How Can Social Networking Help Enhance My Business?
Presented by:

Women, Work & Community

Sunrise County Economic Council

Northern Maine Development Commission

Maine Woods Consortium

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Workshop Goals

• Introduce you to social media applications you can use to expand your business marketing
• Inspire you to integrate social media into your marketing plan
• Help you develop next steps for using social media to stay informed and connect with customers
• Minimal lingo, maximum empowerment
What This Workshop Is Not:

• Click-by-click “how-to” for specific applications
  – Broad overview will introduce you to social media options and successful models
  – Individual assistance available 1-on-1

• Specific advice for your situation
  – General questions and personal experiences welcome!
  – Specific questions may be referred for individual response and 1-on-1 support
Introductions

• Your Name, Town, and Business

• Current uses of social media? (business or personal)

• Goals for this workshop
A World Online: Basics Before Social Media

• Website
  – Clean, coherent, depth of content

• Maps, Places, other directory listings
  – Google, Yahoo, Bing, etc.

• Email marketing
  – Constant Contact ($) or your own email (<500)

• Business phone and address
  – Can people find and contact you?
What Is Social Media?

• Facebook
  – 63% market share, 50% U.S. population
• You Tube
  – 20% market share
• Twitter
  – 119 million following, 85 million followed
• MySpace
  – 1.06% market share, declining since 2008
• LinkedIn
  – 0.39% market share, rising
What Is Social Media?

• Blogs
  – WordPress, Blogger, Tumblr, LiveJournal, Moveable Type/TypePad, Posterous, and more
• Podcasts, Livecasts, Video
• Internet Forums & Message Boards
• Comments & Tags
  – News, events/invites, posts, photos, etc.
• Wikis, Apps...and more!
Why Do You Care?

• More than 77% of the U.S. population uses the internet
• Average time spent online ranges from 22.3 hours (ages 12-17) to 39.3 hours (ages 45-54) per week
• Social networks/blogs occupy 22% of all time spent online
Who Uses Social Media?

Percentage of adult internet users who use social networking sites:

- Ages 18-29: 86%
- Ages 30-49: 61%
- Ages 50-64: 47%
- Ages 65+: 26%

...and rising!

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Why Does Your Business Care?

• 67% of the online population BUYS something online
• Online sales represent 7% of total U.S. retail sales
• Social media users spend MORE in online sales
  – $67 average for heavy Facebook users
  – $50 average for all internet users
• Relationships and communication drive sales
What Is Social Media?

Interconnected

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Social Media Is Interconnected

- Connects you to customers, colleagues, competitors, and the larger world
- Effort in = Effect out
- More links = Greater search optimization
- More visibility = More visitors
- More content = More time connected
- More time = More commitment to action
- Same sales rules apply...close the deal!
What Is Social Media?

Interactive
Social Media Is Interactive

• Pros/Cons of user-generated content
  – Comments, sharing, tagging, cross-posting

• Multiple ways of engaging customers
  – Personal perspectives, visual photos, video, text, testimonials, conversation and community, direct contact, special offers...and much more

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If You Build It, They Will Come?
Drive Your Content
Stay Current

• Budget time for social media
  – Set-up
  – Maintenance: Updates & Responses

• Plan your calendar and content
  – Frequency of posting
  – Relevant news, photos, videos, links
Your Marketing Plan

• Mission, Products & Pricing
• Target Market
  – Customer demographics
  – Industry trends
  – Market size and share (projections & goals)
• Competition
  – Direct & indirect
  – Niche
  – “1 – 2 – 3 – ME”
Your Marketing Plan

• Branding
  – Image/logo
  – Marketing materials

• Advertising & Promotion
  – Paid advertising (internet, newspaper, radio, TV)
  – Promotion (networking, referrals, direct sales)
  – SOCIAL MEDIA!

• Expense & Evaluation
Netiquette

• Personal vs. professional presence online
• Privacy settings vs. public visibility
• Different passwords – avoid hackers & viruses
• Permanent record! (caches never die)
• Photos and tagging – by permission
• Do unto others...
• Responsiveness and customer service – Go the extra mile
• Monitor your internet footprint (Google yourself)
Social Media Exercise

3 2 1
Newsworthy Networking

In the next 3 days, how can you use social media to boost your business?

• What is newsworthy?
• Who can you connect to?
• Time and tools needed?

Tool — Action - Timing

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In-depth: Social Media Applications
Facebook

Business or Personal?
Facebook

• Personal Profile
  – You and your friends
  – Individual users
  – Personal email address

• Fan Page
  – You and your customers ("fans")
  – Business users
  – Business email address

• Group
  – You and your clique ("members")
  – Closed: not indexed, invite only, invisible to public
Facebook

• Business Name
• Logo/Photo
• Username/Facebook “vanity” URL
• Invite fans – import customers, colleagues, and prospect contacts from email
• Social plugins – connect FB to your website with “Like Box” button
Facebook

• Advertising
  – Design ad
    • Destination URL, Title, Body, Image
  – Targeting
    • Location/radius, Age, Sex, Interests,
    • Relationships, Language, Education
  – Pricing
    • Daily budget (relate to estimated reach)
    • Pay for clicks (traffic) or pay for impressions (views)
    • Suggested bid range (competitive bid = higher visibility)
Facebook

• Test marketing messages
  – What message speaks to your target audience?
  – What ads generate the best response rates?

• Evaluate success
  – Establish cost per fan & conversion/customers goals
  – Facebook Insights (for business pages with 30+ fans)
  – Facebook Ad Reports Manager: Unique impressions, clicks, click through rate; demographics and profiles
  – No clicks? Increase bid, broaden targets, try new pitch
Facebook

Examples

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Twitter

Handles

& Hash Tags

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Twitter

• Handle:
  – YOU!
  – @johndoe
  – http://twitter.com/johndoe

• Hash Tag:
  – # before keywords
  – Creates and links to categories of Tweets
  – Shows up more easily in searches
  – Contributes to “trending topics”
Twitter

• Short & Sweet
  – 140 characters: news, deals, commentary
  – Tweets & Retweets
  – @Mentions, @Replies (& Messages – private)

• Link to your website
  – Follow & Tweet buttons

• Live Tweet events

• Use FutureTweets to schedule ahead
Twitter

- **Follow Connectors**
  - Find industry colleagues on the cutting edge and at the heart of your business sector

- **Use Lists**
  - Manage information, message target followers

- **Search**
  - Monitor mentions
  - Listen for leads
  - Respond in real time
  - Customer service & help desk communications
Twitter

Examples
Blogging

• What is it?
  – Journal, diary, news, resources, commentary

• Standalone blog or part of website
  – Posts = pages
  – Improves search engine visibility

• Best for:
  – Service businesses
  – Experts in your field
  – Products with stories and consumer cachet
Blogging

• Content
  – Personal perspective and EXPERTISE
  – Write well, write consistently (6 months minimum)
  – Storytelling, not sales speak
  – Compelling commentary, in-depth insight
  – #ed lists (10 Things About...) & how-to advice

• Community
  – Read others’ blogs
  – Comment on current trends and events
  – Engage with your audience via comments
  – Include guest bloggers
Blogging

• **Cash**
  – Host advertising (on blog or website) – generates money, but may detract from your brand
  – Set goals for ROI (i.e. pay for domain/hosting; $50-$100/month for average professional blog)

• **Commerce**
  – Online sales of your (and others’) products
  – Set goals for e-commerce transactions and conversions to customers

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Blogging

Examples
Are You Out There?
Can I Find You?
Search Engine Optimization (SEO)

- Have your own domain name
- Pages and posts count most
- Keywords
  - Analysis: Google Adwords Keyword Tool
  - Use best keywords in title, first sentence, and text
  - Use best keywords in meta-keywords tag, meta-description tag, and image-alt tags (HTML coding)
  - Refresh! Trends change and keywords wane.
Search Engine Optimization (SEO)

• External Links
  – Link to relevant outside sites
    • Info, people, images, news
  – Quality links, not just quantity
    • Traffic, links, trustworthy reputation

• Your Links
  – Link among all your marketing communications
  – Offer further information and drive sales:
    opportunities for action ( “like,” “follow,” fillable form, email or phone, online booking or sales)
Media-Rich Tools & Technology
Media-Rich Tools & Technology

• Video
  – YouTube: video “channels”
  – Webcam, handheld, digital camera, phone

• Photos
  – Flickr, Photobucket, Shutterfly, Snapfish, etc.

• QR Codes
  – “Quick Response” barcodes linking to web URL
  – Customers snap photo to link to your site
  – QR code generators (free online tool)
Media-Rich Tools & Technology

• Phones
  – Video/camera, mobile internet capacity
  – Apps: Camera+, Instagram and Hipstamatic (filters), Pano (panoramic), TinyWorld (funky sphere)

• Internet
  – High-speed access, hardware, frequency of access

• Evaluation Tools
  – Facebook Insight, Google Analytics
  – Track your traffic, measure market response
Connecting to Traditional Marketing

• Communication with Customers
  – Email, phone, in person, in print, new tools

• Past Customers & Prospects
  – Data collection and management

• Cross-Promotions
  – Weave social media into all marketing
Input: Receptive Use
Social Media Scenarios

1) Bangor Daily News article mentions your business.
2) Unhappy customer Tweets about their experience.
3) Past customer posts on Facebook about the weather (snow, heat, rain, whatever).
4) Current customer does something noteworthy.
Output: Find Your Voice!

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Your Social Media Plan

• Current marketing tools
  Applications for social media
• 3 next steps for new social media presence
• Setting social media goals and evaluation measures...and meeting them!
• Testing campaigns & changing as needed
• Developing content and calendar

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Wrap Up

• Top take-away from today?

• Lingering questions?

• Evaluations: Your input helps us improve!

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Thank You!

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Need More Help?

For further info or help with business planning and social media, contact your local business counselor at Women, Work & Community, Maine Small Business Development Center, or Maine Women’s Business Center at CEI:

http://womenworkandcommunity.org
http://www.mainesbdc.org/
http://www.wbcmaine.org/

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