

# Social Media – Business Marketing Essentials

## Richmond SCORE

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# Social Media – Business Marketing Essentials

## Outline

- Why use social media to grow your business?
- Planning: creating a social media marketing plan
- Essential steps for success
- Strategy and Tactics: Creating a meaningful presence, establishing networks, pinpointing communities and engaging target markets
- Top social media sites, niche sites, tools of the trade
- Maximizing your ROI



# Why social media?

## A quick look at the numbers (Facebook stats):

- More than 350 million users are active and 50% of active users log on to Facebook in any given day
- More than 35 million users update their status daily
- More than 2.5 billion photos uploaded, 3.5 million events (monthly)
- More than 1.6 million active Pages on Facebook
- More than 700,000 local businesses have active Pages on Facebook



# Why social media?

Ten years ago the Internet had 9.5 million websites and 150 million people online. Email was a relatively new phenomenon. Fast forward a decade and we've seen the most rapid adoption of a new technology in the history of the planet.

Not only is everyone, including your grandmother, using email, chat, Facebook, Flickr, and Twitter, but 1.6 billion people, and growing, now engage with over 240 million web pages on the Internet.

- Reference: [www.quantcast.com](http://www.quantcast.com)



# Why social media?

A new generation, steeped in the rules and habits of the digital age, is entering the workforce in large numbers, and will soon make up the majority of employees in every company.

How this generation – as well as older workers – uses social media such as Facebook, LinkedIn and Twitter to stay in touch with others has increased exponentially in just a few years.

It is a phenomenon that is rapidly transforming the world of work.

Reference: Manpower  
Research reports are available at:  
[www.manpower.com/researchcenter](http://www.manpower.com/researchcenter)



# Planning – Purpose is Critical

You have a unique purpose and that purpose is used to develop an overall “*social networking theme.*” A theme helps you develop a plan.

## **What is the purpose of your campaign? What are your goals?**

- In 2-3 paragraphs, define your unique purpose and goals.
- What is it about your purpose that brings emotional gratification to your target market? This is your Unique Selling Proposition (USP).
- Create a theme: branding, education, relationship building, referrals, direct sales of products or services online, etc.
- Define the demographic characteristics of your target market

**Your purpose combined with your target market defines where you spend your time and resources social networking.**



# Planning (cont.)

## Resources and Skills

- Successful social networking for business requires you to publish content relevant to your target market; think like a “publisher”
- Create a “keyword list” for your content
- Content: profiles, comments, reviews, testimonials, articles, PR, coupons, web pages, email newsletters, etc.
- Prepare your graphics in advance (images, photos, videos) that reflect your theme
- Refine your contact list (email database)

Use high “search volume keywords” specific to your industry and target market:

- Google AdSense
- [www.semrush.com](http://www.semrush.com)



# Biz Owner: Should you do it yourself?

## Considerations:

- Social networking successfully requires marketing savvy
- A basic knowledge of computer programming significantly increases your ability to leverage technology
- Graphic design capabilities, copy writing for developing your content, IT skills often needed for database management (email marketing, contact list)
- Social Networking, executed correctly, yields excellent returns but requires time and time is money in business
- Based on experience, small biz owners and entrepreneurs can easily spend over 24-30 hours per month on each site



# Steps to Success

## Implementation

1. Create a Strong Presence (profiles)
2. Reach (create a network)
3. Engage (build & nurture relationships)
4. Persistence (work your plan)

**Facebook.com**

**LinkedIn.com**

**Twitter.com**



# Social Media – Best Practices For Success

## Steps to Success

- Create and/or refine your “profiles” on the top 3 social media sites:
  - ✓ Facebook | twitter | LinkedIn
- Consider “niche” sites, which are less competitive and can be very effective:
  - ✓ Plaxo | Fast Pitch | Merchant Circle | Biznik
- Biznik is a community of entrepreneurs and small businesses dedicated to helping each other succeed. There are numerous other “niche communities”
- MerchantCircle: Connecting neighbors, local businesses and customers online; nearly 1,000,000 local businesses have joined MerchantCircle



# Social Media – Best Practices For Success (cont.)

- Create a custom Facebook business page (fan pages)
- Join groups already populated by your target market; focus on those that are consistent with your theme
- Learn how to use “applications” on LinkedIn and Facebook or outsource this task (key to leveraging tech)
- Build your presence using applications and save time (RSS feeds, friend feed, twitter feeds, etc.)
- Upload your contact lists and build your network



# Social Media – Best Practices For Success (cont.)

- Create a custom Facebook business page (fan pages)
- Tools of the trade:
  - bit.ly (link tracking)
  - Ping.fm (leverage content)
  - Friendfeed.com
  - WordPress blog (recommended)
  - Share This, Add this, etc. (encourage sharing)
- Evaluation Tools: Hub Spot's [www.Websitegrader.com](http://www.Websitegrader.com)

**Join FriendFeed + find your friends with one click via:**



or **sign up** with your email address



# Social Networking

## Do

- Spend a lot of time on your profiles (theme, keywords)
- Answer and pose questions consistent with your theme
- Indicate that you work for a company
- Provide only useful info to your target market in a manner that leverages online technology

## Don't

- Waste a lot of productive - revenue generating time – on ineffective, non-profitable activities such as responding to people that you know are NOT within your target market or linked to your prospects; stick to you plan and your theme
- Sound like a sales person or a constant press release



# Confidence & Integrity

## References

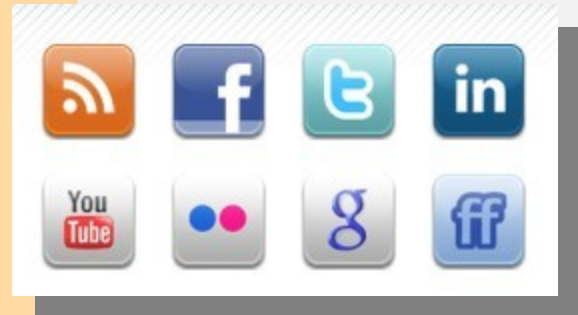
- When using content from other sites, clearly indicate the reference
- Best practices, avoid spending your time trying to trick the search engines



# Tools and Tips

## More:

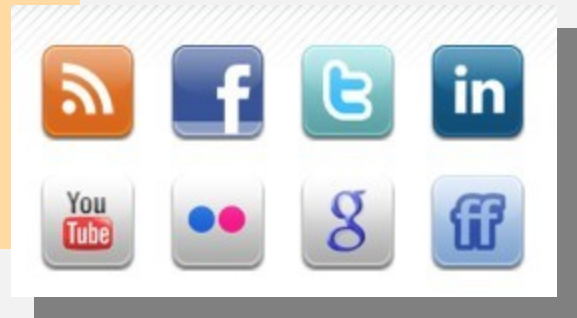
- Twitter: TweetDeck
- StumbleUpon
- YouTube
- Friendfeed
- Digg
- Delicious



# Questions

## Frequently asked:

- What are the best social media sites?
- Budget requirements?
- What's the ROI?



## Thanks for Attending!

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