



Grow Your Business Using Social Media

Women in Business
By





Why Do It?

- Social Media is becoming more like your website
 - Instant information
 - Specialized/custom information
 - Interactive
 - New market segments can be attracted





Why Do It?



- Mom research from Lucid Marketing
 - 54% of those who use Twitter check feeds more than 10 times per day
 - 67% want info on companies
 - 60% want deals/promos/coupons



Why Do It?

facebook.

You 

- Facebook users now view more than 2 Billion videos per month
- Users upload more than 2 million videos per month
- Now at 500 million users
- YouTube users now view more than 2 Billion videos PER DAY
- More than 100 million people in the US now use social media regularly





Why Do It?

- “An amazing invention, but who would ever want to use one?”
 - Rutherford B. Hayes after making a phone call from Washington to Pennsylvania





Why Do It?

- You can pretend it's not important, but that doesn't change the fact that it's happening and it's affecting your business—whatever that business is.





Getting Started—Or Starting Over



- What do you want to accomplish?
 - Increase sales!
 - Find new customers
 - Stay in the game against competition
 - Create a new way to interact with customers
 - Field and manage complaints
 - Learn





Getting Started—Or Starting Over



- What resources are you willing to apply?
 - Time and/or Outsourcing
 - Tools
 - Reporting and Tracking
 - Costs of specials, promotions, giveaways, etc.





Getting Started—Or Starting Over

- What are you NOT willing to do?
 - Set a policy for employee use of social and online
 - Decide what happens when there is a crisis or an emergency
 - Decide who can and cannot speak for your business





Getting Started—Or Starting Over



- Get organized!
 - The super secret “mother list”
 - Personal versus business accounts
 - Do not tie accounts to individuals—set up email, etc. for social use
 - Make a schedule of things to do
 - Go!





Getting Started—Or Starting Over

- To recap:
 - Set goals
 - Set a budget
 - Set a policy
 - Set a plan



Case Study: Getting Started



- Goals—Traffic; Feedback; Fun!; Listening
- Resources—Outsource; Seasonal; Different levels for different customer segments
- Set a crisis plan in place, and then adapted it when a real emergency occurred
- Specific Landing Page for social users—The Social Club; unique URL
- Carol Weaver, the Betty Crocker of tourism



Case Study: Getting Started





Case Study: Getting Started



- Tactics
 - Answering questions
 - Asking opinions/recommendations
 - Providing information that's useful
 - Always providing links
 - Lots and lots of pictures
 - Promoting industry partners in all ways possible





Case Study: Getting Started

- **Starting Numbers July 2008**
 - 2,000 Facebook Followers
 - Zero Twitter
 - Zero MySpace





Case Study: Getting Started



- **Current Numbers July 2010**
 - 28,000 Facebook Followers (Florida Tourism has fewer than 10k followers)
 - 5,069 Twitter Followers
 - 3,700 MySpace Followers
 - 800 to 1000 blog views per week
 - 5000 approximate “interactions” per week
 - Hundreds of thousands of video views on YouTube





Okay, Now What?



- Okay, so I'm ready to begin, but what exactly do I do?
 - Tailor your message and style to your audience
 - Put on “their” shoes, whoever “they” are
 - Be creative with your communication
 - Immediate
 - Visual
 - Shareable





Okay, Now What?

- Okay, so I'm ready to begin but what exactly do I do?
 - Make sure efforts meet your objectives
 - Make social users feel special
 - Make sure you can handle the follow-up
 - Jump in and try something



Case Study: What Do I Do Now?



- Objective:
 - Reward loyal visitors who came to the beach despite the oil
- Tactic:
 - Give away FREE stuff but do it in a way that encouraged visitation or thanked visitation





Case Study: What Do I Do Now?



- During a four-week span:
 - Concert tickets for 4th of July—400 tickets—trivia contest
 - One Love, One Ocean t-shirts—300 shirts—the first 300 who responded on FB
 - “Thank you” bags (beach towel, cooler)—dozens to loyal “fans” on Facebook and Twitter
 - Concert tickets for Sugarland—200 tickets—we made them “Give Us Some Sugar” to win





Case Study: Now What Do I Do?



- What Did It Accomplish?
 - Room nights—people booked for concerts
 - It appeased some locals who were miffed about Jimmy Buffet
 - It fostered amazing goodwill among followers
 - It was FUN during a time that was incredibly stressful for both staff and fans
 - Word of mouth—lots of viral activity; we received entries weeks past the deadlines in all cases, plus received thousands of responses
 - Lots of photographs we got to keep and use





Case Study: What Do I Do Now?



- The follow-up:
 - Strict requirements for ticket distribution
 - Big mailout for shirts
 - A LOT of email communication



Case Study: Now What Do I Do?



- Objectives:
 - Increase brand awareness
 - Introduce new social users website
 - Build content
 - Get a conversation going with followers/fans



Case Study: Now What Do I Do?

- Tactic:
 - Ask for recipes that work well for cooking in your condominium
 - Email your recipe and let us know that you sent something in
 - Award small prize(s) to random selections
 - Publish their recipes on the new site in the “Condo Cooking” section





Case Study: Now What Do I Do?



- What did it accomplish?
 - New content for the site
 - A feeling of “ownership” among followers
 - Referrals of traffic to the site because of pride of ownership
 - Started a conversation with followers
 - Increase in fans





Case Study: Now What Do I Do?



- The follow-up:
 - Email thanking those who submitted
 - Posts continuously throughout the promotion reminding users and building excitement about the new site
 - When the site was completed, publicity campaign that included an introduction to the site's benefits, a press release, etc.



Case Study: Now What Do I Do?



- JetBlue Twitter Channel
 - 1,594,953 followers
 - They actually RESPOND to questions, complaints, etc.
 - Questions come in through their site and/or through Twitter feeds, and they research and respond, often correcting a complaint right on the spot
 - In 2010 alone, they have received 10 awards for “Best” in class





Now What Do I Do?



- Other examples of strategies to accomplish specific goals

“Look How Nice We Are”

- Meyer Real Estate—gift cards to current guests who come to their lobby (and then get their picture made and get promoted.)
- Papa Johns Pizza coupons for Twitter users





Now What Do I Do?



- “This Deal is For You”
 - TravelDeal on Twitter—coupons for flights, hotels, etc. Does the work for you.
 - 247Moms—Free stuff for moms/kids, coupons
 - Coast360—coupons from their advertisers; integrated media using several “channels” of promotion
 - Tanger Outlets—coupons from their retailers and for the outlet centers overall





Now What Do I Do?



- “Let’s Chat”
 - Alabama Gulf Coast Zoo—the “awwww” factor of cute kids and animals
 - AJM Photography—the “awww” factor of cute kids caught at their best
 - Rick and Bubba—event-related photos
 - See a theme here?
 - PHOTOS work and assist you in engaging





Now What Do I Do?



- “We’re Experts”
 - Mashable—relevant articles, tips, how-tos, questions about social media, online marketing
 - The Weather Channel—facts and interesting stories, not just the forecast
 - Parenting—sharing content from all their channels, across all channels





Summing Up

- Decide your objectives, create your budget, work your plan
- Be authentic
- Be prepared to get hurt by what people say
- Respond
- Be quick about it
- Walk in “their” shoes





Build Your Toolbox

- Tools for Learning More About Social
 - Mashable.com
 - MediaPost.com
 - Google Alerts
- Tools for Monitoring Your Reputation
 - Social Mention
 - Google Alerts
 - Trackur





Build Your Toolbox



- Tools for Tech Stuff
 - Facebook Help
 - Search.Twitter.com
 - HootSuite
 - TweetDeck
 - DropBox
 - Google Docs, Google Sites, Google Calendar, Google Analytics
 - Blogspot, WordPress
 - PRNews.com
 - EzineArticles.com





Build Your Toolbox



- Things we've learned so you don't have to:
 - Set up a specific email account
 - Don't associate accounts with real employees or even yourself
 - Separate the business from the personal





Build Your Toolbox



- Set up accounts if you want to accomplish different things or if you deal with very diverse audiences
- Always, always check your spelling
- Don't engage the fruitloops





Where to Be

- Facebook
- Twitter
- Flickr
- YouTube
- Blogspot (or a blog somewhere)
- Press release sites
- Foursquare/Gowalla





Get Started

- Be open-minded and willing to give things a try
- Document your successes—and your misfires
- Track your results using Facebook Insights, Twitter stats, YouTube stats, etc.
- Have FUN!





See it online

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www.GMStheBest.biz
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Thanks!

