



**BOMBSHELLS & DOLLIES SOCIAL MEDIA**

# BOMBSHELLS & DOLLIES

Social Media has become more important than ever in today's internet landscape. Search engines like Google pull statistics and usage data from social media accounts linked to websites to determine their relevance and popularity. Those with fresh content and user interaction get higher ranking over sites without social media or less active social media accounts. Here is a brief explanation of how to get the highest site rankings on search engines to get your site out in front of the public.

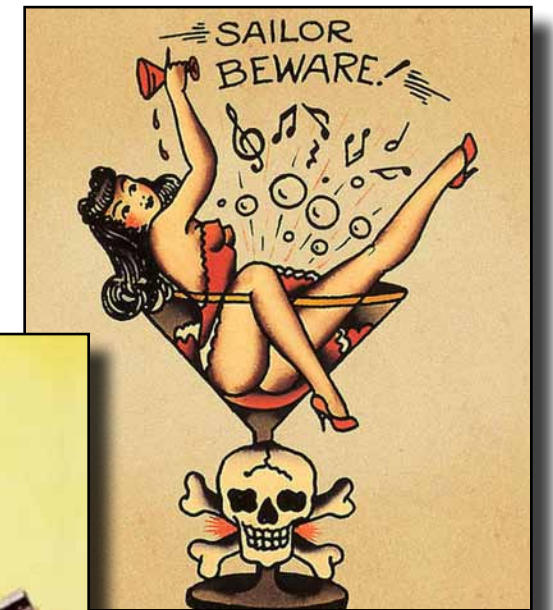
Search Engine rankings have changed drastically in the past few years, Google has eliminated many of the shortcuts and "hacks" that SEO companies were using and have instead put more emphasis on content and social media. Google's new algorithm takes 3 things in to account:

**Content:** Fresh, unique content that is constantly being updated is best. Proper use of keywords so that the content is engaging and written for human users not machines. Blogs, forums and other interactive content as well as engaging graphics and video are a plus here.

**Social Media:** Properly linked social media sites with lots of user interaction. Google weights interactions like commenting and sharing more than likes, so polls and open ended questions that prompt interaction are better than one sided status updates. Proper social media links ensure you get the credit from Google

**Inbound Links:** This was once a huge factor in search engine ranking, the link jamming practices of the past have forced Google to be much stricter and mindful of which type of Inbound links will increase your ratings.

It is very important all three of these elements are working together so your brand delivers consistent messaging to your users and offers fresh content to keep them coming back and bring new users to you.



## FACEBOOK

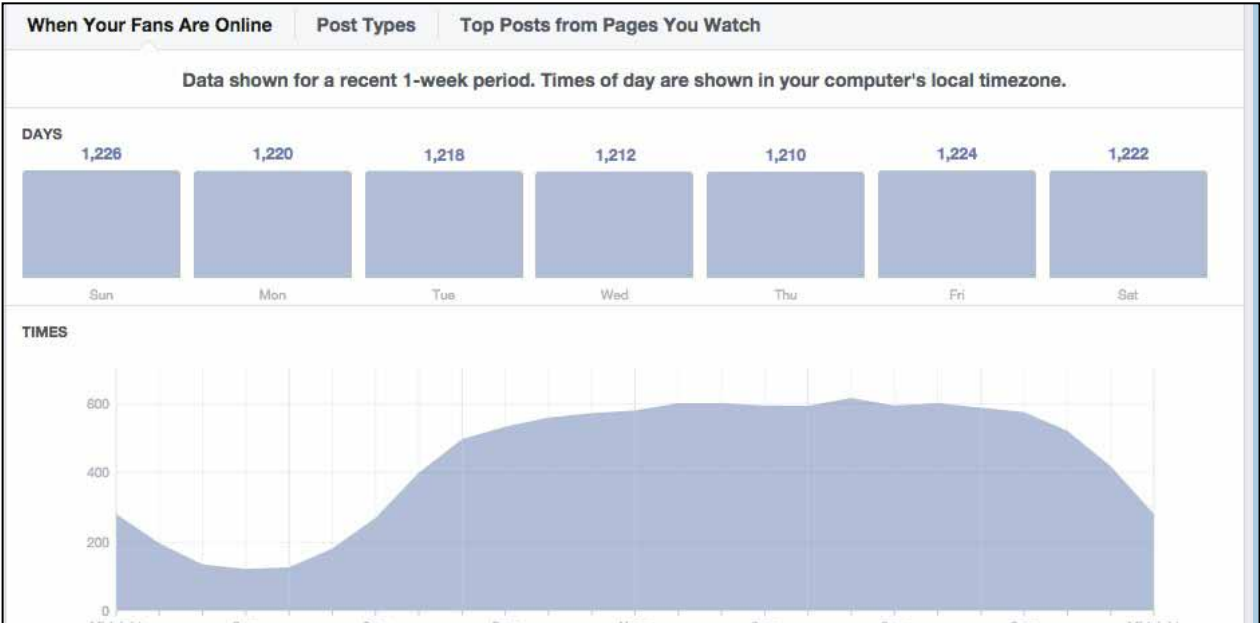
Facebook's popularity is being challenged but it still remains the number 1 social media site and offers the most comprehensive set of tools for monitoring user engagement



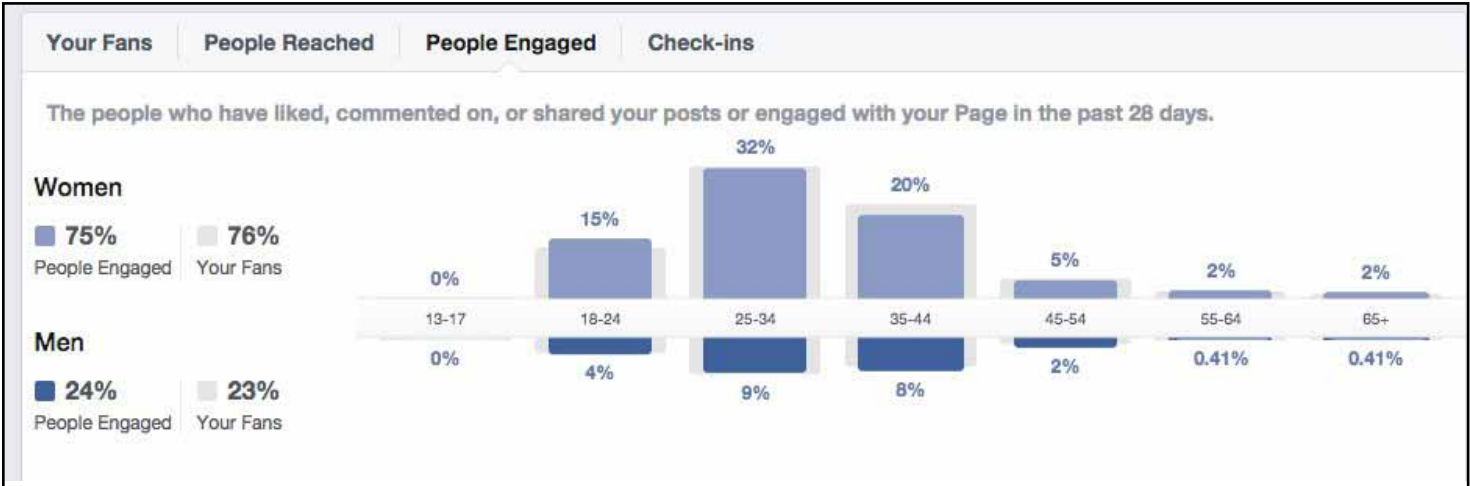
PAGE DATA ALLOWS YOU TO TRACK OVERALL PERFORMANCE AND ENGAGEMENT AS WELL AS PROVIDING USEFUL STATS.

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/13/2015 7:30 pm	Three Words: Classic. Chic. Storage.	Image	Public	59	0 4	Boost Post
01/12/2015 6:02 pm	West Adams, baby.	Image	Public	421	53 16	Boost Post
01/10/2015 2:38 pm	Hot trends for your cool pad.	Image	Public	255	15 3	Boost Post
01/07/2015 2:11 pm	WRIGHT ON. <a href="http://bit.ly/r1BMR6ia">http://bit.ly/r1BMR6ia</a>	Text	Public	186	7 15	Boost Post
01/09/2015 11:01 am	Weigh in.	Image	Public	245	9 8	Boost Post

EACH POST CAN BE MONITORED FOR USER REACH AND ENGAGEMENT, AS WELL AS BOOSTED TO GET IT IN FRONT OF NEW USERS.



ENGAGEMENT TIMES CAN BE MONITORED SO THAT POSTS ARE TIMED TO APPEAR IN NEWSFEEDS WHEN THE LARGEST NUMBER OF YOUR USERS ARE ONLINE.



USER DEMOGRAPHICS SUCH AS AGE, GENDER AND LOCATION ARE AVAILABLE FOR ANALYSIS.

## FACEBOOK PROMOTIONS

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Likes, Comments & Shares


Published	Post	Type	Targeting	Reach	Engagement	Promote
01/13/2015 7:50 pm	Three Words: Classic. Chic. Storage.			59	0 4	Boost Post
01/12/2015 5:02 pm	West Adams, baby.			421	53 16	Boost Post
01/10/2015 2:35 pm	Hot trends for your cool pad.			255	15 3	Boost Post
01/07/2015 2:11 pm	WRIGHT ON. <a href="http://bit.ly/1BMR6da">http://bit.ly/1BMR6da</a>			180	7 15	Boost Post
01/05/2015 11:51 am	Weigh in.			245	9 8	Boost Post

See All Posts

POSTS CAN BE EASILY BOOSTED TO GET THEM INTO MORE NEWSFEEDS AND ENCOURAGE ENGAGEMENT.

**The Rental Girl**  
December 4, 2014 · Edited ·

10 years. 10 days. 10 winners! Supercool swag giveaways for our fans every day for the next 10 days! Check our page early/often to see if you scored!



2,767 people reached

Boosted

USING ENGAGING PROMOTIONS LIKE GIVEAWAYS, SHOUT OUTS, POLLS AND OTHER INTERACTIVE POSTS YOU INCREASE USER ENGAGEMENT.

With Facebook's popularity comes competition. Facebook has recently made it even harder for pages to get news feeds with out paying to boost the post and using paid promotional features.


**Boost Post**

Desktop News Feed Mobile News Feed

**727** Paid Reach [?]  
**16** Actions [?]  
**\$5.00** Budget Spent

**The Rental Girl**  
Sponsored · Like Page

Congratulations to Romero Cindy, our 10/10/10 winner of the day! You go girl! Please comment on this post to score some Rental Girl swag!



5 Photo Clicks  
8 Post Likes  
3 Comments

Audience and Payment

Terms & Conditions Close

A BUDGET CAN BE SET FOR EACH BOOSTED POST SO YOU ARE ALWAYS IN- CHARGE OF HOW MUCH YOU ARE SPENDING ON EACH BOOSTED POST. BY MONITORING POST PERFORMANCE AND STRATEGIC PLANNING YOUR BUDGET CAN BE MAXIMIZED.

## CONTENT IS KING



**I fucking love science**  
10 hrs · ❄️

But ... why?



**Icelandic Brewery Concocts Beer Using Endangered Whale Testicles**

Brewers have come up with some rather strange techniques for making beer in the past. There's a stout made with oysters, an abundance of real ales made with fish...

IFLSCIENCE.COM

Like · Comment · Share · 7,729 likes · 2,337 comments · 3,971 shares

**Ford Mustang**  
December 18, 2014 · 🌐

Hard work. Persistence. Find the inspiration to chase your dreams in a #FordMustang. [ford.to/1G8O4hF](http://ford.to/1G8O4hF)

68,025 Views

Like · Comment · Share

Bassel Holaily and 2,276 others like this.

306 shares

Klaus Stadler Here's my baby. Think I'm a Mustang fan..... 😊



WHETHER IT'S YOUR SITE OR YOUR SOCIAL MEDIA ACCOUNTS ENGAGING CONTENT IS THE MOST IMPORTANT THING! THE MORE INTERESTING THE IMAGE THE MORE SHARES. CREATING INTERESTING POSTS THAT GRAB YOUR USERS VISUALLY AND CAPTIONS THAT ENCOURAGE THEM TO SHARE OR COMMENT WILL BOOST YOUR POST'S REACH ORGANICALLY. IMAGES CAN BE ORIGINAL OR HARVESTED AND REPOSTED FROM OTHER SOURCES. IT'S IMPORTANT TO KEEP A CONSISTENT TONE AND BRANDING IN ALL THE POSTS SO YOUR USERS CAN "GET TO KNOW YOU".



**NBC Charlotte**  
Like This Page · August 27 · 🌐

Happy birthday to Besse Cooper! This Georgia woman is the oldest person in the world, celebrating her 116th birthday yesterday. Her secret to longevity-- "minding my own business and not eating junk food". Click "like" to wish her well until her 117th birthday! -- @DionLimWCNC

Like · Comment · Share

1,302,894 people like this.

47,681 shares

View previous comments 6 of 35,341

Jose Martin Sanmiguel Muchas felicidades que dios la bendiga  
See Translation  
September 21 at 4:42pm · Like

Ed Quigg Nope I got enough things on me Know that arn't workin right lol  
September 21 at 4:55pm · Like

Kelly Keat Look Happy birthday

Write a comment...

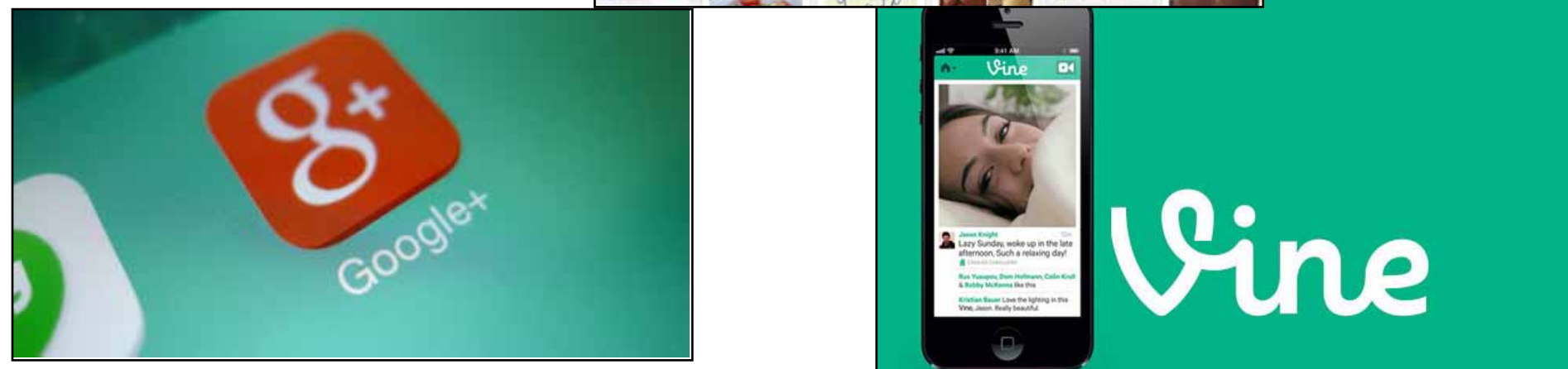
## SOCIAL MEDIA PLATFORMS

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AFTER IDENTIFYING YOUR TARGET DEMOGRAPHIC WE CAN EXPLORE WHAT OTHER SOCIAL MEDIA PLATFORMS ARE MOST POPULAR WITH YOUR USERS AND DEVELOP SOME CROSS PLATFORM STRATEGIES.



INSTAGRAM IS QUICKLY GROWING AND IS THE PREFERRED SOCIAL MEDIA PLATFORM FOR CERTAIN DEMOGRAPHICS. MANY ARTISTS AND INDIE MUSICIANS USE INSTAGRAM EXCLUSIVELY TO COMMUNICATE WITH THEIR FANS.



## CROWD FUNDING

It's important to choose the correct crowd funding site and create a focused, realist campaign. As of January 2015 these are the top 10 Crowd Funding sites measured by traffic. The top site for creative projects is Kickstarter, which takes a 5% processing fee. The most important thing to remember with Kickstarter is it is an "all or nothing" set up. That means that is you do not reach your goal in the specified amount of time you get nothing. This makes it very important to carefully consider your estimated reach, popularity and audience and set a realistic goal before starting.

	Site Rank	US Rank		
	<b>334</b>	<b>406</b>	<b>5%</b>	Over \$690M raised for personal fundraisers. Processing fee of 2.9% + \$0.30 applies.
<b>KICKSTARTER</b>	<b>404</b>	<b>186</b>	<b>5%</b>	Personal fundraising <u>not allowed</u> . Creative only. Processing fees of between 3-5% apply.
	<b>615</b>	<b>651</b>	<b>9%</b>	Fee is 9%. Only if goal is reached 5% is refunded. 3% processing fee. \$25 fee for international wire.
	<b>1,007</b>	<b>1,123</b>	<b>10%+</b>	T-shirt crowdfunding site. Fees vary based on t-shirts selected for sale.
	<b>2,722</b>	<b>3,214</b>	<b>5%</b>	5% fee is suggested to campaign donors. Processing fee of 2.9% + \$0.30 applies.
<b>causes</b>	<b>3,254</b>	<b>6,090</b>	<b>4.75%</b>	Allows non-profit and charity fundraising. Only the processing fee of 4.75% applies.
	<b>3,830</b>	<b>5,361</b>	<b>5%</b>	Free accounts charge 5%, paid accounts are 3%. Processing fee of 2.9% + \$0.30 applies.
<i>Giveforward</i>	<b>3,884</b>	<b>5,510</b>	<b>5%</b>	5% fee is charged to campaign creators. Processing fee of 2.9% + \$0.50 per transaction applies.
	<b>4,338</b>	<b>1,475</b>	<b>5%</b>	Must pledge an on-going amount. Creative projects only. Additional processing fee of 4%
	<b>9,460</b>	<b>10,095</b>	<b>7.5%</b>	Allows non-profit and charity fundraising. Processing fee of 2.5% applies.

## WHAT IS A REALISTIC GOAL?

EVERYONE HEARS ABOUT THE PROJECTS THAT RAISE MILLIONS OF DOLLARS ON KICKSTARTER BUT THAT IS FAR FROM THE AVERAGE. ACCORDING TO KICKSTARTER THE MAJORITY OF PROJECTS THAT REACH THEIR FUNDING GOAL ARE UNDER \$10,000.

THESE STATS ARE PROVIDED BY KICKSTARTER

Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M Raised
77,752	8,894	47,049	10,836	9,178	1,707	88

THE RATE OF SUCCESS DROPS DRAMATICALLY BETWEEN PROJECTS LOOKING TO RAISE UNDER \$10,000 AND PROJECTS SEEKING TO MAKE BETWEEN \$10,00 AND \$100,000

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M Raised
Film & Video	16,527	1,656	9,748	2,619	2,283	217	4

BECAUSE OF THE "ALL OR NOTHING" APPROACH MANY PROJECTS GO UNFUNDED BECAUSE THEY DID NOT MEET THEIR FUNDING GOAL.

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	119,148	23,291	75,216	13,065	4,958	1,720	895
Film & Video	25,728	5,328	16,527	2,617	860	276	120

## A SUCCESSFUL CAMPAIGN

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IN ORDER TO HAVE A SUCCESSFUL CAMPAIGN YOU HAVE TO KEEP YOUR AUDIENCE ENGAGED, OFFER INCENTIVES TO BACKERS, AND UPDATE YOUR CONTENT OFTEN. KICKSTARTER FEATURES SELECT PROJECTS AND ALL PROJECTS ARE SEARCHABLE. HAVING A HIGH USER ENGAGEMENT AND A LOT OF FUNDING ACTIVITY WILL INCREASE YOUR SHOT AT GETTING EXPOSED TO A NEW AUDIENCE.

**Every Kickstarter project should have the following:**

- ✓ A project page with a video and description that clearly explains the story behind your project
- ✓ Rewards that backers will receive when the project is completed
- ✓ Updates that share the creative journey as the project comes to life

### Intro Video

Your Intro video is very important. It has to be more than sizzle reel, it's a personal message from the filmmaker to potential backers. Backers are more willing to contribute to a project if they know that the creators are genuine and passionate about it. It has to stand out from the other 25,000 projects to win their dollar. The more money you are asking for the more professional backers will expect your presentation to be. Most Successful projects have videos around 2 minutes long

### Rewards

You are selling a product, and it needs to be competitively priced. It isn't reasonable to expect people to pledge \$50 to receive a DVD that will sell for \$10. Campaigns that fall into that trap are not successful. The trick is to design your rewards and price points, so you can hit your goal, while giving your fans the best deal. The transaction needs to be a win-win.

### Updates

For a really successful campaign weekly video updates are a strong suggestion. Continued and quick engagement with your users like responding to comments or questions shows people you are dedicated to the project.

## DRIVING TRAFFIC

YOU CAN'T RAISE ANY MONEY IF NO ONE KNOWS ABOUT YOUR CAMPAIGN. YOU HAVE TO DRIVE TRAFFIC FROM YOUR SOCIAL MEDIA, WEBSITE AND OTHER SOURCES TO YOUR CAMPAIGN.

### FRIENDS AND CONTACTS

The #1 funding source in successful projects is the creator's network. These are your base and you will depend on them to get the funding going and help spread the word. How big is your network?

### YOUR TALENT'S FANS

Getting your talent on board to appeal to their fans and network will be vital! Is your talent on board? What video elements can be created to cater to their fans?

### YOUR SOCIAL MEDIA

Social media is the number 1 referral to Kickstarter, which means most of the traffic to Kickstarter comes from links on social media. Developing an active social media audience before starting your campaign is absolutely necessary.

### RELEVANT BLOGS

Getting features on relevant, popular blogs and websites will drive traffic that is likely to back the project because it's something they are interested in. Targeted research and outreach to find sites and blogs and being prepared to work with them to help promote your project can be very time consuming but is often worth it.

### FEATURED ON KICKSTARTER

The Kickstarter Editors selects Staff Picks and Project of the Day projects to be featured on the homepage and in the Kickstarter newsletters. The selections are based on projects the teams feels stand out from the rest. Projects with a lot of funding activity are likely to show up higher in searches.

**1000 Pugs**  
A Photography project in San Francisco, CA by Frolic Photography · send message

PROJECT HOME | UPDATES 3 | BACKERS 232 | COMMENTS 84

232 BACKERS  
**\$14,701**  
PLEGGED OF \$9,536 GOAL  
14 DAYS TO GO

THIS PROJECT WILL BE FUNDED ON THURSDAY FEB 16, 2:58AM EST.

BACK THIS PROJECT  
\$1 MINIMUM PLEDGE

One year. One photographer. 1000 pugs.

**Hello, Skater Girl**  
A Photography project in Los Angeles, CA by Julian Blecker · send message

PROJECT HOME | UPDATES 13 | BACKERS 213 | COMMENTS 15

213 BACKERS  
**\$13,923**  
PLEGGED OF \$13,000 GOAL  
0 SECONDS TO GO

FUNDING SUCCESSFUL  
This project successfully raised its funding goal on January 1.

## FINAL THOUGHTS

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### THINGS TO CONSIDER IN SOCIAL MEDIA AND CROWD FUNDING

1. How quickly can I build an effective social media network?
2. Is the talent and crew on board to help add to the social media and crowdfunding effort?
3. How much money do I want to raise? Is that a realistic goal?
4. How much money am I prepared to spend to raise that money?
5. How much time do I have to raise the money?
6. Do I have the ability to create the content necessary to run a campaign (time, footage, cost)?
7. Do I have any media contacts to extend my projects reach?
8. What happens if I don't reach my target?

