



ENTREPRENISTA

Multicultural Innovation Lab

Stephanie Cartin

Co-Founder of Socialfly + CEO of Entreprenista Media



Stephanie Cartin

- As an entrepreneur from a young age, I walked away from a corporate career in 2012 to launch [Socialfly](#), a leading social-first digital and influencer marketing agency based in New York City. Within eight years, Socialfly has been named to Inc. 5000's fastest growing private companies two years in a row and has worked with over 200 brands including the Girl Scouts, WE tv, Conair, Nest Fragrances, 20th Century Fox and Univision.
- I am the Co-Author of "[Like, Love, Follow: The](#) [Entrepreneur's Guide to Using Social Media To Grow Your Business](#)," and the Co-Host of the [Entrepreneur Podcast](#). I have appeared and been featured on Bloomberg, Forbes, entrepreneur.com, Refinery29, and CheddarTV.
- I am also a recent recipient of the SmartCEO Brava award, which recognizes the top female CEOs in New York and a Stevie Award for Women Run Workplace of the Year.



Socialfly is a full-service digital and creative agency headquartered in New York City. In 2018 and 2019, Socialfly was named to Inc. 5000's lists of fastest growing companies and in 2019 Socialfly was named to Adweek's Inaugural list of fastest-growing agencies.

We provide strategic social first digital marketing solutions to our clients by pairing creative content and analytics that deliver measurable results.

Over the last 9 years, we have transformed over 200 clients' digital footprints and have published a #1 New Business Consulting book on Amazon titled "Like. Love. Follow."

Our team of experts specialize in content creation, media buying, digital and social strategy, and influencer marketing.



ENTREPRENISTA

In May 2012, we decided to leave our corporate careers, and launched **Socialfly**, the leading social media marketing agency. Fast forward 8 years, and **200+ happy clients** later, we have created a tight-knit community of like-minded female entrepreneurs, and provided advice to countless business owners with the lessons we have learned and products/services that have helped enable our success.

Over the years, because of the success of our social media agency, we had female founders reaching out to us every week to meet for coffee to pick our brain. We quickly realized if we were to go out to coffee with every single entrepreneur who reached out, we wouldn't have time to run our business. But we wanted to provide this advice and support. So in 2018, we decided to find a way **to reach and help as many female founders as possible at scale**. This is when **Entrepreneurista** was born!



CO-HOSTS + CO-FOUNDERS



CREATING EQUAL OPPORTUNITY FOR EVERY WOMAN IN THE WORLD



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Founder of Carol's Daughter



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Community



B2B
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Website
Features



Virtual
Events



Email
Newsletters



Awards
Conferences



The Entrepreneurista League provides practical solutions and the products we love and trust to our community of women business leaders.

Whether we're *partnering with solutions* to help our audience make the most of their ecommerce site, or producing curated *virtual events guaranteed to lead to meaningful connections*, Entrepreneurista is **the #1 resource to help women succeed in business.**

Members will have access to **exclusive content, members-only events** and the opportunity to have **your story featured** on Entrepreneurista.com and our social channels.



General Social Media Landscape Trends (2021)

- **Social media as a content destination:** Brands are using social media as a content destination for their communities. A great example of this is the account [@feedinglittles](#) on Instagram.
- **Private communities** such as Facebook Groups and Slack are on the rise, as people have been facing unprecedented challenges since the start of the pandemic.
- **New Platforms like Clubhouse** are on the rise. Brands are using Clubhouse to build new business connections and position themselves as thought leaders..
- **Social commerce expands:** Social networks are regularly rolling out updates that facilitate shopping on their platforms. This includes shoppable posts and Instagram storefronts. A study by UNCTAD revealed that 57% across 9 countries are shopping more than ever since the start of the pandemic.
- **Ephemeral Content** such as Instagram stories keeps gaining popularity: If 2020 has taught us anything, it is that your content strategy needs to be reevaluated often, and **social listening** is key. A great way to tune in with your audience is by using native Instagram features such as polls and “Ask Me Anything.” Ephemeral content such as stories (Instagram or Snapchat) is also on the rise because this type of bite-sized content is easily accessible, addictive, and shareable with friends.



General Social Media Landscape Trends (2021)

- **The rise of TikTok:** The platform currently has over 2 billion downloads to date, with 1 billion videos watched daily. While the key demographic consuming content on this platform is 10-19yrs (32%), it is followed closely by 20-29yrs (29%). This type of bite-sized content is highly engaging and requires a shorter attention span than longer form videos / content.
- Brands are turning to social media to deliver **customer service** which helps provide the customer with quick feedback/answers, and also encourages brands to perform impeccable community management, as their responses can be public (Twitter), and heavily influence the brand's positive or negative image. Building one to one relationships with your customers is very important and customers not expect it.
- **Video content** continues to dominate, with a study by Cisco predicting that by 2022, 82% of online content will be video. Tech.co also polled their audience and revealed that 68% watch Youtube to make a purchasing decision, and 84% bought a company's product after seeing one of their videos (Source: Wyzowl). Finally, 8 seconds is the average person's attention span, so it makes sense that video is trending!
- **Social Conversation:** With 32% of people using social media for funny/entertaining content and 32% of Americans being more likely to buy from optimistic or comforting ads, we are seeing brands adding a human element to their brand voices and copywriting. As consumers are flooded with an increasing number of ads, it is more important than ever to stand out and engage your audience in an unexpected way.



How do you determine which platform is most beneficial to a business?

- It really depends on your **business goals**, and on where your **target audience** intuitively connects on social media. What are you looking to accomplish and where does your target audience spend time. Then get to know the capabilities of that particular platform and determine what the strategy should be based on your goals and budget.
- Let's say you are a small accessories brand with curated visuals - **Instagram, Pinterest & Facebook** will be your top priority platforms. Both platforms have pro-selling native features that encourage your audience to shop in-feed, and Instagram is known for its eye-catching visuals. If you are a B2B company and need to reach specific people at organizations, you may look to campaigns on LinkedIn.
- You can experiment with different platforms and see which garner the most engagement, and ultimately ROI. As a rule of thumb, it is important to think about where your audience is already engaging with content, and meet them there!

Tips to create a social media strategy?

- Define your **social media** marketing goals that align to business objectives.
- Define your target audience.
- Learn as much as you can about your audience. Who are they, where do they spend their time on and offline?
- Research your competition. What are they doing on social media? What is working and what is not working?
- Do a **social media** audit of your competitors.
- Set up your social media accounts across all platforms so you own them. Update your profiles and be sure they are consistent.
- Find inspiration. How do you want your brand to show up on social?
- **Create a social media** content calendar.
- Analyze and adjust your **strategy** each week/month. Determine what is working and do more of it!



Any tips to create great content in your social media strategy?

- Social listening is a great way to kick off a new social media strategy. Analyze the past few weeks/months on your feed and determine which type of content performed best, and think about ways to recreate this going forward. You can also share a story on Instagram with a native feature such as a poll and directly ask your audience how you can provide them with the most value. Once you have collected this data, you can explore different ways to share this type of content while closely monitoring if engagement continues to rise or dip.
- Research any social holidays coming up (both national, such as the 4th of July, or more specific to your industry, such as Small Business Week), and plan content around those dates.
- Are there any important dates coming up for your business, such as anniversaries or launches? Plan to roll out content in advance as a teaser for your audience.

How do you maximize Twitter & LinkedIn tools?

- When creating your overall strategy, determine what goals you want each platform to help you achieve.
- For example, you might want to use **Twitter** as a way to both jump on trends and have a voice in the larger conversation, as well as providing customer service by directly engaging with your customers. On **LinkedIn**, you might plan on growing a tight-knit LinkedIn Group community and and position yourself as an industry expert.

Resources to learn more about LinkedIn ads:

<https://business.linkedin.com/marketing-solutions/ads>

Resources to learn more about Twitter ads:

<https://business.twitter.com/en/advertising/get-started.html>

How do you manage all platforms as a small team?

- Start by creating a content calendar which details the content you plan to share throughout the month, including all channels. Once the strategic part of the planning is done, look into either investing in a scheduling platform such as **Hootsuite, Sprout Social, HeyOrca**, or explore the different scheduling capabilities native to platforms such as Facebook or Twitter.
- Scheduling your content in advance will save a lot of time compared to manually sharing posts from your device. If you choose to go down this route, make a note to routinely check your platforms for community management (respond to incoming messages, engage with other like-minded accounts, etc.)



When should a company hire someone to run social media?

- This depends on your marketing needs, business model and budget. If social media (as opposed to more traditional forms of advertising) is central to your marketing strategy, it will become increasingly important to hire an expert. This could be an agency like ours or an in house team.
- The first step is planning your strategy. Then you can determine based on your strategy what roles are needed in order to be successful.
- Some of the roles that are needed to be successful. Paid media buyer, paid media analyst, content creator (copywriting, graphic design), social media strategist, etc.



How to ensure messaging is consistent across platforms?

- As mentioned in a previous question, it is crucial to develop a strategy before sharing any content. This will ensure messaging is consistent along all channels, and you are providing value to your audience. This strategy can look like a Google Slides deck detailing which content will be shared throughout the month, across the different platforms. By carefully planning your month before sharing with your audience, this also ensures your content is not repetitive.
- If you are not working with an agency or a team member who has graphic design experience, tools like **Canva** are great for creating professional content that can be resized to work across multiple platforms.

Tips for managing various social media channels?

- In addition to sticking with a planned content strategy and referring to it (and potentially making edits) as the month progresses, it is important to either invest in social media scheduling software such as Hootsuite, Sprout Social or HeyOrca, or explore native scheduling features in the different platforms.



Analytics and KPIs tracking capabilities for each platform?

- Each platform has its own analytics tracking capabilities you can explore, or if you are working with a content scheduling platform such as Sprout Social, you can request weekly reports with summaries of how each channel is performing.
- KPIs include but are not limited to: Clicks, Likes, Shares, Saves, Comments, Brand Mentions, Profile Visits, Follower Count (is it increasing or decreasing), Active Followers, etc.
- It is important to remember that while vanity metrics (or visible metrics) used to be the most important indicator of a piece of content's success, but users are now analyzing saves, shares and profile visits to determine if their audience is engaged.
- It is also important to note that Facebook and Instagram are really pay to play platforms for brands. Organic reach is almost non-existent on these two platforms in particular.



How do you interpret the Google Analytics dashboard?

- I highly recommend taking the Google analytics certification program. Google has free programs here: <https://analytics.google.com/analytics/academy/>
- In Google Analytics Home, you will be able to view how many users visited your website, as well as how many sessions, and the bounce rate and session duration.
- Scrolling down, you can learn where your users are located, when they visit your page (broken down by time of day), how you acquire users (options include organic search, direct, referral, social, other), what specific pages your visitors are viewing, what devices they are browsing from, your active users trends over time, and finally how well you retain users and how you are performing against goals.
- In addition to this, you can further explore the following reports: Realtime, Audience, Acquisition, Behavior and Conversions.


QUESTIONS?

LET'S CONNECT!

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