

# How To Apply Big Brand Social Media Tactics To Your Amazon Business

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Cassandra Craven, Helium 10,  
Social Media Manager

A close-up photograph of a laptop keyboard and a smartphone. The laptop is silver with a black keyboard. The smartphone is in the bottom left corner, displaying a Facebook profile page. A blue rectangular box with white text is overlaid on the image.

# Cassandra Craven, Social Media Manager

- Over a decade of experience creating organic social media content.
- Specializing in community management, influencer relations, content creation, social strategy, and analytics.
- Past includes producing and managing social media content for two Emmy-nominated TV series and the 2018 top-grossing films, *Aquaman* and Marvel's *Venom*.



# Agenda

- **Build A Presence**
- **Grow & Manage Your Business**
- **Best Practices**
- **Aquaman Campaign**



# Build A Presence

- **What Makes Your Product Stand Out**
- **Create Stories**
- **Plan Content**





## What Makes Your Product Stand Out

Brand Voice

Create Recurring  
Posts & Events

Strong Visuals

A man with short dark hair and a beard, wearing a blue denim shirt, is smiling and looking at a white smartphone in his right hand. His left hand is raised near his chin. The background is a warm, textured wall.

## Create Stories

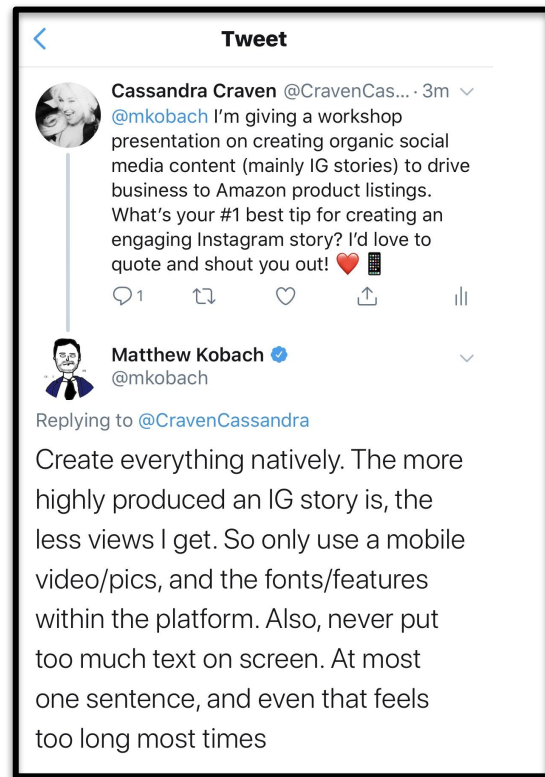
Make Your Stories  
Interactive

Share  
Time-Sensitive  
Deals & Discounts

Post  
User-Generated  
Content (UGC)

# Instagram Story ProTip

Matthew  
Kobach:  
Head of  
Social Media  
at NYSE







## Plan Content

Educate

Engage

Excite





# Grow & Manage Your Business

- **Messaging  
With Facebook  
Page Inbox**
- **Insights**
- **Facebook  
Groups**

A young woman with blonde hair tied back is sitting at a table in a cafe, smiling and looking at her smartphone. The background is blurred, showing other people and warm lighting.

## **Messaging With Facebook Page Inbox**

Be Responsive

Set Greetings,  
Instant Replies,  
Away Messages

Monitor Trends



ts Manager

NeONBRAND Pixel  
Pixel ID: 965849143492166

TOP EVENTS ⓘ

- PageView
- GeneralEvent
- ClickEvent
- WatchVideo
- InitiateCheckout

Today's Activity  
EVENTS RECEIVED ⓘ

4.7k

# Insights for Facebook

Activity Metrics

Post & Audience  
Insights

Discovery  
Metrics

Setti

16K



# Insights for Instagram

Content Metrics

Activity Metrics

Audience Metrics







## Facebook Groups

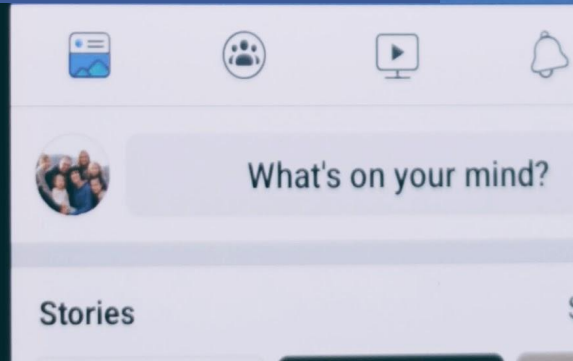
Help Members  
Understand the  
Purpose of the  
Group

Pose  
Questions  
to Your Group

Tag People  
& Comment  
On Posts By  
Members

# Best Practices

- **Frequency & Creativity**
- **Locations & Hashtags**
- **Safety**





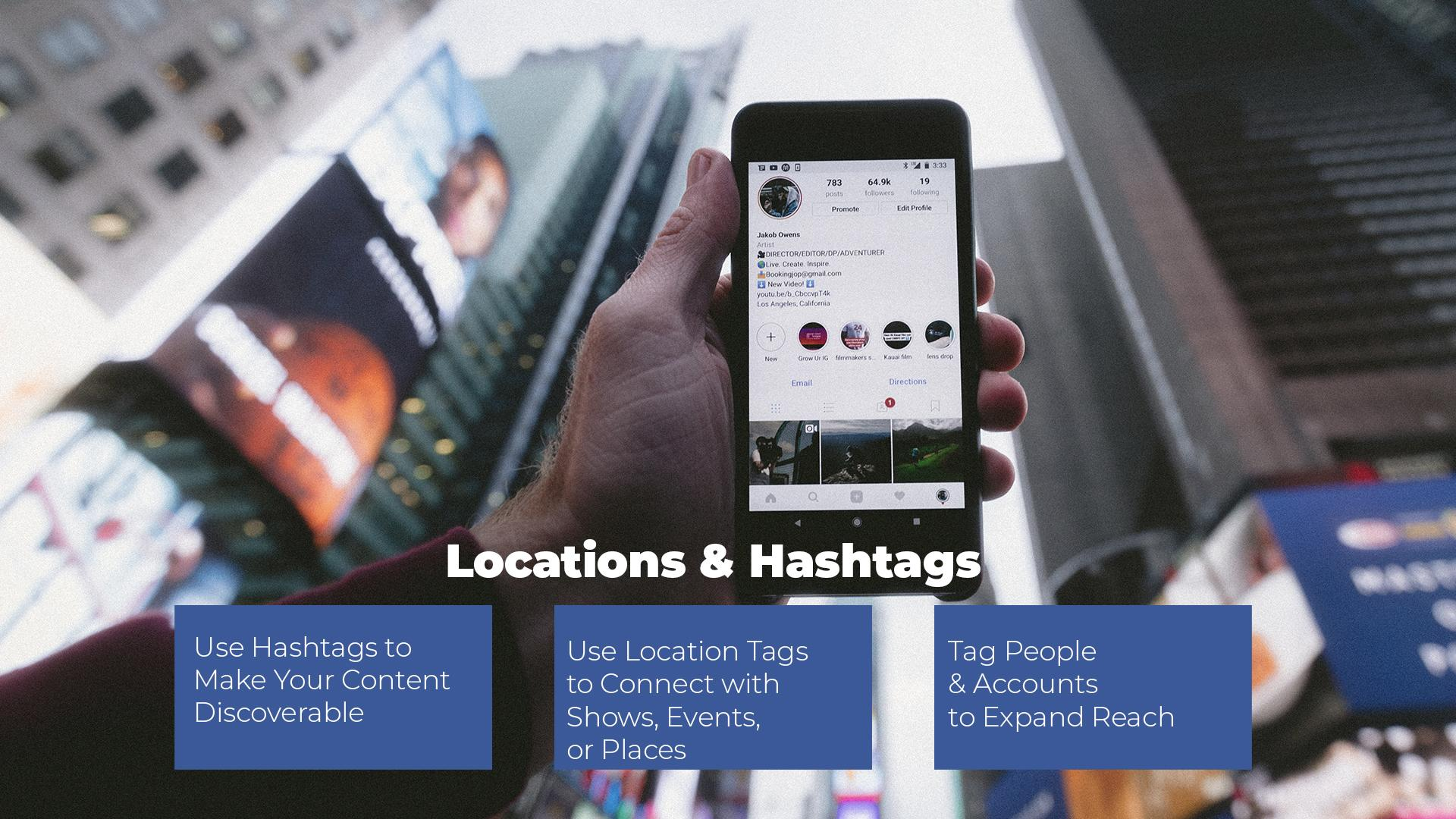


## **Frequency & Creativity**

Be Consistent

Post A Variety  
Of Content

Make It Fun!



## Locations & Hashtags

Use Hashtags to  
Make Your Content  
Discoverable

Use Location Tags  
to Connect with  
Shows, Events,  
or Places

Tag People  
& Accounts  
to Expand Reach






## Safety

Enable Two-Factor Authentication

Turn On Comment Filters

Customize Filter with Specific Words, Phrases or Emojis



A close-up of Aquaman's face, partially obscured by his golden, scale-like armor. The background is dark and textured, possibly water or a cave. The lighting is dramatic, highlighting the texture of the armor and the intensity of his gaze.

# Aquaman Campaign for IMAX Studios

- **Reasons To Believe (RTBs)**
- **Creative**
- **Engagement**

# Aquaman In IMAX: Reasons To Believe

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Visual  
RTB



Sound  
RTB



Immersion  
RTB



# Aquaman In IMAX: Creative

## Cinemagraph Carousel





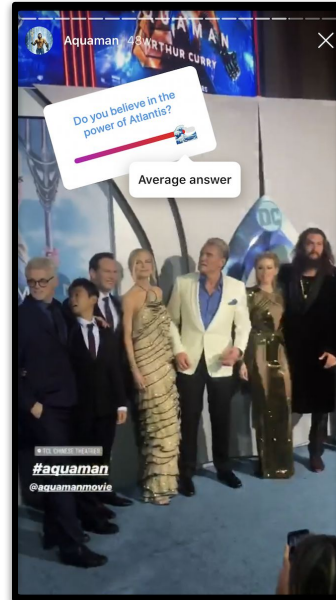
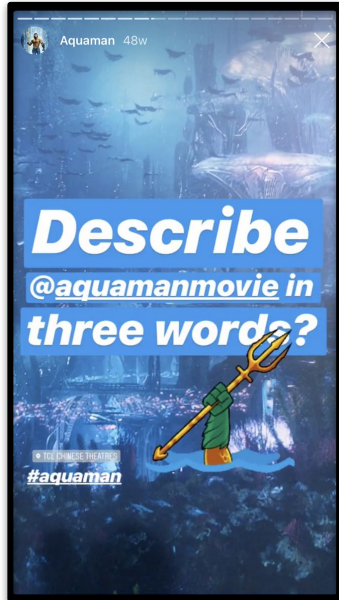
# Aquaman In IMAX: Creative

## --- New Year Tie-In



# Aquaman In IMAX: Engagement

## Aquaman Premiere IG Story





# Key Takeaways

- **Stand out from the crowd and tell your brand's story.**
- **Be engaging and communicate with your customers.**
- **Always adhere to Best Practices.**

# Connect With Me



**Facebook:**

**Cassandra Craven**



**Instagram:**

**@Cassandra\_Craven**



**LinkedIn:**

**Cassandra Craven**



**Thank You**