



## Intro to Social Media

*You can make more friends in two months by becoming interested in other people than you can in two years trying to get other people interested in you!*

**Dale Carnegie**

The marketing landscape changes daily and achieving your marketing goals is challenging the online practices, techniques and tools you have to master. **The key is to focus!** But focus on what?

In order to be successful, focusing on your customer and creating your marketing strategy around the customer can help you be effective in crafting the right path for your long-term online marketing strategy.

Focusing on the customer also helps you identify the right content and social networking tactics to attract, convert, and retain customers.

### Quick Tip

#### Benefits of Social Media

- Improved social relations
- Improved company brand awareness
- Word-of-Mouth advertising
- Increased customer loyalty and trust
- Improved audience reach and influence

<http://www.forbes.com> - The Top 7 Social Media Marketing Trends that Will Dominate 2014

## Getting Started

**Identify your goals.** – What do I want this marketing effort to achieve?

- Set realistic milestones
- Set SMART goals – **S**pecific, **M**easurable, **A**ttainable, **R**ealistic/Relevant and **T**imely
  - Add certain number of fans or followers in X months
  - Improve Search Engine Optimization (SEO) results
  - Initiate certain number of quality conversations each week
  - Build your brand
  - Attract new customers
  - Support sales
  - Engage with your followers

**Identify your target audience.**

- Research customers
  - Know where they engage on social media and what will make them act
    - Create a list of social media sites that fit your business and join in the conversation
  - Understand customer point of view and activities
- Research competition
  - Review where they are at, what social media they are using, how they are communicating, etc.
    - Use their best ideas but do not copy

**Create a profile/brand.** – Your customers need to be able to find and recognize you.

- Identify your online user profile name and claim your presence on all major social media platforms
- Use same logo on everything
- Use consistent color and font
- Post store location, phone number and local hours plus link to website

## *Getting Started (Continued)*

### **Find the social media that's right for you.**

- Social media sites are not alike. Once you learn where your customers hang out, decide whether it is a place where you can be comfortable as well.
- Identify the top two online destinations where customers are active
- Join in the conversation & develop relationships
- Build trust online
- Do not always sell

**Plan a time frame.** – Allocate a reasonable amount of time and stick to it. Balance time expended against benefits gained.

- Use a content calendar
  - Download a content calendar
  - Besides dates and headlines, a content calendar will help prioritize content, assign content producers, what channels you will post to, identify meta data, and dates for creation and publishing
- Guidelines for posting
  - Facebook – post 1 to 4 times a day
  - Twitter – post 5 to 10 times a day
  - LinkedIn - one post per day on a particular topic
  - Research studies highlight posting main work hours - 8 am to 8 pm
  - Post to multiple social sites in addition to blog and website

### **Include Search Engine Optimization (SEO).**

Just like SEO for your website, you need to optimize social content and profiles with your target keywords.

- Identify 6 to 10 keywords or keyword phrases that you believe your potential customer will search for you
- Utilize those keywords in page titles, subject lines, and posts

**Develop content strategy.** Plan how you will engage your customers.

- Focus on your business niche
  - Identify three to five main topics you want to be known for
  - Create content around those main topics
- Be relevant
  - Share something new
  - Provide interesting or helpful information
  - Offer tips in your area of expertise
- Offer information in diverse formats
  - Use video/images to show new products, how to's
  - 90% of information remembered is visual
  - Social Media – Pinterest Page, LinkedIn B2B, Google +
  - Blogging

**Measure results.** – Is it working? Are you reaching your goals? Do the benefits outweigh the costs?

- Incorporate a call to action
  - Track indicators to determine if objectives were accomplished

## *Top Ten List*

1. Identify your goals – what you want to accomplish
2. Let customers know where to find you online – include social media links on website, business card, blog, email signature, newsletter etc.
3. Be active
  - Identify the balance between active enough to stay top of mind and not too much
4. Be responsive
  - Respond promptly and professionally to each message – send a genuine thank you to new followers
5. Be engaging
  - Sharing relevant information about what your business offers
    - o Benefits of doing business with you
    - o Tips that are not widely known
    - o Engagement is about dialogues
  - Ask questions
    - o Tap into interests
    - o Generate conversations
    - o Find what they like most
6. Be consistent
  - Brand, profile, personality same across all platforms
  - Landing pages reflect what you want customer to do based on your call to action and social media efforts
7. Monitor
  - Set up Google Alerts
  - Use analytics to determine if you are meeting your goals
  - Compare your engagement to competitor's engagement
  - Use unique promotion code or targeted landing page
8. Use a content calendar
  - Set up a day and time of the week to get started with your online marketing strategy
9. Make everything mobile
10. Consider location based features

Note: Once you have your long term online marketing strategy created – knowing how and where you will use information – you need to be ready when the opportunity presents itself – always have a camera, smartphone or tablet ready to capture content.

## *About the Author*

### **Connie Hancock, Extension Educator, University of Nebraska-Lincoln**

There is opportunity around every corner and we only need to think about how we reach our audiences and market our product in new ways! Connie provides educational programming to communities and businesses in the areas of creating your online presence, utilizing the new tools for marketing.

As a member of the eXtension Entrepreneurs and their community, she has been able to utilize her knowledge nationally.

# Content Calendar

Month



Author	Content Format	Keywords	Title	Call to Action	Post Date
Name of person creating the content	List the type of content you are creating - Website, email Facebook, Press release, etc	Selected keyword(s) and keyword phrases. Include in title and content	Write a compelling Title using selected keywords	What is it I want my clientele to do?	Select dates when this needs to be posted

The purpose of this **template** is to help you think about how you are going to incorporate Social Media into your Marketing Strategy.

**1. Why do I need Social Media?**

Reasons you need Social Media:

**2. Who is my Customer?**

List your customer groups – there may be only one:

**3. What do I want to tell them?**

List the messages you want to get out:

**4. How am I going to tell them?**

Tools you are going to use:

**5. What content am I going to create?**

List the types of content you will use:

**6. How often am I going to post?**

List times of day/week you will post:

**7. What Social Media sites will I use?**

List the sites that will be useful to you:

**8. Which tools am I going to use to measure success?**

List analytic tools you will use (you may only choose to use one):

**9. Who is responsible for my Social Networking?**

List the people responsible:

Source - <http://www.slideshare.net/bevhepting/social-media-strategy-template-10799754>

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