



Social Networks Communications Design

HKBU Exchange Programme 2016 Seminars, July 1st

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COMMUNICATION IS ALL ABOUT PERSPECTIVE

Marketing Strategies: Communications need to be Designed

How do we communicate value: it's all about psychology!

Focus on what works and... Practice, Practice, Practice!

TELL ME...

How do you communicate online?

Which communication channels do you prefer the most?

Is your corporate / personal / professional image coherent between one communication channel and another?

SN MARKETING STRATEGY

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1. GET THE BASICS RIGHT

- brand your page correctly: optimal image dimensions;
- Communicate who you are and what you do;
- use bright colors to catch attention;
- present your products and services;
- share stories of your brand and business;

SN MARKETING STRATEGY

2. GROW YOUR FANBASE

- Is your timeline cover photo branded?
- Have you linked you page to your profile?
- Have you secured your custom URL for your facebook page?
- Have you added a like box to your website?
- Do you post from 2 to 5 times a day?

SN MARKETING STRATEGY

3.1 CREATE MASSIVE ENGAGEMENT

- keep your posts around 80 characters or less. You can receive 27% more engagement rate (source: Buddy Media);
- Your fans have to physically do something: share, comment and get involved in activities (games, competitions, etc)
- Create involvement for your fans into your activities;

SN MARKETING STRATEGY

3.2 CREATE MASSIVE ENGAGEMENT

- create engagement with images: photos generate 53% more likes than only-text posts (Hubspot 2012);
- amplify your potential audience with whatsapp, telegram, instagram, twitter;
- create strategy for your image posts;

SN MARKETING STRATEGY

4. TURN YOUR FANS INTO PROFITS

- listen to what they say and take the time to reply and model your services and products on the most valuable feedbacks!

COMMUNICATING VALUE

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- Make core values public and tangible; be transparent!
- What moves you? Let people know what you're passionate about;
- Your values communicate your goals;
- Communicate through design and branding (logos, text, photos);
- Get to know the best design practices and trends;

COMMUNICATING VALUE

- create empathy with your fans;
- express value through your design and communication style;
- live a mindset, don't just talk about it;

COMMUNICATING VALUE

Is a matter of PERCEPTION, which is our neural map of reality

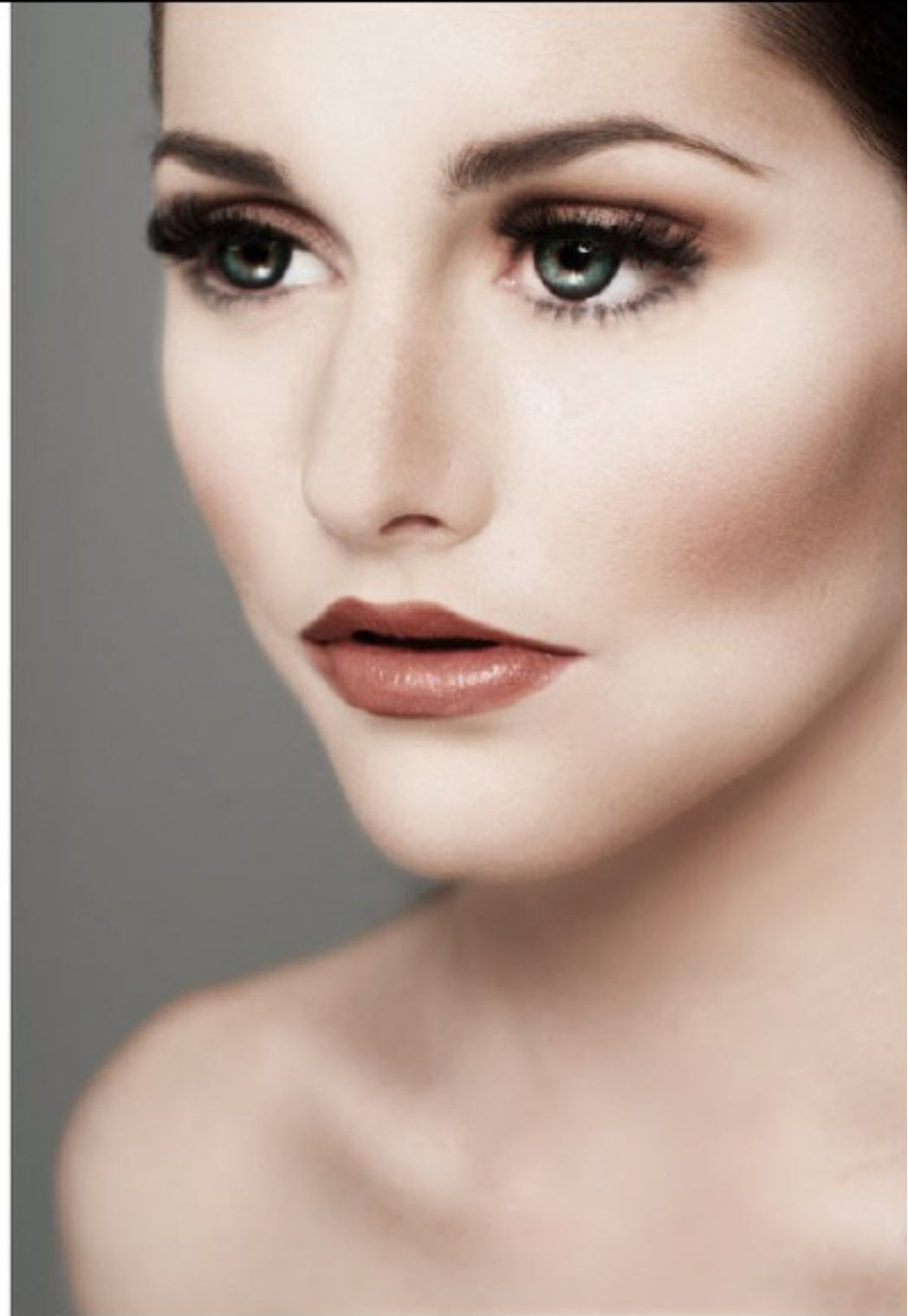
Your brain constructs (a subjective experience of) reality.

Human brain is really good at expanding the boundaries of what something does or can do.

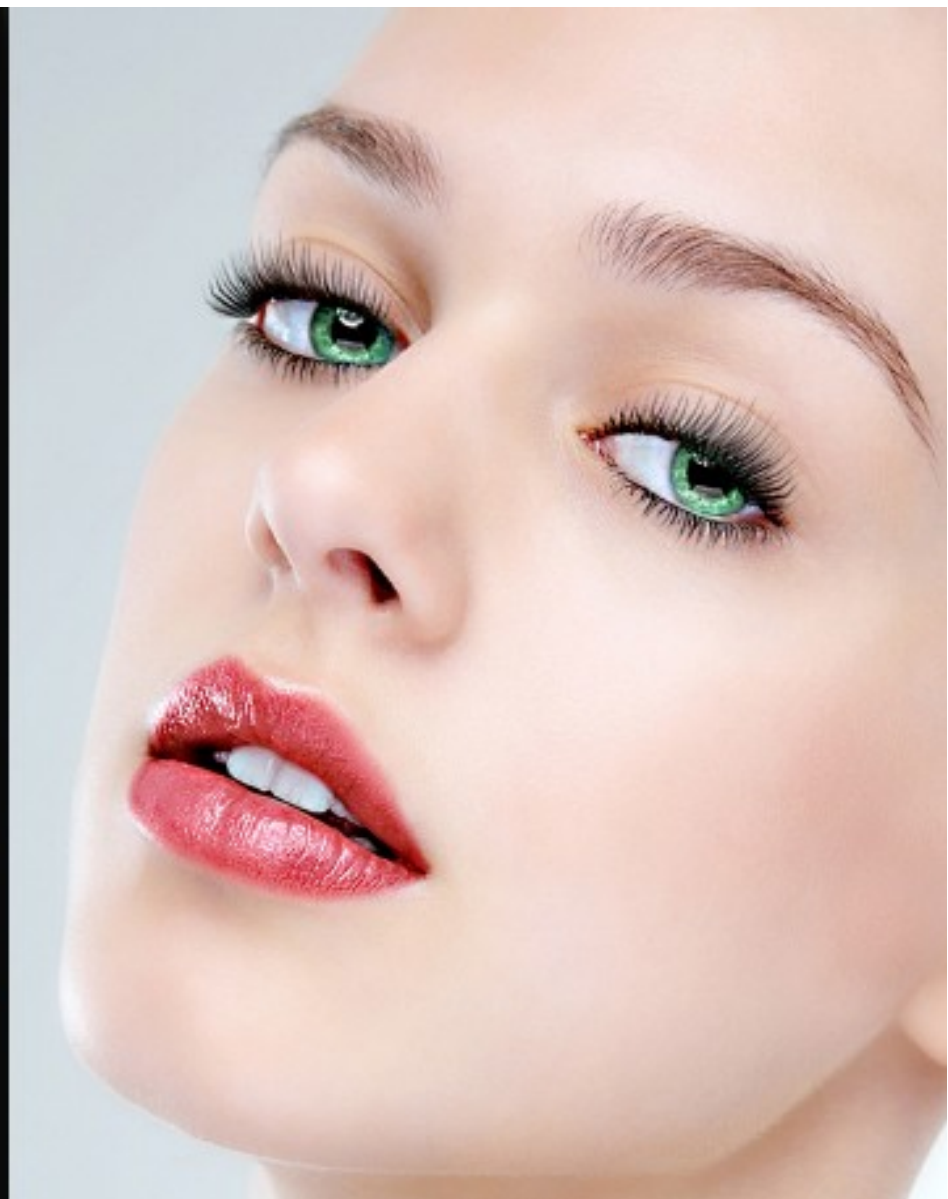
A LOT of what is visual design makes sense if you think about the brain as a pattern matching machine.



Before



After



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PRACTICAL TIPS

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- words usage impacts 38.4% of the total business results!

PRACTICAL TIPS

How many users click on Facebook ads?

1) **90,1%**

2) **59,4%**

3) **30,5%**

4) **10,9%**

5) **0.5%**

PRACTICAL TIPS

- Only 0.5% users click on facebook ads;
- If you want to reach clients, direct **email or another type of contact** is the best choice for its efficiency and accuracy and that's why copywriting is still one of the best marketing strategy nowadays;

PRACTICAL TIPS

- marketing is creating attention and spreading the voice: if you have the attention of your customer, keep it!

For example:

- in your site, add “follow us on facebook”, “twitter”, “G+” buttons;
- call to action buttons (subscribe, sign up, contact us, ask a quote);

PRACTICAL TIPS

- build strong relationship with other brands and people of your same field;
- Analyze what your competitors do in the market;
- Connect people as fast as you can with your services;
- Give lots of value so that people want to build a good relationship with you;

PRACTICAL TIPS

Show:

- 1) competence;
- 2) trustworthiness;
- 3) expertise;
- 4) likeability;
- 5) composure;
- 6) sociability;

PRACTICAL TIPS

- 1) 5 Photos instead of 1: **+11%**
- 2) Wearing sunglasses in your profile picture: **+16%**
- 3) Description in profile longer than 15 words: **+18%**
- 4) High quality photo vs non quality photo: **+26%**
- 5) Saying something playful in the first message: **+63%**

CONCLUSIONS

- 1) Experiment as much as you can.
- 2) Do more of what works. Forget what doesn't.
- 3) Increase your investment in the things you're doing well and you will be rewarded accordingly;
- 4) It will take time;

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