

SOCIAL MEDIA GUIDE



Why Social Media Marketing

A Small Personal Agency With **BIG** Results



Social Media 101: Why Social Media Marketing?

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It's Time To Go Social. We'll Make it Simple.

If you're wondering if social media marketing is right for your business, the verdict is in... **social media is a great way to drive repeat business and to attract new customers.**

Whether you're just getting started, consider yourself to be a pro or have been sitting on the sidelines -- we're here to help.



According to Constant Contact's 2011 Small Business Attitudes & Outlook Survey, 73% of small businesses & organizations have started using social media marketing and 62% of those not using it expect to start marketing through social media within the next 12 months.

Same Old Word of Mouth Marketing

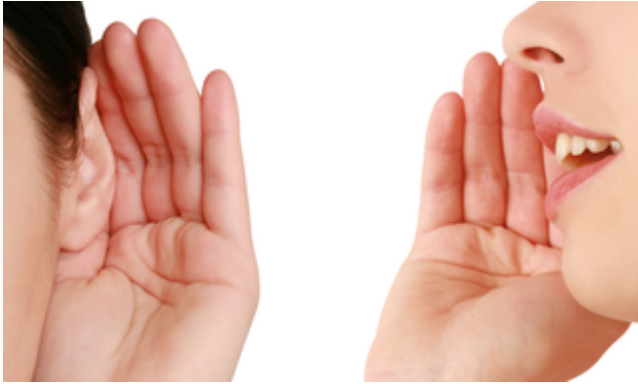
Social Media has changed the way people connect, discover and share information. But let's skip the jargon. Here's what you need to know:

Social media is the technology that connects people— whether it's to share content or just to chat.

Social networks, like Facebook and LinkedIn, are the places where social interactions happen (discovering & sharing).

Social media marketing is the way to use that technology to build relationships, drive repeat business and attract new customers through friends sharing with friends.

Sound familiar? That's because social media marketing is really just word-of-mouth powered by technology.



75% of people are somewhat or highly likely to share content they like online with friends, co-workers or family...49% do this at least weekly.

Source: *Chadwick Martin Bailey Consumer Pulse 2010 (n= 1504)

Set Your Goals

It's important that you set goals and understand what you want to achieve from your social media marketing efforts.

Here are some of the main ways you can use social media to have a big impact on your business:

- **Spread the Word.** Show customers and prospects who you are and what you can do for them. It's great for brand awareness!
- **Drive Sales.** Give customers offers that are so good they'll share them with their friends. Your promotions can go viral!
- **Provide Great Customer Service.** Listen and respond to what your customers are saying *about* you and *to* you. It's a wonderful feedback loop!
- **Keep Your Customers Coming Back.** Build deeper relationships so customers will get to know, like, and trust you more.



Because social media is all about discovering and sharing cool stuff, every interaction you have through social media has the potential to reach many new people.

That's awesome because social media will ultimately help to **spread your message and attract new audiences**.

How one small business uses social media marketing

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Social Media 101: Traditional vs. Social Media Marketing

There's little doubt that technology has changed our lives, the way we are influenced and how we influence others. But for marketing, it's more than just doing the same old thing using new tools. Social media marketing isn't your grandmother's marketing -- it's different from what most of us have traditionally learned about marketing.

Here's what you need to know...

Traditional Marketing 101

Most everyone thinks of marketing as the business of promoting and selling products or services.

Marketers commonly refer to a "funnel" to describe the way they attract new prospects and convert them into customers.

What Do We Mean By Funnel?

Traditionally, we've prioritized our limited resources and time on trying to find and convert new prospects (the top of the funnel).

Keeping those hard-earned customers (the bottom of the funnel) has often been an afterthought.

That's because, until recently, there was little we could do to keep existing customers that was drastically different from the tactics used to attract new ones.

Historically, the best you could do after turning a prospect into a customer was to **provide a great customer experience** and **just hope they come back** to buy more -- and bring their friends with them.

But technology, namely social media and email, has changed the game.



Social Media Marketing... Flip that Funnel

Social Media Marketing is about recognizing that your existing customers are your best assets.

And technology now enables us to influence consumer behavior both before and after the sale.

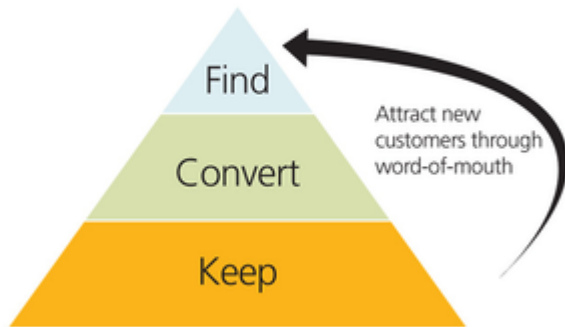
With low-cost and easy-to-use tools like social media and email, you no longer have to hope that customers come back and bring their friends with them.

Now you can reach out to your existing customers to remind them to come back, and make word-of-mouth as easy as clicking the share, like, or tweet buttons.

Bottom line: successful businesses understand that marketing does not end with the sale, but rather it begins after the first sale (the bottom of the traditional sales funnel).

[Joseph Jaffe](#), one of our favorite authors, calls this "Flipping the Funnel". **(We just call it smart.)**

Social Media Marketing



Social Media is an Important Part of Your Marketing Mix, but Not the Only One.

Social media marketing is not a replacement for other marketing tactics and we highly recommend that you continue to do what has worked for you in the past.

Traditional marketing activities that still work for you, like advertising in a newspaper, sending direct mail and attending networking events, are still essential.

However, for most, social media marketing is now a critical component of an effective marketing strategy.

In fact, **social media marketing works best when combined with other marketing activities**, especially email marketing.



Social Media 101: Social Media Marketing: Six Fundamentals

1. What Your Customers Say About You Matters

Let's face it. We live in a world full of advertisements and **we just don't trust what brands say about themselves.**

However, **we do trust what our friends say.**

That is why so many people are willing to try something new based on what their friends say on social media.

Some call this word-of-mouth, some call it peer-to-peer recommendations. No matter what you call it, getting people to recommend you can go a long way to driving both new and repeat business.



Source: Neilson Global Trust in Advertising Survey, 2007

82% of small businesses say word-of-mouth marketing is the most effective way to market their business and find new customers.

Source: American Express Open and SEMPO, "Small Business Search Marketing Survey" March 23, 2011

2. Online Recommendations Translate into Purchases

Good or bad, people are influenced by their friends. So friend recommendations have a significant impact on purchasing decisions.

How big is that impact? According to a MarketingProfs survey, 73% of the U.S. participants had learned about a product online and 51% had purchased a product based on an online recommendation.

3. You Must Provide a Great Customer Experience

Social media provides every person with a stage to share their thoughts and opinions with friends and other consumers.

- If you provide them with a great customer experience, social media will reward you with positive reviews and endorsements that attract new business.
- If a customer has a less than perfect experience, social media will let you know. But that's not such a bad thing so long as you take the opportunity to respond to them and use that feedback constructively to improve the way you serve your customers.

Bottom line: **There's no marketing cure for providing a poor customer experience.**

"Rarely can you sprinkle magical branding dust to create an endearing and enduring brand from scratch."

Marketing Strategist John Moore

4. Permission is Key

In a world full of interruptive marketing noise, permission-based marketing is a powerful tool for fighting through the clutter.

Simply put, by obtaining consent from your customers and prospects to contact them with marketing messages they are more likely to respond to your offers, more likely to share with their friends, and less likely to ignore you or consider your messages spam.

Permission comes in many forms:

- Opt-in with an email address
- Facebook Like
- Twitter Follow
- LinkedIn Connection
- Attendance at an Event

That permission is part of what makes both email and social media marketing so powerful.



Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them. It recognizes the new power of the best consumers to ignore marketing. It realizes that treating people with respect is the best way to earn their attention.

Best selling author and marketing strategist, Seth Godin

Permission is Good for Business

People who like a brand on Facebook, follow a brand on Twitter or subscribe to a brand's email newsletter, are more likely to buy and recommend.

Likelihood to Buy

51%



68%



68%



53%

69%

64%

Likelihood to Recommend

ExactTarget, "Subscribers, Fans and Followers: The collaborative Future." September 8, 2010

5. You Must Listen and Respond

To be a good conversationalist, you need to be a great listener.

Social media marketing is more about listening and responding than it is about broadcasting a message.

It's critical that you monitor what people are saying *to* you and *about* you, your industry, your areas of expertise and your competitors. (Don't worry, we'll show you how easy it is to monitor the online conversations.)

You've also got to be responsive -- whether it's to respond directly to a customer's question or suggestion or join a discussion where you can share your knowledge.

Remember: To build relationships you don't need to speak "social media," you just need to be yourself. Talk on social media **the same way you do in real life.**

[Social Media] is not a one-way broadcast channel. We are no longer broadcasters. We are not part of the community we wish to inform, and therefore we must establish prominence and earn influence in order to amass attention, instill enthusiasm, empower ambassadors, and create a community of loyal collaborators toward a more meaningful form of unmarketing and communications.

Social media expert and author of Engage, Brian Solis

6. Social Media Marketing is a Commitment

Don't worry, you don't have to put a ring on it, but just like in real life, it takes time and effort to build relationships. And unfortunately, sometimes that effort doesn't generate immediate results.

With social media marketing, you need to be consistent and patient. Those relationships you build will pay off over time through increased customer loyalty and advocacy.

To be an effective social media marketer you need to:

- Invest time in both talking and listening (Even just 10-20 minutes/day)
- Have a plan for creating engaging content
- Find the right tools that will help you save time (We can help you with that!)

Advice on Social Media Planning

Shawn Smith, creator of Shawanimals, talks to Constant Contact about how to engage your audience using social media. Shawanimals recently won first place in the Best Overall Users of Social Media category in the first Chicago Small Business Online Marketing Contest.

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Social Media 101: Where to Begin? Which Networks Matter?

The Big Ones

There are a lot of social networks out there. But don't worry... most of these are not going to be essential to your organization.

Let's Start with the Big ones!



Fresh Networks

What's Facebook?

We're guessing you know about Facebook as a personal user, a fan of other businesses, or just someone who saw the Social Network movie. Regardless, here are some things you should know about Facebook as a marketing platform for your organization.

- **Who's on it?** Almost 750 million people! And most likely many of your customers and prospects. Facebook's user profile cuts across ages, races, and locations making it the best known and most used social network in the world.

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- **What do they do there?** Facebook makes it easy for people to share their experiences through short posts, photos, videos and by “Liking” and sharing interesting content they discover online.
 - **Why you should care:** The sheer volume of Facebook usage makes it important to know about, but more importantly, people are doing more than connecting with friends. Close to half of Facebook’s users are connecting with businesses and non-profits and sharing the news, deals, and other content from those organizations.



Facebook is a trademark of Facebook, Inc

What's Twitter?

It's not just for celebrity banter! Since its launch, Twitter has evolved into a great tool for small businesses to communicate directly with customers, demonstrate thought leadership, get feedback, and provide support.

- **Who's on it?** Twitter is ranked as one of the 10 most visited websites and enables all types of people to share and consume information they find interesting.
- **What do they do there?** Twitter users post news, articles, promotions, and jokes all in 140 character chunks. By “following” someone on Twitter you can see all of their posts and easily share them with the people who “follow” you. For many, Twitter is a great source of real-time news and insights about the things that matter most to them.
- **Why you should care:** Twitter gives your organization a voice and is another fast and easy way to share messages and get feedback from your customers, members, and prospects in real time. And because it is so easy for messages to spread quickly, Twitter can bring you to new audiences that you might not be able to find through traditional marketing like tv, newspapers, and radio.



What's LinkedIn?

Since its inception in the living room of co-founder Reid Hoffman in 2002, LinkedIn has built the world's largest professional network on the Internet with more than 100 million members in over 200 countries and territories.

- **Who's on it?** LinkedIn is the most widely used social network for connecting people professionally (e.g., based on their business profile, not their personal life) and is a social media home base for lots of B2B organizations.
- **What do they do there?** LinkedIn users create professional connections based on their interests and experience, often participating in group discussions and answering questions relating to their industry or areas of expertise. They also stay on top of and share relevant industry news.
- **Why you should care:** LinkedIn is a great way to create professional connections that can give you ideas and advice for running your business and to help spread the word about the value you are providing to your customers.



Three More Social Networks You Might Have Heard Of

- **Yelp:** A ratings and reviews site that connects consumers with local stores, restaurants, and entertainment options.
- **Foursquare:** A location-based social network that enables people to “check-in” at businesses and share that information with their friends.
- **Groupon:** A group buying network that provides people with offers for discounted products and services as long as enough people agree to buy them.

Don't worry, we'll talk more about these networks in other chapters.

Choosing the Right Networks

With all of the choices available to you, and not much time to take advantage of them, it's important to choose the right network or networks to support your goals.

While there is no one-size-fits-all answer, most small organizations start with Facebook because it's flexible, your customers are likely to be on it, and the pace of activity is more manageable.

Not sure if your customers are going social?

- Send out a survey via email asking which social networks they are on
- Ask in the course of other conversations
- Get started and see what happens! (experimentation and social media marketing go hand in hand)

Ready to start building a presence? Choose a network for step by step instructions on how to get started and successful.

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)



Advice on Getting Started

Theresa C. Evans, Social Media Marketing Manager at Sweet & Sassy Chicago, talks about advice for small businesses starting out in social media marketing.

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