

Social Media Marketing

What is it, why do I need it and how do I get it?

Social Media Marketing = Networking...online

Social Media Marketing Allows Us:

- The opportunity to talk with consumers as opposed to talking at them
- To listen first and sell second
- To develop and build relationships with potential clients, lead generators, media, competition and industry leaders

Why Do I Need It?

- It's happening right now without you
- Greater web presence (SEO)
- Show the "human side" of your business
- Your competition is doing it
- It's a huge part of today's marketing strategy
- IT'S FREE! (yeah right!)

Benefits to Your Business

*aside from making fast money of course *note sarcasm 😊*

- Keep up with the industry
- Monitoring what is being said
- Competitive intelligence
- Improving customer service
- Resolving problems
- Finding vendors/suppliers/partners
- Recruiting / background checks new employees

Take it Slow...

- Comment on blogs, set up a facebook and twitter account
- Don't dive in and start self promoting like crazy
- Remember, it's much better to have *someone else* tell them how good you are

Starting Out

- Be authentic while still maintaining a professional tone
- Your company needs to loosen the reigns
- You need to loosen your reigns as well
- Provide useful information

Social networking is not a contest to recruit the most followers. It is not a race to send out the most messages. It is less about talking and more about listening. It's about engaging consumers in meaningful dialogue and recruiting brand advocates who will do the talking for you.

danieledwardcraig.com/blog

Why Do I Need a Strategy?

If you don't outline objectives or set goals, you'll never know if you've succeeded.

A great strategy saves you time, keeps you focused and keeps you on track.

Step 1: Clear Objectives

- Increase brand awareness
- Build authority
- Learn more about your audience
- Educate and inform customers
- Improve customer service
- Monitor brand reputation
- Drive more traffic to your website

Step 2: Research

- Is your target audience online?
- Where are they?
- How will you measure your results?
- Case studies

Once you've done all this research, you can start building the actual path for reaching your goals.

Step 3: Create a Schedule

- Tweeting, blogging, or posting on forums on a whim is not strategy.
- This will help you stay on task and keep you from wasting time getting on sporadically and making up your strategy as you go.



Step 4: Measure

- Increase brand awareness, you could try setting up Google Alerts
- Monitor website traffic, you can get your website developer to set up a ticker, Google Analytics
- See how many people are listening to you, set up "bit" links
- Generate buzz, set up contests and promotions
- Discounts

Making the Right Tweaks

No one achieves perfection on their first try.
It requires constant monitoring and fine-tuning.

Things You Must Do and Know To Start Your Social Media Marketing Journey

Facebook	Blackplanet
MySpace	Bebo
Twitter	Hi5
Flixter	Yuku
Linkedin	Cafemom
Tagged	Friendster
Classmates	Xanga
Yearbook	360.yahoo.com
Livejournal	Orkut
Imeem	Urbanchat
Reunion	Fubar
Ning	Asiantown

If Facebook were a country, it would be the 3rd most populated in the world (more than 400 million people)

- 32% 12 -17
- 47% 18 - 34
- 12% 35 - 49
- 8% 50+



Province	FB Users	Pop	% of Pop
• Yukon Territory	14,980	31,115	48.14%
• Nova Scotia	358,360	935,106	38.32%
• Alberta	1,066,460	3,486,767	30.58%
• Ontario	3,821,920	12,850,636	29.74%
• British Columbia	1,270,600	4,402,931	28.85%
• Newfoundland	130,820	507,475	25.77%
• Northwest Territories	10,320	42,425	24.32%
• Saskatchewan	243,280	1,003,299	24.24%
• Manitoba	268,060	1,190,400	22.51%
• New Brunswick	166,100	750,851	22.12%
• Prince Edward Island	26,220	139,103	18.84%
• Quebec	905,840	7,719,993	11.73%
• Nunavut	1,220	31,127	3.91%

Facebook 101

- Your personal page and your fan page need to be kept separate
- The difference between a group page, fan page or a regular account
- Suggest to friends, get them to suggest to friends
- Search for your competitors
- Strategically join groups and comment on walls
- Run hyper-local ads on Facebook
- Tailor your messages for this audience

Twitter

Who is Using Twitter?

- 53% are female 47% are male
- 1% 12 – 17
- 48% 18-24
- 30% 35 – 49
- 21% 50+
- 4 million monthly visits
- 46% are college grads, 17% grad school



Huh - 32% of all tweets made by the most active Twitter users are generated by machine bots that post more than 150 tweets per day.

We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks*@BarackObama

Launch was awesome!! I am feeling great, working hard, & enjoying the magnificent views, the adventure of a lifetime has begun! @AstroMike

There's a plane in the Hudson. Im on the ferry going to pick up the people. Crazy @jkrums

Yes, this is the real Mark Zuckerberg. Thanks for following me! @finkd

Top Twitter "Must Knows"

- Tweet
- Followers
- Following
- Reply @insightpei
- Retweet RT @insightpei
- DM

Twitter 101

- Fill out your profile with care
- Strategically choose people to follow
- Follow people back
- Watch your numbers
- Keep your tone on here authentic, yet professional

Tools to Make Things Easier

and make them think you know what your doing...



Tweetdeck or hootsuite



- Y frog.com, Twitpic.com
- Bit.ly, Twurl.cc, Tiny.cc, Twitpwr.com

Blogging

- Blogging is a conversation
- Write strong content that people will enjoy
- The first few months may feel like you're writing for no one
- Posting on a regular schedule is basically the cardinal rule of blogging



Do:

- Promote your blog
- Identify 2-3 blogs and participate
- Add other blog links to your site

Once you've spent some time on other blogs and have participated in discussions, you'll find that you've built a level of credibility and trust, based on your participation.

Don't:

- Treat your blog like a press centre – impersonal, self promotional and people won't trust them
- Blog sporadically
- Disable feedback
- Make your blog hard to find
- Don't ignore comments visitors make on your blog
- Don't shoot your mouth off on other blogs
- Beg

You Tube

- Free
- Global
- Viral
- Climb search engines
- It can build your customer base



Flickr

Allows you to post photos of your customers or your products (or both).

Flickr offers a place where people can share photos with others, but also has discussion groups.



Linked in

Is a business oriented social network for professionals, and it's huge, with nearly 50 million users from over 200 countries.

The site doesn't run the risk of blurring your professional life with your private one.

Be cautious about who you connect with on this site. You need to more strategic.

3 Main Things You Can Do:

- Answer business-related questions
- Make recommendations and introductions
- Provide company information

Ask and Answer Questions

You can quickly learn a lot about a potential business partner or contact by reading their profile.

Website

Is your website:

- Easy to navigate
- Easy to read
- Professional
- Well promoted
- Useful content
- Stale

What is its *purpose*?

How Much Time Should I Spend On SMM?

- About 1 hour a day, divided into chunks of time
- Spend 1/4 of your time listening
- Spend 1/2 of your time communicating to your audience.
- 1/4 in creating content

DIY vs Outsource

Tips for outsourcing:

- Find someone you trust
- Knowledgeable
- Grammar
- Find someone who understands your language
- Fraud?

Thank You!



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