

How To Do Social Media

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PLANNING

Planning

- 3 Core Phases
 - 1. Build
 - Assets
 - Blogs
 - Facebook
 - Twitter
 - Architecture
 - Incentives

Planning

- 2. Connect
 - Networking and relationships are the lifeblood of the social web.
 - Relationships are not the number of fans your page has

A relationship is two-way and before you speak, you should listen

- Relationships:
 - Make your traffic grow
 - Cause content to spread
 - Result in new business

“Without an ongoing effort to form a relationship, you’re just another person trying to sell somebody something” Srin Rao - Social Mouths

Planning

- Facebook example
 - *“Your Facebook page is not about you or your product. It’s about your readers and customers. When you’ve reached a point where you can narrow down a group of customers who interacts with you at every opportunity, that’s how you know you’ve built a tribe. That’s when the tipping points will start to happen”* Srini Rao -Social Mouths

Planning

- 3. Promote
 - Listen and tailor messages around the talk
 - Promote where the talk is taking place
 - Cross promotion
 - Incentivise

Planning

Hawaiian Airlines Example

3 WAYS TO ENTER. Join the Conversation!
Enter to win by following the options below. Improve your chances by entering all 3 ways.
Contest ends December 8, 2010 so enter today!

- 1 TWITTER**
Follow Hawaiian Airlines
Follow twitter.com/HawaiianAir for Hawaiian Airlines news, tips, and updates.
Follow twitter.com/HawaiianFlies for updates on great Hawaiian Airlines' fare prices.
... and Tweet!
What do you want to discover in Seoul?
[Tweet](#)
Twitter # Follow Us
Follow @HawaiianAir on Twitter and Tweet: "What do you want to discover in Seoul? Tweet #HANewEraSeoul <http://bit.ly/1KR0B> via @HawaiianAir 7 minutes ago by: @bchristian
@HawaiianAir I want to discover the people! #HANewEraSeoul Go to <http://bit.ly/1KR0B> 13 minutes ago by: @dansega212
@HawaiianAir #HANewEraSeoul I want to discover the beauty, the culture, the people... all that South Korea can offer. I need a breather. 30 minutes ago by: @russellm_f
- 2 FACEBOOK**
"Like" Hawaiian Airlines
Show your island appreciation and "Like" [HawaiianAirlines](http://www.facebook.com/HawaiianAirlines) on Facebook.
Share with your friends... tell them what you want to discover in Seoul.
[Like](#) James Villan and 82,727 others like this.
- 3 TRAVEL**
Book a Ticket
Purchase a transpacific roundtrip from November 2 – December 5, 2010 for travel automatically be entered.
TRIP TYPE ROUNDTRIP **TRAVELERS** 1
DEPARTING FROM Oahu - Honolulu
GOING TO Oahu - Honolulu
DEPARTING DATE January 1
RETURNING DATE January 1
[BOOK NOW](#)

Help build an audience

Opportunity to connect

Encourages purchases

Planning

- The Because Exercise – Content Planning
- It's important to get to the root of why you want to use social media to meet your goals in order to know what content to create to reach that goal.
 - For example, if your goal is to establish trust with your current client base, you'll want to create content that answers questions existing customers have. If you want to increase traffic to your website, perhaps the solution is to start a blog where you can fill a need in the market for certain types of information.
- What is your ultimate goal with social media?
 - Why?
 - 2-5 minutes
 - Write down your best because, new epiphanies or why you got stuck

Your goal should have more specific information now. Instead of "I'd like to become a thought leader" your goal will be more like "In order to double my client base by this time next year, I want to create a weekly podcast that will establish me as a thought leader in x industry."

Tinu Abayomi-Paul

Planning

- Before continuing to the next exercise, your social media goals should have as many of the following as possible
 - A measurable outcome
 - A projected timeline for achieving it
 - A well thought out target market
 - An idea of your lead format (text, audio, video, images)
 - An idea of who will be generating the content

IMPLEMENTING

Implementing

- 11 Point Facebook Check-Up
 1. Review your privacy settings to ensure maximum exposures
 2. Have more than one page administrator
 3. Set your email notifications
 4. Manage permissions
 5. Facebook Plug-Ins
 6. Review your Wall and profile image
 7. Review your More Info page
 8. Manage your Featured Likes
 9. Review your Photostrip
 10. Delete any dead apps
 11. Claim your assets

Implementing

- 8 ways to successfully sell using social media

“Selling on social media isn’t the same as selling on other channels. It requires a more delicate approach in which you cultivate a relationship and provide value before the sell.” Argyle Social

- **Boil The Frog**

Start cool and warm up. Comment on their blog post, Retweet them thoughtfully, become familiar.

- **Givers Gain**

The Golden Rule of Social Media!

- **Make Kissenger Proud**

“Before I look at this... Is it your best work?”

Reach out with real effort, energy and thoughtfulness – give reasons for connecting

- **Be Brave**

When you find a particular person or group of people to connect with... Reach out!

Implementing

- Actions make you influential

People who serve, people who help others, people who share the cool things others are doing = Influential People

- Prepare for window shopping

Make sure that when the people search you online you are portrayed exactly how you want to be – SEO & SEM

- Let your personality shine through

70% of any sale is made up of the purchaser buying the personality of whoever is selling to them. Boring is forgettable. Personality is memorable.

- Take it Offline, when it is time

Implementing

- The secret behind Twitter and business success
 - Getting people to follow you
 - Be easy to find
 - Ask! Be concrete
 - Add value = sharing
 - Content that solves a problem
 - Funny Content
 - Bite sized chunks of content

“Business success using Twitter isn’t difficult, and increasing your following can be as easy as asking people. Just remember it’s how you ask that matters. Once they follow you, increasing your value to them and their friends is as easy as solving problems, making them laugh, and delivering that information in an easily digestible format.”

getsocialpr.com

ANALYSING

Analysing

- Social Media ROI
 - Direct
 - Correlated
 - Relative
 - Proxy

- Direct ROI
 - Ideal model - “Real ROI”
 - Track impact of social activities have on increasing revenue, reducing costs, or both.
 - Revenue – social media initiatives that drive customers to purchase through tracking links
 - Coupons
 - Discount codes
 - Reducing cost – social media initiatives that reduce the burden on customer service or another business facet
 - Call centre, customer support
 - Microsoft – use other people’s blogs, online communities, influencer programmes etc to get across information for troubleshooting – reduced number of support calls coming through

Analysing

- Correlated ROI
 - Used when a directly trackable benefit can't be measured
 - Function of
 - Tracking measurable social media activities over a given time
 - Comparing it to the performance of key business or marketing metrics
 - You are looking for a statistically significant correlation between the two data sets.
 - But, correlation does not imply causation
 - Difficult to draw real conclusions when social media is being run as part of, or along side, an IMC
- Relative ROI
 - When Direct ROI isn't practical and Correlation breaks down
 - Commonly used when you have lots of simultaneous marketing efforts or when sales are made indirectly through the channel
 - All about comparing the impact and cost effectiveness of your social media efforts against the measurable impact of traditional channels

“For example, you might decide that generating product trials is the primary call-to-action for your overall marketing effort this quarter. To understand the relative ROI for each piece of the marketing mix, you would run various efforts while being sure to include unique tracking mechanisms for each, all driving in their own way to the product trial landing page. Then simply compare how many conversions to trials each channel generated. In that example you could also learn a lot about the overall volume of traffic and quality of visitor each tactic generated.”

Ignite Social

Analysing

- Proxy ROI
 - Used by large companies with extremely complex sales and support channels running alongside broad IMCs
 - Develop a metric that is a reasonable proxy for financial measures of success
 - Closely related to ongoing debates around Return On Marketing Investment
 - Long term impact
 - Spontaneous brand recall
 - Purchase intent
 - Customer Satisfaction
 - Social media metrics that form Proxy ROI
 - Sentiment
 - Share of Voice
 - Conversation Volume

Analysing

- Attribution and Social Media ROI – why Social never gets credit
 - Day 1: *Customer searches Google for “widget”, clicks on an organic link to your site.*
 - Day 1: *Customer then signs up for your email list, clicks a few links over the course of a month.*
 - Day 2: *Customer follows you on Twitter, clicks several links over the course of a month.*
 - Day 30: *Customer searches Google again for “widget”, this time clicks on an CPC ad.*
 - Day 30: *Customer purchases a widget for \$200.*
- Last Touch, First Touch, Multi-Touch????
- Social is not a direct response channel
- Social provides an amazing opportunity to cultivate a relationship that drives conversion and repeat business
 - Cultivate, accelerate and retain relationships over time
- Social can't always be tracked by Google Analytics
 - Mobile, applications
- Experimenters, Lazy Linkers and True Believers
- Solutions

PITFALLS

Pitfalls

Not getting results?

- Below is a list of items that might be damaging your brand

1. Content is self centered

- Nobody cares about you or your product
- How can you help and provide value to your audience?

2. You don't come out to play

- So focused on your own content you don't interact

3. You are all strategy

- Leave enough room in your strategy to be able to experiment and be spontaneous
- Don't be a robot

4. You are only promoting yourself

- In traditional media, you wouldn't run an ad promoting somebody else – this is not traditional media
- Find content that your audience would find useful or interesting and share it with them

5. You are in the wrong place

- Be where your audience is
- Provide content and engage in appropriate ways for the location

6. You are not engaging

- Engage everywhere, not just with people who comment on your post
- Interact with the intention to help other, not yourself

Pitfalls

7. Your content is not being shared
 - Make it easy for people to share your content
8. You are not converting followers
 - Clear messages?
 - Call to action?
 - Too much clutter?
9. You are focused on closing sales
 - Focus on building relationships
 - Pull not push
 - Have the patience to let your prospects come to you
10. You are not familiar with the etiquette
 - Credit sources
 - Shorten URLs

SUMMARY

Summary

- Plan Properly
 - Build, Connect, Promote
- Implement effectively
 - Relationships not direct sales
- Analyse & Optimise
 - Establish ROI metrics up-front
 - Plan and implement to affect ROI

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