

SOCIAL MEDIA MARKETING 101



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What is social media?

According to Wikipedia, the term “social media” has been part of our lexicon since 2006. It supports the need for social interaction using Internet-based and web-based technologies and transforms individuals from content consumers to content producers. It facilitates conversation between companies and their consumers, politicians and their constituents, and families and friends – all as a result of “word of mouse marketing.”

The only thing worse than being talked about is not being talked about.
~ Oscar Wilde



What are people saying about social media?

“Social media isn’t just about big networks like Facebook and MySpace, it’s about brands having conversations.”

~ Lloyd Salmons, Internet Advertising Bureau Social Media Council

“Social media offers new opportunities to activate brand enthusiasm.”

~ Stacy DeBroff, founder/CEO of Mom Central

“Social media is a shift in how people discover, read, and share news, information, and content.”

~ Tracy Phaup Group

“There are 7 reasons people go online: to socialize, have fun, learn, express themselves, advocate, do business, and shop. However, more than twice as many people go online to socialize (81%) than for business (39%) or shopping (31%).”

~ The Ruder Finn Intent Index



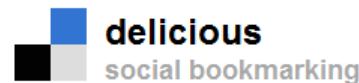
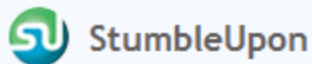
What are examples of social media?

- Blogs
- Micro-blogging: Twitter
- Social networking: Facebook, MySpace
- Wikis: Wikipedia
- Social bookmarking: Delicious, StumbleUpon
- Social news: Digg
- Express opinions: epinions, Yelp.com
- Photo sharing: Flickr, TwitPic
- Video sharing: YouTube
- Livecasting: Ustream.tv, Skype
- Audio and music sharing: The Hype Machine
- Business: LinkedIn, Merchant Circle, Plaxo, Biznik
- Media outreach: Fast Pitch! Press



What is social media marketing?

According to Wikipedia, “social media marketing” is the use of social networks, online communities, blogs, wikis, or any other collaborative Internet media for **marketing, advertising, brand-building, public relations, or customer service**. The most popular social media tools are Twitter, Facebook, LinkedIn, and YouTube.

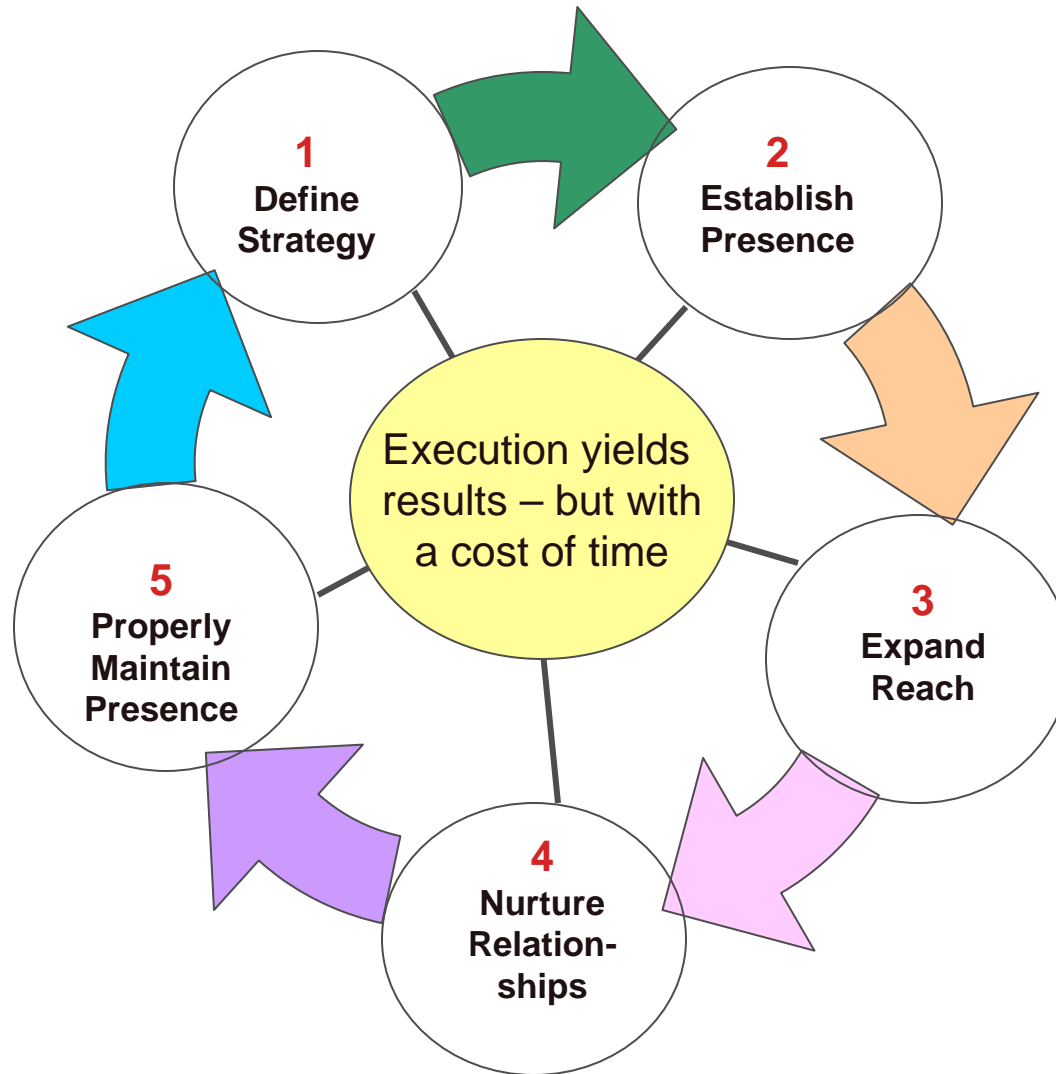


Why are today's customers so social?

- They want to be respected
- They want to be engaged
- They want 2-way discussions
- They want to see what others have to say
- They want to be part of the innovation cycle
- They want to solve their own problems quickly
- They want to see what actions you have taken based on their input



The Social Media Cycle



What are 3 main benefits of social media marketing?

1. Create awareness (buzz) and generate exposure
2. Develop relationships with existing customers and attract new business leads
3. Build a loyal web following and increase/drive traffic to main website



Action Plan – Overview

- Create clearly-defined social media marketing strategy and goals with approval from top leadership
- Implement social media policy – make social media a tool, not a distraction to employees
- Build a team and assign roles – who will execute strategy
- Reserve a “public seat” on Twitter, Facebook, YouTube, and more
- Establish “Google Alerts” to monitor news and comments
- Involve company experts – in addition to Marketing Dept
 - PR Dept: interacts with bloggers
 - Legal Dept: provides guidance on user-generated content, protects online corporate assets, and privacy/copyright law enforcement
 - Customer Service Dept: responds to customer issues
 - IT Dept: confirms ability to capture analytics – that website traffic can be measured
- Define and evaluate success metrics – and refine strategy



Social Media Strategy – Step 1: Brand vs. Customer

1. Define attributes of your best customers
2. Define brand in terms of your customer's interests
3. Differentiate your brand, messages, and competitive positioning
4. Speak directly to customer
5. Provide “elevator pitch” in 2-3 sentences
6. Provide unique value proposition in easy-to-understand manner



Social Media Strategy – Step 2: Understand Target Audience

1. Attributes
2. Demographics
3. Psychographics
4. Geographic
5. Who can we eliminate?
6. What associates do they belong to?
7. What conferences do they attend?
8. What publications do they read?
9. What websites do they visit?
10. What social media do they use?



Social Media Strategy – Step 3: Capitalize on the Conversation

1. What are the challenges that your customers face?
2. What are the biggest pain points?
3. What are their biggest fears and wants?
4. What triggers their buying decisions?



Social Media Strategy – Step 4: Listen to Competition

1. What social media sites are they on?
2. What are they talking about?
3. What is their sales process?
4. Who are they connected with?



Social Media Strategy – Step 5: Establish Presence & Continue to Expand Reach

1. LinkedIn
2. Twitter
3. Facebook
4. YouTube
5. Blog
6. Niche business sites
7. Niche sites related to your business or industry
8. Invite group members
9. Invite mutual shared contacts
10. Personalize invitations (LinkedIn)
11. Subscribe to others in your niche (YouTube)
12. Search for new friends (search.Twitter.com)



Social Media Strategy – Step 6: Nurture Relationships

1. Engage in conversations
2. Be a thought leader
3. Personalize
4. Be consistent
5. Ask how you can help your customers and followers
6. Also ask for help from others



Social Media Strategy – Step 7: Update Frequency – Use As a Guide



= update once a day

facebook

= update 2-5 times a day

twitter

= update 10-50 times a day



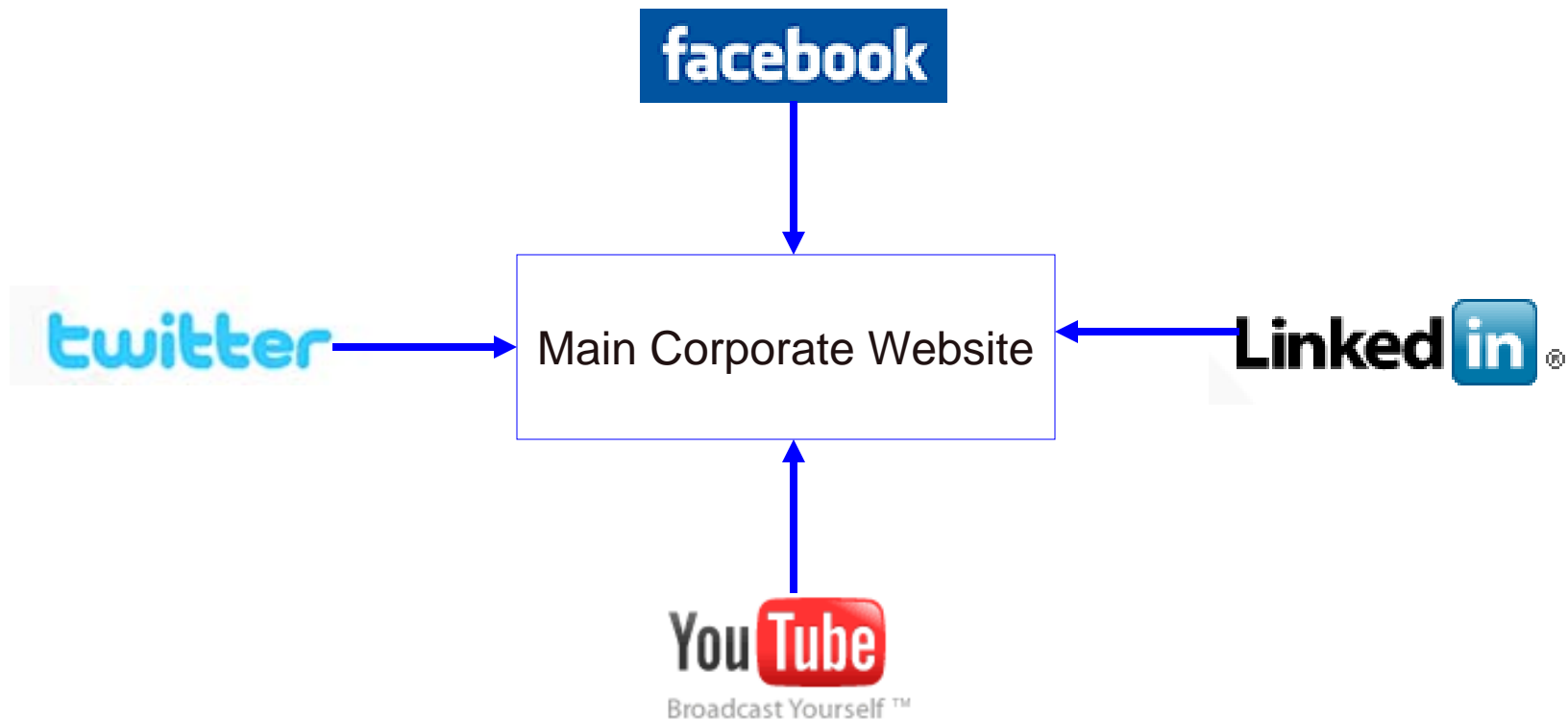
= update once a week

Blog

= update once a week



Social Media Strategy – Step 8: Reminder - Main Website Is the Hub*



**All social media sites should link back to your corporate website.*



Social Media Strategy – Step 9: ROI Metrics

1. What does success look like?
2. How many sales leads were generated?
3. How have operational costs been reduced?
4. How much traffic from each social media site to corporate website, blog, and other social media sites?
5. How many downloads from corporate website (documents, videos, etc.)?
6. Have networks grown or changed?
7. What worked and what did not work from social media initiatives?
8. How much time is spent on social media?
9. How many updates were made daily, weekly, monthly?
10. What is most valuable feedback?
11. Who is talking about us?
12. Are we ahead of our competitors?
13. Were initial goals achieved?



Final Comments:

- Twitter is a micro-blog that limits posts (“tweets”) to 140 characters
- Individuals follow “friends”
- Companies market products/services by creating a voice or identity

DO:

- Create interest/buzz for new product release or events
- Share timely information
- Personify brand
- Build credibility and influence
- Share useful links
- Put a friendly face on your company/product/service
- Answer and pose questions

DON'T:

- Sound like a press release
- Spam followers with constant links to main company website – either in tweets or direct messages



Final Comments: Social Networking Sites

- Individuals and organizations interact with friends, colleagues, and fans
- Create online profiles
- Share photos, video, audio, and links
- Send private and instant messages
- Join groups
- Gain fans
- Promote brand
- Point fans to company's blog
- Encourage discussions and participate frequently
- Explore targeted advertising opportunities

Facebook: Business Casual

- Built-in viral messaging
- Searchable profiles
- Target audience in groups
- Fan pages for businesses

LinkedIn: Formal Business

- Exponential network reach (3rd-degree)
- Groups are very targeted
- Self-policed (Don't Know)



Final Comments:



- YouTube is a free video sharing site – recommended length for videos is 2-minutes
- Since videos rank high in Google searches, include wherever appropriate
- Ability to follow anyone's YouTube page

DO:

- Use for CEO to discuss company vision or mission
- Embed into blog posts
- Provide a “call to action” at end of all videos
- Provide a “traffic geyser” – for example:

Now that you have seen my video, visit my website or call me to schedule an in-person demo or buy my product

