

“The Power of Social Media”

Statistics:

- 71% of online adults use social media
- 45 to 54 years old is the fastest growing demographic on Facebook
- 42% of customers complaining in Social Media expect a 60 minute response time
- Many are using it!
 - 500 million on Facebook
 - 271 million on Twitter
 - 225 million on LinkedIn

Retention, Acquisition and Services of Customers via Social Media

Top of Mind with customers – requires keeping it in front of them.
Never let them forget you!
Interaction leads to sales!

Develop a uniform brand across multiple Social Media platforms.
Consistency is key.
Need to use Social Media every day.

Key components in making a post

- Inform
- Educate
- Include a call to action or invitation for interaction
- Be funny (keep it appropriate)

A Few Strategies:

1. Contests - award a prize
 - Play a guessing game
 - Photo contest
 - Give something away for liking your page or writing a review on your page
 - Create contests centered around current events or holidays
2. Post behind the scenes pictures or videos
 - Anything people would not normally see if they didn't work there
 - What you use in your business
 - How you make your product
3. Ask for photos
 - Customers wearing or using your product
 - Funny uses

4. Who you know
 - Photograph a celebrity with your product
 - OR make obvious photoshop fakes
5. Use Videos
 - Post a video showing how to use your product
 - Testimonials
 - Show off your shop, restaurant or products
6. Animal shots (and cute babies) automatically get viewed more
 - Dogs, cats, monkeys, iguanas
7. Where's Waldo?
 - Photograph your logo, brand or product in weird places or foreign locales
 - Ask viewers to identify the location
 - Use PIXLR.com – free for dressing up photos and creating new layouts
8. Cause Marketing
 - Promote your charities & their events
 - Promote volunteering
 - Make up events! Have Fun!

Types of Social Media

1. Facebook – the most popular Social Media platform
 - Customer can 'check in' and their friends can see them at your business
 - Every business should have a Facebook page
 - Stay in touch regularly with customers, supporters & stakeholders
 - Use #businessname in some posts
 - Like and Share posts from local businesses
 - Create custom hashtags for your events
 - Use keyhole.co or tagboard.com to track what's going with a specific hashtags
 - When you have an event, use a custom hashtag for it.
2. Twitter
 - Targeted Tweets and status updates to your stakeholders (and anybody who'll listen)
 - To get started, listen first! It's a conversation. All you're doing is watching.
 - Use the Twitter Search to listen for your businesses name or words that relate to your #smallbiz location
 - Participate by asking questions
 - Share information (re-tweet) to others
 - Anyone who is following these hashtags – will see your tweets
 - Use Hashtag.org (#) to find what hashtags are popular
3. Blogging
 - Good starting point and it's free
 - Search Engine Friendly
 - Highlight products, services

- Success stories
- Anything newsworthy
- Promote offerings
- Share these blog posts on other social media platforms
- Can share your business's Blog

4. You Tube

- Is the #2 Search Engine on the Internet
- Should use hashtags and descriptive words to amplify your message
- Create short small customer tips and or how to videos
- Highlight features, benefits, products
- Testimonials
- Use YouTube as a Search Engine
- When you do a search on Google – You Tube video's will appear first
- Share your videos on Twitter, Facebook, and other social media outlets
- Add links to your email signature and change the video link/message each month
- Include videos on your Website
- Links videos to your e-newsletters
- Show videos to kick off in person events
- Use video success stories in annual reports – using an interactive PDF viewer

5. Pintrest

- Highlight products or services
- Special events
- Local attractions
- Infographics
- Inspirational quotes
- Another platform to spread your #businessname

Postings about:

- Customer photos, success stories, products
- Boards dedicated to large events
- Business news & use credible information already out there
- Small business infographics
- Topics or Industry specific pins – international trade and intellectual property
- Motivational quotes
- Small business memes or other funny graphics
- See who is posting about you. You might be surprised
- Re-pin, re-post or like those who are on Pinterest
- Share all images (called re-pinning) on Pinterest being shared on other social media sites
- Encourage customers to follow your hashtag