

SOCIAL MEDIA

Grow Your Fans Masterclass August 2022

Maximising Your Performances On and Off The Track!

Belinda Riseley



You are in the right place if...



You are looking to increase your fan followers



You want to know what is the latest trends on the preferred social media platforms



You want a better understanding of how to use analytics!



LET US KNOW IN THE CHAT

Type in

**What you race and what
platform(s) you are on!**

What will we cover?



Latest Updates on main social media platforms



When To Post



Analytics



WELCOME

Hi there! I'm Belinda

Founder of MotiV8 Training & Management.
Online educator helping motorsport athletes, parents,
clubs and teams maximise their performances on and
off the track!

MOTIV8TRAINING.COM.AU





***SHARE A SCREENSHOT OF TODAY'S
WEBINAR ON FB STORIES / REELS
FOR A CHANCE TO WIN - GROW
YOUR FANS COURSE!***

TAG US @ MOTIV8T_T

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GROW YOUR FANS






What platform is best for you?

SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
	<ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building

How much to charge?

Average creator compensation

	Post type	Price per post
 TikTok	Feed post	\$175
 Instagram	Feed post	\$225
	Reels (video)	\$175
	Story post	\$100
 Twitter	Quote Tweet	\$175
	Tweet	\$100
	Retweet	\$100
 YouTube	Dedicated video	\$425
	Product shoutout	\$250
	Link in description	\$200
 Facebook	Feed post	\$175
	Story post	\$100

Content Creation

- **What do they want?**
- **What do they need?**
- **What interests them?**
- **Who else do they follow?**
- **What platforms are they on?**
- **What type of content do they like?**
- **What time are they online?**



Facebook



In-Feed video content is the most popular type of video on Facebook. The Facebook Feed prioritizes the types of content people interact with most, so tap into video's popularity.



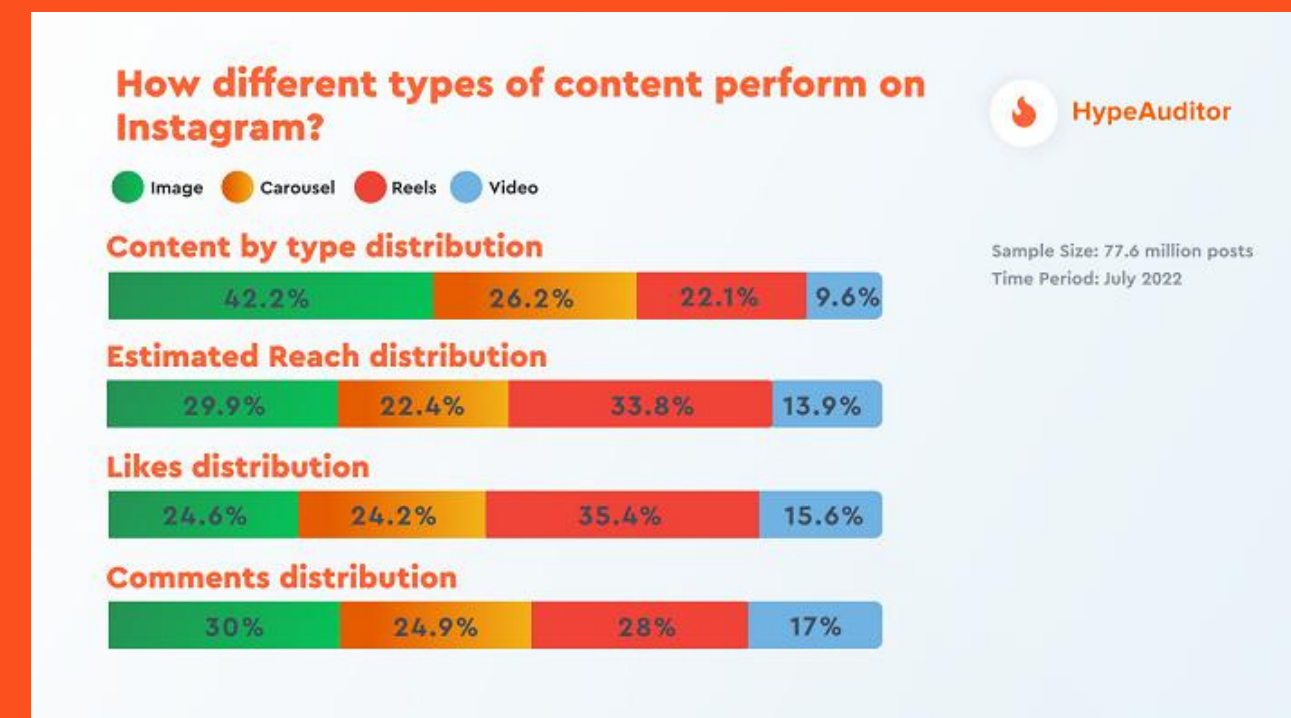
Facebook Groups



Don't boost posts. Look into Ads but only if there is a CTA - (call to action)



Instagram



- Reels best way to grow
- Carousel posts have the highest engagement rate per session.
- With Instagram prioritizing post popularity, engagements matter. Tap into your insights to understand what posts your audience engages with the most.
- Influencer Marketing
- Use Stories. Half of IG users visit a website after seeing a brand promoted in stories. Post on your story and use interactive elements like stickers or direct people to your link in bio



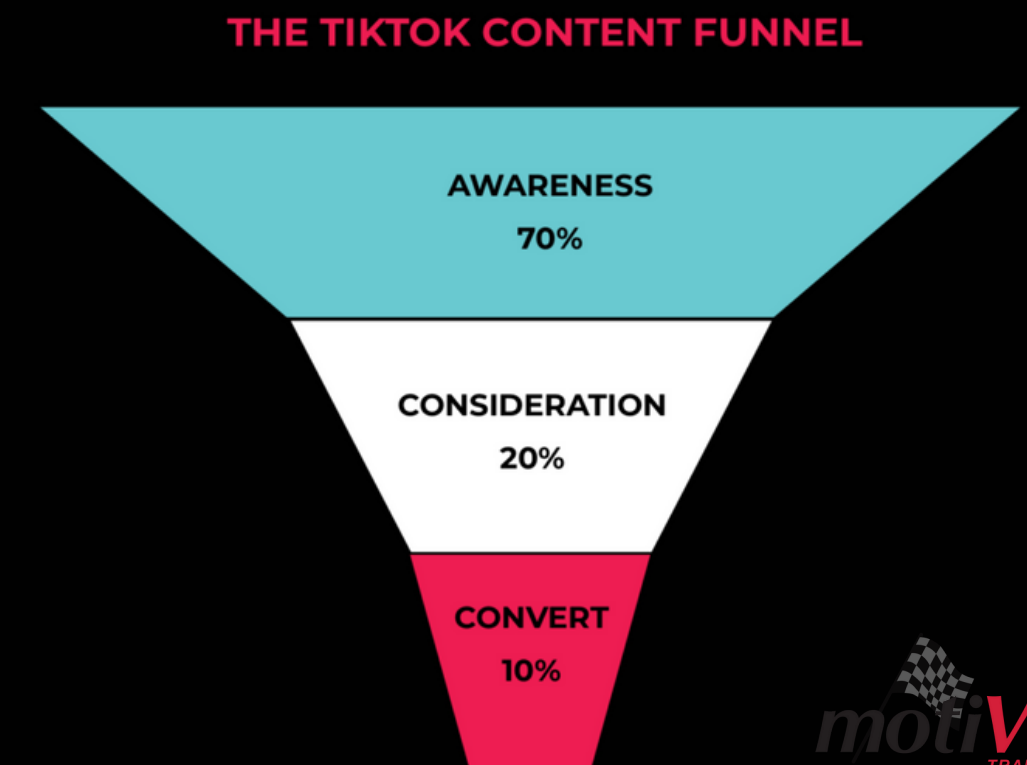
Short-form vertical video. Starting to become a search engine more on For You page not direct.



It's currently experimenting with a new 'nearby' content feed, in addition to the current 'For You' and 'Following' tabs.



Use TikTok's native features: Using the TikTok editor can help you look more natural on the platform





LinkedIn

[LinkedIn Tips - Download here](#)



Laughing emoji



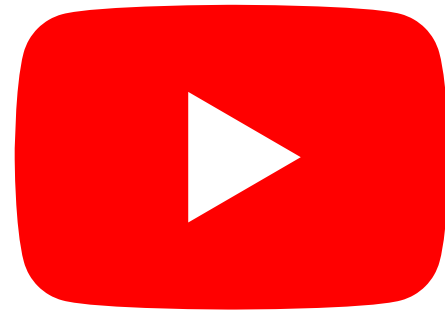
Ask open-ended questions. Dont ask to respond by using reactions



Respond to comments: Responses reward those who comment. They also bump your content back up in the news stream.



You can now pin a comment & replies with the LinkedIn post reply section, which could help to highlight the best responses and spark more engagement with your updates. Pin option in on the three dot menu.



Youtube

Key YouTube Trends You Should Know

YouTube Continues to Grow

YouTube and the Pandemic: Battling Misinformation

YouTube Live

Immersive Shopping Videos

How-to Tutorials

Follower-Decided Content

Morning & Night Routines Videos

360-Degree Videos

YouTube Ads Over TV Ads

Celebrity Channels

Docuseries

ASMR Variety

YouTube Search Engine

Ugly to Beauty Challenge

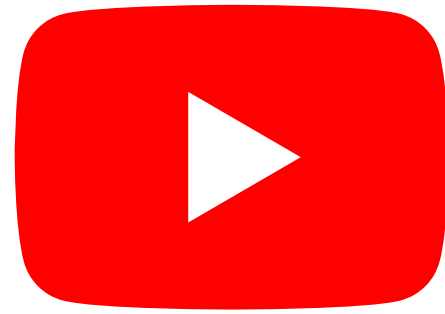
Sustainable Living

Gamers are Taking Over



Views spend x8 longer watching live then video on demand

- **You should start offering live Q&As on YouTube.**
- **You should be showcasing your products or services via YouTube live streams.**
- **Most importantly, prioritize telling your brand story through live video on YouTube.**



Youtube

Best Video Editing Software

- **Final Cut Pro.** This professional video editing tool is designed for macOS users and features 360-degree video editing. Discover its other capabilities in our Final Cut Pro review.
- **Adobe Premiere Pro.** This desktop video editing software supports simultaneous editing and immersive VR. Learn more about its functionalities in this Adobe Premiere Pro review.
- **iMovie.** This built-in application on macOS and iOS devices gives users powerful tools for telling stories in short video clips. Find out what other features it has in our iMovie review.
- **Filmora9.** Despite being intuitive for those beginners in video editing, this platform has great tools that enable users to create complex layers of videos. Our Filmora9 review has more details.
- **WeVideo.** This user-friendly and cloud-based video editing tool allows beginners and professionals alike to come up with great videos. This WeVideo review examines its key features.



Twitter

Go-to platform for trends and emerging news stories



It's conversational, 'stream of consciousness' nature makes it an easy place to create lighthearted posts without sacrificing your voice or brand persona

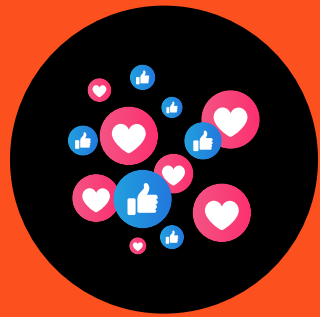


Repurpose Tweets on other channels: Sharing funny, relatable or mem-based tweets on IG is a popular trend. It's also a natural way to repurpose and cross-promote your content

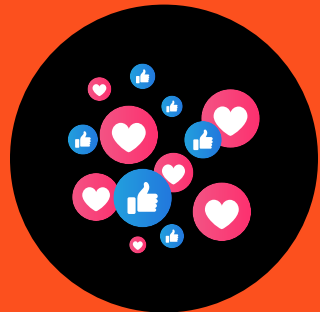


Take advantage of retweets and quote tweets: Not every tweet you share needs to be original. Quote tweet fans who love your brand and retweet industry experts.

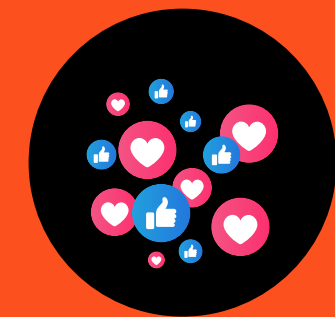
Be Real



The trending app of the moment, BeReal sends out a prompt to all users at a random time each day, which ask people to share a photo of what they're doing, right there and then, with a 2-minute time limit to post an update.



The app is being touted as the anti-instagram, with the focus on real, unedited every day life, as opposed to airbrushed, polished iG lifestyle scenes.



Brands are using the app to provide behind-the-scenes content and insights into how they go about their business, while some are also testing out variable approaches to product previews and offers, based on BeReal's limited time window approach.

HOW OFTEN SHOULD YOU POST:

FACEBOOK

4-5 times per day

LINKEDIN

Once per day

INSTAGRAM

1- 2 posts

TWITTER

3-4 posts

TIK TOK

1 - 4 times per day

YOUTUBE

3-4 per week



Social Media Marketing Tools

Business Manager

Hubspot

Social Sprout

Planable

Later

Postoplan

Crowdfire

Analytics

Cyfe - data
analytics

Buzzsumo

Google Analytics



ANALYTICS

What are social media metrics?

Social media metrics are the data points that show you how well your social media strategy is performing. Helping you understand everything from how many people see your content all the way through to how much money you earn from social media, metrics are the building blocks for ongoing improvement and growth.

01

Identifies Who your audience is eg: Age / location / when on line / time to post / is it the right platform for you?

02

Content Creation – It shows you what posts / videos / reels has the best engagement

03

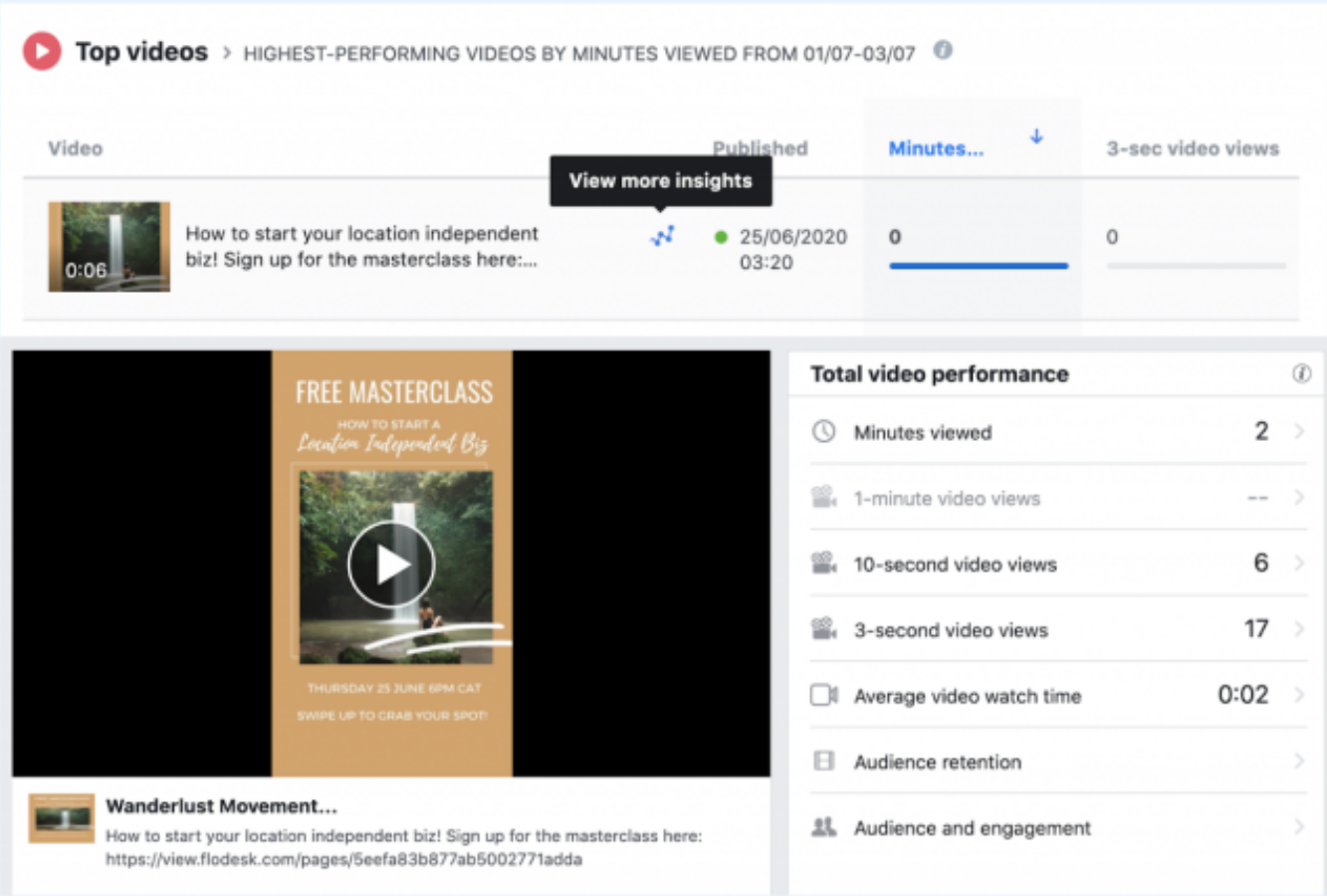
Competitors – What post of theirs are performing well.



Facebook 'Insights'



WWW.PLANNTHAT.COM



WWW.PLANNTHAT.COM

The Toolkit



***Weekly new content
added. Resources,
training & tools.***



***Weekly new
episodes***

RESOURCES



Free Facebook Group

motiv8training.com.au



WHAT DO YOU THINK ABOUT THE MASTERCLASS?

1	2	3	4	5	6	7	8	9	10
I DISAGREE									I AGREE

yourwebsite.com

Questions & Answers!

Grow Your Fans Course

4 modules - delivered each week!

Module One - Choosing The Right Platform

Module Two - Content Creation

Module Three - Latest Trends

Module Four - Analytics

Regularly updated!

www.motiv8training.com.au/growyourfans



THANK YOU

I hope you enjoyed the masterclass! If you can leave us a review that would be appreciated.

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