



Marketing and Social Media

Tonight's Agenda

Introduction:

- Who We Are
- Our Relationship with SCORE

Getting Started

- Marketing/Branding
- Website
- Social Media, Blogs, Online-Reviews
- Business Plan



Who We Are

We represent clients in:

- Manufacturing
- Engineering and Architectural firms
- Retail
- Professional Business (Law and CPA firms)
- Insurance
- Contracting and Construction
- Restaurant
- Real Estate/Mortgages
- Banking
- Start-ups and established businesses



Services we offer:

- Web Design
- Photography/Visual
- Brand Strategy
- Social Media and Social Media Training
- Content/Writing/Email Marketing
- Direct Mail
- Digital Advertising
- Video/Aerial



What is Marketing

What do you think of when you think of Marketing?

Business Cards

Video (Web or TV)

Blogging

Print Ads

Billboards

Pay Per Click

Radio Ads

Brochures

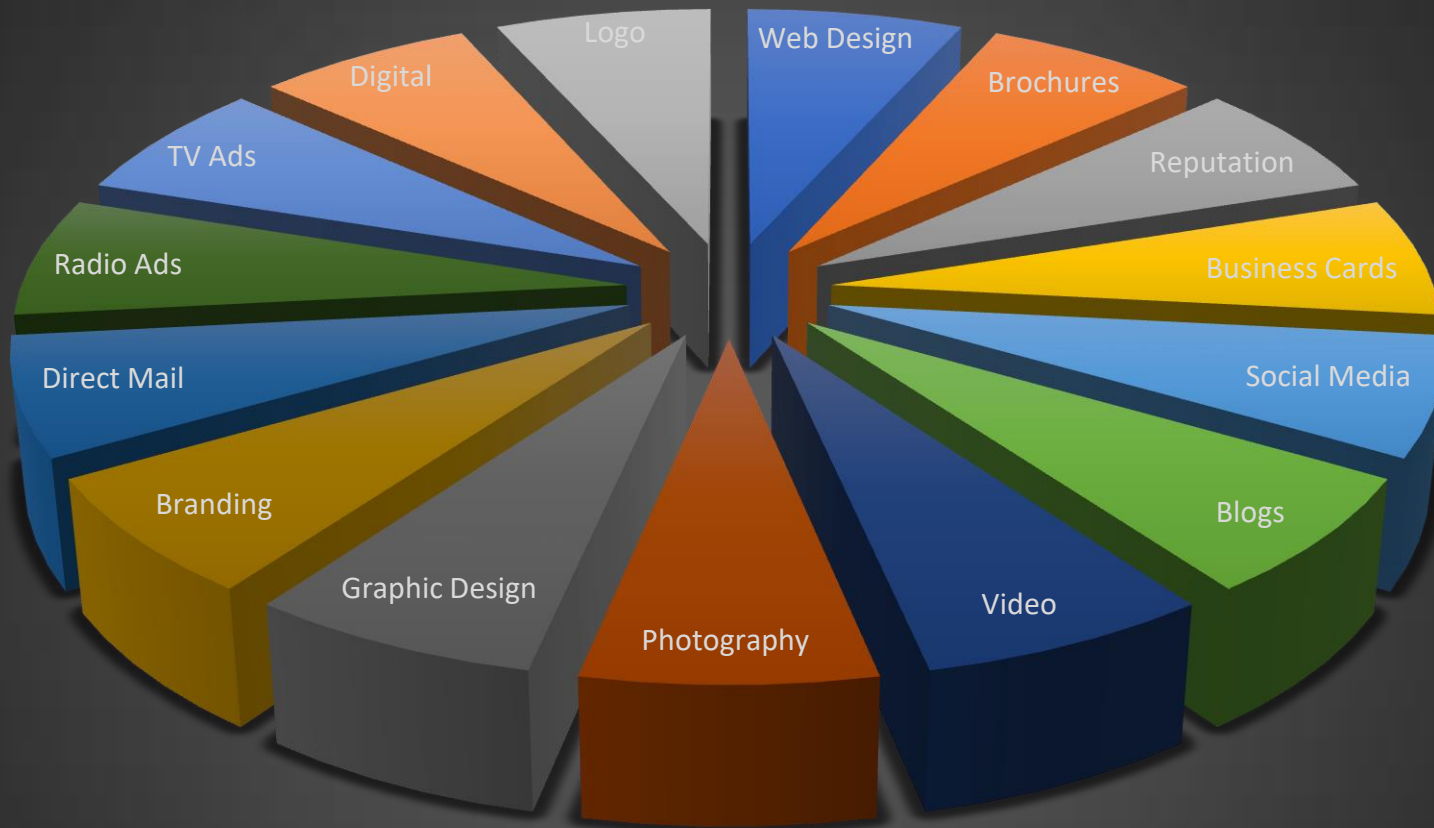
SEO/SEM

Website

Social Media

Geo-Fencing

The Marketing Pie



Everyone's recipe for "Pie" is different.

Based on budget and marketing goals different "ingredients" can be used.

... and some slices are larger than others.

But Marketing is:

A STRATEGY that a business or organization implements
to promote and SELL products or services,
including BRANDING.

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Getting Started:

The first “Ingredient” is:

Cohesive Branding

Logo (letterhead, biz cards, etc)

Website

Social Media Presence

SEO/Blog



Consider the BRAND

What is Branding?

Color, Font, Logo Design, and VISUALS

Message

Experience – both online and physical location

Reviews and Rep



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How Do Marketing and Branding Relate to Social Media?

STRATEGY.



Step 1: Choosing the Right Channel

	Who is your audience?	How can you reach them?	What are your goals?			
CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS						
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only



Step 2: Identify Your Audience

To identify who your audience is -You want to be as specific as possible, since it will make your decision easier on which channel(s) to use.

Write down the answers to the following questions:

- **Who is your typical customer?**
- **How old are they?**
- **Are they male or female?**
- **What is their income and education level?**
- **What are they interested in outside of your product and service?**

Use the answers to these questions (and any other pertinent questions that may relate to the business or industry you're in) in order to help build out a profile of your audience.

Step 2: Identify Your Audience

You will want to get as specific as possible with this part.

- If you identified your target market as parents it would be ok.

BETTER YET would be if you identify your ideal customer as a **parent** that lives in Monroeville, Murrysville or Plum, between 25 and 40 years of age, earns over \$70,000, primarily uses Facebook and has an interest in outdoor activities you will have much more success.

~ Even the best marketers will fail if they are marketing to the wrong audience.

Step 3: Decide What To Post

- **Curated Content vs. Created Content –**

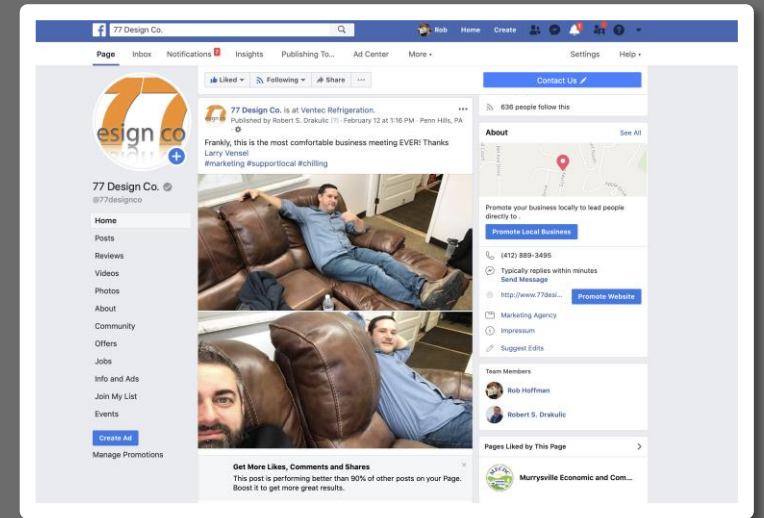
*Tip: Start with 80 / 20 rule and work your way back.
HOWEVER – ALWAYS give credit!*

Here are a few examples of content you could create:


- Images
- Videos
- Blog Posts
- Company News
- Infographics
- eBooks
- Interviews

The list of content ideas goes on and on, **but Content is what fuels social media**, so it is crucial that you consider creating high quality, engaging content as a top priority.

We strongly recommend that you create a content calendar that outlines how often you will post to each network, which topics you will share and when you will share them.



Viewing “Insights”

 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 23,000 people.

2,484 People Reached	105 Engagements	Boost Post
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5 Shares

“Insights” is a tool that you can use on Facebook to view stats on your posts.

Performance for Your Post

2,484 People Reached

12 Reactions, Comments & Shares *i*

5  Like	0 On Post	5 On Shares
1  Love	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	5 On Post	1 On Shares

93 Post Clicks

6 Photo Views	0 Link Clicks	87 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Step 4: Being Consistent

- Create and post/respond from a business page.
- The more consistent your posts are the higher your reach.
- We recommend daily posts at least (Facebook) but larger corporations consistently several times per day.
- Don't over post, but don't infrequently post either. Too much will seem like a nuisance. Too little and customers will forget about your brand.
- Consistently post GREAT images, videos, articles, blogs, or graphics!
- Algorithms SUCK, but INSIGHTS don't!



Algorithms

- Algorithms determine whether your posts are seen or not
- Based on crazy mathematical equations and operations (EdgeRank)
- They determine whether users are interested in your posts based on previous interactions and their history (relevancy.)
- Constantly changing and evolving
- Shares, likes, and reactions of your posts matter!
- Videos, images, Animated GIF's and "Live" work better

The image shows a collection of handwritten mathematical formulas and diagrams. At the top, there are vector calculus equations: $\nabla \cdot E = 0$, $\nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t}$, $\nabla \cdot H = 0$, and $\nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t}$. Below these, there are integrals and differential equations, including $f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \frac{d}{d\omega}$ and $\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$. A central blue Facebook logo is overlaid on the equations. To the right, there is a summation formula: $\sum_{i=1}^n \frac{q_i}{2} H_i^M + c_s \frac{D}{Q} + c_o D + \frac{Q(p-D)}{2p} H^M + F_o N + \sum_{i=1}^n D_i w_i d_i \frac{(1+w)}{F_i}$. Below the logo, there is a diagram of a 3D coordinate system with axes labeled $\cos(\theta \sin(\phi))$ and $\sin(\theta \sin(\phi))$, and a matrix equation: $\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \gamma & -\gamma \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$. At the bottom, there are more complex formulas involving trigonometric functions and integrals.

Algorithms

- **Contrary to Facebook's Latest Family and Friends First - Facebook Is Still a Business Platform**

- *All this talk of prioritizing friends and family over brands might make you think, "Well, I guess Facebook has transformed into a quasi-philanthropic platform whose mission is to connect people with loved ones."*

- **THINK AGAIN!**

- Facebook still has bills to pay and shareholders to please. Which means it still has industry-leading business tools that they are more than happy for you to use.

Stats To Share

- Curated Content (Shared Articles/Info)
- Images and Photography
- Video

Shared articles performed, on average,

- at 115% less reach than posts with images.
- Videos that we shared reached a 17% higher audience than photo posts, and
- 132% higher than shared articles.

Moral of the story...POST PHOTOS AND VIDEOS



The Business Plan.

Yes, It Can Be Fun AND It Is Necessary!

Unless commitment is made, there are only promises and hopes; but no plans
— Peter F. Drucker

[Download Template ▶](#)

Writing a business plan is an opportunity to carefully think through every step of starting your company so you can prepare for success.

This is your chance to discover any weaknesses in your business idea, identify opportunities you may not have considered, and plan how you will deal with challenges that are likely to arise. A well-written business plan can help convince investors or lenders to finance your business.

This template includes instructions for each section of the business plan, followed by corresponding fillable worksheet/s.

After you complete the 11 worksheets, you will have a working business plan for your startup.

The business plan sections include:

- Executive Summary
- Company Description
- Products and Services
- Marketing Plan
- Operational Plan
- Management & Organization
- Startup Expenses & Capitalization
- Financial Plan
- Appendices

The last section, "Refining Your Plan," explains ways you may need to modify your plan for specific purposes, such as getting a bank loan, or for specific industries, such as retail.

[5 Reasons to Have a Business Plan](#)

Business Plan Goals

What do you want from your business???

- 1 Year
- 5 Year
- 10 Year
- And so on



Thank You!

Time for questions