

ASISHOW™

Digital Expo

FEBRUARY 3-4 2021

Cold Sips & Hot Takes on 2021 Social Media Strategy

Vin Driscoll and Melissa Newman, M.S.



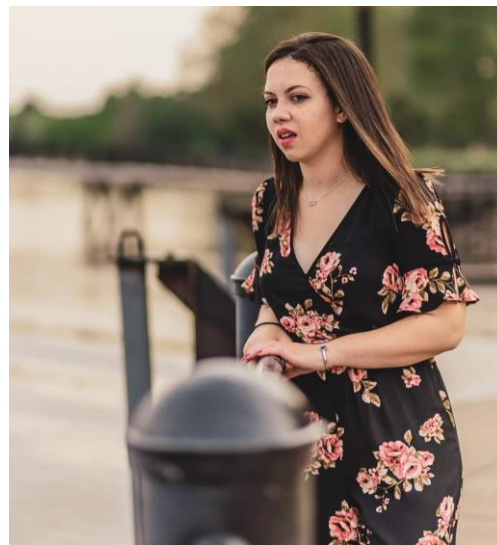
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Meet Your Instructors



Vin Driscoll
Digital Content Director



Melissa Newman, M.S.
Social Media Manager



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Giveaway Time



\$50 Amazon Gift Card!

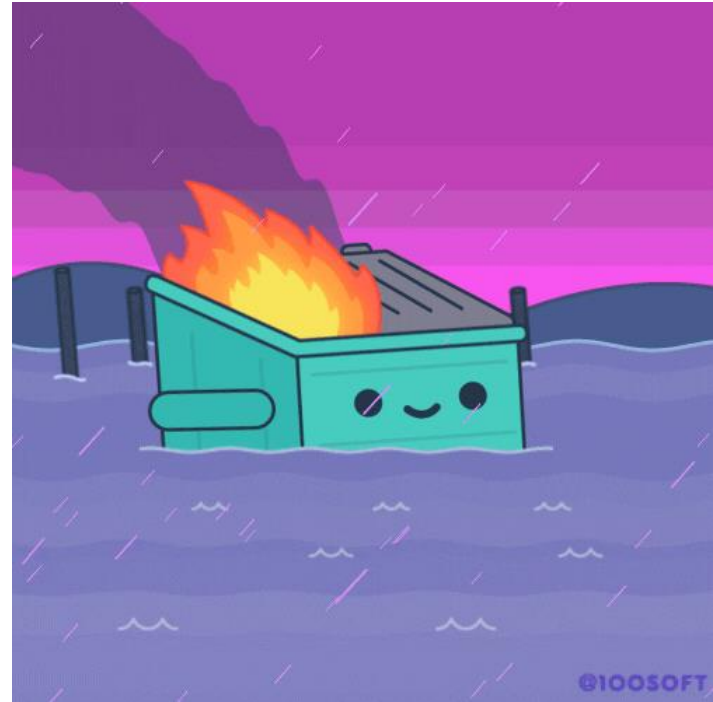


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Let's Talk About 2020

2020 was a literal dumpster fire...



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Rules of the Game

Take a sip every time:

- You hear the word “pivot”
- Vin breaks eye contact to check his phone
- Melissa says “DMs”
- You see a meme or gif on screen
- Melissa laughs.



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Our Top Social Trends for 2021



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Humor

Brands That Are Crushing It: Aviation Gin

“We take the gin seriously, not the marketing.”



Adrian Molina
Sr. Brand Manager, Aviation Gin



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Ryan Reynolds's Homeschool-Edition Gin Will Help With "Whatever the F*ck New Math Is"



September 29, 2020
by MURPHY MORONEY
First Published: September 25, 2020

17K Shares



Bottom line: *It evokes positive emotion in your audience; makes your content “sticky” and memorable.*

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Be Social, Be Human

Brands That Are Successful ...

- Are human, authentic and transparent
- Showcase their employees and culture in their marketing
- Integrate company values in messaging to create brand stories



“If you go to a networking event, you don’t start babbling about the fact that you have hand sanitizer. You engage and get to know people first.”

– Sarah Sumner,
social media manager



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Bottom line: *Use social media to engage and build relationships. People buy from people they know.*

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Personalization

Brands That Are Crushing It: Delta Airlines

“Normalize going above and beyond for your customers.”



Jayde Powell
Head of Social & Community



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Bottom line: *It cements loyalty; helps further distinguish yourself from competitors and keeps you top of mind.*



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Short Form Videos (Reels, TikTok)

Why use them?

- They are 🔥 and pushed heavily by the networks
- Helps you stand out from competition
- Simple way to create video, the king of social media



Jay Busselle
@JayBusselle



Replying to @asicentral @DannyRosin and 11 others

Personal & branded video will finally be hot in promo & apparel in 2021!

Here's a stat: by 2022, online videos will make up more than 80% of all consumer internet traffic, 15x higher than 2017.
(Cisco)



“By using both Reels and TikTok, you can increase your business discoverability, get noticed and attract new customers.” –Vagaro Blog



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Social Impact

Brands That Are Crushing It: Ben & Jerry's

"We believe in using the power of our business to affect issues and make a measurable impact."



Sean Greenwood
Grand Poobah of PR



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Bottom line: Consumers want to put their money where their morals lie.



Racial Justice

We invite you to join us on a journey to better understand the issue of race in our country, to acknowledge the existence of systemic racism and the implicit biases that all of us carry—and to join hands and move forward together.

[Learn More >](#)



LGBT Equality

We believe in equality for everyone, everywhere—no matter who they are or who they love.

[Learn More >](#)

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Join the Clubhouse

What is it?

- Audio-based social media app – no video!
- In beta stage and only for iOS
- Requires an invite from active user

Why join?

- Educational – learn about potential clients
- Engage in dialog and share knowledge
- Can start your own rooms and have one-on-one conversations



“Clubhouse really creates an opportunity for dialogue, instead of a sales pitch at every turn.”

– Nicole Baker, ASB



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Bottom line: *Promo pros are already making connections and sales with Clubhouse.*

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That's All Folks ;)



Fire away! What questions do you have?



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