



FBA NA

FURNITURE BANK
ASSOCIATION OF NORTH AMERICA

CONFERENCE 2014
TACOMA, WA

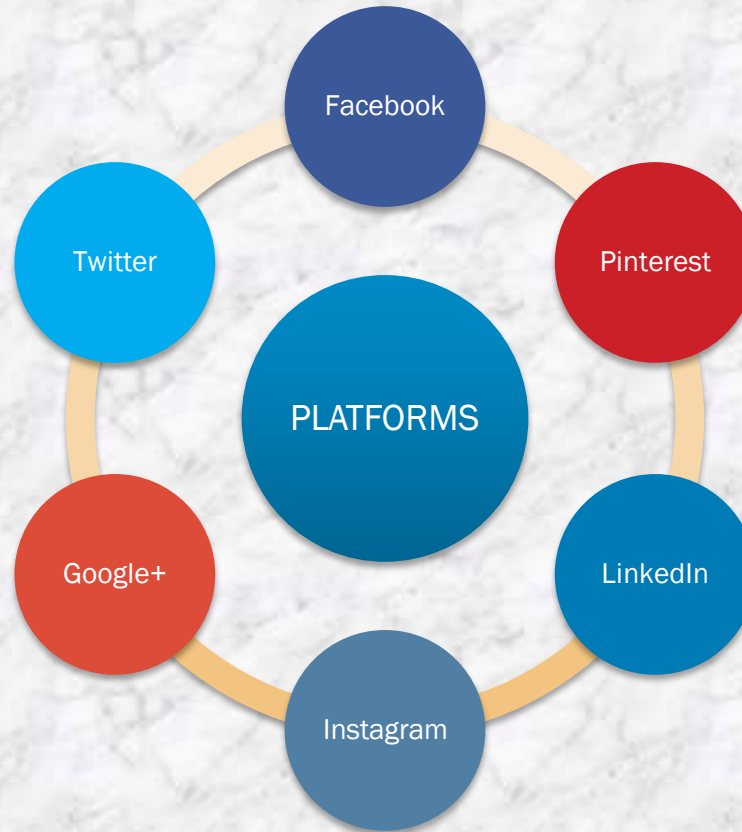
Communications and Social Media

Guest:

Trevor Park

Columbia Bank, Tacoma, WA

THINGS TO KNOW



GOALS

WHY SOCIAL MEDIA?

- **More Sales**
- **More Customers**
- **More Exposure**
- **Be An Expert**
- **Be Known/Famous**
- **Expand Audience**

SUCCESS

HOW WOULD YOU DEFINE SUCCESS?

Is Your Goal:

^ SITE TRAFFIC |

^ FOLLOWING |

^ INTERACTIONS |

^ REVENUE |

^ SITE TRAFFIC:

Unique Visitors From Promoted Links

|| Google Analytics + Facebook Insight + Hootsuite Tracker

SUCCESS

HOW WOULD YOU DEFINE SUCCESS?

Is Your Goal:

^ SITE TRAFFIC |

^ FOLLOWING |

^ INTERACTIONS |

^ REVENUE |

^ FOLLOWING:

of Subscribers

|| Google Analytics + Facebook Insight + Hootsuite Tracker

SUCCESS

HOW WOULD YOU DEFINE SUCCESS?

Is Your Goal:

^ SITE TRAFFIC |

^ FOLLOWING |

^ INTERACTIONS |

^ REVENUE |

^ INTERACTIONS:

Quantity & Type of Commentary

|| Facebook Reviews + Google Reviews + Yelp Reviews

SUCCESS

HOW WOULD YOU DEFINE SUCCESS?

Is Your Goal:

^ SITE TRAFFIC |

^ FOLLOWING |

^ INTERACTIONS |

^ REVENUE |

^ REVENUE:

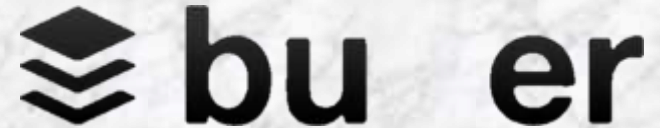
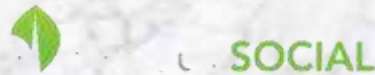
\$ Value of Every Lead a Like/Follower/Post Generates

|| some weird combination of math

TOOLS

WHY WORK HARDER?

There are numerous programs that are out there which can help



KEY COMPONENTS

COMMUNITY + CONTENT + CONSISTENCY

- PRODUCT
- BRAND
- WEBSITE
- AUDIENCE
- VOICE
- SOCIAL MEDIA

PRODUCT:

WHAT ARE YOU SELLING

|| PROGRAMS + PHYSICAL PRODUCTS + EXPERIENCE

KEY COMPONENTS

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BRAND:

WHAT IS THE APPEAL / FLAVOR / STYLE

|| PACKAGING + DESIGN + EXPERIENCE + UX

KEY COMPONENTS

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WEBSITE:

THE MAIN HUB – GROUND ZERO

|| ALL PLATFORMS SHOULD POINT HERE

KEY COMPONENTS

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- VOICE
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AUDIENCE:

WHO WANTS IT + WHO DO YOU WANT TO REACH

|| ALL COMMUNICATIONS SHOULD POINT HERE

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- AUDIENCE
- VOICE
- SOCIAL MEDIA

VOICE:

HOW DO YOU MARKET YOUR PRODUCT / BRAND

|| ONE VOICE <OR> MANY VOICES

QUESTIONS

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