Finding Your Way Online
Choosing the Right Social Platform for Your Organization

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Mission Impossible
Different Strokes for Different Folks
What Is Your Digital Strategy?
Questions For Platforms

• Do I own it?
• Is my target market on the platform?
• Does my target market use the platform?
• What time investment is involved?
• What is the ROI? Can it be measured?
• Who/where are the influencers?
Social Media Platforms

Facebook: The Big One
• Facebook is HUGE.
• Everyone* is on Facebook.
• It’s probably in your organization’s best interest to be on Facebook, too

BUT...

• You don’t own it.
• Facebook throttles your fan page.
• Engagement varies wildly.
Social Media

Twitter: Get Discovered & Learn
• Twitter is big.
• Twitter allows you to be discovered.
• Twitter allows you to learn.

BUT...
• Twitter may not be big in your market.
• It can be hard to build an audience.
• You don’t own it.
Social Media

LinkedIn: The B-to-B Standard
• LinkedIn is a B-to-B giant.
• LinkedIn is great if you’re looking for a job.
• LinkedIn groups allow you to build audience.

BUT…
• Most people are passive on LinkedIn.
• Groups fail without constant management.
Social Media

Pinterest & Instagram: Get Visual
• Pinterest is the top driver of social sales conversion.

• Pinterest is heavily dominated by women.

• Instagram is growing fast and gaining steam.

• Instagram has 150MM+ active monthly users.

BUT...

• You don’t own either, and much of the audience may be out of your market.
Social Media

YouTube: The Options Are Endless
• YouTube has 1 billion+ monthly users.
• Many brands have executed successful YouTube campaigns.

BUT…
• You don’t own it.
• YouTube often overlays competitor ads during your video.
• Much of the audience is out of your market.
Alternative Platforms

- Vine
- t
- Snapchat
- Google+
Email Marketing

Still The King
Email Marketing

Wholly-Owned Permission Asset
Email Marketing

ABC: Always Be Capturing
Email Marketing

Find The Right Groove

Groovy!
Email Marketing

act NOW

Call-To-Action
Email Marketing

Professional Look & Feel
Content Marketing

The ‘What’ of Online Marketing
Content Marketing

Tell Your Story.
Content Marketing

Be Consistent.
Content Marketing

Small tests + Small failures = Knowledge.
Bringing It All Together

Social Media: Find The Right Outlets & Engage

Website: Purposeful, Professional & Adaptable

Email: Capture, Find A Groove and CTA

Content: Memorable, Consistent Experiments
Digital Marketing
Building Your Brand Online

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