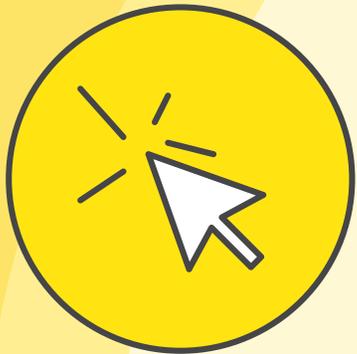
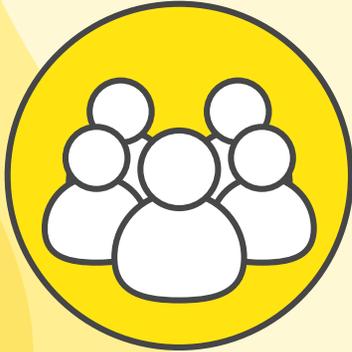




**2022**

# **Best Practices Guide**

# **Social Media**



In today's digital age social media is where people are connecting and engaging with one another. When social media channels were first introduced many businesses were afraid to be part of it, but now they need to be part of it in order to reach their target audience. With a social media strategy in place, businesses can strategically navigate the different channels and engage with their target audience with the end goal of getting them to convert.

## Social Media Metrics

There are a number of different metrics that marketers use to measure a company's performance on social media. Below are the key metrics and definitions you need to know when analyzing your social success and strategy.

- **Reach**

Reach is the total number of people who see your content.

- **Impressions**

Impressions are the number of times your content is displayed, no matter if it was clicked or not.

- **Engagement**

Engagements are the number of times that your content is interacted with.

- **Paid Social vs. Organic Social**

**Paid social media** is the practice of displaying sponsored advertising content on third-party social networking platforms with the goal of targeting specific customers.

**Organic social media** refers to the free content (posts, photos, video, memes, Stories, etc.) that all users, including businesses and brands, share with each other on their feeds.

# Social Media Channels

There are so many different social media channels that it can be difficult to decide which one makes the most sense for your business to be on. We break down the purpose of each channel, the typical audience found on each, and the best type of content.

## ● **LinkedIn 101**

LinkedIn is the primary Business-to-Business channel for companies. The typical audience on LinkedIn is working professionals who are either looking for work and checking out your company page or individuals who are looking to grow their network.

The type of content that performs best on this channel includes employee spotlights, touting award recognitions, and new business developments.

## ● **Sales Navigator 101**

Sales Navigator is a sales tool within LinkedIn that's designed to help sales teams find the right prospects and build relationships. Using specific search parameters, it allows you to target qualified leads based on filters such as geography, company size, job title, industries, etc.

LinkedIn Sales Navigator helps get the people you're looking for directly in front of you. Once you have a defined "search", you can directly connect with individuals using specific messaging that allows you to make your introduction and provide insight as to how you can assist with a pain point they may be experiencing currently.

## ● **Twitter 101**

Twitter is used for mostly IRL content or as a listening tool. It is also a great place to share content from any business or partners that you may have.



## ● **Facebook 101**

Facebook is the primary Business-to-Person channel for companies. Facebook is where you can post a mix of content from all channels. Whether it's highlighting your team, sharing business developments, company updates, as well as third-party content, Facebook is a great channel to test out different content.

Facebook is also the best place to run social media ads. Within Facebook Ads Manager is where you can create specific targeting to focus on the audience that you truly want to reach. There are many ad types you can use with Facebook, but two of the main ad types are Awareness ads and Lead Generation ads. With Awareness ads, the goal is to grow your brand awareness as well as your followers, and with Lead Generation ads the goal is to grow the number of people who take an action such as signing up for your newsletter, gathering email addresses, or whatever makes sense to your business.

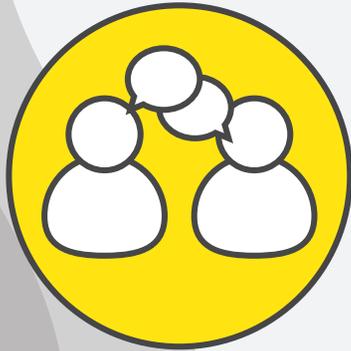
## ● **Instagram 101**

Instagram is a visual-heavy channel that can include photography, graphics, animations, videos, and beyond. The platform is a content creator's playground as Instagram continues to experiment with new ways to share content, such as their latest addition, Instagram Reels.

Instagram is the platform where businesses can share team highlights, user-generated content, and engaging "behind the scenes" content. Instagram is a great place to "humanize" your company and allow fans and followers to see the people and the faces behind the business.



# Public Relations



In its simplest form, public relations is the strategic communications from an organization to the public. However there are a number of ways organizations get their stories, thought leadership, etc. shared to the audience they're trying to reach. With a public relations strategy in place, businesses can build relationships with reporters across a variety of publications and media outlets that make the most sense to reach their target audience in the right place at the right time.

## PR Metrics and Definitions

There are a number of different metrics and definitions that public relations professionals use to measure their success. Below we breakdown the key metrics and definitions you need to know to comprehend your PR efforts.

- **Earned Media**

In the context of working with a PR firm, your account manager's job is to get clients earned media. Other than your relationship with Slice, this is media that you do not pay for or produce.

- **Owned Media**

Owned media is a product of your internal labor, such as a blog post. This media can be used to compliment or strengthen pitches.

- **Paid Media**

This type of media comes with a financial commitment. Paid media examples include advertorials and sponsored content. Paid media can be completely produced in-house, such as utilizing or optimizing a blog post for a media outlet's use, or it may come with an interview with the outlet itself and publication is dependent upon your financial commitment.



- **UVPM**

Unique Visitors Per Month measures the number of visitors a publication receives. The bigger the UVPM the more impressions your media hit will receive.

- **Media List**

Compilation of journalists and reports across different media outlets and publications that are relevant to your business and reach your target audience.

## Types of Publications

Some businesses dream of being in the New York Times or the Wall Street Journal or any other big name publications. But being in those doesn't always make the most strategic sense.

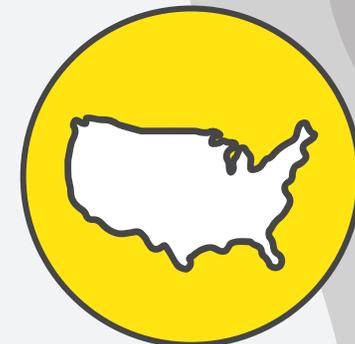
Successful public relations reaches your target audience where they consume their news which could be at the national level or in a niche trade publication.

- **Trade Publications**

Often referred to as B2B media, trade publications discuss specific subject matters and look for industry related news and experts to make contributions.

- **National Publications**

National media covers the entire United States and is geared towards consumers. Certain industries and industry topics may be covered, like B2B, however outside of trade publications these stories, which may be outlets such as CNBC or Fox Business, relate to ongoing news trends.



- **Regional Publications**

Regional publications cover a wide geographic area, usually of a metropolitan area. Examples include The Philadelphia Inquirer, The Dallas Morning News, and Minneapolis's Star Tribune (Note: publications such as the New York Times, Chicago Tribune, and LA Times are often more nationally focused while being "regional" publications).

- **Local Publications**

These publications may be "hyper local" such as Pennsylvania's The Lansdale Reporter, Times Herald, and Pottstown Mercury. It is worth noting that on some occasions these outlets may be owned by the same parent company while others, such as the Bucks County Herald in Bucks County, PA, are independent.



## Types of Media

There are 5 different outlets in which public relations professionals can secure media placements. It's important to diversify your media placements so that you're reaching your target audience where they get their news and information.

- **Broadcast Media**

Broadcast media refers to traditional TV coverage. This can include your local news channels or national outlets. They are typically a best fit for stories that are better told visually, such as an event. Most TV stations have a corresponding website which hosts features after they air. The typical length of a feature on most broadcast outlets is 30 seconds to 2 minutes.



- **Print Media**

No, print media is not dead. There is still a strong and loyal readership across many publications that can reach your target audience. Print coverage can include anywhere from an Op-Ed piece to quotes in articles, guest blogs, and other thought leadership opportunities. The length of print placements can range anywhere from 600 to 800 words.

- **Digital Media**

There are endless media outlets online today that are bound to be the perfect fit for your target audience. Having a variety to choose from allows you to diversify your reach and form relationships with different journalists. Similar to print, digital media can include op-ed contributions, blogs, and various thought leadership. Depending on the type of content, a typical digital placement ranges from 600 to 1,500 words.

- **Audio Media**

While **radio** has been around for decades, **podcasts** are relatively new to the PR mix. Most radio and podcasts have a niche focus allowing you to find the right outlet that best speaks to your target audience. Radio segment is somewhere between 5 to 20 minutes. While a podcast segment can range from 30 minutes to an hour.

# Types of PR

We outline the magic behind all media placements. Day in and day out PR professionals are researching and connecting with journalists to secure the right placements for clients ensuring they're maximizing their reach to the target audience.

## ● **Pitching**

In short, pitching an email, phone call, or corresponding form of communication to a journalist or editor that introduces a client and or story idea. This is where PR professionals use their media relations to put your story or organization in front of the media. It's key to highlight how your story or thought leadership adds value to the publications or news outlets audience.

## ● **Newsjacking**

This is a technique where you take advantage of current events or trending headlines and attach your take or angle to a viable story. This is a great opportunity to make a client instantly relevant as things are being reported in real time, plus it can position them as experts to comment on future events and trends.

## ● **Press Release**

Press releases are sent to media outlets providing copy, context, and comments on some new initiative. Press releases can be created for various things such as a new product launch, an acquisition, new team members, or an event. This is a more traditional approach and allows you to share detailed information on such initiatives.

## ● **Editorial Briefing**

These are designated "face-to-face" meetings with members of the media. These briefings could involve a story or serve as background interviews. They're designed to help build relationships with the press and can be conducted either in-person or virtually.

## ● **Media Training**

Becoming a company's spokesperson comes with a lot of responsibility as you are the face representing your business. The purpose of media training is to get clients ready for in-person, telephone, and even email interviews. Whether it's live or re-recording, it's important to know what points to hit on, how to get the most out of your time, making sure the message you're conveying is onbrand, speaks to your audience, and averts any potential crisis.

## ● **Crisis Communications**

Crisis communications are put in place to avoid crisis, mitigate harm, and recover more quickly and completely. The need for crisis communications can come either before or after a crisis arises and involves robust and strategic planning and training.

**Email**

**Marketing**

Email marketing isn't dead. It remains as one of the most effective tools a business can leverage. With an [average ROI of \\$36 for every \\$1 spent](#) and over 4 billion users, it is clear that email marketing is critical to a business' success. With business specific automations, personalization and segmentation strategies in place, email marketing can become even more effective for getting sales, growing your audience, and increasing engagement.

## Key Metrics

Email metrics are like no other and can be confusing on what they actually mean in regards to marketing efforts. Below are key metrics and definitions for you to refer back to as your own personal dictionary.

### ● **Deliverability Rate**

Deliverability rate helps determine the likelihood of an email being delivered to your email subscribers and tracking it is part of maintaining a healthy list. It is calculated by # of emails delivered / # of emails sent. Should be between 95%-100%.

### ● **Open Rate**

This helps show how many of your email subscribers are interested in your emails, and is calculated by # unique opens / # emails delivered x 100.

*This number can be inflated if email subscribers are using Apple Mail for their emails.*

### ● **Click Through Rate (CTR)**

CTR will help you determine if your audience is disengaged or engaged and help you come up with a strategy to keep them engaged, including frequency, content, subject lines. It is calculated by # unique clicks / # emails delivered x 100.

### ● **Unsubscribe Rate**

Unsubscribes are part of email marketing and are to be expected. Tracking unsubscribes per campaign is part of maintaining a healthy list and helps you determine if you are sending the right emails to the right people. It is calculated by # of unsubscribes / # of email sends.

### ● **Bounce Rate**

Tracking bounce rate is part of maintaining a healthy list. A high bounce rate shows your list is going stale or inaccurate and will affect your sender reputation, affecting your deliverability rate on emails. It is calculated by # of emails bounced / # of emails sent.

# Types of Emails

There are several types of emails to use in an email marketing strategy. We break down each type to help determine which makes most sense to support your business objectives.

- **Automation**

Emails sent to users who activate a specific trigger

*Example:* welcome email - one of the most important emails a business should have in place

- **Broadcasts**

Emails sent to an entire email lists / large lists

*Example:* newsletters - another important email a business should have in place

- **Segmented / Targeted Communications**

Emails sent to a specific segment of an email list

*Example:* segments can be created based on interests, geography, engagement level

- **Transactional**

Automated messages containing specific information to facilitate a transaction

*Example:* confirmation of purchase email, event information



# List Management

Before beginning any kind of email marketing it's important to start with a clean and healthy list. To begin, we must make sure all contacts have opted-in by giving you permission to use their email address and send them marketing emails.

The 5 key metrics that contribute to the health of your list are: soft bounces, hard bounces, spam complaints, unsubscribes, and your deliverability rate. These are to be closely monitored and updated, will help guide email strategy, and impact your sender reputation.

## Sales vs. Marketing Emails

It's important for any organization to understand the difference between sales and marketing emails. At the highest level, the biggest difference is that people have to opt-in to subscribe to marketing email lists.

For example, if you cold-email, usually in a plain-text format, a new prospect you found on your own and they are not a subscriber, that is a sales email.

On the other hand, marketing emails are meant to be less salesy and provide helpful information about your products or services.

Marketing emails tend to include more images, designs, and call to actions.

The two types of emails can, and should, work in tandem with each other. Marketing emails can provide helpful insights to sales teams like who is interested in what service or product or if a subscriber has been engaging with recent emails and now might be a good time to reach out.



As a leading Philadelphia marketing and communications company, we are thought leaders in the attention business and have helped our clients strategically grow and achieve their business goals.

For the past 14+ years, Slice's team of social media, public relations, and email marketing experts have moved clients' target audiences from aware to advocates through our proprietary 5 Types of Attention model. Our strategic focus on attention is what helps our clients achieve and surpass their business goals time after time.

If this all sounds like the kind of company and the group of people you want to have on your team, let us know. At the end of the day, our clients are our shareholders, and we never forget that.



**Connect with Slice**

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