



Social Media

Making It Work for Small Business

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How most small business owners feel about social media...



SOURCES: Ryan McVay, Getty Images



Learning to



social assets and business resources as social media strategy.



SOURCES: TheHiringSite.com, www.greensender.com



The latest social media facts
(You WILL be tested on this later)

SOURCES: [InspiredLeadersAcademy](http://InspiredLeadersAcademy.com)



Social Media Landscape 2014



SOURCES: SocialMedia.com



74% of online adults use a social media site



WHY?

- To stay in touch with family & friends
- Connect with old friends
- Connect with others with shared hobbies/interests—14%

SOURCES: [Pew Research](http://PewResearch.org)

Why people follow a brand on social media

- Promotions & discounts
- Stay in the know
- Product assistance & customer service
- Entertaining content
- Ability to give feedback



SOURCES: [Social Media Strategy Summit](#)

Yikes, but so many sites!



SOURCES: [Social Safety](#)

Narrowing the Focus for your Social Media Strategy



- By popularity:**
Facebook
- By usage:**
Publishing/blog platforms)
Sharing(Pinterest, YouTube, Instagram)
- By demographic:**
Age 65 and older (Facebook)
Women (Pinterest)
Ages 18-29 (Instagram)

SOURCES: [TopSocialMedia.net](#)

Tactic #1: Know your objectives

Social media is about something you already know how to do...**build relationships & grow trust**



Some common social media objectives

- Build your brand** by getting people to recognize your name and associate it with your product.
- Attract new customers** by driving people to social sites or website.
- Support sales** by answering prospects' questions and showing them how to use your products or services.
- Engage with your fans** by giving customers a reason to talk about your brand and encourage others to purchase from you.

SOURCES: [Social Media Examiner](#)

TACTIC #2: Know your audience



Source: [Running a PL Life](#)

Revisit your target market research

- **Understand the target market's point of view and activities.** What do they care about, what do they do?
- **Consider influencers, buyers and end users.** Who is making recommendations, sharing content with them?
- **Know where your audience engages on social media.** Compare social site demographics with target market demographics.
- **Consider your audience's social media behavior.** Active, passive?

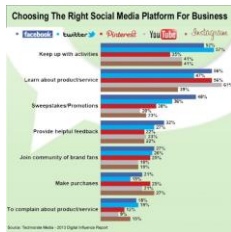
SOURCES: [Social Media Examiner](#)

Review the trends

- **65% of leisure travelers research online** before decided where or how to go, beating out friends and family at 62%.
- **Search engines, YouTube and travel review sites** are the top inspirations for travel planning.
- **Smartphones** are used throughout the travel process and a critical aspect of travel.
- **Once at a destination, 84% of leisure travelers rely on search engines on smartphones** to find local information.
- **1.65 billion social media users worldwide access sites via mobile phones**, a whopping 83% of the total number of active users.

SOURCES: Google Study [2014 Travelers Road to Decision](#) [WhatSocial](#)

Tactic #3: Make smart choices



SOURCES: [Technorati](#)

Claim most sites, OWN the best "fits" for your company with great content



Maximize your resources



Connect with tourism and other industry social/listing sites



- Free listings/profiles
- Shareable content
- Free trainings and events
- Cross-marketing opportunities
- Larger audience



Know and manage your online reputation

- Set up google alerts
- Claim your business listings on major review sites
- Stay in touch with happy customers
- Respond to ALL reviews
- Encourage and repost reviews on other social sites

Popular review sites:

TripAdvisor
 Google Reviews (via your Google My Business account)
 Facebook
 Yelp
 UrbanSpoon
 FourSquare

SOURCES: [Zuzaan Marketing Blog](#)

TACTIC #4: Realize you have what you need

Too busy to develop content?

- Get visitors, employees, partners involved
- Repurpose & share
- Use environment, chores, displays
- Talk about products, life on the farm
- Testimonials & reviews
- Industry news
- Behind the scenes

why? Most make headlines on the busy day, with no working on creating our website and looking to create all our content. Another sign that the employees in charge aren't all that creative. Another sign that the team doesn't like being involved in the

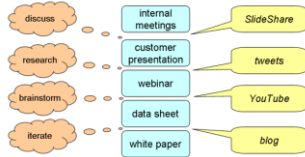


JOIN OUR MAIL LIST

Search Here On The Page

Social media content can be leveraged from much of what you already do

Leverage Your Product Marketing Work It's a Great Source for Social Media



Source: [I'm Not Actually a Geek](#)

TACTIC #5: Have a plan



Source: [Living Thoughts](#)

Maintaining a consistent voice around pertinent topics is the key to social media success

- Create a **posting schedule** integrated with your promotional calendar.
- Develop **categories and hot topics** to gather content around. Make use of existing company activities, content wherever possible.
- Brainstorm other **pertinent or current event related ideas for content** around hot topics.
- Use a **variety of content**—images, video, graphics, infographics.
- Be **inclusive and informative** but not promotional in posts.
- **INTEGRATE & REUSE** all marketing materials!

SOURCES: [Social Media Examiner](#)

TACTIC #6: Use shortcuts



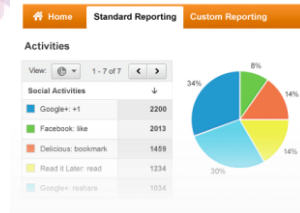
Autoposting & Schedulers

Connect your social media accounts to save time!
Plan and schedule posts for consistency.

Facebook—Can schedule directly from each post
Hootsuite—top rated in most reviews
<https://hootsuite.com/>
TweetDeck—if you prefer twitter
<https://about.twitter.com/products/tweetdeck>
Buffer
<https://bufferapp.com/>

Paid Facebook Services—Do a free trial to see if it's a good fit!
Post Planner
<http://www.postplanner.com/>
Pagemodo
<http://www.pagemodo.com/>

TACTIC #7 Use available tools for measuring success



TACTIC #8: Consider outsourcing (with care)



Staying in the Race



1. Know your objectives
2. Know your audience
3. Make smart choices
4. Realize you have what you need
5. Have a plan
6. Use shortcuts
7. Measure your success
8. Hire experts when necessary (and with care!)

SOURCE: businessweek.com, [Morris Group](http://morrisgroup.com)

Social Media Inventory & Action Plan Questions?



Social Media Inventory & Action Plan: Contact

Platform	Account Name	URL	Content Strategy	Engagement Strategy	Reporting



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