



WORKSHOP: SOCIAL MEDIA TACTICS FOR SMALL & LOCAL

MR. DIEDERIK KEMMERLING THE LAB



KAMER VAN KOOPHANDEL EN NIJVERHEID ARUBA





Who am I?

Diederik Kemmerling

The Lab Aruba



The Lab Curacao





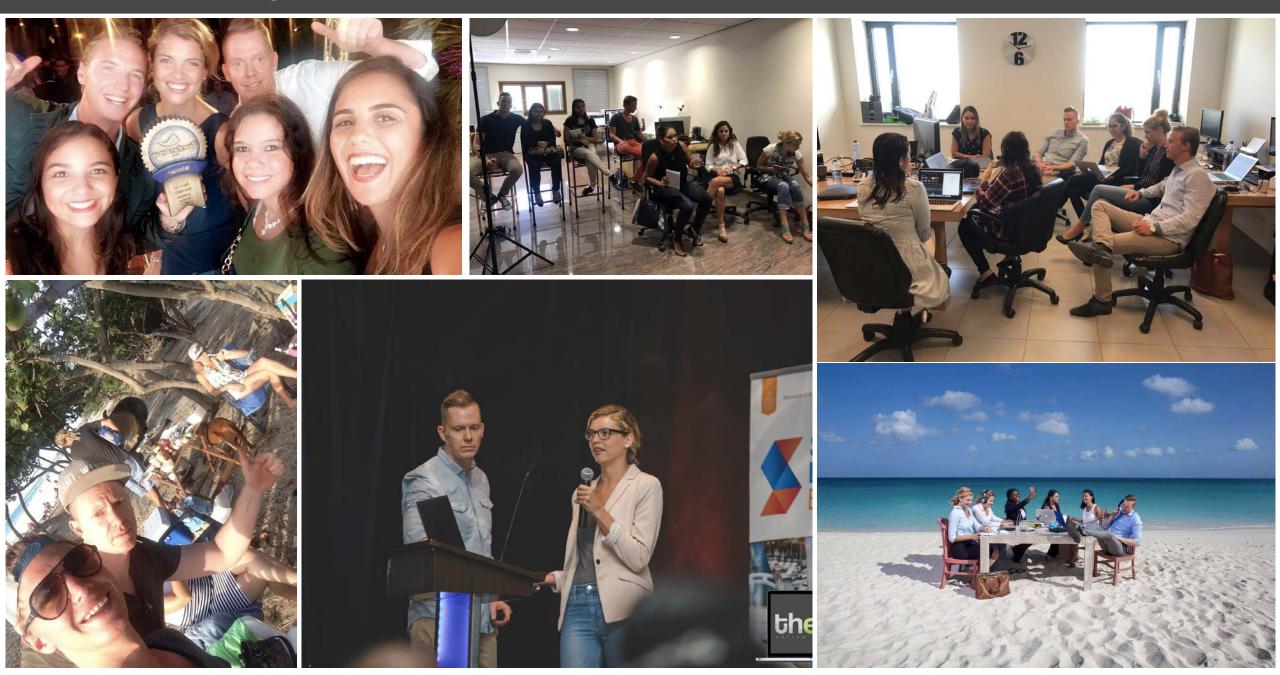




Best in Business 2017



Diederik Kemmerling



Past Experience



Diederik Kemmerling

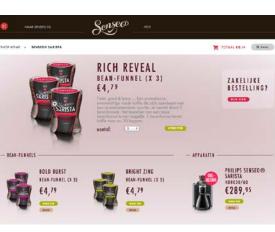
E-Commerce & Online CRM Manager Douwe Egberts - Founder www.StagesAruba.com www.Internet-Marketeer.org Utrecht Area, Netherlands | Marketing and Advertising

Current	D.E Master Blenders 1753, www.StagesAruba.com
	Care Las VE Conservation

- Previous Sara Lee, VF Corporation
- Education International Business & Languages at Hogeschool van Utrecht









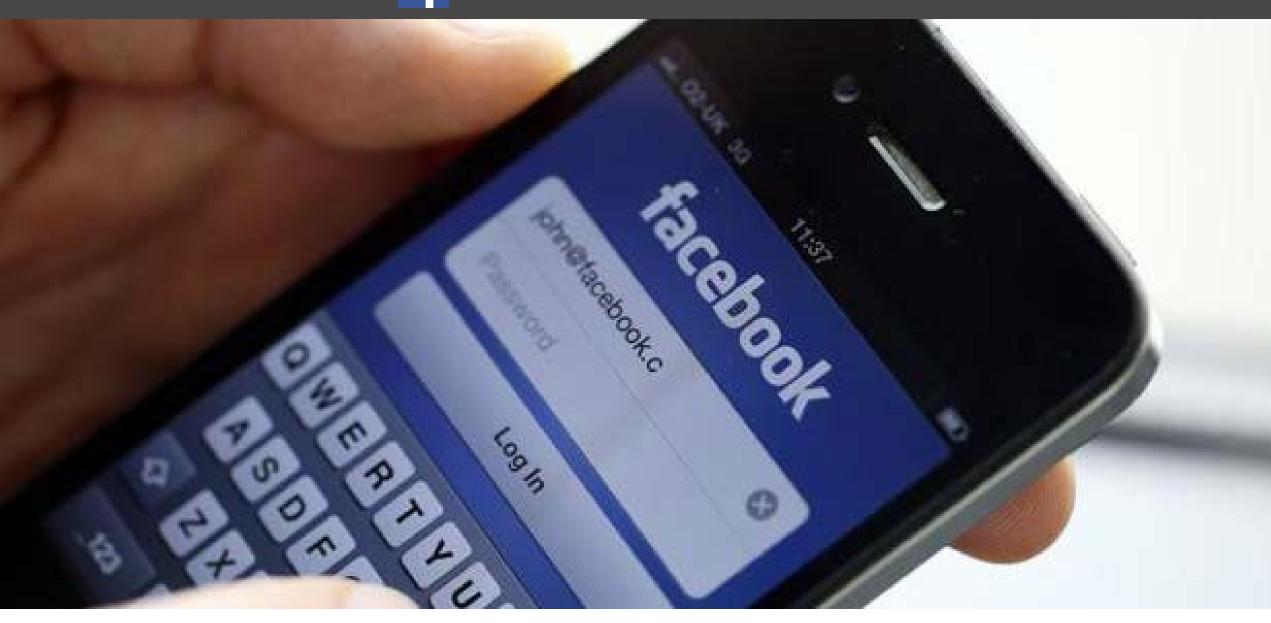






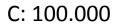
?

? % of all Internet users are on **f**?



How many active Social Media Users do we have in Aruba?

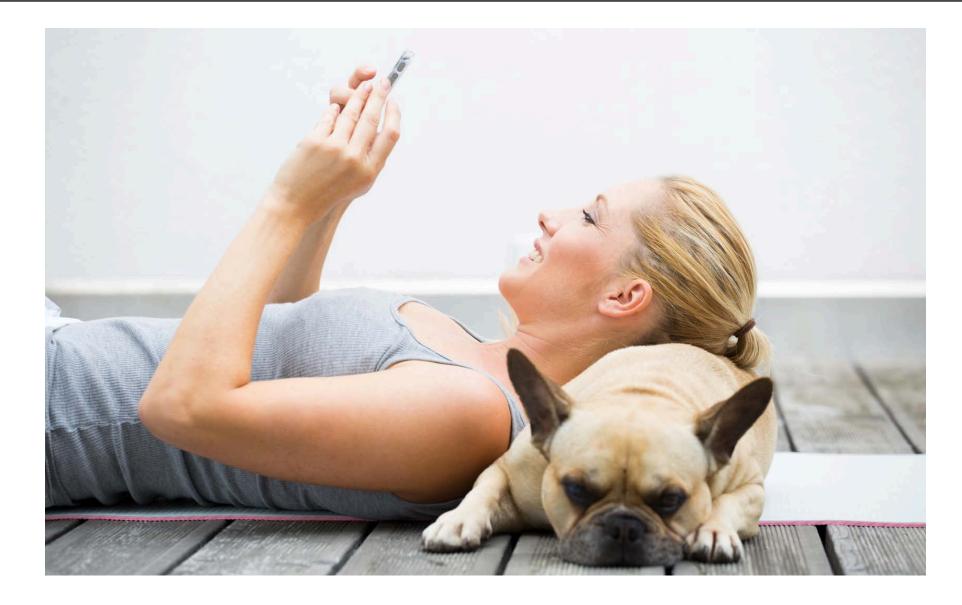




What % of users access **f** from a smartphone?



Users Spend ? Minutes Daily on



What is the fastest growing age bracket on ?



How many hours do you spend doing each of the following? Base: Online Adults (Online Weekly or More)

18-24 25-34 35-44 45-54 55-64 65 & older

Reading paper newspapers (not online)	0,9	. 1,2	.1,3	. 1,5	. 2,74,2
Reading paper magazines (not online)	0,8	. 1,2	1,2	.1,0	. 1,61,9
Reading books in print	2,2	. 2,1	2,6	. 2,3	. 2,93,6
Watching TV on a TV (not online)					
Listening to the radio (not online)					
Playing video games (not online)					
Traditional media					
Reading media content (online)					
Reading eBooks (online)	1,0	. 1,2	.1,1	. 1,0	. 1,21,2
Watching TV (online)					
Listening to audio (online)				· •	
Playing online video games					
Using the internet					
Digital media					

How Marketing has changed – 3000 impressions per day



How Marketing has changed

How was your visit?

When you get home, please review us on TripAdvisor. www.tripadvisor.com/reviewit

Thank you for your honest feedback.

or tripadvisor*

Each month, more than 50 million travelers* come to TripAdvisor and use our 60 million reviews and opinions to plan and have the perfect trip. Add your voice to the community!

* Source: comScore Media Metrix, Worldwide, January 2012

Reviews you can trust

Reviews at a glance NEW! I found this helpful O yes O no

- Pool area (188)
- Very nice (147)
- Other hotel (135)
- Fountain view (131)
- Room service (116)

- Spa tower (102)
- Lake view room (77)
- · First time (71)
- Well worth (54)
- Cirque du soleil (52)

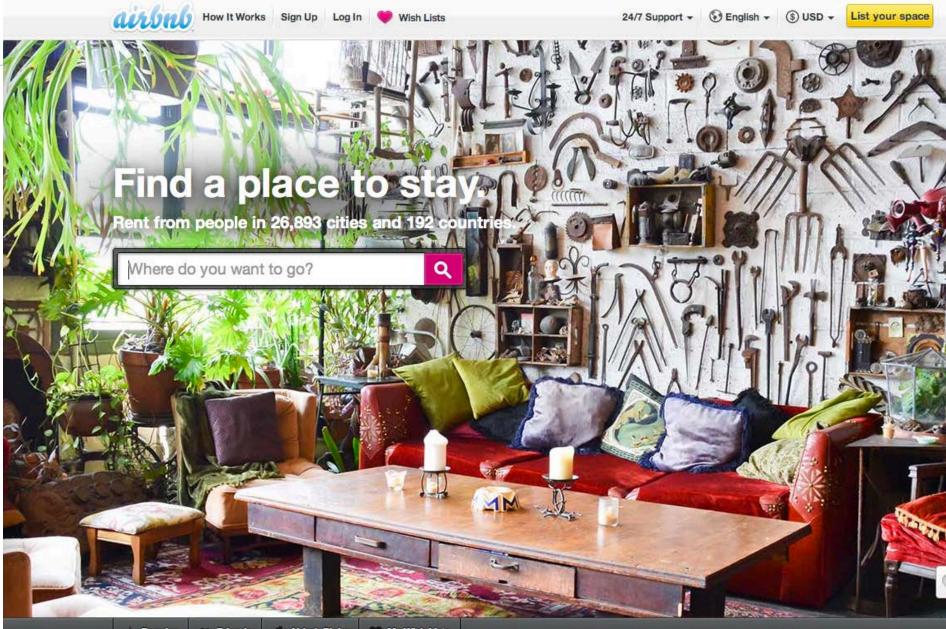
Show reviews by trip type and rating

All reviews (4,396)
 Business reviews (330)
 Couples reviews (1,925)
 Family reviews (383)
 Friends getaway reviews (391)
 Solo travel reviews (112)

Excellent	2605
Very good	937
Average	397
Poor	257
Terrible	172

Is this hotel right for you? Get your friends' opinions (we'll explain how)

How Marketing has changed



How Marketing has changed



Social Media platforms

Solution Provide States of the second **۳ E in** S 23 G+

Facebook



FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS



THOUSAND



+12%

ANNUAL CHANGE IN

FACEBOOK USERS

vs. JANUARY 2017



91%

PERCENTAGE OF

FACEBOOK USERS



53%



47%

Instagram

JAN 2018

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER

ACTIVE INSTAGRAM

USERS AS A PERCENTAGE



TOTAL NUMBER OF MONTHLY ACTIVE INSTAGRAM USERS

OF TOTAL POPULATION

46%

we are social FEMALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS

55%

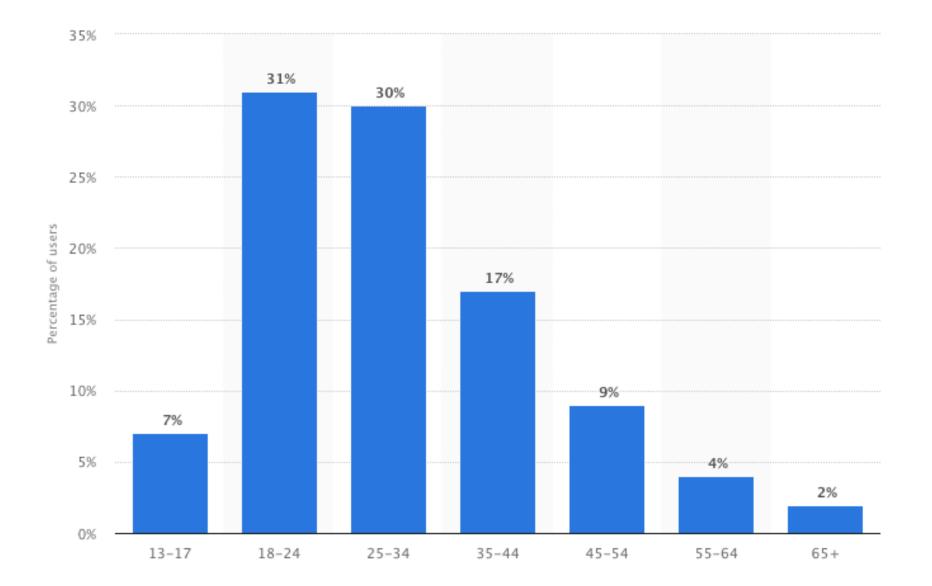
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MALE USERS AS A PERCENTAGE OF ALL ACTIVE INSTAGRAM USERS



49.00 THOUSAND

Instagram



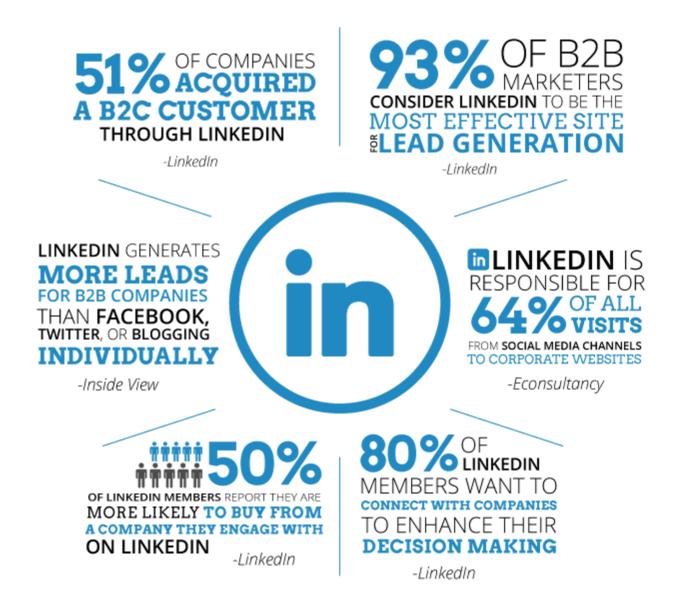


Instagram

LinkedIn



AGE





Month:	Day:	Date:	Category:	Explanation:
				E atletanan di Special Olympics Aruba a regresa y a demostra un energia positivo inmenso y nan a triunfa! Digicel Aruba ta sumamente orguyoso di ta un amigo y sponsor fiel di Special Olympics Aruba y ta hopi contento cu esfuersonan y prestacion di tur e 26 atletanan cu a representa Aruba na e World
April	Thursday	6	Sponsoring	Games na Los Angeles siman pasa. Team Aruba ta #1 di Caribe!
	Friday	10	Fun	Remember that moment you turned off your morning alarm? #TGIF NEW! - We've redesigned the My Digicel App and added a few extra features. Get the free MyDigicel app to access your Digicel information while on the go! MyDigicel App makes it easy and quick to manage your Digicel account from your device and includes: - All aspects of your Digicel Account - View Account Balance, Activate Plans and Subscriptions - Send credit - Catch up with Digicel's latest promotions and news View Digicel's Twitter and Facebook streams All of these directly from your Android phone! You can get it here> https://goo.gl/U1ImsP
	Thursday	13	Did you know?	Need to top up your credit but too far from a Digicel retailer? Need a new prepaid Local or Tourist Sim card? Do not worry, we are always trying to make your life easier. Did you know that you can Top Up your Digicel credit and buy a Sim card at any of the 6 MEDIQ Botica's. Just give them your number and they will automatically recharge your cellphone with the amount that you wish for. Talk about convienience!
	Monday	17	Treasure hunt	Especially for our clients, Digicel wants to take you to an extraordinary upcoming event! Here at one of our Digicel stores Arantxa has 2 FREE Cirque Ambiente tickets reserved especially for you! The first person who comes to pick them up will get them. Cache, Buleria, Ataniro, Nutzbeatz and more will be performing. So it is not something to be missed. Head out now and come get them at our Digicel storebut which one?
	Thursday	20	Fun	One of our true loyal clients, Carlito! We are proud to have him with us!
	Monday	24	Camera Tips	How to take the best pics with your cell? Tip 1 - Avoid Using the Digital Zoom! As tempting as it might be to zoom in on your subject when taking your picture, if the zoom is a 'digital zoom' it will decrease the quality of your shot to use it (you'll end up with a more pixelated shot)
	Friday	28	Quizz	Win 2 FREE tickets to Cirque Ambiente! Take a look at this video and tell us where it was taken. The first person with the correct answer will win the two tickets. Cache, Buleria, Ataniro, Nutzbeatz and more will be performing, so don't miss this chance! We will only give one hint: a city in Holland. Good luck! ;-)



Social Topics	Explanation
Staff Stories	Short stories from Digicel employees
Day to Day situations	Pictures of stores, quotes, phones, employees, daily things
Commercial / Campaign	Campaigns, promotions, activities
Background information / Storytelling	Background information Digicel
Digicel Tips / Services / Insights	Usefull Tips (My Digicel App) / Digicel Services Website
Customer Spotlight	Digicel customers in spotlight.
Quizzez	Questions to increase engagement
Content Strategy	Facebook Pages
- Heritage / Personal	https://www.facebook.com/verizon
- Trendy / Modern	https://www.facebook.com/Hi?fref=ts
- Experience	https://www.facebook.com/kpn?fref=ts
- Brand Sympathy (foundations / services / promotions)	https://www.facebook.com/TMobile?fref=ts
- Insights / Services	https://www.facebook.com/VirginMobileUSA?fref=ts
- Promotions	https://www.facebook.com/uverse?fref=ts
	https://www.facebook.com/sprint?fref=ts
	https://www.facebook.com/cricketnation/timeline
	https://www.facebook.com/LGMobile
	https://www.facebook.com/boostmobile?fref=ts

Digicel



We were incom Available in our



190 vind-ik-leuks iii Vind ik leuk

Digicel **Digicel** (A Gepubliceer One of our true loy

777 vind-ik-leuks 27

/ Vind ik leuk

heeft 4 nieuwe fotc Gepubliceerd door Di

Durante e tremendo Speci ta gana medaya di Oro! Tr Digicel ta orguyoso di ta si Olympics cu ta tumando lu

Digicel Digicel (AW - Eng

Vertaling bekijken



315 vind-ik-leuks 5 reacties

Rea

Vind ik leuk

Digicel **Digicel (AW - Engels, AW** Gepubliceerd door The Lab - Dig Bewerkt [?] · @

Say "Hi" to a wonderful team memb strives to give the best customer se been with us for almost 5 years and at our Mainstreet branch with the gi



101 vind-ik-leuks 9 reacties

Reactie

/ Vind ik leuk

Reactie

/ Vind ik leuk

Digicel Digicel (AW - Engels, AW Sepubliceerd door Diederik Kerr

You like the control and simplicity of price of Postpaid? We have great n a new plan: Digicel Hybrid. Select a advantages of Unlimited Social Mec Visit our stores today!

Digicel Digicel (AW - Engels, AW - Nederlands, AW - Spaans, ...) 🔧 Gepubliceerd door Diederik Kemmerling [?] · 12 oktober · Bewerkt [?] · 🕘

The best phone and our best network ever. Boom! Switch to our new Hybrid plan Today!



Reactie

🍌 Delen

/ Vind ik leuk



Botica di Servicio Gepubliceerd door ledereen

Bin probecha di nos tremendo s Nos empleado nan se pa solamente FLS. 9.95. Su prij monitor e medicament FLS. 4.95. mas bo por cumpra cuminsa usa uno nobc medicamento of reme mes!

Vertaling bekijken

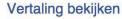


Botica di Serv

Gepubliceerd do

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25 vind-ik-leuks 5 reactie





Bugaloe Gepubliceerd door le

Boring Thursday? Imagine

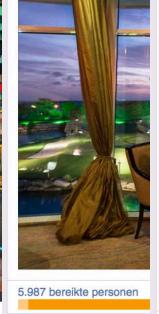


Restaurant Week was a restaurants with a plentifi savory dishes enjoyed ar enjoyed it and we look fo

Eat Local

Bewerkt · @

Time flies when you are I



/ Vind ik leuk

2 keer gedeeld

Rea

Susan Kruisselbrink-Toonen,

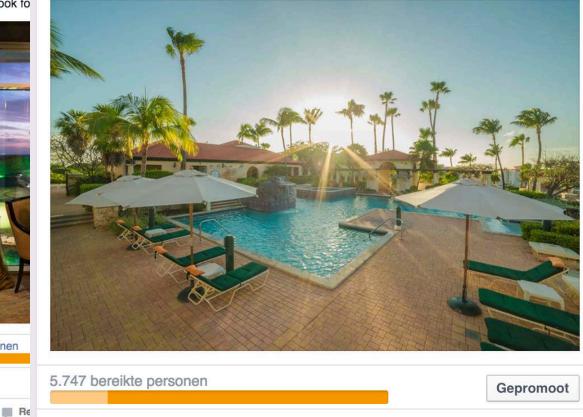
Overbeeke en 110 anderen v



Tierra del Sol Resort & Golf

Gepubliceerd door The Lab - Digital Marketing Agency [?] · 2 november om 12:00 · Bewerkt [?] · @

Have you been to our club house? It's definitely the place to relax! This is where comfort meets luxury.



142 vind-ik-leuks	1 reactie	13 keer gedeeld
-------------------	-----------	-----------------

Vind ik leuk

Reactie

A Delen

() –

8.073 bereikte personen



Botica di Servicio

Sepubliceerd door ledereen TheLab [?] · 20 juli · Bewerkt [?] · @

Kiko pa bo lo ta un motibo pa cambia pa un otro Botica? A. Bon servicio - No mester warda hopi, seguridad riba remedi/medicamento, conseho nan.

B. Localidad - Botica ta keda serca di cas/trabou

C. Tegoedbon, bonus point

E. Otro ...

Vertaling bekijken



6.804 bereikte personen			🖒 Resultaten bekijken
96 vind-ik-leuks 18			• -
i Vind ik leuk	Reactie	A Delen	



Super Food Plaza Aruba

Gepubliceerd door The Lab - Digital Marketing Agency [?] - 7 september om 18:24 - Bewerkt [?] - @

Which one is your dinner-in-a-hurry solution?





Current view 🙂

8.816 bereikte person

219 vind-ik-leuks 13 re

Wind ik leuk

Digicel Digicel Aruba met / Sepubliceerd door Died

You didn't forget anything be your "Roam Like You're Hon calls while roaming abroad a on by pressing *153#.

7.261 bereikte personen

93 vind-ik-leuks 3 reacties

React

Wind ik leuk



Gepubliceerd door The L [?] • 🛞

Savings made easier and life





Eat Local

1:18pm · 🚱

How do you like your meat done? 🔥 🍖 🔥

Published by The Lab - Digital Marketing Agency [?] · Septem

Eat Local August 8 · 🚱

Which one is your favorite? 😂 😂 😮



1.Keep posts brief, under 140 characters Long posts look like work (a huge turn--off).

2. Ask questions.

The best way to get the attention of your readers is ok to ask questions, or draw them into the topic in some way. Questions make people think and respond with comments-the ultimate goal of any successful social media sales strategy.

3. Write to one person, not a group.

Think that you are talking to a person, not a group. Even though you are speaking to entire network, only one person reads your words at a time. Keep your posts conversational by using personal pronouns and contractions and maintain a relaxed, friendly tone.

4. Avoid vague posts.

Write posts that clear, concise and contain enough to orient the reader. Vague posts are confusing and irritating.

5. Keep variety in your posts.

Don't post about the same thing every time, especially if no one is responding or interacting. Use all the posting tools at your fingertips: text, links, photos, videos. Mix up your text posts too, some personal, some value content, some fun, some current events.

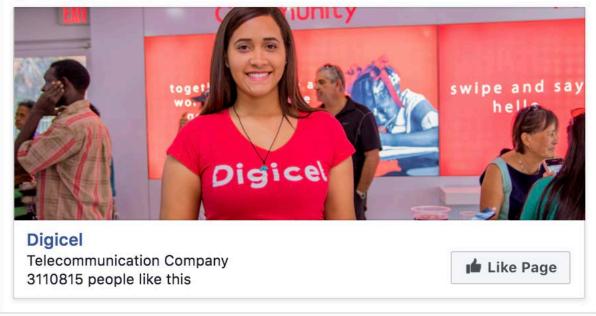
6. If you're not getting comments, take heed.

Facebook & Instagram Advertising options



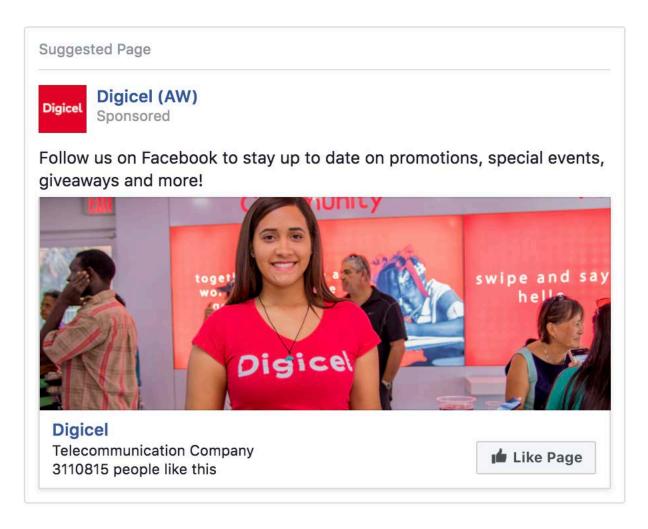
Suggested Page

Follow us on Facebook to stay up to date on promotions, special events, giveaways and more!





- They have great social proof they show pages your friends have Liked -- which makes you want to Like them too.
- they're the easiest ads to set up -- and tend to be the least expensive.
- they get your page instant exposure to new fans.



Facebook Advertising – Options – Website Click Ad



ъ**…**

Get your tour now with \$20,- discount using promo code 'TheLab' and be part of a challenging tour across the island, visit hotspots and take a swim at the Natural Pool.



Aruba's most challenging and fun tour to the hidden treasures. Call 582 5600 or Mail: info@abc-arub com

🕐 🔿 113

16 Comments 43 Shares

Book Now

Like

Comment 🔗 Share



ABC Tours & Attractions

Aruba's most exciting Jeep Safari tour. Join us to all hidden treasures Aruba has to offer, jump off a cliff, visit the caves and take a swim in the Natural Pool.



Choose any Jeep tour now with \$20,- discount when y... abc-aruba.com

🖸 6

Contact Us

2 Comments

Facebook Advertising – Options – Website Click Ad

9:07 -

Mark Benson Denz, Tito Laclé and 19 others ... have been to Willemstad, Netherlands Antilles.



Reserva el viaje de tus sueños en Booking.com. Rápido, seguro. ¡Precio mínimo garantizado!



volunteer photographers! WIND STREET and the second second 9 \equiv 8

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ABC	Sponsored · @	9

k	Attr	act	tions	;

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Get your tour now with \$20,- discount using promo code 'TheLab' and be part of a challenging tour across the island, visit hotspots and take a swim at the Natural Pool.

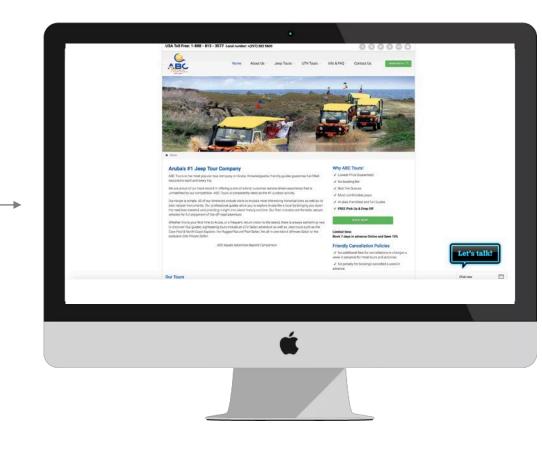


Aruba's most challenging and fun tour to the hidden Book Now treasures. Call 582 5600 or Mail: info@abc-arub com 113

Like

16 Comments 43 Shares

Comment



Facebook Advertising - Target

oelgroep		Help: kies je pu	
Aangepaste doelgroepen 👔	Kies een aangepaste doelgroep	Bladeren	
	Maak een nieuwe aangepaste doelgroep		
Locaties 🕖	Aruba Alle Aruba	publieksselectie is redelijk breed.	
	Een land, provincie, plaats of postcode toevoegen	Specifiek Breed Doelgroepdetails:	
Leeftijd 👔	18 - 65+ -	 Locatie - Woonachtig in: Aruba 	
Geslacht 👔	Alles Mannen Vrouwen	■ Leeftijd:	
Talen 👔	Voer een taal in	 Niet verbonden met: Super Food Plaza Aruba 	
	Meer demografische gegevens 🔻	Mogelijk bereik: 60.000 personen	
	Relatie >		
Interesses ()	Opleiding > Werk >	Suggesties Bladeren	
	Financieel >		
Gedrag 👩	Startpagina >	Bladeren	
	Generatie		
Meer categorieën 👔	Ouders >	Bladeren	
Connecties ()	Politiek (VS) Levensgebeurtenissen		
	Alleen mensen die zijn verbonden met Super Food F	Plaza Aruba	
	Alleen mensen die niet zijn verbonden met Super Fo	od Plaza Aruba	
	Geavanceerde opties voor connectiedoelgroepen		

Facebook Advertising - Target

Interesses zoeken	Suggesties Bladeren	
Bedrijven en sectoren	+	
Eten en drinken	+	
Familie en relaties	+	
Fitness en welzijn	+	
Hobby's en activiteiten	+	
Sport en outdoor	+	
	 Bedrijven en sectoren Eten en drinken Familie en relaties Fitness en welzijn Hobby's en activiteiten 	

Een aangepaste doelgroep maken

×

Kies het type doelgroep dat je op Facebook wilt maken.

Dit proces is veilig en de gegevens over je klanten blijven privé.

Klantenlijst

Paar e-mails, telefoonnummers, Facebook-gebruikers-ids of id's van adverteerders voor mobiel met mensen op Facebook

Websiteverkeer

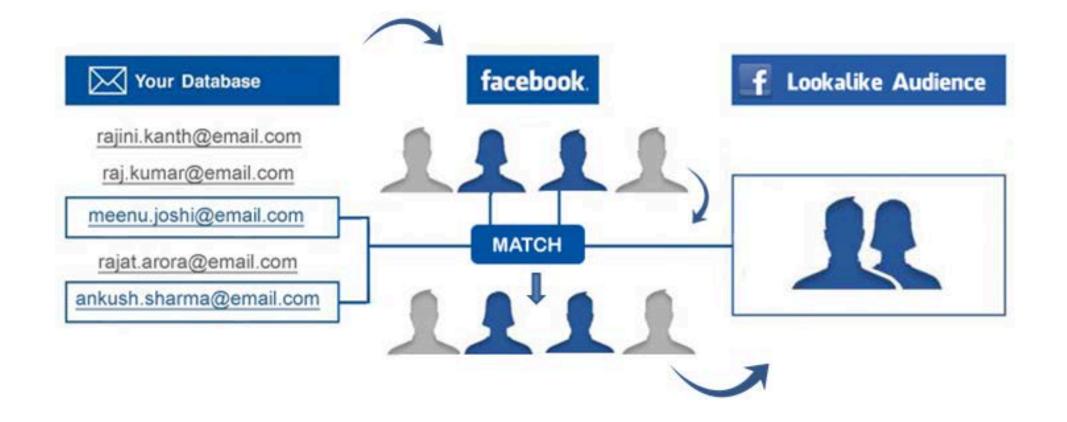
Maak een lijst van mensen die je website bezoeken of bekijk bepaalde webpagina's

App-activiteiten

Maak een lijst met mensen die iets specifieks hebben gedaan in je app of game.

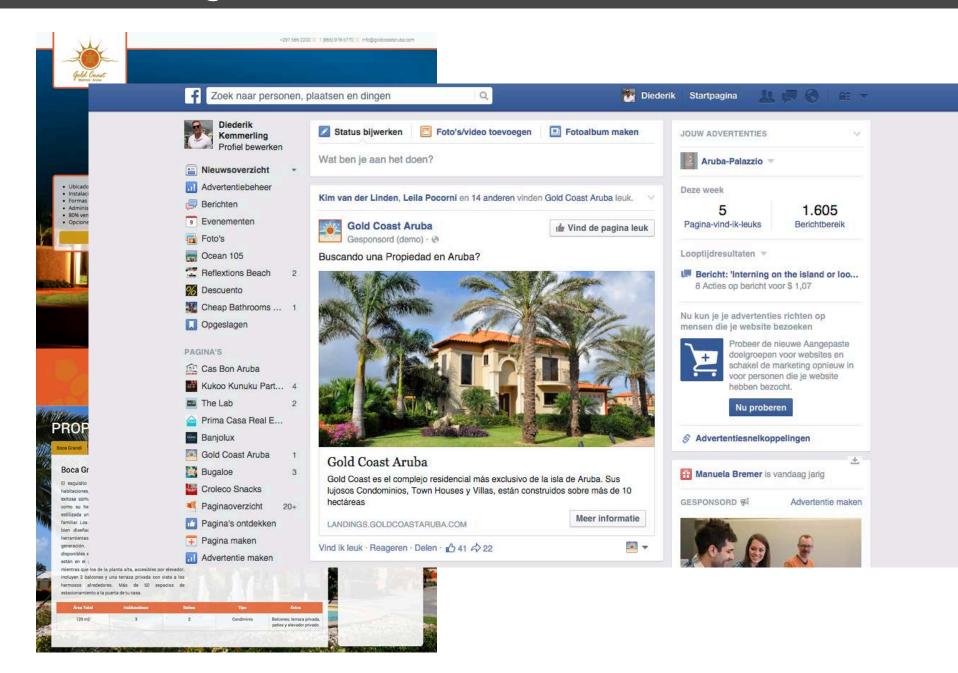
Annuleren

Facebook Advertising - Look a Like Campaigns





Facebook Remarketing



1. Ask Questions

Did you know that questions are one of the most powerful technique you could use to retain a person's attention?

2. Promise a Benefit

Benefits sell.

3. Create a Sense of Urgency

Urgency is an old sales technique that aims to give someone the reason to act now. It's related to emotional selling, unlike what many advertisers think about it, it cannot be imposed on a person. Every one of us has the sense of urgency in us. And the trick is to learn how to activate it in your target audience.

4. Stay Focused with One Call-to-Action

The best Facebook ads have a clear goal. Are you trying to increase brand awareness, get a lead, or sell a product? No matter what, your ad should have a clear call-to-action. - Start - Gain - Read - Save - Get - Achieve

5. Make It Personal

As weird as it might sound, people like looking at other people's faces on the web. When they feel like someone's gazing at them, they can't resist but to find out more. - Use Emojis - Write like how you write to a friend

6. It's All About YOU

Use ads that emphasizes that the offer is about you – not them, not your potential clients, but you.

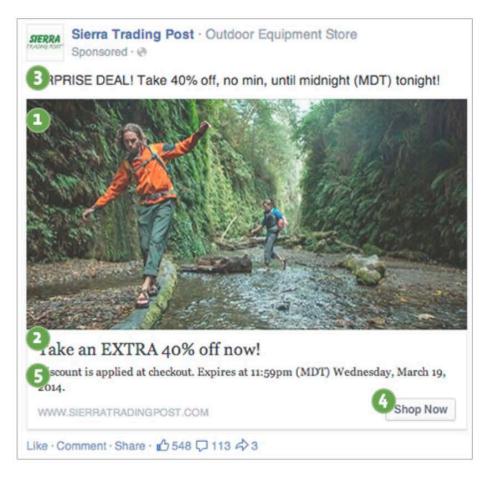
Link Ad Essentials

Overview

5 link ad essentials

There are 5 elements that make up an effective link ad. When combined, they all work together to engage potential customers.

- 1. **Image:** The images you choose have a big impact on how people respond to your ads, particularly in News Feed
- 2. **Headline:** A good headline grabs people's attention, but also tells them what the ad is about
- 3. **Text:** Tell people a bit more about your URL. Make sure to clearly explain what you're promoting.
- 4. **Call to action:** Include a call-to-action button, like Shop Now or Sign Up to tell people what you'd like them to do
- News Feed link description: Tell customers where they're clicking to and what to expect once they get there



Questions?



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