

Meeting customers in their pocket

Using Social Media to Market Your Business

Agenda

- Introduction
- Overview of Social Media
- Key Players
 - Facebook
 - Twitter
 - YouTube
 - Others
- General Best Practices

Introduction

Who is this guy?

Experience

- 12+ years of experience
- Full range of development
 - Project Management
 - Environmental Metrics and SEO
 - Graphic and User-Interface design
 - Coding
 - Content Writing
 - Database design/management
 - Server Development

Experience

- 3 years - Mercy Hospital - Webmaster
- 6 years – Iowa Public Television – Webmaster
- 3 years – Ovation Marketing – Web Manager
- Southeast Technical College
 - Webmaster/Developer
- Teaching @ Western Technical College
 - Dreamweaver I, II, III
 - E-Commerce
- Freelance projects for small businesses

Clients

      	  	     
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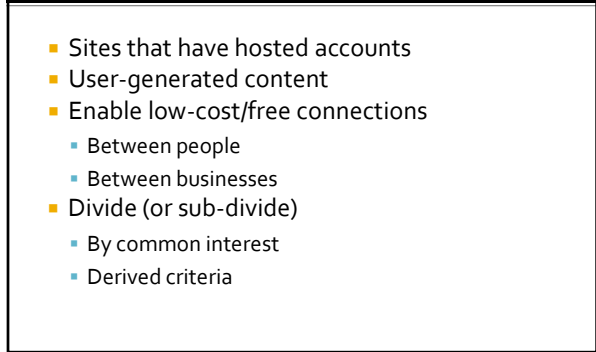
Social Media (Social Networks)

What are they? Why are they important?



What are Social Networks?

- Sites that have hosted accounts
- User-generated content
- Enable low-cost/free connections
 - Between people
 - Between businesses
- Divide (or sub-divide)
 - By common interest
 - Derived criteria



Social Media's Importance

What makes it so necessary for business?



Statistics

- 253 M people use the Internet (US)
- 250 M people use Facebook
 - Worldwide (most in US and Europe)
 - As of July 15, 2009
- 4 B tweets per quarter on Twitter (2010)
- 1 M videos watch in January 2009

Socially Important



- Michael Wesch
 - Assistant Professor of Cultural Anthropology
 - Kansas State University
 - http://www.youtube.com/watch?v=NLIgopyXT_g

Business Interests

- Connect customers together
- Connect customers to businesses
- Connect businesses to businesses



Five uses for Business

- Create Brand Awareness
- Online Reputation Management
- Recruiting
- Learning/Research
 - New technology
 - Competitors
- Lead Generation

From Jody Nimetz (author of Marketing Live)

Key Players Today

- Facebook
- Twitter
- YouTube
- A few others



facebook

Facebook

The current leader



The Parody facebook



Friend Face
<http://www.youtube.com/watch?v=6NqCnY1Pq>

What it really is facebook

- Place for people to connect
- Uses profiles, pages, groups, and more

How it is used facebook

- Creates connections and communications channels
 - Between people (and businesses to a lesser extent)
- Originally college only (began at Harvard)
- Now open to all
- Results found on Search
 - [Image search](#) especially

How Businesses Use Facebook facebook

- Pages
- Groups
- Events
- Let's take a look at a few



Advertising facebook

- Facebook allows for targeted advertising
- Most targetable market in the industry
- Types of advertising include:
 - Social Ads
 - Polls
- Great Resource at Facebook Advertising www.facebook.com/advertising

Getting Started facebook

- Start by building a page
 - Post Fan Box on your Web site
 - Invite customers
- Decide if a group is right for you
- Create and post events

Business Account? facebook

- Only if you do not wish, or do not have, a personal Facebook account
- Not the same as a standard account
 - Less visibility (can't see personal Fan information)
- May change to a personal account
 - Click "Create Your Profile" button on Page
- More information at <http://www.facebook.com/help/?page=721>


Best Practices facebook

- Create a single Page for your business
- Do *not* create a second account
 - Violates Facebook's Terms of Service
 - Create Page from personal account (if you have one)
- Post weekly (or more)
- Keep language informal
 - But from company point of view
- Consider groups for like-minded users
- Host and post events!
 - Others can invite to your events


Twitter twitter
Tweet for your business

What it is 


- Micro-blogging site
- 140 characters or less
- Creates links to and from users
- Messages posted via applications and the Web
- Let's take a look www.twitter.com/johnmontet

How it is used 

- Personal notes from
 - Celebrities, bands, businesses
 - Real people (a.k.a. customers)
- Users *follow* other users
 - Notices tracked on user's page
- Users can reply or *retweet*
 - Both gain popularity
- Posts come from a plethora of apps
 - e.g. Tweeter, TweetDeck, TwitterGadget, etc.


How Businesses Use... 

- Gives voice to product
- Users feel they are "inside"
- Services provide extra functionality
 - e.g. Magpie <http://be-a-magpie.com/en/>

Techniques 

- Finding gigs
- Gaining new clients
- Hiring new employees
- Selling products

From Meryl K. Evans
<http://webworkerdaily.com/2009/06/16/real-life-twitter-business-success-stories>
<http://webworkerdaily.com/2009/06/16/real-life-twitter-business-success-stories>

Downside 


- Celebrities can be verified
 - Business cannot (yet)
- No advertising model as yet
 - Predicted to be coming soon
- Needs maintenance
 - often several posts a day


Getting Started 


- Very easy!
- Go to Twitter.com
- Sign up
 - Verify email account
- Add a picture and background
- Start Tweeting!
 - Find apps that work for you

Best Practices 


- Keep it simple, you've only 140 characters
- Don't be pushy
 - Explain, don't promote
- Best from a personal level
- Don't misrepresent
 - "The Square" on Facebook – failed
 - [Wendy's on Twitter](#) – excellent!

YouTube 
Broadcast your business




What it is 


- Video network
- Owned by Google
- Separated in:
 - Videos
 - User and Promoted (sponsored)
 - Channels
 - Playlists
- Users subscribe to channels
- Users create playlists of their favorites

How Businesses Use... 


- Rebrand product
- Create Branded Channels
 - [The Onion](#)
 - [Geico](#)
 - [University of Wisconsin - Madison](#)

How Businesses Use... 


- Attempt viral status
 - [100 Greatest YouTube Videos](#)
 - [Hey Der](#)
 - [Okay Go](#) (2006)
 - [Okay Go](#) (2010)

Advertising 

- Appears In Channels
- Appears over video
- [New program for Independent Musicians](#)
 - Announced last Wednesday, March 17, 2010


How to get started 

- Create an account
 - Meshes with Google Account
- Create a channel
- Customize Channel
- Find videos to add in "Favorites"
- Upload your videos!
 - Yes, you may have to create some
- Start advertising
 - Resources at www.youtube.com/advertise

Best Practices 

- Keep your Channel up to date
 - 1 new favorite each week
 - 1 new video/month if possible
- Create your own videos
- Don't just be a talking head
- Don't try for viral – it will come on it's own

Other Networks
What else is out there?



MySpace



- Formerly the most popular
- Losing popularity to Facebook
- Used with younger teens
- Very effective for musicians and bands

LinkedIn



- Business connections
- Can be mined for data
- Important for personal professional growth
- Increasing in popularity - slowly

bebo



- Blog early, blog often
- Mainly outside US

Other sites include...

- [Classmates.com](#)
- [CafeMom](#)
- [Digg.com](#)
- [Flickr](#)
- [LiveJournal](#)
- [ReverbNation.com](#)
- [Yammer](#)

▪ Great list at http://en.wikipedia.org/wiki/List_of_social_networking_websites

Best Practices

What to keep in mind

General Best Practices

- Start small
 - One at a time
 - Start with Facebook
- Be aware of your brand
- If you are the brand
 - Use in conjunction with blogs
 - Use Twitter
- Keep it personal when appropriate

General Best Practices

- Remember it is a conversation
 - Consider *all* user settings
 - Monitor what happens
- Exploit marketing opportunities
 - Facebook offers best
- Use respectful lead generation practices
 - Invite to join email list
 - Do not spam
- Do not give your personal location
 - See www.PleaseRobMe.com

The End

Questions?
