

NAVIGATING SOCIAL MEDIA

THE THINGS YOU WERE NEVER TAUGHT IN SCHOOL

JO MACDERMOTT
— NEXT MARKETING —

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INTRODUCTION

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FOR MANY BUSINESS OWNERS, SOCIAL MEDIA IS AN UNCOMFORTABLE TOPIC OF CONVERSATION.

SOCIAL MEDIA IS BIG, CHANGES QUICKLY AND WITH BILLS, STAFF AND GST TO PAY, IT CAN LOOK LIKE A LOT OF HARD WORK.

”

The truth is, social media is here to stay and now more than ever, it is an important part of the marketing mix. Burying your head in the sand and hoping it will go away is not the smartest way to tackle it.

The purpose of this eBook is not to convince you to jump into social media, as chances are you have already figured that out. This eBook is to help you get the answers for five very important questions, ones you really want the answers to!

So if you are thinking...

- Will social media generate sales?
- How do I measure return on investment?
- What social media platform is best for my business?
- What do I do if people say negative things about my business online?
- How do I monitor my social media activity?

then this eBook is for you.

HOW TO GENERATE SALES



IN SMALL BUSINESS, MARKETING NEEDS TO GENERATE SALES. THE GOOD NEWS IS THAT SOCIAL MEDIA CAN DO JUST THAT.



Social media is all about content, recommendations and sales.

SCENARIO ONE

sale GENERATED via google. Your prospect is looking for a new pen. They search Google.

Here is how the process works:

1. Search via Google
2. Clicks to your website
3. Reads content
4. Continues to search and looks at other sites (inc competitors)
5. Looks for third party recommendations
6. Makes sales enquiry to several businesses
7. Possible sale for your business.

SCENARIO TWO

sale GENERATED via social media. Your prospect needs a new pen. They ask their social media network which pen they should buy.

Here is how the process works:

1. Prospect makes a call out through social media
2. Third party recommendation is received (your business)
3. Clicks to your website
4. Reads content
5. If convinced, makes an enquiry
6. Possible sale for your business.

So Prospects are coming to your business as warm leads. They are also less likely to check out your competitors.

RETURN ON INVESTMENT



MARKETING IS ABOUT RETURN ON INVESTMENT (ROI) AND AS A BUSINESS OWNER IT'S ALL ABOUT PROFIT.



Frustratingly, there seems to be a myth that social media is free. It's far from free; social media takes time, people, technology and resources, none of which are free. Therefore making sure you get an adequate ROI is crucial.

For many marketing campaigns, ROI is easy to establish. For example, exhibiting at a trade show is very tangible; 100 leads were collected, ten of which turned into paying customers generating \$X revenue.

This same formula can also be used for social media. How many leads were generated through social media activity? Depending on your buying cycle, a ROI investment figure may be more relevant as a quarterly review rather than a weekly work in progress measure.

The key to generating a ROI figure is a complete understanding of how your customers came to your business. In many cases it's as simple as asking each new enquiry how they heard about you. Do you do that for each new lead in your business?

ROI can be established using a formula such as this:

ROI (%)

=

**(Revenue generated
- cost of campaign)
/ cost of campaign**

WHAT SOCIAL MEDIA IS RIGHT FOR YOUR BUSINESS



ONE OF THE MOST CHALLENGING ASPECTS OF SOCIAL MEDIA IS ITS SCOPE. THERE ARE MANY ELEMENTS TO IT AND IT'S ONLY GETTING BIGGER.



How do you decide which social media elements to use? Here are my top five recommendations.

You Tube

- the power of video (You Tube) isn't as well understood as it should be. Video is a great way to build trust and engage an audience and if executed correctly, can be a virtual sales person working 24/7 for your business. Use video to showcase your work, educate your audience and connect on a 1:1 basis. Videos produced professionally can easily turn a website visitor into a new client.

Facebook

- most people that I know have a personal Facebook profile, which means that Facebook is great if you have a B2C business. It's very relevant for B2C businesses such as weddings, restaurants, family lawyers and gardeners too.

Twitter

- who would have thought that 140 characters could make such an impact! Twitter has a place for both B2B and B2C businesses, and is more about sharing content and opinions than self-promotion. I find it particularly good for market research, trend spotting and for connecting with the media.



WHAT SOCIAL MEDIA IS RIGHT FOR YOUR BUSINESS?

LinkedIn

- If you are selling in a B2B environment, then LinkedIn is for you. More than just an online CV, LinkedIn is a great way to keep in touch with your network, especially when they change jobs. It is also a brilliant way to connect with people whom you may have never met in person.

Pinterest

- This may be a surprise to some, but I think Pinterest is emerging as the picture version of Twitter. Post (pin) pictures about products and services that you offer, share them with people you know and post comments about things you like or dislike. Pinterest is a great way to engage people visually.

Here is a priority list of social media platforms to utilise depending on the nature of your business:

B2B

1. LinkedIn
2. Twitter
3. You Tube
4. Pinterest
5. Facebook

B2C

1. Facebook
2. You Tube
3. Twitter
4. Pinterest
5. LinkedIn



HOW TO RESPOND TO NEGATIVE COMMENTS

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ONE OF THE MOST CHALLENGING ASPECTS OF SOCIAL MEDIA IS THE ART OF RESPONDING TO NEGATIVE COMMENTS.

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Here are my tips:

- **Responding** - it is not necessary to respond to negative comments. However, if you would like to respond to negative comments, then you should also respond to positive comments. Treat both with the same degree of consideration and care.
- **Tone of voice** - most negative comments will be written words. The problem with electronic communication is that things can be misinterpreted. Draft a response and leave it for a couple of hours before posting online.
- **Get a trusted colleague to proof read it for you.** Remember to be polite and professional, and keep responses short and to the point.
- **Timing** - respond to feedback (negative or positive alike) in a timely manner. Responding too quickly to negative comments without proper consideration can be damaging.
- **Crafting a response** - always start by thanking the person for their feedback. Acknowledge the issue and identify how the issue is being (or has been) addressed, and offer your contact details for any further comments or questions.

PEOPLE READING REVIEW SITES ARE OFTEN ON THE LOOKOUT FOR BOTH POSITIVE AND NEGATIVE COMMENTS.

HOW TO MONITOR ACTIVITY



IT MAY BE TRUE IN SOME CASES THAT WHAT YOU DON'T KNOW WON'T HURT YOU, BUT WHEN IT COMES TO SOCIAL MEDIA, THIS DOESN'T NECESSARILY APPLY.



Here are some free tools to help you monitor what is being said about your business online:

Google Alerts

This is a free service. I use google alerts to monitor activity on my name and business name. At times, I have also used it for topics that I have been interested in or researching. For clients, I take a similar approach

Hootsuite

This is a free service on a basic plan. I use Hootsuite to manage Twitter, Facebook and LinkedIn. I have the basic free plan and have found it to be the best way to manage three accounts in one. As a monitoring service, I have set up streams of keywords which I use to monitor activity. I find it particularly useful for keeping an eye on Twitter.



CONCLUSION

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AS A BUSINESS, YOU SIMPLY CAN'T AFFORD TO IGNORE SOCIAL MEDIA IN YOUR MARKETING EFFORTS..

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Social media can help to increase awareness of your products or services. It will drive traffic to your site and generate valuable leads which could turn into new clients and increased sales.

Social media can also provide a valuable way for you to receive feedback and monitor what your customers and competitors are saying about your business.

This can help you improve your products and processes in the future. By demonstrating a timely and proactive response to negative feedback, it could even help to generate goodwill and improve customer relations.

Whether you are looking to use social media to increase your B2B or B2C marketing there is a platform to suit your business.

By taking a look where your potential customers spend time, you should be able to work out a social media strategy that will work for your business.

Whether you decide to Tweet, start a Facebook page, create a LinkedIn profile or use one of the many other social media platforms available, successful social media marketing does require regular and consistent effort. Hopefully this guide has given you a good starting point; now all you have to do is the work!

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NEXT MARKETING
AGENCY

nextmarketing.com.au
3/262 Racecourse Road
Flemington VIC 3031
Phone: (03) 8060 8544

