

Help your **business shine** now with Facebook and Instagram stories.

Mari Smith is a Facebook Marketing Expert and author of “The New Relationship Marketing.”



Bringing Your Small Business To Life with INSTAGRAM & FACEBOOK STORIES

presented by **Mari Smith**
*Premier Facebook Marketing Expert
Social Media Thought Leader*



Meet Mari

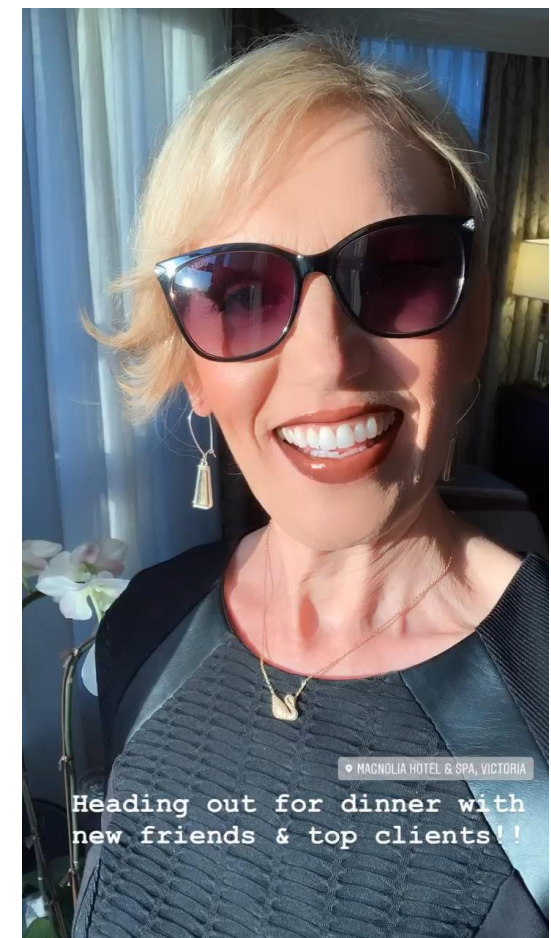


- “Queen of Facebook” 🧐📱
- Hired by Facebook 👍📱
- Globetrotting (virtual) keynote speaker ✈️🌐
- Social media thought leader 🙋📱
- Brand Ambassador Ⓜ️
- Care deeply about my peeps ❤️
- ‘Scandifornian’ 🇸🇪🇨🇦🇺🇸

What exactly are Stories?

- Micro content
 - Images or videos up to 15 seconds
- Ephemeral content
 - Only lasts 24 hours
- Typically created on mobile but visible on both mobile & desktop
- Can be cross-posted from Instagram to Facebook
- Can be more informal than feed posts
 - Often 'real time'
 - Behind-the-scenes
 - Storytelling





Why use Stories regularly?

- Top of **FEED** + top of **MIND**!
- People have short attention spans
 - Quick & easy way to create micro-content
- Get your business seen by more of your audience
 - With Facebook & Instagram's algorithms, feed posts don't reach all your followers
 - Stories can improve your reach significantly
- Create more intimacy & connection with your followers
 - Spark more direct engagement
- Tell your SMB story & that of your customers



The future is private.

- Messenger
- Instagram Direct
- WhatsApp
- **STORIES** (IG, FB, Messenger)
- Facebook Groups
- Messenger Rooms
- Instagram Reels (in Stories)



Meaningful Social Interaction



20 (F8) 18

“Stories are the FUTURE”

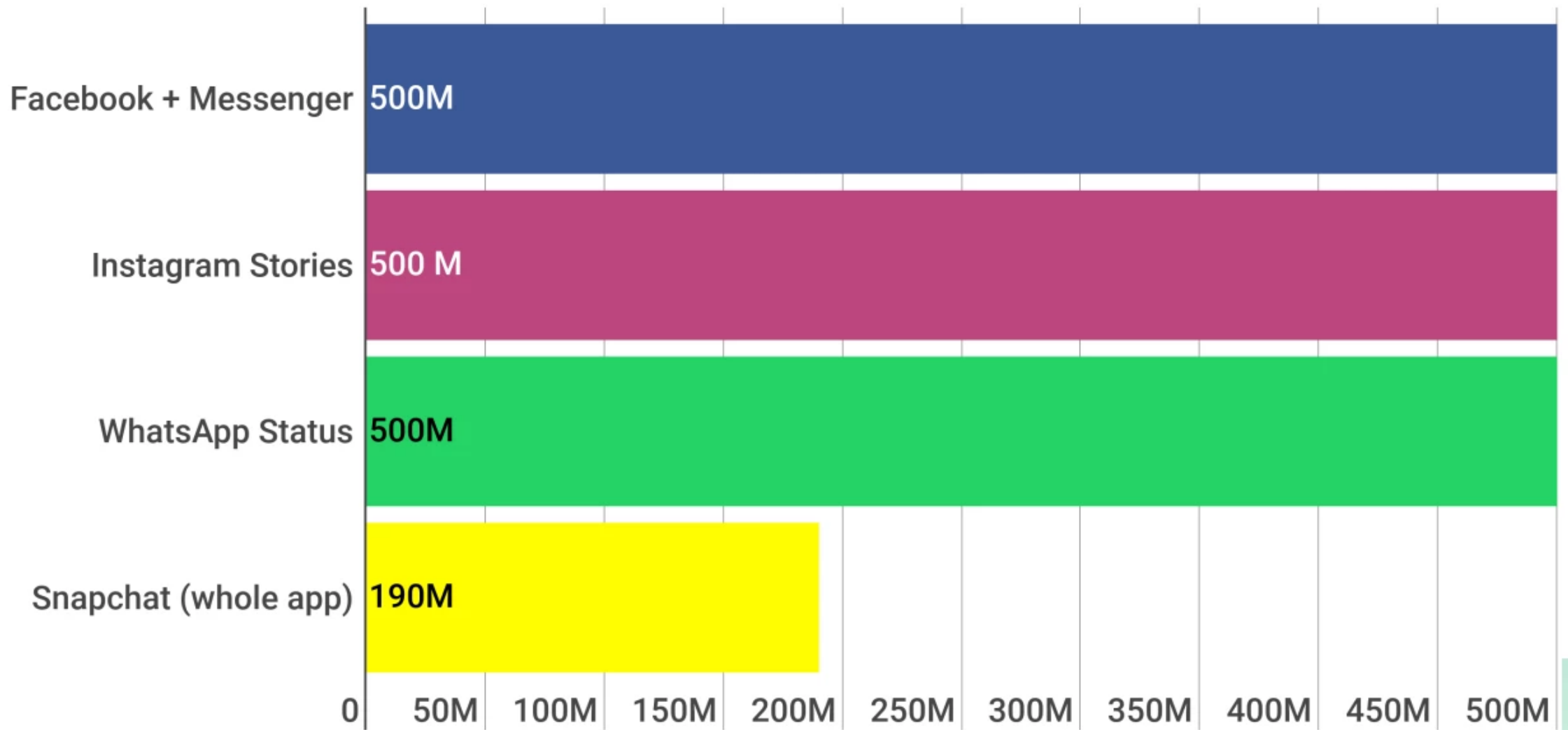
*~Mark Zuckerberg,
CEO Facebook*



Photo: quintanomedia



Stories Product Daily Active Users



Last updated: April 2019

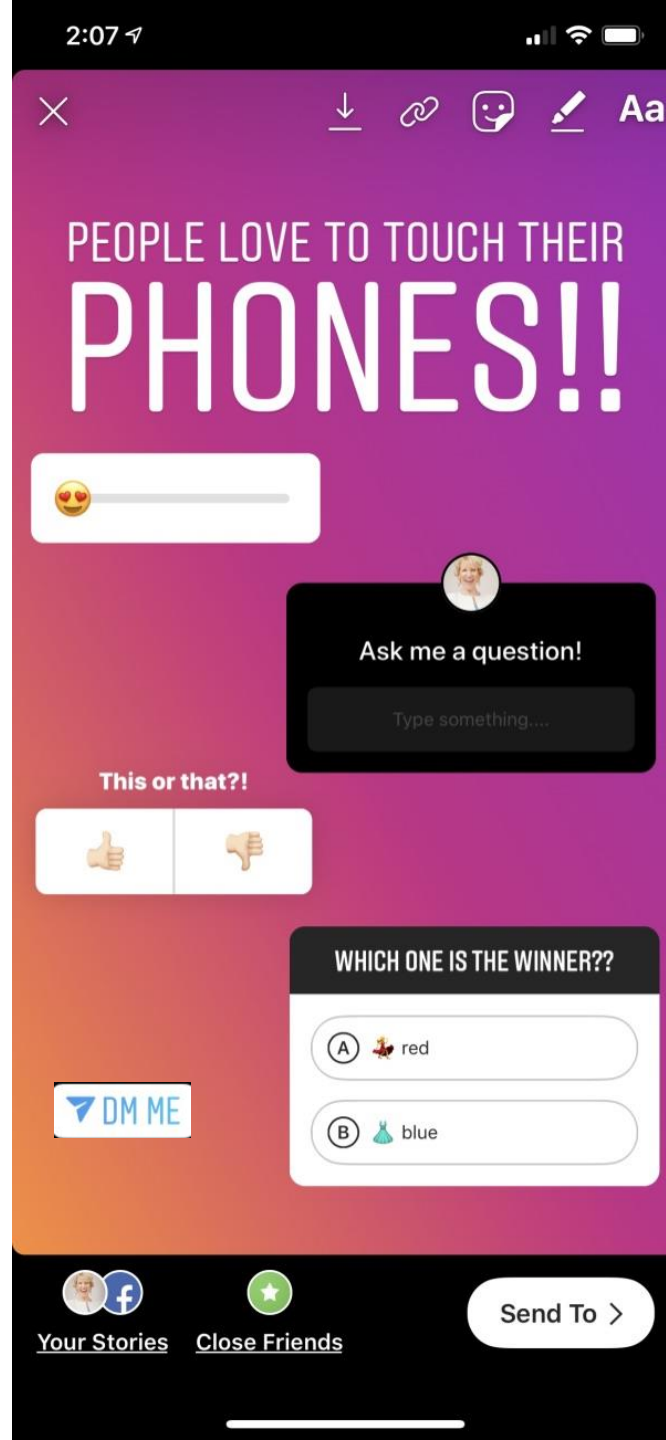


**Stories
are
growing
15x
faster
than
feed
content**

Slider

Poll

DM

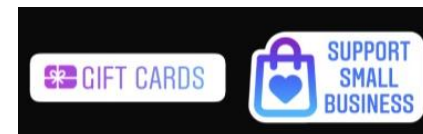


Typical cellphone user
2,617 times a day

Extreme cellphone user
5,400 times a day

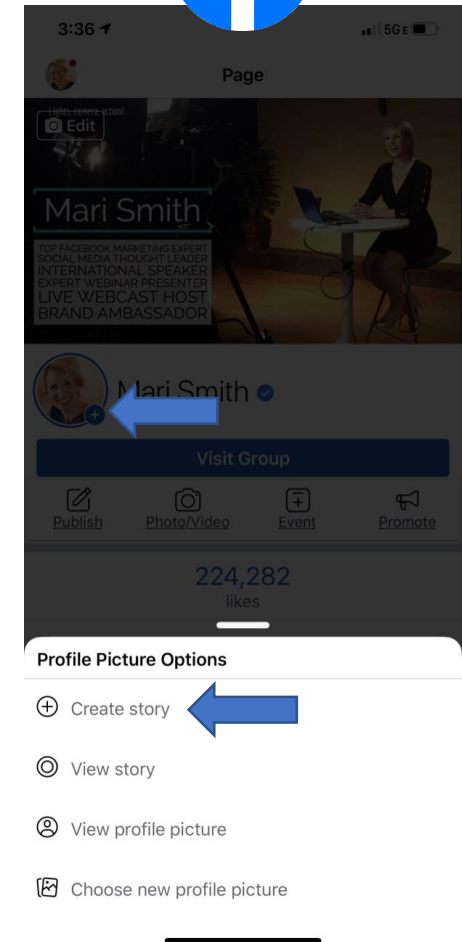
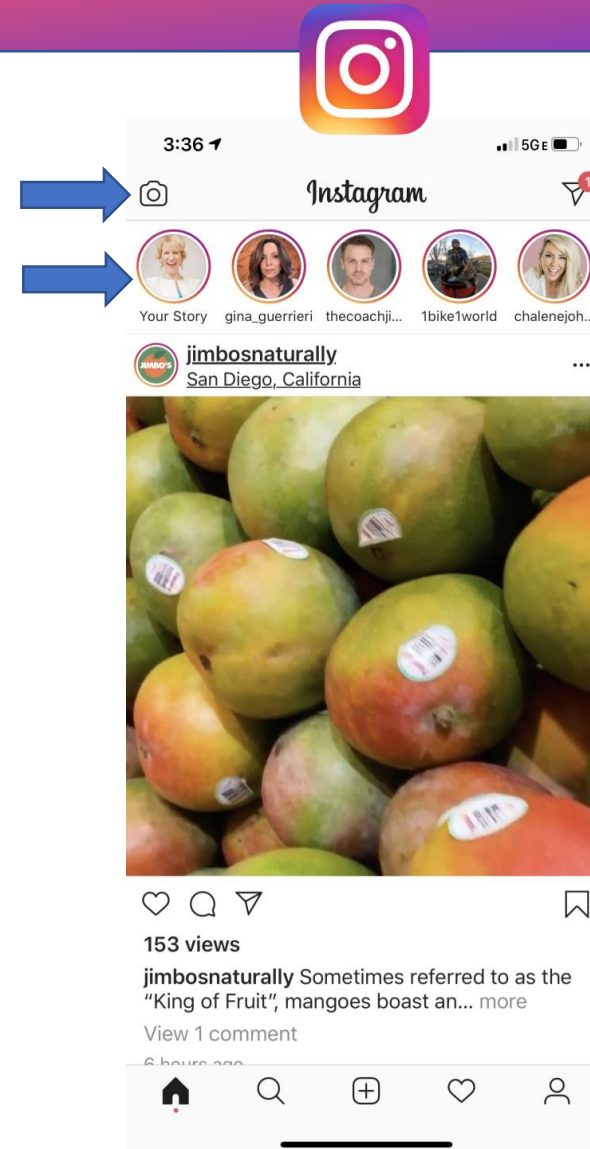
Questions

Quiz



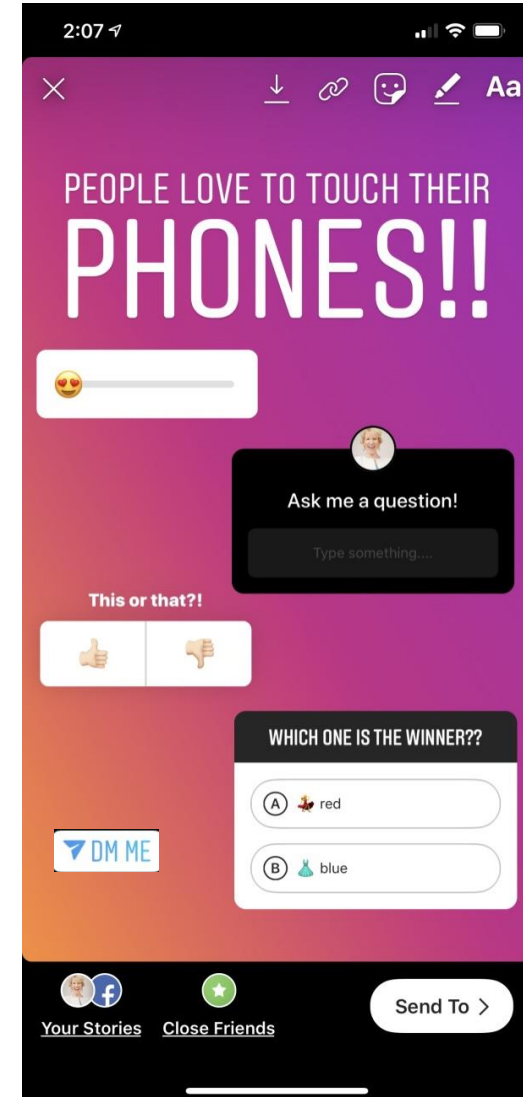
Where to create Stories

- Instagram:
 - Tap 'Your Story' or the camera icon
- Facebook:
 - Use either the main FB app or Pages Manager app
 - Tap your profile picture



Stories ideas

- ABS: Always Be Strategic
- Product showcase
 - Consider exclusive deals
- Meet the team
- Ask me/us anything
 - Questions sticker
- Interactive quizzes with prizes
- Memories (#TBT)
- Highlight UBC
 - Share @mentions
- SHARE YOUR OWN POSTS!!
- GO LIVE!



EXAMPLES

NEW

7 years after launch, #hashtags on #facebook finally help increase your organic reach!!

HASHTAGS ON FACEBOOK ARE GROWING!

**TAP HERE**

Notifications

New

You can improve your reach by adding hashtags to your posts. 17 minutes ago

Browse posts about: #musician

BROWSE

#naturephotos

@mari_smith

@mari_smith

@mari_smith

I'm a big fan of ghee & was delighted to discover...

OH EM

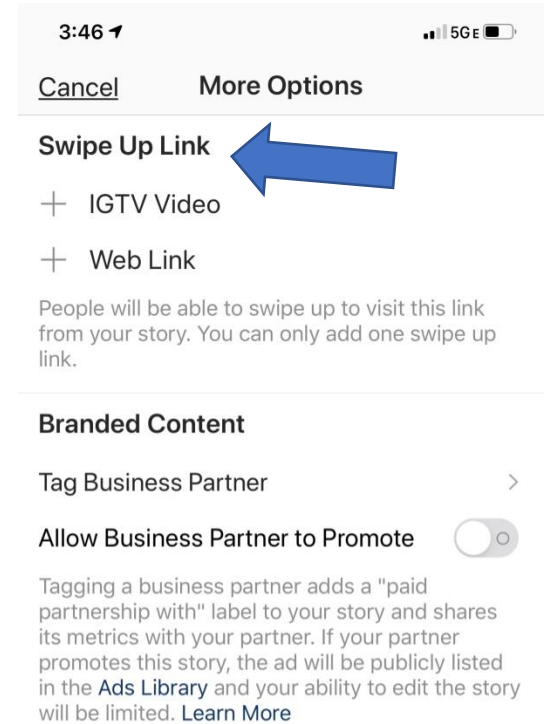
delish flavored ghees by @goldnuggetghee!!!

@GOLDNUGGETGHEE

MADE WITH @UNFOLD

Add CTAs for conversion

- On Instagram, add a SWIPE UP link
 - Web link (10k+ followers)
 - Or, IGTV video
- PLUS, use the link in your bio
- Begin with the end in mind
 - Where are you sending your people?
 - Special offer/sales page
 - Email opt-in (lead magnet)
 - Tag products
 - Your blog
 - Other?
 - Test destinations



Show your customers some love!

- Always share @mentions whenever appropriate
 - Add a 'Thank you' sticker/GIF
- Gather video clips, images & screenshots
 - Showcase in a series of Stories
- Ask for testimonials, feedback, ratings
 - Share in Stories
 - (Ask for permission if sent via DM)



EXAMPLES

@mari_smith

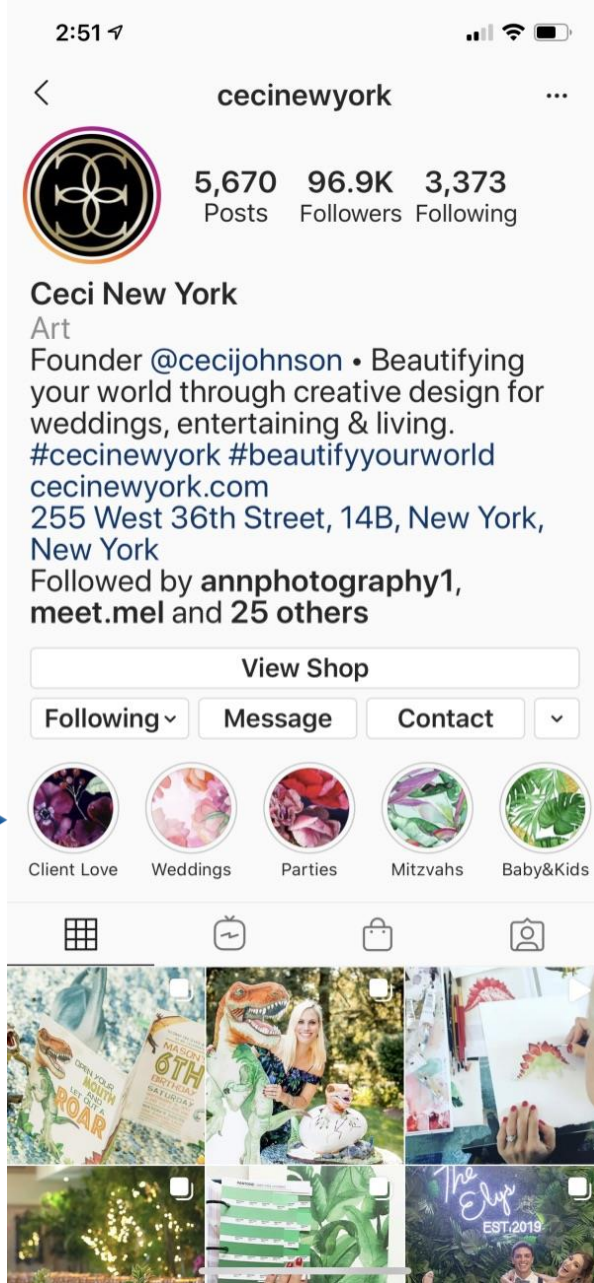
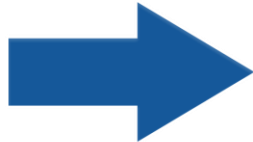
Sharing

@mentions /
testimonials



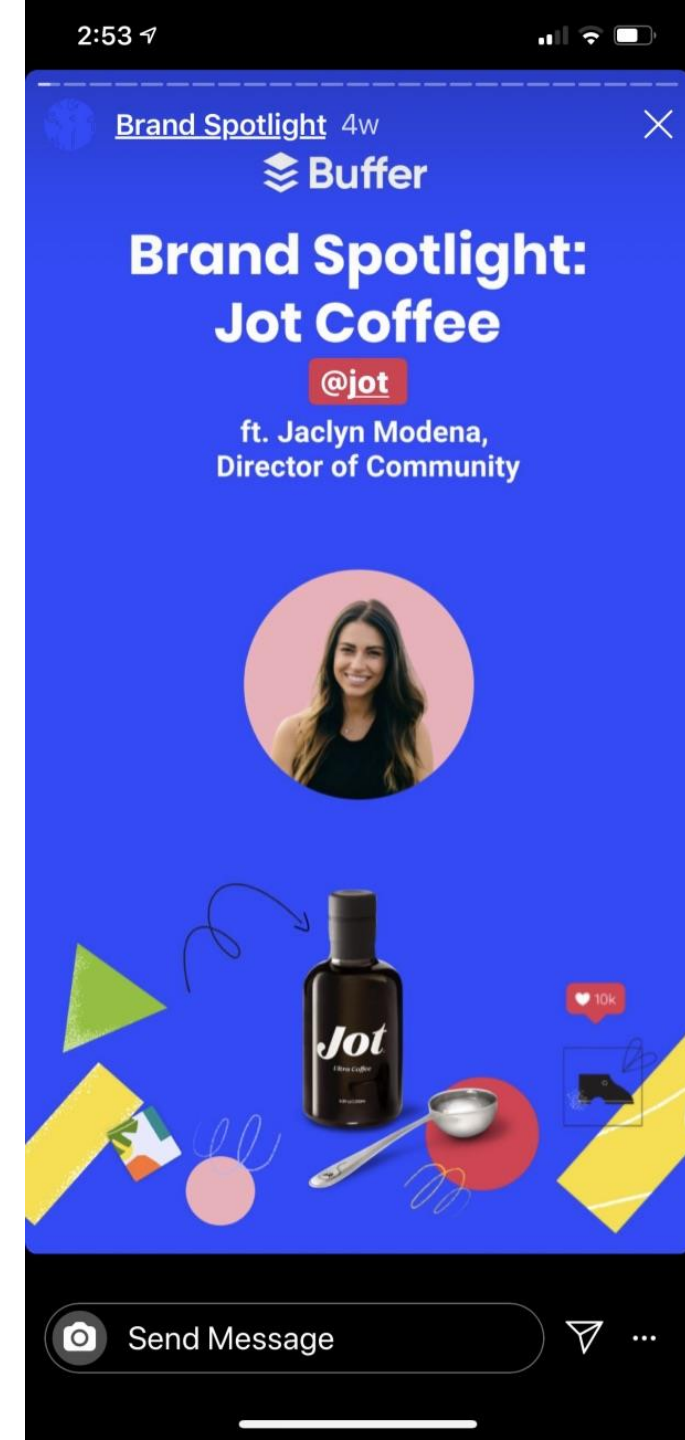
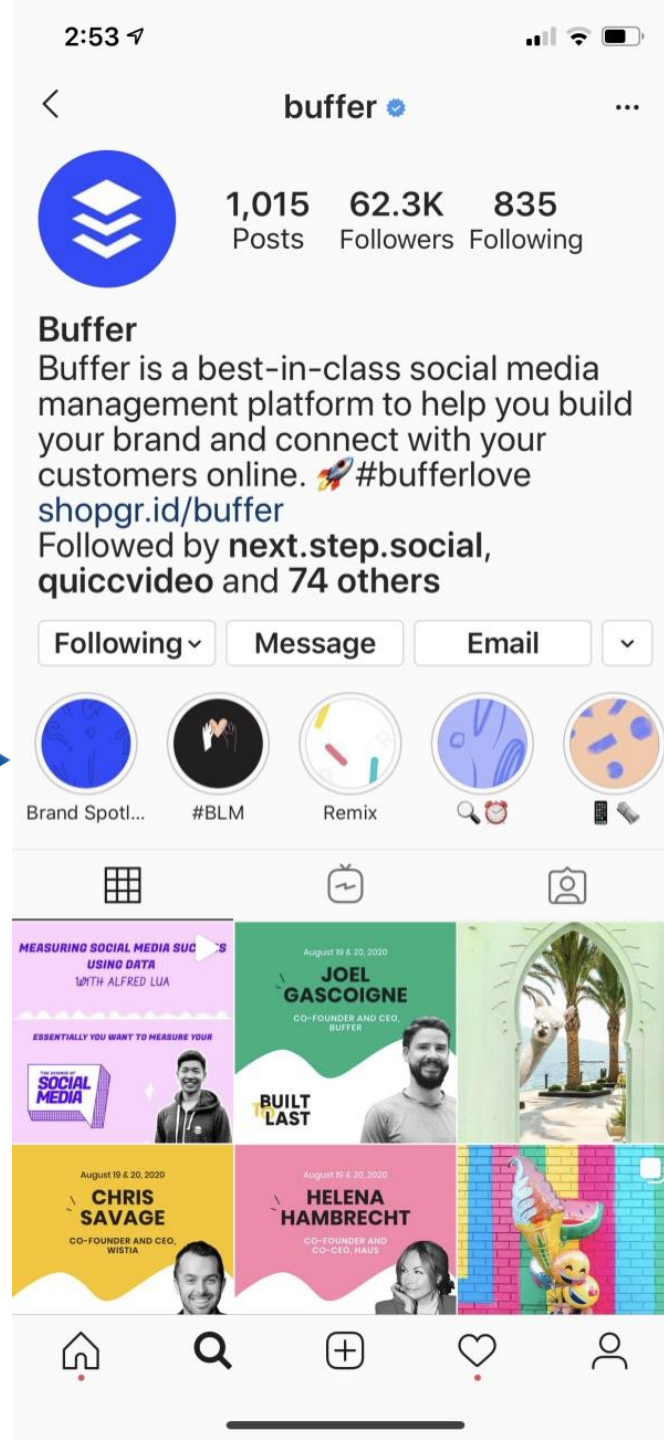
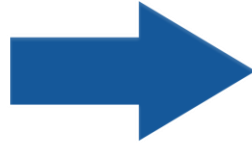
EXAMPLE

@cecinyork



EXAMPLE

@buffer



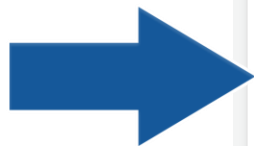
Best practices

- Post consistently, best you can
- Strive for ~3 Stories every 24 hours, if possible
 - Plan ahead of time
 - Storyboard
- Consider 3rd party apps
 - Tailwind
 - Later
 - Planoly



Consider Stories ads!

- Paid placement for Instagram and/or Facebook Stories
 - Facebook Ads Manager
 - Deselect Automatic Placements
- FB & IG Video Stories ads can be from 1-120 seconds (any format)



Placements [Learn More](#)

☒ **Automatic Placements (Recommended)**
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual Placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

▼ Stories ☒

Tell a rich, visual story with immersive, fullscreen vertical ads

Facebook Stories ☒

Instagram Stories ☒

Messenger Stories ☒

Mari's Favorite Stories Apps & Tools

- Make videos:
 - [Wave.video](#) (get 60% off monthly for 6 months with code WXM_MARI660)
 - [InVideo.io/marismith](#) (save 50%)
 - [Boosted Video Maker](#) (mobile app) - [theboostapps.com/mari](#) (3 months @ \$4.99)
 - [Enlight Videoleap](#) (mobile app)
- Apps to create Stories:
 - [PicPlayPost](#)
 - [Unfold](#)
 - [Wordswag](#)
 - [Lumyer](#)
 - [Adobe Spark](#)
 - [Diptic](#)
- Graphics:
 - [Canva](#)





THANK you

marismith.com