

How Can Social Networking Help Enhance My Business?



Presented by:

Women, Work & Community

Sunrise County Economic Council

Northern Maine Development Commission

Maine Woods Consortium

Developed by:

Erica Quin-Easter,
Microenterprise Coordinator



erica.quineaster@maine.edu

(207) 764-0050 – Aroostook County center

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!

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

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

If You Build It, They Will Come?



NO!

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

In-depth: Social Media Applications



Facebook



**PERSONAL AND
CONFIDENTIAL**

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

Twitter

Handles & Hash Tags

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

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!



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

Wrap Up

- Top take-away from today?
 - Linger questions?
- Evaluations: Your input helps us improve!

Thank You!

Erica Quin-Easter

Microenterprise Coordinator



erica.quineaster@maine.edu

(207) 764-0050

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/>