

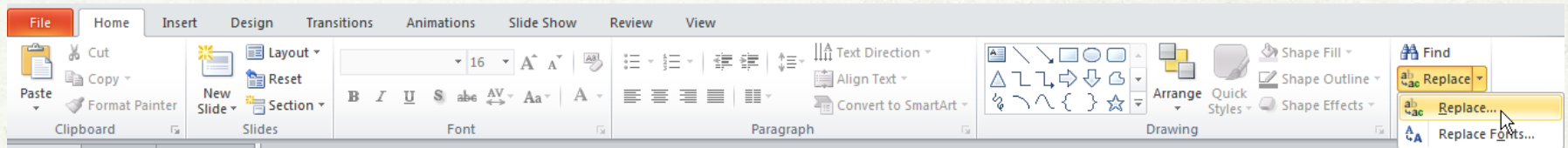
Hot Tip - Branding

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



SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES

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



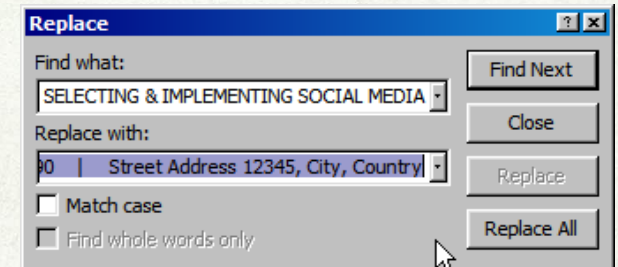
Click Home>Replace

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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INTRODUCTION

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Even a Cavemen Can Do it?



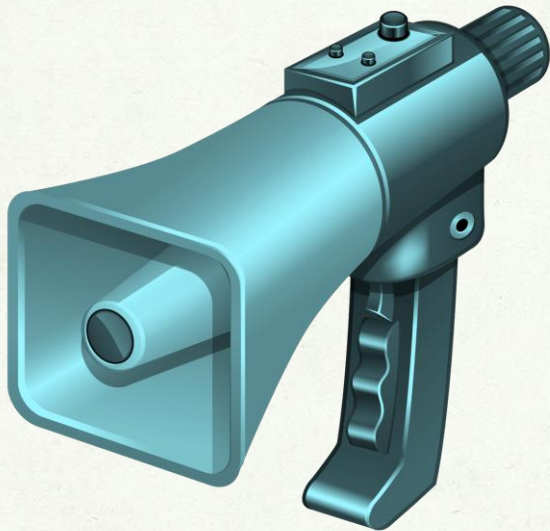
- The concept of social media has been around for ages – *even cavemen posted on each other's walls*
- The internet just scaled this to a whole new level with more than 1.5 billion people on social networks increasing by more than half a million a day

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



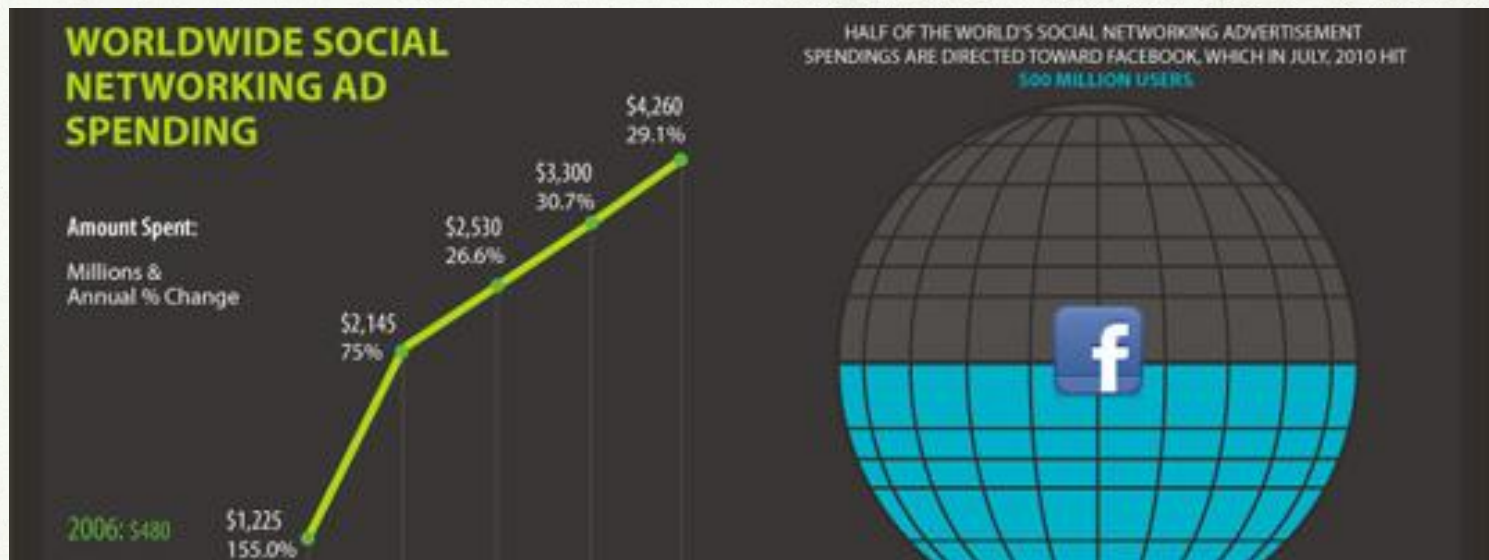
Social.net

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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 Pinterest, 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 Pinterest 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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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

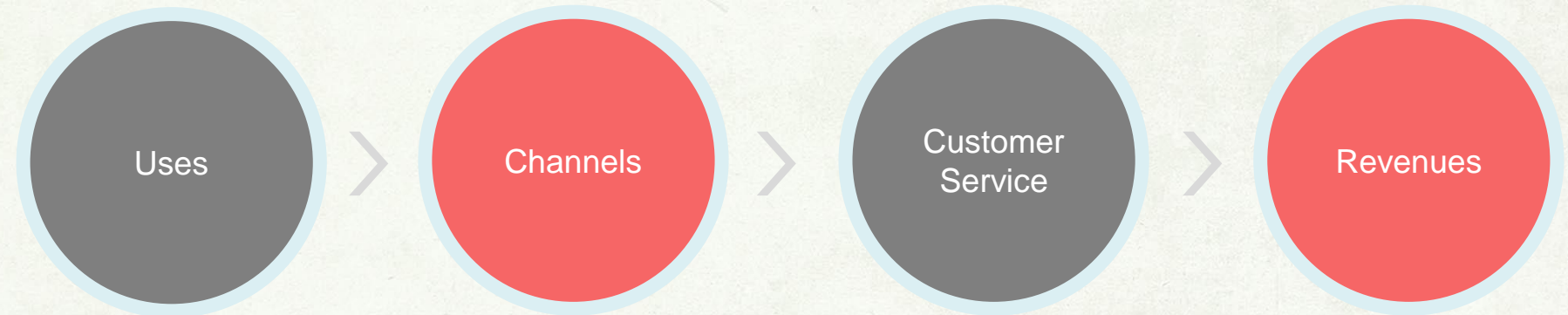


The media space is considerably cheaper but immense competition requires effective content and ongoing customer interactions that involve time and financial investments

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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



What will you use social media for?

Will it be just another marketing channel?

Will you use it for real-time customer service?

Will the goal strictly be to directly generate revenues?

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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

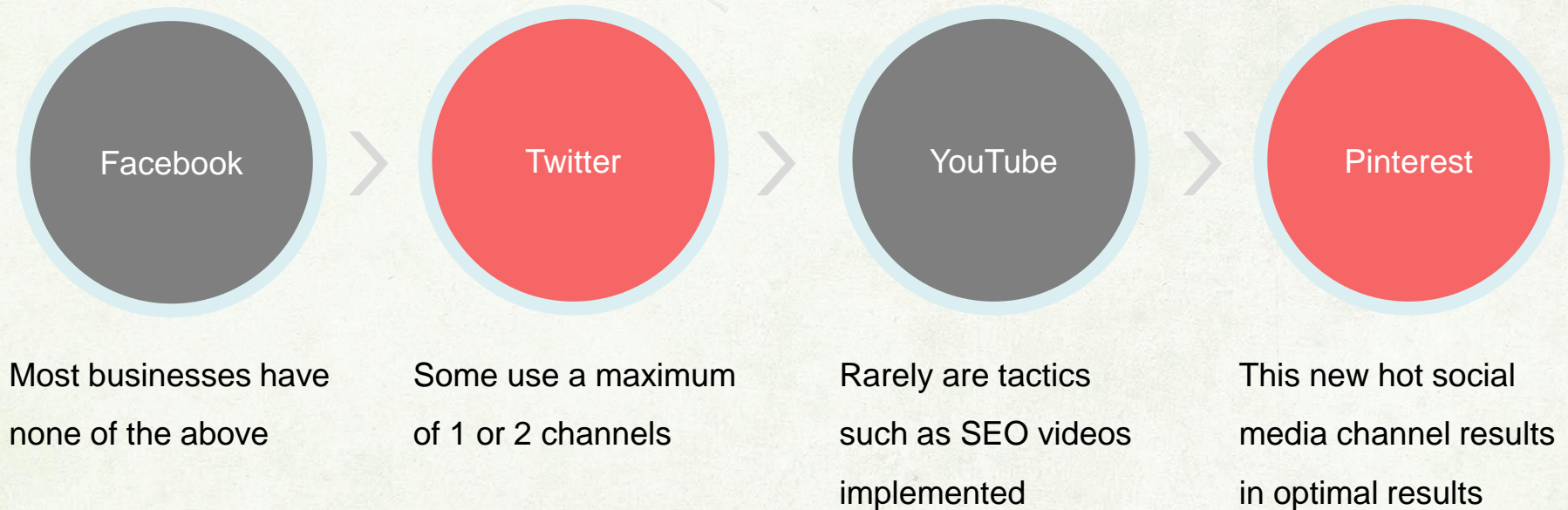
Build conversations instead of focusing on campaigns. By interacting with customers and building long-term relationships you will be able to build trust and connection with them, which will eventually convert into higher and more consistent revenues.

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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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Pinterest

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Pinterest 101



- Pinterest is a growing social bookmarking site that allows users to tag websites based on images
- Pinterest has experienced explosive growth
- The site offers an opportunity to target a different user base
- Companies are seeing unprecedented traffic to their own websites from Pinterest users

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Why Pinterest



80%

% that have bachelor's degrees

Midwestern Female

Typical user

25-44

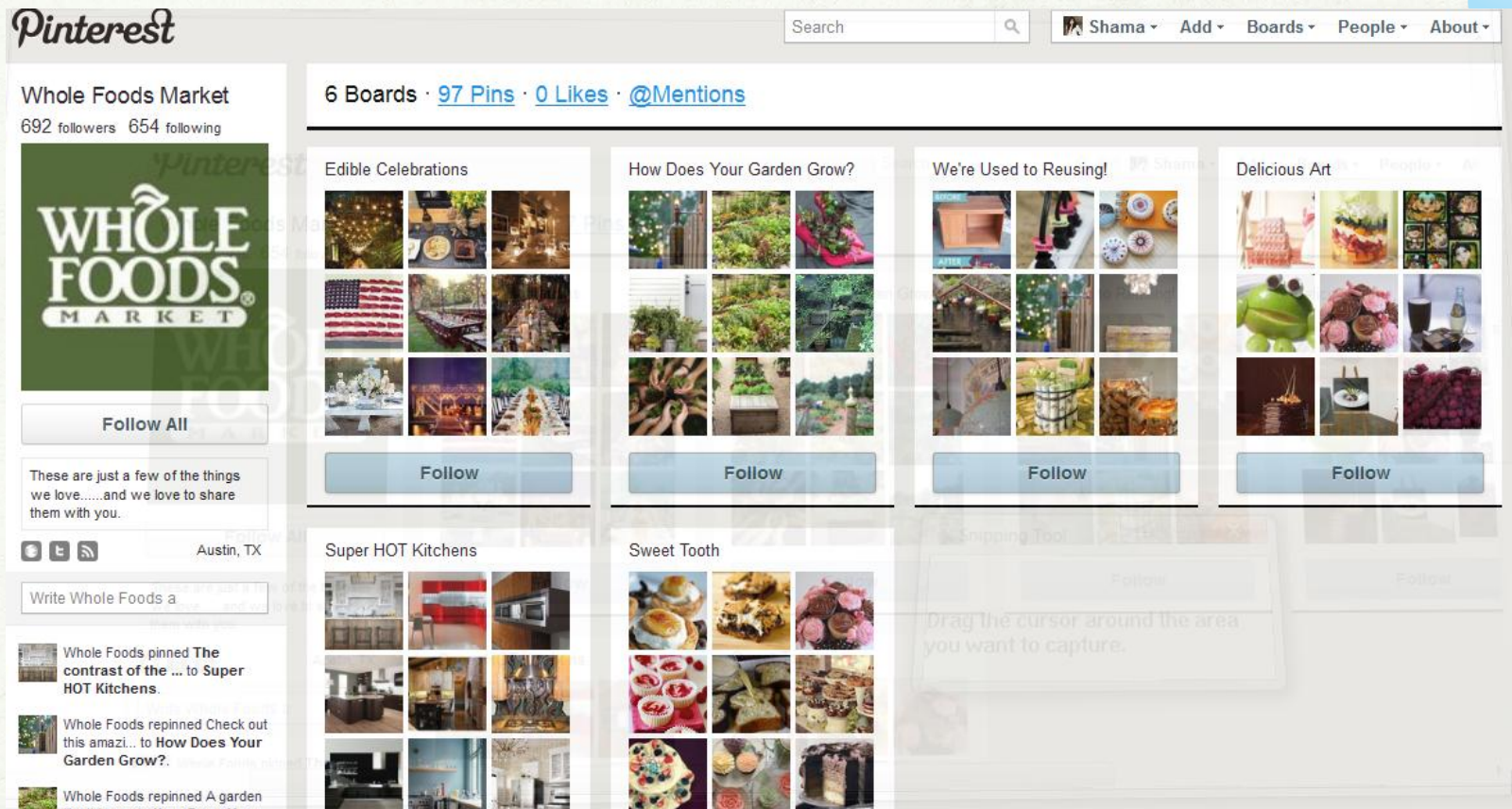
Typical age group

Pinterest offers the unique opportunity to target a market that is difficult to reach via other social media channels

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Examples from Pinterest



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Next steps

Step 1: Develop a Long-Term Pinterest Strategy

Step 2: Create your page

Step 3: Start creating your boards while focusing on your brand

Step 4: Build a campaign via daily pins

Step 5: Follow users in target areas

Step 6: Pin relevant images from your website to drive traffic

Step 7: Continue with ongoing management

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CUSTOMIZED OFFER

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Our Special Offer

Pinterest Offer



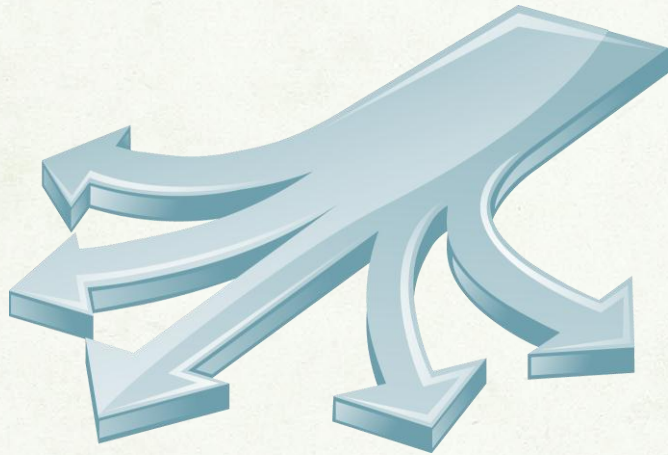
- Meet for a personalized strategy session
- Create your page and 5 boards
- Build a campaign via 3 pins per day
- Follow users in target areas
- Pin relevant images from your website to drive traffic back to the main site
- Continue with ongoing management for long-term success

\$500 up front & \$200/mo

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Other special Offers

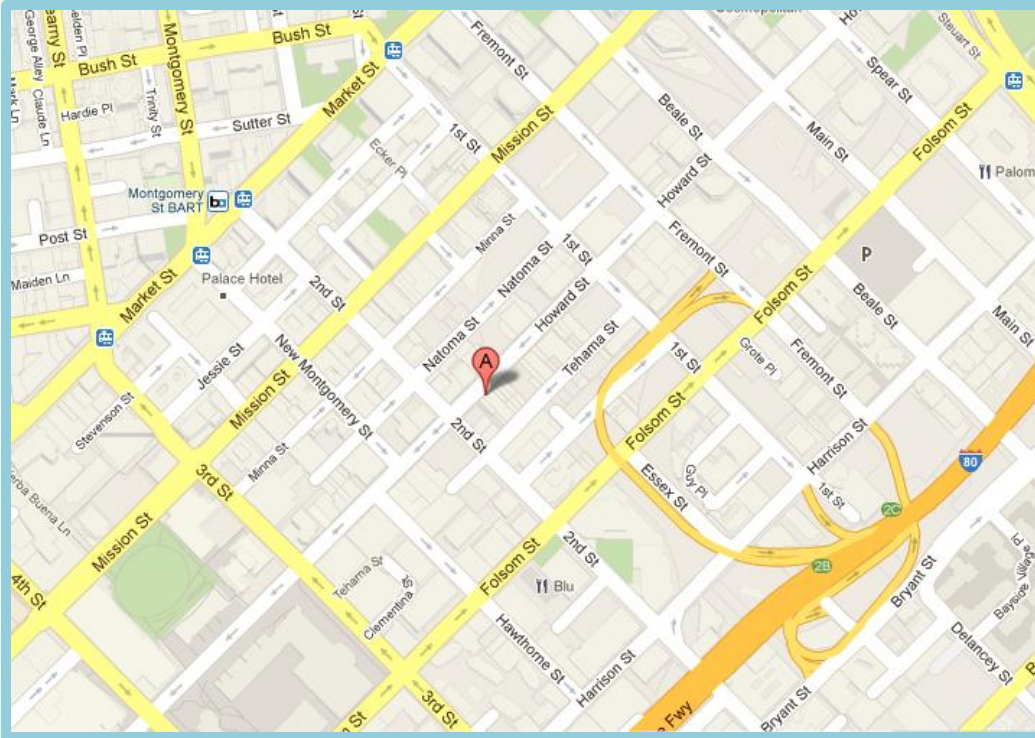


- Facebook, Twitter, YouTube, Google+, LinkedIn, and more
- Mobile marketing campaigns
- SEO services
- Reputation management
- Web development
- And more...

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(54) 1234 5671



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

THANK YOU 😊

