SOCIAL MEDIA MARKETING MADE SIMPLE
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Awareness may lead to curiosity which could lead to...

Interest when a need materializes...

Research & Evaluation

Decision

Purchase

Handoff

Content Marketing

Sales
agenda

• what is social marketing?
• why use social media?
• what’s right for my business?
• why use webinars?
• targeted social research
• what’s the big deal with content?
What is Social Marketing

It’s Not New
Social Marketing

Born in the 1970s

- Born in the 1970s

- Changing people’s behavior for the good of the individual and society

- Particularly well-suited to selling Professional Services and IT and selling B2B/B2G
  - Longer sales cycle
  - Service improves life for the individual
  - Educations campaign changes behavior and beliefs about possible solutions through education
  - Requires content
why use social media?
social media is the new word-of-mouth

social media marketing leads to...

- new customers
- repeat business
- referrals
concerns? you’re not alone...

social media looks really interesting, but...
I’ll never have millions of customers...

using new marketing tools sound great, but...
I will never write thought leadership articles....

reading what’s being said sounds useful, but...
I’ll never have a dedicated staff to do it right...

I hear about new tools and networks everyday, but...
I just don’t have the time to stay current...
what you do have is powerful...

loyal, happy customers

an excellent customer experience

interesting and important things to say!
what’s right for my business?
What’s right for my business

B2B/B2G
B2B and B2G

Facebook  LinkedIn  Twitter  Google+
Channels

to deliver your message to your audience
Here’s some insight
TREND 2010-2013

Social Media Access at Work

- 2010: 25% Don't Know, 55% No, 20% Yes
- 2011: 10% Don't Know, 44% No, 46% Yes
- 2012: 12% Don't Know, 44% No, 44% Yes
- 2013: 11% Don't Know, 41% No, 49% Yes
### Top Online Social Sites 2010-2013

<table>
<thead>
<tr>
<th>Platform</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>35%</td>
<td>54%</td>
<td>58%</td>
<td>57%</td>
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<tr>
<td>YouTube</td>
<td>30%</td>
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<td>LinkedIn</td>
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<td>Google+</td>
<td></td>
<td>New in 2013</td>
<td>33%</td>
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<tr>
<td>Twitter</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
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<td>Wikis</td>
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<td>Pinterest</td>
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<td>New in 2013</td>
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<td>Flickr</td>
<td>5%</td>
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<td>GovLoop</td>
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<td>Instagram</td>
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<td>New in 2013</td>
<td>5%</td>
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</table>
TREND 2011-2013

Event Attendance in Past 12 Months

Trade Shows, Conferences, Industry Events

- Attended None: 38% (2011), 40% (2012), 41% (2013)
- Attended 1-3: 52% (2011), 52% (2012), 49% (2013)
- Attended 4+: 10% (2011), 11% (2012), 8% (2013)
TREND 2011-2013

Event Attendance in Past 12 Months

Webinars

- Attended None: 48%
- Attended 1-3: 34% (2011), 38% (2012), 40% (2013)
- Attended 4+: 14% (2013), 26% (2012), 30% (2011)
why create a business page?

1,000,100,000 active users

522,000,000 daily users

Source: Facebook
tips for your business page

- post relevant content: comments, photos, videos
- use your page to help answer fan questions
- have fun!
- make settings public so customers and prospects can find you
- use as an alternate landing page for your email
- add an email signup form right on your Facebook page
GOT PICS?

- post + video = 100% more engagement
- post + picture = 120% more engagement
- post + photo album = 180% more engagement

Source: Facebook, “Best Practices for your Page and media strategy” (March 2012)
should I be using LinkedIn?

83% of B-2-B marketers are using LinkedIn

33% | 52%

Nonprofits and Associations using LinkedIn

Source: Content Marketing Institute (October 2012)

Source: Nonprofit Social Network Survey Report
tips for using LinkedIn

- Position yourself and your company as experts
- manage your professional contacts and relationships
- find individuals you know in a professional capacity
- promote your products and services
- participate in discussions; recruit attendees to your events
Best uses of LinkedIn?

- inform about what you do
- share your expertise through participation in groups
- Share your expertise by publishing articles (yours and others)
- promote your success stories
- build relationships
should I be using Twitter?

288,000,000 active users

Source: Global Web Index (February 2013)

88% follow at least one brand

Source: TechCrunch (October 2012)
tips for using Twitter

- share links to interesting content & ask for feedback
- tweet a survey or poll
- send direct messages (DMs)
- retweet content from people you are following
Best uses for Twitter

- promote your products/services/events
- share news coverage
- customer service
- build relationships through retweeting and promoting others
**343 million**

*monthly active users*

*Source: GlobalWebIndex (February 2013)*

**5 billion times**

*is how often the Google +1 button is used per day*

*Source: PRDaily.com,*
tips for using Google+

- share your posts publicly
- organize your followers with circles
- share strategically
- try a hangout
Best uses for Google+

- SEO value
- visual showcase
- multimedia
- talk directly with customers
Maybe the first step
what should I monitor?

- your brand
- similar companies
- categories, topics, keywords
- experts + influencers
tools to manage + monitor

Google Alerts

Search query: 
Result type: Everything
How often: Once a day
How many: Only the best results
Deliver to: nationsd11@gmail.com

CREATE ALERT  Manage your alerts
email + social

you have to use both

amplify your email

drive traffic back to your list, email, etc.
But I thought email was dead?

Keep the conversation going
To drive the behavior change you need

Everyone
Uses email daily
tips for using email

- share news and tips
- present offers
- promote learning
- gather data
Best uses for email

- step prospects through the sales cycle
- build loyalty
- showcase successes
- upsell
what do I do next?
WII-FM

- Busy
- Focused
- Don’t want to be sold
- Wants information before they talk to sales person
- Earn their attention
Informational

More education, TASTEFUL CTAs
starter content

- information, tips, and practical advice
- questions asked by your customers
- links to:
  - archived newsletters; event home and registration pages
  - polls and surveys
  - blogs (yours and others’); websites (yours, and others in your area of expertise)
  - thought-provoking discussions that inspires dialogue
  - relevant videos, photos, podcasts
  - interesting content that you find
make content shareable

use the Share Bar in your emails – make it easy for readers to share on social media
social media “do”: be the expert

- focus on the content: share knowledge so people care
- trade useful information for attention
- inspire trust by filtering the noise
- promote positivity
- always respond to comments even when they are negative
social media “don’ts”

• don’t pitch.

• don’t overtly self-promote.

• don’t offer incentives to get reviews or sharing.

• don’t stray from your areas of business into: personal information, politics, sports, religion, etc.
Grow with Constant Contact Tools

Get results fast, with affordable, easy-to-use engagement marketing tools and free coaching.

- Newsletters & Announcements
- Offers & Promotions
- Feedback & Surveys
- Events & Registrations
email marketing providers are hard to beat

- lots of physical, measurable response
- easy to brand with colors + logos
- helps to measure and monetize social media
- provide lots of great coaching and direction
tools to expand your reach

Simple Share tool
tools to expand your reach

social media buttons
tools to expand your list

offline

• at register
• with the check at end of the meal
• on registration forms
tools to expand your list online

- Join My Mailing List (app for website, blog, Facebook, LinkedIn, etc)
this is easy really

low cost tools save you time & energy

I'm tweeting right now!

monitor + schedule
Get your free DIY marketing plan

Just send your email address by text message:

Text KARLASPEAKS to 22828 to get started.

Ready to get started?
next steps...

free social media webinars

Grow Your Business with Email and Social Media workshop

any questions?

Call me at 630-263-9238