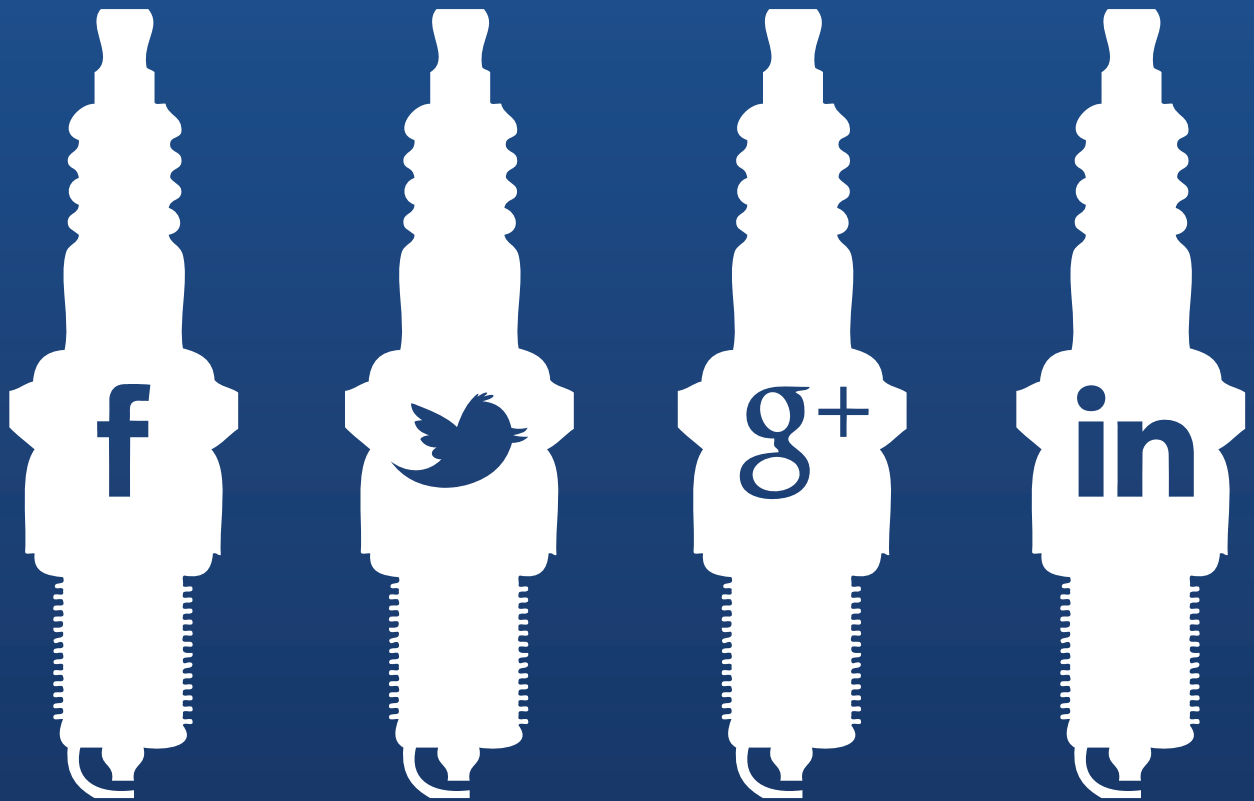


Social Media Tune-Up

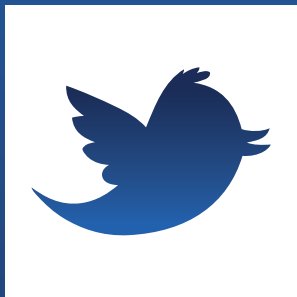


3 Step Process to
Effective Social Media

“ *If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.* **”**

- Jeff Bezos, CEO at Amazon.com

This ebook provides a guide to getting started on four of the most prominent social networks for business today:



For each of these networks, you will learn:

- Best practices for setting up a business account,
- How to gain exposure for your business,
- How to manage your social media,
- Stats and concepts about each network.



***Why Does
My Business
Need Social Media?***

Key Concepts and Statistics

Social media is an efficient and inexpensive tool for business promotion that allows you to engage with customers, amplify your message, expand your reach, drive traffic to your website, create brand awareness, and generate leads. With the viral ability of social media, your message can be heard by thousands of people at once.

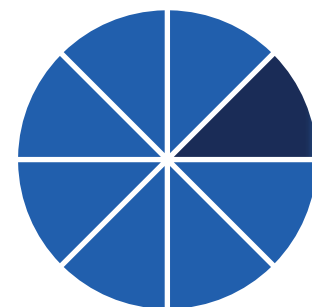
93% of US adult Internet users are on Facebook

49% of people use Facebook to share content

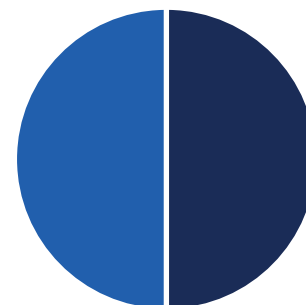
79% of US Twitter users recommend brands they follow

67% of US Twitter users buy brands they follow

1 out of every 8 minutes
online is spent on Facebook



More than 1/2 of active Twitter
users follow companies, brands
or products on social networks.



Takeaway

Social media amplifies your message, content, website and brand. It allows you to establish and foster deeper personal relationships with potential customers. When done correctly, social media can generate website traffic, inbound links and quality leads. Social media has become a major aspect of consumer culture; it's time your business capitalized on this trend.

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Setting up Your Facebook Page (Timeline Update)

Although **Facebook's Timeline** layout has made it easier to build a business page, there are still some necessary steps you can overlook. It is important to understand that while Facebook is a great platform to engage with your customers and prospects, it can also be an ideal place to generate leads.

Key Concepts and Statistics

- People have profiles; brands have pages
- Transparency is the goal
 - Share company info through pictures and videos
 - Interact and engage with customers
- Choose a cover photo for your page that best represents your brand
 - Cover photo should be 851 x 315 pixels (to ensure clarity)
 - Choose an image that is representative of your brand
 - Timeline Image Policy NoNo's
 - No calls-to-action
 - No contact information
 - No references to Facebook features/actions
 - No price or purchase information
- Set up your profile picture. This is the image shown on each of the updates on your wall and in users' news feeds
 - Use your business logo or other image that represents your brand
 - Image should be 180 x 180 pixels
 - Should look good if scaled down to 32 x 32 pixels
 - Consider using your business logo

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- Highlight your best content/offers by pinning them to the top of your timeline
 - Create milestones to show off your company's best accomplishments
 - Re-pin your best content every seven days (pins expire weekly)
- Enable the new personal messages feature
 - Allows you to interact more-deeply with fans
- If you are a single location business, set up a "places" page
- Add useful applications such as Discussion Boards and YouTube Video Box
- Measure your Facebook ROI with website analytics
 - Software such as Google Analytics and HubSpot are great for tracking visitors and social reach.

Takeaway

With the addition of Timeline, your Facebook page must be as visually appealing as possible. Think of your Facebook page as an interactive blog that tells your story and encourages user engagement. It should be formatted to create an interactive environment for your fans that also helps you to gather more information about them. Be as creative as possible, and determine which activities or apps will best supplement your company's brand messaging.

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Gaining Exposure and Awareness for your Facebook Page

Some businesses will merely set up a Facebook page and then leave fans to their own devices. It is essential for you to distribute remarkable content they will want to share. Turning your fans into brand evangelists will attract more visitors to your Facebook page. In this way, Facebook can serve as a powerful tool for business promotion.

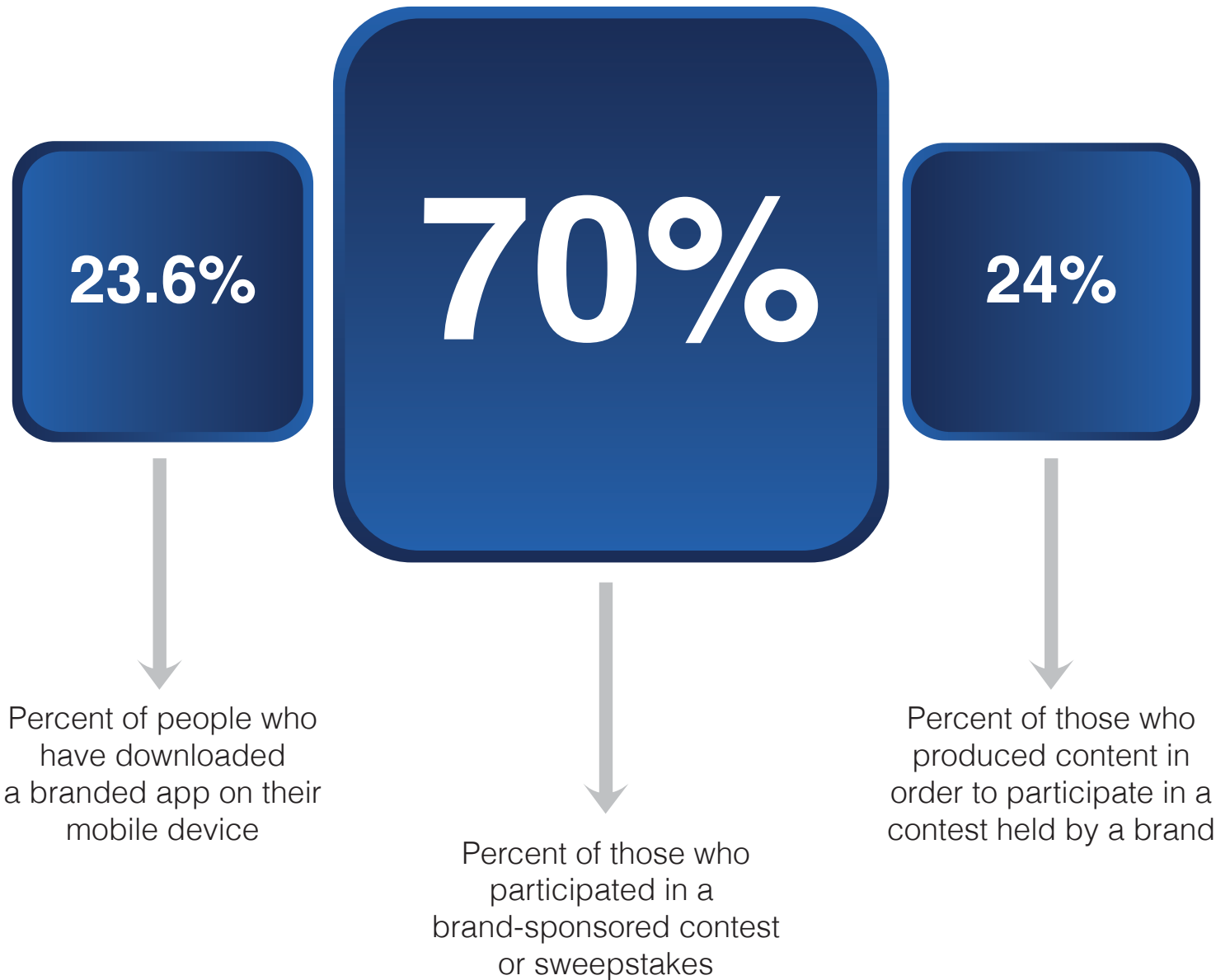


Key Concepts and Statistics

- To increase your Facebook exposure, you need to design offers and content that will motivate people to “like” or “share” your page
 - 90% of consumers trust peer recommendations ⁶
- Posts containing the word “video” in them are shared 30% more on Facebook than posts that do not ⁷
- Posts that use buzzwords or business jargon like “optimize” significantly decrease the number of fans for a Facebook page
 - These pages have 100 fans, as opposed to the average page with 624 fans ⁷
- Posts with digits in the title tend to be shared more often
- Lists using words like “top” make tremendously successful Facebook posts

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Takeaway

For your customers and prospects to find your Facebook page engaging, you will need enticing content and regular posts.

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Monitoring Your Facebook Page

Your Facebook page should strengthen existing relationships and also forge new ones. To do this, you need to perfect the timing and composition of posting original content, and learn how to cater to the needs of your target audience. You will need to closely monitor your Facebook page to understand what your fans want, or hire a team of professionals to do it.

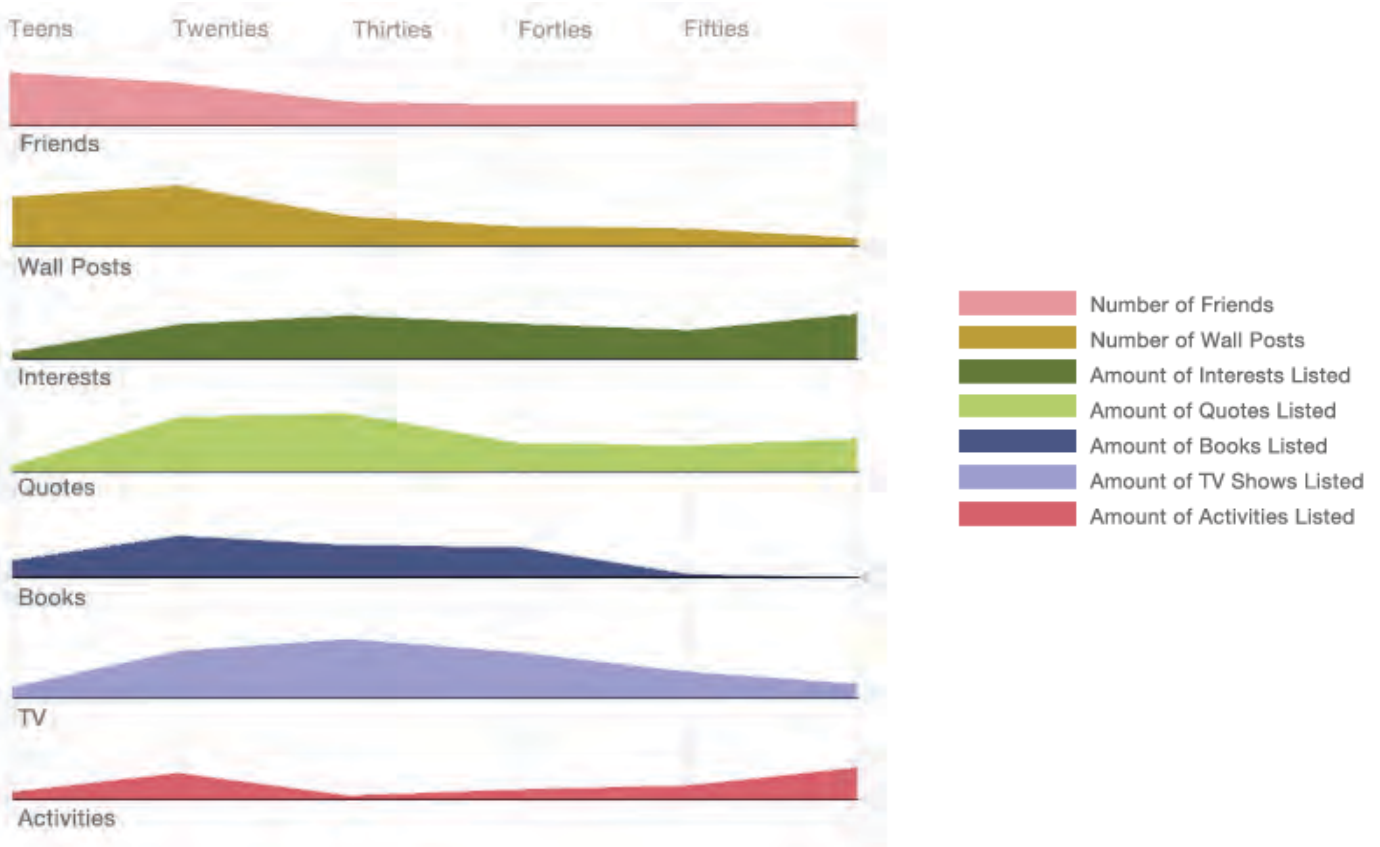
Key Concepts and Statistics

- Make sure you understand how Facebook's Graph Rank and EdgeRank **algorithms** affect your content strategy
- Know your target audience
- The most frequently-used activity for young Facebook users is wall posts⁷
 - Focus on social aspect (invites, graffiti, etc.)
- The older Facebook demographics are more interested in using Facebook for themselves
 - Most frequent activities: "liking" pages, using apps, etc.⁷
- Share original content
 - 60% of links shared on FB are published content⁸
 - An additional 36% of shares are embedded content⁸
- Put "like" or "recommend" buttons at the top of each blog article
 - Fans will build up a reputation for your blog article by "liking" its content
- Post articles on the weekend
 - 51% of American companies block Facebook at work⁷

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Facebook Profile Activity by Age



Source: HubSpot, *The Science of Facebook*, 2011

Takeaway

Your Facebook page should be a launching point to your business website, blog and conversion offers. By encouraging discussions on your Facebook wall, you will be fostering a community in which your newest visitors interact with your most dedicated and loyal customers. Existing customers' excitement to share and interact with your page may influence more casual fans to purchase your product.

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Setting up Your Twitter Page

There is a certain nuance to Twitter; it's much different from Facebook, and tends to attract a more diverse mix of active consumers waiting to learn about the newest products and latest trends. It is pivotal for companies to understand these nuances so they can craft an effective and interesting Twitter presence.

Key Concepts and Statistics

- Use your Twitter handle (@yourcompany) to promote your brand
- Twitter users who fill out their bio have over 6x times as many followers than those that do not⁹
- Use non-diminutive words such as “expert” or “guru” for your job description that show your authority and expertise
 - People who use these kinds of words for their job description average 100 more followers than those that use business jargon for their job description⁹
- Set up a page that lists all twitter handles of employees in your company
- Those who embed links to their blog, company website and other social networks on their twitter have 6x more followers than those that do not⁹

Takeaway

It is important for you to establish a relatively casual atmosphere on your Twitter account. This will create a more informal, personable and comfortable relationship with potential customers that encourages frequent engagement with your brand.

Gaining Exposure and Awareness for your Twitter Page

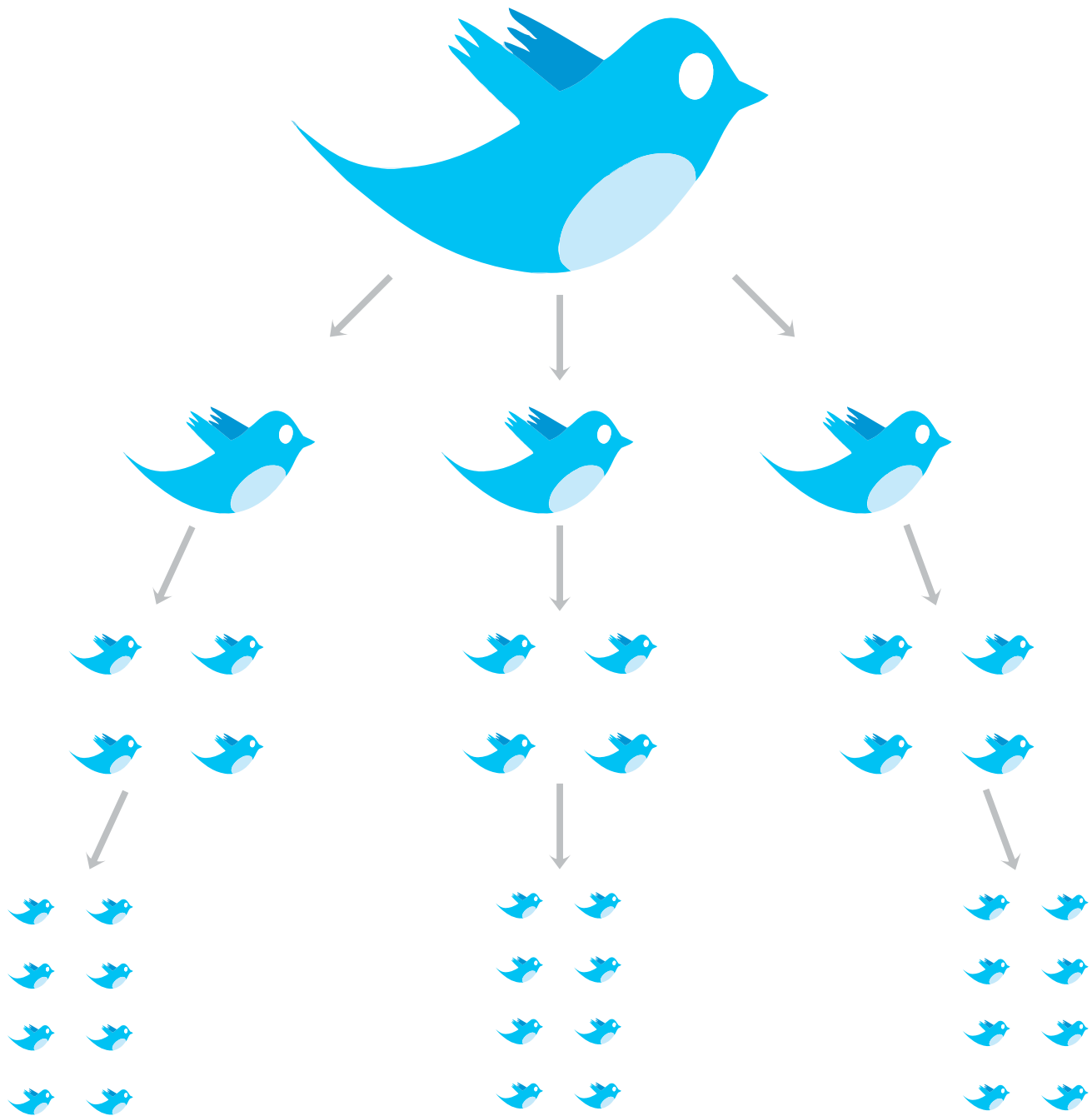
People on Twitter follow **influencers** and key experts in the industries in which they are interested. It is vital for you to establish relationships with industry leaders so that their followers (your potential customers) can learn about your brand through a resource they trust.

Key Concepts and Statistics

- Connect with journalists and bloggers who cover your industry
 - Use **Technorati** to identify and start following influencers
- Pitch to influencers on Twitter
 - Do not pester; be subtle
 - Be brief and concise in your personalized pitch
 - Leave comments on influencers' articles
 - Use your original content as an outreach tool
 - Help influencers with their research by posting useful content on their twitter page
- Do not follow too many people at once
 - Your following-to-follower ratio will look imbalanced
- Other useful Tools:
 - **Tweet Grader**
 - **Muck Rack**
 - **Journalist Tweets**
- Twitter has a strong presence of early adopters who tend to be the first to purchase the newest products
 - They depend on these industry experts to make purchasing decisions

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Takeaway

Following thought leaders will help you find the inspiration for your own content creation and give you a chance to get in touch with active consumers in your industry.

Monitoring Your Twitter Page

Your followers will share whatever thoughts they have about you through Twitter. It is your job to highlight good behavior (positive reviews), address problems up front (complaints), and constantly promote your content.

More Likely To:

PURCHASE

FOLLOW

64%

59%

As Likely

24%

29%

Less Likely

12%

12%

Key Concepts and Statistics

- Star your customers' best testimonials and put them on your "favorites" tab
 - Direct people who have questions about your company or product to your favorites page

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- Answer questions about your industry directly; doing this will increase your credibility
 - Customers are 59% more likely to follow brands that answer their questions
- Any requests or complaints for support should be responded to promptly and accordingly
- You can generate 4x more retweets simply by requesting for them⁹
 - 50% of retweets contain links⁹
- Set up separate event sign-up pages for any events that you want people to tweet-up for
- The average twitter user sends out 22 tweets each day⁹
- Tweet links to:
 - Landing pages
 - Blog posts
 - Promote new tools and apps

Takeaway

Your Twitter presence should be all about transparency and convenience. Your followers should be able to easily share whatever reactions they have about your blog posts, offers and company news so more hype and traffic start to buzz around these materials.

g

+

Setting up Your Google+ Page

Although Google+ may have fewer users than Facebook, with over 90 million new adherents, it remains one of the fastest-growing social media sites. Facebook and Twitter have more users, but Google's control of roughly 2/3 of Internet searches suggests that Google+ will become a leading social network for businesses in the coming years.

Key Concepts and Statistics

- Like Facebook, people have profiles, brands have pages
- The default privacy setting for information sharing on your Google+ page is public
 - Allows you to share business information with Google's search engine - good for company SEO on Google
- Choose an accessible Gmail account
 - Try using (yourcompany@gmail.com) for easy access
- Create a business page with the desired account
 - Be sure to include your website URL
- Install the Google+ **direct connect** code on your website
 - Allows people to navigate right to your G+ page
- Add the +1 "follow" button to your website
 - Similar to a "share" or "tweet," it drives followers to your circles
- Design your Google+ page
 - Entice followers to interact by providing interesting content
 - Post company blog, pics, videos, e-books, etc
- Share your Google+ page on other social networks
 - Introduce your new page with a tweet

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Add the +1 button to your site



Takeaway

As an online marketing tool, Google+ has its strengths and weaknesses. Business pages have a somewhat limited functionality, and the site itself is confusing to many users. However, the fact that Google+ is integrated with Google's search engine suggests that any web-based content you share on G+ will have a positive impact on your brand's SEO.

Gaining Exposure and Awareness for your Google+ Page

The unique integration of search and social requires a slightly different approach when promoting your **Google+ business page**. To optimize web traffic, you should adhere to the following best practices.

Key Concepts and Statistics

- Make sure to share a lot of photos. Photos found on Google Image searches will link back to your website
- Add recommended links
 - Drive traffic to your site by adding your website URL to the recommended links tab
- Promote your Google+ page on your blog and website
 - Cross-Promote your content to help spread your message
- Use Circles to segment messaging
 - Circles allow you to customize messaging to different audiences. (The message you want to share with your boss may not be the same one you need to share with your followers)
 - Perform A/B testing for different campaigns
- Host a Google+ Hangout and interact with clients via live video link
 - Fosters deeper customer engagement
 - Build your network with webinars hosted through G+ Hangouts

Takeaway

The ability to post various media, along with the connection to Google's search engine, make Google+ business pages a useful channel to promote your best online content. The Circles feature allows you to conduct A/B testing and spread unique messaging to segmented target audiences.

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Monitoring Your Google+ Page

Google is hoping to improve its search engine results with the data it collects from Google+ users. In this way, users are “telling” Google’s search engine which content they find most interesting and relevant. Google can then take this information to customize user content. Businesses that actively cultivate and engage their Google+ user-base with useful content will likely be rewarded with higher web traffic.

Key Concepts and Statistics

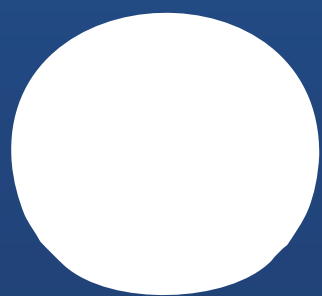
- Measure any increases in your web traffic
 - Websites that use the +1 button get 3.5X the Google visits ¹¹
- Analyze Google+ traffic and leads
 - Use **plus.Google.com** to analyze your strengths and weaknesses and to learn which content users enjoy
- Mention people in a post by using “+” or “@” symbol
 - Respond to questions posted by industry leaders, interact with vendors, and socially engage with customers
- Keep promoting fresh content
 - Encourage users to +1 (endorse) company updates, leave comments, upload photos, and tag your company in their posts

Takeaway

Be a smart marketer and keep a close eye on your Google+ page. Even though Google+ is still in its infancy, it is clear that Google’s new policies are changing the way people search. Google+ is not just any social network; it is a platform that is directly impacting search results and reshaping our search engine experience.

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Setting up Your LinkedIn Company Page

LinkedIn is a social community that enables you to make better use of your professional network by connecting to people you trust. With over 135 million users and 1.9 million businesses, LinkedIn is a great place to network professionally, find jobs, answer questions, and build thought leadership.

Key Concepts and Statistics

- Businesses pages are called company pages on LinkedIn
- A company page contains five tabs:¹²
 - Overview- provide a general summary of your business
 - Products and Services- showcase your products/services and recommendations from LinkedIn members
 - Careers (paid subscription only)- post jobs, company messaging, outline career paths, showcase awards
 - Silver or gold careers- tailor job postings to your target audience, highlight your best employees.
 - Employee Information- job function, educational background and experience
 - Analytics (admin only)- track who is following and viewing your page, and what content appeals to them
- To fully complete your profile you'll need to get three recommendations
 - Practice the golden rule: start by giving three recommendations of your own

Takeaway

LinkedIn company pages give you a platform to tell your company's story, highlight products and services, engage with followers, and share career opportunities. Much like a person's business profile, LinkedIn company pages provide a base from which your business can reach out to millions of other professionals and organizations on the network.

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Gaining Exposure and Awareness for your LinkedIn Company Page

Like any social media site, it's easy enough to set up your LinkedIn company page and professional profile, but you must then promote your brand to the LinkedIn community. Doing so will build up your professional network and your credibility. Prospects use LinkedIn as a resource to confirm the legitimacy of a business. This is reason enough to establish a presence on LinkedIn company pages.

Key Concepts and Statistics

- Profiles that are 100% complete have a 40% better chance of networking success
 - The completion bar next to your picture tells you what is needed to finish your company profile
- Network and gain insight from top-level professionals
 - Executives from all Fortune 500 companies are on LinkedIn¹³
- Connect with at least 20 people
 - People with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than 5¹⁴

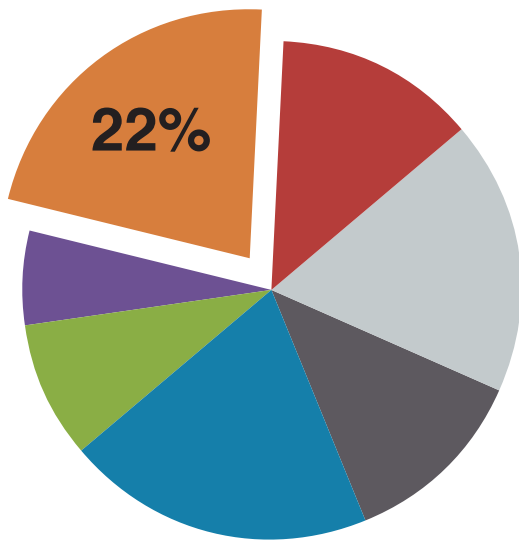
Takeaway

LinkedIn company pages provide a central place to store company information, but it is still up to you to build your network. With millions of professionals, LinkedIn exposes small and medium-sized businesses to a vast repository of information and opportunity. LinkedIn's membership is growing every day. The sooner you start building your network, the sooner you will begin generating leads.

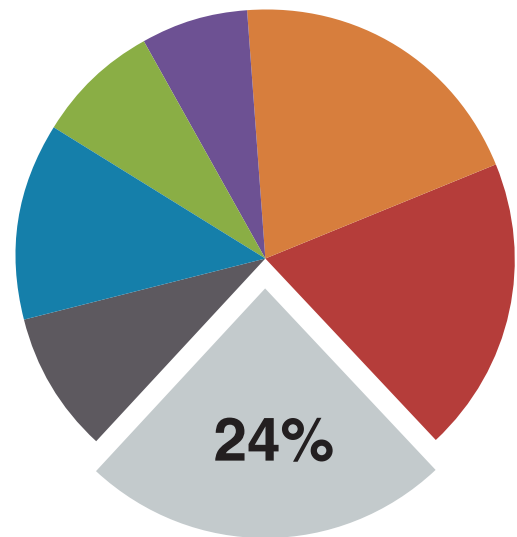
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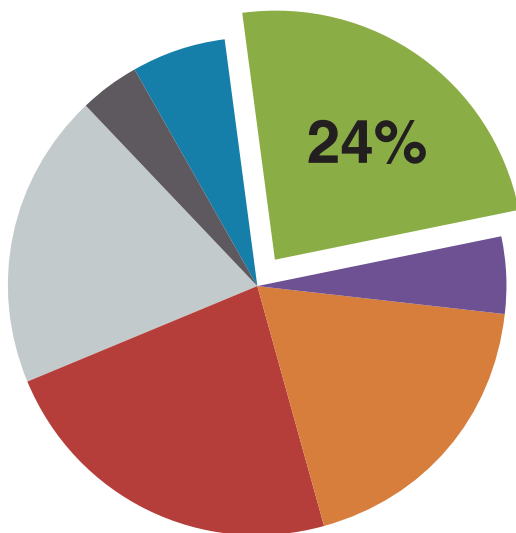
How Business Professionals Use LinkedIn



Top-level Executive



Mid-level Manager



Entry-level Employee



SOURCE: Lab42 market research

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Monitoring Your LinkedIn Company Page

LinkedIn is like a 24/7 virtual tradeshow: never before has there been a greater opportunity for business networking. To make the most of this tool, you need stay engaged with your network by consistently monitoring posted questions and actively participating in industry groups.

Key Concepts and Statistics

- Standard features of a LinkedIn group are discussions, industry news, and jobs
 - Try to analyze what topics your group members are interested in and post more on those topics
- LinkedIn is used almost every day by the majority of its members
 - You should be posting relevant content and interacting with your audience daily
- Mid-level managers to top-level executives utilize LinkedIn to network and promote their business
 - Developing targeted buyer personas will help you focus your efforts on LinkedIn
- Over 90% of people who use LinkedIn find it useful¹⁵
 - Set up a LinkedIn company page to network and promote your business

Takeaway

Without question, LinkedIn is the most powerful business networking site, providing both individuals and companies the opportunity to connect with millions of like-minded professionals. Inbound marketing agency Hubspot found that user-generated traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost 3x higher (277%) than both Twitter (.69%) and Facebook (.77%).¹⁶

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... *in Conclusion*

Start getting SOCIAL. However once you start, it can be damaging to change frequency. Without consistent messaging and administration, incorporating social media into your marketing mix can do more harm than good. Properly managing all of your social media accounts can be daunting and time-consuming. Outsourcing the management of your social media to an inbound marketing professional can save time and money, allowing you to focus on what you do best: running your business.

Key Concepts and Statistics

- Social media pages drive engagement by creating an entertaining and interactive social environment
- Social media amplifies your reach, grows your online presence, and improves your reputation
- Social media is one of your most impactful content distribution channels
- Social media is a necessary component of your lead generation strategy, providing consistent brand messaging and deeper consumer engagement

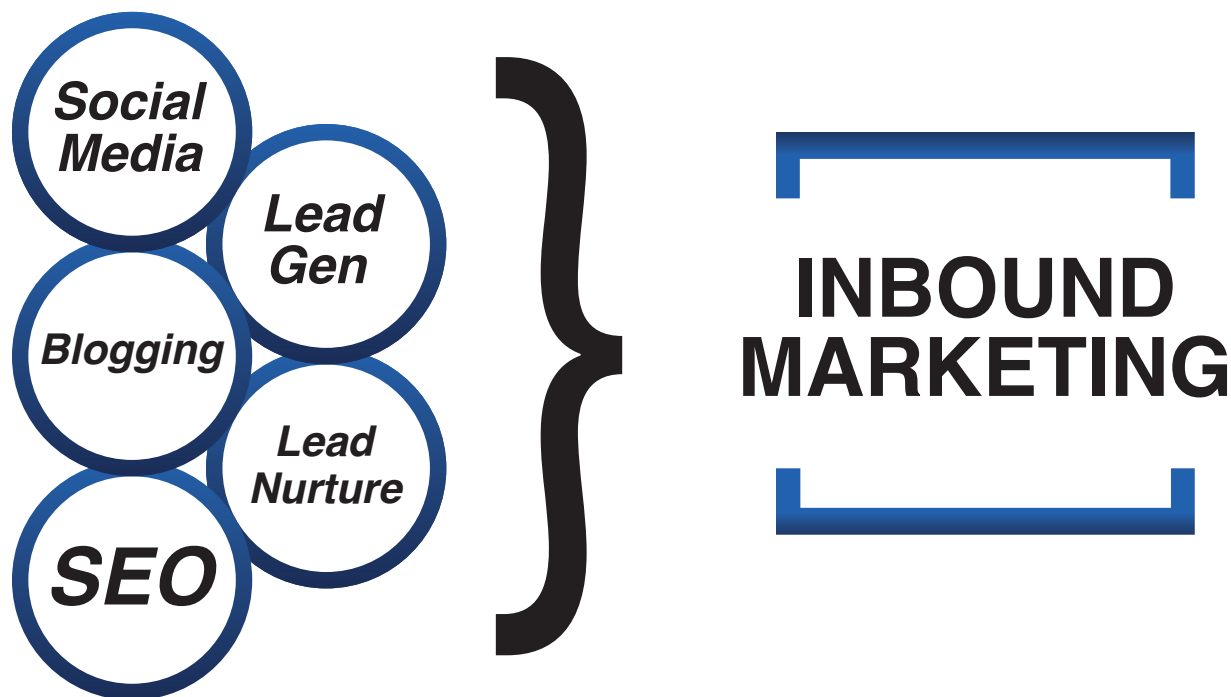
Takeaway

Social media is a powerful tool for business, but it cannot stand alone as a complete inbound marketing solution. An active social media presence assumes you have content to share or something to say, so be sure to consider your company's overall inbound marketing strategy before you focus on social media marketing.

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Why Partner With An Inbound Marketing Agency?



Partnering with an inbound marketing agency will help you:

- Connect with sales prospects by driving traffic to your website
- Convert prospects into qualified leads
- Nurture prospects into sales
- Quantify results with 100% measurable analytics

Our customized marketing program is designed to provide a low cost, high return service that gives our clients the opportunity to see a true return-on-investment.

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SOURCES, UNLESS CITED:

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