

# Social Media Training

Start with your Social Media initiatives



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Global Digital Customer Enablement

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Current Status 10/2021

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# Overview of training

## Social Media Marketing



- 01** What is Social Media and why does it matter to you?
- 02** Get started - Open your accounts
- 03** Your Social Media strategy – Set your goals
- 04** Postings & Campaigns
- 05** Tracking your initiatives
- 06** Summary



# Overview of training

## Social Media Marketing



**01** What is Social Media and why does it matter to you?

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# Introduction to Social Media

What is Social Media and why does it matter to you?



**Why** should I get started with Social Media?

**Eye Care Professional**

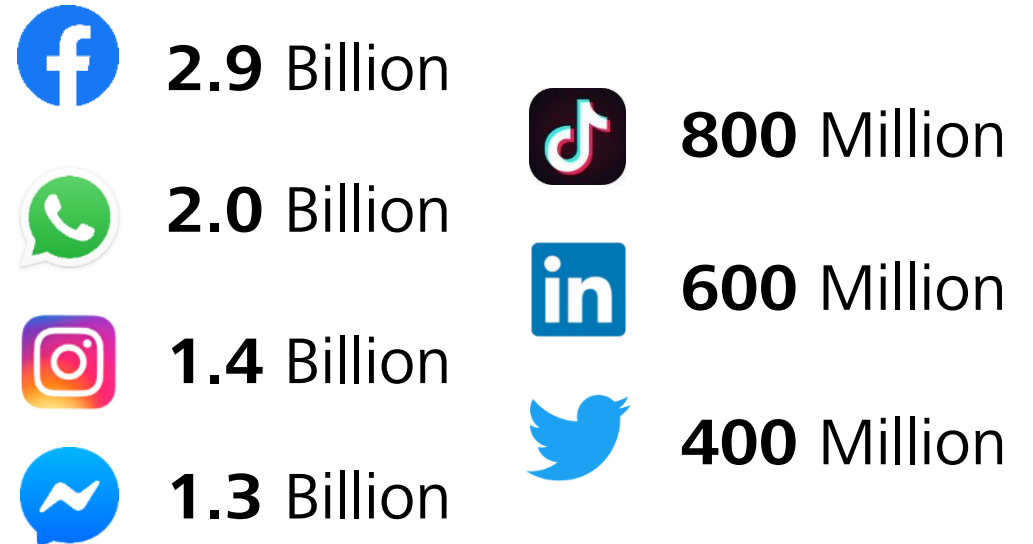


# Introduction to Social Media

Why Social Media matters!



**Make use of the opportunity to step into 1:1 conversations with your customer.**



Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

# Social Media is relevant along the whole customer journey

## Overview & relevance of Social Media



**Pre-Purchase**

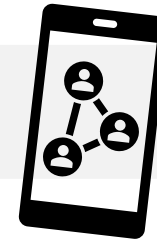


**Purchase**



**Post-Purchase**

**SOCIAL MEDIA**



### **EMOTIONS**

Uncertain, overwhelmed, fear to decide, joy (in case the customer discovers the right solution).

### **WEAKNESSES**

Complexity of information, too much choice (buy online or buy in-store), whom to trust?

### **INFLUENCES**

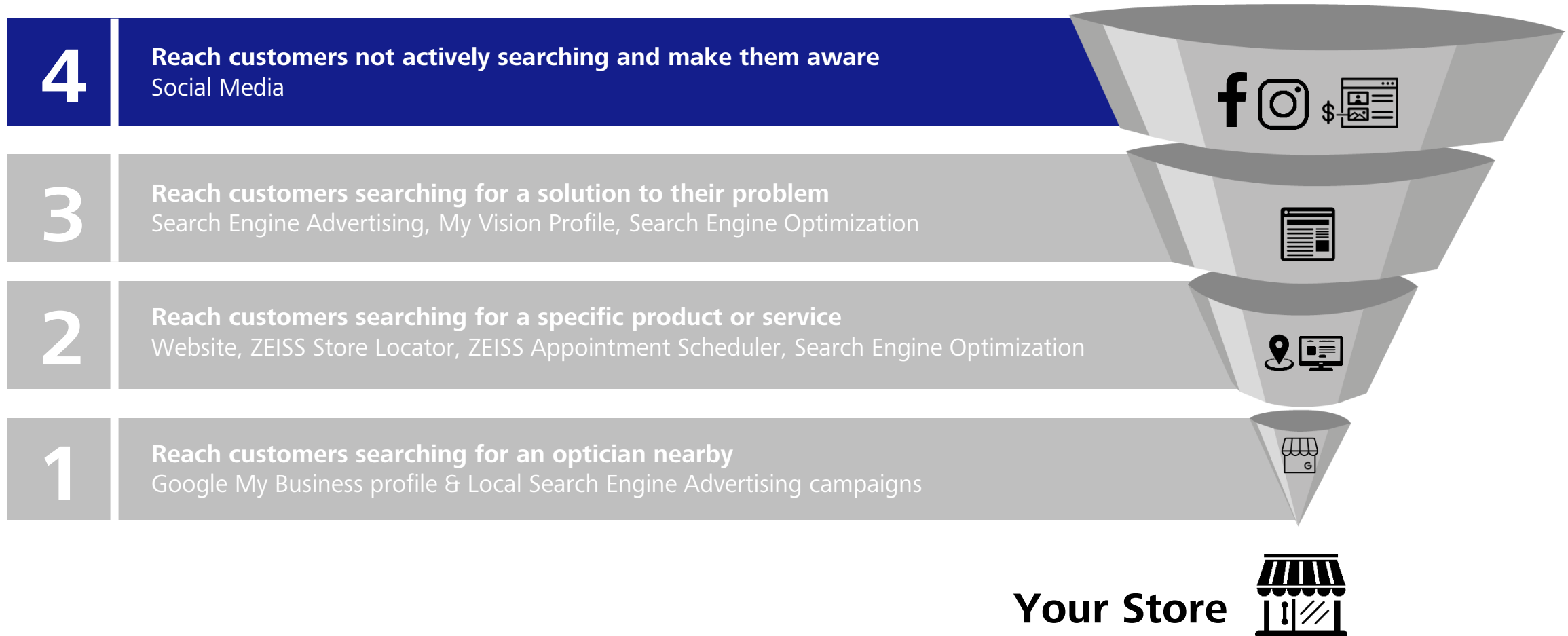
Friends and family (word of mouth), good online reputation (reviews).

### **Social Media is about lifestyle!**

On social media customers rather look for inspiration and they do not actively search for a product. Make sure that you understand your customers' emotions, weaknesses and influences to catch them in the right moment and bring them to your store.

# Introduction to Social Media

Make customers aware!



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# Get started – Open your accounts

## Channel selection and account openings



Social Media is essential to reach a broad target group. But on **which channels** should I be present and how can I **open and set up an account?**






**Eye Care Professional**



# Get started – Choose the right platform

Every platform has a different purpose



	<b>Instagram</b> 	<b>Facebook</b> 	<b>YouTube</b> 	<b>TikTok</b> 	<b>LinkedIn</b> 
<b>Age of the users</b>	19 – 40 years	19 – 60 years	19 – 50 years	19 – 30 years	30 – 50 years
<b>Number of users</b>	1.4 billion	<b>2.9 billion</b>	2.2 billion	800 million	600 million
<b>Specialty</b>	Visual marketing platform	<b>THE</b> Social Network	Video broadcasting	Video-sharing social network	B2B Platform
<b>Campaign Goal</b>	Awareness, <b>Sales</b> , Performance, Image	Awareness, <b>Sales</b> , Performance, Image	Awareness, Performance, Image	Awareness, Performance, Image	Awareness, Performance
<b>Formats</b>	Text, images, Video, Story, Live	Text, images, Video, Story, Live	Video, Story, Live	Image, Video, Live	Text, Image, Video, Story
<b>Motives</b>	<b>Inspiration</b> , Entertainment	Entertainment, Information	Entertainment, Information, Solution	Inspiration, Entertainment, Information	Information, Solution

Source: OMR (Online Marketing Rockstars) <https://drive.google.com/file/d/15OhKw527trS0Lz2HOTOQg3QnQhlpz7nR/view> & <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>



Facebook

**Connect**

and strengthen your community



# Get started – Create your Facebook page

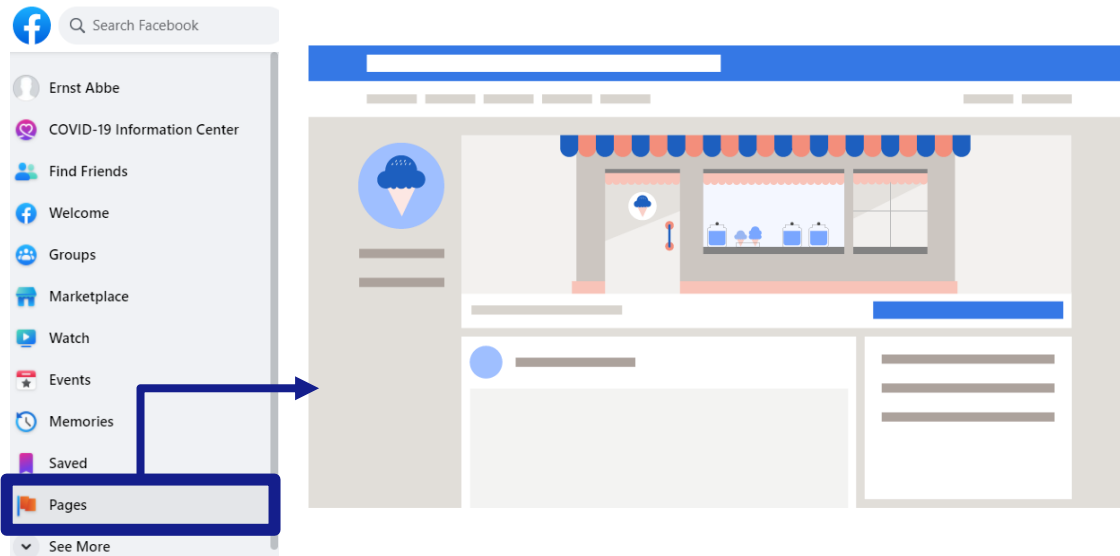
Facebook page and Facebook profile are not the same



Before you get started it is important to know the difference between a Facebook page and Facebook profile:

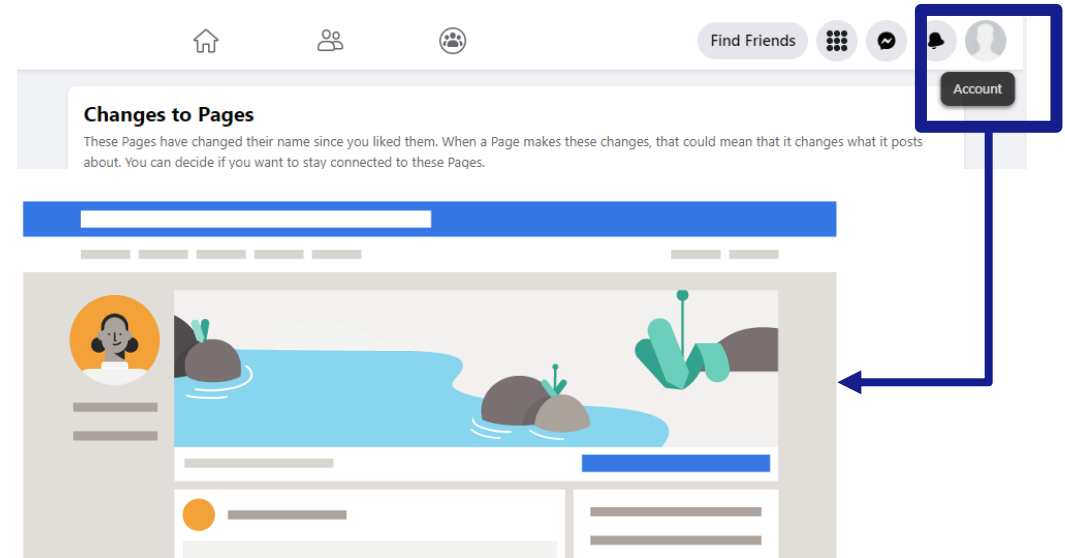
## Facebook page

A Facebook page is your **business's digital presence on Facebook**. A page has tools to help you grow your business, connect with customers and see how people interact with it.



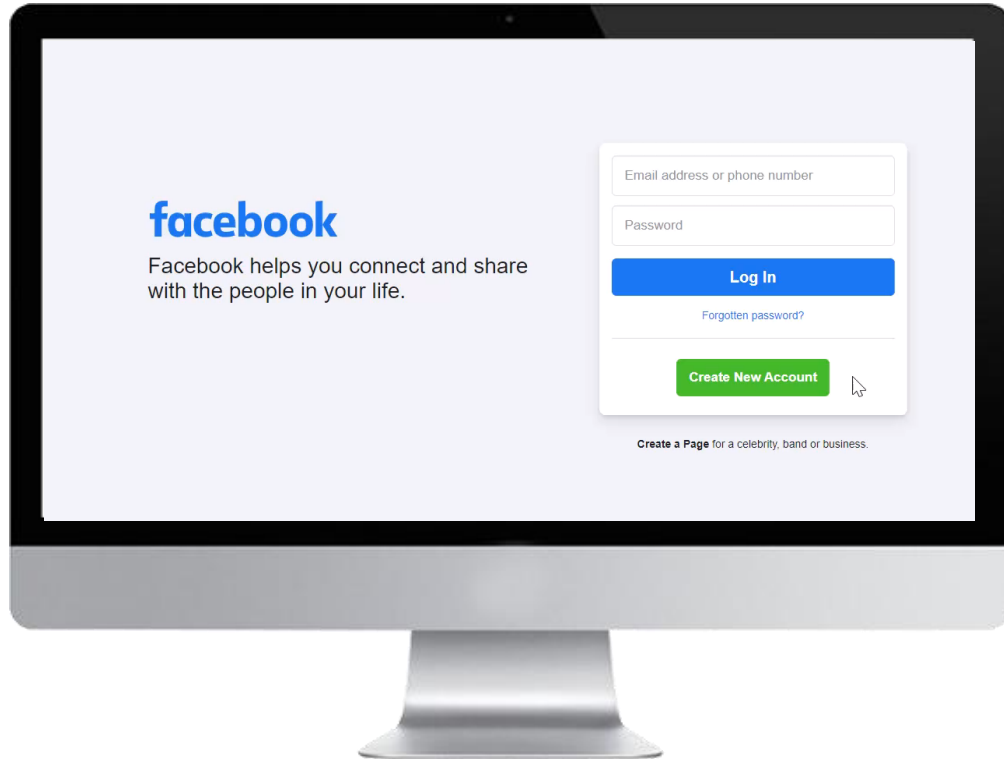
## Facebook profile

A Facebook profile is your **personal account** on Facebook, where you tell people about yourself, add friends and share personal updates. General users, can be deactivated by Facebook, as it is against the guidelines. You need a Facebook profile to manage your Facebook page.



# Get started - Open your Facebook account

## Set up your Facebook-Account

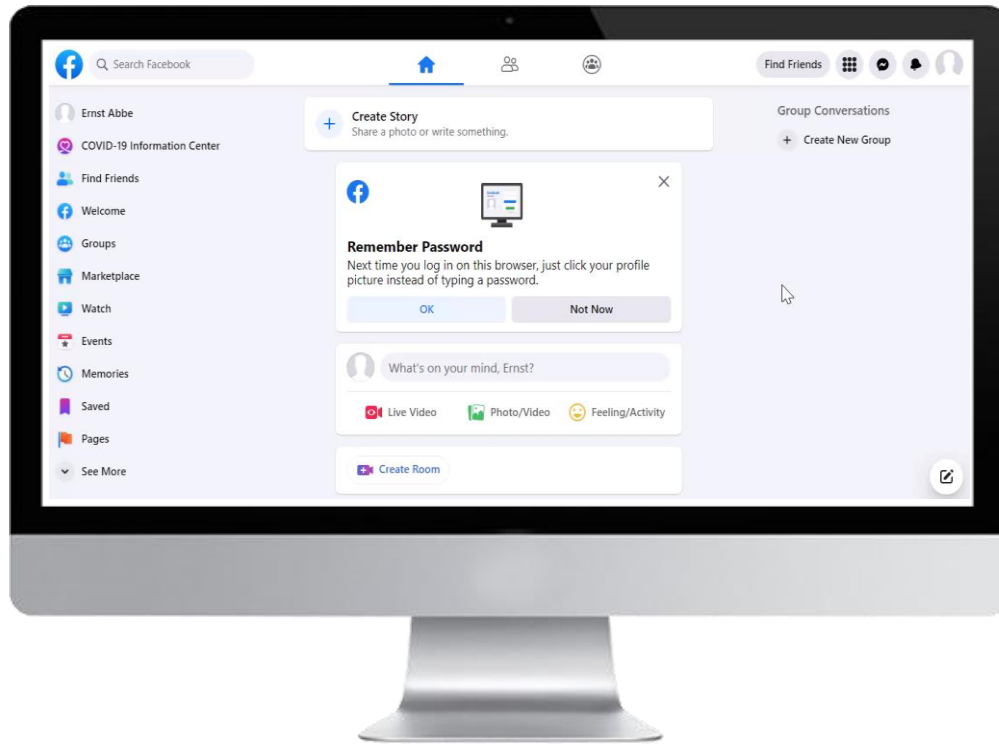


## In order to create your company page, you need to set up a private Facebook-Account

1. Go to [www.facebook.com](https://www.facebook.com)
2. Click on **Create New Account**.
3. Create a Facebook Account with your private e-mail address by completing the fields.
4. Verify your registration with the code you received via mail.
5. You will be re-directed to the Facebook starting page.

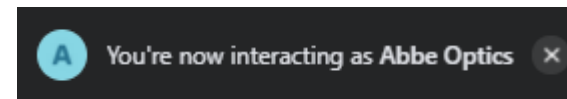
# Get started – Create your Facebook page

## Set up the Facebook page



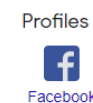
## With your page you can built your business's digital presence on Facebook

1. Go to **page** and click on **create new page**
2. Type in all the required page information like page name, category and description
3. You can directly upload a profile and cover photo
4. When clicking on the page you have created, you are interacting as your business. Facebook will inform you with a notification.



**TIP**

Use a consistent name for your GBP and social media accounts, so the Google Knowledge Graph can find you.



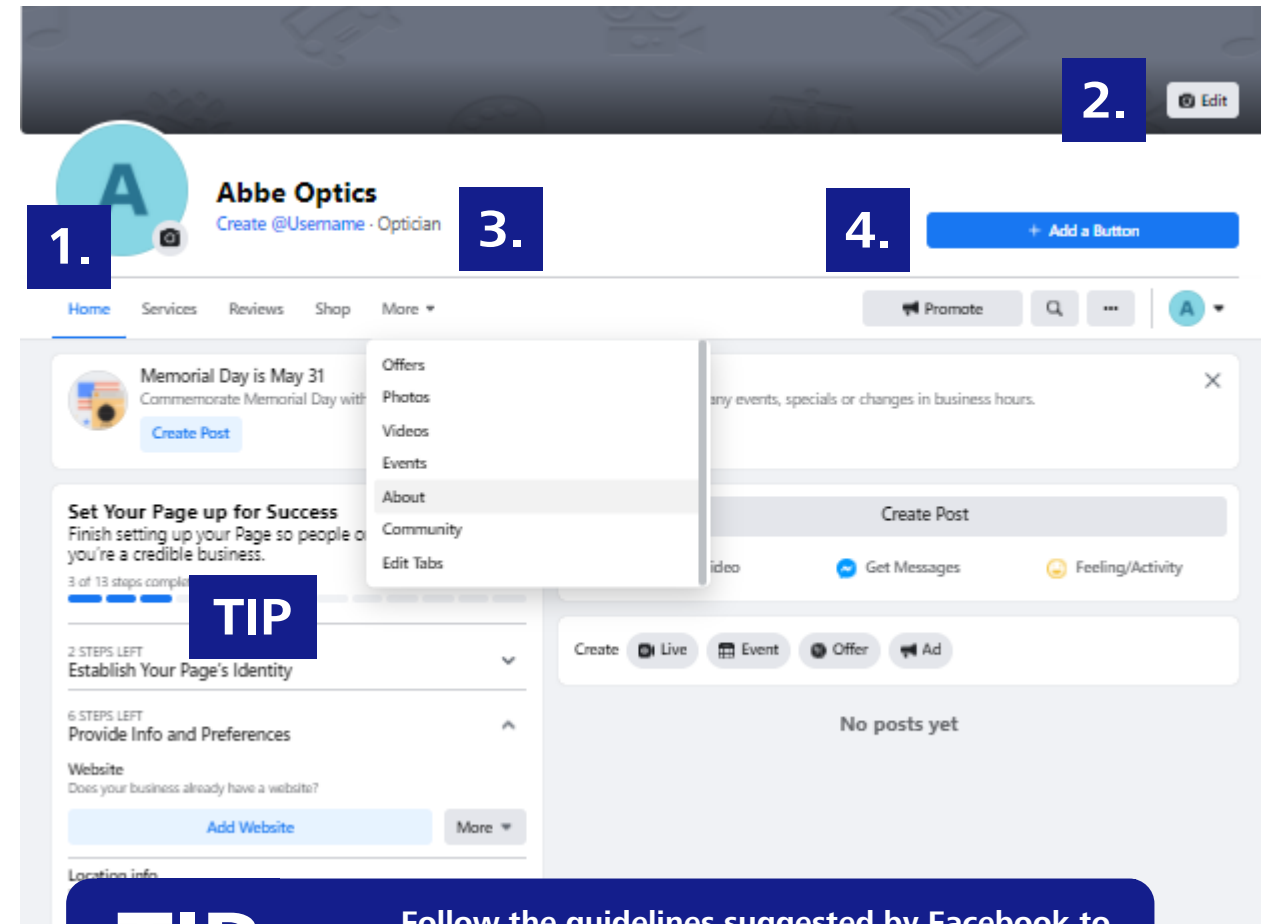
# Get started – Edit your Facebook page

## Facebook page key elements



### Update the information by editing the following page features:

1. Upload a **profile photo** (your logo with 180 x 180 Pixel)
2. Upload a **cover photo** (e.g., photo of your store or your team showing the atmosphere)
3. Choose a page **username**. It is relevant when your customers want to tag you in their Facebook post e.g., abbeoptics.Berlin  
Further it defines the URL you can later use for your business cards
4. Integrate a **call-to-action** (CTA) button (we recommend a CTA “book appointments” or “contact us directly”)



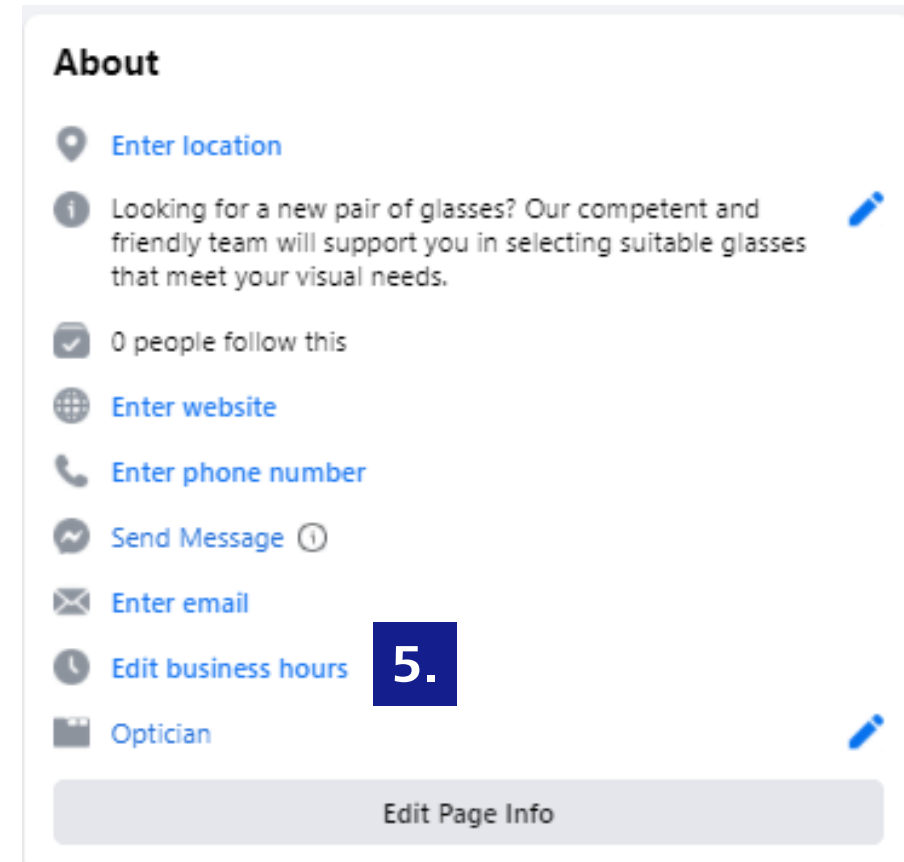
# Get started – Edit your Facebook page

## Facebook page key elements



### Update the information by editing the following page features:

5. In the about section, share business details, such as contact information and **opening hours**. This description will also appear in search results when people search for your business online.
6. When you have completed your initial information **publish the page**, so it is visible to the community.





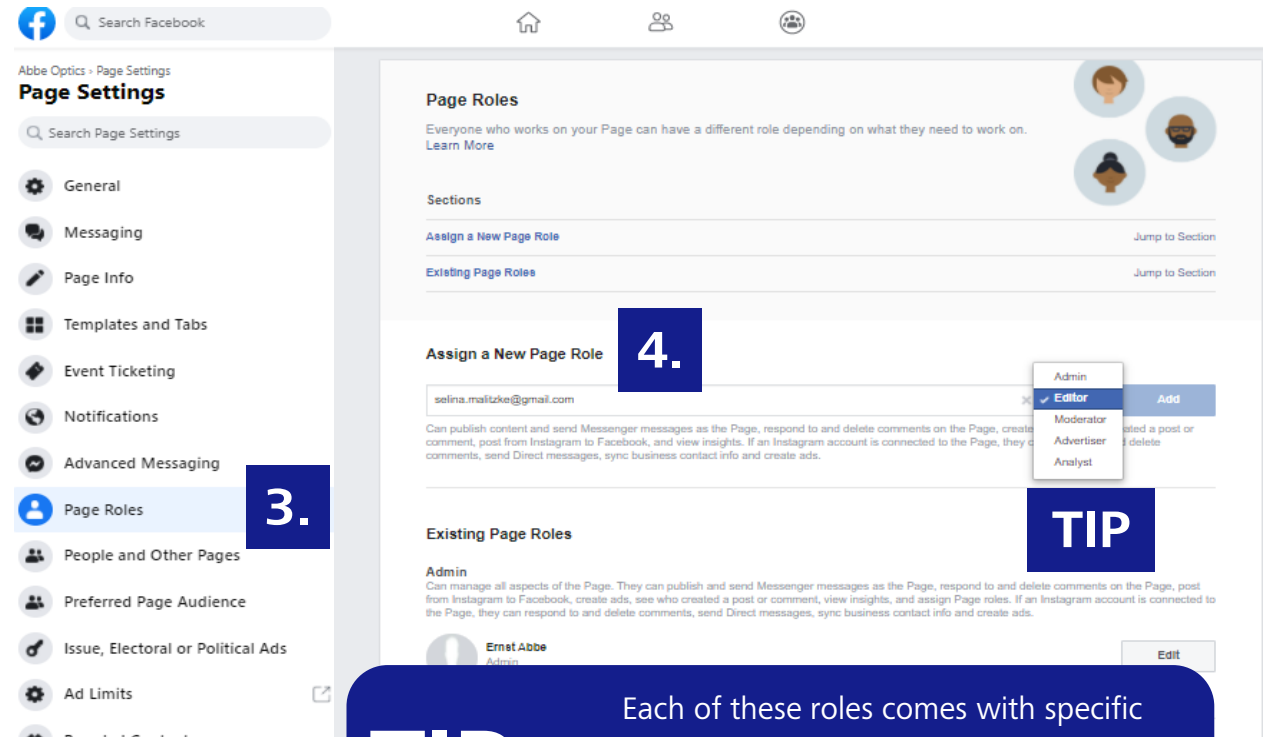
# Get started – Edit your Facebook page

## Assign page roles



As your page grows, you might need help maintaining it. Page roles allow you to add other people.

1. Go to your **page**.
2. Select **Settings** at the top of your page.
3. Select **page roles** in the left column.
4. Type a name or email address in the box and select the person from the list that appears.
5. Select Editor and **choose a role from the drop-down menu**.
6. Select Add and enter your password to confirm.



**TIP**

Each of these roles comes with specific access and permissions. You can **add your staff member as Editor**. Only admins can delete the page.



# Instagram Inspire

customers worldwide



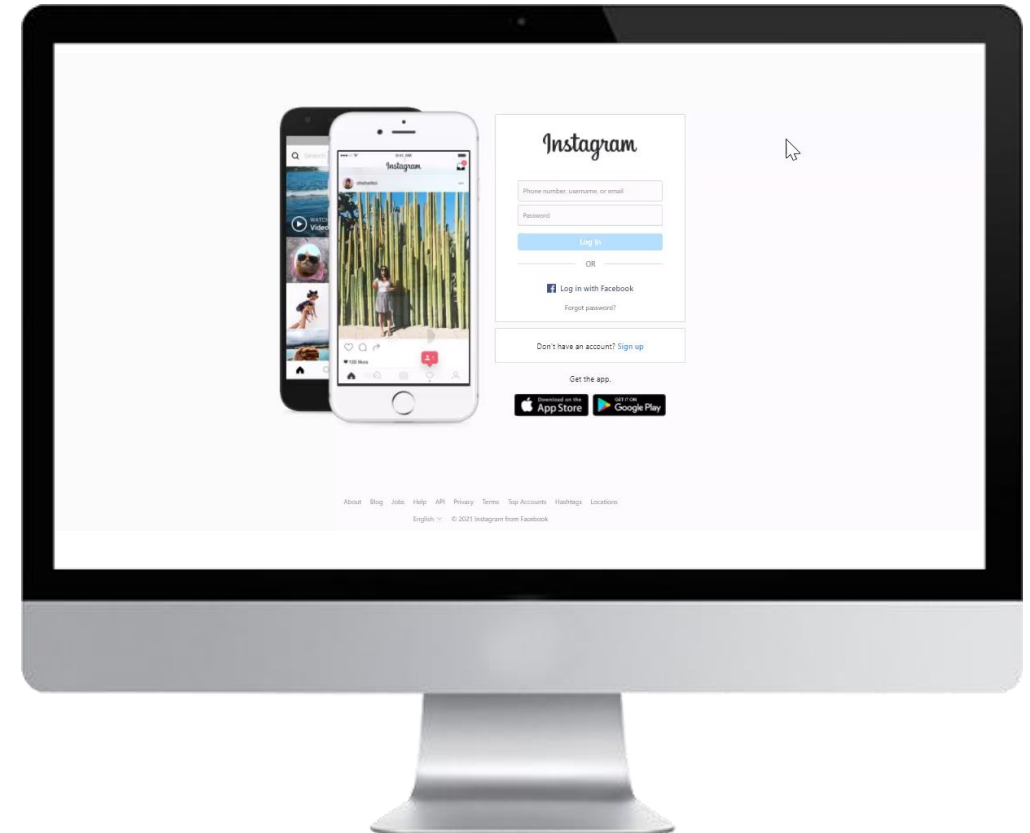
# Get started – Open your Instagram account

## Set up your Instagram Account



### Open an account

1. Go to [www.instagram.com](http://www.instagram.com)
2. Click on **Sign up**
3. Type in your personal information  
**Remark:** The email address must not be used for another existing Instagram profile. Thus, we recommend to use your business address, which is not used for your private account.
4. Type in a username: This name is used when customers want to tag you in their Instagram post, e.g., abbeoptics\_Berlin  
Similar to facebook, the username will define your URL



**TIP**

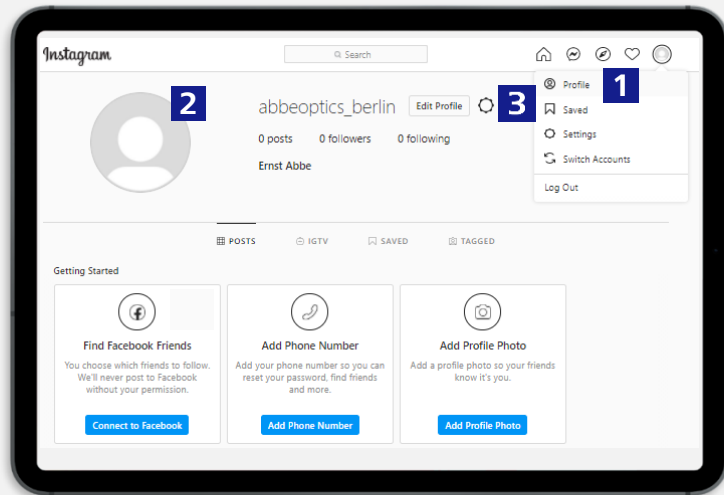
Use the same or a similar username as you use on your Facebook page

# Get started – Create your Instagram account

## First steps on Instagram

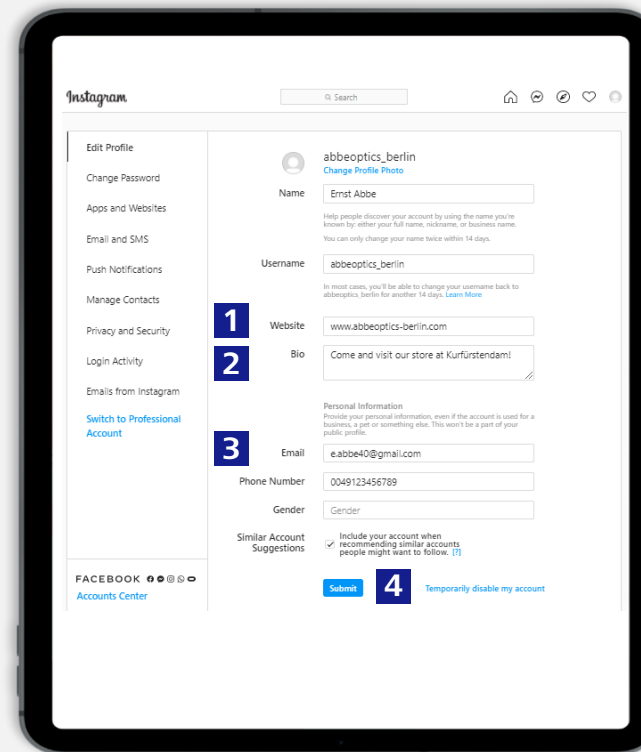


### 1. Open your profile and edit it



1. Select your profile
2. Click on the round icon and upload your **profile picture** (logo of your store - 110 x 110 Pixel)
3. Click on **edit** profile to add more information

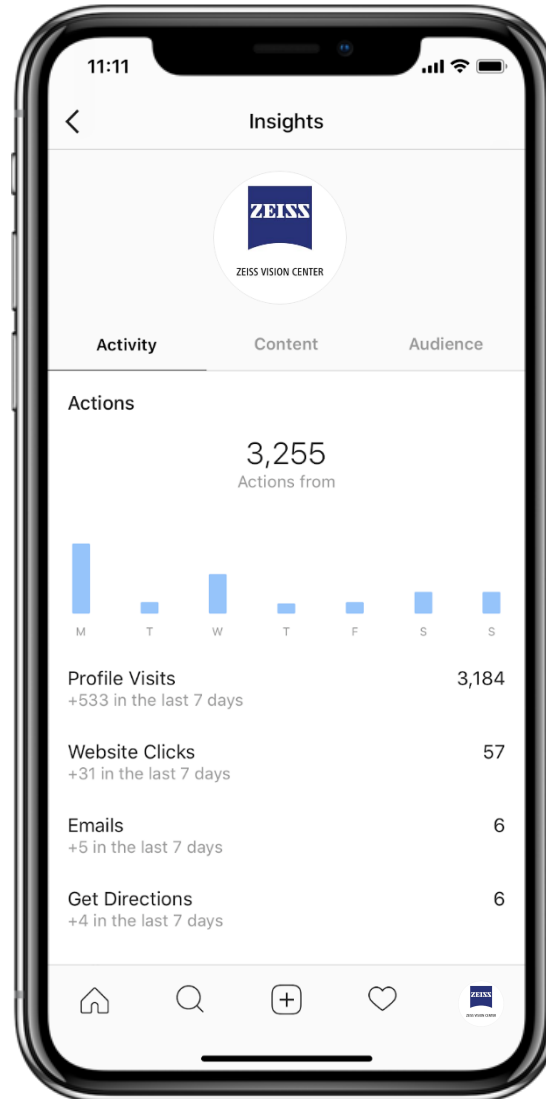
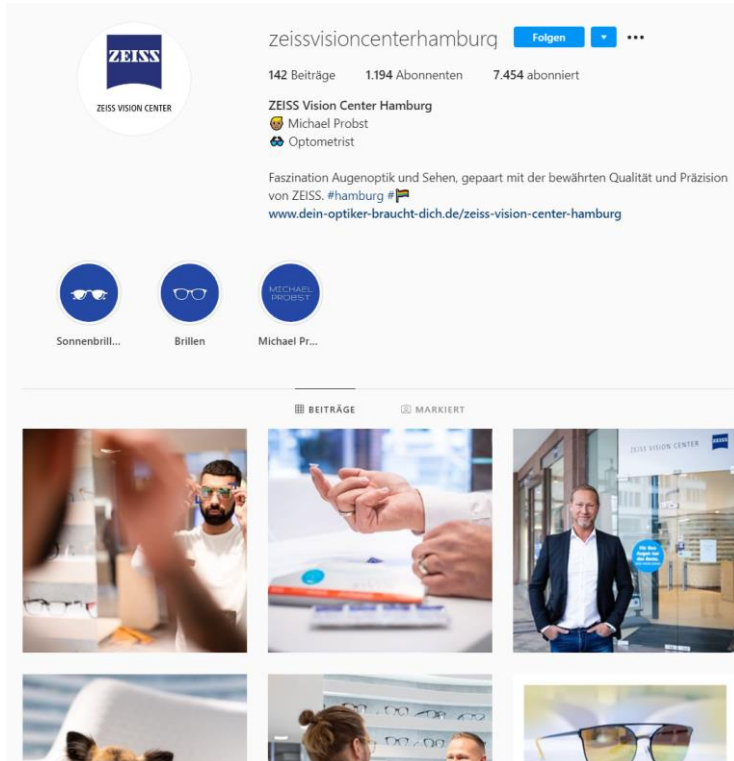
### 1.1 Edit your profile information



1. Add a **link** to your website
2. Add a **Bio**-description of your business
3. Add your **phone number** and **email address**. These information are public and visible. Enter the details you are reachable.
4. **Submit** the changes

# Get started – Switch to a business account

## Differences between a regular and a business account



### Why you should set up a business account:

Switching to a business account will **make your Instagram account public**. Anyone will be able to see your content and all pending follow requests will be approved. You can create promotions to reach more customers, get **insights** about your subscribers and posts and use new contact options in your profile.

### Benefits:

1. Gives you **credibility**. E.g., by adding a category for your business page like optician.
2. **Connects** to your Facebook page and allows you options like crossposting or moderation on the desktop
3. Provides access to an **Insights tab** to understand how your customers interact with your profile.
4. Offers you an easy way to start with **Instagram Ads** and more possibilities to advertise with the ads manager.

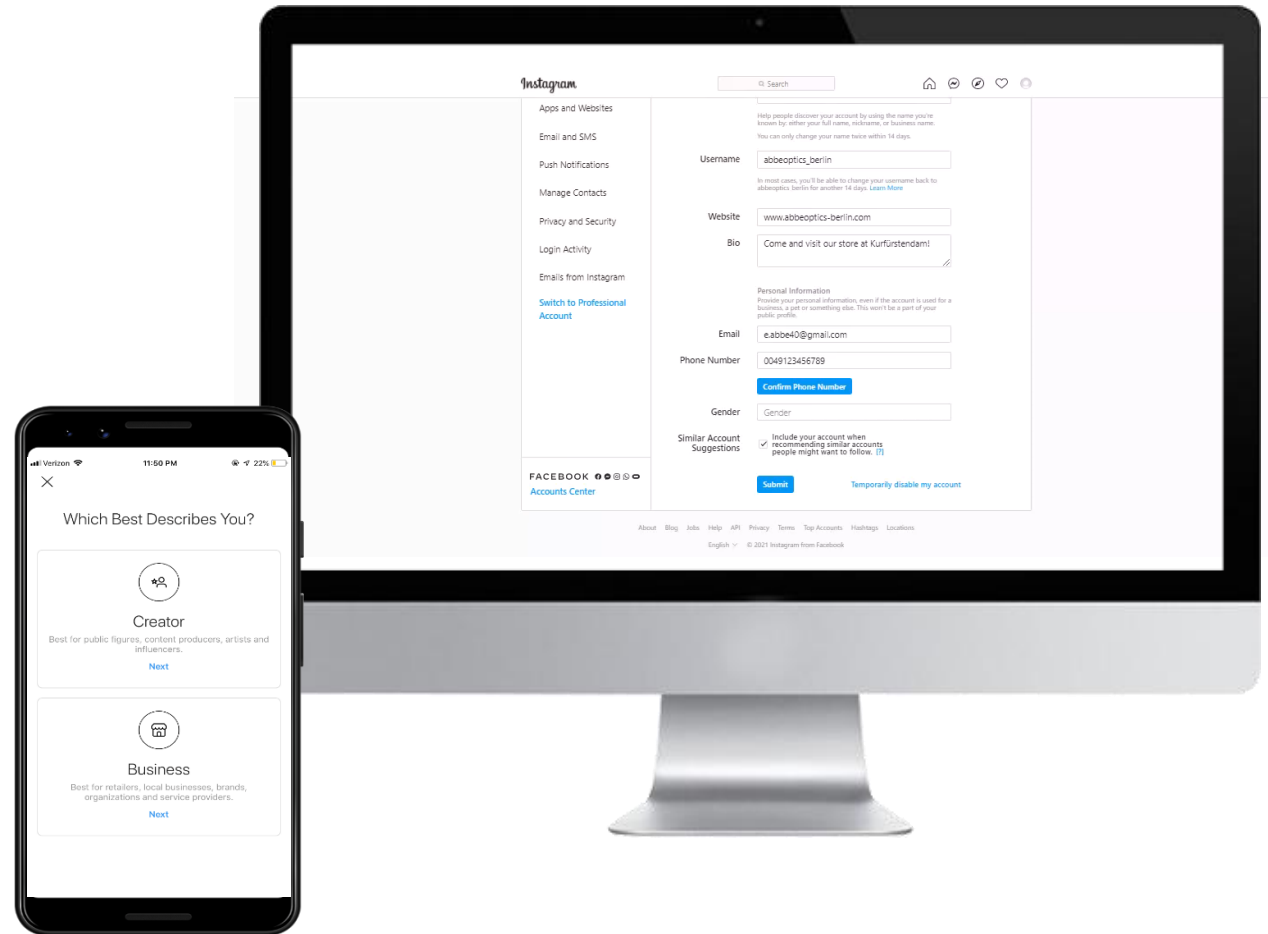
# Get started – Switch to a business account

## Switch to a business account



### Set up a professional account on Instagram

1. Go to your Instagram account in the Instagram App and tap menu in the upper right corner.
2. Click on **Switch to professional account** in the settings
3. Select **Business**
4. Select Category **Optician**
5. Type in your public business information
6. Tap **done**



# Get started – Connect your accounts

Connect your Instagram account with your Facebook account



If you've connected your Facebook Page to an Instagram business account, page admins and editors will receive the following benefits:

- **Share** Facebook page posts on Instagram
- Promote posts and create Instagram ads using the **ad manager**
- Anyone logged into the connected Instagram account can add a button to Instagram for **booking appointments** on Facebook
- **Synchronize** business contact info, such as email address, phone number and business address, between their Facebook Page and an Instagram business account. Updates made on one app (example: Facebook) will appear on the other app



Learn how to chose ad placements in the ads manager with [this course](#)

# Get started – Connect your accounts

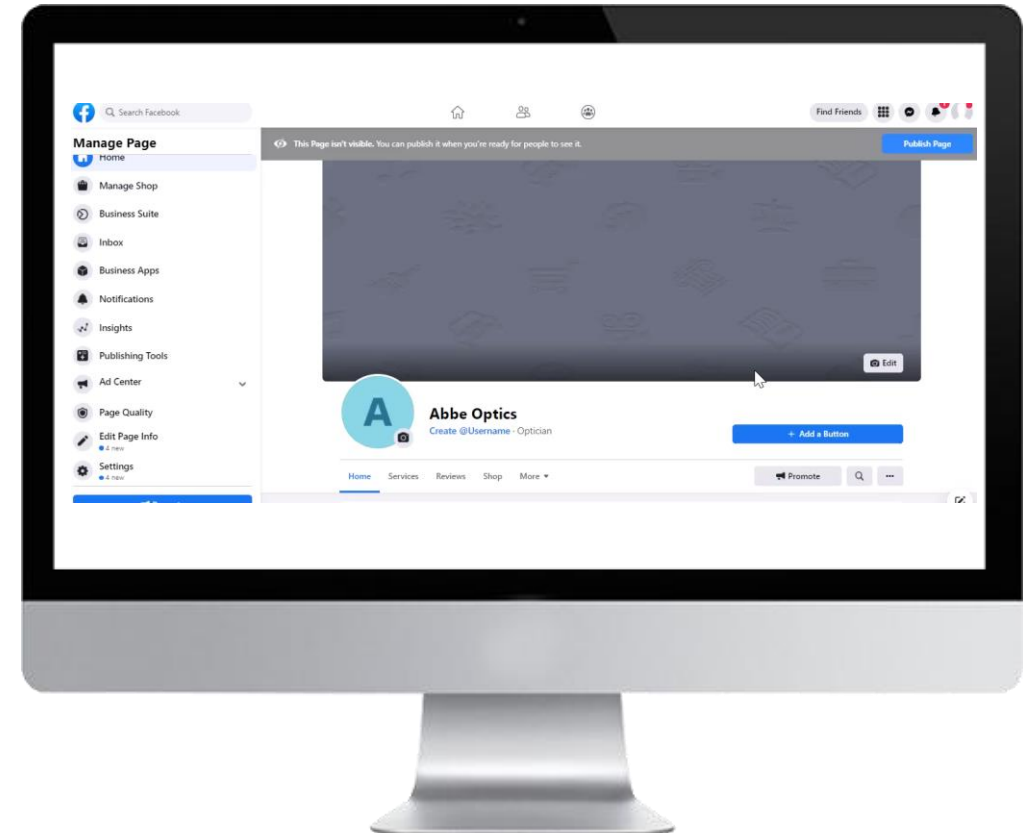
## Connect your Instagram account with your Facebook account



1. Open your **Facebook Page**.
2. Select **Settings** from the left menu.
3. Select **Instagram**.
4. To add an Instagram account to your Page, select **Connect Account**. Make sure the "Allow access to Instagram messages in the Inbox" is toggled on and then click Continue.
5. Enter your Instagram account's Username and Password, and select **Log in**.
6. If you do not have a business account yet, you will be prompted to convert your personal account. For that click on the **convert now** button!

### TIP

In the same way you can connect your WhatsApp Account . You will receive a confirmation code. After the verification, a button will be integrated on your page. Users can directly message you.





To be safe from hacker attacks, please also consider the following aspects



### Create a strong password

- Make your password unique and use different passwords for your accounts
- Make your password longer (at least 12 characters) and memorable. Try to use lyrics from a song, meaningful quote, series of words or an abbreviation (make a password from the first letter of each word in a sentence)
- Avoid personal information and common words



### Set-Up a 2-Factor Verification

It is a security process in which you provide two different authentication factors to verify yourself.

To set it up:

1. Open Facebook on your browser and Login to your account using the correct credentials
2. Click on the downward arrow at the top-right corner to reveal a drop-down menu
3. Choose the Login and security option and then click on the Two-Factor Authentication option in the list
4. Follow the steps explained

## TIP

If you have problems remembering your password, use a [password manager](#)

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# Your Social Media strategy – Set your goals

On whom should you target and what content should you provide?



I have set up my accounts, but what's next? What do users want to **see**, what **audience** can I reach on Social Media and what is the **goal** of my initiatives?

**Eye Care Professional**



# Define your campaign targets

What do users want to see?



## What users want to see:

**Inspiration**, Entertainment

## What you should publish:

**Inspirational** content, showcase products, provide a vibrant setting, make yourself available, reels, have concrete BIO text

## What formats are required:

Short videos and pictures in format 4:5 , Stories in format 9:16

## What should be your aim:

Awareness, Engagement, Traffic to website, Conversion (appointments), **User Generated Content**

## How to reach your target group properly:

With the right targeting and retargeting in ads, use of proper hashtags

## What insights can you get about your customers:

Instagram Insights, Facebook Audience Insights, analytics of ads, engagement & comments, Follow relevant industry **hashtags** and **be part of the community** to get the newest trends. Get to know relevant bloggers that might be interesting for a collaboration.



## What users want to see:

Entertainment, **Information**

## What you should publish:

**News**, updates and promotions.

Show the face behind your brand. Be authentic.

## What formats are required:

Short videos in format 4:5, Stories in format 9:16

## What should be your aim:

Awareness, Engagement, Traffic to website, Conversion (appointments)

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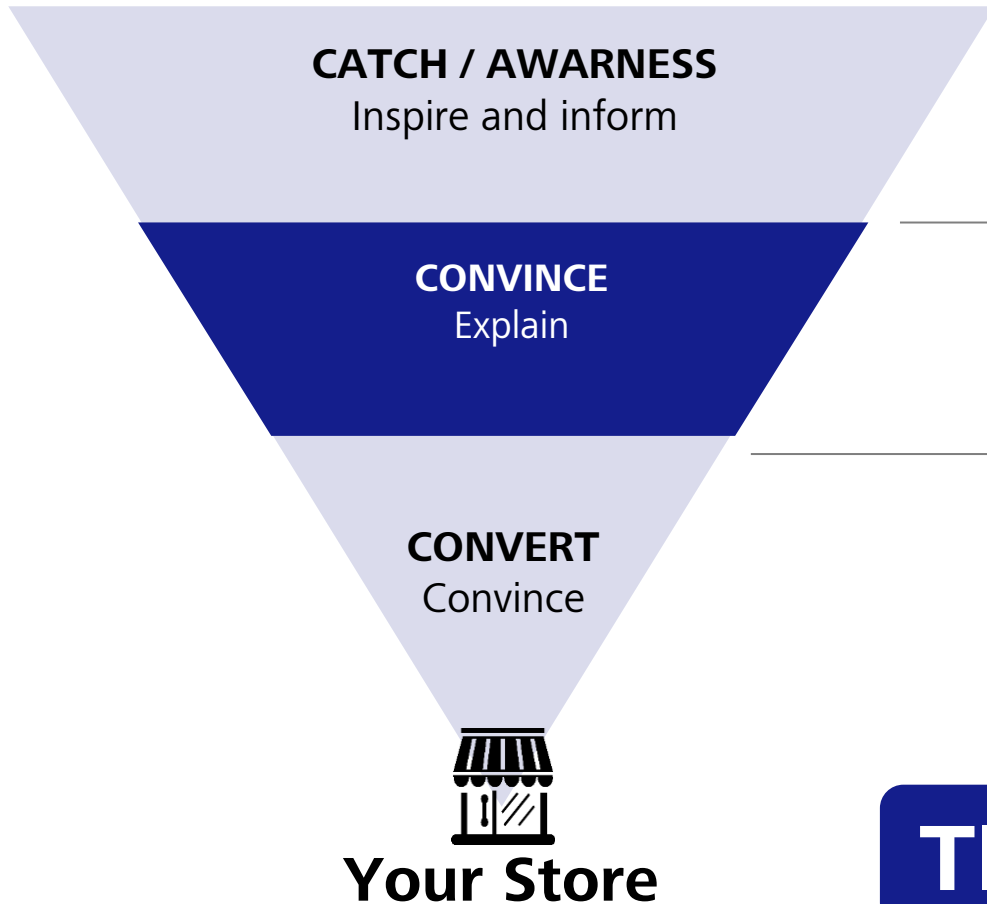
Facebook Audience Insights, analytics of ads, engagement & comments

# Define your campaign targets

Set the goals of your campaign



## What you can achieve with Social Media:



**Goal:** Address as many relevant users as possible

Their actions (e.g., video views) provide the data for more finely tuned target groups, for which we formulate more specific goals – namely traffic to the website and eventually appointment bookings.

**Tip:** Decide who you want to reach. Visit the course [Understand your audiences](#) to learn more.

**Goal:** Lead customers to your website in order to provide them with comprehensive information about our products and services

**Goal:** Create a direct impact on the visits to your shop. Encourage people to make an appointment in your store, call you on the phone, etc. In short, we want people to make direct contact

**Tip:** You are most likely to achieve this if you address people who you can be sure are already interested in your services and products – apply retargeting approaches. For more information visit the [facebook academy course](#).

**TIP**

Prepare to bring your business online and decide who you want to reach and how to set marketing goals by conducting a [facebook online course](#)

# Define your campaign targets

## Targeting on Social Media - Saved, Custom and Lookalike audience



### On Facebook you can target on a custom audience or a lookalike audience

#### Saved audience



The audiences can be created based on certain **criteria** selected

They can be created for Facebook Ads and subsequently **saved** so you can choose to use them again for different ad sets. Saved Audiences are helpful when you have multiple ad sets or targeting options

#### Custom audience



Created based on **your information** provided.

It is a type of audience you can create to help build your reach. It's made of information - called "**identifiers**" - you've collected about your customers (such as email, phone number and address, website visits – Facebook-pixel) and provided to Facebook. With a custom audience you can **retarget** on certain users. For more information see [website custom audience](#) and [video custom audience](#). Or directly visit the [course on targeting custom audiences](#).

#### Lookalike audience

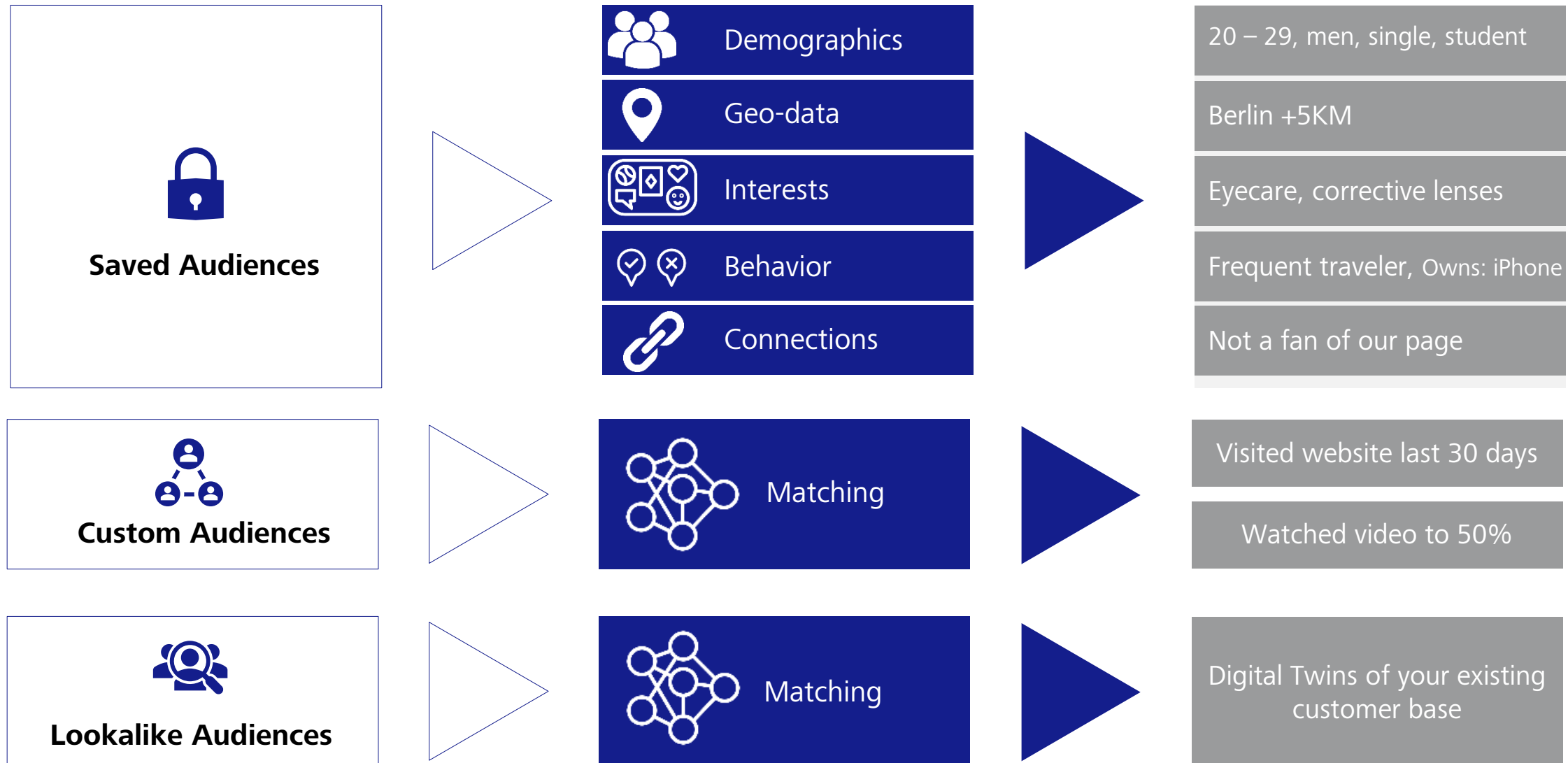


Created based on **Facebooks information**.

A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're **similar to your best existing customers**. You choose a source of audience (a custom audience created with information from e.g., fans of your page). Facebook identifies common qualities of the people (for example demographic information and interest) and delivers the ad to an audience of people who are **similar to ("look like") them**

# Define your campaign targets

## Targeting on Social Media - Saved, Custom and Lookalike audience



# Define your campaign targets

Get insights with the Facebook-Pixel



## What is it?

With the Facebook pixel you can keep track of customer actions. It is a small piece of code that gets added to a website, where it receives information about the actions people take on the site, such as viewing a product or adding an item to a shopping cart.

Find more information [here](#)



## When to use it?

The pixel should be used to ensure your ad is delivered to the right persons. By that marketing budget can be used more efficiently as you target on an audience more likely to perform the desired actions (e.g., filling out a contact form). Further, you can measure the success of your ad.



## How to install it?

You need a company website, and you need to be able to actualize the code on your website.

Given this facts, proceed as described in the [step-by-step guidelines](#)



Learn what the pixel is and how to use it step-by-step with this [facebook course](#).  
To ease targeting, learn how to create a target audiences for your business with this [facebook course](#).



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# Create and post content

## Recommended format and posts for Facebook & Instagram



I have defined my strategy and would like to get started with posting content. But **what and how** should I post content?

**Eye Care Professional**



# Create and post content

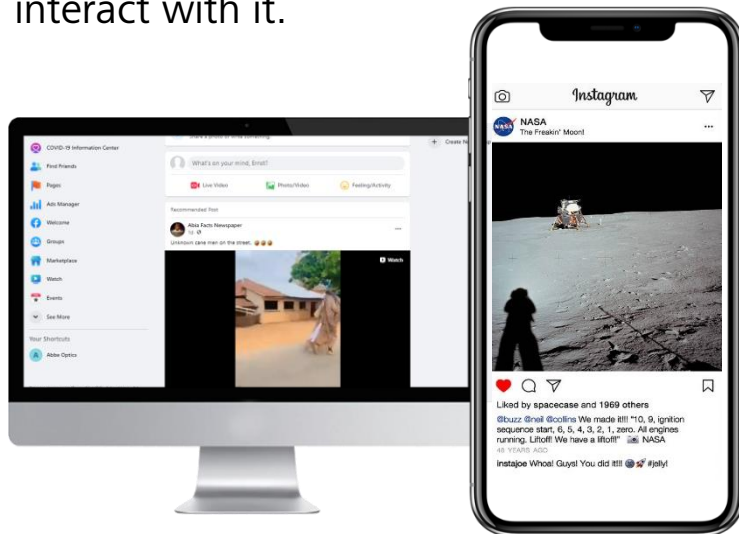
## Recommended format for Facebook & Instagram



### Where can you post content?

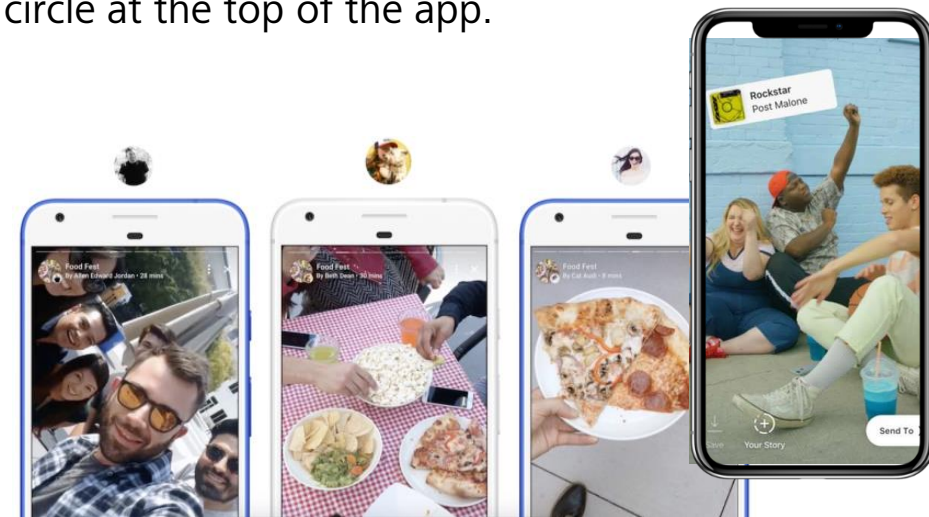
#### Feed

A news Feed is the **constantly updating list of stories** in the middle of your newsfeed. News Feed includes status updates, photos, videos, links, app activity and likes from people, Pages and groups that you follow on Facebook. interact with it.



#### Story

Stories are **a quick and easy way to share moments and experiences** that can be viewed and **disappear after 24 hours**. Stories, content shared to stories will appear at the top of the Feed. To view a story, users simply tap a friends' circle at the top of the app.



Also discover [Instagram Reels](#) to share relevant content with your target audience!

# Create and post content

## Recommended format for Facebook & Instagram

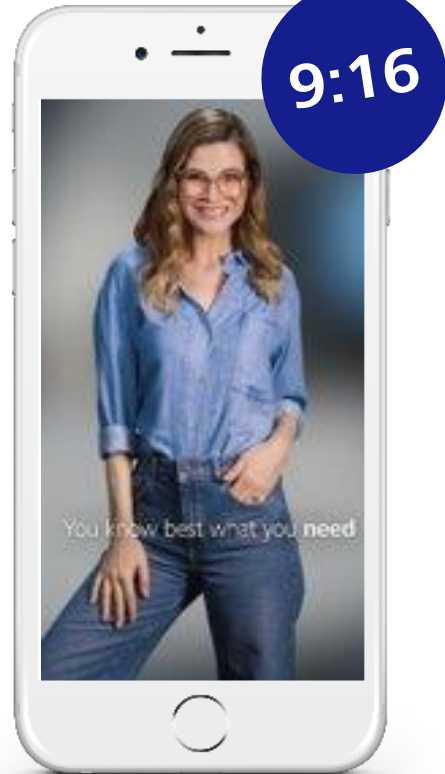


### In which format should I post? Formats at a glance

#### Feed



#### Stories



4:5

We recommend to publish Facebook posts in ratio 4:5  
1.080 x 1.350 Pixel recommended



9:16

Facebook Story should always be in ratio 9:16  
1.080 x 1920 Pixel recommended



4:5

We recommend to publish Instagram posts in ratio 4:5  
1.080 x 1.350 Pixel recommended



9:16

Instagram Story should always be in ratio 9:16  
1.080 x 1.920 Pixel



Especially in the feed you should always pay attention to a uniform format.

# Create and post content

## Recommended Hashtags



### What is a Hashtag?

#### = Social Media Keyword

People use the hashtag symbol (#) before a relevant keyword or phrase in their posts to categorize those and help them show more easily in the search function. You can add hashtags in the caption or comments of your post. If you use a public account and add hashtags to a post, the post appears on the appropriate hashtag page.



### Why should I use Hashtags?

Some platforms like Instagram do not offer a traditional search. Thus, Hashtags function as the most important search-and-find tool on Instagram. Please never use them on Facebook and YouTube.

### Recommendation

- **Limit Hashtags:** We recommend to use around five Hashtags.
- **Brand-specific:** If you make a post that includes something about a brand, use hashtags that include the brand name. For example #ZEISS
- **Local hashtags:** reach out to local events, journalists or spots to attract local customers
- **Hashtag Generator:** use "Keyword Everywhere"-Plugin to find other well-known and recommended hashtags on Instagram

# Keyword Everywhere Plugin

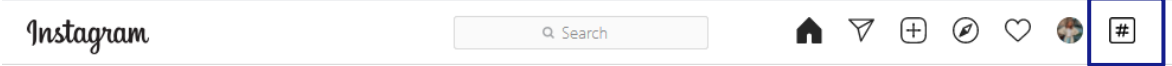
Free chrome plugin suggesting relevant hashtags for your posts



1. Open the following [link](#) and click on **add**

2. When you open Instagram a new **#-icon** appears on the top right of the tool box.

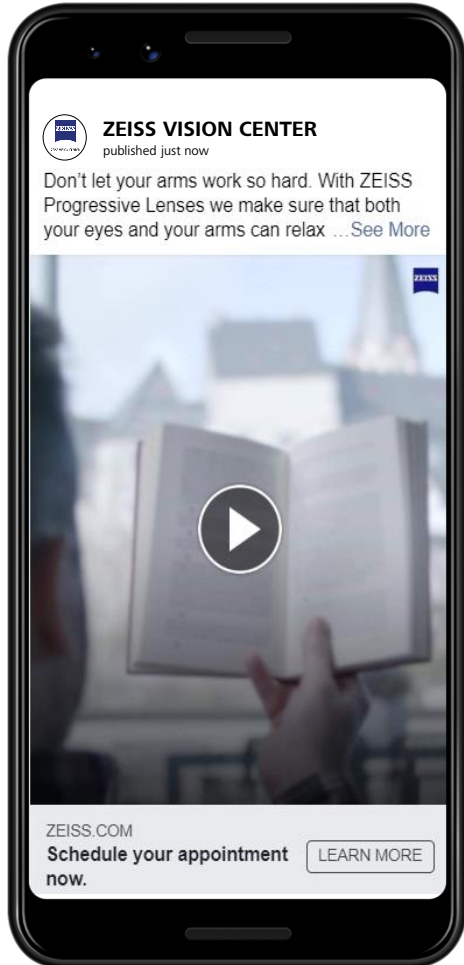
3. Keyword Everywhere generates **recommended hashtags** that fit to your head term and sorts them by relevance.



Instagram Hashtag	Instagram Posts	Search Volume (GLOBAL)	CPC (GLOBAL)	Competition (GLOBAL)	Trend (GLOBAL)	Trending %
#optiker	160,469	-	-	-	-	-
#optikerin	3,488	-	-	-	-	-
#optikerausleidenschaft	2,061	-	-	-	-	-
#optikermeister	1,508	-	-	-	-	-
#optiker köln	1,143	-	-	-	-	-
#optikermünchen	860	-	-	-	-	-
#optikeramdom	838	-	-	-	-	-
#optikernürnberg	764	-	-	-	-	-
#optikerborås	756	-	-	-	-	-
#optikerdortmund	751	-	-	-	-	-
#optikerassistent	668	-	-	-	-	-
#optikernepaaoovesprogoesplads	640	-	-	-	-	-
#optikerbode	604	-	-	-	-	-
#optikerbranning	586	-	-	-	-	-

# Create and post content

## Two ways to advertise on Facebook



This is the copy of the post.

### TIP

- Use positive adjectives and verbs (e.g. benefit, useful, helpful).
- Try to use less than 90 characters.

This is a **video link post**, which leads customers to your website. This option is only available for ad posts

We introduce you to **two ways** to advertise on Facebook, each one of them with pros and cons.

**ORGANIC POST** - Via your Facebook page / timeline

**PRO!** They are for free

**Con...** They do not reach the desired target group  
You are limited in your post creation

**AD POST** - Via your Facebook Ads-Manager

**PRO!** It is more efficient and provides customization features

**Con...** Ad spending's are required in order to reach the desired audience

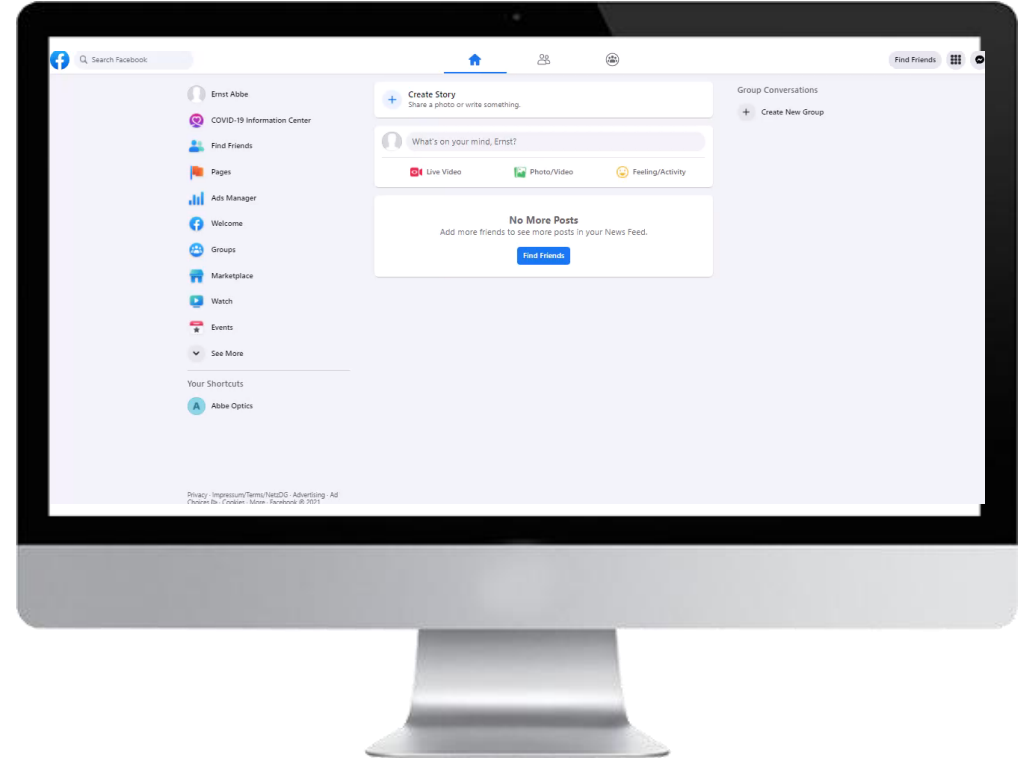
# Create and post content

## Organic publishing



### Create an organic post

1. Sign in to your Facebook account on your computer.
2. Open your Facebook page.
3. Tap **Create a post**
4. Upload the image and add the text.
5. Publish the post.
6. The post is now visible in your timeline.





# Create and post content

## Facebook Ads



### Facebook Ads via the Ad center

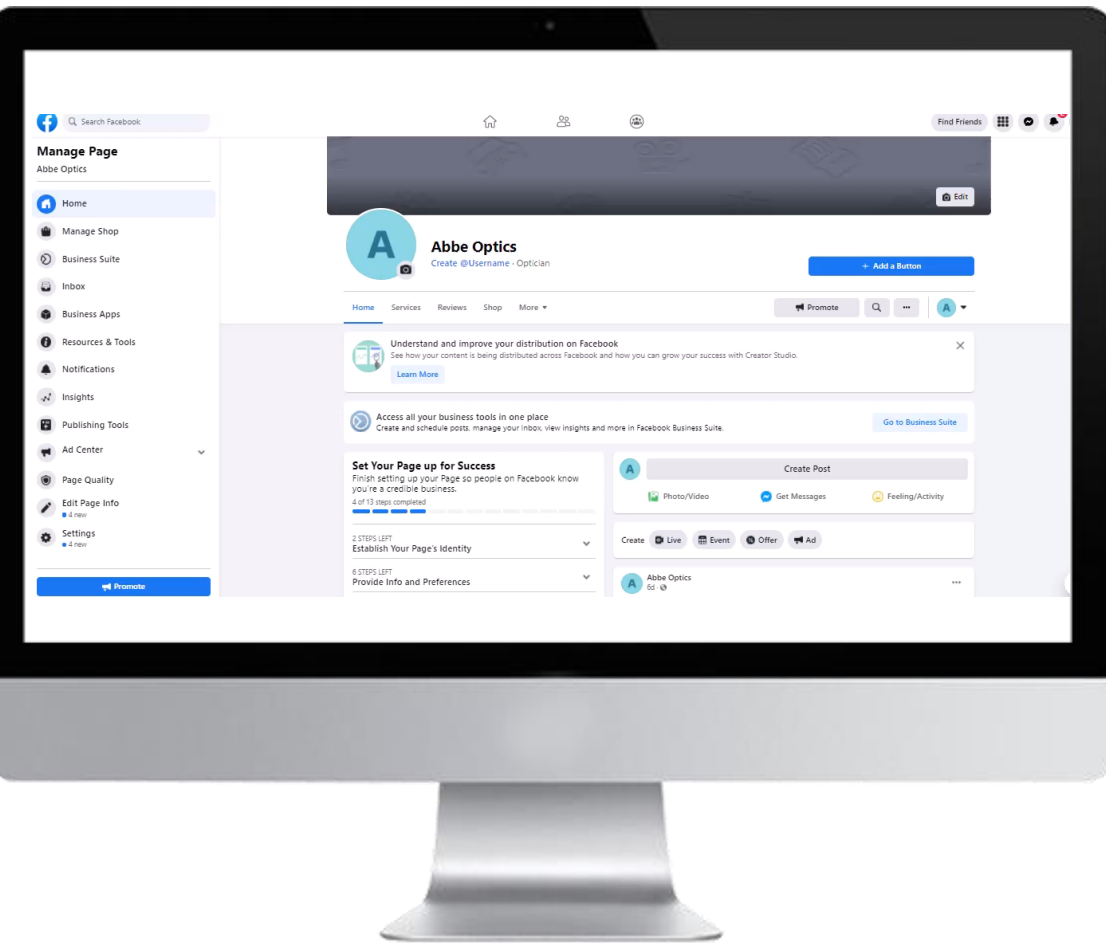
Ads which are created by means of the Ads Manager, offer **more advanced** customization solutions.

There are many advertising objectives to help you reach your specific business goals and the audiences you care about most. Facebook ads can optimize for app installs, website conversions, video views, shop orders and more. Learn how to choose ad placements in ad manager with [this course](#).



# Create and post content

## Ad post – Use more functionalities and specify your Ad



1. Go to your Facebook page
2. Click on **Ad Center** on the left-hand side
3. Click on **Create Ad** and follow the steps that guide you through the process
4. Choose your goal. If you are not sure of your goal click on **get started with automated ads**. Facebook will ask you several questions to choose the best format for you.
5.
  - Select and **adjust the CTA-Button** according to your goals (e.g., Book Now – Make sure to indicate a link to the appointment scheduler)
  - Chose your **target audience** by adding audience details (you can adjust the details or create a new target audience)
  - Decide on the **duration** of the campaign
  - Set the **budget** of the campaign (make sure the correct currency is selected)
  - Choose the **channels** for the campaign
  - Edit **payment details** (Add Credit Card details or your PayPal Profile)
6. After adding all the details, a **preview** of your post is displayed. By clicking on See all previews all previews are displayed  
Further Facebook provides a **forecast** of how many users can be reached by the campaign
7. Click on promote now

# Create and post content – Eased postings

## Publishing with the Creator studio



### Creator studio

The Creator studio provides you with all the tools you need to effectively post, manage, monetize, and measure content across all your pages and Instagram accounts. You can also take advantage of new features and monetization opportunities as they become available.

### Why do we recommend the usage?

It enables you to plan your posts in advance on the desktop. By that you don't forget to manage your social media accounts. We suggest to spent around 1-2 hours per week to plan your posts. Further the tool offers other great features to ease you planning and monitoring (e.g., when is the target group active).

### How can I get started?

To learn more, Facebook provides [short trainings](#). The Creator Studio is accessible via this [link](#)

# Create and post content

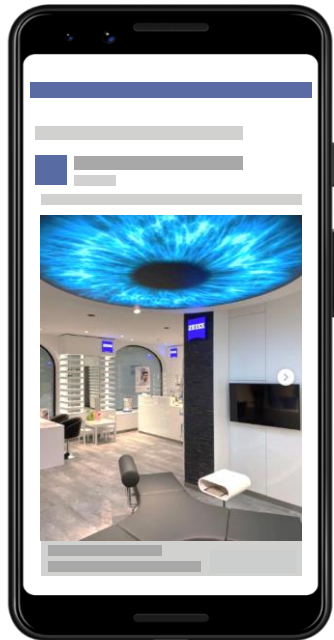
Inspirations to get started with locally relevant content



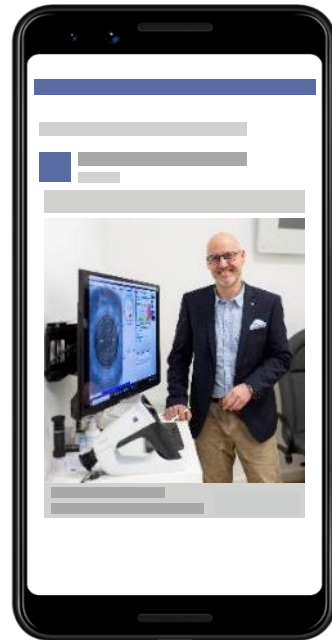
## OWN CONTENT (ONLY LOCALLY RELEVANT CONTENT):

You can use the below suggested content topics **for your store**. When you create your own content, a ZEISS logo should not be placed on the content. Dig deeper into each of the content topics on the following sides.

### PROMOTE YOUR IN-STORE EXPERIENCE



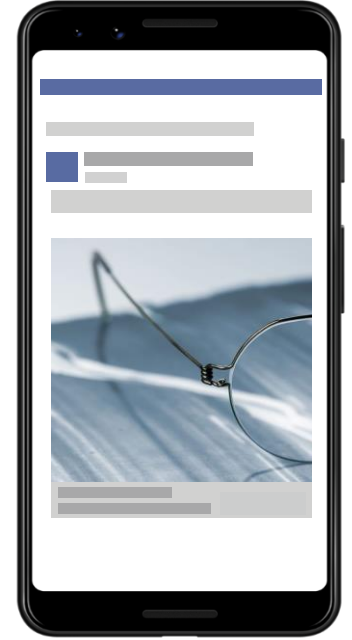
### DELIVER AUTHENTIC CONTENT



### SHOW LATEST TECHNOLOGY AND OPTICAL PRODUCTS



### USE THIRD PARTY CONTENT



# Create and post content

## Locally relevant content – In-Store Experience



### IN-STORE EXPERIENCE PROMOTION:

Use the chance to promote your **in-store experience** by capturing memorable elements of your store design in a refreshing way.

#### How to apply?

- Find different perspectives
- Use leading lines like your frame shelves
- Look for symmetry
- Focus on one subject and set camera's focus on it
- Consider your point of view

### IDEA FOR A POST

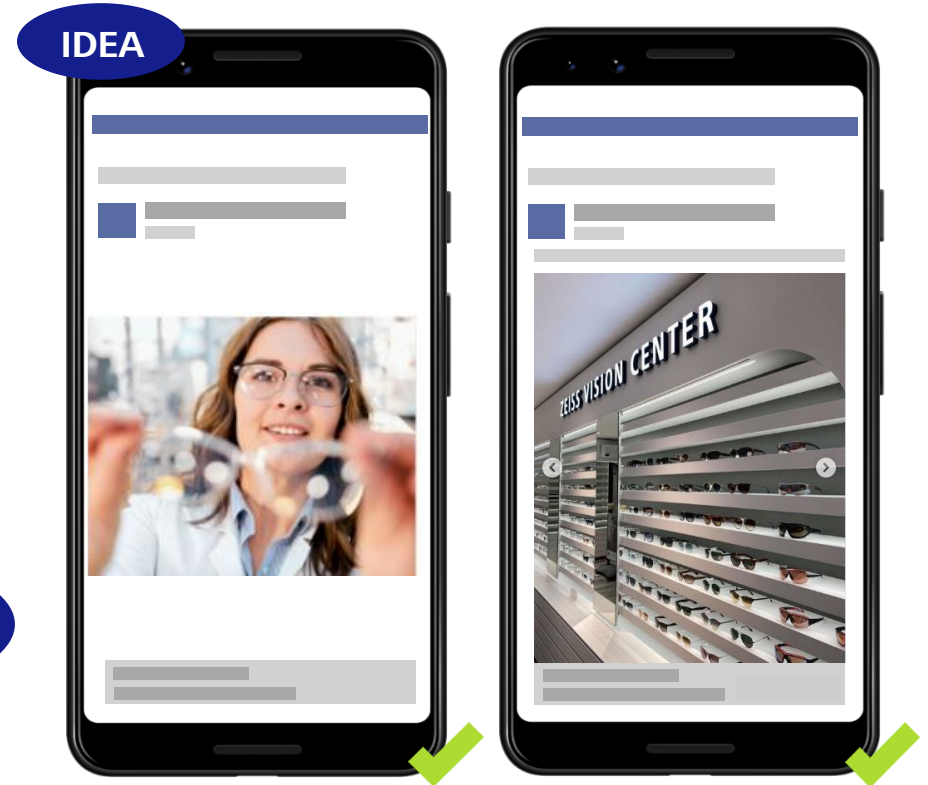


**1** A colleague takes a camera and films the optician.

**2** Optician stands in front of the camera looking into it, handing glasses straight into camera, while smiling.

**3** Video framing: Close up of the person. Frame collection or store view in the background very blurred (use a small aperture and focus on Optician's eyes)

Hint: Ask the customer for approval or film it with an employee\*



\*To prevent legal complications and copyright issues, make sure you have a signed declaration of consent for publication of the image or video material you did with your customers.

# Create and post content

## Locally relevant content – Authentic content



### AUTHENTIC CONTENT:

Customers are in general more likely to engage with content that shows the people, the shapers, **the doers behind the brand**. You, as an expert should therefore involve and show your team, yourself and your customers\* to inspire potential new customers and make them want to visit your store.

#### How to apply?

Ask customers to become your brand ambassadors. Take videos and images from your customers. You could ask the following questions:

What made you come to us?

- What problems did you have with your old glasses?
- What did you like about our store compared to other opticians?

In case there is a digital native in your team, or another team member shows interest, you can let this team member prepare Social Media posts as a creative task.

### IDEA FOR A POST

1

Take a camera and film a happy customer

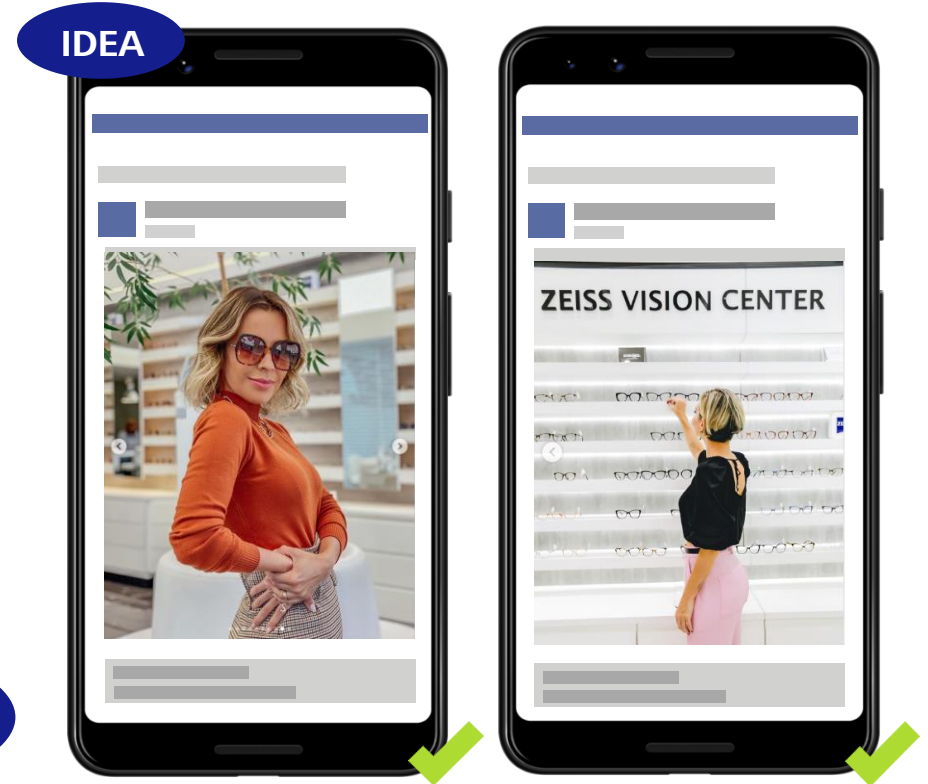
2

Customer stands straight in front of the camera looking into it, putting on glasses, and is smiling

3

Video framing: Close up of the person. Frame collection in the back (or store background)

Hint: Ask the customer for approval or film it with an employee\*



\*To prevent legal complications and copyright issues, make sure you have a signed declaration of consent for publication of the image or video material you did with your customers.

# Create and post content

Locally relevant content – Latest technology and optical products



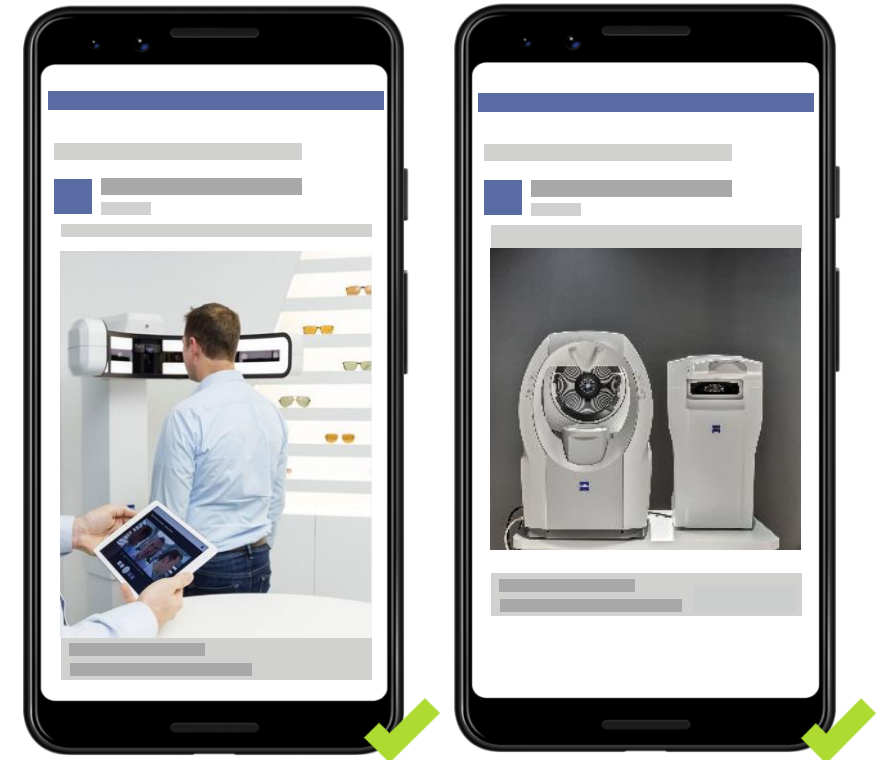
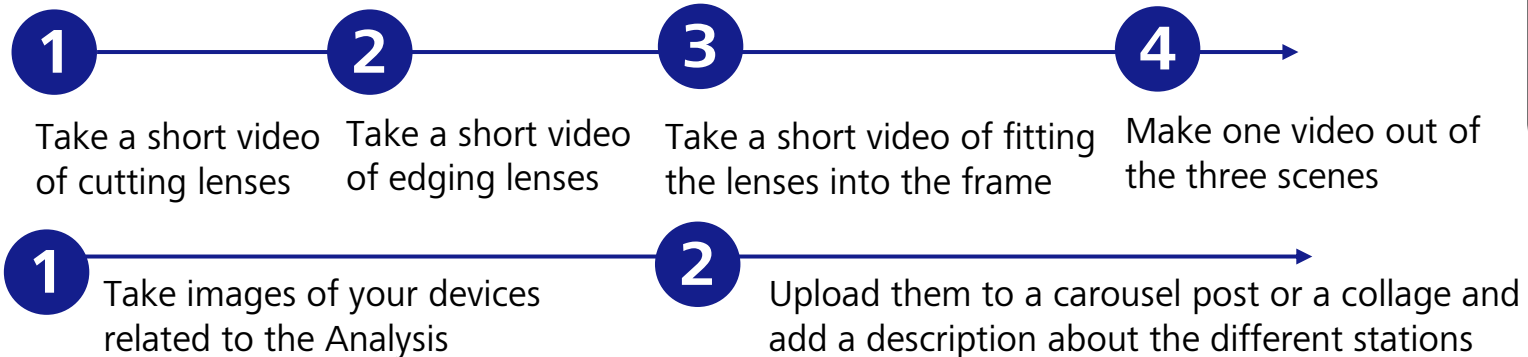
## LATEST TECHNOLOGY AND OPTICAL PRODUCTS:

You have **cutting-edge technology available** in your store, which enables the most precise eye measurement a customer can get? Make sure to promote this.

### How to apply?

- Speak about the latest lens products
- Let customers discover the Analysis process
- Promote your in-store customer journey and innovative technologies (e.g., ZEISS VISUFIT 1000 Platform, Virtual Try on of Frames and more)
- Emphasize that you are the health expert in your region

## IDEAS FOR A POST



# Create and post content

## Locally relevant content – Third party content



### THIRD PARTY CONTENT

Sometimes it might be quite challenging to use content from frame brands for promotional purposes on your Social Media accounts.

#### How to apply?

Present products in a place where you can put fashionable frames into the scene. Some tips below:

- Good / bright lighting
- White / bluish background
- Natural / cold colors
- Promote exclusive frame brands like to differentiate from competitors

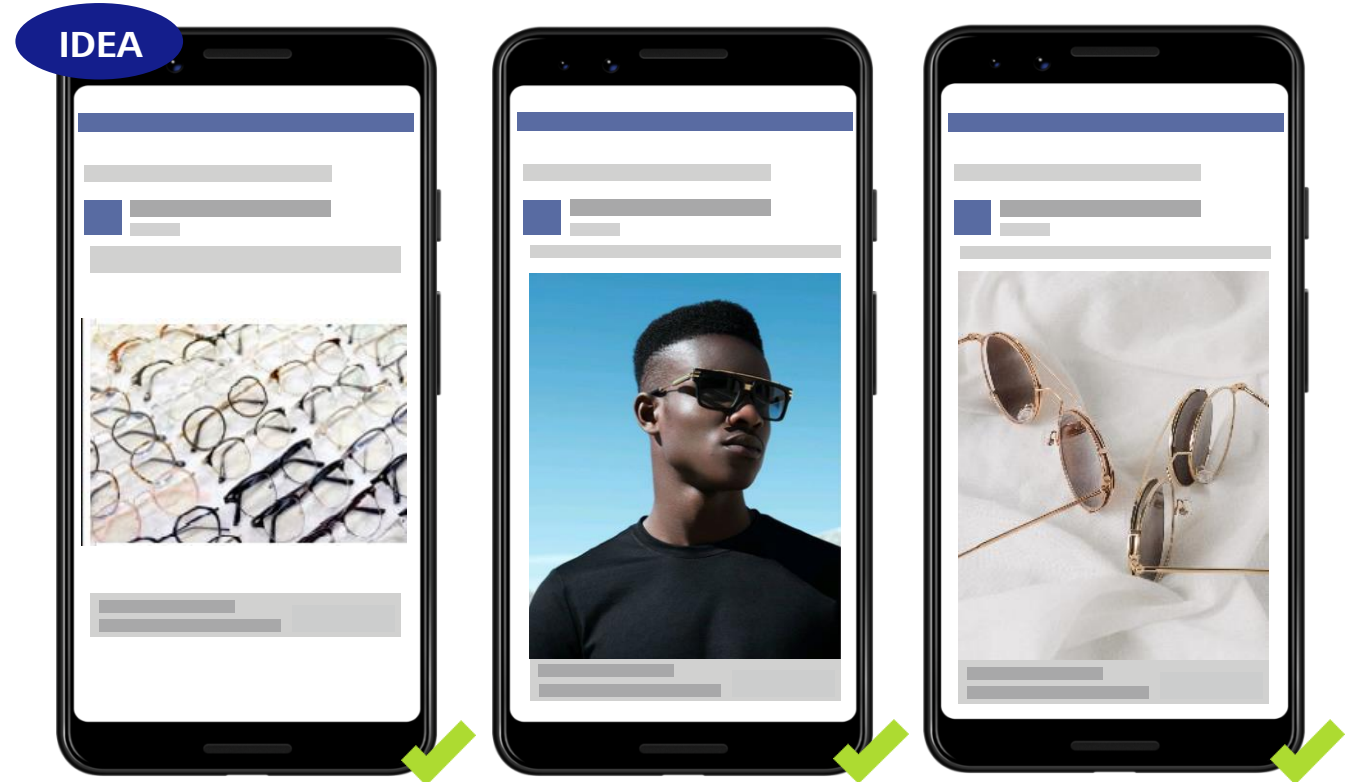
### IDEA FOR A POST

1

Take a camera and film your drawer / shelves

2

Move with the camera alongside your shelves





# Overview of training

## Social Media Marketing



**01** What is Social Media and why does it matter to you?

**02** Get started - Open your accounts

**03** Your Social Media strategy – Set your goals

**04** Postings & Campaigns

**05** Tracking your initiatives

**06** Summary



# Tracking on Social Media

## KPIs and community management



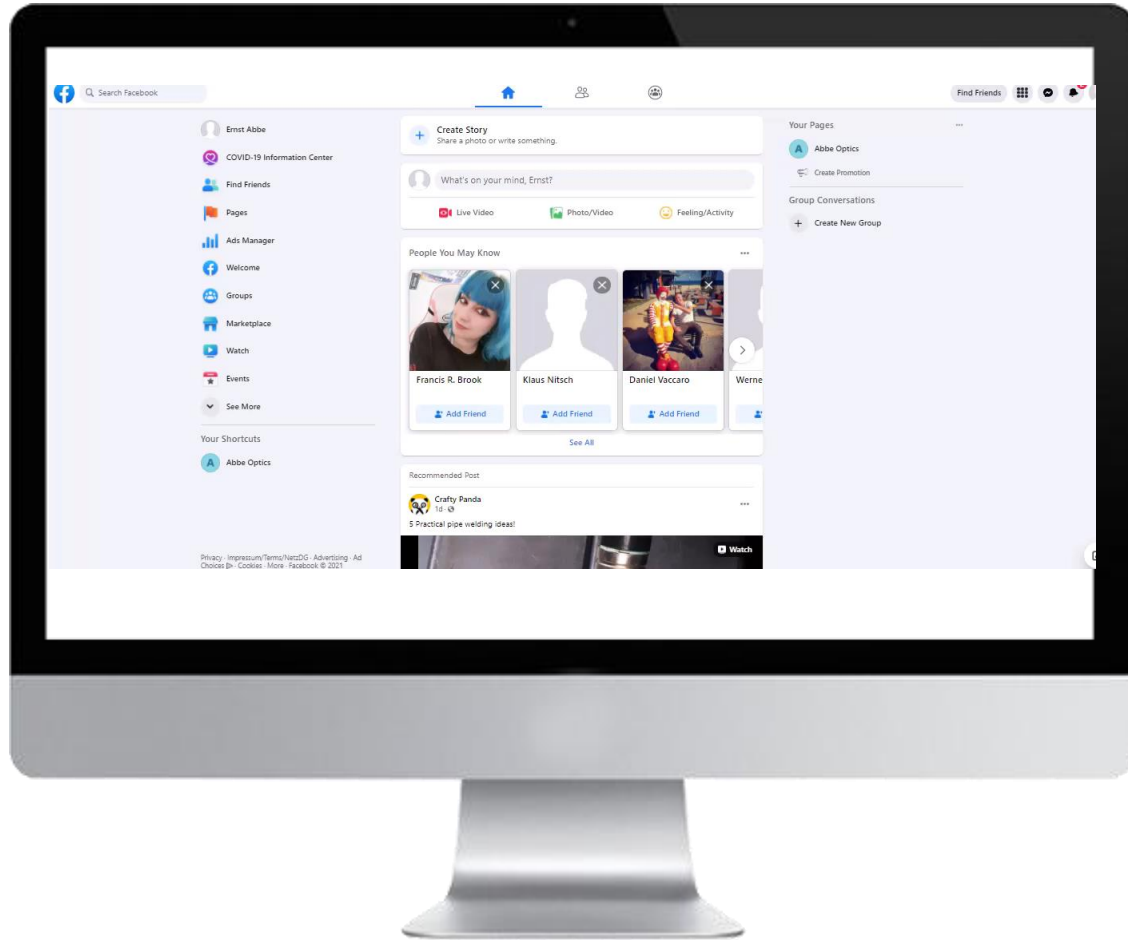
I have conducted my Social Media initiatives, but how can I see how **successful** they were?

**Eye Care Professional**



# Tracking on Social Media

Read the data of your Ads and page



## To get more insights use the insight feature of your Facebook page

1. Open your page
2. To check the performance of an individual post search for the post in the timeline of your page to see how many people you have reached and how they engaged with your post
3. To get more insights on your page performance or the performance of a certain post click on insights on the left-hand side

Here you can get detailed insights on Likes, Reach, Page Views or actions users conducted on your page

In order to start a successful 1:1 communication with your customer consider the following guidelines

### Code of conduct:

- **Be confident**, active, thinking ahead but prevent overpromising.
- **Be open for feedback and criticism**, friendly, direct, focused on having a dialog. Stand behind your statements/products.
- **Focus on the benefits for your customer** (i.e., How do your products benefit the customer? What is the customer's ambition? How can I help him/her in the best way?).
- All Social Media posts should **be politically neutral and non-discriminating** regarding age, race, language, homeland and origin, faith, or religious and political opinions.
- **Answer to comments and questions in time**, even if they are negative
- In case of conflicts always try to solve them in a timely manner, with respect and goodwill. Even if you do not agree with what is said, make sure you **don't go into a public discussion**. A good alternative is to write the commentor in private to resolve the issue in a professional manner.

If you want to learn more, check the 5 tips for guiding your community [here](#) on the facebook learning platform.

# Community management

## Answer to reviews and comments



You should remain **positive** and try to include a **local reference** in your Social Media posts so that customers relate, feel that you care about them and support you even more in difficult times

### COMMUNICATE POSITIVELY:

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Don't be dragged down, stay professional. Even if the situation is or could become difficult for you as an entrepreneur, always signal success to the outside world.

### LOCAL REFERENCE:

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Whenever you can address your customers in your city directly (like "Berliners"), please do so. Experience shows that customers are more likely to feel addressed in hard times.

### EACH UPDATE HELPS:

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No matter if on Social Media or on Google, please make sure to check your opening hours, publish news and updates on regular basis. Help customers decide for your store. Sensitize them about your Unique Selling Points like the Contactless Consultation Process, your Hygiene Measures etc. Use your own online channels as a real-time communication tool.

**TIP**

Answer comments and reviews by using the Inbox

# Overview of training

## Social Media Marketing



**01** What is Social Media and why does it matter to you?

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# Summary

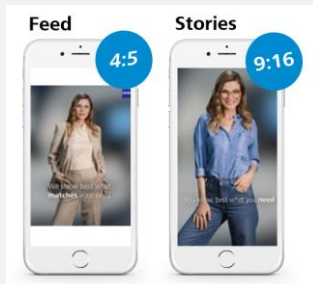
## Your Social Media basics



With Social Media you can make **customers aware** of your store not directly searching for it.



To start with your Social Media initiatives **set up** a Facebook page and a professional Instagram Account and **connect** them with each other.



Provide **appealing content** to your target audience by using the right format.



Keep **track** of your campaigns by monitoring the correct KPIs and **interact** with your community.



Never stop learning! Visit <https://www.facebook.com/business/learn> to deepen your social media knowledge



Seeing beyond