



Meta Marketing REIMAGINED!

Your Road To Renewed Success

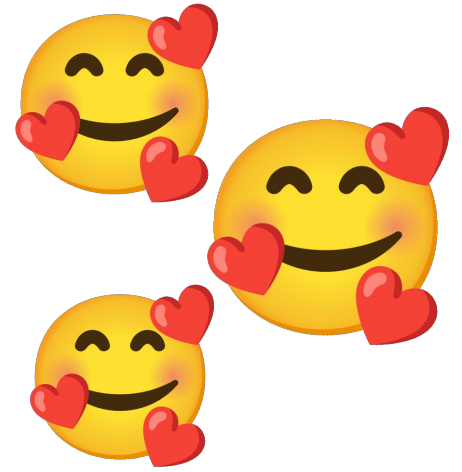


Mari Smith

Premier Facebook Marketing Expert
Social Media Thought Leader
CEO, Mari Smith International, Inc.



**Γειά σου!
Σ'αγαπώ!**



HAPPY 20th BIRTHDAY

DOB: February 4th, 2004



2021

Mark Zuckerberg goes 'all in' on building the metaverse

Parent company changes from Facebook to Meta

2022

The "year of efficiency"

Massive layoffs, tightening up budgets, streamlining projects, letting go of anything not producing

2023

"Turbo-charged" focus on AI

Threads app launches

2024

Business AIs

"AI will be our biggest investment area in 2024"



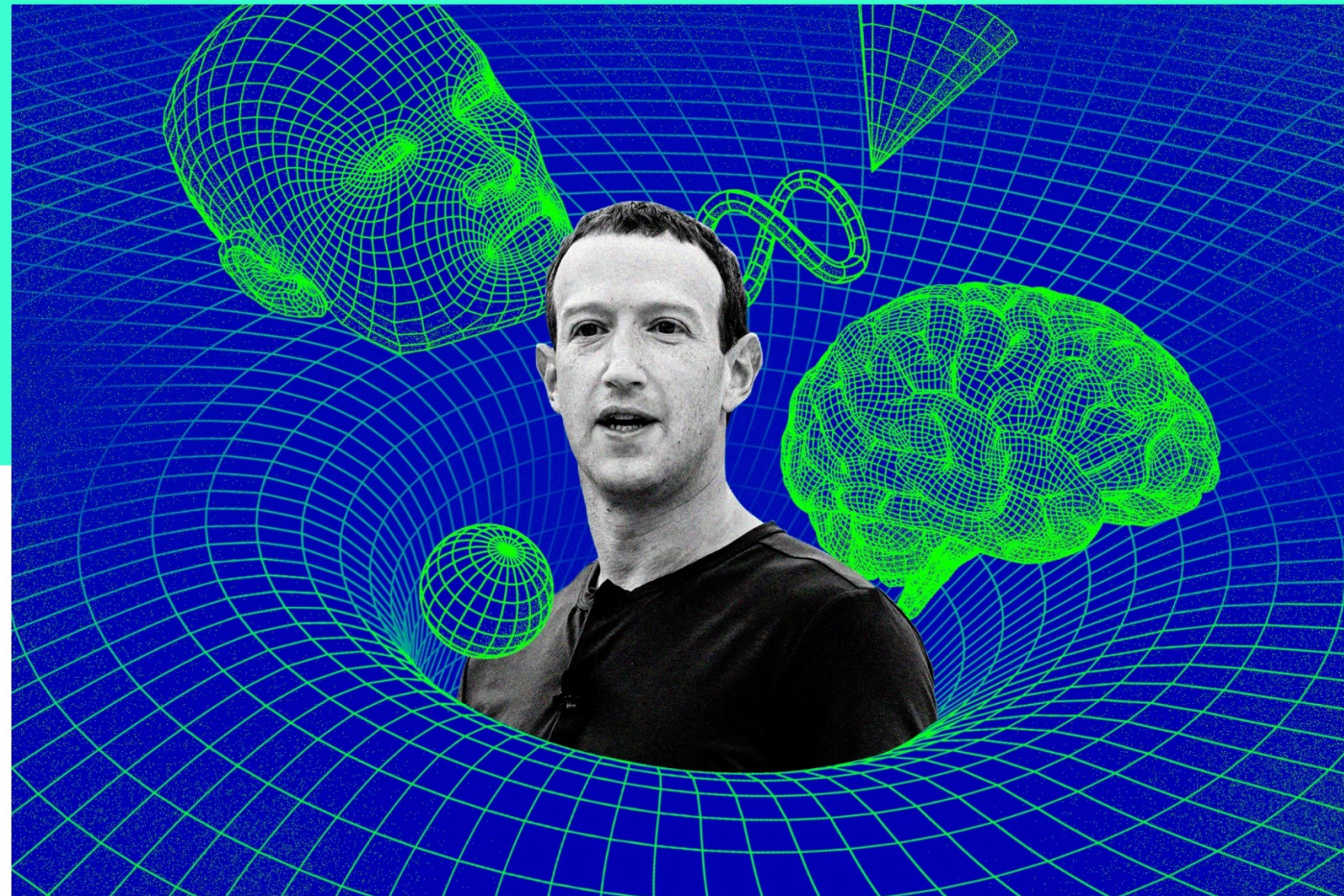
133 Comments (133 New)

META

Mark Zuckerberg's new goal is creating artificial general intelligence

And he doesn't want to control it. Maybe.

By **Alex Heath**, a deputy editor and author of the Command Line newsletter. He's covered the tech industry for over a decade at The Information and other outlets.



WILL Meta's AGI Model Crush GPT-4?

- ~350,000 x NVIDIA H100s by the end of 2024
 - (or ~600,000 H100 equivalents of compute if you include other GPUs)
- (OpenAI = est. 20,000-25,000 GPUs to train ChatGPT)

@ \$40k/ea = \$14Bn

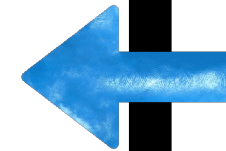


**Meta is building a
world-class AI
assistant for...
basically EVERYONE.**

“ • **Everyone** who uses our services will have a world-class AI assistant to help get things done

• **Every creator** will have an AI that their community can engage with

• **Every business** will have an AI that their customers can interact with to buy goods and get support, and

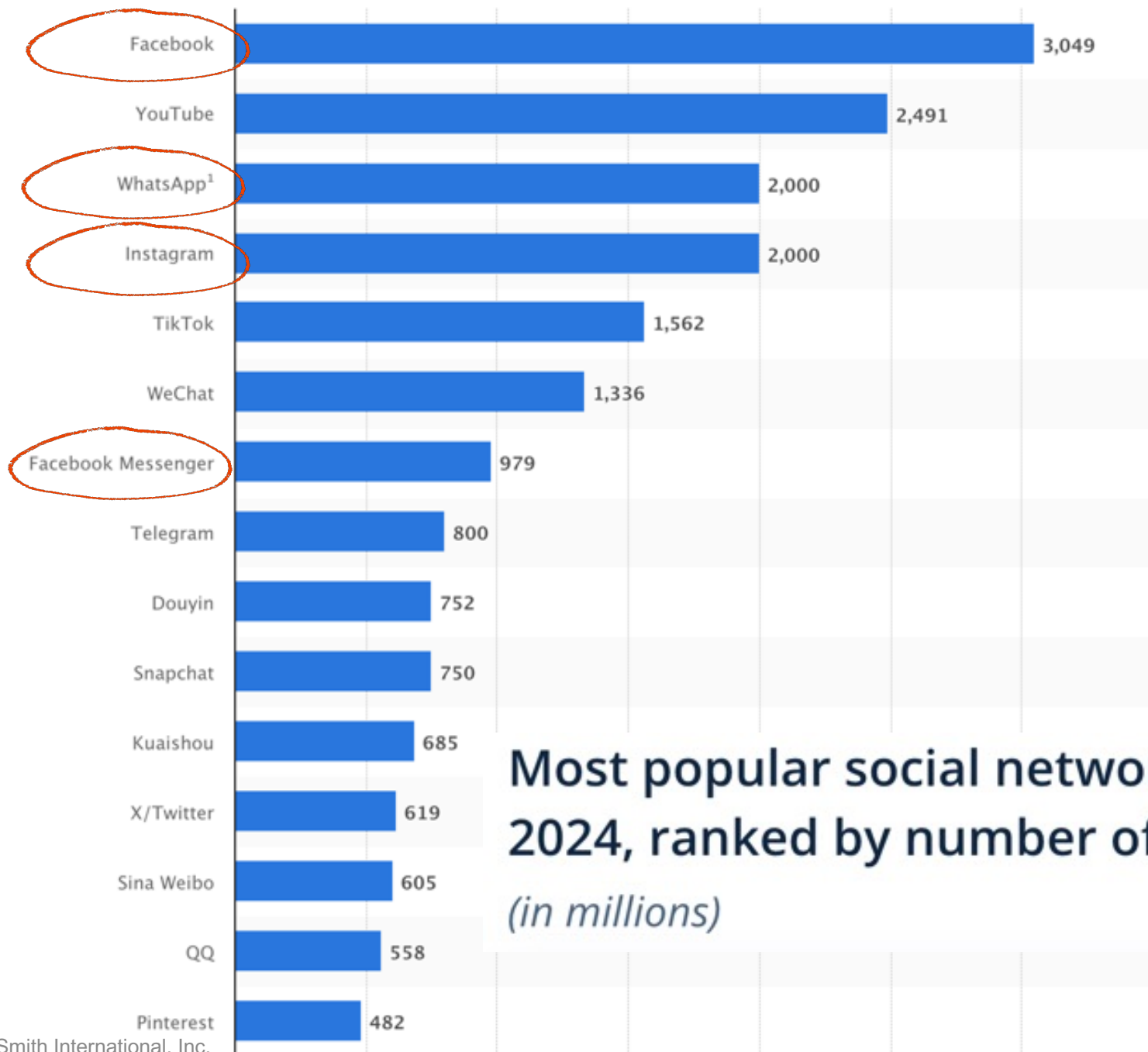


• **Every developer** will have a state-of-the-art open source model to build with. ”

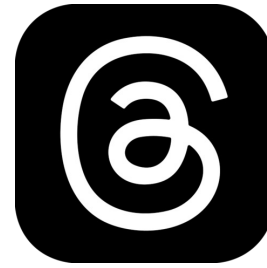


~Mark Zuckerberg, CEO Meta Platforms





Most popular social networks worldwide as of January 2024, ranked by number of monthly active users
(in millions)



**3,100,000,000
PEOPLE PER DAY!**

The PROBLEM

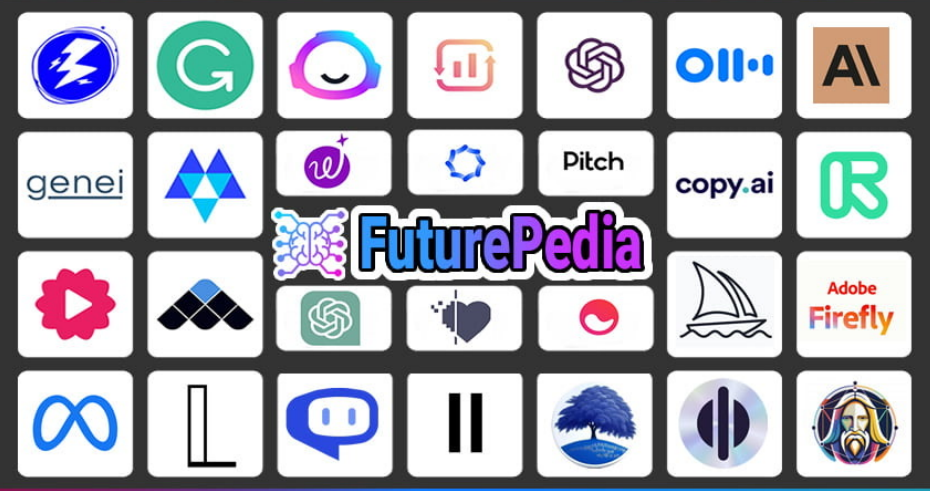
- Many businesses & marketers are struggling right now to get results on Facebook
 - You know you must be on FB, IG (& Threads?) ... but it's no fun anymore! 😞
 - Has your reach dropped off? 📉
 - Is your engagement stagnant? 🪳
 - Has your traffic, leads & sales plateaued? 📉



SOCIAL SATURATION

- 5Bn people
- 3-4 hours per day
- 7-9 apps every month
- New apps daily
- **TOTAL OVERWHELM!**





FuturePedia

AI SATURATION

**Make it
stop!!**



2024

~~2023~~

**What worked last year
no longer works today**


Sea changes affecting social media...

1. Generative AI
2. The 'Creator Economy'
3. Metrics that matter
(vs. vanity metrics)



BUT...





We are living in a
time of infinite
content with FINITE
attention...

**MORE CONTENT
is not the answer**

"If your work isn't more useful or insightful or urgent than GPT can create in 12 seconds, don't interrupt people with it."

– Seth Godin



The GOOD NEWS

- YES, there *are* ways to be original, creative & effective on Facebook, Instagram, and Threads!
 - Take people on a journey
 - Be more engaging, relevant & valuable
 - Tell stories
 - Be more entertaining
 - Quirky, humorous, a little weird?



The SOLUTION: What to do now

- REIMAGINE your approach
 - Think outside the box!
 - What if it's not about just pushing out content?
 - What if you're measuring the wrong metrics?
 - Engagement Metrics
 - Leads, Subscribers
 - Retention
 - Sales



10:37   

 **jacunzo**  

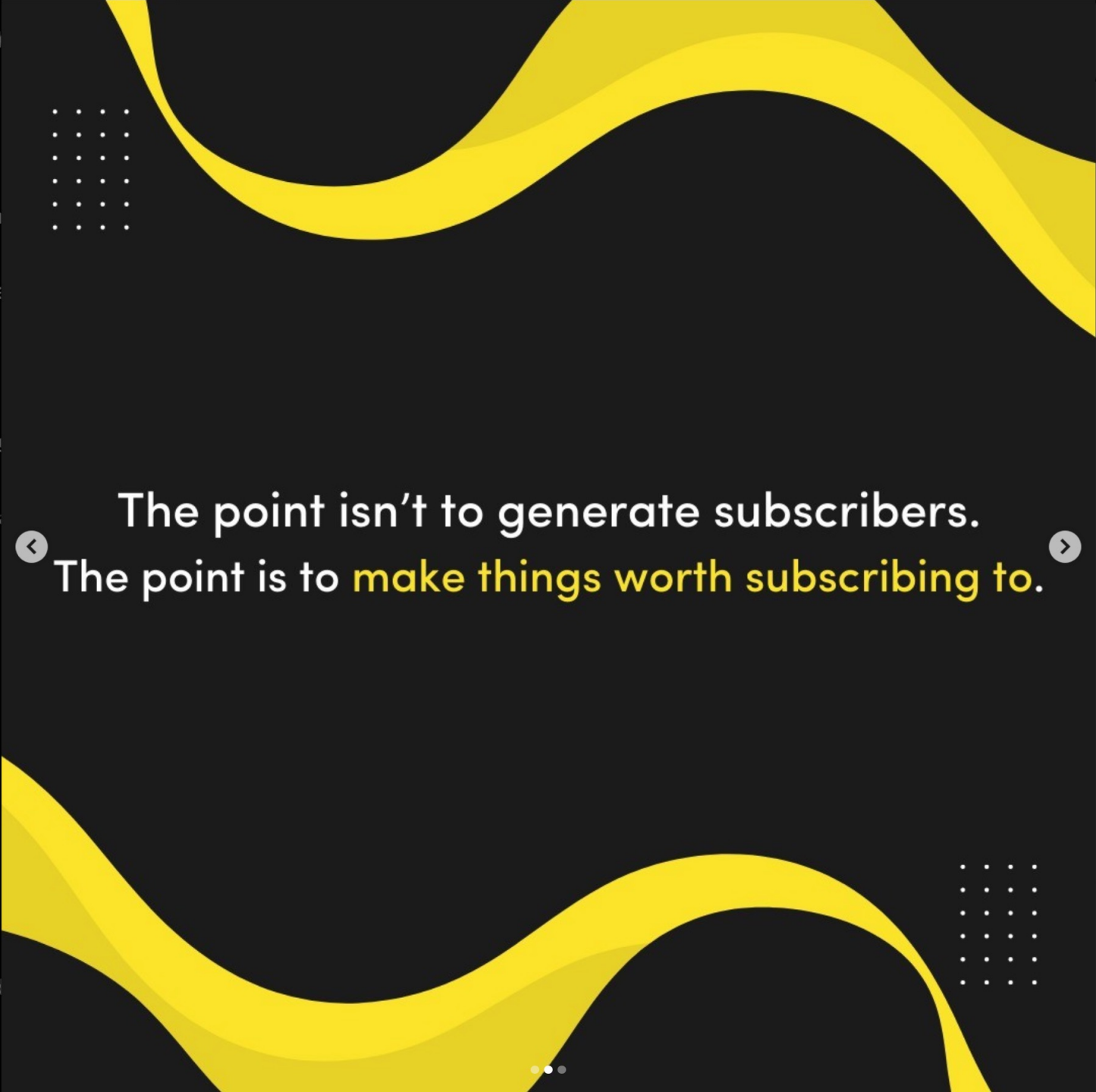
 **824** posts **2,243** followers **227** following

Jay Acunzo he/him/his

 jacunzo · 5 new


Author, speaker, podcaster (Unthinkable) serving craft-driven creators. Helping experts become storytellers (via CreatorKitchen.com + 1:1 coaching)

The point isn't to get your work shared.
The point is to **make things worth sharing.**



◀ The point isn't to generate subscribers. ▶
The point is to **make things worth subscribing to.**

@jacunzo



We want reach.
But that doesn't happen without resonance.

Don't market more. **Matter more.**

@jacunzo

Mari's 3-Part Success Formula

**CONTENT + CONNECTION +
CONVERSION = Results.**

Rinse. Repeat.



#1. CONTENT

7 Content Best Practices

1. Ensure your content has a clear OBJECTIVE / purpose
2. Publish highly RELATABLE content
3. Include compelling VISUALS (video & image) [AI can help you]
4. Write catchy COPY [AI can help you]
5. Go for QUALITY over quantity
6. Try VARIED formats:
 - video, Reels, image, questions, text, carousel, Stories, live-streaming
7. Test, test, TEST

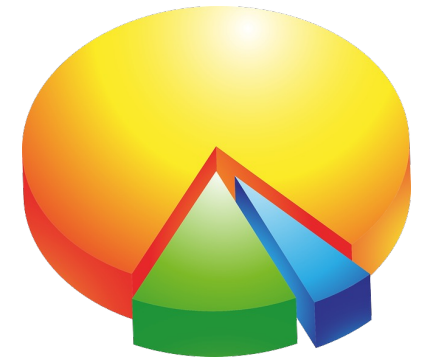
Facebook Content

1. Reel
2. Story
3. Image(s)
4. Video
5. Live-streaming video
6. Status (plain text)
7. Text on colored background
8. Link
9. GIF
10. Poll (Groups)



Facebook Suggested Content Ratio

- Mari's recommendation:
 - 45% video (incl. Reels)
 - 30% images/photos
 - 15% status (incl. colored background)
 - 10% links





Mari Smith

January 8 · 🌐



Which social media platform is your #1 focus in 2024? 🤔 😄

Are there any platforms you're letting go of this year? 👉 🗑️

[See insights](#)

[Boost a post](#)

👍❤️ Shilpa Lewis, Vicki Hatch Tomatis and 79 others

184 comments 2 shares



Social Media Examiner

January 10 · 🌐



How do you see the role of a social media manager evolving over the next 5 years?

👍❤️ Jo Ann Toporski and 70 others

109 comments 15 shares

Instagram Content

1. Reel

- ALL video formats post in the Reels tab
- Reels = <90 secs
- Videos = 3 secs to 60 mins
- Carousel Reels coming!

2. Story

- <60 secs

3. Live

- Up to 4 hours

4. Feed Post

- Carousel (up to 10 images and/or videos)
- Image
- Video



Threads Content

- Questions
- Listicles, Top 5, Top 10
 - Post as individual threads?
- Repurpose your best performing content
 - Adapt for text-first



WHAT to post?!!



- Educational / Tips / Teach - Specific How To's
- Tutorials ('Recipe' style)
- Simple questions
- Q&A format (get your audience to ask you questions)
- Fill in the blank _____
- Live Class - Workshop, Bootcamp
- Interview / Show
- BTS (Behind the Scenes) / 'Day in the life of'
- Blog post / Article (Yours or OPC – Other People's Content)
- Commentary on OPC (Reels greenscreen!)
- Teasers - e.g., a short intro to an upcoming event
- Contests / Giveaways
- Product reveal
- Product review
- UGC (User Generated Content)

- Client Spotlight / Testimonials / Customer feedback / Case study
- Invite to your Facebook Group
- Reminder of what you offer
- Product launch
- Coupon / Discount / Special offer
- Sneak peak
- Client Spotlight / Testimonials / Customer feedback
- AMA (Ask Me Anything)
- FAQs / Top 5, Top 10 Questions
- Biggest mistakes or myths
- Quotes: inspirational, motivational, industry, humor
- Industry news / Breaking news / Local news
- Memes
- Takeover
- Collaborations
- Repurpose & reshare older content

AI Content Creation Tools

- Text
 - ChatGPT, Google Gemini, Microsoft Copilot, Copy.ai, Jasper.ai + more
- Images
 - Imagine with Meta AI
 - Adobe Firefly, Canva Magic Studio, Midjourney, ChatGPT DALL•E
- Videos
 - Canva Magic Studio, Wave, InVideo, Pictory, InShot, Descript, OpusClips



AI Generated image via DALL-E

Planning & Scheduling Tools

- Content/editorial calendar
 - Trello board or other?
- Scheduling tool
 - **Meta Business Suite**
 - Any 3rd party app
 - Agorapulse, Adobe Express (was ContentCal), Buffer, Hootsuite, Post Planner, Meet Edgar, Sprout Social, Loomly, Sendible, etc.
 - Handy resource:
<https://influencermarketinghub.com/social-media-posting-scheduling-tools/>



AI Generated image via DALL-E

CONTENT EXAMPLES!!

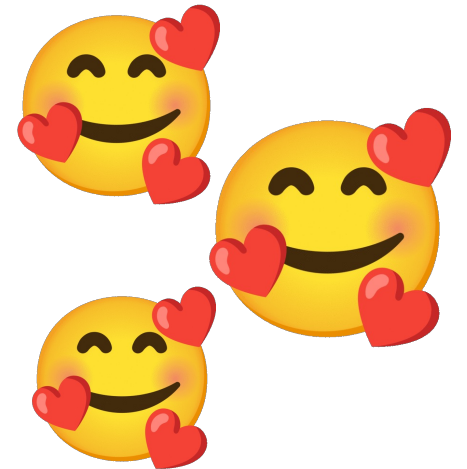
- Starbucks  
- Ulta Beauty   
- Red Bull  
- Bugatti  
- Surreal  
- Taco Bell  



#2. CONNECTION

Ways to connect with your Audience

- Public
 - Social channels + public Facebook groups
- Private
 - Facebook Groups
 - Broadcast Channels (IG & Messenger)
 - Email
- Dark Social
 - DMs, SMS, & 'back channels'
 - WhatsApp, Messenger



There's GOLD in your DMs!



**“With masses of AI hype,
volumes of content, and
constant ‘push marketing’ ...**

(even though that’s so 2005)

**... we need to emphasize
connection, relationship
building, and fostering strong
communities more than ever.”**

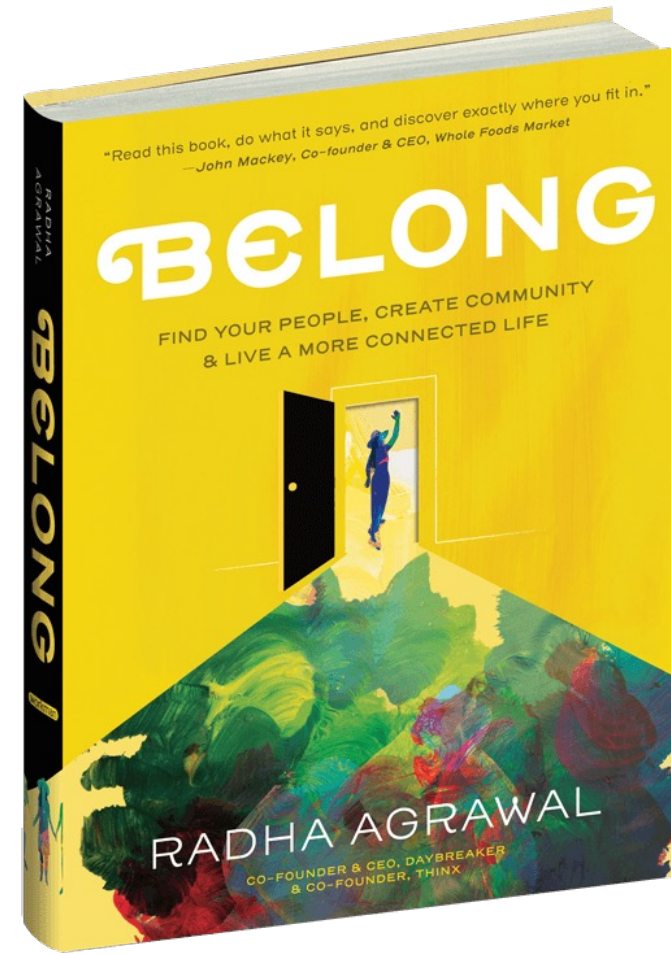


Mari Smith

Recommended reading



<https://amzn.to/47qqd0C>



<https://amzn.to/3SjjW24>





#3. CONVERSION

INCLUDE CTAs!!

- 2 types of calls-to-action:
 - SOCIAL
 - To increase engagement ON social channels
 - ‘Comment below’ | Question posts | Polls | Hot topics that spark discussion
 - SALES / SIGN-UP
 - To drive traffic OFF social channels and increase clicks, opt-ins, sales, donations
 - Click here | Sign up today | Get your ticket | Join us at ... | RSVP here | Learn more | Download | DM me/us





100+ CALL-TO-ACTIONS FOR EVERY TYPE OF POST IN 2024

BACK TO BLOG

SHARE THIS



© Mari Smith International, Inc. **Need new ways to entice people to push your buttons? Here are over 100 call-to-actions to get your audience clicking!**

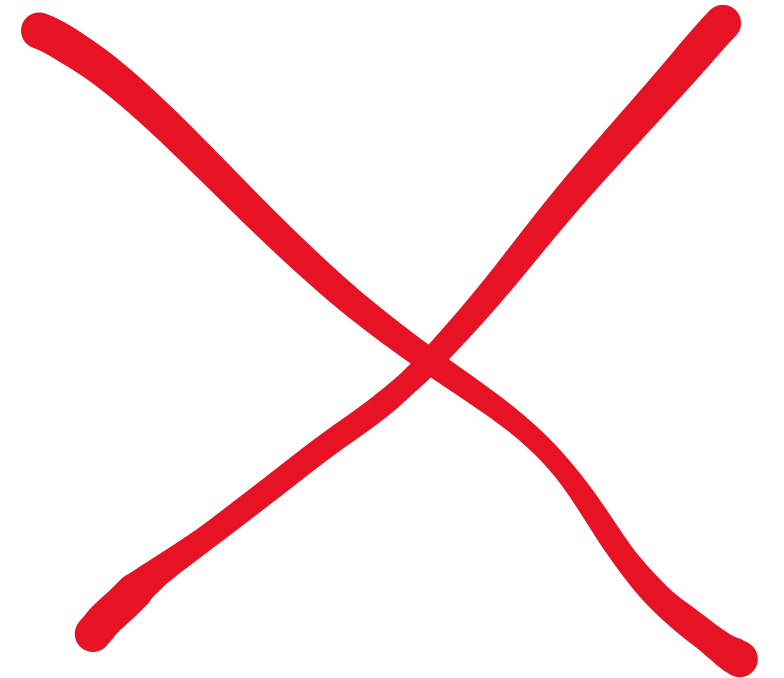
Instagram CTAs

- Stories with Link sticker
(or invite to DM)
- Reels & feed posts
 - Click link in bio
 - Or invite to DM
 - Or use comment triggers
 - Needs chatbot set up



What does NOT work!

- Only link posts (on FB)
 - Mix it up!
- Posting too much (on FB)
 - Less is more!
- Posting too little (on FB or IG)
 - Try 3-5x/week?!
- Ignoring comments & DMs (on FB, IG, etc.)
 - Respond promptly - there's gold here!



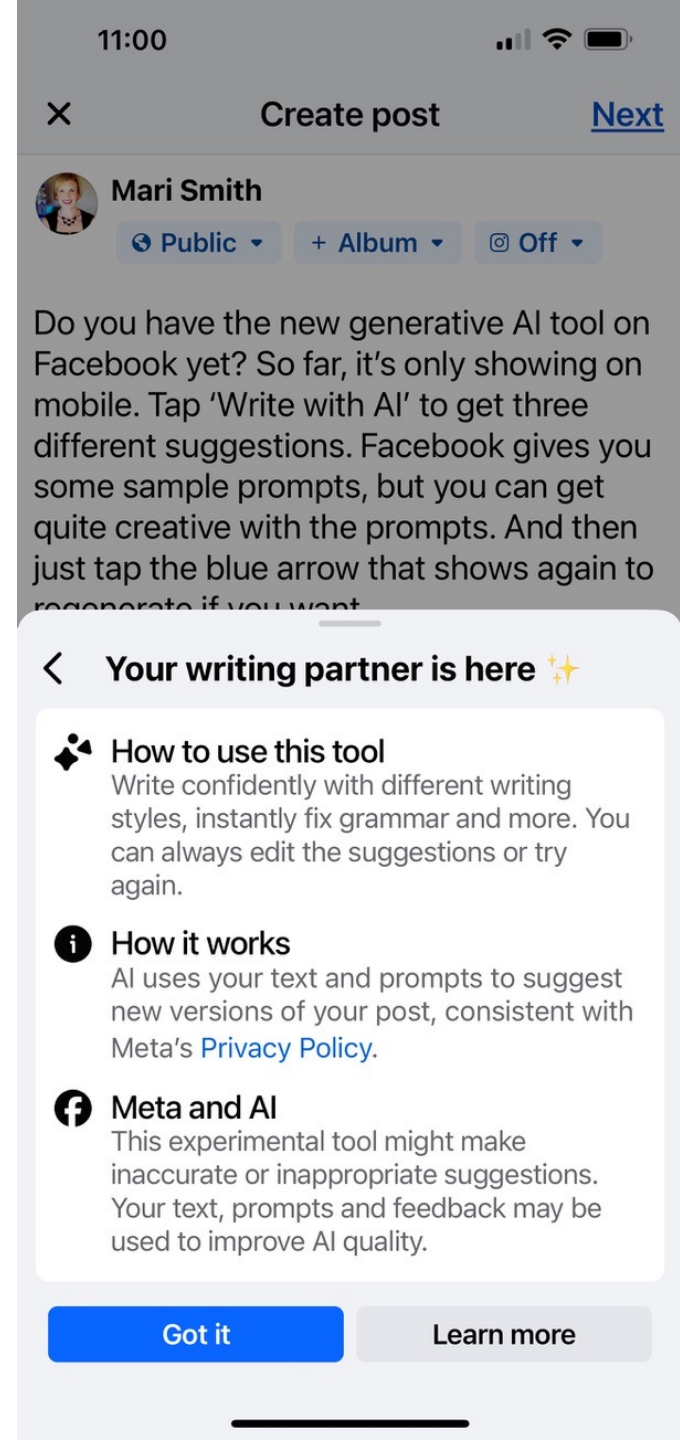
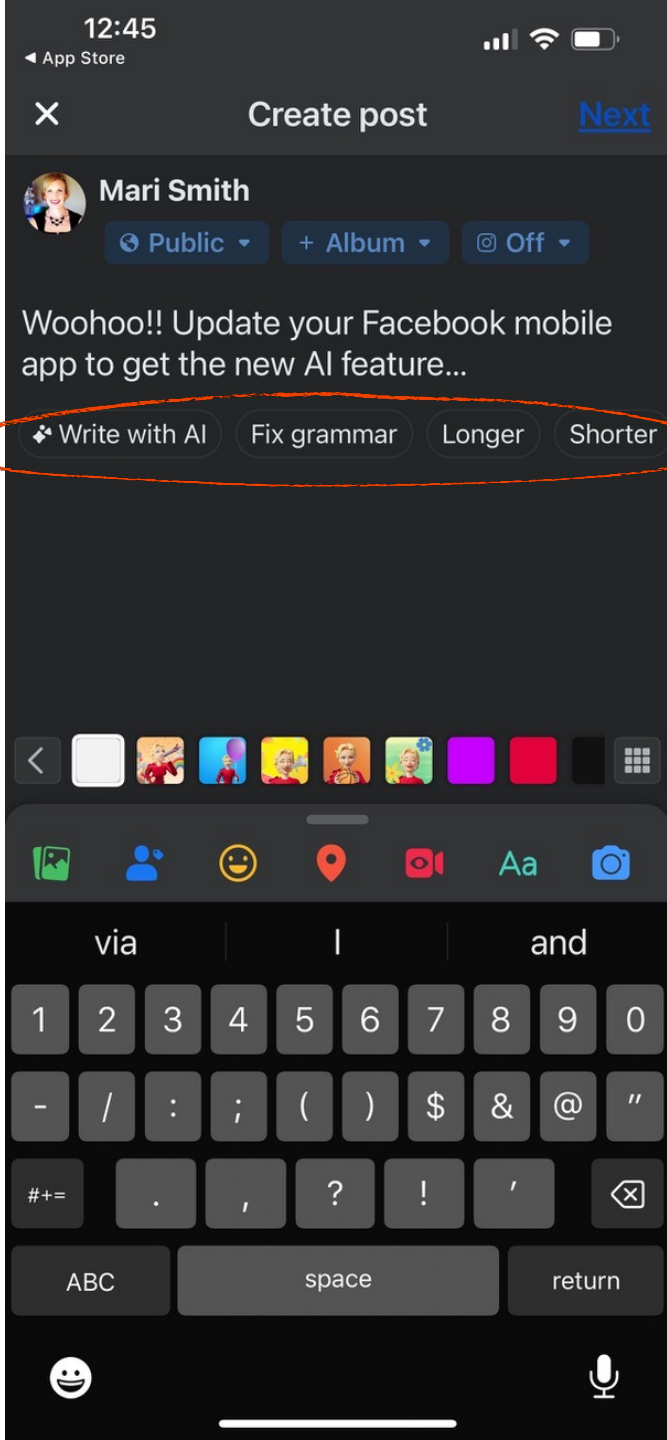
The FUTURE

What's coming
that you should
know about...



AI at Meta

1. 'Write with AI' text prompt
2. Imagine with Meta AI text-to-image generator
3. AI Stickers (FB & IG Stories + Messenger)
4. Celebrity AI chats + Meta AI chat
5. Meta AI in Groups ✓
6. Custom AI chats for your business ✓



Imagine with Meta AI

Describe an image for Meta AI to generate.

cute toddler girl with blonde hair holding a big grey Bengal cat sitting on her lap. the girl is sitting on a swing in a sunny back yard

Generate



Search

LOCATION MENTION ADD YOURS

QUESTIONS

AVATAR

MUSIC POLL

QUIZ

AI STICKERS

#HASHTAG LINK DONATION

SHOPPING 7:54 PM COUNTDOWN

sparkly pink cheese moon

3 more

11:38

two adorable kittens playing with a big chocolate bar"

"Hours of fun for all the family!" Right?! Anything to keep us glued to our screens... and to continue training Meta's llama

nailed it!

"a really overweight and crazy looking llama"

51



Join the waitlist for Meta AI in your group!

Meta AI can save you time and spark conversations by answering questions posted in your group, linking people to the posts they find most helpful, and more. Sign up your group to be the first to get access when it becomes available in your region.

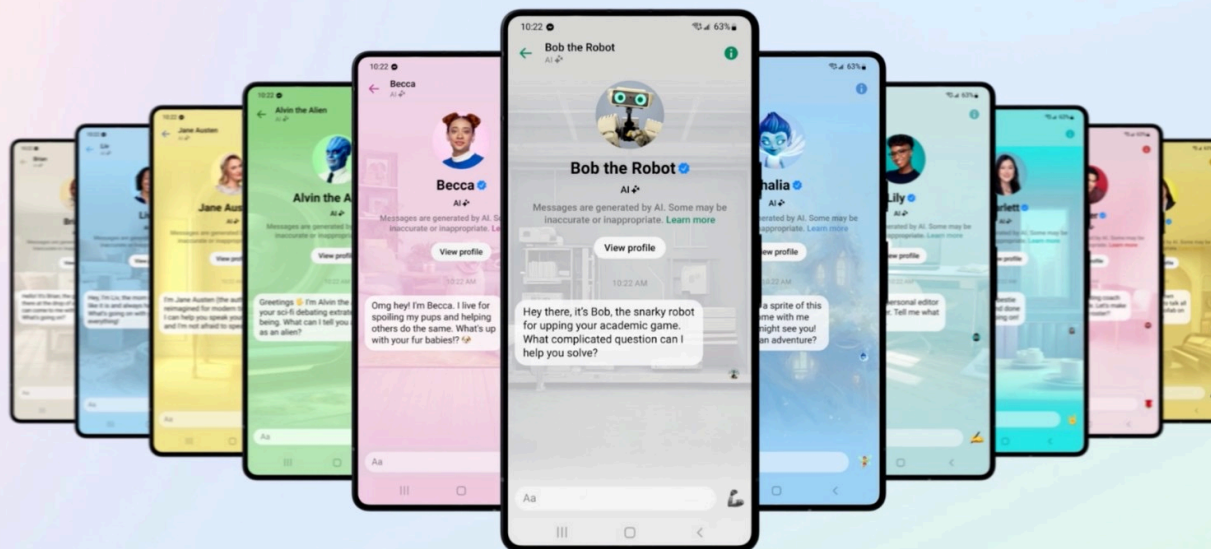
[Sign up](#)

[Learn more](#)



Create your own AI Assistant!

The Meta AI assistant is coming to Messenger, Instagram & WhatsApp.



Meta's AI-Powered Discovery Engine

- ~20% of feed content on FB, IG, & Threads
 - Suggested / recommended
- Driving an increase in time spent
 - Facebook by 7%
 - Instagram by 6%



5 KEY TAKEAWAYS

1. Publish highly RELATABLE content
2. Go for QUALITY posts over quantity
3. Build meaningful COMMUNITIES
4. Foster loyal RELATIONSHIPS
5. Include strategic CTAs for CONVERSION



Don't market more. MATTER more.

**“Content is King...
but Connection is
Queen, and she
rules the house.”**



Mari Smith



Mari Smith's **SOCIAL SCOOP**

SOCIAL MEDIA TRENDS & SUPPORT



Mari Smith's Social Scoop

Private group · 24.3K members

Mari Smith

THANK YOU

www.marismith.com

Email: mari@marismith.com

DMs open: FB, IG, LI

Q&A

