

Meeting customers in their pocket

## Using Social Media to Market Your Business

### 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

### Agenda

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

### 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

### Introduction

Who is this guy?

### Clients

**Big Guys**

**Little Guys**

## Social Media (Social Networks)

What are they? Why are they important?

## 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

## 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

## Socially Important



- Michael Wesch
  - Assistant Professor of Cultural Anthropology
  - Kansas State University
  - [http://www.youtube.com/watch?v=NLIgopyXT\\_g](http://www.youtube.com/watch?v=NLIgopyXT_g)

## Social Media's Importance

What makes it so necessary for business?

## 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)

## The Parody

facebook



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

## Key Players Today

- Facebook
- Twitter
- YouTube
- A few others



## What it really is

facebook

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

facebook

## Facebook

The current leader

## 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



## 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>

## 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](http://www.facebook.com/advertising)

## 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

## 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

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](http://www.twitter.com/johnmontet)

## 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/>

## 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.

## 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

## How Businesses Use... Twitter

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

## 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!

## How Businesses Use...

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

## YouTube

Broadcast your business

## How Businesses Use...

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

## 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

## 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](http://www.youtube.com/advertise)

## MySpace



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

## 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

## LinkedIn



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

## Other Networks

What else is out there?

## bebo



- Blog early, blog often
- Mainly outside US

## Other sites include...

- [Classmates.com](http://Classmates.com)
- [CafeMom](http://CafeMom)
- [Digg.com](http://Digg.com)
- [Flickr](http://Flickr)
- [LiveJournal](http://LiveJournal)
- [ReverbNation.com](http://ReverbNation.com)
- [Yammer](http://Yammer)
- Great list at [http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

## 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](http://www.PleaseRobMe.com)

## Best Practices

What to keep in mind

The End

## Questions?

## 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