



The secrets of Social Media Success

Rene Looper

Tuminds Social Media





the National Trust
for Scotland
a place for everyone



tuminds

- Founded in 2006
- Based in Inverness, Scotland
- Social Buzz Awards judge alongside Google, Tesco, BBC





#Communication

in a social media landscape





#SocialMedia

disrupts traditional communication



Business Communication Shifts With Social Media

OUTBOUND (Interruption)



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric



INBOUND (Permission)



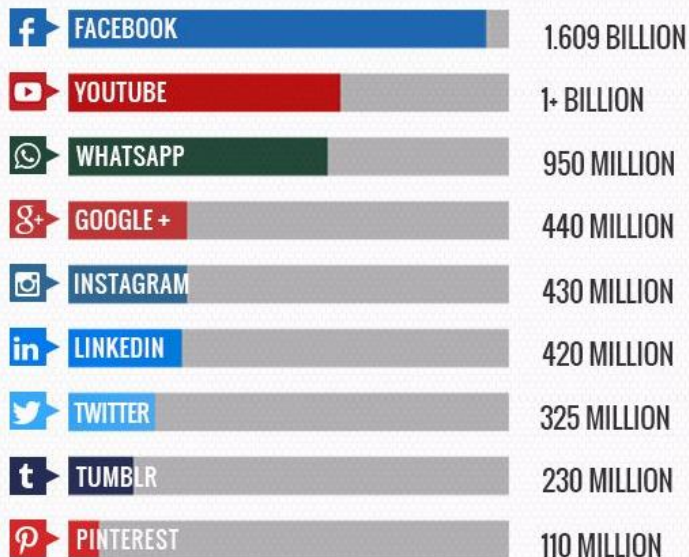
SEO
Blogging
Attraction
Customer - Centric



SOCIAL MEDIA USERS — STATISTICS 2016 —



MONTHLY ACTIVE USERS

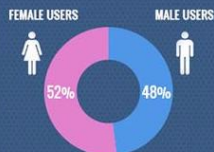


FACEBOOK

LAUNCH DATE - 2004 FEB 04

1.6 BILLION ACTIVE USERS

USER'S PERCENTAGE BY GENDER



TOP 5 COUNTRIES USING FACEBOOK



FACEBOOK USER'S PERCENTAGE BY AGE

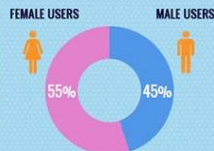


TWITTER

LAUNCH DATE - 2006 MARCH 21

325 MILLION ACTIVE USERS

USER'S PERCENTAGE BY GENDER



TOP 5 COUNTRIES USING TWITTER



TWITTER USER'S PERCENTAGE BY AGE

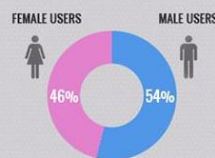


LINKEDIN

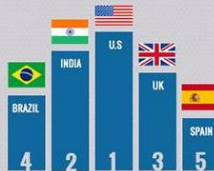
LAUNCH DATE - 2003 MAY 5

420 MILLION ACTIVE USERS

USER'S PERCENTAGE BY GENDER



TOP 5 COUNTRIES USING LINKEDIN



LINKEDIN USER'S PERCENTAGE BY AGE

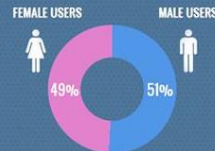


INSTAGRAM

LAUNCH DATE - 2010 OCTOBER 6

430 MILLION ACTIVE USERS

USER'S PERCENTAGE BY GENDER



TOP 5 COUNTRIES USING INSTAGRAM



INSTAGRAM USER'S PERCENTAGE BY AGE

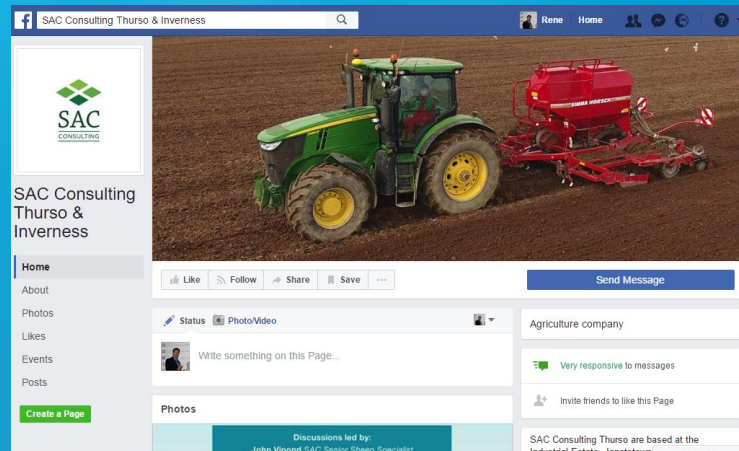
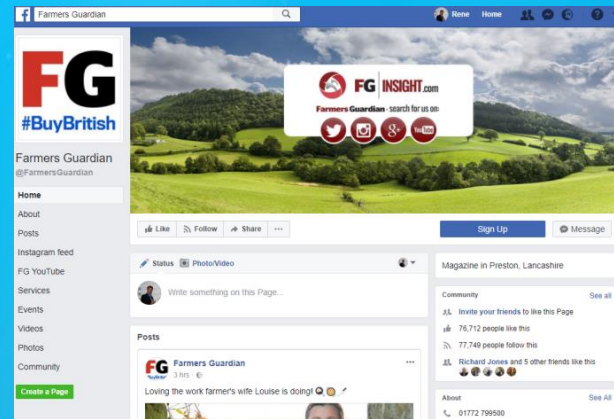
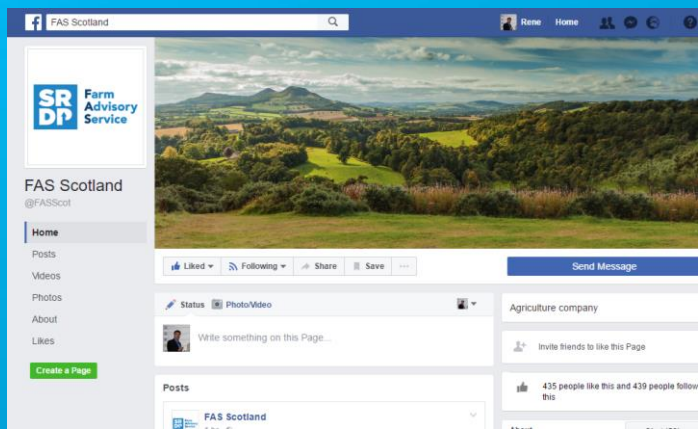
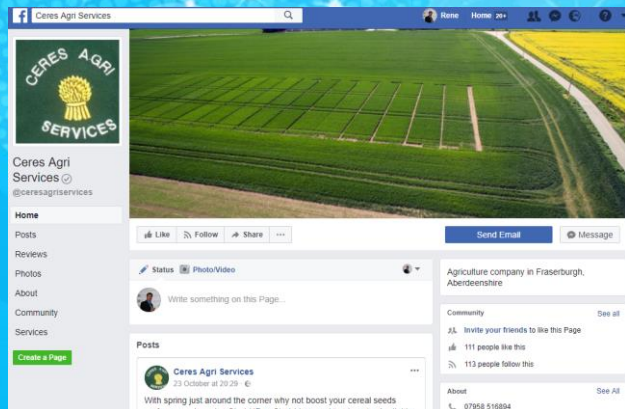


The felfie: how farmers are embracing social media

Farmers are posting their 'felfies' online, but it's not just for fun – social media is a lifeline for people in a lonely profession



Biggest Social Media platform



Biggest Social Media platform

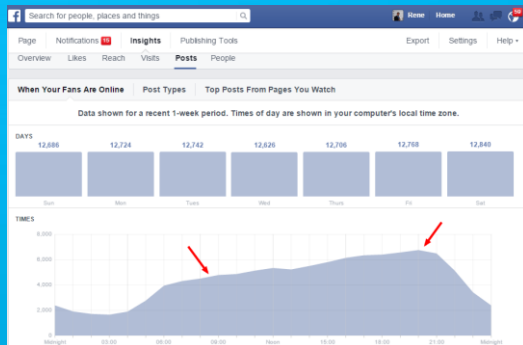
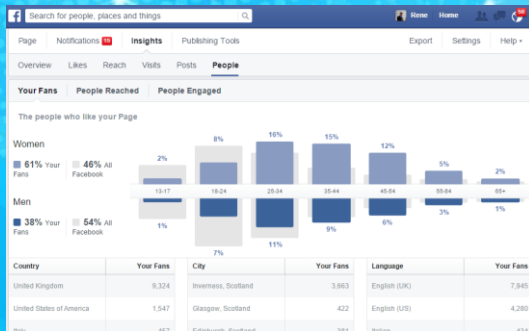


Survey: Facebook is social media king among farmers





Marketing tool



REVIEWS

4.8 ★ 4.8 of 5 stars · 42 reviews

Joni Phippin – 5★ Absolutely brilliant. Wouldn't go anywhere else for my social media training.
 29 June 2014 · 12 Reviews ·

Cecilia Grigor – 5★ Tuminds really is the one stop shop for all your Social Media questions! The hours that can be wasted on making somethi... See More
 15 July 2014 · 9 Reviews ·

Create audience

Select the location, age, gender and interests of people you want to reach with your advert.

Name

Location + 20 kilometres

Age -

Gender ☒ All ☐ Men ☐ Women

Interests

+ Home Business + Subsidiary + Dot-com company
 + Business plan + Social entrepreneurship

Hendersons Hamilton
 Published by James Beaumont · 2 October at 10:33 · Edited

*** WIN OUR BIG BUMPER PACK WORTH £100!! ***

This October we will be giving one lucky winner this spectacular prize consisting of -
 - 5lb steak mince... [See More](#)



HENDERSONS HAMILTON win our £100 meat hamper!

32,053 people reached [View Results](#)

Like Comment Share


Margaret Harten, Carri Queen, Laura McEwan and 529 others like this.


809 shares


Write a comment...

Target your preferred audience

United Kingdom

 Inverness, Scotland + 40 km ▼

 Include ▼ | Add locations



Add bulk locations...

Age ⓘ


18 ▼ - 65+ ▼



Gender ⓘ

All Men Women

Target your preferred audience

Search

 Rene ▾

Help ?


Advert set: Define your audience, budget and schedule.


Exclude | Create new ▾

Locations ⓘ


Everyone in this location ▾

United Kingdom

 IV2 6

 Include ▾

Add locations



Drop Pin

Add bulk locations...

Age ⓘ

18 ▾ - 65+ ▾


Gender ⓘ

All

Men

Women

Audience size




Your audience is defined.

Total size: 5,100 people

Estimated daily results

Reach

610–1,600 (of 4,500)



This is only an estimate. Numbers shown are based on your past campaign performance, but don't guarantee results.

Target your preferred audience

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Education > Universities

Agriculture

Demographics > Work > Employers

Agriculture

Family Farm

Farming

Demographics > Work > Job titles

Farmer

Add demographics, interests or behaviours

Suggestions

Browse

Exclude people or Narrow audience



Tweeting from the Tractor – 7 Secrets to Successful Social Media Farming

Farmers turning to social media to communicate with customers and boost business

Farmers are using social media sites such as Twitter as a way to promote their business and boost profits, a survey has revealed.

Home Moments Notifications Messages Search Twitter Tweet

SRDP Farm Advisory Service

FASScot
@FASScot
Improving the profitability and sustainability of #farms and #crops throughout #Scotland.
Scotland, United Kingdom
fas.scot
Joined August 2016

TWEETS 183 FOLLOWING 74 FOLLOWERS 235 LIKES 39 LISTS 1

Following

Tweets Tweets & replies Media

FASScot @FASScot · 3h
Can you cut costs to increase profit? Manage key diseases & calving; learn more at the Beef Conference, #Stranraer fas.scot/?p=2772

Who to follow · Refresh · View all

- Gary Lafferty** @garylafferty Follow
- RAINTOWN** @raintownm... Follow
- FVL** @firstvehicle Follow

Home Moments Notifications Messages Search Twitter Tweet





AgriChatUK
@AgriChatUK

#AgriChatUK - The UK Twitter home for all rural and farming discussions. Every Thursday 8-9.30pm. Est. April 2011. Co-founders: @edmogfw @farminkent @haio42

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
23.4K	4,562	22.2K	3,776	6

Tweets Tweets & replies Media

Pinned Tweet

AgriChatUK @AgriChatUK · 15h

Hoping for some good #Farmpics tonight at 8pm when we discuss Drones on the Farm

Who to follow · Refresh · View all

- Gary Lafferty @garylafferty
- HHL Scotland @HHLScot...

Home Moments Notifications Messages Search Twitter Tweet





SRUC
@SRUC

SRUC (Scotland's Rural College) Leading the field in Agriculture and Rural Research, Education and Consulting

Scotland
sruc.ac.uk
Joined July 2009

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
5,316	2,945	8,126	1,696	7


Tweets Tweets & replies Media

Ready for takeoff! Demonstration of a planned drone flight at today's event Valuing Your Soils. @SRUCResearch @FarmWaterScot @FASScot

Who to follow · Refresh · View all

- Elite_Offset_Printer @ES...
- ExpressDigitalPrint @Ex...
- ib Beauty @ibbeauty

Home Moments Notifications Messages Search Twitter Tweet



Will Wilson
@willwilson100

WCF14 farmingseilies.com youngfarmersforum.co.uk. BOM for Bock-Lik.com. FCN volunteer. BLIND OPTIMIST

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
31K	5,234	4,766	9,213	1

Tweets Tweets & replies Media

Will Wilson @willwilson100 · 2h

#agrichatuk Check this one out (Western OZ Claas tour) - credit to Freddie Gittus.

Who to follow · Refresh · View all

- Jane Yeardon @YeardonJane
- National Whisky Fest @N...

The Teeny Weeny Farm and 12 others follow

Agricology @agricology · Feb 16

Q2. Check out @FarmerAndyH's profile on Agricoology to see how he is improving #soilhealth on his farm! ow.ly/Qdqx3094RXy #agrichatuk

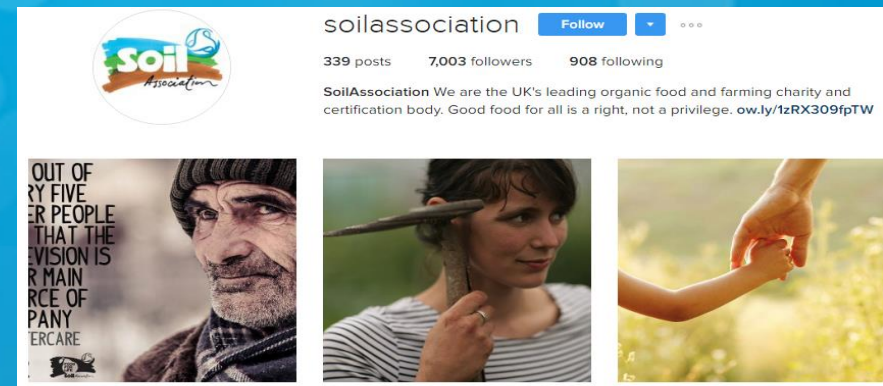
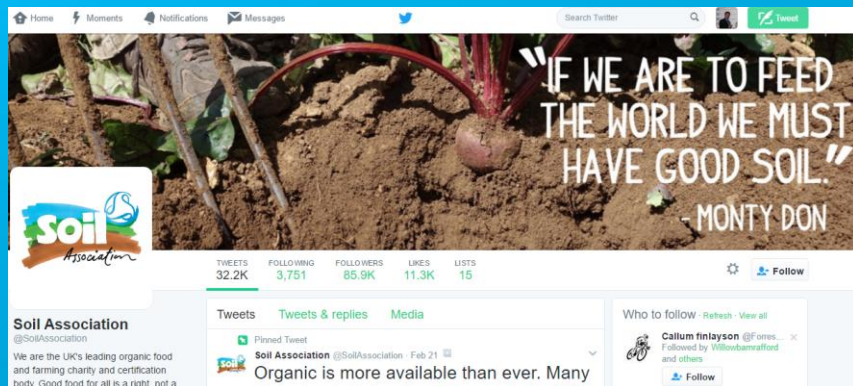
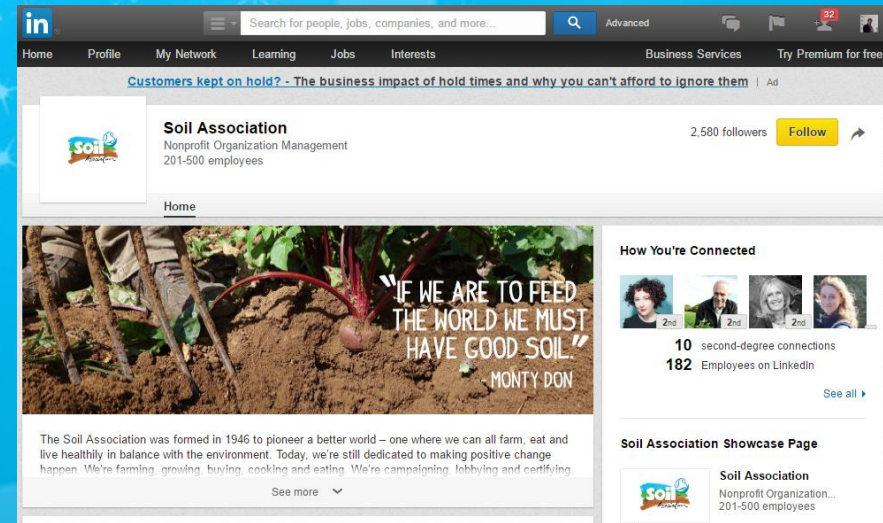
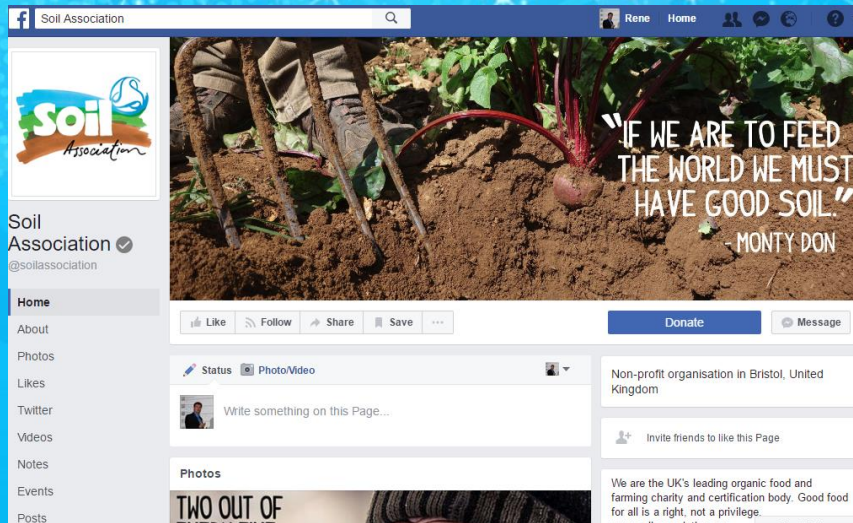


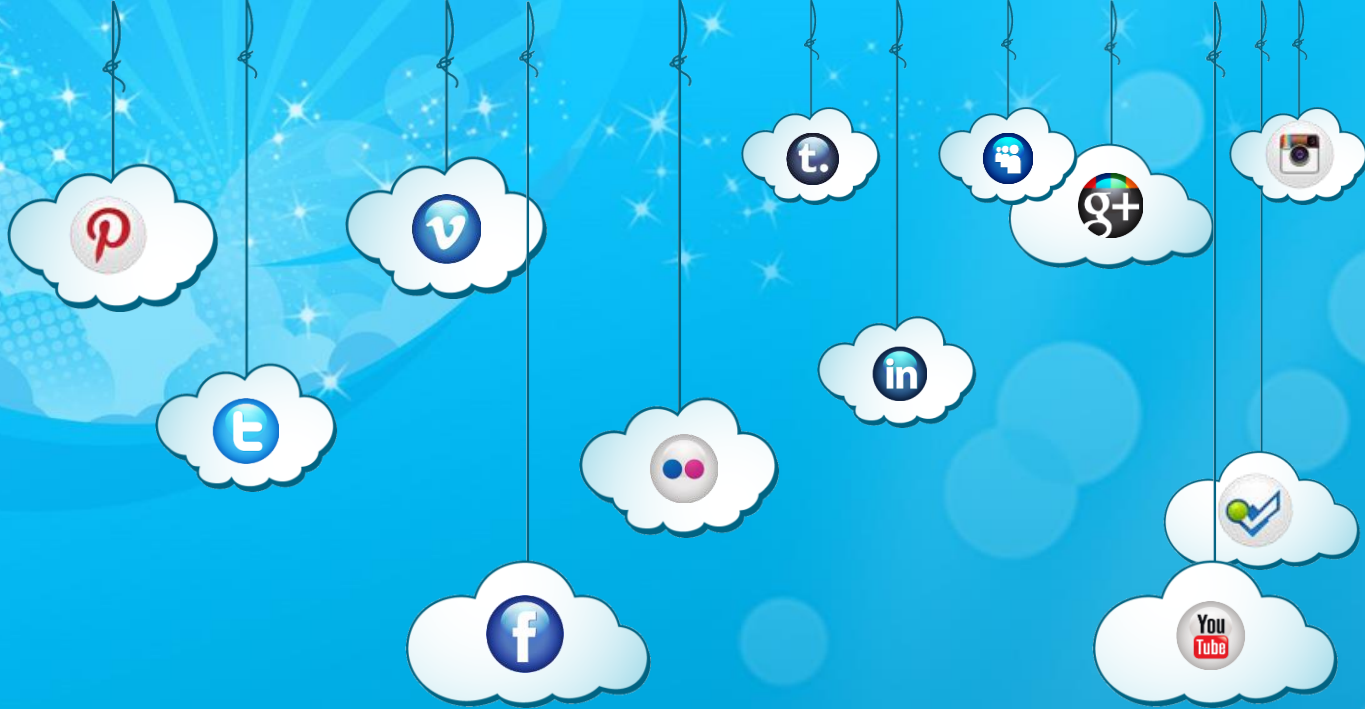
"One of the most damaging things to soil is tillage so we no longer till the soil. Another damaging practice is having bare soil, so we grow cover crops when the ground is going to be bare for more than six weeks."

AGRICOLGY
SUSTAINABLE PRACTICAL FARMING

16 19

Professional social media presence





Social Media Strategy

Do you have one?



#hdextra17

Social Media Strategy



Goals

- ✓ Sales
- ✓ Brand awareness
- ✓ Customer Service
- ✓ Leads
- ✓ Recruitment
- ✓ Research
- ✓ Feedback
- ✓ Traffic to website



Audience

- ✓ B2C
- ✓ B2B
- ✓ Both?
- ✓ Investors
- ✓ Stakeholders
- ✓ Journalists
- ✓ Partners



Platforms

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn
- ✓ Pinterest
- ✓ Blogging
- ✓ Youtube
- ✓ Instagram

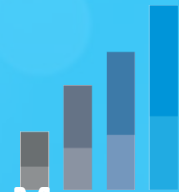


Resources

Who is going to do it?

Social media requires regular monitoring and management.

- Hootsuite
- Buffer



Measure

- ✓ Google Analytics
- ✓ Quill Engage
- ✓ SproutSocial
- ✓ Social Mention
- ✓ Tweetreach
- ✓ LeadFeeder

You can find your customers



Emily
@EmilyBates0



Can anyone recommend a good driving instructor for Inverness? First one I pick is a no show 😡



Steve Christie
@lichtie



Can anyone recommend an independent Insurance broker for business insurance in Scotland?



Nancy Smith
@NSmith



Best of all Google indexes tweets, YouTube videos and other social content. Content needs to be everywhere not just your website #TAIC

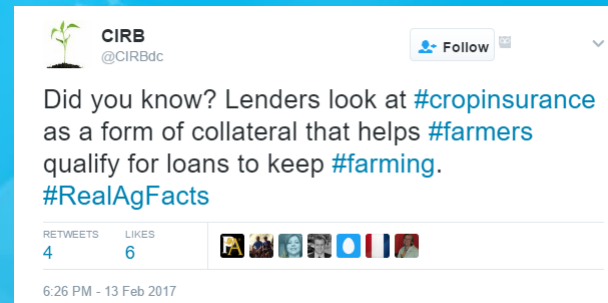
2:46 PM - 26 Oct 2015



Organic Portal @OrganicPortal · Oct 19
Dairy co-op names family-run **Glasgowforest** as its farm of the year - Co-operative News buff.ly/2x7wZr1



You can find your customers and engage with them



in Business professionals



Retail Manager at Tesco PLC
Aberdeen, United Kingdom | Retail

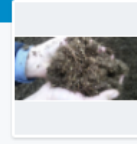
Current **Tesco PLC**
Education **Inverurie Academy**



Agriculture
117,224 members



AgriMarketing
55,201 members



Organic Farming
17,622 members

in Search for people, jobs, companies, and more...

Home Profile Connections Jobs Interests

Increase Social Media ROI - Take Social Media Marketing to the Next Level with

Glutex Sales Rep & Purchasing at GLOTEX IMPEX Tbk
Bangkok Metropolitan Area, Thailand | Apparel & Fashion

Previous **Charoen Pokphand**
Education **Ivano-Frankivsk College of Physical Fitness**

Connect Send Natasha InMail 500+ connections



Irene McCulloch
Office Manager at Development Partners

“Attended an excellent LinkedIn course today run by Rene. Went in with really basic knowledge and came out 3 hours later with a wealth of information and all fired up to make much more use of it.”
May 7, 2014, Irene was Rene's client



Adelle Morris
Employment Solicitor at Grigor & Young, Elgin

“Would highly recommend attending one of Rene's training sessions on social media. Excellent (and funny!) delivery and very informative. I learned lots of new ways to make the most of the tools already available on social media sites and I found Rene's tips and ideas invaluable.”
February 24, 2014, Adelle was Rene's client



Zoe McGlinn
Director at Highland Fish Ltd

“Rene is an expert in his field on Social Media Consultancy. I have recently attended his workshop and found the information invaluable. Rene delivers his sessions in a professional and easy to understand manner. A true professional and knowledgeable individual. If you want to become more competent with your social media contact this guru.”
February 12, 2014, Zoe was Rene's client



Yvonne Rennie
Director at Sports Lining Services, Tennis Court and Sports Surface maintenance in Scotland. Business promoter

“Rene is a really inspiring and exciting speaker with amazing and varied knowledge of social media. I was so scared of doing something wrong with social media I avoided it almost completely. I cannot believe how much I was missing out on and the potential social media has for business. In a short time I learnt so much from him, and gained the confidence to start my own... more

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Social media management



[Sign up free](#)

All your social media profiles in one place

One simple dashboard to manage all your social media accounts



Manage Facebook, Twitter, Instagram, LinkedIn and more from one dashboard



Schedule unlimited messages across any or all of your social profiles to maximize impact



Measure all your social media campaigns in one place with ready-to-go reporting



Add team members and assign tasks to ensure no message goes unanswered



Tools

Sessions ▾ VS. Select a metric

Hourly Day Week Month

● Sessions

100

50

... Sep 29

Oct 6

Oct 13

Oct 20

Show: All | Starred

+ Create new annotation

☆	Sep 23, 2015	Day after Spotlight	edit	rene.looper@gmail.com
☆	Sep 28, 2015	Blog post How to filter social media feed	edit	rene.looper@gmail.com
☆	Oct 12, 2015	Featured in the Executive Magazine!	edit	rene.looper@gmail.com
☆	Oct 19, 2015	Posted our social media event November on blog and social media	edit	rene.looper@gmail.com



#hdextra17

Thank you!

Enjoy the rest of your day

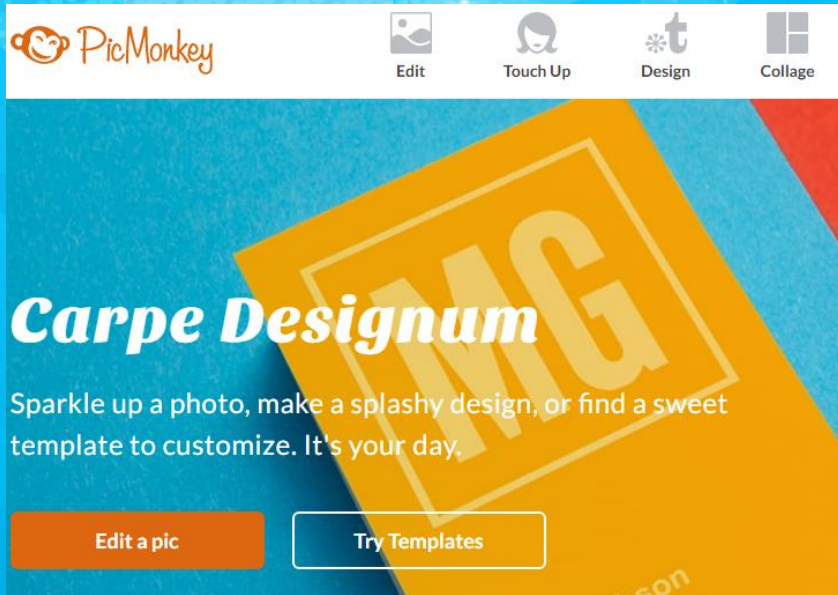


Rene Looper

Tuminds Social Media



Bonus content



The image shows the top section of the PicMonkey website. At the top is a white navigation bar with the PicMonkey logo on the left and four icons with labels: 'Edit' (image icon), 'Touch Up' (woman icon), 'Design' (t icon), and 'Collage' (grid icon). Below this is a large blue banner with a yellow 'IMG' watermark. The text 'Carpe Designum' is written in a large, white, serif font. Below it, in a smaller white font, is the text 'Sparkle up a photo, make a splashy design, or find a sweet template to customize. It's your day.' At the bottom of the banner are two buttons: an orange 'Edit a pic' button and a white 'Try Templates' button with a blue border.

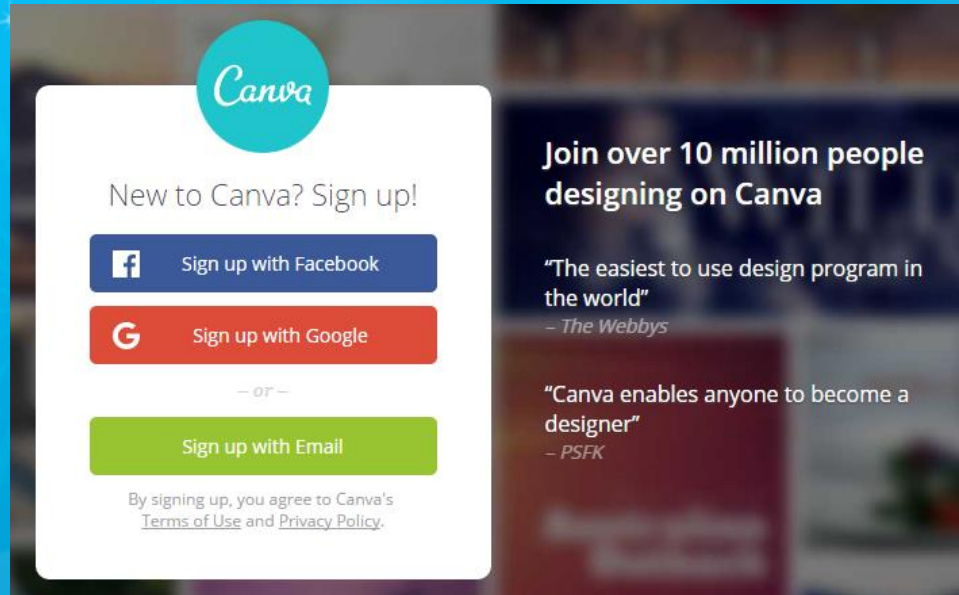
PicMonkey

Edit Touch Up Design Collage

Carpe Designum

Sparkle up a photo, make a splashy design, or find a sweet template to customize. It's your day.

Edit a pic Try Templates



The image shows the Canva website's sign-up page. It features a white sign-up box on a blurred background. The Canva logo is at the top of the box. Below it, the text 'New to Canva? Sign up!' is displayed. There are three sign-up buttons: a blue 'Sign up with Facebook' button with the Facebook icon, a red 'Sign up with Google' button with the Google 'G' icon, and a green 'Sign up with Email' button. Between the Google and Email buttons is a small separator that says '- or -'. Below the buttons, a line of text states 'By signing up, you agree to Canva's Terms of Use and Privacy Policy.' To the right of the sign-up box, there is a dark blue sidebar with white text. It says 'Join over 10 million people designing on Canva' followed by two quotes: 'The easiest to use design program in the world' by The Webbys and 'Canva enables anyone to become a designer' by PSFK.

Canva

New to Canva? Sign up!

Sign up with Facebook

Sign up with Google

- or -

Sign up with Email

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Join over 10 million people designing on Canva

"The easiest to use design program in the world"
– The Webbys

"Canva enables anyone to become a designer"
– PSFK