

## **Social Media Strategies for the Outdoor Industry**

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**Instructor:** Sarah Benoit is co-founder and lead instructor of the JB Media Institute

### **Workshop Overview**

This workshop provides outdoor industry entrepreneurs, marketing and communications professionals, and sales staff with social media strategies that can create a more holistic online presence, build brand loyalty, drive audience engagement, increase sales, and quantify social media success. Social media is about more than marketing and communications, it is also about customer service, relationship building, impactful storytelling, and being relatable and shareable. Social media is often challenging, stressful, and confusing, but it can also be fun and an integral part of solidifying and enhancing a brand's reputation.

### **Workshop Learning Objectives**

- Learn how to identify the social media tools that can achieve brand goals and are worth an investment of time, money, and manpower
- Explore social media trends that can increase reach, engagement and sales
- Develop a simple strategic action plan for making social media more efficient and effective
- Gain a clear understanding of how social media algorithms work and the key to attracting new fans and customers
- Have fun building connections and having conversations with your audiences

### **Workshop Outline**

#### **Part 1 The Truth about Social Media**

Topics covered include:

- The role of social media in your business or organization
- How to choose your social media tools wisely
- Common myths and misconceptions
- How social media algorithms work
- The science of storytelling

#### **Part 2 Strategies for Increasing Social Reach and Engagement**

Topics covered include:

- Content strategy development
- How to identify and evaluate the top content
- The relationship between your website and your social media channels
- The power of video content

### **Part 3 Social Listening and Advertising Best Practices**

Topics covered include:

- How to best utilize social media Insights and Analytics
- Google Analytics 4 Overview
- Ad Manager Basics
- Tips for building a social media ad campaign

### **Part 4 How to Create Your Own Social Media Strategic Plan**

Topics covered include:

- The core components of a social media strategy
- How to create a social media management structure that can be delegated
- Protecting the privacy, security, and viability of your social media investment
- How evaluate if your strategy is realistically doable