



**NKBA | KBIS**  
**VOICES**  
**FROM THE INDUSTRY**



# How to Leverage Social Media to Grow Your Presence Locally

@ShaunAyala | KBIS 2023



## **Session** | How to Leverage Social Media to Grow Your Presence Locally

- + You will learn how to Identify where to find your target audience.
- + You will learn how to craft and position your content to attract and generate leads locally.
- + You will understand what kind of content you can create and how to bring them to life in a way that is comfortable for you.

# **Agenda** | How to Leverage Social Media to Grow Your Presence Locally

- + **About Me**
- + **Social Media Landscape**
  - + Latest Stats
  - + Persona
- + **Content Creation**
  - + Content Creation Super Power
  - + Distribution
- + **The Local Marketing Approach**
  - + My Marketing Perspective
  - + Offline to Online
- + **Closing**



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# About Me

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# BEST BUY™



**PACIFIC SALES**  
KITCHEN & HOME

**BEST  
BUY**



NEW YORK

BUSINESS  
INSIDER

NBC NEWS

Sports  
Illustrated

BuzzFeed



FOX



LIONSGATE

LEXUS

DocuSign



SXSW

digital  
summit

hispanicize

and more.



[@ShaunAyala](#) | [Shaun.Ayala@bestbuy.com](mailto:Shaun.Ayala@bestbuy.com)

# Agenda | How to Leverage Social Media to Grow Your Presence Locally

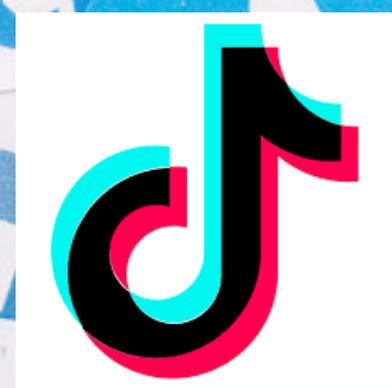
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# Social Media Landscape

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# Facebook |

## Demographic and Usage

- + Number of monthly active users: **2.91 billion**
- + Largest age group: **25-34** (31.5%)
- + Gender: **43% female, 57% male** (no data on other genders)
- + Time spent per day: **33 minutes**



## Demographic Takeaways

- + Facebook still remains the largest social platform among consumers and marketers
- + Younger consumers continue to flock to TikTok and Snapchat versus Facebook and Instagram
- + Ad revenues continue to climb regardless of the gloom and doom about reach

# Instagram |

## Demographic and Usage

- + Number of monthly active users: **2 billion**
- + Largest age group: **25-34 (31.2%), with 18-24 close behind at 31%**
- + Gender: **48.4% female, 51.8% male** (no data on other genders)
- + Time spent per day: **29 minutes**



## Demographic Takeaways

- + They have doubled their user base to 2 billion within three years, a staggering stat that proves Instagram’s staying power.
- + As younger users migrate to TikTok, perhaps it’s fair to say that Instagram is no longer the “hip” network in the eyes of today’s teenagers.
- + Instagram maintains a firm hold on Gen Z and Millennials — these groups make up roughly two-thirds of their base.

# LinkedIn |

## Demographic and Usage

- + Number of monthly active users: **810 million**
- + Largest age group: **25-34 (58.4%)**
- + Gender: **48% female, 52% male**
- + **63%** of LinkedIn users access the network weekly, and **22% daily**



## Demographic Takeaways

- + Conventional wisdom might say that LinkedIn exclusively caters to an older audience, but now Millennials dominate the platform.
- + The platform's demographic of high-earning B2B professionals makes LinkedIn a potential goldmine for ads.
- + According to LinkedIn themselves, it's the top-rated social network for lead generation, making it a great source for B2B marketers looking to find targeted and motivated audiences for their campaigns.

# Pinterest |

## Demographic and Usage

- + Number of monthly active users **431 million**
- + Largest age group: **50-64 (38%)**
- + Gender: **78% female, 22% male** (no data on other genders)
- + Time spent per day: **14.2 minutes**



## Demographic Takeaways

- + Although Pinterest is largely considered female-dominated, the platform saw a surprising spike in male users during 2021.
- + The platform's core user base of 400+M Pinner continues to hold steady (and ad revenues are actually up from where they were a couple of years ago).
- + Pinterest is perhaps the most produced-focused of any social network, signaling big opportunities for ads (hint: 45% of Pinterest users have a household income of \$100,000+).

# TikTok |

## Demographic and Usage

- + Number of monthly active users: 1 billion
- + Largest age group: 10-19 (25%)
- + Gender: 61% female, 39% male (no data on other genders)
- + Time spent per day: 89 minutes per day



## Demographic Takeaways

- + TikTok's popularity and growth are unprecedented
- + Nearly 40% of Gen Z say they're directly influenced by products they see on TikTok and brands should take notice.
- + TikTok is ramping up and "maturing" to meet the needs of its users, including more advanced ads and CRM integrations.

# NextDoor |

## Insight

- + Number of daily active users: **700k active user**
- + **1 in 3 US Households** are on Next-door
- + **88% shop** local business



- + **76% of neighbors** have been influenced by a recommendation on Nextdoor
- + Local business owners, casual service providers, and home service providers can all participate on Nextdoor.
- + Engage neighbors locally with free Business Posts

Which one should I be using?

## Example | Create Your Social Media Persona

Demographic details, personal qualities  
and behavior factors

- + Gender (50/50)
- + Age Range (25-44)
- + Home type (ownership)
- + Location (Los Angeles)
- + Employment status/job title (Interior Designer, Home Builder etc)
- + Income (\$50K+)
- + Hobbies (design, food, museums, travel, Arts)
- + Pain points and fears (tech, clients, social media)
- + Motivations and goals (to become a luxury designer)
- + Purchasing triggers (Exclusivity or uniqueness)
- + Social media channels they are active on (Pinterest, Facebook, Instagram)
- + Any influencers they like to follow (Kelli Ellis, Joyce Ray, etc)
- + Businesses they follow (NKBA, ASID, Sherwin-Williams, LCDQ, Dwell, Arch Digest)
- + Hashtags they are engaging with on a regular basis (#interiordesign, #fashion, #luxury)



*Download  
the worksheet*

# My Social Media Persona | Example

**PLATFORM:**  
**Instagram and Pinterest**

**INTEREST:**  
**Arts, Marketing Services,  
Food, Travel, etc.**

**GENDER:** 50/50

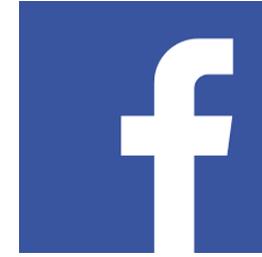
**AGE:** 25-44

**Location:**  
**Los Angeles**

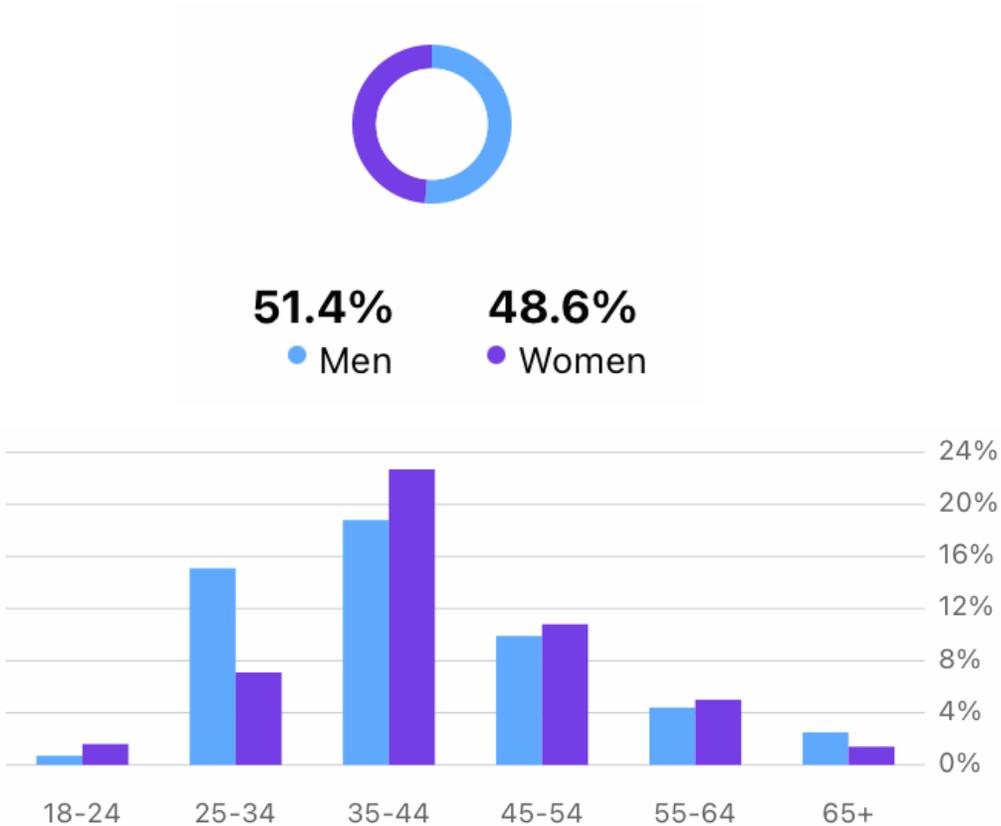
**TITLE:**  
**Interior Designer,  
Home Builder**

**Leverage your data!**

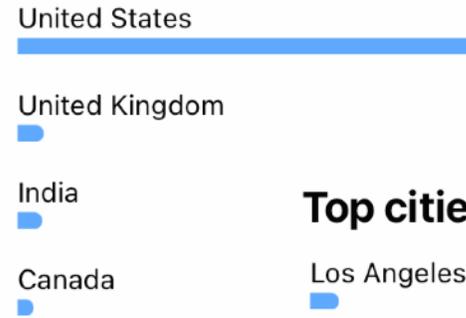
# Example | Which one is right?



## Facebook Analytics Data - Insights



### Top countries



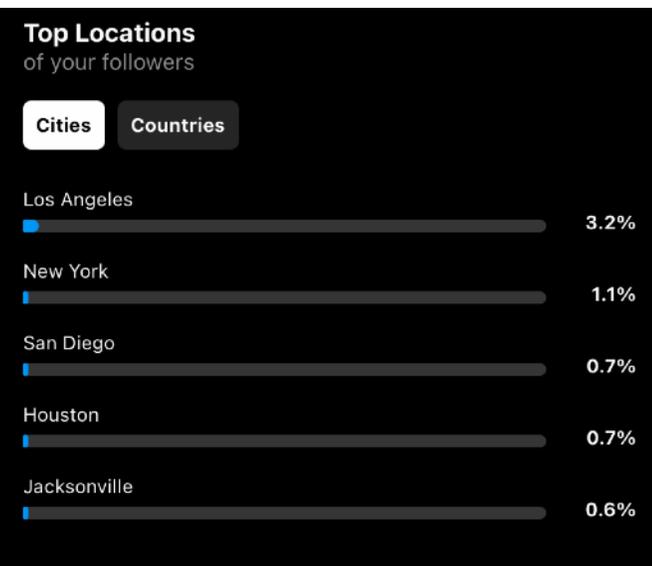
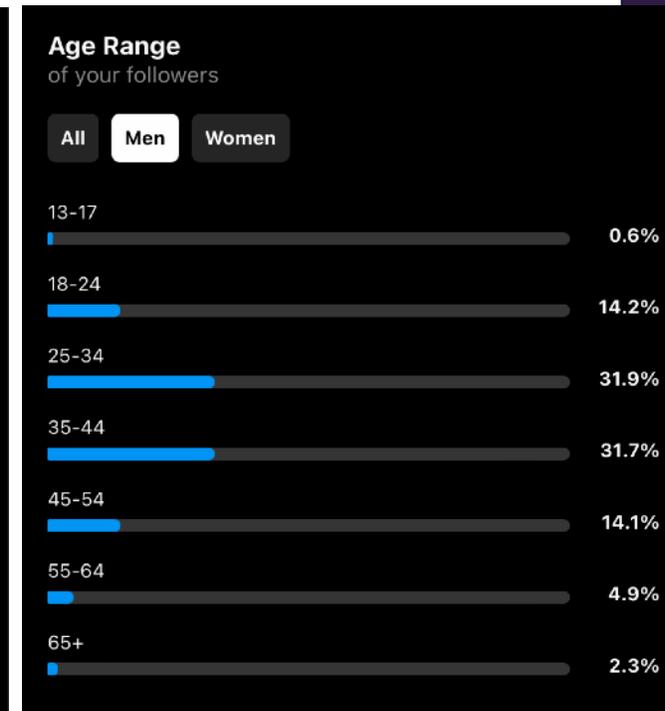
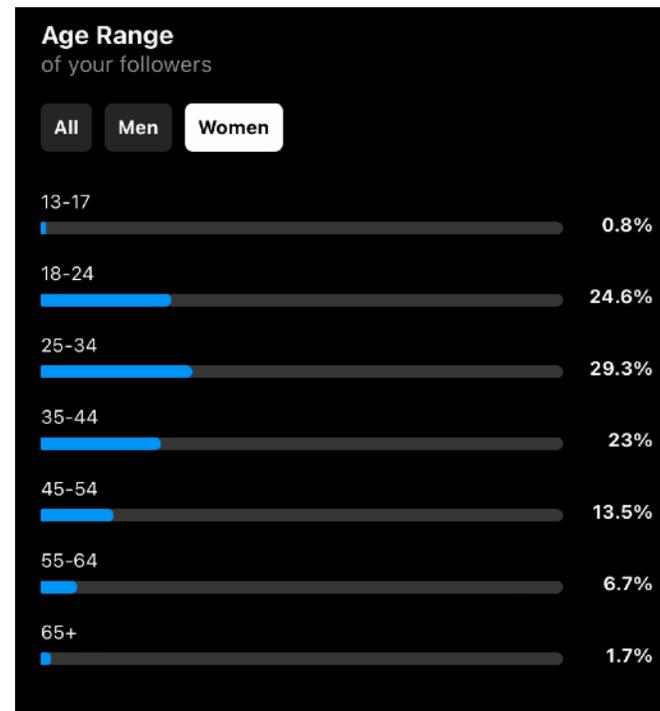
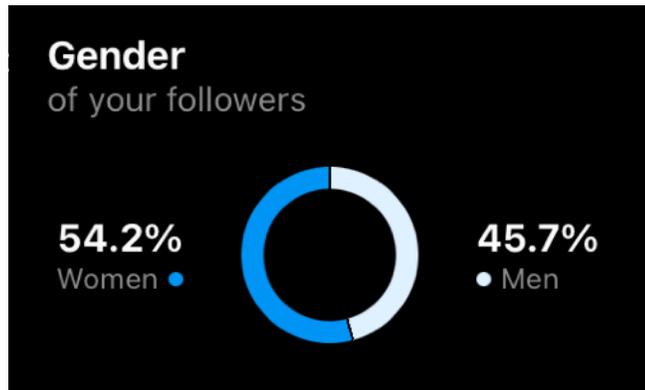
### Top cities



# Example | Which one is right?



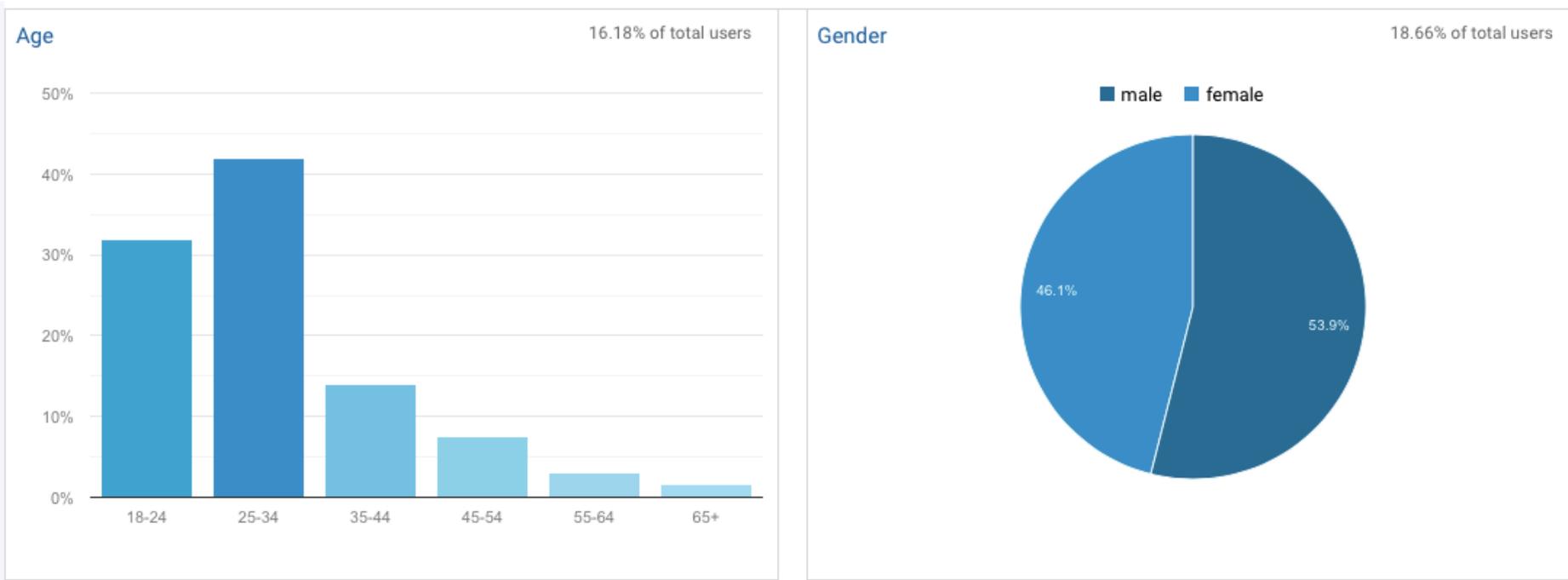
## Instagram Analytics Data - Insights



# Example | Which one is right?



## Google Analytics Data - Demographics and Interest



# Example | Which one is right?



Google Analytics Data - Demographics and Interest

## Social Network

1. [Pinterest](#)

2. [Facebook](#)

3. [Twitter](#)

4. [YouTube](#)

5. [Instagram](#)

6. [Yelp](#)

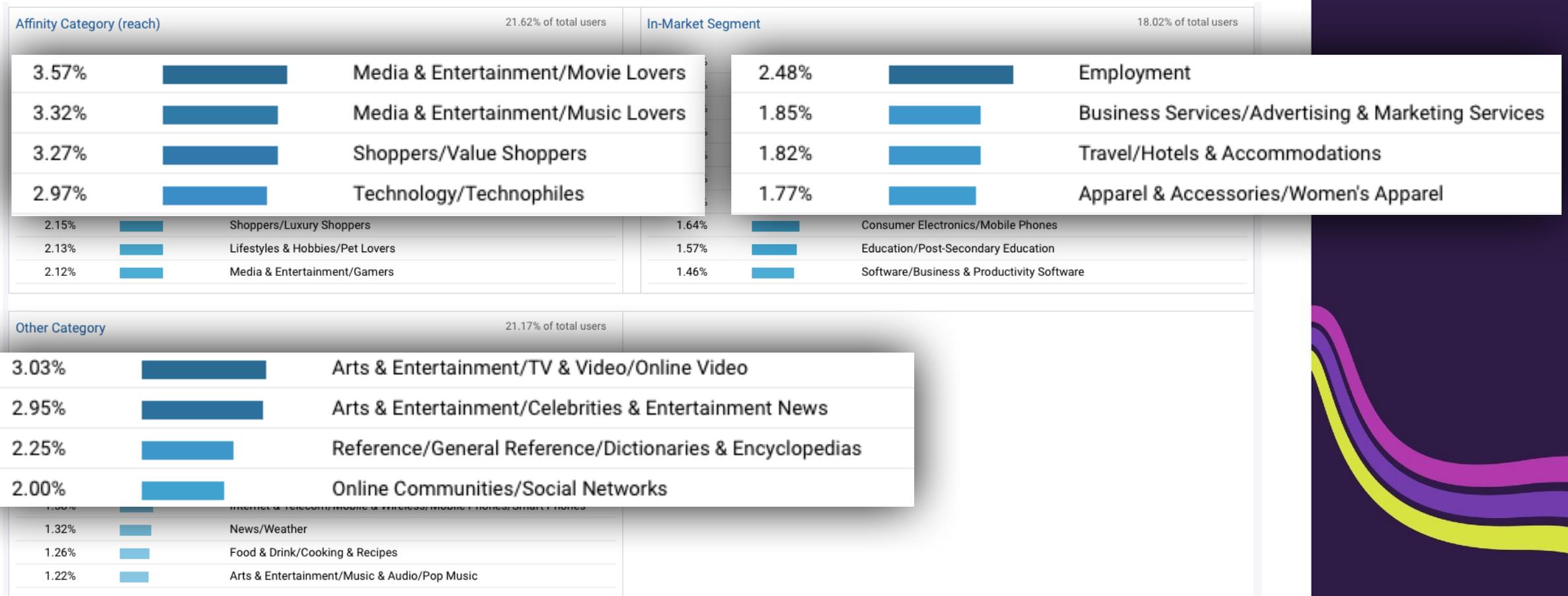
7. [Snapchat](#)

8. [VKontakte](#)

# Example | Which one is right?



## Google Analytics Data - Demographics and Interest



## My Social Media Persona | Example

✓ **PLATFORM:**  
**Instagram and Pinterest**

✓ **INTEREST:**  
**Arts, Marketing Services,  
Food, Travel, etc.**

✓ **GENDER:** 50/50

✓ **AGE:** 25-44

✓ **Location:**  
**Los Angeles**

✓ **TITLE:**  
**Interior Designer,  
Home Builder**

# Agenda | How to Leverage Social Media to Grow Your Presence Locally

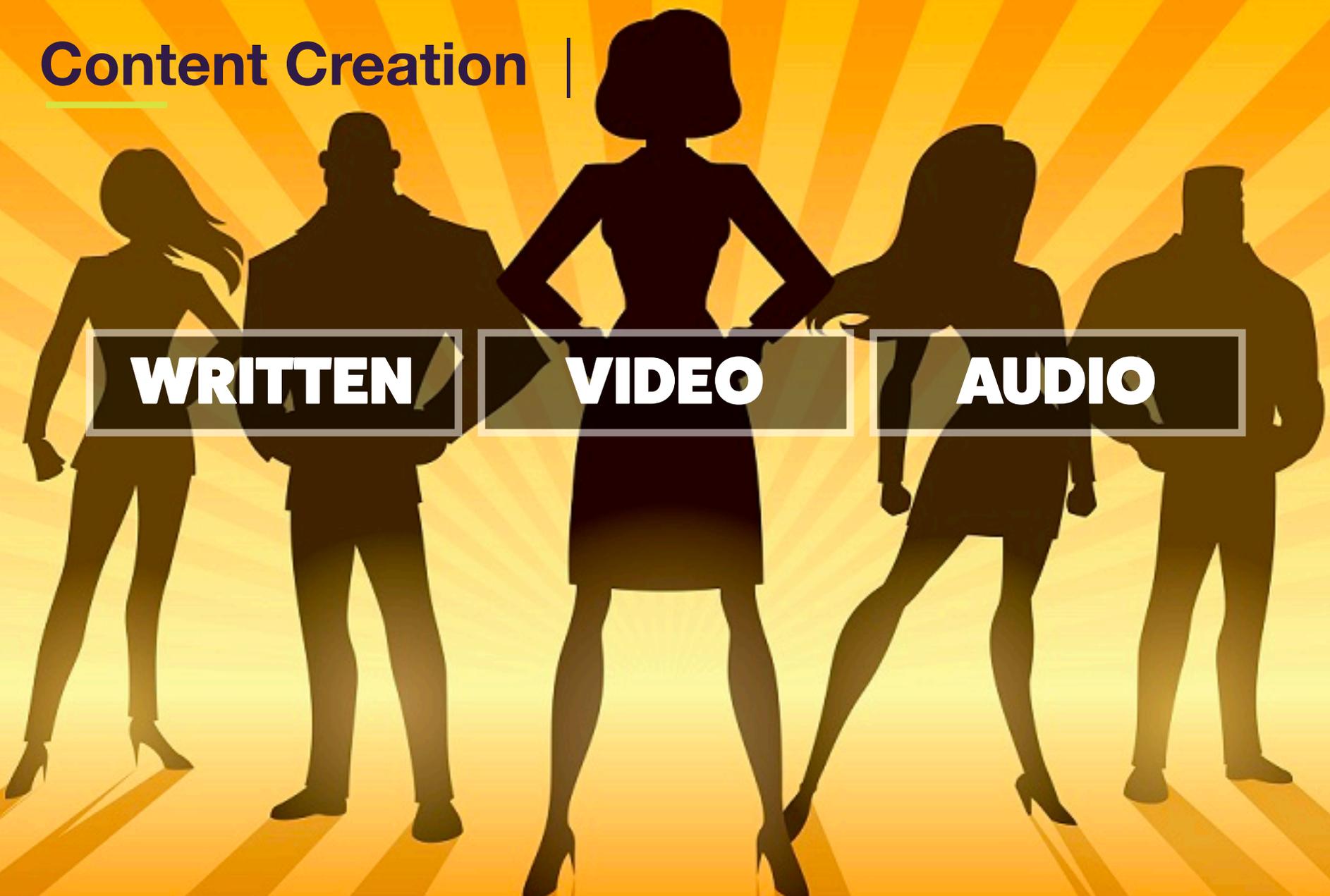
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# Content Creation

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# Content Creation |



**WRITTEN**

**VIDEO**

**AUDIO**

# Content Creation |



**DO NOT CREATE**



**DOCUMENT**

**CREATE**

**POST**

# THE CONTENT PYRAMID



## DOCUMENT

## Vlog, Podcast, Blog

Long Form Content

CREATE

## Snippets, Memes, Quotes...

Short Form Content

POST

## Distribute to relevant platforms





DOCUMENT

Vlog, Podcast, Blog

Long Form Content

CREATE

Snippets, Memes, Quotes...

Short Form Content

POST

Distribute to relevant platforms





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# Content Creation

#



**EDUCATE**

**INSPIRE**

**ENTERTAIN**

## Content Creation | Education

- + How you work with clients
- + Feature your clients and their experience
- + User-generated content
- + Celebrate community
  - + Local Pride

## Content Creation | Inspiration

- + Before and afters
- + The ideas and drawings
- + Your moment of Inspiration
- + Who inspires you
- + The local architecture, people, places

## Content Creation | Entertaining

- + Your mistakes
- + Any disagreements
- + Your process
- + Your lifestyle
- + Local hot spots
- + Share it all

# Content Creation |

**KNOW**

**LIKE**

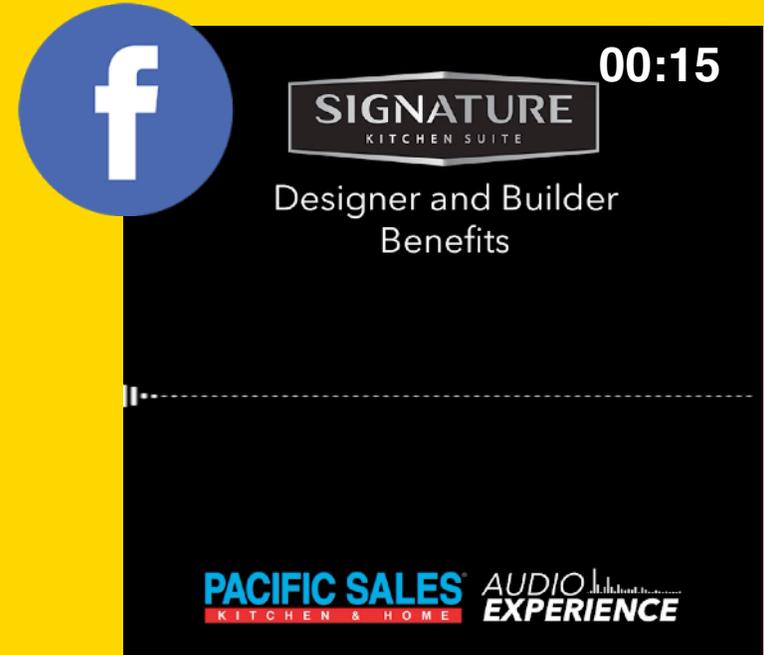
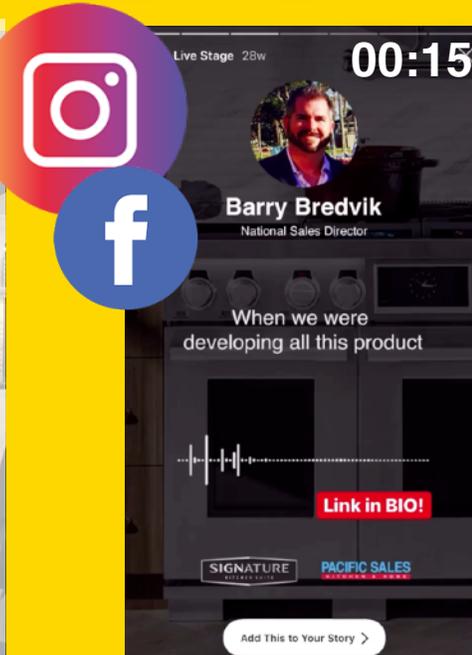
**TRUST**

# Content Creation |



**DOCUMENT**





# DOCUMENT

# CREATE

# POST

# ENGAGE

**LIVE**



mr.steam **Martha Orellana**  
Vice President of Marketing

20:11

The Benefits of Steam with Martha Orellana of Mr. Steam



shaunayala Thank you @msmarthaore from @steamtherapy for stopping by and talking to us about the important benefits of steam. Watch the full interview on the @pacificsales YouTube page! If you're remodeling a bathroom in the near future, consider adding steam! 🙌🙌🙌

00:30



# Content Creation | Hacks

Ways to take advantage of your post

- + Engage with people who comment to your post (truly engage, do not set and forget)
- + Post Video/Visual, this can be created from any format you choose.
- + 68% of consumers prefer images to go along with content they engage with, but 50% prefers videos.
- + 93% of businesses gain a new customer as a result of posting a video on social media.
- + If you have employees, encourage them to follow, share and engage with your social presence (keep in mind, this can't be a mandatory request).
- + When posting your content or sharing others, turn your post into a discussion question.



# Content Creation | Geo-targeted Hacks

Look for ways to engage your community locally on Social Media.

- + Think and say Local with your content
  - + “If you are looking to remodel your Los Angeles home ...”
  - + “I’m here at \_\_\_\_\_ in Los Angeles ...”
  - + “I’m Live from the \_\_\_\_\_ in Los Angeles ...”
- + Your local clients are your influencers
  - + Encourage them to post about their experience
  - + If they do, re-share, comment and like
- + Make sure your business info is in your Profile Section of your Social Channels
- + Use hashtag that are local, think events and places
  - + Follow local Magazine/Restaurants/Museums Social Media Accounts to find relevant hashtags to use in your own posts.
- + Follow local competitors, boutiques and organizations your audience would actively participate at or visit.



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# The Local Marketing Approach

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# The Approach | Local

**Participation**

**Experiences**

**Advertising**

# The Approach | Participation

Create opportunities to build community by cultivating meaningful relationships locally.

## **OFFLINE** (based on your Persona)

- + Attending meaningful events (Food and Wine)
- + Volunteer at Orgs
- + Visit select Restaurants, Museums (Find the locals)
- + Start with meeting the owners and event organizers
- + Engage with other complimentary business

## **ONLINE** (based on your Persona)

- + Follow your competitors
- + Follow local museums and restaurants that aligns with your audience ENGAGE.
- + Search out all the local events. ENGAGE.
- + Use Instagram “Local Places” search to ENGAGE.
- + Engage with other complimentary local business (FB/LI Groups)
- + Explore relevant hashtags and ENGAGE.
- + Showcase the community through your CCSP

# The Approach | Experiences

Provide, create and enable differentiated opportunities and unique experiences that leaves a lasting impression.

## **OFFLINE** (based on your Persona)

- + Invite clients to Social events like Parties, Clarity Events, Cooking demos, Food and Wine events etc.

## **ONLINE** (based on your Persona)

- + Live Q&As (just starting, have pre determined questions)
- + 1 on 1 exploration calls (Zoom)
- + Educate the process and what a new client can expect from you when starting.
- + Interview past clients so future clients can relate to the experience.
- + Document whats possible with current projects

# The Approach | Advertising is Lead Gen

Geo-target approach to build awareness and consideration as the destination for your customer needs. Long term acquisition. Collect leads.

## **OFFLINE** (based on your Persona)

- + Sponsor local orgs and events, ask for emails, logo placement and opportunities to speak at event.
- + Use QR Codes and other methods of signing up to **build an email list.**

## **ONLINE** (based on your Persona)

- + Have a landing page on your website to collect leads.
- + Amplify your most engaged content. Add Opt in Newsletters around ideas and inspiration, local places to visit etc to **build your email list,**
- + Consider investing in Awareness Tactics and Conversion Tactics
  - + SEM (Conversion)
  - + Paid Social (Awareness)
  - + Magazine (Awareness)

# The Approach | Local

## Participation

Item 1  
item 2  
Item 3  
item 4

## Experiences

Item 1  
item 2  
Item 3  
item 4

## Advertising

Item 1  
item 2  
Item 3  
item 4



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# Closing

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# Takeaways

How to Leverage Social Media to Grow Your Presence Locally

- 1. Document**
- 2. Engage**



 **/RogerWakefield**  
The Expert Plumber





**473K+ subscribers**



**98K+ followers**



**18K+ followers**



## Questions |

How to Leverage Social Media to Grow Your Presence Locally



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