





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?

- *Customers & 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 man in a suit is shown in profile, shouting into a megaphone. The image is dark and serves as a background for the text.

**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*



**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?**



**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?**

Images

Groups

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!



**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





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How much time do you spend online managing AMOI[®]mag.com?

REEL
TO REEL

Emily
pays homage to
Lenny Br
By

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



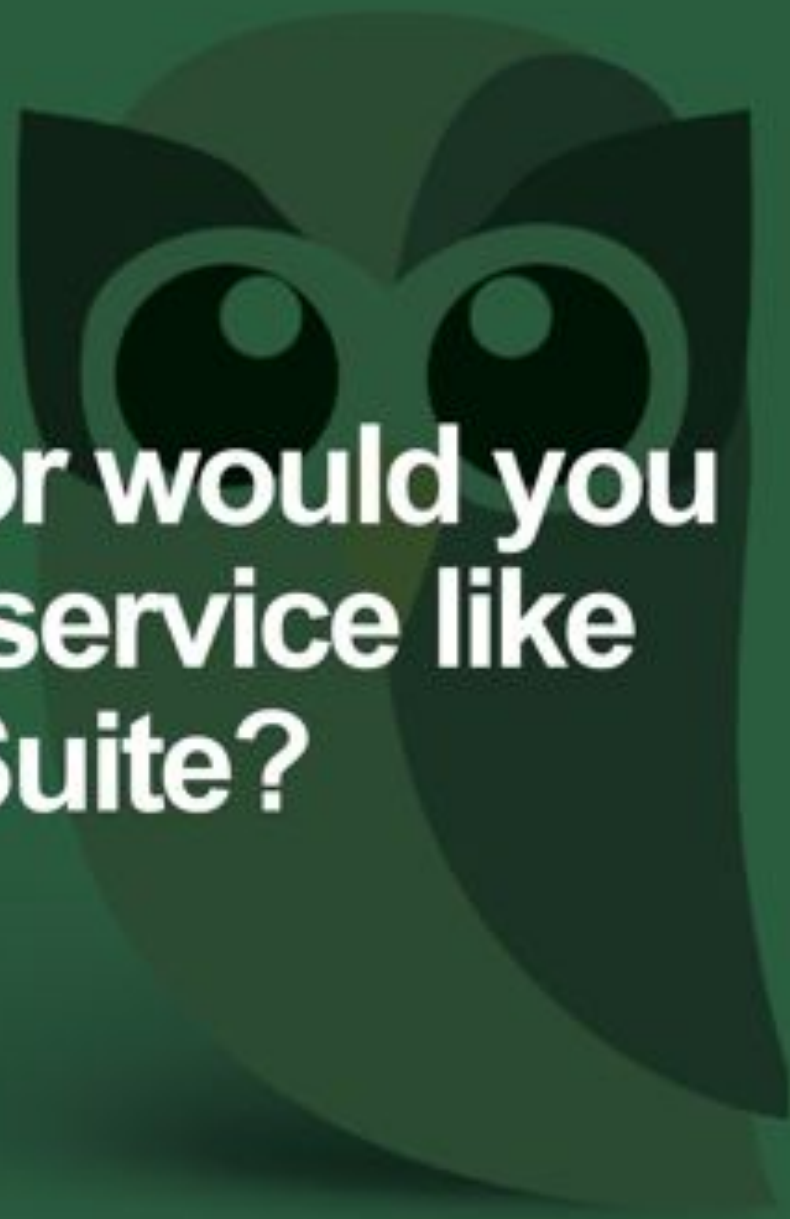
**How would you compare
dollars spent on social
media versus traditional
advertising?**

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



**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

The background features a dark green color with a faint world map and a row of stylized human figures holding hands across the middle.

**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



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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



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