



WALDHAUSEN
DIE GANZE WELT DES REITSPORTS

Handout Social Media - ENG

Waldhausen Experience Days 2024

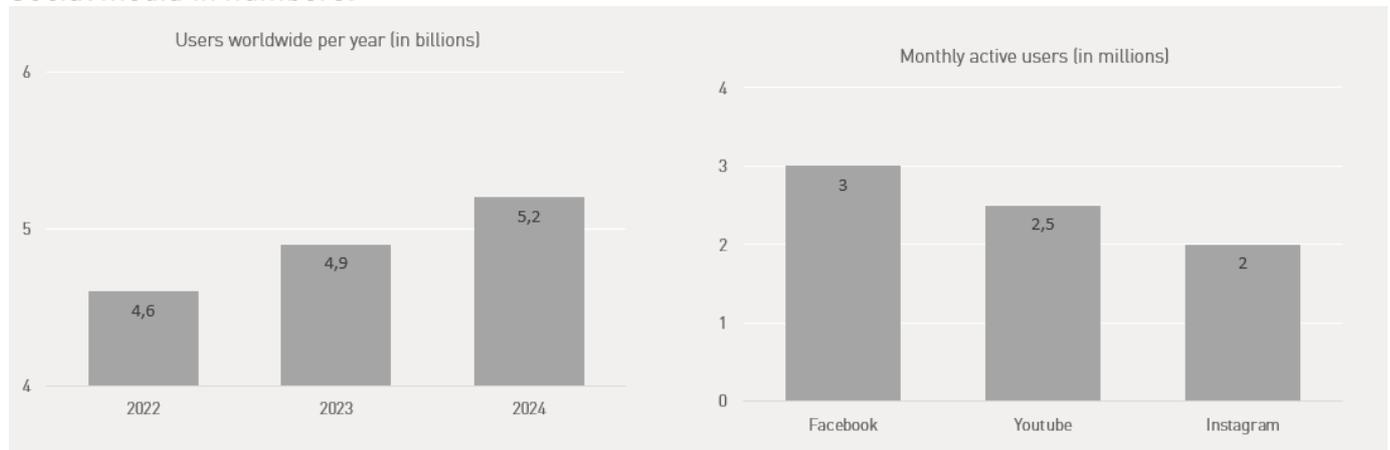
Social media and the impact of influencers

Social Media Marketing

Definition:

- A form of digital marketing that uses various social networks to achieve marketing and corporate goals.
- This is not about setting up business accounts and posting when you want to, instead it's about a evolving strategy with measurable goals.

Social media in numbers:



Types of content:

- Posts (text & image/multiple images (carousel posts))
- Stories (templates in your own style, images & videos in real time, surveys)
- Reels (short videos with a special focus)
- Live videos (direct interactions through story)

Important KPIs:

- Reach/ Impressions
- Likes & Shares
- Comments

Continous to do's:

- Maintaining and optimizing your own profile
- Regular publication of pictures, stories and videos
- Reactions to comments, shares and likes
- Monitoring followers, customers and influencers

Advantages:

- Wide reach and variety = the most effective free channels for companies to use for marketing purposes
- Humanize your company, become an active participant in the market (interaction leads to trust in the company)
- Increase traffic to specific pages through link placements (turn visitors into customers)

- Generating leads and customers, e.g. through Instagram/Facebook shops, direct messages, call-to-action buttons
- Increasing brand awareness by building a visual identity among a large audience
- Building relationships: indirect or direct communication through networking, feedback, discussions or direct contact

Important basics:

- Know your target group: Which platform do they use? Who do they follow?
 - Corporate identification: What is the message you want to communicate?
 - Content-Strategy: Establish your own style
 - Analysis
 - Consistency / keep your profile-up to-date
 - Inbound Approach: Don't use it primarily to promote your company, but rather create added value for your customers
- 70 – 20 – 10 Rule: 70% Information – 20% Emotion – 10% Advertising

Free-of-charge content:

- E.g. Images , Product descriptions, Videos

Social media platforms:

- Instagram
- Facebook
- LinkedIn
- TikTok
- Pinterest
- YouTube

Influencer Marketing:

Definition:

- Influencer marketing is a marketing strategy that uses influencers to increase brand awareness by promoting products authentically to their community.

Goals:

- Content Creation: The focus is on quality and creativity
- Brandawareness: Long-term partnerships in which the influencer regularly engages with the brand without promoting a specific product.
- Sales: Influencers can effectively increase sales by promoting a product.

Do's & Dont's :

- + Research in advance - do the type of content and values of the influencer match the brand
- + Authenticity - it's about honest and trustworthy recommendations
- + Measurement and analysis - trust is good, control is better

- Disregard relevance - Don't just pay attention to the number of followers
- Non-transparent collaborations - requesting insights
- Too much control - influencers need the freedom to implement their own style

→ Create reports to track performance