

DIGITAL MARKETING CHEAT SHEET

What You Need to Know When Talking to Your Social Media Team



Influencers: By The Numbers

"Back in the Day" (5 years ago) Influencers were people who had hundreds of thousands of followers. Now, there are a variety of terms used to indicate a specific type of Influencer, and the biggest results don't necessarily come from the Influencer with the most followers, but from the Influencers that engage their audience in ways perceived as authentic and can drive specific audiences to a specific product. An Influencer with 5,000 loyal, faithful, dog-loving followers may be able to generate more pet-product sales than an Influencer with 1 million followers who have diverse interests.

- ▶ Nano Influencers: 1,000 – 10,000 Followers
- ▶ Micro Influencers: 10,000 – 100,000 Followers
- ▶ Mid-Tier Influencers: 100,000 – 500,000 Followers
- ▶ Macro Influencers: 500,000 – 1 Million Followers
- ▶ Mega Influencers: 1 Million+ Followers

Don't Buy The Hype

"Facebook is dead. Long live Insta... TikTok... Be Reel..."

Community remains the most important aspect of Direct Sellers, and Facebook remains the best place to build community.

"But Gen Z is on TikTok!"

Are they building relationships there? Or are they entertaining, educating and making single transactions there?

Traditional retailers looking for great product placement and transactions where they can garner repeat business for a brand may do well on TikTok. But currently a distributor looking to build a relationship with a customer just won't get the ongoing relationships without community.

Help Distributors Win on Social Media

Have a digital expert on the following corporate teams:

- Sales & Marketing
- Training
- Business Development
- Technology

Help distributors with basic social media skills:

- Supply content calendars or strategies; exact duplication works against them.
- Provide highly customizable content (Canva provides great customization).
- Teach them how to engage on social media.
- Teach them how NOT to engage on social media.
- Share tutorials on creating community in the virtual world.
- Have instructions and checklists on social media basics (i.e., personal pages should connect to business pages/groups).
- Provide instruction for developing reels, stories, etc.

Everyone Is Talking About Meta

Meta owns 91 companies; including three of the top five social networks. It has the biggest audience and the biggest penetration across all demographics.

Meta Platforms include:

- Facebook
- Instagram
- WhatsApp

Other social networks:

- ▶ TikTok is owned by the Chinese conglomerate, ByteDance.
- ▶ Twitter, Inc.'s majority shareholder is Elon Musk.
- ▶ SnapChat's majority shareholders are Evan Spiegel & Bobby Murphy

Warning

- ▶ The Pandemic helped improve the direct selling channel's reputation. Don't allow poor training on social media connection to diminish it.
- ▶ 46% of Americans would welcome contact from direct sellers regarding business opportunities on social media.*
- ▶ 67% of American consumers like personalized service direct sellers provide.*

*DSA 2020 Consumer Survey

