If I paid you 1 dollar for every hour that has passed since the horse was our main form of transportation, how much would I write the check for?
NETFLIX
The Top 10 Android Apps in the U.S.
Number of downloads from the Play Store in October 2018 in the U.S.

- TikTok – including musical.ly: 9.14m
- Messenger: 7.71m
- Snapchat: 3.26m
- Imo: 3.20m
- Instagram: 2.47m
- YouTube Music: 2.43m
- WhatsApp Messenger: 2.26m
- Happy Glass: 2.12m
- Candy Crush Friends Saga: 1.88m
- Paper.io 2: 1.72m

Source: Prioridata
“Madly Off In All Directions”  
Stephen Leacock
What is the most popular Social Media App in North Dakota?
78% of 18 to 24-year-olds use Snapchat, and a sizeable majority of these users (71%) visit the platform multiple times per day.

71% of people in this age group now use Instagram and close to half (45%) are Twitter users.
When compared to the average adult internet user, active adult social networkers are...

- 45% more likely to go on a date
- 47% more likely to be heavy spenders on music
- 26% more likely to give their opinion on politics and current events
- 53% of active social networkers follow a brand

In addition:

- 19% more likely to attend a professional sporting event
- 18% more likely to work out at a gym or health club
- 32% of active social networkers follow a celebrity
- 33% more likely to give their opinion on TV programs
So how do you build an engaged online audience?
Tell them your story.
WE ARE WHAT WE CONSISTENTLY DO. EXCELLENCE IS THEREFORE NOT AN ACT, BUT A HABIT.

~ Aristotle.
Define Your Message and Brand First

It’s important to have a consistent message
Consistency

Use the Same Version of Your Logo on All Your Profile Pictures
Assign a Dedicated Person or Team to Handle Social Media
Get the Right Processes in Place

Assign someone to proofread all posts
Establish Brand Guidelines

Set Your Tone and Voice

Make a Checklist
Leverage Automation, Don’t Rely on it.
Leverage

One Too Many
Tools

Wordpress  Canva  Grammarly  Brand24  SEMRush  Google Analytics  IFTTT
Leverage

Schedule Posts in Advance

Hootsuite

CoSchedule

Later
Images

Increased engagement

Leverage

IF MONDAY HAD A FACE...

THIS WOULD BE IT
#TrendingTopics

#NationalYoYoDay
Blogging

- Can significantly increase reach
- Evergreen content
- Use with trending topics
You are setting the stage to change people’s lives.
So LEVERAGE and be CONSISTENT and you will build an engaged audience.
thank you 😊