



COMPASSMEDIA

**DIGITAL SUMMIT | SOCIAL MEDIA STRATEGY &
ADVERTISING**
APRIL 20, 2023



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Marketing



STEPHANIE MAY

Content Director

AGENDA

TOP SOCIAL MEDIA PLATFORMS

SHORT-FORM VIDEO CONTENT

INSTANT EXPERIENCES PAGE

**CONTENT & BOOSTING
STRATEGIES**

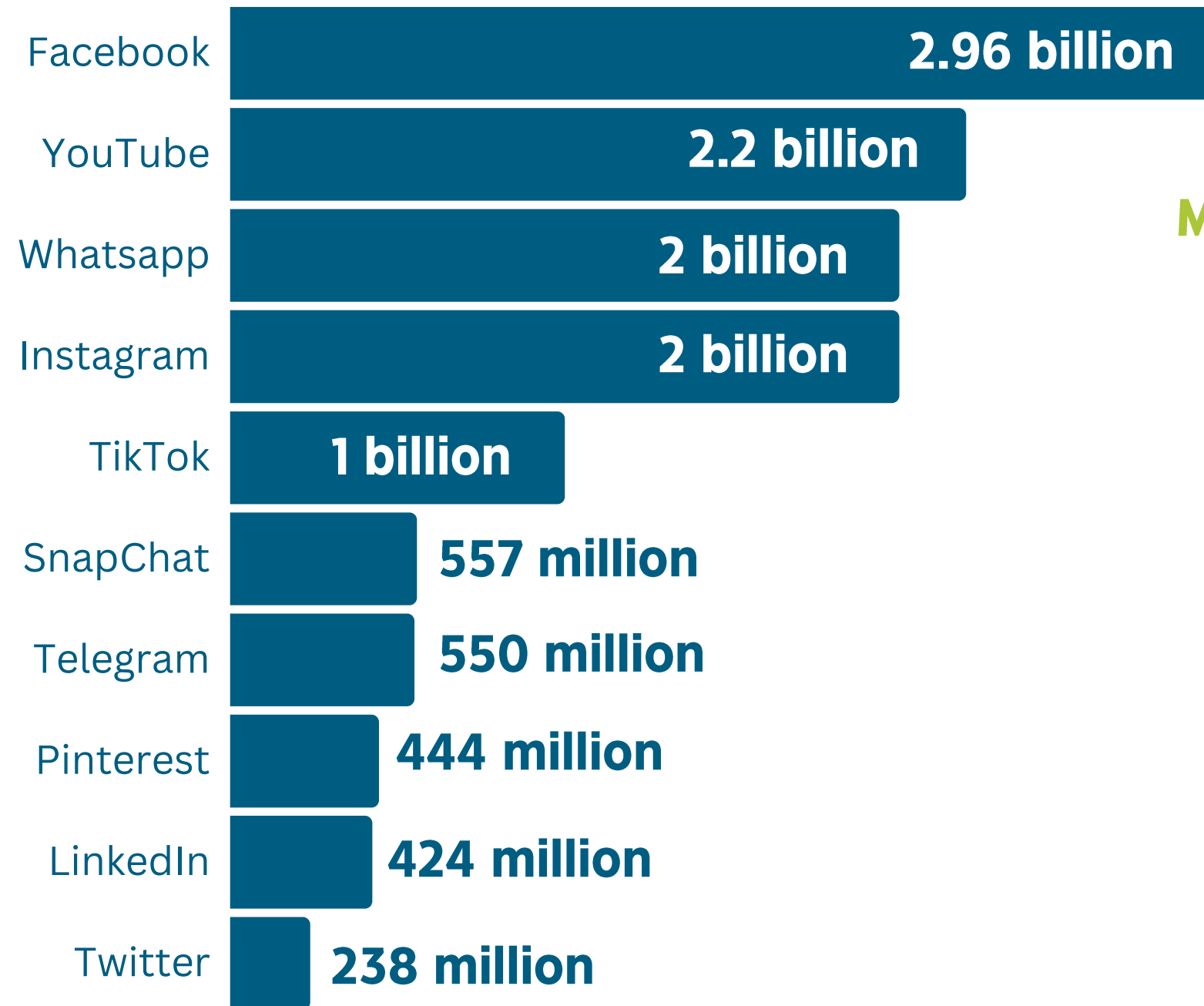
CUSTOM & LOOKALIKE AUDIENCES

COMPASSMEDIA

**LET'S
GET
SOCIAL!**

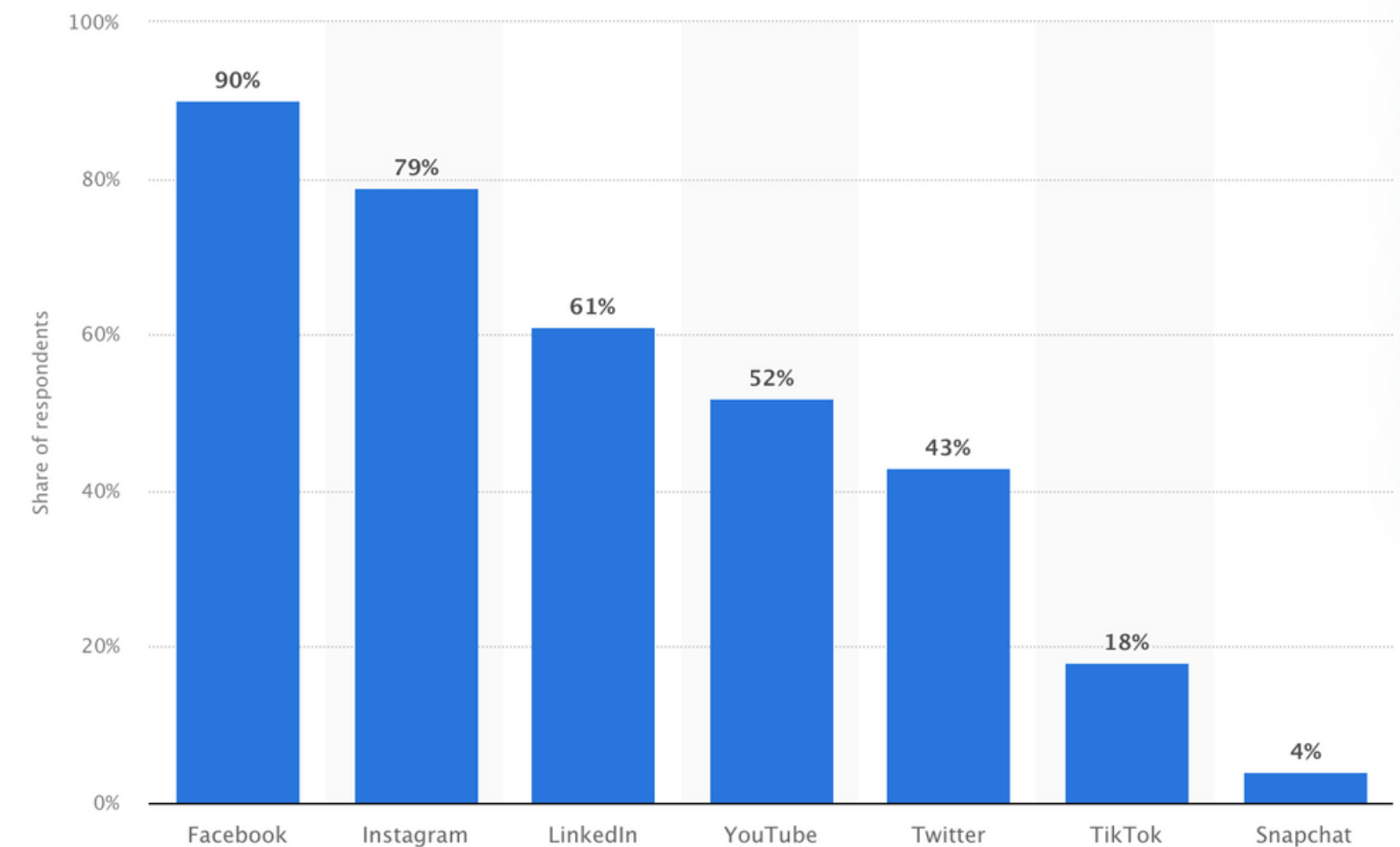








MOST POPULAR SOCIAL MEDIA PLATFORMS









Monthly Active Users

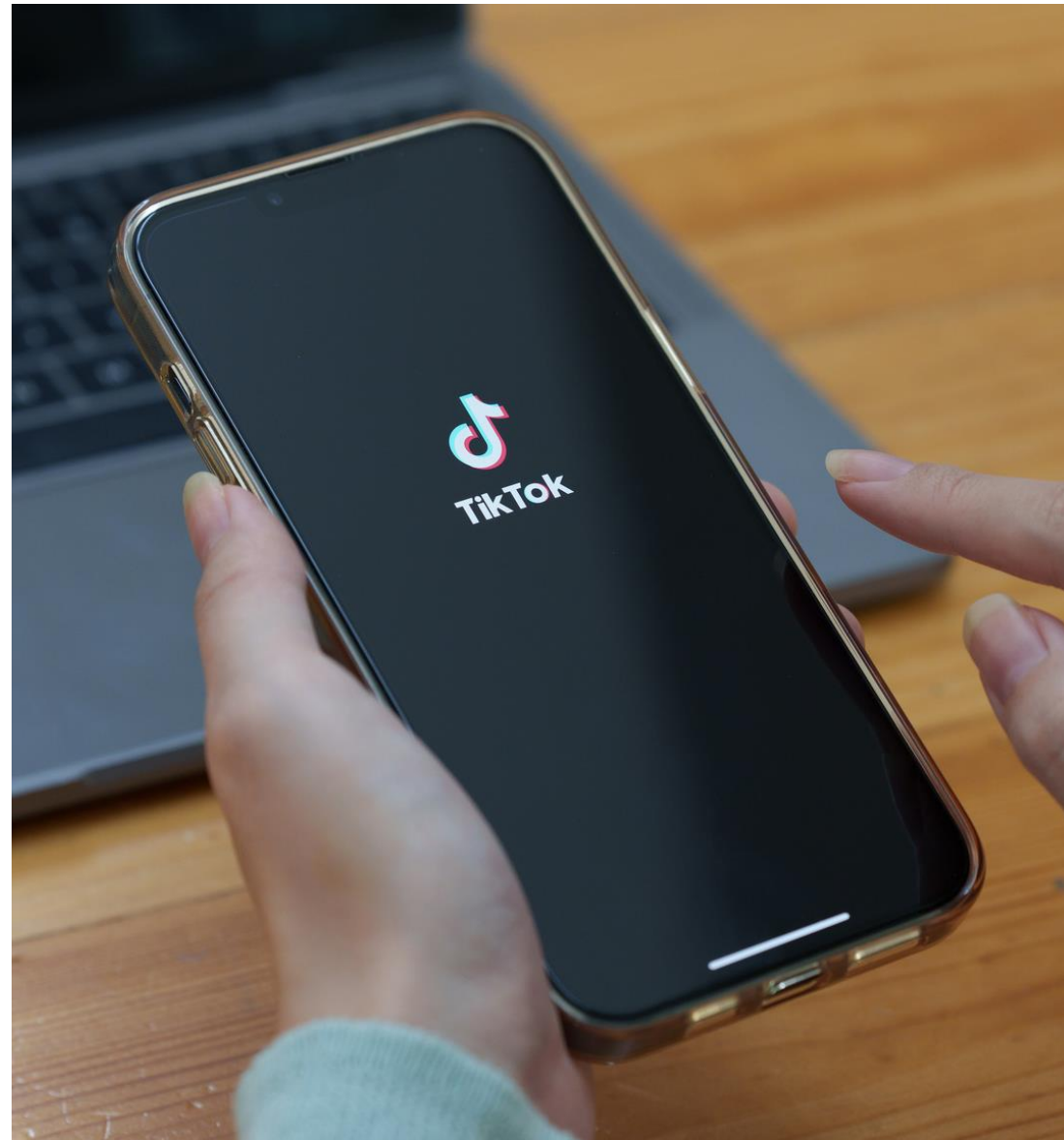
Most Popular Social Media Platforms for Marketers



						
PEOPLE	25-65+ Boomers	18-34 Millennials	25-49 Educated /Wealthy	46-55 Professionals	10-39 Female (60%)	15-35 Male (54%)
EMOTIONS	<ul style="list-style-type: none"> • Informed • Overwhelmed • Guilty • Curious • Self-conscious • Connected • Entertained • Isolated • Lonely 	<ul style="list-style-type: none"> • Inspired • Entertained • Adventurous • Smart • Flirtacious • Self-conscious • Creative • Playful • Attractive 	<ul style="list-style-type: none"> • Anxious • Isolated • Overwhelmed • Informed • Flirtacious • Lonely • Self-conscious • Guilty • Depressed 	<ul style="list-style-type: none"> • Informed • Smart • Inspired • Celebratory • Connected • Motivated 	<ul style="list-style-type: none"> • Funny • Creative • Informed • Motivated • Practical 	<ul style="list-style-type: none"> • Informed • Entertained • Funny • Curious • Playful
WEAKNESS	Weak organic reach	High Ad Costs	See Emotions	Reporting & custom audience	Reporting & See News	Video Production

						
STRATEGIES	<ul style="list-style-type: none"> • Local Marketing • Advertising • Building relationships 	<ul style="list-style-type: none"> • Ecommerce • Organic engagement • Influencer 	<ul style="list-style-type: none"> • Customer Service • Ads targeting males 	<ul style="list-style-type: none"> • B2B • Organic engagement • International 	<ul style="list-style-type: none"> • Influencer marketing • Advertising 	<ul style="list-style-type: none"> • SEO • Ads targeting below 35
CONTENT	Images, Vertical Videos	Images, Vertical Videos	Text, Images	Images, Videos	Vertical Videos	Videos, Vertical Videos

The Future of TikTok?

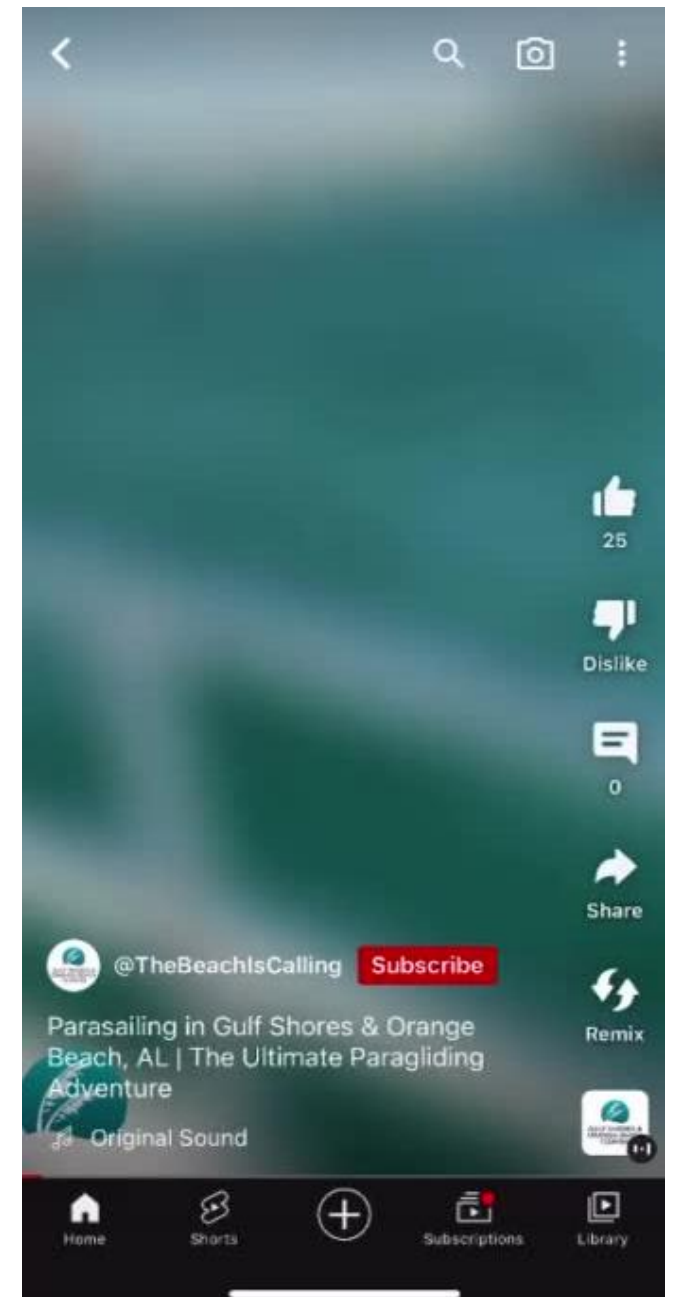
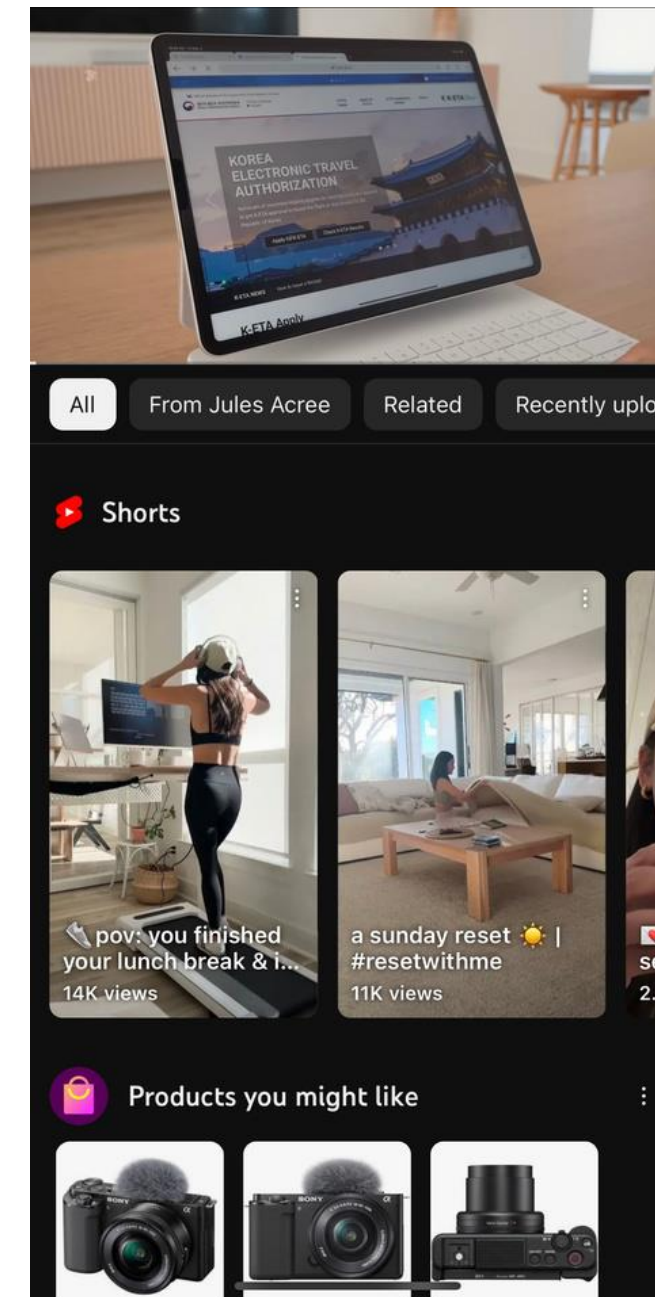
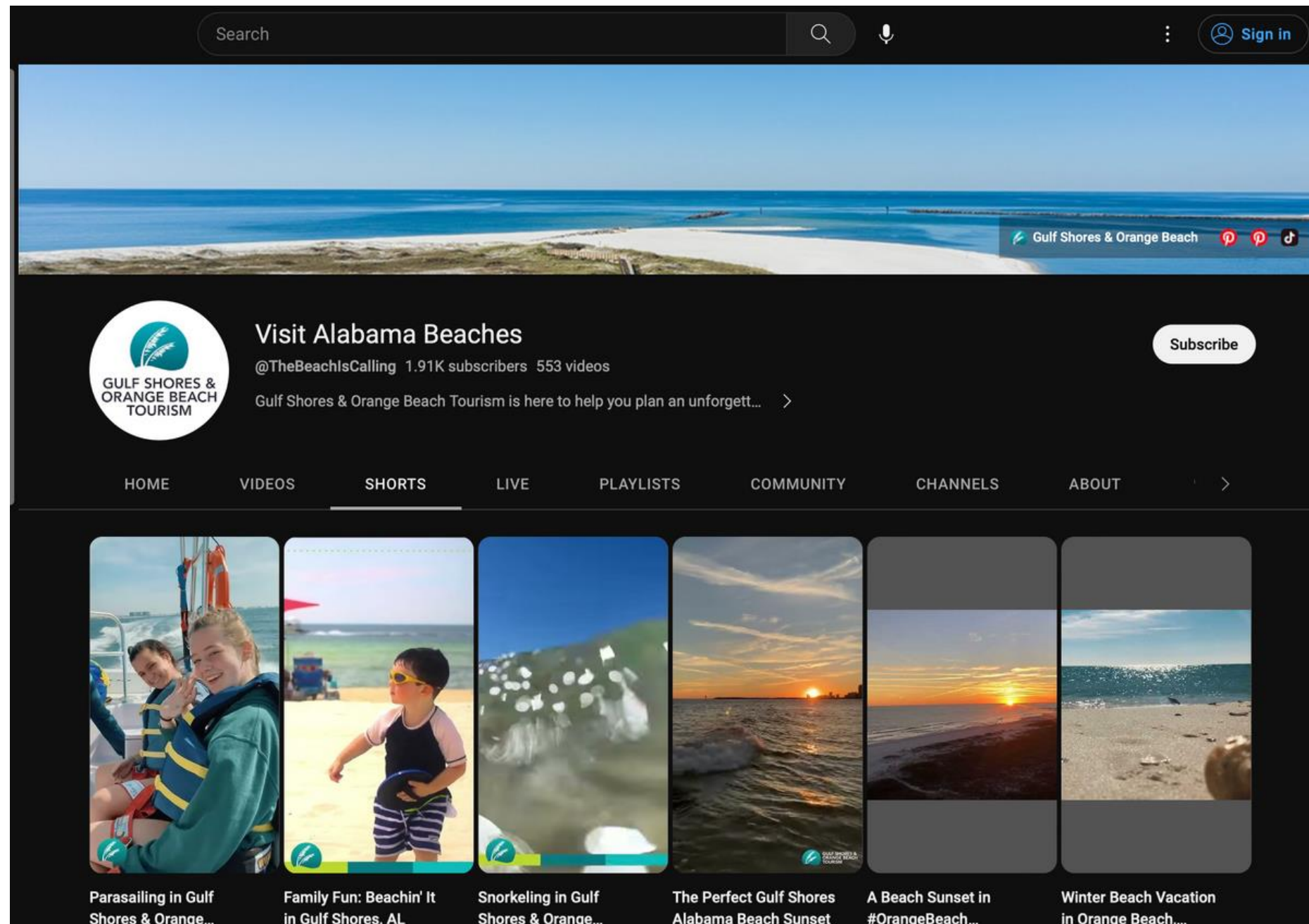


Ad spend on TikTok in the US grew 6% month over month in March - despite a potential national ban of the platform.

It grew more than 30% year over year.

The travel & tourism industry bumped up its ad spend on the platform more than 300% compared to Q1 of last year.

YouTube, But Shorter!

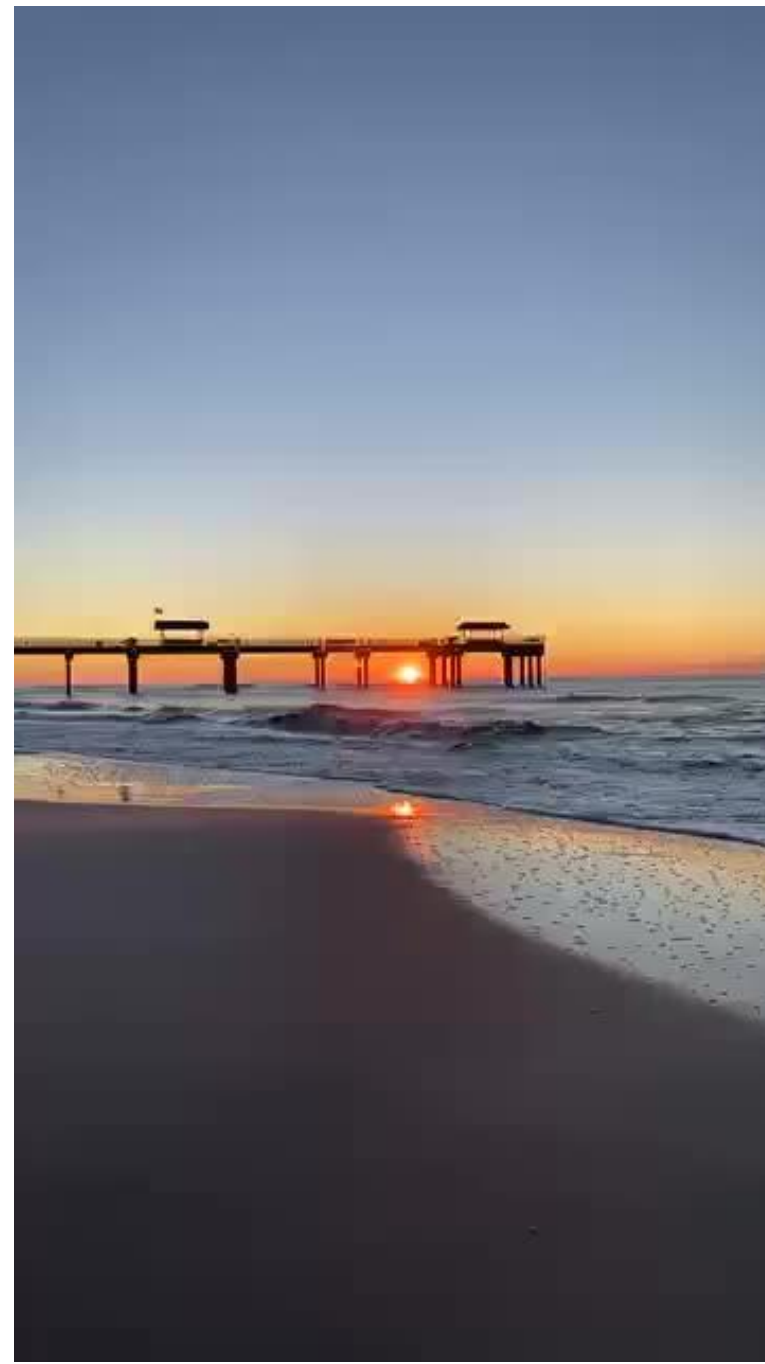




SHORT-FORM VERTICAL VIDEOS



Short Form Videos

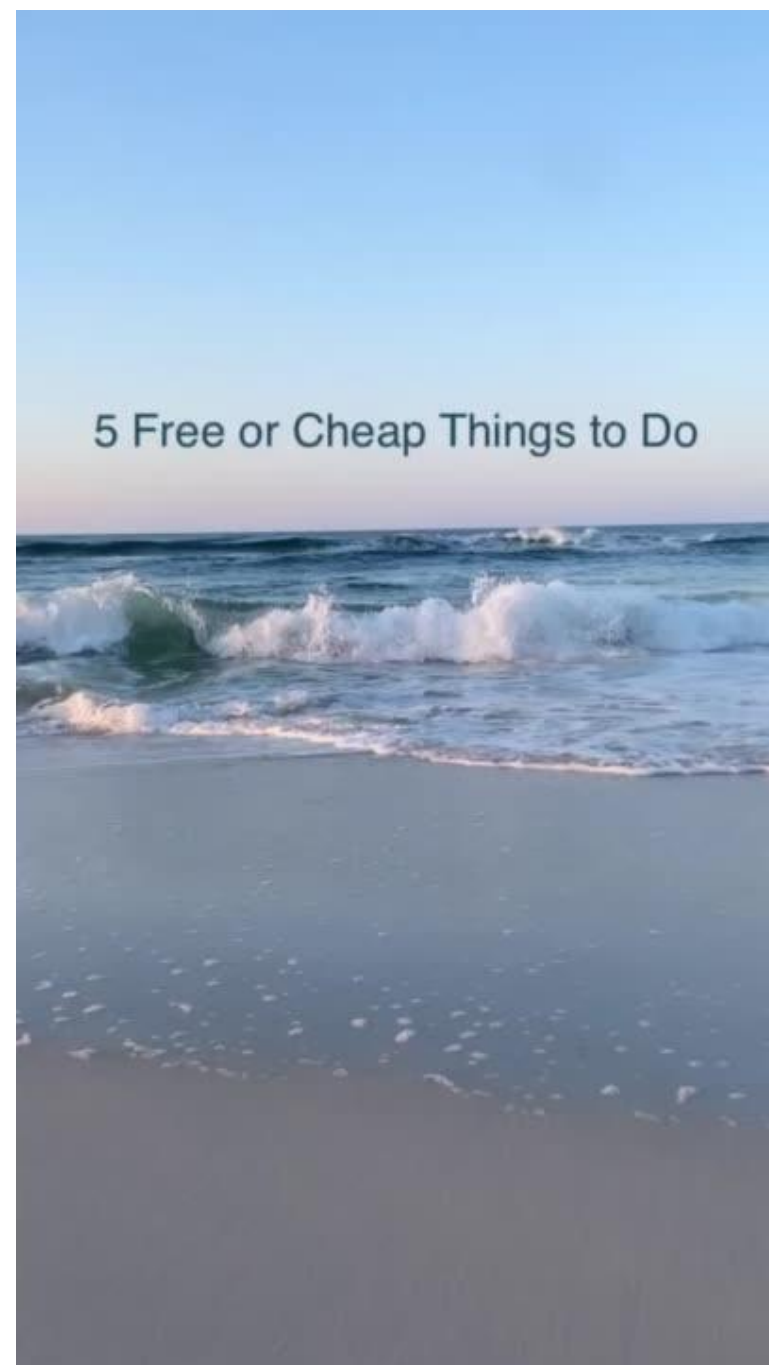
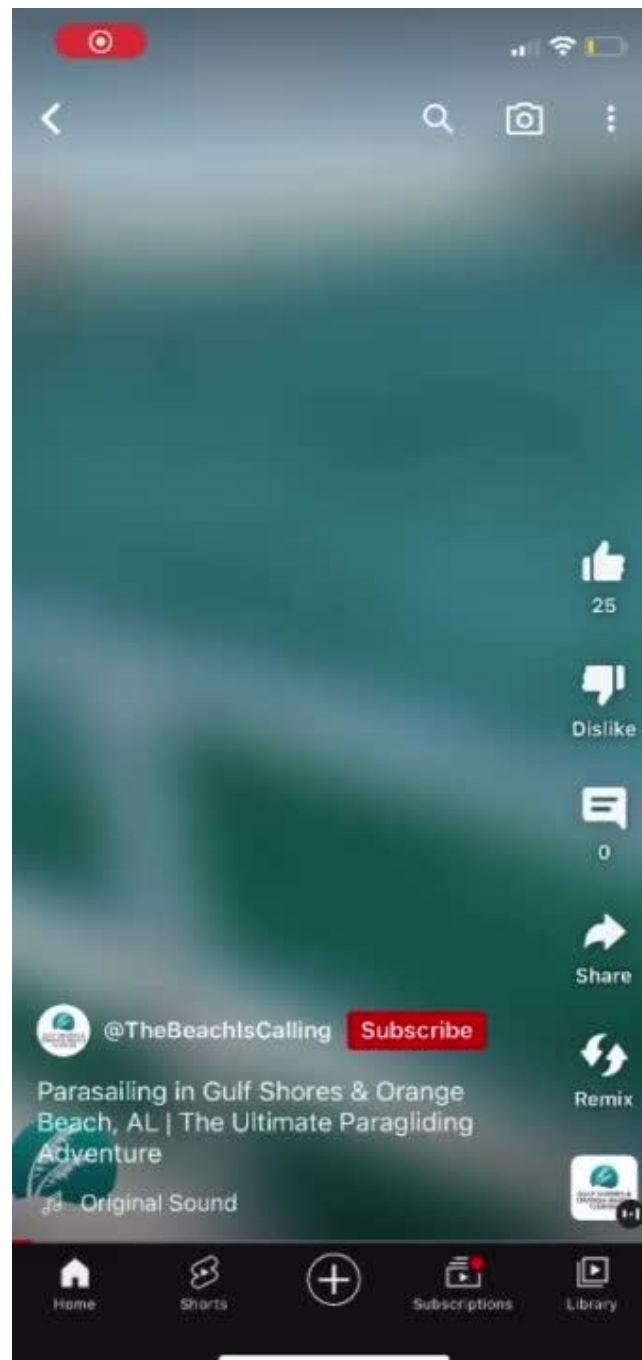


Tell a visually-engaging story in under 60 seconds.

9X more likely to engage than any other type of content.

You can build videos on Instagram, TikTok or using 3rd party apps, like Vimeo.

Short Form Video Tips



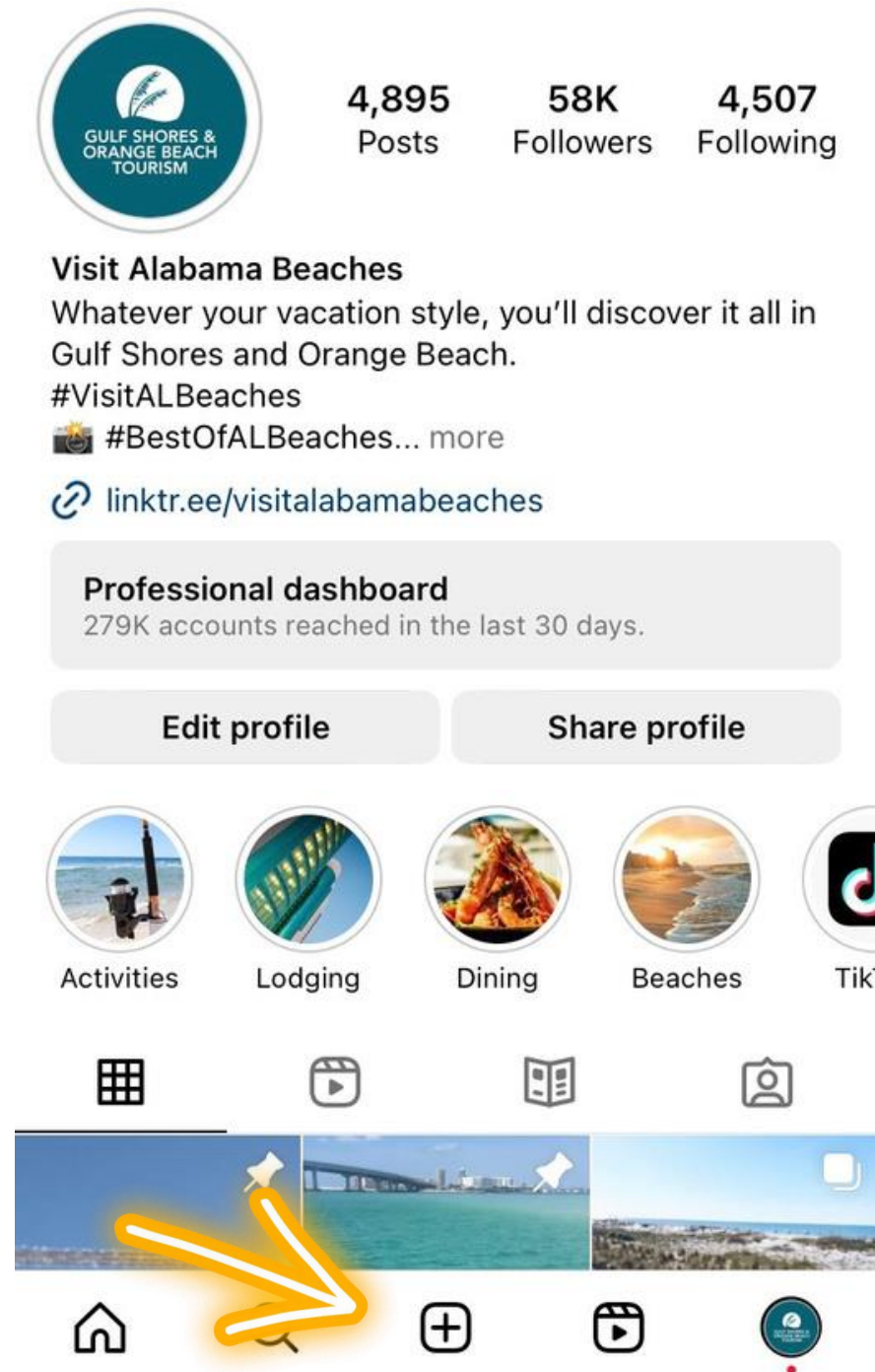
15-30 second videos are the most engaging.

Optimize your video captions/hashtags for SEO.

Listicles continue to engage!

Note that music available to business accounts is limited.

Creating Reels on Instagram



Visit Alabama Beaches
Whatever your vacation style, you'll discover it all in Gulf Shores and Orange Beach.
#VisitALBeaches
🏖️ #BestOfALBeaches... more
linktr.ee/visitalabamabeaches

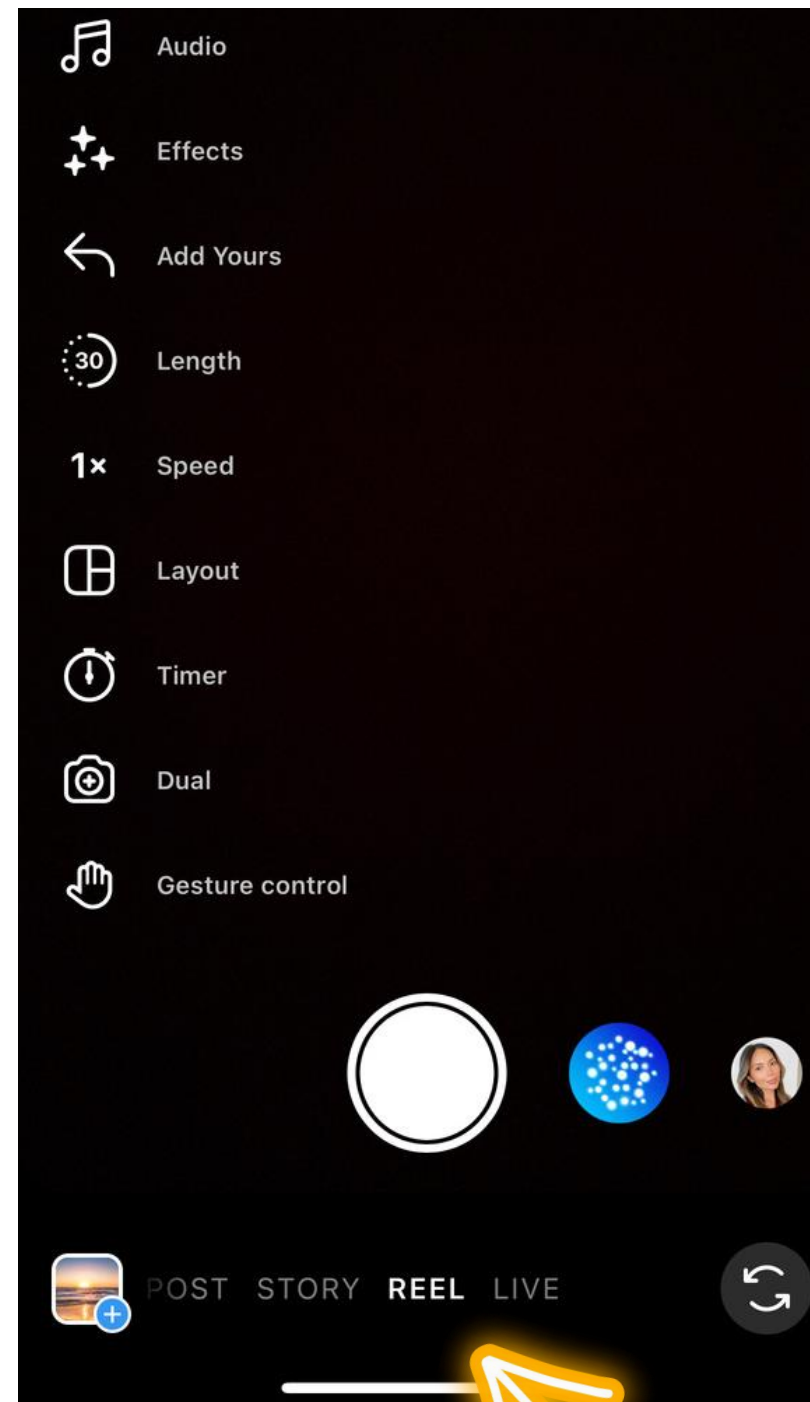
Professional dashboard
279K accounts reached in the last 30 days.

[Edit profile](#) [Share profile](#)

Activities Lodging Dining Beaches Tik

Home Search Reels Add Post Story Reel Live

A yellow arrow points from the 'Reels' icon in the bottom navigation bar to the 'Reels' tab in the top navigation bar of the profile page.



Audio
Effects
Add Yours
Length
Speed
Layout
Timer
Dual
Gesture control

POST STORY REEL LIVE

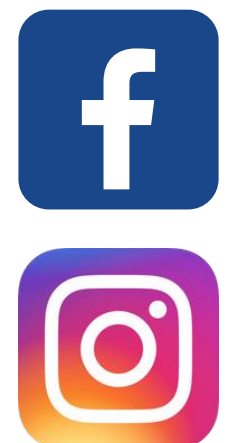
A yellow arrow points from the 'REEL' tab in the bottom navigation bar to the 'REEL' tab in the top navigation bar of the creation interface.



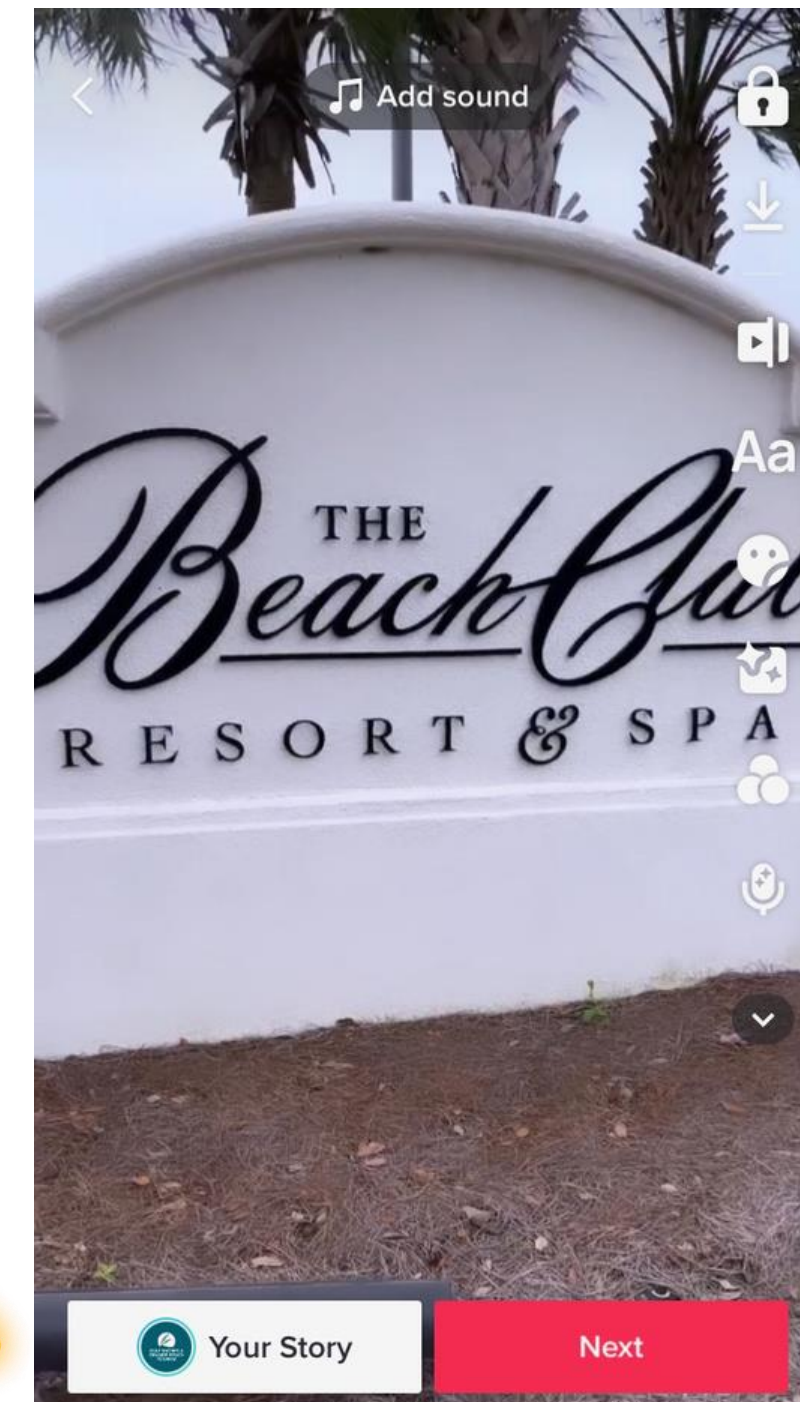
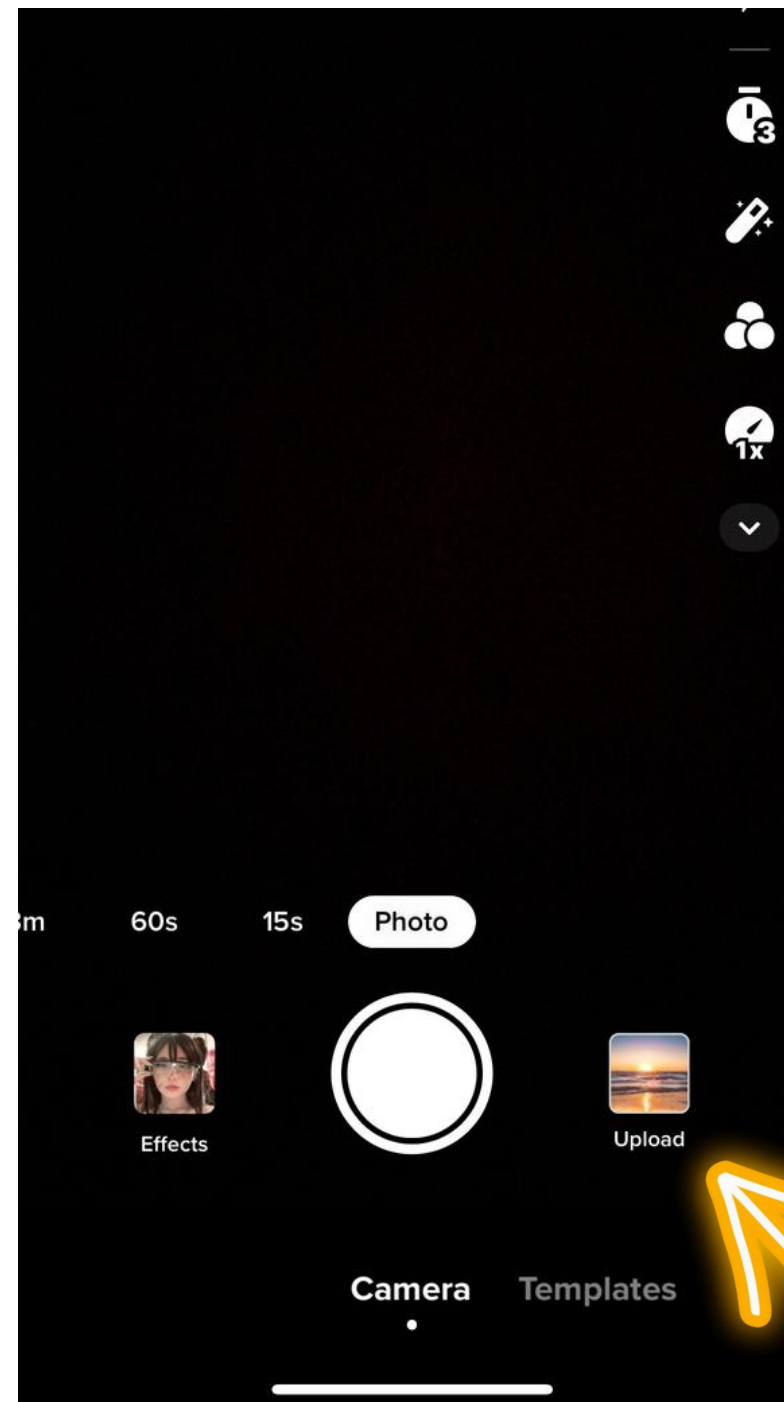
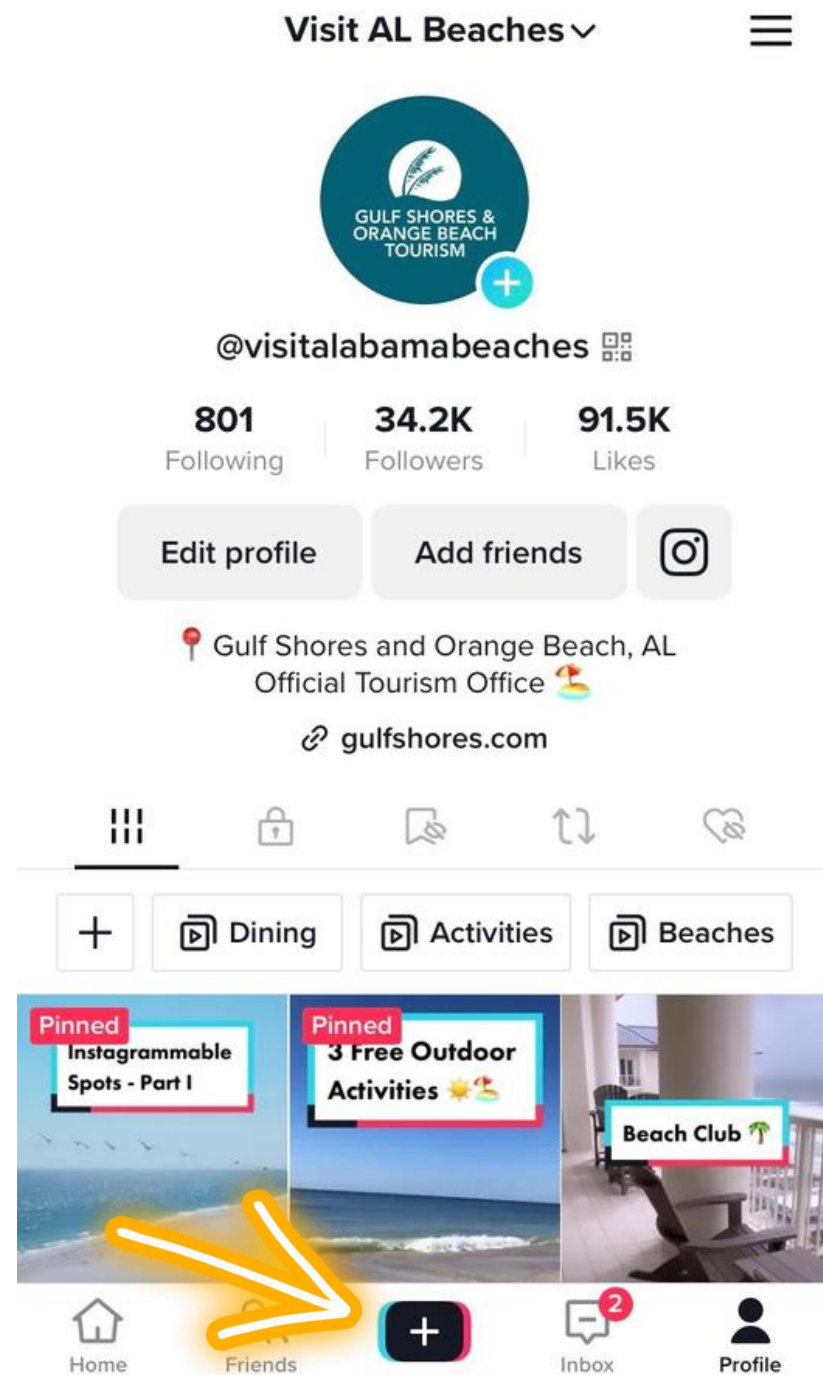
Explore audio
Tap to browse

0:38

Edit clips Next



Creating Videos on TikTok



INSTANT EXPERIENCES



What Is It?

A full-screen experience that opens after someone taps your ad on a mobile device.

You can create an Instant Experience to visually highlight your brand or products and services.



On land or on the water, Gulf Shores and Orange Beach provide plenty of ways to enjoy your vacation. Visit the zoo. Take a hike. Take a cruise.



View Digital Vacation Guide



Visit Alabama's Beaches

Head to the white-sand beaches of Gulf Shores and Orange Beach for a spring family vacation to remember!



Book Your Stay

ads.tiktok.com





On land or on the water, Gulf Shores and Orange Beach provide plenty of ways to enjoy your vacation. Visit the zoo. Take a hike. Take a cruise.




[View Digital Vacation Guide](#)



Vacation & Travel Gu...

www.gulfshores.com



GULF SHORES &
ORANGE BEACH
TOURISM

Alabama's White-Sand Beaches

MENU

Vacation Guide & Brochures

Scroll down and fill out the form to order your copy of the 2023 Gulf Shores & Orange Beach Vacation Guide. Please be sure to include your contact details and to click each of the desired publications and other collateral you wish to receive.

Once you submit your request, you can expect to receive your materials in two weeks. Please note: C...
Vacation Guide is included with each order unless unselected. *E-mail addresses will not be sold. See our*



Visit Alabama's Beaches

Head to the white-sand beaches of Gulf Shores and Orange Beach for a spring family vacation to remember!



[Book Your Stay](#)

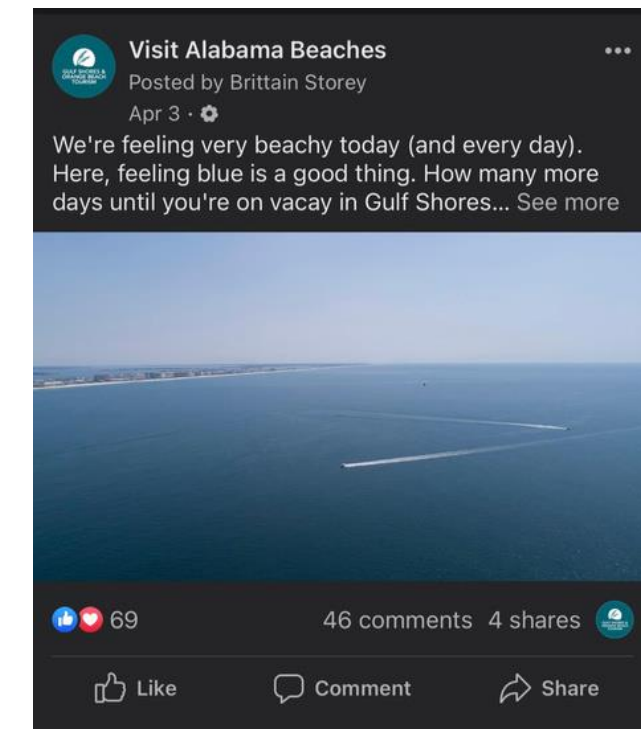
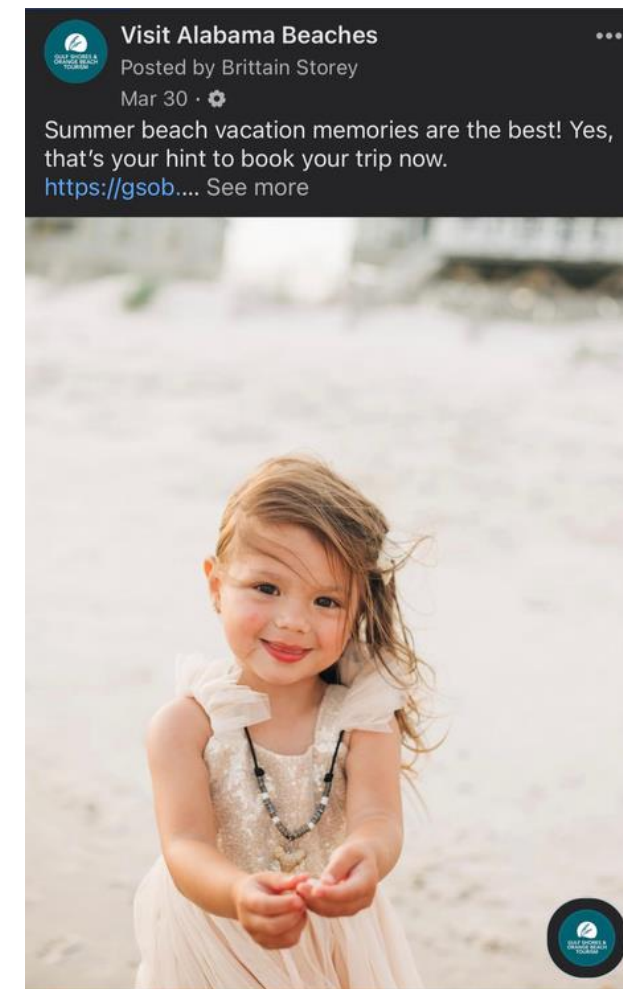
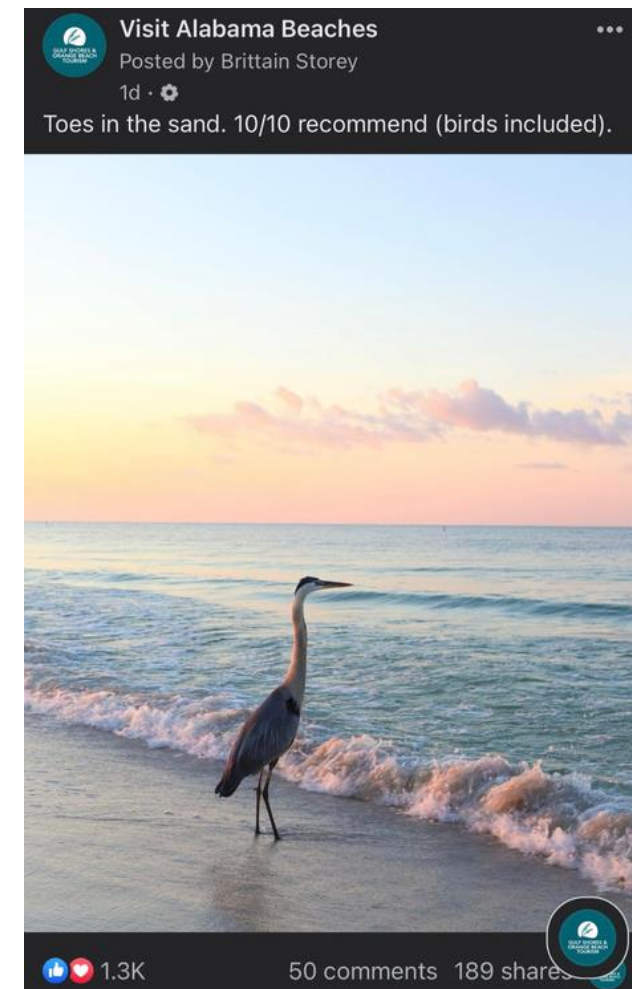
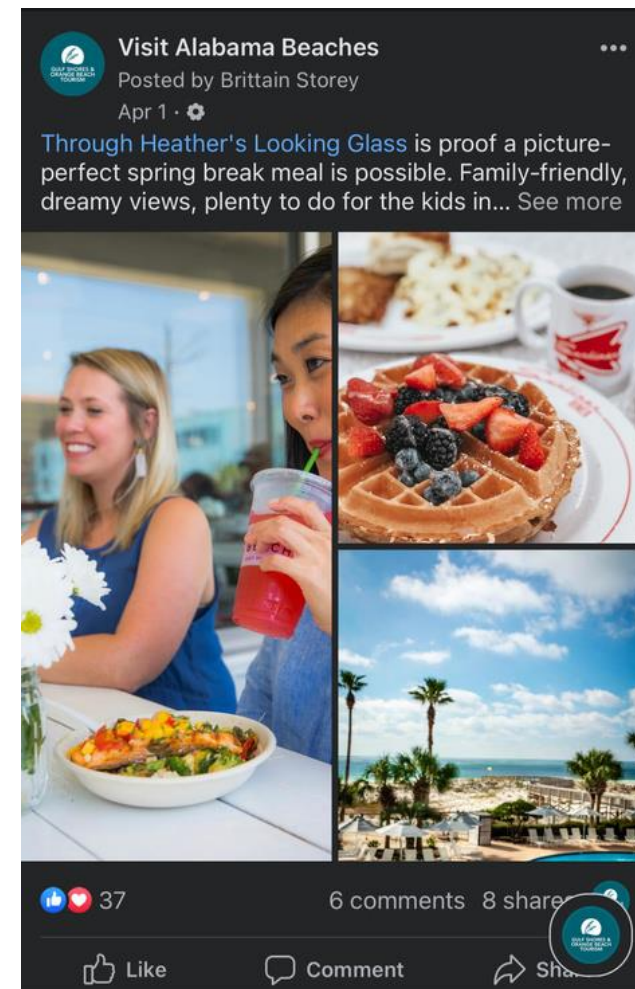
ads.tiktok.com



**CONTENT THAT
(GETS) CLICKS!**



#1 Goal - Make Users STOP Scrolling



Think mobile-first when choosing content!
Adding text or graphics cuts down on engagement (and reach).

They Stopped Scrolling. Now What?

People are 5X more likely to read the HEADLINE vs CAPTION.

Keep it short, but specific and engaging.

HEADLINE →



← **CAPTION**

- Ask a question
- Fun facts
- Tutorials
- Keep it conversational

Stories for Facebook, Instagram & Messenger




Share new products / menu items / offers / sales.
Don't post too many in a day.
If you have more than 10K followers, you can (and should) link to your website.



Boosting Strategies




- Vacation rentals, real estate, insurance, or employment-related posts need to choose a “special category” for the boost to be approved.
- Posts about alcohol need to be targeted to 21+ audience.



Visit Alabama Beaches
 Published by Brittain Storey · 3d ·

When it comes to views, sandy toes and salty air, Gulf Shores and Orange Beach aren't too shabby. We are, however, pretty crabby. In a good way! Find everyone's favorite local crustacean during your vacation: <https://gsob.co/3JJibHu>



11,866
 People reached

158
 Engagements

—
 Distribution score

Boost post

68

7 comments
 10 shares

- Choose your goal. Don't choose “Automatic”.
- Location is key for a local business.
- Pay attention to the audience size based on your budget.

Goal

What results would you like from this ad?

Automatic
 Let Facebook select the most relevant goal based on your settings.

Get more messages
 Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.

Get more engagement
 Show your ad to people who are likely to react, comment and share.

Get more leads
 Use a form to collect contact information from potential customers.

Get more website visitors
 Show your ad to people who are likely to click on a URL in it.

Get more calls
 Show your ad to people who are likely to call your business.

Cancel
 Save

Audience

Who should see your ad?

People you choose through targeting

Audience details
 Location - living in: United States: Gulf Shores (+10 mi) Alabama
 Age: 18 - 65+

People in your local area

Create new

Duration

Days
 7

End date
 Apr 24, 2023

Total budget

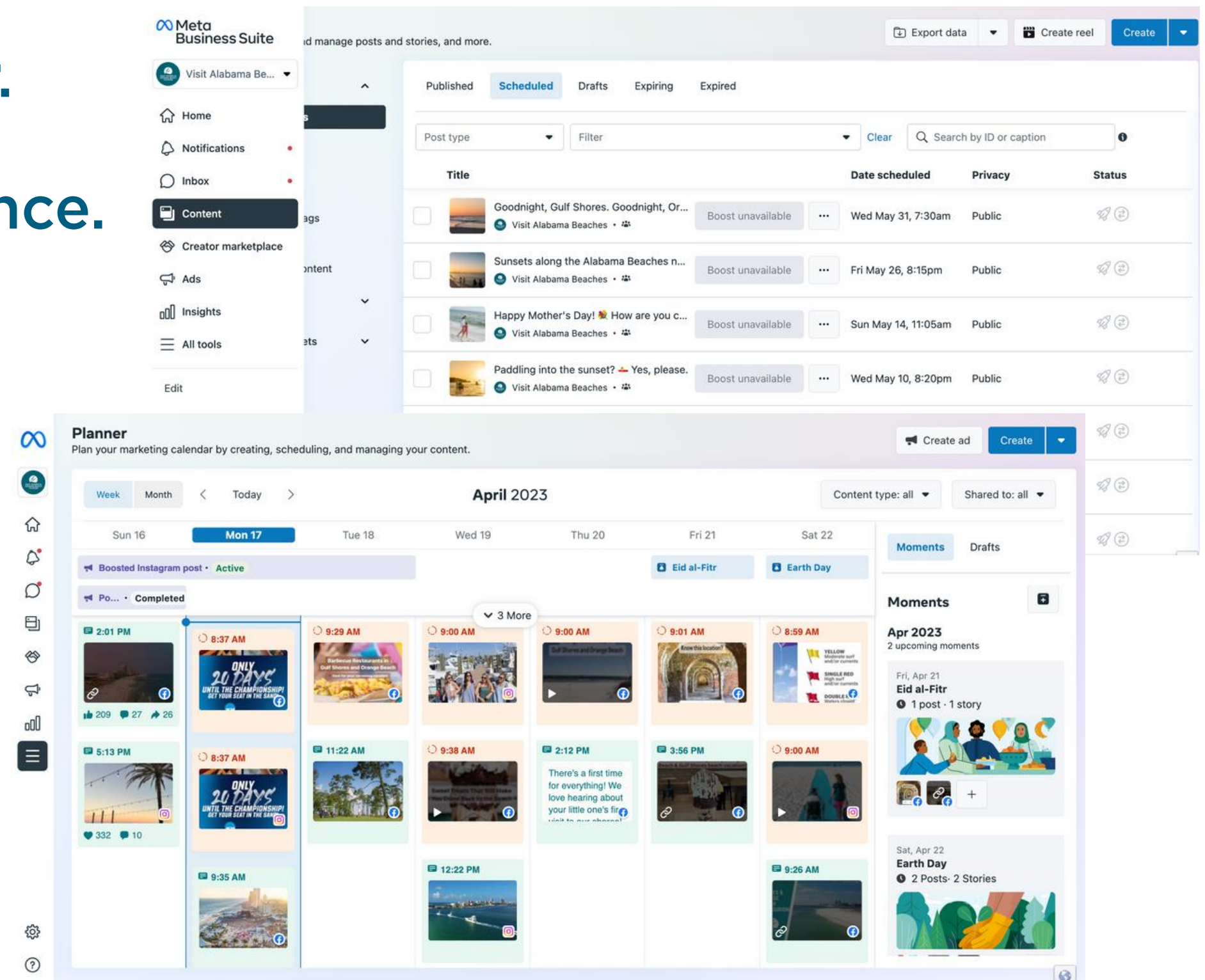
Estimated 152 - 438 Accounts Center accounts reached per day

\$ 14.00

\$1.00
 \$1,000.00

Pro Social Media Content Tips

- Create a content calendar.
- Schedule content in advance.
- Batch content creation.
- Reuse engaging content.
- Optimize your captions!
#locationpins
#hashtags



CUSTOM & LOOKALIKE AUDIENCES



Custom Audience

An audience made up of people who have already shown interest in your business.

Lookalike Audience

An audience made up of people who are similar to (or "look like") the people in a custom audience.



How Do You Create a Custom Audience?

Your Sources:

- **Website (requires pixel)**
- **Customer List**
- **App Activity**
- **Offline Activity**

Meta Sources:

- **Facebook Page**
- **Instagram Account**
- **Events**
- **Lead Form**
- **Video**
- **Shopping**
- **Instant Experience**

Custom Audiences from Email Lists

	A	B	C	D	E	F	G	H	I	J	K
1	First Name	Last Name	Company Name	Address	City	County	State	Zip	Phone1	Phone2	Email
2	James	Butt	Benton, John B Jr	6649 N Blue Gum St	New Orleans	Orleans	LA	70116	504-621-892	504-845-1427	jbutt@gmail.com
3	Josephine	Darakjy	Chanay, Jeffrey A Esq	4 B Blue Ridge Blvd	Brighton	Livingston	MI	48116	810-292-938	810-374-9840	josephine_darakjy@darakjy.org
4	Art	Venere	Chemel, James L	8 W Cerritos Ave	Bridgeport	Gloucester	NJ	8014	856-636-874	856-264-4130	art@venere.org
5	Lenna	Paprocki	Feltz Printing	639 Main St	Anchorage	Anchorage	AK	99501	907-385-441	907-921-2010	lpaprocki@hotmail.com
6	Donette	Foller	Printing Dimensions	34 Center St	Hamilton	Butler	OH	45011	513-570-189	513-549-4561	donette.foller@cox.net
7	Simona	Morasca	Chapman, Ross E	3 Mcauley Dr	Ashland	Ashland	OH	44805	419-503-248	419-800-6759	simona@morasca.com
8	Mitsue	Tollner	Morlong Associate	7 Eads St	Chicago	Cook	IL	60632	773-573-691	773-924-8565	mitsue_tollner@yahoo.com

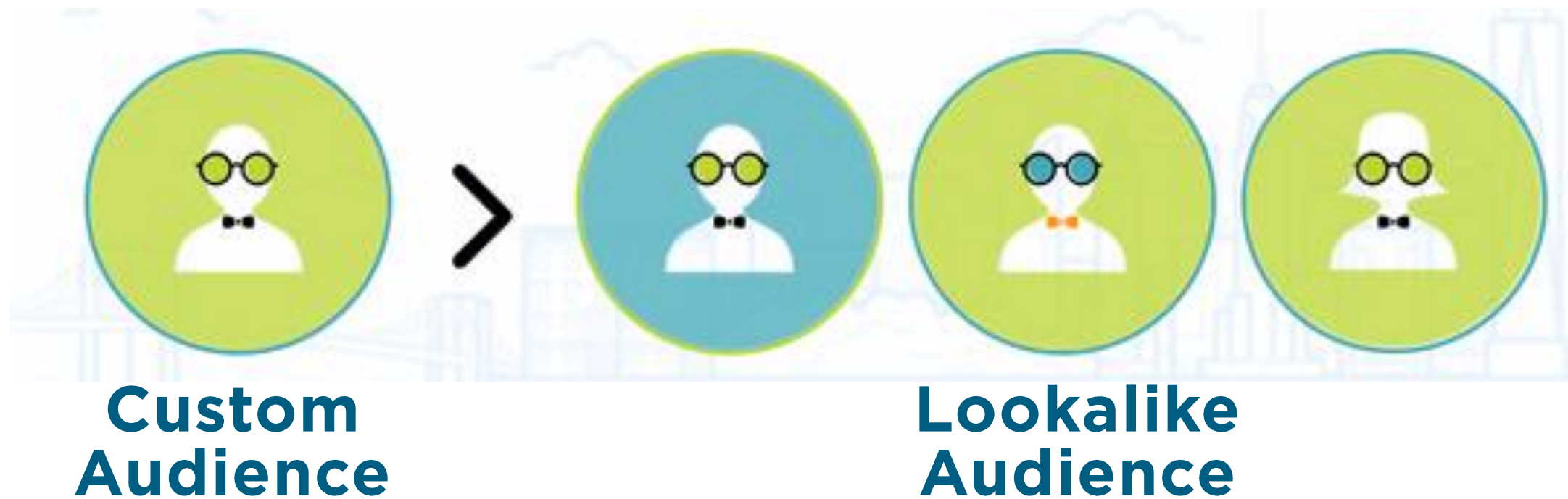
Providing Facebook multiple data points to match a person helps create a larger custom audience.

Using Custom Audiences

- Create as many audiences as possible with your customer data
 - Converters and Non-Converters
 - Website Visitors
 - Engaged Facebook audiences
- Save your money!
 - Exclude people who visited the confirmation page
 - Upload a list of converters to exclude from campaigns
- Keep Your Audiences Up to Date

What is a Custom Audience Good For?

REMARKETING!
Retention & Loyalty



What is a Lookalike Audience Good For?

**Finding people who are
similar to your most
valuable audiences!**

Takeaways

- Facebook is still #1 for social advertising.
- **The Future of TikTok is uncertain but you can pivot to Instagram Reels and YouTube Shorts.**
- Vertical, Short-Form Videos don't break the bank since they can be created directly on your phone.
- **Instant Experiences are a way to engage social media users without them having to leave the platform.**
- Re-engage your website visitors and email subscribers by using your 1st party data (emails and remarketing from your pixel).

THANK you



GULF SHORES &
ORANGE BEACH
TOURISM



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