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# Using Social Media & Online Marketing

By Jaimee Dorris

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# Quick Introduction

Host **MS Congeniality TV Show**

Marketing Queen with **Jaimee Designs Web Studio**

Degree in **Broadcast News** from UGA



# Who Are You?



# WHY YOU SHOULD BE MARKETING ON SOCIAL MEDIA.

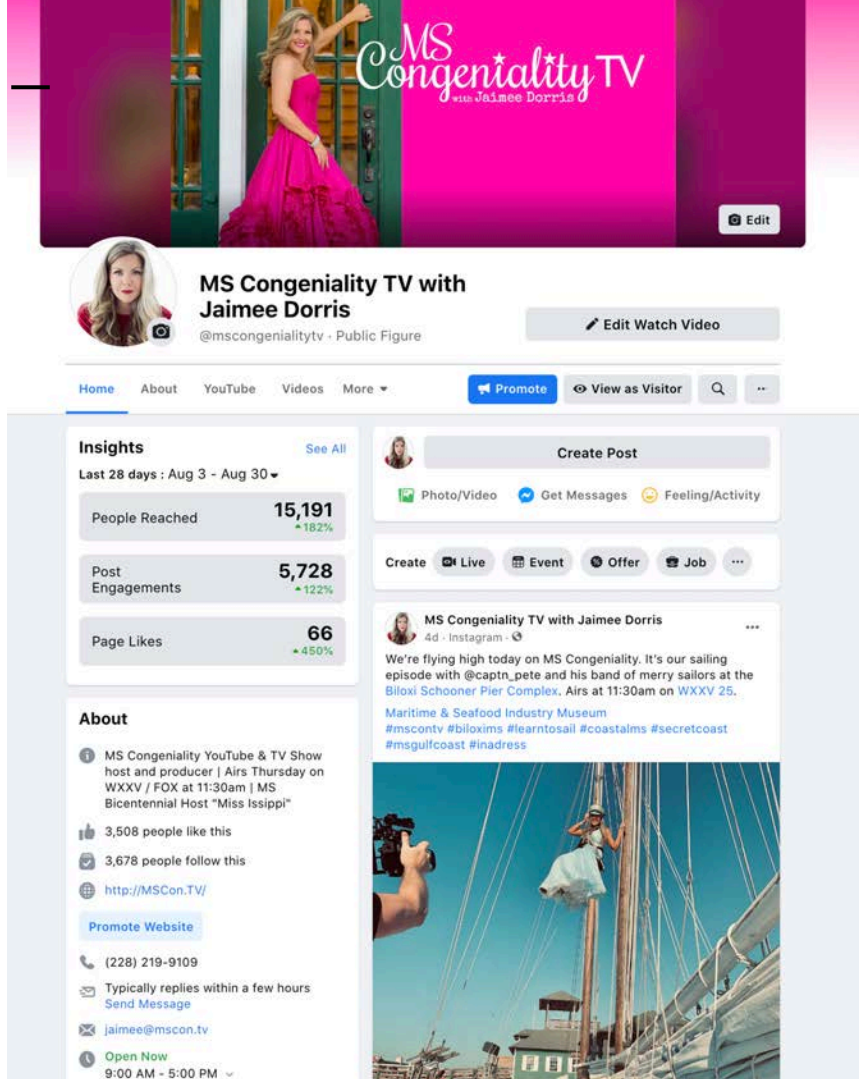
- Almost everyone is addicted to their phones.
- Almost everyone uses social media.
- It's free or very cheap to use
- It's very effective for creating connection and establishing your brand.





# Social Media

- Facebook
- Instagram
- SnapChat
- YouTube
- Twitter
- Linked In
- Tik Tok



**MS Congeniality TV with Jaimee Dorris**  
@mscongenialitytv · Public Figure

Home About YouTube Videos More Promote View as Visitor Q ..

**Insights** See All  
Last 28 days : Aug 3 - Aug 30 ▾

People Reached	15,191 ▲182%
Post Engagements	5,728 ▲122%
Page Likes	66 ▲450%

**About**

1 MS Congeniality YouTube & TV Show host and producer | Airs Thursday on WXXV / FOX at 11:30am | MS Bicentennial Host "Miss Issippi"

3,508 people like this

3,678 people follow this

<http://MSCon.TV/>

Promote Website

(228) 219-9109

Typically replies within a few hours  
[Send Message](#)

[jaimee@mscon.tv](mailto:jaimee@mscon.tv)

Open Now  
9:00 AM - 5:00 PM ▾


**Create Post**  
Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job ...

**MS Congeniality TV with Jaimee Dorris**  
4d · Instagram · ...

We're flying high today on MS Congeniality. It's our sailing episode with @capt\_n\_pete and his band of merry sailors at the Biloxi Schooner Pier Complex. Airs at 11:30am on WXXV 25.

Maritime & Seafood Industry Museum  
#mscontv #biloxims #learntosail #coastalms #secretcoast #msgulfcoast #inadress



## Facebook.

Let's just make sure of some basics.

- Page not a Profile
- Name is correct
- Profile Picture
- Cover Picture
- Invited Friends to like page
- YOU ARE POSTING REGULARLY



# What to Post?

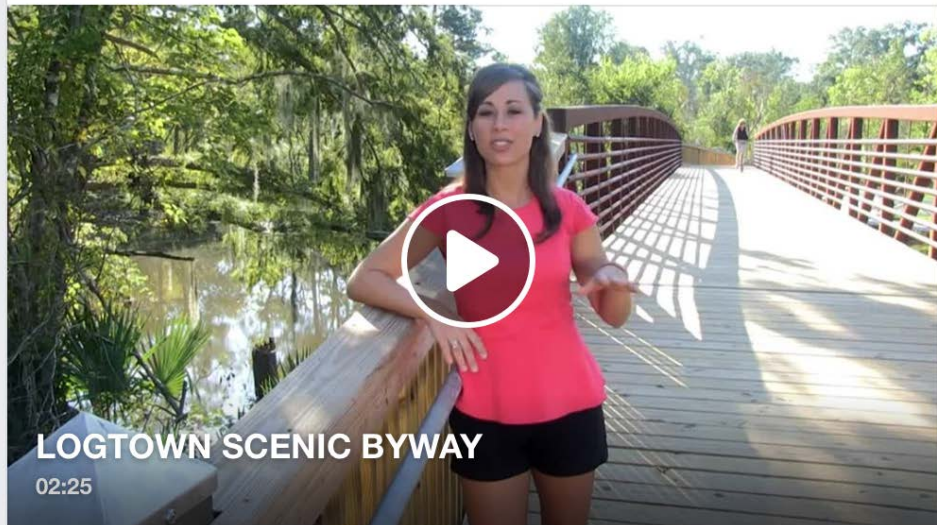




## Mississippi Gulf Coast Scenic Byways

Published by MS Gulf Coast Scenic Byways [?] · August 2 · 🌐

### LOGTOWN SCENIC BYWAY



### LOGTOWN SCENIC BYWAY

02:25

🌱 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 13,000 people.

👤 **1,258 people** reached

Boost Post

👍❤️ 8

13 Shares

👍 Like

💬 Comment

➦ Share



## DO THIS...

- Great Pictures
- Great Videos
- Surprises
- An interesting story
- A great deals
- Bright colors, Bold letters
- **Consistency**
- Tag people, places, pages, events, etc
- **FACES, FACES, FACES**  
People love seeing people they know





## Mississippi Gulf Coast Scenic Byways

Published by MS Gulf Coast Scenic Byways [?] · August 16 · 🌐

LOGTOWN SCENIC BYWAY presents a picturesque drive that winds through acres of pine plantation, hardwood trees, and live oak-covered roadways that capture scenic vistas all along the route leading to the now extinct town of Logtown. One of the most beautiful and peaceful areas is the Logtown Cemetery, which serves as a reminder of a once viable community with homes, churches and a school. The cemetery contains graves dating all the way from the early 1850s and it is fronted by a grove of live oaks. <http://gulfcoastscenicbyways.com/team-post/logtown-byway/>



GULFCOASTSCENICBYWAYS.COM

**[gulfcoastscenicbyways.com](http://gulfcoastscenicbyways.com)**

Save

👤 78 people reached

Boost Post



1

## DON'T DO THIS...

You have 1 second to get attention.

- Too Much Text
- Blurry, weird, abstract, uninteresting images
- Boring story
- Inconsistent message
- Incorrect grammar
- Make the user work hard



GULFCOASTSCENICBYWAYS.COM

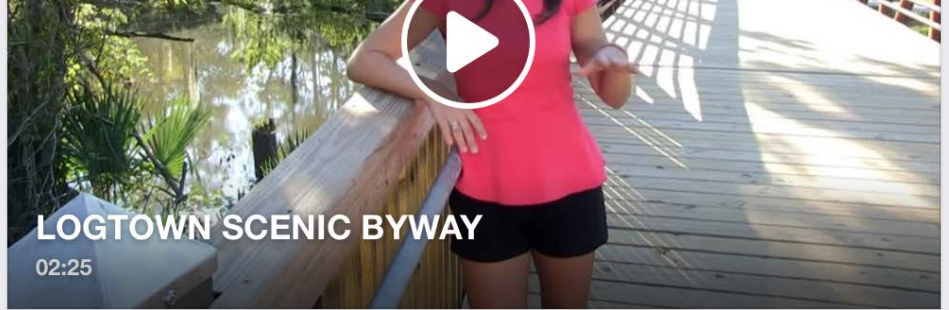
**gulfcoastscenicbyways.com**

Save

 **78 people** reached

Boost Post

 1



**LOGTOWN SCENIC BYWAY**

02:25



**Get More Likes, Comments and Shares**

Boost this post for \$20 to reach up to 13,000 people.

 **1,258 people** reached

Boost Post

  8

13 Shares

 Like

 Comment

 Share



## Distribution

The more engaging a post is.. The more people will see it.

78 people reached --v-- 1,258 people reached

# Connect with Customers







## Ways to Connect

- Create a HASHTAG for your business and encourage customers to use it
- Encourage customers to take pictures and video and TAG your business and a friend who might be interested in it
- Have must-take photo opps along the trail or tour and teach your guides to encourage visitors to take them
- Offer incentives like free products or special opportunities when customers spot, capture and post certain finds on the tour

**#FunTime #JustHanginHere #YourTurn  
#MSUExtension #VisitMississippi**



## Set Boundaries

- Have Social Media guide with information about social media accounts, incentives, and policies.
- Designate certain parts of a tour cell-phone free.
- Use cell phone free areas as opportunity to talk about healing powers of nature.

**#NoPhone #StressFree  
#TurnIt Off #UnPlug  
#BackToBasics #NatureHeals**



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# Get **MORE** Attention



# Begin Advertising


Boost your posts to increase exposure

- What to boost?
- Call to action
- Facebook will give you hints
- Choose Demographics
- How much to spend?
- Play and watch for what WORKS!

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4d · Instagram · 🌐

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[Maritime & Seafood Industry Museum](#)  
[#mscontv](#) [#biloxims](#) [#learntosail](#) [#coastalms](#) [#secretcoast](#) [#msgulfcoast](#) [#inadress](#)



310  
People Reached

33  
Engagements

Get more people to see and engage with your post

**Boost Post**

👍❤️👎 24

2 Comments




# You Don't Need tons of **FOLLOWERS** to get **ATTENTION**

You just need great content and to take  
advantage of Online Marketing.




**Urgent Care Orange Grove**  
Published by Jaime Ellen [?] · July 20 · 🌐

BACK TO SCHOOL FAIR at Orange Grove Urgent Care on July 28th, 2018. The first 50 people will receive backpacks with goodies inside, WHILE SUPPLIES LAST. Kids can enjoy BOUNCE HOUSES, SNO CONES, FOOD, and CRAFT TABLE. A RAFFLE will be held where Maxem Health Urgent Care will pay FOR ONE LUCKY WINNER's entire school supplies list. (One raffle winner per clinic).  
<https://www.facebook.com/events/258615818208443/>






**MXM HEALTH URGENT CARE +**  
**ORANGE GROVE**  
*Back to School Fair*

**6,689 people reached**  [Boost Again](#)

Recent Activity

Boosted on Jul 20  
Audience: United States: Orange Grove (+25 mi) Mi...  
By Jaime Ellen · Completed

[View Results](#)

   Julie Ruth Viera, Kristi Smith Andrew and 96 others · 19 Comments · 86 Shares

500 page followers

Urgent Care Orange Grove

Back to school fair to build community  
and get people to stop in

6689 people reached. 86 shares.

\$40 spent on campaign

—  
**Have Fun**

**And be consistent.**





# Question? Get in Touch

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Instagram: @jaimeedorris

Email: [Jaimee@MSCon.TV](mailto:Jaimee@MSCon.TV)

Website: **MSCon.tv**

