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
Love this version of my lemon & thyme tart! 🍋🌿❤️

NO-BAKE ALMOND JOY BITES
Swipe up for recipe!

It's a glorious spring day!
Are you coming to #SMMW19 in San Diego?

COUNTING DOWN TO #SMMW19!!!

YASSSS!!!

NO, BOOHHOO!!

Heading out for dinner with new friends & top clients!!
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

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`@marismith  @mari_smith`
The future is private.

- Messenger
- Instagram Direct
- WhatsApp
- **STORIES** (IG, FB, Messenger)
- Facebook Groups
- Messenger Rooms
- Instagram Reels (in Stories)
Meaningful Social Interaction
“Stories are the FUTURE”

~Mark Zuckerberg, CEO Facebook
STORIES!

& REELS!
Stories are growing 15x faster than feed content.
Slider

Poll

DM

Questions

Quiz

Typical cellphone user
2,617 times a day

Extreme cellphone user
5,400 times a day
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!

@marismith  @mari_smith
EXAMPLES

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

HASHTAGS ON FACEBOOK ARE GROWING!

@marismith

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

delish flavored ghees by @goldnuggetchee!!!
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
@cecinewyork

Ceci New York
Art
Founder @cecijohnson • Beautifying your world through creative design for weddings, entertaining & living.
#cecinewyork #beautifyourworld
cecinewyork.com
255 West 36th Street, 14B, New York, New York
Followed by annphotography1, meet.mel and 25 others

They are absolutely breathtaking! We are SO HAPPY and GRATEFUL! The exceptional service, attention to detail and incredible turnout was even greater than what we ever imagined. It was our dream to work with you. Thank you for everything! We will be in touch soon for additional wedding details. Also, after the wedding, we will send you some of the goodies we have been working on here. Thank you Ceci, Madeleine and team! We are so in love!
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)
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

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