



Social Media Marketing

Step One in Marketing

<i>Four P's of Marketing</i>	<i>Four C's of Marketing</i>
Product	Customer/Consumer (value)
Price	Cost
Placement	Convenience
Promotion	Communication

Getting Started

1. Domain name – Look at domain names that end in .COM or .NET
2. Have a Logo
3. Website
 - a. Design
 - b. Content
 - c. Pictures
 - d. Video
 - e. Podcasts
 - f. Infographics
 - g. Social Networks
 - h. Testimonials
4. Marketing Materials
5. Business Cards

Your Website is KEY

Today, websites are no longer an option; they are a necessity. The way people confirm you are a legitimate business is through your website. You create a website for one of two reasons:

1. To be found in a web search (searchable)
2. Confirm you are in business (resourceful)

Website Builders

You can build your website yourself or you can have them professionally created. If you are doing it yourself, here are a few website building platforms you can use.

1. Wordpress.com
2. Wix.com
3. GoDaddy.com
4. Weebly.com
5. Web.com
6. Typepad.com



It is important to have a web presence for your business. It takes more than a website to be found on the web. There are tools that when used in combination, can help drive business to your website:

Tools/Activities/Tasks	Function
Groups and Organizations	Join a group or organization that will allow you to network with local businesses or industry specific groups.
Mobile	Make sure your website has a responsive theme – meaning it will adjust to different devices – smartphones, iPads, laptops or desktops.
E-mail Newsletter	A great way to capture e-mail addresses of clients and customers as well as send them information about products and services.
On-Line or Digital Advertising	Opportunities exist on-line through Google Adwords, Facebook, and Twitter along with targeted advertising through cookies.
Traditional Marketing	There are still traditional ways of advertising from flyers, newspaper ads, and mailings to radio, TV and billboard advertising.
Social Networks	Engaging with your customers on LinkedIn, Facebook, Twitter, Pinterest, and others allow you to interact with your fan base
Blogging	You can tell stories and give resourceful tips about happenings in your business, industry or local venues.
Business Directories	make sure to register your business and claim your listing in numerous directories especially, Google, Yahoo, Bing, Foursquare, Yellow Pages, Manta, Localeze and others...
Third Party Review Sites	Google, Facebook, Yelp, TripAdvisor, Yahoo, and any site that gives reviews. It's important to follow what your customers are writing about you on-line and responding in an appropriate time.
Search Engine Optimization	Adding keywords and descriptions to your pages can help get your website to the first page of Google.

Mobile

Today, having mobile device knowledge will help you engage and react with customers and clients in real time. Applications (Apps) can also make your job easier. Apps that can help: Social Network Apps – Twitter, Instagram, Facebook, LinkedIn, YouTube.....



E-Mail Newsletters

Capture e-mail addresses from those interested in your product or service

1. Constant Contact
2. MailChimp

These companies provide databases and e-mail templates for you to send large amounts of e-mails to your customers and clients. Using these systems allows you to send information that gets through spam filters.

Blogs

A great way to tell stories, give tips and offer resources about your products and services. Most websites have blogging platforms, which is a feed of continuous stories. It adds pages to your website, allows for better search engine optimization and creates engagement with your customers and clients.

Digital Advertising

Social isn't free any more. If you want to be seen, you need to pay for some of your posts or ads.

1. Facebook Ads – Inexpensive and very targeted
2. LinkedIn Ads – more expensive than Facebook and targeted at professionals
3. Google Adwords and Adwords Express – Search advertising for local business
4. Targeted Ads – Follow who has clicked on your ads or posts with cookies

Networking

You can't sit behind your computer and expect to meet the world. You need to get out and do face-to-face networking as well as join a few organizations. If you are a local business, joining the area Chamber of commerce is a great way to meet other business owners and possible prospects.

Business Directories

It's important to claim your business listing on-line. That means having a good quality logo, a business description and some good quality pictures of your business or product. You need to register with Google, Bing, Yahoo, Yellow Pages, Manta, and Localeze. The best place to start:

1. Moz – www.moz.com/local - this will help you identify the most important directories.
2. Hubspot List – 50 Business Directories - <http://tinyurl.com/jkklyga>
3. Alignable – Local Business Directory – connect with local businesses – www.alignable.com

Third Party Reviews

Today, customers and clients are looking for reviews of your product and service. As much as testimonials are good, people want to see objective opinions about your business. Register and monitor your reviews and make sure you respond in an appropriate fashion. Review sites include:






1. Google
2. Yahoo
3. Bing
4. Yelp
5. TripAdvisor
6. The Knot
7. Facebook





See also:

www.canva.com for creating banners and social media posts for personal and business profiles.



Social media platforms

Platform	What it does	How to use/benefits
<p>Facebook</p> 	<p>Social Network – Connect with family, friends and clients:</p> <ul style="list-style-type: none"> ➤ Share personal Information ➤ Have fun, engage with friends and followers ➤ Connect business page to your personal page ➤ Great network for personal and business Brand ➤ Download mobile app along with Messenger, Instagram, and Page Manager. <ul style="list-style-type: none"> ➤ Biggest social media network ➤ Effective against all target audience groups (young and old) ➤ Post & share photos, videos updates, articles, blogs <p><i>Ideal for consumer brands, products & services</i></p>	<ul style="list-style-type: none"> ▪ Content – every post is content for customer engagement – their experience, not yours ▪ Posts with photos get 39% more engagement ▪ Important to not always be <ul style="list-style-type: none"> ○ “selling” your business (local content highly effective) ▪ Timing of posts is important – know when your targets are most active—check the Insights page on your Facebook page ▪ Every post should direct users where you want them to go, e.g. your website ▪ Be credible ▪ Link to your website or other call to action or where to get more information ▪ Create a regular presence (3-4 times per week)
<p>Instagram</p> 	<p>Mobile Network – Share Pictures and Videos</p> <ul style="list-style-type: none"> ➤ Download app to smartphone ➤ Take pictures from phone ➤ Post to Facebook, Twitter, Tumblr and Foursquare ➤ Great for personal and business brand <ul style="list-style-type: none"> ➤ 	<ul style="list-style-type: none"> ▪ Visual social media platform ▪ Broad reach and highly effective for any product that is best represented ▪ Link to your website, other call to action or where to get more information ▪ Now accepting advertising and proving to be highly effective— <u>fastest growing in effectiveness</u>
<p>Pinterest</p> 	<p>Social Network - Pinning pictures on idea or resource boards</p> <ul style="list-style-type: none"> ➤ Save and display content by “pinning” content to digital bulletin boards ➤ Visually oriented – every post is an image or video ➤ Principally focused on women, DIY projects, home decorating, fashion, exercise, beauty, photography, food and crafts ➤ Large women demographic 	<ul style="list-style-type: none"> ▪ Use posts to help users better explore your products or services Create awareness of new products ▪ Use to communicate early access to information about your offerings ▪ Have your community create content and share on your behalf ▪ Link to your website or other actionable links ▪ Use eye-catching visuals.



	<ul style="list-style-type: none"> ➤ Create boards to showcase things you like, resource or products and services from your business ➤ Create boards about your business as well as personal favorites ➤ Great for personal and business brand 	<ul style="list-style-type: none"> ▪ Run contests to reward customers for viewing, adding to the Board or bringing a friend to the Board <p style="text-align: center;">Personal accounts do better if you are a small brand</p>
<p>Blogging</p> 	<ul style="list-style-type: none"> ➤ 35% of businesses report blogging at least once a month ➤ Contributes to improving search engine SEO ratings 	<ul style="list-style-type: none"> ▪ Focused on customers and stakeholders ▪ Establishes authority through content ▪ Be creative and think like users ▪ Timing of posts depends on community's schedule of activity ▪ Style can develop your brand's voice ▪ Once you start you need to maintain a schedule to connect with your audience ▪ Link to your website or other call to action or where to get more information
<p>LinkedIn</p> 	<p>Business Network – Personal & Professional Business Portfolio - Largest professional social network</p> <ul style="list-style-type: none"> ➤ Resume ➤ Connect with business professionals, customers and clients ➤ Highlight work you have done ➤ Recommendations and Endorsements ➤ Good for personal and business brand ➤ Download mobile app, Pulse App ➤ Builds authority and thought leadership ➤ Cultivates a network <p style="text-align: center;">Ideal for B2B brands, products & services</p>	<ul style="list-style-type: none"> ▪ Make sure your company page is up-to-date ▪ Update company events as they occur ▪ Respond in a timely manner to posts, reviews and questions ▪ Use LinkedIn as a source of competitive intelligence ▪ Excellent place to post articles and provide your point of view ▪ Join in "discussions" /relevant groups to gain authority as a knowledge leader
<p>Twitter</p> 	<p>Social/News Network – Think of it as a live news feed</p> <ul style="list-style-type: none"> ➤ Streams of 140 characters at a time Interact with other users by mentioning their usernames in your posts ➤ Great for customer service communications - Use # (hashtags) ➤ Retweeting spreads the word about your brand fast ➤ Increased usage is how you refine your receiving audience <p>Suggestion: Use as a personal account with business name handle</p>	<ul style="list-style-type: none"> ▪ Maintain content balance yours and others. Be aware of who you are and who you aren't. Every word matters. ▪ Consistency of voice is critical to build trust ▪ Tweet regularly, multiple times per day ▪ Important to create unique content (don't automate your Facebook content to run on Twitter) ▪ Speed of response is important ▪ Use Retweets to boost your community members' content ▪ Link to your website or other call to action or where to get more information
<p>Snapchat</p> 	<p>Mobile Network – Instant pictures and Video</p> <ul style="list-style-type: none"> ➤ Visual social media network that deletes itself – temporary, less polished ➤ Videos & images live every 10 seconds, disappears after 24 hours 	<ul style="list-style-type: none"> ▪ Short and creativity is key ▪ Share content on other platforms ▪ Link to your website or other call to action or where to get more information



	<ul style="list-style-type: none"> ➤ Skews younger--Ideal for consumer brands with customers aged 16-30 - Large millennial demographic ➤ Great for personal and business brand 	
<p>YouTube</p> 	<p>Online Videos - Video sharing platform with over a billion users with second largest search engine to Google (Owned by Google)</p> <ul style="list-style-type: none"> ➤ Create videos to promote your business ➤ Hub for news and entertainment ➤ Deliver a creative, visual or educational component ➤ Ideal for product placement, how-to tutorials and product reviews 	<ul style="list-style-type: none"> ▪ Engage responsibly ▪ Comment wisely in response to user posts ▪ Use favoriting and subscribing judiciously – this is the equivalent of “following” on Twitter ▪ Link to your website or other call to action or where to get more information ▪ Often requires you to drive consumer to the site
<p>Google+</p> 	<p>Social network – Helps with SEO (Search Engine Optimization)</p> <ul style="list-style-type: none"> ➤ Use this to register your business on Google Places ➤ Create posts and add to business or personal accounts ➤ Monitor Google Business Statistic ➤ General Key to all Google Business Products ➤ Download App 	<ul style="list-style-type: none"> ▪ Include Key Links in Your Introduction. Google+ automatically places your verified website link in a couple of places for business pages: <ol style="list-style-type: none"> a. It will be at the top of your profile page above the Follow button. b. It will also appear in the official links box on your About tab at the bottom. ▪ Optimize Posts for Google Search Results - If someone follows your Google+ profile or page, they’re more likely to see your posts in Google search results ▪ Schedule Consistent Updates to Your Profile and Page, using BuzzBundle (two personas for free.) ▪ Use Google+ as Your Business Page. Unlike Facebook business pages where you’re limited to commenting only on other pages, or a LinkedIn company page where you can’t do much outside of your own page, you can do a lot using Google+ as your business page.



Best Practices to Promote Your Business on Social Media

- **Follow the 1:7 Rule** – Only one in seven posts should promote your business. The remaining six should focus on valuable content.
- **Ask conversation starter questions** – People like to share their opinions Ask questions so that fans can weigh in on topics relevant to your business and interest to them.
- **Share your expertise** – Post little-known facts that demonstrate your knowledge.
- **Provide value** – Although posts should be entertaining, they need to provide content that is beneficial to your users.
- **Enhance rewards for virtual check-ins** – When checking in on Foursquare, give double the points for checking for a specified period.
- **Avoid syndicated messages** – Although you can employ tools to have posts appear on more than one Social Media outlet at a time, you chance loss of authenticity. Better to FOCUS on a few outlets and gain authority and trust.