RURAL AMERICA IS A REMARKABLE PLACE.

IT'S TIME TO TELL THE WORLD.
Social Media Marketing
Social Media Marketing

A Look Back
How We’ve Changed
Who’s Using What
Connecting with Your Audience
A Look Back
1985

34 years ago
1985 Mass Communication
25 years ago
1994

The Internet
Netscape
2019

Fractured Communication Channels
Niche Marketing
Mobile is a Must
Online Presence
  • brand building
  • customer service
  • online shopping
A Look Back
How We’ve Changed
Who’s Using What
CHOOSING THE RIGHT CHANNEL

WHO IS YOUR Audience?

18-29  30-49  50-64  65+

www.remarkablyrural.com  |  remarkablyrural@jenrusfreelance.com
MONTHLY ACTIVE USERS

- Facebook: 2.23 billion
- YouTube: 1.9 billion
- WhatsApp: 1.5 billion
- Messenger: 1.3 billion
- Instagram: 1 billion
- Twitter: 335 million
- LinkedIn: 294 million
- Snapchat: 255 million
- Pinterest: 250 million
88%  78%  64%  37%

18-29  30-49  50-64  65+
A Look Back
How We’ve Changed
Who’s Using What
Connecting with Your Audience
Tips and tricks
In-depth guides
How-to
Company insights
Ask questions
Lots of first timers coming to the Kanopolis Drive in Theater this weekend. Awesome, yes. Thank you, definitely! Here are some of the questions we heard this week (and answered) to hopefully make your evening here great.

1. Can I spend the night on the lot after the show ends?
   No. All vehicles must leave the theater immediately after the show ends.

CLICK HERE AND READ THIS, PLEASE!

1. Gates open at 7 pm. Not 8 pm like before...the sun sets sooner now, so we start sooner than in the middle of the summer.
2. The movie soundtrack is broadcast on 101.1. We have portable FM radios in the concession stand! Or bring your boombox from 1985. Either way is cool.
3. No checks. Czechs are fine. We're Czech. Cash or card only. And no checks from Czechs, we don't care how closely related you are to us.
4. Bring LAWN CHAIRS or BAG CHAIRS!
5. NO PETS. Leave Toto at home.
PHOTOS

100% more engagement than text only.

35% more engagement than text only.

100 Million photos/video uploaded DAILY.
February 1st through 14th all heart paperweights that are originally priced at $39 will be on sale for $30!

The big game is this weekend - are you ready? We have everything you need for a delicious party tray, like homemade Bologna and a variety of cheeses, including our easy-to-grab cheese curds in nine flavors. Come see us this week!
Brant's Market
December 22, 2018

On the twelfth day of Christmas, all fresh cut steaks and pork chops are 10% off! No holds - first come, first serve in the store. We have T-Bones, Ribeyes, Strips, and Bone-in Pork Chops. Any of these would make a delicious Christmas dinner!

Kansas City Royals
8 hrs

Chocolate + flowers 😍
A surprise visit from Sluggerrr! 😍😍
That’s right, Valentine’s Day Sluggerrrs are BACK!

atmlb.com/2TmZE2v

12TOMATOES.COM

How to make New York Style Cheesecake like a pro!
We normally order this at a restaurant, but our homemade version was...
VIDEO

2nd Largest Search Engine

Live video viewed 3x longer than recorded video

82% prefer live video to a regular post.
80% prefer live video to reading a blog.
87% want behind-the-scenes videos.
Another edition of things you didn’t know you needed!
ASK QUESTIONS

Related to your business/organization.
Not related to your business.
Current (non-confrontational) events.
Completely “out of the blue” topics.
What's your favorite kind of pie? #PIE #yummy #fruitvscream #everyonelikespie #smalltown #remarkablyrural

MY FAVORITE KIND OF PIE IS _____

{FILL IN THE BLANK}
CREATE EVENTS

Increased ticket/registrations
Constant reminders
See friends who are interested
FB shows suggested events
FB shows events near you
87% want behind-the-scenes videos.
GO BEHIND THE SCENES

Team-building content shows your team works well together.

Funny content creates an emotional connection with your audience.

Personal content shows that you’re relatable.
Establishes Credibility
Builds Relationships
Stories Capture Attention
BE AN EXPERT

Establish Credibility
Show off your skills
Show off your products
Show off your knowledge
Show people how to do things

When they have questions…
you’ll come to you!
WHEN TO POST?

Think About Your Audience
Mid Week - Mid Day
When You Are Able to Interact
Timely Posts
It's Bierock Day!!! And we have Green Bean & Dumpling Soup too!

Look at this amazing pastrami Reuben made specially at A Taste Of Katz's in Brooklyn! Thanks @befatbehappy for the awesome picture! @dekalbmarkethall 😊
WHAT’S NEXT?

Who is Your Customer?
What Do You Want to Achieve?

Choose a Social Media Platform.
Create a Strategy.

Build Relationships!
Social Media Marketing

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