

About SCORE



- Successful and experienced executive volunteer mentors available to assist those in business or starting a business
- SCORE is a resource partner of the Small Business Administration (SBA) whose mission is to help aspiring and existing businesses succeed. Since then, we've helped over 10 million people in pursuit of their business goals.
 - 11,000+ volunteer across more than 300 chapters across the U.S. with > 1 million hours of service
 - Since 2009*:
 - 299,389 Businesses Started
 - 359,101 Jobs Created
 - 386,277 Businesses Increased Revenue
- Services Offered
 - Seminars and workshops – local in person & on line
 - Free Mentoring - Face-to-Face, E-mail, Telephone & Skype
 - Variety of business resources for small businesses
 - Free Business Briefs
 - Links to local and state resources
 - Success Stories
- Contact us today to sign up for mentoring at www.score.org

Speaker



Karen Durand is a retired Brand and Shopper Marketing Executive with 32 years of experience which included, Senior Manager, Shopper Marketing Center of Excellence at Kimberly-Clark Corp, Vice President Marketing, Specialty Foods Group, Inc.; Group Manager, Business Development at International Paper, Director of Marketing and Director of Corporate Communications and Investor Relations at Gibson Greetings; consultant for various CPG & B2B companies, and a community college instructor on business plan writing and marketing. Her marketing background includes extensive website content and social media expertise.

Karen has been a SCORE Mentor since 2004 and counsels SCORE clients in the areas of shopper marketing for ecommerce, grocery and mass market retailers, brand marketing for consumer product goods companies, sales and digital and traditional marketing communications.

AGENDA

- How Social Media fits within your marketing plan mix
- Do you need Social Media for your business and if yes, which to engage in
- How to measure Social Media success
- Social Media priorities & management options

Social Media: Part of the Marketing Plan Mix

- Your Webpage is a Digital Base
- Social Media is ONE element of your Marketing Plan



What REALLY WORKS for finding new customers?



Presented by SCORE.org

Many approaches are tried...



...but what are the results?

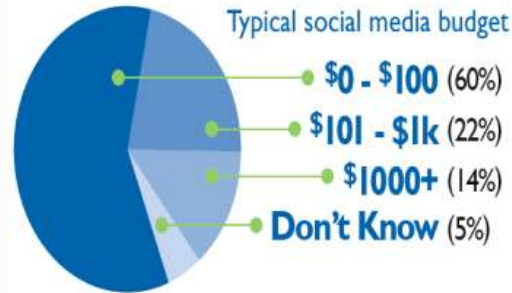
85% say it's important to be found on major search engines and be viewed on mobile devices.

But just **25%** know how to create a mobile site!

Company Website

SEO named most effective tactic by those that use it...
...but **HALF** never even update their listings!

91% of online adults access **Social Media** each month



Who manages social media marketing?

- 74% No special employee
 - 6% Consultant
 - 8% Part-time employee
 - 12% Full-time employee
-

Brands that post daily reach **22%** of their fans in a given week.

50% of business owners said they gained new customers via social media – notably Facebook and LinkedIn.

eMail gives a big return

70% spend less than 3 hours a week on it...

77% say it increases their revenue.



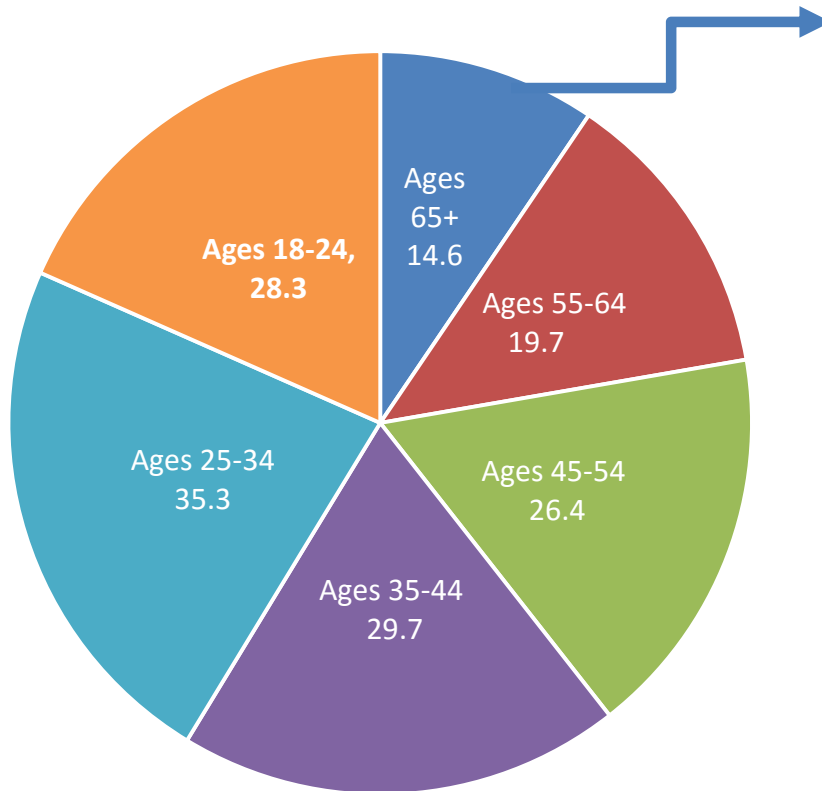
Only 12% said that Online Advertising was very effective.

Do I Really Need Social Media?

- ALL age groups are involved and it's Cost Effective
- Goals: Engage your customers, build your brand and stay top of mind
- Action seeking: for your target audience to take action, i.e. provide Email addresses, Like, Share, Repost, Join, Network and Buy

179.7 total social network users in 2015

Millions



This demo will see the largest increase in social media users (to 16.6 million) from 2015 -2016



Both B2C & B2B Customers Are Engaged

How Social Media Influences Purchasing Decisions	
Influenced by social media posts from friends	81%
Liked social media page of company for discounts and offers	79%
Made purchase based on company's social media posts	78%
Researched social networks before making purchasing decision	74%
Likely to make a purchase based on social media referrals	71%
Twitter users tweeted product or company recommendations	53%

How Marketers Are Using Social Media Sites	
Generating Business Exposure	89%
Increasing traffic	75%
Gaining marketplace intelligence	69%
Building Loyal Fan Base	65%
Generating Leads	61%
Reducing marketing expenses	47%
Improving Sales	43%

Major issue - Deciding which platforms to engage in to maximize your sales potential



www.facebook.com

FB Getting Started

- Open a profile or company page
- Account name and password
- Images - background and logo
- Organization description & addresses
- Initial copy and links
- Initial list of connections and companies to invite/like

- **B2C Social Network**
- **#1 website in world** with 1.26 billion+ users growing at a rate of 5-6 million new users per week
- **71% of internet users are on Facebook every day**, per Pew Research
- **Over 80% of businesses are using Facebook daily**
 - 56% consumers said they are more likely to recommend a brand after liking them on Facebook (Mashable)
- **Huge reach** with 60% logging in daily to an average of 130 friends and spend 55 minutes per day on site with 3.2 billion Likes and Comments posted daily
- **Comprised of Likes, Comments, and Reposts**
 - Content is critical since the goal is to get Likes to your site and on individual postings and obtaining Email addresses to build a community
- **Success measured** in terms of
 - Total Reach: # that read posts
 - Daily Average Reach: Avg. # looking at each post/day
 - Total Engaged Users: # clicking on links
 - Total Active Users: # Likes or shares
- **Ecommerce = “For Sale Groups”** and ad features added in 2015



www.linkedin.com

Getting Started

- Open a profile or company page
- Account name and password
- Headline and body content
- Recommendations (3-5 to start)
- Images - background and logo
- Organization description office address
- URL to website
- Initial list of connections and companies to send invites to

- **B2B Social Network**
- **Huge reach** - 277 million members in over 200 countries, with 74 MM users in US. Average 2 new signups/second
 - Profile is College Educated, 43 yrs old, Salary \$107,000
 - Site where clients and others are most likely to find you via a search engine
 - Professional social networking, ability to demonstrate expertise, sales prospecting and recruiting
- **> 3 million Company pages**
 - > 1.5 million LinkedIn groups
- **Comprised of connections, views, likes and shares.** Content is critical since the goal is
 - **Reach:** # People reading post
 - **Engaged:** # people clicking to link
 - **Active:** likes & shares
- **Success measured** in terms of:
 - Network Growth Company Page: # connections
 - Average Daily Reach: Avg. # views/post
 - Network Growth Group Page: # connections
 - Time of Day postings are read and responded to



www.twitter.com

Getting Started

- Create a Twitter Handle
- Open an account
- Images - background and logo
- Organization description & addresses
- Profile details
- URL to website
- Initial copy and links
- Start following others
- Start Tweeting-multi/day
- Find Retweet opportunities
- Note: Can often post 3rd party content to Facebook and Twitter at same time

- **B2B & B2C Micro blog**
- **Huge Reach** - 645 million active users, with 135,000 new users every day with a younger and mobile audience
 - Average user is 39 years old with 64% users 35 and older
 - 59% female users
 - 55% Twitter users access via their mobile and 37% tweet from a phone
 - Average business has 68 followers, with average user having 126 followers
- **'Tweet' format** - a message up to 140 characters long w/link to websites/images
- **70% of small businesses engage**
 - 56% use Twitter for business purposes
 - 34% of marketers have generated leads using Twitter, and 20% have closed deals
 - 80% of consumers have better impression of companies that use for customer service
- **Comprised of Replies:** message sent to your company account; **Retweets:** message was re posted to another Twitter account and to their followers and **Favorite** is similar to "Like" on Facebook
- **Success measured** in terms of:
 - Network Growth: # organizations we follow
 - Engagement: Total # of clicks, retweets, replies or favorites
 - Follower Growth: # organizations following us
 - Time of Day Tweets are read and responded to
- **Ecommerce** = Transaction values, key conversion tags & product/placement

Other Popular Social Media Sites



Pinterest

A personalized media platform

- 12mm US users
- 3rd most popular social network in US in terms of traffic
- Most popular categories are visual - 'food and drink', DIY, crafts and 'home
- 28.1% users have annual HH income of > \$100,000.



B2B & B2C Video Sharing

- Create your own or feature other sources on your social media sites, email and website
- Used to answer questions, demonstrate “how to’s” & review a product or business
- >300,000 visits per day watching 6.8 B hours per month w/70% of traffic coming from outside US.
- Success = views, ratings, comment, likes & shares



Instagram

Another photo-heavy platform

- Quality not quantity = 7% of daily photo uploads
- Over 90% of the 150 mm users are < 35 years old
- 68% of users are female
- 17% of U.S. adult residents live in urban areas, while 11% live in suburban and rural areas

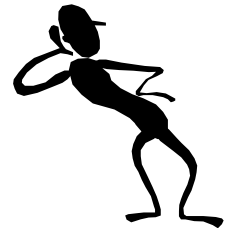


Tumblr

An anti blog

- Favorite social networking site of Americans < age 25
- A top 10 website in US with 20 billion page views/month
- Most Tumblr users actually don't WANT an audience since their sharing their daily lives

How To Get Started: By Listening



Important Types of Social Media Learnings

Monitor

Capture what people are saying with no intent of talking

Listening

Indicators into what the market thinks of you

Analyzing

Insights that inform your decision making process

Measuring

Translating metrics into ROI or other predefined success metrics

- Where conversations are happening
- What is your share of conversations
- Determine what conversations you could/should be in
- Identify key influencers who can help build your brand

Do Your Homework

Social Media Musts

- Clear objectives
- How it fits within your overall marketing & sales strategy
- Research which channels are right for your business
- Set Measurable objectives
- Assess how it help you achieve your objectives

- What do you want to achieve? Who reaching?
- Determine how much time you're willing to commit
- How to Choose Social Media Platform(s)
- Determine what social media learnings you have
- Assess current marketing plan & content

Create A Plan

Read

Stay in tune with the topics your customers care about, and filter out the rest

Ensure that you can access all the relevant news in 15 minutes a day or less through news feeds, apps and google alerts

Connect

As you see channels your customers like to use Start with big sites, i.e. Facebook & Twitter Add other sites over time as you build proficiency



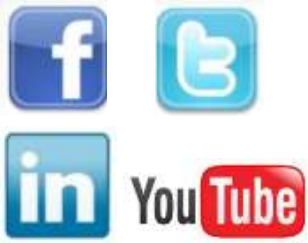
Share

As you learn what kinds of content your customers are interested in start sharing with them, ex. through Feedly, Flipboard Gradually mix in your own content

Create

Start to share your own content in whatever form makes the most sense for your customers

- Starts with a website
- Decide which social media tools to use and how to implement
- Take it slow, once opt in, you **MUST** maintain an active presence
- Set success criteria and goals to be measured
- If done right your followers will likely become brand evangelists



Where to Find Social Media Content

Manage Time Wisely

- Integrate with overall marketing messaging
- Don't worry about perfection
- Set a time limit each day
- Aim for daily posting
- Plan ahead - Map out a week/month on a calendar
- Schedule the time
- Invest in cost effective tools
- Periodically assess results

Most content is shared from other sources

- Your company & products, photos & videos
- Industry or vendor news and events
- Your customer or clients testimonial, ratings and reviews
- Trusted third party business industry news sources
 - Trade journals, WSJ, Forbes, AMEX Open Forum, local media, etc.
 - Use free listening tools to gather, ex. Google news, Keotag, Addictomatic, twitter search, How Sociable, etc.
- Asking questions to solicit client feedback
- Create 'how to' educational videos



Social Media Content Legal Considerations

Never use images/content/etc. found on the web unless you have permission or the site states permission and under what conditions

- **Respect Copyright** - look for the Creative Commons copyright license symbols



- **Suggested Means of Disclosure**





- **In a Salutation**, ex. *“Hi Community Member, this is Sarah, and I work for “Company X.” You may be interested in the following information...*
- **Within a post or message**, ex. *Message copy – as a “Company X” employee, I am often asked this same question*
- **Within the Bio or About section**, ex. *This page is moderated by John Smith, a marketing executive with “Company X.”*
- **Through a clear username or handle**, ex. *JohnSmith_“Company X” or CompanyXMarketingJohn*

- **Respect Confidentiality**

- **Don’t discuss confidential or proprietary information** on blogs, wikis, social networking sites.
- **Don’t identify a customer, supplier or any other partner** by name online without permission



Use Collaboration Tools to Manage & Measure Social Media Content

Mgt Tool	Description
	Web based dashboard to collaboratively execute campaigns across multiple social networks like Facebook, Linked In and Twitter. Auto schedule feature Tracks conversations and measuring campaign results via the web or mobile devices. Multiple level membership, reasonable \$
 Sprout Social	Web based Dashboard to collaboratively execute campaigns across multiple social media networks like Facebook, Twitter, Linkedin, Instagram & YouTube. Similar to the above, just a smaller company.
 Analytics	Free services built into every twitter account. Allows users to review the impact of each post. Includes, Retweets, Direct Messages, and Favorite. Highlights your most popular posts, and allows you to look at a glance what content is working best for your company.
 Insights	Free service built into Facebook. Allows you to review content, determine best posting hours, reach and reaction. Complete with graph and interactive tools to fully explore/evaluate your efforts.



Create a Marketing Calendar

Preload Content by the Day, Week or Campaign

- Beginning of each week – start your overall marketing themes, including holiday events
 - An integrated marketing approach works well – same message on all tactics
 - Create and locate content, preload & auto schedule
- Remainder of Week – time commitment is limited to responding, answering questions & reacting to any breaking news

Marketing Calendar – Holiday Campaign						
Week of	11/23	11/30	12/7	12/14	12/21	12/28
Customer Target	Kids	Moms	Millennials	Grandparent	Families	Moms
Key themed message, product features, offers, new products, promotions, contests, etc.	Black Friday	Cyber Monday	Giving Tuesday	12 days of Christmas – offer or bundle each day		Post Christmas event
Marketing Tactics						
Website						
Enewsletter						
Traditional marketing elements, POP						
Social Media						
Monday	New product video/intro/friend& family offer					
Tuesday	3rd party content related to your product category					
Wednesday	Start a contest					
Thursday	Reminder for a week end or flash sale/event					
Friday	Customer testimonial					
Saturday	Media or company recog					



Building Social Media Site Traffic

SEO for Social Media

- Facebook
 - Public Profile link
 - Shares
 - Linked In
 - Profile
 - Website links
 - Events
 - Twitter
 - Profile
 - All Tweets
 - Google+
 - Plus Buttons
 - Comments
- Build Your Network with regular postings/tweets
 - Consider special offers
 - Follow to get Followers
 - Remind your audiences to like or retweet individual posts
 - Post Videos, great images & testimonials
 - Host Events and create discussion
 - Ask questions, create polls, small contests
 - Business Cards and Email
 - Link all Social Media sites to the TOP of your HOME Webpage
 - Consider Blogging
 - Maximize use of digital management tools to save time



Track Results

Measure results by month or quarter over time

- Each social media site offers data and metric reports, as do the social management tools
 - Both table and graph formats are available
 - Pull out individual content posted by day and check time to day posted
 - Look for trends in what information is shared and liked/retweeted and when to determine what works or doesn't work.

Reporting Metrics		
Facebook	Linked In	Twitter
Total number of postings/number of report days for each site		
Time of Day postings/Tweets are read and responded to		
Total Reach: # that read posts	Network Growth Company Page: # connections	Network Growth: # organizations we follow
Daily Average Reach: Avg. # looking at each post/day	Average Daily Reach: Avg. # views/post	Engagement: Total # of clicks, retweets, replies or favorites
Total Engaged Users: # clicking on links	Network Growth Group Page: # connections	Follower Growth: # organizations following us
Total Active Users: # Likes or shares		



Social Media Priorities & Mgt Options

Priorities

- **Open/Maximize 1 or 2 Social Media Accounts which reach your target market**
- **Identify & Engage Trusted 3rd Party Sources**
- **Develop a Content Calendar**
 - Company news
 - Products & Services offered
 - Customer news
 - Industry & Community news
 - 3rd Party Content
- **Pre schedule 5-7x posts each week**
- **Review Results & Adjust**

How To Manage

- **Overall - Pull best practices from direct and non direct competitors**
- **Manage ongoing Content**
 - Pull from your industry experts and from within your own company
 - Use ALL management tools at your disposal and pre load for a period of time
 - Divide and Conquer
 - Immediately post or bookmark as you read 3rd party content of interest
 - Company & Customer Content – delegate or define a specific day and time of the week to manage postings
 - Ask a current employee to manage for a few extra hours per week
 - Hire Tasks Out



Thank You!

Contact SCORE Today for a Mentor

www.score.org

We have the small business expertise you're looking for!