

Matt Levine

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CREATING A SOCIAL MEDIA PLAN?

KNOW YOUR AUDIENCE.

- use your resources
- find friends to promote your brand
- let video break the news
- get to know the local bloggers
- don't go for the hard sell

"Lower East Side is..."



"Introducing Cocktail Bodega..."

WANT TO DRIVE AWARENESS VIA SOCIAL MEDIA? HELP. DON'T SELL.

"How to Make A..."

- Create expert content
- Position your business as an industry expert and thought leader and keep your fans and followers (and even competitors) looking to you
- Teach

Cocktail Bodega
@CocktailBodega

We serve liquor-blended smoothies and spiked fresh-squeezed juices. Our food menu is a creative and innovative take on traditional street food by @ChefRoble.

Lower East Side, NY · <http://cocktailbodega.com/>

2,656 TWEETS 264 FOLLOWING 1,371 FOLLOWERS Follow

Tweets

Cocktail Bodega @CocktailBodega 3h
Strawberries are a sodium-free, fat-free, cholesterol-free, low-calorie food.
Expand

Cocktail Bodega @CocktailBodega 5h
The antioxidants and many other wonderful properties of blueberries all contribute to a stronger heart and cardiovascular function.
Expand



DRIVE BUSINESS VIA YOUTUBE? CONTENT IS KING.

- choose your keywords carefully
- connect your content
- find your niche
- maintain a philosophy of brand recognition
- using right production values
- take every opportunity to make a video

Sons of Essex



Sons of Essex - introducing brunch



INVITE: #LESbeat - Thursday, January 24th, 2013: SECRET LOCATION



"A Day in the Life" of an L.E.S. Sons of Essex Regular: Tattoo Artist Luk...



#LESbeat: "One Night in Chinatown" Invite: Thursday, August 30th @Re...

LAUNCH CONTESTS TO DRIVE AWARENESS & SALES?

"ENGAGE. CREATE SHAREABLE CONTENT."

- #1. HAVE A GOAL
a) ROI
run varving contests on



to measure ROI

- #2. DEVELOP A TARGET
a) align a target to a specific goal and market the contest to them



- #3: MOTIVATE YOUR AUDIENCE
a) creative incentive

- #3. USE LOCATION-BASED HASHTAGS / SERVICES
a) #LowerEastSide #LES

- #4: GIVE CUSTOMERS A VOICE
a) word of mouth buzz is the best kind of buzz

- #5: PICK THE RIGHT PRIZE



- KNOW YOUR AUDIENCE
 - HELP. DON'T SELL
 - CONTENT IS KING
- ENGAGE. CREATE SHAREABLE CONTENT.