Five Social Media Marketing Tools to Help You Build a Better Business

By Stephen Waring


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Marketing Systems

Agenda

- Welcome
- The Definition of Social Media/Marketing
- Five Social Media Marketing Tools
  - Blogging
  - Twitter
  - LinkedIn
  - Facebook
  - Delicious
- Other Social Media Marketing Tools
- Questions

Social Media

"Social media is the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings."

Source: Wikipedia

Social Media Marketing

"Social media marketing is a form of Internet marketing which seeks to achieve branding and marketing communication goals through the participation in various social media. Most programs involve some form of building an idea or brand awareness, increasing visibility, encouraging brand feedback and dialogue as well as possibly selling a product or service."

Source: Wikipedia



The Six Fears of Social Media

1. Fear of the Unknown
2. Fear of the Loss of Privacy
3. Fear of Having Nothing to Say
4. Fear of Rejection
5. Fear of the Time Commitment
6. Fear of Failure



Five Social Media Marketing Tools – Why and How to Use Them



Why You Should Blog

- Increased credibility and enhanced reputation
- Accelerated creation and propagation of content
- Higher page rankings among search engines
- Bigger pool of knowledge and insight
- New PR and business opportunities
- More relationships, contacts and friends
- Additional traffic, attention and buzz
- Greater professional growth and education
- Better competitive differentiation

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15 Types of Posts to Make a Blog Easier to Write and More Interesting to Read

1. Instructional – Write about your specific area of expertise
2. Informational – Any news to you have to share.
3. Entertaining – Every once in a while, find something amusing or even comical to feature in your posts.
4. Reviews – Whatever books, magazines, articles and, yes, blogs you read.
5. Analysis – List the pros and cons of an important industry trend or development.
6. Opinion – Express your honest feelings about a topic or issue that would be of interest to your colleagues, clients and anyone else.
7. Diaries – Give readers an idea of what you do during a typical day on the job.
8. Findings – If you have numbers, charts, graphs or any other information that will help your audience understand.

15 Types of Posts to Make a Blog Easier to Write and More Interesting to Read

9. Interviews – Put on your journalist's hat and pose a few questions to a notable industry expert.
10. Accolades – Offer kudos to award-winners and knowledge leaders, even if they're competitors.
11. Questions – Take a strong position on a hot topic or issue and ask your readers whether they agree.
12. Case Studies – Real-world examples, whether your own or not, help illustrate and reinforce your blog's value proposition.
13. Multi-Part Articles – If one post alone won't do your topic justice, consider breaking up your thoughts into a series of posts, bringing readers back for more time and again.
14. Polls – Conduct a survey on something topical and reveal the results down the road.
15. Lists – Finally, you can simply add up all the reasons for doing something – anything – and turn your list into a long post like this one.

Micro-Blogging – Twitter



"Twitter is a free social networking and micro blogging service that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length."

Why to "Tweet"

Twitter is often referred to as *micro*-blogging and therefore benefits users in many of the same ways as blogging…

- Knowledge Leadership
- Brand Management
- Search Engine Optimization



How to "Tweet"

- Join the Community
- Choose Your Handle
- Design Your Profile
- Define Your Objectives
- Tweet Strategically
- Follow and Attract Others
- Ask Questions
- Reply Directly
- Promote Your Feed
- Track and Measure Your Progress



10 Types of Twitter Posts

1. News and Information
2. Educational
3. Questions
4. Status Updates
5. Re-Tweets
6. Links to Articles, Events, Resources, etc.
7. Random and Personal
8. Replies/Conversation (DM and @ Messages)
9. Broadcasting Live Events
10. Promotional (10%)

Social Networking – LinkedIn



LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

10 Things You Can Do On LinkedIn

1. Establish a Profile
2. Join and Start Groups
3. Ask and Answer Questions
4. Promote Your Reading List
5. Share Links to Good Articles
6. Post Status Updates
7. Connect With and Recommend Others
8. Conduct Polls
9. Share Presentations
10. Import Blogs

Social Networking – Facebook



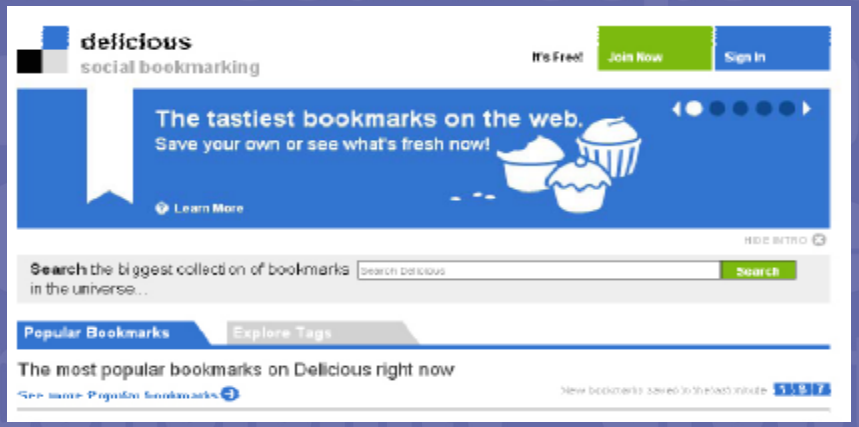
Facebook, formerly The Facebook, is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

10 Things You Can Do On Facebook

1. Establish a Profile
2. Build a Community
3. Lead Conversations
4. Post Notes
5. Conduct Polls and Contests
6. Display Work
7. Deploy Widgets
8. Stage Events
9. Share Links to Great Articles
10. Post Video, Audio and Pictures



Social Bookmarking – Delicious



Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.

10 Things You Can Do On Delicious

1. Establish a Profile
2. Tag, Save, Manage and Share
3. Use as a Reference Library
4. Learn, Grow and Develop
5. Add Others to Your Network
6. Look for Clients and Partners
7. Enhance Your Brand Identity
8. Follow Others, Including the Competition
9. Compare Popular Tags to Bookmarks
10. Optimize Your Content to Match Popular Tags

Other SMM Tools

- **Yammer.** This tool allows you to post short messages (like Twitter) in the form of one feed that lives in a central location and is exclusive to those working at the same company.
- **FriendFeed.** Consolidates all of your social media activities into one aggregated feed which you can customize and share with others.
- **Ning.** Allows you to create your own "private-label" social network – see http://www.amaboston.org/ for a great example of how the tool can be used.
- **Flickr. This is** "almost certainly the best online photo management and sharing application in the world."
- **YouTube.** This is a video sharing website where users can upload, view and share video clips.

Questions or Assistance Regarding Social Media Marketing

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