

## COOC Annual Member Meeting April 1-2, 2016



### Social Media Statistics:

**1 | Facebook**  
1,100,000,000 - Estimated Unique Monthly Visitors, 1 million small or medium size businesses advertising, large companies spend up to \$100MM / yr. Of total social media visits on internet - they own 44% of them

**2 | Twitter**  
310,000,000 - Estimated Unique Monthly Visitors, mostly mobile users, 140 character limit, successful content has a viral effect

**3 | LinkedIn**  
255,000,000 - Estimated Unique Monthly Visitors, over 330MM users, they add 2 users every second, social network for professionals and career

**4 | Pinterest**  
250,000,000 - Estimated Unique Monthly Visitors, 80% of users are women, over 9MM users have their accounts connected to Facebook, pin board collections of your favorite stuff, very visual

**5 | Google Plus**  
120,000,000 - Estimated Unique Monthly Visitors, can be used for both personal and business to build your brand, good for brick and mortar retail

**6 | Tumblr**  
110,000,000 - Estimated Unique Monthly Visitors, microblogging platform, over 217MM blogs created, mostly younger people

**7 | Instagram**  
100,000,000 - Estimated Unique Monthly Visitors, share visual stories, over 75MM daily active users, most popular social network for sharing photos, mostly mobile based

**8 | YouTube**  
Own 21% of social media visits on the internet, expected to generate \$5.6 billion in gross revenue in 2016. Currently, there are 6 billion hours of video watched on YouTube per month and 1 billion videos watched over mobile phones per day.

Resources: [ebizmba.com](http://ebizmba.com) / [smallbiztrends.com](http://smallbiztrends.com) / [webtrends.about.com](http://webtrends.about.com)

### Opening Questions - Audience:

- Who has been on Social Media today?
  - For ...Business ...Personal ...both?
- Why are you here today?
  - What do you want out of this panel?
- Who is interested in selling their product?
  - Retail (direct to consumer), wholesale or both?
- Do you have good examples of social media to share, people/companies you follow?

### Topics to be Covered:

Social Media

- Must be part of your Marketing/PR game plan
- FREE?
- Branding => gets the word out
- Can drive sales and traffic

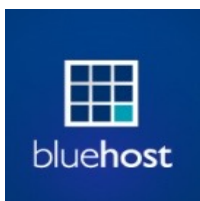
4 Primary Topics:

- Hosting
- Website
- Marketing
- Social Media

### Reminders...

- One thing at a time...master it...move to the next
- Know your audience
- Content is KING
- Set clear objectives & goals
- Be consistent
- Test / Measure / Learn / Improve

### Hosting:



### Website:



### Marketing:

- PR
- Print Ads
- Tastings / Events
- Email
- Catalog
- Website
- Social Media



### Social Media:

Where to Start?

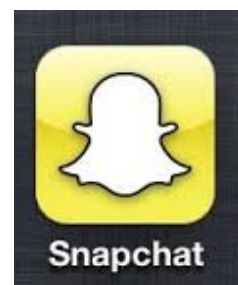


### Pinterest:

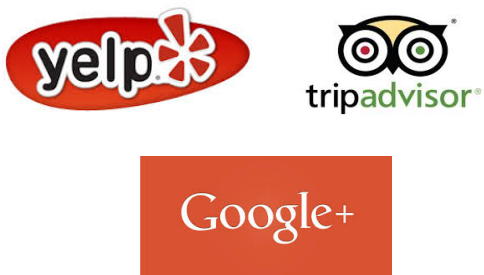


Pinterest

### Snapchat:



**Google+ / Yelp / Trip Advisor:**



**YouTube:**



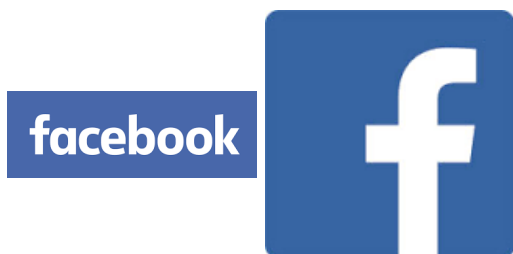
**Twitter:**



**Instagram:**



**Facebook:**



**Questions?**

