

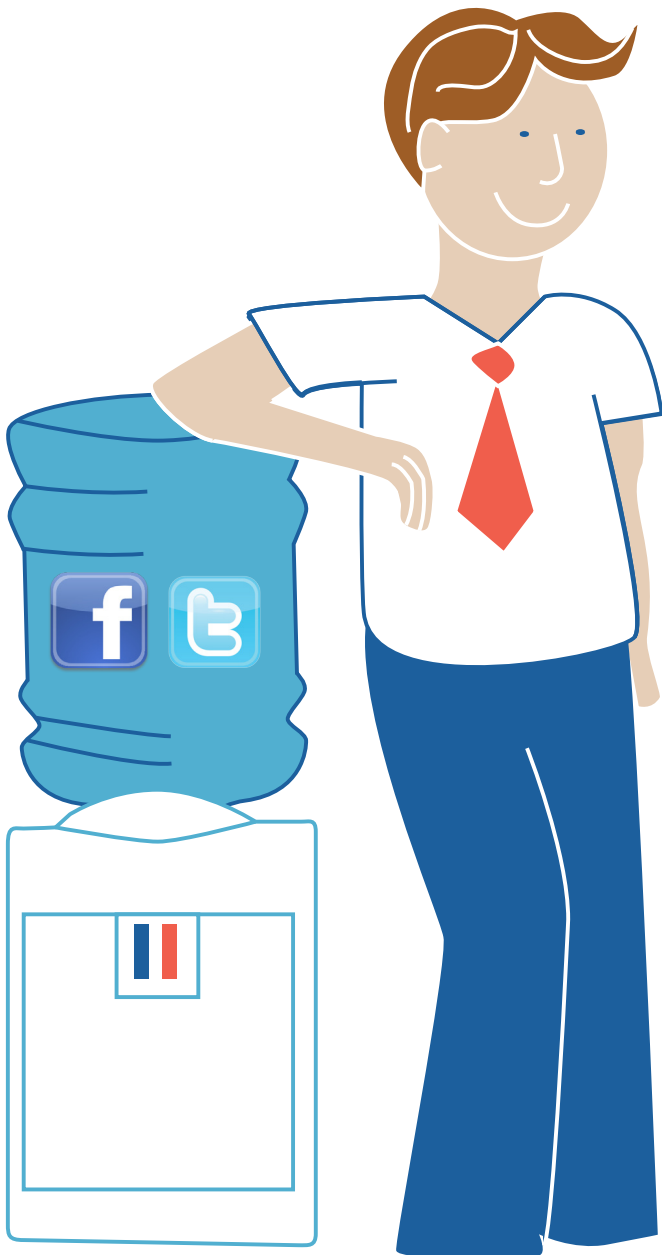


Social Media

harnessing the power and making an impact

Why Do I Need Social Media?

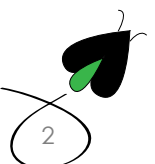
We are often asked, why do I need to put my business on Facebook or Twitter or Pinterest? Or if clients already have their business on social media, we will hear they don't have the time to keep their accounts up to date. Lastly, we see a lot of people misuse both Twitter and Facebook--simply blasting out messages without any reason and wonder why people don't follow or visit their website.



In today's world, not having a social media presence is a kin to not having a Yellow Pages ad twenty years ago. And not having time for social media is pretty much like saying, "I don't have time to look at sales receipts."

The bottom line is customers have moved online and they increasingly spend most of their day in front of a computer. Social media has become the water cooler hang out on the Internet where 1 in 8 minutes spent on the Internet is spent on Facebook.

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How big is Social Media?

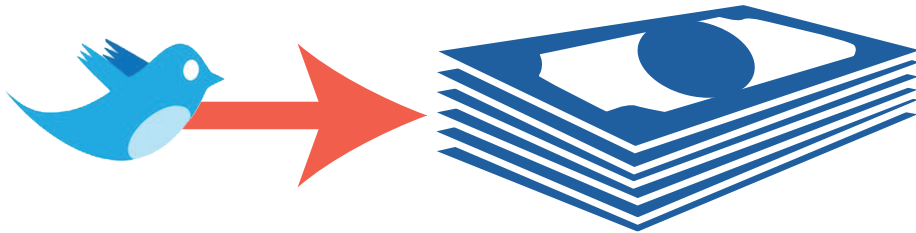
US Internet users spend 3x more minutes on blogs and social networks than on email.¹



More than 1/2 of active Twitter users follow companies, brands or products on social networks.⁵

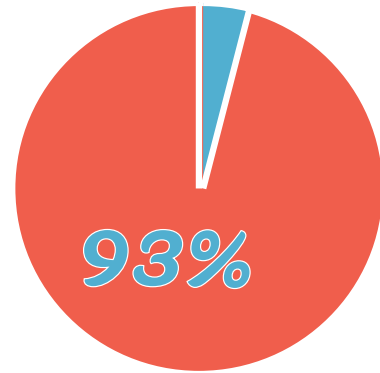


79% of US Twitter users are more likely to recommend brands they follow and 67% of US Twitter users are more likely to buy brands they follow.⁵

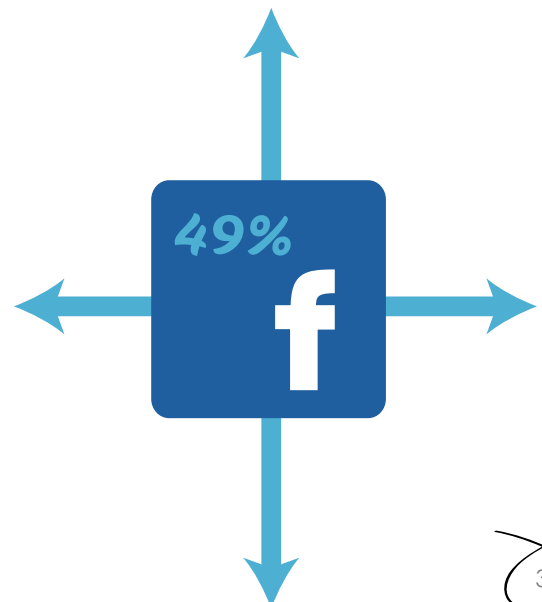
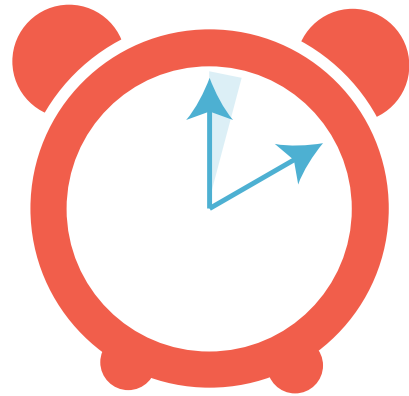


49% of people use Facebook to share content.⁴

93% of US adult Internet users are on Facebook.²



1 out of every 8 minutes online is spent on Facebook.³



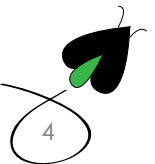
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events or new pictures of your store you use social media channels to share your product with your audience.

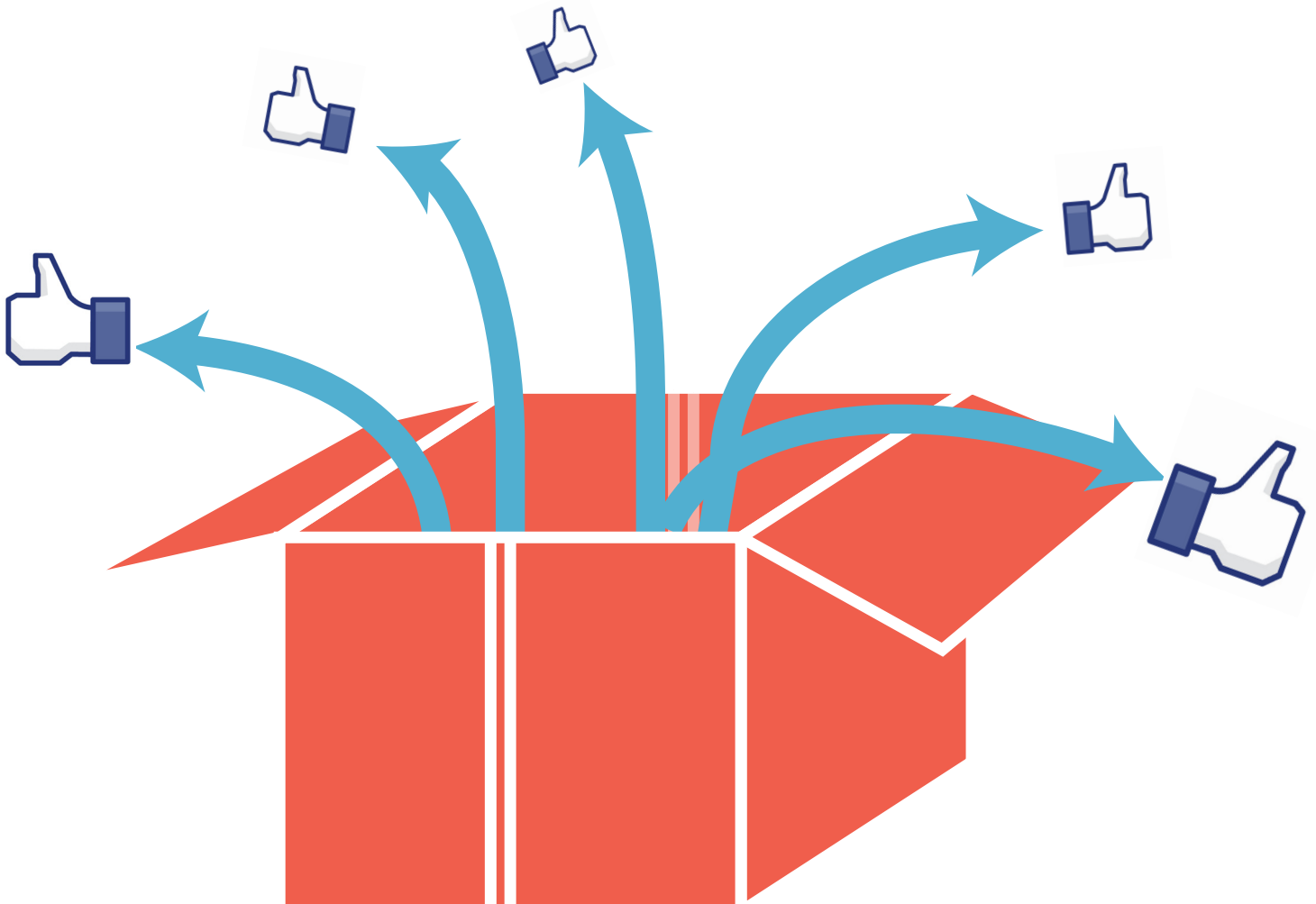


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Setting up Your Facebook Page

If you had to pick only one social network to be on IT SHOULD BE Facebook. Facebook is the largest referring of traffic on the Internet and getting people from Facebook to your website is what social media is all about. Think of your Facebook as a mini website. It should require the same care and detail you put in your traditional website. You should also make sure you think about ways to generate LIKES. Think outside the box: “how do I get people to LIKE my page so they continue to see my brand in their newsfeeds”. The people who like you are likely to hit on one of your links and end up on your site to either buy or give you a call.



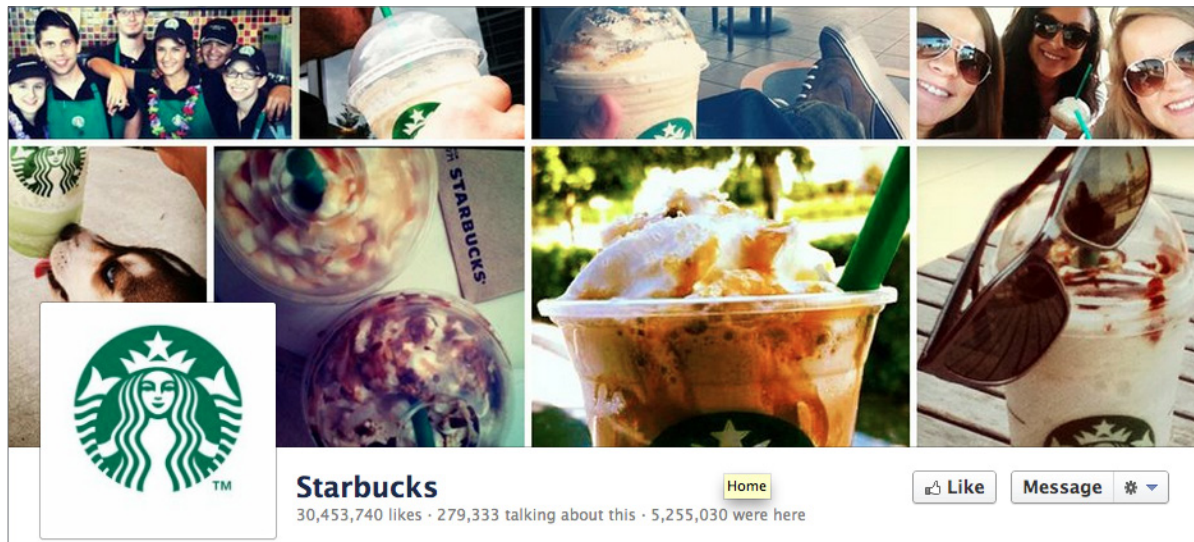
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The first thing to realize is people on Facebook have profiles while businesses have pages. Both currently work with Facebook's timeline so a business can show it's history over the years.

Step 1: Cover Photo

When you think about how you want your business page to look, think about what your business is about. What do you sell? These should be your considerations when you decide on a cover photos. Some examples of pages that have GREAT cover photos that quickly explain what these business do:



[visit Starbucks' page](#)



[visit Harley Davidson's page](#)

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Step 2: Tabs

Before Facebook timeline, many brands would put up a big welcome page that asked you to LIKE them before seeing any content or give you a special offer. With Timeline, that is no longer the case, but what you can have is Tabs that either require someone to like your page or are available to the general public. No matter what, one tab is always present and that tab is Photos. All the other tabs can be deleted or situated as you see fit.



Some examples of Tabs you may want to make available

Coupons



Premium Content

such as webinars



Sweepstakes

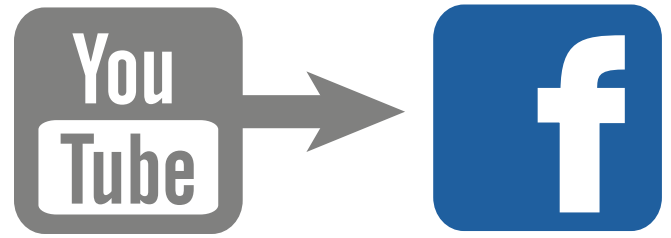


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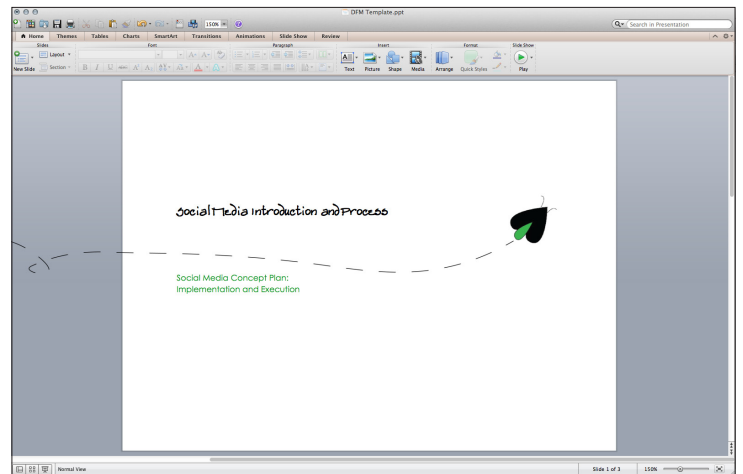
Videos

You can link your YouTube channel or upload videos to you Facebook account



Presentations

One of the best things to do is to link your slideshare account if you are a B2B and share presentations with your social media audience.



Places

Tell people where you are located! Currently each business page can only have one “place” so if you have multiple locations then you need multiple Facebook pages. Having a place allows people to check in and show you they were there.



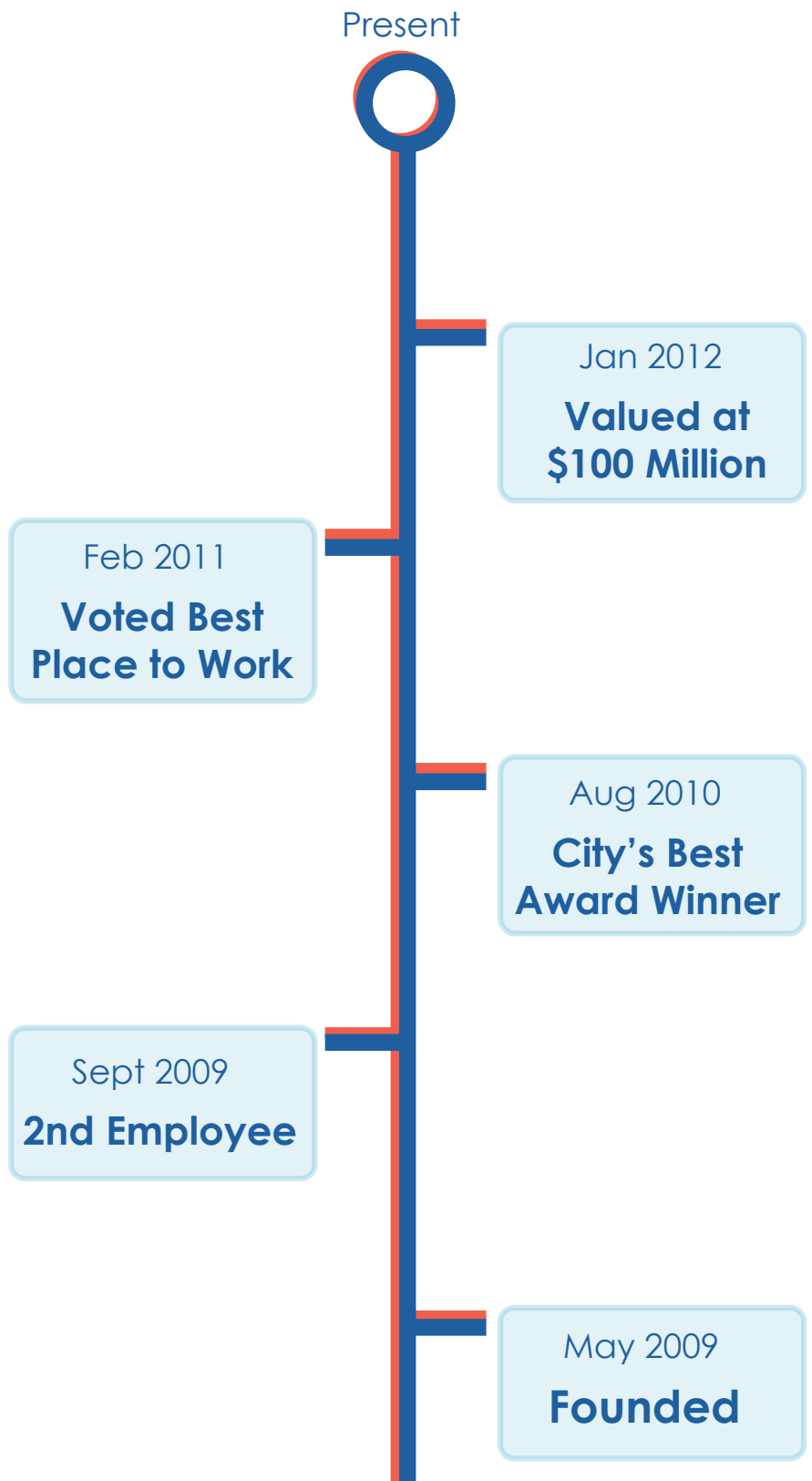
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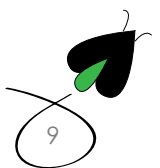
Step 4: Milestones

Do you remember the day your business started? Or the day you sold your first good? Or opened your second store? Or went public? Or reached 100 employees? Those are milestones and they tell the story of your business. Some businesses show some real creativity when it comes to milestones—like Coca-Cola going all the way back to 1886!

Adding milestones gives depth to your Facebook page and shows people how long your business has been booming! Creating a history behind your business gives followers a sense of security and familiarity, and makes them more comfortable developing a relationship with a company or brand.

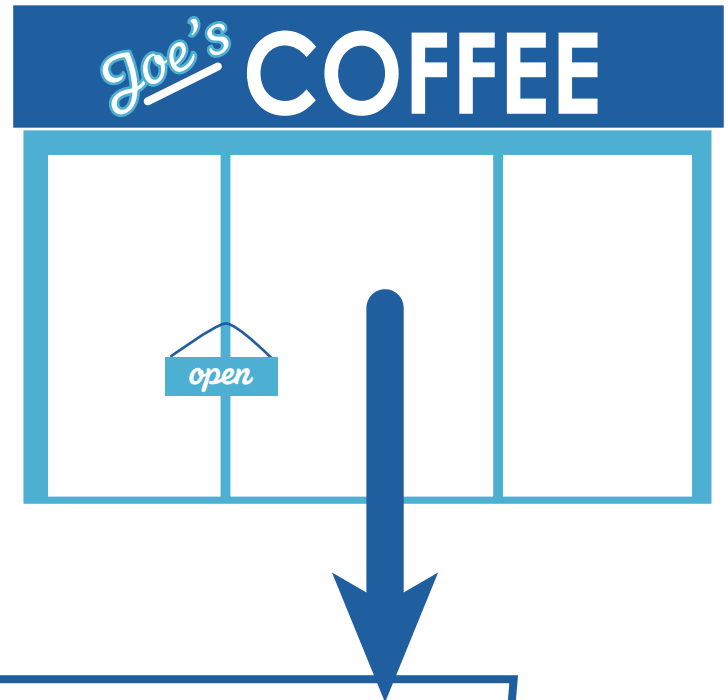


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Takeaway

Make sure your Facebook page is as inviting as possible. The format of your page should first be focused on creating an engaging environment for your fans, which when executed properly, will result in generating and collecting more information about your leads. Be as creative as possible, and determine which activities or apps would best supplement your company's brand. And remember...keep the message simple. If you sell coffee...keep your page about coffee!



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OK. So you have set up the Facebook page...now what?

Now you have to start adding content--and this is where most people run into trouble. People are often time constrained or they don't know the best way to start working Facebook as a business v. Facebook as themselves.

The best advice on how to manage Facebook as a business is to think about using Facebook like you already use Facebook as a person.

Don't be overly salesy. Be personable and share knowledge about your industry. If you sell golf clubs, do some blogging about why a club fitting is important

Videos are a great medium. Use an iPhone to record something quick and some simple video editing like iMovie or Final Cut to edit your video and put it on YouTube. People watch a lot of videos on Facebook.

Don't use buzzwords, acronyms or jargon. People get turned off by these terms. Companies that do this show an average of only 100 fans v. the average Facebook page that has 624 fans. Use common English.

Lists using words like “top” make tremendously successful Facebook posts. So things like Top Ten reasons to get on Facebook, Top 7 Twitter Tricks, and Top 5 Facebook Pages of All Time are great posts.

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5

Post on average about 20 times a month so that's one post every 1.5 days. This keeps your business top of mind in people's news feeds so they remember you.

6

Don't be afraid to use Ads. Facebook Ads is an excellent way to gain followers. You can essentially market to friends of friends using a Facebook sponsored story.

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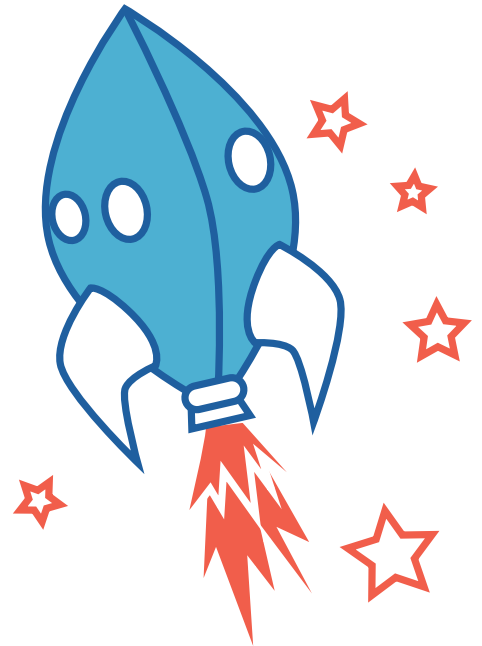
Put Like Buttons on every page of your website. This allows individual products and articles to be seen by friends of the people who like them.

8

Post in the morning, at night and on the week-ends....51% of American companies ban Facebook at work so get people when they aren't at work, but when they are at home surfing the Internet and hanging out on Facebook.

Takeaway

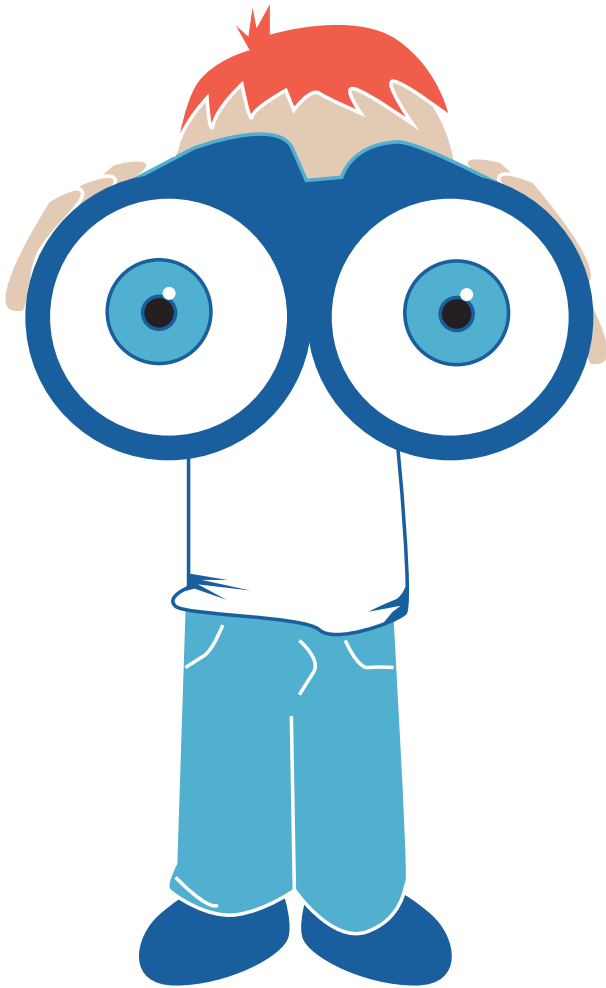
For your customers and prospects to find your Facebook page engaging, they will need enticing materials and regular posts. Your Facebook page should be the launching point to your home website, blog, and other offers.



Monitoring your Facebook Page

Now that people are starting to use your Facebook page they will interact with it by posting comments, sending you messages and posting on your wall. This can be somewhat daunting because Facebook is a public forum where people can say very blunt things about your business.

The best way to monitor your Facebook page is through email. In today's world of iPhone and iPads, make sure your Facebook account is set so Facebook emails you when someone comments or posts on your page. Once you start receiving emails when people post or comment, you can respond back via email. As with everything Facebook, there are some rules you should follow:



You don't need to respond to every comment. Feel free to let other members add to the conversation.

When you do respond, **be short and to the point**. Say please and thank you

If you get a bad review, wall post or comment, respond quickly! Encourage people to message you off Facebook so you don't get into a very public conversation

If you do get a bad review, leave it up. People will start to distrust your brand if you start taking stuff down. Respond appropriately and if it's untrue, delete it.

You will get spammers on your wall. **Feel free to delete their posts and report them.** If you don't, you will get more spammers.

Setting Up Your Twitter Page

Did you read the article about website development?

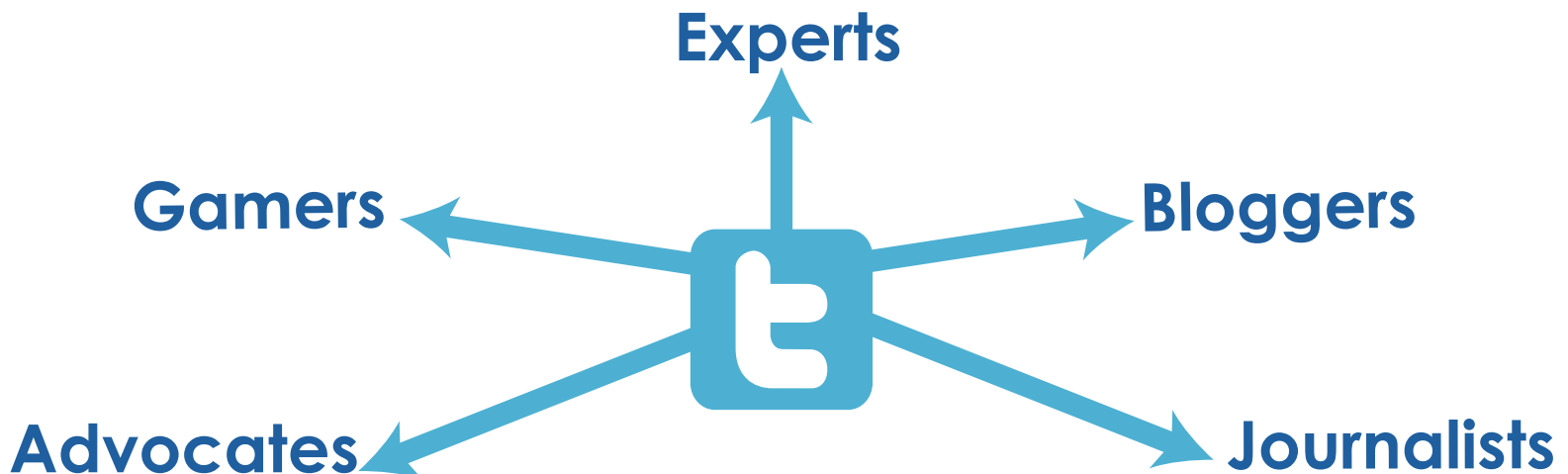
The first thing to understand about Twitter, is that it's not Facebook. Facebook is really about sharing your brand with your customers and followers, while Twitter is much more about conversation about what's happening now in your industry. While Facebook may be the water cooler of the Internet, Twitter is the public square.



What do you think about their latest brand launch?

Twitter also tends to attract a more diverse mix of active consumers wanting to learn about the newest products and latest trends. Twitter can help your brand by allowing you to engage directly with experts, journalists and potentially other folks who may consider you an expert after not too long.

The first thing to do when you get a Twitter account is to decide on your handle. Always choose a handle that either is your brand name or very close to your brand name.



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Once you have chosen a brand name handle, complete your bio. Twitter users who fill out their bio have over 6x times as many followers than those that do not.⁹ While filling out your bio, let people know what your brand or company does and feel free to use adjectives like expert, guru or leading to show your expertise on a particular subject.

Now that you have a Twitter account set up, you will need to make sure your website can help spread the word by installing a Tweet button on your blog and other premium pages. Those who put links to their blog, company website, and other social networks on their twitter have 6x more followers than those that don't.⁹



Takeaway



It is important for you to establish a relatively casual atmosphere on your Twitter account; it will create a more informal, yet personable and comfortable relationship with potential customers that encourage them to engage with you often. Twitter is all about a global conversation so you want people to feel free to ask you questions and send you feedback. Too many people use Twitter as a megaphone when it's really more about conversation than shouting.

Like Facebook start with your friends or people who are connected with your personal Twitter account.

Connect with journalists and bloggers who cover your industry. Use tech-norati to identify and start following influencers.

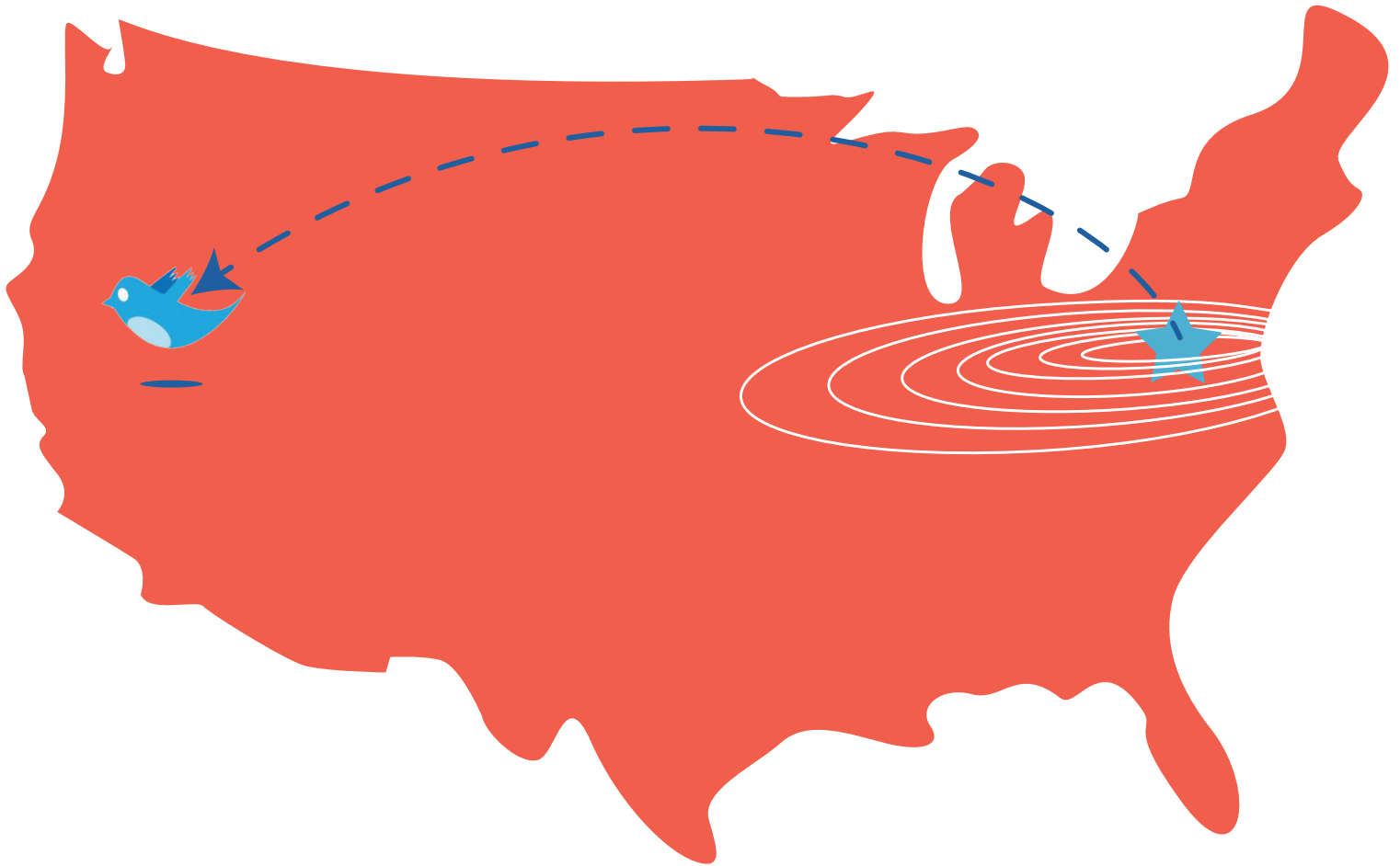
Start engaging with the people you follow. Comment on the articles they write, offer your opinion in a clear and concise manner and if they wrote something you also have blog articles on, feel free to share those as well. Engage influencers conversationally so you become part of their conversation and they begin to follow you.

Keep a ratio of 1:1 on followers and people you follow. An overbalance will look like you aren't authoritative and an underbalance looks like you aren't willing to listen to anyone else. For example, Barrack Obama may have over 15 million followers but also follows 678,000 people.⁹





Monitoring and Using Twitter



One thing Twitter is very good at is spreading news and when it spreads news, it does so very quickly. In 2011, when the East Coast had an earthquake near Washington D.C. The Twitter news traveled faster than the actual earthquake. It's therefore really important that you monitor your Twitter account for both positive and negative reviews. Your followers will share whatever thoughts they have about you and your product through Twitter. It is your job to highlight good behavior and address problems and complaints up front.

However, first things first, Twitter has its own language that people use, so if you want to speak with people it helps to know the language.

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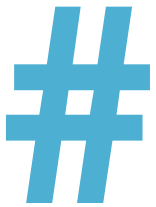
The @ sign is a public mention. Think of it as saying something to someone speaking publicly--what you say as a member of the audience is just as public to that speaker.



RT stands for retweet. This is how content goes viral quickly on Twitter. By retweeting content, you essentially tell the originator of that content, that it was valuable.



DM is for Direct Message and is a private message to a person or company.

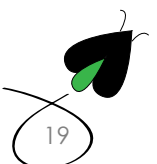


The # is a hashtag and is for tagging a tweet to a specific topic. The topic may someday become trending, meaning more people in Twitter are talking about it.

Now that you have a bit of the lingo, you need to decide how you are going to monitor your Twitter account. Similar to Facebook, you can configure Twitter to send you an email every time someone mentions you, or RTs you. Another popular monitoring tool is Tweet Deck which allows you to follow multiple Twitter accounts and can show you a column where you can search for your brand name. You can also schedule Tweets. Scheduled Tweets can be good for time sensitive information, but simply blasting out Tweets is not good mojo in Twitter. Another great tool is Twitter on the iPhone that will notify you every time you are mentioned or RTed. It's a great way to monitor on the go.

When you are prompted by one of your customers with a question, you will get notified by whatever monitoring tool you are using. Answer promptly and directly. By answering their questions, they are 59% more likely to follow you.¹⁰

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As you get used to life in the Twitter universe and begin to build a following, you will need to follow some rules of the road to make sure your influence continues to grow:



1. Try to maintain a 50/50 balance of conversation to simply Tweeting out stuff.

2. In order to help your customers find things that may help them find solutions to their problems or give them more information about what you do, you can favorite certain tweets. This is done by clicking on the star right under the tweet and it will appear in your favorite tab on Twitter.

3. Don't be afraid to ask people to RT something: You can generate 4x more retweets simply by re-requesting it.⁹

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<http://digitalfireflymarketing.web11.hubspot.com/why-you-are-crazy-if-you-arent-using-pinterest?hsCtaTracking=47d61055-e9f8-4668-8c16-c67a00e7f874%7Cbc18d12d-ab77-4ae5-adc7-10a0226344e4>



4. If you have an event you are promoting or moderating use a #hashtag so people can ask questions or comment on the event or subject.

5. Don't just Tweet words. Tweet links especially ones that go back to your pages where they can either be converted as a lead or they buy something!

6. Get a unique short URL to extend your brand. You can go to Domain.r and find out and then use it via bit.ly.

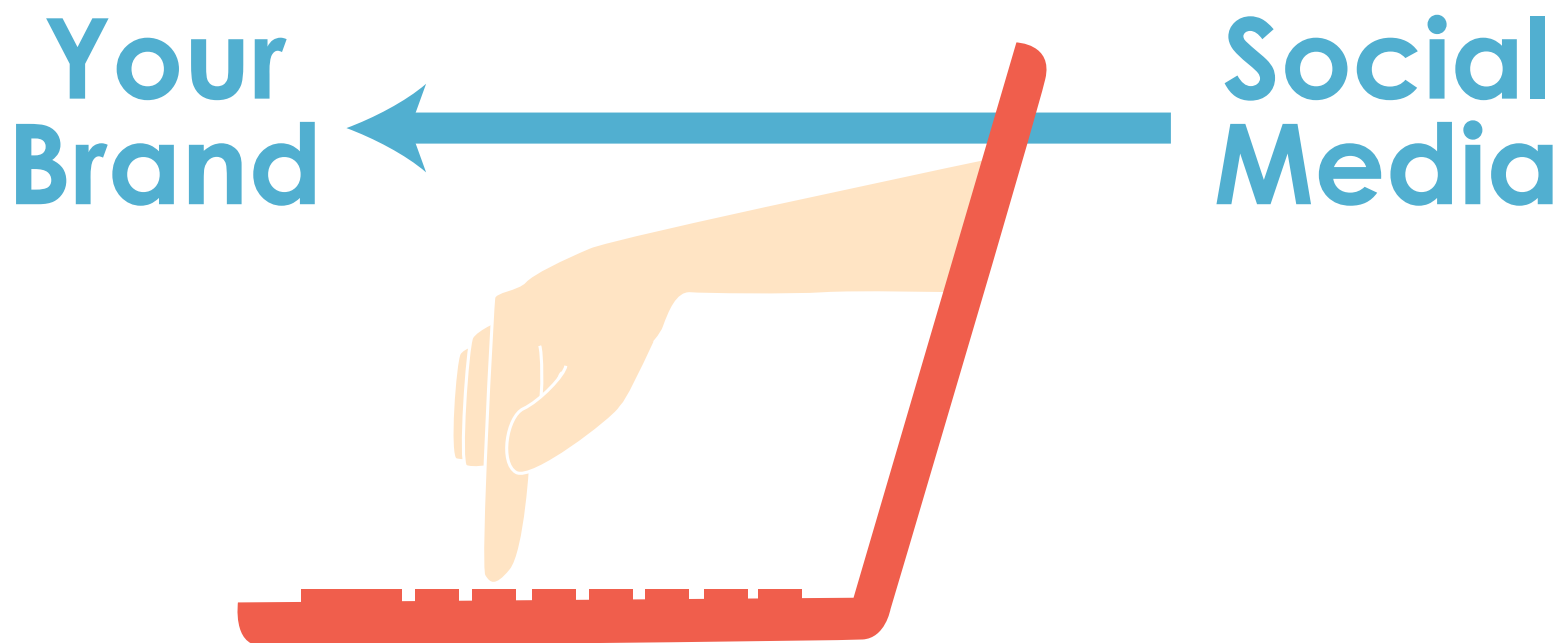
<http://bit.ly/MABvjw>

Takeaway

Your twitter presence should be all about transparency and convenience. Your followers should be able to easily share whatever reactions they have about your blog posts, offers, and company news so more hype and traffic start to buzz around these materials.

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Conclusion

By creating an interactive and entertaining social media presence, your business can begin to engage not only with your current customers but prospects as well. Social media gives your business the ability to amplify your voice to hundreds and potentially thousands of people and when Twitter and Facebook are configured and used correctly, they become very important parts of your digital marketing.

However, while social media is a powerful tool, it cannot stand alone as an internet marketing solution. In fact, social media comes last when you are deploying a digital marketing strategy. First you need to build a website that is SEO friendly and has many opportunities for people to convert into a lead by providing email addresses. Secondly, you need to discover your voice through blogging and use a key word strategy to maximize the chance those blogs end up at the top of a Google search.

Social media assumes you have content to share or something to say, so consider your overall inbound marketing process before you focus in on your social media marketing strategy. Start with a good foundation and then build using social media.

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**If you'd like to discuss how we can
help set up your social media and
kickstart your digital marketing...**

Contact Us

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