



Life's more fun when you share it!

HOW TO MAKE A RETURN ON INVESTMENT FROM SOCIAL MEDIA

Eddie Robb - eddie@makeitsocial.com

WTM - TT471

hat we're all striving for- SOCIAL REACH



10,000 Followers



2,000 Followers



3,000 Followers



50,000 Likes



5,000 Followers



20,000 Followers

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hat we're all striving for- ENGAGEMENT



RETWEETS. REPLIES.



PINS. LIKES.
COMMENTS.



LIKES. COMMENTS



LIKES. COMMENTS.
SHARES.



LIKES. COMMENTS.



+1. SHARE.
COMMENT.

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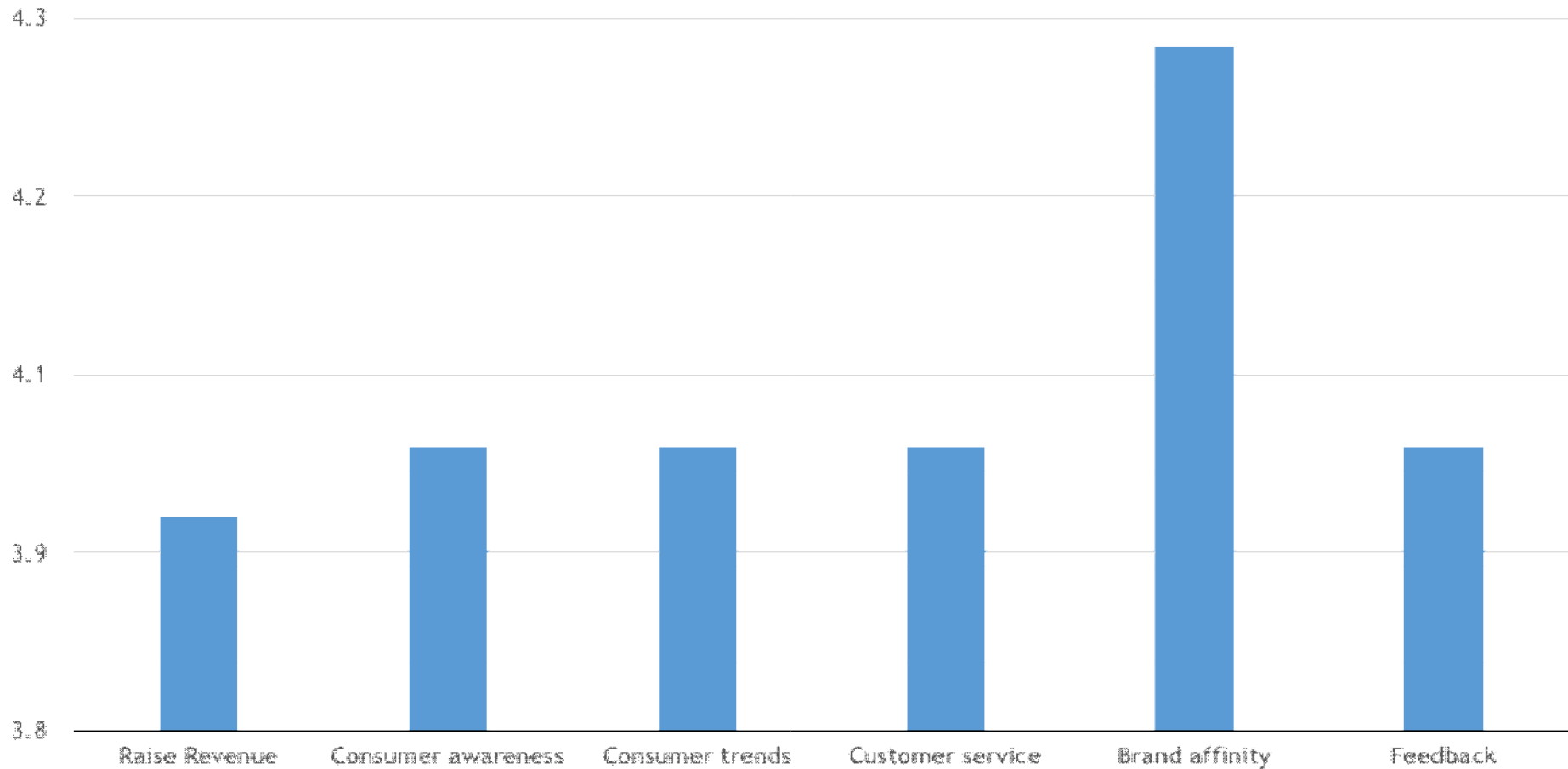








For the Travel/Hospitality/Airline Industry the importance of using social media to... (based on a rating of 1-5)



Series 1

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NEFITS OF SOCIAL MEDIA

- Brand Affinity
- Customer Awareness
- Feedback
- Customer service



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we just gambling?



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How much are we investing?

Case study - As You Like It Festivals

Young demographic

Exciting product



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How much are we investing?

Case study - As You Like It Festivals

- 1 full time member of staff = £16, 000
(Content creation, Twitter, fb management/engagement)
- Advertisements - £50 a day = £18, 000
- Stunts - £2, 000

TOTAL - £36, 000



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Required Return..



TOTAL SPEND - £36, 000

AVERAGE MARKUP - £100

Break even sales required- 360 customers...

... From social alone.

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tcomes

Total sales - 300.

Not directly attributable to social.

BUT... Now have nearly 4000 likes.



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You are posting, commenting and liking as Eddie Robb — Change to As You Like It Holidays

As You Like It Holidays Timeline Now

Admin Panel

Adverts Manager

P is for... Porter Robinson. Hailing from North Carolina, USA Porter is one of the youngest DJ's at this year's event at the tender age of 20. He has already played UMF Miami this year and will also be playing Tomorrowland a fortnight after Ultra Europe.



Like Comment Share

As You Like It Holidays likes this.

Write a comment...

258 people saw this post

Boost Post

As You Like It Holidays 13 June

A-Z of Ultra Europe

rate http://ayinoholidays.wordpress.com/2013/06/14/whats-wrong-with-edm/#more-1042



Unlike Comment Share

You, Sarah Garden and Sarah-Jane Burke like this.

View 3 more comments

Maria Loudon No it's American x Unlike Reply 1 Friday at 11:32 via mobile

Stephen Dinnaedaethingsbyhalfs Banks Used it to term many brands of electronica is the 80's..now it's just a wank. American term Like Reply Friday at 12:10 via mobile

Write a comment...

867 people saw this post

Boost Post

As You Like It Holidays 12 June

A-Z of Ultra Europe

Now 2012 Found

A 4 day old post was seen by 238 people.

A 4 day post with engagement was seen by 867 people.

That's 5-21% of your hard earned (and expensive) likes

See Your Ad Here

Eddie Robb likes As You Like It Holidays.

As You Like It Holidays Like

Get More Likes

w many of your fans will actually hear you?

- Facebook- say 13%

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facebook stop a lot of your fans hearing from you.

@make_it_social



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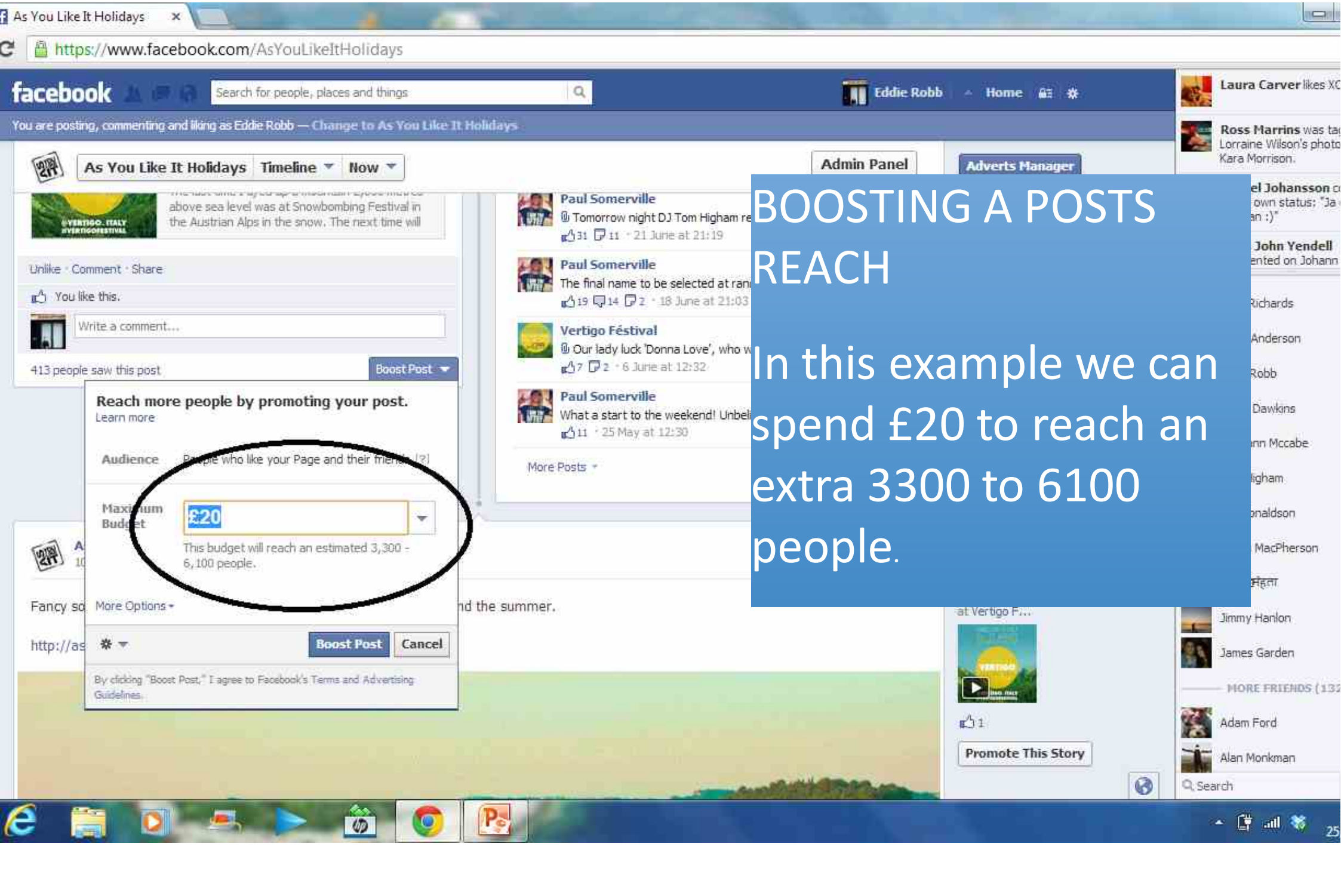
Make it Social
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BOOSTING A POSTS REACH

In this example we can spend £20 to reach an extra 3300 to 6100 people.

Reach more people by promoting your post.
Learn more

Audience People who like your Page and their friends (12)

Maximum Budget
This budget will reach an estimated 3,300 - 6,100 people.

Boost Post **Cancel**

By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.



A young boy with light brown hair, wearing a grey sweater over a collared shirt, is holding a metal plate with a knife. He has a pleading expression on his face. The background is a blurred crowd of people.

PLEASE SIR

I WANT SOME MORE

t are we missing??

@make_it_soo



What are they all about?



- - *"a social utility that connects you with the people around you"*



- - *"to connect the world's professionals to enable them to be more productive and successful."*



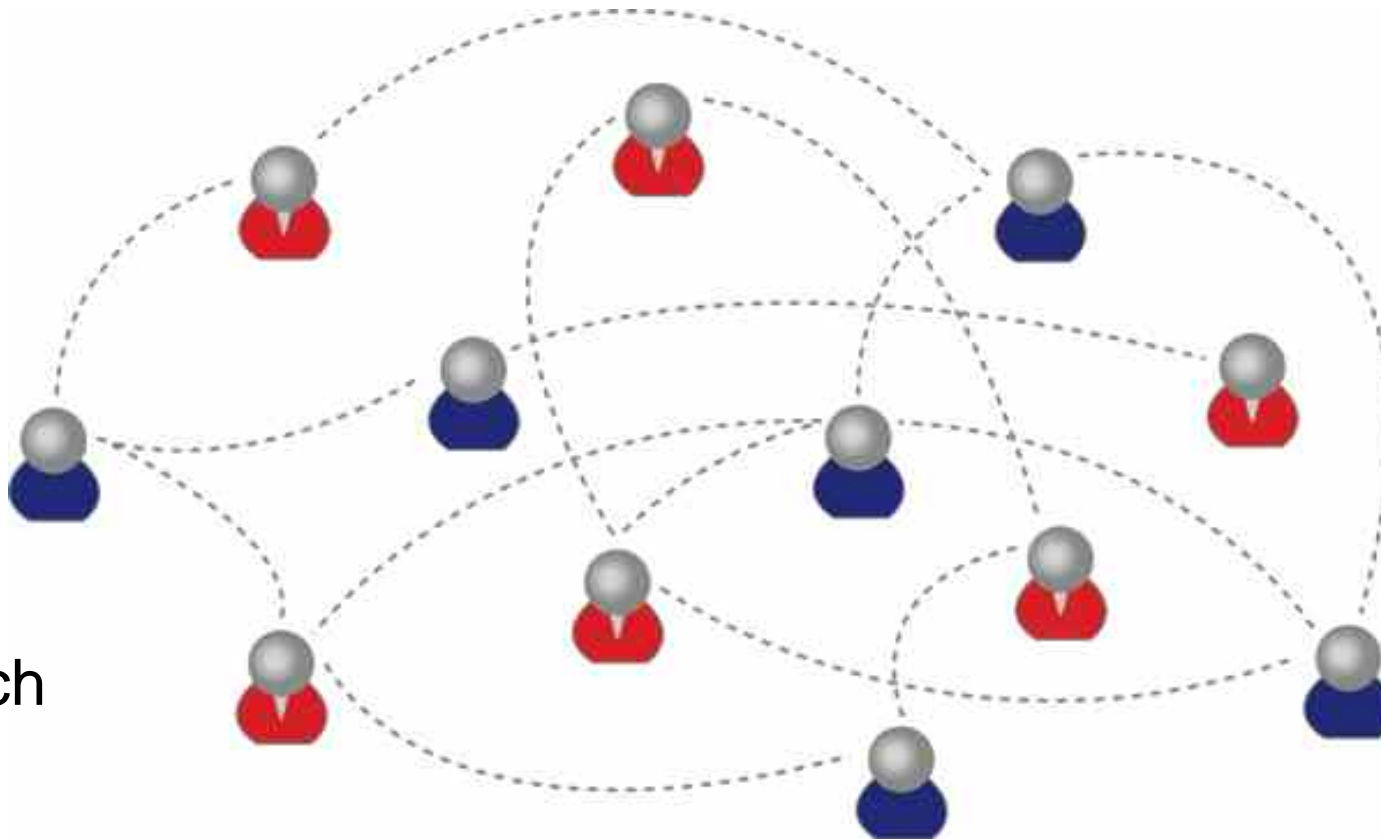
- - *"connecting for a purpose, not just connecting."*



- - *"share with the people you care about"*



- - *"a tool for collecting and organising things you love"*



keeping in touch

socialising

having your friends around you

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How can we expect to get an ROI when they are there to be social!



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Instead... Allow them to use social media to **BOOK** your product with their friends... When they want to.

On your website!

social peer to peer introduction is trusted at a rate of 72% compared to a company post at 10%.

Forrester Research
2012

1% consider a personal recommendation for a trip “very important” in the decision-making process.

Google Travel Study
2013

ial Bookings...

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LARGER YEILD

MORE COST EFFECTIVE

MORE ENGAGEMENT

MORE BRAND AFFINITY

MORE FUN

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How to do it...

Provide a function for your browsers to **book** with friends

Harness P2P at the **point of sale**

When the customer is **looking** for something

And where you are **best positioned** to sell to them

Installing the **make it social** button on your website will do exactly that...



Book Socially



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