

WELCOME!

Building Connections with your Customers through Social Media – Part 2 -

Thursday, June 11, 2020



Ingrid Deon, Owner, word-craft

- Ingrid Deon, owner of word-craft, specializes in social media strategy and content creation.
- Started career as a newspaper and radio reporter but made the switch to social media five years ago, working for the digital agency, Colour.
- Started her own business in 2019 and currently works with clients such as Nestlé Canada, Manulife Bank, Excellence New Brunswick and Bêche Nutraceutical.

Building connection with your customers through social media (Part 2)

Ingrid Deon **word-craft** 





Engaging with your audience



Many companies have seen an increase in engagement

Customers have more time to ask questions



Change in incoming engagements on brands' social posts, April vs March



44

more engagements received
per day on average across all
networks and industries

7.3

more engagements per post
per day on average across all
networks and industries



REOPENING STRATEGY

Anticipate questions

Prepare sample
responses & FAQs

Post the Most Important Info

Reopening date,
updated hours, contact
info

What to Expect

Safety precautions,
customer experience,
distancing options

Include photos/videos

They paint a picture and
eliminate any confusion

PET Engagement Method

P

Plan

E

Empathy

T

Transparent

Answer everything

except spam and trolls!

People have a lot of questions.

- Be honest and transparent
- Draft sample responses
- Post FAQs
- Use auto-response (***wisely!***)

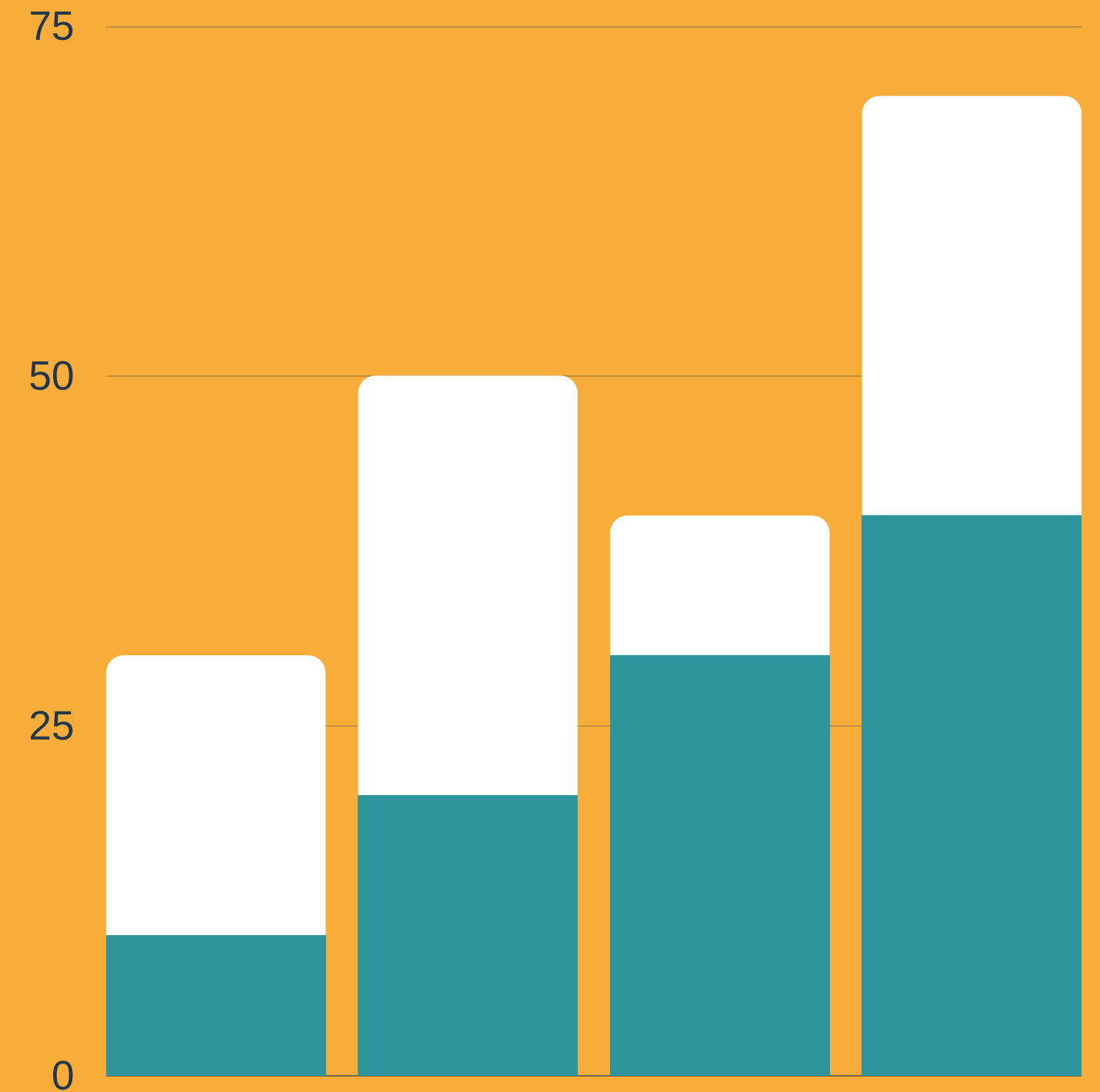



Engaging with Dissatisfied Customers

- Hide, don't delete
- Publicly fix the facts
- Post an empathetic response
- Move the conversation to private



Making Sense of Insights





What should you track?

That depends on your goals

Brand Awareness

Reach

The number of **people** who have seen your post.

Impressions

The number of **times** your post has been seen.

Audience growth rate (%)

Follower growth by week, month or quarter.

Community Building

Engagement Rate (%)

The number of likes/comments/shares relative to the number of impressions.

Demographics

Who is following your page?

Best time to post

When are your followers online?

Sales & Conversions

Links clicks

The number of times a link in a social media post has been clicked.

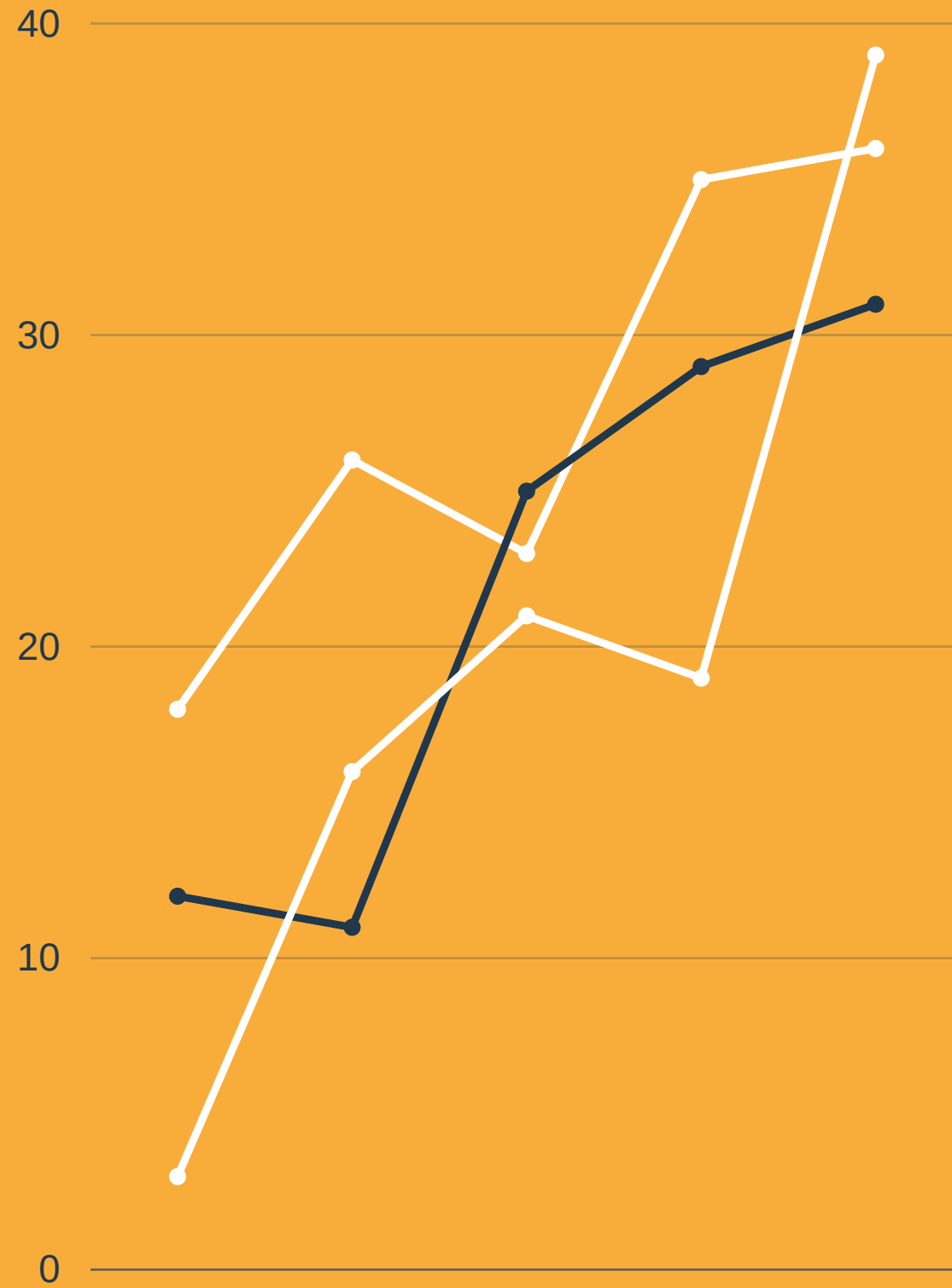
Sales inquiries

How many people are sending private messages about your product or service.

Start Small

- Don't overwhelm yourself by tracking too many analytics
- Choose 1 or 2 that match your goals for social media
- Decide whether to check weekly, monthly or quarterly
- Be consistent





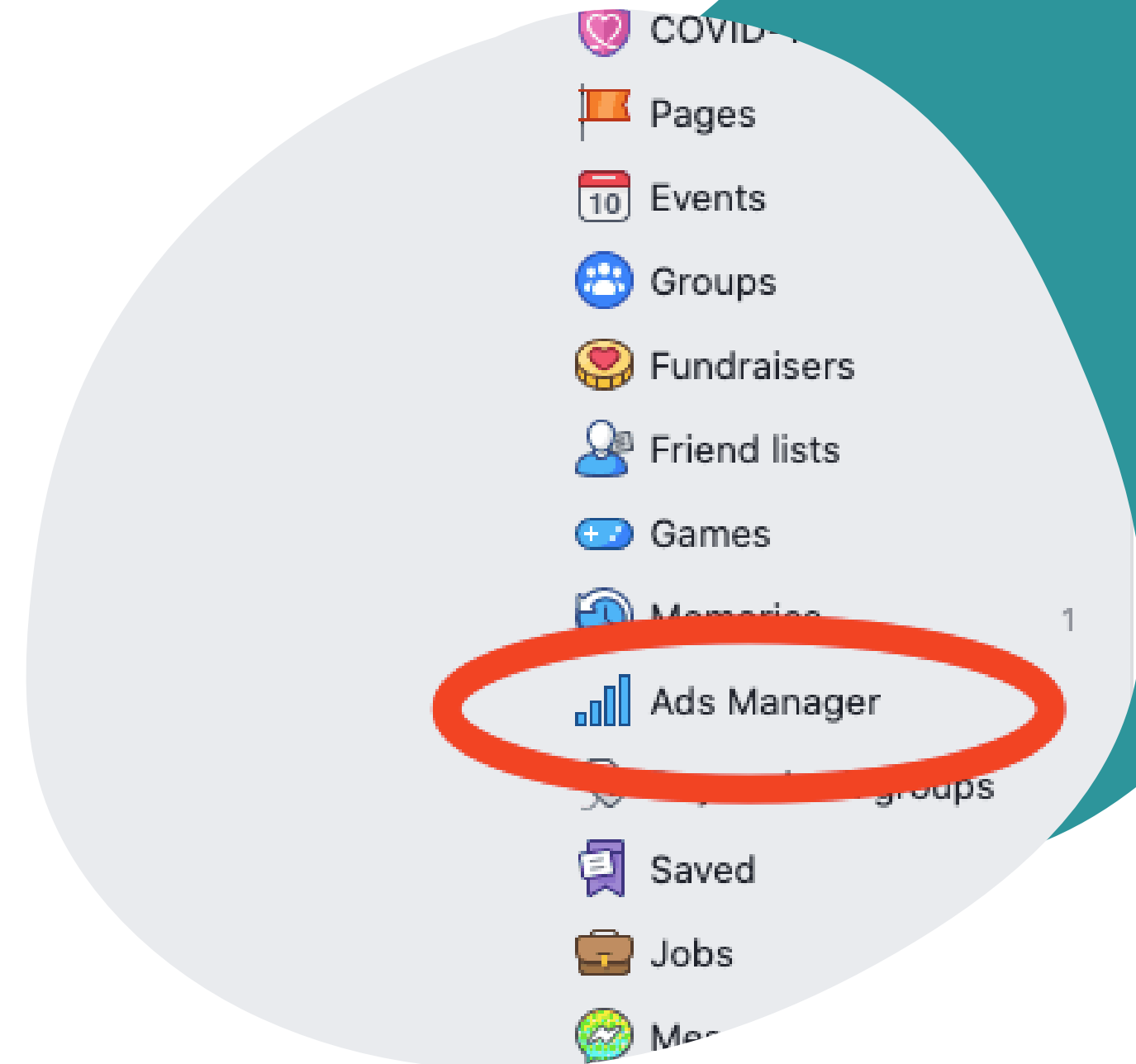
Boosting & Targeting Posts

**It's so tempting to hit
that Boost Post button**



Use Ads Manager

- Go to your homepage
- Click Ads Manager on left hand side
- Decide on your budget
- Target your audience



Choose your objective



Brand Awareness

For general awareness

Engagement

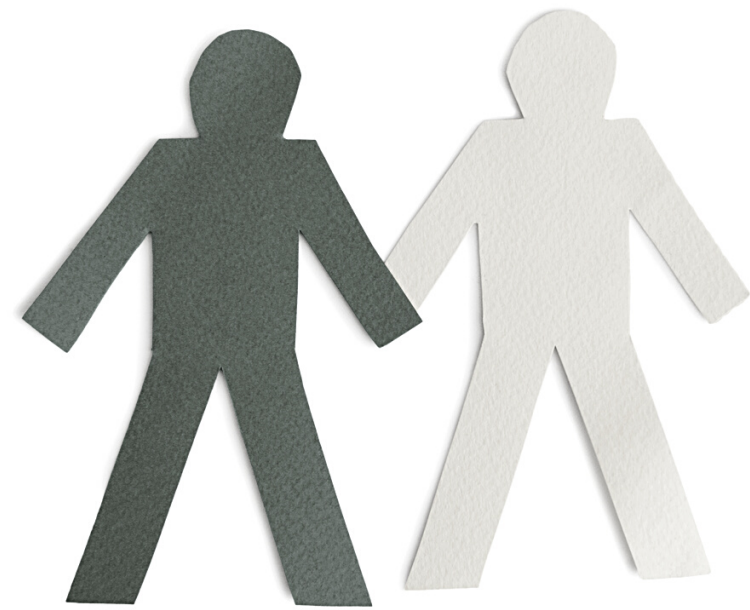
For likes, comments, shares

Traffic

When you want your audience
to click a link

Video Views

When you want your audience
to watch a video



CREATE YOUR AUDIENCE

Geographic location

Target by country,
province, area, street

Age range & Gender

Men and women
anywhere from 18 to
65+

Demographics

Education, relationship,
work

Interests

Hobbies, industry,
business

Placements & Budget

Where will your boosted post appear?

- Facebook newsfeed
- Marketplace
- Instagram
- Audience Network

How much will you spend?

- Daily budget
- Lifetime budget

Free Ways to Boost

Facebook Groups

- Events & Promotions groups
- Small Business groups
- Industry groups
- Any groups where you can find your ideal customer



Some of Ingrid's favourite social media resources

Podcasts

- [Buffer's The Science of Social Media](#)
- [The Jasmine Star Show](#)

Blogs

- [Social Media Explorer](#)
- [Sprout Social Blog](#)
- [Buffer Blog](#)
- [Hootsuite Blog](#)
- [Hubspot Blog](#)

Resources

Thank you

Ingrid Deon



www.word-craft.ca

@wordcraftingrid

FOLLOW US! TOURISM NS CONSUMER SOCIAL CHANNELS



<https://www.facebook.com/novascotia>



<https://www.youtube.com/user/NovaScotiaTourism>



<https://www.instagram.com/visitnovascotia>



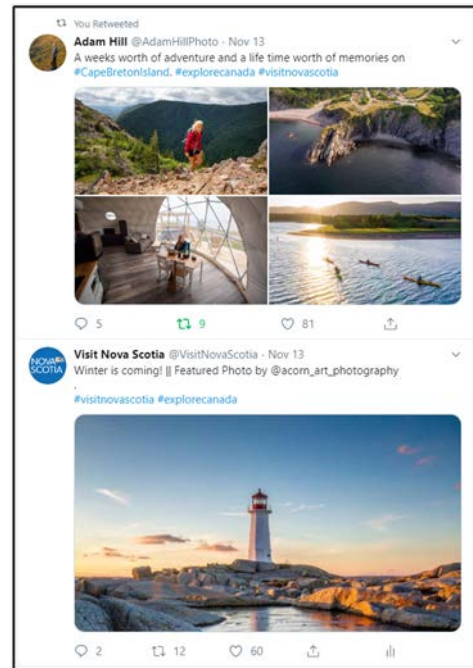
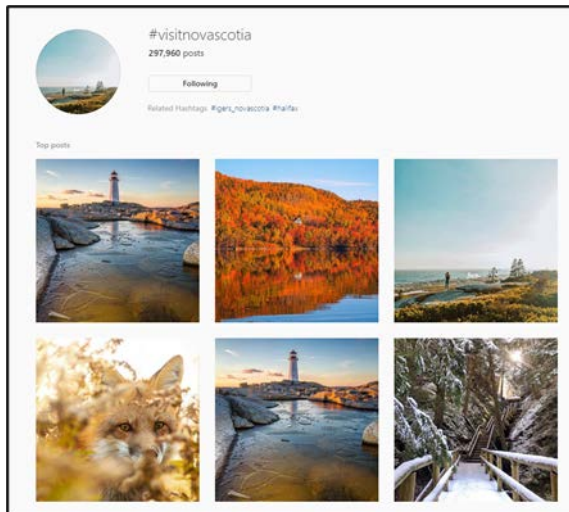
<https://twitter.com/visitnovascotia>



<https://www.pinterest.ca/visitnovascotia>

FEATURED POSTS

Use our hashtag **#visitnovascotia** in social posts and tag **@visitnovascotia** in your instastories and tweets for a chance to be featured.



CROWDRIFF

Using **#visitnovascotia** on shared photos and video can allow us to pull great imagery into NovaScotia.com through CrowdRiff user-generated photo galleries.



STAY CONNECTED! TOURISM NS CORPORATE CONTACTS & CHANNELS

- **Contact Business Development**
TNSBusiness@novascotia.ca
- **Newsletter**
Sign-up for *inTouch*
- **Twitter**
Follow @TourismNS
- **LinkedIn**
Follow Tourism Nova Scotia
- **Website**
Visit tourismns.ca
- **COVID-19 Resources**
tourismns.ca/coronavirus


TOURISM
NOVA SCOTIA



Thursday, June 4, 2020

Welcome to the *inTouch* blog!


New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.



We want to help you connect with customers – update your nova Scotia.ca business listing

Let potential customers know you are open for business!


[Read More](#)



Tourism Nova Scotia's COVID-19 Tourism Recovery Marketing Approach

Tourism Nova Scotia has a phased strategy to encourage people to visit Nova Scotia tourism businesses as markets reopen.

[Read More](#)




WEBINAR

Building Connection with Your Customers Through Social Media – Part 2

In our second webinar with word-craft on Thursday, June 11, we will explore social media analytics and advertising.


[Read More](#)



Campgrounds Can Re-open June 5 Following Public Health Protocols

Update on public health directives for campgrounds.


[Read More](#)



#TNSHereToHelp - Michelle Sears

Michelle Sears, Digital Marketing Advisor, is here to help create engaging and compelling content on Nova Scotia.ca.

[Read More](#)



#TNSHereToHelp - Nick Fry

Nick Fry, Business Development Manager, is here to help elevate the quality of visitor-focused products and experiences.