

Efficient Social Media Communication

INTERACT Cap & Com workshop, Pisa.

I am...

- Kwinten Lambrecht
- Belgian
- I love pizza calzone
- Independent communications advisor since '15
- Mobility blogger

I am...

Anything else you'd
like to know?

@kwinlambrecht





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s

Social media can be a very powerful tool

But not if you use it only as an extension of your website, or at random.

ChromeFileEditViewHistoryBookmarksWindowHelp

Recipe 10992844 – IFTTTTwitterLean Metalearning

https://www.facebook.com/pages/Lean-Metalearning/1456135257950773

Apps+ DegreedPost to QuoraPress ThisErik's SitesSocialWritingIndonesianFrenchChineseLanguagesJavaMETALEARNINGOther Bookmarks

Lean Metalearning

ErikHome

You are posting, commenting, and liking as Lean Metalearning — Change to Erik van Mechelen

LmLean MetalearningTimelineRecent

Lm12-13

Lean Metalearning

Be the first person to like this.

Update Page InfoLikeFollow

Community

Learn the Lean way. Avoid painful long cuts to gaining knowledge and skills. Change your life and help others.

About

Photos

Email Signup

Highlights

StatusPhoto / VideoEvent, Milestone +

What have you been up to?

LmLean Metalearning shared a link.

April 5

Our latest post: It's Your Privilege to Learn

http://ift.tt/1kdFb0N


http://www.leanmetalearning.com/privilege-learn/
www.leanmetalearning.com

Like · Comment · Share

LmLean Metalearning shared a link.

April 8

Our latest post: I Grew up in Java but Couldn't Get Started Learning Java http://ift.tt/1ecaJSw



Recent

2014

Jaye Hertz

An afternoon dedicated to beer and bacon? Deal! Thanks Stanley's Bar Room!

Maren Stjernholm

likes

Elise Poppen's photo.

Lauren Melcher and KM Davis

are now friends.

David Anderson

is listening to

You by Galantis on Spotify.

Ashlee Chudanov

collected winnings from a resort on myVEGAS Slots.

Ashlee Chudanov

collected winnings from a resort on myVEGAS Slots.

David Hardnett

likes

Jane Alice's photo.

David Anderson

is listening to

Playground - Tiesto Remix by Jack Eye

Ryan Uyehara

6m

Sean Legler

8m

Lauren Melcher

7m

Logan Peter

7m

MORE FRIENDS (6)

Search



Last tweeted: December 2006.

TWEETS
2FOLLOWING
3FOLLOWERS
87 Follow**Paniraj**

@pani

 Joined December 2006**New to Twitter?**Sign up now to get your own
personalized timeline!

Sign up

Tweets

Tweets & replies

**Paniraj** @pani · 22 Dec 2006

going home on sunday



14



7

**Paniraj** @pani · 21 Dec 2006

sleeping to dream the dream of my life!



14



5





In tegenstelling tot wat algemeen aangenomen wordt is Lorem Ipsum niet zomaar willekeurige tekst. Het heeft zijn wortels in een stuk klassieke latijnse literatuur uit 45 v.Chr. en is dus meer dan 2000 jaar oud. Richard McClintock, een professor latijn aan de Hampden-Sydney College in Virginia, heeft één van de meer obscure latijnse woorden, *consectetur*, uit een Lorem Ipsum passage opgezocht, en heeft tijdens het zoeken naar het woord in de klassieke literatuur de onverdachte bron ontdekt. Lorem Ipsum komt uit de secties 1.10.32 en 1.10.33 van "de Finibus Bonorum et Malorum" (De uitersten van goed en kwaad) door Cicero, geschreven in 45 v.Chr. Dit boek is een verhandeling over de theorie der ethiek, erg populair tijdens de renaissance. De eerste regel van Lorem Ipsum, "Lorem ipsum dolor sit amet..", komt uit een zin in sectie 1.10.32.

Het standaard stuk van Lorem Ipsum wat sinds de 16e eeuw wordt gebruikt is hieronder, voor wie er interesse in heeft, weergegeven. Secties 1.10.32 en 1.10.33 van "de Finibus Bonorum et Malorum" door Cicero zijn ook weergegeven in hun exacte originele vorm, vergezeld van engelse versies van de 1914 vertaling door H. Rackham.



You need a strategy

And that's why today we will
be making a social media
smoothie





How a smoothie strategy can be made

- Goals
- Target audience
- Content ideation
- Content creation
- Content selling
- ROI and evaluation

Think about your goals





There are plenty of goals





Inform
Engage
CTA
Build Awareness

...

About your project or organisation



But what are your SMART goals?



SMART?



This year, we want a 30% website visitors increase

By the end of the year we want 1000 new Facebook fans

Before the summer we want to pitch three stories via Twitter

During our next event we want at least 10 people to be live-tweeting



KPIs

Clicks

Press clippings

Overall reach

Quality views



Who's your target audience?



Journalists

Citizens

Local governments

Potential partners or projects

...



Make simple but to the point
persona for each of these
online target audiences.

Persona building



- **Demographics:** gender, age, ethnicity, career, industry, income, marital status
- **Psychographics:** values, beliefs, habits, hobbies, ...
- **Challenges**
- **Key reaction drivers:** newsflash, information ...
- **Preferred content formats:** blogs, videos, social media posts, ...



Rafaello, male, 30 years old, has a girlfriend, just started a social bakery in Torino.

Psychographics: He plays tennis on Thursday night, loves going to the cinema and pizza restaurants. He believes in the kindness of people

Challenges: Living in the city, having to work late at night, is afraid of what the future will bring.

Key reaction drivers: Events.

Preferred content formats: Longreads in blogs, Video explainers.



Since 1924

MG ZS
HYBRID LEASING



\$7990.000
\$9.290.000

AMO
LIBERTAD

SIN
DIVI
NO



Customer Journey



What will be your 'face' in relation to these target audiences

Your tone of voice



TAX TOV

Target audience

- Journalists
- Politicians & stakeholders
- Citizens
- ...

Tone of voice

- Information-driven
- Results-driven
- Soft selling-driven
- ...














Which platforms?



Quality vs. quantity

Each platform is different

- Audiences
- Ways of presenting content
- Behaviours
- Timing
- Advertising
- Everything is changing all the time (sorry!)

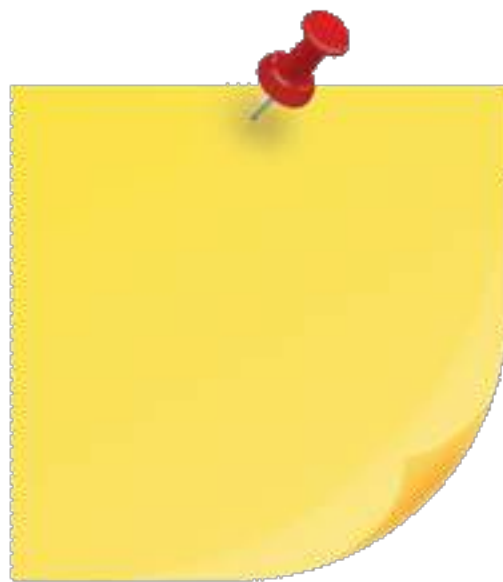
	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Google+
More popular with women						
More popular with men						
More popular 18-29						
More educated						
Higher income						

Let's mix attractive content!





First, what's your story?



The sticky factor

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- (with) a Story





SUCCES without double S,
actually.





The sticky factor

- Simple
- Unexpected
- Concrete
- Credible
- **Emotional**
- (with) a Story



The sticky factor



Emotional

SEE – FEEL – CHANGE

The sticky factor



You have your story in mind.
Over to content production.



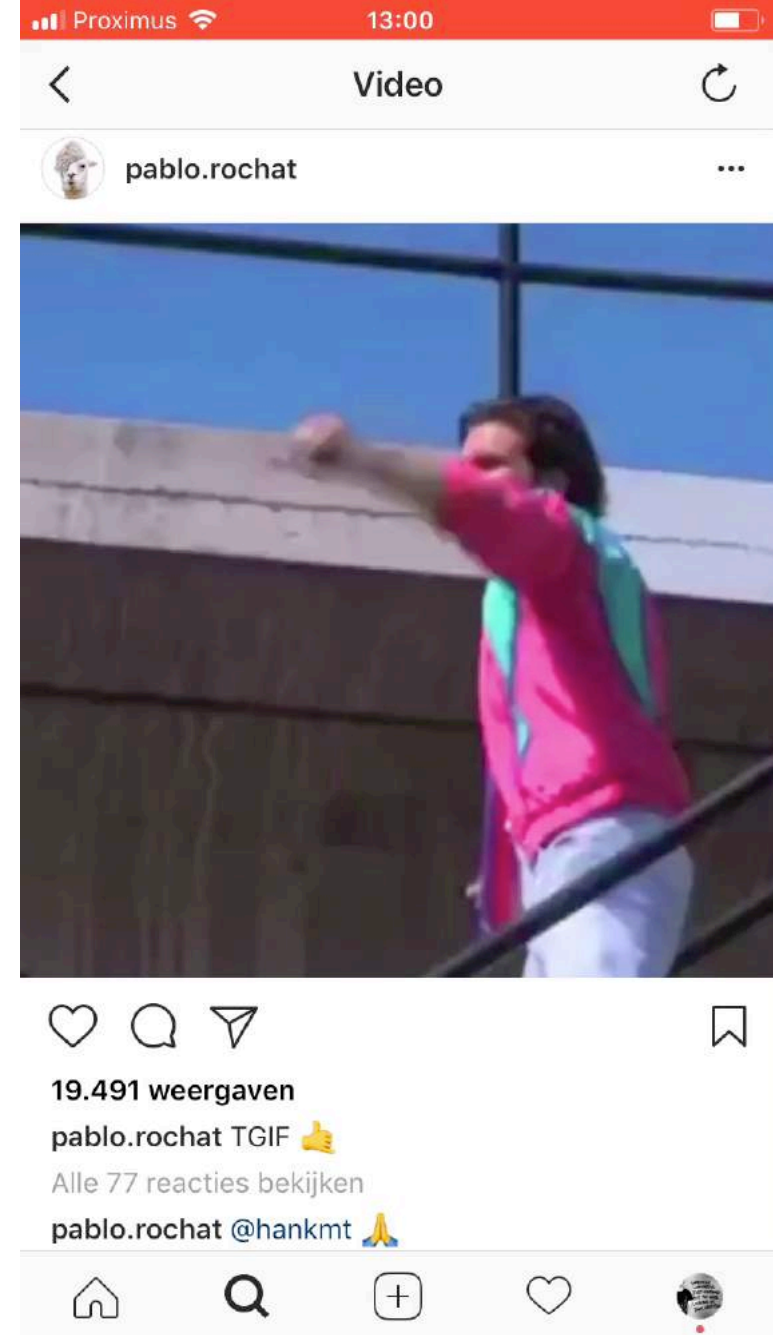
Your 'serious' target
audiences are human beings
too.



And humans want to be
entertained.



Here's an example





Also, people don't lose taste.



Interreg Baltic Sea Region

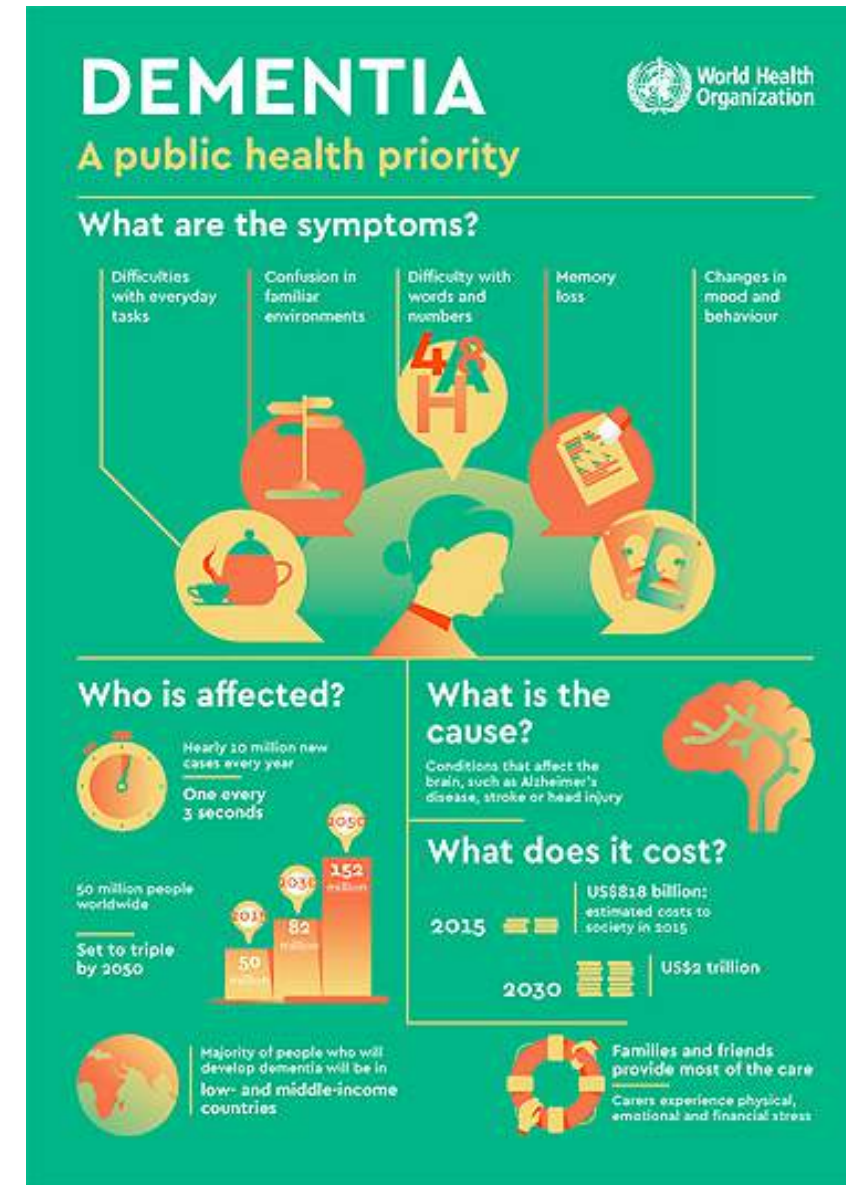
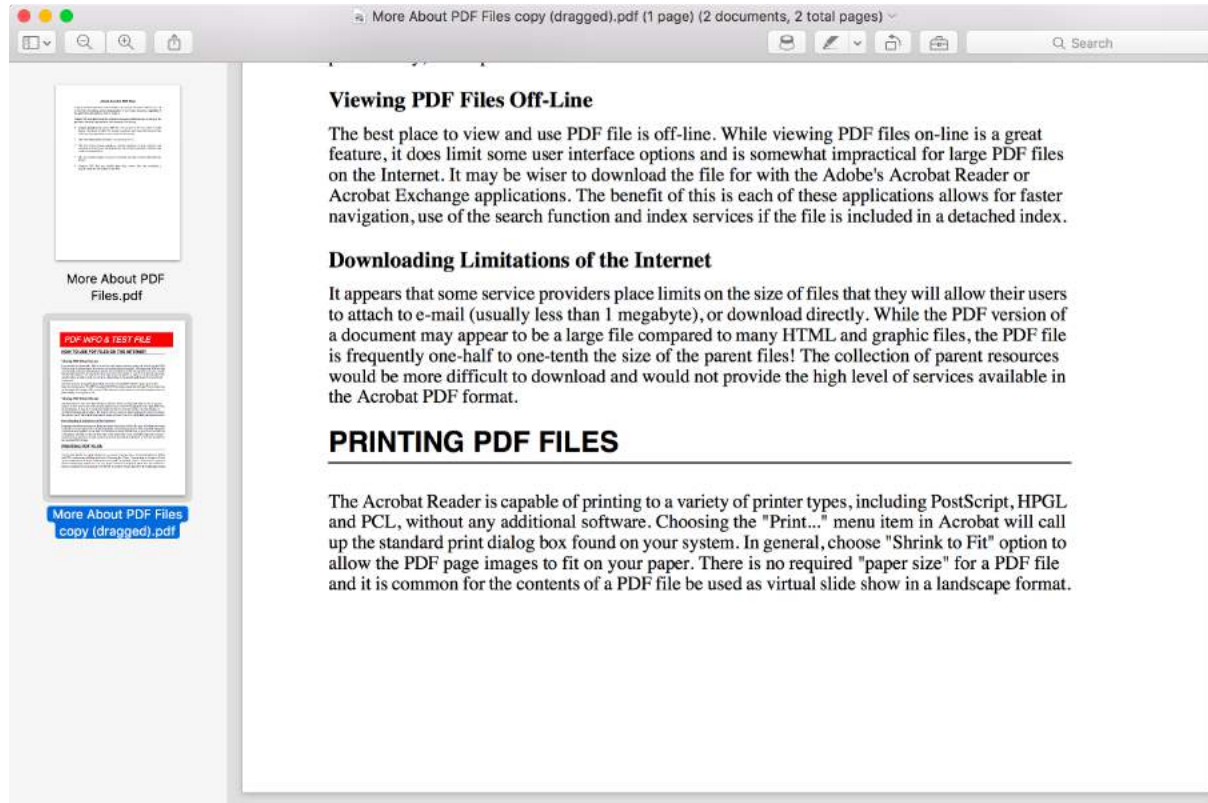
January 8 · 🌐



The time is running but you still have a chance to submit your project idea form to Interreg Baltic Sea Region by 15 January 2018 - this is a prerequisite to get a consultation & access to an online application system. More information you will find at: <http://bit.ly/2zLcEMH>



















Which content?



Three questions



- Would others find it interesting?
- Is it revealing a part of me that I'm comfortable with sharing?
- Does it fit with the message I want to express and my goal(s) on social media?

Use your own content



- Behind the scenes
- News items
- Wow, that e-book!
- Day-to-day facts and figures
- Introduction of staff
- Small videos of project visits
- Live tweets at events...

Repurpose your own content



CONSUMMATION D'ENERGIE \Rightarrow ENERGIES FOSSILES

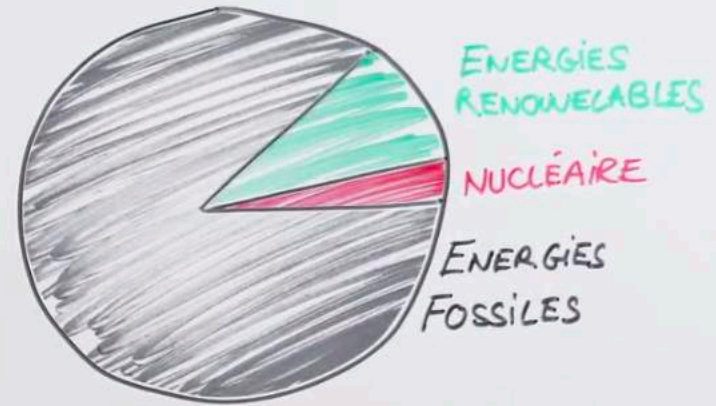


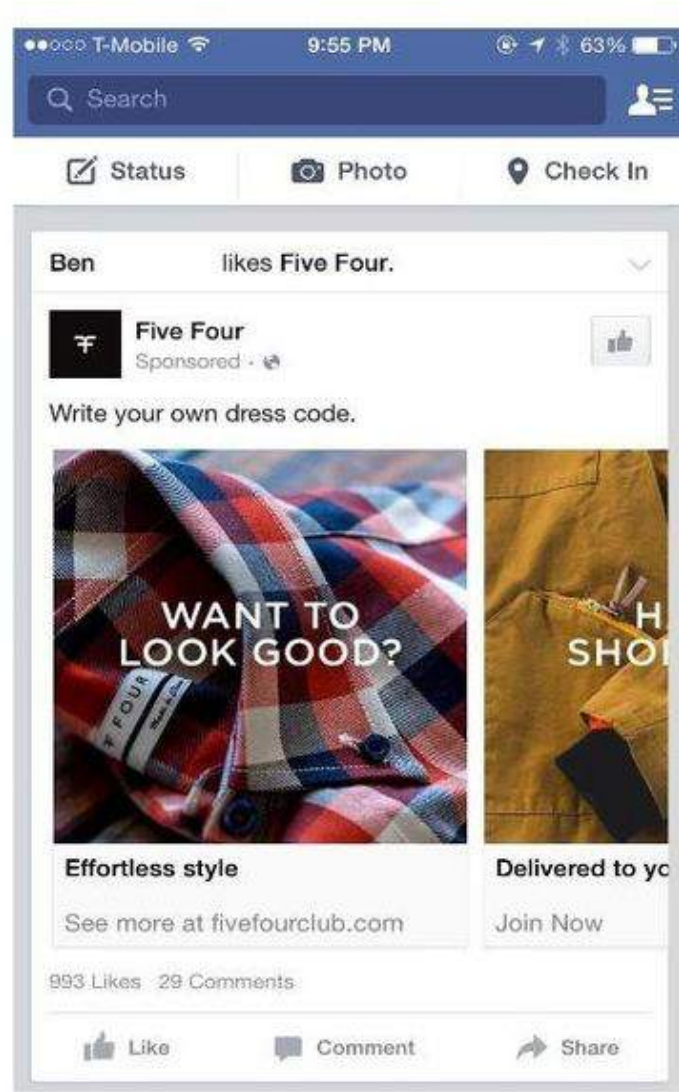
CONSUMMATION D'ENERGIE \Rightarrow ENERGIES FOSSILES



The European Union
needs to lead the
energy transition.

TRANSITION







5-3-2!
Curation - Creation-
Humanisation.

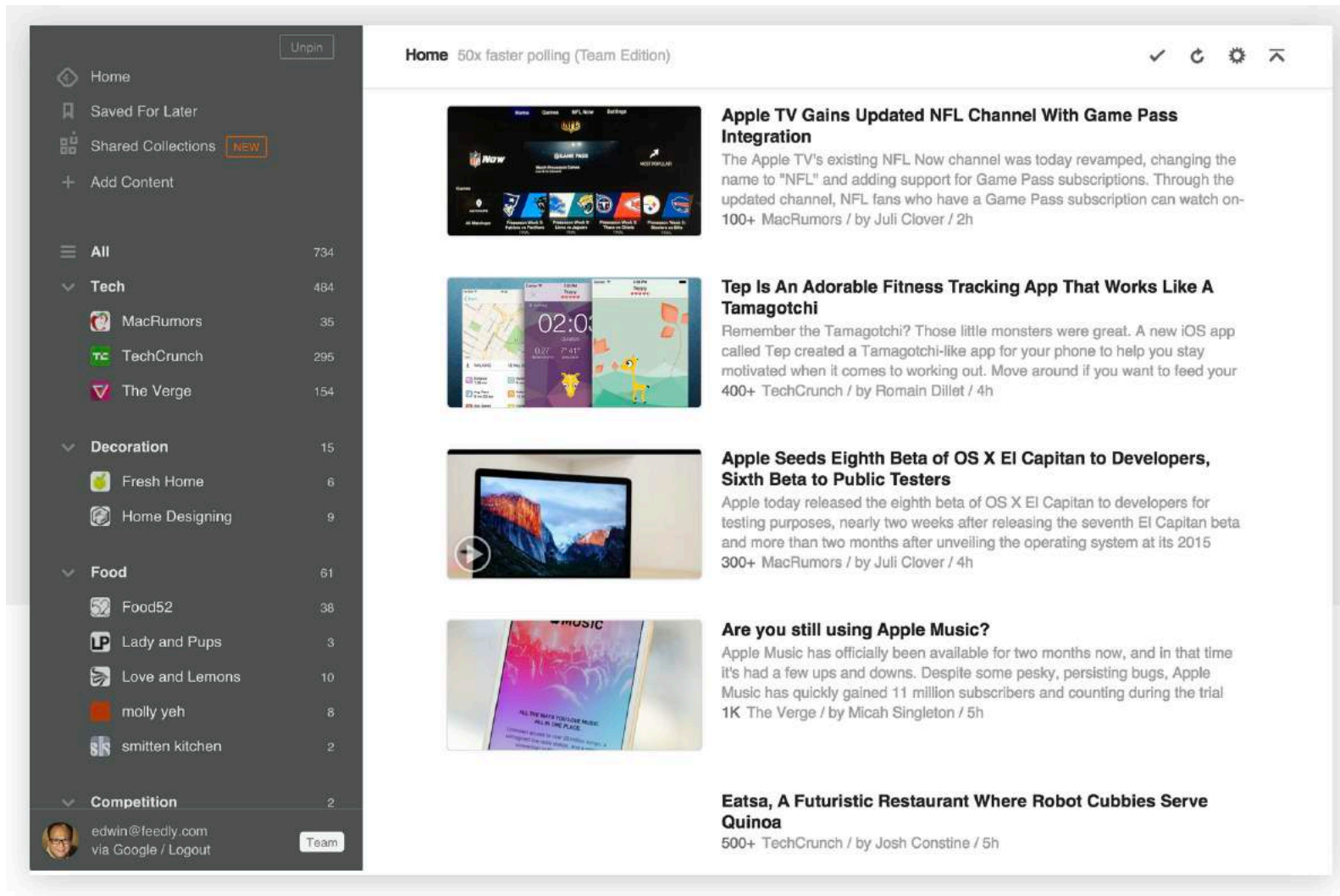


Where to find content?



Feedly

Alternative:
Pocket



Where to find content?



Most Shared | Trending Now | Backlinks | Content Analysis | Facebook Analyzer | Question Analyzer

Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year
- ☐ Past 2 Years
- ☐ Past 5 Years
- ☐ Specific Range

☐ Only B2B Publishers

☐ One Result Per Domain

Country (TLD) ⓘ >

Language ⓘ >

Filter Domains ⓘ >

Content Type ⓘ >

Word Count ⓘ >

Publisher Size ⓘ >

Apply Filters

Reset Filters

Most Shared

climate change

How to run an Advanced Search ▾

ⓘ Results not relevant enough? [Click here to search for "climate change" in the article's title only](#)

Sort by Total Engagements ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
Heart-Wrenching Video Shows Starving Polar Bear on Iceless Land By National Geographic — Dec 7, 2017 nationalgeographic.com	1.2M	51.9K	180	8K	-	39	1.3M
67 Environmental Rules on the Way Out Under Trump By Nadja Popovich — Oct 5, 2017 nytimes.com	1.2M	9.6K	354	1.4K	-	128	1.2M
Floods in India, Bangladesh and Nepal kill 1,200 and leave millions homeless By Chloe Farand — Aug 29, 2017 independent.co.uk	852.7K	6.2K	0	21.3K	-	12	880.2K
When Will Climate Change Make the Earth Too Hot For Humans? By David Wallace-wells — Jul 10, 2017 nymag.com	818.6K	44.6K	590	4.8K	-	168	868.6K
President Donald Trump Imposes 30% Tariffs on Solar Panels By Brian Eckhouse — Jan 22, 2018 time.com	719.1K	5.6K	88	5K	-	23	729.8K

Buzzsumo

Where to find content?

Google!



Meldingen

Meldingen van interessante nieuwe content op internet

Hoe vaak

Onmiddellijk

Bronnen

Automatisch

Taal

Elke taal

Regio

Elke regio

Hoeveel

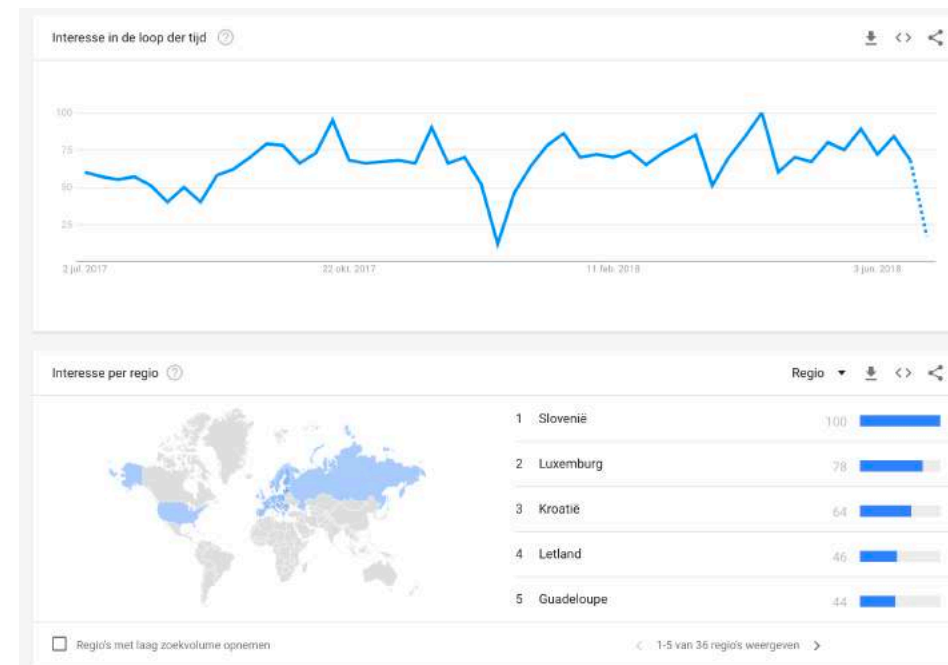
Alleen de beste resultaten

Verzenden naar

RSS-feed

Melding maken

Opties verbergen



Gerelateerde onderwerpen	Stijgend
1 Express mail - Onderwerp	Snelle stijger
2 Vereniging - Type organisatie	Snelle stijger
3 Bozen - Stad in Italië	Snelle stijger
4 Kringlooeconomie - Onderwerp	Snelle stijger
5 Concurrentievermogen - Onderwerp	Snelle stijger

1-5 van 22 onderwerpen weergeven

Gerelateerde zoekopdrachten	Stijgend
1 interreg sverige norge	Snelle stijger
2 interreg nwe	+160%
3 interreg atlantic area	+160%
4 interreg north west europe	+130%
5 interreg vlaanderen nederland	+120%

1-5 van 11 zoekopdrachten weergeven



Content creation



Use the native tools of the
platforms

Facebook



Photo/Video



Feeling/Activity



Check in



Write Note



Support Nonprofit



Tag Product



Add a milestone



Advertise Your Business



Get Messages



Publish a Job Post



Create an Event



Offer/Discount



Poll



List



Start a Q&A

Facebook



Sound Collection

Tracks • Sound Effects

 Search for a track











All Genres ▼

All Moods ▼

All Durations ▼

All Vocals ▼

2,226 tracks found

Track	Artist	Genre	Tempo	Length
  We Shine On	AirLands	Rock	Medium	4:15
  Refuge	Ella Joy Meir	World	Medium	3:57
  Refuge (Instrumental)	Ella Joy Meir	World	Medium	3:57
  Speak The Words	Ruby Amanfu	Rock	Medium	4:52
  Kesariya Balam (feat. Ishmeet Narula)	Janapriyan Levine	Indian	Medium	3:37

Facebook



Facebook Live



- When?
 - Breaking news
 - Behind the scenes
 - Interviews
 - Session coverage
- How?
 - Stability
 - Sound
 - Wi-fi connection
 - Prepare some tweets in advance
 - Identify the main handles and tags ahead of the live session

Twitter



LinkedIn

- Images
- Video
- Pulse; from personal to corporate
- Groups



Advice for young communication professionals (?)

Published on May 3, 2017 [Edit article](#) | [View stats](#)



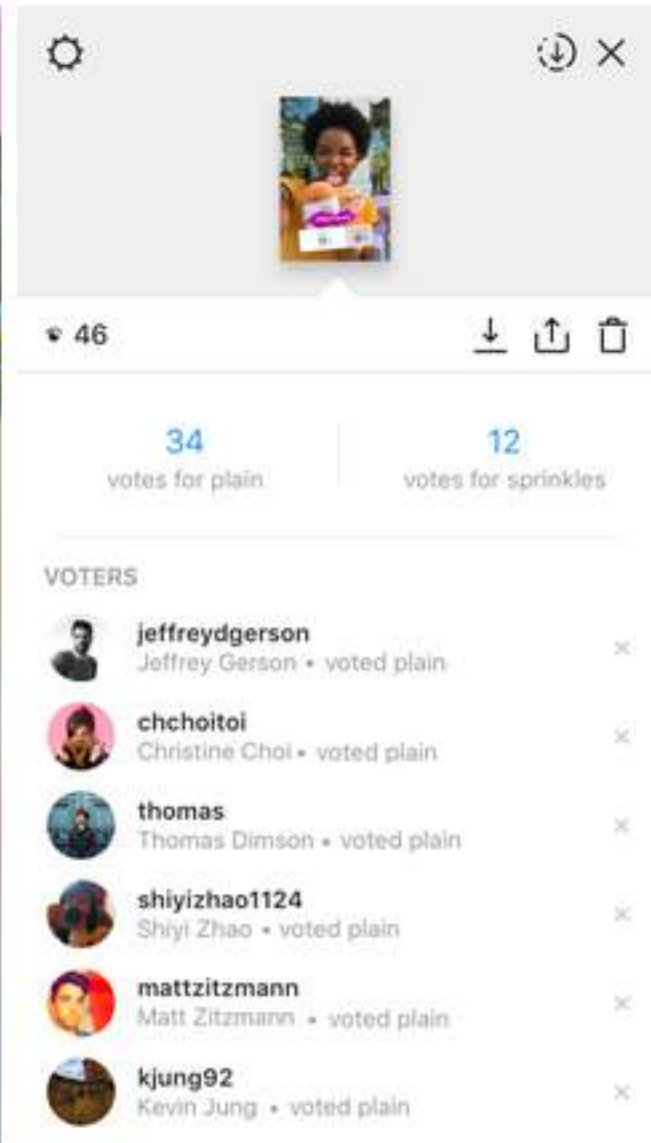
Kwinten Lambrecht
Communications creative
[5 articles](#)

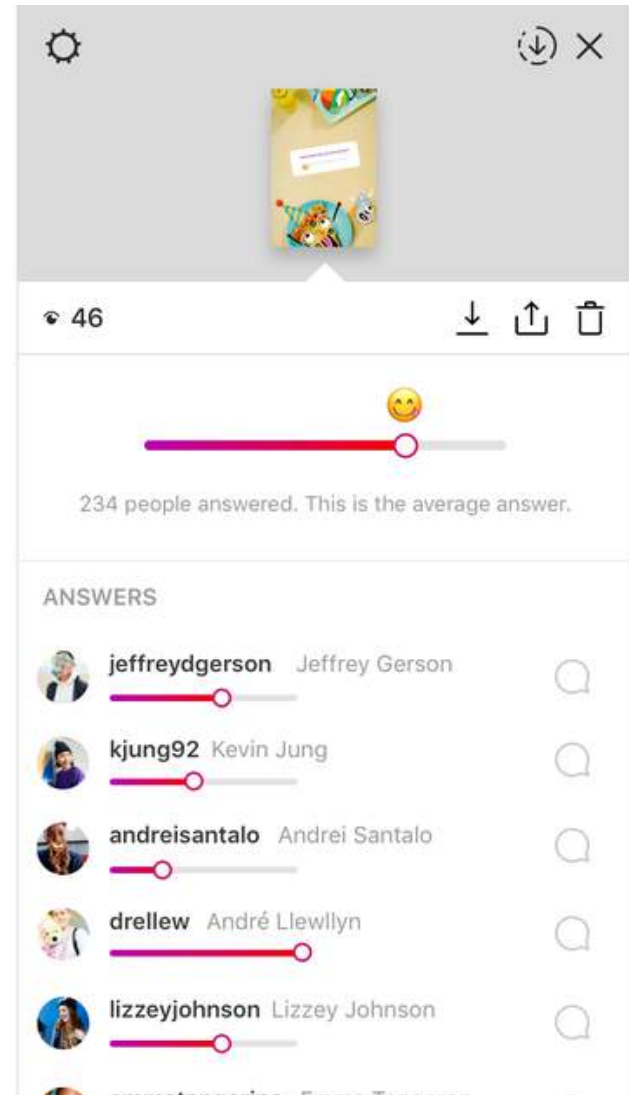
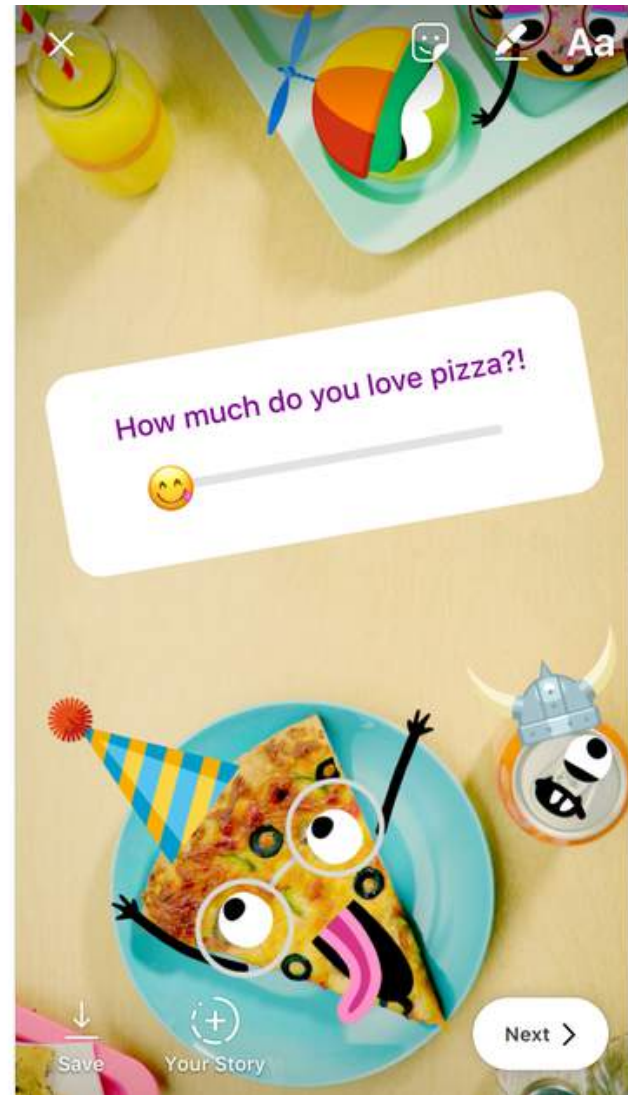
399 47 0 3



And we haven't even
talked about Instagram...







Key tips



- Keep your Target Audience and Tone in mind when producing content
- Post in your own language
- Feed content to the platforms
 - Including video!
- Keep an eye on recent innovations
- Play around and test what works
- Attribution, tagging, location tagging



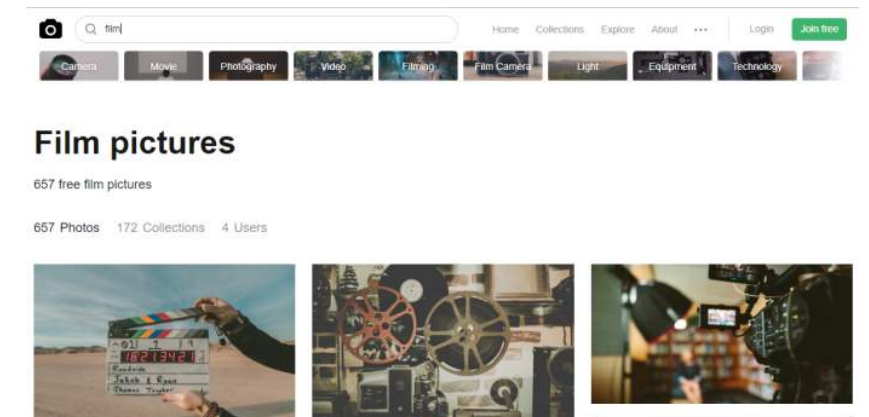
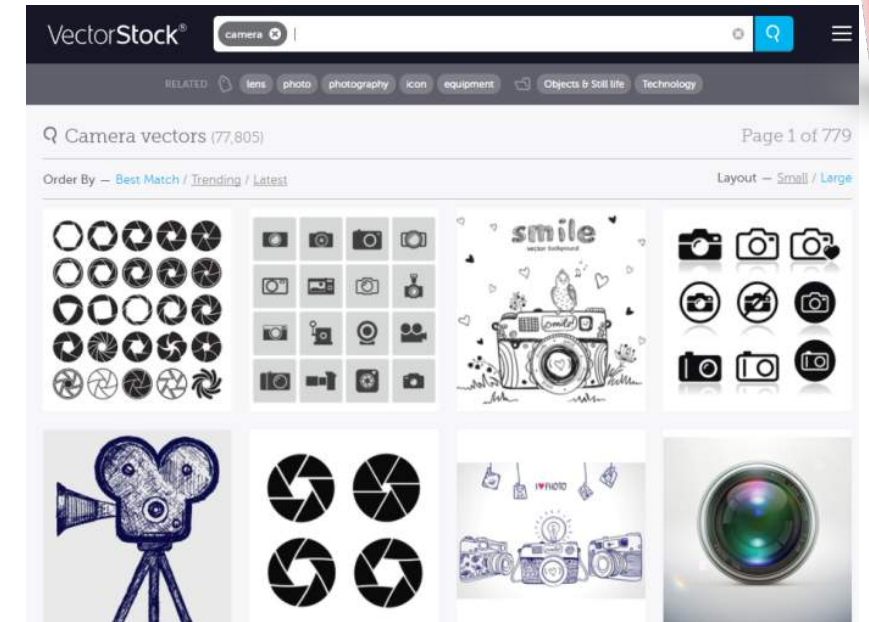
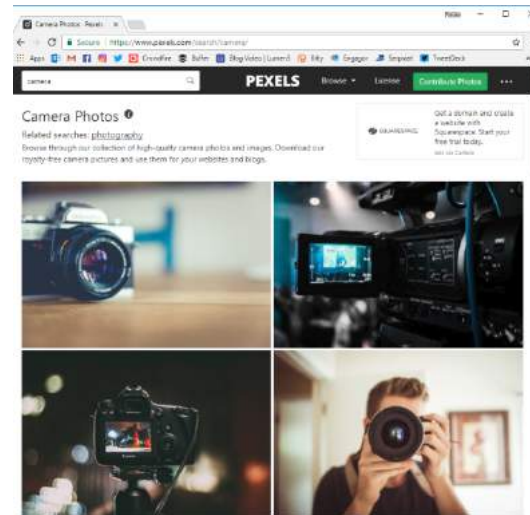
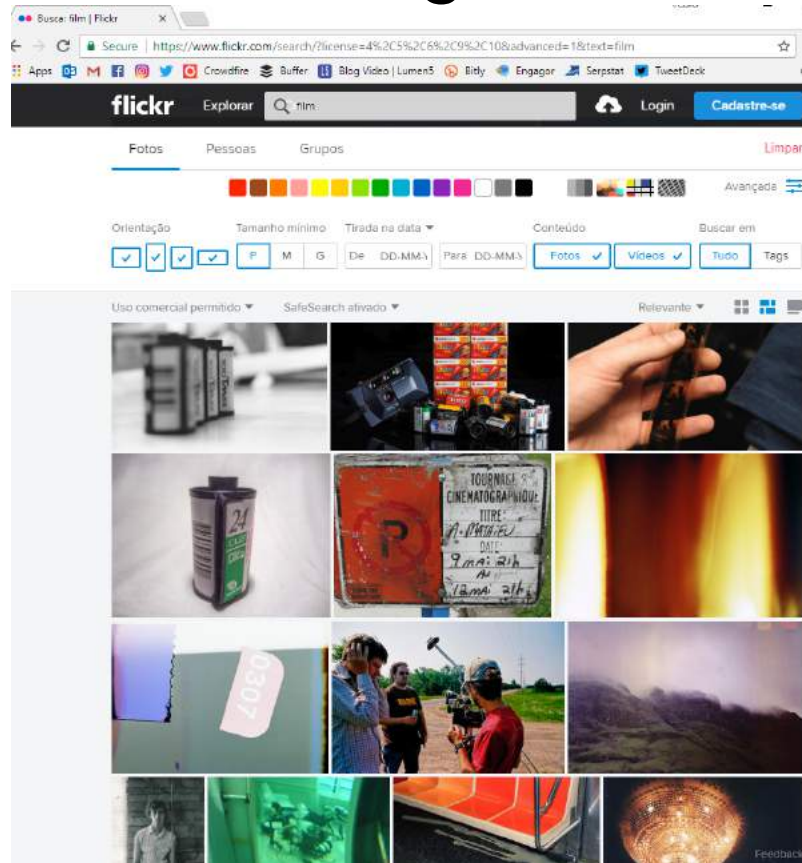
Useful tools for content production



Visuals

Visuals

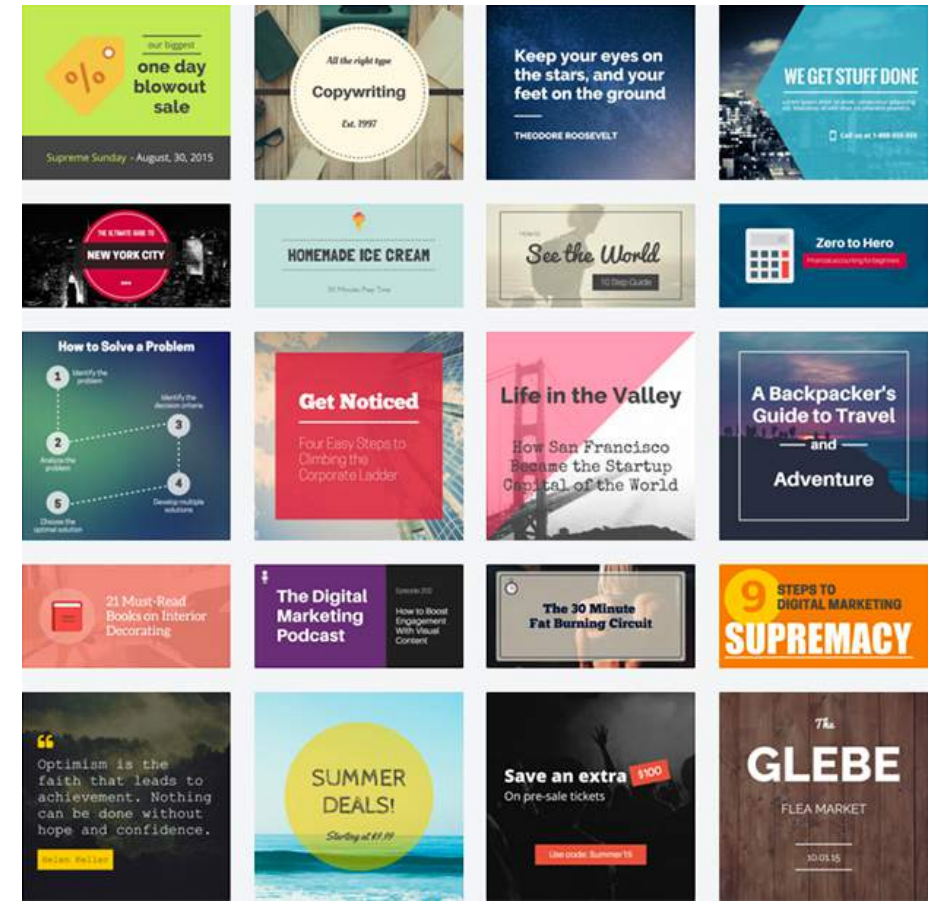
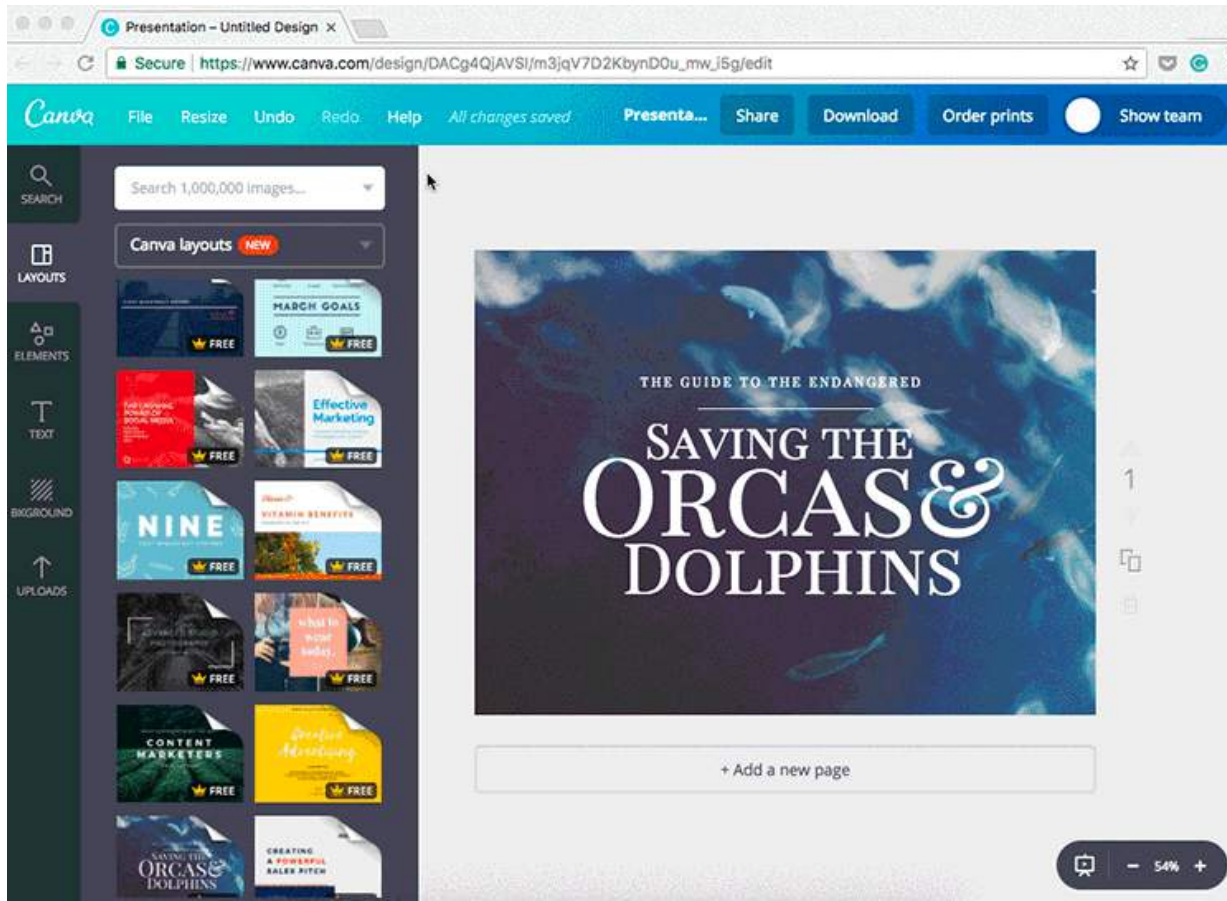
- Finding suitable images



Visuals



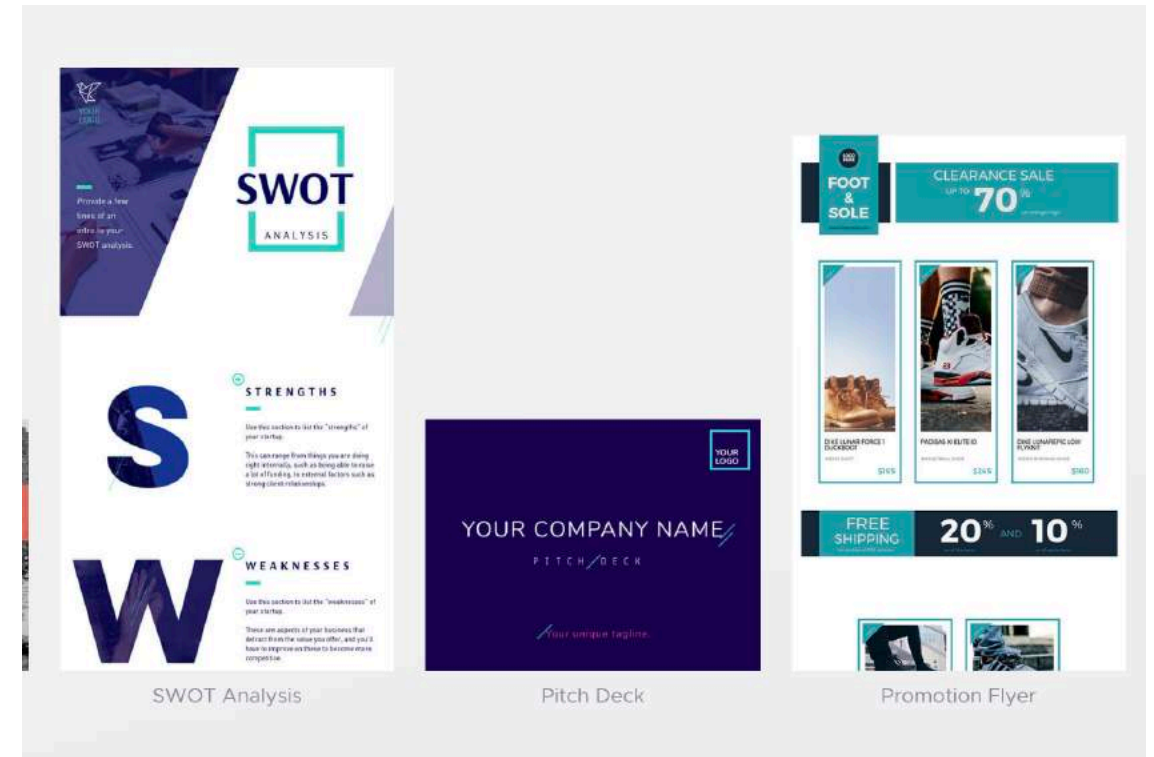
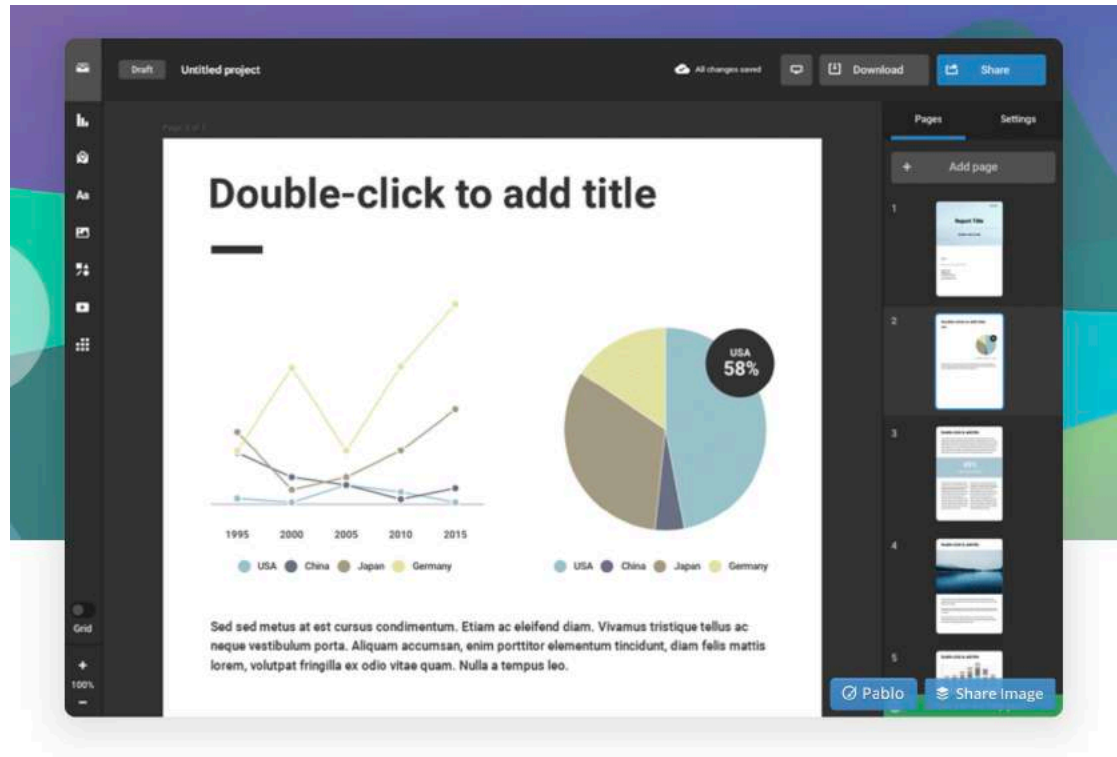
- Visual making: Canva & Snappa



Visuals



- Visual making: Infogram & Piktochart





Pablo!

For those who don't have time...

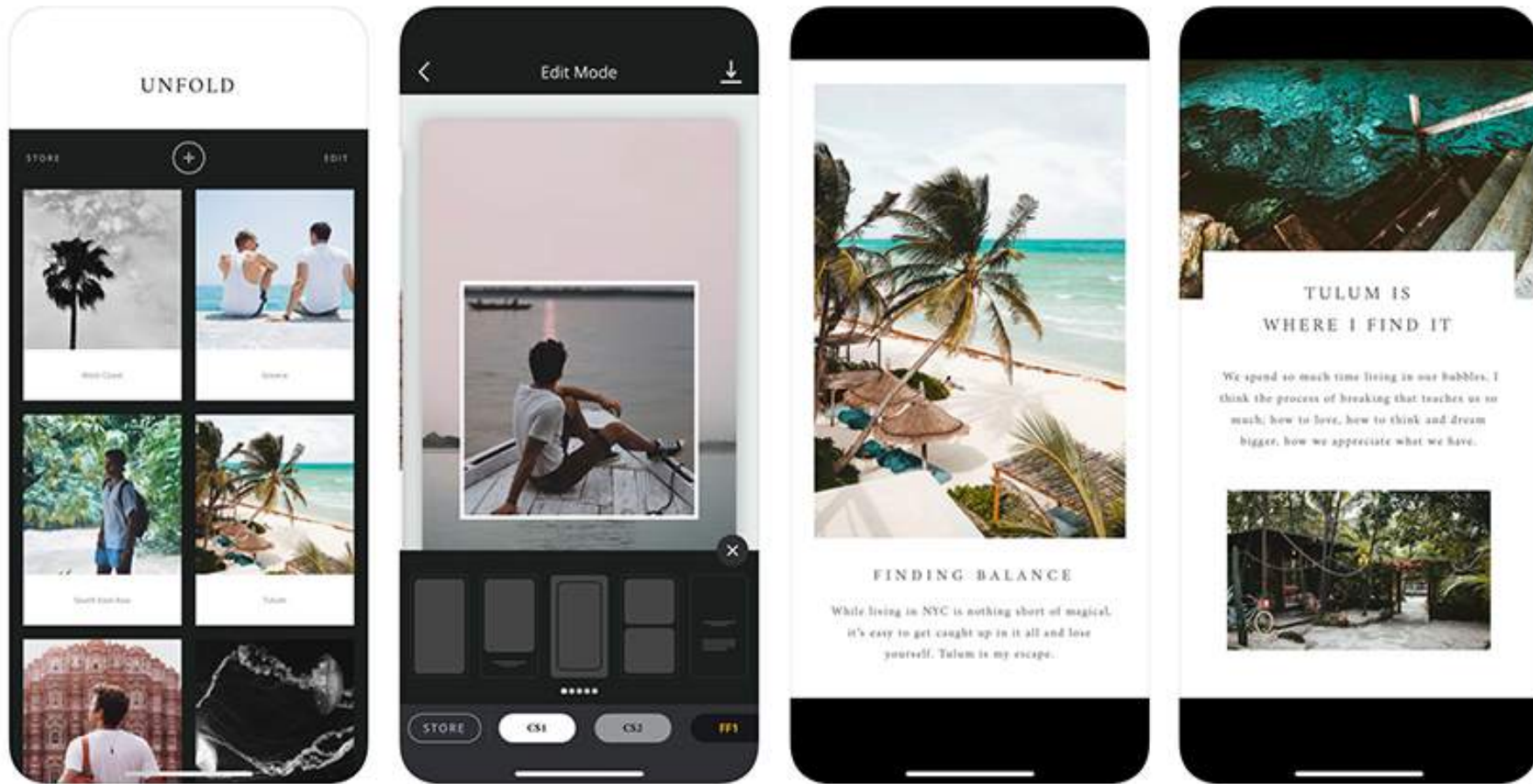


Or Powerpoint?



Or gifmaker.me?

Mobile apps: My favourites



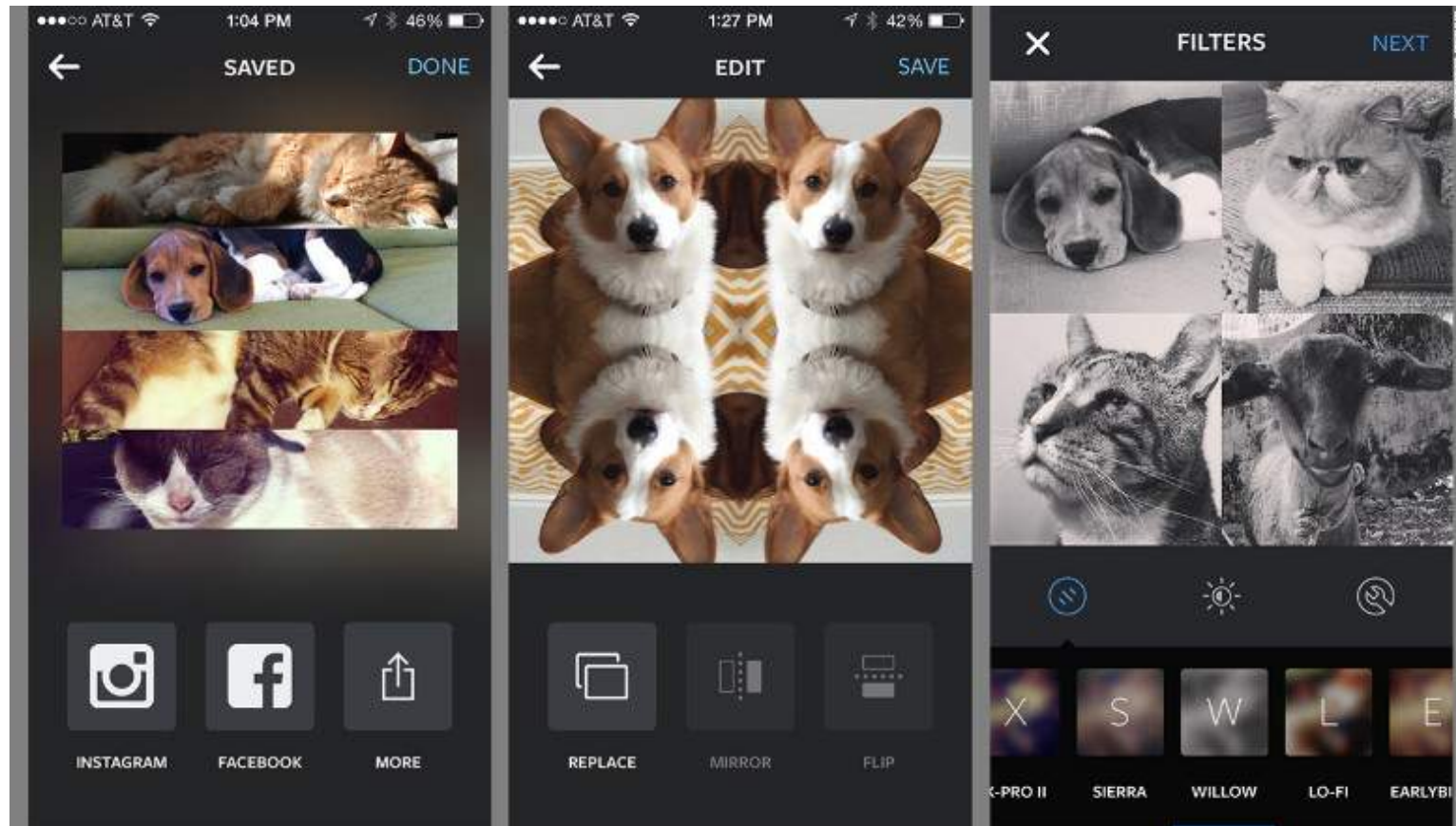
UNFOLD

Mobile apps: My favourites



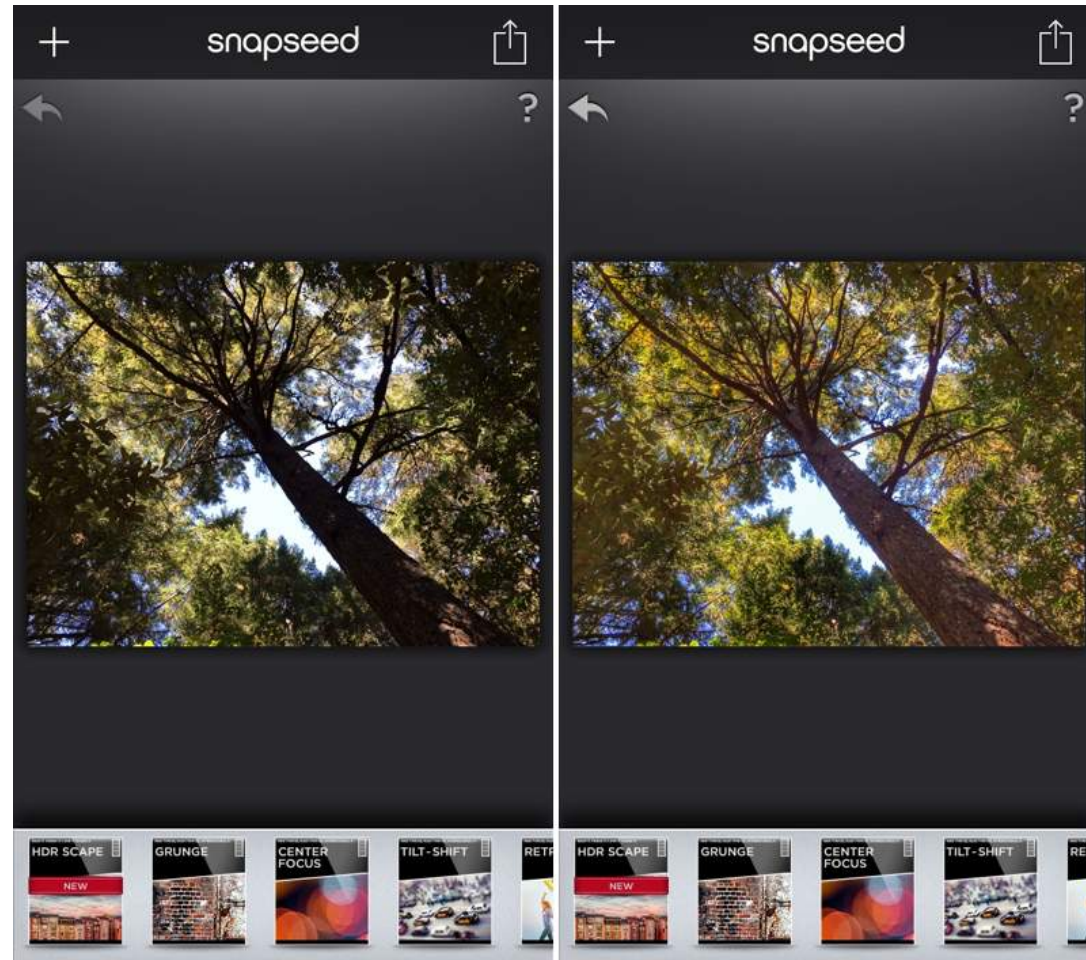
VSCO

Mobile apps: My favourites



LAYOUT

Mobile apps: My favourites



SNAPSEED

Mobile apps: My favourites



Lightroom

Video



Before you begin...



- Can you do it yourself?
- What's your main message?
- Think distribution first – vertical, square, 16:9, subtitling
- Choose quick editing tools

Video



Boomerang



Video



Hyperlapse

Video

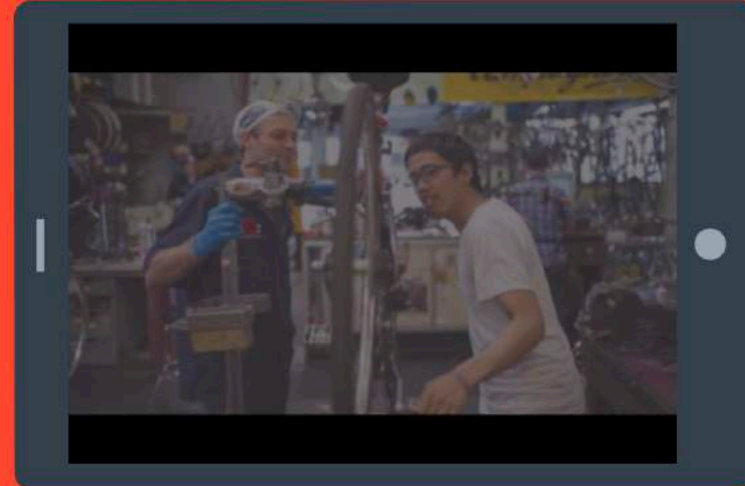


Video Stories

with Spark Video >

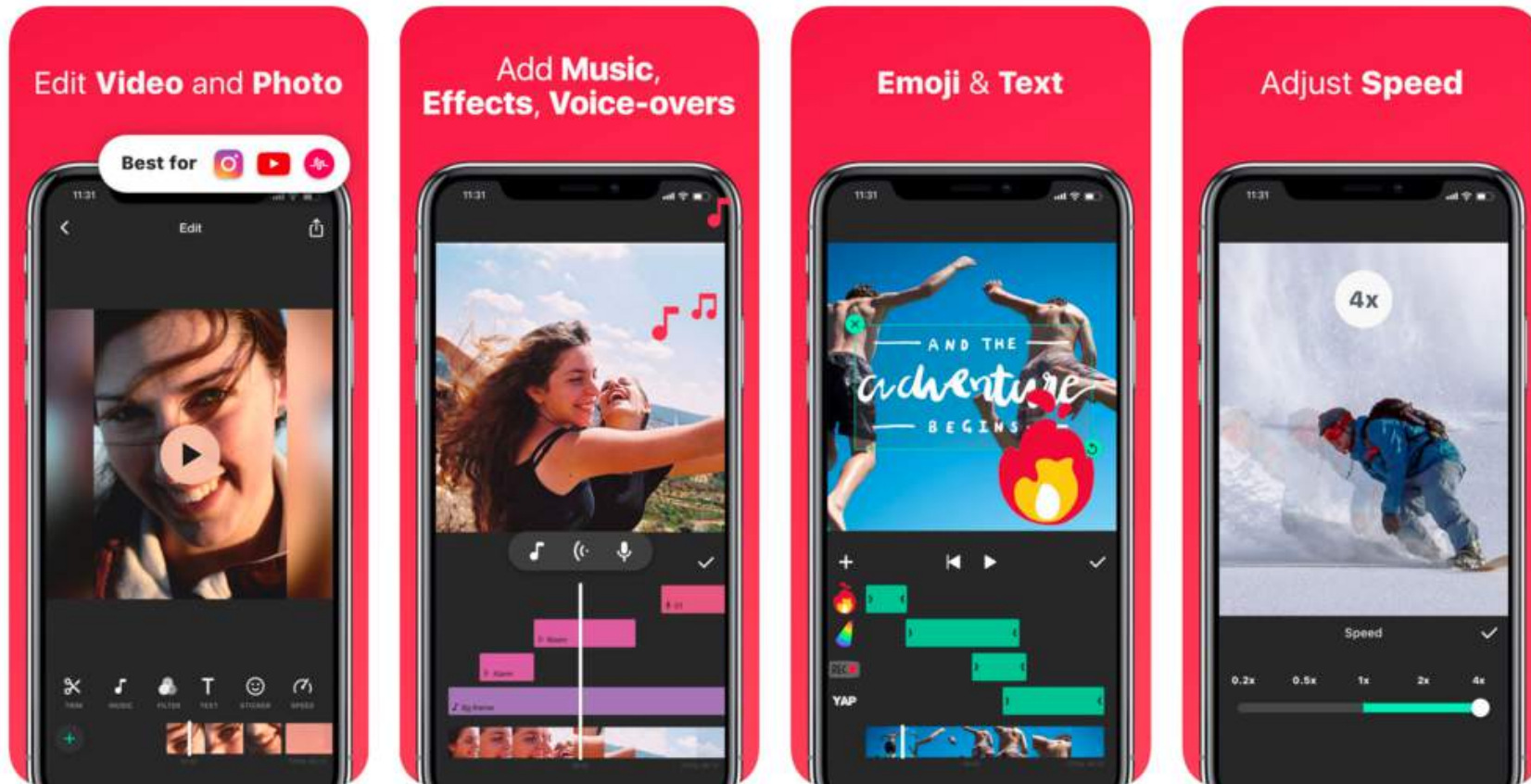
Easily add photos, video clips, icons, or your own voice. Select from professional-quality soundtracks and cinematic motion—and voila!

Create a Video



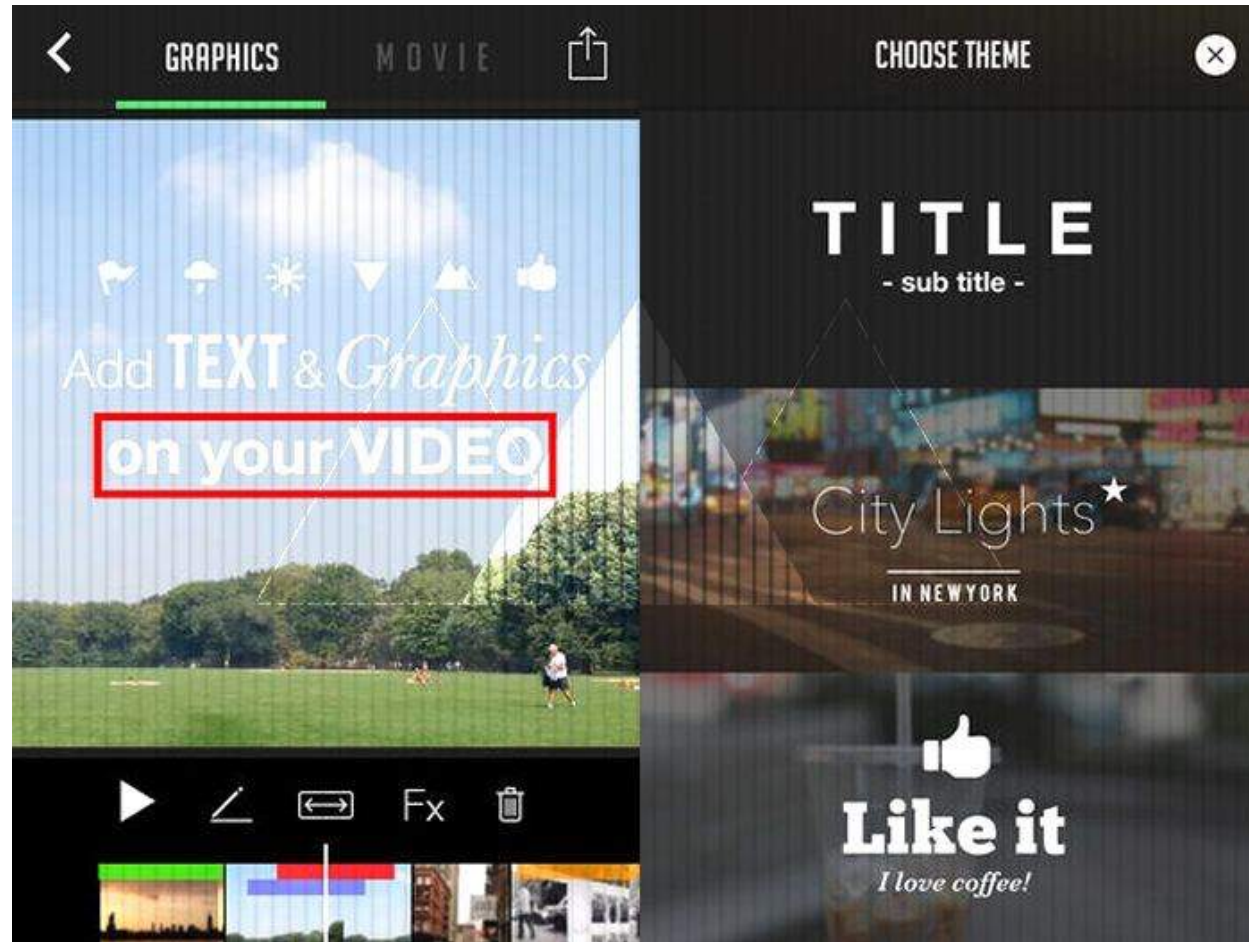
Adobe Spark

Video



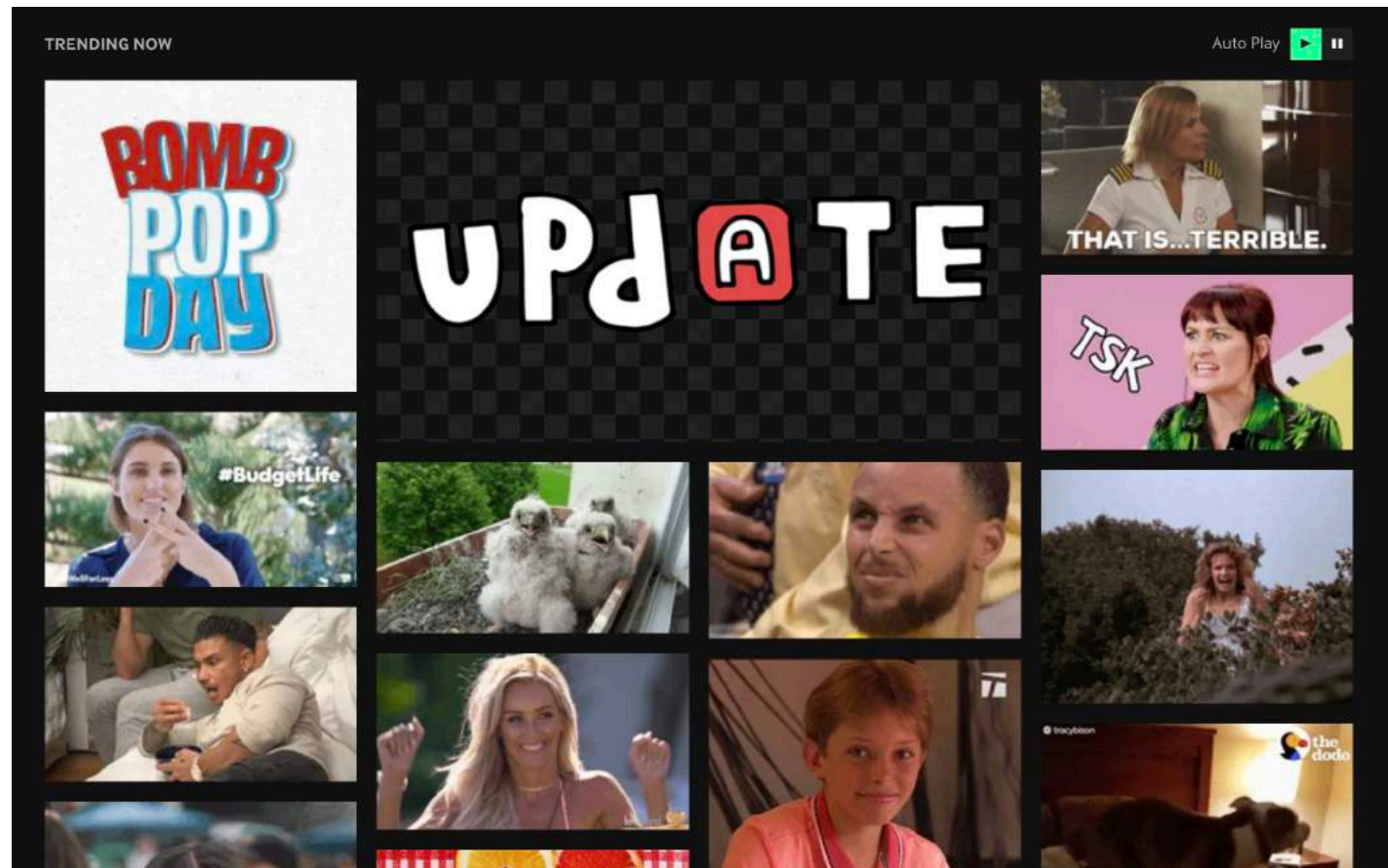
INSHOT

Video



GRAVIE

Video



GIPHY & GIPHY WORLD



Now, sell your content...



Timing is crucial



[Page](#)[Inbox](#) 4[Notifications](#)[Insights](#)[Publishing Tools](#)[Pages to Watch](#)[Settings](#)[Help](#) ▾[Overview](#)[Promotions](#)[Followers](#)[Likes](#)[Reach](#)[Page views](#)[Page previews](#)[Actions on Page](#)[Posts](#)[Events](#)[Videos](#)[People](#)[Messages](#)[When Your Fans Are Online](#)[Post Types](#)[Top posts from Pages you watch](#)

Data shown for a recent 1-week period. Times of day are shown in your computer's local time zone.

DAYS

592

593

601

610

596

598

593

Sun

Mon

Tues

Wed

Thurs

Fri

Sat

TIMES

400

300

200

100

0

03:00

06:00

09:00

15:00

18:00

21:00



Compare your social graph to competitors, friends, or industry leaders.
Want to weed dormant users from users you follow?

Or, see examples comparing celebrities, politicians, and soft drinks.

Comparison of followers of wilreynolds & willcritchlow & dr_pete



11,380 followers of wilreynolds
10,667 followers of willcritchlow
6,478 followers of dr_pete

followers only of wilreynolds »	6,669	21.4%
followers only of willcritchlow »	5,872	27.7%
followers only of dr_pete »	3,217	15.1%
followers only of wilreynolds & willcritchlow »	2,217	10.4%
followers only of wilreynolds & dr_pete »	683	3.2%
followers only of willcritchlow & dr_pete »	767	3.6%
followers of all three »	1,811	8.5%

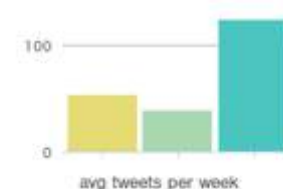
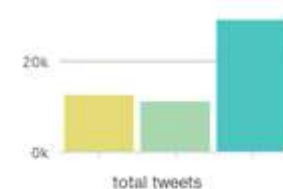
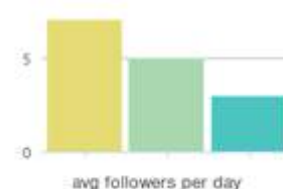
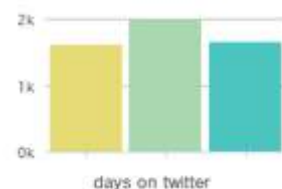
combined total followers

21236

wilreynolds
Influence: 82.91
Following: 350
Followers: 11,380
Days on: 1,609
Tweets: 12,484

Will Critchlow
Influence: 76.79
Following: 1,048
Followers: 10,667
Days on: 1,982
Tweets: 11,273

Dr. Peter J. Meyers
Influence: 71.55
Following: 868
Followers: 6,478
Days on: 1,647
Tweets: 29,050





Make a content planner

Date	Topic	Content type	Channel	Copy	Target Audience	Goal(s)



Content planner

- Plan well in advance; offline <> online
- Keep an eye on recurring dates or moments
 - UN day of ...
 - International day of ...
 - EU day of ...
 - Holidays
- 'Jump' on current affairs (e.g. World Cup)
- Adapt content to timing
- Try to **reach new communities**



Content planner: Reaching new communities

- TAG accounts and people in your tweets and Facebook updates
- Use hashtags in Tweets & Instagram
- Find new hashtags, use them, monitor them

Content planner: Reaching new communities



Content planner: Reaching new communities



The screenshot displays a Twitter interface with three panels. The left panel shows notifications for user @kwinlambrecht, including a tweet from Mikaël Van Eeckhoudt and a retweet from Luk Lambrecht. The middle panel shows search results for 'interreg', featuring a tweet from Interreg Southwest and a tweet from EU Regional Policy. The right panel shows search results for '#climatechange', featuring a tweet from CINE31 and a tweet from BioNept.

Notifications @kwinlambrecht

Mikaël Van Eeckhoudt liked
Kwinten Lambrecht @kwinlambrecht 8h
Schepen van leugens @ElsAmpe in @BRUZZbe (bit.ly/2MkZxVN): "Deze doorsteek vermindert het autoverkeer en creëert een veiligere situatie voor fietsers, tram en voetgangers." Oordeel vooral zelf wie 'wint' 🤔
#Brussel #bruxelles #doodskaai #quaidelamort #gewoonliegen

Luk Lambrecht @luklambrecht 35m
Replying to @kwinlambrecht
LONG leve de file...

Luk Lambrecht liked
Kwinten Lambrecht @kwinlambrecht 8h
Samen alleen in de file; leading by example.

Luk Lambrecht Retweeted
Kwinten Lambrecht @kwinlambrecht 8h
Samen alleen in de file; leading by example.

interreg

Interreg Southwest @Sudoe5 4m
🔴 On 3/07 do not forget to open the link and click on @ClimACT_SUDOE cos' without education & young people awareness we will never tackle climate change!!! 🍏🍏🍏

EU Regional Policy @EU_Regional
Replying to @EU_Regional
Now that all the projects have been presented, browse their websites and get ready for the opening of the public vote on 3rd July to elect the "#RegioStars Public Choice Award" winner 🏆!
Further information will be posted on ec.europa.eu/regional_polit...

REGIOSTARS FINALISTS 2018

Interreg Southwest @Sudoe5 6m
And do not forget to vote for @ClimACT_SUDOE 🍏🍏🍏

EU Regional Policy @EU_Regional
Replying to @EU_Regional
#RegioStars finalists in Cat 2
"Achieving sustainability through #lowcarbonemissions" are:
- Demonstration platform for textile fibre recycling
- Savernybike
- Interreg Sudoe ClimACT
- Batteries For The Future
- HOLISTIC- Adriatic Holistic Forest Fire Protection

#climatechange

Filtering by

CINE31 @cine31 4d
Anti #Trump #Tshirt #Tee
Check my @TeePublic All Tees \$14!
#donaldtrump #Twitter #twitter #dumb #racist #alien #TrumpRussia #resist #resistance #usa #america #climatechange #humanrights #migrants #torture
buff.ly/2HzJq5x

BioNept @BioNept 5d
401 consecutive months with global temperatures above the 20th century average!
#climatechange #climate #ClimateChangelsReal

UN Climate Change @UNFCCC
@NOAA & others report continuing record-high global temperatures
#ClimateChange in 2018 bit.ly/214SKgd
Melting Antarctic ice, recurring superstorms & monsoon flooding are reminders of the need for swift #ClimateAction & to deliver on the promises of the #ParisAgreement



Content planner: Reaching new communities

- TAG accounts and people in your tweets and Facebook updates
- Use hashtags in Tweets & Instagram
- Find new hashtags, use them, monitor them
- Team up with **influencers**, or get their attention



Content planner: Reaching new communities

- Map influencers on the go
- Find 'real' influencers
- Think about collaborations
 - Interviews
 - Guest blogger
 - Guest Social Media Manager
 - Backstage Reporting
 - Co-create content
 - Feature in Twitter lists
 - Invite them to host events



Content planner

- Keep an eye on recurring dates or moments
 - UN day of ...
 - International day of ...
 - EU day of ...
 - Holidays
- 'Jump' on current affairs (e.g. World Cup)
- Adapt content to timing
- Try to reach new communities
- Schedule content!



“But, Kwinten,
we don’t have
time for all of
this!”





TweetDeck

Facebook scheduler



Content planner: Scheduling content

The screenshot displays the Buffer content planner interface. On the left, the 'buffer' logo is at the top, followed by an 'Accounts' section listing 'lambyk Instagram' and 'kwinlambrec Twitter'. Below this is a 'Connect More Profiles and Pages' section with icons for Twitter, Facebook, LinkedIn, and Google+. On the right, there are links for 'My Account' and 'Settings' with a gear icon. The main area shows a post being scheduled with the text 'Hello everybody and welcome to my training session. I hope you are not bored yet?'. Below the text is a dashed box for an image with a plus icon and a '199' character count. The 'Post Schedule' is set to 'Jun 27, 9:05', with 'Edit' and 'Schedule Post' buttons. Below the post, a timeline shows scheduled times: '9:05 (CEST)', '14:02 (CEST)', and '15:03 (CEST)'.

buffer

Accounts

lambyk Instagram

kwinlambrec Twitter

Kwinten La... Facebook

Connect More Profiles and Pages

My Account

Settings

Hello everybody and welcome to my training session. I hope you are not bored yet?

199

Post Schedule: Jun 27, 9:05 Edit Schedule Post

9:05 (CEST)

14:02 (CEST)

15:03 (CEST)



Oh, and don't forget to
reschedule content



Every social media update is a
three-second audition





Focus on your key message
and keep it short.



Test and build best practices

- Keep it short, but to the point (max 150 characters)
- Hashtags
- Be visual with photos, GIFs and videos
- Ask questions
- Giveaway Posts
- Links (with or without image)
- Polls
- Live
- Q&A
- Use emoji's
- Involve people



Use copy that attracts people

- **What's in it for your audience?**
 - [Do something] like [world-class example]
 - Interesting adjectives + unique nouns
 - [Amazing Headline]: Subhead
 - Who Else Wants _____ The Secret of _____
 - Little Known Ways to _____
 - Here's a Quick Way to [solve a problem]
 - Have a / Build a _____ You Can Be Proud Of
 - What Everybody Ought to Know About _____
 - [Number] Lessons I Learned From _____



Use copy that attracts people

- **What's in it for your audience?**
 - How to Survive Your First _____
 - The Ultimate List of How to _____
 - How to _____ –The Essential Guide
 - How to _____ like _____
 - How to _____ even if / without _____
 - How to _____ while _____
 - How to use _____ to _____
 - How to _____ in five easy steps



And post on a frequent basis.
The 5-3-2 rule may help tackling
this challenge



And don't be scared.

Work on a moderation policy.



Moderation policy

- Behave as you would face to face
- Respond to comments with facts, not with emotion
- If people *complain*, suggest to continue the conversation via private message
- If comments are harsh, hide them
- If comments are racist, xenophobic, ... delete them and refer to your **moderation policy**
 - On your website
 - In the 'About' section of your page





Advertising

There's one more thing...



Advertising helps getting
leverage



Why advertising?

- organic reach is decreasing
- it will increase your brand awareness
- it will reach a targeted audience
- it is cost-efficient
- it is measurable
- it encourages YOU to be creative



There are plenty of advertising formats

**Jasper's Market**
Sponsored · 🌐


Like Page

Stop by Jasper's and take a look at our latest shipment of fresh produce!




32 Likes 3 Comments 2 Shares

Like Comment Share Buffer

**Jasper's Market**
Sponsored · 🌐

Like

Jasper's Market is now open downtown! We feature a large selection of fresh produce to help you meet all of your family's cooking needs.



1 Like 1 Comment

Like Comment Share Buffer

Suggested Post

**Jasper's Market**
Sponsored · 🌐

The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you. There's no place on earth like Hawaii.



Tap to open


From the farm to your table.

1.2K Likes 121 Comments

Like Comment Share





There are plenty of advertising formats

**Jasper's Market**
Sponsored · 🌐

Like Page

Stop by Jasper's and take a look at our latest shipment of fresh pr



**Jasper's Market**
Sponsored · 🌐

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.





Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.
WWW.JASPERS-MARKET.COM


88 Likes 5 Comments 13 Shares


Like Comment Share Buffer

**Jasper's Market**
Sponsored · ⚙️


Like

a large selection of g needs.



**Jasper's Market**
Sponsored · 🌐


Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.




Set of five w
\$20

12 Likes 2 Co


Like


**jaspersmarket**
Sponsored



12 Likes 2 Co

jaspersmarket Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!


**jaspersmarket**
Sponsored




12 Likes 2 Co

jaspersmarket Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!

Suggested Post

**Jasper's Market**
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The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you. There's no place on earth like Hawaii.



From the farm to your table.

Likes 121 Comments

Like Comment Share



There are plenty of advertising formats

- Twitter advertising
- Google advertising
- YouTube ads
- LinkedIn Ads
- Instagram ads
- ...

There are plenty of advertising formats: USPs



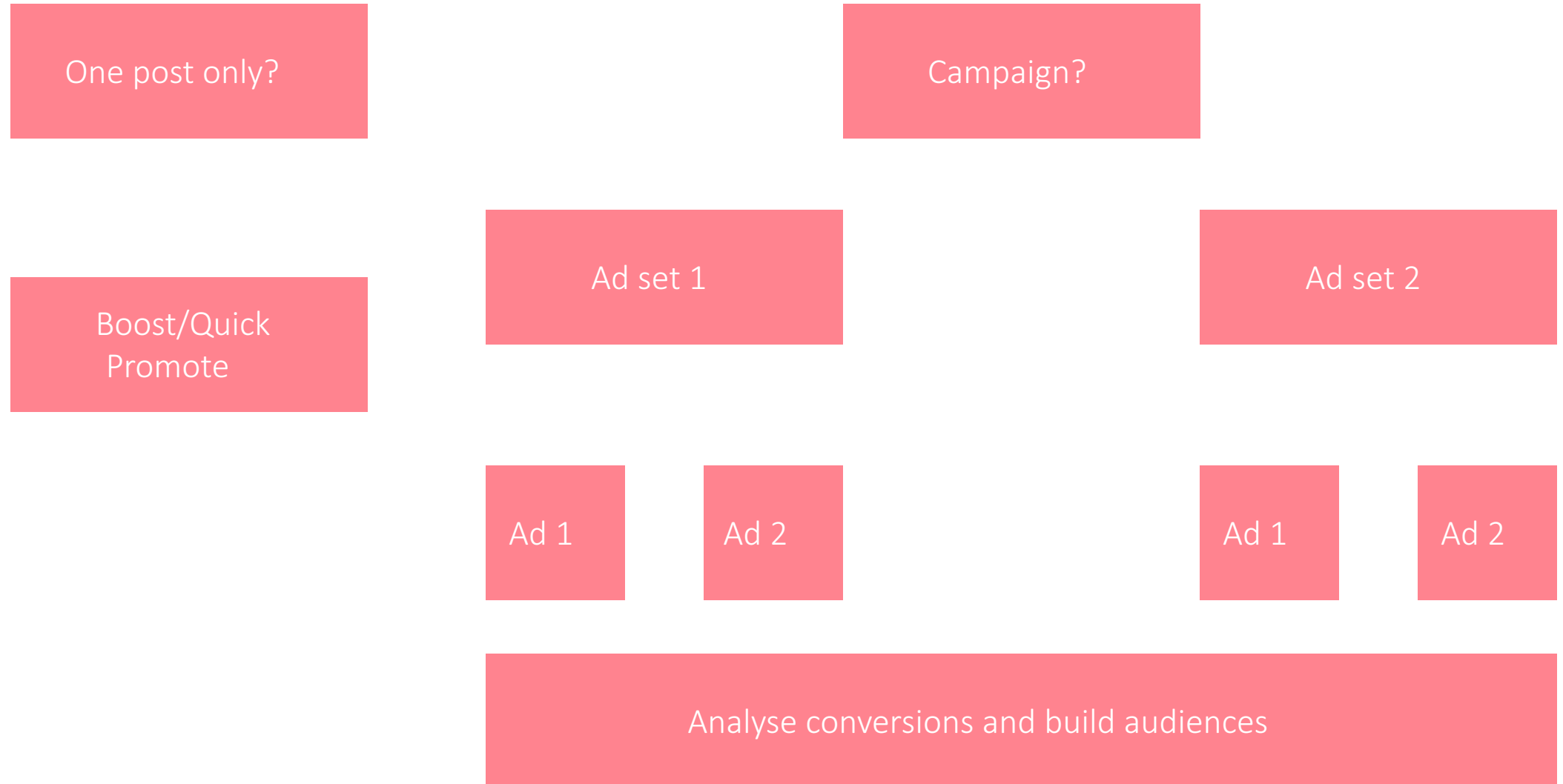
Facebook	Twitter	LinkedIn	Instagram
Interests	Hashtags jacking	Very narrow targeting	Young audience
Location	Followers of account	Lead ads, Carousel	Creativity
Look-a-likes			Stories
Retargeting			



Key tips

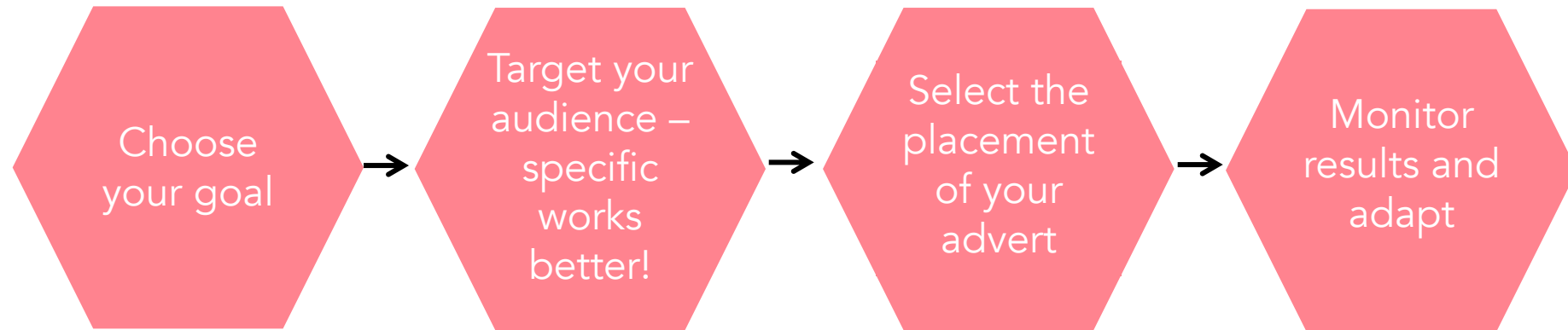
- Define a budget first, how much are you willing to spend?
- Choose the right platform, taking into account content and audience
- Adapt your ads on the go
- Promote content that is 'doing well' already

Campaign structure



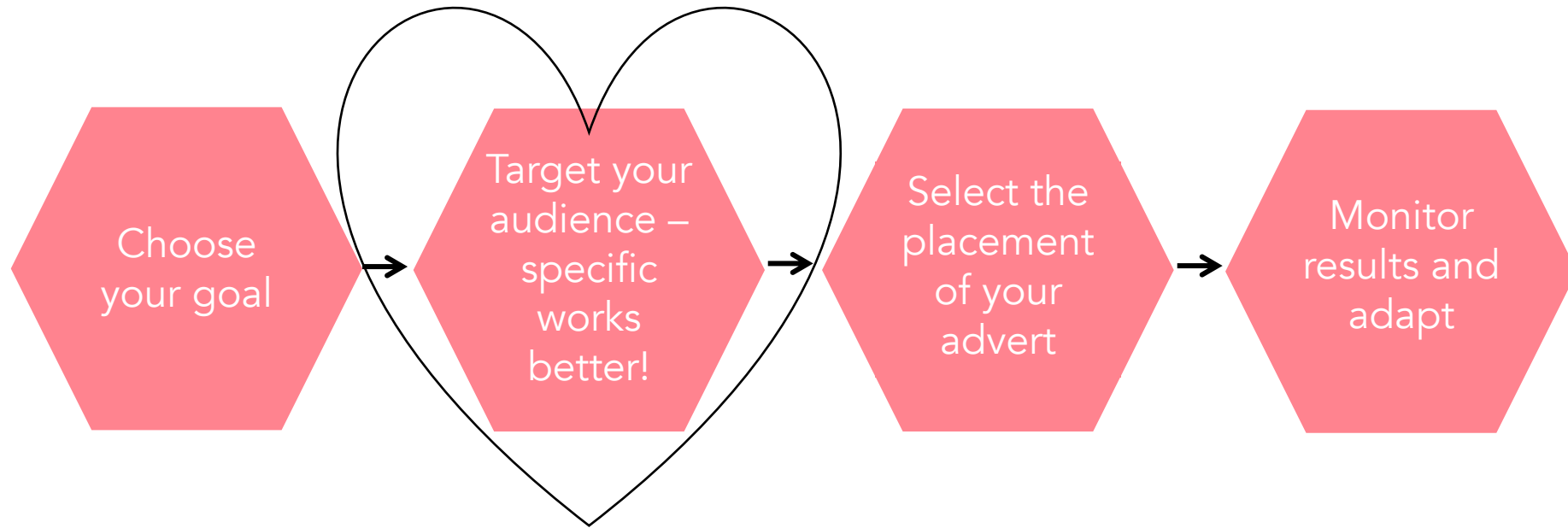


Campaign structure





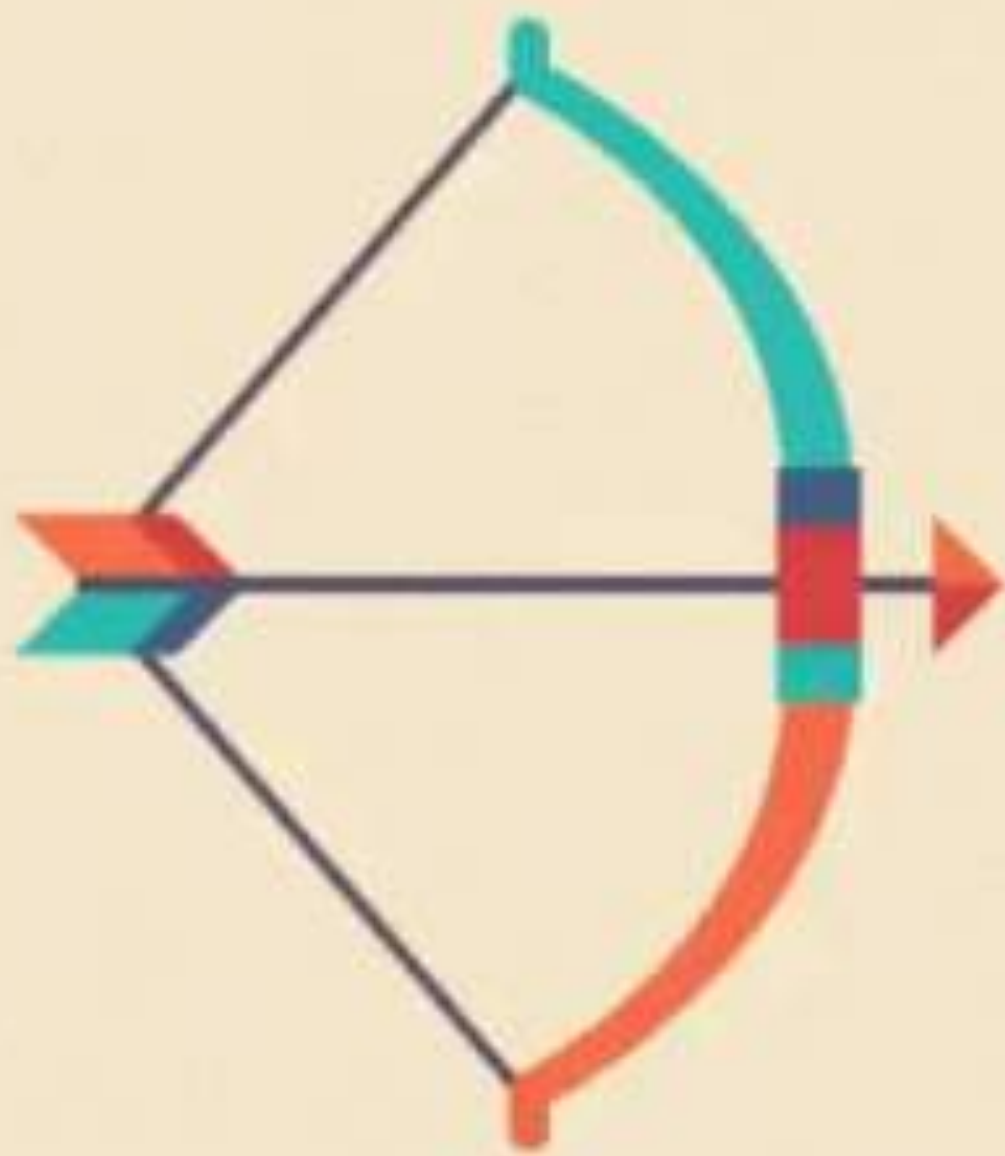
Campaign structure





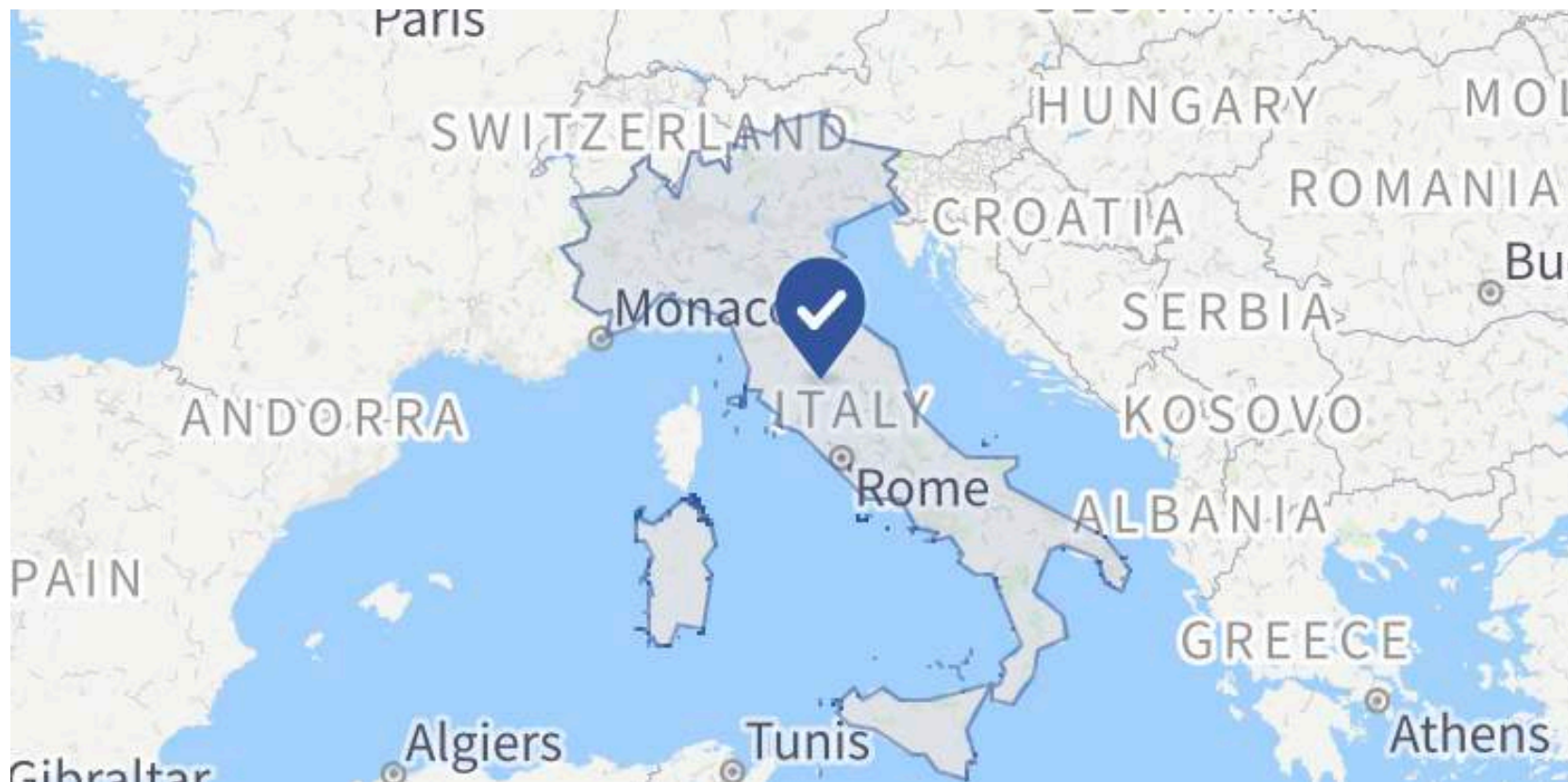
Targeting is so powerful

- Location, gender, age, language
- Device
- General interests
- Website visits
- Lookalike audiences
- CRM lists



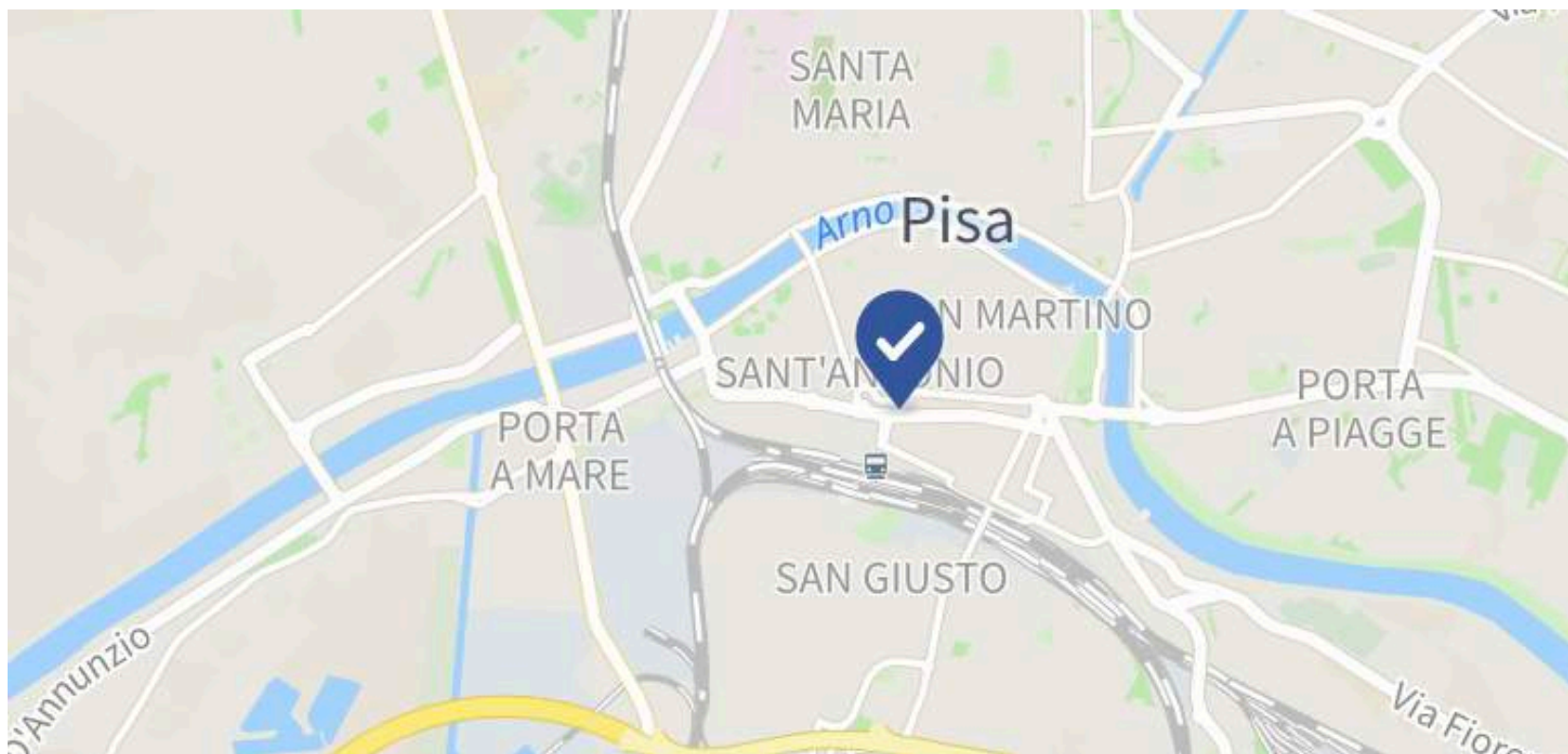


Location on Facebook



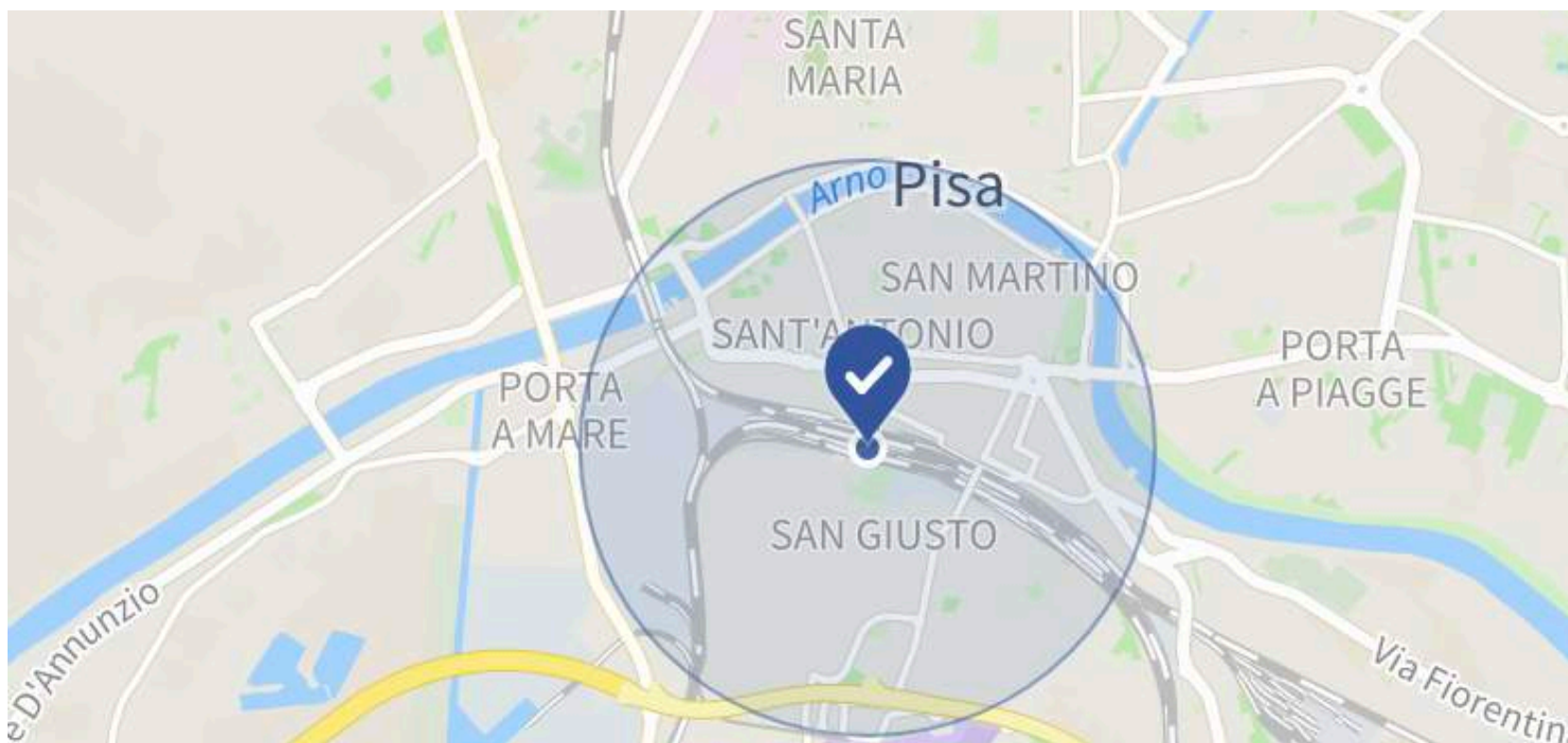


Location on Facebook





Location on Facebook





Key tips

- Be prepared
- Create good-looking content: video is hot
- Test and adapt accordingly
- Optimise your placement
- Scale your budget
- Avoid audience saturation
- Analyse conversions and Cost Per XXX

Convinced?

Your boss isn't?

Ask him/her: "What's the RONI?"





Thank you!

Get in touch for a creative brainwash, or
brainstorm.

Kwinten Lambrecht

www.kwin.be

@kwinlambrecht

Exercise

8 groups

Show EU-funded projects in Pisa in a creative way, accompanied by a top notch copy.

GROUPS 1 + 2 = GIF on Twitter

GROUPS 3 + 4 = Short video on Facebook

GROUPS 5 + 6 = Infographic about one or more projects on Twitter

Groups 7 + 8 = A creative slideshow on Facebook

Exercise

Think about format and length, hashtags, tagging, geotagging, links, ...

Potential tools:

Gravie, Giphy, Gifmaker, Biteable, Snappa, Canva, Inshot, Adobe Spark, ...