



## Nick McDonald: The Future of Social Media

Likeable<sup>o</sup>Lab

**1997 -  
Learn  
Chinese**

**2000 –  
learn  
compute  
rs**

**Mad cow  
will kill us  
all**

**Bird flu  
will kill  
us all**

**Facebook  
is dying**

**2008 –  
The GFC  
will end  
money**



**Be a  
YouTuber**

**Be an  
influencer**

**Be a  
podcaster**

**You NEED  
Video**

**What's  
next?  
What's  
current?**

**And after  
that???**

# What is the future of social media?

It is not often what you hear most about...

**Video?**

**Influencers?**

**Mobile?**

**Voice?**

**Privacy  
and  
security?**

**Virtual  
Reality?**

**Stories?**

**The most  
important  
is not on  
this list...**

**Future trends to  
watch...**  
or disregard

Phone

Mail

What can I help you with?

**Video is here.  
Voice is the  
future.**

**Think podcasts,  
Siri, Alexa...**

**Voice search –  
could it  
overtake text  
search?**

**Video is  
important, but  
leave the  
Facebook vs  
YouTube battle  
to them**

**Truth is you  
need a mix of  
video, traffic,  
engagement...  
and  
increasingly  
consider voice**



**Influencers?**

**Be cautious**



**Mobile?**

**100% yes**



Privacy?

Make that  
private chat





**Stories?**

**BIG yes**

# The MOST important by far

... this is the future

**Add value first**

Earn the right to  
sell... later

And then run ads on your value adding content... not just your sales content

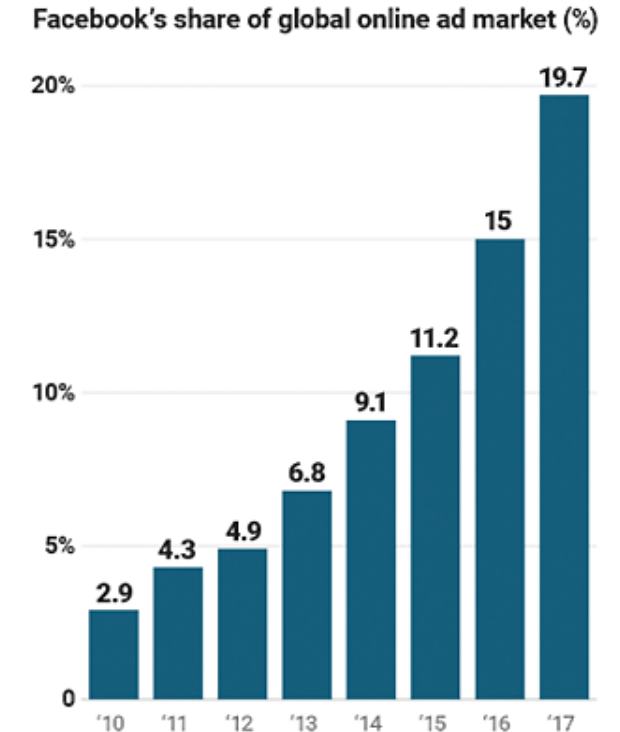
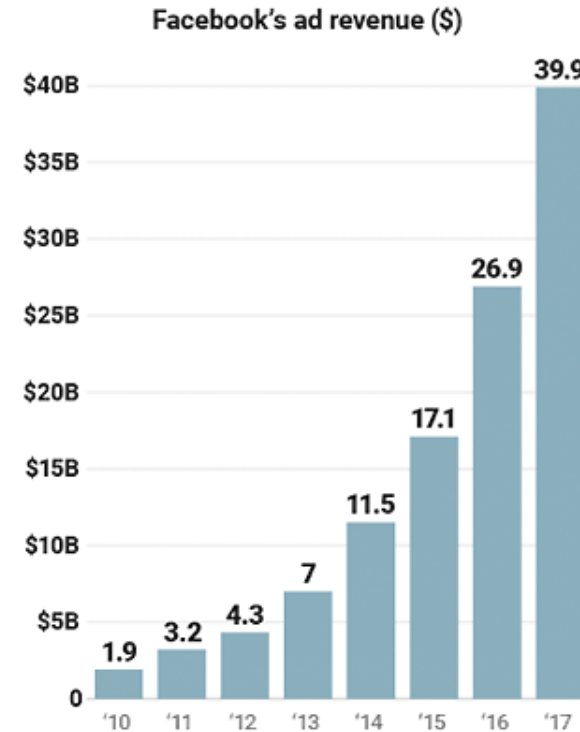
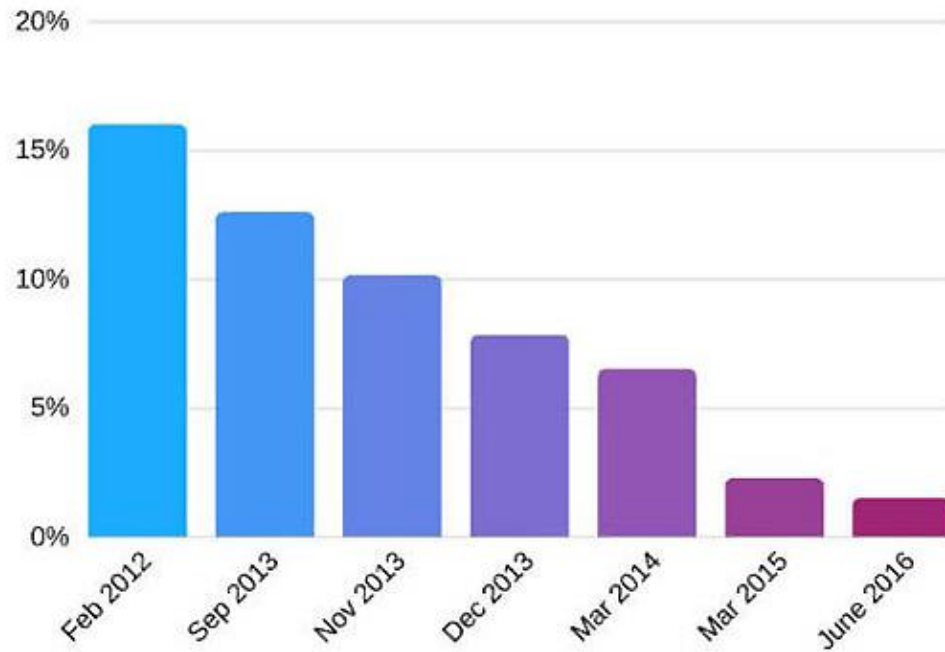


**Content is dead**

...

**Without ads**

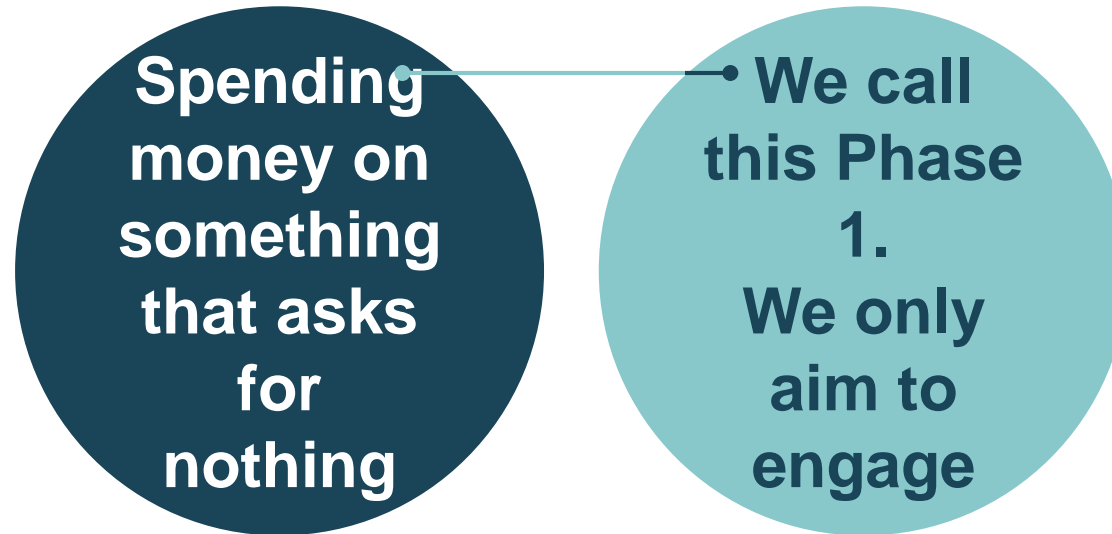
# Facebook Organic Reach vs Share of Ad Revenue



statista | BUSINESS INSIDER

# Create Ads that showcase your content...

...but ask for nothing



Your goal for Phase 1 is to engage and build a digital relationship – we want a click, like or comment – but no more.

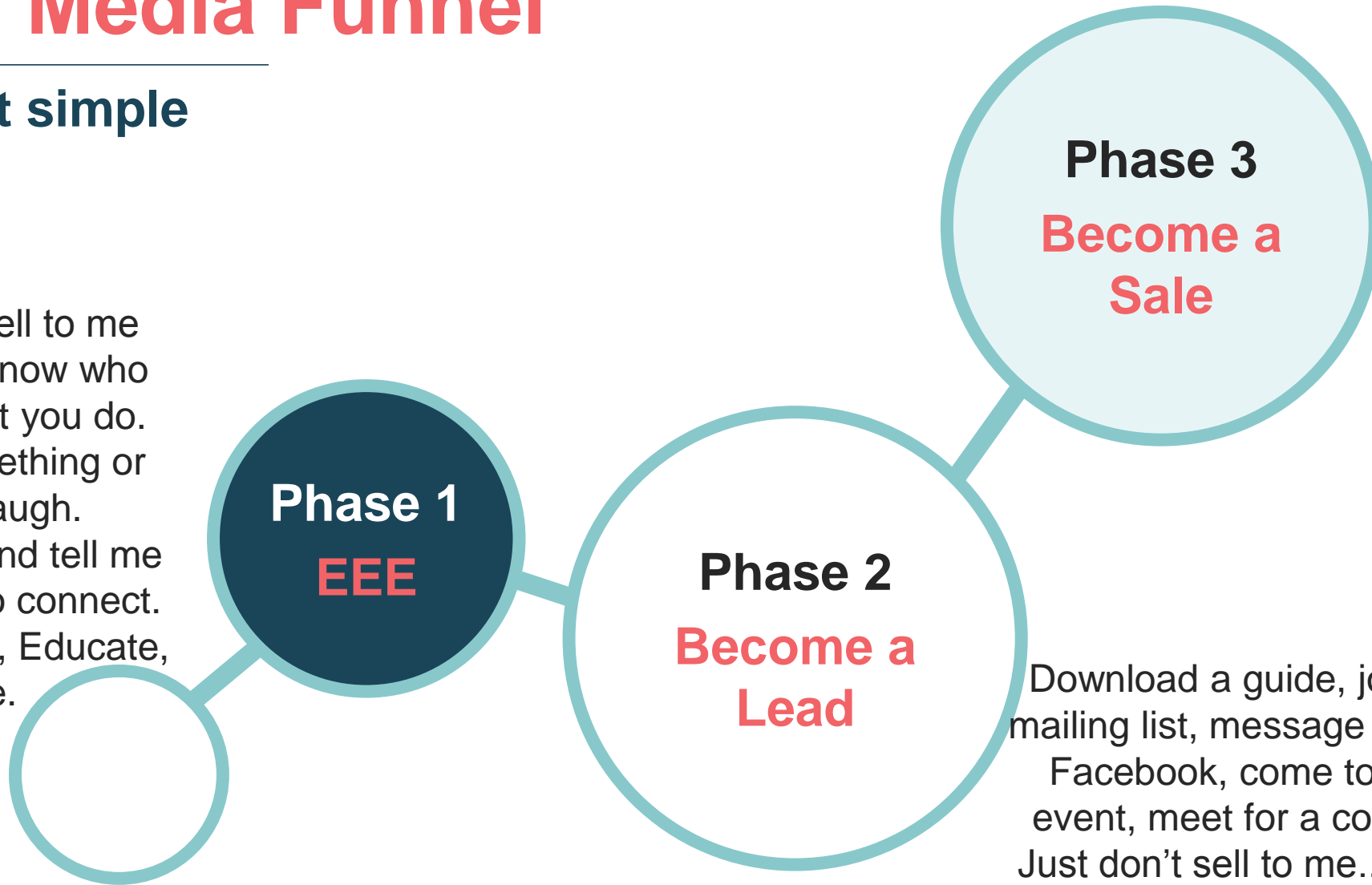
Entertain, educate, humour... just DON'T sell.



# Social Media Funnel

## Keeping it simple

Please don't sell to me before I even know who you are or what you do. Teach me something or make me laugh. Or just say hi and tell me why you want to connect. EEE = Entertain, Educate, Engage.



Now I like you and know you and trust you. If you sell to me, I may well respond. I almost certainly won't be offended.

Download a guide, join a mailing list, message us on Facebook, come to an event, meet for a coffee. Just don't sell to me... yet!

# Engagement Content


**Body In Motion Health**  
Published by Likeable Lab [?] · 20 September · 🌐

Woah! What a tournament!

- 🏆 23 sports
- 👥 368 schools
- 👨‍🎓 11,500 students
- 📣 7 million whistles blown!!\*
- ✅ 2,769 injuries or advice, sorted.

We are blown away by the size and the standard of this year's AIMS Games. The effort and organisation that goes into this partnership is truly outstanding, and something we should all be proud of. Bring on next year!

\*errr, this is an absolute guess.



**Body In Motion Health**  
Physical therapist [Learn More](#)

<b>3,900</b> People reached	<b>375</b> Engagements	<a href="#">Boost Post</a>
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👍👍👍 Roly Kimiora Williams, Graeme Simpson and 54 others · 2 Comments

**3,900** People Reached

**58** Reactions, comments & shares

<b>50</b> Like	<b>50</b> On post	<b>0</b> On shares
<b>6</b> Love	<b>6</b> On post	<b>0</b> On shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**317** Post Clicks

<b>274</b> Photo views	<b>4</b> Link clicks	<b>39</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

**Likeable Lab**  
123 followers  
2w

Good move **Chiefs Rugby Club**. You're onto a winner!

**#waikatochiefs #likeablelab #rugby**



**Chiefs Odds = \$7.50**

**Beaver's Back**

**Chiefs Odds = \$1.10**


**Likeable Lab**

9 Likes

[Like](#) [Comment](#)

Sponsored impressions: **2,278** Impressions [Show stats](#)


# Traffic Content

 **Body in Motion Health**  
85 followers  
1mo

When it comes to keeping active, intensity is the key. As little as 15-30 minutes of moderate-intensity activity on most days of the week can slow the aging process and assist general health.

This can include brisk walking, swimming, bike riding or even mowing the lawn!

For those who are physically limited, try finding a pattern and routine of exercise that's achievable to maintain long-term. Your body will thank you for it!



**Physio, Rehab & Pilates Tauranga, Mount Maunganui, Papamoa**  
bodyinmotion.co.nz

6 · 1 Comment

Like Comment

Sponsored impressions: 1,651 Impressions Show stats

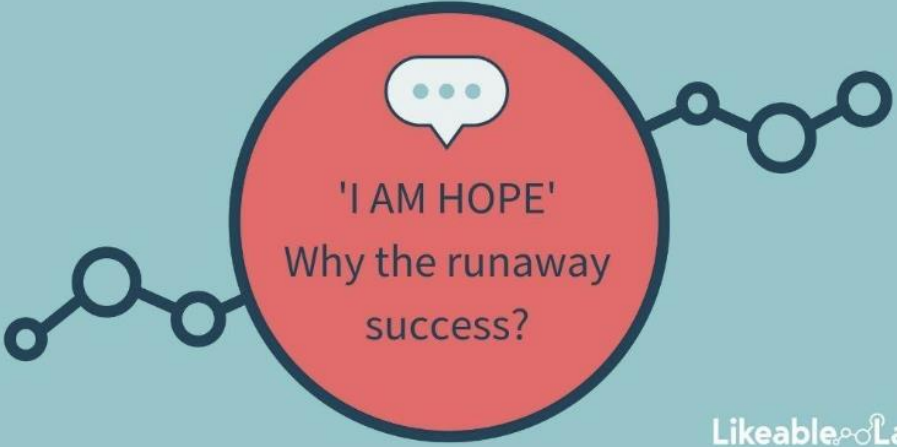
 **Likeable Lab**  
123 followers  
4d

@Kiwibank's 'I am Hope' Facebook campaign has pledged \$100,000 for Mike King's #gumbootupnz, to offer young Kiwis free counselling.

What is it that makes some social media campaigns fly, while others barely get off the ground?

Find out in our latest blog. 📌

#campaigns #facebook #socialmedia #likeablelab #iamhope



**'I AM HOPE'**  
Why the runaway success?

Likeable Lab


'I AM HOPE' - why the runaway success? | Likeable Lab  
likeablelab.com



# Video Content

**Body in Motion Health**  
Published by Likeable Lab [?] · 19 hrs · 🌐

Three of our staff set themselves long term goals of running the Auckland Marathon. Last weekend, they completed their goal!  
Congratulations to Dee, Scott and Jacob for some fantastic times. Also a shout out to Suzaan for doing the half-marathon!  
Injuries and soreness are common with training for events like these, and we know this first-hand. With a good treatment and rehabilitation plan, we can help get you to that finish line!  
Get in touch to find out how we can help you with a plan to achieve your goals.



**ASB Auckland Marathon 2019 - Teaser Clip**  
01:04

4,807 Views

**Auckland Marathon**  
20 October at 19:10 · 🌟

Congratulations to all of you who took part today! You all did amazing and we loved seeing you achieve your goals.  
A massive thank you to our sponsors, supporte...  
See more

**204** People reached    **28** Engagements    Boost Unavailable

Sue Page, Amy Illingworth and 12 others    1 Comment

Like    Comment    Share

**Performance for your post**

**204** People Reached

**73** 3-second video views

**15** Reactions and comments

**13** Like

**1** Love

**1** Comments

**13** Post Clicks

**0** Link clicks    **13** Other Clicks

**NEGATIVE FEEDBACK**

**0** Hide post    **0** Hide all posts  
**0** Report as spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

Reach and awareness or leads and sales - what is your social media goal?

#socialmedia #likeablelab #leads

## 'Reach and Awareness' VS 'Leads and Sales' Which one do you want?

But first my story, from Trade With Precision to Likeable Lab...



**Likeable Lab**

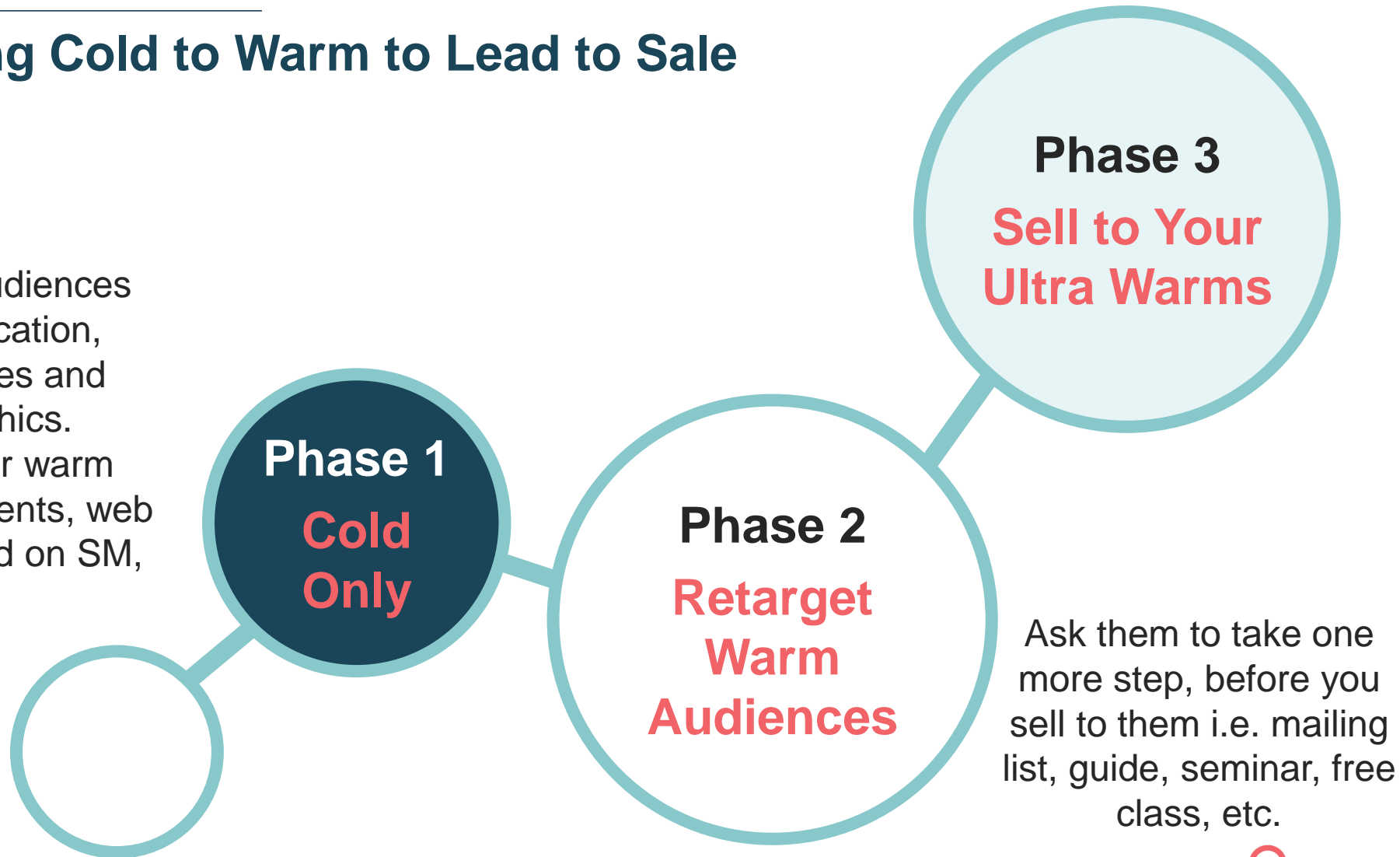
What is your social media goal?

5 Likes    Screenshot

# Earning the right to sell

## Converting Cold to Warm to Lead to Sale

Target new audiences based on location, interests, titles and demographics.  
**Exclude** your warm audiences – clients, web traffic, engaged on SM, etc.



Ask them to take one more step, before you sell to them i.e. mailing list, guide, seminar, free class, etc.

# Summary

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Getting value from social media now and in the future

Be careful  
of  
hindsight  
logic

Decide  
where your  
clients are

Target with  
value  
adding  
content. Use  
ads to reach  
audiences

Once  
warm, ask  
them to  
become a  
lead

Sell to  
your  
warmest  
prospects  
only

**Never “sell” to cold prospects.**

**Engage first.**

**Earn the right to sell. This is the future of “social”  
media**

# Likeable Lab

Thanks!



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