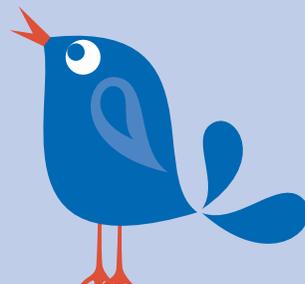




# TIPS FOR MANAGING SOCIAL MEDIA

FOR SMALL BUSINESSES



SEDRİK NEWBERN



SCOTT VENTURA



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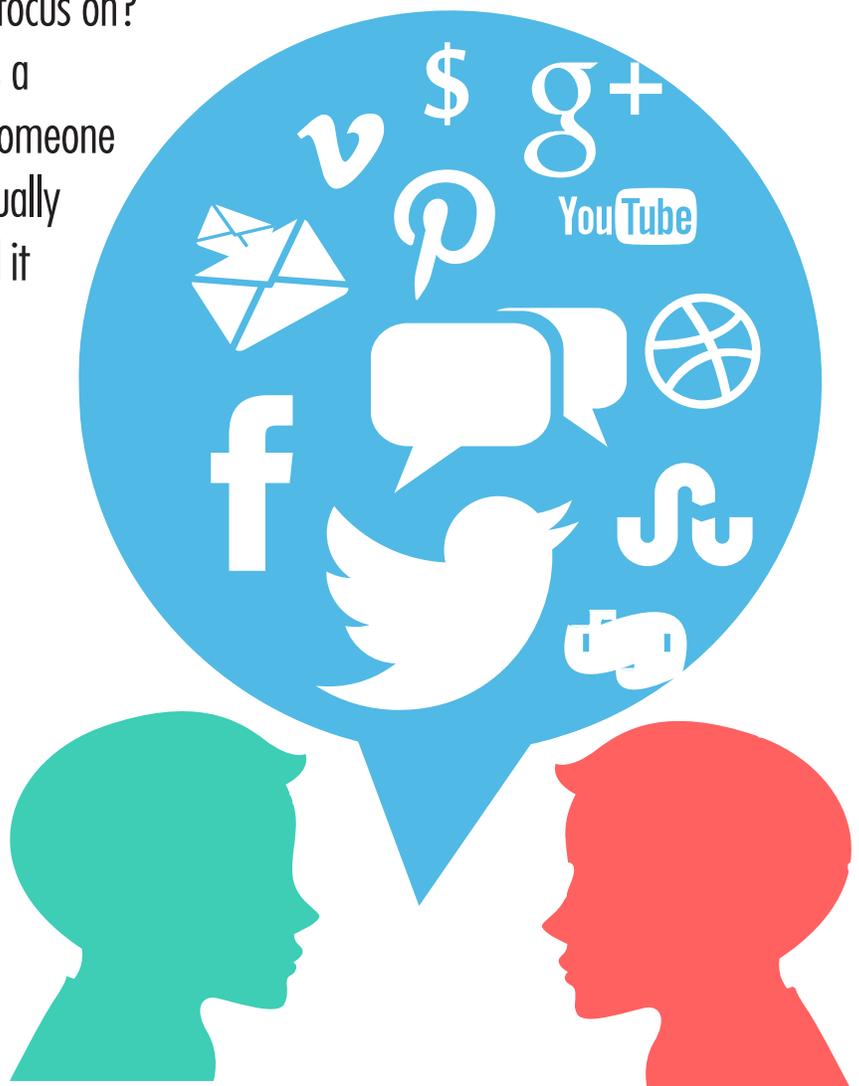
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# INTRODUCTION TO SOCIAL MEDIA

Over the last ten years, hundreds of social media sites have launched and changed the marketing landscape. For many business owners, the thought of managing social media can seem overwhelming.

Which social media site should I focus on?

How often should I post? What is a reasonable response time when someone comments? Will social media actually drive business and revenue or will it just consume my time with little to no return?



# FOCUS FIRST ON **THE SOCIAL** IN SOCIAL MEDIA

There has to be a shift in how we look at social media as business owners. Instead of looking at it as something that brings in new business, it should be viewed as something that allows us the opportunity to build relationships with our customers, our community and key strategic partners.

If you think about your own interaction with social media, you spend your time reconnecting with friends, getting useful tips on a variety of projects and watching silly videos for entertainment. When a sales pitch poorly disguised as a post shows up, it truly seems out of place. There has to be a shift in how we look at social media as business owners. Instead of looking at it as something that brings in new business, it should be viewed as something that allows us the opportunity to build relationships with our customers, our community and key strategic partners.

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# THE MORE YOU KNOW

Social media has become for many the primary source of information. When news happens around the world, we learn instantly thanks to images shared through social media. To that end, why not use social media to educate consumers on the relevant aspects of your industry or a related industry? You can build your credibility as an expert by sharing news articles and stating how this could impact or benefit consumers and the community. You can also provide demonstrations on how your product or service can and should be used.

# LET'S GIVE THEM SOMETHING TO TALK ABOUT

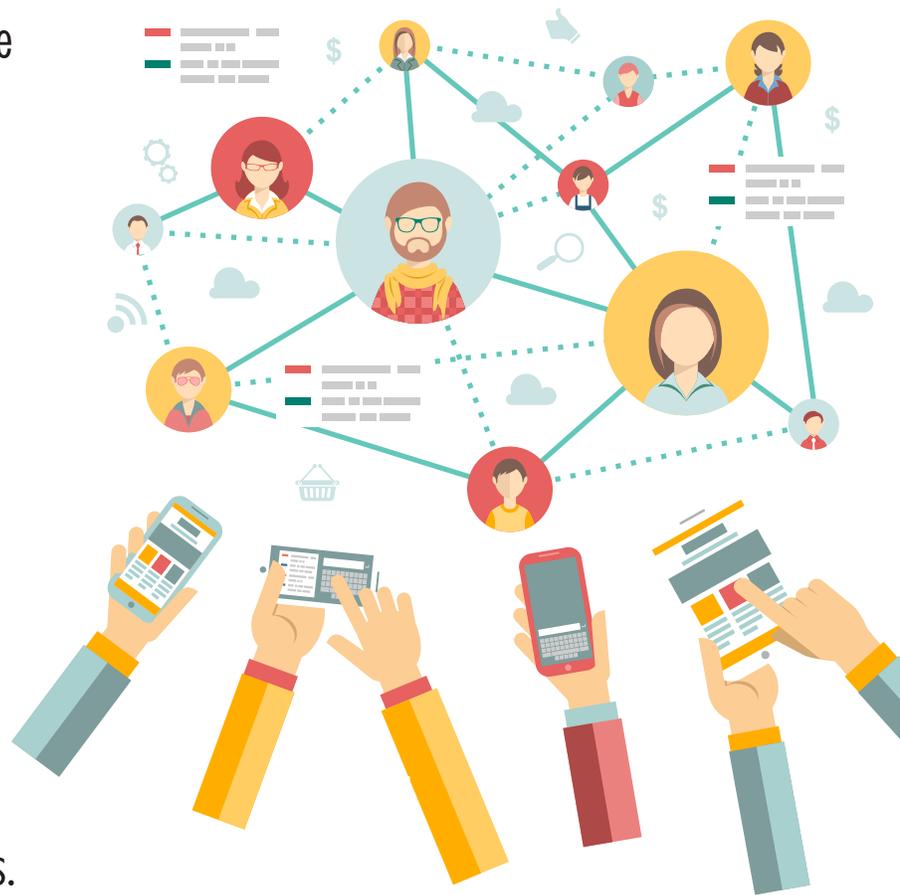
I'm sure you've heard that Content is King, but what does this mean? Consumers are bombarded with branding and messaging all day. Not to mention, there are millions of posts and tweets from friends, celebrities and other brands competing for the attention of your target customer. You and your business have to stand out with relevant content that sparks interest, provides valuable information and keeps them coming back for more.

This may sound difficult, but keep in mind that you want a 4:1 ratio of shared content and original content. This means for every post about your business, you want to share at least four posts written by other businesses. The content could be industry related or complementary to your industry. For example an insurance agent might share information related to the housing market and the automotive industry. This allows you to be seen as an expert providing useful information beyond your industry.

Additionally, you should include fun posts as well in this mix of content. Sharing community news like highlighting local high school athletes, customers and other business leaders can bring traffic and followers to your social media that will assist in improving your search engine optimization (SEO) results.

# BUILD RELATIONSHIPS ONE POST AT A TIME

The key to showing up regularly in the Timelines of your followers is to post regularly with engaging content that encourages interaction. The more interactions they have with you, the more likely your posts will be served to them. For this reason, you want to post 1 to 3 times a day on each of your social media platforms. There are several apps like HootSuite and TweetDeck that can help you manage and schedule your posts across multiple social media platforms.



Also, you want to make sure that you respond quickly to any comments posted by your followers. This allows you to develop lasting relationships with consumers and demonstrate responsiveness when there are customer related issues.

# MEASURE WHAT MATTERS

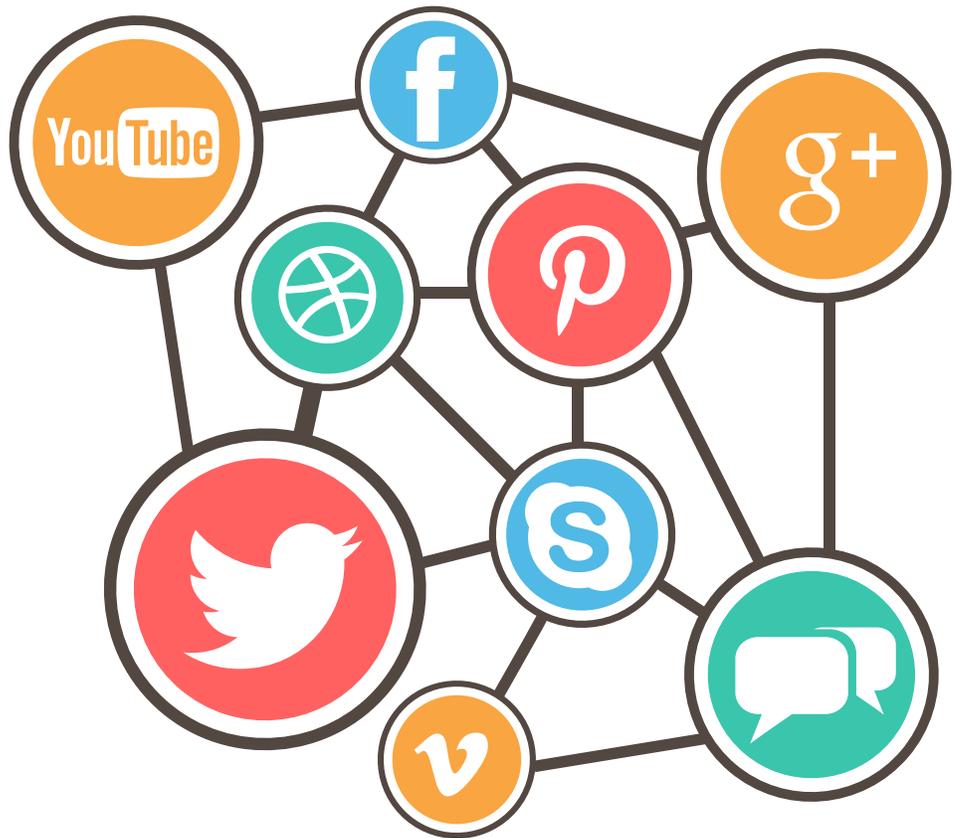
Unlike many traditional marketing tactics, social media may not have a clear return on investment especially if you only consider success as a post generating a sale. The measure of success through social media should be based on the volume of quality followers, level of engagement from

customers and the number of reviews and recommendations you receive. Keep in mind that social media is a major driver in your online reputation, so you may be attracting new customers because of the reviews they find about your business.



# GET A LITTLE CLOSER

Let's take a closer look at Social Media. The following pages provide a synopsis of the most popular Social Media sites and a little insight into their unique demographics and best practices.



# FACEBOOK



As the largest and most used social media platform to date, Facebook has completely evolved. With the launch of Facebook Pages and advertising campaigns, Facebook has become a vital part of most marketing strategies to reach consumers.

**Primary Use:** Awareness, Branding, Engagement

**Demographics:** Consumers, Mostly Mature Users

## **Best Practices:**

- Make sure that your Facebook Page is as complete as possible and very well branded
- Post videos and images to promote your business and products
- Use a professional headshot for your profile photo but a more casual photo is acceptable
- Add a link to your blog under websites
- Share your blog content and make sure that you include a link in each post to your blog
- Periodically, Boost your Facebook page, posts and events to increase your opportunities for engagement through Likes, Comments and Shares
- Create Facebook Ads to reach your target with a specific budget where you pay based on Pay-per-click (PPC) or Impressions
- Use Facebook Groups to segment your followers into specific groups for targeted interactions
- Consider using some of the many Facebook Apps that can lead to increased consumer engagement and shares

# TWITTER



As the second most known and used social media outlet, Twitter has become the avenue to get information real time. Thanks to Twitter, news and videos about events happening around the world are broadcast in seconds to your smartphone. It has also become a way for consumers to get their voices heard when there are customer service issues. How companies handle this public broadcast can make or break their brand, so it's critical to have a consumer response plan integrated in your Twitter strategy.

**Primary Use:** Awareness, Branding, Engagement

**Demographics:** Consumers, News Reporters

## **Best Practices:**

- Make sure that your Twitter profile is as complete as possible and very well branded
- Post videos and images to promote your business and products
- Use a professional headshot for your profile photo but a more casual photo is acceptable
- Add a link to your blog under websites
- Share your blog content and make sure that you include a link in each post to your blog
- Periodically, boost your Twitter page and posts to increase your opportunities for engagement through Retweets and Favorites
- Use Twitter Lists to segment your followers and people/brands you follow into specific groups for targeted interactions

# LINKED IN



For years, HR professionals have utilized LinkedIn to identify and recruit talent. As this fact became broadly known, individuals built up their profiles as an electronic resume to be found for future business opportunities by headhunters. As a result, there are millions of business professionals actively using LinkedIn on a daily basis. It has quickly become the best way to connect with other professionals for networking, referrals and business opportunities.

**Primary Use:** B2B selling, Recruiting, Referrals

**Demographics:** Business Owners, HR Professionals

## **Best Practices:**

- Make sure your profile is as complete as possible
- Include videos, presentations and publications in your profile to showcase your experience
- Use a professional headshot for your profile photo
- Identify all relevant skills
- Request recommendations from your connections
- Include your Twitter handle
- Add a link to your blog under websites
- Use Publish a Post to share your blog content and make sure that you include a link in each post to your blog
- Post videos and images to promote your business and products
- Use existing connections to get introduced to other people and businesses
- Create LinkedIn Ads to reach your target with a specific budget where you pay based on Pay-per-click (PPC) or Impressions

# GOOGLE+



As we all know, Google rules the Internet, so having an active presence on Google+ is critical to improving your search relevance online.

**Primary Use:** Awareness, Branding, Engagement

**Demographics:** Consumers

**Best Practices:**

- Make sure your profile is as complete as possible
- Post videos and images to promote your business and products
- Use a professional headshot for your profile photo but a more casual photo is acceptable
- Add a link to your blog under websites
- Share your blog content and make sure that you include a link in each post to your blog
- Use Circles to segment your followers into specific groups for targeted interactions

# INSTAGRAM



If you have great photos and videos that showcase your products and services, then Instagram should be part of your social media strategy. This outlet has a young, hip audience so your content and images must be relevant to get noticed.

**Primary Use:** Awareness, Branding

**Demographics:** Consumers, Mostly Young Adult Users

**Best Practices:**

- Make sure that your Instagram profile is brief and include a link to your website
- Post short videos and images to promote your business and products
- Use a more casual headshot for your profile photo
- Add a link to your blog under websites

# PINTEREST



This is the ideal social media outlet for visual people. Pinterest is filled with great recipes, DIY projects and fashion. So if your business and products are heavy on design and creativity, Pinterest is a great way to showcase them.

**Primary Use:** Awareness, Branding

**Demographics:** Consumers, Mostly Female Users

**Best Practices:**

- Make sure that your Pinterest profile is as complete as possible and very well branded
- Post images to promote your business and products
- Use a more casual headshot for your profile photo
- Add a link to your blog under websites



# LEVEL 7 INTEGRATED MARKETING



## SERVICES

Online Visibility and brand recognition across all areas of marketing.

- Level 7 Integrated Marketing
- Marketing Plan and Strategy Development
- Logo Design and Brand Development
- Web Design and Development
- Print Design / Collateral Marketing Development
- Search Engine Optimization (SEO) and Internet Marketing
- Social Media Engagement
- Google Adwords
- Reputation and Online Review Monitoring and Management
- Maintenance and Ongoing Marketing Support

**All your marketing  
must be integrated  
and work together  
to be effective!**

# DIS-JOINTED MARKETING

During our 25 years of experience we have had many customers come to us and ask why their marketing is not working, why social media doesn't work, or they are not ranked on the first page of a google search. Even more simple, is that they NEVER show up in a general Google Search.

**This might be you as well.**

The reasons were obvious to us.

- Almost every company does their marketing components as a separate entity.
- There is no plan or strategy.
- The logo and marketing collateral gets designed without any strategy on their target market.
- The website was developed by a company that knows nothing about optimization or SEO, **but the price was CHEAPER then getting it done the right way.**
- Social media accounts are not connected or optimized correctly.
- Reputation is an after thought. Negative reviews are generally ignored. **Have you Googled yourself?**
- When the website is done, there are no plans for ongoing marketing or updating the website.

We know that EVERYTHING is marketing is connected and must work together on a plan for you to have a greater chance of success. We have developed what we call Level 7 Marketing that takes business through an analysis of their marketing efforts and then we give recommendations on how to improve so that your marketing efforts pay off and are more successful.

# MARKETING EXPERTS



## SEDRIK NEWBERN

President of Newbern Consulting Group and President of Phoenix Insurance & Financial Services, Inc., is a highly sought after marketing coach, author, motivational speaker and workshop facilitator. A recognized authority in marketing, leadership training and business development, Sedrik has developed and conducted hundreds of workshops on marketing, sales processes, improving the customer experience and team building. He has also consulted with over 500 small business owners on strategy, planning and processes.



## SCOTT VENTURA

Chief Creative Director at Integraphix Inc. Scott has been the creative force behind many growing companies for over 25 years. He is known for his love to teach, coach and mentor, original thinking, solid strategies and targeted visual communications that deliver clear results for his numerous clients, including Fortune 500 Companies. Scott's client list includes Kraft Foods, Motorola, United Airlines, CDW, Superior Coffee and Foods, Weldbend, Natural Choice Corporation, OSM Worldwide, MNJ Technologies, and many other businesses he has consulted with both nationally and internationally.

