



WELCOME TO THE

MAIN STREET SMALL BUSINESS SEMINAR

JULY 29, 2021 | 8AM-9:15AM

Florida Chautauqua Theatre
DeFuniak Springs, Florida

BREAKFAST PROVIDED BY:

PERLA
BAKING CO.

SPEAKERS & SPONSORS:



An illustration of a row of colorful buildings in shades of red, orange, and blue, with white windows and doors. A black street lamp stands on a grey sidewalk in front of the buildings. The entire illustration is tilted diagonally from the top left towards the bottom right.

AGENDA

8:00AM WELCOME

Chelsea Blaich, Executive Director, Main Street DeFuniak Springs

8:15AM HOW TO GAIN CUSTOMERS WITH SOCIAL MEDIA

Terry Mauer & Brianna Webb, Business Consultants, Florida SBDC at UWF

8:30AM ADVOCATING FOR BUSINESSES IN OUR AREA

Megan Harrison, President & CEO, Walton Area Chamber of Commerce

8:45AM TALKING WITH YOUR BANKER ABOUT FINANCING

Daphne Bowen, Assistant Vice President/Relationship Manager, BancorpSouth

9:00AM Q&A



WELCOME



Chelsea Blaich
Executive Director
Main Street Defuniak Springs



INTRODUCTION TO THE FLORIDA SBDC



Terry Mauer
Business Consultant
Florida SBDC at UWF



Helping Businesses Grow & Succeed



Florida SBDC

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

Who We Are

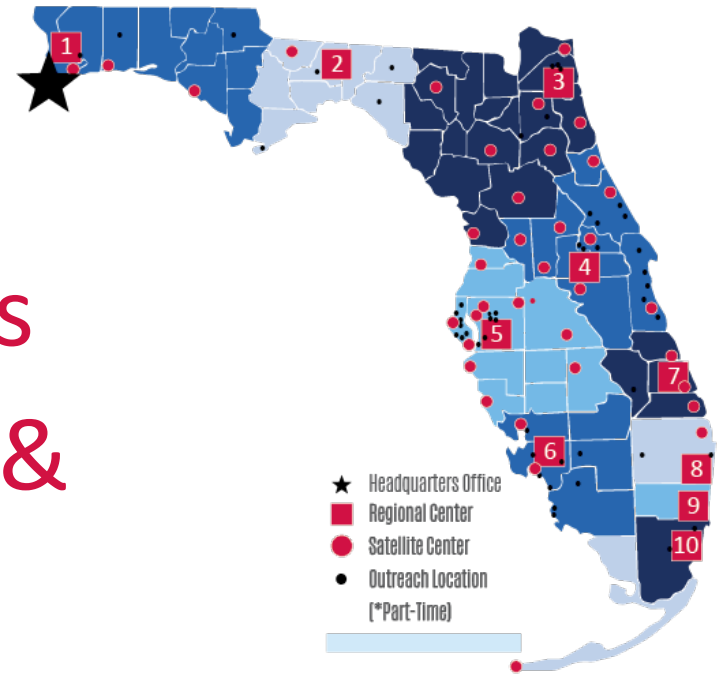
Governmentally funded organization, primarily through tax revenue, who provides no-cost, confidential consulting services to Florida businesses.

10 Regional Offices

45 Centers

50 Outreach Locations

Over 200 Professional &
Certified Employees



Helping Businesses Grow & Succeed

Who We Serve



Pre-Venture Individuals

Exploring business feasibility

Start-Up Businesses

In-business for less than 3 years
with fewer than 5 employees

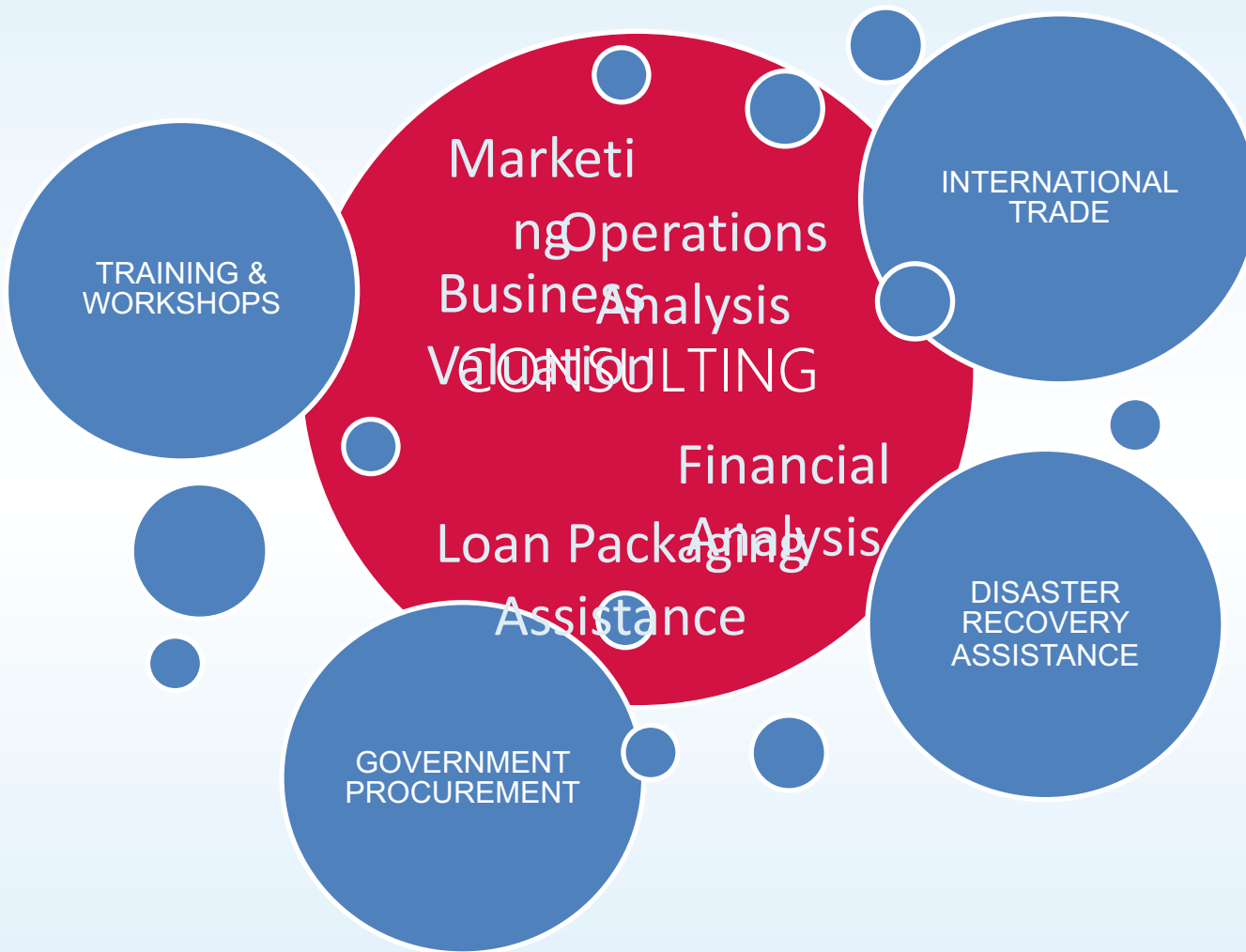
SME Businesses

In-business for more than 3
years more than 5 employees

Our Purpose

To provide access to
Knowledge,
Experience,
Expertise, and Tools
to help Small Businesses
succeed.

How We Help





HOW TO GAIN CUSTOMERS WITH SOCIAL MEDIA



Brianna Webb
Business Consultant
Florida SBDC at UWF



Social media is critical.

It's not just a marketing tool.

Social media is an integral part of any small business success strategy. In fact, in today's day and age, small businesses cannot afford to ignore social media.

SOCIAL MEDIA STATISTICS

As of
July 2021

243
MILLION

TOTAL NUMBER OF ACTIVE
SOCIAL MEDIA USERS IN THE US

55%

OF CONSUMERS LEARN ABOUT
BRANDS OR COMPANIES ON
SOCIAL MEDIA



ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



+13.7%
+521 MILLION

PERCENTAGE OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



99.0%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 22M











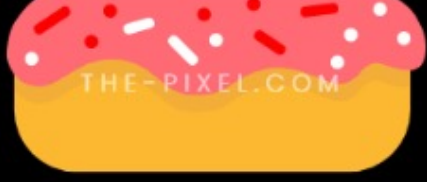

Social Media Platforms Explained

Each social media channel caters to a different type of user. In order to find success with your social media strategy, it's important to have a clear understanding of how users communicate on each platform.

BY THE-PIXEL.COM

Social Media Channels Explained

Each social media platform is different

 Facebook I like donuts		Instagram Here's a photo of my donut	
 Twitter I'm eating a tasty #donut		Snapchat Short video with my donut	
 YouTube I'm watching donut videos		Reddit Discuss our love for donuts	
 LinkedIn My skills include donut eating	 THE-PIXEL.COM	TikTok I dance & sing with my donut	

Top Social Media Networks



SOCIAL STATS



Monthly active users:

2.7 billion

Largest age group:

25-34 (26.3%)

Gender:

44% female

56% male

Time spent per day:

38 minutes



Monthly active users:

1 billion

Largest age group:

25-34 (33.1%)

Gender:

57% female

43% male

Time spent per day:

29 minutes

DAILY STORY USAGE

500 Million

BUSINESS USAGE

140 Million

DAILY CONTENT SHARES

100 Billion

AD REVENUE

1.3 Billion

MONTHLY ACTIVE USERS

1 Billion

SHARES PER HOUR

5 Million

LIKES PER DAY

4.2 Billion

PHOTOS UPLOADED DAILY

95 Million

AMERICAN USAGE

37%

TEENS FAVORITE

24%

SOCIAL STATS



of monthly active users:

187 million

Largest age group:

30-49 (44%)

Gender:

32% female, 68% male

Time spent per day:

3.53 minutes



of monthly active users:

738 million

Largest age group:

44-65

Gender:

49% female, 51% male

Time spent:

63% active weekly



of monthly active users:

400 million

Largest age group:

30-49

Gender:

78% female, 22% male

Time spent per day:

14.2 minutes



of monthly active users:

265 million

Largest age group:

13-34 (75%)

Gender:

58% female, 40% male

Time spent per day:

26 minutes

SOCIAL STATS



of monthly active users:

100 million

Largest age group:

18-24

Gender:

59% female, 41% male

Time spent per day:

45+ minutes



of monthly active users:

2 billion

Largest age group:

15-25

Gender:

72% female, 28% male

Time spent per day:

41+ minutes

FACEBOOK

Why you should use it:

- share everything from photos to important company updates
- Get access to powerful advertising tools, in-depth analytics and customization options
- Highlight information such as your contact information, hours of operation, and the products and services you offer

Top 8 best practices:

1. When in doubt, publish more video content
2. Beef up your information section
3. Be active/share!
4. Follow industry influencers and companies/groups of interest
5. Use Facebook Stories to skip the line of the algorithm
6. Post on M/W/F between 9am-1pm to get more eyes on your content
7. Always remember, quality vs. quantity!

INSTAGRAM

Why you should use it:

- share everything from photos to important company updates
- Get access to powerful advertising tools, in-depth analytics and customization options
- Highlight information such as your contact information, hours of operation, and the products and services you offer

Top 8 best practices:

1. Be Consistent, Maintain Tone of Voice and Brand Value
2. Don't educate – tell genuine stories instead
3. Use Instagram Stories often!
4. Create a visually intriguing Instagram feed
5. Use relevant and trending hashtags
6. Post user-generated content
7. Be active - LIKE, SHARE, COMMENT, TAG, etc.
8. Post on Tuesdays during the hours of 11am-2pm to get more interaction!

QUESTIONS?

Contact me!

bwebbb@uwf.edu



ADVOCATING FOR BUSINESSES IN OUR AREA



Megan Harrison
President & CEO
Walton Area Chamber of Commerce



TALKING WITH YOUR BANKER ABOUT FINANCING



Daphne Bowen
Assistant VP/Relationship Manager
BancorpSouth