

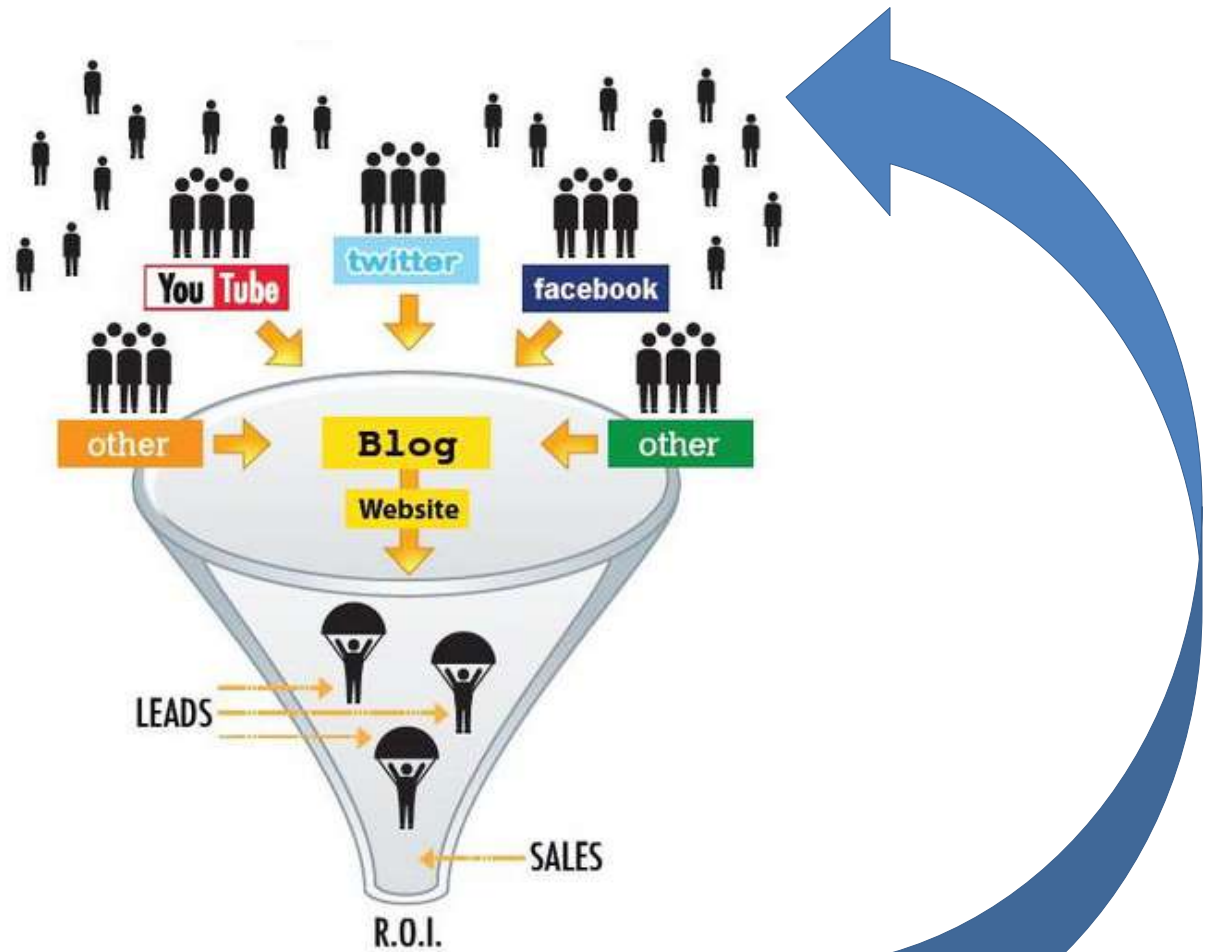
ORVIS®

Social Media: A deeper dive.

Tucker Kimball, social media manager

Why Social Media?

It's about awareness & getting found.



*Advocacy

ORVIS

Content!

“Brands can see higher percentages of sharing if they ask the following four questions of their content.”

- Will sharing this content make my consumer look good?
- Will this content evoke a positive emotion, such as happiness or excitement?
- Is this content useful, or does it otherwise contain info that has a strong practical value?
- Does this content tell a story in itself?

[Journal of Advertising Research](#)

Will sharing this content make my consumer look good?



Crystal Creek Lodge shared their photo.

September 8, 2015 · 🌐



Crystal Creek Lodge
September 8, 2015 · 🌐

Will this content evoke a positive emotion, such as happiness or excitement?



The Orvis Company

Published by Philip Monahan [?] · 4 hrs · 🌐

Whoa! I could watch big redfish chase surface flies all day: follow, refuse, swing, miss, . . . BAM!



Video: Bull Redfish in "29 Degrees NOLA" Teaser - Orvis News

Video: Bull Redfish in "29 Degrees NOLA" Teaser Written by: Phil Monahan Few things in fly fishing are cooler than watching bull redfish chase surface flies on...

ORVIS.COM

Is this content useful, or does it otherwise contain info that has a strong practical value?

 **Linehan Outfitting Company**
January 12 at 5:17pm · 🌐

Check out the latest Kootenai River fishing report and enjoy the warm front making daytime temps reach the middle 30s!

 **Kootenai River Montana Fishing Report 1-12-2016 - Linehan Outfitting Co.**
this Kootenai river Montana fishing report is brought to you by linehan outfitting Company and provides...
FISHMONTANA.COM | BY LINEHAN OUTFITTING CO.

👍 Like 💬 Comment

Josh Nugent, Gabe Mariman, Berni Bahro and 6 others like this.

1 share

Does this content tell a story in itself?



The Orvis Company

Published by Philip Monahan [?] · 32 mins ·

These gals know how to handle a fly rod, and they enjoyed an epic three-day tour of some iconic trout waters.



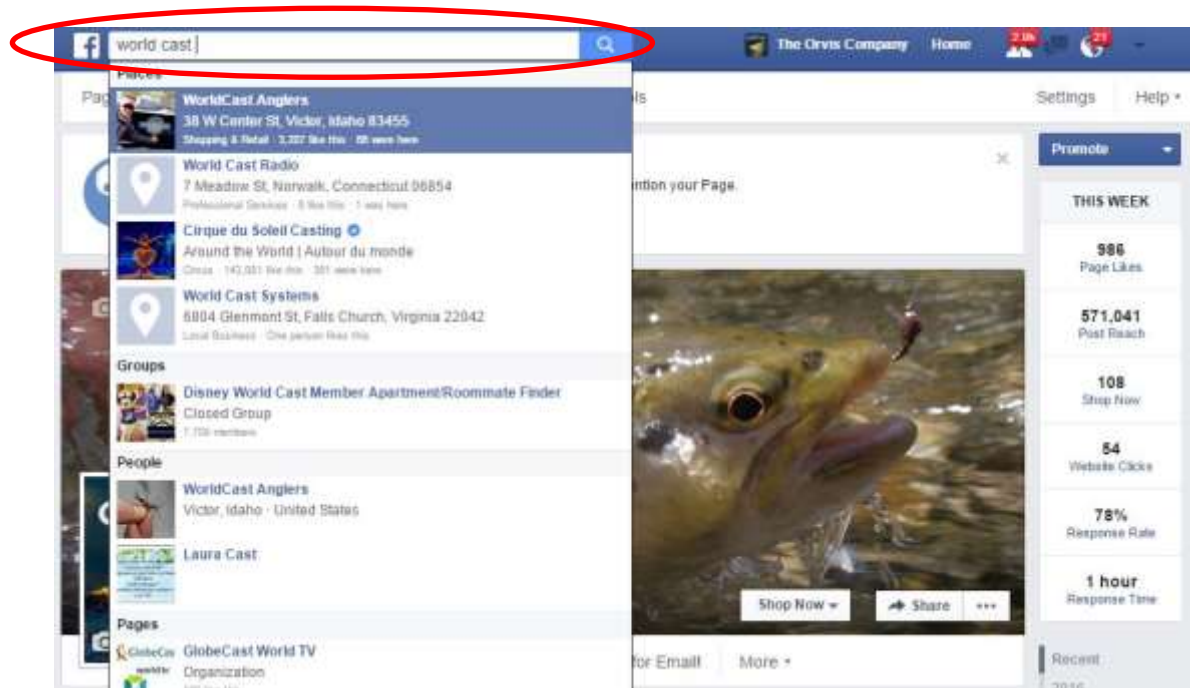
Photo: "Orvis Girls" on the Run in Southwestern Montana - Orvis News

Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters. Photos...

ORVIS.COM

Engagement

Follow others in the industry. Watch & share.



Facebook Posting Tips

- Consistent rhythm.
- Aim to get into the practice of posting twice a day.
- Schedule posts to save time.
- Watch what works and adjust.

Kill 'em with content

Facebook reduces reach of overly promotional posts.

- Posts that solely push people to buy a product or install an app
- Post that push people to enter promotions and sweepstakes with no real context
- Posts that reuse the exact same content from ads.

<http://newsroom.fb.com/news/2014/11/news-feed-fyi-reducing-overly-promotional-page-posts-in-news-feed/>

Kill 'em with video content

Facebook is giving more priority to video, especially when uploaded directly Facebook.

- Think about ways of capturing 10-15 seconds of video.
- For ideas check out how the Cabins at Lopstick are using video on their facebook page. <https://www.facebook.com/Lopstick/videos>

Use Call To Action buttons on videos to drive traffic.

The screenshot shows the 'Upload Video' interface on Facebook. The 'Call to Action' dropdown menu is open, displaying several options: 'No Button' (checked), 'Shop Now', 'Book Now', 'Learn More', 'Sign Up', 'Download', 'Watch More', and 'No Button' (checked). The video thumbnail shows a hand holding a clear plastic bottle over water. The 'Add Custom Thumbnail' button is visible in the top right corner of the video preview area.



The screenshot shows a Facebook video post from 'The Orvis Company'. The video title is 'Warm weather recon.' and it was posted on March 30 at 9:30 AM. The video content shows a person in a plaid shirt and cap walking through a stream in a grassy field. The video player has two buttons overlaid: 'Watch Again' and 'Learn More Proudly made in the USA.'. The 'Learn More' button is circled in red. The video has 169 likes, 3 comments, and 2.8K views.

Boosted Posts

The Orvis Company
Published by Philip Monahan (7) · April 5 at 11:45am · 🌐

Want to be able to reach those fish rising just out of your casting range? Peter Kutzer has some tips to help you squeeze every last foot out of your cast.

Video Tuesday Tip: How to Add Distance to Your Cast - Orvis News

Every fly fisherman has been in this situation: you can see fish rising, but they are just out of your casting range. If you could just make the fly land ten feet farther...

ORVIS.COM

48,217 people reached

[View Results](#)

48,217 People Reached

640 Reactions, Comments & Shares

494 Like	454 On Post	40 On Shares
4 Love	3 On Post	1 On Shares
39 Comments	24 On Post	15 On Shares
103 Shares	101 On Post	2 On Shares

1,744 Post Clicks

0 Photo Views	1,388 Link Clicks	356 Other Clicks
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NEGATIVE FEEDBACK

15 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

- Very simple way to get your message in front of a targeted audience.
- Audience can include your fans or one you create.
- It doesn't have to be too expensive.

Boosted Posts

Boost Post

18,130 Paid Reach [?] 954 Actions [?] \$50.00 Budget Spent

Actions | People | Countries


523 Link Clicks
341 Post Likes
16 Comments

See More Details

Ad Stopped April 6th, 2:20pm
Target Group People who like your Page
Age 18-65+
Gender Male and Female
Other Location - Living In: United States
Boosted By Tucker Kimball

people.

DESKTOP NEWS FEED MOBILE NEWS FEED

 **The Orvis Company** Like Page
Sponsored

Want to be able to reach those fish rising just out of your casting range? Peter Kutzer has some tips to help you squeeze every last foot out of your cast.



ASK A FLY-FISHING INSTRUCTOR

Boosted Post

The Orvis Company
Published by Phil Monahan (71 · 9 hrs · 48)

Don't go changing your fly too quickly... that might not be why the fish aren't eating your fly.



Video Pro Tips: Fly Choice vs. Presentation - Orvis News
Video Pro Tip: Fly Choice vs. Presentation Written by: Phil Monahan Here's a quick and dirty tip—from The New Fly Fisher host Bill Spicer and Falcon's Ledge...
ORVIS.COM

26,835 people reached

Boost Post

Boost Post

AUDIENCE | DESKTOP NEWS FEED | MOBILE NEWS FEED

People who like your Page [?]
 People who like your Page and their friends
 People you choose through targeting [?]

Default Audience Edit Audience

Location: United States

Age: 18 - 65+

BUDGET AND DURATION

Total budget ?
\$10.00

Estimated People Reached ?
1,200 - 3,200 people of 110,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Settings [Terms & Conditions](#) | [Help Center](#)

Edit Audience ×

Make sure to save your edits once you're done.

Name:

Location:

Age: -

Gender: All Men Women

Interests:

Boosting Tips

Boost proven content. Spend \$\$ on what you know is engaging.

Boost content that is driving an action (email captures, giveaways, sign-ups etc.)

Facebook 20% text-on-image rule.

Facebook & Instagram Ads



The Orvis Company

Written by Tucker Kimball | 71 | March 30 at 11:39am

It's ending soon! Now is the time to fill your fly box.



Fly Fishing Flies -- Orvis

Offer ends March 31st.

ORVIS GIANT FLY SALE

Shop Now

34,203 people reached

Boost Post

Bidding & Optimization

Ad delivery optimized for Link Clicks to Your Website
You'll get charged per Link Click (CPC)

Targeting

Location: United States

Connections: People who like The Orvis Company

See More

Placement

Desktop News Feed, Instagram, Audience Network,
Mobile News Feed

Estimated Daily Reach

1,600 - 4,100 people on Facebook

0

of 88,000

ORVIS

Facebook & Instagram Ads

Hyper targeted.

Opportunity to get more promotional.

Goal oriented.

Keep it simple.

Content and creative are still key.

<http://blog.hubspot.com/marketing/facebook-paid-ad-checklist>

Instagram



orvis

EDIT PROFILE



The Orvis Company Inspiring a deep connection to adventure and wonder in the outdoor world. #mylifeoutdoors orvis.com

629 posts

63.5k followers

937 following



Instagram



orvis

1,816 likes 1w

orvis The R&D machine here never sleeps. Hit the link in our profile to learn about our most comfortable and durable waders yet. #mylifeoutdoors #orvisflyfishing #innovation

view all 51 comments

catfishric Oh wow these look awesome and they look very durable. 🙌

bravofour3 April Fools!

leswerme @wcondrey @willmajors1

noellecoley 😊🙌 love it @orvis

davidhudson.teambgs Your kidding right?

thednmproject @creekaddict_displaced natureboy You?

sam08280 Get ready for the 2017 white River fashion show fellas @tom.mcgraw @alflyfishing

♡ Add a comment... ○○○

Bitly.com

APR 1, 9:40 AM • PRIVATE

Our New Waders Represent an Amazing Breakthrough in Waterproof Technology! - Orvis News

<http://r.socialstudio.radian6.com/af65cf8d-31fd-4757-aa03-570d61412c67>

[orv.is/AprilFool16](#)

COPY



TRAFFIC

REFERRERS

748 Total Clicks

748 Your Clicks 0 Clicks On Other Bitlinks



DAILY TRENDS

Yours



Bitly.com

Our New Waders Represent an Amazing Breakthrough in Waterproof Technology! - Orvis News

<http://r.socialstudio.radian6.com/af65cf8d-31fd-4757-aa03-570d61412c67>

orv.is/AprilFool16

COPY



TRAFFIC

REFERRERS

Twitter

197

CLICKS



Other Sites

7

CLICKS



Unknown

544

CLICKS



Helpful Links

Facebook Marketing Help Site

<https://www.facebook.com/business/help/>

Content Tips

<https://contently.com/strategist/>

Great “How-To” Tips and Social Strategies

<http://www.socialmediaexaminer.com/>

Content Marketing Tips

<http://www.copyblogger.com/blog/>

Huge Content Resources for You!

<http://www.orvis.com/news/fly-fishing/>

<http://howtoflyfish.orvis.com/>