

Design Your Own Social Media Campaign



What is Social Media Marketing?

Social Media Marketing is the process of promoting your site or business through social media channels such as blogging, facebook, twitter, linkedin.



What is Social Media Marketing?

Social Media Optimisation is your opportunity to embed yourself, your business, your brand or product into the community of people most likely to do business with you.



Social Media Marketing Strategy

1. Objective: Awareness, you want people to know about your business
2. Goal: Brand positioning, why is your service better?
3. Target Audience: who use your product/ service?
4. Strategy: I want to grow my business through word of mouth by building personal relationships with potential customers
5. Social Media Strategy: I want to use social media to talk to my target audience about my product/service, I'll offer expertise so they know I know what I'm talking about.

Social Media Marketing

Remember not every business is suited to every type of social media.



Factors to Consider

Define your goals e.g. customer service, broadcasting updates, promotions, brand awareness. What is your desired end result? Do you simply want to drive traffic to your website?

Time Investment e.g. how much time do you have to invest in this?

Factors to Consider

What are your strengths e.g. writing, talking, demonstrating, are you an expert, what do you have to share?

If you are b2b with a specific expertise blogging & video are good routes to take but facebook may not work for you.

Remember!

Whatever social media you decide to pursue make sure your branding and username is consistent across the board.



Social Media Revolution



Social Media Statistics Ireland 2010

**Today Businesses need a
web strategy**





The 2nd largest search engine in
the USA...after Google

e.g. Tippex, Old Spice

Blogging

A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.



Blogging

Examples:

www.t2.ie/blog

www.garrendennylane.ie/blog

www.worldwidecyclesblog.com

<http://www.mulley.net/>

<http://awards.ie/blogawards/>

top 25 interior design blogs:

<http://padstyle.com/top-25-interior-design-furniture-blogs/810>

Blogging

How can a blog help your business?



Blogging

Customer contact and engagement : its more important that ever to stay in touch with your clients and blogs can help personalise your clients' or prospects' online experience with your business

Building brand : cost effective way of building brand awareness and loyalty.

Blogging

Customer service : many businesses use a blog connected to their website to share new information with customers; answer questions or deal with feedback

Providing thought leadership : position yourself as the expert in your field; answering questions of importance to clients and prospects



Blogging

Search Engine Optimisation : Google and other search engines quickly pick up changes to blogs, and because they give higher rankings to websites where the content is updated regularly, a blog can give your site greater visibility in search engines

Blogging

Different Blog Software:

- Wordpress
- Blogger
- Typepad

What is Facebook?



Facebook is a social networking site that is operated and privately owned by Facebook Inc.

Facebook Background



Mark Zuckerberg creates first incarnation of facebook in 2003

Originally for Harvard students, expanded to other Boston universities then any university student and finally to anyone aged 13 and over.

Facebook Background



Facebook has than 400 million active users.

200 million of those log in EVERY day.

More than 100 million active users access facebook through mobile devices

Over 1,580,000 people in Ireland have facebook accounts.

Facebook Activity



The average user is connected to 60 pages, groups and events.

Average user creates 70 pieces of content each month: links, news stories, blog posts, notes, photos etc.

Why facebook?



Social aspects bring out emotional connectivity between you and your audience.

Referrals and recommendations of your service or product is much more natural and genuine.

Helps you to understand who your customers are and builds trust between you and your customer

Different Facebook Offerings



A profile is for an individual.

A page is for a business/ band /organisation.

A group is for a group to communicate directly with those who share a professional interest or hobby

An event is for an event

Kitchen In The Castle Cookery School.

We post images of the classes; this encourages customers to post their feedback and experience of the said class.



At the end of each class we remind or tell people that we have a FB and the benefits to customers, monthly comp, special offers, and recipes and foodie news. The following day – we always notice new fans have joined.

It provides a good opportunity to post any press or publicity. Its reinforces brand and its credibility..

Approx 520 visits to our page each week. 30 new connections per week.

What to post on facebook?



News and events

Photographs, including ones of clients, tag clients in photos

Useful / interesting links

Interact with people on a one to one basis

Post new products / services /events

e.g.

<http://www.facebook.com/mimosawinebar?ref>

[=ts](#)



twitter



Twitter?

Twitter has more than 100 million followers worldwide.

It is estimated that there are 150,000 twitter accounts in Ireland.

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

Twitter?

Twitter is a social networking and microblogging service that enables its users to send and receive messages known as tweets. Tweets are text based posts of up to 140 characters displayed on the authors profile page and delivered to the author's subscribers who are known as followers.



twitter



Twitter?

Twittering is also a less gated method of communication: you can share information with people that you wouldn't normally exchange email or IM messages with, opening up your circle of contacts to an ever-growing community of like-minded people.



twitter



Twitter?

Twitter can be used to broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.

twitter



Useful Twitter Resources

www.twitter.com

www.tweeternet.com

www.doshdosh.com/how-to-get-more-twitter-followers/

www.tweetdeck.com/

www.hashtags.org

search.twitter.com/

The Twitter logo, featuring the word "twitter" in a light blue, rounded font with a white outline.

How to Get Followers:

Use Twitter as a tool for tech/customer support.

Organize a contest through your Twitter profile

Include links to your profile in email/forum signatures.

Add value and interact with people

Connect your blog and other social media profiles to your Twitter page.

Learn to pitch Twitter influencers with articles relevant to their interest

Explicitly ask another user to recommend your profile or exchange recommendations.



LinkedIn is the world's largest professional network
with over 80,000,000 members worldwide.

[http://www.youtube.com/watch?v=ZVIUwwgOfKw&feature=player_e
mbedded](http://www.youtube.com/watch?v=ZVIUwwgOfKw&feature=player_embedded)



LinkedIn can be used as a :

- Business development, marketing & sales tool
- Personal Branding & Job search tool
- Recruiting
- Growing Your Network
- Keeping in touch
- Meeting face to face
- Organising Groups & presenting yourself as industry expert.

Useful link: <http://linkedintelligence.com/smart-ways-to-use-linkedin/>



How to use LinkedIn

- Complete Profile
- Get Recommendations
- Connect with all new contacts
- Join Groups
- Get Involved in Discussions
- Start Groups
- Advertise – very targeted advertising.

Thank you For Your Time

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