

4 PIECES OF SOCIAL MEDIA REAL ESTATE YOU SHOULDN'T IGNORE



Carra Manahan

Marketing Programs Manager, Marketo

Have a big event promotion or new asset launch planned in the near future? If you're a marketing pro, you've probably prepared your messaging for social posts and scheduled your emails, but do you have a plan for the visual space on your social channels? Modern content marketers have learned to leverage visuals, and social marketers should be following suit. There's some valuable real estate on your social profiles — are you taking advantage, or are you leaving those spaces vacant?

When it comes to making the most of your social marketing, here are four of the most often-overlooked pieces of prime real estate:

1. Cover Photos

Many organizations rarely update their cover photos, but if your audience is engaging with you on social, your cover photo is one of the first things they see. Whether you're promoting an event, new product, special deal, or webinar, your cover photo is the perfect place to highlight your most important promotion. This applies to cover photos across Facebook, LinkedIn, Google Plus, and any other channels your company has a presence on.

In the example below, Ford Mustang used their Facebook cover photo to show off their product, and to promote their hashtag:



Interior decorating magazine Apartamento uses their cover photo to let fans know a new issue is available — simple, effective, and probably took less than a minute to create:



2. Pinned Posts

Another set of under-utilized visual spaces are Facebook's Pinned Posts and Twitter's Pinned Tweets. Both Facebook and Twitter allow you to "pin" a particular post to the top of your social profile, guaranteeing that they'll be seen first by your visitors.

Brands and individual users can simply choose a tweet they'd like to pin, click the three dots to the right of the garbage icon, and select "pin to your profile page". One note: you can only choose one tweet at a time, so choose wisely! Also, Facebook's Pinned Posts only stay at the top of your timeline for one week, so make sure to pin a new post or re-pin the same post if you'd like to keep it featured. Here's an example of a Pinned Tweet from designer Louis Vuitton, used to promote a new line:



And here's an example from social marketing platform Hootsuite, using a Pinned Tweet to highlight their free trial offer:



3. Your Twitter Header

Twitter recently increased the size of your profile's header image dramatically. Header images now expand across your profile's entire page, no longer confined to a small space at the top. The optimal size for the new header is 1500x500 and the maximum file size is 5MB.



4. Backgrounds and Headers

Slideshare and YouTube allow you to customize your profile's backgrounds and headers — two more ways to get your message across at no cost.

Below, you can see that Marketo uses our YouTube header to display our logo and one of our advertising slogans:



At Marketo, we also create customized visuals for social profiles every time we implement a launch. Beyond taking advantage of valuable real estate, we find this keeps our key initiatives consistent across every channel.

These are the most overlooked pieces of social media real estate that we've found, but social marketing is constantly changing – keep your eye out for the next overlooked gem!



Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.