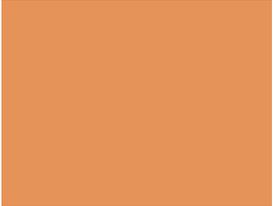


SOCIAL MEDIA FOR SMALL BUSINESSES

Lance Kissler



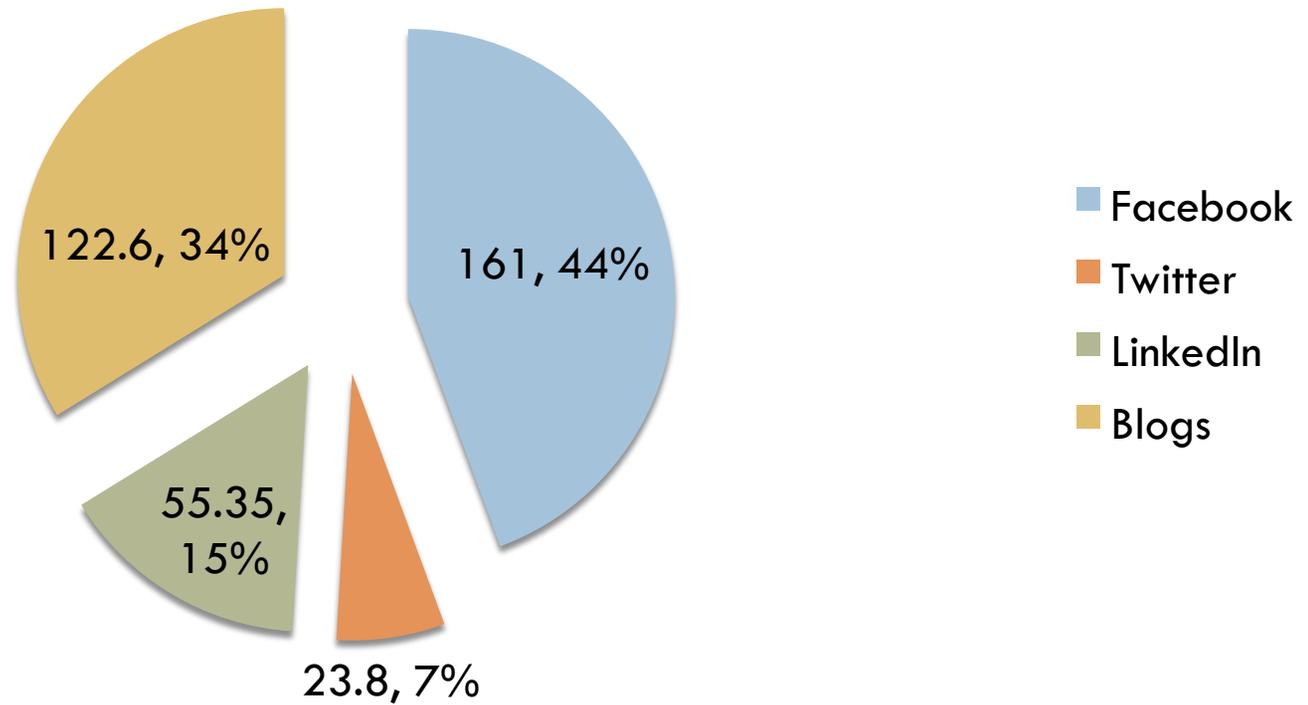
Latest Trends & News

Social Media: What is it?



The State of Social Media

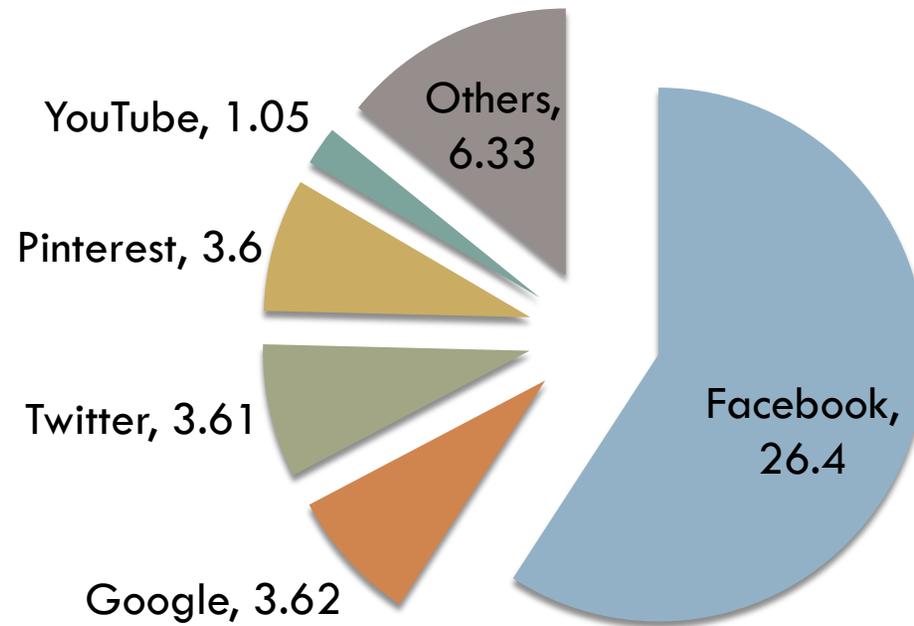
U.S. Audience



*in millions, based upon 2011 statistics

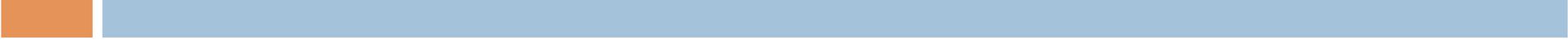
The State of Social Media

Referral Traffic

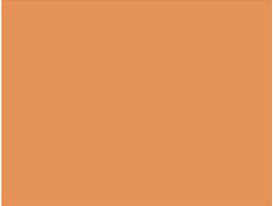


*percent, based upon January 2011 statistics

Latest Trends/News



- ❑ Super Bowl averaged 10,000 tweets/second during last three minutes
- ❑ Facebook “Small Business Boost” marketing program
- ❑ Pinterest is driving more traffic than Google+, LinkedIn and YouTube...combined
- ❑ Facebook deprecating FBML tabs June 1, 2012
- ❑ More people are beginning to trust info about companies via social media
- ❑ LinkedIn products/services
- ❑ “Recommendations” on Facebook



Social Media Strategies

How to develop them to fit your organization

Creating Your Strategy



- What are your business goals?
- What are your marketing goals?
 - ▣ How can social media support your marketing?
- What's your content strategy?
 - ▣ What will you share/discuss?
 - ▣ How often will you post?
- How can you differentiate yourself?
- What guidelines do you need in place?
- What does success look like to you?

Thought Leadership



- Share your opinions/insights about:
 - ▣ The industry
 - ▣ Current issues, topics and events
 - ▣ Products and services
- Provide tips
- Share late-breaking news
 - ▣ Engage the media
- Share information from others

Customer Service/Engagement



- Consumers are treating it as a “back-channel”
 - ▣ No need to fear criticism or negative comments
 - ▣ Guide the conversation; don’t try to control it
- Ask questions
- Be personal
- Be honest/authentic

Business Development

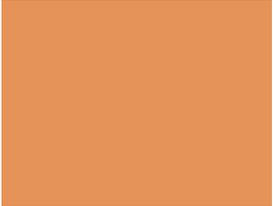


- Search for keywords
- Seek out new people to follow
- Advertise
- Offer promotions, discounts, coupons, etc.

Market Research



- Follow industry accounts
- Ask your followers questions re: products/services
- Stay up-to-date on industry news and trends



Audience Engagement

Create and join in the conversations

Be Human



- Conversational
- Brand persona
- Build relationships
- Uniqueness
- Manners
- Acknowledge mistakes

Be Relevant



- Alignment of social strategy with marketing/
business objectives
- Set goals and measure
- Listen
 - ▣ Organize feeds/fans/followers into categories

Be Timely



- Set a standard/expectations
- Respond only during business hours?

Be Knowledgeable



- Audience
- Channel
- Tools/Services

Be Respectful



- Moderate fairly
- No spam
- Acknowledge everyone
- Avoid speculation
- Respect privacy
- Disagree respectfully

Taking Conversations Offline



- Privacy
- Complicated issues
- Upset customers

Measurement/ROI



- Weekly social media stats
- Monthly social media reports

4 Steps to Getting Started

Developing a content strategy

1. Audience Analysis



- Where are they at?
- What kind of content do they want?

2. Listen/Market Research



- Follow industry professionals/leaders
- Follow your competition
- Follow news sources
- Utilize RSS feeds, lists, LinkedIn groups/company pages, etc.
- Keyword searches
 - ▣ This will help you gather and generate content

3. Start Sharing

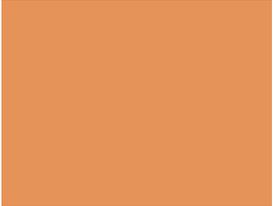


- Find and engage followers
- Spark conversations
- Ask questions
 - ▣ Facebook polls
- Provide benefits

4. Measure and Evaluate



- Track your progress
- Make adjustments
- Stay current on best practices



Social Media Campaigns

Putting it all together

Cross-promote



- Multi-channel approach
- One might serve as hub (e.g., website, blog or Facebook page)

Tag and share



- Tag other organizations
- Ask people to share
- Utilize hashtags

Advertising



- Facebook ads are inexpensive and easy
 - Page “like” ads
 - Sponsored stories ads
 - Miscellaneous ads
 - Targeting

Applications

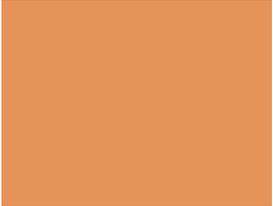


- Involver
- Wildfire
- Other third-party applications

Campaign Examples



- Who do you love?
- Season of Giving
 - ▣ Donations
 - ▣ Free coffee
 - ▣ Cookbook giveaway
- Online membership application fee waiver
- South Valley Branch QR codes



Tracking Success

Defining and measuring ROI

Reports



- Determine data and frequency
- Example of STCU's weekly and monthly reports

Services



- Klout
- Twitalyzer
- Facebook Insights
- Viralheat
- Hootsuite (and/or shortened URLs)
- Socialmention
- Google Alerts
- Tweetreach
- Google Analytics



Resources

A toolkit to get you started

Favorite Tools



- [Boxcar iPhone app](#)
- [Buffer](#)
- [Feedmyinbox](#)
- [Paper.li](#)

Online Resources



- **Facebook Marketing** | www.facebook.com/marketing
- **Social Media Examiner** | www.socialmediaexaminer.com
- **Social Media Governanace** | socialmediagovernance.com/policies.php
- **Mashable** | www.mashable.com

Connect



@someprtips



someprtips.wordpress.com



linkedin.com/in/lkissler



profiles.google.com/lkissler



lkissler@gmail.com