





Using Social Media to Grow Your Business



10 Tips to Tune Your Online Strategy

How to improve the return on your Social Media Investment

- *Also known as ROI or Return on Investment*
- *Engage > Manage > Measure > Monetize*

1) Define your Online Strategy

What does your company need?

- *Costumers & Sales*
- *Service Channels*
- *Brand Awareness*
- *Partnerships*
- *Recruiting*

Create a cross department team and set up measurable goals to accomplish

2) How are YOU going to determine ROI?

The payoff is across channels

Benchmark to measure success:

1. *Twitter Followers*
2. *Facebook Fans*
3. *Web Traffic*
4. *Conversion rates*

3) Begin Listening

Start listening to those already talking about your brand

Real-Time search for brand mentions

Geo-Locate your searches

Set up search columns about your brand & Industry and start listening

4) Engage in Conversation

What you are trying to achieve will set the tone of the conversation

Be transparent but consistent

Reply appropriately:

1. *Draft Messages*
2. *Set Policy*
3. *Know Tone and Limits*
4. *Build a Team*

Analyze your search columns and start engaging with Twitter users

5) Build Community

Become an expert and establish industry authority

The payoff is across channels

1. *Industry Influencers*
2. *Your Teams*
3. *Your Brands*

*Set up a Twitter list and add it as a stream
in Hootsuite*

6) Build a Hang Out

Set up a Facebook Page

1. *Provide Resources*
2. *Use unique calls to action*
3. *Engage Focus Groups*
4. *Instant Focus Groups*
5. *But...don't feed the trolls*

Create your Facebook Page for your brand

7) Track Results

Determine:

Which channels deliver web traffic?

i.e. Twitter, Facebook, email, LinkedIn

What about conversion rate?

Build measuring funnels

Set up Google Analytics and connect with HootSuite along with Ow.ly > click stat reports

8) Be Alerted

Get notified when your brand is mentioned

Google News/Blogs alerts

SocialMention.com

HootSuite search

Helps to mitigate misinformation and outreach to inquiries

Go to google.com/news and set up alerts for your brand.

9) Optimize for Search

SEO = Search Engine Optimization

3 Keys:

1. *Quality inbound links*
2. *Specific, tuned copywriting*
3. *Clean code + Sitemap.xml*

Ohh...and Don't Believe the Snakeoil

*Use Google Webmaster Tools to test and
optimize your website.*

10) Know Google-Fu

Organic Traffic (free but unpredictable)

vs.

AdWords (paid and semi-unpredictable)

- *Search for 20 different queries that should find your website*
- *Make note of site rank (SERPs)*
- *Make note of competitor's ads which appear*

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**Did you have an online
strategy and how did you
get your business online?**

Low-Tech Low Investment Approach

www.smugmug.com

Share, Protect, Buy & Sell your photos

www.photobiz.com

Flash, HTML, and Mobile Website Production

The Facebook Approach

*Helps build database of clients
through Facebook's "friends" feature*

A black and white photograph of a man from the chest up. He is wearing a dark t-shirt and has short hair. He is holding a large, vintage-style megaphone to his mouth with both hands, looking slightly upwards and to the right. The background is blurred.

**How did you get started
using Facebook to
get the word out?**

Tagging Photos on Facebook

Facebook lets you connect with your friends and coworkers through select networks.

Tagging photos allows users to notify and show ‘friends’ within these networks images that relate to them.

Facebook Pages

“Comments” are a way of providing real live Interactive feedback



How did you use
Facebook's application to
generate awareness?

Facebook Ads

Facebook Ads help you identify your goals, define who you want to reach with your advert, create your advert and set your budget.

*Minimal Cost
Huge Returns*

TD



What percentage of your
growing client base comes
from Facebook?

Using Social Media

Make sure your group is engaged and aware.

Remember – fans and followers are about quality not quantity.

Word of Mouth will follow



**Did you use any other
applications offered on
Facebook?**

Facebook Ads Reporting

In addition to providing data about your campaign performance, Facebook's reports can help you learn about your audience.

Reports show you detailed demographic information and provide insights into the likes and interests of users who click on your ads.



Were you able to track
the number of clients that
came from ads versus
photo tags?



Moving away from
your “friends” list will
open up more opportunity
for your business.



Was it easy to use the Facebook Ad Reporting tool and what kind of stats does it provide?

Stats reporting in Real Time allow you to make decisions quickly and cost effectively

Use information according to your needs and end goals

Simple and Clear Information Presentation



**How do you manage your
time on Facebook?**

TD

What was your online
strategy for AMOI
Magazine?

DIY (Do It Yourself) Approach

- Check to see if the URL (your web address) is available
- Look into a company for hosting options available that will suit your needs
- Using a web designer helps you focus your needs and goals

VoIP (Voice over Internet Protocol)

Millions of individuals and businesses use Skype to make free video and voice calls, send instant messages, and share files with other Skype users.

Everyday, people also use Skype to make low-cost calls to landlines and mobiles.



**What tactics do you use to
drive traffic to your site?**

Traditional Media goes Online

- Use traditional media to drive traffic to your digital domain
- Print ‘call-to-action’ campaigns create cross platform opportunities online and off

Subscription based business models are possible online allowing ad space to be attractive to buyers



How did you get the top
spot on Google search?

Search Engine Optimization

- Create as many quality outside links to your content as possible
- Combine popular keywords and numerous high page rank back links
- Or just leave it to the experts!

A photograph showing three people in a professional setting. A woman in a dark suit is standing and writing on a whiteboard with a marker. The whiteboard has the words "Marketing Strategy" written on it. Two men are seated at a table in the foreground, facing her. One man is looking towards the whiteboard, while the other is looking down at some papers. The scene suggests a business meeting or presentation.

**How did you identify
the need for a Social
Media Strategist?**

Leaving it to the Experts

They've accumulated the resources, accounts, profiles and contacts to take campaigns to the top, to properly build company-related social media properties, and to get the buzz heading in the right direction

Leaving it to the Experts

Cost – It's normally less expensive to hire a firm to do social media marketing compared to hiring an individual or team to work exclusively for a company

Leaving it to the Experts

Social media sites change their procedures regularly. What works today to get a front page story on Digg or massive retweets on Twitter may not work tomorrow



How are you using
Facebook and Twitter?

Attracting New Visitors

Social Media websites are technically ‘broadcast’ websites meaning they are meant to pull people to your content rather than push

TD



How much time do you spend online managing AMÖlMag.com?



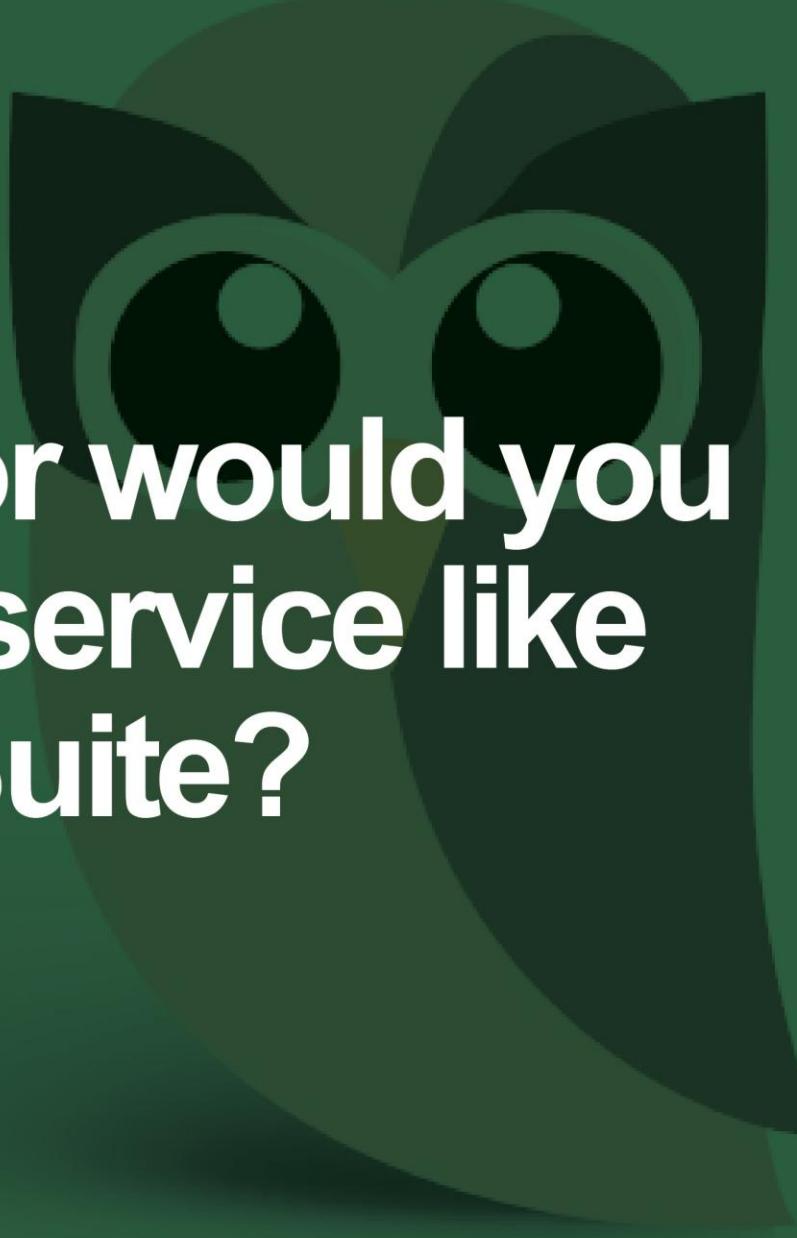
Take a look at Emily Hughes and you see a striking beauty, an air of gracious confidence, and a reflects a catalogue of diverse racial credits. The filmmaker's mother, jazz singer Judi Singh, is half African-American and East Indian, but there's a twist of Irish in her roots, too, and her great-grandmother was Cherokee. Hughes' father, the late legendary jazz guitarist Lenny Breau, was of French descent. An intense man with handsome features,



How would you compare
dollars spent on social
media versus traditional
advertising?

Traditional vs. Digital Advertising

The ability to put ads in front of audiences actively looking for information allows marketers to tap into a market more prepared to buy than those audiences watching television or reading a newspaper



A large, semi-transparent graphic of a stylized owl's face is positioned in the upper right quadrant of the slide. The owl has large, dark, circular eyes and a textured, feathered body. It is rendered in a dark green color that blends with the slide's background.

**Do you use or would you
consider a service like
HootSuite?**

HootSuite: Social Media Dashboard

Rather than being a social network, HootSuite allows you to connect to multiple social networks from one website

HootSuite: Social Media Dashboard

HootSuite helps organizations use the social web to launch marketing campaigns, identify and grow audience, and distribute targeted messages across multiple channels



What advice would you give our viewers who are thinking about using social media for their business?

Online Reputation

- Be careful how and what you post online
- Although you can manage postings you put online, you cannot control where other people take them

Focus your Vision

- Learn from negative comments
- Go to where your customers are

Be Passionate and Just Do It!



Using Social Media to Grow Your Business





What are the guidelines, if any, around
tweeting about offers and deals around my
services?

- Charles -





How can I best manage negative feedback posted online about my product? Should I turn off the comment box?

- Durani -





How do you combat negative or untrue comments from competitors?

- Max -





The use of Facebook and Twitter has a huge focus on business to consumers relationships. How can I leverage these channels to acquire business to business relationships?

- Lee -





Do busy people really take the time to interact with fan pages and comment on Twitter?

- Tanya -





What are the costs associated with all the social media both financially and socially?

- Hector -





Using Social Media to Grow Your Business



3 Key Take-Aways

- Social media allows small businesses to cost-effectively interact and engage with potential & existing customers online

3 Key Take-Aways

- Social media tactics can enhance your current marketing mix, and provide a measurable return on investment

3 Key Take-Aways

- Have a plan: identify your audience, the appropriate tools or platforms and, most importantly, how you will measure results

Do you have a Small Business Advisor?

- o No, but I'm interested in contacting a TD Canada Trust Small Business Advisor
- o Yes

Pre-Register for April's Webinar

*Business Planning – Managing Growth
Tuesday, April 5, 2011 12pm ET*

- o Yes, I would like to pre-register



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