



Advertising
Specialty
Institute®

**Social Media Engagement:
Deliver Insight, Not Information**

Jay Busselle - FLEXpoint



WHY ARE
YOU
HERE?

AGENDA



01 **SM Engagement**
A Few Facts



03 **Insights**
Content Strategies



02 **What Not To Do**
Examples of Information



04 **Content**
Six Types

Facebook still reigns as the most used social network in the world. In **Q3 2020**, the network reported **over 2.7 billion** monthly active users (MAUs).

The median benchmark for **Facebook engagement rate per post is 0.9%**. This number is mainly unchanged from 2019.

After following a brand on social media, consumers **continue to engage** in various ways. **71% visit the brand's website or app!**

Instagram has **1 billion monthly active users** and 500 million of them use Instagram Stories.

The median benchmark for **Instagram engagement rate per post is 1.22%**. This median has **decreased by 23% from 1.60% in 2019**.

LinkedIn has 750 million users and 178 million of them are in the US. Hubspot recognizes LinkedIn as the best network to generate B2B leads.



TOP FOUR REASONS

Why Do Consumers Unfollow Brands?

Poor quality of product or support (49%)

Poor customer service (49%)

Irrelevant content (45%)

Too many ads (45%)



QUOTES

Quotes You Want To Remember from Jay at the ASI Show!

Your customers and future customers **don't need more information.** They're craving **insights and understanding!**



THE DIGITAL WORLD IS CROWDED & NOISY

How Are You Going To Cut Through The Clutter & Noise?



What's your story?





Bobby Lehew
Chief Content Officer, commonsku

Storytelling is a bridge.
There is no ONE story to tell.
A story is both a window and a mirror.
Situational storytelling. We need a catalog of stories.
Storytelling is easy. Story-crafting is hard.
Stories aren't written. They're rewritten.
Storytelling is transformational vs. transactional.

*"The world's ear is open to individualism,
imperfect people, and unique voices."*



What's Your Role?

Are you the owner?

Are you actively selling / sales rep?

Are you in marketing?

Are you managing social media?

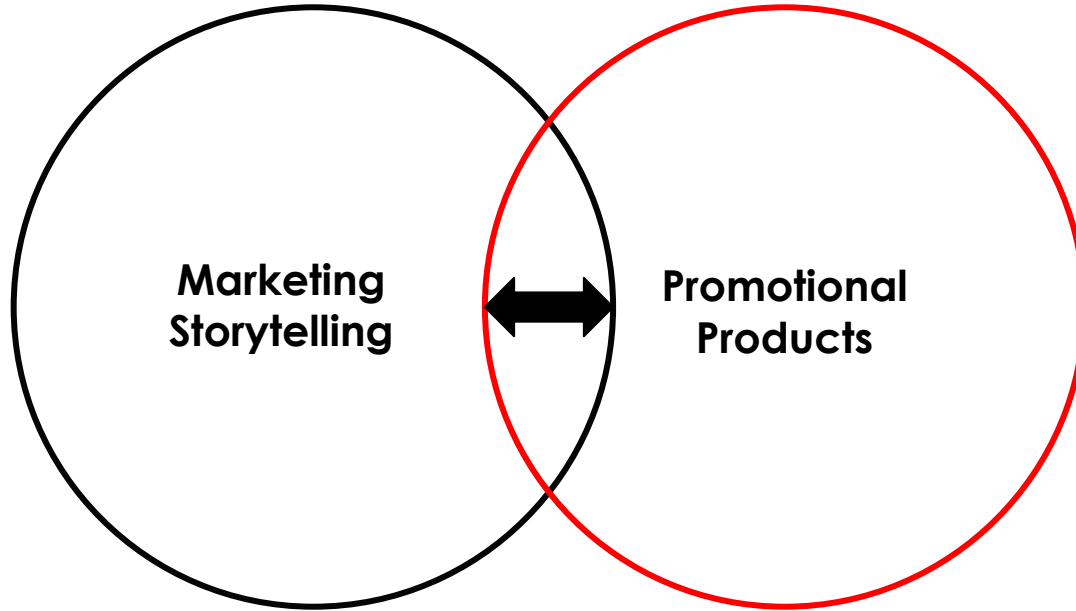
Are you creating the content?

Are you taking care of the books?

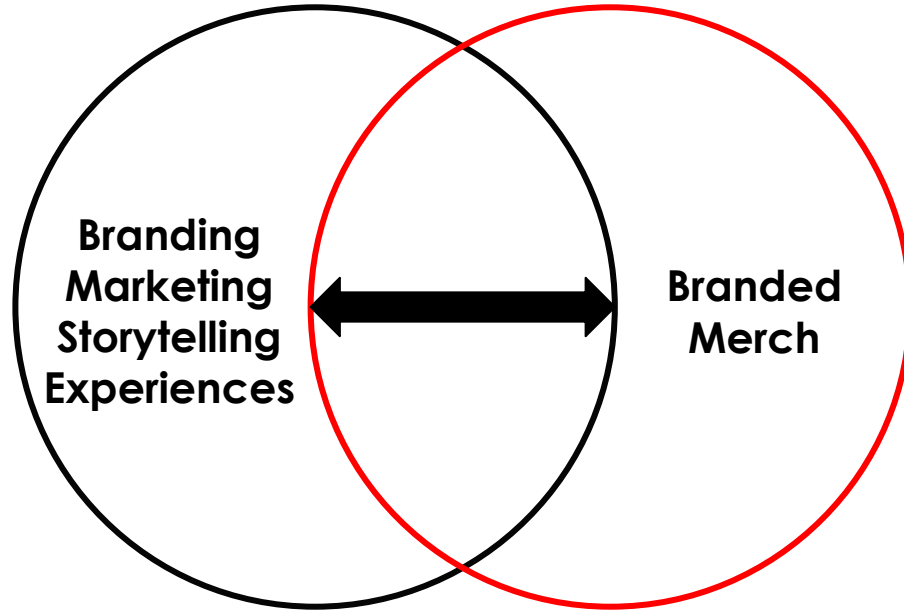
Are you taking out the trash?

Are you tired?

2016 - 2021



2022



QUOTES

Quotes You Want To Remember from Jay at the ASI Show!

Genius requires two things:
An endless **curiosity** and an
ability to see **patterns**.

American Author: Walter Isaacson
(Biographies on Einstein, Franklin & Jobs)



BUILDING THE ENGAGEMENT BRIDGE

Patterns, Formulas, Templates & Recipes

Creating insights comes from being curious, seeing patterns and creating a bridge from one concept to another in a new way... your way!



WHAT NOT TO DO

Avoid These Common Mistakes



Buy this cheap plastic stuff from me – the same CPS you can get from 15,000 other sales reps in the US.



new product spotlight

Clearwater Beach

Backpack Chair



WHAT MAKES IT GREAT

Have a great time at the beach with this bold and sporty Koozie® chair! With an attached Koozie® Cooler, removable padded headrest, four recline positions, and rubber carry handle, your ultimate chill day at the beach just got better!

- Rust resistant, Lightweight
- Comfortable shoulder straps
- 300 lb. weight limit

26181 | Koozie® Clearwater

Beach Backpack Chair

Colors: Lime, Red, Royal

Standard Decoration: Screen Print, 1 color

Set-Up: \$50(G) Minimum: 12

1-color imprint, 1 location

QTY	12	24	48	96
Retail	\$76.05	69.15	65.75	63.99
				4C

➔ [Click here](#) to search for more **chair and outdoor** products and visit [kooziegroup.com](#) for our full selection.

[kooziegroup.com](#) | **kooziegroup®** | keep the good going®

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UnbelievaBrella™ Crook Handle Auto Open Fashion Print Umbrella 4520
as low as \$24.69a
24 pc. min.



The Vortex™ Folding Umbrella 2166
as low as \$25.43a
24 pc. min.



UnbelievaBrella™ Auto Open & Close Reverse Compact 2299
as low as \$17.09a
24 pc. min.



Windjammer® Vented Auto Open & Close Compact 2282A
as low as \$18.99a
24 pc. min.



Windjammer® Vented Auto Open & Close Jumbo Compact 2385A
as low as \$21.84a
24 pc. min.



UnbelievaBrella™ Auto Open Close 2427
as low as \$46.54a
24 pc. min.



UnbelievaBrella™ Golf Umbrella 3868
as low as \$43.69a
150 pc. min.



Fashion Print Windjammer® Vented Golf 3330
as low as \$24.45a
24 pc. min.



Mini Compact 1349A
as low as \$8.54a
24 pc. min.








UnbelievaBrella™ (Prints) 3215
as low as \$20.89a
24 pc. min.



UnbelievaBrella™ (Solids) 3201
as low as \$20.32a
24 pc. min.

STOP Sharing Sales Flyers!!

 <p>UnbelievaBrella™ Crook Handle Auto Open Fashion Print Umbrella 4520 as low as \$24.69a 24 pc. min.</p>	 <p>The Vortex™ Folding Umbrella 2166 as low as \$25.43a 24 pc. min.</p>	 <p>UnbelievaBrella™ Auto Open & Close Reverse Compact 2299 as low as \$17.09a 24 pc. min.</p>
 <p>Windjammer® Vented Auto Open & Close Compact 2282A as low as \$18.99a 24 pc. min.</p>	 <p>Windjammer® Vented Auto Open & Close Jumbo Compact 2385A as low as \$21.54a 24 pc. min.</p>	 <p>UnbelievaBrella™ Jumbo Compact Auto Open Close 2427 as low as \$40.54a 24 pc. min.</p>
 <p>UnbelievaBrella™ Golf Umbrella 3868 as low as \$43.69a 150 pc. min.</p>	 <p>Fashion Print Windjammer® Vented Golf 3330 as low as \$24.45a 24 pc. min.</p>	 <p>Mini Compact 1349A as low as \$8.54a 24 pc. min.</p>
 <p>UnbelievaBrella™ (Prints) 3215 as low as \$20.89a 24 pc. min.</p>	 <p>UnbelievaBrella™ (Solids) 3201 as low as \$20.32a 24 pc. min.</p>	

Add Your

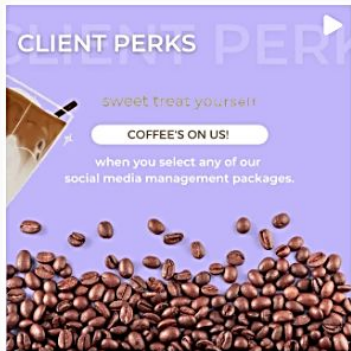
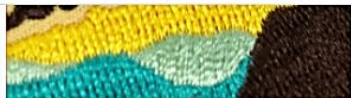
INSIGHTS!!!

Share Your

OPINION!!!

Instagram

Search



Cookie Cutter CONTENT?



WAY Too Much INFORMATION!

QUALITY GRAFFICE TRAFFIC SINCE 1991

PUTTING YOUR BRAND IN MOTION

Screen Printing • Embroidery • Branded Promotional Items • Design

THE NORTH FACE | OGGIO | YETI | connect | NEW ERA | BIC | NIKE | VOORHADER | UNDER ARMOUR

APPAREL: High-visibility vest, polo shirt, hoodie, cap.

DRINKWARE: Mug, water bottle, thermos.

TECH: USB drive, lanyard, business cards, pen.

BAGS: Tote bag, backpack, duffel bag.

WRITING: Highlighter, sticky notes, pens.

BANNERS: Trade show banner, sign, pennant.

For more great products and ideas
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grafficetraffic1991 Put Your Brand In Motion! Visit our website for great ideas to promote your business or event! #promotionalproducts #branding #grafficetraffic1991

3h

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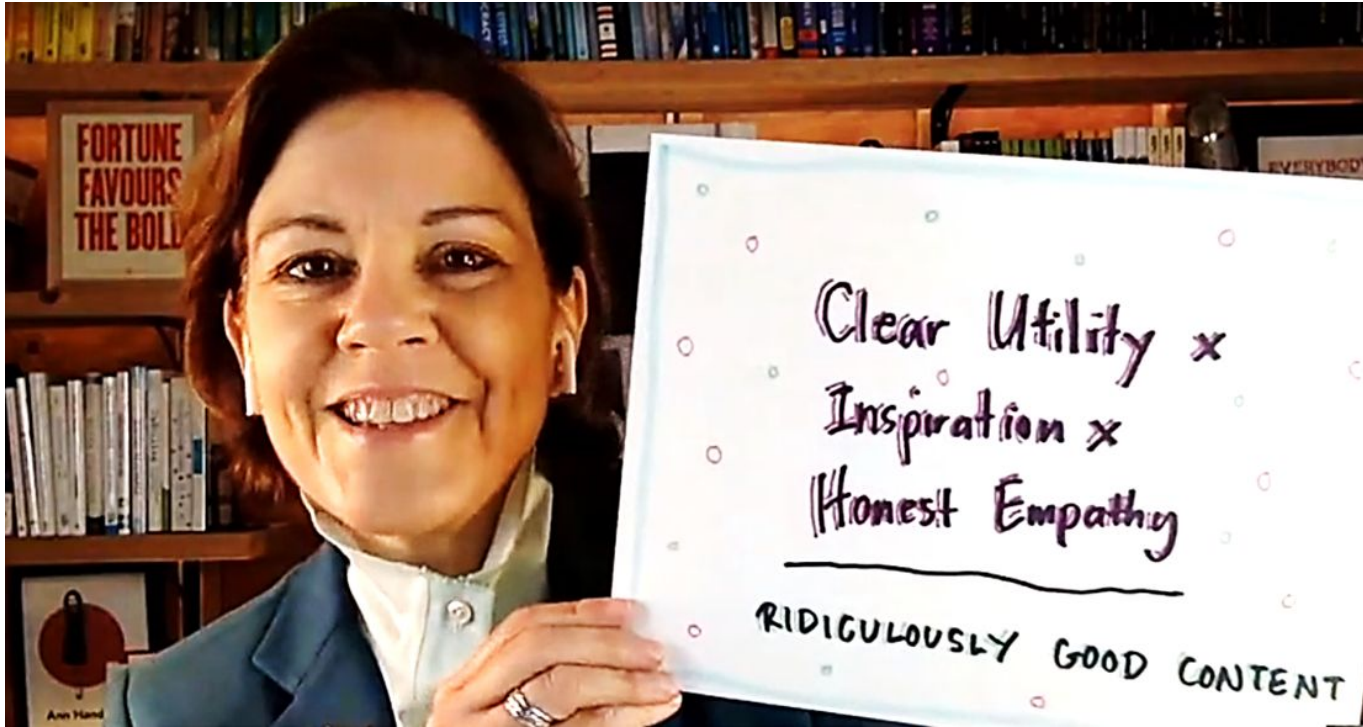
3 HOURS AGO

Add a comment...

Post



WHAT IS RIDICULOUSLY GOOD CONTENT?



Ann Handley, Chief Content Officer. Subscribe to Ann's newsletter: [TOTAL ANNARCHY](#)

INSIGHTS!

**PERSPECTIVES – THOUGHTS – VIEWS – FEELINGS
UNDERSTANDING – ADVICE – VISION –
OPINIONS – EXPERIENCES**

**WHY
TACOS?**



Tacos Make Everything Better!



#promochat

Get Sassy. Be Bold!



PROMO KITCHEN

Jump In!



#promochat
#NationalTacoDay



OMT!

OH MY TACOS



Celebrate National Taco Day like the winner you are!! #TacosUp



NO INSIGHT = NO VALUE

Are you in marketing? Why did YOU like it. How did it make YOU feel?

Sharing a link or a post with zero message = ZERO VALUE!

<https://www.asishow.com/shows/2022/orlando/education-schedule>



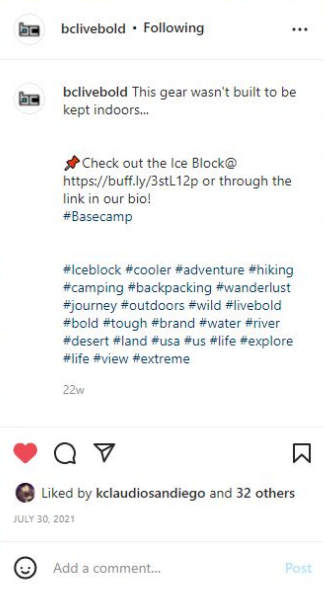


A man with prosthetic legs is performing a yoga pose on a beach. He is wearing a grey t-shirt and black leggings. His arms are extended horizontally to the sides. He is standing on a concrete ledge. In the background, there are large rocks and a cloudy sky. A black water bottle is on the ground to the right.

WOUNDED WARRIOR
DAN NEVINS

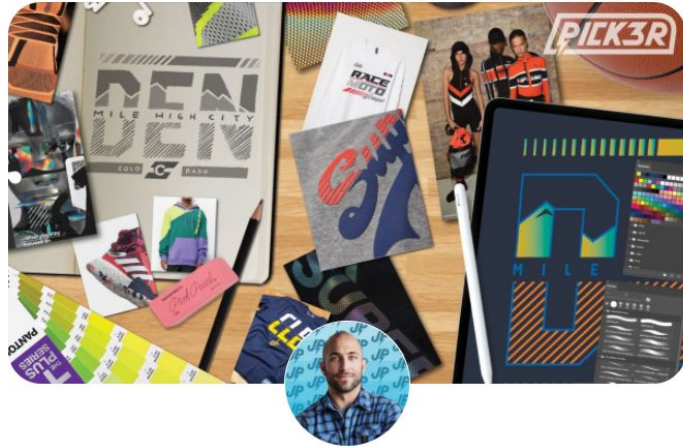


basecamp



WHAT TO DO

Are You A Creative? As seen on LinkedIn & Pinterest: Jeremy Picker, AMB3R



PICK3R

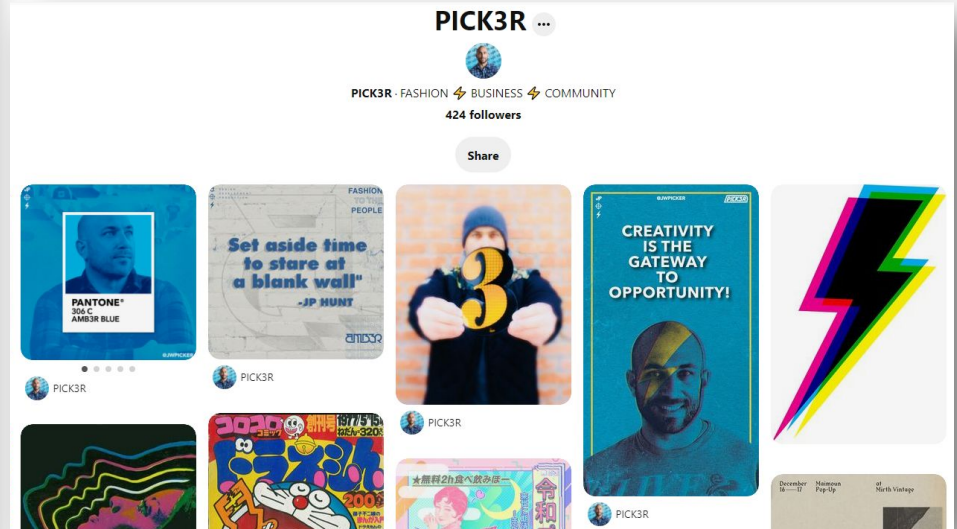
amb3r.com · @jwpicker · 1 partner with companies who value design, creativity & quality to
1) Create better merchandise 2) Strengthen their brand 3) Increase their impact.

963 followers · 4.4k following

928 monthly views

Message

Follow



WHAT TO DO

Stay Curious! As seen on LinkedIn & Instagram: Peerless Umbrella & Charity Gibson (Charity Poppins)



peerlessumbrella • Following ...

peerlessumbrella YOU'VE GOT OPTIONS. . . Imprint options that is! Peerless can decorate with glitter, glow-in-the-dark, reflective, one color, full color, and holographic. Which alternate imprint method do you love most?

6w

daybreakmarketing Love the print options and the festive dress!

6w 1 like Reply

— View replies (1)

Liked by logojocraftcoffee and 38 others

OCTOBER 11

Add a comment... Post



charitypoppins • Following ...

charitypoppins What's better than umbrellas in showers? Umbrellas in Chicago! Peerless will be at #ASChicago. Will you be there?

19w

trendonbrand and it does look like rain! I have my @peerlessumbrella ready!

19w 1 like Reply

piperfromtheroad 🦋 + 🍷 = 🍷

19w Reply

Liked by promojo_ and 47 others

JULY 12

Add a comment... Post

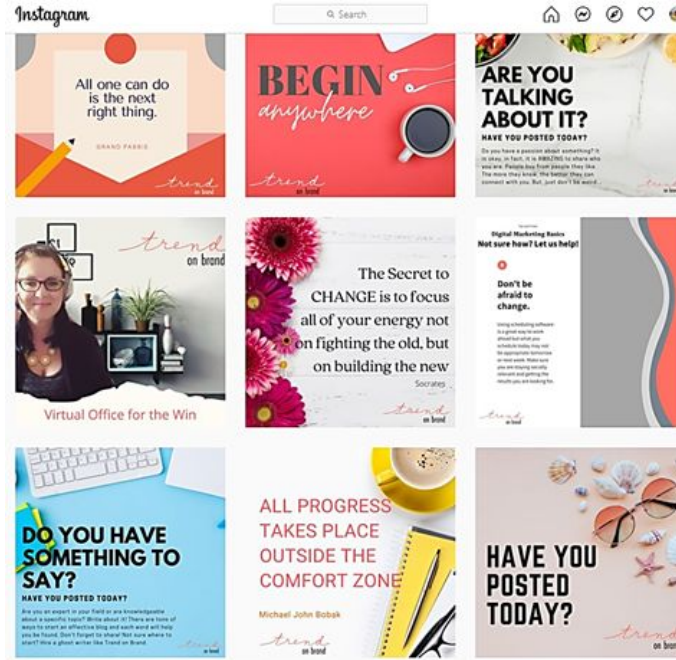
WHAT TO DO

Are You Adorable? Find Somebody Who Is Adorable! As seen on INSTAGRAM: Lauren Esser



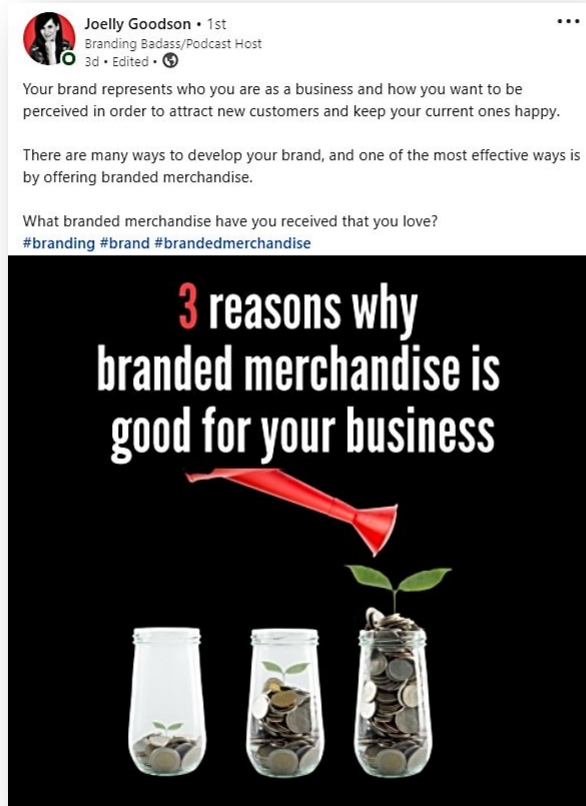
WHAT TO DO

Are You Talking About It? As seen on INSTAGRAM: JGR / Trend on Brand & Trenddependent



WHAT TO DO

Are You A BADASS Teacher? As seen on LINKEDIN: Joelly Goodson




Joelly Goodson • 1st
Branding Badass/Podcast Host
3d • Edited •

Your brand represents who you are as a business and how you want to be perceived in order to attract new customers and keep your current ones happy.

There are many ways to develop your brand, and one of the most effective ways is by offering branded merchandise.

What branded merchandise have you received that you love?
[#branding](#) [#brand](#) [#brandedmerchandise](#)

**3 reasons why
branded merchandise is
good for your business**



WHAT TO DO

Can you personalized it? As seen on Facebook & Instagram: HPG Brands, Batch & Bodega



batchandbodega • Following

batchandbodega Send personalized hellos this holiday season and make spirits bright! All Batch & Bodega gift sets include a custom note card to make gifting extra special. A personalized message is one of the most powerful ways to create a lasting and memorable connection. Browse our holiday batches and include the perfect gift message at batchandbodega.com

Pictured: The Speakeasy Kit

#personalizedproducts #giftsets
#brandedgifts #promotionalproducts
#promoproducts #foodgifts
#corporategifts



Liked by nicklateur and 25 others

NOVEMBER 16

Add a comment...

Post

WHAT TO DO

Are You Custom? As Seen on TACOS with JAY & JEFF Show from Le Tour de Spice!



JUMP START

YOUR CONTENT MARKETING BY SHARING

INSIGHTS

INSTEAD OF INFORMATION



CONTENT TO SHARE

An Opportunity To Share Stories And Your Company Culture



EMOTIONS

Embrace your culture, authenticity and foster trust. Stay positive!

THE PAST

Nostalgia, the good old days, when we were little, simpler times!

PEOPLE

Smart people, funny people, different people, authors, artists, creatives!

CONTENT TO SHARE

An Opportunity To Share What You And Your Team Value



EXPERIENCES

Seek out chances to see it for yourself, factory tours, new locations. Trade shows!

PROCESSES

How things are made, BTS (behind the scenes) DYK (did you know?)

THE FUTURE

Be BOLD. Make a prediction. What do you think will happen. Offer up a bold idea!

A man with dark hair, wearing a light blue button-down shirt and a dark watch, is pointing with a black marker at a whiteboard. The whiteboard has the text "INSIGHTS not INFORMATION" written on it. The man is looking towards the camera with a slight smile.

INSIGHTS
not
INFORMATION





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A Social Selling System

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