



European
Equestrian
Business
Association e.V.



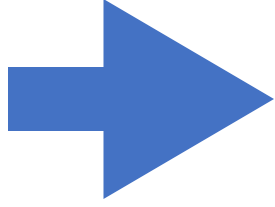
EEBA workshop - Social Media 1

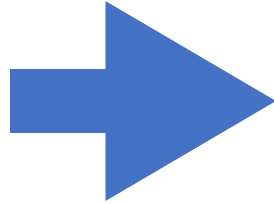
ONE PASSION, ONE VOICE!



Agenda

- Do it SOCIAL: basic + trends 2022
- Strategy first - know your audience!
- Content
- Ideas & tools
- Care







Do it SOCIAL: basic + trends 2022

ONE PASSION, ONE VOICE!

Social media marketing (SMM) is a mixture of **targeted interaction** with **customers, branding** and **sales promotion** via **social networks**.

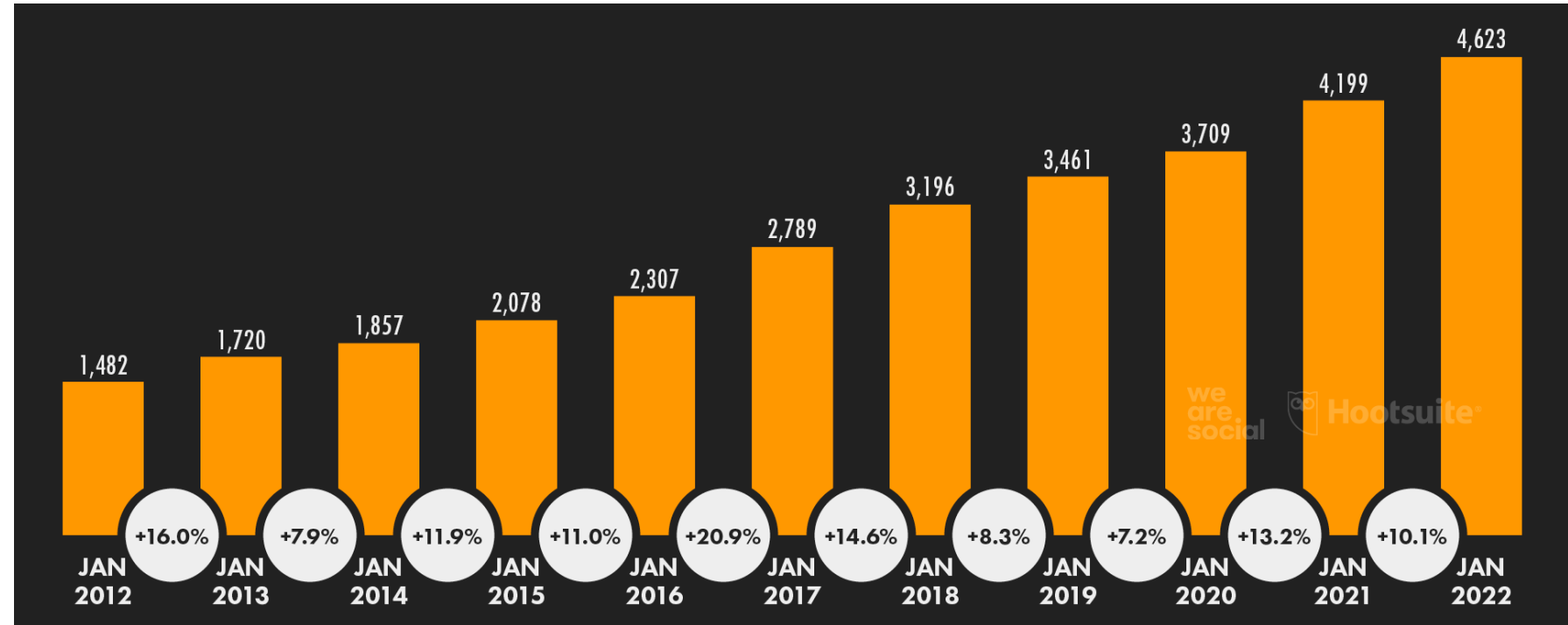
The focus is on **social media measures** to **achieve concrete goals**. These goals or key figures are defined within the framework of the **social media strategy**.



Do it SOCIAL: basic + trends 2022

ONE PASSION, ONE VOICE!

SOCIAL MEDIA USERS OVER TIME

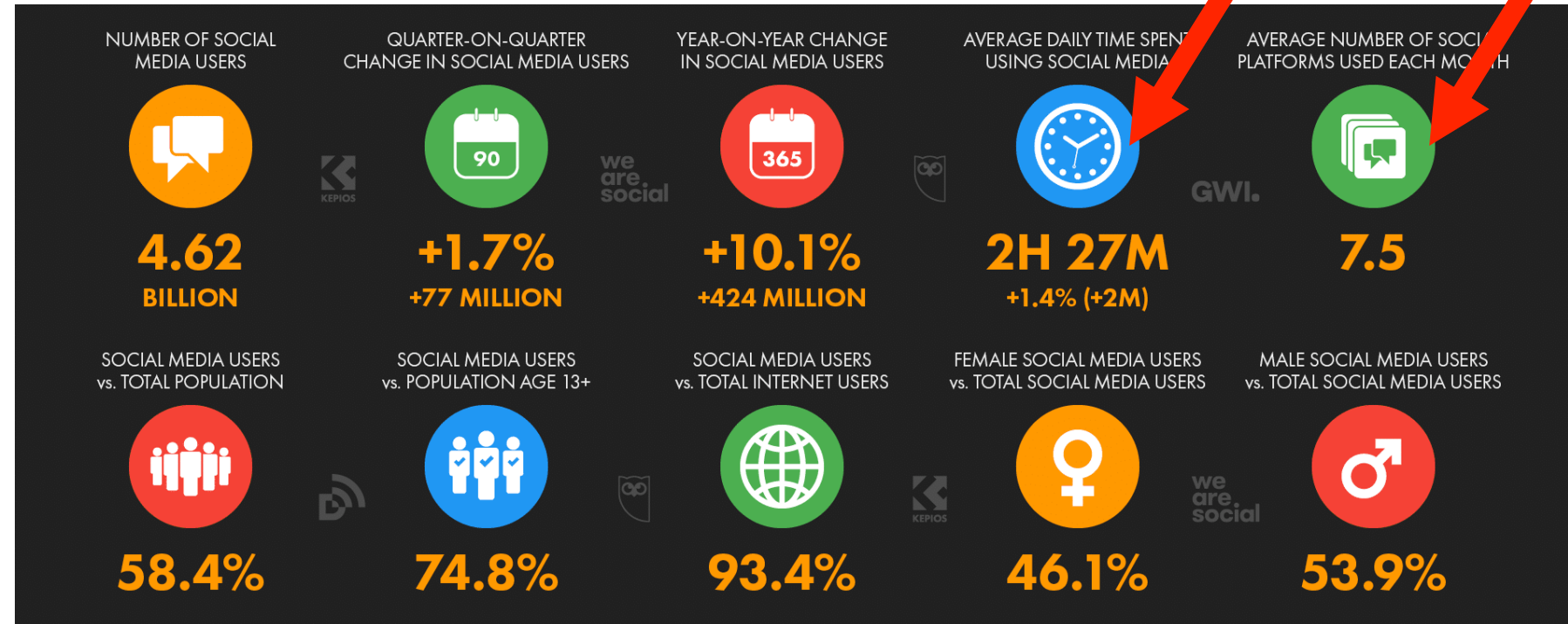




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OVERVIEW OF SOCIAL MEDIA USE

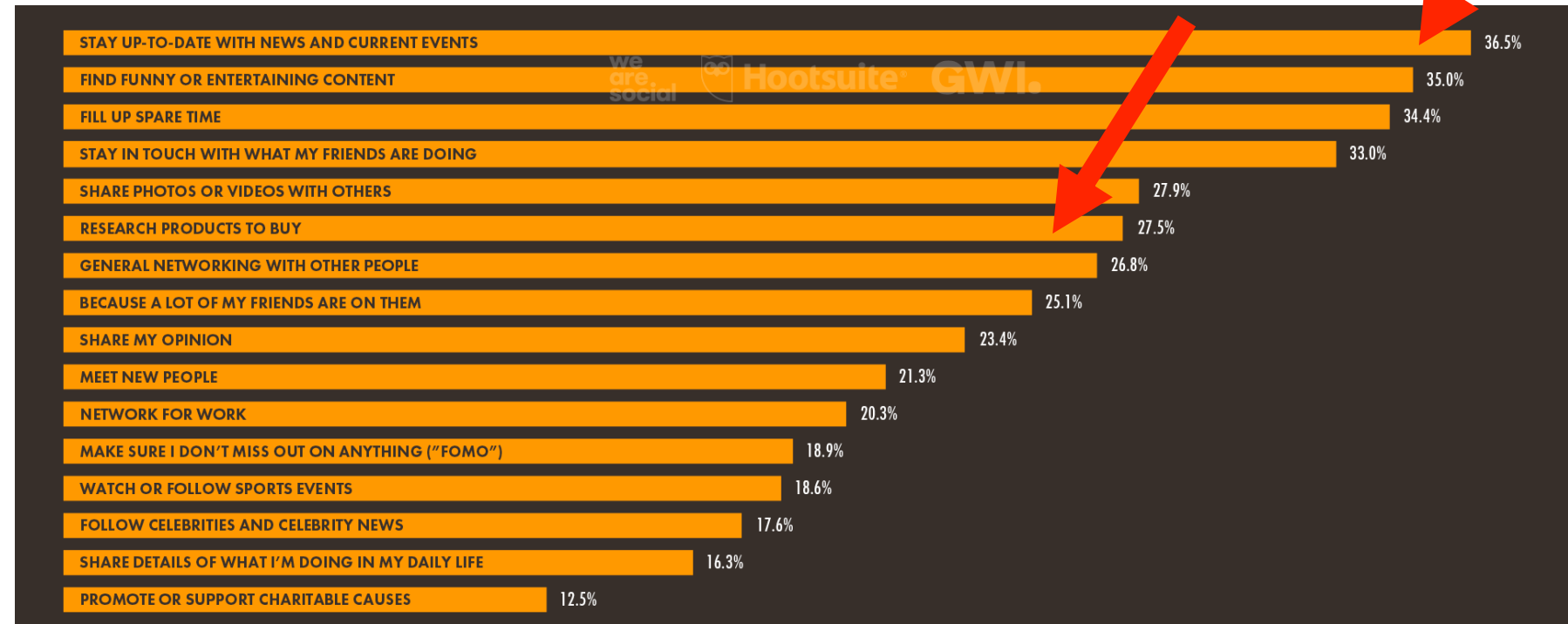




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REASONS FOR USING SOCIAL MEDIA

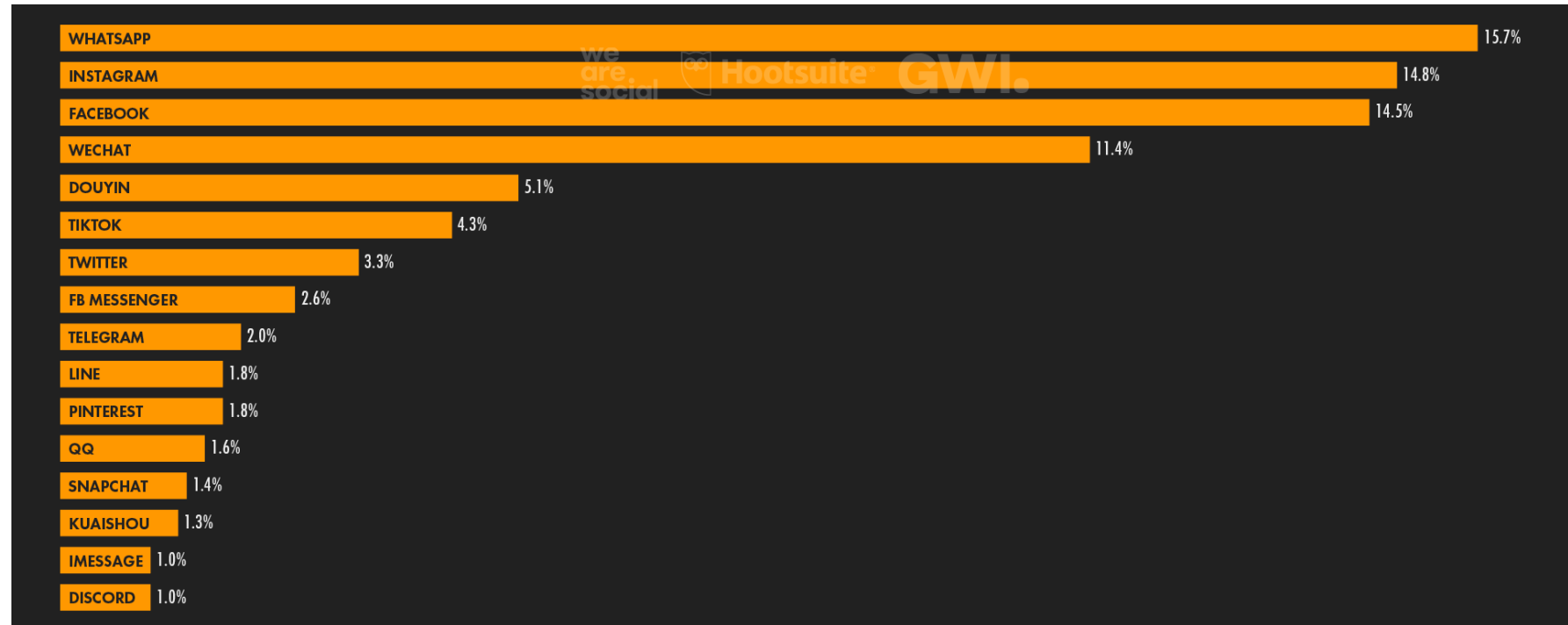




Do it SOCIAL: basic + trends 2022

ONE PASSION, ONE VOICE!

FAVORITE SOCIAL MEDIA PLATFORMS





Do it SOCIAL: basic + trends 2022

ONE PASSION, ONE VOICE!

FAVORITE SOCIAL MEDIA PLATFORMS

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.0%	14.0%	15.1%	17.2%	20.4%
INSTAGRAM	25.6%	17.8%	12.7%	9.9%	6.9%
FACEBOOK	7.3%	13.0%	15.7%	18.0%	19.2%
WECHAT	8.5%	12.9%	14.5%	13.0%	8.7%
DOUYIN	4.1%	5.9%	5.8%	4.6%	3.6%
TIKTOK	8.9%	5.2%	3.8%	3.3%	1.5%
TWITTER	4.8%	2.6%	2.3%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.7%	3.7%
TELEGRAM	1.4%	1.4%	1.4%	1.0%	1.2%
LINE	0.9%	1.3%	2.4%	2.8%	4.4%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	14.5%	15.7%	16.9%	19.3%	19.6%
INSTAGRAM	22.8%	13.8%	8.7%	6.3%	4.2%
FACEBOOK	11.1%	15.9%	17.7%	17.9%	18.9%
WECHAT	7.5%	12.0%	14.2%	12.1%	10.9%
DOUYIN	4.1%	5.6%	6.3%	5.1%	4.2%
TIKTOK	5.4%	3.5%	2.7%	2.5%	1.5%
TWITTER	3.7%	3.6%	3.4%	3.5%	3.1%
FB MESSENGER	2.1%	2.7%	2.6%	2.6%	3.0%
TELEGRAM	3.1%	2.7%	2.3%	1.9%	1.7%
LINE	1.0%	1.2%	1.9%	2.7%	3.8%



**Do it SOCIAL:
basic + trends
2022**

ONE PASSION, ONE VOICE!

The format of the future:

NICE TO

MUST HAVE



**Strategy first -
know your
audience!**

ONE PASSION, ONE VOICE!





Strategy first -
know your
audience!

ONE PASSION, ONE VOICE!

**EVERYTHING YOU POST ON
SOCIAL MEDIA IMPACTS YOUR
PERSONAL BRAND. How do
you want to be known?**

WHAT picture would you post?



VS

WHAT picture would you post?



VS





KNOW YOUR AUDIENCE!

**Strategy first -
know your
audience!**



ONE PASSION, ONE VOICE!



Strategy first - know your audience!

ONE PASSION, ONE VOICE!

1. What are their jobs? Age? Income?
2. What problems does my product or service solve?
3. Additionally, consider traits such as spending power, spending patterns, and their stage of life
4. Find out where your audience is most active
5. Look at your competitors



**Strategy first -
know your
audience!**

ONE PASSION, ONE VOICE!

- E-mail and newsletter marketing
- Search engine optimisation (SEO) and website optimisation in general
- Search engine advertising (SEA)
- Content marketing
- Affiliate marketing
- etc.



**Strategy first -
know your
audience!**

ONE PASSION, ONE VOICE!

**WITHOUT STRATEGY,
CONTENT IS JUST
STUFF, AND THE
WORLD HAS ENOUGH
STUFF.**



Content

ONE PASSION, ONE VOICE!



@workinsocialtheysaid

**Social media managers in
2018: TikTok is for kids**

**Social media managers in
2021:**



@workinsocialtheysaid



Content

ONE PASSION, ONE VOICE!

UNIQUE CONTENT

Every content piece today has to compete against a multitude of other content. Every second. On **every** platform.

So we have to orientate ourselves on **what** people want to consume.



Content

ONE PASSION, ONE VOICE!

STORYTELLING

Instead of soberly listing information, we **tell a story.**

... **visual**

... **auditory**

... **audiovisual**

+ **interactive + cross-media!!**



Content

ONE PASSION, ONE VOICE!

STORYTELLING

To

... be authentic

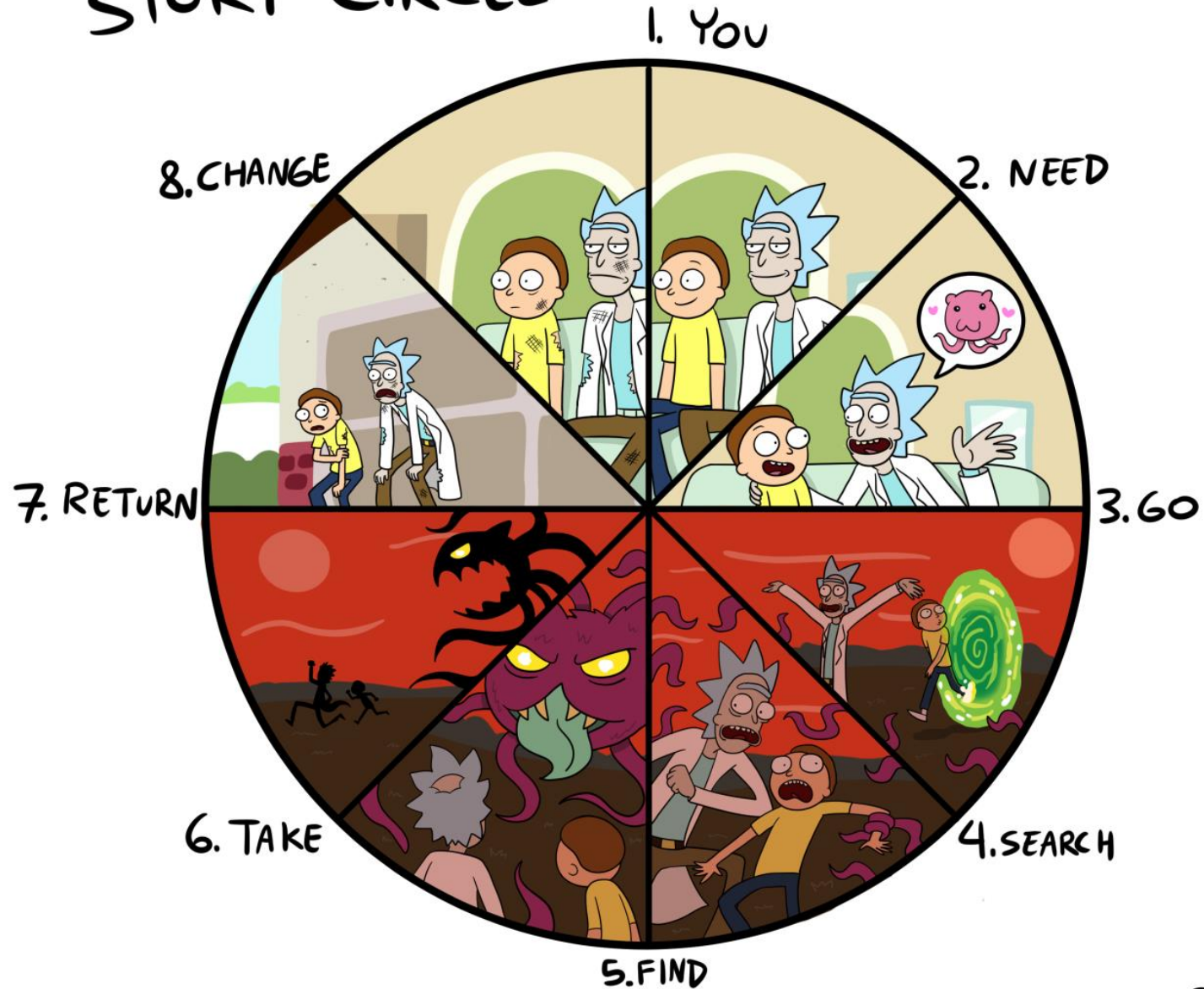
... appeal to younger generations

... offer added value .


... stand out

... **BE RECOGNISED**

DAN HARMON'S STORY CIRCLE



DH

A still from the TV show 'The Office' featuring Michael Scott. He is wearing a dark suit, a white shirt, and a patterned tie. He has a look of intense distress or panic on his face, looking slightly to the right. The background shows an office setting with framed certificates on the wall.

No! God! Please! No!



Content

STORYTELLING

- Transport emotions
- Deliver added value
- Simplify complex topics
- Be bold
- Keep your finger on the pulse
- Be honest and genuine
- Connect with ambassadors and their values

ONE PASSION, ONE VOICE!

A white horse is rearing up on a sandy beach at sunset. The horse is the central focus, with its front legs raised and its body angled towards the left. The background shows the ocean waves on the left and a dark, silhouetted cliff on the right. The sky is a gradient of soft colors from the setting sun. The text 'BURBERRY HERO' is overlaid in the center in a bold, white, sans-serif font.

BURBERRY
HERO





EQUESTRIAN
STOCKHOLM



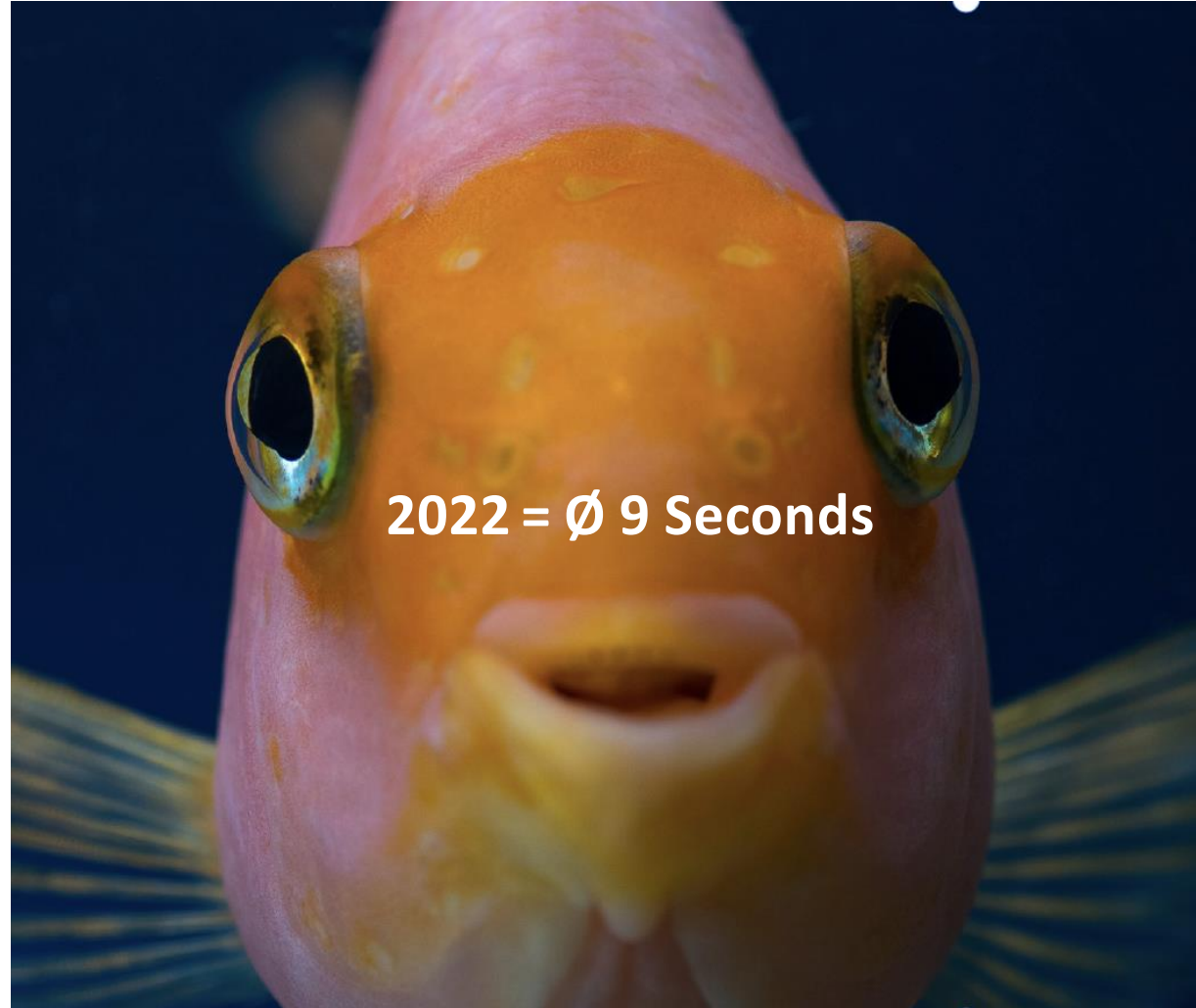




Content

ONE PASSION, ONE VOICE!

Make it snackable




2000 =
Ø 12 Seconds

2015 =
Ø 8 Seconds

2020 =
Ø 6 Seconds



I'm Nat Geo Explorer
Tara Roberts

A close-up shot of a hand pouring a creamy, light-colored dressing from a white plastic container into a clear plastic pitcher. The dressing is thick and has a slightly textured appearance. In the background, there are some green leafy vegetables, possibly cilantro, in a metal bowl. The scene is set on a light-colored countertop.

Chipotle creamy “ranch”
dressing HACK 🤪!!!



Content

ONE PASSION, ONE VOICE!

**THE BAIT MUST
TASTE GOOD TO
THE FISH, NOT TO
THE ANGLER.**



Ideas & Tools

ONE PASSION, ONE VOICE!

- Video first! (Reels, TikTok, IG-video, etc.)
- Don't be „perfect“ - be authentic
- Use content you already created
- Use simple equipment, every smartphone today is perfect
- Look for trending Videos / Reels / TikTok's
- Make your service / product „shopable“
- Collaborate with influencers
- Invest in social ad's
- Think about Social Media „customer service“ instead of a callcenter
- Social Listening -> Find out how your customers talk about your brand, product, service, company on social media platforms
- Don't be afraid of new formats
- Always work in a channel-specific way



Ideas & Tools

ONE PASSION, ONE VOICE!

- [answerthepublic.com](https://www.answerthepublic.com) -> Tool, to find out what customers searching for
- [canva.com](https://www.canva.com) -> super simple graphic tool with a lot of templates for almost all social media formats
- [InShot.com](https://www.inshot.com) -> perfect to cut videos, reels, etc. in all formats
- Content-planning -> [hootsuite.com](https://www.hootsuite.com) | [later.com](https://www.later.com) | [canva.com](https://www.canva.com)
- Facebook Insights | Instagram Audience Insights | YouTube Analytics | Twitter Analytics etc.
- Look at your competitors and even other markets to be inspired!



Your customers don't care about you. They don't care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires.

— *Steve Jobs* —

THANK YOU.





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ONE PASSION, ONE VOICE!

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