

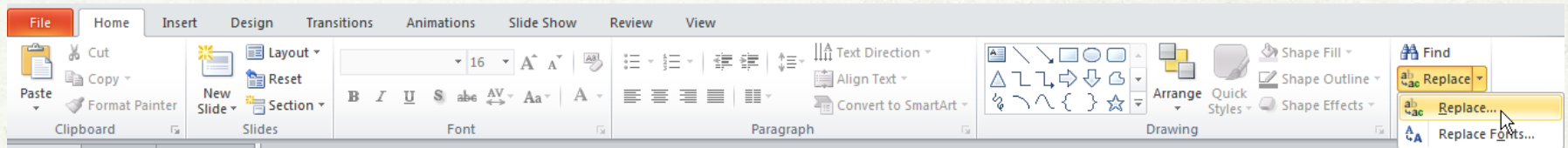
# Hot Tip - Branding

- **Want to change this? (hint: don't click it)**



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- **How do I incorporate my company info into all the slides?**



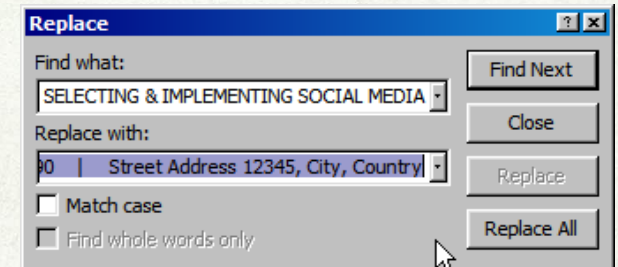
Click Home>Replace

Find: SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES

Replace with (use your own info, we recommend this format): `Www.Mywebsite.Com | +12 34 567 890 | Street Address 12345, City, Country`

Click the "Replace All" button.

In some cases you might have to save the presentation and reopen to see the results.



## [ Image information in product ]

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# SOCIAL MEDIA AGENCY

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[www.url.com](http://www.url.com)

Start >





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# INTRODUCTION

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# Even a Cavemen Can Do it?



- The concept of social media has been around for ages – *even cavemen posted on each other's walls*
- The internet just scaled this to a whole new level with more than 1.5 billion people on social networks increasing by more than half a million a day

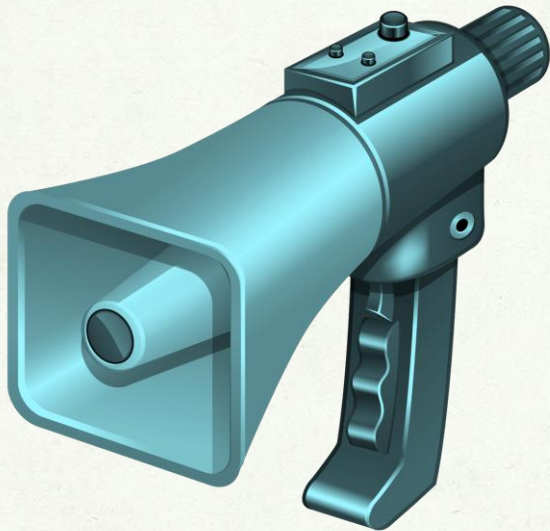
Icon by fasticon.com; Statistics Source: Top Social Networks Around the World

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# The Paradigm Shift



## Technology Shifting

Change the communication Channels

Phone



Smartphone

Mail



eMail

News



eNews

Socialize



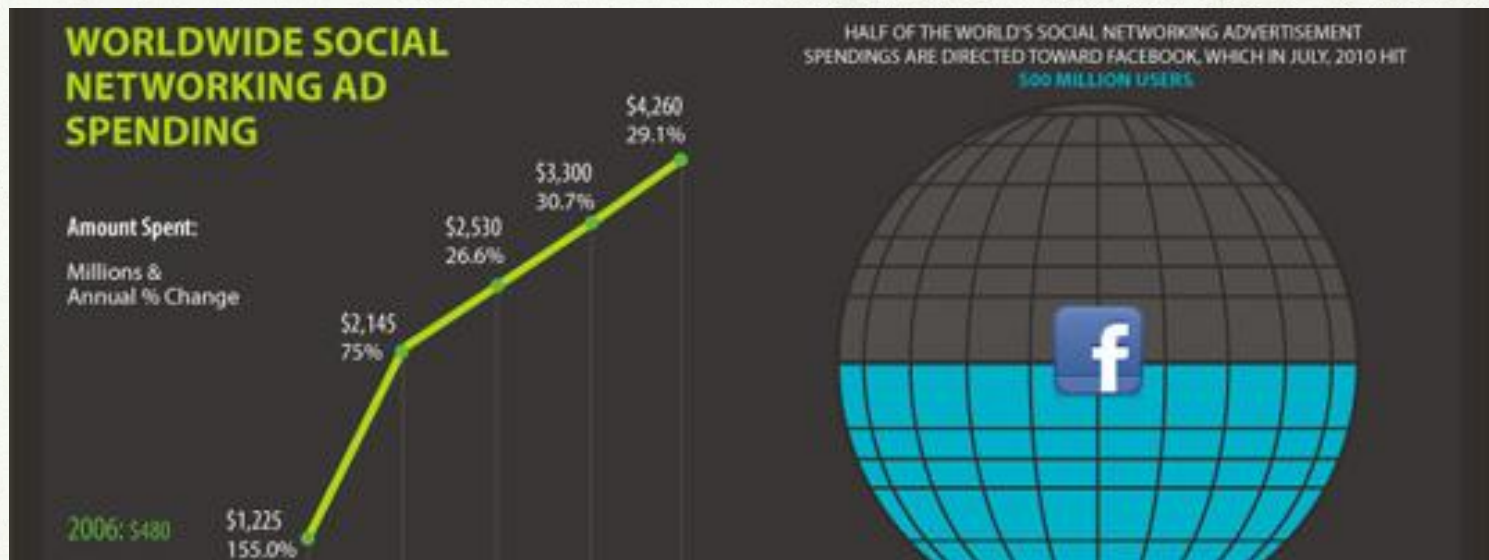
Social.net

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# Don't Be Left Behind

*\$4.26 billion marketing dollars were spent on social media in 2011*



Source: Digital Buzz Blog

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# Why the Urgency...

**800 Million**  
**200 Million**

Number of active users on Facebook

New Facebook accounts in 2011

**56%**

Customers more likely to recommend a brand once fan on FB

**30%**

B2B marketers spending yearly \$1m+ on social media

**34%**

Marketers who generated leads using Twitter

**33%**

Marketers that say FB is critical/ important to their business

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# Revenue Potential



If your business is not leveraging social media marketing,  
your business is not maximizing its revenues

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It's Viral



Social media is word-of-mouth on  
**steroids**

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# ABOUT US

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# Who We Are

## Consulting

We are a social media consulting firm that creates campaigns for businesses via various channels to ensure effectiveness and revenue generation.

## Customization

We have built our company around our clients by taking the time to personalize their social media campaigns to fit their needs. We are a full-service firm offering Facebook, Twitter, YouTube and other social media outlets to ensure your business maximizes its reach via multiple channels.

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# A Sample of Our Clients

We have a wide range of expertise from  
mom and pop shops to large corporations:

Logo 1

Logo 2

Logo 3

Logo 4

Logo 5

Logo 6

Logo 7

Logo 8

Logo 9

Logo 10

Logo 11

Logo 12

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# Case Study

Picture Here

Client Name

MobileMob, Inc.

Problems

Mobilemob, Inc. recently had a decline in its customer base by 16% and the trend pointed downwards. Meanwhile, competitors were effectively employing social media strategies to increase their customer base.

Results

We structured an effective Facebook social media campaign. Over the span of 4 months, we helped increase the customer base by 31% and customer satisfaction ratings by 22%.

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# The Team

Harry Doe

Chairman

Jeane Biggins

Managing Director

John Smith

Creative Director

Al Comeronie

Finance Director

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# CUSTOMIZED STRATEGY

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# Will Normal Ads Die?



Some leading business publications believe normal advertising may eventually die but in reality social media is just a very powerful addition to current marketing channels

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# Social Media is Free

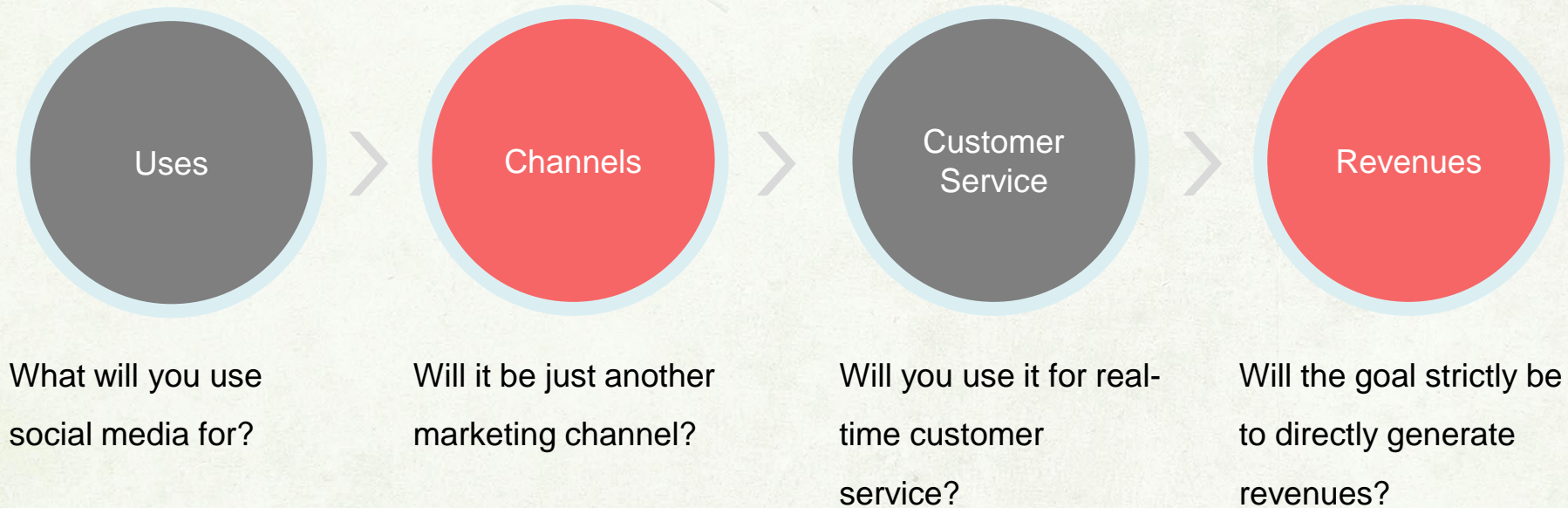


The media space is considerably cheaper but immense competition requires effective content and ongoing customer interactions that involve time and financial investments

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# Initial Planning

It is essential to establish a vision for your social media marketing strategy and determine desired outcomes in order to create an effective campaign and choose the correct outlets



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# The Focus of the Strategy

In order to have a successful strategy, it is important to not lose focus and aim to create a long-term social media strategy. If your strategy adds real value to the lives of customers then you will retain them.

## People

Focus on the people and not the technology. The technology is not what drives revenues; however, having a consultant who can create connections and manage an effective campaign to reach the customers does.

## Engagement

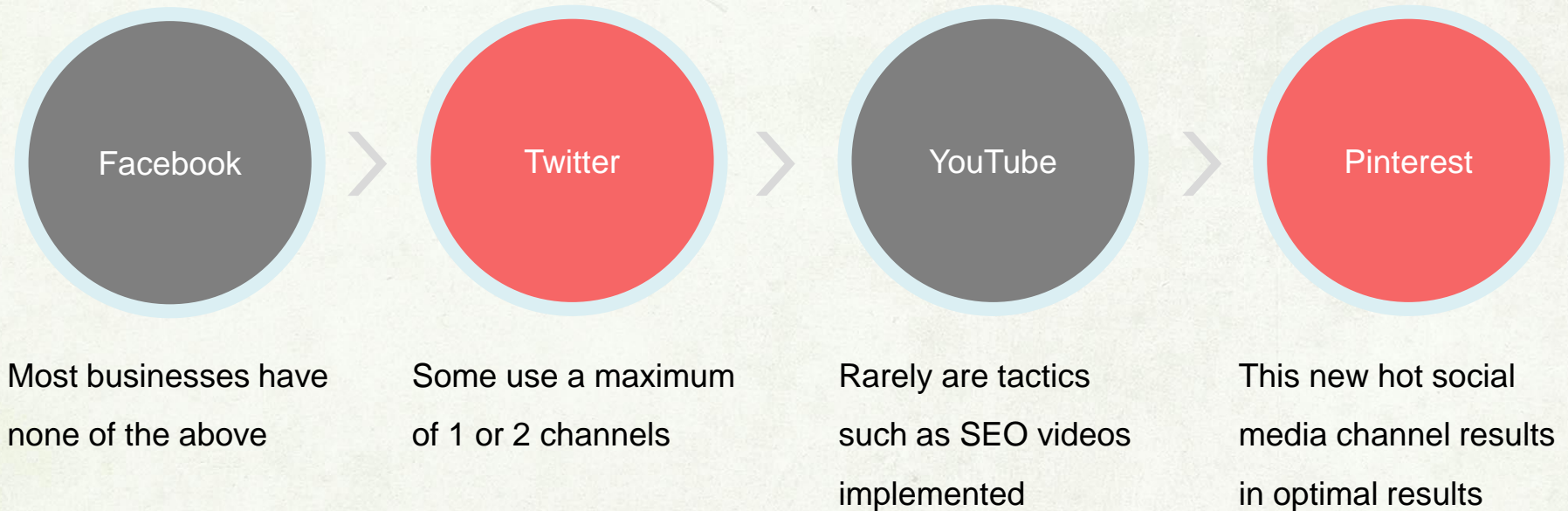
Build conversations instead of focusing on campaigns. By interacting with customers and building long-term relationships you will be able to build trust and connection with them, which will eventually convert into higher and more consistent revenues.

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# Dominate the Competition

Beat your competitors and dominate the market by reaching your customers via at least 3 to 4 social media channels



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# Promote Social Media

- **Table-tops** on-site at your business promoting your social media
- **Discounts** for customers who become fans on Facebook or Twitter followers
- **The Ultimate Method** is to sign up customers via social media integrated mobile landing pages in exchange for automatic discount codes delivered directly to their phone



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# Implementation & Optimization

## Implement

Implement methods on-site to drive customers to your social media content and convert them into subscribers and contributors

## Measure

Monitor your return on investment via various key performance indicators:

1. Sales/revenues
2. Number of referrals
3. Total marketing costs

## Optimize

Use analytical tools to reassess your social media campaign and implement new strategies in order to improve your return on investment

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# Facebook Facts

700 Billion

Minutes a month spent on Facebook

20 Million

Applications installed per day

48%

Young people who get their news via FB

250 Million

People interacting with FB per month from outside the site

93%

Adult US internet users on FB

1 in 8

Online minutes spent on FB

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# What's Your Market?

48%

18-34 year olds check FB when they wake up

28%

18-34 year olds check FB before even getting out of bed

30%+

Percent of user base that is 35+

18-24

Age of the core segment

74%

Year-on-year growth of the core segment

98%

18-24 year olds accessing social accounts monthly

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# Facebook & Your Business

54

Average number of likes per post on a brand's FB page

50%+

Businesses that agree FB is beneficial for them

41%

B2B companies using FB that acquired a customer via FB

67%

B2C companies using FB that acquired a customer via FB

47%

% that social networkers are more likely to be heavy fashion spenders

53%

% of social networkers that follow a brand

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# The Benefits



Posts build awareness

Comments increase hype

Likes build credibility

Fan Page following

Shared events

Improved Google ranking

Market offers/coupons

Integrate with mobile

The benefits of a targeted and effective campaign are many and reach far beyond direct revenue generation

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# Example Facebook Fan Page



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# Example Facebook Fan Page



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# Example Facebook Fan Page

The screenshot shows the Facebook interface for the 'Peabody Rooftop Party' fan page. At the top is the Facebook navigation bar with the logo, a search bar, and a 'Find' button. The main header features a large cover photo of a crowded rooftop event at sunset, with the 'The Peabody MEMPHIS' logo in the bottom right corner. To the left of the cover photo is a profile picture showing a neon sign for 'The Peabody'. Below the cover photo, the page name 'Peabody Rooftop Party' is displayed, followed by engagement statistics: '2,249 likes · 380 talking about this · 2,069 were here'. To the right of the name are 'Like' and 'Message' buttons. Below this is a section for location and contact information: '\$ (0-10) · Concert Venue', '149 Union Avenue, Memphis, TN.', '00 1 901-529-4000', and 'Closed until Thursday 6:00 pm - 11:00 pm'. To the right of this text are tabs for 'About', 'Photos', 'Likes', 'Map', and 'Videos'. A 'Tell us more' pop-up box is overlaid on the 'About' tab, prompting users to help friends learn more about the place. Below the location information is a 'Post' section with a text input field and 'Add Details' and 'Close' buttons. To the right of the post section is a 'Highlights' dropdown menu. At the bottom of the page, there is a section titled 'Recent Posts by Others on Peabody Rooftop Party' with a 'See All' link. Two posts are visible: one by Brandon C. Hubbard about the 5/10 Peabody Rooftop Party, and another by Elizabeth Leigh congratulating promo girls.

facebook

Search

Find

**Peabody Rooftop Party**  
2,249 likes · 380 talking about this · 2,069 were here

Like Message

\$ (0-10) · Concert Venue  
149 Union Avenue, Memphis, TN.  
00 1 901-529-4000  
Closed until Thursday 6:00 pm - 11:00 pm

About – Suggest an edit

Photos Likes Map Videos

**Tell us more**  
Help your friends learn more about the Places you visit.

Post

Write something...

Add Details Close

**Peabody Rooftop Party**  
Friday

Recent Posts by Others on Peabody Rooftop Party See All

**Brandon C. Hubbard**  
@ 5/10 Peabody Rooftop Party  
9 hours ago

**Elizabeth Leigh**  
Congrats to all of my promo girls on their bookings this week...

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# Next Steps

## How to Build Your Strategy



1. Create a Facebook branding strategy
2. Build a targeted profile
3. Build a consistent follower base via a fan page
4. Create relationships with your customers
5. Convert customers via specials/discounts
6. Integrate FB on your mobile landing page
7. Manage the campaign over the long-term

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# CUSTOMIZED OFFER

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## Our Special Offer

Facebook Offer



- Meet for a personalized Facebook strategy session
- Work with your business to develop customized and targeted Facebook campaigns including a fan page
- Continue with ongoing management for long-term success

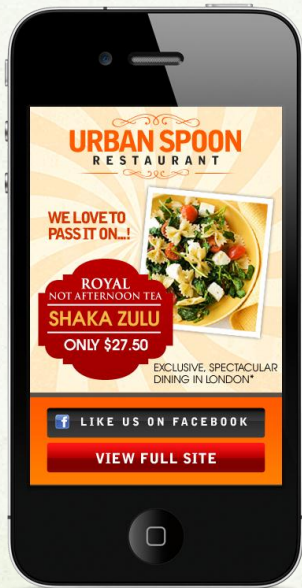
\$600 up front & \$400/mo

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## Bonus Offer

### Landing Page



- Meet for a personalized strategy session on integrating social media with mobile marketing
- Create your landing page integrating Facebook

\$300 one-time fee

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## Other special Offers



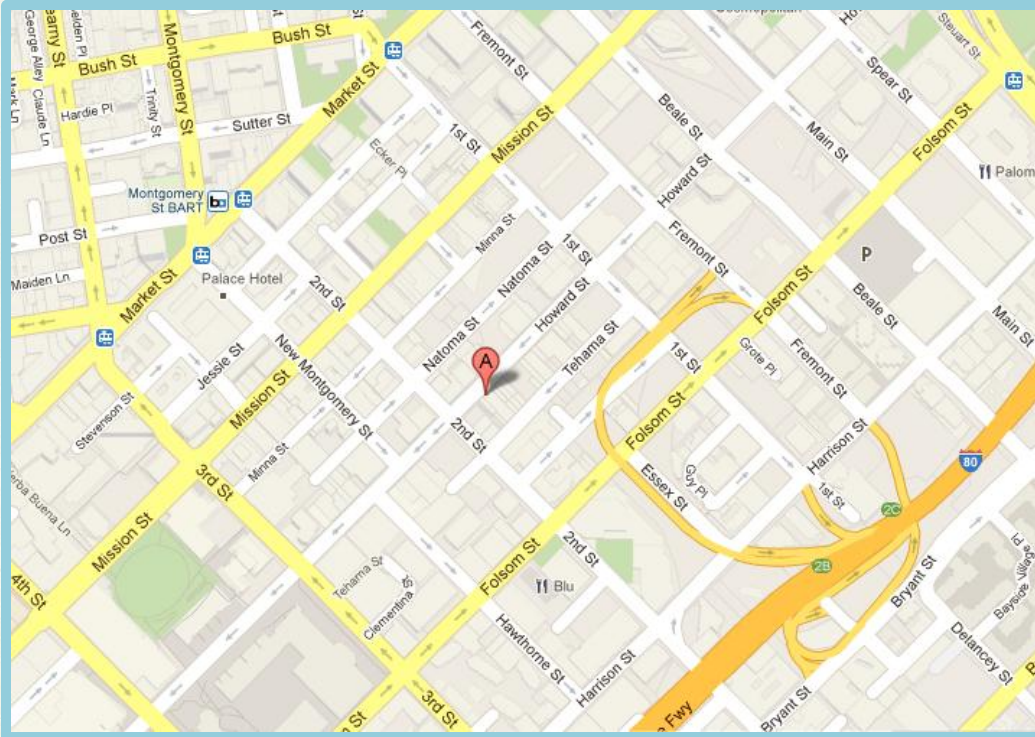
- Twitter, YouTube, Pinterest, Google+, LinkedIn, and more
- Mobile marketing campaigns
- SEO services
- Reputation management
- Web development
- And more...

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# Connect with Us



@SocialMediaCompany



SocialMediaCompany



Street Address 12345. City, Country



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(54) 1234 5672



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We look forward to working with you on your  
social media strategy

**THANK YOU** 😊

