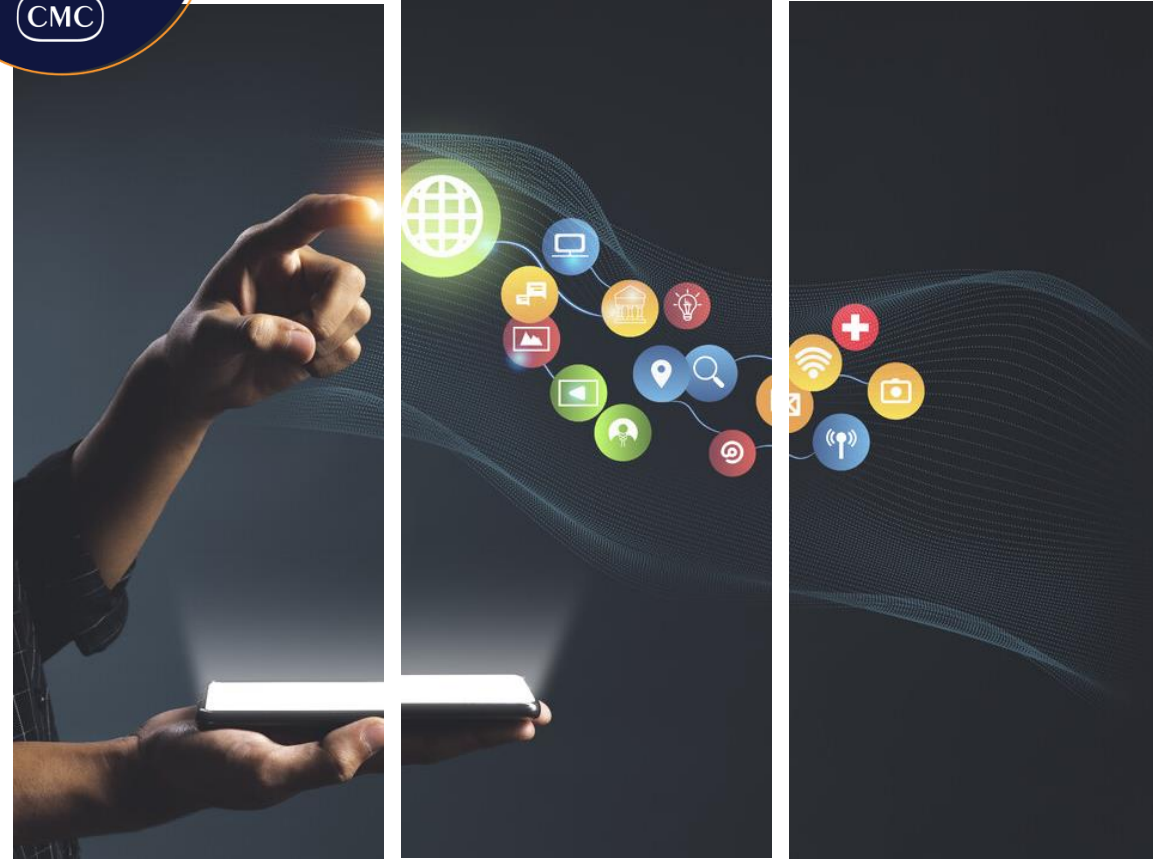




# SOCIAL MEDIA MARKETING IN 2024 AND BEYOND

Ashley Brown,  
Senior Digital Marketing Consultant

January 10, 2024 | 12:30 p.m. ET



A HIGHER LEVEL of  
management consulting  
ONTARIO



Un NIVEAU SUPÉRIEUR  
de conseil en management  
ONTARIO





## WHAT'S UP NEXT

The 2<sup>nd</sup> Wednesday of the month  
12:30pm eastern

Visit CMC-Canada for a list of all  
Canada events

<https://www.cmc-canada.ca/Events>



ONTARIO

# What's Up Wednesday

## REHUMANIZING WORKPLACE MENTAL HEALTH

Speaker :

Leslie Bennett,  
Partner | Human Capital Innovator  
Mental Health Innovations

February 14, 2024 | 12:30-1:30pm

Registration  
Open

What's **UP?**  
Wednesday





# AWARDS *Night*

CMC Ontario Annual Awards  
Celebration 2024

- ✓ Ottawa | January 25<sup>th</sup>
- ✓ Toronto | January 30<sup>th</sup>

Visit CMC-Canada for a list of all  
Canada events

<https://www.cmc-canada.ca/Events>

# CMC-ONTARIO AWARDS *Night*

Join us in January,  
2024 for an evening of  
celebration of member  
achievements, awards,  
and community  
engagement.

- 2 LOCATIONS
- 2 EVENTS
- 2 DATES



Learn more

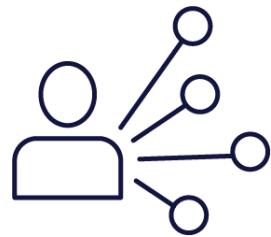


WHY JOIN?

# MEMBERSHIP CONNECTS YOU



CONSULTANTS



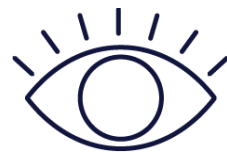
NETWORK



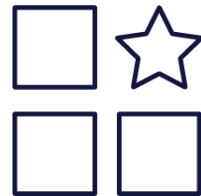
RESOURCES



CERTIFICATION



VISIBILITY



DIFFERENTIATE



# How to Participate

- You will be muted for this call
- To ask a question – Type the question into the chat tool.
- We kindly ask that you turn your Video on if you are able to. We want to see your smiling faces!
- This session will be recorded
- A copy of the presentation will be available after the event.



ABOUT OUR GUEST SPEAKER

# Ashley Brown

- ❑ Award-Winning Digital Marketing Consultant
- ❑ 10+ years experience helping local and national businesses harness the power of online marketing to drive revenue
- ❑ Division I NCAA Rower





# Social Media Marketing in 2024 and Beyond

Ashley Brown  
Senior Digital Marketing Consultant





# Setting The Social Stage

# POLL

How much time does the average Canadian spend on social media?

- 35 minutes every day
- 1.5 hours every day
- 2 hours and 5 minutes every day
- 3 hours 10 minutes every day
- 4 hours and 15 minutes every day



At the end of the day, we're all consumers just scrolling our phones.

The average Canadian adult spends



**2HR 5MIN**

on social media every day.

WE ARE SOCIAL + HOOTSUITE

LOCALiQ

# The Modern Consumer Journey



# The Most Popular Social Platforms

# POLL

## Which social media platforms do you use?

(Click all that apply)

- Facebook (Meta)
- Instagram
- Twitter (X)
- LinkedIn
- TikTok
- Snapchat
- Other
- I do not use social media



# The Most Popular Social Media Networks Worldwide

By monthly active users (in millions)



# Top 5 Social Media Goals

No matter the platform...

**Increase your reach**

**Gain new followers**

**Improve audience  
engagement**

**Drive more website traffic**

**Generate quality leads**



# Meet The Social Platforms



**Facebook,**  
25-34

+ Boomers

Loves photos & links,  
information and live video.

---

**STRATEGIES**

Local marketing  
Advertising  
Relationship Building

---

**INDUSTRIES**

Beauty/fitness  
Jobs/education  
Employment/job training  
Healthcare  
Restaurants  
Finance

---

**GOAL ACTION**

Increase reach via advertising  
Increase engagement with  
video content, remember most watch  
without audio

---



**Instagram,**  
18-24, 25-34

+ Millennials

Loves inspiration &  
adventure, questions/polls

---

**STRATEGIES**

Ecommerce  
Organic engagement  
Influencer

---

**INDUSTRIES**

Higher ed  
Sports teams  
Nonprofits  
Technology  
Consumer goods  
Office supplies

---

**GOAL ACTION**

Increase followers and drive  
leads with contests  
Drive website traffic by  
showcasing specific products  
and brands  
Increase reach with hashtags

---



## **X (formerly Twitter),** 25-34, 35-49

+ educated & wealthy

Loves news, discussion & humor

---

### **STRATEGIES**

Customer service  
Male demographic

---

### **INDUSTRIES**

Higher ed  
Sports teams  
Food & beverage  
Alcohol  
Financial services  
Healthcare communication

---

### **GOAL ACTION**

Increase your reach by engaging in industry-related conversations and sharing industry news  
Increase engagement with images as they get 128% more retweets than video

---



## LinkedIn, 46-55

+ professional

Loves long-form content and core values

---

### STRATEGIES

B2B  
Organic engagement  
International

---

### INDUSTRIES

Hospital/healthcare  
IT  
Construction  
Public admin  
Retail  
Manufacturing

---

### GOAL ACTION

Increase engagement with longform articles  
Gain followers by focusing on core values and leadership, inspirational and community-building content

---



## TikTok, 13-29

+ Females (60%)

Loves entertainment, humor & challenges

---

### STRATEGIES

Influencer marketing

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### INDUSTRIES

Entertainment  
FM consumer goods  
Interior design  
Fitness & Sports  
Beauty, art, fashion, jewelry

---

### GOAL ACTION

Increase reach by partnering with local influencers  
Drive website traffic with simple messaging and clear call to action  
Increase engagement with fun and entertaining content

---



## Snapchat, 13-34

+ Teens, Gen Z

Loves silly, feel-good & trends

---

### STRATEGIES

Video ads  
Location-based marketing  
App marketing

---

### INDUSTRIES

Schools/college  
Gyms  
Salons  
Restaurants  
Concerts

---

### GOAL ACTION

Drive website traffic with location-based marketing  
Increase engagement with feel-good video content that leverages audio  
Driving quality leads using swipe-to-call

---

# KEY TAKEAWAYS

#1

Don't disregard a certain platform. Your audience could be there, and you don't even know it!

#2

Pick a goal! No matter the platform, your goal should be one of five common goals THEN pick your platform.

#3

Be an early adopter marketer (Snapchat, TikTok). Go where the opportunity is and the space is less crowded.

#4

Build and leverage first-party data to better harness the power of these platforms and curate a custom audience.





# Questions

Please type in the chat





# THANK YOU



[INFO@CMC-ONTARIO.CA](mailto:INFO@CMC-ONTARIO.CA)

[HTTPS://CMC-CANADA.CA/ONTARIO](https://CMC-CANADA.CA/ONTARIO)