SOCIAL MEDIA STRATEGIES FOR STARTUPS, ENTREPRENEURS, AND SMALL BUSINESSES

@KarenSD, Business Designer

WIRED

yuinc

betakit

ITWORLD
FROM IDG

thelondoner
.ca

bitchmedia

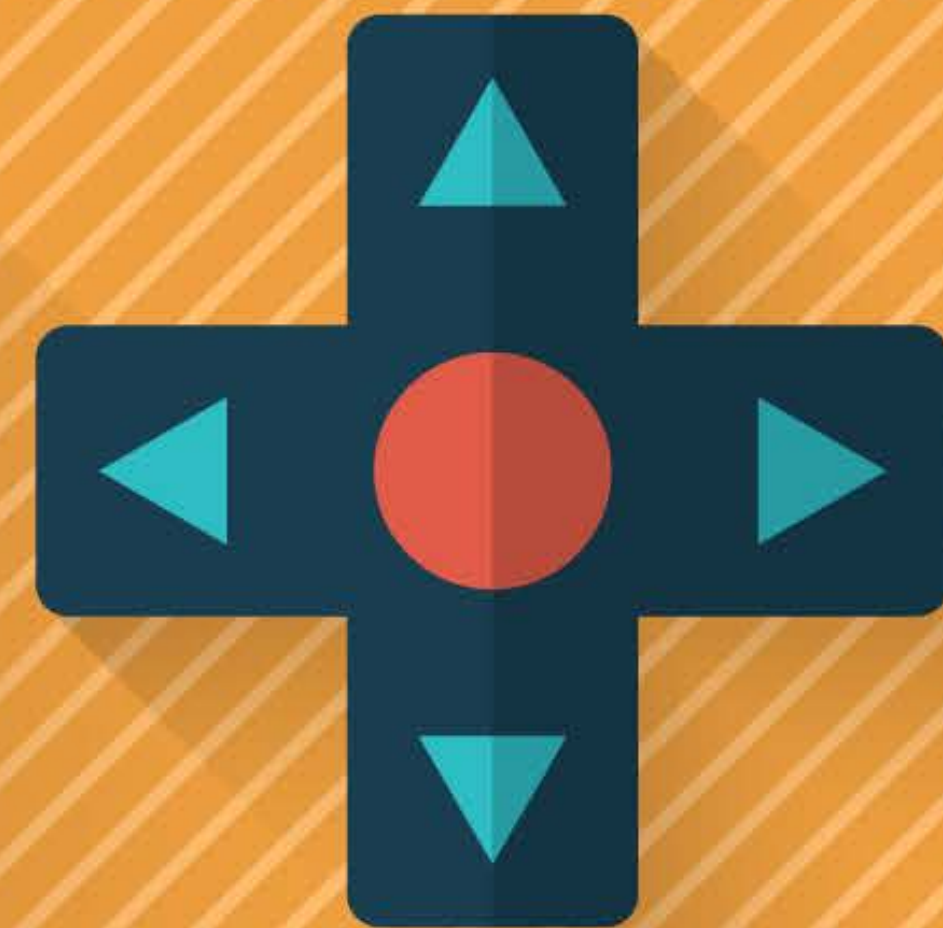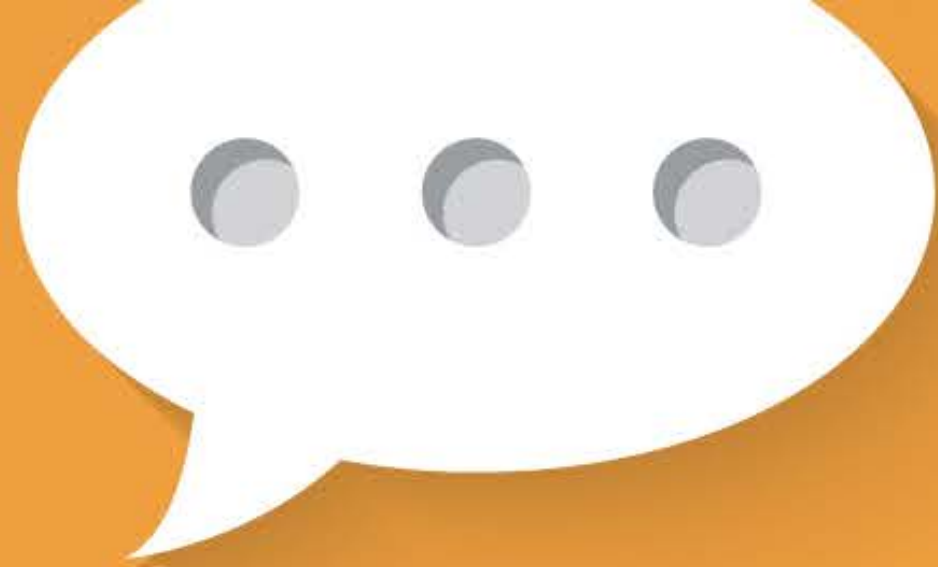THE GLOBE AND MAIL*

UPSTART
business journal

intelligencer
.ca

CANADIAN
WOMEN'S
FOUNDATION

KAREN SCHULMAN DUPUIS
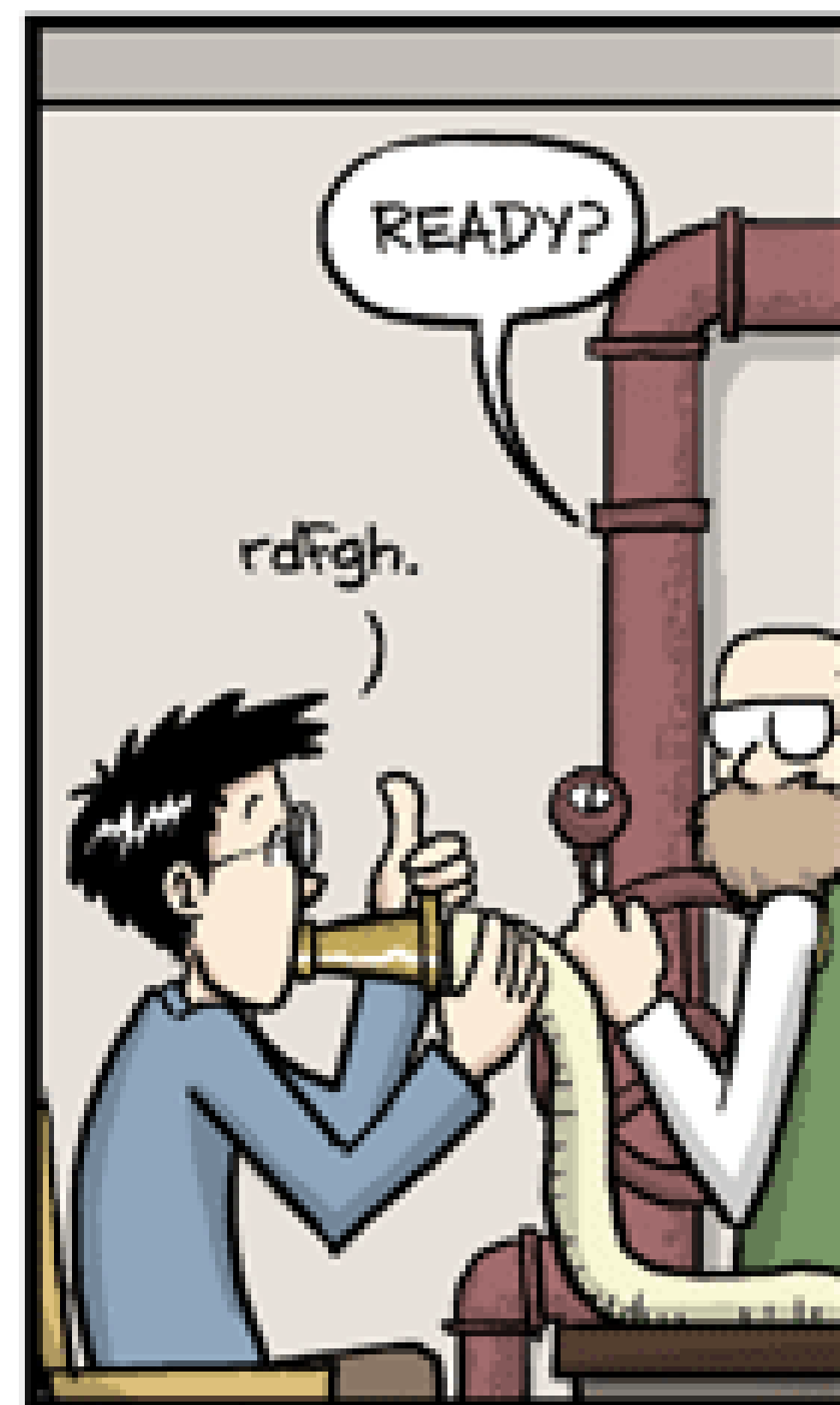
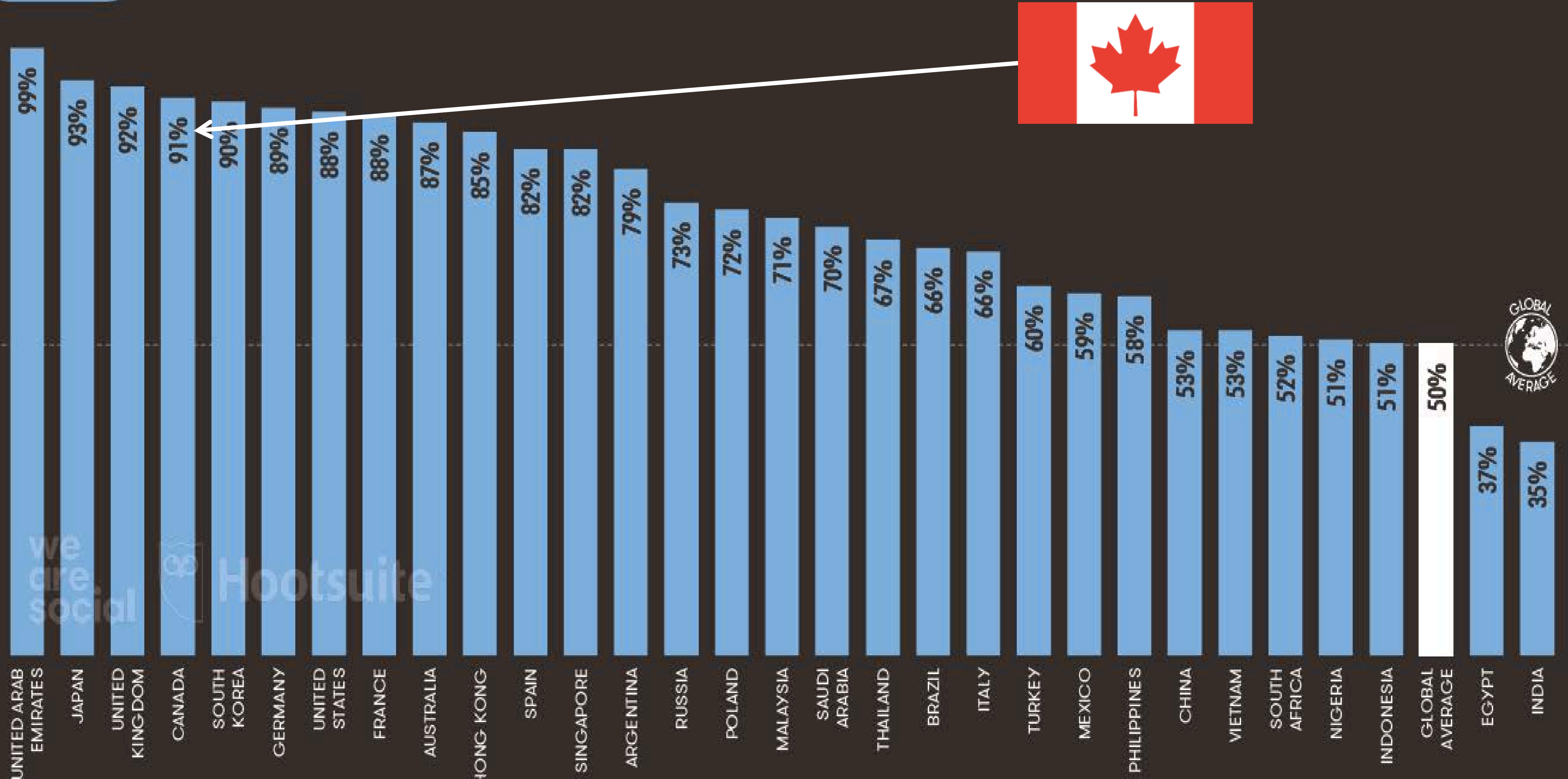BUSINESS DESIGNER

SOCIAL

FOCUS

TO WHAT END?

understand why you're even going to bother

1

INTERNET PENETRATION BY COUNTRY

JAN 2017

NATIONAL INTERNET PENETRATION FIGURES

Country	Penetration
UNITED ARAB EMIRATES	99%
JAPAN	93%
UNITED KINGDOM	92%
CANADA	91%
SOUTH KOREA	90%
GERMANY	89%
UNITED STATES	88%
FRANCE	86%
AUSTRALIA	87%
HONG KONG	85%
SPAIN	82%
SINGAPORE	82%
ARGENTINA	79%
RUSSIA	73%
POLAND	72%
MALAYSIA	71%
SAUDI ARABIA	70%
THAILAND	67%
BRAZIL	66%
ITALY	66%
TURKEY	60%
MEXICO	59%
PHILIPPINES	58%
CHINA	53%
VIETNAM	53%
SOUTH AFRICA	52%
NIGERIA	51%
INDONESIA	51%
GLOBAL AVERAGE	50%
EGYPT	37%
INDIA	35%

GLOBAL AVERAGE

we are social

Hootsuite
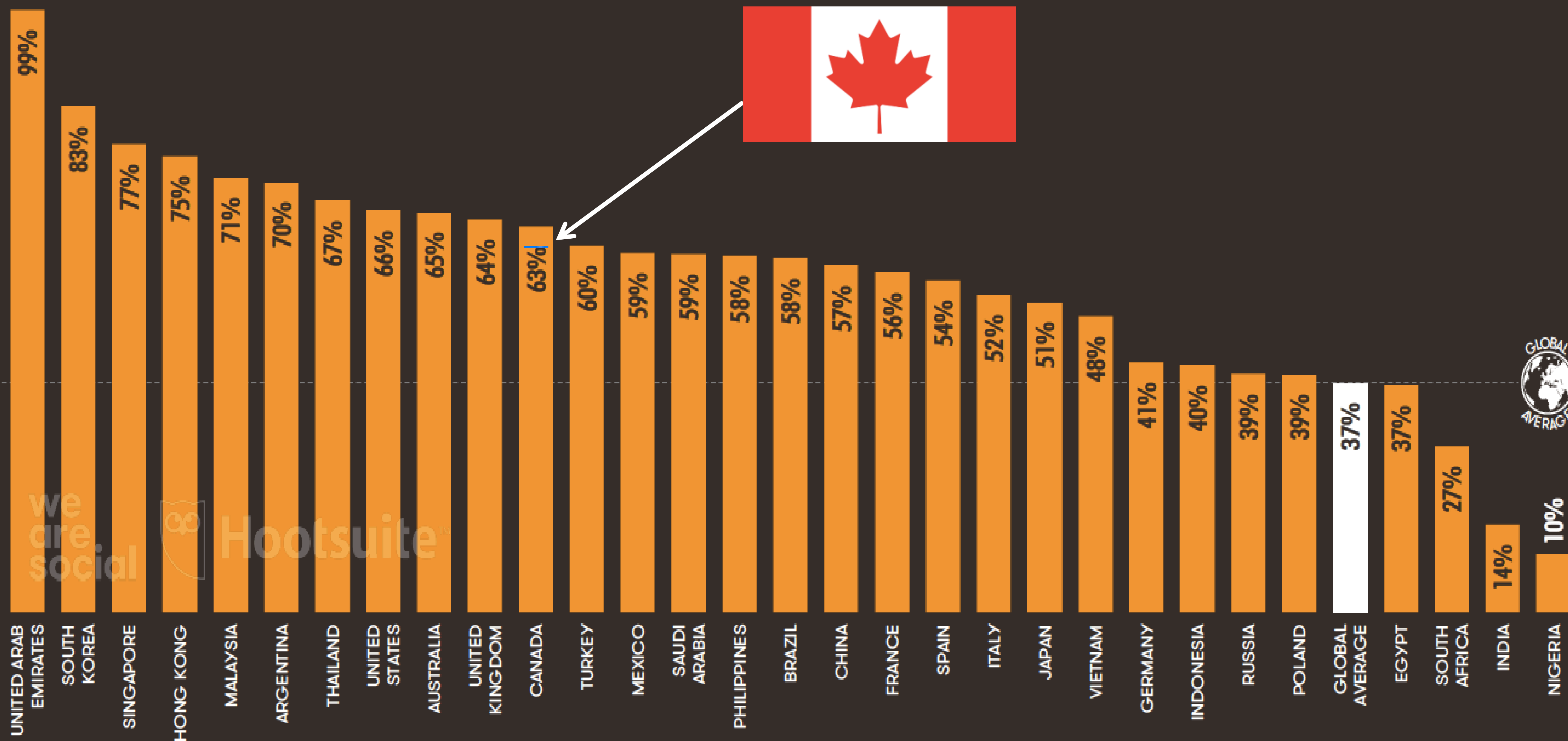
JAN 2017 SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

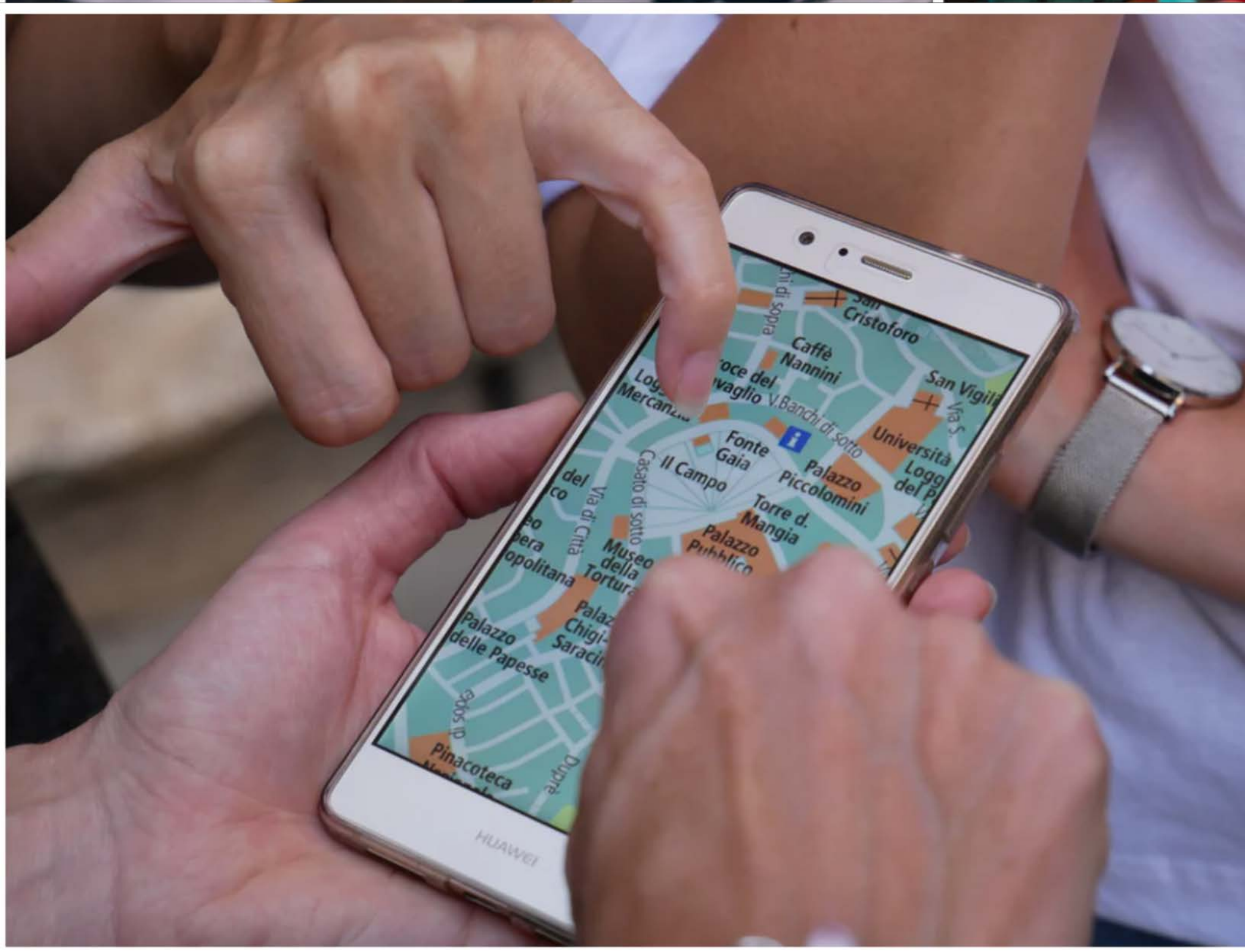| TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS	ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION	TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE	ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
23.00 MILLION	63%	20.00 MILLION	55%

we are social

we are social

OPEN
24 HOURS

ACTIVE E-COMMERCE PENETRATION

JAN 2017

PERCENTAGE OF THE NATIONAL POPULATION WHO BOUGHT SOMETHING ONLINE IN THE PAST MONTH [SURVEY-BASED]

…that's about 20MM people

Country	%
UNITED KINGDOM	76%
SOUTH KOREA	72%
GERMANY	72%
JAPAN	68%
UNITED STATES	67%
UNITED ARAB EMIRATES	62%
FRANCE	62%
CANADA	60%
SINGAPORE	60%
AUSTRALIA	60%
HONG KONG	59%
SPAIN	58%
POLAND	55%
MALAYSIA	52%
THAILAND	51%
ARGENTINA	48%
ITALY	46%
RUSSIA	46%
CHINA	45%
BRAZIL	45%
TURKEY	43%
INDONESIA	41%
SAUDI ARABIA	39%
VIETNAM	39%
PHILIPPINES	38%
MEXICO	37%

we are social

Hootsuite

global web index
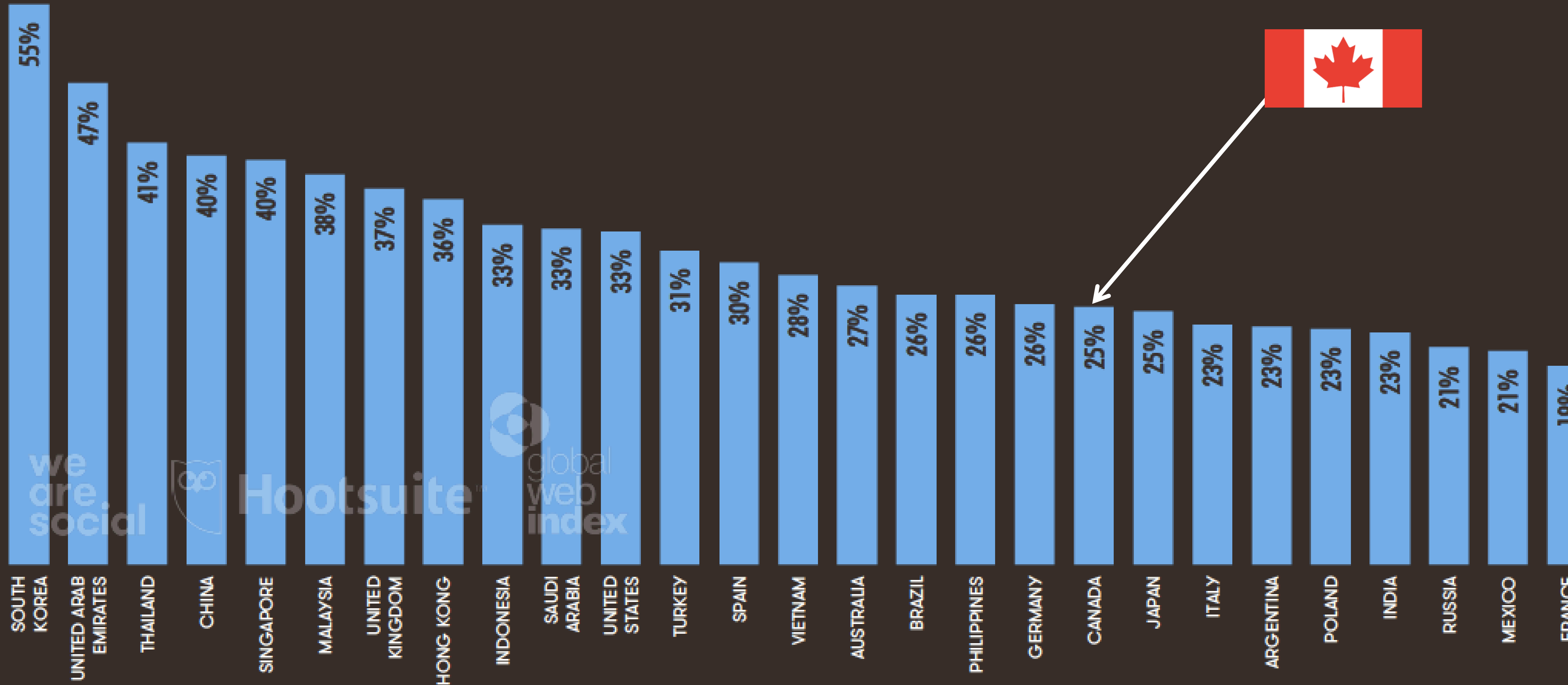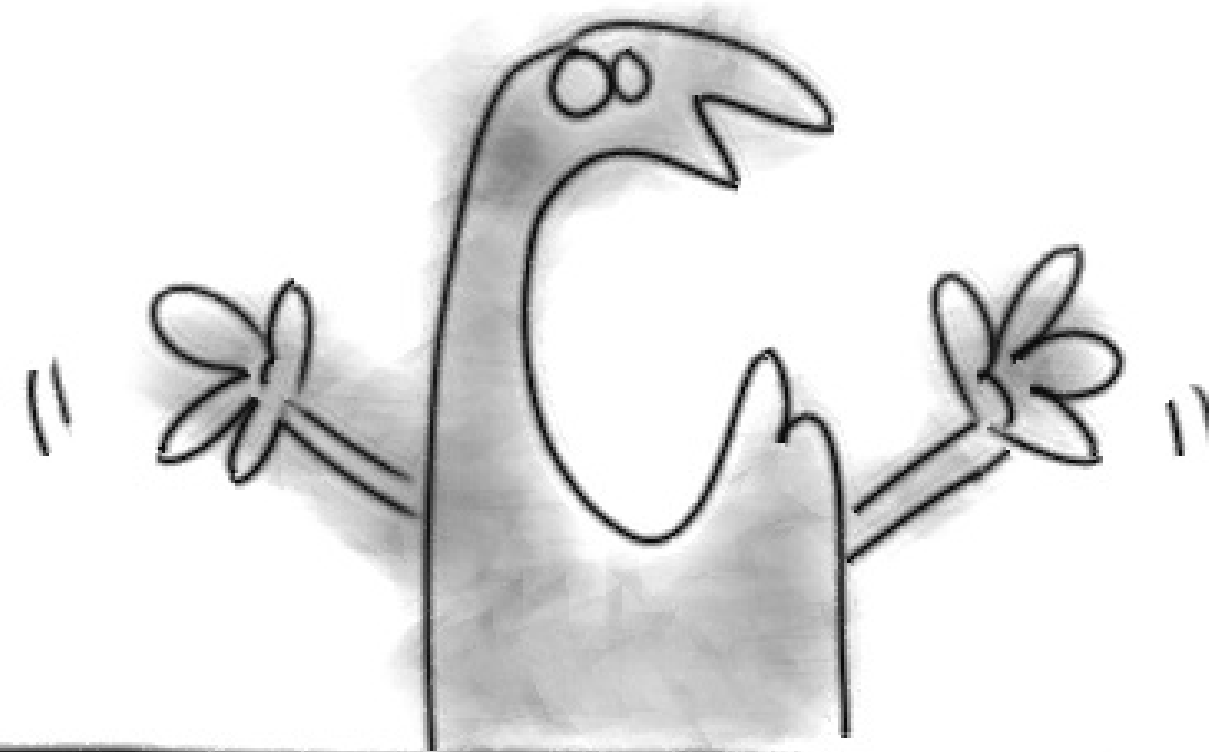
ACTIVE M-COMMERCE PENETRATION

PERCENTAGE OF THE POPULATION WHO BOUGHT SOMETHING ONLINE VIA A PHONE IN THE PAST MONTH [SURVEY-BASED]

Country	Value
SOUTH KOREA	55%
UNITED ARAB EMIRATES	47%
THAILAND	41%
CHINA	40%
SINGAPORE	40%
MALAYSIA	38%
UNITED KINGDOM	37%
HONG KONG	36%
INDONESIA	33%
SAUDI ARABIA	33%
UNITED STATES	33%
TURKEY	31%
SPAIN	30%
VIETNAM	28%
AUSTRALIA	27%
BRAZIL	26%
PHILIPPINES	26%
GERMANY	26%
CANADA	25%
JAPAN	25%
ITALY	23%
ARGENTINA	23%
POLAND	23%
INDIA	23%
RUSSIA	21%
MEXICO	21%

we are social

Hootsuite™

global web index

DO YOUR HOMEWORK

no more spray and pray

2

The Business Model Canvas

Key Partners 🔗	Key Activities ✓	Value Propositions 🎁	Customer Relationships ♥	Customer Segments
8	7	2	4	1
	Key Resources		Channels 🚚	
	6		3	

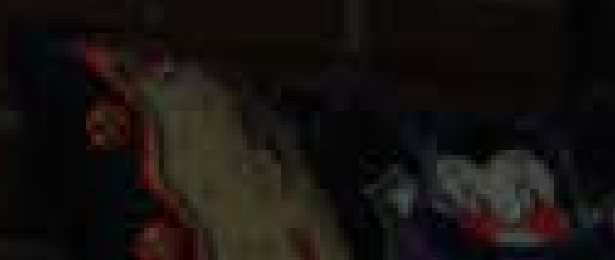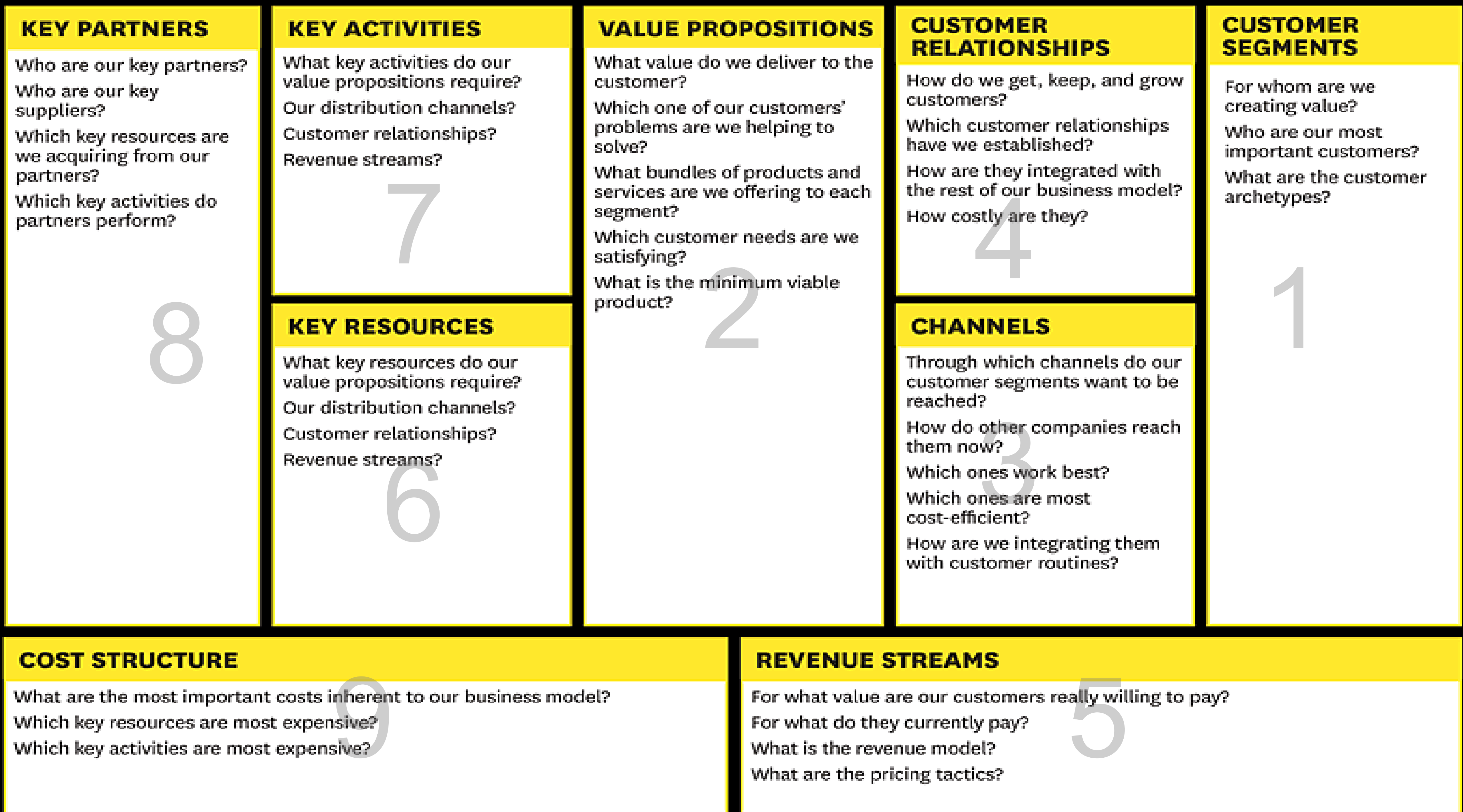| Cost Structure 💰	Revenue Streams 💲
9	5
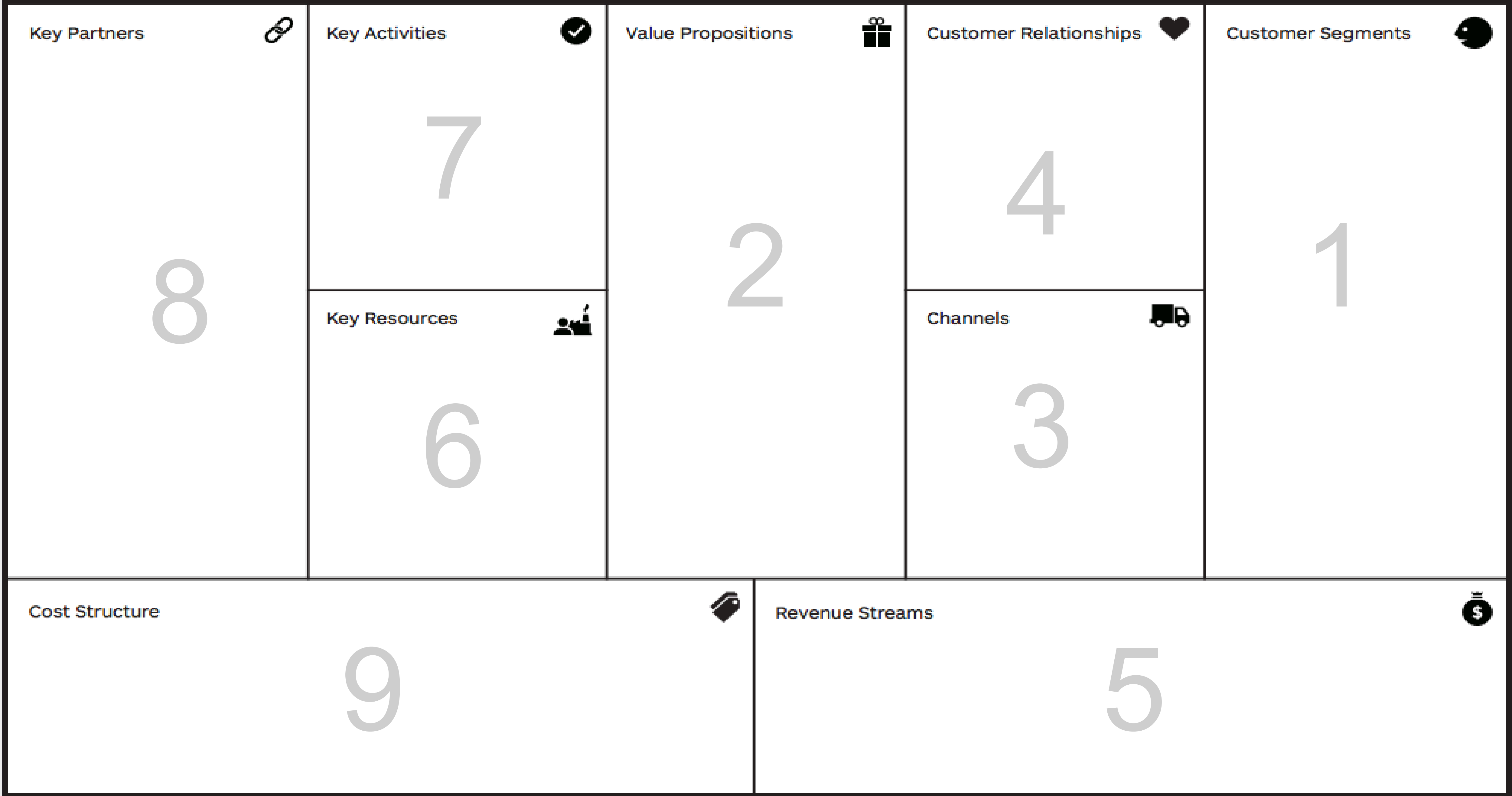
THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

THE BUSINESS MODEL CANVAS

- The Business Model Canvas (BMC) is a strategic management and lean startup template for developing new or documenting existing business models.

- It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

- It is used by over 5 million users worldwide, notably in the startup communities, to help companies and organizations identify the key elements of their business plan.

- While often used for building and delivering products, it can readily be used to frame ANY project

- This is an iterative tool, which means that it will go through many drafts before you reach your final version

KEY PARTNERS

Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from our partners?

Which key activities do partners perform?

8

KEY ACTIVITIES

What key activities do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?

7

KEY RESOURCES

What key resources do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?

6

VALUE PROPOSITIONS

What value do we deliver to the customer?

Which one of our customers' problems are we helping to solve?

What bundles of products and services are we offering to each segment?

Which customer needs are we satisfying?

What is the minimum viable product?

2

CUSTOMER RELATIONSHIPS

How do we get, keep, and grow customers?

Which customer relationships have we established?

How are they integrated with the rest of our business model?

How costly are they?

4

CHANNELS

Through which channels do our customer segments want to be reached?

How do other companies reach them now?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

3

CUSTOMER SEGMENTS

For whom are we creating value?

Who are our most important customers?

What are the customer archetypes?

1

COST STRUCTURE

What are the most important costs inherent to our business model?

Which key resources are most expensive?

Which key activities are most expensive?

9

REVENUE STREAMS

For what value are our customers really willing to pay?

For what do they currently pay?

What is the revenue model?

What are the pricing tactics?

5

The Business Model Canvas for Social Media

Designed for:

Designed by:

Date:

Version:

KEY PARTNERS 8

WHO do you need to work with to deliver on your value proposition?

- influencers
- media / journalists
- volunteers
- fans / followers
- competitors
- suppliers
- co-producers

KEY ACTIVITIES 7

WHAT are the **MOST** important activities?

- content creation & dissemination
- influencer engagement
- responding to feedback
- running events

KEY RESOURCES 6

- **ASSETS**
  - physical
  - human
  - intellectual
  - financial

VALUE PROPOSITION 2

WHY should anyone like/follow/join you? What needs/problems are you solving with your content that is better than alternatives/status quo?

- curated information
- latest information / trends / news
- reliable/topical research
- unique / niche community
- paradigm change
- other value?

ENGAGEMENT 4

- **HOW**
  human vs automated
- community vs. individual relationships
- co-creation
- frequency/editorial calendar
- how do you grow your audience?s

CHANNELS / PLATFORMS 3

- **WHERE**
- which social platforms (FB, Twitter, LinkedIn, etc.) are your key demographics on?
- events
- newsletters
- frequency / editorial calendar

AUDIENCE SEGMENTS 1

KNOW YOUR AUDIENCE

- **WHO**
- market / customer segmentation
- demographics?
- personas
- potential / addressable / target markets

COSTS / EXPENSES 9

WHAT are the costs/expenses that you will incur to engage the audience/stakeholders?

- fixed
- variable
- one-offs

- salaries
- software licenses
- subscriptions

- rental fees
- equipment
- services

GOALS / MEASUREMENT / KPIs 5

HOW will you measure growth and success?

- engagement
- downloads
- clickthroughs

- sales
- leads
- increased brand awareness

- likes/followers/vanity metrics
- audience growth
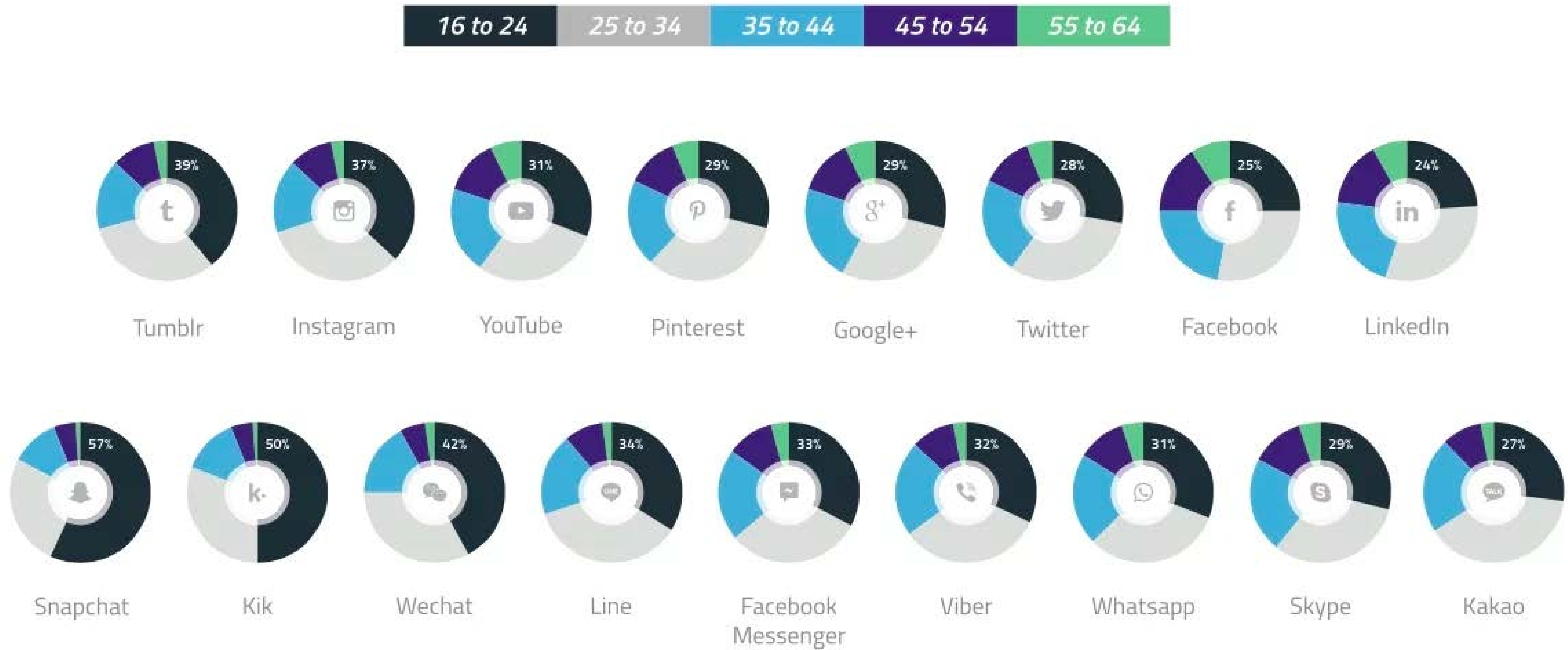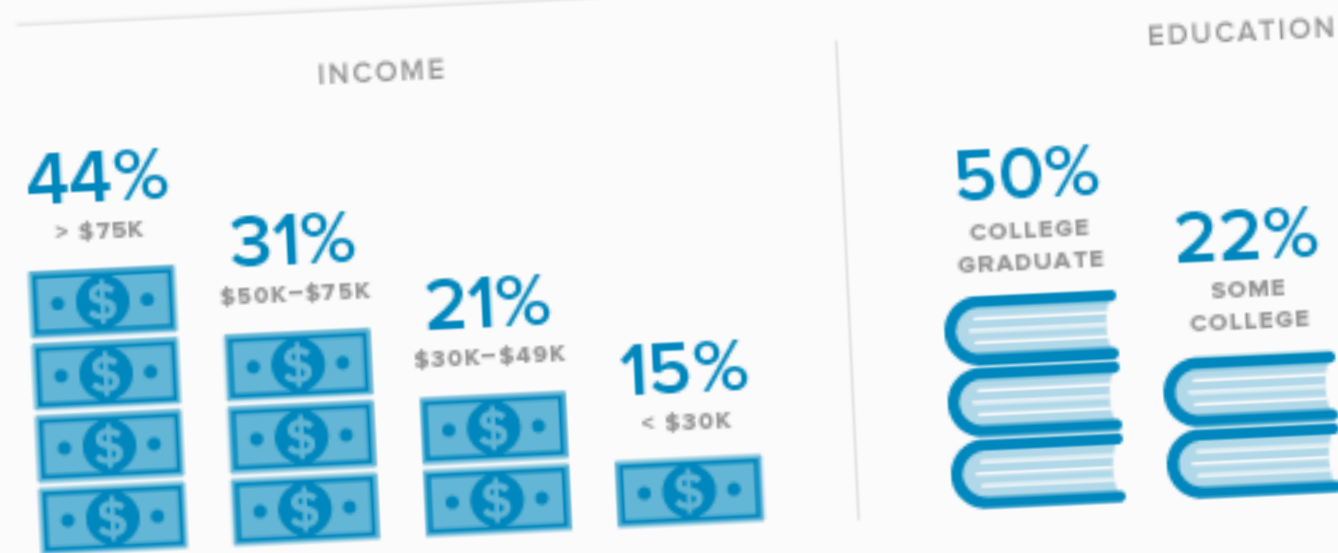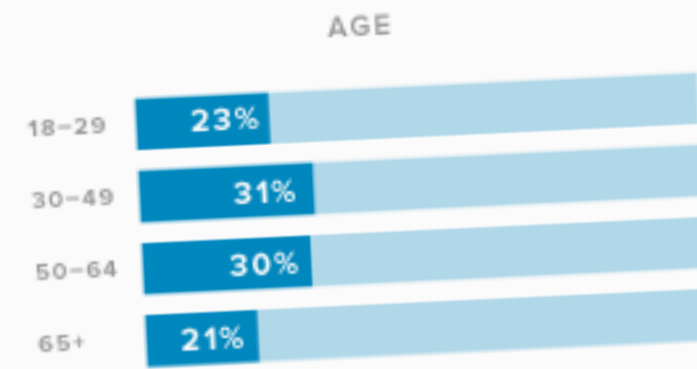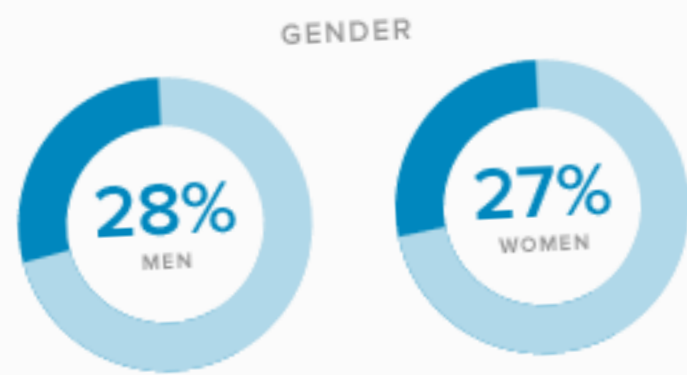- time watched/subscribers

AUDIENCE SEGMENTS

know your audience

BMC-1

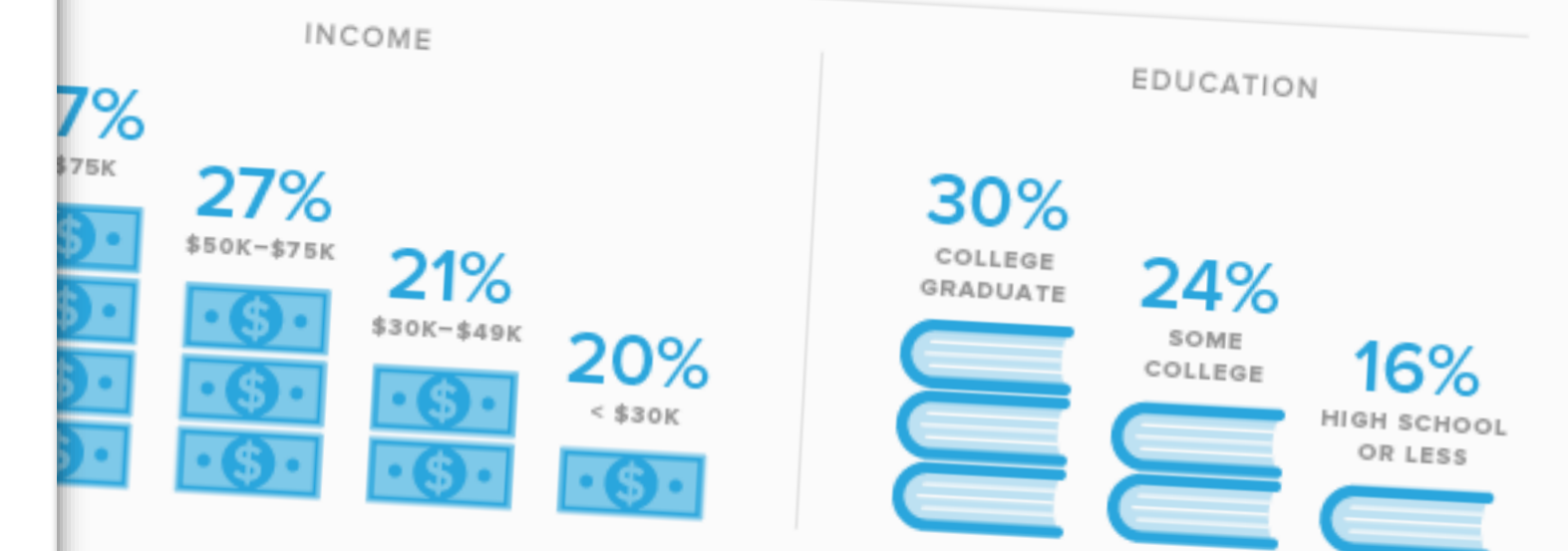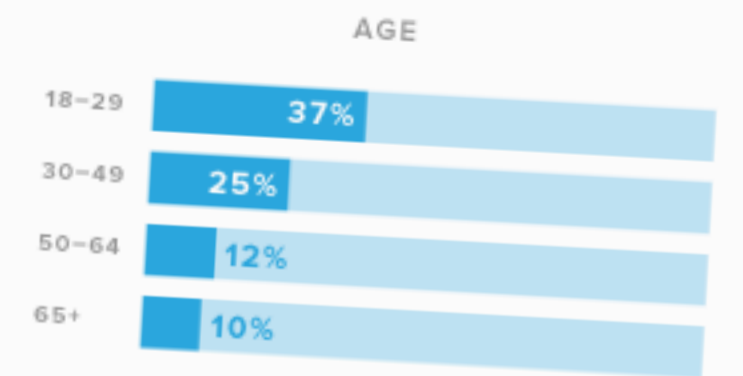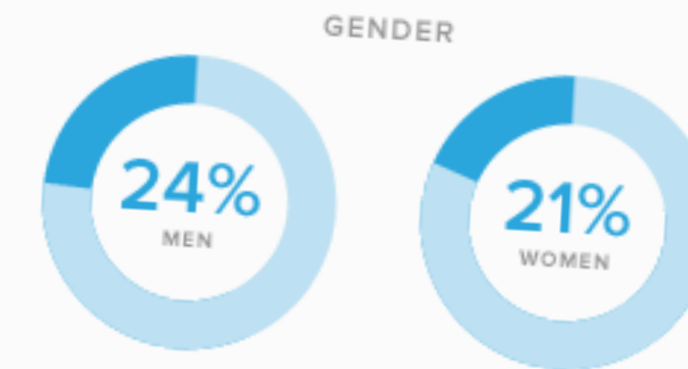# Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE

16 to 24	25 to 34	35 to 44	45 to 54	55 to 64

39% Tumblr

37% Instagram

31% YouTube

29% Pinterest

29% Google+

28% Twitter

25% Facebook

24% LinkedIn

57% Snapchat

50% Kik

42% Wechat

34% Line

33% Facebook Messenger

32% Viber

31% Whatsapp

29% Skype

27% Kakao

LinkedIn Usage Among Key Demographics

GENDER
28% MEN
27% WOMEN

AGE
- 18–29: 23%
- 30–49: 31%
- 50–64: 30%
- 65+: 21%

LOCATION
- **32%** URBAN
- **29%** SUBURBAN
- **14%** RURAL

INCOME
- **44%** > $75K
- **31%** $50K–$75K
- **21%** $30K–$49K
- **15%** < $30K

EDUCATION
- **50%** COLLEGE GRADUATE
- **22%** SOME COLLEGE

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
https://press.linkedin.com/about-linkedin

Instagram Usage Among Key Demographics

GENDER
22% MEN
29% WOMEN

AGE
- 18–29: 53%
- 30–49: 25%
- 50–64: 11%
- 65+: 6%

LOCATION
- **28%** URBAN
- **26%** SUBURBAN
- **19%** RURAL

INCOME
- **26%** > $75K
- **26%** $50K–$75K
- **23%** $30K–$49K
- **28%** < $30K

EDUCATION
- **24%** COLLEGE GRADUATE
- **31%** SOME COLLEGE
- **23%** HIGH SCHOOL OR LESS
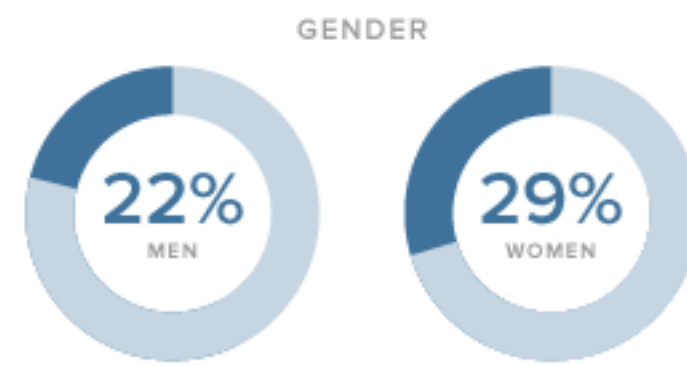
http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf

---

Twitter Usage Among Key Demographics

GENDER
24% MEN
21% WOMEN

AGE
- 18–29: 37%
- 30–49: 25%
- 50–64: 12%
- 65+: 10%

LOCATION
- **25%** URBAN
- **23%** SUBURBAN
- **17%** RURAL

INCOME
- **27%** $50K–$75K
- **21%** $30K–$49K
- **20%** < $30K

EDUCATION
- **30%** COLLEGE GRADUATE
- **24%** SOME COLLEGE
- **16%** HIGH SCHOOL OR LESS

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
https://about.twitter.com/company

AUDIENCE SEGMENTS

- "EVERYONE" is not a demographic; and that's wishful thinking

- don't start too broadly

- build personas

- go to each social platform and learn about those audiences

  - market research

  - industry reports

  - native platform analytics

VALUE PROPOSITION

BMC-2

why should anyone follow you?

VALUE PROPOSITION

- what problem do you solve for them? WIIFM pov

- WHY?

  - why should they follow/like/join?

  - why are you better to follow than the alternatives/status quo?

  - what do you offer here that no one else does? or how do you do it better?

CHANNELS / PLATFORMS

BMC-3

which social platforms make most sense for you?

CHANNELS / PLATFORMS

- which social channels are your key customer segments on?

  - back to your personas and analytics work

- which marketing channels are going to make the most sense for you?

  - social + newsletter + events (?)

  - which ones are you comfortable with?

  - which ones do you need to learn?

- not just outreach and gaining numbers/followers/likes

  - how are you going to support your customers on these channels?

ENGAGEMENT

how will you engage with your audience?

BMC-4

ENGAGEMENT

- how are you going to manage your audience?

  - 'high touch' (human to human interactions) or self-serve

  - or AI/chatbots (e.g. Facebook Messenger responses)

- are you going to depend on your community to facilitate some of the engagement?

- is your content fully generated by you, or will some of it be co-created?

- also come at this from the customer's perspective

  - what relationship do they aspire to have with you?

GOALS / MEASUREMENTS / KPIs

BMC-5

can be $$, but will also be KPIs/goals

GOALS / MEASUREMENT / KPIs

how will you measure growth and success? what are your benchmarks?

- downloads

- signups

- sales / leads

- vanity metrics: follows/likes/audience growth

- time watched / subscriptions

KEY RESOURCES

assets

BMC-6

KEY RESOURCES

what do you need to enable you to create & deliver your value proposition?

- physical
  - camera, phone, microphone
- human
  - staff, Community Manager, graphic designer
- intangibles
  - Hootsuite subscription, Buffer account

- intellectual
  - algorithms, patents, logo / brand
- financial
  - savings, investments
  - investors

KEY ACTIVITIES

BMC-7

what are your to-do's/tactics?

KEY ACTIVITIES

- get specific; this isn't your entire to-do list

- what are the **_most_** important things you must do well to create & deliver on your value proposition?

    - social content creation / dissemination

    - influencer engagement

    - responding to feedback

    - monitoring news / discussions

    - running events

KEY PARTNERSHIPS

BMC-8

dependent, complementary

KEY PARTNERS

who do you need to work with/rely on to deliver your value proposition?

- influencers

- media outlets/journalists

- volunteers

- fans/followers

- suppliers, co-producers

COSTS / EXPENSES

BMC-9

where the money flows out…

COSTS / EXPENSES

what are all the costs that you will incur to engage your audience/stakeholders?

- fixed (salaries, annual subscriptions)

- variable/one-offs (rental fees for an event)

- licenses

- equipment

REPEAT

with each platform you're considering

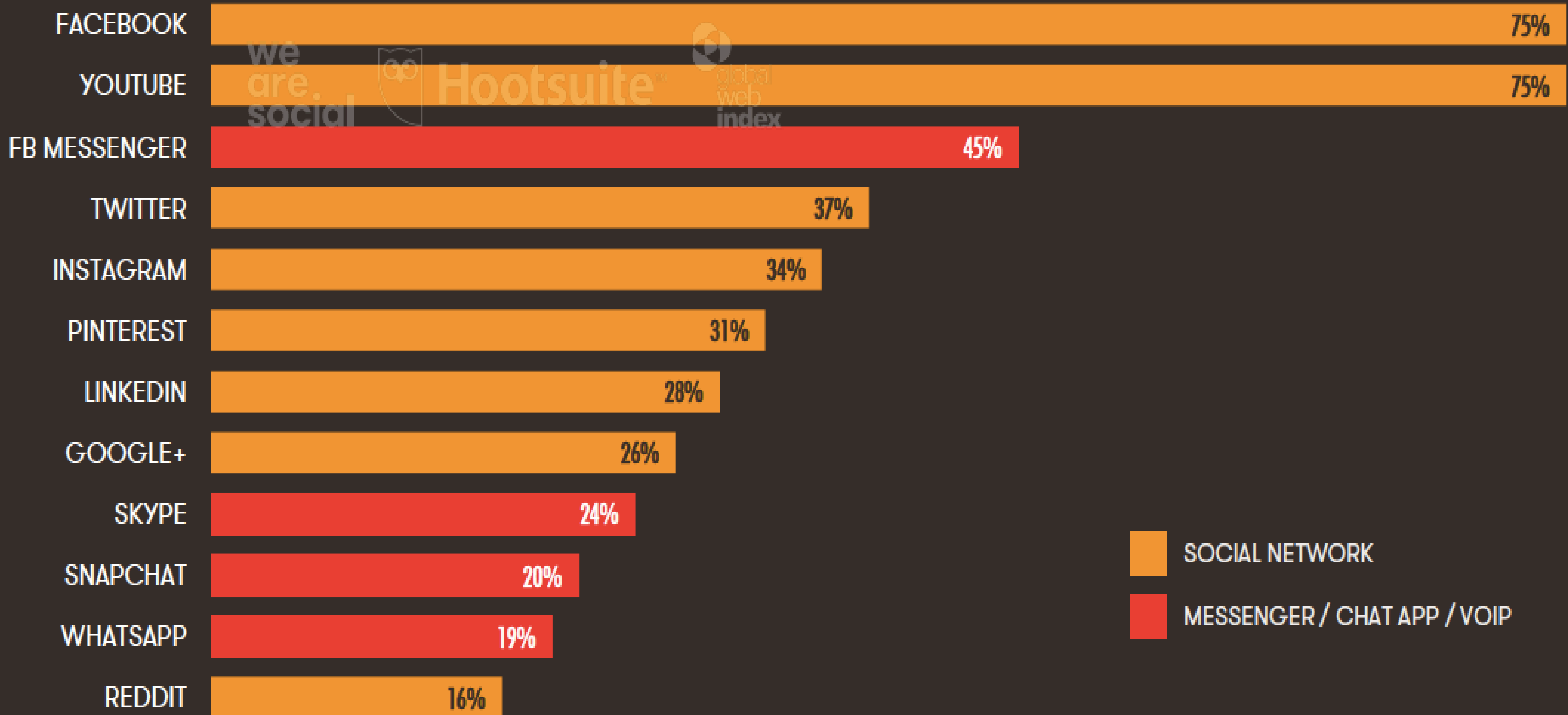3

JAN 2017

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

Platform	Percentage
FACEBOOK	75%
YOUTUBE	75%
FB MESSENGER	45%
TWITTER	37%
INSTAGRAM	34%
PINTEREST	31%
LINKEDIN	28%
GOOGLE+	26%
SKYPE	24%
SNAPCHAT	20%
WHATSAPP	19%
REDDIT	16%

SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP

THANK YOU!

RESOURCES

- most images via https://unsplash.com or creative commons license

- Strategyzer's Business Model Canvas

- User Centered Design Canvas

- The YouTube Creator Playbook for Brands

- Persona Builder Templates

- Pew Internet: Social Media Update 2016

- MaRS Market Research Startup Library

- Mary Meeker's Internet Trends

- Deloitte TMT Predictions

- Digital in 2017 Global Overview by We Are Social