

2:15pm-3pm

How to use Instagram, Pinterest &
Vine for Visual Storytelling

Allison Robins



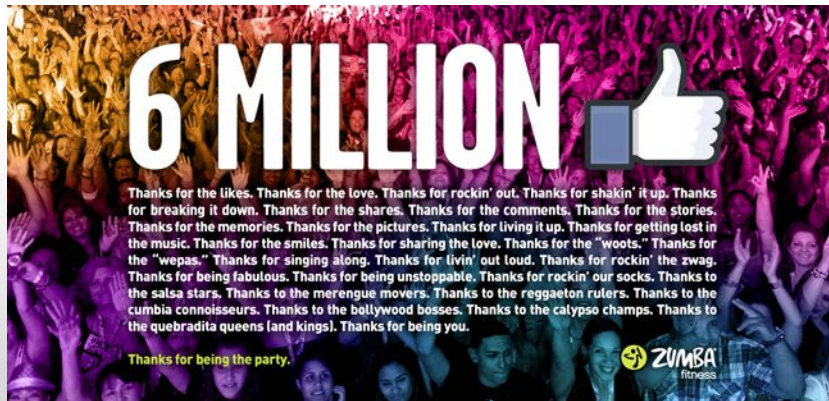
Director of Global PR

@allison28 (T); arobs28 (IG)

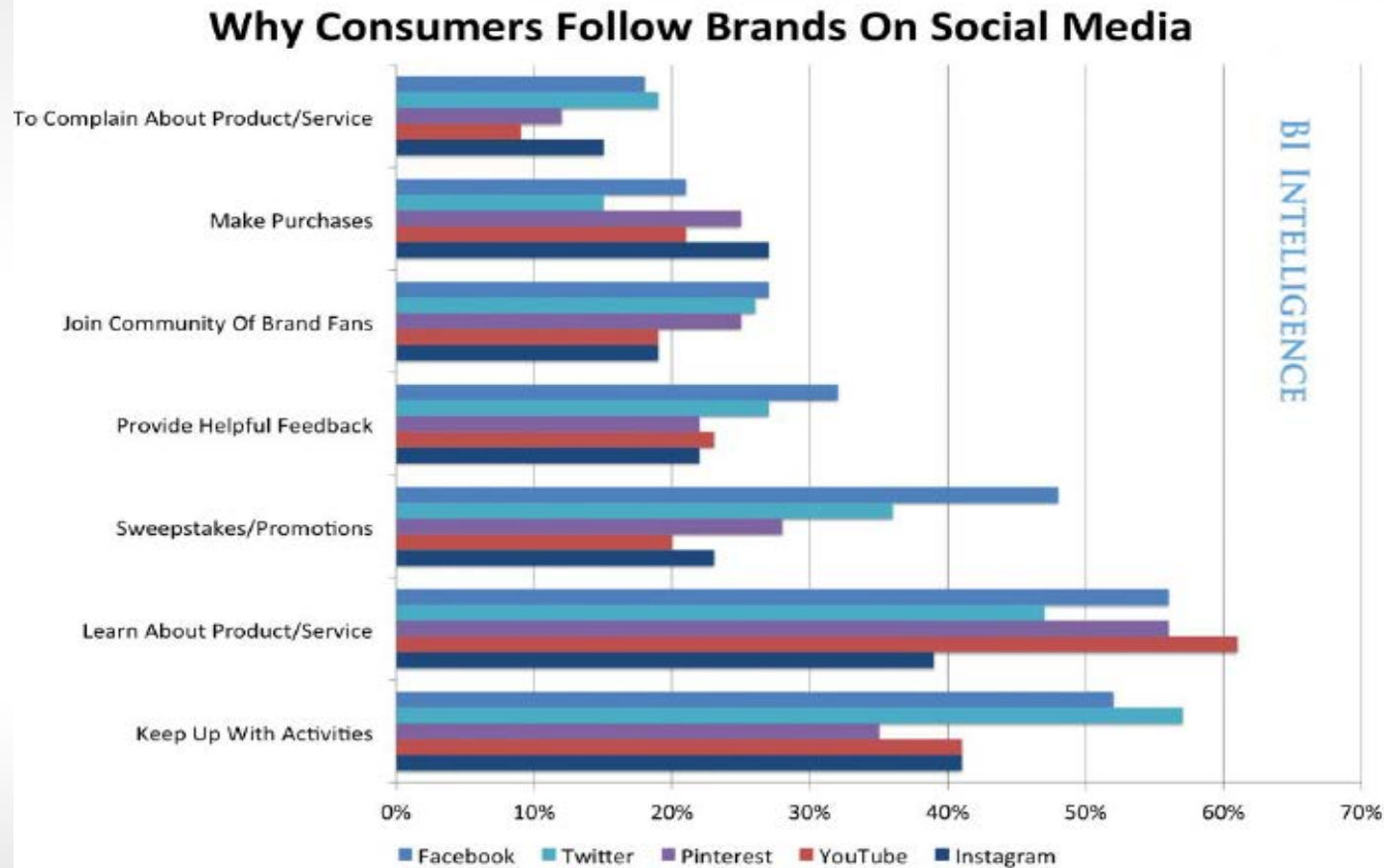
ZUMBA FITNESS

Social Media Engagement Overview

- Zumba is mentioned once every **11 seconds** in social media (socialmention.com)
- Named by Mashable as "one of the top fitness brands kicking butt on social media"
- **6+ million** Facebook likes (launched Oct. '10)
- An average of **23k** "Engaged Users" per Facebook post



Why Instagram?



Is Instagram right for your brand?

- Young, tech-savvy audience
- Started with mobile so no issue with adaptation
- Cost effective and is the largest ad-free social network
- Fun and opportunity for endless creativity
- Focus is on sharing experiences: image and video features (plus photo tagging and reposts)
- If your focus is ROI, this platform is not the best for conversions and sales

What can Instagram do for your brand?

- Build your brand's identity and personality
- Connect thru emotions and create an affinity with your fans
- Cost effective and a great tool for any business, small or big
- Create a window/BTS look into your brand to further engage
- Drive sales through promo codes
- Hashtags can drive new people to your brand (the key is using the right words)

ZUMBA FITNESS

Instagram

Showcase brand expression
thru different product
offerings

- Zumba: 28k
- Zumbabeto: 19k
- Zumbawearcrew: 5k

Top engagement posts:

- Apparel / product
- “In the moment”
- Humor
- Emotion



1053 likes
zumba @elainewepagil after Zumba ceo
@elaine... celebrated breast cancer awareness month

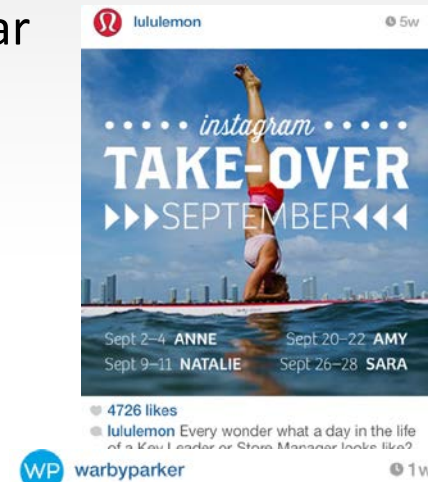


1203 likes
zumba The Zumba Home Office celebrated Breast Cancer Awareness Month with our

#digitalPR

INSTAGRAM – Great Brands

- **Warby Parker:** More than just eyewear
 - Subtle advertising
- **Lululemon:** The Job experience
 - Store manager takeover
- **Target:** relevancy is key
 - Emmy's; Justin Timberlake
- **Starbucks:** sense of smell & taste
 - #PSL – new drink launches



Understand your Brand -- Brand Triangle Value Proposition

Emotional
(freeing, electrifying, joy)



Physical
(fit)

Social
(belonging)

#digitalPR

Creating Buzz



Finding Opportunities within your company:

- Analyze company goals
- Identify areas of business that need improvement
- Meet with relevant departments to strategize
- Develop a PR plan with social media elements that will move the needle
- Recognize stories within your community
- Activate!

Increase Brand Value Thru Media

What value can you bring to the media?

- What is the number one thing any media outlet wants?
- How can you help them achieve their goals?
- Partnering with media and providing digital content
- How social media and online content plays a role

CASE STUDY: Billboard.com

Zumba partners with Billboard.com

Goal: *to promote artists and Zumba's music platform thru digital channels*

- Pre-and-post features on Billboard.com
- Fitness-Concert Live Stream partnership
- Pre-event and Live Tweeting (both parties)
- Live Stream stats
 - Total streams: 80,922
 - Unique Viewers: 46,747
 - Avg. Stream time: 12 min
 - Top countries: Brazil, US and Germany

The screenshot shows the Billboard.com homepage. At the top, there are navigation links for VIDEOS, PHOTOS, ARTICLES, and ARTISTS. The main header features the Billboard logo and a search bar. Below the header, there are tabs for Hot 100, Billboard 200, Genres, International, and All Charts. A red banner indicates '21 Under 21'. The main content area features a large banner for the 'Zumba Fitness-Concert Live Stream: Sean Paul, Victoria Justice & More 8/15 at 8pm ET'. Below the banner are three images of the performers: Sean Paul, Claudia Leitte, and Victoria Justice. To the right of the images is a promotional graphic for the 'CBGB FESTIVAL 2013' in New York, NY, from October 8-13. Below the images, there is a section titled 'On the charts' featuring 'THE OFFICIAL U.K. SINGLES CHART' for Sep 07, 2013, with a top entry of 'Other Side Of Love' by Sean Paul. At the bottom, there is a social media-style prompt to watch the concert live stream.

billboard
BETA

VIDEOS PHOTOS ARTICLES ARTISTS

Search Billboard

Hot 100 Billboard 200 Genres International All Charts

21 Under 21

ARTICLES / COLUMNS / LATIN NOTAS /

Zumba Fitness-Concert Live Stream: Sean Paul, Victoria Justice & More 8/15 at 8pm ET
By Billboard Staff | August 08, 2013 9:57 AM EDT

Sean Paul, Claudia Leitte, Victoria Justice
Getty Images

Watch the concert live streamed right here tonight (Aug. 15).

October 8-13
NEW YORK, NY
Get Your Badges Now
Go to CBGB.com for more information

On the charts

THE OFFICIAL U.K. SINGLES CHART
Sep 07, 2013

7 Other Side Of Love
Other Side Of Love
Sean Paul
View Chart

CASE STUDY: Billboard.com

From FB, IG and Twitter:

- Zumba was officially trending in Brazil and the US
- #zumbaconvention was a top trending topic in the US
- #ClaudiaLeitteZumba was a no. 1 trending topic in Brazil and no. 2 in the world



CASE STUDY: Remix Campaign

Vanilla Ice “Ice Ice Baby” Remix campaign

- Take something iconic that your audience already connects with
- Develop the plan
- Find the right media partner
 - Exclusive video debut with Billboard



Quick stats:

- Top streamed video on Billboard.com
- 70k shares in one week
- 620k+ YouTube views
- Spurred thousands of Zumba remix videos on YouTube
- Bonus: performance on *The View*

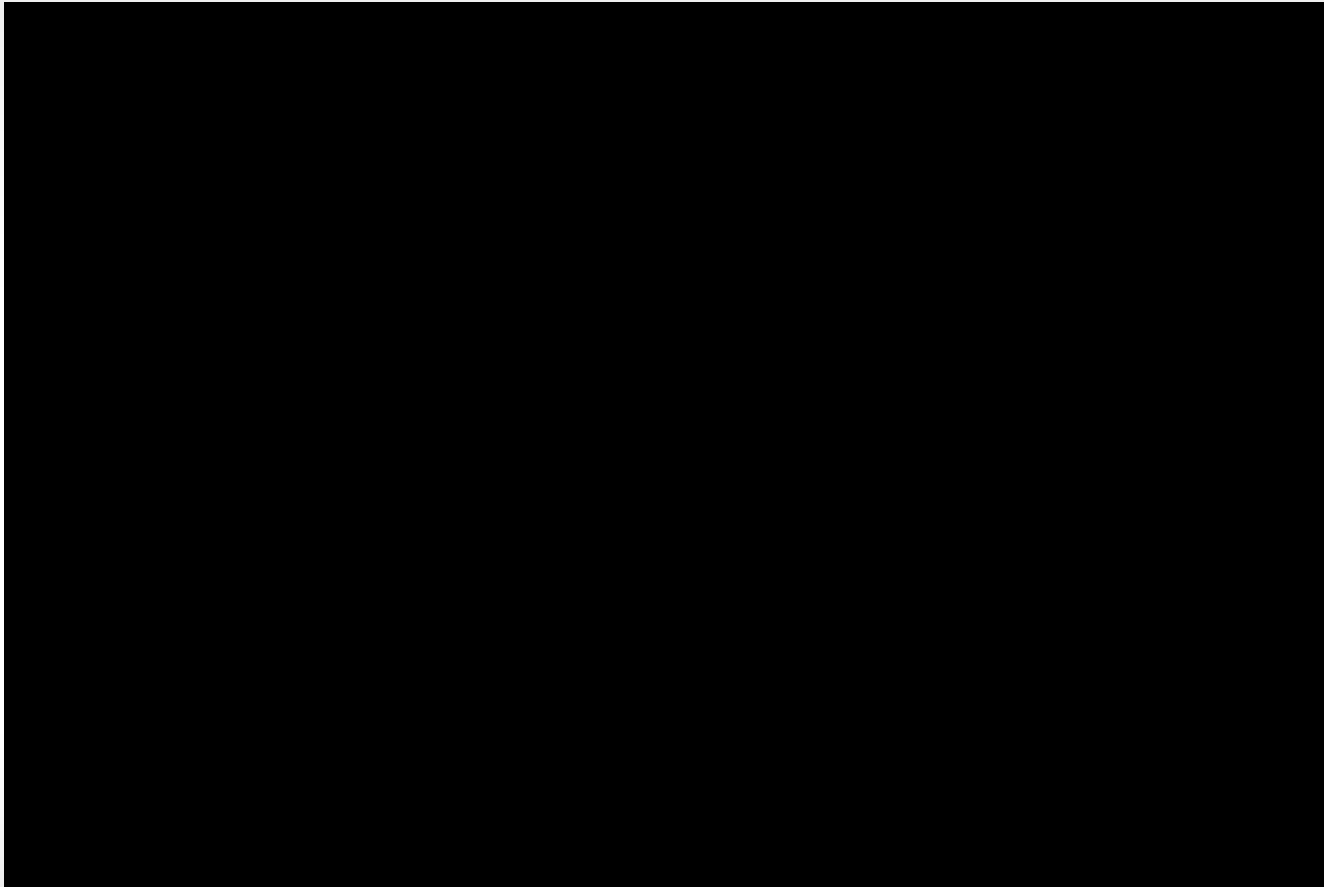
CASE STUDY: Nightclub Tour
Platinum PR “Wow” Award Finalist



Lil Jon Zumba® Nightclub Tour

- Turn a concept into an experience
- Began as a music inquiry; evolved into a 4-city, sold out tour
- What is the best strategy to launch/announce?
- Set goals: What is the dream media hit?
- The role of digital (promo video, teasers, e-blasts, splash page, FB/Twitter/Instagram/Vine)
- Results: 45 hits; 100mm+ impressions

CASE STUDY: Nightclub Tour
Platinum PR “Wow” Award Finalist



NIGHTCLUB TOUR: Results



billboardbiz Follow Like 750k

VIDEOS PHOTOS ARTICLES ARTISTS

billboard BETA

Hot 100

Billboard 200

Genres

International

ARTICLES / NEWS

Lil Jon Joins Zumba Fitness With Single, Up Nightclub Series

By [Justine Aguilu](#) | February 20, 2013 5:43 AM EST



VisualDance.com



Artists

Lil Jon

319 likes
g2dance #lovemyjob w/ @liljon



2085 likes
liljon WE N BOSTON TRICKKK! ME N @G2DANCE GETTN READY FOR @ZUMBA NIGHT CLUB TOUR DAY 1 TOMORROW! #zumba #YEAHH

#digitalPR

INSTAGRAM: Key Takeaways

1. Be creative and post content that is topical and seasonal
2. Be consistent with hashtags to drive awareness and perception – especially during campaigns
3. ALWAYS define your objectives / goals
4. Don't overuse hashtags
5. Do not post just to post: IG is not an online catalog and you will lose followers
6. 2-3 posts per day, max (unless during a campaign)
7. Remember Instagram is one channel to use, but utilizing FB and Twitter can be equally as or more important.

And now for a good laugh!

@popesloth



998 likes
popesloth what the fuck did you just say little



a reason why i love the fall

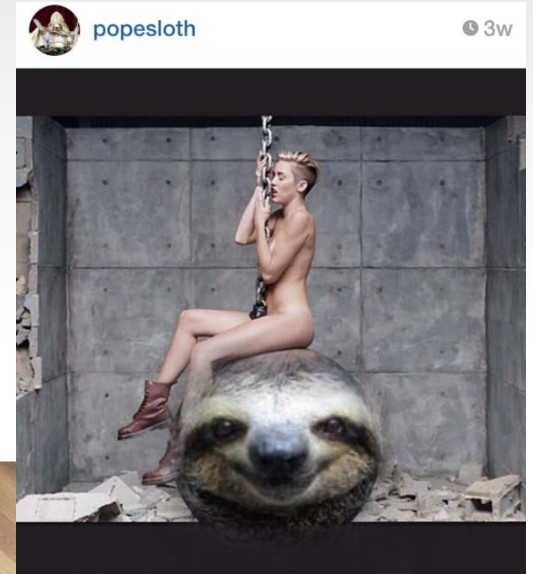
4d

popesloth

sweate



810 likes
popesloth we're soarin'



1119 likes
popesloth I CAME IN LIKE A WRECKING BALL



1096 likes
popesloth mood

#digitalPR