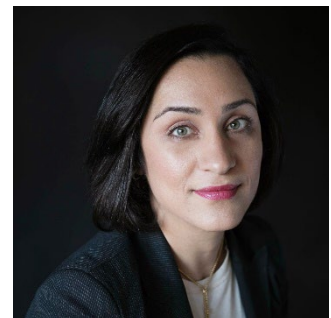# Connecting the dots

The Rise of Alternative Social Platforms like BlueSky and Threads: Webinar Presentation

by
MARYAM GOLABGIR

With 18 years of hands-on digital marketing expertise spanning telecommunications, e-commerce, IPTV, AI development, broadband, renewable energy, and financial industries, I've had the privilege of leading marketing teams for Fortune 500 companies. That journey fueled my passion for empowering small to medium-sized businesses, leading me to launch Digital Marketing Experts—a marketing agency dedicated to driving success for businesses in the Greater Toronto Area.

As a female entrepreneur, I've gained a unique perspective on the challenges faced by women business owners. I understand the struggle, the hustle, and the resilience it takes to build something remarkable. That's why I'm committed to crafting tailored marketing strategies that aren't just creative but measurable and results-driven.

I believe that sustainable digital marketing requires more than just flashy campaigns—it demands a clear vision, backed by actionable insights and the right metrics to ensure continuous growth. Our expertise lies in Social Media Marketing, Website Development, Search Engine Marketing (SEM) & Optimization (SEO), Online Advertising, and Video/Mobile Marketing.

Ready to elevate your digital presence? Visit us at www.digitalmarketingexperts.ca or connect with me on LinkedIn.

DME

Traditional platforms like Facebook, Twitter, and Instagram have long dominated the social media space, but shifts in user preferences, privacy concerns, and content moderation policies have given rise to alternatives.

Key Learning Objectives of This Webinar

Understand the rise of alternative social platforms.

Learn about tools and strategies to maximize engagement on these platforms.

Explore real-world case studies of successful brand adaptation.

Why Are Alternative Social Platforms Gaining Popularity?

Users are seeking platforms with better user control, fewer ads, improved privacy, and different algorithm structures.

BlueSky: A Decentralized Twitter(X) Alternative

Founded by Twitter **(X)** co-founder Jack Dorsey, BlueSky focuses on decentralized networking to offer more freedom and customization.
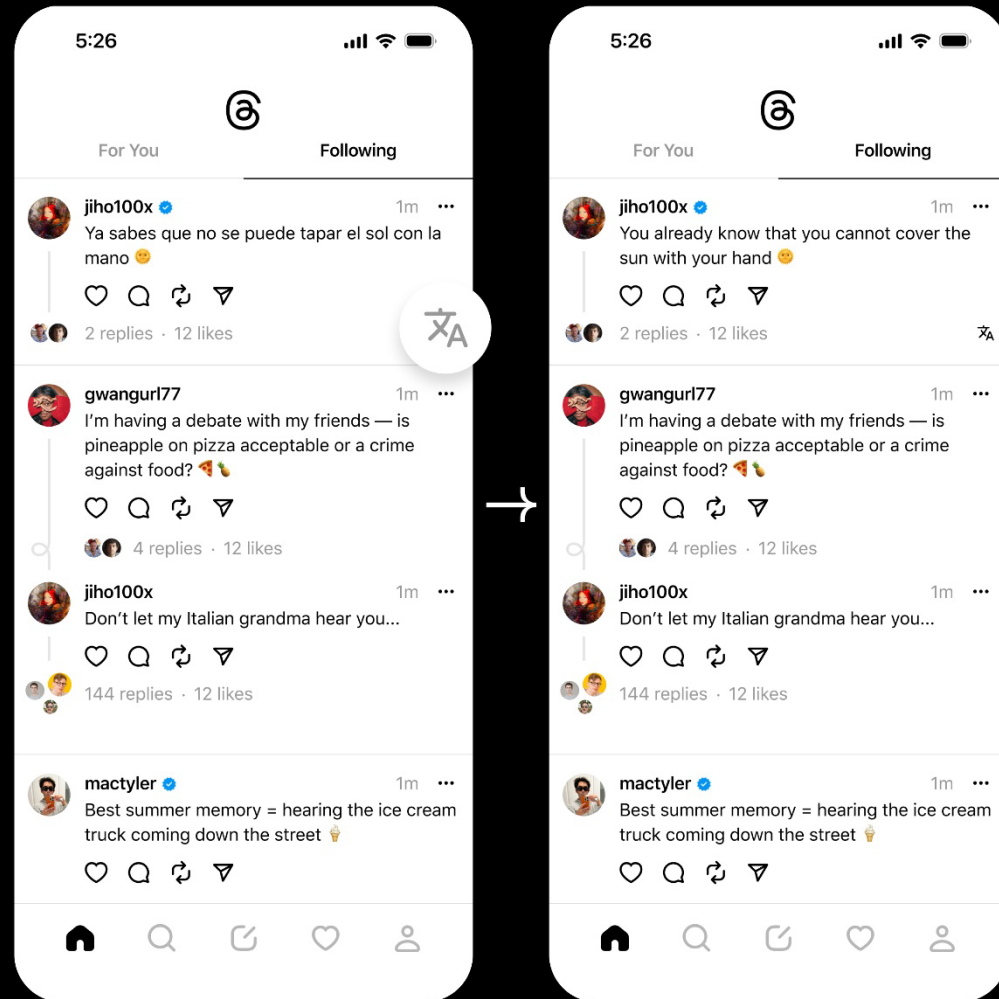
Features: Open-source framework, user-generated moderation, less content control by a single entity.

Monetization: Future plans for premium services and in-app transactions.

Best for: Thought leaders, tech enthusiasts, and communities looking for a less restrictive environment.

Threads: Meta's Response to Twitter's Decline

Developed by Meta as an alternative microblogging space, Threads integrates with Instagram.

Features: Cross-platform integration, short-form text-based posts, seamless Instagram audience sharing.

Monetization: Potential integration with Instagram Ads and creator monetization tools.

Best for: Brands, influencers, and communities leveraging Meta's ecosystem.

Other Emerging Platforms

Mastodon: Open-source, decentralized, user-moderated social networking.

Post.news: Designed for civil discussions and journalism-focused engagement.

Hive Social: Focused on simplicity and a chronological feed experience.

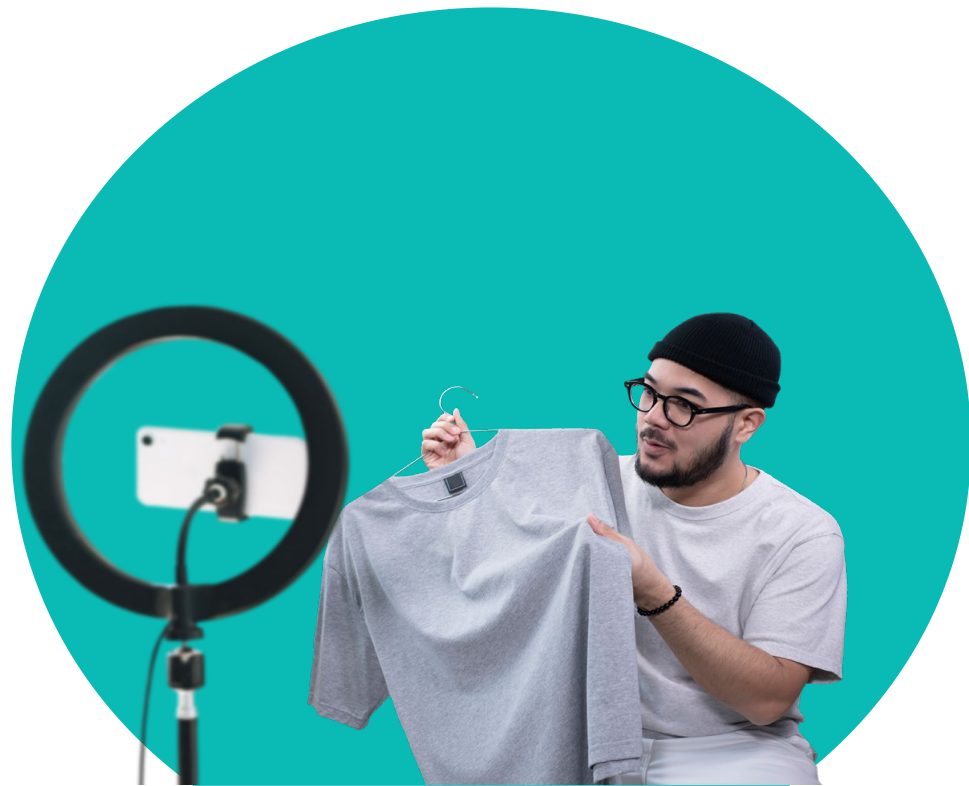# Strategies to Succeed on Alternative Platforms

1. Understanding Platform-Specific Algorithms
2. Optimizing Content Strategy
3. Community Building and Engagement.
4. Cross-Promotion with Traditional Social Media.
5. Monetization and Revenue Opportunities
6. Leveraging AI for Content Creation and Management

Case Study 1: Tech Startup Growth on BlueSky

Company: A blockchain-focused startup seeking a privacy-focused audience.

Strategy: Leveraged BlueSky's open-source community to share insights, host AMAs (Ask Me Anything), and engage developers.

Outcome: Increased brand awareness, organic growth through referrals, and partnership collaborations.

Case Study 2: Fashion Brand Success on Threads

Company: A sustainable fashion brand seeking to expand its audience.

Strategy: Used Instagram integration to repurpose content for Threads, engaged influencers to promote eco-friendly fashion.

Outcome: 200% increase in engagement, direct-to-consumer sales boost through brand storytelling.

Case Study 3: News Platform's Expansion into Alternative Networks

Company: A digital media startup focused on independent journalism.

Strategy: Utilized Mastodon and BlueSky to create niche-focused content, engaged in meaningful conversations to drive credibility.

Outcome: Expanded readership, increased newsletter subscriptions, and direct monetization through Patreon supporters.

Do you have any questions?