

Social Media (Workshop Notes)

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NOTES TAKEN BY PHIL ANDREWS

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The Digital World Is In Full Swing

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- Nokia produces 13 phones/sec
- 35% of Amazon's book sales is for online books
- Digital Media is the only one that is increasing in popularity and revenue year after year. All other forms of Marketing are down
- Some big corporations now advertise their Facebook and Twitter links

Interesting Points

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- It's a people-driven economy
- People do business with people
- Your cell phone is now your computer
- Social Media is the **biggest shift** since the Internet ---and both are as important as the Industrial Revolution (the cheese was moved)
- It took computers 30 years to catch on, TV 10 years, the Internet 5 years, iPOD 3 years, and Facebook 9 months

The Shift

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• Telegram	➔	Twitter	65%
• Yearbook	➔	Facebook	54%
• Rolodex	➔	LinkedIn	52%
• TV	➔	YouTube	50%
• Newspaper	➔	Blogs	33%
• Email	➔	followme!	30%
• Encyclopedia	➔	Google	
• Yellow Pages	➔	Google	
• Maps	➔	Google	
• Paper Coupons	➔	Groupon (Google)	
• Middlemen	➔	Google (for reservations ...)	

Interesting Points

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- Facebook has over 100M users
- 1/6 students now get their degrees online
- 200M blogs worldwide
- Wikipedia has over 100M articles
- 78% of consumers trust peer recommendations.
14% trust ads on TV or radio
- 25 of 25 largest newspapers are declining

Interesting Points

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- SM is not a fad. It is now more popular than porn
- There are 65K iPhone apps
- Only 1/3 of consumers feel safe to do online purchase
- 90% of today's 200M emails are spam
- 62% of Facebook users are between 25 – 54 years old. Only 15% of users are teenagers. Median income is \$74K/yr
- 71% of YouTube users are employed

New Ideas

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- SMM (Social Media Marketing) should be viewed as Plug & Play Marketing Department. SMM is an outgrowth of Internet Marketing
- In 2009 Century 21 put all their marketing budget in SMM. They witnessed 100% increase in leads and 50% increase in profit
- Ask audience in your website to: Describe, Rate, and Comment
- Marketing the last 200 years was a monologue. Now it is a dialogue. SM is a 2-way conversation

Interesting Points

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- 14% of users believe the Brand Marketing buzz.
78% trust recommendations of other customers
- Goal: strangers → friends → customers → evangelists for you
 - (Best example: www.tripadvisor.com)
- We went from Ready-Fire-Aim to Ready-Ready-Aim-Fire
- Remember: if it doesn't move the needle it isn't worth doing

What Moves The Needle

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- Strategy
- Blogging
- Posting
- Listening
- Optimizing SM sites
- Creating exciting Video Content
- Engaging your customers
- Inspiring others to share
- Spreading the word about your company
- Converting “friends” into clients/buyers and followers

Using SM The Smart Way

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- Define goals and objectives
- Identify target audience
- Identify and implement conversion activities (what do you want them to do for you?)
- Prepare and obtain budget
- Identify and prepare resources
- Measure performance goals, branding goals, cost per lead, cost of acquisition

Using SM The Smart Way

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- Make changes for improvement
- Create new objectives
- Do it all over again

Your Online Persona

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If you regularly:

- | | | |
|-------------------------------|---|-----------|
| • Blog, podcast, tweet | ➔ | Creator* |
| • Write reviews, post replies | ➔ | Critic |
| • Update your profile | ➔ | Joiner |
| • Read Blogs | ➔ | Spectator |
| • Do none of the above | ➔ | Inactive |

* Also Influencer. Play role as an Infosource

SM Currency:

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Social Networking

Media

Content

Interest

Community

Friends

You

What Works

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- Archived knowledge (online library)
- Real time knowledge (blog, tweet)
- Humor
- Configurator of Products/Services (for customized service)

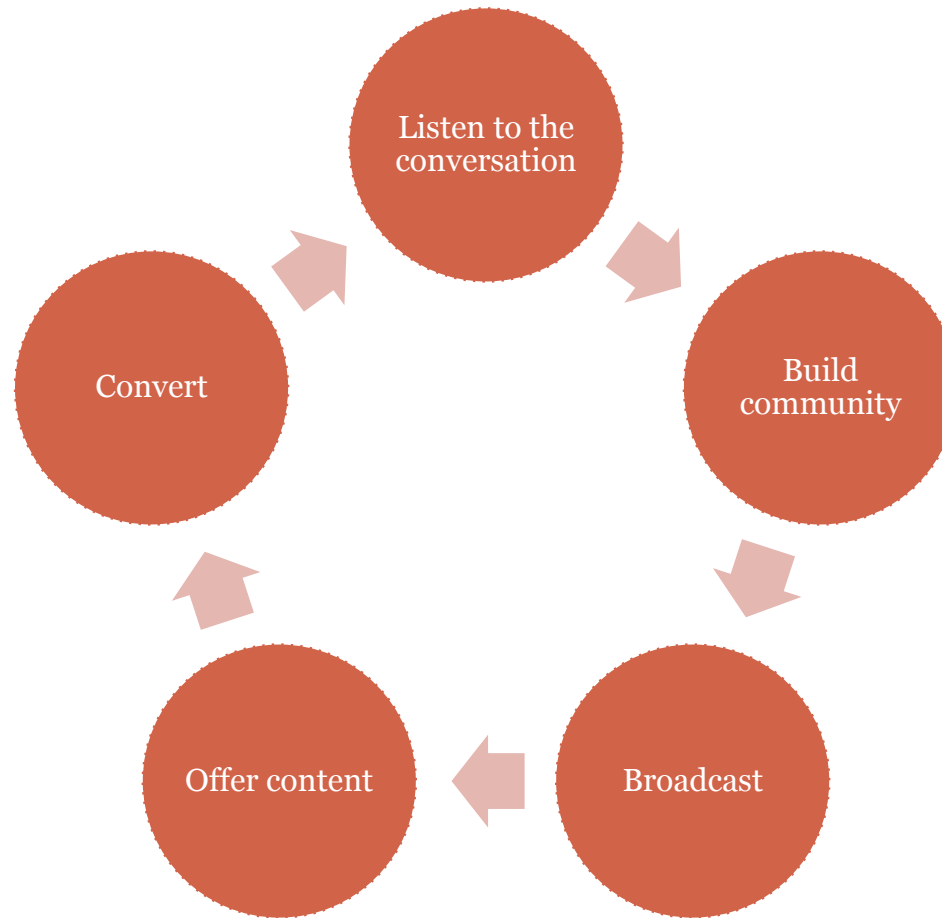
Rules Of Engagement

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- Don't be a narcissist --- most bloggers are
- Time commitment (takes a lot of time to do it right --- both prep and response)
- Ask questions and opinions (open ended)
- What is your niche? What do you promote the most?
- Educate, educate, educate (your audience)

The Process

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Listen

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- Key phrase research
- Google alerts
- Twitter
- www.socialmention.com
- Read industry sites

Build Community

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- Add buttons to SM (Describe, Rate, and Comment)
- Send emails (e-blast) to customers and prospects under the guise of customer service or support --- no spam
- Tweet, blog, post
- SEO, SEM (search engine marketing)

Broadcast

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- Engage target audience
- 10% promotional post, 90% none-commercial broadcasts
- Be a creator and a critic
- Lure and lasso
- Define your voice and tone
- Leverage content across media types
- Be more than valuable ... be remarkable

Offer Content

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- Offer unbiased product comparisons
- Offer demos
- Offer Top-10 Lists
- Offer How-Tos
- Write something controversial
- Offer stories

Convert

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- Offer “Request a catalog or brochure”
- Offer “Free Consulting”
- Offer “Free Analysis” (typically realize 5% -10% conversion rate)
- Offer Promotional Products
- Offer Free Webinars/Workshops
- Offer Free Advice or Whatever

Twitter KSFs

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- Be human
- Tweet 3-7 times per week
- Always reply to those that follow you
- Build a professional profile for those that want to find more about you. Send them there. Help them find you

Facebook KSFs

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- Setup a company page
- Post 3 or more times per week
- Add “Like” feature
- Add video (from YouTube)

LinkedIn KSFs

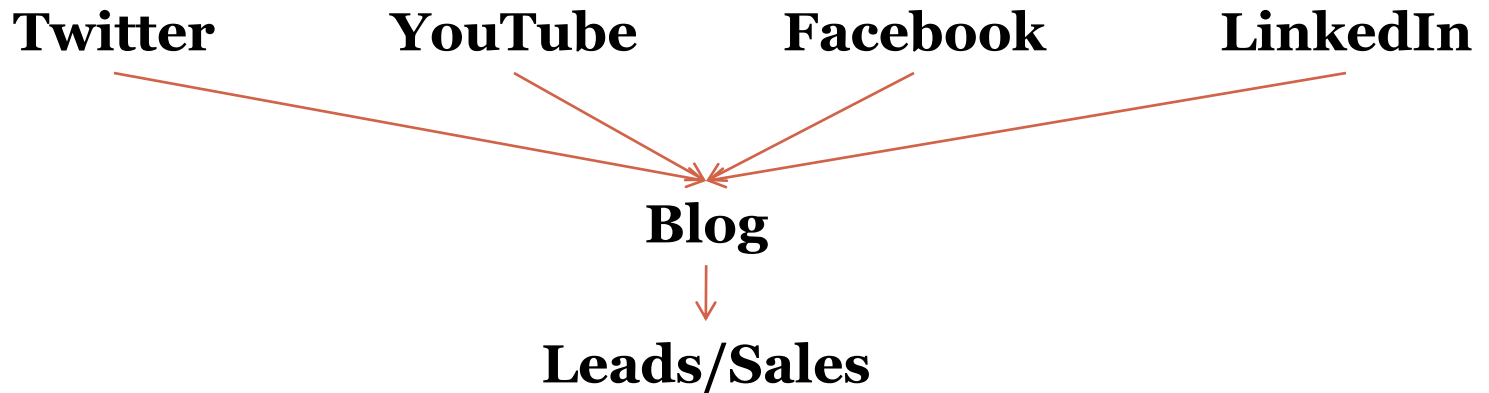
24

- Update your status every day!
- Create company profile with keywords in mind
- Connect your blog
- Educate your audience

Blogger KSFs

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- Have a Central Command
- Post at least 4 times/mo



YouTube

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- YouTube has become the second most important search engine in the world
- Should post 1 new video per month
- Has to be professional quality. It is important to set it up right
- 2-3 mins long (keep it short and to the point)
- Follow the Hear-Ask-Tell format
- Think of it as WOM (word-of-mouth) on steroids

Recap

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- Have a plan
- SMM is the way of the future. Google will start ranking SMM communications on their search engine
- Blog is the Command Center
- Videos are a must
- The tipping point is when other people share your stuff
- Don't wait to be involved

What Holds SMM Back

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- Lack of knowledge of what it is and what it does
- Lack of budget
- Lack of focus
- Lack of resources
 - SMM Strategist \$120K/yr
 - Community and Content Manager \$70K/yr
 - Blogger \$40K/yr
 - Video Creator and Producer \$50K/yr

Consider Outsourcing To A 3rd Party

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- A 3rd Party (like Splash Media):
 - Has the expertise
 - Can handle it all
 - Has the equipment and facility for professional videos
 - Has the content providers --- has it all

Why pay \$280K/yr (to do it in-house) when someone can do it for 1/4 the cost?

Splash Media Offer

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- A 21-day SMM strategy session/consultation and activation
- A dedicated Account Team
- Steady diet of SEO
- Monthly content and videos
- SMM Management --- incl. real time monitoring
- Feedback for improvement; cross pollination of ideas from other accounts/clients

\$4,995/mo

Advice

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- Visit Social Media on YouTube. It has many good tutorials
- Look up: Google Caffeine
- See BlendTec video
- See Tempurpedic video/ad on YouTube

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