to thousands per post.



The Influencer Marketing Revolution



Influencers



Influencers take vibrant, beautiful photos posted on Instagram



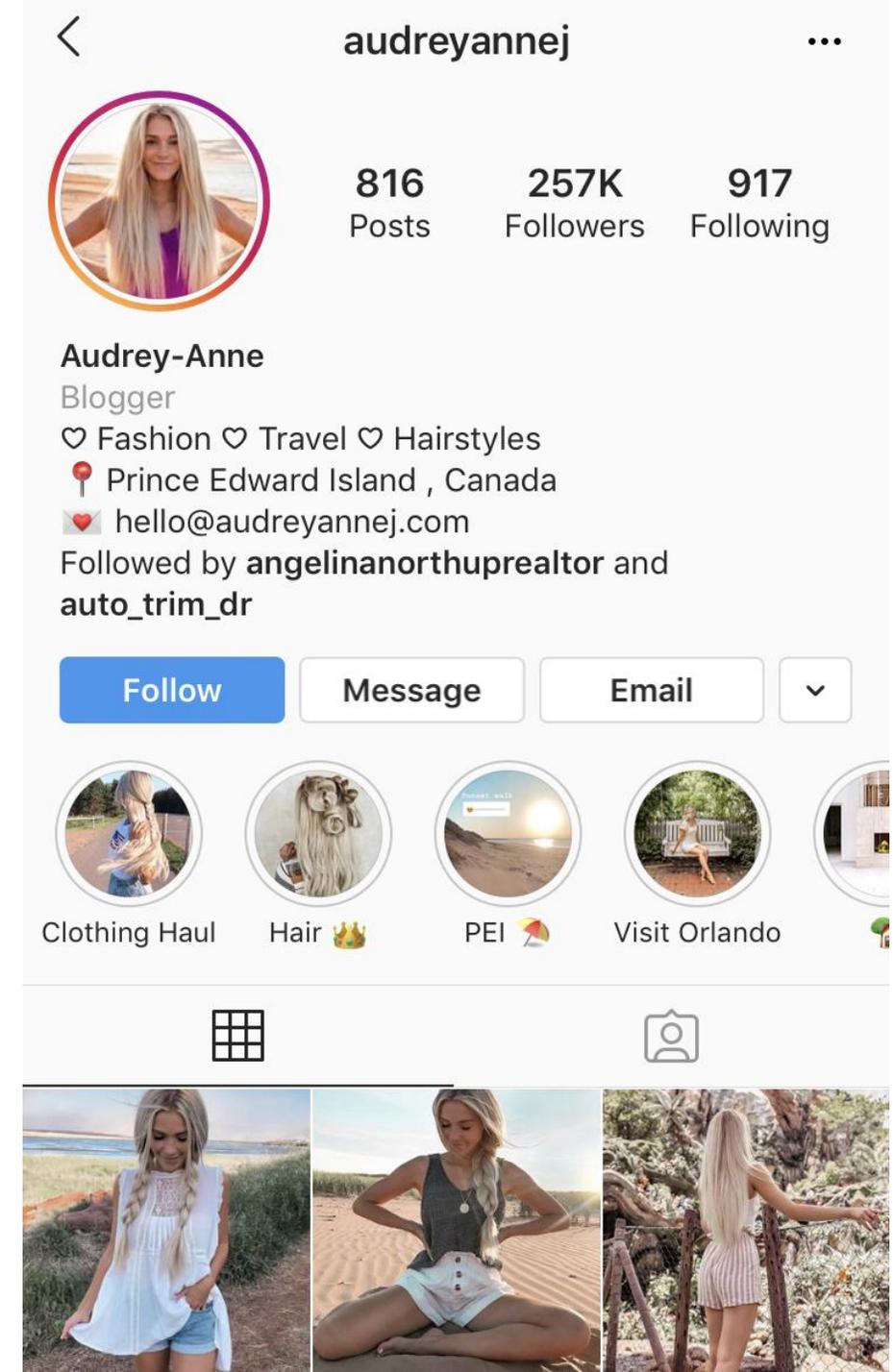
They have tons of followers



Influencers capture vivid videos, usually edited with music



They get tons of likes and comments for each post



Case Study: Chef Kang Food Rehab

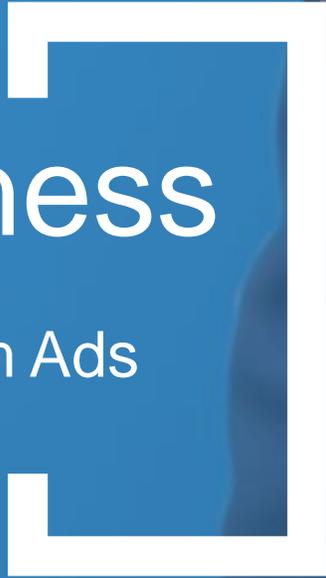
Influencer Marketing

- Opened restaurant with little customers
- Started Influencer Marketing with us
- In 1 month, we brought in over 21 influencers
- It dramatically increased business.
- Weekdays and weekends were packed.
- They started getting multiple catering orders

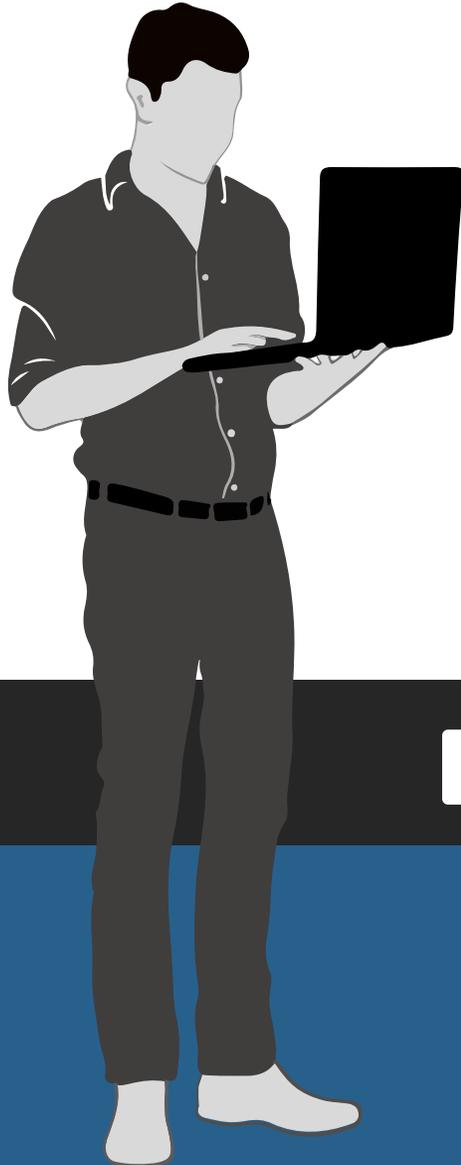


Growing Your Business

Through Facebook/Instagram Ads



Facebook/Instagram



Facebook owns Instagram and WhatsApp

The Power of Users and Data.

Facebook has the power of an enormous amount of data about a user. This data is used to market to you!

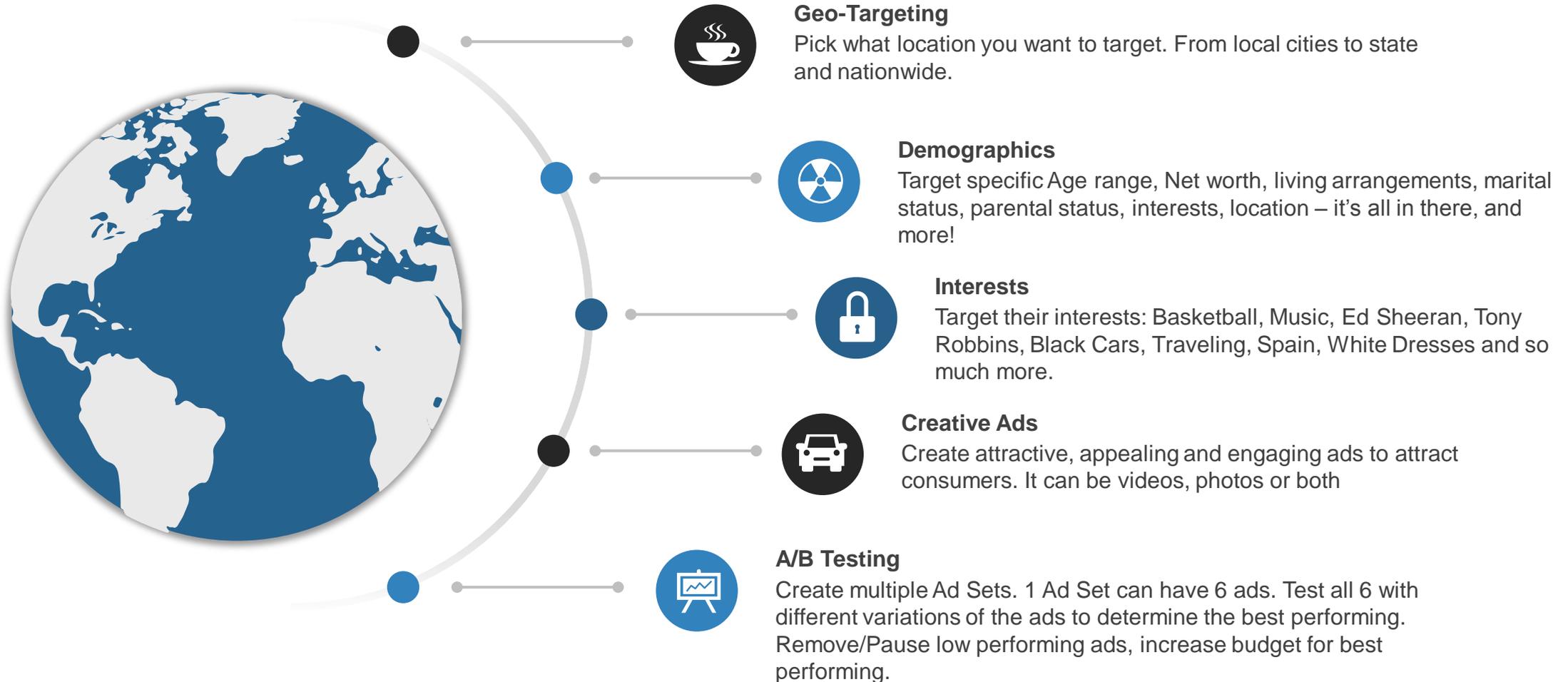
- ❖ 2.41 Billion Monthly Users on Facebook
- ❖ 1 Billion Monthly Users on Instagram
- ❖ Combined 3.41 Billion User Reach



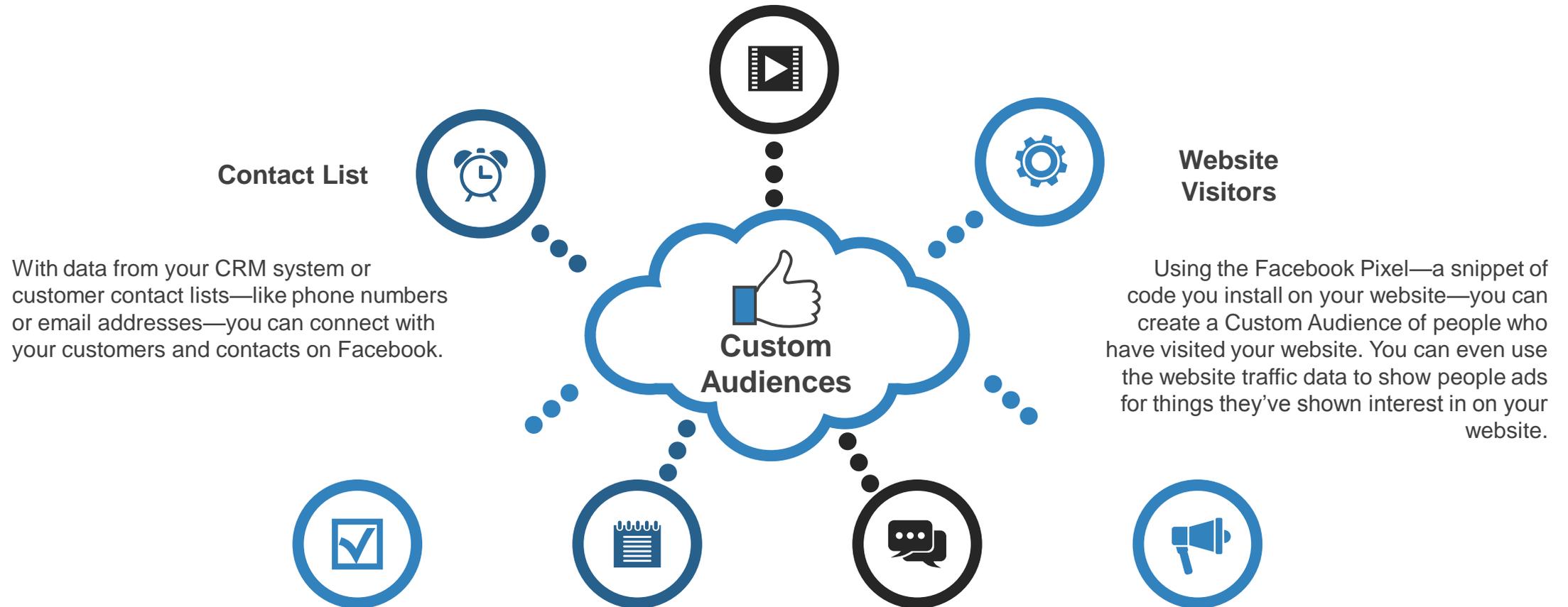
\$40 Billion

Amount of Revenue made by Facebook from Ads in 2018

Facebook/Instagram Ads



Custom Audiences





Noodoe Success

195
Leads

Our client, Noodoe EV has seen a consistent source of lead generation through facebook/instagram Ads.



195 Leads in 3 Months



\$36 Average Per Lead



65 Leads a Month



Consistent Lead Generation



INVEST IN SOCIAL MEDIA

“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.” – Amazon CEO Jeff Bezos

Click Refresh



Our Business

We are a leading web design and online marketing company driven to create a branding and marketing strategy for our clients to succeed.

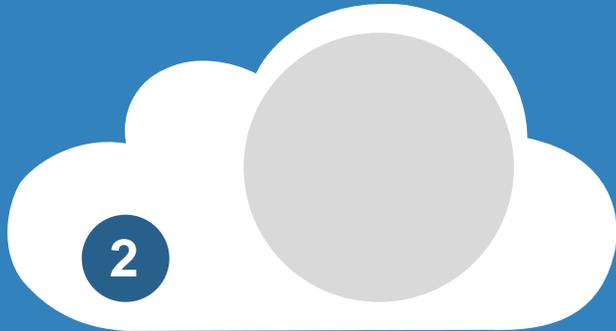


What We Do

Web Design and Development, Mobile App Development, Branding, Social Media, Email Marketing, Influencer Marketing, SMS, SEO, SEM, Online Reputation Management, Videography, Photography, ADA Compliance

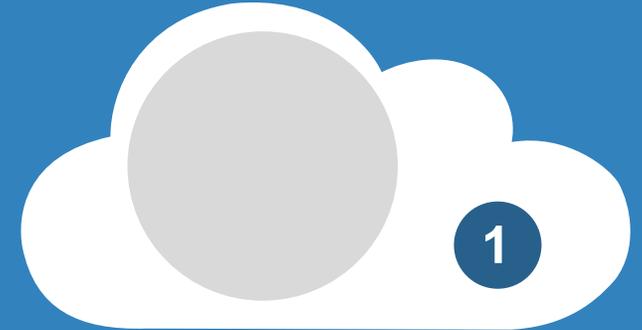


Click Refresh Team



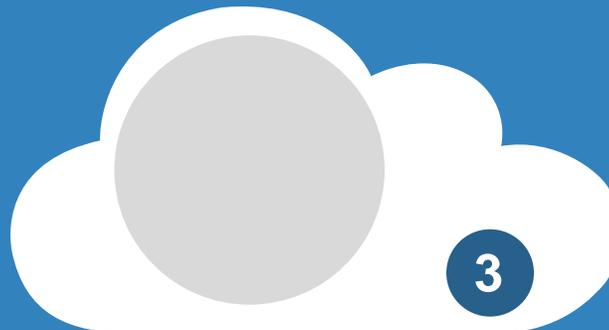
Jason McGinnis
Director of Sales

 jasonm@clickrefresh.com



Will Lai - CEO

 will@clickrefresh.com



**Kellie Ha – Project
Manager**

 kellie@clickrefresh.com



Q&A