

SOCIAL MEDIA

FOR SMALL BUSINESS

*Creating strategies for
successful business marketing*



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A close-up, over-the-shoulder view of a person with a beard and glasses using a tablet computer. The person's hands are visible, one holding the tablet and the other pointing at the screen. The screen displays a website with various elements like a video player, text, and images. The background is a desk with some papers and a pen. The image is framed by a white circular border.

INTRODUCTION

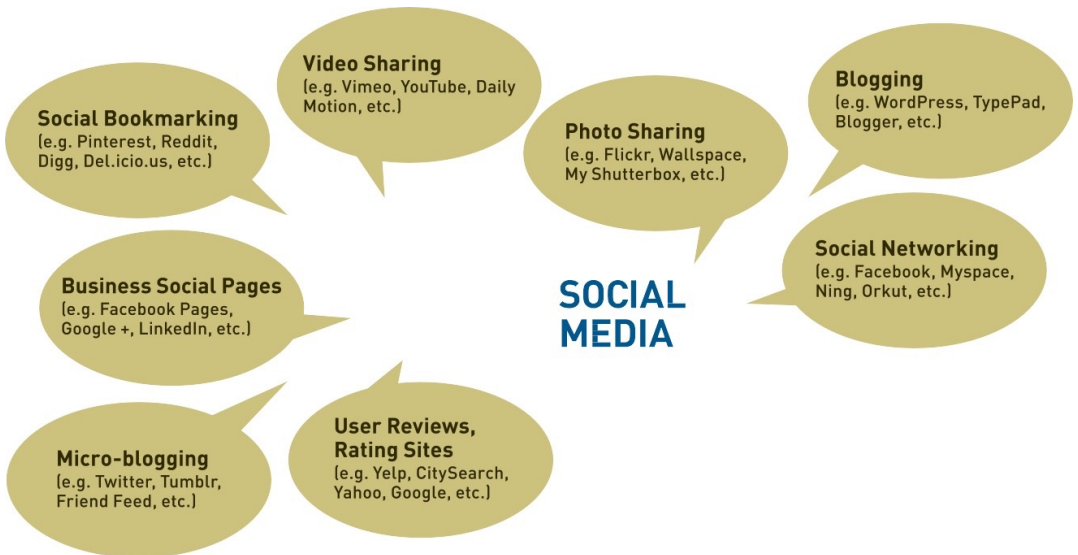
The rapid adoption of social media is becoming more apparent by the day and is changing the way we do business. It is no longer a matter of asking “should” you use social media to market your business, but “how” you should. This booklet will help you craft a social media strategy as part of your overall marketing mix.

Key Concepts

Social media is a broad term used to describe all the different online technology tools that enable people to communicate easily via the Internet through sharing information and resources. Methods used include posts on blogs or forums, sharing of photos, audio clips, videos and links, creating profiles on social networking sites, and posting status updates—usually with a feedback mechanism. Although social media started out as a medium for friends and family to share information, smart marketers quickly caught on to how they could leverage it.

Key Social Media Platforms and Tools

There are many different types of social media. The following graphic highlights these various types and some corresponding examples that are popular now. However, this is a rapidly changing landscape and new social media sites are popping up all the time. Be on the lookout for new and emerging resources.



Depending on the industry you are in, certain types of social media may be more relevant than others. For example, those in the travel industry will find a site like Trip Advisor a useful social media tool. In addition, the use of social media may be more prevalent in some industries than others and will work differently for businesses in different fields. It is important to do your research to find out if and how your customers and prospects are engaging with social media.



Getting Started

PLANNING

If, like many small business owners, you find social media overwhelming, don't try to do it all at once. Take small steps when you are starting out and bear in mind that it will take time, because it's all about relationship building. Before using or expanding your use of social media, answer these questions:

Are You Ready for Social Media Marketing?

- Does your target audience use social media and, if so, do you know where your prospects congregate online?
- Do you know what goals you are trying to achieve by engaging in social media?
- Can you allocate time and budget?
- Is there someone well suited to be your voice in social media?
- Do your employees require training?
- Do you need to hire or outsource a social media manager?
- Do you have clear key messages and branding to disseminate in the social media realm?
- Can these various online tools integrate with your offline marketing methods?
- Do you have a plan in place to guide your use of social media marketing?

Steps for Creating a Social Media Strategy

Having a solid social media strategy can really make a difference to the success of your marketing campaigns. Note that your plan will likely evolve and change accordingly as you learn what works for your business and what doesn't.



1. Conduct your research. Listen to the conversations and identify the industry thought leaders you want to follow so you will learn how to participate.



2. Define your goals and metrics. What is it you want to achieve and how will you measure its effectiveness? For example, are you trying to drive real targeted traffic to your site? For your Facebook metrics, the number of "Likes" to your Facebook page and the amount of shared posts or status updates will tell you if you are successful. Or perhaps you are trying to build a community of followers who will promote your products or services. If so, good measures of success will be the number of your followers within the social platforms.



3. Develop a strategic message and method. For each objective, you may need different methods and messaging to reach the target audience. For example, driving traffic to your site will require a campaign such as a contest or submitting a request form for a free white paper download. Or, if you're trying to build a community, you'll need to first build trust and credibility by being authentic in your dialogue and sharing valuable content.



4. When evaluating the success of your efforts, first review the goals you established in Step 2. Do the metrics show success? You might need to adjust some elements of your online activities to stay on course. Be sure to keep track of metric trends over time and don't be afraid to experiment.

Resources Needed to Implement

Contrary to popular belief, social media marketing is not free. The platforms may be free or inexpensive, but the following resources are needed to do social media marketing well:



1. Budget. Getting started with social media marketing is a very simple and inexpensive process, requiring only an email address. Most, if not all, of the applications are free to use but there are hidden costs such as your time or hiring someone to run your social media strategy. Some additional costs may include professional versions of plugins (small applications) that expand the functionality of the core application. For example, these plugins could include the ability to sell online or control spam.



2. Proper training and polices. Getting familiar with the workings of social media tools tends to be time consuming for most business owners and their employees. Proper training and social media policies should be put in place and key players assigned to manage your social activities. Even if you only select a few voices to represent the company, it is important that everyone from the top down is familiar with the policies, brand message and vision for the company.



3. Self-editing website. Having a self-editing website or blog is paramount in order to frequently change the content you share on social media sites. Facebook and Twitter offer posts and micro-blogging tweets that can support your in-depth articles. These can be teasers that lead traffic back to your site to not only to read the full article or participate in viewing a video, for example, but to showcase the full offerings on the site.

Other hidden costs include the time to monitor your reputation online, to track results and to expand customer service.

Do-It-Yourself Option

Getting involved in social media is easy. The do-it-yourself (DIY) option is viable because social media tools are the most affordable and easy-to-implement technical offerings available online, and can be totally controlled by you. (See details in Nuts and Bolts Section below).

Tips for Maximizing Success When You Start on Your Own



- Attend DIY workshops on online resources to find out how social media tools work and how they can be applied to your business.
- Consider your time involvement and whether you will incorporate a “social” business where everyone participates and has a role (for lead generation, customer service, peer-to-peer networking, etc.) or whether you will assign one person or a few select people to represent your company. The trend now is towards socializing the whole team.
- Offer social media training to your staff, and put a social media policy and schedule in place.
- Integrate ways to bring social media into all areas of your business—including customer service, sales, marketing and public relations.
- Ensure there is buy-in throughout your company.

Choosing a Specialist to Work With

Typically, small businesses do not hire a specialist initially, but eventually you may decide you need extra help if you lack the expertise and time in-house. Whether you are hiring a social media manager or outsourcing this work you will need to look for certain skills in order to represent your brand online powerfully.

What to Look for in a Specialist:

- Experience with these tools as a user.
- Strategic mindset and marketing smarts, with an understanding of how to effectively utilize the tools within the bigger marketing picture.
- Good leadership skills, with the ability to work with people in your company.
- Strong communication skills to create effective posts, tweets, interactive videos and campaigns to meet your objectives.
- Project management skills to integrate the various tools both online and offline.



Understanding Best Practices and Pitfalls

Do's

Listen to the conversations related to your type of business and industry on social media sites such as LinkedIn, Twitter or Facebook. For example, if you have graphic design offerings, you should follow other graphic artists or marketing companies to see how they are conversing with their audience.

Whether you receive positive or negative comments, always respond in a professional manner and learn from the writer's input or comments.

- Participate—be authentic, transparent and consistent in all your communications.
- Have a content posting schedule in place.
- Create high quality content to share.
- Be consistent with your branding and messages on all social media platforms.
- Create comprehensive, keyword-rich profiles to share on social networking sites.
- Place calls to action within your posts—that is, include links back to your website so visitors can read something valuable like a good article.

Don'ts

- Refrain from blatant promotion and selling.
- Do not spam.
- Avoid being too personal or social rather than business-oriented.
- Don't react emotionally online to negative comments about your brand or product or service.



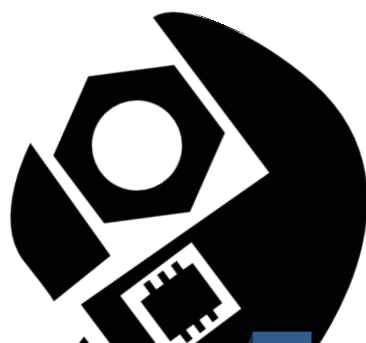
Nuts & Bolts

Becoming Social Online

There are many players and platforms to choose from in the rapidly evolving social media landscape. Each is unique and presents a different opportunity to engage with your target audience. Keep in mind though that company comes and go as they jostle for position and what is popular today may fall by the wayside tomorrow. You need to track emerging trends and be ready to adapt quickly.

Currently popular social media platforms like Facebook, Twitter, Pinterest, YouTube and LinkedIn all contribute to helping businesses with their branding, positioning, networking and collaboration efforts. Check them out to see what they offer and if your customers and prospects are there. Each has its particular use and effectiveness based on the type of audience and how that audience engages with them. For example, Twitter is a one-to-one customer and prospect engagement tool, excellent for real-time customer service, Facebook is a powerful community manager and LinkedIn is good for creating professional alliances and for recruiting employees.

So where do you start? The process itself is quite straightforward. To start along the path, all you need is an Internet connection. Start by setting up a profile on any of the various platforms. Your success will depend on your ability to develop new relationships by following and engaging with those you make connections with. Always try to share quality information, and be transparent, honest and authentic. Here are some tips to get you going.





- Sign up to the various social media platforms such as LinkedIn www.linkedin.com, Twitter www.twitter.com, Facebook www.facebook.com,



- Google Plus, <https://plus.google.com>. When you create your company profile, briefly explain what you do and incorporate keyword phrases. Include a link back to your website or a specific landing page on your site.



- Research using keyword phrases to find the conversations in your subject areas, to listen carefully and to identify thought leaders to follow by signing up for RSS feeds.



- Once you feel ready to participate in conversations, start introducing yourself by sharing quality content and building relationships. Participate in Yahoo Answers, LinkedIn QA and discussions, comment on other people's blogs and be a guest blogger.



- Write your own quality blog and share articles on ezine directories, incorporating "share" or "like" buttons on your blog.



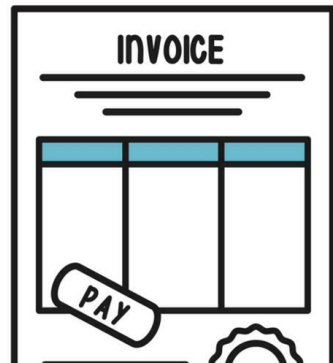
- Share video content on YouTube www.youtube.com, Vimeo www.vimeo.com or Viddler www.viddler.com and share images on Flickr www.flickr.com, 500px www.500px.com, SmugMug www.smugmug.com.



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Social Media and Networking Platforms

The tables below provide information about various social channels, including micro-blogging, social networking, business social networking, video sharing and photo sharing. Review the details provided to determine which channels would work best in order for you to achieve your goals.

1.1 Social Networking

Social networking refers to websites that individuals use to socially engage through chatting, status updates and meet up. Within these virtual communities, users create home profile pages and share comments and links directly with other users. Examples include facebook.com, myspace.com, ning.com, orkut.com, cafemom.com, badoo.com.

Description



- Allows users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- Enables users to engage through status updates and instant messaging.
- Businesses can reach their target audiences by identifying particular profiles likes/dislikes and target their ads accordingly.

To Do's



- Set up your profile and customize your account page.
- Set up "like" button to post on site, for users to share content.
- Build custom Facebook page for specialized content and branding.
- Optimize Facebook for search (e.g. keyword-rich phrases in page name, vanity URLs, wall and profile).
- Post regular status updates with valuable content to share with fans/friends.

Uses



- Embed pages from your website so that selling online can be brought into Facebook environment.
- Promote business through Facebook Advertising or Sponsored Stories that are tied into target audience location, age, likes and needs.
- Build reach by leveraging contests and campaigns.

Benefits



- Networking
- Customer engagement
- Driving web traffic
- Reputation management
- Customer retention
- Another commerce outlet
- Viral marketing
- Personalizing of your business
- Collection of more detailed analytic and demographic information through FacebookAnalytics

Best Practices



- Build a strategy that is social by design.
- Create an authentic personalized brand voice.
- Make your page interactive.
- Nurture your relationships.
- Respond to feedback and continue to monitor what others are saying about you.
- Schedule your status updates through content schedulers like hootsuite.com, ping.fm.



1.2 MICRO-BLOGGING SITES

Micro-blogging is similar to blogging but with a limited number of characters available for each post. These posts can be easily shared and searched, and profile pages can be designed to fit your brand. Examples include Twitter, Tumblr, Friendfeed, Posterous and Crip.ro.

Description



- Sites that provide succinct direct messaging that personalizes a company through an approachable online presence. It's all about conversational content, utilizing calls to actions (e.g. link back to company website to read full story, or sign up for subscription or free download).

To Do's



- Set up your profile and customize your account page.
- Group like-minded people together through hashtags # identity.
- Hold private conversations through direct messaging (DM).
- Send mass messages to all followers.
- Send messages to someone outside your follower list by including an @ sign + username.
- Retweet or reblog to pass message on (viral effect).

Uses



- Marketing (e.g. share relevant, quality content by adding short form links*)
- Public relations (e.g. promote events, product launches, Awards)
- Customer service (e.g. real-time feedback, reputation management)
- Tracking and analyzing your campaigns
- Researching industry conversations

Benefits



- Enhances customer service.
- Builds and promotes brand.
- Creates exposure to your other online presence.
- Builds partnerships/ alliances.
- Identifies influencers and thought leaders in your industry.
- Boosts credibility and trust among followers, showcasing your expertise.
- Provides powerful search features.

Best Practices



- * Short form links—some links tend to be very long addresses, so consider shortening them by going to either of the following sites—www.bit.ly or goo.gl/
- Be authentic and transparent, truthful and personable.
- For effective re-tweeting, keep your messages to 100 characters in length, to allow for easy sharing.
- Monitor what people are saying about your brand and react professionally.
- Segment lists of followers to target marketing efforts.
- Don't follow too many people at once.



Social media strategy, the main considerations

Strategy is a military term, defining the broad approach needed to reach a certain goal. It is important to remember this when formulating any strategy in business – you need to remember your end goal and plan the steps you will take to get from the present state of your business to the intended future state.

The relevant goal for social media is not success limited to the social media environment itself; it is the success of your business.

This obvious truth can be lost in the fog of information surrounding social media. The enthusiasts of social media can often be found talking about how to boost your followers, how to get more likes on Facebook, and how to engage more with senior executives on LinkedIn.

These are all valid activities using social tools, but most companies will not earn more if 100 or 1,000 people read their blog on a daily basis.

In the previous section we outlined some broad goals that are the most likely outcomes an SME would be looking for – none of them mentions an increase in Twitter followers or Facebook friends.

- Improving your revenue – getting more sales.
- Improving your outreach and being able to address markets that previously seemed impossible to enter.

So the first thing you need to plan for when defining a social media strategy is the outcome you want from the process. More specifically, this might be:

To use social-lead generation tools to turn business leads into contacts who are much more likely to do business with your company because you have far more information on what they need or are aware when they are looking for help.

- To build a network of people who directly influence your potential clients in a way that would be impossible offline due to geographical distance or suspicions about the objectivity of opinion leaders.

- To become visible in new markets where you know there are potential clients for your business, through a combination of publishing and engagement with people in those geographies and industries.

Once you define your own goals, it becomes easier to see how the social tools can help you, they all have their own advantage and can be used together to great effect.





Key activities plan for social media strategy:

- Market research
- Competitive intelligence
- Marketing and branding
- Reputation and personal branding

1.1. Market research

Undertaking market research usually requires a number of tools designed to capture the opinion of consumers. Focus groups, surveys, polls, interviews – these are all tools that aim to engage potential customers, find out their opinion, and to then organize that information into some order based on a blend of qualitative and quantitative analysis.

Social media tools are well placed to help with these activities - in fact, the use of social tools can often allow you to engage in market research that would be impossible or expensive otherwise.

Consider opinion surveys as an example. There are many online tools that allow surveys to be designed and managed, such as Survey Monkey (www.surveymonkey.com). You can design a survey, distribute it using social media tools and track the responses, even send reminders to encourage participation and then analyse the responses.



1.2. Competitive intelligence

In his classic book focused on military strategy 'The Art of War', Chinese general Sun Tzu said: 'Keep your friends close and your enemies closer.' This is now more possible than ever – without subterfuge or spying - using social media.

1.3. The Competition

In most cases you know who your direct competitors are. Sometimes a new challenger suddenly appears and surprises you, but you will usually have an idea who your local and international competitors are.

The first step is to ensure that you go to the LinkedIn page for each competing company. You can do this by searching the 'companies' section of LinkedIn for the required company. You can easily see the information LinkedIn has on a company by viewing the company page. The latest news, recent hires and fires, growth rates, promotions and job changes, and the companies that LinkedIn believes are operating in the same market. This is a very rich set of data that can be very helpful in understanding what a competitor is up to – not least the fact that because LinkedIn is focused on what individuals are doing it can be very interesting to find where those who leave are moving to.

Twitter is also a very important tool for monitoring the competition. Ensure that you have a search setup in the name of your competitor so you can scan what the online community is saying about them – sometimes it will be people from the company and sometime it will be discussion about them.

Google offers a very useful e-mail alert tool within their Google News service. Just go to news.google.com and search for the company or subject you want to monitor. Google will return the latest news stories, with an option to create an e-mail alert for this search – you can enter your e-mail address and Google will regularly keep you posted on any news related to the company you are searching for.

All these options are very simple and free to use. You can monitor the news with Google, the online discussion with Twitter, and the hires and fires with LinkedIn giving an enormous amount of information on what your competitors are up to globally without any investment in research.



1.4. Marketing and branding



Marketing and getting the message out to the world about exactly what you and your company can do is one of the key areas of advantage for the SME community offered by social media.

SMEs typically have very little budget available for marketing. Fortunately, almost all of the social media tools described in this book are freely available, though sometimes a paid upgrade to a tool like LinkedIn can make it more powerful. The main cost is the time it takes you to formulate a strategy and then manage its implementation.

1.5. Reputation management and personal branding

Corporate reputation has always been important. With the online community now able to publish their own news and share stories globally in an instant, it has taken on a new dimension. Because of this, corporate reputation can be destroyed in seconds – even if it took years to develop.

The reputation of a company will not be destroyed because of social media alone: these powerful communication channels act as a conduit for information and opinions that can be damaging to commercial reputations. The issue for companies today is that it is impossible to sweep unhappy customers or corporate disasters under the carpet – blogs packed full of complaints get indexed by search engines and eventually can become visible when searching Google for information about the related company.



An interesting phenomenon has developed in this very social era of business: individual executives are developing their own personal online branding using for instance personal Twitter accounts and LinkedIn profiles. This has developed because of the transparent nature of the social-media environment. Corporate accounts pumping out 'good news' press releases are seen as anathema to those who believe that an intelligent executive should have an opinion of their own.

This is perhaps less of a consideration for the SME, which focuses on its company profile, but it is advisable to develop personal profiles for your management team. Subject to your social-media strategy choices, ensure:

- They all have Twitter identities in their own name,
- They all have a LinkedIn profile in their own name and
- There is a LinkedIn company page for your firm that all your managers link to, to demonstrate that they are a part of the organization.

One point worth considering in this corporate versus personal debate is the difference between the company founder or owner and an employee developing a large online following.

Mapping your strategy

In this section we consider how to structure a social media strategy.

1.1. Mobile

It is important to be aware of the significance of mobile social networking in the current environment. Facebook estimates that about 60% of their users regularly engage with the network through a mobile device.

Mobile engagement can alter your strategy because it may change the way you share information, perhaps making it shorter or more visual and therefore easier to consume using a mobile device or tablet.



It can also offer new opportunities to plan for location aware services, where the user is prepared to reveal their location when interacting with the social network. Twitter now regularly tags tweets with the location if sent from a mobile device. Tools such as Facebook Places and Foursquare (www.foursquare.com) encourage people to 'check-in' to restaurants and other businesses when they are physically at a location.

Location aware services will be covered in more detail in the next chapter and may not be a concern for most designing a B2B strategy, but there could be many opportunities to engage with location-aware devices when planning a wider B2C campaign.

1.2. Engagement

How you engage with potential customers in a marketing campaign depends on what you want to achieve and which platform you intend to use, but there are some golden rules that apply across all social platforms.



- Be honest: everything you write on a social networking platform can be seen by other users and potentially be shared to their own friends, so do not make it up be prepared to stand by what you write.
- Be open: do engage, do not ignore people if they are talking about your company and if it is negative or critical then there is even more reason to engage, but do not just wade in and delete anything you do not like.
- Be genuine: if you are going to engage in the name of the chief executive then make sure it's not an intern doing the tweeting. Of course it is possible to outsource some activity – such as blog promotion – to a more junior member of the team or to a service provider, but if you start having online conversations in the name of the CEO then it have better be the real thing.

When planning a strategy for engagement it is also worth considering who is going to engage and what power they should have, regardless of the communication platform. There should be no problem for the founder of a small company to engage on social media. The founder can communicate in their own name and has the flexibility to do and say anything – within reason – that the company can do. For example if someone asks on Twitter if it is possible to develop web applications in Bangladesh then it would be reasonable to answer the individual by saying 'yes of course, we have been doing it for 15 years, get in touch'

If you are going to engage a marketing or public relations team to do much of the scanning and initial answering of comments for you then there needs to be a plan determining when to engage, ignore, or delete, and defining how far a comment can go. If you are selling physical products and you see a complaint online about something that has arrived broken, you might want your monitoring team to answer quickly by saying 'we are really sorry to hear about that, get in touch by phone or e-mail and we can help you now'. This takes the problem offline and demonstrates to the online community that you are there to help, as in the following example.

1.3. Tactical goals

Within your broad strategy there will be smaller tactical goals that need to be achieved. These may well involve social network measurements, such as the size of a Facebook community or number of Twitter followers.

Although these tactical goals will not form a part of the broader measurement of a social media strategy – that should be measured by business outcomes – you will need to create targets that help focus where your social media platform activity needs to be focused.



1.4. Additional tools



Facebook, Twitter, LinkedIn, and all the various other services mentioned can all be accessed, used, and configured using free software or just direct from the various websites.

The most popular and free monitoring tool is called Tweetdeck and was an independently developed software product produced by a British company acquired by Twitter in 2011. Tweetdeck (www.tweetdeck.com) allows you to configure one single screen where you can monitor several Twitter accounts, Twitter searches, Facebook news feeds, and LinkedIn news feeds.

Case study: Postcards of success

PostcardMania, based in Florida USA, offers direct-mail printing services to small businesses. In the past they tried using marketing agencies to help with social media, but found that even though their followers and fans would increase, they actually got very few leads.

However by refocusing their efforts and directly using LinkedIn, PostcardMania generated 600 quality leads – with contacts providing their information – over the course of just over a year.

These LinkedIn leads resulted in more than 72,000 USD in actual business. PostcardMania found that while Twitter and Facebook bring in traffic, LinkedIn pulls in actual leads that generate revenue.



Measuring Your Social Media Efforts

Increasingly, businesses want to know if their investment (time and money) in social media is doing more than raising awareness. Is it driving profitable revenue growth? Revisit the goals you set out in your social media plan to establish some benchmarks and to gauge your performance compared to your other marketing efforts. When evaluating the metrics, look to the overall return on investment (ROI) you stated in your objectives as the indicator of success or failure.

Sometimes, due to overlap of various marketing efforts, you may not be able to clearly determine what contributes to the success or failure of your plan.

Your social media activities can't be measured just in terms of activity—like the number of visitors. Focus instead on the quality of relationships you have built rather than the quantity. The level of engagement of your target audience with your business is a more meaningful measure of how well you are doing.

Here are three levels of engagement to monitor— the higher the level, the greater the engagement and likelihood of action.

LEVEL	MEASUREMENT
Level 1	<ul style="list-style-type: none">• Followers/fans• “Likes” and comments
Level 2	<ul style="list-style-type: none">• Retweets• Repeat comments/track-backs• Number of shared posts• Number of search engine referrals generated by a piece of your content
Level 3	<ul style="list-style-type: none">• Registrants (e.g. those who subscribe to a feed or download a white paper)• Influencers/advocates (those who promote your business)

Where is Social Media Heading?

Watch for these trends:

- Businesses will demand more social management and measurement tools (e.g. Social CRM like Sales Force Social CRM, Nimble, Pivotol and Hootsuite allow real-time tracking and connection to your database).
- Better measurement tools will constantly be introduced to meet the demands of business owners for more accountability in their social media efforts and for a return on investment (ROI).
- Businesses will need to consider how to integrate social into the whole culture of the business from top to bottom. Regardless of its size, all members of the business should be on board and understand and follow a common policy when working in the social arena.
- Video and mobile will continue to forge ahead in the social sphere, creating new ways to engage and communicate with customers and prospects.
- Social is now being integrated beyond websites or mobile devices. Look for increased uses in your car, home and entertainment devices (e.g. 3D television) that let you share what you are watching.





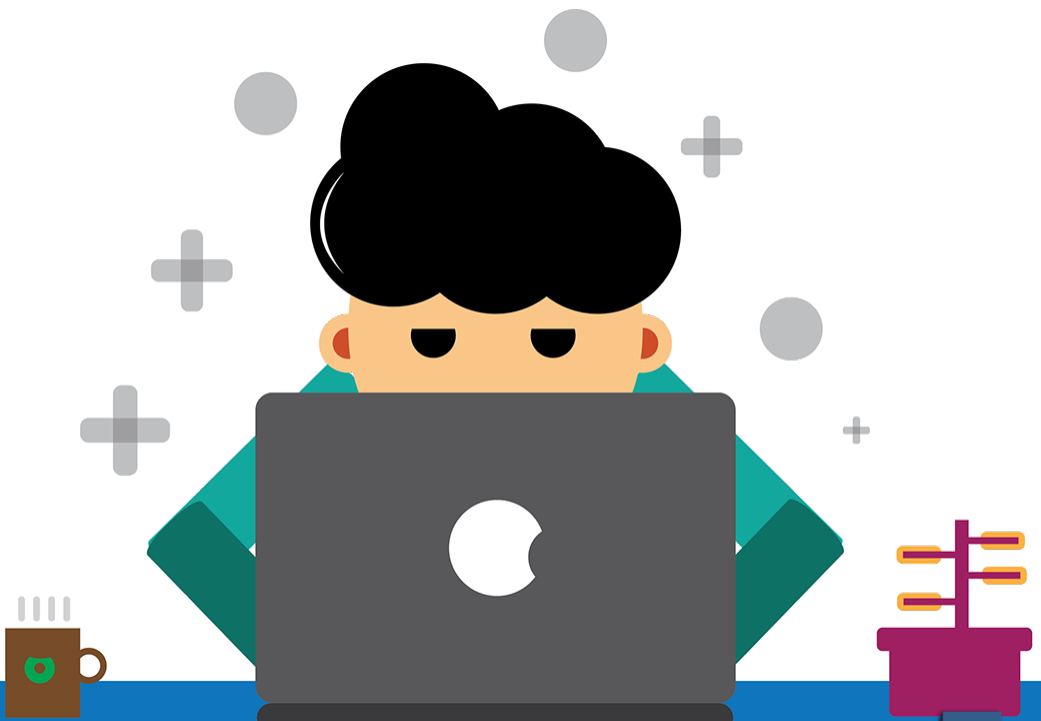
- Niche social sites are emerging, providing deep community engagement to learn and share with groups that have the same interests. For example, Pinterest has become a popular social photo sharing website fashioned around the age-old concept of the pinboard.
- Shopping via social will continue to grow. Peer review and word of mouth will become a more powerful buying incentive than traditional marketing and advertising channels. Businesses will have to find ways to shift this trend to their advantage.
- Social will continue to change rapidly with new platforms and players coming on board (and disappearing just as quickly). Businesses will need to stay on top of emerging trends and be ready to adapt.
- Social search results will command as much attention as all other search results. If you don't have a social presence, you have less chance of achieving a high search engine ranking. (See the Increasing Traffic to Your Website through SEO booklet).

Best Practices for Engaging In Social Media

1. Listen and participate in social media conversations to understand the rules and market landscape.
2. Develop a plan for what you want to achieve with your social media efforts.
3. Create compelling, high-quality content that resonates with your audience.
4. Contribute, collaborate, inform, educate but do not sell.
5. Network with industry influencers who will share good content and promote you in the process.
6. Optimize your social media efforts by tracking results and fine-tuning your strategy accordingly.
7. When responding to a negative comment, don't argue or become personal. Always reply in a professional manner and learn from the writer's input or comments.
8. Always address issues as they arise within the social media. Don't stay silent as this will cause more challenges.
9. Don't sell! Be informative, transparent and authentic. Share quality content.

CONCLUSION

Small businesses have a lot to gain by integrating social media websites into their general Web presence. Not only do social media sites like Facebook and Twitter serve as general hangouts, but they also provide opportunities to spread your message as a business, to connect with your target audience better and to get to know your fellow small business owners more personally. Because social media has no hours of business, you can interact and connect at anytime from anywhere with an Internet connection. So, take your business level by integrating social media into your marketing campaigns.

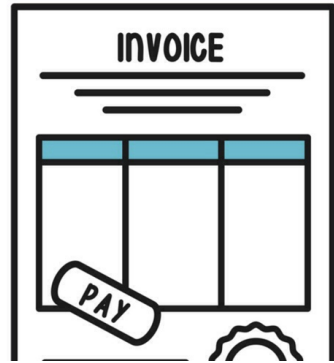




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