



WELCOME

Social Media

for Shop Owners:

Small Moves Online that Make Big
Waves in Revenue



Hi!

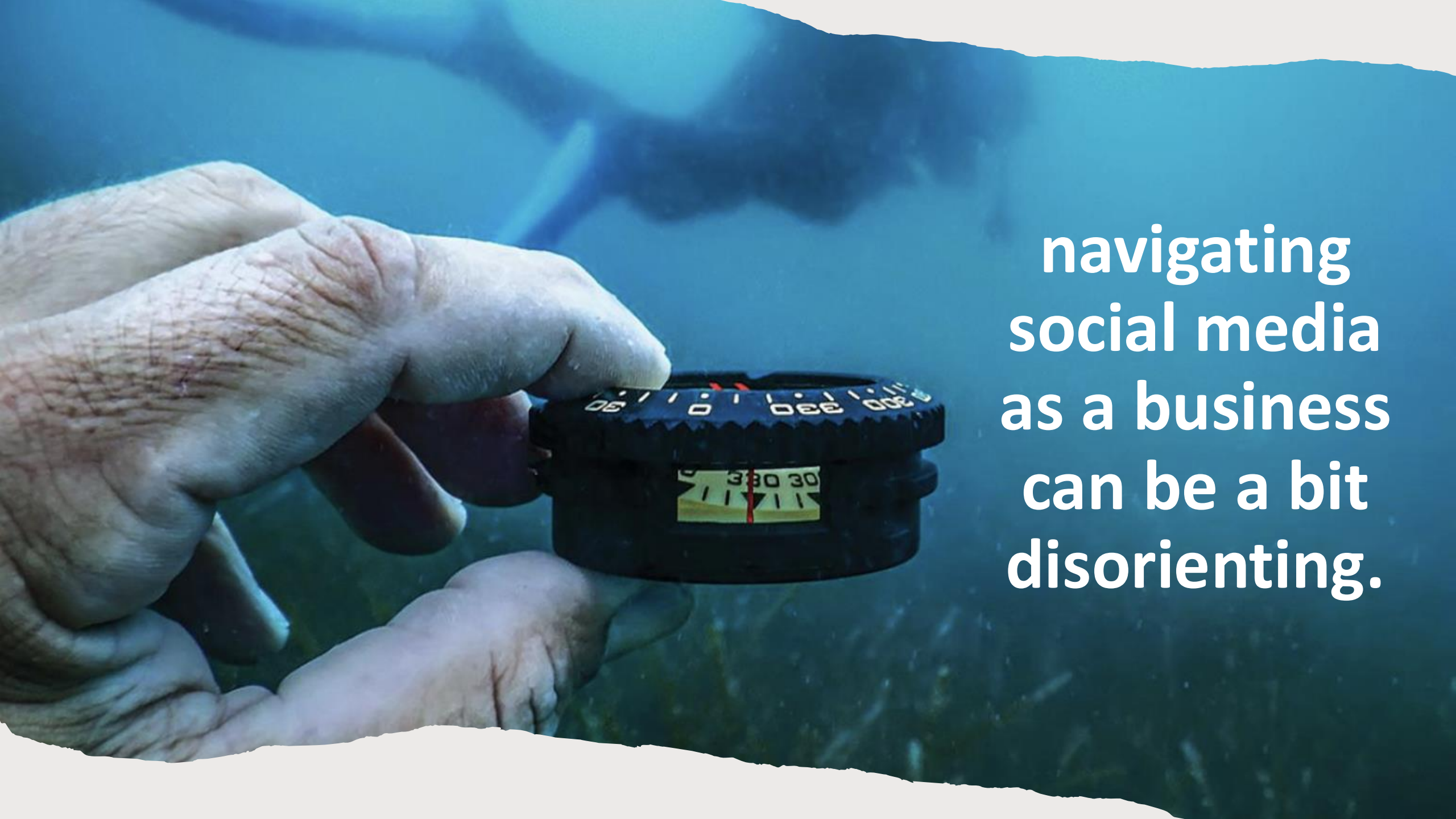
**CHRISTY
McFERREN**

marketing exec (20 yrs)

mom (2 yrs)

scuba instructor (2 mos)





**navigating
social media
as a business
can be a bit
disorienting.**



**we've all felt
a little left
behind from
time to
time, lost in**

a sea of

Good

the boat is
news here to pick
you up.

!





Huge

begin as ripples far from shore.

waves

**To end big, you start small
and remain consistent.**

Small Moves Online that Make Big Waves in Revenue

Learning

- ## objectives
- **Define your audience** and determine the types of divers you are serving in your area and how you can use social media to keep them coming back for more
 - Learn **psychological building blocks** of a social media presence that captures interest, drives engagement and yields transactions with your audience
 - Discover how to maximize your time with human and digital resources to **create consistent content**
 - Create **tangible outcomes**, including social media calendar, theme ideas and content generation strategy to stand out

Objective 1 define your

Define your audience and determine the types of divers you are serving in your area and how you can use social media to keep them coming back for more

who are you targeting?
where can you find them?



Audience who are you talking

Open Water Divers in the US

- Participant's Age: Mean: 29.7, Median: 26.0
- Participant's Gender: Males: 60%, Females 39%
- Annual Household Income: 69.4% make between \$100,000 - \$150,000
- Occupation: 62.3% are Managerial/Technical/Professional
- Education: 65.8% completed college or grad school
- Home Ownership: 99% own their home
- Marital Status: 79% are married
- Presence and age of children: 54% have kids between 11 and 17

SOURCE: 2024 DIVING FAST FACTS by DEMA

<https://www.dema.org/store>

Audience who are you talking to?

Continuing Ed Divers in the US

- Participant's Age: Mean: 35, Median: 33
- Participant's Gender: Males: 71%, Females 26%

Audience who are you talking to?

Divers buying gear in the US (regulator, BC, computer)

- Participant Age: Mean: 42.9, Median: 43.
- Participant's Gender: 77% Male, 23% Female
- Annual Household Income: 79.3% make between \$100,000 - \$150,000

Audience who are you talking
to?

Traveling Divers in the US

- Head of Household Mean Age: 53.8

Audience who are you talking

YOU'RE TALKING TO PEOPLE WHO FIT THIS DESCRIPTION: to?

- Ages ranging from 20's to 50's, depending on level of diver.
- Men/Women 60/40ish split, also skews to men as level increases.
- Income between \$100-150k.
- College-educated
- Managerial professionals
- Kids in their teens

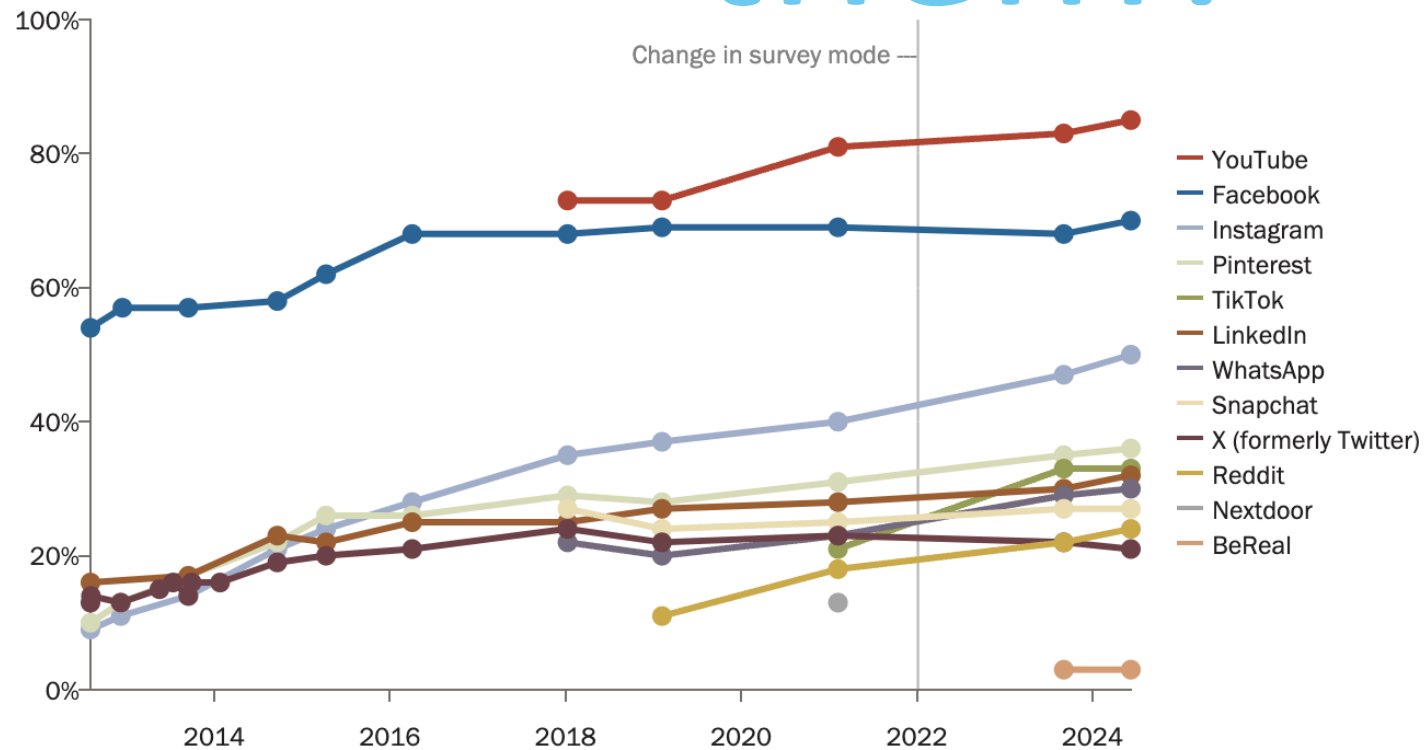
THEY HAVE SOME TIME & MONEY.



Audience where can you find them?

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



GENERAL POPULARITY OF PLATFORMS

1. YouTube
2. Facebook
3. Instagram

SOURCE: Pew Research Center, 2024

Audience where can you find them?

	Ages 18-29	30-49	50-64	65+
Facebook	68	78	70	59
Instagram	76	66	36	19
LinkedIn	40	41	30	15
X (formerly Twitter)	38	25	15	8
Pinterest	43	43	33	22
Snapchat	65	32	14	4
YouTube	93	94	86	65
WhatsApp	30	40	28	18
Reddit	46	35	11	4
TikTok	59	40	26	10

POPULARITY OF PLATFORMS

By diver ages

1. YouTube
2. Facebook & Instagram tie, but IG drops off after 50

SOURCE: Pew Research Center, 2024

Audience where can you find them?

	Men	Women
Facebook	61	73
Instagram	44	55
LinkedIn	35	30
X (formerly Twitter)	25	17
Pinterest	19	51
Snapchat	23	31
YouTube	87	83
WhatsApp	28	32
Reddit	28	20
TikTok	26	39

POPULARITY OF PLATFORMS By diver gender

1. YouTube
2. Facebook
3. Instagram

Audience where can you find them?

	Less than \$30,000	\$30,000-\$69,999	\$70,000-\$99,999	\$100,000+
Facebook	65	73	73	70
Instagram	41	47	54	58
LinkedIn	16	22	34	53
X (formerly Twitter)	15	18	24	27
Pinterest	29	34	39	40
Snapchat	28	32	26	24
YouTube	78	84	87	90
WhatsApp	26	26	30	37
Reddit	15	22	22	34
TikTok	37	39	36	26

POPULARITY OF PLATFORMS By diver income

1. YouTube
2. Facebook
3. Instagram

Audience where can you find them?

	High school or less	Some college	College graduate+
Facebook	69	71	70
Instagram	41	51	57
LinkedIn	12	31	54
X (formerly Twitter)	13	23	27
Pinterest	29	41	39
Snapchat	28	32	22
YouTube	79	87	90
WhatsApp	23	25	42
Reddit	14	27	32
TikTok	37	37	26

POPULARITY OF PLATFORMS By diver education

1. YouTube
2. Facebook
3. Instagram

Audience where can you find them?

YOU CAN FIND MOST OF YOUR AUDIENCE ON:

1. YouTube
2. Facebook
3. Instagram





FOUND 'EM.

**NOW WE KNOW WHO THEY ARE
AND WHERE THEY ARE.**

Objective 2 audience

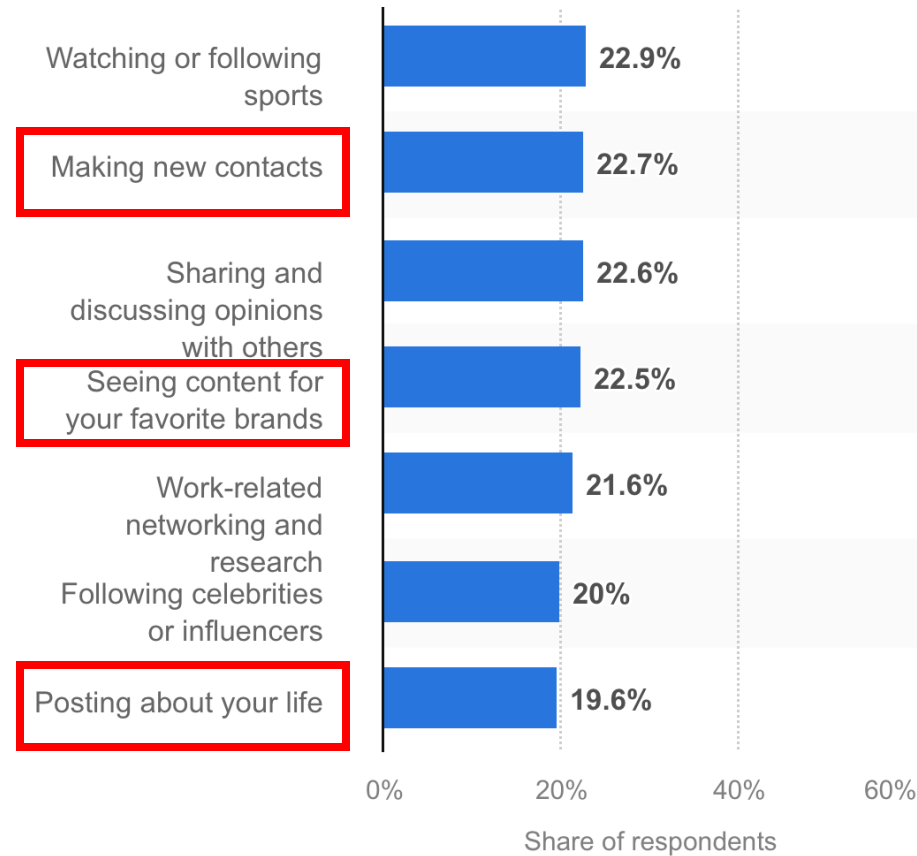
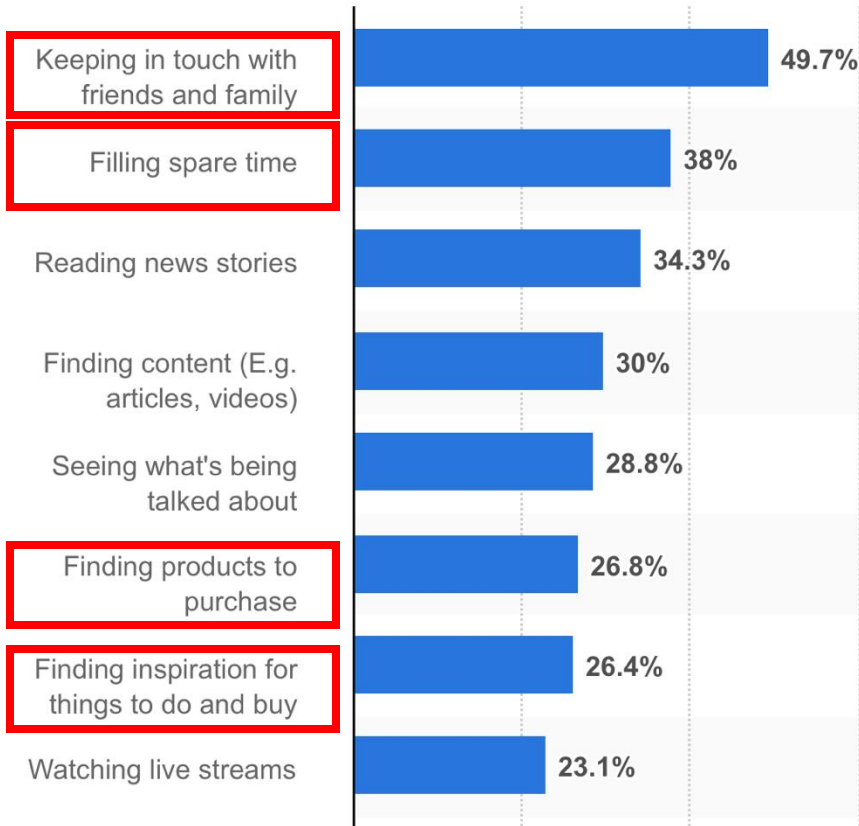


psychology
Learn psychological building blocks of a social media presence that captures interest, drives engagement and yields transactions with your audience

what are people
looking for? cap
interest?

Psychology

what are people



Report:
Most popular reasons for internet users worldwide to use social media as of 4th quarter 2023

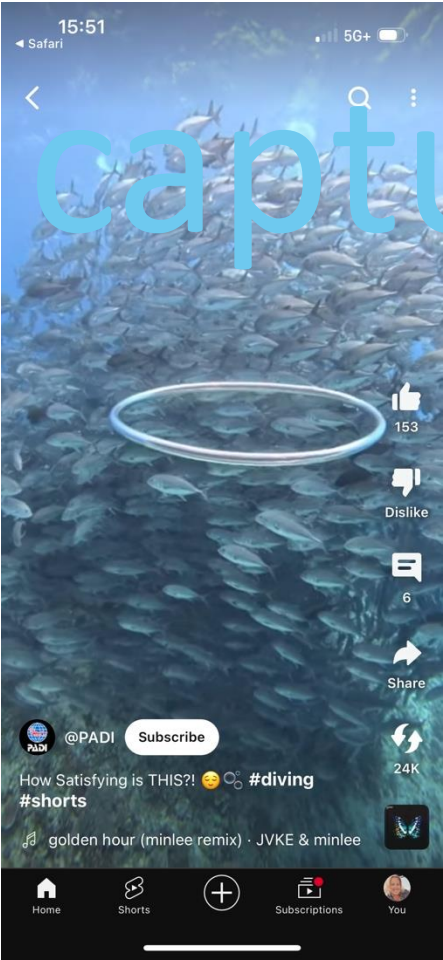
Psychology

what content

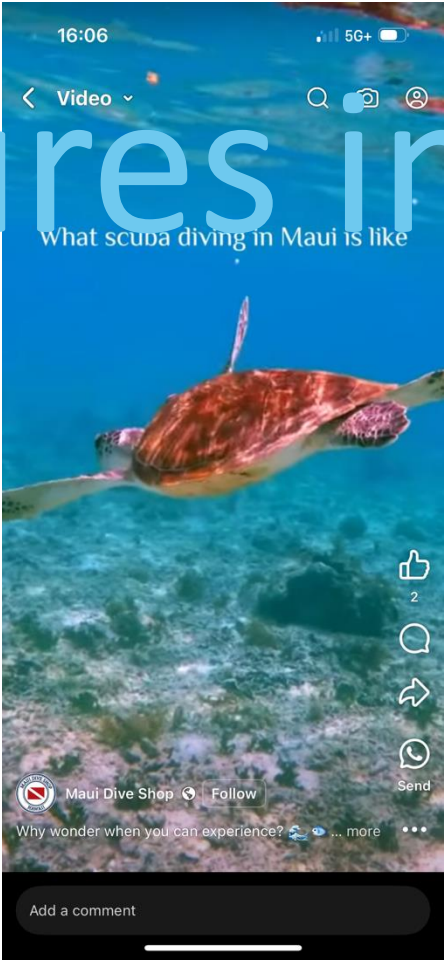
Short-form videos get 1200% more shares than text + images combined

SOURCE: Hubspot, 2024

captures interest?



YouTube Shorts

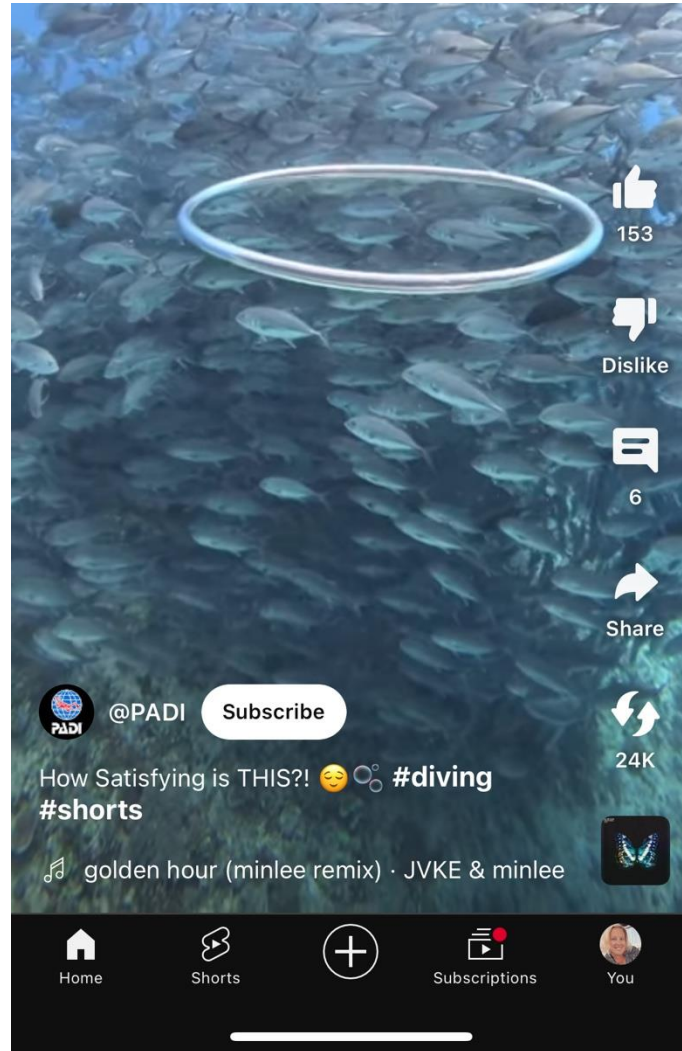


Facebook Videos



Instagram Reels

Psychology



what content

captures interest?

Use proper post structure

- Caption
- Emoji
- Call to Action (ask a question)
- Mentions
- Hashtags
- Image or Video
- Music



Psychology what content

High-engagement Post Types

captures interest?

- Giveaways
- Caption Contests
- Polls
- Ask for Advice / A Question
- Post High Quality Photography
- Trending Content (Audio/Songs & Memes)
- How-To Content / Educational Content
- Share Personal News (not too personal!)
- Share Audience Content
- Share Hot Takes



SOURCE: Hootsuite, High Engagement Post Types
<https://blog.hootsuite.com/engagement-posts/>

Objective 3 create the content

Discover how to maximize your time with human and digital resources to create the content your audience wants consistently.

what's your story
how do you tell it
how do you stay



Create the content

what's your

What do you want to tell your audience?

How can you appeal to their mindset?

Looking for connection, adventure, new hobbies.

While offering specifically what you can offer?

Lake diving, certifications & specialties, shop trips

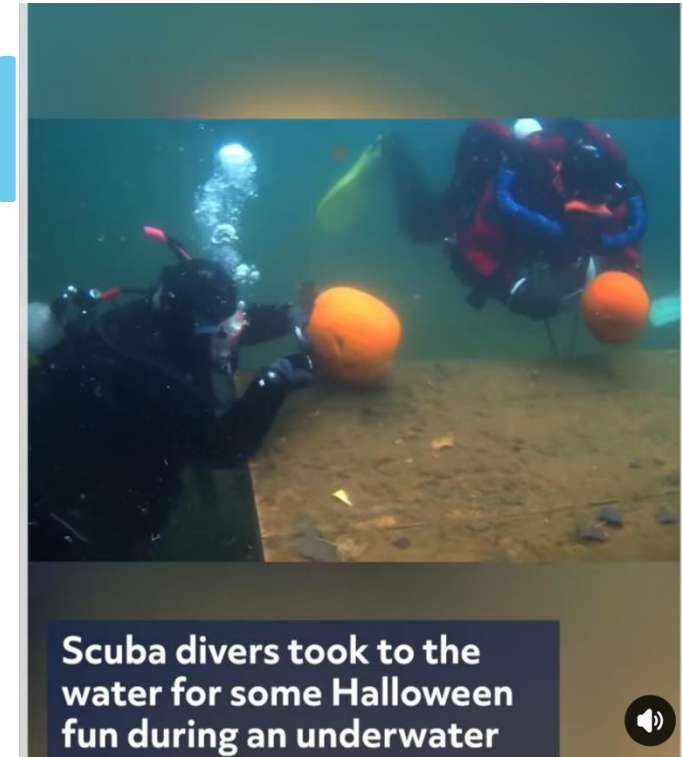
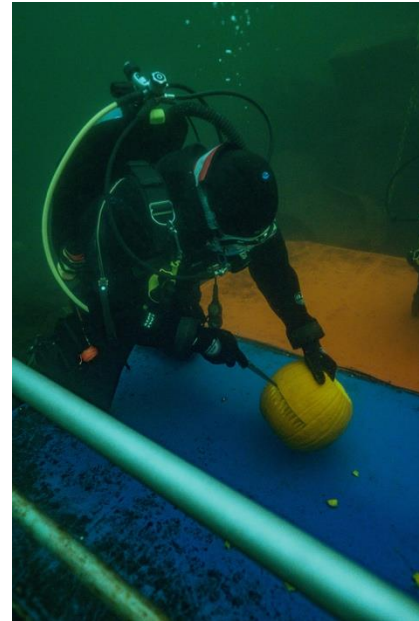
In ways that cause a spark & response?

- Why diving in your lake is fun (seasonal pumpkin pics)
- Why become a specialty diver? (PADI Master Scuba Diver Challenge!)
- How fun the Cozumel trip will be during Dia de los Muertos!

Create the content

how do you

well



**Lake Diving, Cold Water, Pumpkin Carving
Specialty = Great engagement!**

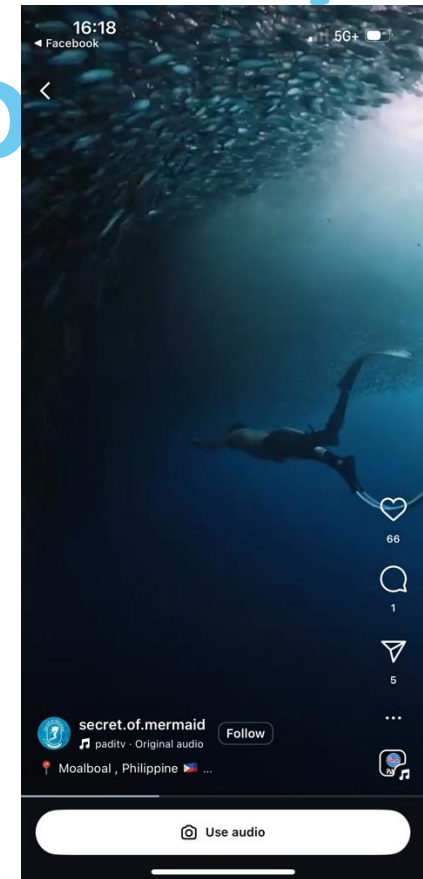
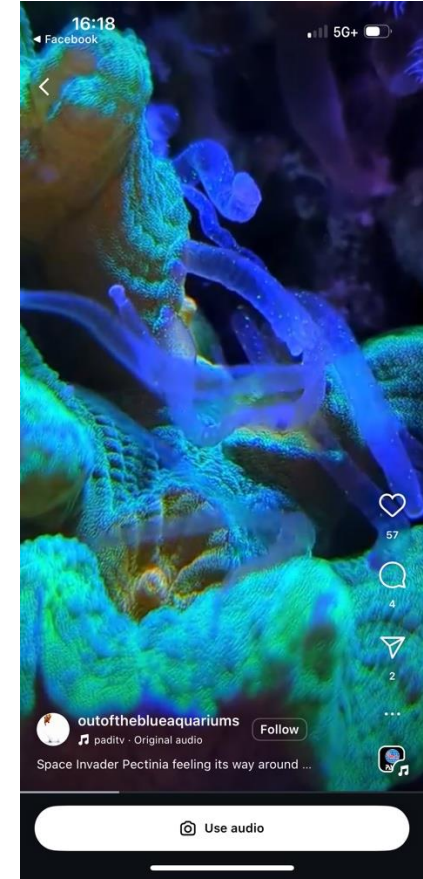
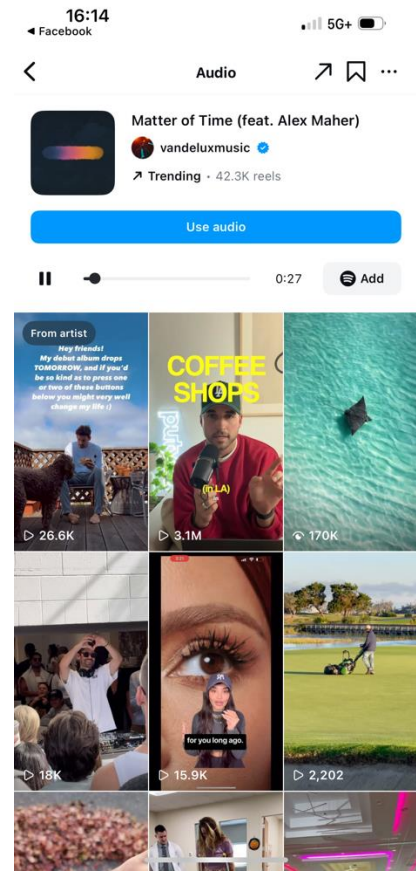
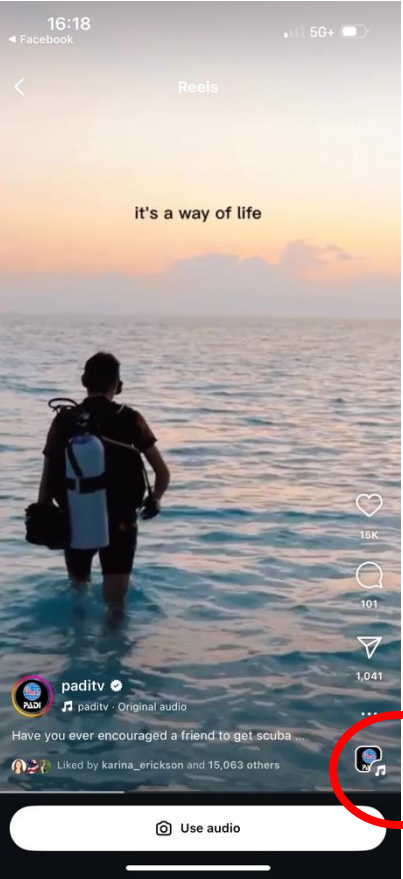
40 10 shares 13.6K views

Like Comment Send Share

Home Video Friends Marketplace Notifications 5 Menu 9+

Create the content

how do you



PADI's original post with original audio – 16k likes **Use Trending Audio**

57 Likes

66 Likes

Create the content

how do you sta

The importance of being consistent

- Look & feel / branding
- Frequency (per platform)
- Types of posts, voice, & messaging

81% of consumers need to trust a brand before considering buying from them, with many stating that a brand's social media presence heavily influences their trust level.

77% of consumers prefer shopping with brands they follow on social media ([SproutSocial](#))

Brand consistency can increase revenue by **10-20%** ([Lucidpress](#))

Create the content

how do you sta

AMERICAN SAILING

H1 HEADLINE
H2 HEADLINE
H3 Headline

Brandon Grotesque
H1 and H2 headlines should be UPPERCASE. H3 and smaller should be Sentence case.

Lato
Paragraphs and body copy should use Lato. As a standard body copy should be justified to create a clean and crisp appearance. If readability is improved by left-alignment, that may be used in exceptions.

COLOR PALLETE

HEX	#EC1E27	#29ABE2	#FFA907	#74D546	#8C1015	#003858	#BF7F05	#3A6B23
CMYK	(0, 87, 83, 7)	(82, 24, 0, 11)	(0, 34, 97, 0)	(0, 34, 97, 0)	(0, 89, 85, 45)	(100, 36, 0, 65)	(0, 34, 97, 25)	(46, 0, 67, 58)
RGB	(236, 30, 39)	(41, 171, 226)	(255, 169, 7)	(116, 213, 70)	(140, 16, 21)	(0, 56, 88)	(191, 127, 5)	(58, 107, 35)

Establish a Brand Guide

Select a few fonts, colors, and set rules to guide your brand.

Include photo filters, taglines, and more to go the extra mile!

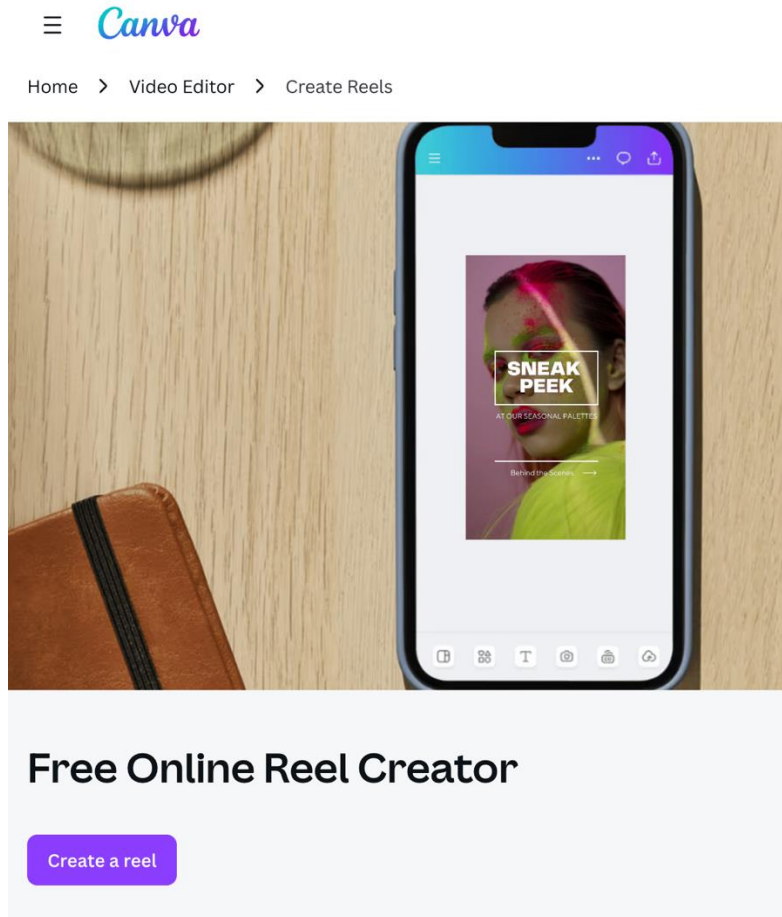


Create the content

how do you sta

consistent?

Use tools available online to stay visually consistent and even schedule your content.



Canva

Home > Video Editor > Create Reels

SNEAK PEEK

AT OUR SEASONAL PALETTE

Behind the scenes

Free Online Reel Creator

Create a reel

<https://www.canva.com/create/reels/>



Create the content

how do you stay
consistent?

Formula for Success

- Choose the best social platform for your audience.
- Decide how much time you'll invest
 - 2-4 hours/week? Facebook
 - 5-7 hours/week? FB & IG
 - 8-12 hours week? FB + IG + YT
- Develop a social media content calendar.
- Put the plan into day-to-day operations with your team.
- Praise good work!
- Review & Revise when something flops!



The image is a composite of two blue-toned photographs. The left side shows a close-up, high-angle view of the ocean's surface, characterized by a dense pattern of small, shimmering ripples. The right side shows a large, powerful wave curling over, with white foam and spray visible as it breaks. The overall color palette is various shades of blue, from deep navy to bright cyan.

REMEMBER.

**START SMALL.
DEFINE YOUR SCOPE OF EFFORT.**

Objective 4 tangible outcomes



Create tangible outcomes, including social media calendar, theme ideas and content generation strategy to stand out.

calendar &
content
themes.
measuring res
generation

Tangible Outcomes

calendar & t

	MON	TUE	WED	THUR	FRI	SAT	SUN
WEEK 1	<p>New Diver Shorts:</p> <p>5 OW 4 Rescue 3 AOW</p>	<p>Product feature:</p> <p>New Dive computers</p>	<p>How to / Edu Post</p> <p>Get your mask ready for class</p>	<p>Trip Thursdays</p> <p>3 Spots left for Cayman Feb 25 Reel</p>	<p>Friday Fills</p> <p>Instructors tell inspiring stories</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>
WEEK 2	<p>New Diver Shorts:</p> <p>11 OW 2 Rescue 5 AOW 2 DPV</p>	<p>Product features:</p> <p>Poseidon regulators for ice diving</p>	<p>How to / Edu Post</p> <p>Properly care for your BCD after diving</p>	<p>Trip Thursdays</p> <p>6 Spots left for Cozumel Oct 25 Reel</p>	<p>Friday Fills</p> <p>Instructors tell inspiring stories</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>

**DOWNLOAD
TEMPLATE**



Tangible Outcomes

content generation

Routine / Themed Content Days

- Assign roles for the routines
- Get a good iPhone for the shop if necessary
- Make each day's content part of the morning set up to ensure it's covered
- Establish accountability & rewards!
- Set a time ON THE CALENDAR to go back & review results

Tangible Outcomes

content generation

REMEMBER

High-engagement Post Types

- Giveaways
- Caption Contests
- Polls
- Ask for Advice / A Question
- Post High Quality Photography
- Trending Content (Audio/Songs & Memes)
- How-To Content / Educational Content
- Share Personal News (not too personal!)
- Share Audience Content
- Share Hot Takes

Use psychology



Tangible Outcomes

content generation

How do you get fresh content?

- Hold contests / giveaways for user generated content
 - Best shot of the trip wins \$50 store credit
 - Send in your best tips to new divers – three things you wish you knew before you started diving!
- Make your next store staff hire a partial social media role
- Ask instructors to take photos & tag the shop while at the dive site
- Pay an *extra* divemaster once a month to shoot fresh content underwater
- Once you get in the flow, the ideas will start coming!

Tangible Outcomes

measuring re

How do you see & increase your impact/growth?

- Engagement (likes, shares, comments)
- Follower count
- Look at YOY revenue, new customers counts
- Once you've built your audience, you can use your data to run ads to lookalike audiences



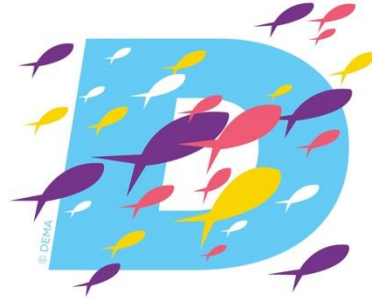
SEE YOU OUT THERE.

CHRISTY McFERREN

christy@gladwater.com

Tha
nked



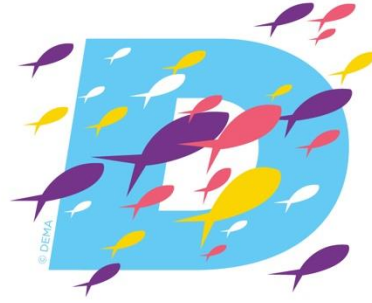


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