

**THINK  
#DIGITAL  
FIRST**

Social Media 30 Minutes a Day

@wvrknight

Think #Digital First

Twitter

Brand

Storytelling

Storytelling

Storytelling

If you can't tell it, you can't sell it



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE  
83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

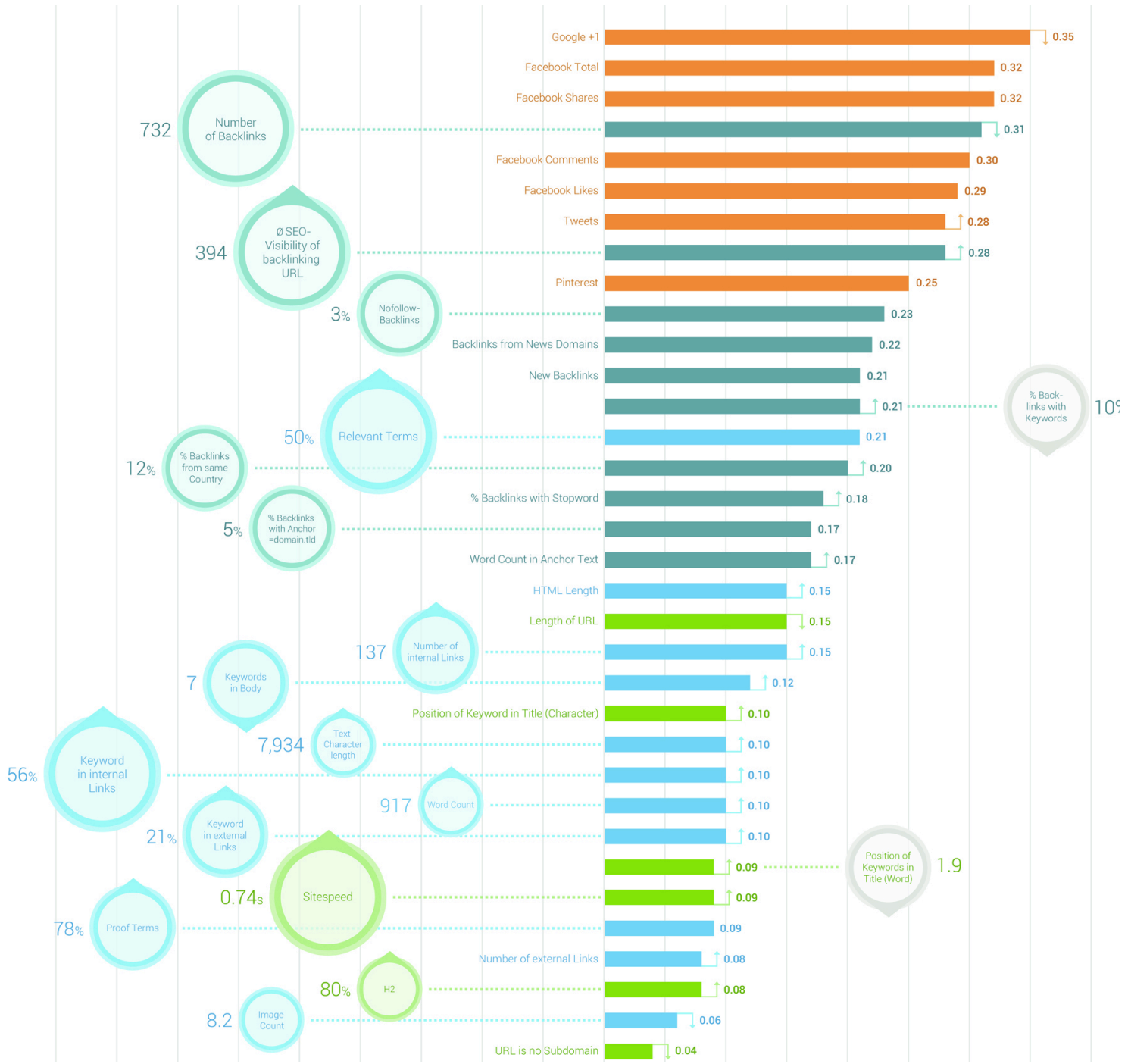
BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



POWERS 50% OF THE WORLD'S HIRES

300 MILLION USERS



Hi, we're Foursquare.  
We help people discover your  
**shop.**

Search for your business on Foursquare.

Business Name

City, State/Country



Search

Ready to claim your listing? [Get started now.](#)

*Preparation*

Foursquare.com



Unpin

- Home
- Saved For Later
- Add Content
- All
- Content Marketing
- ECommerce 812
- GlobalRetail
- Influencers
- LifeStyleAgent
- Social Media
- Strategy 796
- WarrenKnight 979
- Design 176
- Fashion 252
- Uncategorized

# Content Marketing

1,103 unread articles



## FEATURED



### Are You Producing Content Like An A-Lister?

Second Half Content Marketing Checklist – 50 Points Would you like craft content marketing like an A-lister? You spend hours and hours on your content marketing. By contrast, A-4 Heidi Cohen / 40min



### Why We Are Hiring for a New Content Role (and You Should Too)

Last November, I keynoted the Niche CEO Summit alongside some amazing publishers, including Michela O'Connor Abrams, President of Dwell Media. If 8 Content Marketing Institute / 43min



### Value Proposition: 4 key questions to help you slice through hype

Tweet I was originally going to write this blog post to help marketers spot hype in their green marketing claims. But then, I had an epiphany. Why focus 13 MarketingExperiments Blog: Research-driven optimization, testing,

## TODAY



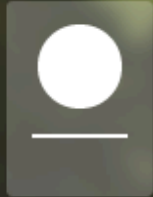
### Straight talk on social media consulting

Nearly every week I help mentor some young person who wants to start a career in social media marketing consulting. I'm happy to help but unfortunately find myself bursting a lot of bubbles of overly high expectations. I thought it might be 2 {grow} / by Mark / 7min

Research  
Feedly.com

# Start a new design

Use custom dimensions ▶



Real Estate Flyer **NEW**

Social Media

Presentation

Poster

Facebook Cover

Blog Graphic

Kindle Cover

## YOUR DESIGNS

## EDITOR'S PICKS

## DESIGN TUTORIALS

How to do Your Social... ≡

Untitled design ≡

Untitled design ≡

Give instant access

**05** accounts left for your friends...

Their email address

Send invitation

Canva.com

Beautiul Images in minutes

# Drive Real User Actions

Forget clicks & impressions. Start driving proper engagement.  
Gleam verifies actions automatically against real users.

⚡ Start Using Gleam



## Run Competitions

Add your prize, choose your actions  
Embed on your site, all in under 3 minutes.



## Rewards

Drive more sales, ask users complete  
predefined actions to unlock anything.



## Get Feedback

Incentivize users to give you feedback  
on things that matter to your business.

# *Competitions*

Facebook - Pinterest - Instagram - Twitter





*Whats Pinterest'ing?*

50% though Mobile



Seeds Left

50

Need more seeds?

- Follow Pinners
- Repin Pins
- Like Pins
- Promote Pins
- Schedule Pins +
- Pin Alerts
- Multiple Accounts +
- Viralwoot Stats
- FAQs & Troubleshooting

[Share on Facebook](#) [Share on Twitter](#)

You earn 100 seeds whenever referred user connects her Pinterest account.

SCHEDULE PINS SEARCH IMAGES TO PIN OR USE OUR BOOKMARKLET**Best way to schedule pins - Install our free bookmarklet**[Pin Scheduler](#) <- Drag this button to your bookmarks toolbar and start scheduling pins from any website or blog.**Upload Images from Computer, Facebook, Dropbox, Instagram, Google Drive and more**Unlock this premium feature immediately by either [buying seeds](#) or subscribing to any of the [monthly plans](#)[Search Images to pin](#)

0 Images selected, Schedule Now!

# VIRALWOOT

## Schedule, Search, Promote, Analyse

# Learn To Grow Your Business Using Social Media In One Day

Master How to do Social Media 30 Minutes a Day

Found on [socialmediaelearning.co.uk](http://socialmediaelearning.co.uk)



**Warren Knight** · Just now

In this 1 day Bootcamp you will learn how to get "SALES" using a 7 day strategy  
\*\*Leveraging Social Channels for Lead Generation to Grow your Business\*\*

*E-mail your followers*

Remember to remove the @.....

Type	Recommended Upload Size ( width x height in px )
Profile Pic	400 x 400
Cover Pic	1500 x 500
Post Images	880 x 440  best use aspect ratio of 2:1 , can't be over 3MB or 1024x512
Supports : JPG, PNG & GIF	

*Twitter*  
What's New?

# Internet & Mobile World



TWEETS 17.4K FOLLOWING 14.5K FOLLOWERS 16K FAVORITES 16 LISTS 15

## Warren Knight

@wvrknight

Ex Hip Hop dancer, now professional speaker, trainer. Lover of all things #social & #Digital, co-founder and #BusinessGrowth expert through #DigitalLeadership

UK, London

warrenknight.co.uk

Joined January 2009

237 Photos and videos

Tweets Tweets & replies Photos & videos

Pinned Tweet



Warren Knight @wvrknight · Oct 3

:-) RT @Clive\_\_Wilson: Seems @wvrknight insight is more valuable than Facebook's.

Great story & a lesson in bravado  
[shar.es/1aScZ8](http://shar.es/1aScZ8)

Retweet icon

*Pin to top*

Warren Knight @wvrknight · 12h

Who to follow · Refresh · View all



Ashley Petrons @AshleyF

Follow



Motorsport32 @Motorspo

Follow



Talking Men's Shoes @tr

Follow

Popular accounts · Find friends

Pin your most re-tweeted message to the top

## Introduction

GIFMaker.me allows you to create animated gifs, slideshows, and video animations online freely and easily, no registration required.

With GIFMaker.me, you can play a gif online with sound, create animated icons and avatars of yourself on DeviantArt or other forums , share multiple screenshots( e.g. games like Minecraft ) in one URL, or share your life moments with your friends on Facebook, Reddit and Twitter.

In addition, you can

Select multiple images in JPG, PNG or GIF format:

**Upload Images**

Drag the images to change the order:

**“ KISS  
KEEP IT  
SIMPLE  
STUPID ”**

**“ TWO EARS FOR  
LISTENING  
*and*  
ONE MOUTH FOR  
SPEAKING ”**

**“ ARE YOU READY?  
*Probably not*  
BUT IT'S NEVER TOO  
LATE TO CHANGE ”**

## Control Panel:



Canvas size( max: 360,000pixels ):

%:  x  px

Animation speed:

milliseconds

Repeat times( 0 = infinite loop ):

times

# GifMaker

## Make Gif's for Twitter

**Mentions** wvrknight

**LardBishop**  
4:12pm via Twitter for Android  
RT@wvrknight: Twitter Reaches Deal to Show Tweets in Google Search  
[ow.ly/IYazm](http://ow.ly/IYazm)

**Swoon\_Lux\_Cakes**  
11:48am via Twitter for Android Tablets  
Showing #love 2 my new followers @unclejohnbakery @doublefillcupc @SEEN\_SE @mamapetitecakes @wvrknight @tamsinfd @AthenaNWKent @ItsNutFairUK

**sewmesomething**  
8:22am via Twitter for Android  
@CrftHobbyStitch @wvrknight ANNIVERSARY? Sounds like a very interesting talk.

**DougCWallace**  
Feb 13, 9:30pm via Twitter for iPhone  
@wvrknight #songtime I'm a Londoner and I love London Town la la

**55\_connect**  
Feb 13, 7:02pm via Twitter for iPhone

**@CrftHobbyStitch** Search wvrknight

**sewmesomething**  
8:23pm via Twitter for Android  
@Creative\_Acc @TinaFrancis15 @CrftHobbyStitch Ooh, classy! :-)  
Show Conversation

**TinaFrancis15**  
8:20pm via Twitter for iPhone  
@Creative\_Acc @sewmesomething @CrftHobbyStitch fabulous!  
Show Conversation

**Creative\_Acc**  
8:19pm via Twitter for iPhone  
@TinaFrancis15 @sewmesomething @CrftHobbyStitch last minute it certainly is...!!! Nearly done ☐



**@wvrknight** Search

**Swoon\_Lux\_Cakes**  
11:48am via Twitter for Android Tablets  
Showing #love 2 my new followers @unclejohnbakery @doublefillcupc @SEEN\_SE @mamapetitecakes @wvrknight @tamsinfd @AthenaNWKent @ItsNutFairUK

**wvrknight**  
9:45am via Hootsuite  
Approved Growth Voucher Advisor for Business Owners [ow.ly/IYa0Y](http://ow.ly/IYa0Y) #businessgrowth @e\_nation  
Retweeted by GYBusiness and 1 others

**wvrknight**  
9:45am via Hootsuite  
Approved Growth Voucher Advisor for Business Owners [ow.ly/IYa0Y](http://ow.ly/IYa0Y) #businessgrowth @e\_nation  
Retweeted by BusinessNetw and 1 others

**sewmesomething**  
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*Hootsuite*

Twitter - Facebook - LinkedIn - Google+



# INSTAGRAM

## EDITING

Use other apps, such as Camera+ and Snapseed, to enhance your photos. Once you get used to editing your feed will have a consistent look and feel.

## RULE OF THIRDS

Putting the subject of the photo in only two thirds of the screen makes it more attractive to the eye.



## CAPTIONS

Use relevant photo captions to grab the attention of people and include questions to drive comments.

## USE HASHTAGS

There's always some random hashtags that come round once a week or so, so maybe be aware of them if you want loads of engagement.

## DESCRIPTION · COMMENTS

## REPLY

Send replies to people who comment on your posts to drive two way conversations. Keep the comments to a conversational level rather than pushing sales.

# *Snapseed, #Hashtags, Captions*

## The perfect Post





wvrknight

Warren Knight

Creating online interactions between brand and consumer,  
through social media and digital commerce #Speaker  
#Trainer #Mentor  
<http://www.warrenknight.co.uk>

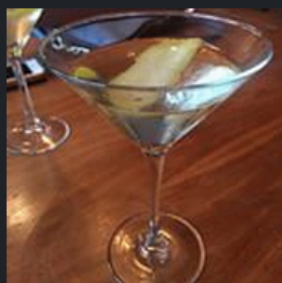
348  
media

395  
followers

809  
followings

All

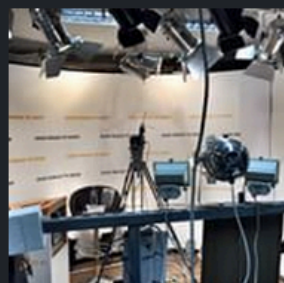
Add feed to page



11 1



11 9



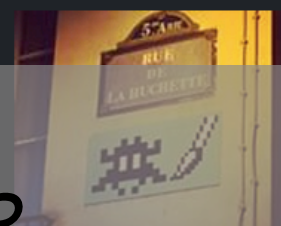
19 2



19 3



11 6



*IconOSquare*

Manage from your Desktop

## #sewing

What does this hashtag mean? [Define](#)



TREND

10

POSTS/HOUR



13%



POSITIVE



85%



NEUTRAL



2%



NEGATIVE

SENTIMENT



artecostura • just now



Produção de carnaval 🥳🥳🥳👗👗👗 #craft  
#artesanato #artecostura #tecido #sewing  
#tecidosnovos #artecosturanafolia #carnaval



laurasaurus5 • just now



A Valentine's Day treat #moodfabrics  
#fabricaddict #sewing #materialgirl

SEE ALSO

#handmade #diy #fashion #sew #design

# TagBoard

Find your target Audience #Hashtags



epistaly

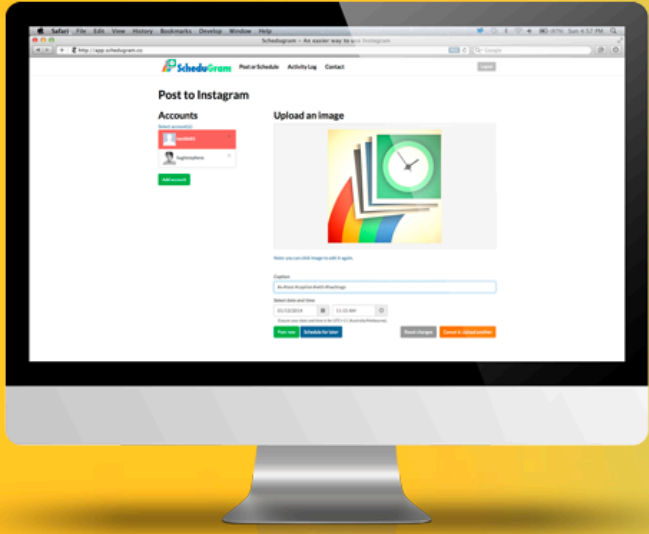


Free Online Courses #Photography



justfingerprint • about a minute ago





# An easier way to manage Instagram

ScheduGram is for social media managers who need an easier way to manage Instagram for their clients and brands. Schedugram features **web uploading, scheduling,** and supports **multiple accounts.**

[Get started now](#)[Find out more](#)

*SceduGram*  
Schedule your Images

TWEET – tweet must only be 100 to 120 characters including the shortened URL.

1<sup>st</sup> tweet of day is to be product

2<sup>nd</sup> tweet about blog of the week

3<sup>rd</sup> tweet Jamu News (new product coming soon/preview, understanding Jamu garment design and construction, an event or Jamu's participation of a BC organisation event, competition, press release, product on sale, new store taking in Jamu product, new hospital taking hospital pack, trivia, what's happening in Jamu – team challenges eg Laura stressing on patterns, testimonials, events, pictures of staff on beach etc, old blog (if run out of contents))

4<sup>th</sup> tweet another product

5<sup>th</sup> tweet global or fashion news ie news outside of the business. Eg charity or its upcoming events, 'best beach destinations', blog or video interviews, celebrities who have had bc.

FACEBOOK, PINTREST & GOOGLE + – once a day. Same content taking these from Tweets.

Fri - Blog of the week, competition announcement (if happens takes precedence)

Sat – Product

Sun – Product design, construction, features, testimonials

Mon – Staff at work, profile, trips etc

Tue – Trivia, global news, press release, new hospital with pack or new store with Jamu products

Wed – Another product or new product or 'carrot dangling'

Thu – How & What to moment

HASHTAGS – to use across all four social network

#mastectomy | #JamuAustralia | #breastcancer | #mastectomy #swimwear |

#mastectomy #bikini | #mastectomy #swimsuit | #mastectomy #lingerie |

#headscarf

# Define the Communication

<b>Fri 16<sup>th</sup></b>	HR 1 0600 UK   0700 EUR   0900 ME   1500 AUS   0100 US-CA	HR 2 - 1000 GMT 1000 UK   1100 EUR   1300 ME   1900 AUS   0500 US-CA	HR 3 - 1400 GMT 1400 UK   1500 EUR   1700 ME   2300 AUS   0900 US-CA	HR 4 - 1800 GMT 1800 UK   1900 EUR   2100 ME   0300 AUS   1300 US-CA	HR 5 - 2200 GMT 2200 UK   2300 EUR   0100 ME   0700 AUS   1700 US-CA
<b>TWITTER</b>	<b>Tweet product</b> Check out our <a href="#">Latjere</a> mastectomy halter neck bikini in purple <a href="http://ow.ly/wPqjl">http://ow.ly/wPqjl</a> #mastectomy #Bikini	<b>Blog</b> Be Stylish with Headscarves <a href="http://bit.ly/1hBgok7">http://bit.ly/1hBgok7</a> <del>#JamuAustralia</del> #BreastCancer	<b>Jamu News – Competition</b> Win €300 of Mastectomy product in this 7 day competition #mastectomy <a href="http://ow.ly/wUKC2">http://ow.ly/wUKC2</a>	<b>Tweet product</b> Have you seen our Billie soft cup mastectomy bra in white- prints <a href="http://ow.ly/wPgE2">http://ow.ly/wPgE2</a> #mastectomy #Lingerie	<b>News feed outside Jamu</b> Did you know that Olivia Newton-John song 'Stronger than Before' is written for #breast cancer awareness? <a href="http://ow.ly/wW4kE">http://ow.ly/wW4kE</a>
<b>FACEBOOK</b>		<b>Competition</b> Launch competition			
<b>PINTREST</b> Important # Same format as Twitter		Take picture of page in FB competition and pin. + <a href="#">link</a> to competition page in <a href="#">facebook</a>			
<b>INSTAGRAM</b> Important # Same format as Twitter		Take picture of page in FB competition and post + link to competition page in <a href="#">facebook</a>			
<b>G+</b> Important # Same format as Facebook		Competition ( <del>when</del> there is no competition post will be about this week's blog) + link to competition page in <a href="#">facebook</a>			

# 7 Day Strategy

+ Add Widget | Share | Email | Export

Customize Dashboard | Delete Dashboard

All Sessions  
100.00%

+ Add Segment

Overall Site Visits

2,735

% of Total: 100.00% (2,735)



New Visitor Acquisition from Social

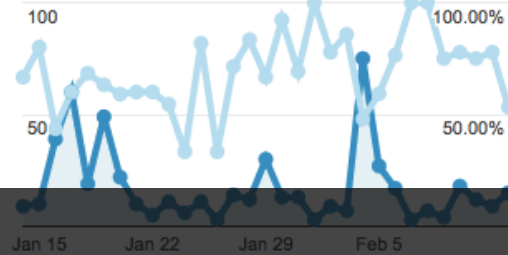
64.76%

Avg for View: 61.76% (4.87%)



Traffic from Social Sources

Sessions | Bounce Rate



On-Site Social Actions

Social Source and Action	Social Actions	Unique Social Actions
Google : +1	3	3

Value of Socially Engaged

Social Type	Sessions	Per Session Value
Not Socially Engaged	2,732	£0.00
Socially Engaged	3	£0.00

Social Visits & Quality from Mobile

Mobile Device Info	Sessions	Avg. Time on Page
Apple iPhone	148	00:01:17
Apple iPad	48	00:01:12
(not set)	8	00:01:01

Traffic from Social Networks

Social Network	Sessions	Bounce Rate
Twitter	249	69.48%
Facebook	132	46.21%
LinkedIn	109	77.98%
Google+	36	33.33%
Pinterest	10	90.00%
SlideShare	3	33.33%
paper.li	2	100.00%
Blogger	1	100.00%

Read an Article

Social Network	Sessions	Goal 7 (Goal 7 Conversion Rate)
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Social Media Analytics

1. 60 minutes preparation for seven days content

That's about 9 minutes per day

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2. Each day spend 3 min at 9am, 1pm, 6pm to scan & reply

That's 9 minutes

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3. Each day spend 2 minutes to RT key relevant information

That's 2 minutes

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4. 5 Minutes to follow 5 new people

That's 5 minutes

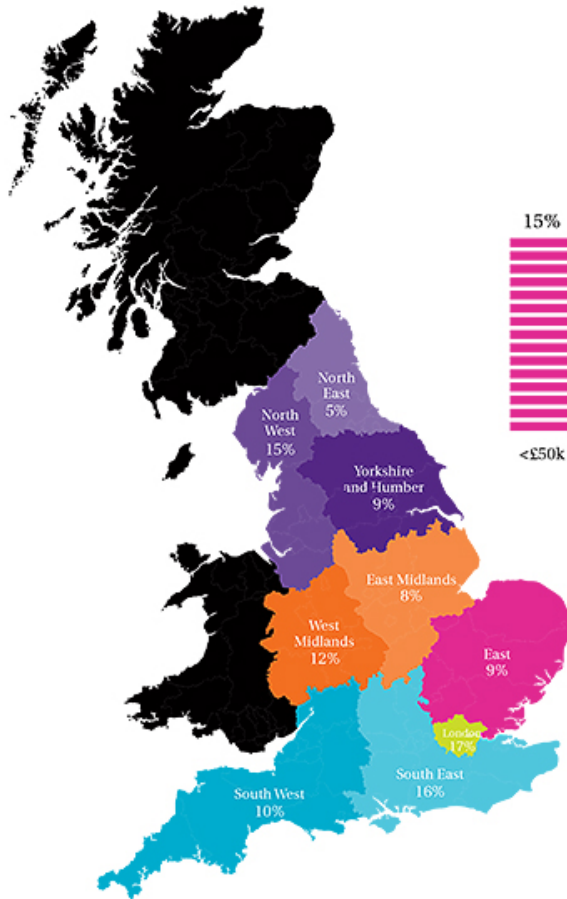
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5. Analyse the Success for 5 mins

That's 5 more minutes

**30 Minutes a day**

### Location – Regions



### Size – Turnover



### Client Feedback

**96%** of clients would recommend GrowthAccelerator

**92%** of clients satisfied with their Growth Coach

**88%** of clients satisfied with their Growth Manager

**96%** of clients on track to achieve their growth plan milestones

Investment

Funding

Business Growth

Planning & Development

Grants: Innovation

Management Leadership

Personal Branding

### Big ideas to growth

Growth Vouchers – London Spokesperson  
Growth Accelerator – Certified Coach





Warren Knight

- *Growth Coach*
- *Speaker*
- *Trainer*
- *Author*

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[@wvrknight](https://twitter.com/wvrknight)

