



Social Media Showcase: New Tools & Technologies to Turbocharge Social Channels

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Total Social Media Users Worldwide - Up 68% in the Last Five Years!

Source: [Oberlo Statistics](#)

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80.9% of the Total U.S. Population is Active on Social Media

Source: [Global Statistics](#)

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INSTAGRAM

Most Popular Network with Teens –
186 Million Active Users in the U.S.

Source: [Global Statistics](#)



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2 Hours 14 Minutes

Average Daily Time Spent Using
Social Media in the U.S.

Source: [Global Statistics](#)

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Meet People Where
They Already Are

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4 Purposes for Social Media Tools

- Create Content
- Manage Content
- Promote Content
- Measure the Results of Your Content Efforts

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Larger Social Goals?

Why the New Tool?

Who Will Be the Users?

Creating Content MUST Haves...

- Easy to Use, Even for Beginners
- Premade Templates
- Freedom to Create & Save Your Own Designs
- Ability to Save & Re-use Designs

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Canva

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Canva Pros & Cons

- **Pro:** Lots of Templates to Choose From
- **Con:** Free Version Has Lots of Limitations
- **Pro:** Easy for Beginners
- **Con:** Unable to Move One Design to Another
- **Pro:** Free Stock Images & Team Access
- **Con:** Can't Download Raw Design Files

- Home
- Ho
- Templates
- All
- Bu
- So
- Elements
- Uploads
- Text
- Photos
- Styles
- Logos
- More


Search Your Story templates

Halloween Fall Birthday Collage




Animate

1 / 2
/Magic commands



You can add graphics, emoji, tables and more, just using your keyboard.

Skip tour Next



+ Add page

Wave

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Wave Pros & Cons

- **Pro:** Very User Friendly & Customizable
- **Con:** Not FREE
- **Pro:** Amazing Pre-made Templates
- **Con:** Not All Images are Included
- **Pro:** Great Customer Support
- **Con:** Limited Video Time Depending on Plan

Wave Demo Video



Photoshop Video

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Photoshop Pros & Cons

- **Pro:** Incredibly Advanced Capabilities
- **Con:** Incredibly Advanced Capabilities
- **Pro:** Creative Cloud Keeps Software Up-to-Date
- **Con:** Somewhat Costly Subscription
- **Pro:** Easy to Move Files
- **Con:** Need Substantial Computing Power

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Photoshop

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Managing Content MUST Haves...

- User-Friendly & Training Support
- Decent Analytics for Reporting
- Social Listening Options
- Mobile App is Very Helpful

Hootsuite

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Hootsuite Pros & Cons

- **Pro:** Lots of Social Networks Supported
- **Con:** Can Be Overwhelming for Beginners
- **Pro:** Free Starting Account, Large Teams are Pricey
- **Con:** Free Account is Limited
- **Pro:** Offers Auto-Scheduling & Solid Analytics
- **Con:** Some Glitches with Auto-Scheduling





Sprout

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Sprout Pros & Cons

- **Pro:** Easy dashboard, Scheduling is User-Friendly
- **Con:** Hefty Price Tag
- **Pro:** Good Reporting, Analytics and Team Collaborating
- **Con:** Learning Curve
- **Pro:** Like Dedicated Social Listening Tool
- **Con:** More Members Drives Up Cost Fast



Sprout Coffee Co.

Listening

- Listening Home
- Active Topics
 - Add Topic
 - Coffee Shops
- Archived Topics
- Twitter Search

Reports

- Reports Home
- Your Reports
- Internal Reports
- Paid Social Reports
- Cross-Channel Reports
- Twitter Reports
- Facebook Reports
- Instagram Reports**
- Instagram Business Profiles
- Instagram Competitors
- LinkedIn Reports
- Pinterest Performance
- Advocacy Reports
- Customize Branding

Instagram Business Profiles

10/1/19 - 10/31/19 vs 6/15/19 - 6/31/19 Export Filters

Overview

Demographics

Profiles

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

172,209 ↗ 57%

Engagements

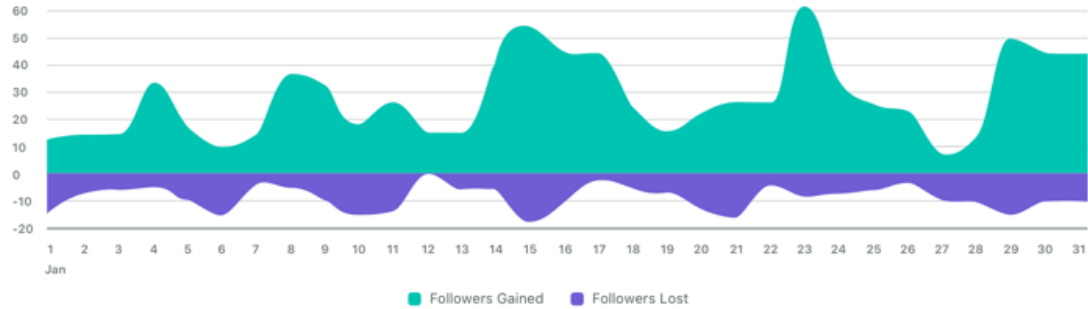
2,414 ↗ 71.9%

Message Link Clicks

98 ↗ 46.3%

Instagram Audience Growth

See how your audience grew during the reporting period.



Audience Metrics

Totals

% Change

Followers

15,623

↗ 3.9%

Net Follower Growth

587

↗ 37.8%

Buffer

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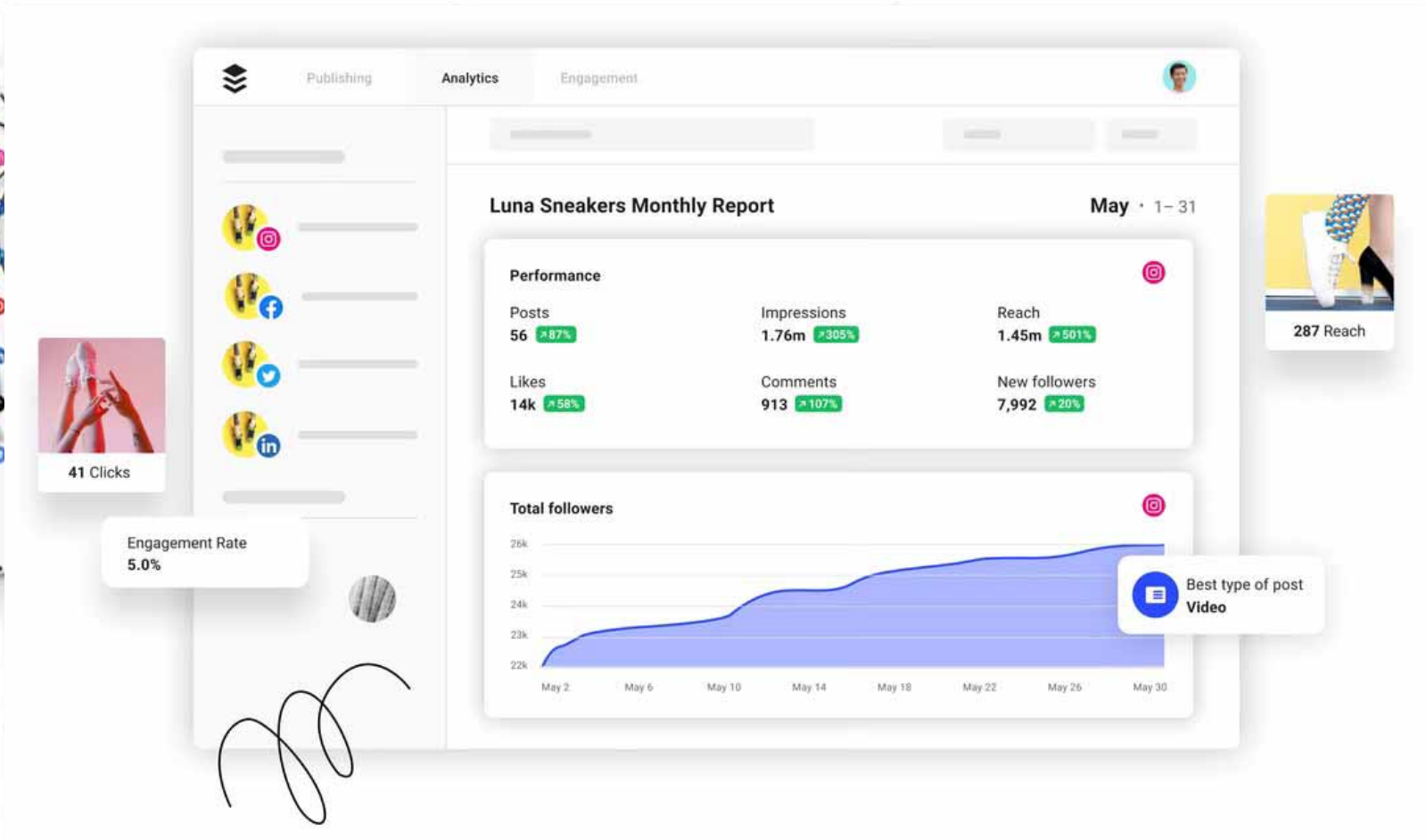
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Buffer Pros & Cons

- **Pro:** Best Tool for Publishing Social Content
- **Con:** Not as Robust as Other Tools
- **Pro:** Intuitive Interface for Scheduling
- **Con:** No Paid Advertising Features
- **Pro:** Solid Teamwork Features
- **Con:** Analytics Aren't Great

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Promoting Content **MUST** Haves...

- Fairly Easy to Use, Once You Do Some Training
- Need Decent Customer Support
- Not Expensive (Prefer FREE!)
- Robust Audience Targeting is **KEY**

Facebook Ads

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Facebook Ads Pros & Cons

- **Pro:** Free with Amazing Features – Previews, Targeting, Audiences & Reporting
- **Con:** MAJOR Learning Curve
- **Pro:** Lots of Retargeting Options
- **Con:** Constantly Changing
- **Pro:** Fantastic Reporting Options
- **Con:** Some Previews are Incorrect & Buggy

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AMERICASCU.ORG
New and Used Auto Loans | Let's Get You on the Road [Apply now](#)

Copper
Sponsor

We offer financ trucks to boats seat!



copperstatecu.org
Auto Loans for New & Used Vehicles [Apply now](#)

5
Like Comment Share

Carolina Trust Federal Credit Union
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Purchasing a new home can be intimidating. Our Mortgage team walks borrowers through the entire home loan process. We will be with you every step of the way.

aplusfcu
Sponsored

Get up to \$50

[Learn more](#)

allegiancecu
Sponsored

Get refunds on withdrawal fees up month when you u Allegiance Debit

*Qualifications and restrictions apply. Federally insured by NCUA.

- Checking Accounts - Allegiance Credit Union

[Apply now](#)

americas_cu

Kasasa Cash Back - Free Checking Account That Earns Cash Back

Earn cash back on debit card purchases each month and no hidden fees - no kidding!

[Apply now](#)

Facebook Ads Video



LinkedIn Ads

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LinkedIn Ad Pros & Cons

- **Pro:** Great to Reach Professionals/Business Owners
- **Con:** VERY Expensive
- **Pro:** Variety of Placements Available
- **Con:** Not Great for Reaching Individual Consumers
- **Pro:** Good to Showcase Product Expertise
- **Con:** Limited Targeting by Geographic Region



Social Stairway
502317631 Active

Campaign Groups
1 total campaign group

- Plan
- Advertisi
- Test
- Analyze
- Assets
- Account
- Compar
- Busines

Ad Name

3 ads

The Ultimate Cheat Sheet Or
Small Business Loan

Business owners have faced
small business loans since th
decade. As regulations incre

Creative name: 46251324
Campaign: November 2016 Kickof
Creative ID: 46251324 · Sponsore

Top 3 Myths About Small Bus
Business owners who need a
grow their small business are
advice about how to navigat

Creative name: 46251334
Campaign: November 2016 Kickof
Creative ID: 46251334 · Sponsore



Standard Chartered Corporate, Co
58,913 followers
Promoted

Communities in Asia, Africa and the Middle E
climate change. A huge opportunity exists for



Closing the gap

35

4 reposts



Biz2Credit
30,272 followers
Promoted

Business owners like you are funding what's next, and Biz2Credit is here to help. Get \$6,000 to \$6 million with fast funding online. #BusinessL ...see more

biz2credit.

SMALL
BUSINESS
LOANS

4-MINUTE APPLICATION.
NO OBLIGATIONS.

APPLY NOW



Funding for Small Business Owners Like You

Apply

biz2credit.com

69

2 comments · 2 reposts



Like

Comment

Repost

Send

Organic Social

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Organic Social Pros & Cons

- **Pro:** Great for Brand Awareness
- **Con:** VERY Limited Organic Reach
- **Pro:** Can Show off the Human Side of Your Institution
- **Con:** Not Great for Driving Real Conversions
- **Pro:** Builds Credibility If Authentic
- **Con:** Requires Consistency & Monitoring

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Carolina Trust Fed
Published by Instagram

This week, Carolina Trust Federal is celebrating domestic violence. The community's dedication to ending violence.




See insights and ads

11 likes

Like

Middlesex Federal Savings
20h · 🌐

Middlesex Federal (MFS), a local community bank, always brings a bit of Middlesex to Market Square. See below - MFS goes to Market Square.



6 likes

Like

Members Plus Credit Union
23h · 🌐

On Saturday, Members Plus Credit Union was at the Hotel. We were there to promote our new Mass Balance. We need in our community. Congratulations to the effort.



27 likes

2 Comments

Like Comment Share

3:59

MIDDLESEXFEDERAL Posts **Follow**

middlesexfederal



3 likes

middlesexfederal Recycle Awareness Week is from September 19th to the 25th. ♻️ Separate... more

View 1 comment

September 19

Home Search Instagram Shop Profile

Measuring Content MUST Haves...

- Tool Should Be Dynamic & Real-Time
- Automated Reporting Is VERY Helpful
- Easy to Share Results with Team
- Multi-Source Data Reporting

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Whatagraph

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Whatagraph Pros & Cons

- **Pro:** Lots of Filtering & Customizable Reports
- **Con:** Can Get Expensive
- **Pro:** Savable Templates & Good Customer Support
- **Con:** Learning Curve
- **Pro:** Lots of Different Data Channels Supported
- **Con:** No Publishing Features



Whatagraph Video

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Most Popular

Professional

Our basic plan suitable for most in-house marketing teams

\$199 per month
billed annually



25 data sources
5 users

- ✓ 40+ integrations
- ✓ Pre-made templates
- ✓ Unlimited reports
- ✓ Unlimited historical data*
- ✓ 30 min Kick-off session

Start Free Trial

No credit card required

Premium

Our recommended plan for small marketing agencies

\$299 per month
billed annually



50 data sources
10 users

- ✓ 40+ integrations
- ✓ Pre-made templates
- ✓ Overview
- ✓ Unlimited reports
- ✓ Unlimited historical data*
- ✓ 1-hour Onboarding Session

Start Free Trial

No credit card required

Custom

For large marketing agencies and businesses with complex reporting needs

Custom pricing
billed annually or quarterly

100+ data sources
Unlimited Users

- ✓ All the benefits of Premium
- ✓ Multiple 1-hour Onboarding Sessions

Get in touch



Iconosquare

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Iconosquare Ad Pros & Cons

- **Pro:** Great Data on Individual Posts
- **Con:** Doesn't Include Paid Results
- **Pro:** Competitor and Hashtag Reporting
- **Con:** Early Focus Was on Instagram & Engagement
- **Pro:** Content Scheduler Built Into Tool
- **Con:** Limited Reporting From Other Sources



Followers online

The selected period does not apply to this chart.



Your followers are online the most on

Sort by most reach

All



1 2 37

Overview



393
Followers



116
Impressions
+22.11%

Post history

09/01/2022 - 09/30/2022



Post distribution - Monthly

The selected period does not apply to this chart.



Choose your plan

PAY ANNUALLY



PAY MONTHLY

Pro

For Small Businesses and Professional Marketers

\$49/mo

Billed annually

Start a Free Trial

[Request a demo](#)

Advanced

For Marketing Teams

\$79/mo

Billed annually

Start a Free Trial

[Request a demo](#)

Enterprise

Best for agencies, and larger social media teams

Custom

Contact us

Social profiles

3

(additional profile \$15/mo)

5

(additional profile \$12/mo)

10+

Team members

2

(additional seat \$15/mo)

Unlimited

Unlimited

Competitors per profile



1

5

10+

Hashtags per profile



1

5

10+

Analytics



Databox

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Databox Pros & Cons

- **Pro:** Fairly Easy to Set-up & Public Templates to Use
- **Con:** Separate Dashboards for Each Data Source
- **Pro:** Dashboard URLs for Report Sharing
- **Con:** Free Trial But No Free Version
- **Pro:** Price is Reasonable
- **Con:** Home Dashboard Isn't Great

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Choose d

Search

Sessions
HubSpot Market...

New SQLs
HubSpot Market...

Email Performance
HubSpot Market...

Blogging Performance
HubSpot Market...

Go back

Facebook Ads (Campaign performance)

[Edit](#) [Share](#) [More](#) [Snapshot](#) [Copy URL](#)

IMPRESSIONS

Last 30 days (Sep 13 - Oct 12) ▲ 2%
Comparison period: 172.5k

Impressions Previous (Aug 14 - Sep 12)

POST ENGAGEMENT

Last 30 days (Sep 13 - Oct 12) ▼ 49%
Comparison period: 16,658

Post Engagement Previous (Aug 14 - Sep 12)

AMOUNT SPENT

Last 30 days (Sep 13 - Oct 12) ▲ 1%
Comparison period: \$ 1,488.22

\$ 1,498.30

CPM

Last 30 days (Sep 13 - Oct 12) ▼ 1%
Comparison period: \$ 8.63

\$ 8.53

FREQUENCY

Last 30 days (Sep 13 - Oct 12) ▲ 5%
Comparison period: 3.1

3.3

LINK CTR

Last 30 days (Sep 13 - Oct 12) ▲ 2%
Comparison period: 0.66%

0.69%

LINK CLICKS

Last 30 days (Sep 13 - Oct 12) ▲ 4%
Comparison period: 1,170

1,212

CPE (LINK)

Last 30 days (Sep 13 - Oct 12) ▼ 28%
Comparison period: \$ 0.52

\$ 0.37

CAMPAIGNS OVERVIEW

Last 30 days (Sep 13 - Oct 12)

#	NAME	SPENT	IMPRESSIONS
1	Landing Page Views - Blogs (6273631812849)	\$ 899.43	105.1k
2	Landing Page Views - Blogs (6259140654249)	\$ 180.15	15,949
3	Engagement - 9/26 (6277881227849)	\$ 90.07	12,165
4	Exp Growth	\$ 11.00	11,722

ADS OVERVIEW

Last 30 days (Sep 13 - Oct 12)

#	NAME	CPC	IMPRESSIONS
1	First Time Mortgage (6273636246449)	\$ 0.31	15,922
2	Mortgage (6275894341849)	\$ 0.29	14,385
3	Auto (6275880498249)	\$ 0.34	14,049
4	New Traffic Ad (6259140654649)	\$ 0.30	9,429

Facebook Ads (Campaign performance) Date Range: Last 30 days 8 min ago Powered by databox

Paid plans

ANNUAL (Save 20%) MONTHLY

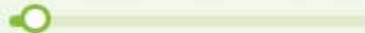
Are you an agency? ↓

Starter

Daily monitoring and reporting of high-level metrics for small teams.

\$72/month

How many data connections do you need?



- 4 Data Source connections
- 4 Databoards

- 5 Users
- 11 months of historical data
- ✓ Data updated **daily**

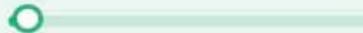
- 12+ standard features
- 60+ Databox Integrations with 3,000+ pre-built metrics
- ✓ 2,000+ third-party integrations
 - ✓ Push Custom Data to API
 - ✓ Simple Reporting

Professional

Hourly monitoring and analysis for small and mid-sized businesses.

\$135/month

How many data connections do you need?



- 3 Data Source connections
- 9 Databoards

- 25 Users
- 24 months of historical data
- ✓ Data updated **hourly**

All features in Starter plus:

- ✓ Google Sheets integration
- ✓ SQL database integrations
- ✓ Query Builder
- ✓ Data Calculations
- ✓ Custom Date Ranges
- ✓ Removable branding

Performer

On-demand monitoring for companies serious about improving performance.

\$231/month

How many data connections do you need?



- 3 Data Source connections
- ∞ **Unlimited** Databoards

- ∞ **Unlimited** Users
- ∞ **Unlimited** historical data
- ✓ Data updated **hourly**

All features in Professional plus:

- ✓ **Advanced Reporting** **NEW**
- ✓ Activity-based Priority Sync
- ✓ Fiscal Calendars
- ✓ Single Sign-on

Native Insights

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Native Insights Pros & Cons

- **Pro:** All Native Insights are FREE
- **Con:** Hard to Combine Organic & Paid Insights
- **Pro:** Large Amount of Data Available to Download
- **Con:** Native Instagram Insights are VERY Limited
- **Pro:** Able to Customize Data Shown
- **Con:** Amount of Data Can be Overwhelming



- Overview
- Insights
- Home
- Your Page
- Posts
- Audience
- Grow your audience
- Ad Center
- Invite friends to follow
- Your tools
- Events
- Jobs
- Page access
- Messaging settings
- Linked accounts
- Top fans
- Business Apps
- Platform tools
- Meta Business Suite

Post insights

Time for another giveaway! Co chance to win 4 tickets to the C
Published by Mia Burr · October 3 at 11:00 AM

Post impressions 7,356 Post reach 4,434

Distribution

+2.2x more impressions than your days of publishing. [Learn more](#)

Interactions

- Reactions: 159
- Comments: 18
- Link clicks: 0
- Shares: 0

Other

154 posts

[Boost post](#)

Audience

Age and Gender

Men 29.20%
Women 70.80%

Age Group	Men (%)	Women (%)
18-24	~1%	~1%
25-34	~5%	~9%
35-44	~7%	~17%
45-54	~6%	~16%
55-64	~4%	~1%

Location

- Myrtle Beach, SC
- Conway, SC
- Socastee, SC
- Burgess, SC
- Johnsonville, SC

[See more](#)

Insights

Last 90 Days Jul 16 - Oct 13

Overview

You gained 3 more followers compared to Apr 17 - Jul 15.

- Accounts reached 99 (-23.9%)
- Accounts engaged 12 (0%)
- Total followers 393 (+0.7%)

Content You Shared [See all](#)

Home Search Reels Shop Profile

ACTION ITEM #1

Review Your Larger **Social Goals** Before Shopping for New Tools.

ACTION ITEM #2

Remind Yourself Why You
Need the New Tool in the
First Place.

ACTION ITEM #3

Understand Your Team's
Capabilities Before Picking
Any New Tools.

Win One of Five FREE Website Assessments

Download Our Digital Marketing eBook Now

Visit: www.figrow.com/offer

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Questions?

#fbforum

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Thank you!

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