



**MAKING THE MOST OF
SOCIAL PLATFORMS TO
STRENGTHEN YOUR
BRAND**



**GOLF SPACE
COLLECTIVE &
MY BACKGROUND**

WHO I AM

**PRESTON
MCCLELLAN**



**BRANDS
I'VE
WORKED
WITH**





WHO WE ARE

**GOLF
SPACE
COLLECTIVE**

**INDUSTRY EXPERTS +
MODERN SOLUTIONS**

Golf has been around for over four hundred years — yet here we are, the first digital marketing agency focused on the space. Suppose that makes us pioneers. Or better yet... space explorers.



SOCIAL MEDIA TRENDS

SOCIAL TRENDS

A QUICK REMINDER



Tommy Clark · You

Head of Social at Triple Whale 🐳; Freelance Social Media Consultant

1h · 🌐



I don't know who needs to hear this, but....

A social media manager ≠ video editor

A social media manager ≠ graphic designer

A social media manager ≠ influencer manager

A social media manager ≠ TikTok creator

A social media manager ≠ copywriter

So why are you still hiring as if it's all ONE job?

PS - Yes. Having proficiency in these skills is helpful as a SMM.

But having proficiency in a few different skills doesn't mean you should be responsible for executing the workload of a 5-person team on your own 😊

[#socialmediamanager](#) [#socialmediamarketing](#) [#smmtips](#)







































Jaden Jacobs and 199 others

51 comments · 13 reposts

2022 Rankings by Market | Social Media

Powered by data.ai's App IQ Taxonomy

	EMEA - Downloads								
	Worldwide	United Kingdom	France	Germany	Saudi Arabia	Turkey	Italy	Spain	United Arab Emirates
1	 Instagram (Social Media Media Sharing Networks)	 TikTok (Entertainment Short Videos)	 WhatsApp Messenger (Social Media Communication)	 WhatsApp Messenger (Social Media Communication)	 TikTok (Entertainment Short Videos)	 Instagram (Social Media Media Sharing Networks)	 TikTok (Entertainment Short Videos)	 TikTok (Entertainment Short Videos)	 TikTok (Entertainment Short Videos)
2	 TikTok (Entertainment Short Videos)	 WhatsApp Messenger (Social Media Communication)	 TikTok (Entertainment Short Videos)	 TikTok (Entertainment Short Videos)	 Snapchat (Social Media Media Sharing Networks)	 WhatsApp Messenger (Social Media Communication)	 Telegram (Social Media Communication)	 Telegram (Social Media Communication)	 BOTIM (Social Media Communication)
3	 Facebook (Social Media Social Networks)	 BeReal (Social Media Media Sharing Networks)	 Telegram (Social Media Communication)	 Instagram (Social Media Media Sharing Networks)	 WhatsApp Messenger (Social Media Communication)	 TikTok (Entertainment Short Videos)	 WhatsApp Messenger (Social Media Communication)	 WhatsApp Messenger (Social Media Communication)	 Instagram (Social Media Media Sharing Networks)
4	 WhatsApp Messenger (Social Media Communication)	 Instagram (Social Media Media Sharing Networks)	 Instagram (Social Media Media Sharing Networks)	 BeReal (Social Media Media Sharing Networks)	 imo (Social Media Video Call)	 Kwai (Entertainment Short Videos)	 Instagram (Social Media Media Sharing Networks)	 Instagram (Social Media Media Sharing Networks)	 Facebook (Social Media Social Networks)

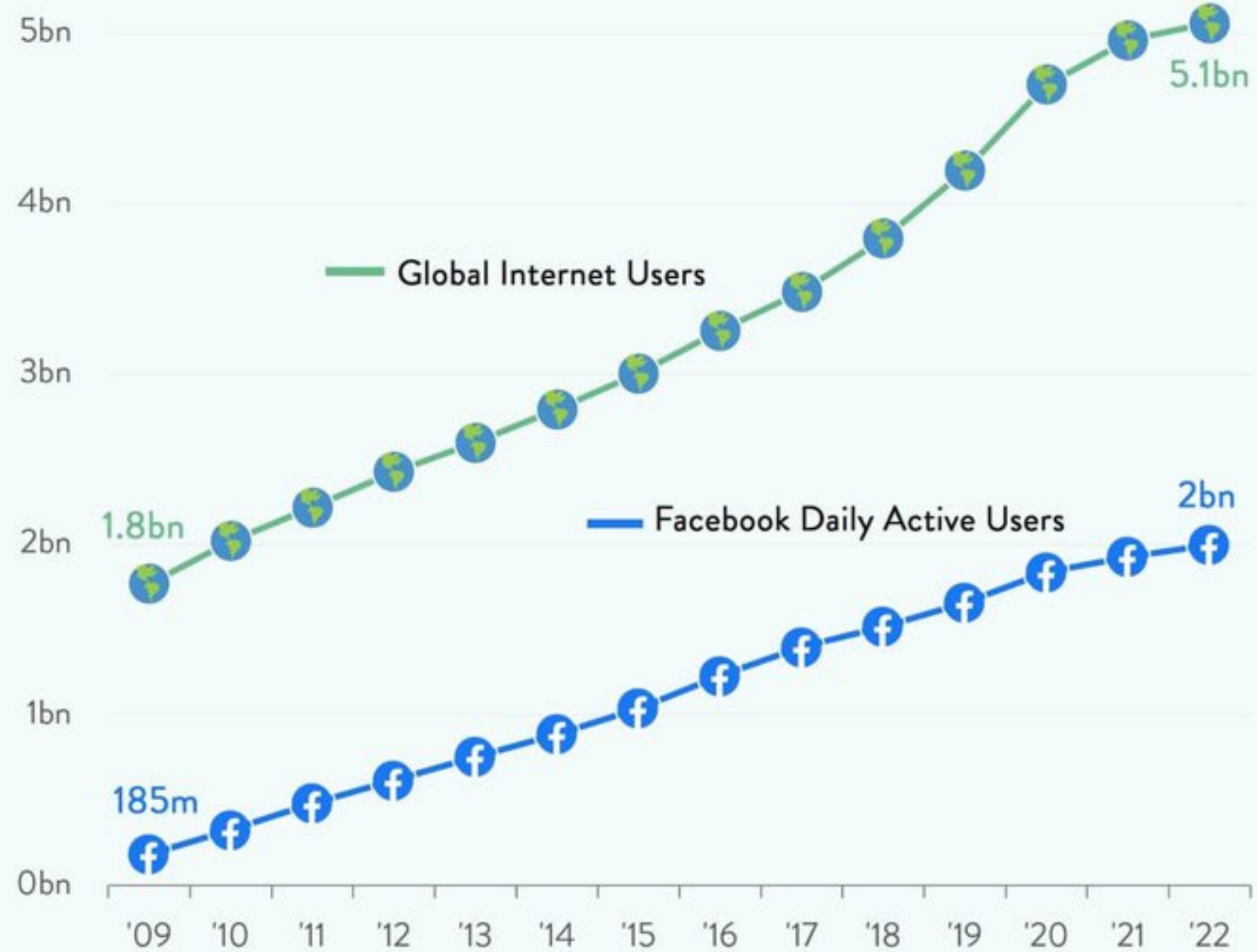
SOCIAL TRENDS

CHANNEL RANKINGS

SOCIAL TRENDS

**FACEBOOK
ISN'T DEAD**

Almost 40% Of Internet Users Are Logging Into Facebook Every Day



Source: Company Reports, ITU via
Our World In Data, DataReportal

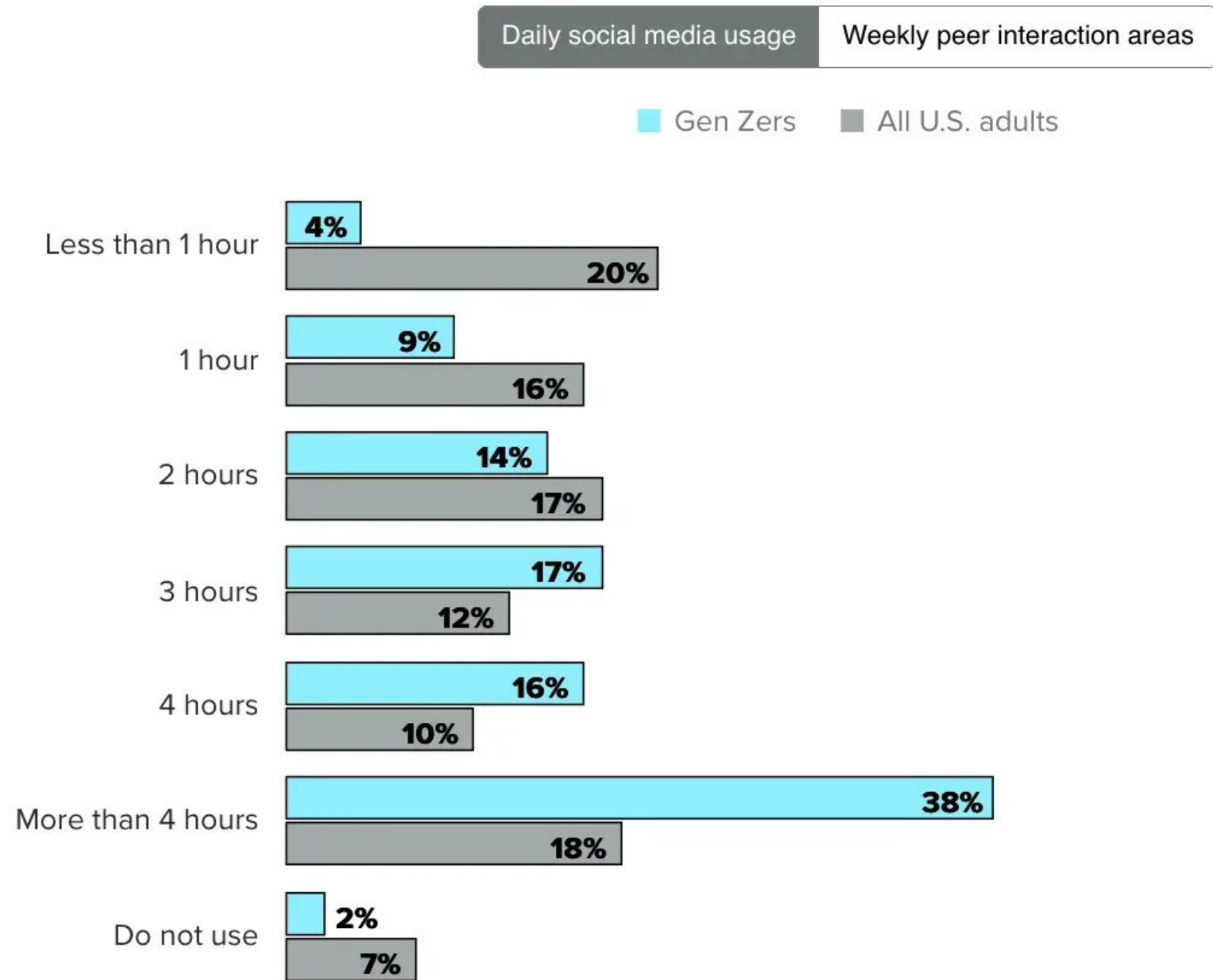


SOCIAL TRENDS

GEN Z

More Than Half of Gen Zers Spend Four or More Hours per Day on Social Media

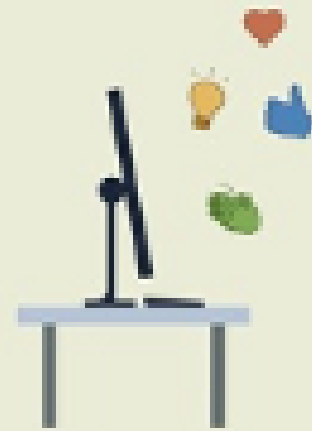
Respondents were asked how many hours they spend on social media per day, as well as how much time they spend interacting with other people via the following activities per week:



SOCIAL TRENDS

LINKEDIN

Member engagement is stronger than ever



22%

increase YoY in the number of Feed Updates Viewed



25%

YoY increase in public conversations happening on the platform



25%

increase in public content shared on the platform (June 2020 – June 2022)

SOCIAL TRENDS

CHAT GPT

ARTIFICIAL
INTELLIGENCE

IDEATION HELP

CONTENT
GENERATION



I wrote a really popular LinkedIn post, and part of its success was a punchy, succinct opening line that made people stop scrolling on their phones and read my content.



Here was the opening line: I escaped the rat race 2.5 years ago.

Can you give me 5 variations of that line that will work well as an opener?



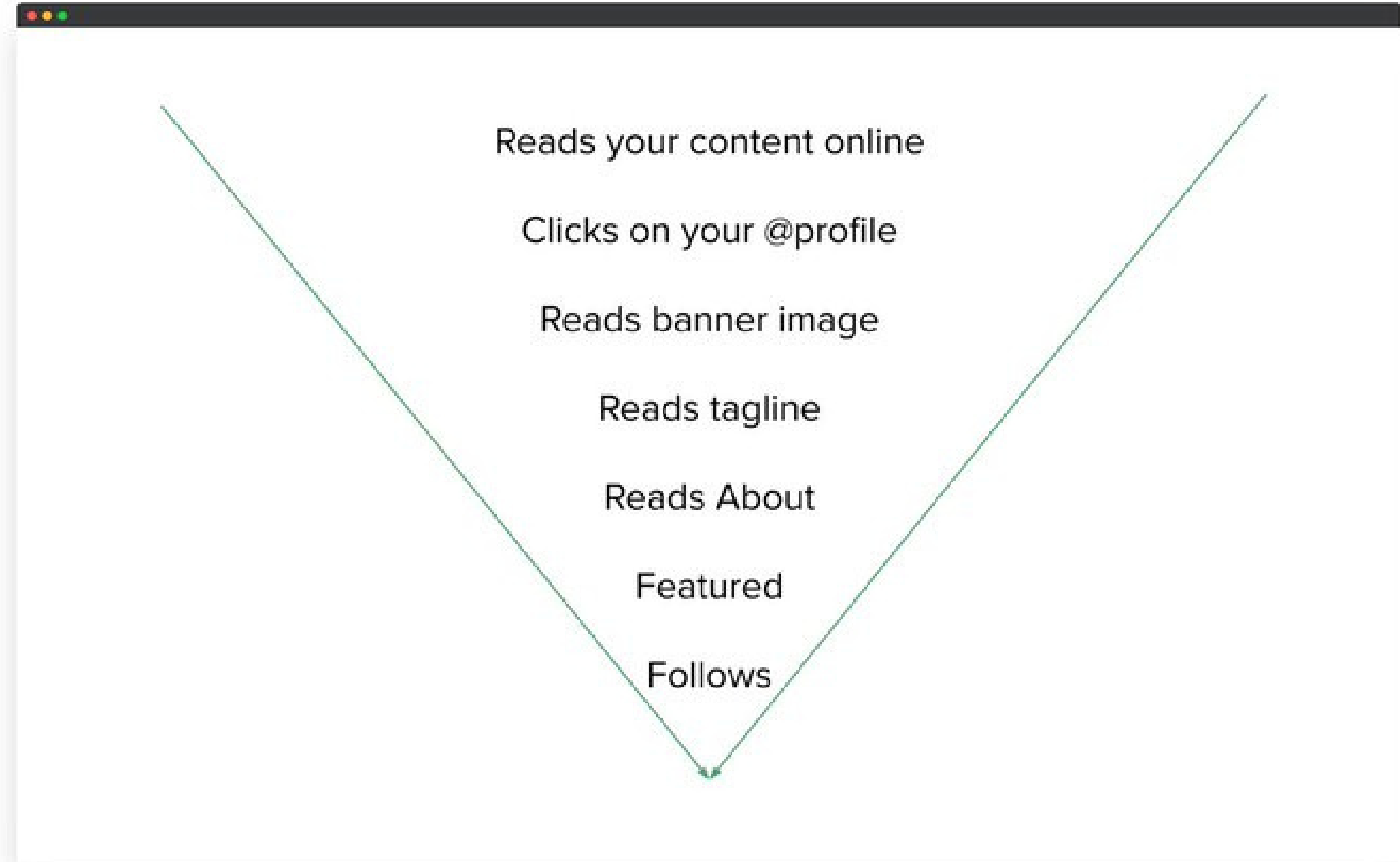
Sure! Here are five variations of that opening line:



1. I traded the 9-to-5 grind for a life of freedom and fulfillment.
2. I'm living proof that it's possible to break free from the corporate rat race.
3. I left the corporate world behind and never looked back.
4. Tired of the daily commute and endless meetings? I found a way out.
5. I said goodbye to the cubicle and hello to a life on my own terms.

**PERSONAL
BRANDING:
WHY DOES IT
MATTER?**

IT'S TODAY'S FIRST IMPRESSION



PLATFORM EXAMPLE: LINKEDIN

BRANDING

INBOUND LEADS



LinkedIn profile for Preston McClellan. The profile header includes a circular profile picture with a purple border and the text "#HIRING". To the right of the picture is the logo for "GLF SPC" and the text "MARKETING MADE EASY" with a green arrow pointing down to "FOLLOW FOR MORE!". Below the header, the name "Preston McClellan" is displayed, followed by a bio: "I help businesses better understand social & digital through simplifying content and brand strategy". Below the bio are hashtags: "#smsports, #sportspr, #sportsbiz, and #socialmedia", location: "Hebron, Ohio, United States", and a link for "Contact info". To the right of the bio are two organization logos: "GLF SPC Golf Space Collective" and "Ohio University". At the bottom of the profile, it says "Golf Space Collective" with an external link icon, "2,682 followers · 500+ connections", and three buttons: "Open to", "Add profile section", and "More".

Views [?]

126,957

Dec 31 → Oct 13

+208 %

41,188

Dec 31 → Oct 13

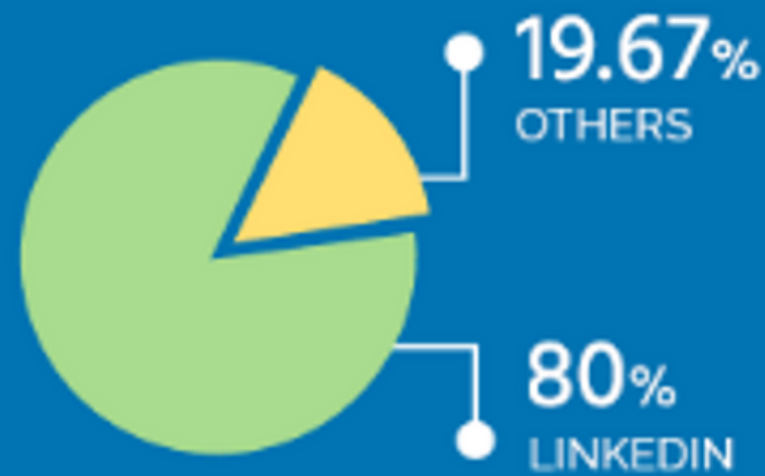


BRANDING

INBOUND LEADS

1

LinkedIn is responsible for more than 80% of a business' social media leads! All the other social media platforms put together only amount to 19.67% of leads.



2

77% of users said that LinkedIn helped them research people and companies. So use relevant keywords so that your profile shows up in the first list of search results.

77%



3

76% of respondents find Who's Viewed your profile as the no. 1 feature which premium account provides complete access to.

You get 15 introductions with the basic premium account which is excellent for referral marketing.



TACTICAL SUGGESTIONS

- Pick one platform for your professional online brand. I suggest Twitter or LinkedIn.
- Pick several topics that you are interested in and relate to the path you plan to take in sports
- Use the content worksheet I've created to find your niche and create your headline
- Block off 15 minutes every morning to dedicate to personal content creation + online networking

WHAT DO I POST?

**STOP
TRYING
TO BE
PERFECT**



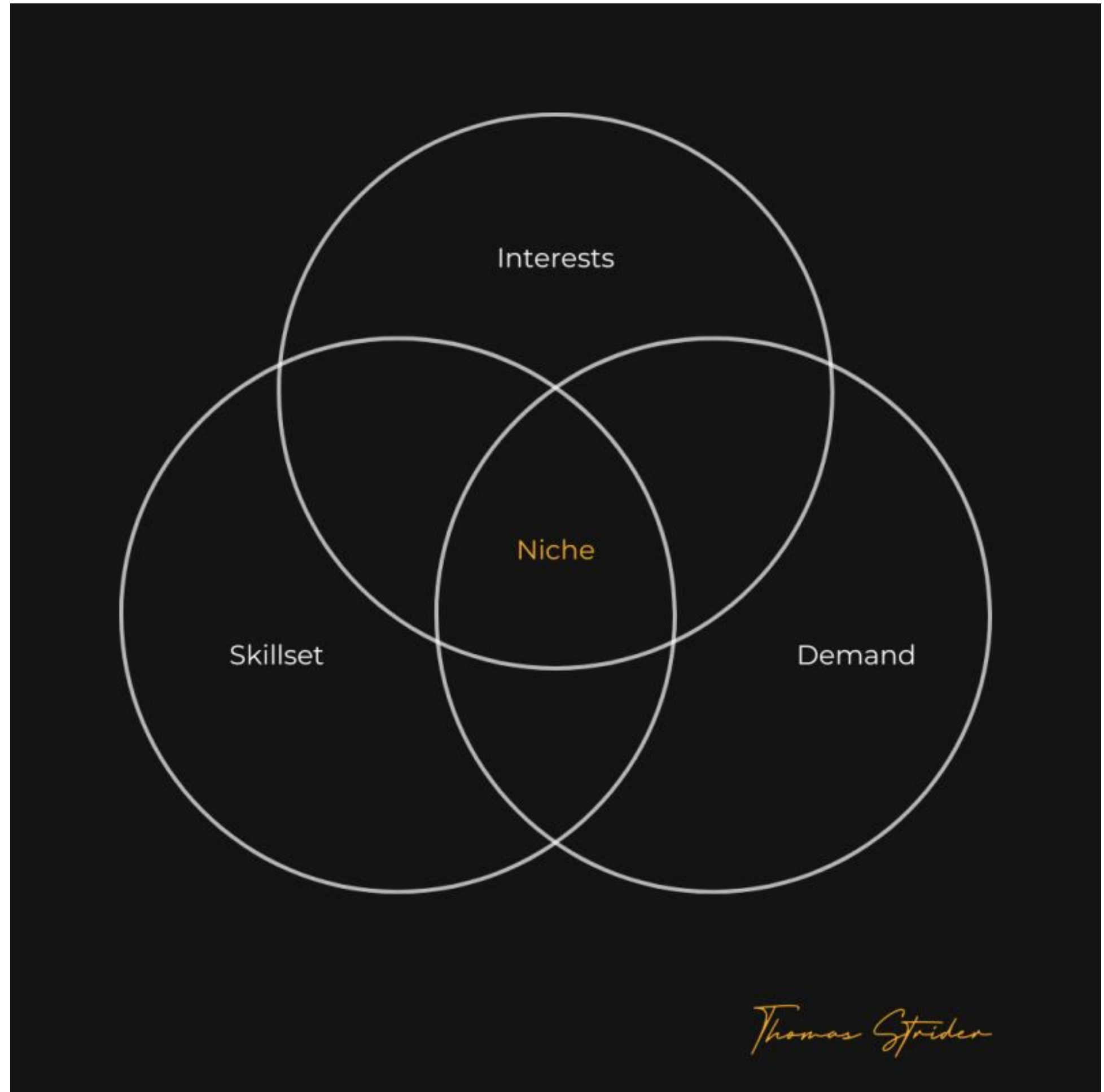
Mil | Simply Media and Advertising
@simplymediadv



Perfection kills social media growth.
Perfection kills social media growth.
Perfection kills social media growth.
Perfection kills social media growth.
Perfection kills social media growth.
Perfection kills social media growth.

7:36 AM · 3/13/23

**PICK A
NICHE OR
TWO**



TOPIC NICHES

**PICK A
COUPLE
OF LANES
AND
STICK TO
THEM**



Preston McClellan · You



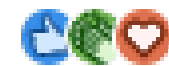
I've generated hundreds of millions of social media impressions for brands...

1mo ·

In the first 6 weeks of 2023, [Golf Space Collective](#) has signed deals with:

- 2 Professional Golf Tournaments
- 2 State Golf Associations
- 1 Pro Golfer

[...see more](#)



Bryan Ford and 75 others

10 comments · 2 reposts



Like



Comment



Repost



Send



3,805 impressions

[View analytics](#)

TOPIC NICHES

**PICK A
COUPLE
OF LANES
AND
STICK TO
THEM**



Preston McClellan • You



I've generated hundreds of millions of social media impressions for brands...

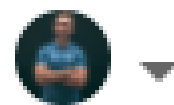
1mo •

It's Monday. If you're like me, you have a million things running through your head on what you want to accomplish today, this week, and in the future.

What I've struggled with in my career is organizing those thoughts into a plan of action. [...see more](#)

Caley Beacham and 17 others

4 comments



Like



Comment



Repost



Send



1,404 impressions

[View analytics](#)

TOPIC NICHE

**PICK A
COUPLE
OF LANES
AND
STICK TO
THEM**



Preston McClellan • You



I've generated hundreds of millions of social media impressions for brands...

1mo • 🌐

30 days ago, I launched a new Twitter account for a personal brand client.

In those 30 days, we've created:

[...see more](#)

28 day summary with change over previous period

Tweets

697 ↑657.6%



Tweet impressions

206K ↑1,017.3%



Profile visits

33.1K ↑558.3%



Mentions

198 ↑1,314.3%



Followers

123 ↑103



Caley Beacham and 21 others

9 comments



Like



Comment



Repost



Send



1,717 impressions

[View analytics](#)

TOPIC NICHES

**PICK A
COUPLE
OF LANES
AND
STICK TO
THEM**



Preston McClellan • You



I've generated hundreds of millions of social media impressions for brands...

2mo •

The biggest sales lesson I've learned in the last year running my own business?

State your price.

And shut up.

[...see more](#)



Caley Beacham and 28 others

5 comments



Like



Comment



Repost



Send



2,587 impressions

[View analytics](#)

**USING LINKED IN TO
NETWORK**

LINKEDIN

**DIGITAL
NETWORKING**

1. PERSONALIZE IT

2. MAKE IT HELPFUL

3. BE CONSISTENT

4. MAKE SCHEDULING EASY

5. POSTER CHILD STRATEGY

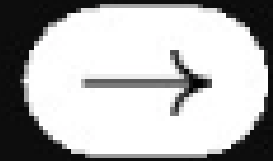
6. CONNECT OTHER PEOPLE

ORGANIC SOCIAL MEDIA FOR YOUR BRAND

ORGANIC SOCIAL

7 STEPS

@TCLARKMEDIA



7 questions to ask
yourself before
investing heavily in
organic social media

ORGANIC SOCIAL

7 STEPS

1) Do we have a product **worth amplifying** on social yet?

Your social media strategy will never make up for a poor product.

Before you start to invest in organic social, be sure your business model is sound and you have a product worth promoting.

ORGANIC SOCIAL

7 STEPS

2) What **1-2 platforms** are our target audience most active on?

1-2.

Not 5-6.

If you have a lean team, you are better off **CRUSHING** a small amount of platforms rather than spreading your team (or team of one) too thin.

ORGANIC SOCIAL

7 STEPS

3) Are there any **examples** of brands in our industry that have had success on this platform?

When you're first getting started, don't try to reinvent the wheel.

For example, if you are a B2B SaaS, there are plenty of examples of LinkedIn success stories.

TikTok? Not so much.

So I'd go with LinkedIn as a platform before rolling the dice on TikTok. See how that works?

ORGANIC SOCIAL

7 STEPS

4) What angle are they taking on their social accounts? How can your brand stand out from them?

The last thing you want to do on organic social is blend into the crowd.

The easiest way to avoid this, and to stand out, is to take what everyone else in your industry is doing and either:

- 1) Put your own spin on it
- 2) Go a different direction entirely

5) What **resources** will we need to properly execute on those platforms?

You need to be aware of the resources, or lack thereof, that you have at your disposal.

This could mean team, equipment, etc.

For example, if you have a SMM that excels on video, but sucks at writing... TikTok might make more sense than Twitter (and vice versa).

ORGANIC SOCIAL

7 STEPS

6) Do we have the **budget** to give organic social enough time to work?

Again.

Organic social will not make up for a terrible business model.

Is your business in a place to give the results from organic social the appropriate time to compound?

Sure. You should see signs of life in the first few weeks.

But to *really* see things take off, you should give social 3-6 months.

Need cash before then? You might not be in a spot to prioritize social just yet.

ORGANIC SOCIAL

7 STEPS

7) What are brands and content creators **outside of your industry** that you admire?

The best content ideas you get will often come from brands that live *outside* of your current industry.

For example, I work in B2B SaaS.

But I look to gaming and esports for a lot of social inspiration. They have a strong grasp on meme culture, and creating engaging content (most of B2B doesn't).

See how that works?

