

SOCIAL MEDIA OPTIMIZATION

When everyone is social, how do you **STAND OUT** and **BE HEARD**?

DOES ANYONE REALLY CARE ABOUT YOUR FACEBOOK PAGE?

You've got your brand's Facebook page, your Twitter feed and your YouTube channel and you're spending less than a third of what you used to spend on display ads and branded pens. You've got social media figured out, right?

But, there's a problem – you're hearing crickets. The fans in your social media portals aren't responding to your posts about the latest version of your product. Come to think of it, you're not seeing very much of them on your page at all.

It's 2011 and simply checking the box on social media is not an option. Today, winning and losing is no longer determined simply by the number of users, friends and fans; it's determined by drawing a line between social media and your business goals.

More than ever, we live in an attention economy. Our audiences are more fragmented than ever across a dizzying number of media. And, their attention is under constant assault from a maddening amount of companies competing for their limited attention.

And the dirty little secret of all of this? How much money and time is wasted on social media brand campaigns that go nowhere.

STAND OUT AND BE HEARD

So, what do you do? We believe there are four elements to successful social media programs:

- Understand your audience
- Be creative
- Be engaging
- Measure everything

Developing an actionable plan begins with a deep understanding of the audience you're trying to reach. What social media channels do they use? And, what content are they interested in? In the era of the attention economy, how can your brand harness unique, creative content to interest and engage them?

THE NEXT FRONTIER

If you post a Facebook update, and no one reads it, did it make a sound (or impact)? With the glut of updates jockeying for attention on Facebook, Twitter and beyond, understanding how to break through the clutter is more important than ever. Elasticity employs a process of social media optimization in Facebook – Edgerank Content Optimization – to ensure that your content gets delivered.

$$\sum_{edges\ e} u_e w_e d_e$$

u_e = AFFINITY BETWEEN USER AND CREATOR
 w_e = WEIGHT FOR THIS EDGE TYPE
 d_e = TIME DECAY FACTOR

Edgerank Content Optimization is driven by a nuanced understanding of the audience – what content are they likely to be interested in. And, most importantly what content are they likely to share. This might seem obvious, but all too often the standard approach to doing this is filled with tactics and gimmicks like sweepstakes, polls, games, and points-based programs. Without an engaging personality behind them, games and tools are just another version of coupons.

Facebook is catching on. The posts which are selected for the news feed are the result of an algorithm

the company has created to manage newsfeeds. The Edgerank software works like how Google filters search results: it penalizes posters whose information is not read and shared by enough users. So, the self-serving posts just about your products and company have slowly faded from your followers' newsfeeds.

ALL FEEDS ARE NOT CREATED EQUAL. IF YOU'RE NOT SHOWING UP IN YOUR FANS' NEWSFEEDS, YOU'RE INVISIBLE ON FACEBOOK.

In the end, content is what really matters and how you "act" and "engage" in social media says far more about your "brand personality" than just about any other marketing tactic.

At Elasticity, we believe that there is an art and science to breaking through the social media clutter. And there is an expertise to getting results that deliver a return on your investment.

In dating, dressing up only gets you so far, at some point in the relationship you need to have a personality to really connect with someone. On Facebook, the first date is over and a lot of brands that aren't keeping up may be waiting in vain for the phone to ring.

Elasticity has proven itself to get your brand seen in social media. We get your brand talked about. We get people to **care**.

With Elasticity, you will be heard.

WHY FEEDS MATTER.

90%

OF FACEBOOK USERS DON'T RETURN TO A FAN PAGE ONCE THEY CLICK THE LIKE BUTTON. THEY ONLY SEE AND INTERACT WITH YOUR CONTENT IN THEIR NEWS FEED.

ONLY 5%

OF FACEBOOK STATUSES WILL MAKE THE NEWS FEED AT ANY GIVEN TIME.

NEXT STEPS

SOCIAL MEDIA REALITY CHECK

IS YOUR SOCIAL MEDIA PROGRAM OPTIMIZED?

DISCOVER HOW ELASTICITY CAN HELP. CONTACT US TODAY TO REVIEW YOUR DIGITAL STRATEGY.

goelastic.com/optimize



ONLINE REPUTATION
 BRANDING
 PR
 SEARCH
 SOCIAL MEDIA
 MOBILE
 WEB
 SOCIAL ENGAGEMENT
 ONLINE CONTENT