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2022  
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# SOCIAL MEDIA

# ON THE HORIZON:

A GLIMPSE  
INTO TWENTY  
TWENTY TWO



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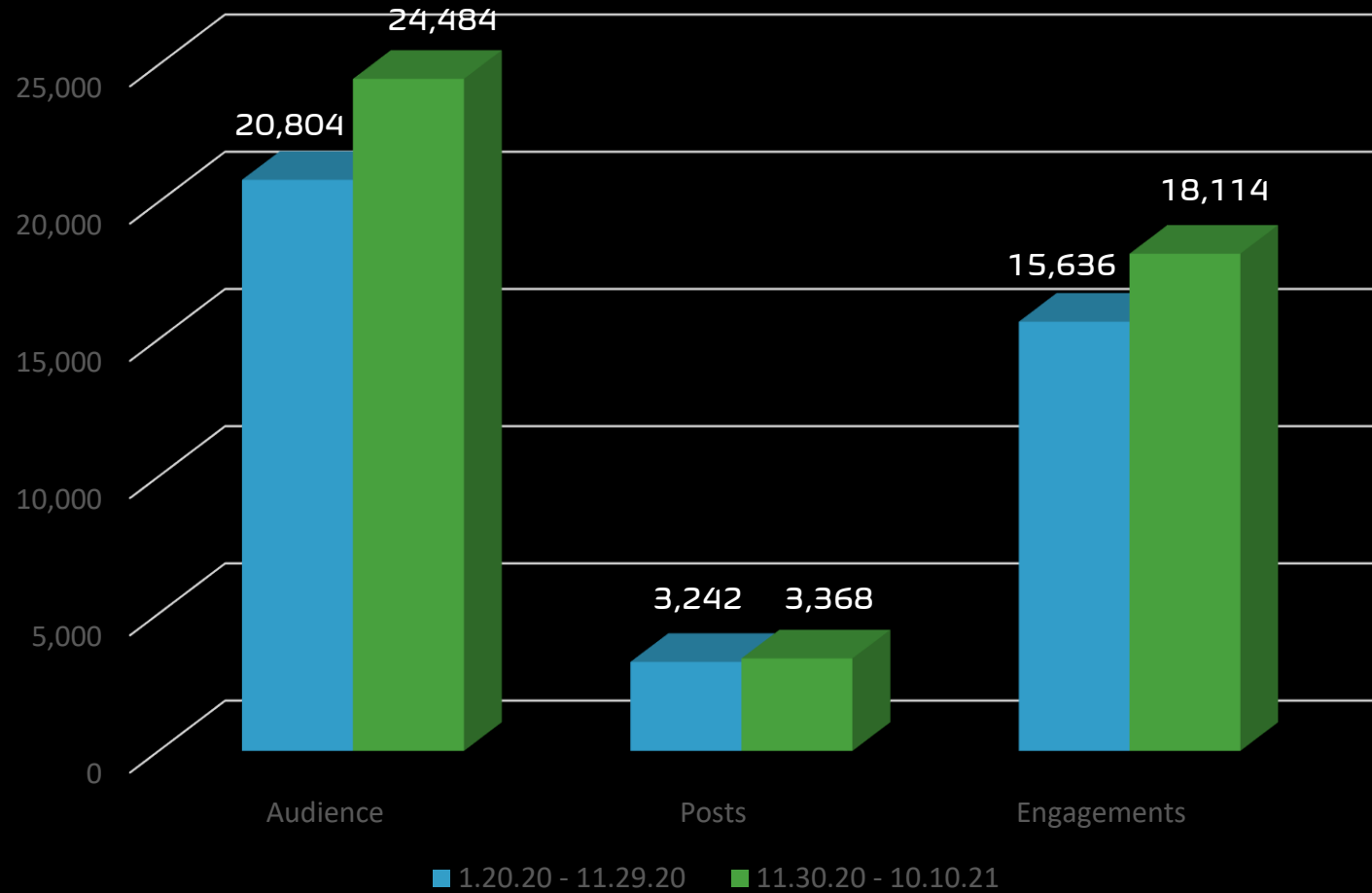


PART 1:  
**A YEAR IN REVIEW**

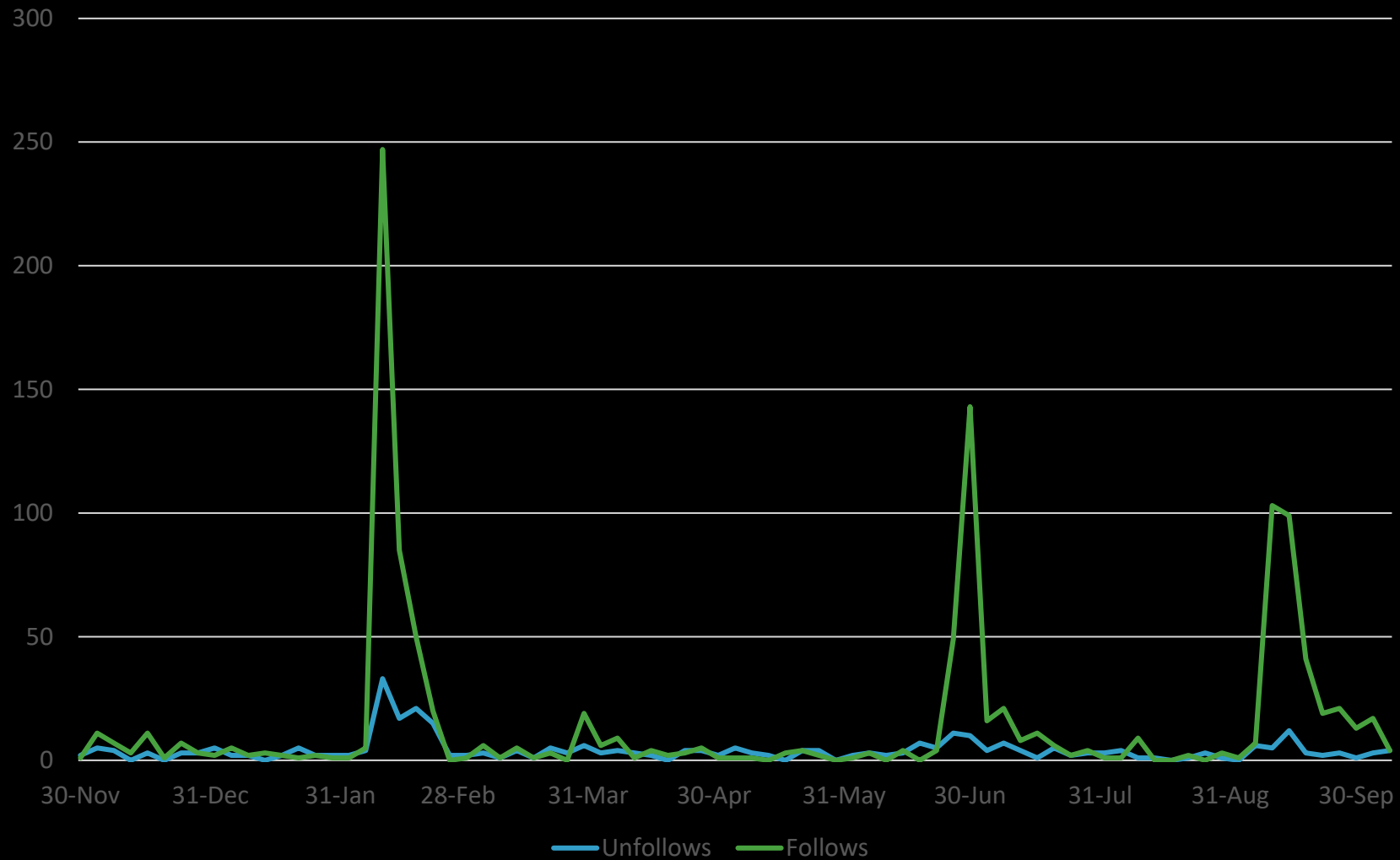
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# FACEBOOK



# FACEBOOK



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2022



# FACEBOOK ADS

	Ad Spend	Results	Reach	CPC	CTR	CPR	Page Engagement	Page Likes	Link Clicks	Duration (in days)
MBG 4	\$200	628	7,240	\$0.25	8.75%	\$0.32	4,299	-	628	2
MBG 3	\$447.80	1,128	20,116	\$0.28	4.16%	\$0.40	1,303	-	1,128	6
MBG 2	\$1,000	2,006	26,895	\$0.38	6.09%	\$0.50	20,450	1	2,006	7
MBG 1	\$1,000	2,864	28,765	\$0.24	7.89%	\$0.35	18,546	2	2,864	15
Refi 4	\$1,600	10,038	126,464	\$0.15	4.81%	\$0.16	32,766	-	10,038	24
Refi 3	\$250	4 Leads	2,504	\$1.61	4.71%	\$62.50	1,890	-	84	8
Refi 2	\$250	9 Leads	3,021	\$1.39	4.54%	\$27.78	1,321	-	72	8
Refi 1	\$500	776	35,989	\$0.46	2.21%	\$0.64	9,083	-	776	8
CTC 2	\$852.24	1,096	39,595	\$0.58	2.81%	\$0.78	10,219	-	1,096	5
CTC 1	\$1,147.76	6,480	255,049	\$1.13	0.28%	\$0.18	689	-	670	16
KH	\$100	460 Recall	19,532	\$2.17	0.17%	\$0.22	1,832	-	6	7
Dyson	\$299.93	1,603	20,088	\$0.13	6.43%	\$0.19	2,048	2	1,603	9
CE 2	\$1,000	6,113	60,272	\$0.11	9.74%	\$0.16	31,061	2	6,113	8
CE 1	\$1,000	8,122	37,448	\$0.09	16.36%	\$0.12	32,094	2	8,122	21

Campaigns: 14

Ad Spend: \$9,647.73

Average CPC: \$0.34

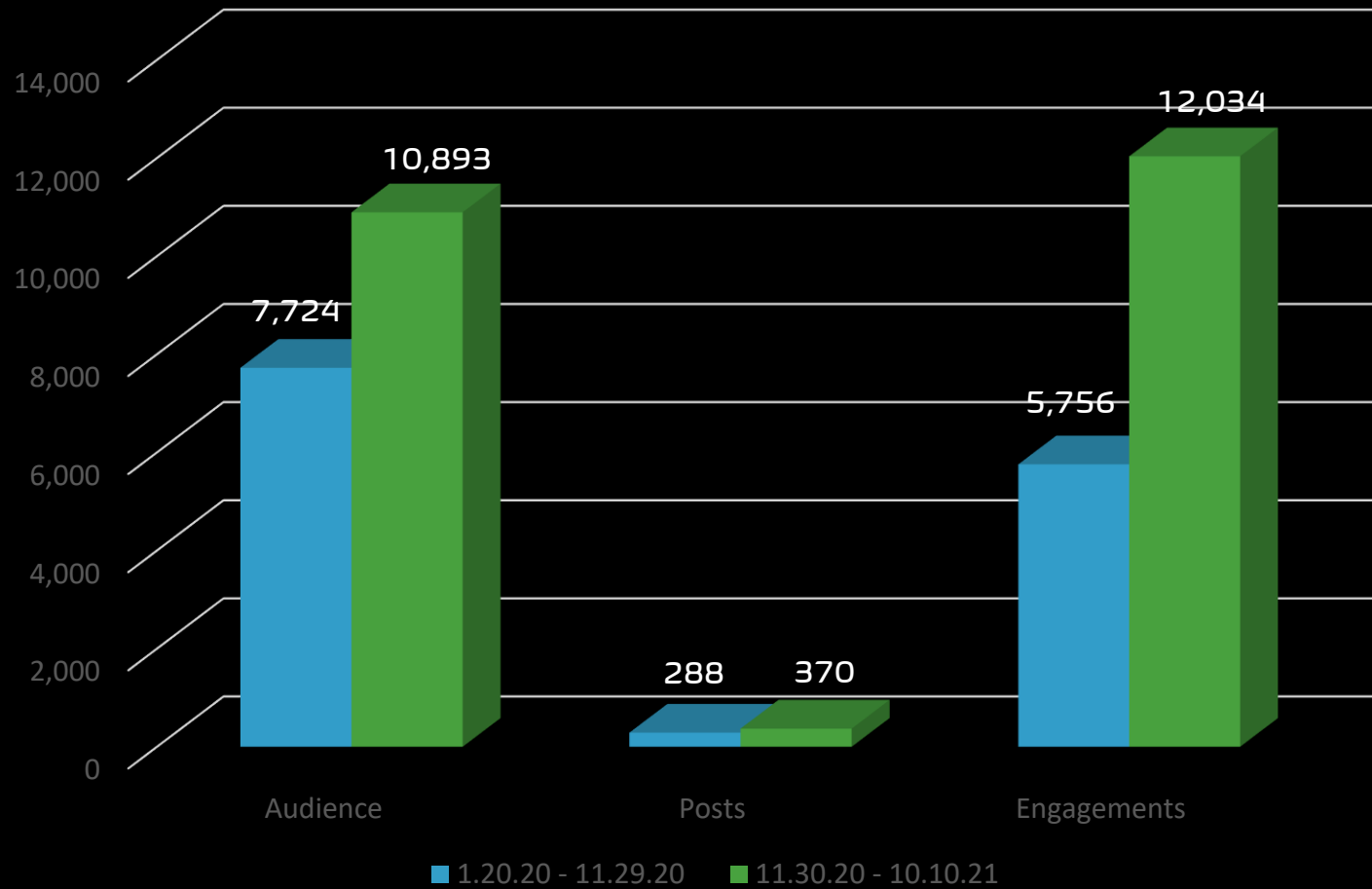


# FACEBOOK BOOSTING

Campaigns: 7  
Ad Spend: \$70  
Average Result: 1,030.29  
Average Reach: 2,197.14

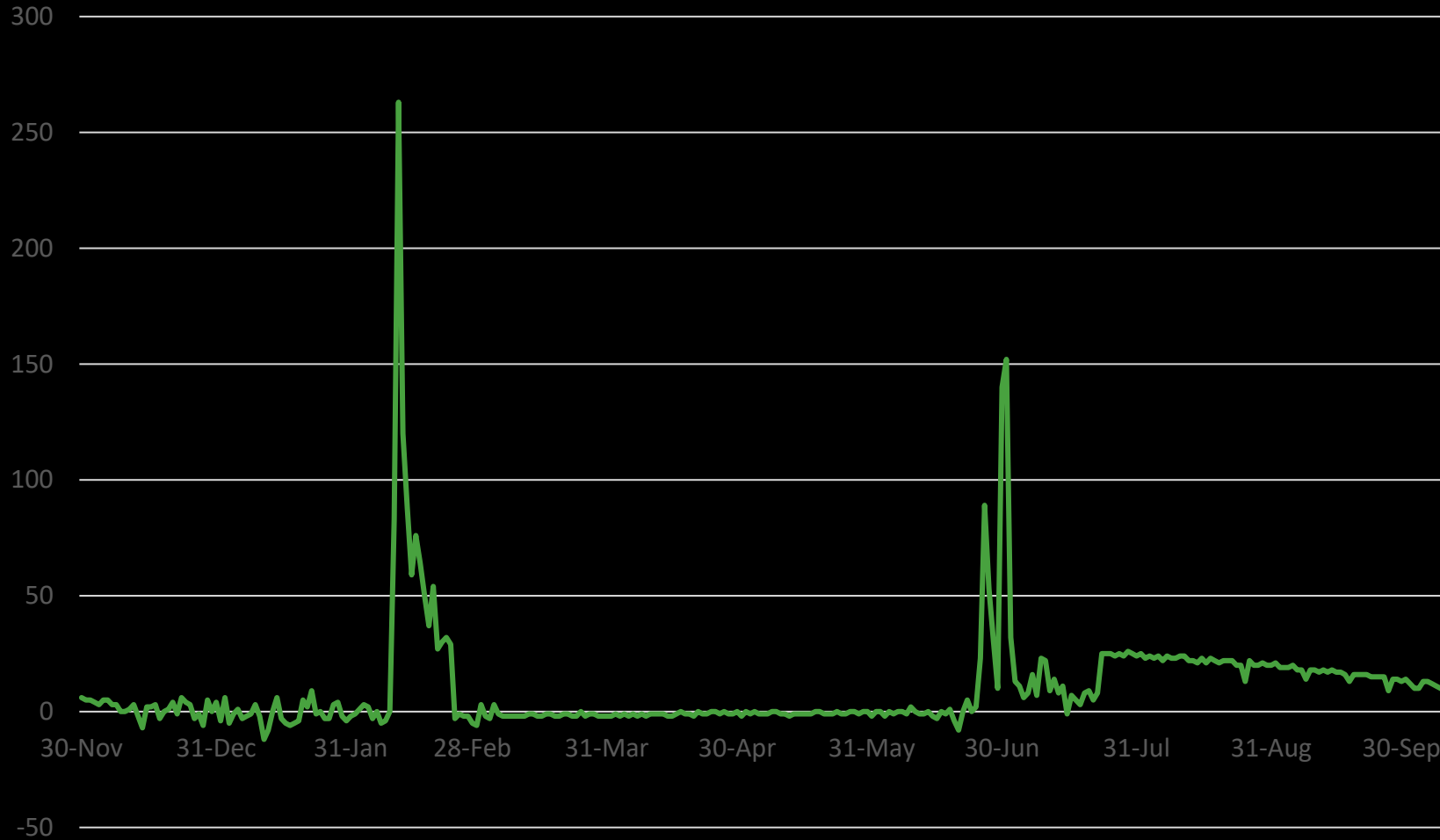


# INSTAGRAM





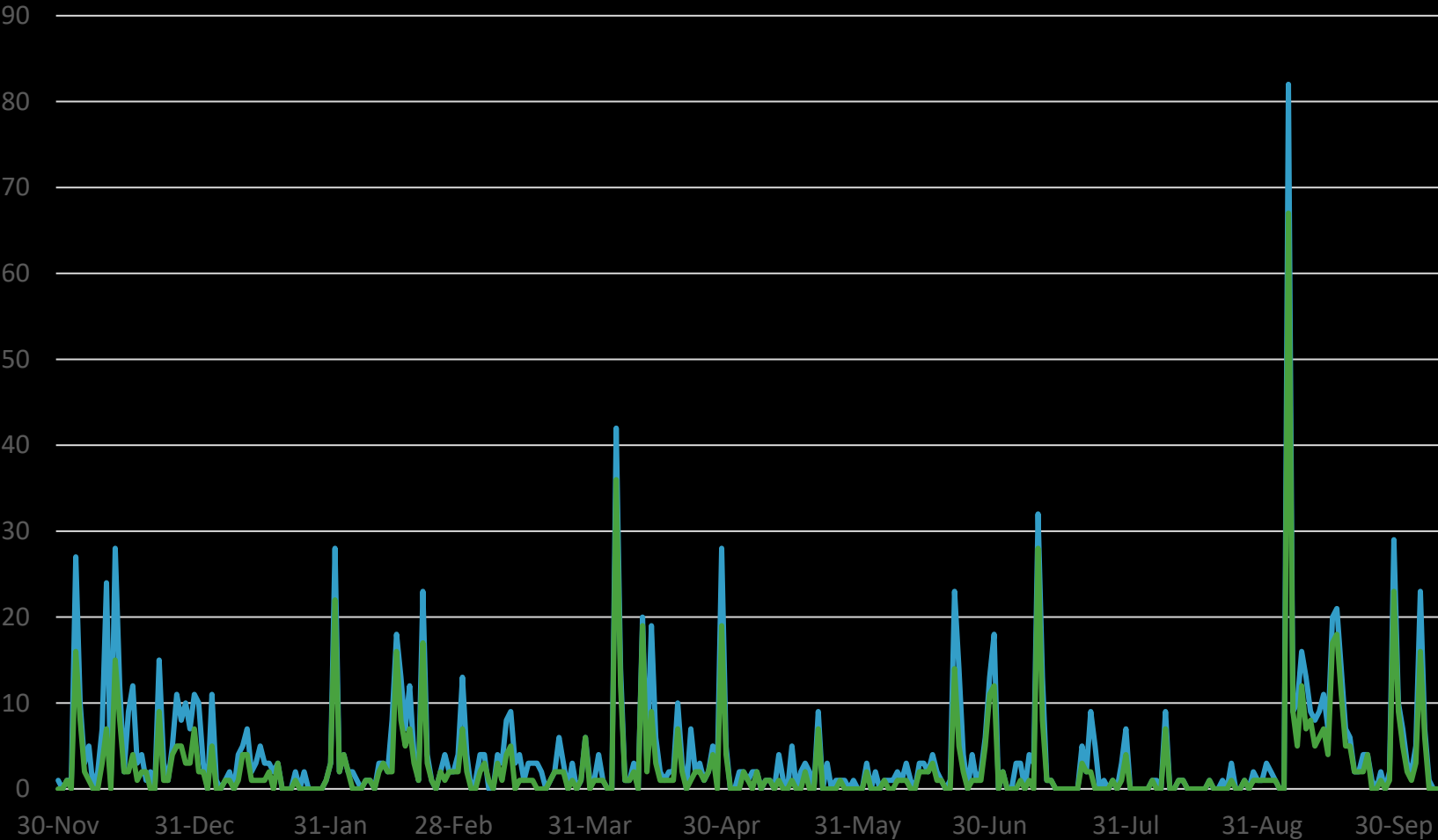
# INSTAGRAM



— Follower evolution



# LINKTR.EE



— Views — Clicks

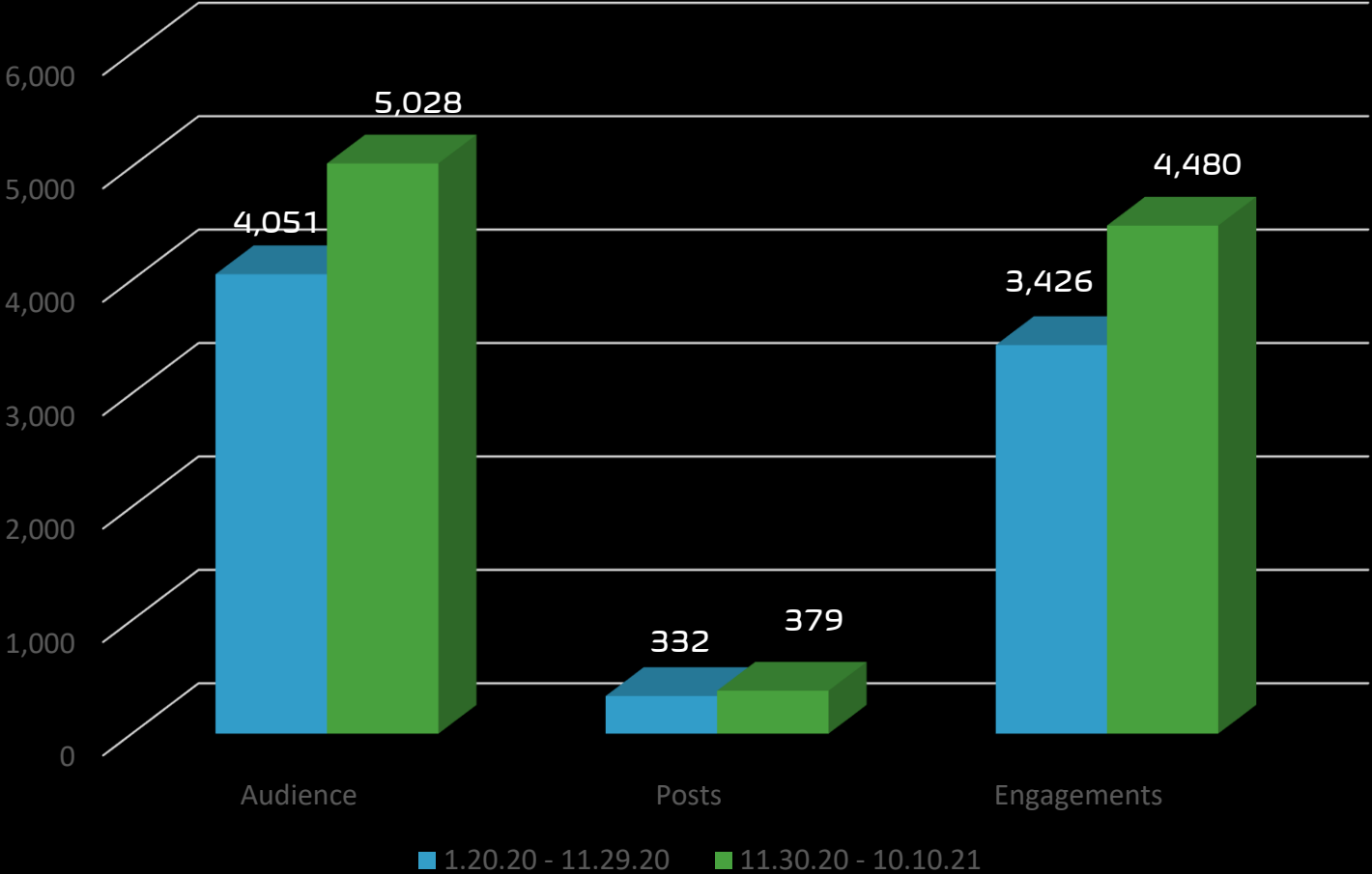


# INSTAGRAM BOOSTING

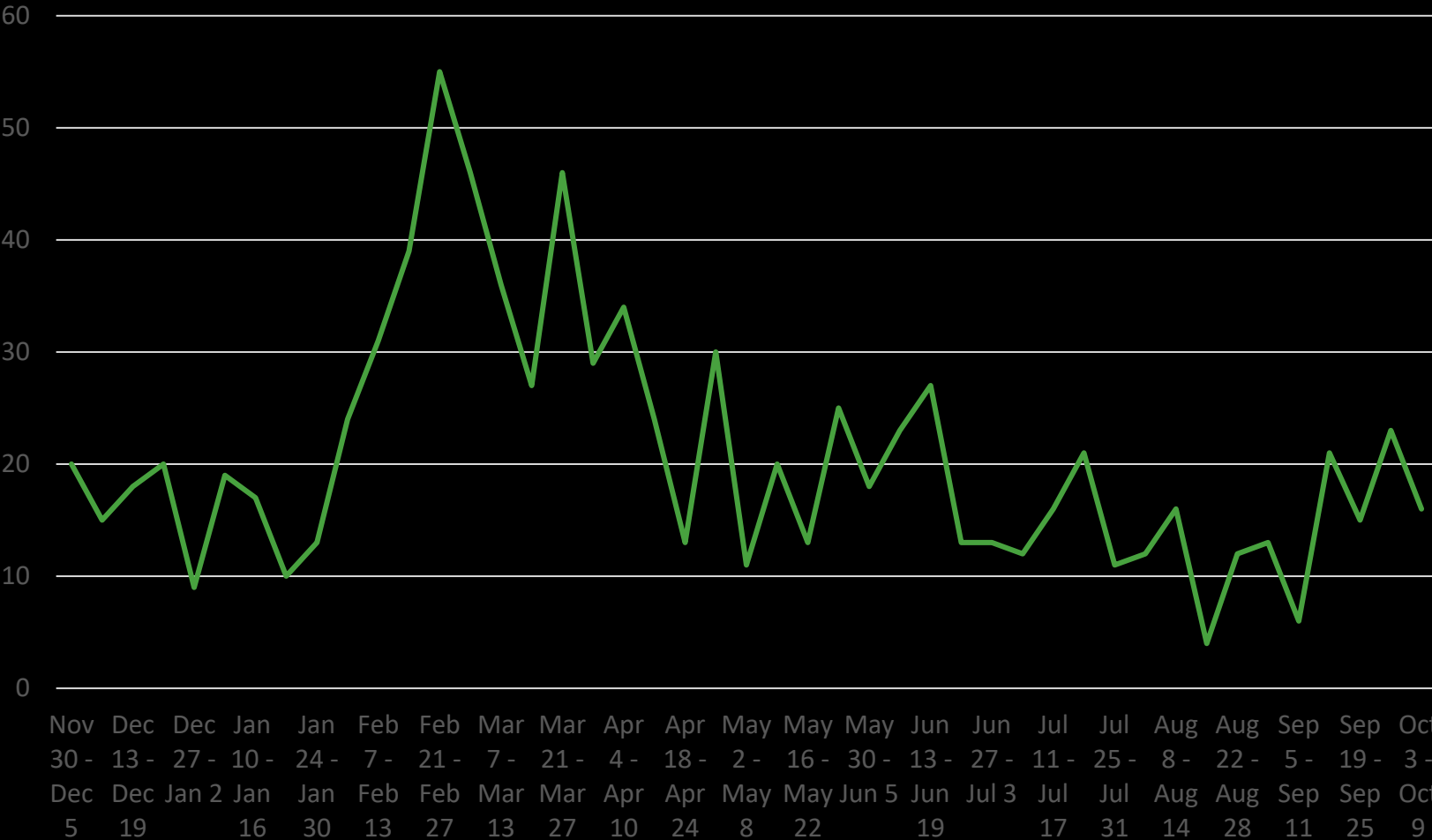
Campaigns: 29  
Ad Spend: \$294.99  
Average Result: 505.03  
Average Reach: 1,034.31



# LINKEDIN



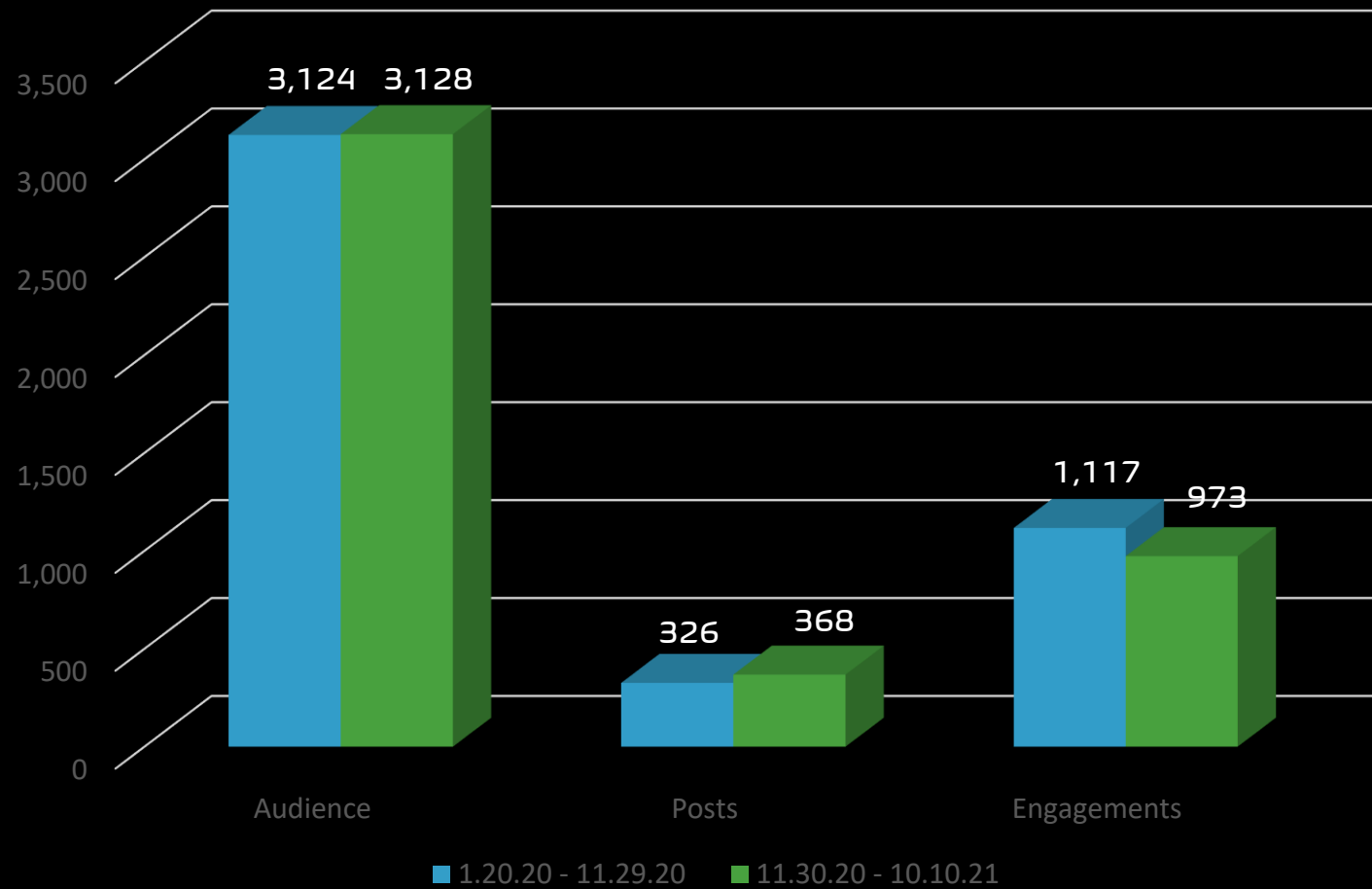
# LINKEDIN



— Growth



# TWITTER



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2022



PART 2:  
**DISSECTING THE  
INFORMATION**



# FACEBOOK

Giveaways + Sweeps  
Culture Posts  
Polarizing Interior Design  
Recognizable GIFs + Memes  
Holidays  
Consistency

Stock Photography  
Follower Retention + Growth

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Boosting Posts  
Facebook Specific Content  
Post-Sweeps Content  
Memes + Emotional Content  
Engaging (Comments)

Video Ads  
Customer Testimonial Posts  
Consistent Themes/Visuals  
In-house Content  
Weekday Rituals (Mortgage Term Monday)





# INSTAGRAM

Giveaways + Sweeps  
Culture Posts  
Polarizing Interior Design  
Recognizable GIFs + Memes  
Holidays  
Consistency  
Boosting Posts

Stock Photography  
Tired Content  
Messy Feed

S W  
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Instagram Specific Content  
Post-Sweeps Content  
Instagram Reels  
Catchy Visuals  
Engaging with Other Pages

Customer Testimonial Posts  
Consistent Themes/Visuals  
In-house Content  
Weekday Rituals (Mortgage Term Monday)  
Celebrity Endorsement



# LINKEDIN

Culture Posts  
Polarizing Interior Design  
Holidays  
PR Releases  
Company Achievements

Fluff Content  
Over Saturating  
Employee Testimonials/Spotlights

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LinkedIn Specific Content  
Recruiting Content  
Philanthropic Content  
Showing How We're Growing  
(welcome to the team posts, etc.)

Employee Testimonial Posts  
Posting about Available Positions  
In-house Content  
Celebrity Endorsement  
Recognizing Anniversaries



# TWITTER

Culture Posts  
Holidays  
PR Releases

Generic Churchill Content  
Content Gap

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Twitter Specific Content  
Newsroom Content

Mememes + Trending Posts

\*Our competitors aren't getting much more engagement than us. Twitter is uninterested in our content.



PART 3:  
**THE NEW WAY**

CREATION \ COLLABORATION \ INNOVATION



# CREATION

## WHAT WE HAVE:

Fenix – Monthly Corporate Content  
Blake – Monthly HLS Content  
Monthly HLS Reviews  
Monthly Corporate IG Stories  
Quarterly Marketing Studio  
Content

## WHAT WE NEED:

Monthly Content Per Platform  
IG + FB  
LinkedIn  
Twitter  
In-House Content  
Out of Stock  
More Engagement Across Platforms



# COLLABORATION

## IN-HOUSE CONTENT CREATION TEAM:

Social Media: Blake

Content: Cassie

Graphic Design: TBD

Multimedia: Josh

~~Bye Fenix~~ 😊

## CREATING:

All Monthly Content Calendars:

Corporate IG + FB

Corporate LinkedIn

Corporate Twitter

Corporate IG Stories

HLS Content

\*ALL HLS REVIEWS WILL BE CREATED BY BRANCH MARKETING SPECIALISTS USING TEMPLATES IN THE MARKETING STUDIO. MONTHLY HLS CONTENT WILL BE SCHEDULED BY THEM AS WELL.



# COLLABORATION

## BUILDING THE CONTENT:

Photo + Video Shoots

Monthly Upcoming Event Meetings

Shared PR Calendar

Bimonthly Social Media Meetings -

Includes all members of the collaboration team

Discussing what is needed and what is possible



# INNOVATION - FACEBOOK

## ORGANIC POSTING:

Posting when there is something to post about.

Mixing needed content with natural content.

EX: Posting about our products after a sweeps because we have an engaged audience

## LONG-FORM CONTENT:

Telling customer/employee stories.  
Pull at the heart strings.

## CUSTOMER FACING VIDEOS:

Like a Facebook Live – just not live.  
Providing easy-to-share information.

## PROJECTIONS:

Stories

Live

Video – CTA in the middle





# INNOVATION - INSTAGRAM

## FEED IS KING:

Cohesive Feed Aesthetic -

Keeping in mind graphics, photos,  
and video covers.

Feed the Feed -

Post more on the feed, less on the  
stories, for more engagement  
opportunities.

## STORIES, REELS, IGTV:

Taking advantage of all IG's capabilities.

## LONG-FORM CONTENT:

Something to read to keep them looking.

## TAKEOVER:

Giving other branches a voice.

Showing everything we have to offer.



# INNOVATION - LINKEDIN

## CULTURE. CULTURE. CULTURE:

Culture posts are top performing always.  
All posts should be about US.

## RECRUITING:

Posts with a CTA specifically for applying.  
Available positions posts.  
As we grow, let others know.

## EMPLOYEE RECOGNITION:

Employee Spotlight posts.  
Anniversary posts.

## PHILANTHROPIC:

We love to give, and that makes us unique.



# INNOVATION - TWITTER

## NEWSROOM:

Twitter's audience isn't super interested in our products.  
Nurturing isn't an option – so post the necessities.

## AND MEMES:

Trending content + memes are Twitter's easiest to consume content.  
We can post a lot, and frequently as they come up.



# INNOVATION – OVER ALL

## POST SCHEDULE:

Don't force a post. All posts should be authentic and as needed. No two weeks should look the same.

## ENGAGEMENT:

With reorganized priorities, there is more time for engagement. This is how we build credibility.



PART 4:  
**MONEY MOVES**

WHAT TO DO WITH \$24K?



# WHERE TO PUT IT

## ADS + BOOSTING

We've seen success with boosting. Let's keep it up.

## SOCIAL SWEEPS

More interesting prizes for more interested clients.

## INFLUENCERS + SPOKESPEOPLE

Influencer efforts are most recommended for business on social media.  
FB Lives, Social Promotions, Takeovers.

EX: Emma Talley, Kim Pearse, etc.



**QUESTIONS?**

