

Social Media Revolution – Are You Ready?

Social Media is not a fad - it is fundamentally changing the way we do business.

It does not replace traditional marketing; but should be a part of your marketing plan. (Always control your settings and read the learning guides available for the site.) There's an old saying in Marketing, "Only 50% of Marketing works – we just don't know which 50%". So try different things in social media, and with the analytical tools you can measure online marketing, if you measure your results you will know where to put more energy.

Social Media is a terrific search engine optimization tool. Google spiders love fresh content; 75% of traffic to your website is generated from organic searches not paid links. Google is the most used search engine and YouTube is second. 70% of adults in the US say that when they are looking for local goods and services they start their search on the internet. 80 to 90% of all consumer purchases in the US are driven by women. How do you market to women? You need to create a value message and tell a story as to why your particular product or service has a competitive advantage over the competition.

Face Book is more effective for B2C (Business to Customer).

LinkedIn is more effective for B2B (Business to Business).

Social Media Goal: to build a cost-effective marketing plan that targets the right people at the right time with the right media.

Online Marketing: What's the Right Mix for You?

By Geri Stengel, Director of Ventureneer.com

Don't be concerned with what other people are doing – you just want to know where social media fits into your plan, and more important, what advice you can safely ignore and what really works. Believe it or not, the best way to increase sales through social networking is not to sell. Recognize that social networking is different than traditional marketing. It's a two-way street and is for building relationships with your customers. You are trying to engage and empower your community. Listen to your community and offer special deals and coupons to them. Customers want and need interaction – with you as a company, and with each other.

1. Know your audience, who is your target market? Which media do they use and why? Find out where they are searching online for products and services; and how they are researching and gathering information (blogs, online communities, groups, search engines, social networks, twitter, YouTube, etc.) You have to know who your customers are and how they get their information.
2. Know what you want to accomplish. Do you want to build awareness, credibility, and traffic to your website, attract donors, recruit clients, all of the above, or something else?
3. Learn to analyze results so you can adjust your online media so it is effective for you. If you don't measure, how will you know if you are hitting the mark?
4. Email marketing is effective. It should be permission based; targeted, and you can build your own list by offering free things like: white papers, articles, webinars or podcasts. Focus on a very good subject line and you may need to use a service like Constant Contact to get through the filters.
5. Online media is an emerging field. Some people can learn to do it themselves. Other people need guides to show them how to do it. Still others need to have someone help them get started.

This topic is covered in depth in a free one hour webinar located at: www.ventureneer.com; click on Free Webinar; then Archived Webinars; scroll down until you find the recorded webinar “Online Marketing: What’s the Right Mix for You?” by Geri Stengel dated July 29, 2010

Make Social Media Work for You in 7 Easy Steps

By Lena L. West, Founder & Chief Social Media Strategist at xynoMedia

1. **Brand Cornerstone** – What can you offer that only you can deliver? The answer here is not “good customer service” or “better prices”. It’s much deeper than that.
2. **Tool Selection** – What’s the best tool for the job? Each social media tool does something different; make sure you use the right tool for the job.
3. **Content is Queen** – Insight + Unique Voice = Content. Have something to say and be willing to say it. Good content is not just words on a page.

- 4. Time and Resource Management** - Use your calendar ruthlessly. Resist “social media hay stacking” and create a social media schedule that works for you.
- 5. Engaging Influencers** – Who knows who you want to know? “The Reciprocity Rule” and why you shouldn’t use social media without it.
- 6. The Numbers** – What you don’t pay attention to gets forgotten. Are you measuring the right numbers? How often are you measuring? Remember the 80/20 rule.
- 7. Reputation Management** – Less energy, more awareness. Challenges are great opportunities to underscore what you say your brand represents. Use third party services to stay in the loop.

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LinkedIn Benefits and Useful Tips

Use the link below to Connect with Jackie Jacobi and add JJ to your Network and then join the “Business Exchange Entrepreneurial Network” Group

<http://www.linkedin.com/in/jackiejacobi>

Benefits: *LinkedIn* is a professional network and the best social network for building business relationships; and is the best business to business lead source from any of the social networks. 80% of companies are using LinkedIn as their primary tool to find employees. It is also an excellent Search Engine Optimization tool. The Internet provides your small business with a powerful way to automatically find, connect and serve your clients and prospects. Online articles take advantage of search engines which are now the dominant force driving consumer buying decisions involving both products and services. 70% of adults in the US say that when they are looking for local goods and services they start their search on the internet. 21% of

people say the internet is the last thing they will give up when facing a financial crisis. Web sites and e-mail promotions are growing in popularity; they get a \$45 return on every dollar. By 2010, Generation Y (those born between 1980 and the early 1990's) will outnumber Baby Boomers (those born between 1946 and 1964 and have historically represented one-third of the population). 96% of Generation Y has joined a Social Network. 80% of *Twitter* usage is on mobile devices. Social Networking and Mobile Messaging (text messages) are very effective marketing tools for some businesses. (Source: Intuit Social Media Webinars)

Useful Tips: Please call me and I will help you with LinkedIn (580) 255-2903 ext 271

1. Your LinkedIn Profile should showcase your Unique Selling Position (what separates you from the competition). “Be Yourself – because everyone else is taken.”
2. Proof read and Preview your Profile (this is what others see so make sure your website is on your printed profile because your Profile can be downloaded and emailed.)
3. Manage your account settings. (Settings - on the very top of each page above the People Search Bar).
4. SEO – When you create your public Profile select “Full View”. Instead of using the default URL, customize your public Profile’s URL to be your actual Name. Use this link on various places on the web and you can include a link to your Profile as part of an email signature and on your Facebook page. (when you write or comment in a blog, include a link to your profile in your signature)
5. SEO – Name your website link instead of using the pre-selected categories like “My Website” or “My Company”. If you select “Other” you can modify the name of the link. If you are linking to your personal blog, include your name or descriptive terms in the list, and voila! Instant SEO for your site. To make this work be sure your public Profile setting is set to “Full View”

This topic is covered in depth in a free one hour webinar located at: www.ventureneer.com; click on Free Webinar; then Archived Webinars; scroll down until you find the recorded webinar “Small Business Owners, Freelancers, Consultants: Keep Your Project Pipeline Full Using LinkedIn” by Marc W. Halpert dated April 13, 2011.

Blogs and Twitter

Why Blog? Search engines love blogs! Blogs are quick and easy. You can establish credibility as an expert in your field; differentiates you in your niche market and helps you build a community.

www.websong.org offers a free Word Press Mini Course and you can add WordPress as an application to your LinkedIn profile. You can also Twitter through your LinkedIn profile.

Why Twitter? Twitter is a useful communication tool (40 characters or less) that allows you to interact with people around the world in three different ways:

1. Send a short message to a bunch of people publicly
2. Send a short message to a specific person publicly
3. Send a short message to a specific person privately

Twitter is one of the most powerful social networks for your business.

Building a Web Site

You can build your own simple website by using templates. If you register your domain name at www.godaddy.com you will receive a website with five free pages. It costs around \$10 to register for one year. I am developing a simple website using their Website Tonight program, you can view it at www.careercoachondemand.org, keep in mind it is a work in progress. I used one of the many free templates that are available on the Website Tonight program.

The first step in building a website is to ask yourself a simple question: What do I want my website to do for my business? Do you want to sell online or just provide information about your business?

You can watch a free interactive workshop (be sure to download the worksheets) that will help you develop a strategic plan for building your website at www.arvest.com; then click on *Business*; then *Small Business*; then *Small Business Resource Center*; then *Learning Center*; then *Interactive Workshop*; then *Marketing Your Business*; then *Building A Web Site*.

Or cut and paste this link:

https://www.arvest.com/?page=business/small_business/resource_center/learning_center.

**Please contact me if you need help with your Social Media
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www.linkedin.com/in/jackiejacobi

For Business News and Updates follow me on Twitter

www.twitter.com/jackiejacobi

**To watch a couple of very informative videos on Social Media
do a YouTube search for *“Social Media Revolution”*
by Socialnomics09. And *“Social Media Marketing in 3
Minutes”* by UpsideDownIceberg.**

**For more information you can go to www.hubspot.com and
download **free** workbooks, listen to **free** webinars and even
obtain **free** certification through *Inbound Marketing University*.
You can find these **free** resources under the Marketing
Resources tab on www.hubspot.com.**