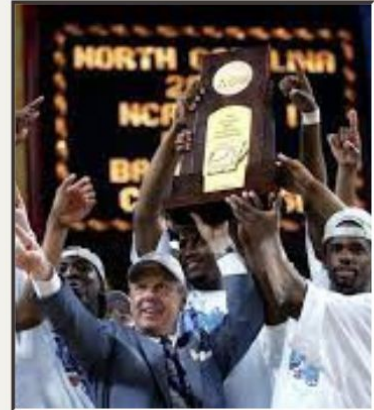




SOCIAL MEDIA TO DRIVE CONVERSIONS

V  LUMENINE







Center



Center

Point Guard





Sean Mays

- 26 Points
- Drafted to Charlotte Bobcats
- Salary **1.6 Million**



Raymond Felton

- 17 Points
- Drafted to Charlotte Bobcats
- Salary **2.8 Million**



SOMEONE
WITH
AN
IMPORTANT
TITLE



Google Ads - Spent \$500,000

- *Revenue: \$5,000,000*

SEO - Spend \$120,000

- *Revenue: \$3,000,000*

Social Ads - Spent \$250,000

- *Revenue: \$500,000*

Social - Spent \$100,000

- *Revenue: \$50,000*



BEST

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WORST





77%

of consumers
prefer shopping
with brands they
follow on social
media.

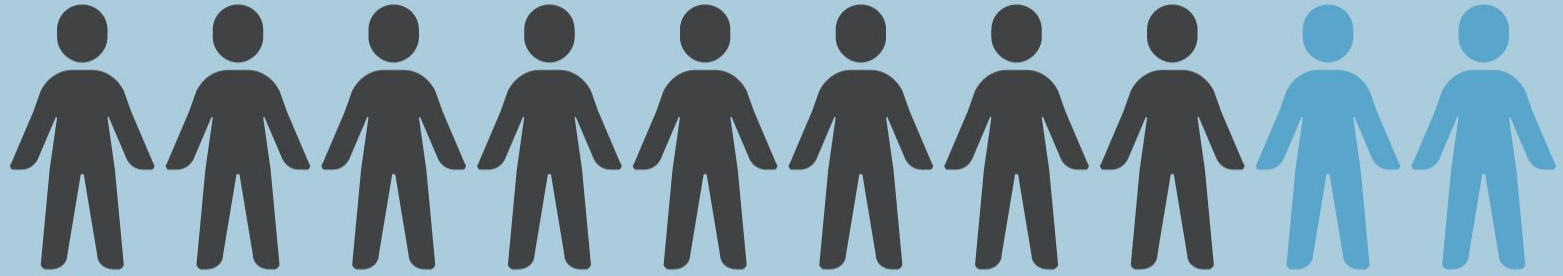
-SPROUT SOCIAL



77%

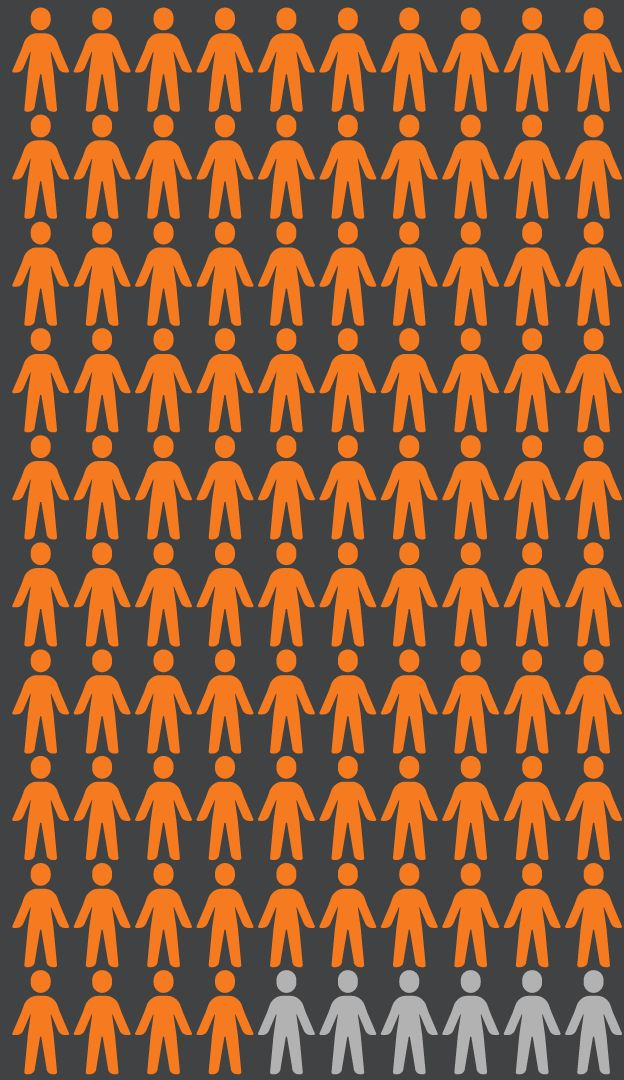
of consumers
buy from
brands that
share the
same **values**
as they do.

- HAVAS GROUP, 2019



83% of consumers say that
they must **trust** a brand in
order to make a purchase

-Edelman Trust Barometer (2022)

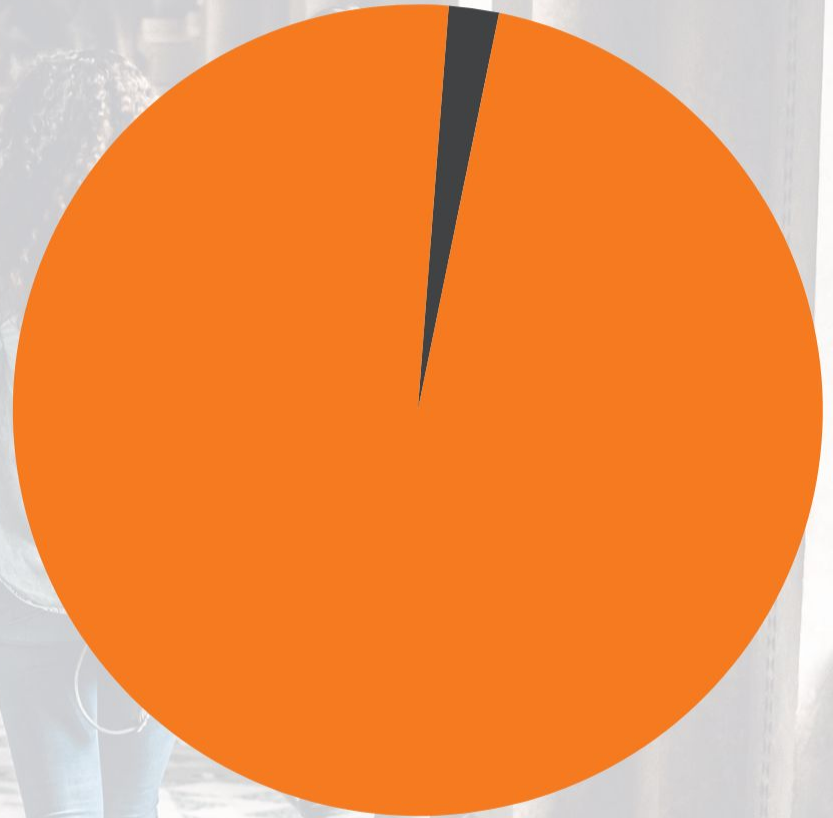


94% of consumers
say they recommend
brands they have an
emotional
connection with.

-GENSLER

98% of
college-aged
students are
on social
media.

- *Experian*



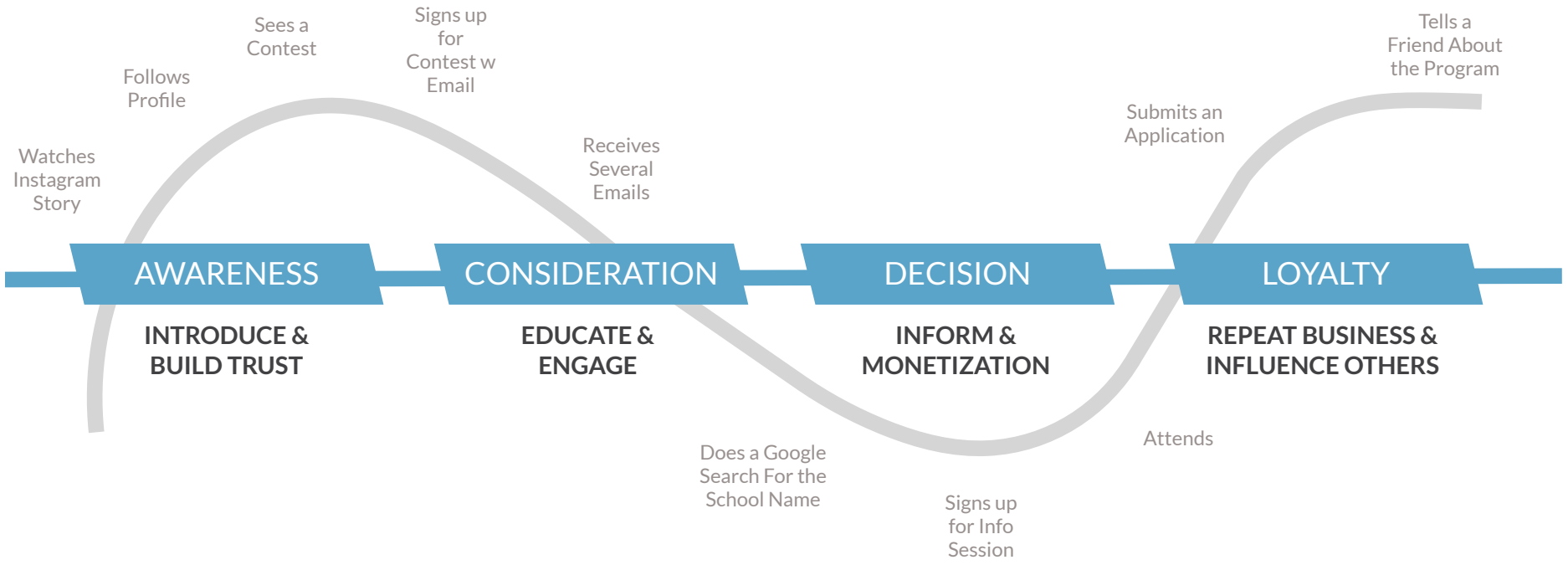
We Still Have A Measurement Gap

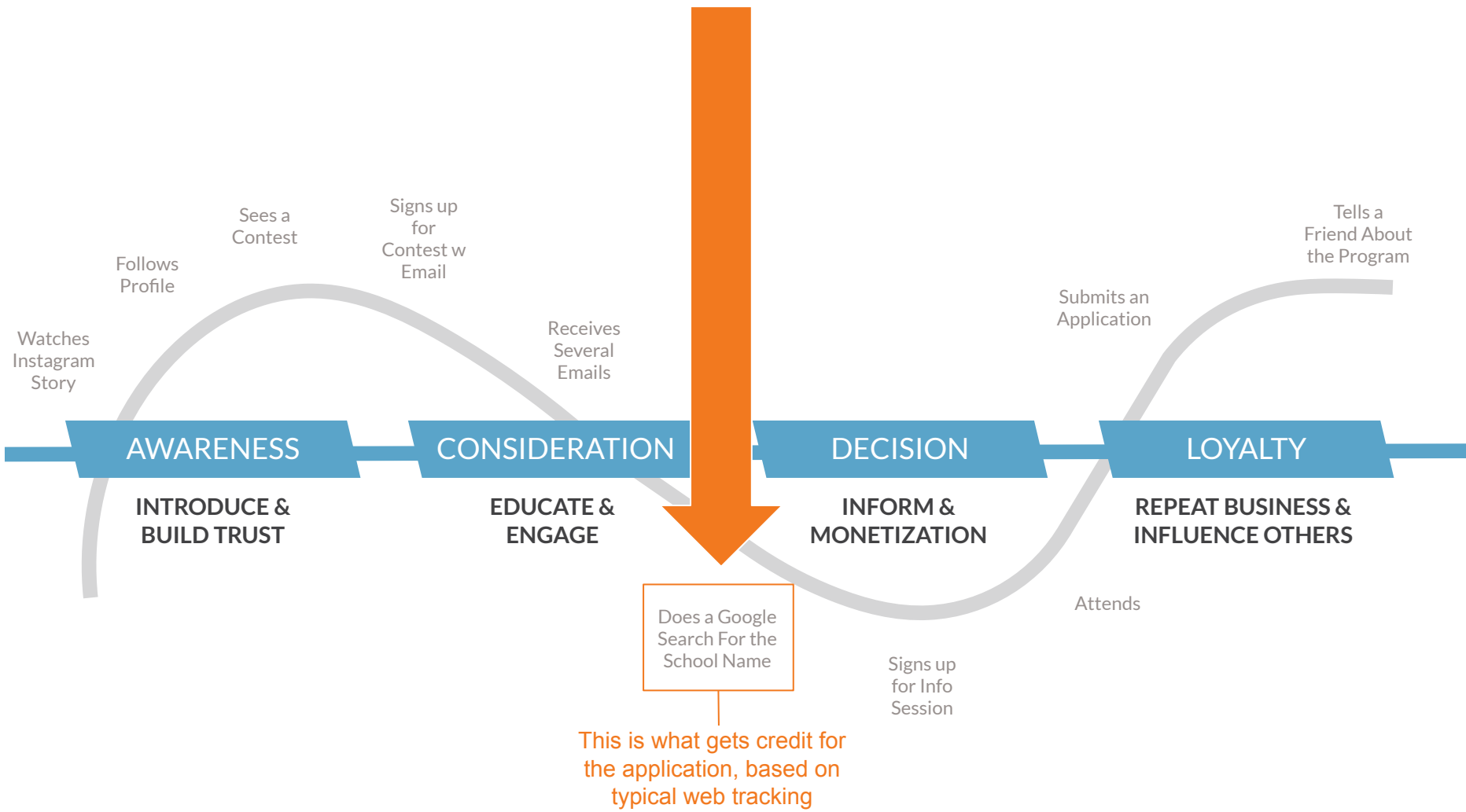




KEY REMINDER

THE USER JOURNEY ISN'T 1 STEP





AWARENESS

INTRODUCE & BUILD TRUST

CONSIDERATION

EDUCATE & ENGAGE

DECISION

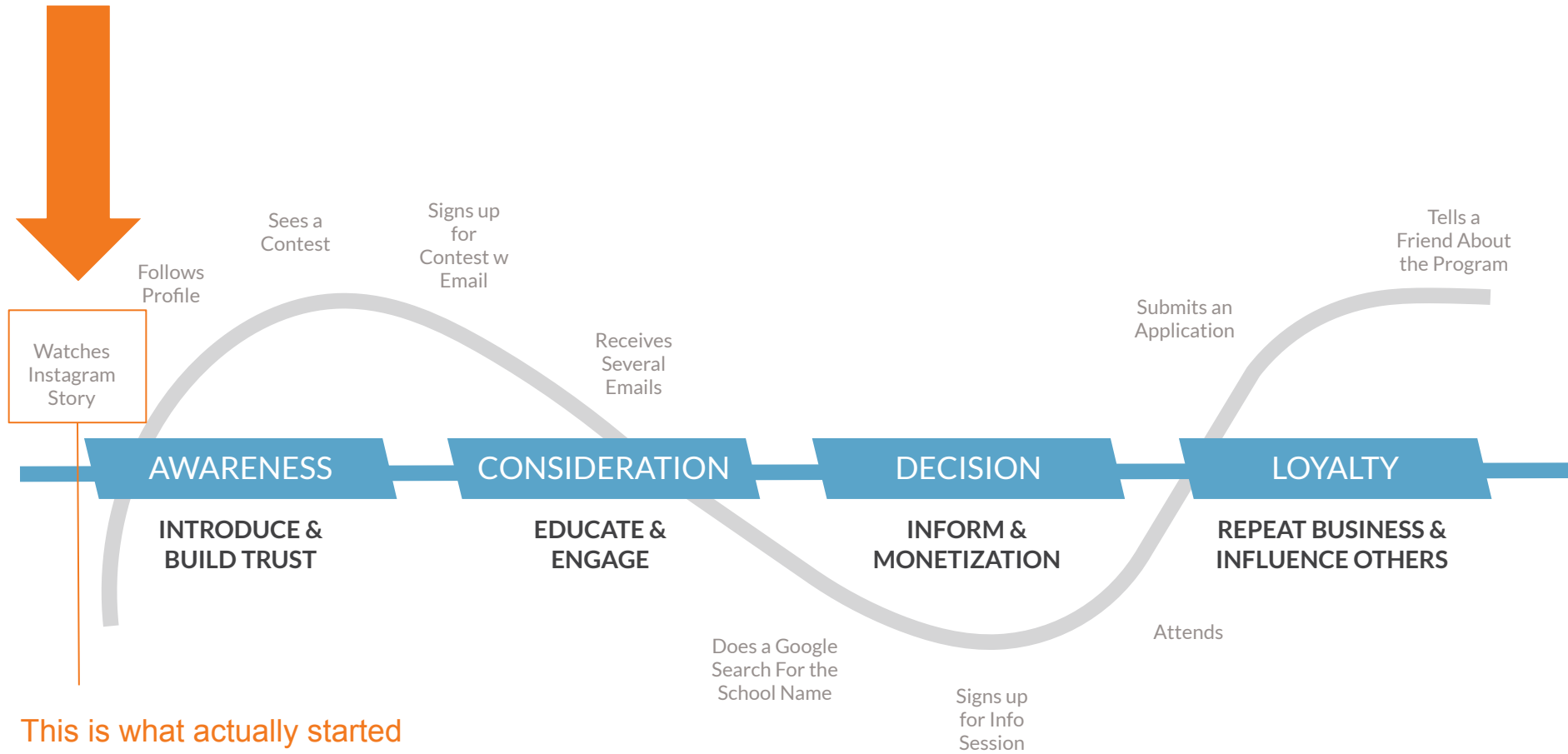
INFORM & MONETIZATION

LOYALTY

REPEAT BUSINESS & INFLUENCE OTHERS

Does a Google Search For the School Name

This is what gets credit for the application, based on typical web tracking



This is what actually started the journey

Social Media is your
point guard ->
it gets the play started.

*And yes...it can also make
amazing half-court shots*



First Step

Get Your Social Media into Game-Winning Shape





BUILDING A WINNING SOCIAL MEDIA POINT GUARD

NOTE: WHAT DO I MEAN BY **WINNING** SOCIAL?

KPIs:

- Gaining followers
- Impressions
- Engagement* (this is the big one)
- Increased traffic to our website from social (use UTMS)

Recommended Measurement Tools:

- GA4 + The Platforms
- Sprout Social (paid)

BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#1 - DEFINE YOUR VIBE

2 Key Questions

1. What do we believe in?
2. What are our prospective students interested in that we are also?



#1 - DEFINE YOUR VIBE

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EXAMPLE

Nursing School for a Christian University

We Believe In:

- Christian Values / Beliefs
- Helping People

We're Interested In:

- Nursing Lifestyle Content (e.g. behind the scenes, Nurse humor)
- Nursing Salaries / Opportunities

BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#2 - CONTENT STRATEGY

Tip: Create 4 - 8 Categories of Content to Rotate Through

Examples:

- Promotional
- Motivational
- Engagement
- Real Stories
- School Spirit
- Event Promotion
- Thought Leadership



BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#3 - HIGH-QUALITY CREATIVE

Tips:

- Consistent colors
- Easy to consume / read
- Variety of content
 - Graphics
 - Photography
 - Videos
 - Carousels
- Has at least *a little* graphic design treatment



BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#3 - HIGH-QUALITY CREATIVE



THIS



NOT THIS

BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#4 - PERSONA-DRIVEN COPY

Tips:

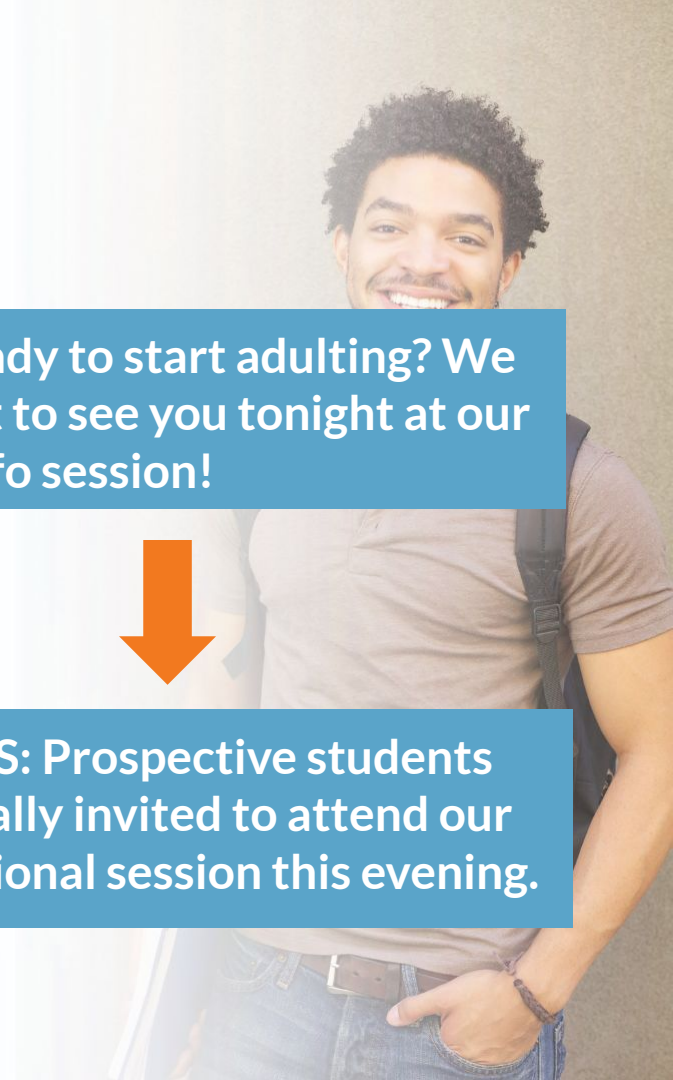
- Establish a brand voice / tone
- Talk to your audience how they like to talk
- Consider getting a current student or recent graduate to help you do this if you are struggling



#4 - PERSONA-DRIVEN COPY

Tips:

- Establish a brand voice / tone
- Talk to your audience how they like to talk
- Consider getting a current student or recent graduate to help you do this if you are struggling



THIS: Ready to start adulting? We can't wait to see you tonight at our virtual info session!



NOT THIS: Prospective students are formally invited to attend our informational session this evening.

BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#5 - BOOSTING & TARGETING

Tips for Boosting Audiences:

- Align with your personas for your school / program
- Expand with lookalikes

Key Rule: If It's Worth Posting, It's Worth Boosting

Even a few bucks goes a long way





BUILDING A WINNING SOCIAL MEDIA “POINT GUARD”

#6 - STAYING ACTIVE

DON'T POST & GHOST

- Like & respond to comments & DM's
- Re-share UGC
- @Mention people in posts if appropriate
- Go out & communicate on hashtags

At a minimum you should be doing it weekly



Ok, we've got a
winning "Point
Guard" ...

Let's run some plays!







VITAMIN
WORLD®

44,889 New Followers

401% - Increase Social
Traffic

14:1 - ROAS



NEW MONTH
NEW MINDSET
NEW GOALS
NEW RESULTS



BOOSTING

BREAKING DOWN THE PLAY

#1 - DEFINE YOUR TRIBE

Outline Topics *They* Are Interested In

Example: A New Career



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#2 - BUILD ENGAGEMENT

Shoot For Video Views

Example: Why People Love Being An XYZ (Nurse, MBA, Chef, etc.)



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#3- ADS WITH PROMOTIONS

Advertise to Your Engaged Audience

Example: Free Virtual Event

Play Name:
Contests





NTB - National Tire & Battery

4:00 pm - Monday, October 31 MDT

🎉 Results are in! 🎉

We're proud to announce our 2022 Sumitomo Car Costume Contest Winner: Wander the Witch! Let's give her a round of applause. 🙌🙌



10,704 Email Signups

\$2,500 Promotional Spend

\$160k Revenue Value (From the New Email Signups)



CONTESTS

BREAKING DOWN THE PLAY

#1 - BUILD AUDIENCE FIRST

You can't promote a contest to a vacuum

Example: At Least 500 Followers & Some Engagement on Every Post



CONTESTS

BREAKING DOWN THE PLAY

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#2 - DESIGN CONTEST

Targeted To Your Audience + Easy to Enter + Big Giveaway

Example: Comment + Give Email for a chance to Win -> Application Fee Waived + School Hoodie & Water Bottle

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#3- EMAIL MARKETING

Use Email Acquisition for (1) Paid Targeting and (2) Email Drip Program

Example: 4 Series Email Drip Program



CHARLIE'S SOAP®



Year Over Year:

- 25% growth in followers
- 637% increase in impressions
- 68% increase in engagement rates
- 1,004% increase in social website traffic

66% increase in branded search for “Charlie’s Soap” in Google Search Console

Key Notes:

- Yes they drive some sales with social referral traffic
- But they drive a lot more from that increase in branded traffic

WHICH WORD DID YOU SEE FIRST?

b	i	n	s	p	i	r	e	a
w	c	h	a	r	l	i	e	s
q	w	a	r	r	s	o	a	p
b	c	o	c	b	l	b	d	z
o	e	a	l	f	i	i	x	i
s	b	u	e	o	f	a	c	n
s	a	l	a	r	e	y	e	g
s	t	r	n	n	g	b	r	m



BRANDING

BREAKING DOWN THE PLAY

#1 - STRONG BRANDING

Strong Visual Branding

Example: Color pallet + Logo + Templates



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#2 - ENGAGE BRAND ENTHUSIASTS

Get Your Top Fans Interacting

Example: You Know Your a "School Name" Student When...



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#3- BUILD IMPRESSIONS

Boost Content That is "Taking Off"

Example: Put extra boosting \$ behind content that is getting really good engagement

Social Media Half-Court Shots





HALF COURT SHOTS

“PROMO” CONTENT

Host & Promote Free Events

A promotional graphic for a free event. The background is a basketball court with a basketball hoop and net on the right. The main text is on a dark red background with a yellow diagonal stripe. The text reads: "FREE EVENT", "INTRO INTO DENTISTRY", "January 25th", and "SIGNUP TODAY". A female dentist in a white lab coat and blue scrubs is shown from the waist up, smiling and gesturing with her right hand. In the top right corner, there is a circular logo for "FAKES SCHOOLS" featuring a red and white horse head.

FREE EVENT

**INTRO INTO
DENTISTRY**

January 25th

SIGNUP TODAY



HALF COURT SHOTS

“PROMO” CONTENT

Share Application
Information & Deadlines



**APPLICATIONS
DUE
NEXT WEEK**

Monday, 13 May 2023 

This is your chance to
build a better future for
you and your family!

APPLY TODAY

 Contact Us
123-456-7890

Visit Our Website
www.reallygreatsite.com 





HALF COURT SHOTS

“PROMO” CONTENT

Promote Scholarship Programs

SCHOLARSHIP PROGRAM

Have the chance to learn at a higher level for free with the best education available from us.

Scholarships Available:

- ✓ No Tuition Fees
- ✓ Help with Costs of Living
- ✓ Tuition Assistance

APPLY TODAY

For More Info 123-456-7890 www.reallygreatsite.com



HALF COURT SHOTS

“PROMO” CONTENT

Promote a call with admissions





**INTERESTED IN A
CAREER IN
INFORMATION
SECURITY?**

BOOK A 30 MIN CALL

Learn more about what a degree entails, our admission process & **career growth opportunities.**

Schedule Today!



TAKEAWAYS



RECAP

KEY TAKEAWAYS

#1 - Don't evaluate your social media like a Center, evaluate it Like a **Point Guard**



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#1 - Don't evaluate your social media like a Center, evaluate it Like a **Point Guard**

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#3 - Focus on Plays Where Social Media Can **Assist** in Conversions

#4 - **Take a Few Half Court Shots**, But Don't Fill Your Feed With These

A MINUTE FOR AI A GIFT FOR YOU

ChatGPT Prompt “Cheat Sheet” for Social Media

- ✓ Simple guide to structuring a prompt
- ✓ Prompts for social media support
- ✓ Our feedback on which prompts worked the best :)

Download at: www.V9Digital.com/templates/





THANK YOU!

NO COST I'M HAPPY TO

- ✓ Answer any and all digital marketing questions via email
- ✓ Look at your social media and digital marketing program together (email me for scheduling link)
- ✓ Connect on LinkedIn

Email: nhenley@v9digital.com

LinkedIn: www.linkedin.com/in/optimization

Downloads: www.V9Digital.com/templates/