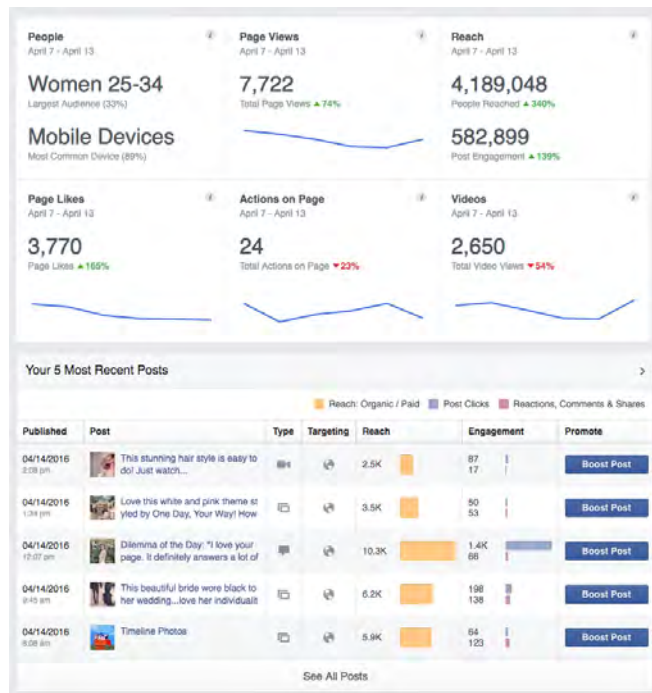


Modern Wedding®

SOCIAL MEDIA TRENDS 2016

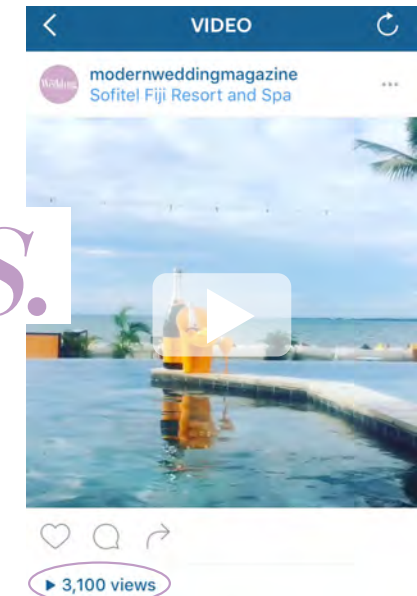
FACEBOOK ORGANIC REACH



QUALITY
OVER
QUANTITY

- Provide outstanding content regularly
- Make your own video on getting notifications

INSTAGRAM GOES COMMERCIAL

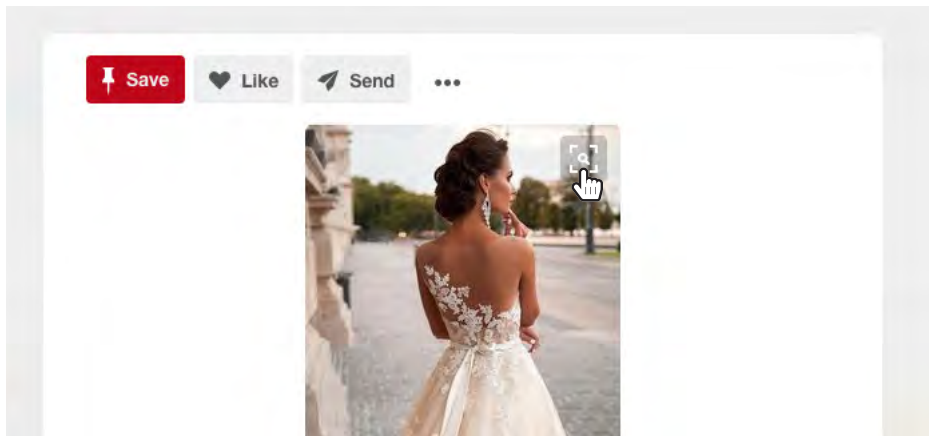


VS.

- The greater reach of video featurettes
- Use Snapseed
- And direct them to your Blog or Website

SOCIAL MEDIA SEARCH EXPLODES

Pinterest Visually Similar Results



TOP 25 HASHTAGS

#LOVE #INSTAGOOD #ME #TBT #CUTE #FOLLOW #FOLLOWME
#PHOTOOFTHE DAY **#HAPPY** #TAGFORLIKES #BEAUTIFUL
#GIRL #LIKE #SELFIE #PICOFTHE DAY **#SUMMER**
#FUN #SMILE #FRIENDS #LIKEFORLIKE #INSTADAILY
#FASHION **#IGERS** #INSTALIKE #FOOD

Too many hashtags make your posts look clumsy!

SOCIAL MEDIA GOES PRIVATE

- Shift to messaging apps
- Private groups explode

32% more inbound
MESSAGES

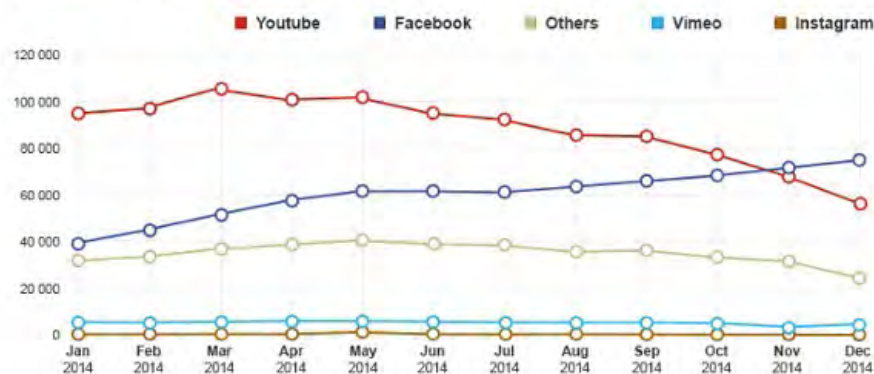
BUT

82% of messages received
GO WITHOUT
RESPONSE

VIDEOS ARE ON FIRE

VIDEO GOES LIVE

Share of Number of Video Posts



- *FACEBOOK LIVE* •
- *SNAPCHAT* •
- *BLAB FOR BRIDES* •
- *PERISCOPE* •

VIDEOS AVERAGE

62%
more engagement
THAN PHOTOS

- Get your own YouTube channel
- Gifs and Immersive Video are driving forces of engagement

3 EASY WAYS TO USE SNAPCHAT IN YOUR BUSINESS

1. Use Snapchat to keep in touch with clients and prospects.
2. Use Snapcash to make sales.
3. Use Snapchat to tell stories, and build intrigue

If you're not producing short, compelling videos for social, what are you waiting for?

COLLABORATION

- Sharing is caring
- Real Weddings
- Collaboration shoots
- Sharing from Facebook
 - Especially big pages and viral posts
- Instagram Repost App
- Shout outs to your favourite suppliers



THE 3 BIGGEST MISTAKES WEDDING COMPANIES ARE MAKING

1. Giving up on Facebook

- Still the number one platform - Focus on reach
- You can get it to work for you
- People will check out your Facebook so it has to look good
- If you are inactive your reach drops dramatically

2. Blowing too much money on SEO and SEM

- Adwords are very expensive per lead versus other mediums
- Beware sharks in the market promising page 1
- Focus on one or just a few key words and own them



3. Underestimating the Power of Print

- Wedding Magazines are still growing in popularity
- Brides grow to love and trust their wedding mags in print and online

- Print = Credibility, brand image, prestige and trust
- Traffic to website increases dramatically after publication dates
- Most cost effective way to target the engaged market

SUMMARY

YOU NEED CONSISTENT AND EFFECTIVE *TOUCH POINTS* TO REACH THE MODERN BRIDE AND GROOM IN ORDER TO GAIN **BRAND AWARENESS**

Consumers see you in a number of different platforms and they work together synergistically to paint a picture of your brand and increase their desire for more information.

It takes
6 TO 8
TOUCHES

to generate a viable sales
lead (Salesforce.com)

BEST COMBINATION FOR 2016:

Wedding Magazines, Website (SEO and SEM), Facebook, Instagram, Pinterest and now Snapchat.

DRIVING ACTION THROUGH INFLUENCE

IN THE PAST 12 MONTHS, HAVE YOU DONE ANY OF THE FOLLOWING AFTER READING/WATCHING/VISITING YOUR FAVOURITE..... ?



MAGAZINES ARE THE **#1 MEDIUM** FOR
DRIVING TRAFFIC TO ADVERTISER'S WEBSITES

12 SECRET FACEBOOK FEATURES YOU SHOULD BE USING IN 2016

1

Save articles with the "Save" feature



With more link posts creeping into your news feed every day, the Facebook Save feature is a neat tool to help you curate relevant content you can [rehash and reuse](#) for your Facebook page.

2

Leverage Interest Lists to stay organized

Here are some ways you can go about creating and segmenting interest lists:

- [Create a](#) Facebook list by country/region/state/city
- [Create a](#) Facebook list by industry: advertising, aerospace, consumer goods, etc.
- [Create a](#) Facebook list by medium: traditional journalism vs citizen journalism, for example
- [Create a](#) Facebook list by interests: biking, hiking, movies, books, etc.



3

Monitor your competitors' top posts



Did you know you can see top posts from pages you watch within Facebook Insights? This makes [monitoring the content](#) of your closest competitors extremely convenient!

4

Download your Facebook history for business analytics

Yep, you can download your entire Facebook history! [Go to your settings](#), then, [click on "Download Page."](#) That's it!



5

Tag personal profiles to get more Facebook interaction

Have you ever wanted to [tag people](#) on your Facebook page, but couldn't figure out how? It's easy with this hack!



Click on "Edit Post" in the dropdown menu. In the editable text box, [type @](#) before the person's name you want to tag in the post, just like you would tag a person normally on Facebook. [Hit "Done Editing"](#) and a notification is sent!

Pin posts to the top of your timeline to increase visibility

[Pinning a post](#) to the top of your Facebook Timeline increases post visibility. So, why not do it?

Click on the [downward-facing arrow](#) on the top right hand corner of the post and [hit "Pin To Top."](#) That's it!

6



7

Find evangelists & weed out fakes within your fan list

It's easy to track your fans:

- [Go to your page settings](#)
- [Click on "People and Other Pages"](#)
- [Click on the dropdown menu](#) next to "People Who Like This Page"
- [See people](#) and pages that like your page - plus people banned from your page.



people banned from your page.

Mark all Facebook notifications as read to stop the stress

Here's how: go to your page notifications (the globe in the top right corner) and [click on "Mark All as Read."](#)

It's that simple!

8



9

Use Post Attribution settings to keep your identity straight

Are you sick of posting on your page with a wrong identity? Make use of the default [Post Attribution settings](#)!



Go to your Page settings, [click on "Post Attribution"](#) on the left sidebar, choose your preferred default identity, and voila - you're done!

Filter your page posts by type to save time

10

Filtering your page posts by post type will save you a ton of time.

Here's how: [click on "Activity Log"](#) on the left sidebar of your page settings and choose the appropriate post type.



11

Manage your notifications & emails to keep your inbox clear

Here's how: go to "Settings" and [click on "Notifications"](#). You can click on which notifications you want to receive.



Keep tabs on Ad Relevance

12

Want to ensure ads are delivered to the appropriate audience and improve your ROI? Check your relevance score!

- [Go to Ads Manager](#)
- [Click on All Campaigns](#), [All Ad Sets](#) or [All Ads](#)
- [Click the Columns dropdown](#)
- [Select Customize Columns](#)
- [Check Relevance Score](#)
- [Click Apply](#)
- On your Reports page, [click the Breakdown dropdown menu](#) (next to the Columns dropdown)
- Be sure you've selected "[None](#)" otherwise your relevance score will not display.

