

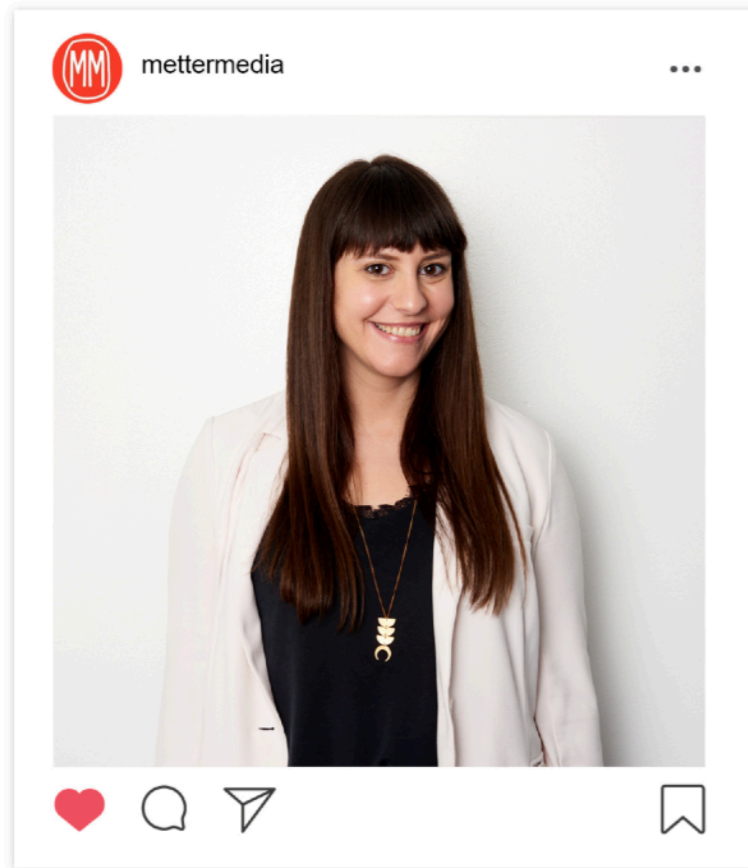


**METTER·MEDIA**

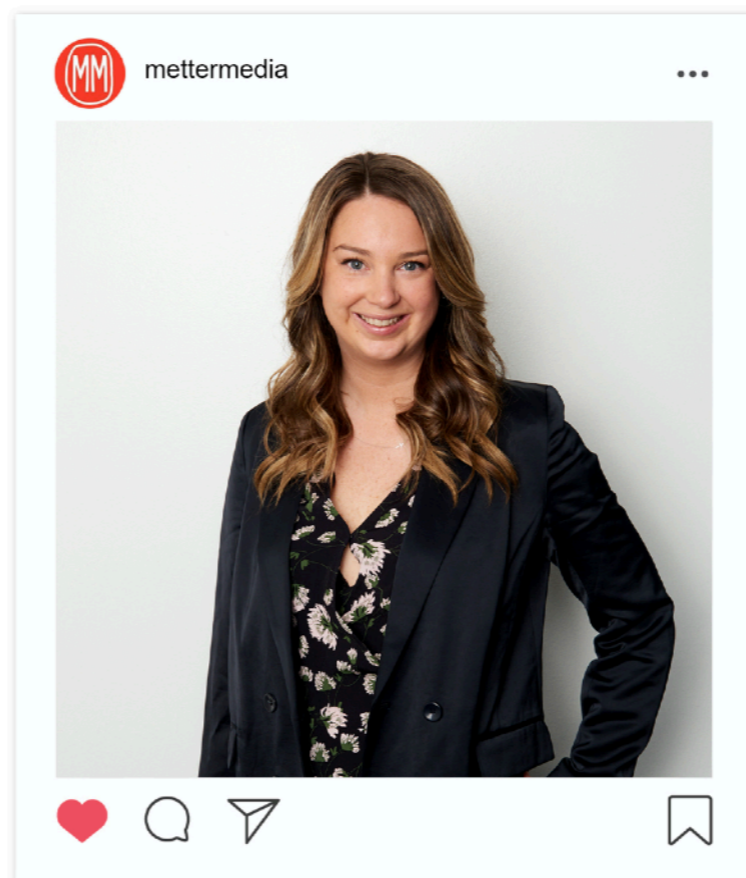
**SOCIAL MEDIA FOR THE DESIGN INDUSTRY:  
NAVIGATING THE 'NEW NORMAL'**

# FOUNDED IN 2013, OUR MISSION IS TO HELP ALL DIFFERENT KINDS OF BUSINESSES TELL THEIR STORIES ONLINE.

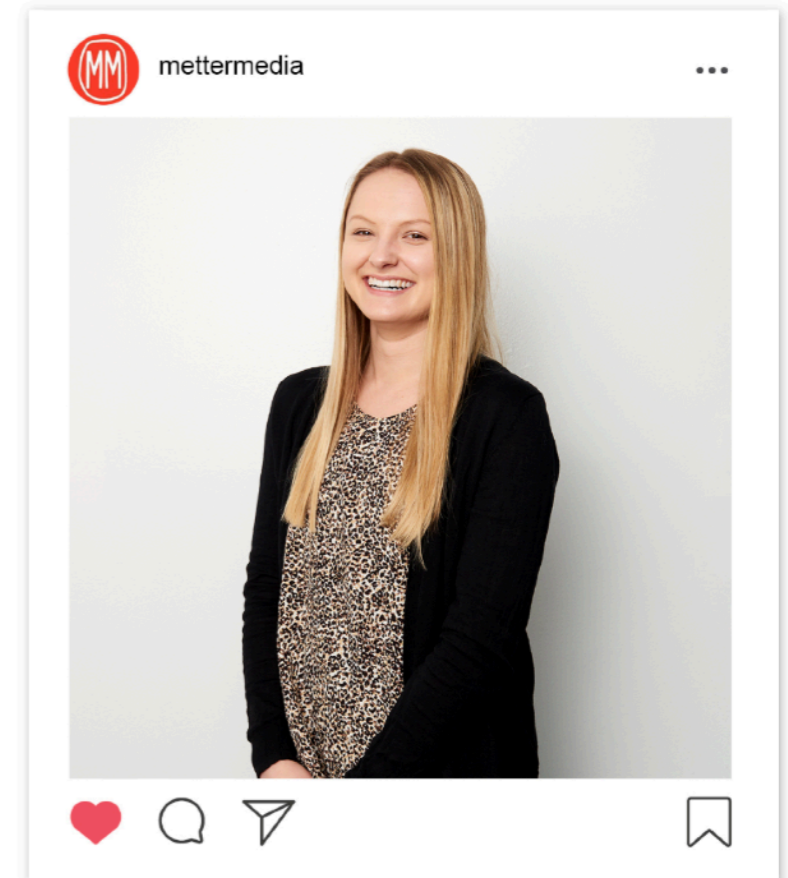
WHO WE ARE



**LAUREN METTER**  
Founder + President  
[@haveyoumetter](#)

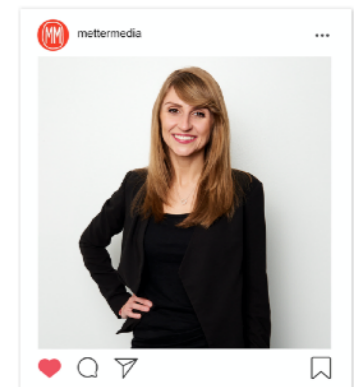
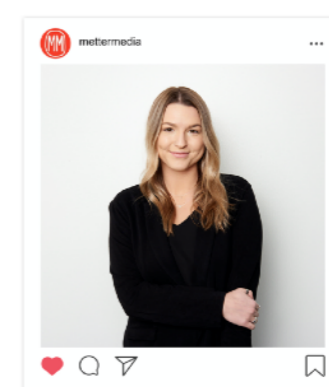
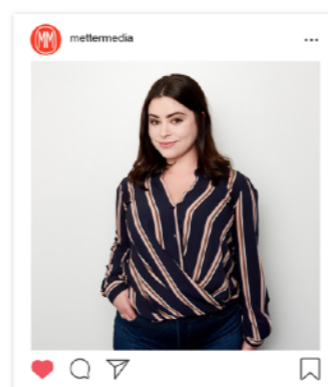
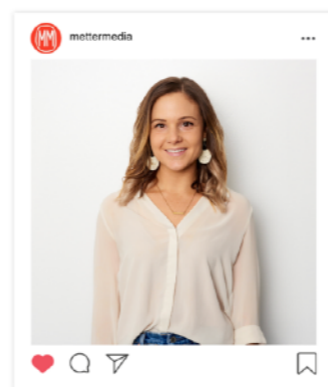
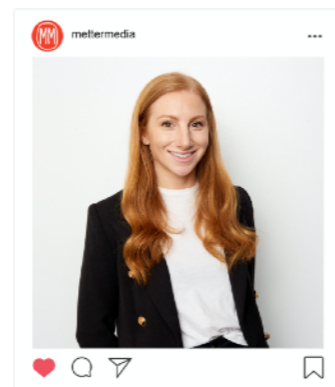


**JACKIE MARTINEZ**  
Corporate Division Director  
[@jackiecm1](#)



**KATE BERRY**  
Senior Account Manager  
[@k8berry\\_](#)

+13 team members!



# METTER'S TEAM OF 15 WORKS WITH 50+ CLIENTS LOCALLY AND NATIONALLY...



**BOSTON LANDING**

LIFE WORKS HERE



**Central Square**  
Business Improvement District

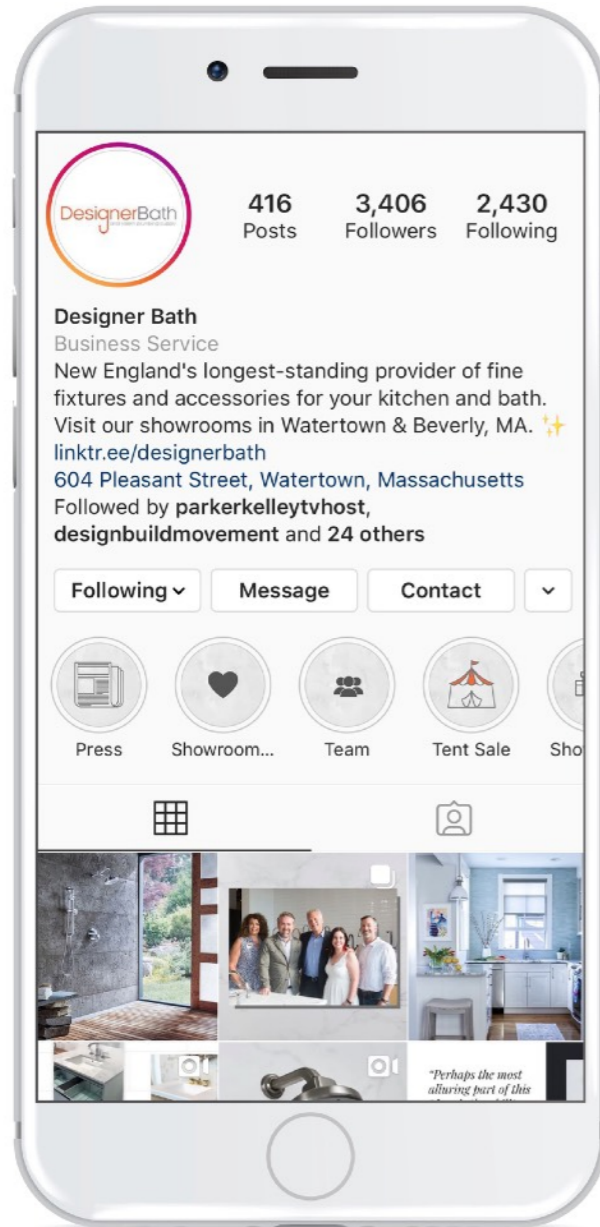


## TYPES OF CLIENTS

- **Design Industry**
- Luxury Home
- Design/Build/Architects
- Real Estate, Developments
- Luxury Residences
- Hotels
- Restaurants
- Insurance
- Tech + Biotech Companies
- Law Firms

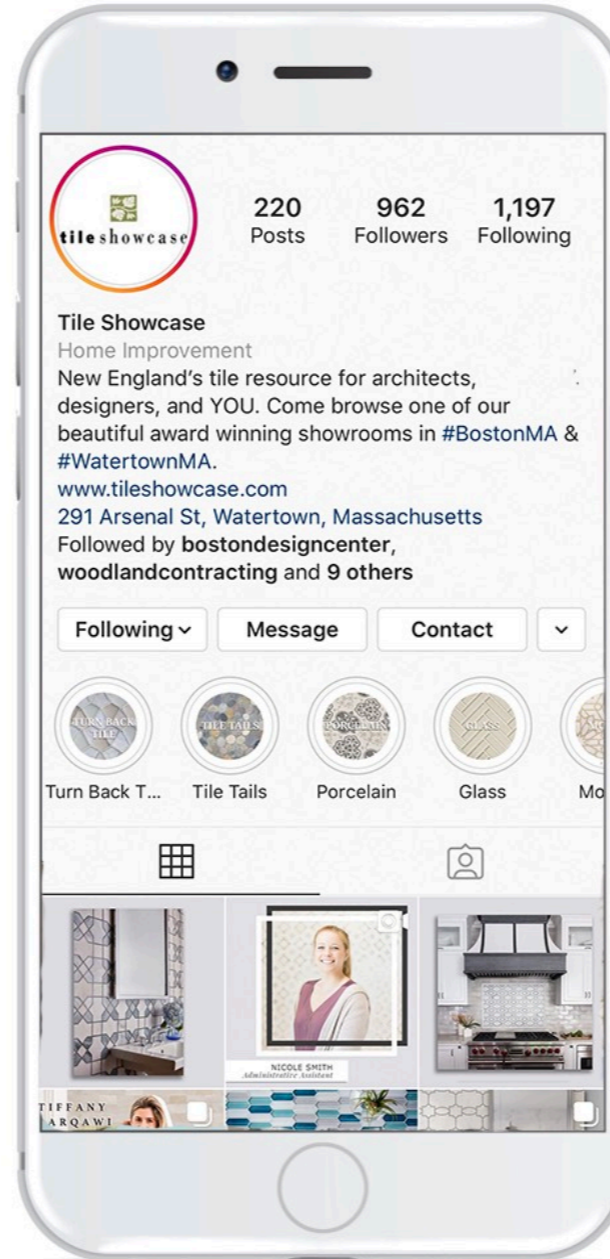
# EXPLORE SOME FEEDS WE MANAGE

## DESIGNER BATH



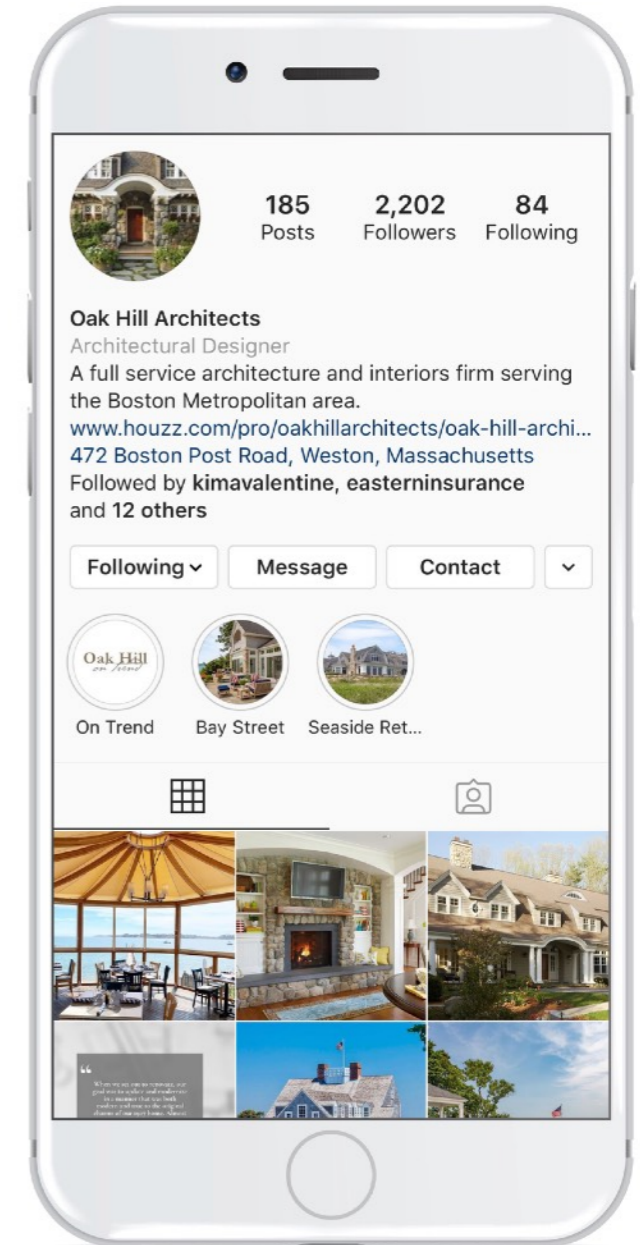
[Instagram](#)  
[Facebook](#)  
[Blog](#)

## TILE SHOWCASE



[Instagram](#)  
[Facebook](#)

## OAK HILL ARCHITECTS



[Instagram](#)  
[Facebook](#)



# EXPLORE SOME FEEDS WE MANAGE

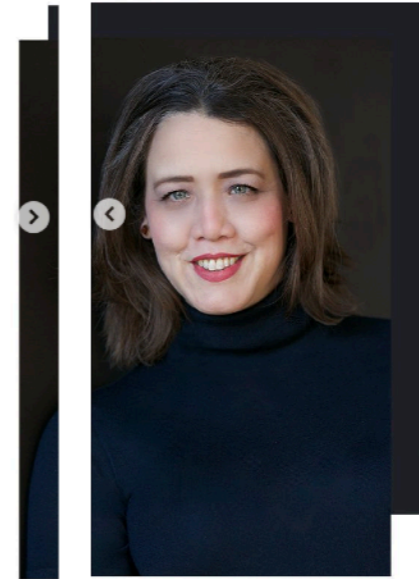
*“This vanity is so powerful and handsome. It is the perfect balance of industrialism and earthiness. I love the mix of materials: stone, metal, and wood.”*

— LISA BUYUK



Stone Forest Ventus Bath Sink

BUYUK  
INTERIORS



*“The wide shallow sink doubles as counter surface and the wall mount faucet is a great solution for spaces where depth is an issue.”*



TIFFANY  
BARQAWI



“Nothing is more rewarding than happy clients who trust my vision and the process.”

**SOCIAL MEDIA USAGE IS AT AN  
ALL-TIME HIGH**

# SOCIAL MEDIA IS AT AN ALL-TIME HIGH

- ▶ Social media, which is free to post on, can be an **unbelievably strong marketing tool and resource** during this time
- ▶ Your followers are online more than ever — **social media is literally bringing people together right now.**
- ▶ **You can't afford to stop marketing or selling**, and that includes posting on social media. **The worst thing you could do right now is go dead online.**
- ▶ Now more than ever, it is vital to connect with current and potential clients to **share important updates, messages of positivity, and health and wellness tips.**

“

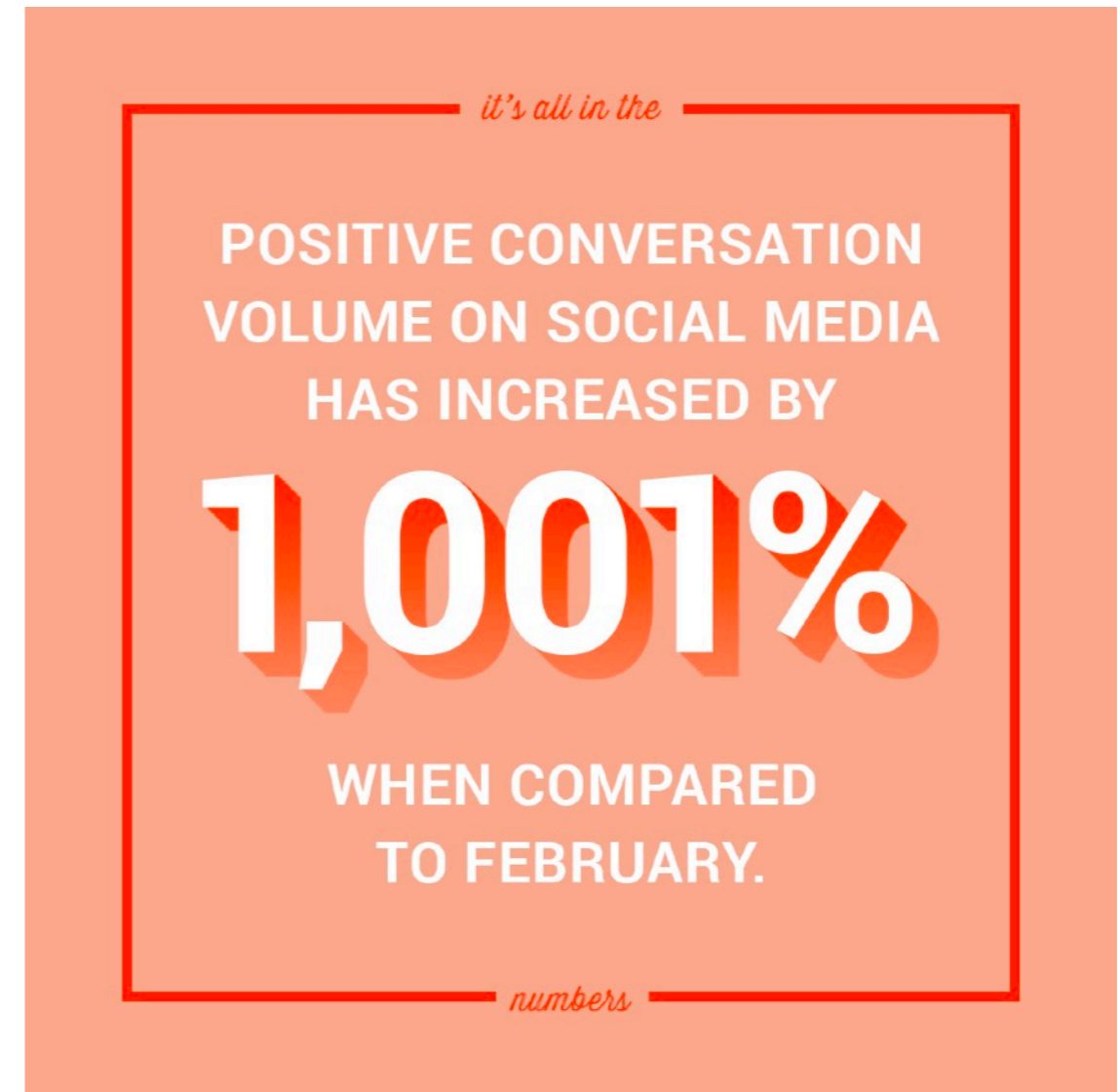
FACEBOOK AND  
INSTAGRAM HAVE SEEN A  
**40% INCREASE IN USAGE**

DUE TO COVID-19, WITH VIEWS FOR  
INSTAGRAM LIVE AND FACEBOOK  
LIVE DOUBLING IN ONE WEEK

*“Staying connected is now more important than ever, with people and businesses relying on social media to stay in touch with friends, consume the news, and be entertained.”*

# PEOPLE NEED POSITIVE CONTENT AT THIS TIME

- ▶ Across all social media, **positive conversation volume has increased by 1001%** when compared to February. *(via Sprout Social)*
- ▶ In turn, **engagements per message grew by 7%**, indicating that people were more involved & active in the conversation. *(via Sprout Social)*
- ▶ Now, more than ever is the time for all of us to **be proactive about creating and sharing moments of happiness** — these posts give your followers a much-needed break from the news.





# WHAT WE'LL COVER TODAY

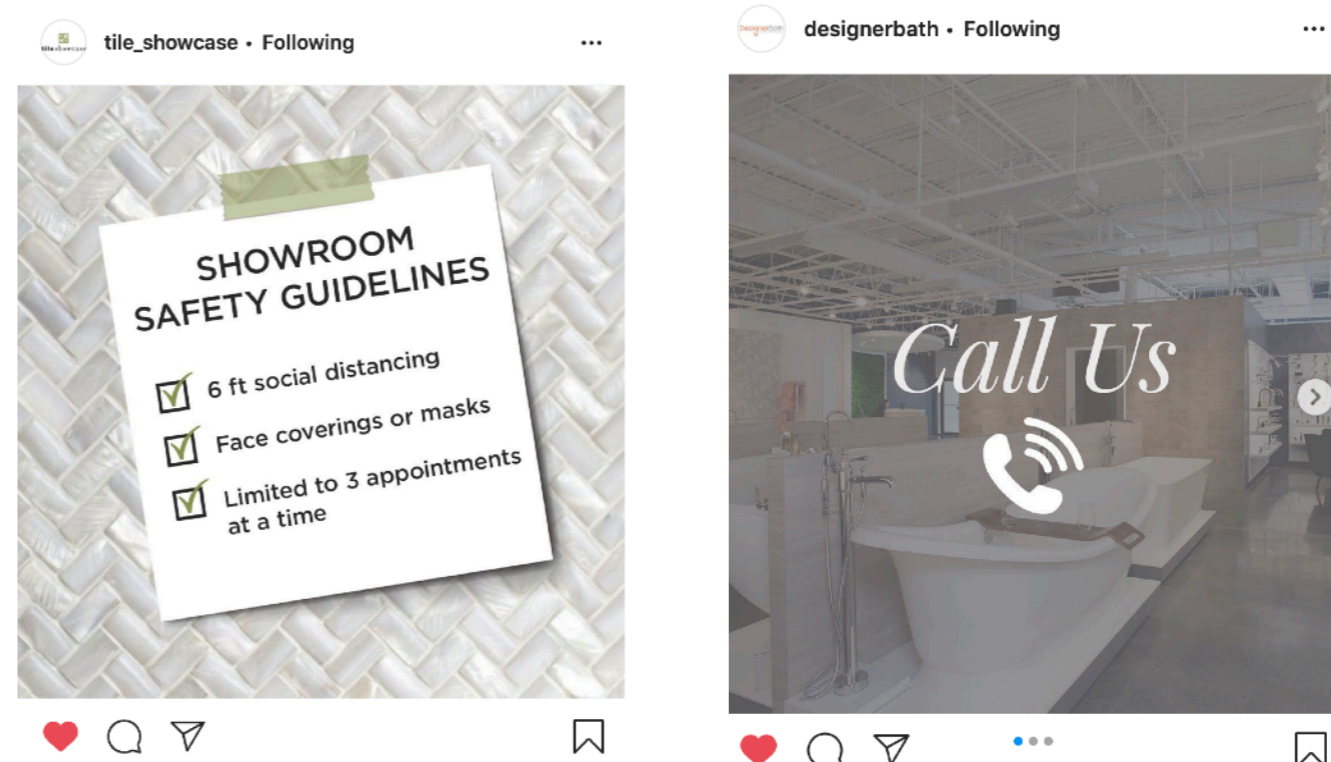
- ▶ How to best communicate + promote your reopening plan to gain the most business, focusing on making customers feel safe
- ▶ How to use social media to produce and host virtual events and live programming
- ▶ How to use paid social media to encourage sales and appointments
- ▶ What types of posts will garner the most engagement + awareness — we'll be sharing the latest trends, inspo for content, and more

**CONNECT WITH YOUR CLIENTS  
ON SOCIAL MEDIA**

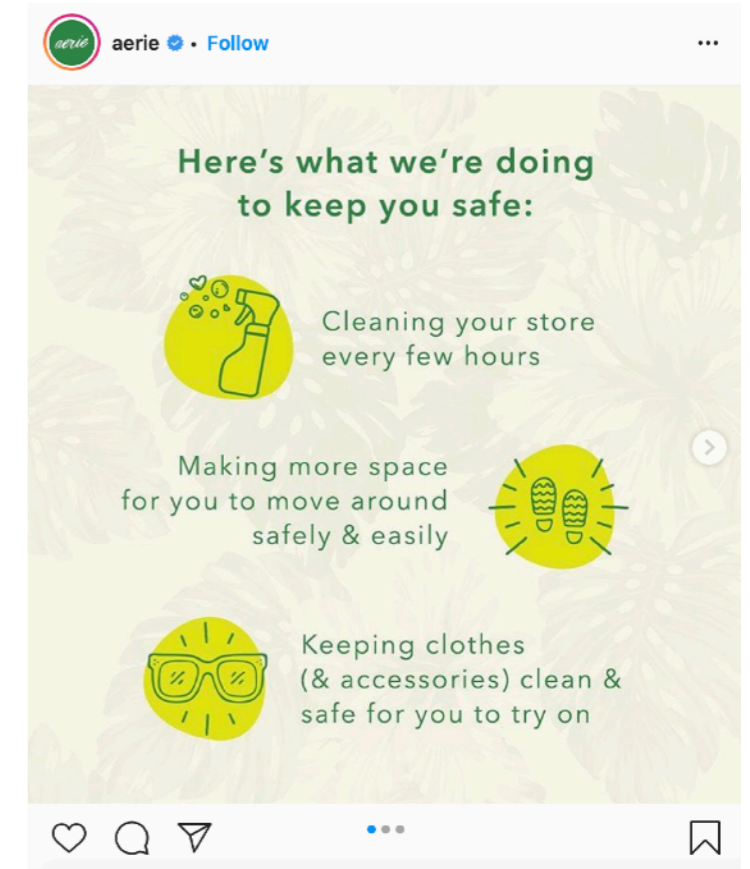
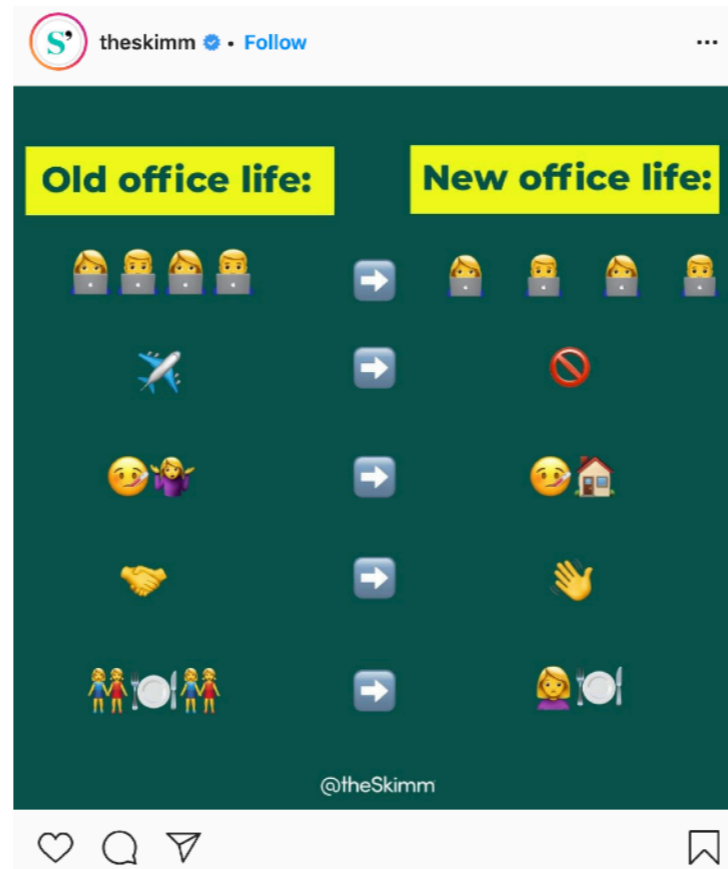
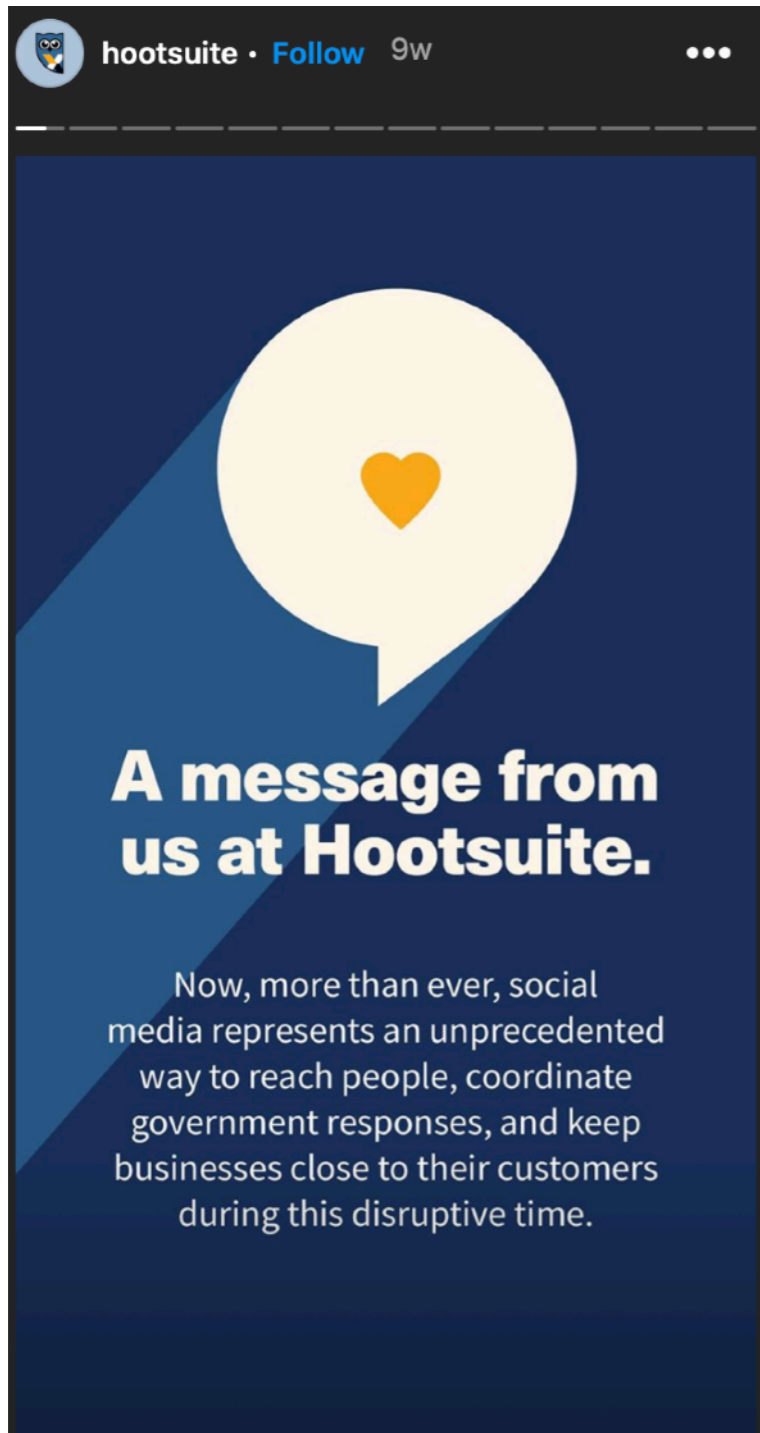


# LET YOUR CUSTOMERS KNOW THEY ARE SAFE WITH YOU AND YOUR BUSINESS

- ▶ As the news is changing daily, people are turning to social media for live updates and they are more likely to visit a business' social media channel over a website.
- ▶ Your reopening plan should be highlighted on your social channels. Pin the latest update to the top of your Facebook/LinkedIn page, update your cover photos, and create an Instagram highlight outlining your new plan.
- ▶ **Questions to address:** *Do people need an appointment? Will everyone be required to wear a mask? Do you have designated waiting spots 6 ft apart? Are you offering virtual appointments and curbside pick up?*
- ▶ **IMPORTANT:** Don't just post once about the updates, you can keep posting regularly about it to stay top of mind to your customers.



# LET YOUR CUSTOMERS KNOW THEY ARE SAFE WITH YOU AND YOUR BUSINESS



# SHARE PERSONAL/ AUTHENTIC MESSAGES FROM OWNERS

- ▶ Right now, people want to see authenticity.
- ▶ They want to hear from business owners about how you're fairing during this time, they want **shared experiences and honest stories** told through videos and captions.
- ▶ Using video gives a more personal connection to your followers, and makes your message more authentic.
- ▶ Consider having your owner or president give a sincere video message during this time.

“

As a family business for three generations, we take family seriously — and you, our staff, and clients are all a part of it. At Tile Showcase health and safety is our first priority. During this time, our showrooms are available by appointment only, we are offering virtual meetings with our design consultants, and providing curbside pick up and delivery.

- Fred Merullo and Joe Merullo



*You may be feeling anxious or scared. I appreciate that and sometimes I feel that way too.*

# EMPATHETIC LANGUAGE TO USE

- ▶ **We get it, we know you** (you family + friends) and your business are going through a lot right now
- ▶ **We're here for you**
- ▶ **The safety of our staff and clients is our top priority**
- ▶ **We are still providing the same level of customer service**
- ▶ This is going to pass, and things will be different, but **we will get through it together.**
- ▶ **Let's be thankful for the little things**



**SOCIAL MEDIA IS BRINGING US  
TOGETHER VIRTUALLY**



# UNPRECEDENTED TIMES = NEW WAYS TO COME TOGETHER

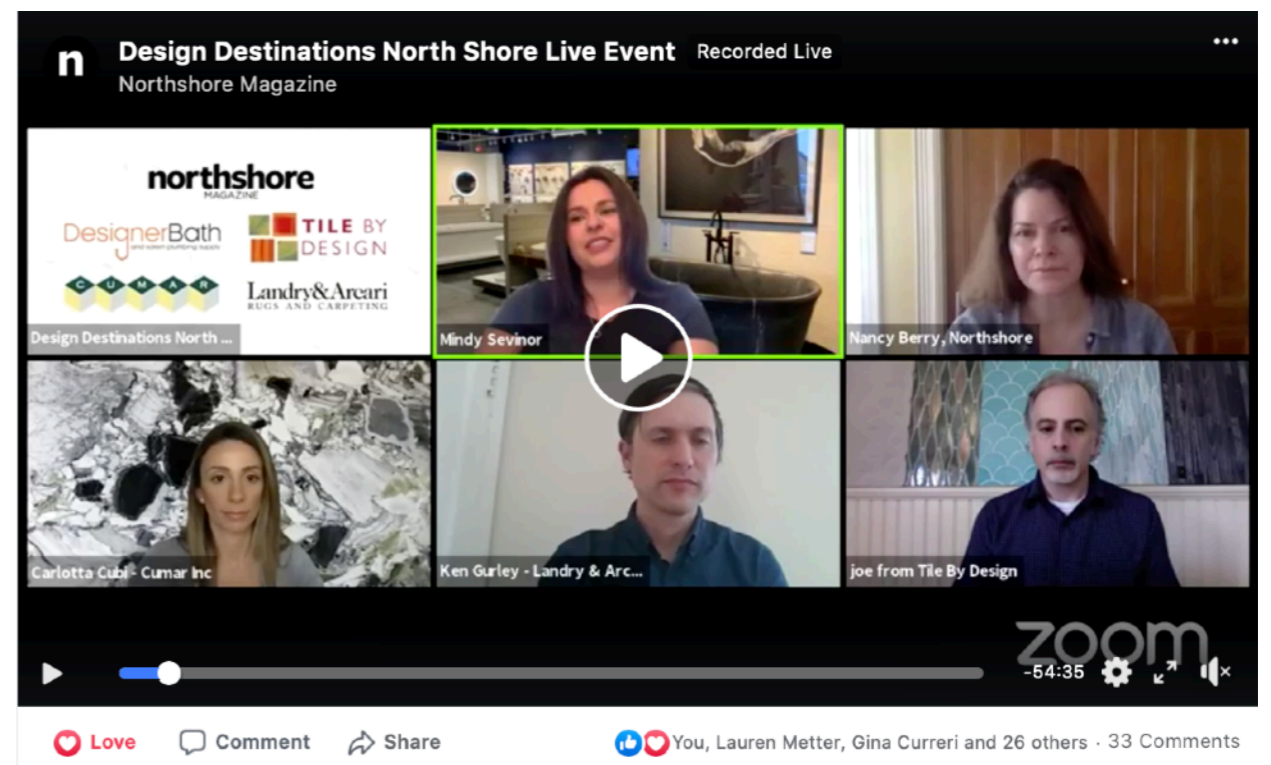
- ▶ People are **using social media in new ways to come together**, stay connected, and share helpful advice.
- ▶ Within one week of the start of the pandemic, **Instagram Live and Facebook Live usage doubled**.
- ▶ Going live on both Instagram and Facebook is very simple, and **followers often get notified when accounts they follow go live**.
- ▶ **Live videos on Facebook and Instagram can be viewed by anyone!** This is great to reach new audiences and expand your reach.





# HOST YOUR EVENTS VIRTUALLY

- ▶ **Curate a panel to discuss an industry topic.** (An active chat moderator during your live broadcast can play an important role in fostering conversations and interactions).
- ▶ **Have employees do live takeovers on Instagram** to show how they are adjusting to the new normal, share at home DIY projects, or discuss the reopening plan for your business.
- ▶ **Answer questions on-air as they come in live from the audience** and encourage your team to engage with viewers via the live comments.
- ▶ **Consider using Live Polling.** Live Polls allow publishers to ask their audience multiple choice questions during live broadcasts, and viewers can select their response directly on the video.



*Zoom can easily be integrated with Facebook to host an event with multiple participants.*

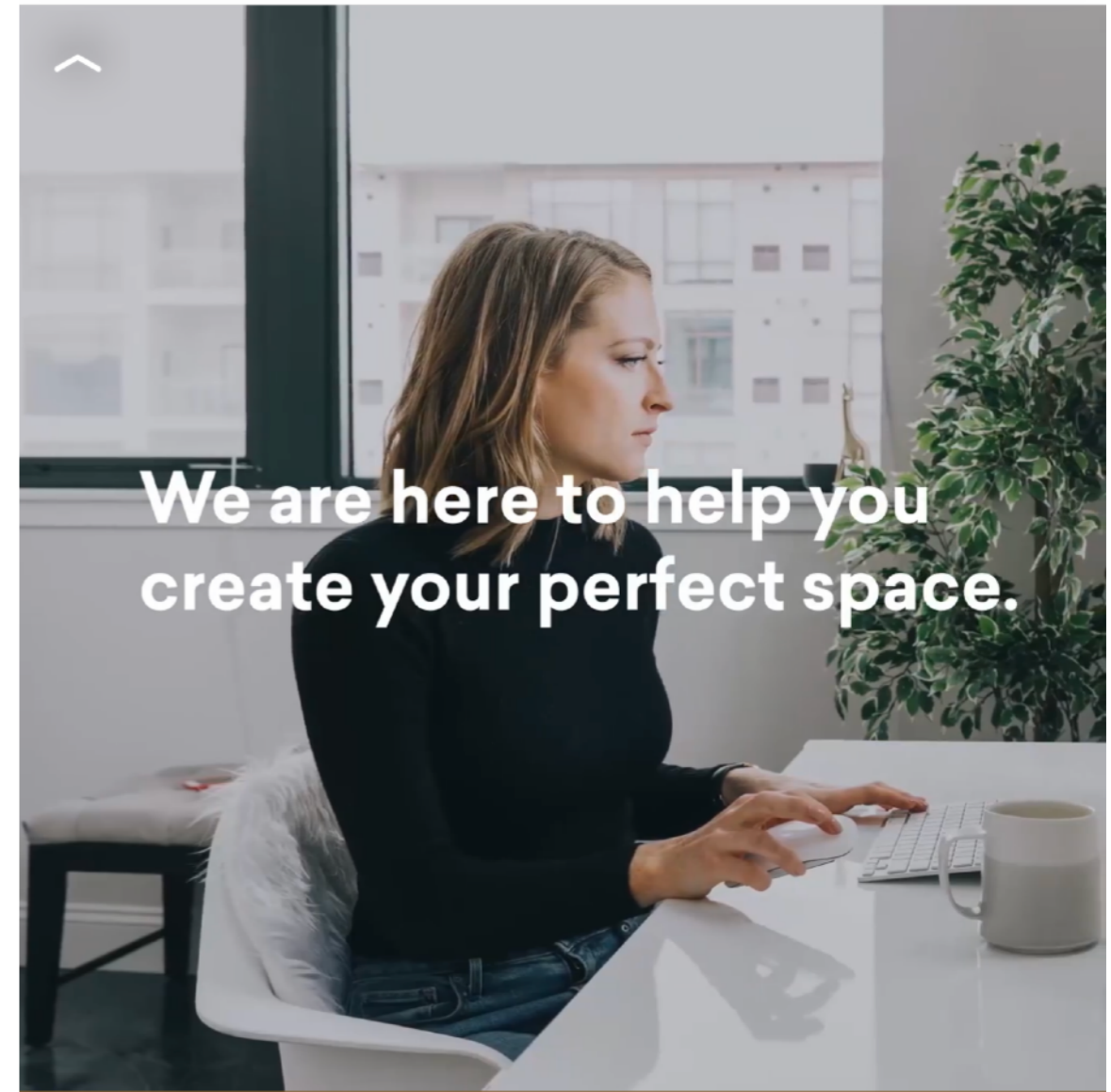
*#MMProTip – take advantage of the technology and invite a notable guest that may not have been able to participate if it was an in-person event.*

**GET YOUR CONTENT IN FRONT OF  
YOUR AUDIENCE AND REACH  
NEW CLIENTS**



# WHY USE SOCIAL MEDIA ADVERTISING

- ▶ **Detailed Targeting:** Paid social media lets you control who sees your content – the targeting capabilities are truly incredible!
- ▶ **Cost:** Compared to traditional advertising, social media is a cost-effective way to market your business. Honestly, you just can't beat it – the average cost per click for Facebook ads across all industries is just \$1.72.
- ▶ **Objectives:** Facebook and Instagram also has the ability to optimize your social media content based on your objective. Whether you are looking to increase sales, drive traffic to a webpage, or generate more engagement, Facebook's system will provide you the best tools to reach your goal.



We are here to help you create your perfect space.

Learn More >



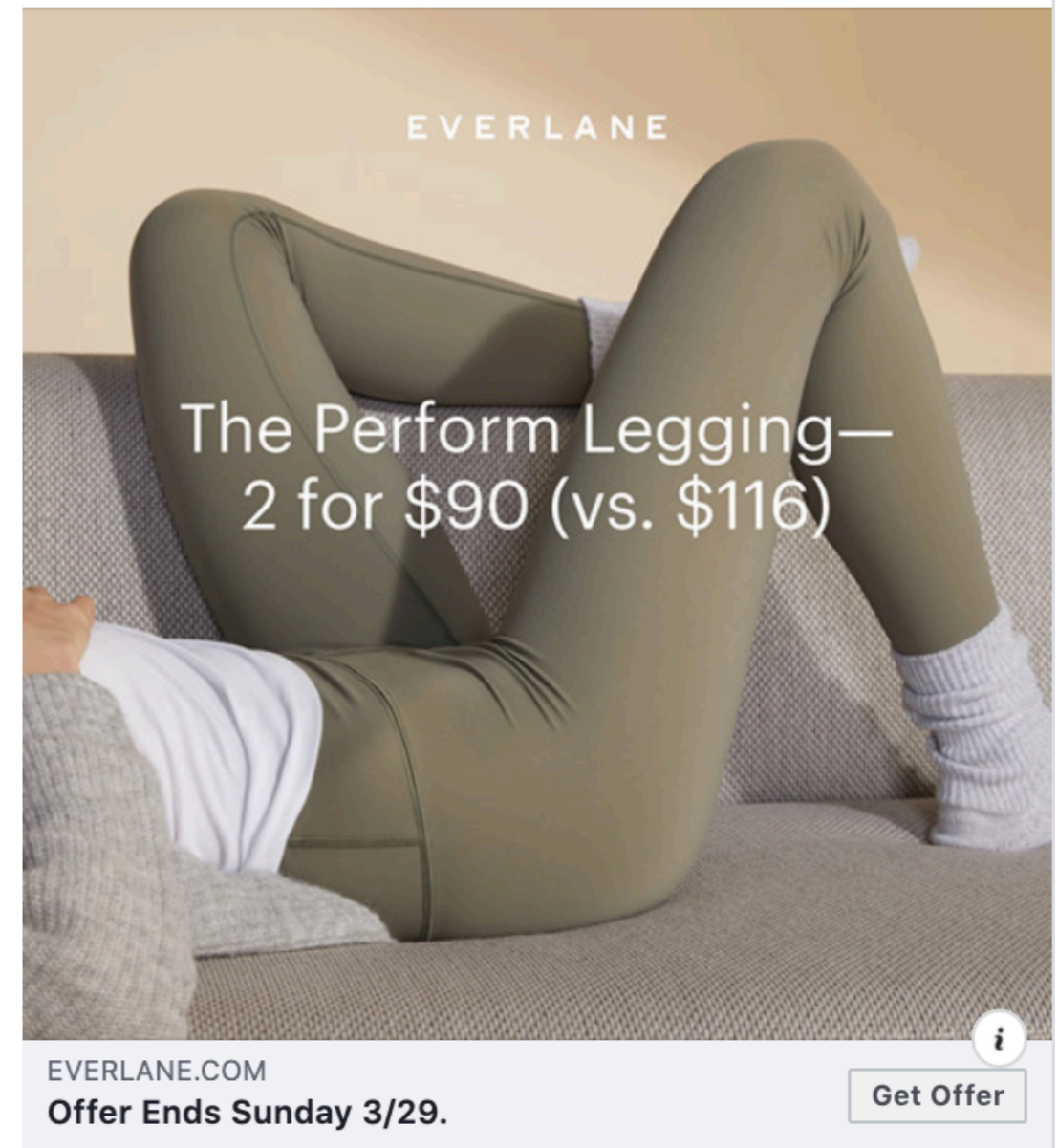
139,399 views

thehavenly #Stayhome doesn't mean stop living.

View all 80 comments

# WHAT MAKES A GOOD AD?

- ▶ **A high-quality, relevant and eye-catching image or video:** Your creative should be thumb-stopping good — the visual you select is going to be the primary reason why someone stops and then reads.
- ▶ **A short description of the offer or value proposition:** Don't leave your target audience confused, and don't expect them to want to read about your offer.
- ▶ **One Call-To-Action:** Don't try to do too much in one ad.

An Everlane social media advertisement featuring a person lying on a grey couch, wearing olive green leggings and white socks. The text 'EVERLANE' is at the top. The main text reads 'The Perform Legging— 2 for \$90 (vs. \$116)'. At the bottom, it says 'EVERLANE.COM Offer Ends Sunday 3/29.' and includes a 'Get Offer' button with an information icon.

EVERLANE

The Perform Legging—  
2 for \$90 (vs. \$116)

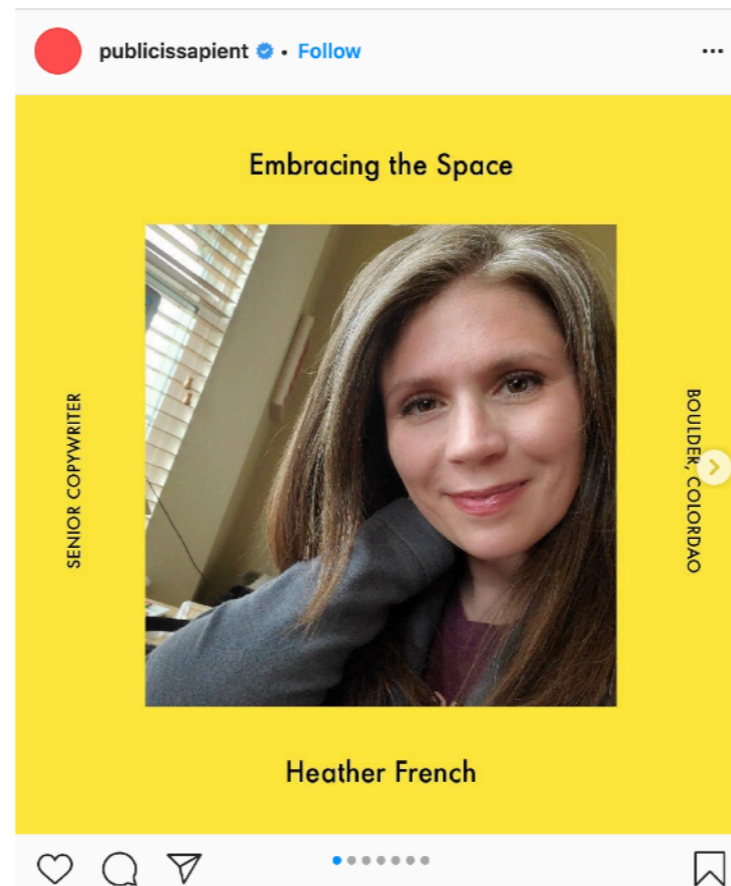
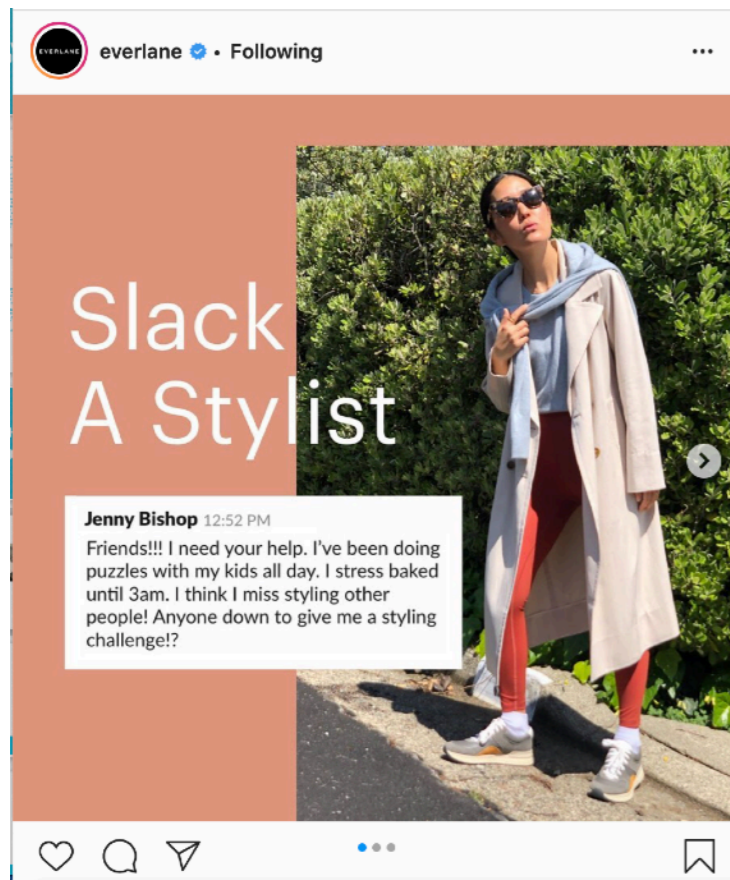
EVERLANE.COM  
Offer Ends Sunday 3/29.

Get Offer

**WHAT TYPES OF POSTS WILL  
GARNER THE MOST  
ENGAGEMENT  $\neq$  AWARENESS**



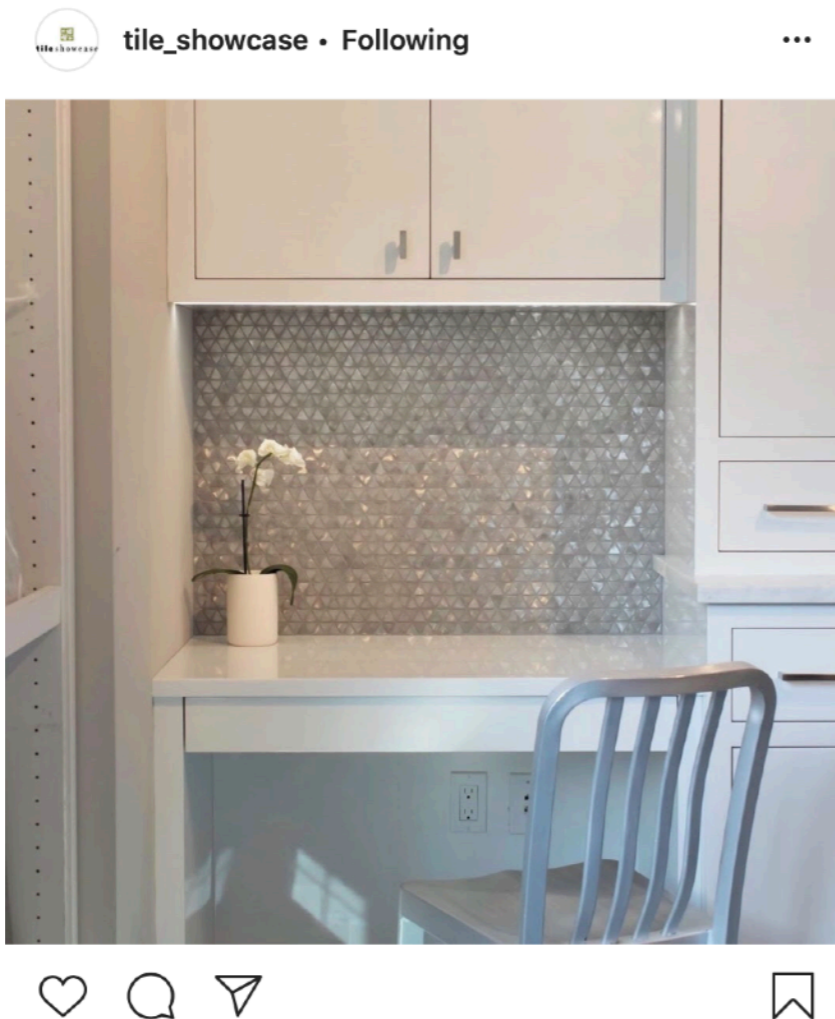
# HIGHLIGHT YOUR TEAM



Especially if you have a team that services clients on a normal basis, use this opportunity to feature them on your feed — trust us, people want to see them!



# SPOTLIGHT PROJECTS AND PRODUCTS



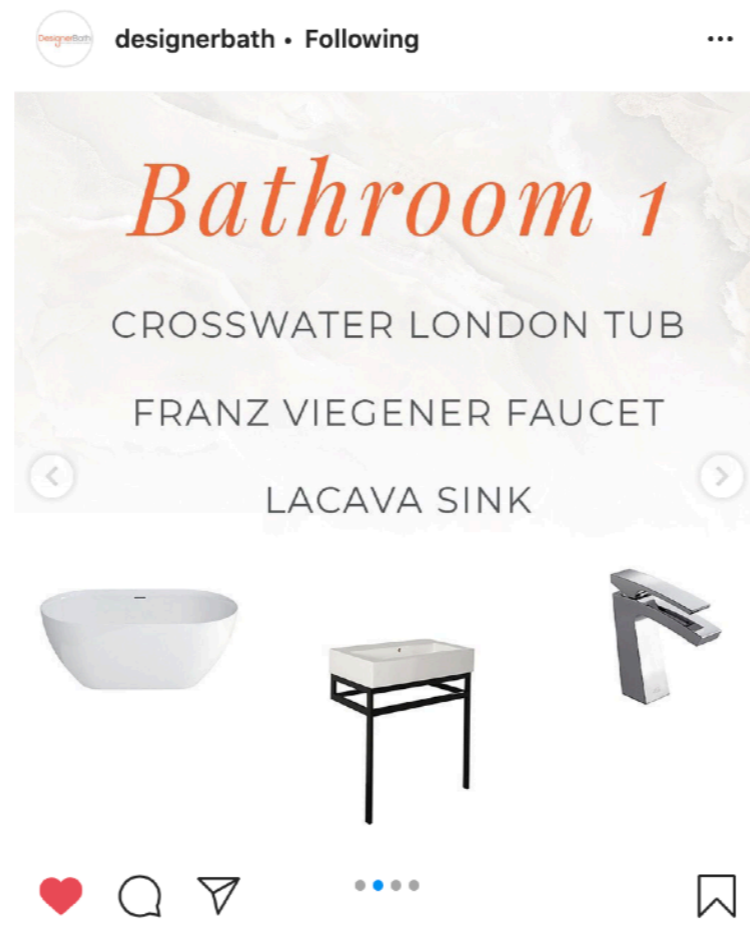
Spruce up your work from home space with some gorgeous tile from @akdo\_usa. 🌟



I could really use this set up right now! The color will brighten any gloomy quarantine day, and even more with a good glass of wine!

When highlighting your work, be sure to be sensitive to the current climate and use copy that is relatable.

# SPOTLIGHT PROJECTS AND PRODUCTS

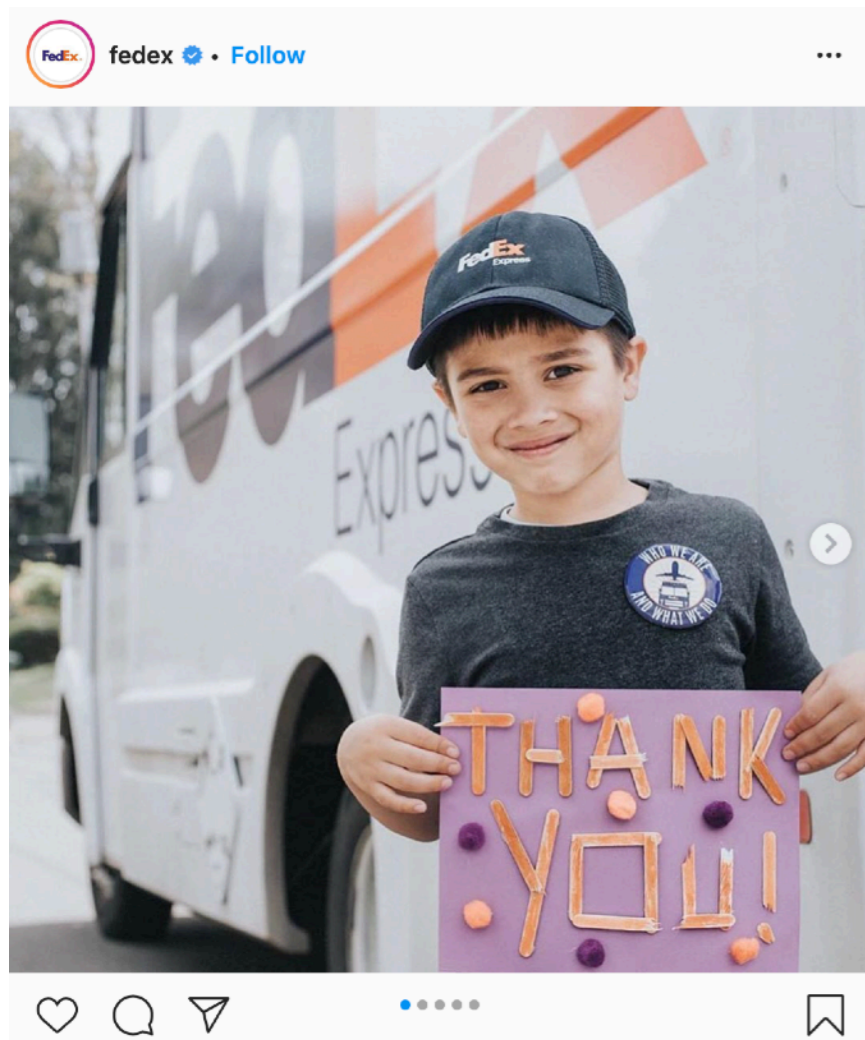


Get creative to show off your products  
and engage your audience!





# SHOW YOUR COMMUNITY SOME LOVE



lauren\_holleran\_team • Following  
Cambridge, Massachusetts

## HOW TO LOVE & SUPPORT SMALL BUSINESSES FOR FREE

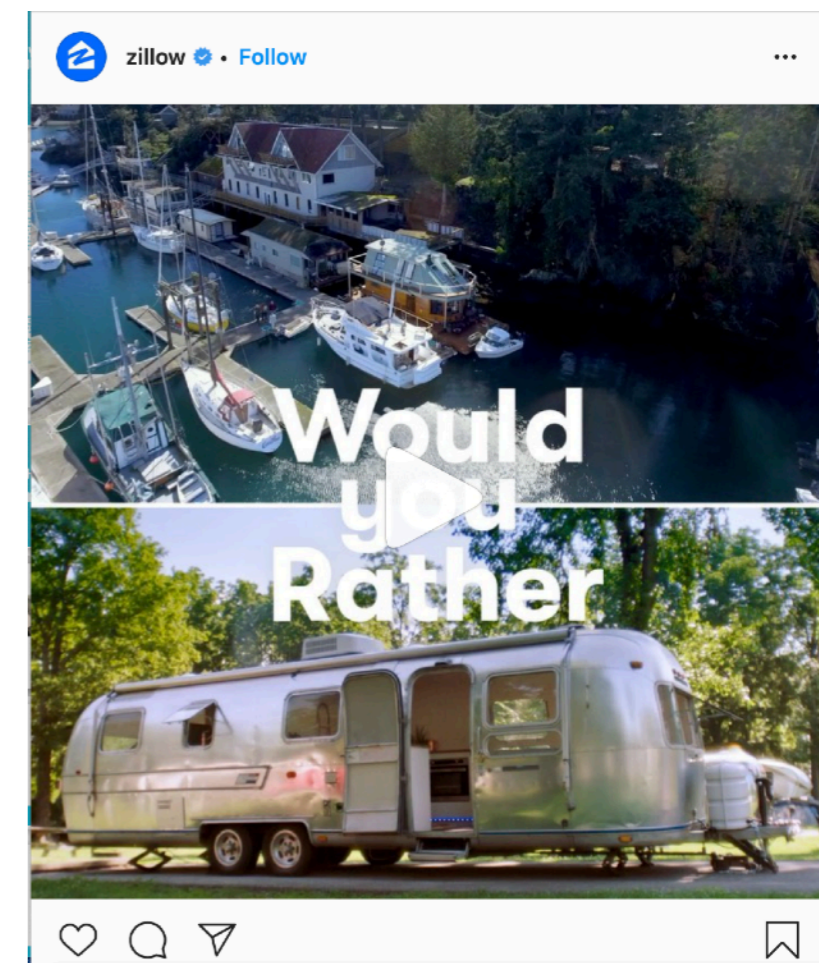
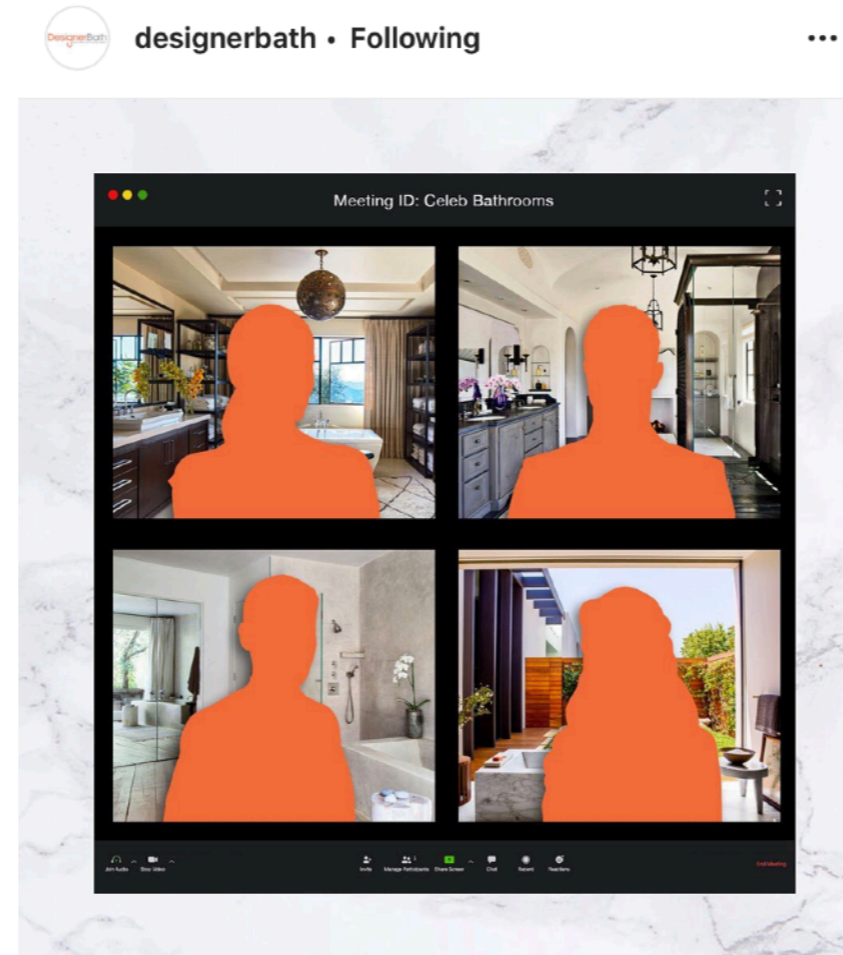
Share a post	\$0
Like their posts	\$0
Tag a friend in the comments	\$0
Comment something nice	\$0
Shout them out in your own post	\$0

Instagram post from lauren\_holleran\_team with a dark blue background. The text lists five ways to support small businesses for free: Share a post, Like their posts, Tag a friend in the comments, Comment something nice, and Shout them out in your own post. Each item is followed by "\$0".



You have a unique opportunity here to help people and lift people up.

# HAVE FUN



Hop on social media trends and have some fun! It's easy to tie them back into the design industry.

# FREE SOCIAL MEDIA CONSULTATIONS

- ▶ If you have any specific, further questions about posting on social media at this time, Metter Media is offering free consultations!
- ▶ Email us at [info@mettermedia.com](mailto:info@mettermedia.com) to set yours up



## EVERY BUSINESS HAS A STORY.

Let us work hand-in-hand with you to tell it online.

**QUESTIONS?**

# THANK YOU!

Please let us know if you have any questions.

