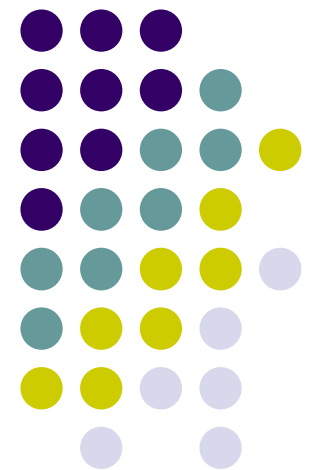


Social Media: New Tools to Market Your Business and Increase Your Bottom Line

**Presented by Adele Pollis
AP Associates**



Social Media Marketing

Welcome/Introductions



Your Website



Overview

- Welcoming, inviting design
- Clear what you do/what you offer
- Easy to navigate
- Offer reasons to come back

Your Website is Your Online “Storefront”



- You have 10 seconds or less to capture the attention of a visitor to your website.
- Do you overwhelm them with graphics or text?
- Make them wait through an animated sequence?
- Get to the point so they’ll want to know more?

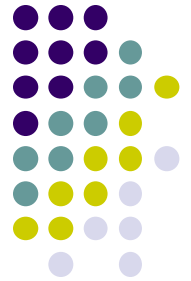
Keep It Fresh



- How long has it been since you've "refreshed" your website?
- Once established, keep it lively and fresh...
...Keep 'em coming back for more!

Marketing

- SEO
 - Organic/paid; key words
- E-Mail Marketing
 - Offers, upcoming events
- E-Newsletter
- Live Content Area
 - Promotions
 - Links (e-newsletter, blog, articles, other sites)

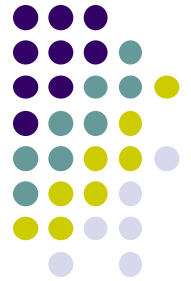


Social Media

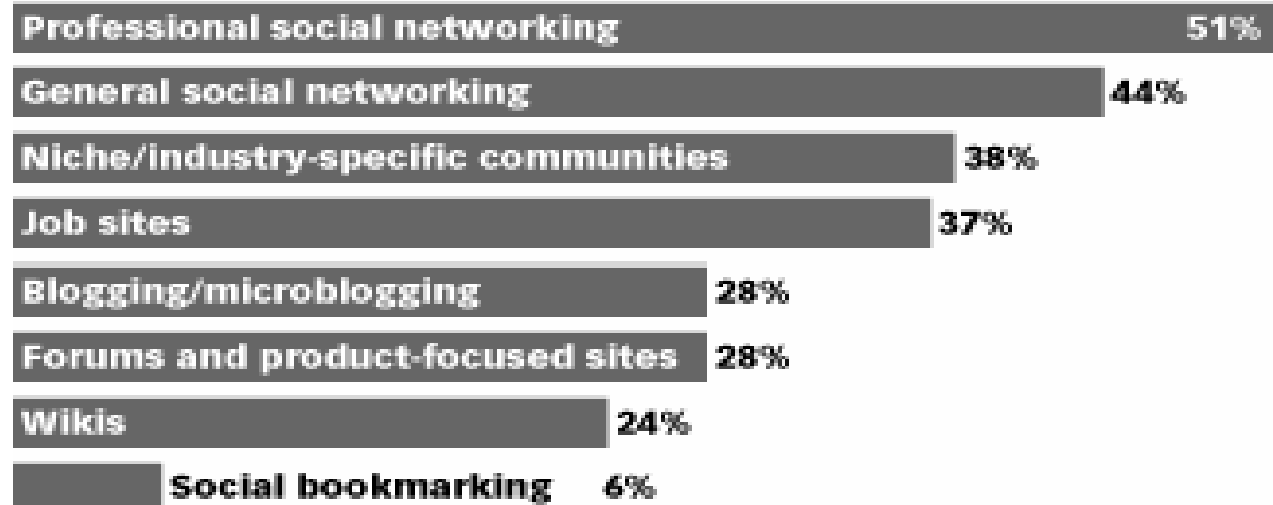
- Fad or The New [Revolution?](#)



Are Businesses Using Social Media?



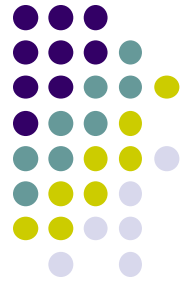
Types of Digital Social Media Used by Small Businesses in North America, March 2009 (% of respondents)



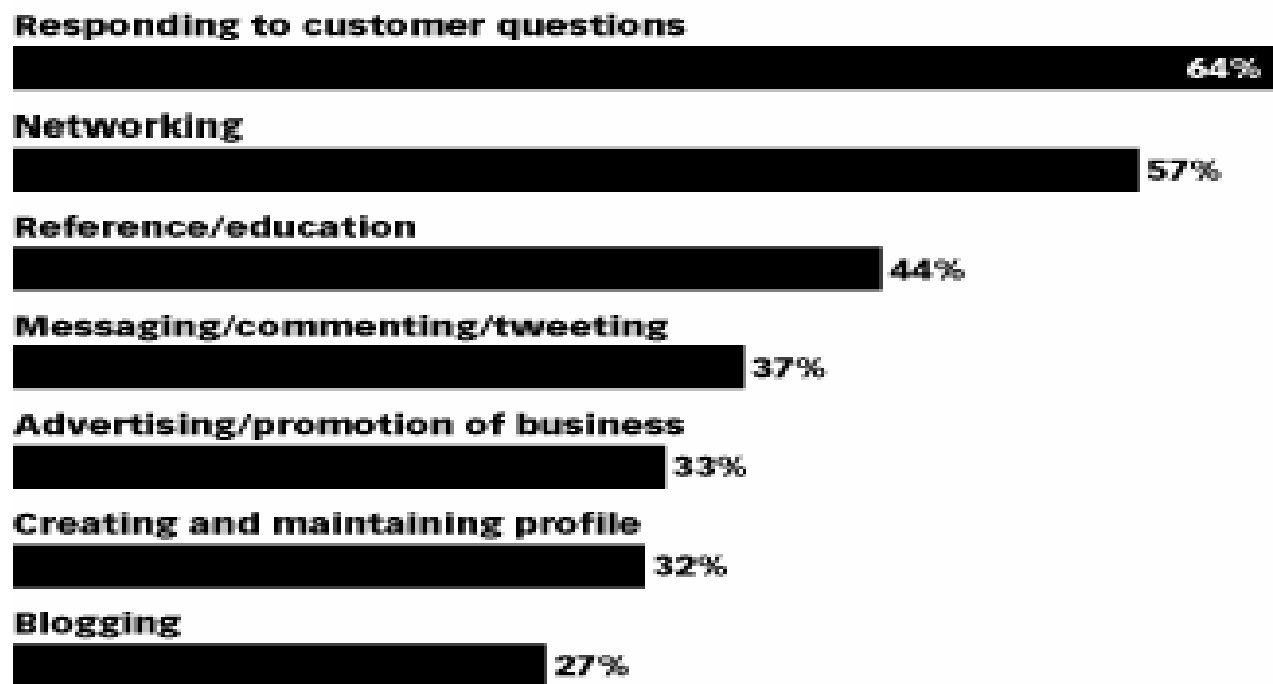
Note: n=151

Source: Sage Research, "North America Small Business Social Networking Study" conducted by AMI-Partners, April 8, 2009

How Businesses Are Using It



Digital Social Media Activities of Small Businesses in North America, March 2009 (% of respondents)



Note: n=151

Source: Sage Research, "North America Small Business Social Networking Study" conducted by AMI-Partners, April 8, 2009

Social Media Marketing



Social media marketing is the practice of using social media to create awareness, credibility, and eventually profit for your small business.

Social Media is Not New



Publick Occurrences Both Forreign and Domestick, the first multi-page newspaper in the U.S.A.

The first (and only) edition of the paper was published in 1690 with a blank page at the end for readers to write a comment and pass along their copy to the next reader.

So Many Media, So Many Choices



- Facebook
- LinkedIn
- Plaxo
- Twitter
- Yelp

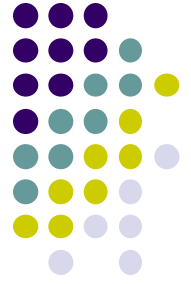
Ease into Social Media



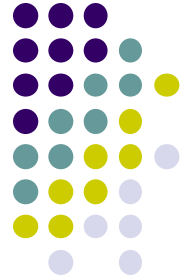
- Blogs
 - Easy to start and manage a blog.
 - Blogger.com and wordpress.com.
 - Increases search engine ranking.
 - Post relevant, interesting information to keep visitors coming back regularly.
 - Links are important: link your blog and/or website to related blogs and websites.
 - Comment on blogs that relate to your work and link back to your blog and website.
 - Use blogs to promote and sell your products and services.

The 'Go-To' Marketing Site

- Facebook
 - 300 million and growing
 - Fastest growing segment: 35+
 - Small business tool
 - Getting started



Create a Fan Page



Create New Facebook Page

Category:

Local

Brand or Product:

Products

Artist, Band, or Public Figure

Name of Products:

Create Page

Why Do It?



- **Meet your peers.** Facebook is not just for college kids anymore.
- **Find business contacts.** With more than 150 million active users, and predicted to be 500 million by 2011, not only are your friends on Facebook, so are your prospects, your customers... and, of course, your competitors.
- **Instant gate opener.** Facebook members are open to connecting. You can easily begin a dialog with highly successful—even famous—people who were previously otherwise unreachable.
- **Build relationships.** By engaging in conversations with your prospects and customers, you can better adapt your marketing and business services to meet their needs.

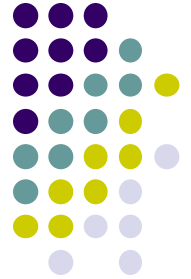
Why Do It?



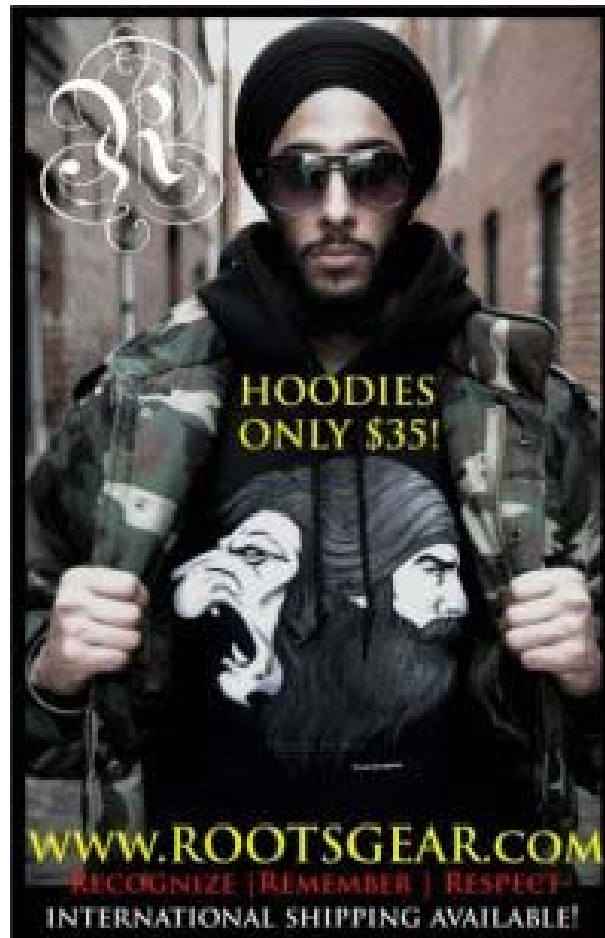
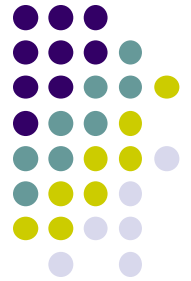
- **Raise visibility.** By consistently and congruently showing up, posting relevant information, and being a thought leader, you can increase visibility and credibility as the expert in your area.
- **Develop your personal brand.** The lines between business and personal have become blurred. You can reveal as much or as little about yourself as you wish, allowing you to personalize your brand.
- **Target your niche.** Users volunteer vast amounts of information about themselves that you can readily access.
- **Get rapid top Google placement.**
- **No cost marketing.**
- **Facebook Social Ads.** Test out extremely targeted advertising for minimal cost.

Who's Doing It

- IntenCity: Global marketing and communications firms
- Junnoon: Indian restaurant
- Rootsgear: "T" shirts



Rootsgear



CM Photographic



- Facebook Ads provided CM Photographic the ability to target their exact demographic — 24-30 year old women whose relationship status on Facebook indicated that they were engaged.
- Over 12 months, CM Photographics generated nearly \$40,000 in revenue directly from a \$600 advertising investment on Facebook. Of the Facebook users who were directed to CM Photographics' website from the ads, 60% became qualified leads and actively expressed interest in more information.

Recently engaged?



CM Photographics would love to be a part of your event. Mention this ad for \$500 off!

The Business Connection



- LinkedIn & Plaxo
 - 40 & 50 million users
 - Business connections & referrals
 - Find jobs, people and business opportunities
 - Stay connected
 - Round out social media strategy

LinkedIn



- Build awareness by asking customers and clients to provide a LinkedIn recommendation.
- Increase brand awareness and build your credibility by answering LinkedIn questions.
- Enables you to make unlimited connections and keep track of contacts.
- Join a marketing or small business group to start discussions, exchange ideas and best practices.

Plaxo



- **Companies make changes. People are transient.** Plaxo automatically tracks changes, e.g., new urls, addresses, phone numbers and updates your address book, such as Outlook.
- **Portability and Access.** Allows you to transfer contacts, automatically updates your database and can be used on mobile devices.
- **Facebook Connect.** Allows user to connect Facebook and Plaxo accounts and automatically share content between the two sites.



To Tweet or Not to Tweet?

- Twitter
 - Short and sweet micro-blogging: 140 characters
 - Instant connection
 - Creating a “face” for your business

Twitter



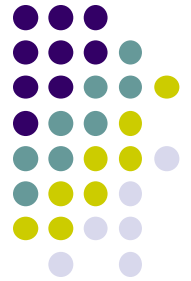
- **Frequency of Messages (Tweets)**
 - Tweet at least once a day—and up to 3 or 4 times per day—to keep your business fresh in followers' minds but not too often as to overwhelm them.
- **Content is Key**
 - Post interesting information such as announcing a new product or service or something fun that will catch people's attention. Include things like upcoming events, new products, promotions or discount codes for products. Share things that you think your customers would like to know or enjoy learning about, to build your community and establish an ongoing dialogue.

Twitter

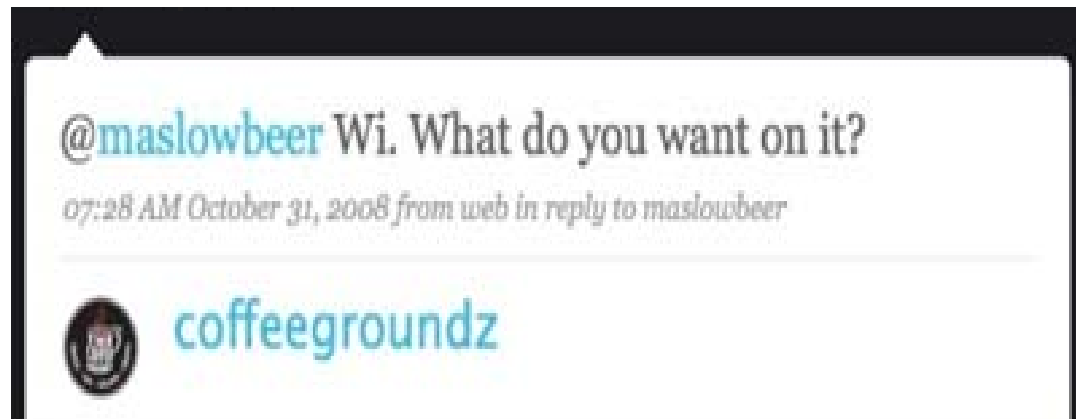
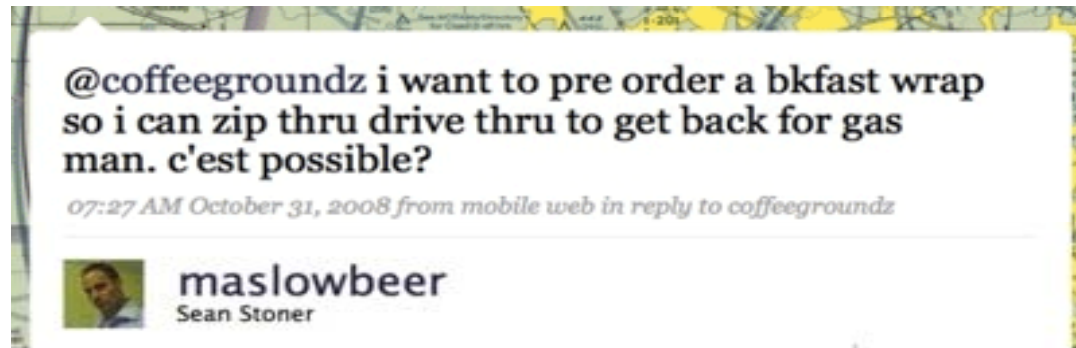


- To get noticed by search engines, use company and product names in your Tweets. Use RT (Retweet something that someone else tweeted). RT will help you to get noticed because people like to see their posts retweeted.
- Send out a message to welcome new followers.
- Use tweets to highlight a blog post or link to an interesting article and include a quick summary of what the article is about and why you are recommending it.

“It’s HUUUGE”



CoffeeGroundz





The New Yellow Pages

- Yelp
 - 25 million “customers”
 - Top 100 websites
 - Local community
 - Easy to get started: Online data form allows you to enter your company name, address, phone number and upload a photo. If you are claiming a business listing that is already on Yelp, you can add information such as special offers, company information and photos.

Yelp



- Communicate with your customers— privately and publicly.
- Respond to any issue or criticism in review.
- Track how many people view your business page.
- Add photos, a detailed business description, up-to-date information, history, and specialties.
- Announce special offers and upcoming events.
- Recommend other businesses.



Who's Talking About Me?

- How to Track Social Media Conversations
 - Google Reader
 - Choose keywords and conversation you need to track.
 - Track Google Alert, Twitter and other conversations.
 - Tag, organize and save stuff you want to read again later.

What's Next?



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Thanks for being part of today's workshop!