Matt Levine @TweetMattLevine



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





Sons of Essex: How to Make Our "Sons of Liberty" Cocktail





Cocktail Bodega: How to Make Our "Jameson Brown Sugar Banana Smo...

DRIVE BUSINESS VIA YOUTUBE?

CONTENT IS KING.

Sons of Exarx



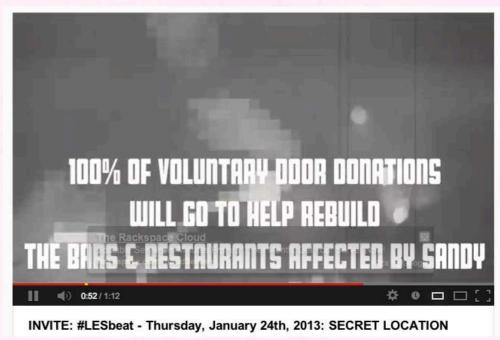
Sons of Essex - introducing brunch



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

- 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







#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.