

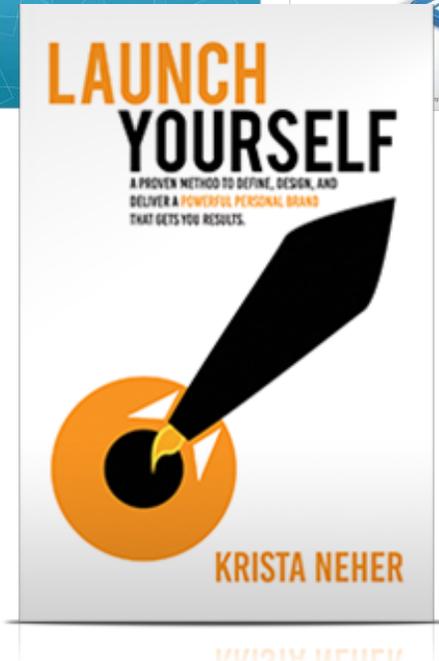
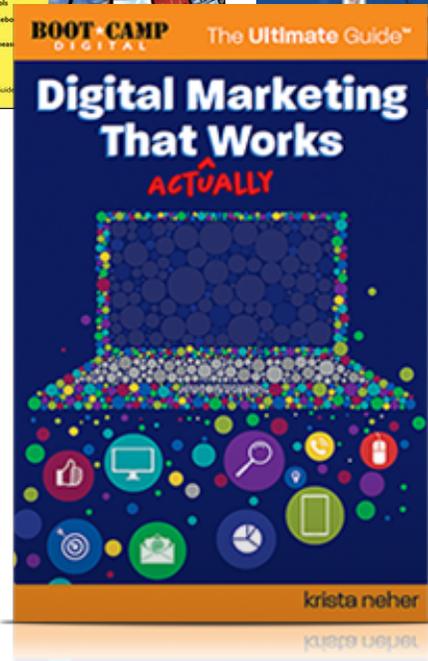
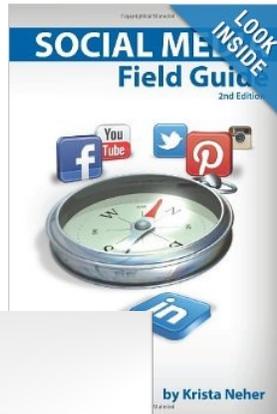
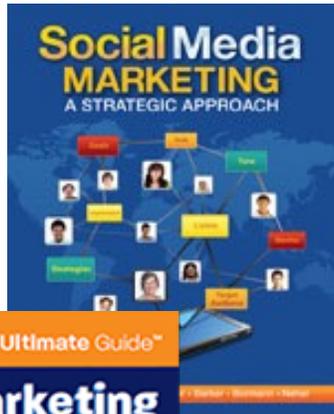
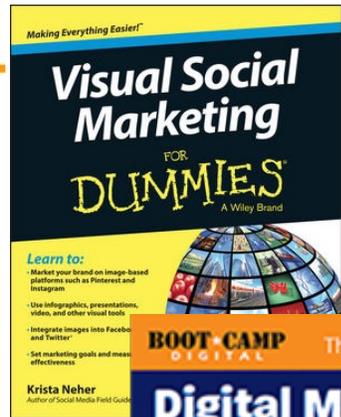
FTD, LLC

# Channel Strategy and Optimization

June 2021



# About Krista



As seen on and in:



# 3 Part Workshop

---

1. Strategy + Content Planning
2. Channel Optimization
  - Grow followers
  - Increase engagement
  - Optimize posts
3. Workflow and Measurement
  - Time savers
  - Processes
  - Tools

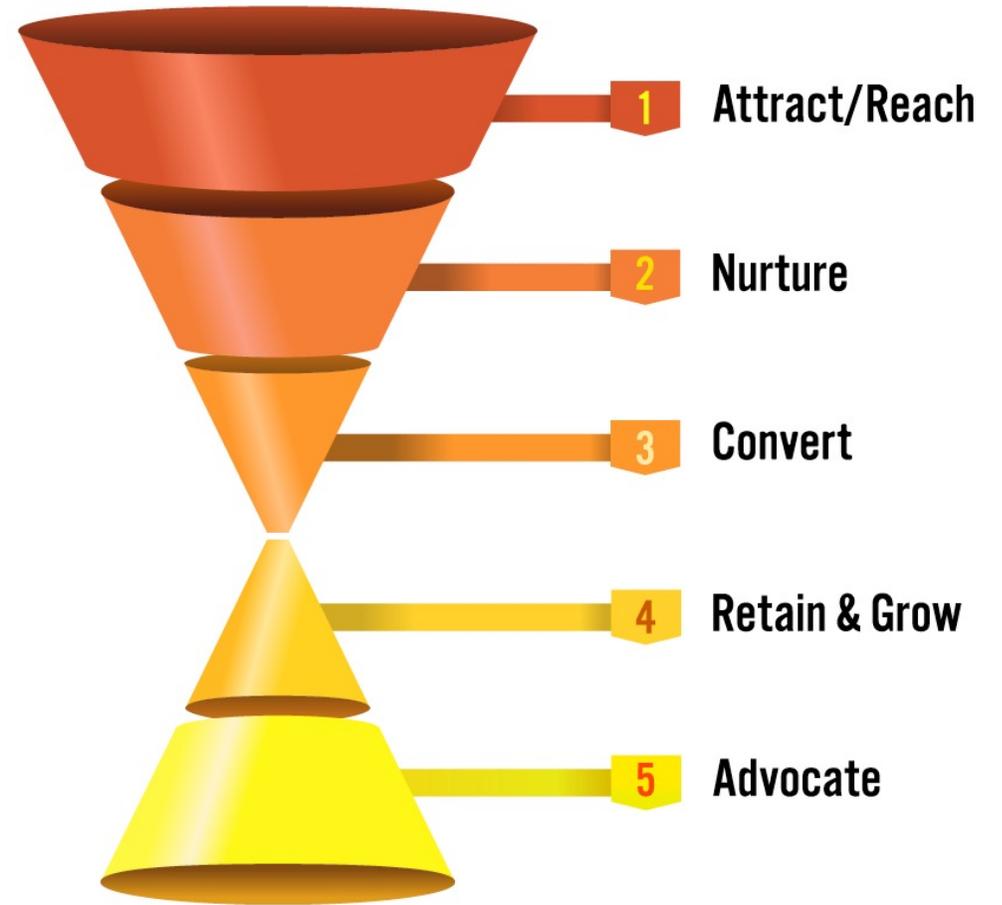
# Agenda for Today

- Channel Optimization
- Social landscape and strategy
- Facebook
  - Increase followers
  - Grow engagement
  - Optimize posts
- Instagram
  - Increase followers
  - Grow engagement
  - Optimize posts



# Recap: Start with Strategy + Content

- What leads to purchase?
- Traditional brand marketing shows the buyer funnel to purchase
- Which stage or stages do I want to focus on?





## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

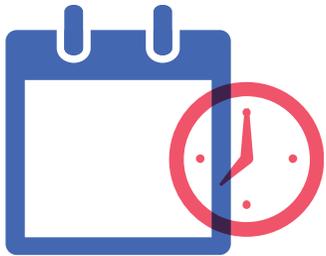
							
<b>POSTING FREQUENCY</b>	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
<b>WHEN TO POST</b>	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
<b>USE OF HASHTAGS</b>	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
<b>BEST PERFORMING CONTENT</b>	Photos • Videos	Photos • Short videos	Questions • Multimedia	Product Reviews • How-to Guides	News • Updates	Style • Home	Fun & playful • Lenses & filters

# IDEA:

Do fewer things better.  
You don't have to do it  
all.



# Mobile feed is different



FREQUENT

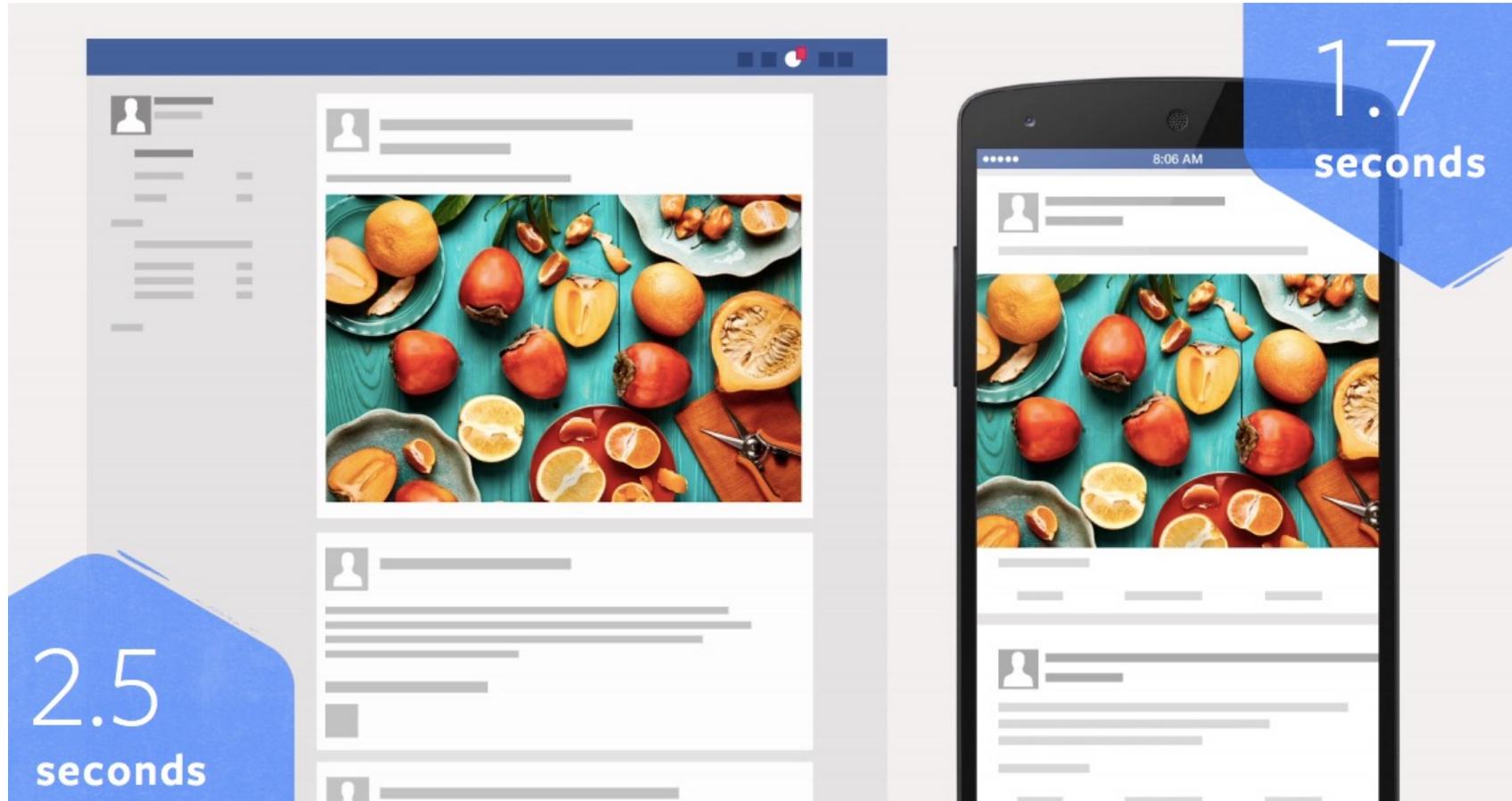


FAST



SOUND-OFF

# Mobile Newsfeed is FAST



# Facebook: Audience Growth

---

- Grow your audience
  - In-store opportunities
  - Ads
  - Contests
  - Tag other businesses
  - Post about neighboring businesses
  - Touchpoint analysis

# Facebook: Content Optimization

---

- Text
  - To the point
  - Immediately catchy
- Image
  - Captivating
  - Attention grabbing
- Video
  - Start STRONG

# Facebook: Engagements

---

- #1 – Don't worry too much
- Create talkable content
- Content for comments
  - Hot or not
  - Red or pink?
  - Contests
  - Community questions

# Example: Create Catchy Text



Ultra Violet Flowers is in Georgetown.

June 2 at 8:44 PM · 🌐



Rich, deep blues, found in the beautiful hydrangea and the extraordinary hyacinth , offer serenity. Blue flowers have a calming effect. They cool the emotions and create a contemplative mood. Imagine the easy pace of lying on your back and watching clouds float across a brilliant blue sky. Consider too the bliss of staring out at the calm blue sea. Blue flowers also speak of intimacy and are perfect flowers for long-term couples who want to communicate their deep and abiding ... [See More](#)



# Example: Authentic Content



Starbright Floral Design

June 12 at 4:20 PM · 🌐



Have a great weekend! 🌸 Your flower friends are always here for you! 🌻

[#starbrightnyc](#) [#flowers](#) [#florist](#) [#nyc](#) [#newyork](#)



9

# Example: Contest and Fun Video



Starbright Floral Design

June 8 at 11:34 PM · 🌐



Enter our Instagram GIVEAWAY to win a rainbow bouquet, a half dozen cookies from [Alecia Bakery NYC](#), and 2 free tickets to [Voyeur: The Windows of Toulouse-Lautrec!](#) 🌈🍪🎫

Winner will be picked on 06.09.21 at 5pm! Go now! 🌈🎫❤️

[#Giveaway](#) [#instagram](#) [#flowerstagram](#) [#nycgiveaway](#) [#nyc](#) [#hudsonyards](#) [#free](#)



# Example: Create Catchy Text



Scotts Flowers NYC is at Scotts Flowers NYC.

June 8 at 4:11 PM · New York, NY · 🌐



## Free Flower Giveaway!

It's time to give back! Follow the rules below to enter the contest to win a FREE floral arrangement similar to this picture. Yes, it has PEONIES! (Retail value \$225). The contest will end tomorrow night at midnight with the winner being announced this Friday.

### RULES FOR ENTRY:

- 1) Follow our account and like this post.
- 2) Tag 3 friends you think would love to follow our account and content.
- 3) Share this post on your story and tag @scottsflowersnyc

That's it! Let's have some fun, folks!



# Example: Humanize

 **Scotts Flowers NYC** is at **Scotts Flowers NYC**.  
May 9 · New York, NY · 🌐

Happy Mother's Day to our Mom, Silvana ❤️ we are so proud and grateful to be your son's.

And a Happy Mother's Day to all the wonderful Mom's out there, we are so lucky to have you! 💛💛



  61

6 Comments 1 Share

# Example: Optimize for shopping

 **Adrian Durban Florist** tagged a product from their shop. June 8 at 6:08 PM · 🌐

Best friends are like flowers, they fill the world with *beauty and joy*. 🌸🌺 For National BFF Day, add some beauty and joy to their day with this design overflowing with hot pink, orange and green blooms.



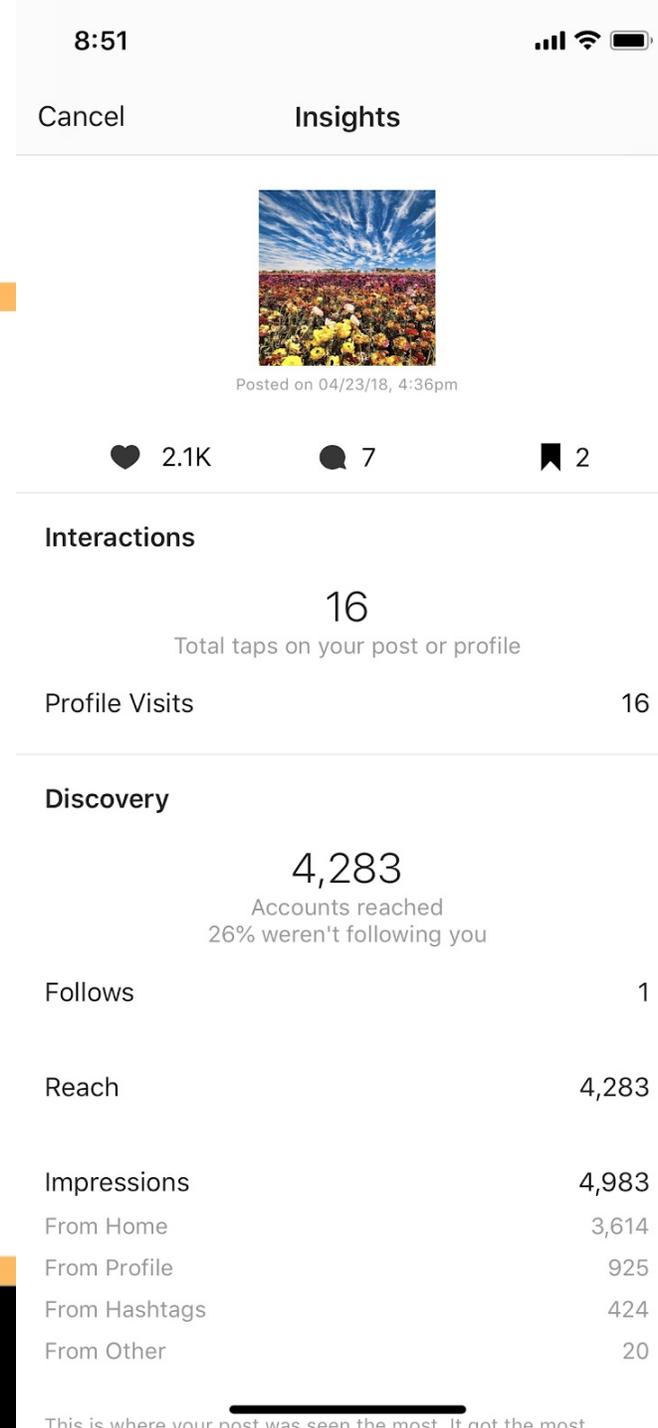
 **Bright Splash Bouquet - Deluxe**  
\$74.95

[Click to View Products](#)

  74  1 Comment  11 Shares

# Instagram: Audience Growth

- Grow your audience
  - In-store opportunities
  - Ads
  - Contests
  - Tag other businesses
  - Post about neighboring businesses
  - Touchpoint analysis
  - **Community outreach**
  - **HASHTAGS**



# Instagram: Content Optimization

---

- Text
  - Fun and light
  - Emojis and bullets
- Image
  - Captivating
  - Attention grabbing
  - Authentic
- Video
  - Doesn't perform as well

# Instagram: Engagements

---

- Content for comments
  - Hot or not
  - Red or pink?
  - Contests
  - Community questions
- Community building
  - Reply to all comments
  - Comment on others
  - Follow others



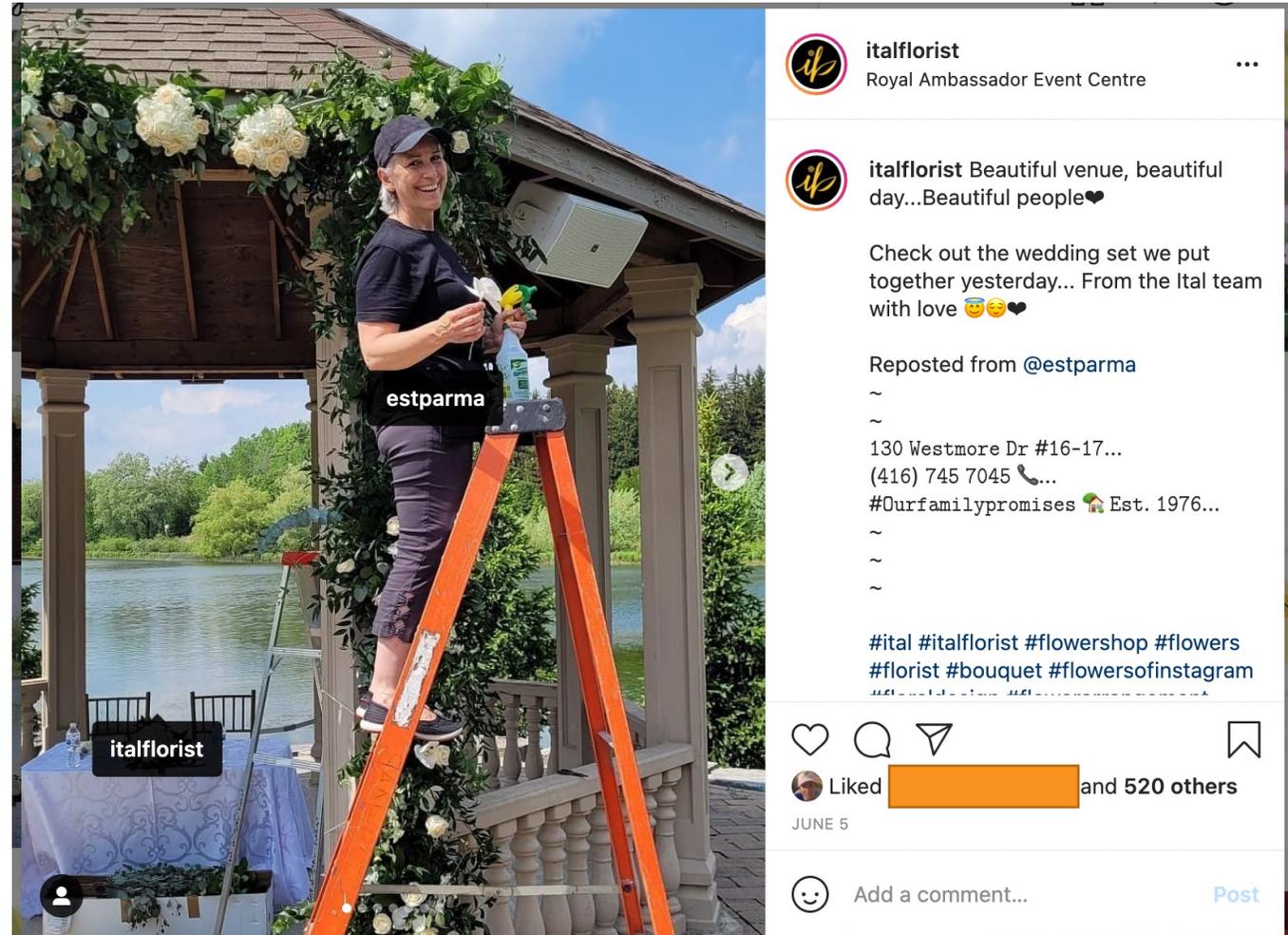
# Example: Video behind the scenes



# Example: Storytelling



# Example: Authentic Content



# Example: Selling



# Example: Create Sharable Moments



 **thefleurbarn**  
Melbourne, Victoria, Australia

 **thefleurbarn** LOVE receiving photos like this from our lucky recipients 🥰🥰  
PS. Last chance to use our ISOLOVIN discount code for 10% off all bunches online. Ends midnight tonight ✨

4h

 **thefleurbarn** . 

.  
.  
.  
.  
#preservedflowers  
#everlastingflowers  
#flowerarrangements  
#driedflowers  
#flowersofmelbourne  
#flowersofinstagram #flowerdesign  
#driedflorals #namnas #dryflowers

27 likes

4 HOURS AGO

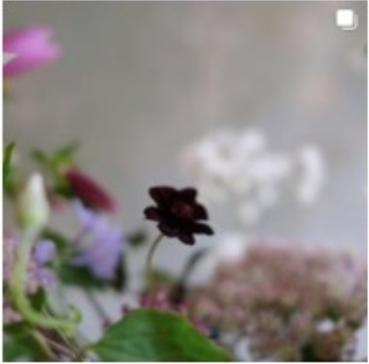
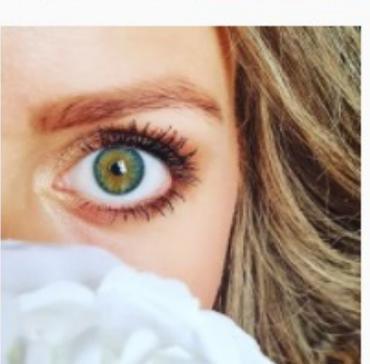
 Add a comment... [Post](#)



Top posts

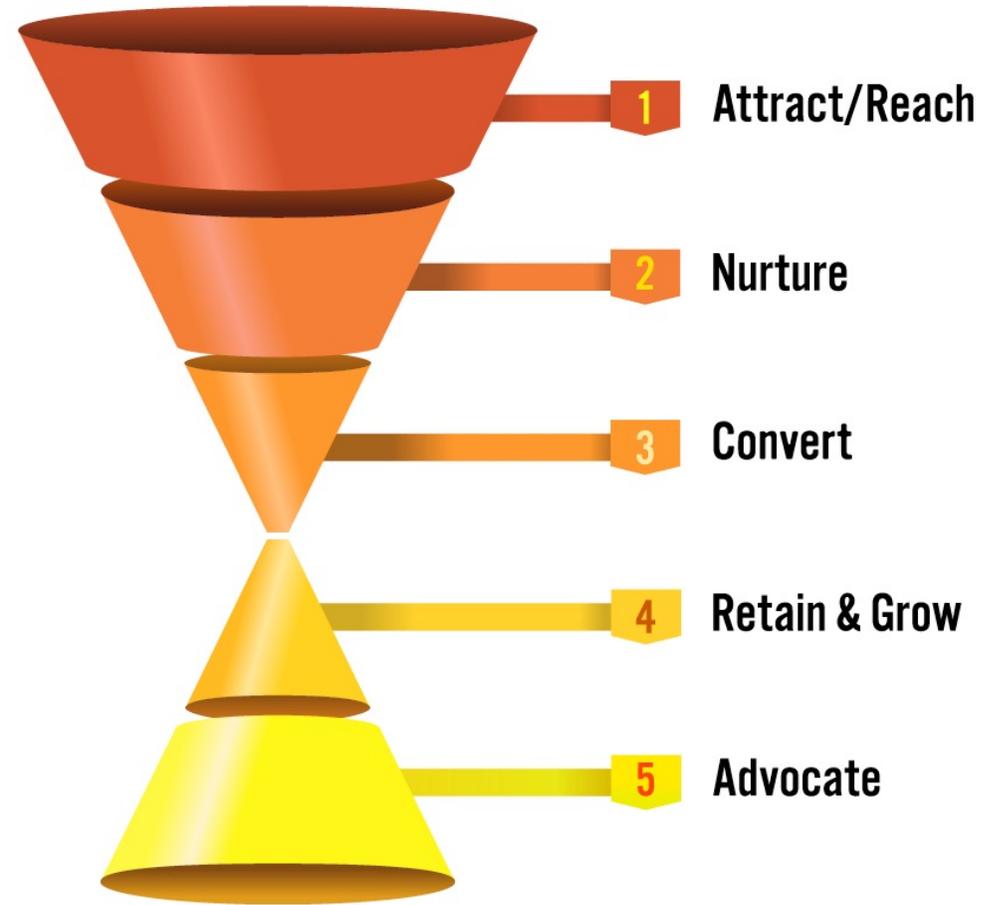


# WHY?



# Buckets

- A – Branded content
- N – Bouquets + flowers
- C - Promotions
- R – New products
- A – WOM content



# Step Back

---

- Analytics
  - What works
  - What doesn't
- Look at others
  - What can you find that works
- Build your plan
  - Content buckets
  - Content optimization

# Let's Connect!



**Krista Neher**

Training  
Strategy  
Speaking  
Consulting



**Boot Camp Digital**



[krista@bootcampdigital.com](mailto:krista@bootcampdigital.com)



Krista Neher



@KristaNeher



#BootCampDigital



Boot Camp Digital



@BootCampDigital