



Social Media Marketing Made Simple

A Best Practices and Strategy Overview for Small Business and Nonprofits




Our Agenda

- What Is Social Media Marketing?
- Why Market Using Social Media?
- Doing It Well: Best Practices for Social Media Marketing for Small Business
 - ✓ Connections
 - ✓ Engaging Content
 - ✓ Conversations
- Managing Your Activity and Time
- Next Steps



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Why Do We "Market"?

We Want More!

More...

- ✓ Customers
- ✓ Clients
- ✓ Volunteers
- ✓ Donors/Members
- ✓ Brand Awareness
- ✓ Sales
- ✓ Time in the day!

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New Tools Have Changed the Shape of Small Business Marketing

Important Tools for Marketing My Business

n=4,459, U.S. Small Businesses

Website	92%
Email marketing	88%
In person	64%
Event Marketing	51%
Facebook	51%
Online advertising	44%
Direct mail	41%
Telephone	40%
Blogs	29%
LinkedIn	27%
Twitter	26%
Online surveys	20%
YouTube	18%
Other	10%
Meetup	5%
MySpace	4%

14%

of people trust ads

78%

of people trust consumer recommendations

Find Social Media Tool Important

- 51% Facebook
- 29% Blogs
- 27% LinkedIn
- 26% Twitter
- 16% YouTube

Source: Constant Contact 2010 Small Business Attitudes & Outlook Survey, Feb-Apr, 2010. n=4,459. 25 employees or more.

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Five Types of People: Leverage Relationships to Inspire Engagement



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Social Media Marketing Is...

- Building your social network of fans, followers, and connections, using
 - facebook
 - LinkedIn
 - twitter
 - yelp
- Relevant and interesting content that is shared, allowing you to
- Reach and engage more people and
- Drive more business.



Concerns? You Are Not Alone



- Social Media Marketing looks interesting, but...**
I will never have a million customers or even 5,000....
- Using new, inbound marketing tools sound great, but...**
I will never write Thought Leadership articles....
- Paying attention to what's being said on social media sounds useful, but...**
I'll never have a dedicated staff to do it right...
- I hear about new tools and networks everyday, but...**
I just don't have the time to stay current

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What You DO Have is Powerful



You can successfully market your small business or association because you have...

- Loyal, happy customers
- An excellent customer experience
- Interesting and important things to say!



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Set Reasonable Goals and Expectations



Leverage your excellent customer experience for Social Media success

- Drive engagement (action)
- Encourage repeat business
- Encourage referrals
- Get online endorsements
- Reach new customers through online, word-of-mouth marketing



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Dingo: Build Community and Contacts



Dingo, a pet supply company, sent an Email Campaign to 8,934 subscribers

Dingo shared the offer on Facebook and Twitter

Dingo had its fans join their email list through the CTCT Facebook App

Dingo kept their fans up to date on their progress

Dingo's fans shared their campaign through social networks and on their own Blogs



Dingo now has **6,329 Likes and 14,140 Subscribers**

It took them 3 days!

Be Where Your Customers Are



Social networks	Content Sharing	Reviews & Ratings Sites	Location-Based Services	Social Bookmarking
facebook	WordPress	yelp	foursquare	digg
LinkedIn	flickr	HomeStars	Gowalla	delicious
myspace	slideshare	tripadvisor		tweetmeme
twitter	YouTube			StumbleUpon

- The sites that *your customers and members* are using
- The sites that *your partners & suppliers* are using
- The sites that *your competitors* are using

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Discover Preferred Channels



Your Contacts Want To Keep In Touch, but on *their terms*

Add social icons to email campaigns to define your audience's preferred channels





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Kick-start Growth: Use Your Email List

Announce your new presence in your newsletter with a clear Call-to-Action

Include standard links in every email so subscribers can share your content

Include social media sign up icons in every email so subscribers can join you on your social sites



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Look Professional


Complete your business profile

- Description
- Contact information
- Website URL
- Join My Mailing List

Brand your presence

- Logo, pictures, background

Add starter content



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Starter Content

- Information, tips, and practical advice
- Questions asked by your customers
- Links to:
 - Archived email marketing newsletters
 - Polls and surveys
 - Event homepages and registration pages
 - Blogs (yours and others')
 - Websites (yours, and others in your area of expertise)
 - Product or service reviews
 - Thought-provoking discussions that inspires dialogue
 - Relevant videos, photos, podcasts




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Content is King!

Content is the feeder of social networks

- Write great content once, then broadcast it. Create sound bites for shorter media.
- The best content inspires sharing: a word of advice or one sentence can go a long way!
- Original, personalized content is important
- Less is more! Short content is best, one idea at a time. You can always share links to more.



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Focus your Presence

Make your social presence a reflection of your business/organization.
Don't blur personal and professional use.

Be transparent.
New users should immediately identify what you do.

"Stick to Your Knitting."
Deliberately choose your expertise and areas of engagement.

Put the social in the social media.
Be broad and informal...and have fun!



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Make Content Shareable/Broadcast-able

Our beautiful new share bar - now on the social web view of shared emails!

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Content Reuse: Focus HR

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Content Reuse: Krista Photography

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facebook

More than 500 million active users
Facebook Statistics, 2010

U.S. users spend 1/3 of their online time on Facebook
Morpheus, "Omnibus Report." 2010

Create a Business Page

- Recruit fans
- Fill with content that is relevant to them – comments, photos, videos
- Make settings public so your customers and prospects can find you
- Use as an alternate landing page for your email
- Add a "Join My Mailing List" form to invite people to join your list

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Basic Anatomy of a Business Page on Facebook

- Current Status
- Company Logo or Photo
- Space for Description or Note
- Basic Information You List
- Public List of Friends/Likers
- Posts by You and Others

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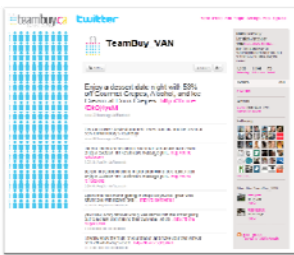
twitter

160 million registered users
Twitter.com

51% of active Twitter users follow companies, brands or products on social
Twitter Usage In America: 2010, Edison Research

Engagement Through Sharing

- Share links to interesting content & ask for feedback
- Tweet a survey or poll
- Send Direct Messages (DMs)
- Retweet content from people you are following



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Basic Anatomy of a Twitter Feed

- Basic Info, Link, Description
- Avatar – Logo or Photo
- Your Handle
- Most Recent & Past Tweets
- Followers and Following
- Who They are Following



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LinkedIn

81% of Business to Business marketers are using LinkedIn
B to B Magazine

33% of Non-profits and 52% of Associations using LinkedIn
Nonprofit Social Network Survey Report, 2009

Manage your professional contacts and relationships

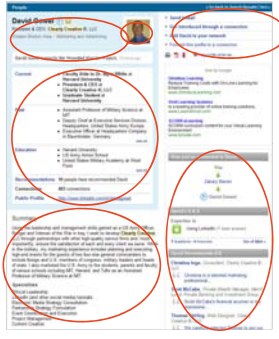
- Find individuals you know in a professional capacity
- Join networks or groups by industry, geography, or work history
- Participate in discussions
- Recruit attendees to your events
- Invite people to join your mailing list



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Basic Anatomy of a LinkedIn Profile

- Communication Options
- Name, Location, Basic Stats
- Your Photo or Your Logo
- Work Experience, Now & Then
- Information You Share
- Your Network and Other Info
Tweets, Blog Posts, Recommendations, etc.



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Building Your Network

Use a variety of ways to expand your network:

- Send an invitation to your email list
- Add interactive social icons to your
 - Website
 - Email Campaigns (in a sidebar, in the footer)
 - Outgoing Email Signature
 - Business Card
 - Printed Collateral: mailers, flyers, invoices, etc.
- Put a sign in your storefront window
- Add a message to your voicemail
- Include a note on point-of-sale receipts and house coupons



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Social Media Dos: Be the Expert

Focus on the content: share knowledge so people care

- It's not about you.
- It's about what you know.

Trade useful information for attention

- Will people talk about it when out with friends?
- Will people look forward to your next communication?
- Will they be inspired to share/tweet/comment on this information?

Inspire trust by filtering the noise

- Be an expert.
- Clearly convey your area of expertise.



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What Should I Monitor?

- Your Brand.** Think about all its possible spellings/configurations. For example: Far and Away Bicycles, Far&Away, Bicycles, Bikes, etc.
- Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the pizzeria down the street tweet daily? Do the other consultants in your area of expertise have LinkedIn profiles?
- Categories, topics, and keywords** of your business. For example: Pets, Dog Day Care, Cat, Dog, Pet-sitting, Animals, Rescue, etc.
- The experts and influencers in your business.**

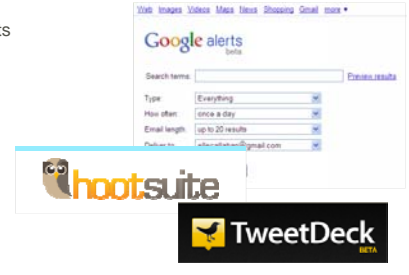


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Popular Tools Used To Monitor and Manage your Time

Popular time management and monitoring tools include:

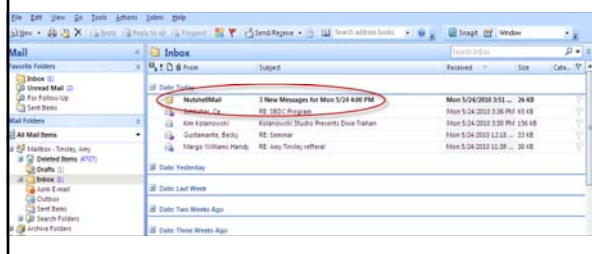
- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail



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NutshellMail: Efficiently Monitor Activity

Interact From One Place = Your Inbox



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Monitor Activity with NutshellMail

Track your Page Insights

NutshellMail also supports:



With more to come soon....

Read Fan comments

Reply from your inbox



Social Media Success for Small Business and Organizations

Test to learn what works!

- Set up specific engagement campaigns to track social media programs that drive to your website (Google analytics)
- How many have read your blog?
- Watch how many are clicking on the social media icons in your own emails.
- Encourage and track how many people are joining your list from social media.
- Monitor Twitter for mentions and retweets; reward those influencers.

73.8%
of marketers who have been using social media for years reporting it has helped them close business.

Attaining "dose of business"

B to B 51.3%
B to C 44.9%

Social Media Marketing Industry Report 2010

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Measuring Effectiveness: The Swinery

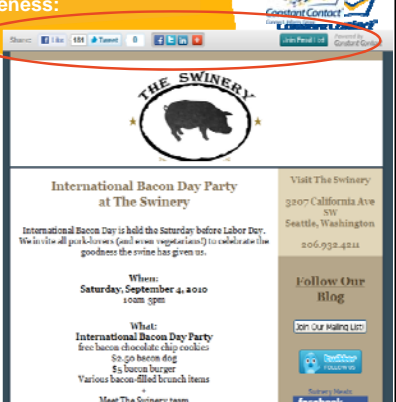
The Swinery is a specialty butcher shop in Seattle

They sent an email newsletter to 3,765 subscribers

Received 816 opens (22%)


But it was viewed an additional 485 times & "liked" by 181 readers

Represents a 60% increase in reach





Take the Next Step



1 Social Media Webinar	2 Free Trial: Email Marketing	3 Use NutShellMail
Free!	60-Days	Free!
<p>Register for the free webinar: "The Power of Social Media, SEO, and Email". Learn more about how Social Media Marketing can help small business and non profits optimize marketing efforts.</p> <p>constantcontact.com/learning-center</p>	<p>Sign up for a free, 60-day trial of Constant Contact Email Marketing No risk, no credit card required. Get coaching and support, grow our email lists, access to over 400+ templates, and measure and track results</p> <p>constantcontact.com/email-marketing</p>	<p>Sign up for NutShellMail by Constant Contact to manage and monitor your social media activities in real time, on <i>your</i> time... right from your inbox.</p> <p>NutshellMail.com/register</p>

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Thank You & Questions



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