



SOCIAL PROOF

The Keys to Winning Customers Online



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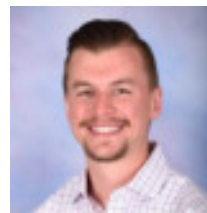
Your Hosts



PRESENTED BY

BRAD SMITH

CEO & Founder



BRAD BIALY

Social Media Advisor





Agenda

- The Decision-Making Process
- What is Most Important to Your Target Audience?
- Getting Your Message in Front of the Right People
- Building a Library of Social Proof



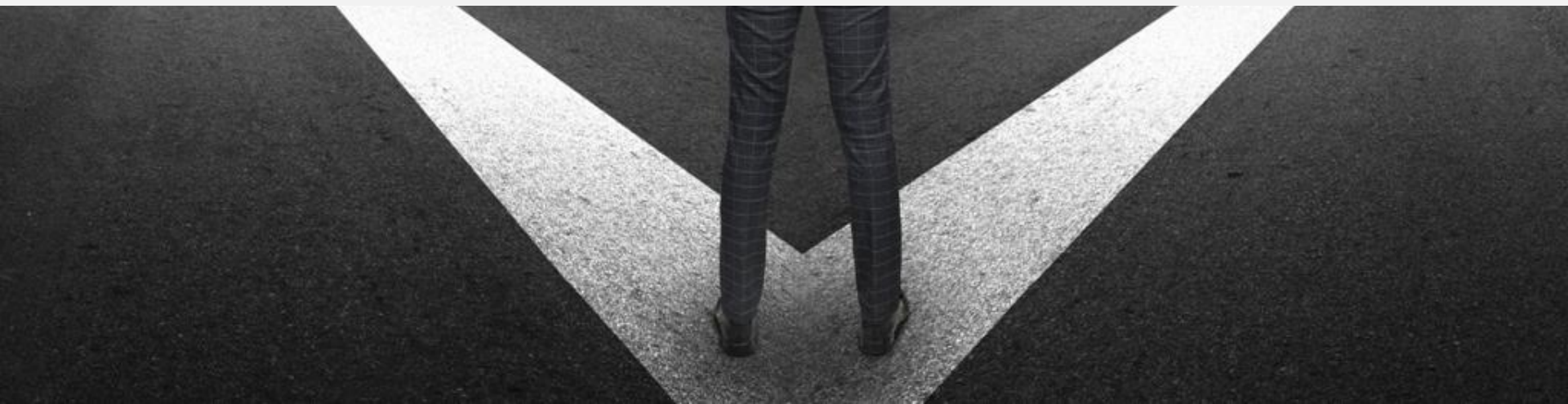


Your Questions

- How can we better reach our target audience on social?
- How can we build more trust through social media?
- How can we compete with bigger, more established companies?
- What is the most effective way to market with limited time and limited funds?
- Where should I spend my money, online marketing or other areas?

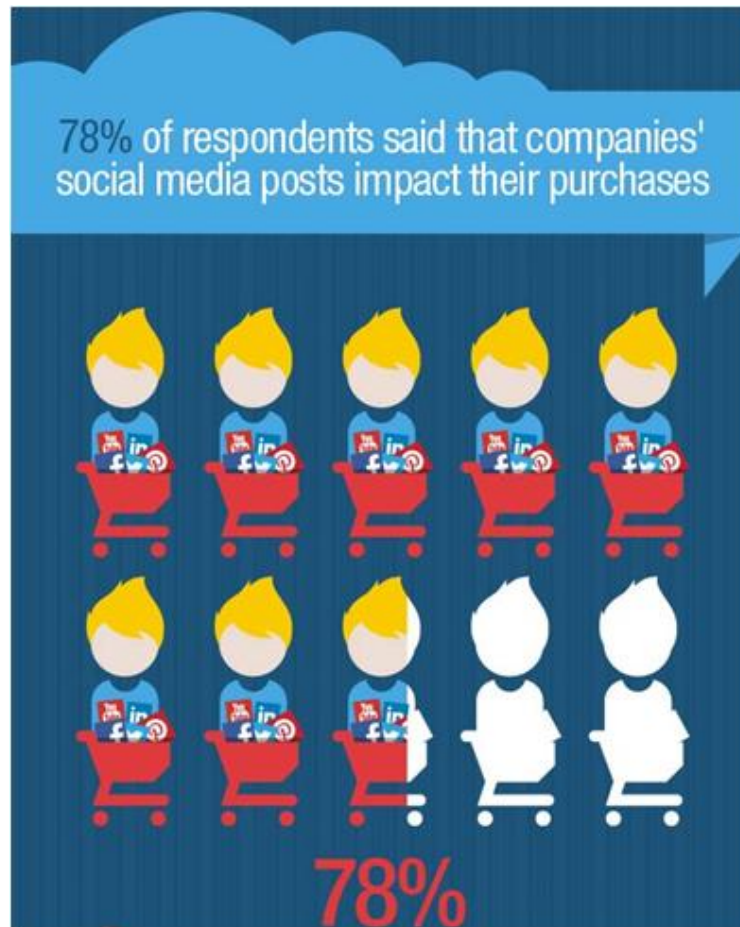


THE DECISION-MAKING PROCESS





Influencing the Purchase Decision



Source: <http://www.socialmediatoday.com>



Facebook.com/BarqarMarketing

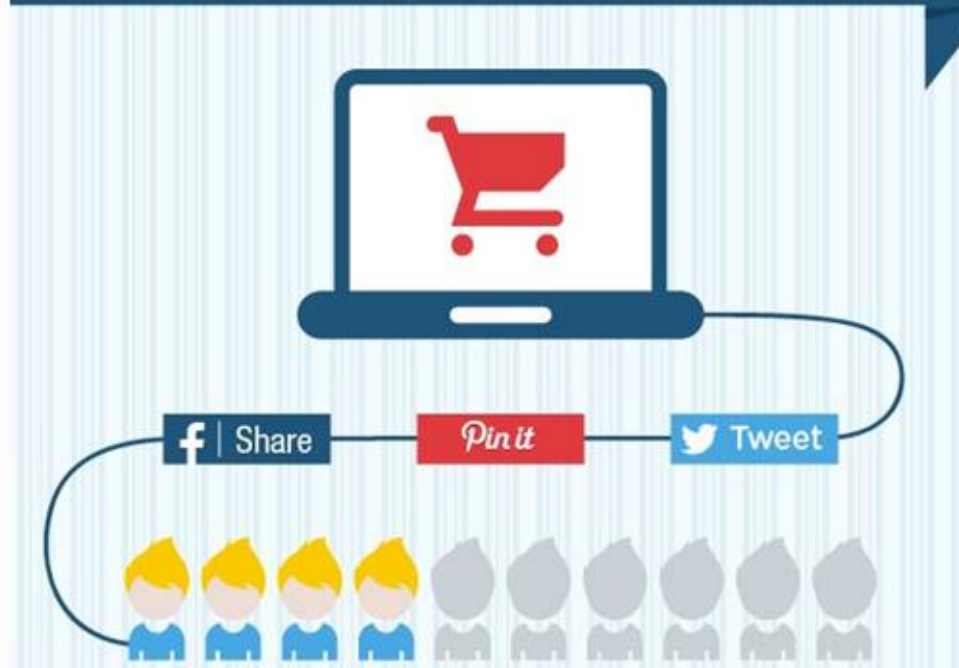


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How Social Influences Purchase Decisions

4 in 10 Social Media users have purchased an item online or in-store after sharing it or marking it as a Favorite on Twitter, Facebook or Pinterest.



Source: <http://www.socialmediatoday.com>



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Blah, blah, blah.
Why should I care?



More Business...

Social media gives you a very cost-effective way of amplifying your company's message and influencing **MORE** of those purchase decisions!



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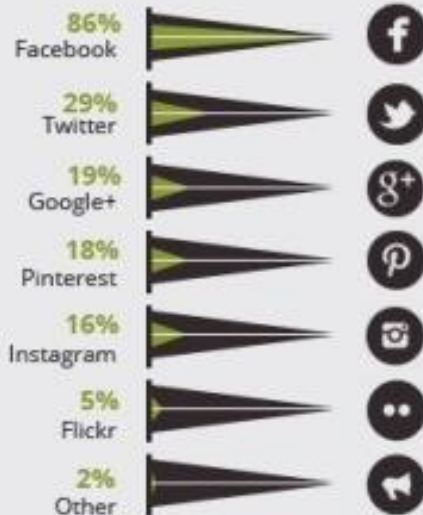
Your Competition is Doing it!

ATTENTION! IT'S THE BIG DAY!

4 OUT OF 5 SMBs HAVE REPORTED USING SOCIAL MEDIA FOR PROMOTING THEIR BUSINESS.

3 of them have gained new customers!

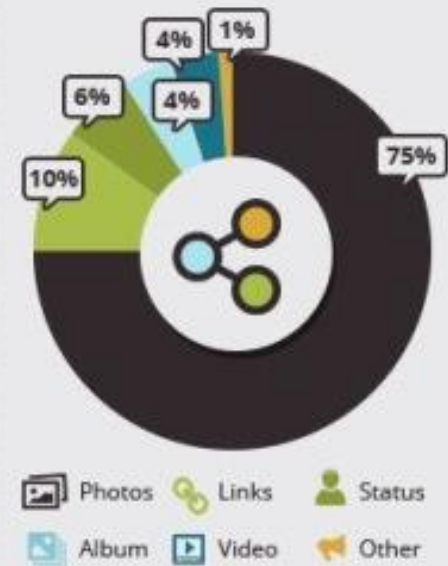
FACEBOOK AGAIN STANDS WAY AHEAD - EVEN WHEN IT COMES TO PROMOTION OF EVENTS AND BRANDS:



POLLS CONDUCTED SHOW THAT MORE THAN 50% OF EVENT ORGANIZERS USE SOCIAL MEDIA TO PROMOTE THE EVENT AND THEIR BRAND:



POSTS CONTAINING PHOTOS ARE MOST POPULAR AMONG BRAND MANAGERS:



Source: <http://www.marketingtechblog.com>



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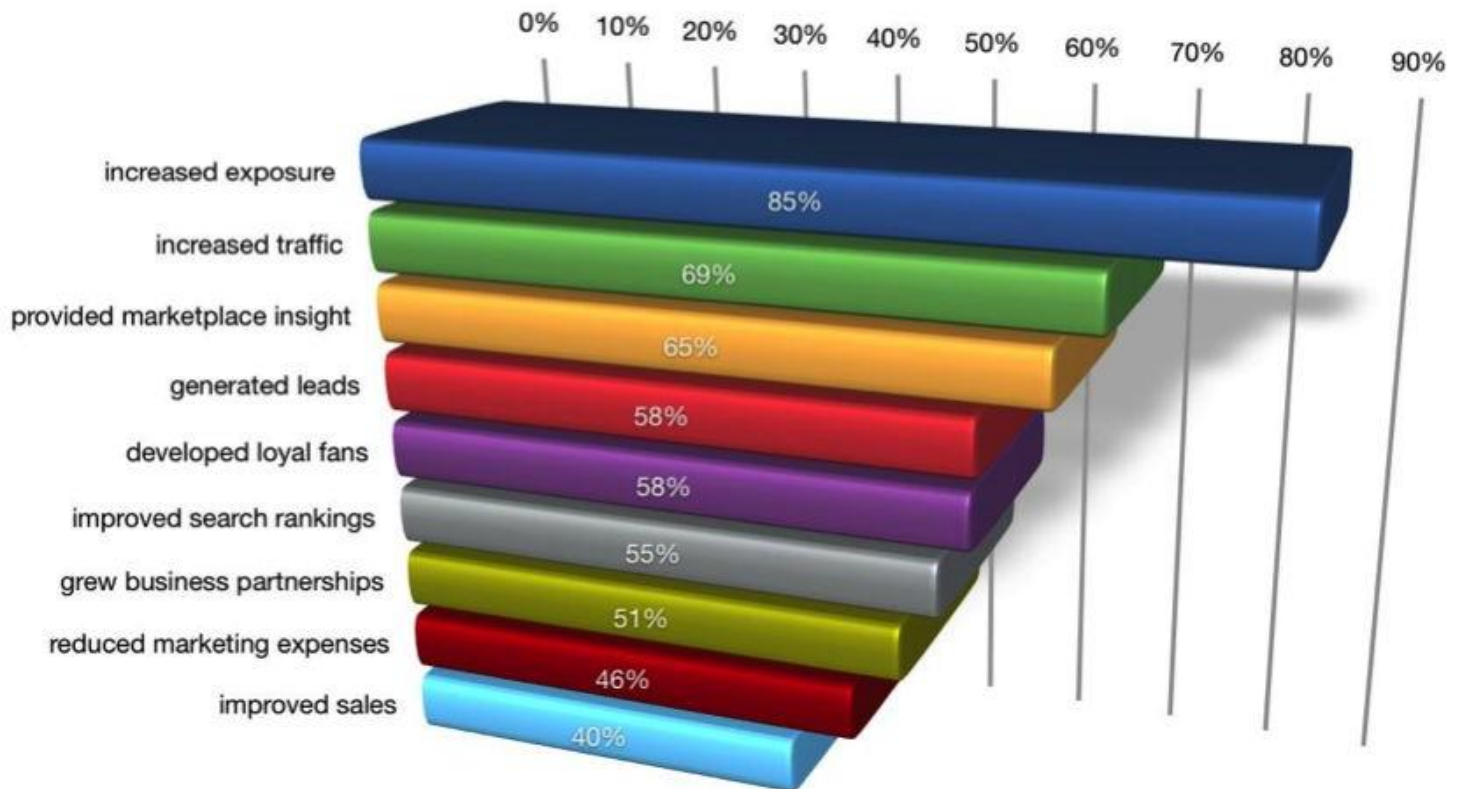


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The Reasons Why

What do businesses report getting out of their Social Media Marketing?



Source: <http://www.favouritehobbies.com>



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WHAT'S IMPORTANT TO YOUR AUDIENCE?





Google Analytics

Behavior – Site Content – All Pages - 2016

<input type="checkbox"/>	Page		Pageviews	Unique Pageviews	Avg. Time on Page
			6,038 % of Total: 0.78% (792,242)	5,250 % of Total: 0.92% (572,632)	00:01:16 Avg. for View: 00:00:46 (54.78%)
<input type="checkbox"/>	1. /blog		1,028 (17.03%)	870 (16.57%)	00:01:02
<input type="checkbox"/>	2. /blog/being-blue-will-keep-you-from-seeing-green/		599 (9.92%)	568 (10.82%)	00:03:36
<input type="checkbox"/>	3. /blog/top-5-résumé-mistakes		519 (8.60%)	505 (9.62%)	00:01:54
<input type="checkbox"/>	4. /blog/coworker-driving-you-nuts-heres-how-to-handle-it-the-right-way		196 (3.25%)	175 (3.33%)	00:03:13
<input type="checkbox"/>	5. /blog-tags/workplace-drug-testing		161 (2.67%)	111 (2.11%)	00:00:46
<input type="checkbox"/>	6. /blog/too-shy-too-loud-too-introspective-too-opinionated		130 (2.15%)	126 (2.40%)	00:01:29
<input type="checkbox"/>	7. /blog-categories/job-search-tips		120 (1.99%)	103 (1.96%)	00:00:58
<input type="checkbox"/>	8. /blog/to-test-or-not-to-test-that-is-the-employment-question		117 (1.94%)	103 (1.96%)	00:01:45
<input type="checkbox"/>	9. /blog-categories/hot-jobs		114 (1.89%)	99 (1.89%)	00:00:17
<input type="checkbox"/>	10. /blog/drones-self-driving-cars-robot-armies		91 (1.51%)	87 (1.66%)	00:01:14
<input type="checkbox"/>	11. /blog/why-jugglers-dont-earn-much-money		82 (1.36%)	80 (1.52%)	00:01:22
<input type="checkbox"/>	12. /blog/half-of-all-job-applications-contain-inaccuracies-heres-how-to-protect-yourself		77 (1.28%)	63 (1.20%)	00:03:14
<input type="checkbox"/>	13. /blog/memphis-tn-staffing-agencies		73 (1.21%)	58 (1.10%)	00:00:52
<input type="checkbox"/>	14. /blog/is-your-major-marketable-most-popular-college-degrees-and-jobs-for-them		60 (0.99%)	54 (1.03%)	00:01:37
<input type="checkbox"/>	15. /blog-categories/human-resources		58 (0.96%)	45 (0.86%)	00:00:18



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LinkedIn Analytics

Company Page - Analytics

Partnership Employment Just because everything in your life is running smoothly right now doesn't mean that that's going to last. You may dream of starting a new business. You could move across the country. You fall in and out of love. You lose a loved one. In other words... more



15 Steps I Took to Successfully Reinvent Myself After Losing Everything
beffly · Nobody asks for a humbling loss but many are grateful for the transformative journey it leaves them no choice but to begin.

Organic @
Targeted to: All Followers

2,055	14	9	1.12%
impressions	clicks	interactions	engagement

Sponsor update

Like (2) · Comment · 10 days ago

James Cahill and Mildred Martinez

Add a comment...

Updates

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions		
Before you Tweet again, look at thes...	6/15/2016	All followers	Sponsor	871	2	6		
Why does the five-hour workday ma...	6/14/2016	All followers	Sponsor	1,369	12	10	-	1.61%
Looking for some Monday Motivation...	6/13/2016	All followers	Sponsor	1,452	9	12	-	1.45%
Spotify seeks more personalized pla...	6/7/2016	All followers	Sponsor	1,259	1	8	-	0.71%
Let's take a look at a few no to low c...	6/7/2016	All followers	Sponsor	1,002	4	7	-	1.10%
Just because everything in your life ...	6/6/2016	All followers	Sponsor	2,049	14	9	-	1.12%
Having an occasionally bad day does...	6/6/2016	All followers	Sponsor	505	3	6	-	1.78%
15 Lessons Of Creativity For 2016	6/5/2016	All followers	Sponsor	825	1	5	-	0.73%



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Facebook Insights

Company Page – Insights – Sort by Engagement – Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
05/17/2016 9:45 am	 Here's how Michelle Sears, a Haley Marketing Social Media Marke			1.6K 	322 179  
03/23/2016 11:37 am	 Happy #NationalPuppyDay from Haley Marketing Group and our fo			1.4K 	236 89  
04/19/2016 10:58 am	 In case it's taking a little longer th an usual for our emails to get bac			683 	115 39  
04/28/2016 2:21 pm	 5 members of Haley Marketing Gr oup volunteered this morning at T			302 	44 25  
04/26/2016 1:17 pm	 Upon learning of his appointment, David said "It's an honor to be na			547 	29 20  
06/07/2016 11:47 am	 Team Haley from volleyball last ni ght!			470 	42 17  



Facebook.com/BarqarMarketing

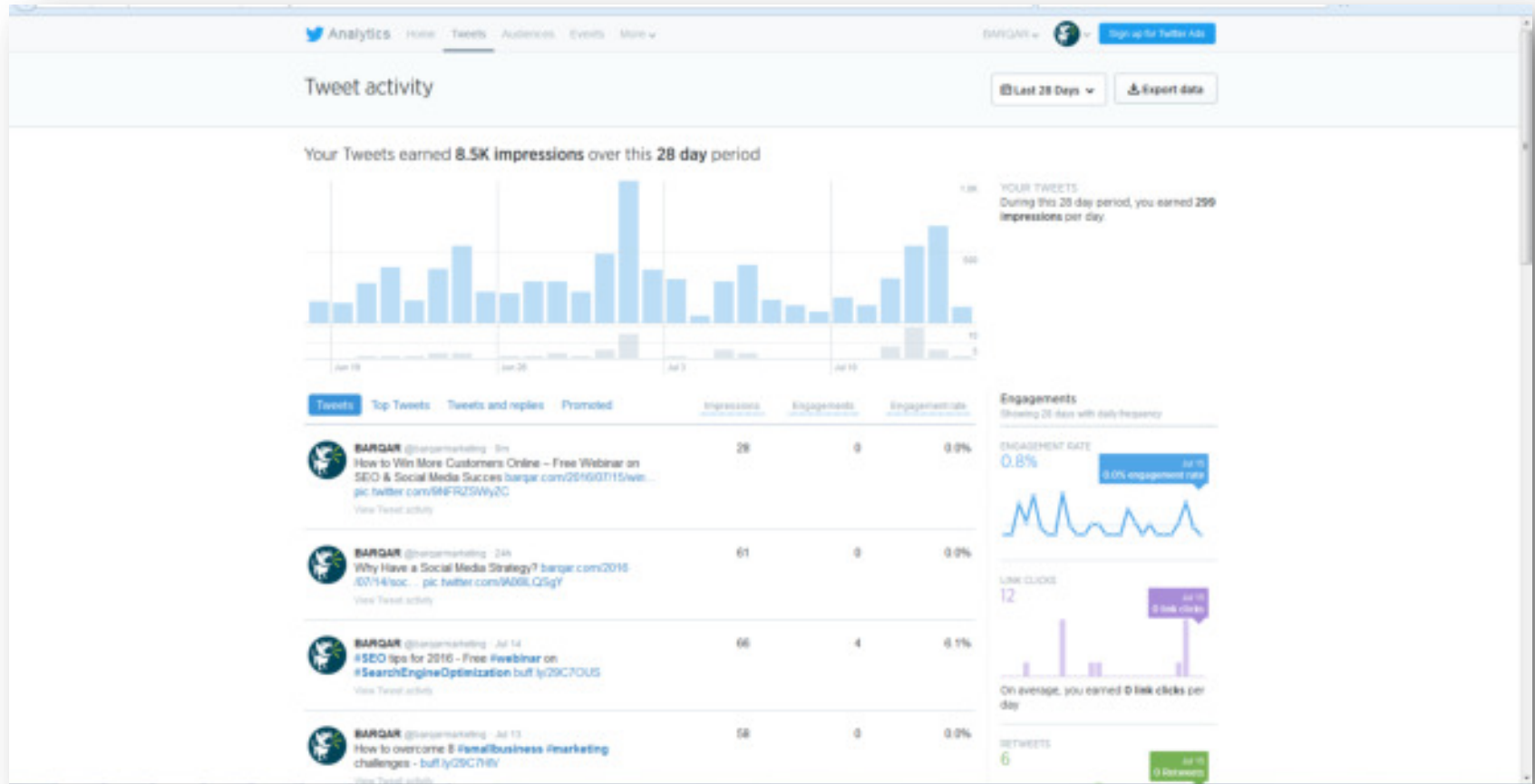


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Twitter Analytics

Analytics.Twitter.com – Tweets



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Filter by Date

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☐ Past Year

[Show Specific Range](#)

☐ In-Depth Articles Only

Language [show](#)

Country (TLD) [show](#)

Filter Domains [show](#)

Content Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

[Uncheck All](#)

[Filter](#)

[Reset Filters](#)

buffalo [x](#)

Enter a topic or domain: big data, cnn.com, [Advanced Search Options](#) [Save Search](#)

Tip: You can ignore video results by unchecking "Videos" in the filters to the left

Buffalo, NY - Bubble Run
[bubble.run](#) - More from this domain
Feb 26, 2016
[Article](#)

SHANIA TWAIN LIVE IN BUFFALO, NY OCT 3, 2015
[youtube.com](#) - More from this domain
Oct 3, 2015
[Video](#)

10 Signs You Grew Up in Buffalo, NY
[theodysseyonline.com](#) - More from this domain
By Tylinn Mueller - Mar 21, 2016
[Article](#)

Living in Buffalo, NY
[csnews.com](#) - More from this domain
Mar 3, 2016
[Article](#)

Iced in: Car Frozen solid after being parked by Lake Erie in Buffalo, NY (PHOTO)
[rt.com](#) - More from this domain
By RT - Jan 11, 2016
[Article](#)

Where Do
[businessinsider.com](#)

[Export](#) [Create Alert](#)

Sort by: **Total Shares** | Page 1 of 603

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
View Backlinks						
View Sharers	32.1K	0	7	3	0	32.1K
Share						
View Backlinks						
View Sharers	5K	4	12	0	2.9K	7.9K
Share						
View Backlinks						
View Sharers	7.4K	0	16	3	0	7.4K
Share						
View Backlinks						
View Sharers	7.1K	0	25	0	1	7.2K
Share						
View Backlinks						
View Sharers	5.4K	0	522	2	22	5.9K
Share						
View Backlinks						

[Want Exports, Complete Results, and Much More? Try BuzzSumo Pro](#)



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Answer The Public

finding a contractor

- finding a framing contractor
- finding a bathroom contractor
- finding a siding contractor
- finding a flooring contractor
- finding a concrete contractor
- finding a licensed contractor
- finding a reputable contractor
- finding a home contractor
- finding a reliable contractor
- finding a sewing contractor
- finding a local contractor
- finding a roofing contractor
- finding a contractor online
- finding a contractor in toronto
- finding a contractor's license number
- finding a contractor
- finding a contractor to build your home
- finding a contractor for remodeling
- finding a contractor in your area
- finding a contractor in nyc

Ask the Seeker. Enter your keyword and he'll suggest content ideas in seconds

finding a contractor

Country

US

GET QUESTIONS



REACHING THE RIGHT PEOPLE



LinkedIn Advanced Search

How to Find the Perfect Professional in Your Market





LinkedIn Advanced Search

People Reset Close

Advanced People Search

Keywords
Dentist

First Name

Last Name

Title

Company

School

Location
Located in or near:

Country
United States

Postal Code
14221 [Lookup](#)

Within
25 mi (40 km)

[Search](#) [Reset](#)

Relationship

- ☐ 1st Connections
- ☒ 2nd Connections
- ☐ Group Members
- ☐ 3rd + Everyone Else

Location
[+ Add](#)

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

[Upgrade to access multiple](#)

Groups

- ☐ Marketing Communication
- ☐ Construction Exchange of Buffalo and WNY
- ☐ Restaurant Network
- ☐ Digital Marketing: Social Media, Search, M...
- ☐ eMarketing Association Network

Years of Experience

Function

Seniority Level

Interested In

Company Size

When Joined



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Why Should You Consider Social PPC?

- Your target audience doesn't know about you.
- Your customers have forgotten about you.
- There are always opportunities to brand.
- Turn your existing customers into brand ambassadors.



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Facebook Boosted Posts

- **Promoted Content**

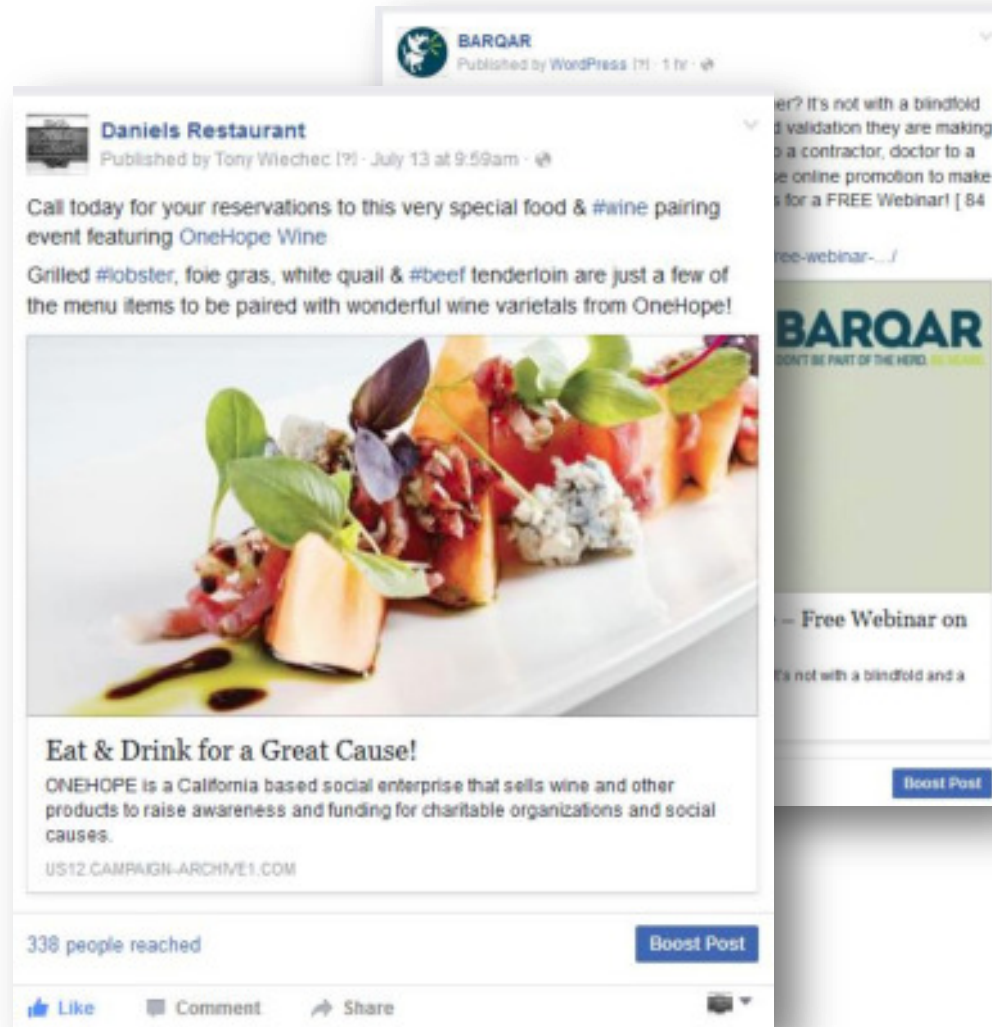
- Blog post, eBook

- **Boosted Post**

- Event Announcement

- **Ads**

- Increase # of Page Fans, Drive Individuals Back to Your Site, Etc.



Facebook.com/BarqarMarketing

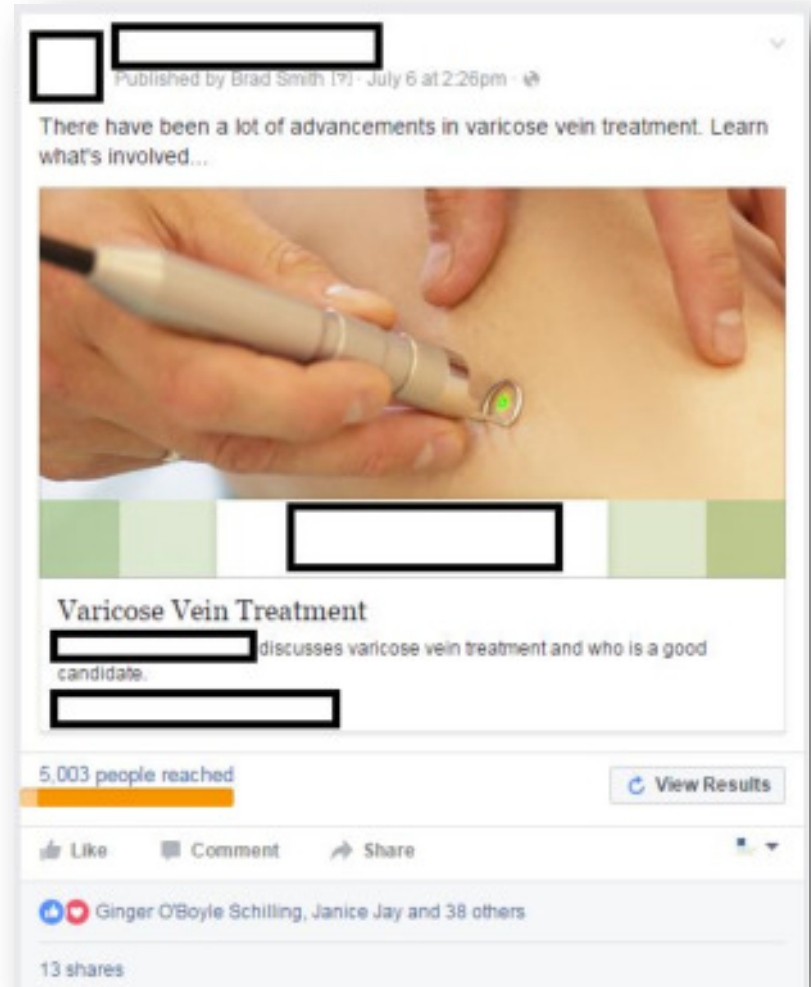


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Facebook Boosted Posts

- 5,003 people reached
- Women 28-60
- Specific likes/interests
- Within 20 miles of office locations
- 133 actions/engagements
- 20 appointment inquiries



Facebook.com/BarqarMarketing



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Hashtags

THE POWER OF
#HASHTAGS

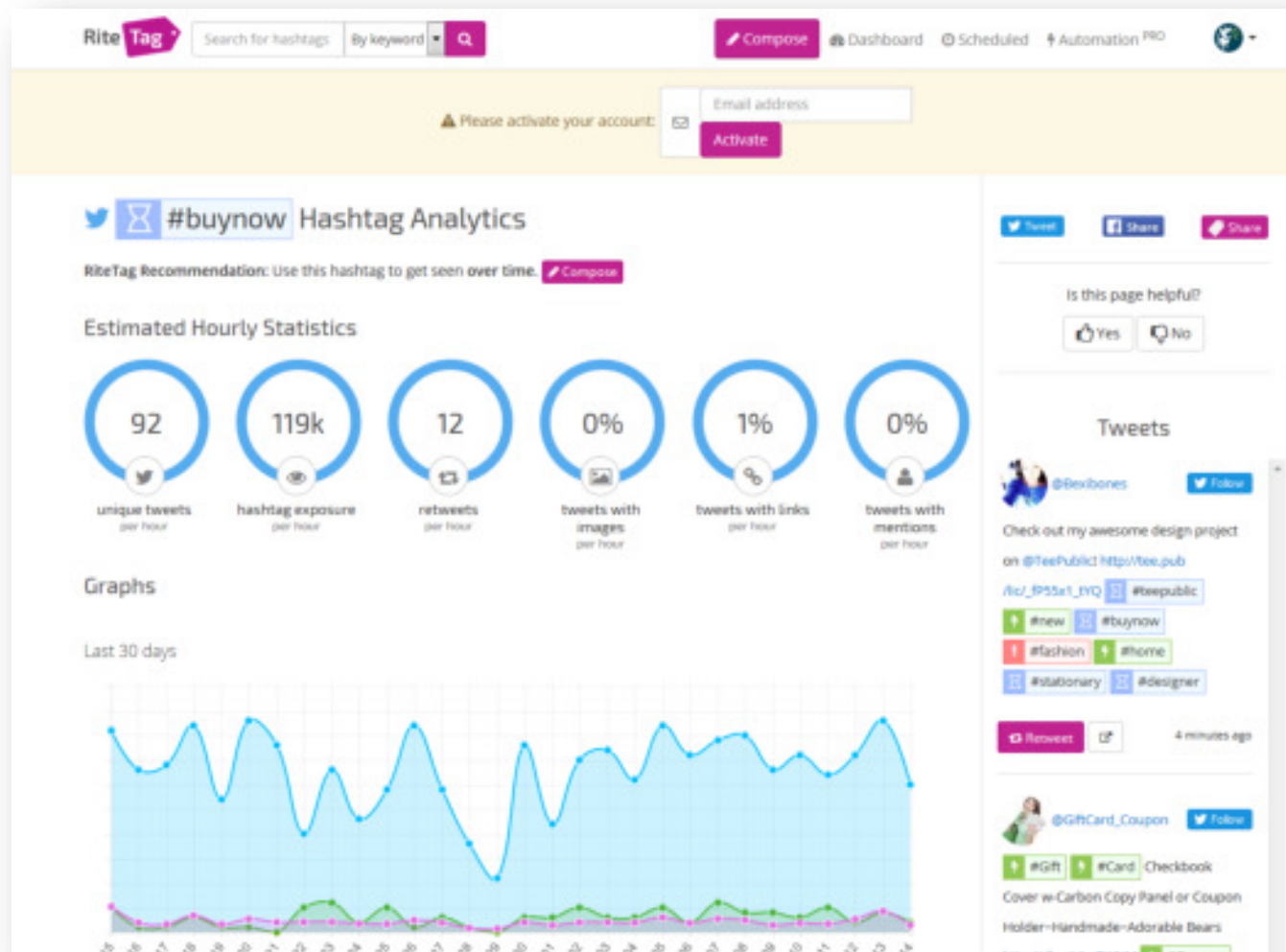
#BARQAR





Ritetag

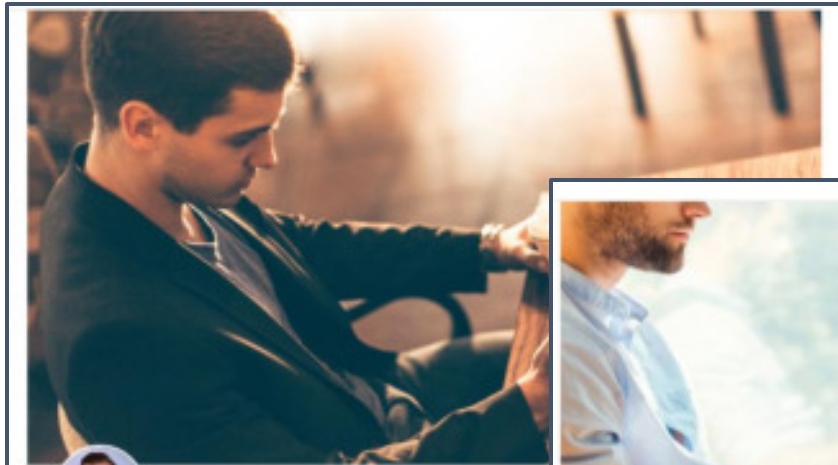
Hashtags containing “BuyNow”



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LinkedIn Published Post



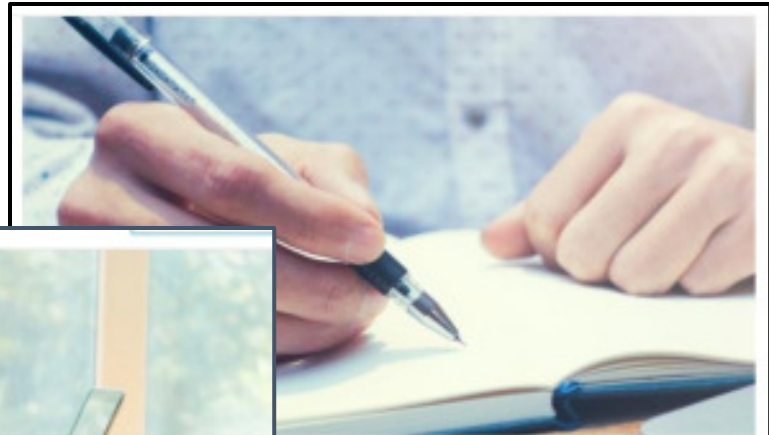
Brad Blaly

Social Media and Content Marketing Strategist

What are The 14 Most Popular Social Media Platforms of 2016?

Jun 2, 2016 | 38 views | 7 Likes | 0 Comments

Stop working harder and start working smarter.



Brad Blaly

Social Media and Content Marketing Strategist

Stop Trying to Create the Perfect Piece of Content and Just Create Content

May 16, 2016 | 49 views | 3 Likes | 0 Comments

The Beatles recorded 237 original songs, 17 of which went on to be number one.



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Be Social!



Theodore Mosher IV
Student/Career Services, e

Not something I would hav



Like • Comment • Share



Brad Bialy Thanks for sharing, Theodore! Have a great week!

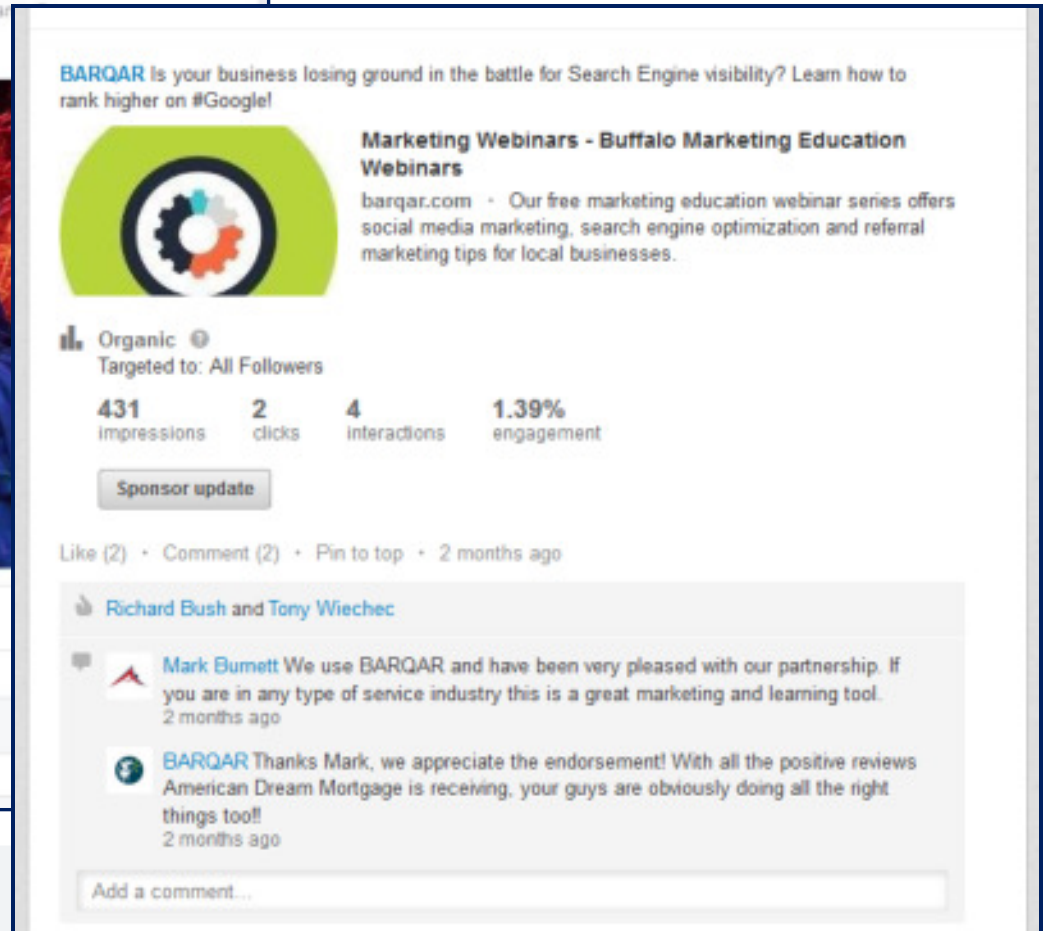
Like • Reply



Theodore Mosher IV Brad Bialy, thanks for writing!

Unlike • Reply • 👍 you

Add a comment...



BARQAR Is your business losing ground in the battle for Search Engine visibility? Learn how to rank higher on #Google!



Marketing Webinars - Buffalo Marketing Education Webinars

barqar.com • Our free marketing education webinar series offers social media marketing, search engine optimization and referral marketing tips for local businesses.

Organic
Targeted to: All Followers

431 Impressions 2 clicks 4 interactions 1.39% engagement

Sponsor update

Like (2) • Comment (2) • Pin to top • 2 months ago

Richard Bush and Tony Wiechec

Mark Burnett We use BARQAR and have been very pleased with our partnership. If you are in any type of service industry this is a great marketing and learning tool. 2 months ago

BARQAR Thanks Mark, we appreciate the endorsement! With all the positive reviews American Dream Mortgage is receiving, your guys are obviously doing all the right things too!! 2 months ago

Add a comment...

29d



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Reach Out One-to-One



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BUILDING A LIBRARY





Why You Should Blog

News & Resources

Stay up-to-date with the latest news and information for Speech Language Pathologists, Occupational Therapists, Physical Therapists, School Psychologists and Schools.

Improving Children's Sensory Input Through Animal Walks!

Posted June 10th, 2016



As a therapist, you are well aware of the importance of gross motor skills to successful child development, regardless of the age or grade level of your students. Gross motor activities not only get children moving and active, but they also help regulate sensory needs. An easy way to include proprioceptive and vestibular input on... [Read more »](#)

Share This:



What Is Reactive Attachment Disorder And What Do You Need To Know About It?

Posted May 27th, 2016



Reactive attachment disorder (RAD) is a rare but serious condition in which a child fails to establish healthy attachments to parents or other caregivers. It is caused by chronic maltreatment, neglect or abuse early in life. For instance, children born to drug or alcohol addicted parents learn very early on that things do not feel... [Read more »](#)

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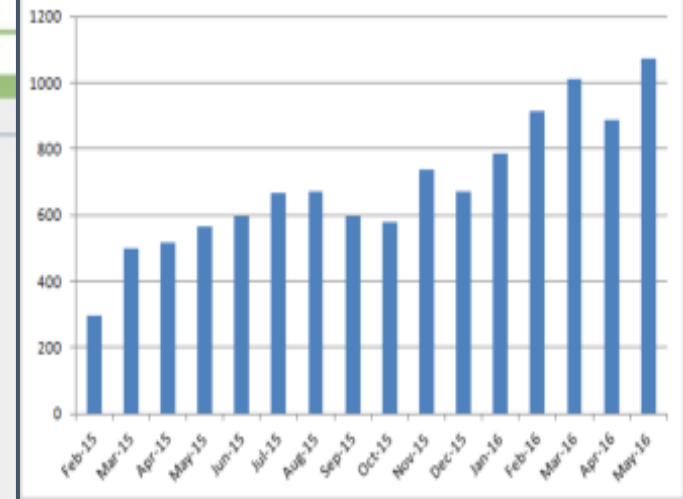
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[Resume Tips](#)

[Speech Therapy Tips](#)

[Tips For School Psychologists](#)

Pageviews



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Gathering Online Reviews

What do People Think of Your Service?

Average Rating / 48 Total Testimonials

4.9 Out of 5 Stars

★★★★★

Cobb Pediatric Therapy Services

★★★★★ 5.0 out of 5 stars

Mary M - June 22, 2015

This was my first year working for Cobb pediatrics. I felt like the company is very professional and supportive of it's employees. My supervisor, Lisa Falkenstein, responded immediately to any questions or concerns. I would highly recommend Cobb Pediatric to any new therapist.

Average Rating / 383 Total Testimonials

4.7 Out of 5 Stars

★★★★★

Wood Personnel Services

★★★★★ 5.0 out of 5 stars

Harvey A - June 16, 2016

Extremely helpful. Everyone I have had experience with at WPS shares a belief in the service mission of the the organization.

★★★★★ 5.0 out of 5 stars

Sherese K - June 9, 2016

I liked it, it was very nice

★★★★★ 5.0 out of 5 stars

Danielle D - June 6, 2016

The people at WPS were very friendly and easy to work with. It was quick and easy to get everything done.



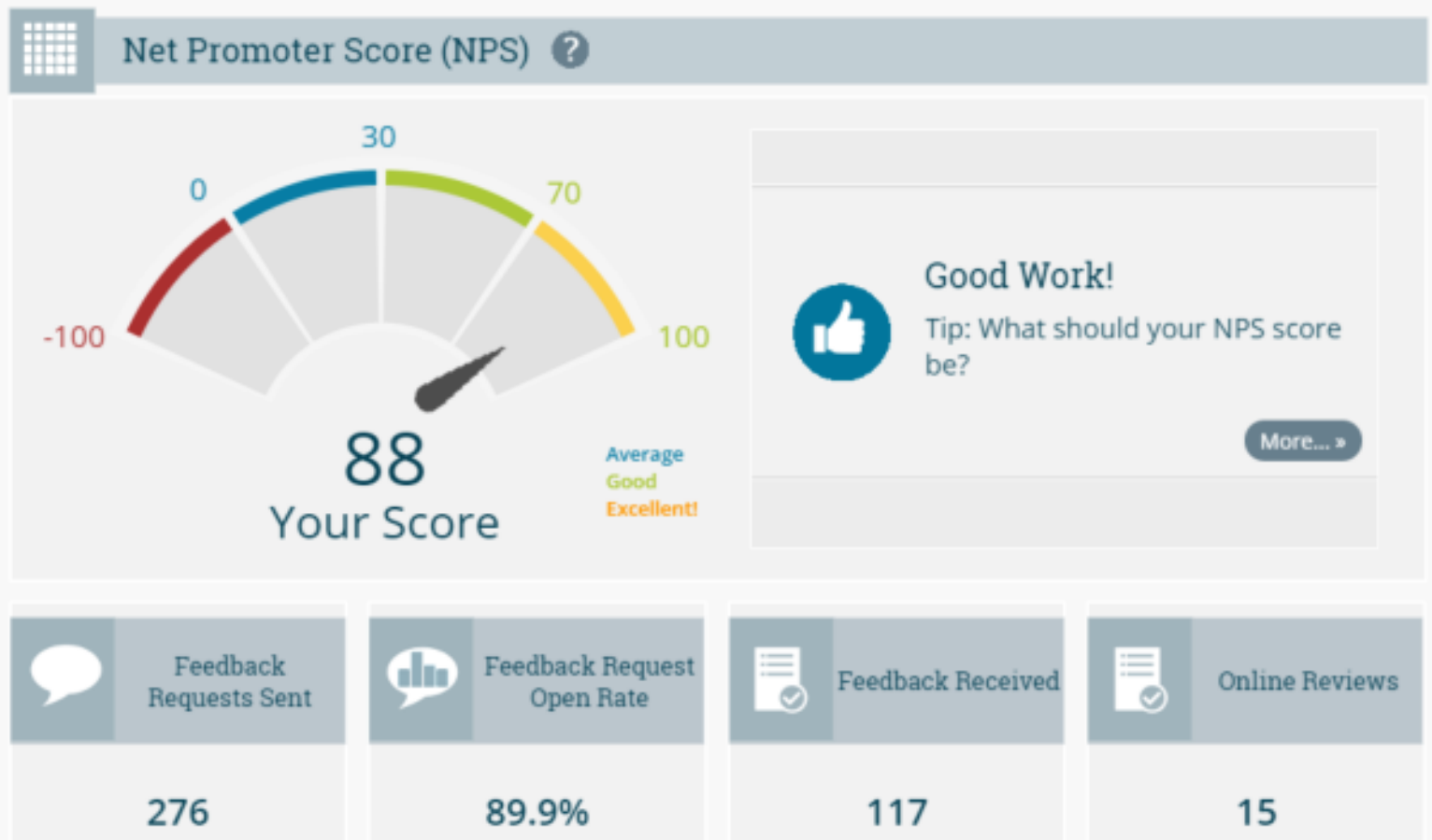
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Reputation Management



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Reputation Management

"It was an absolutely amazing experience and I cannot wait to return. My mother was excited to bring me because she knew it would be amazing and she was absolutely right! Our server was charming & knowledgeable and made us feel like queens!"

Julie C. - April 2016



DANTELS
RESTAURANT

WE ASKED | YOU RESPONDED | WE LISTEN

Did our team exceed your expectations?

If so, please describe an instance of how we went above and beyond:

"We had a really tight timeline but Mark made it work. There was a tiny glitch at the end with the appraisal and Mark took care of quickly and my folks were able to close on time. My client stated he really appreciated the interaction with Mark."

Julie Billeisen, REALTOR®



TJ's Plumbing & Heating

July 15 at 10:24am · 🌐

Thanks for the great feedback Nick!

"TJ built a bathroom in my basement and did a fantastic job. He is trustworthy, which is hard to find these days in people. His men that worked on the job were also very professional and courteous. I would definitely recommend TJ to anyone and would call him up for any future project of my own." - Nick V.



"He is trustworthy, which is hard to find these days..."

- Nick V.

344 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👤 Geri King, Denise Harpst and 5 others



Write a comment...



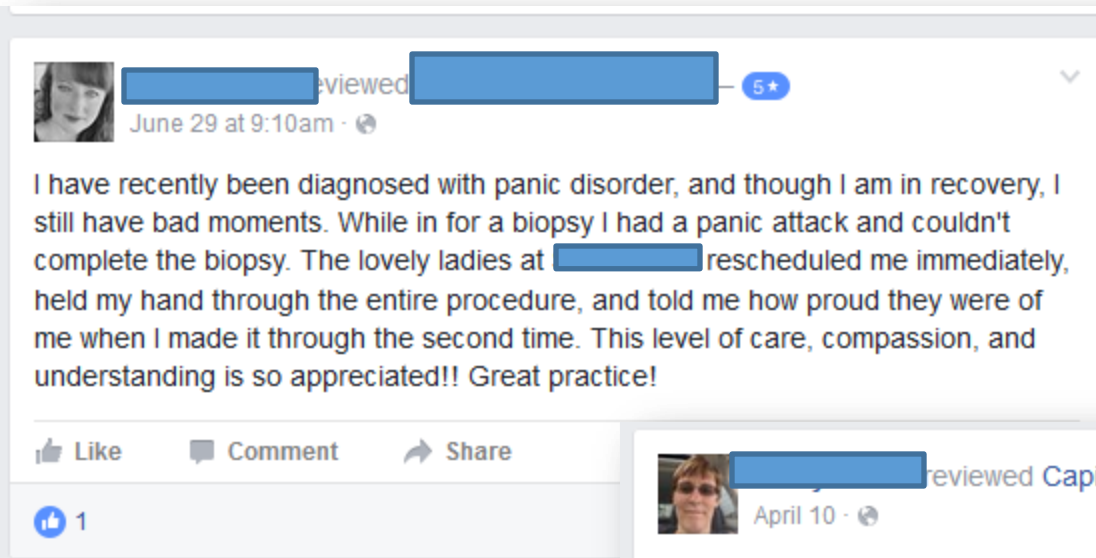
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Reputation Management



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Social Pro

Award-winning social marketing. For about 92% less cost!

**A Writer. A Strategist. A Graphic Designer. And
Someone to Post Content to LinkedIn, Twitter,
Facebook & Google+ Every Day.**



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Showcase Awards & Honors

The screenshot displays the Strategic IT Staffing website. At the top is the company logo and a navigation menu with links: ABOUT, INDUSTRIES, EMPLOYERS, JOB SEEKERS, JOBS, BLOG, and CONTACT. Below the navigation are social media icons for Facebook, Twitter, LinkedIn, Pinterest, Google+, and YouTube. The main content area features a large blue graphic with the text "THE RIGHT EXPERTISE. UNRELENTING PROMISE TO SERVICE." and a paragraph about the company's commitment to service. A "SEARCH FOR JOBS" section includes input fields for "Job Title" and "Location", and a "Find Jobs" button. To the right is a photo of three business professionals in a meeting. The footer contains several award logos: "Salaries & Confidence THE RISE OF U.S. TECH PROFESSIONALS 2014-2015 Strategic Salary Survey" with a "GET YOUR FREE COPY" button; "SACRAMENTO BUSINESS JOURNAL Top 100 Fastest Growing Businesses"; "ASA AWARD VOICE Winner 2015"; and "MEMBER ASA AMERICAN STAFFING ASSOCIATION".



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Next Webinar:

Top Tools Every Marketer Should Use

Date and Time:

Wed, Aug 31, 2016 2:00 PM - 3:00 PM EDT

www.barqar.com/webinars





Your Questions

- How can we better reach our target audience on social?
- How can we build more trust through social media?
- How can we compete with bigger, more established companies?
- What is the most effective way to market with limited time and limited funds?
- Where should I spend my money, online marketing or other areas?



Need Help?



1.888.576.6100

1.716.204.3514

info@barqar.com



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