

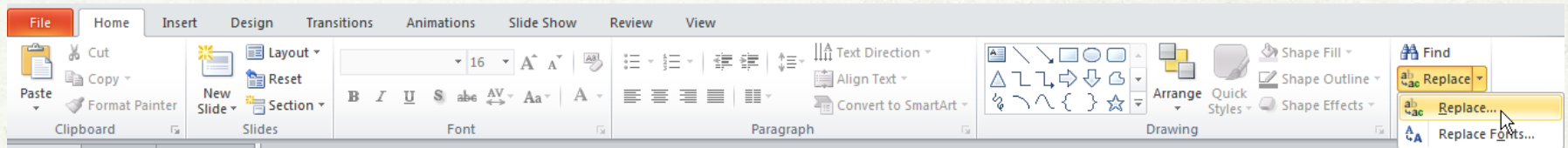
Hot Tip - Branding

- **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?**



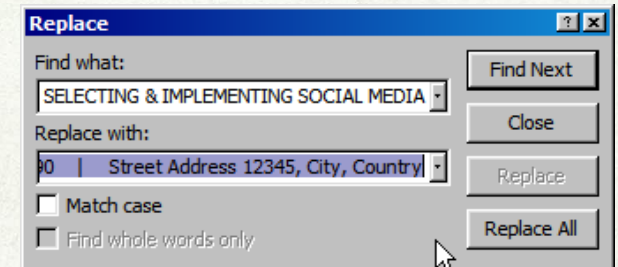
Click Home>Replace

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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Start >



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INTRODUCTION

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Even a Cavemen Can Do it?



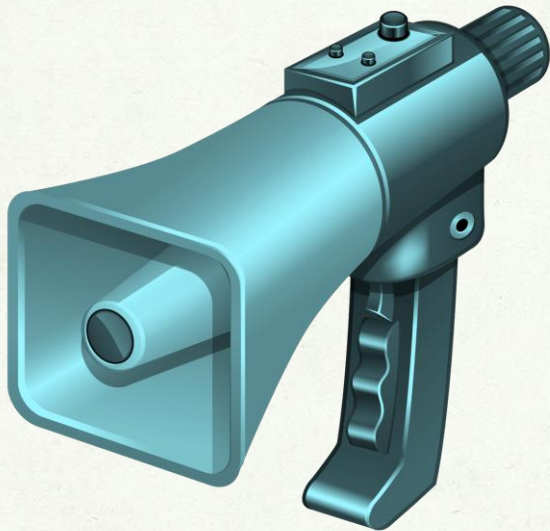
- The concept of social media has been around for ages – *even cavemen posted on each other's walls*
- The internet just scaled this to a whole new level with more than 1.5 billion people on social networks increasing by more than half a million a day

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



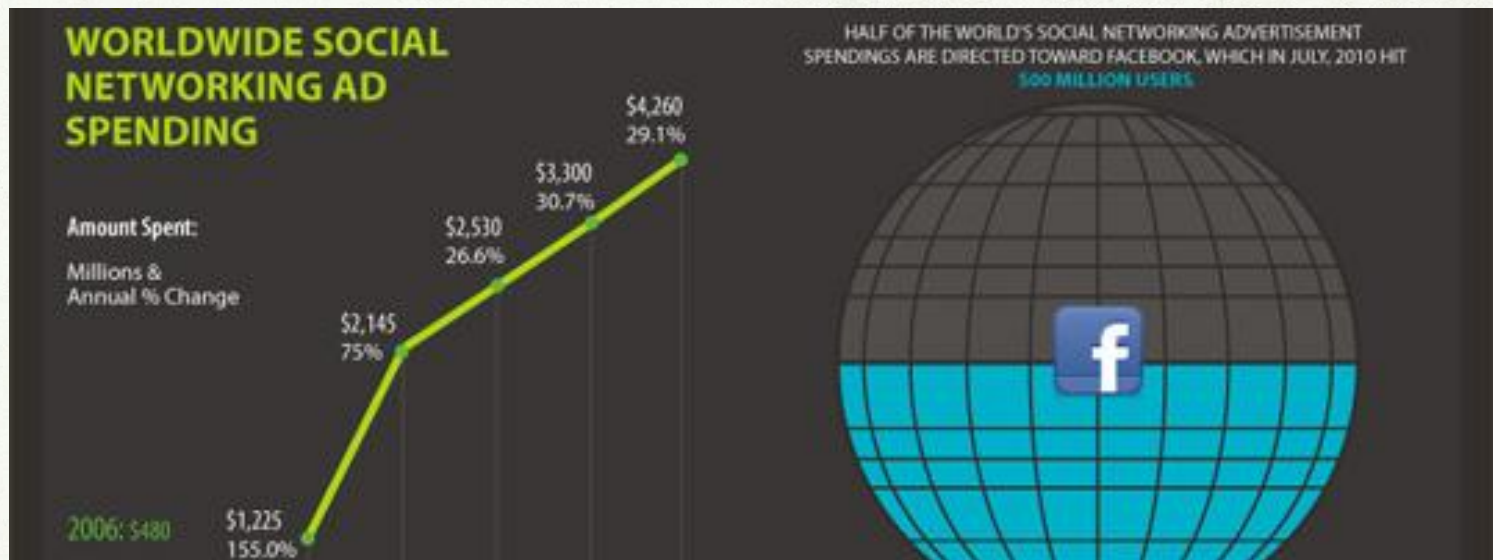
Social.net

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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 Twitter, Facebook, 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 Twitter 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

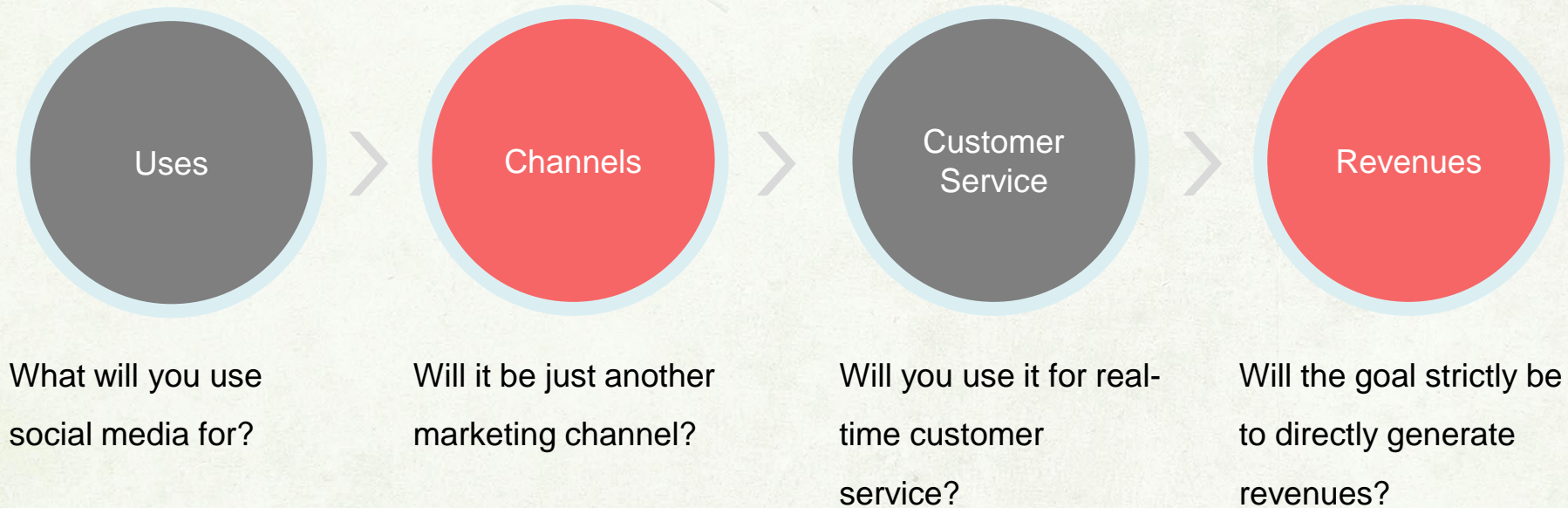


The media space is considerably cheaper but immense competition requires effective content and ongoing customer interactions that involve time and financial investments

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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



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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

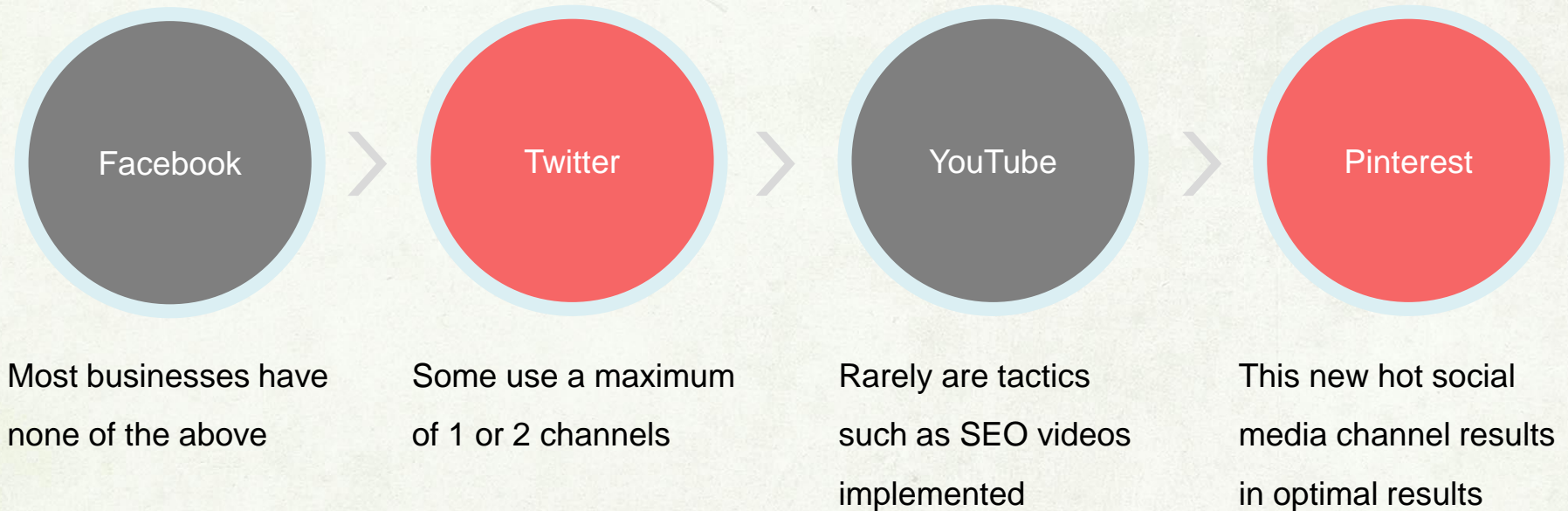
Build conversations instead of focusing on campaigns. By interacting with customers and building long-term relationships you will be able to build trust and connection with them, which will eventually convert into higher and more consistent revenues.

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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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twitter

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Twitter 101



Twitter is a communication tool to interact with people around the world by doing one of the following:

- Sending people public short messages
- Sending a specific person a public short message
- Sending a person a private short message

Example Twitter Page



Home Profile Find People Settings Help Sign out

**kogibbq**

Following

You are now following kogibbq.

GRACIAS, COSTA MESA. you were awesome.

19 minutes ago from web

2930 bristol

about 5 hours ago from mobile web

SURPRISE COSTa MESA! We're HERE! 2930

about 5 hours ago from mobile web

Y

about 5 hours ago from mobile web

ROJA: 6PM-9PM@Alpine and Toyota Headquarters in Torrance - Toyota and Gramercy Way; 10:30PM-1AM@The Bria - Abbot Kinnev and Palm in Venice

Name kogibbq
Location Los Angeles, CA
Web [http://www.kogibbq...](http://www.kogibbq.com)
Bio Korean BBQ Taco Truck

1,454 following 37,170 followers

Updates 2,239

Favorites

Actions
block kogibbq

Following



Patrick Rosal Yong

 RSS feed of kogibbq's updates



Example Twitter Page

The screenshot shows the Twitter profile of 'toneysnaturals'. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile section features the 'toney's NATURALS' logo, the name 'toney'snaturals', and a 'Follow' button. The bio states: 'Name Toney's Naturals, Location Nashville, TN, Web http://blog.toney..., Bio The tastes of toney's natural foods are inspired by Tennessee's natural heritage'. It shows 49 following and 87 followers, and 206 updates. The main tweet area displays three tweets: a tweet about a meeting at @uglymugs, a retweet from @MitchellDeli about a promotion at Mitchell Deli, and a tweet from @ReStoreNshville about spam cleaning. The right sidebar includes links for 'Favorites', 'Actions' (block, report), 'Following' (a grid of user avatars), and an 'RSS feed of toneysnaturals's' link.

twitter

Home Profile Find People Settings Help Sign out

toney's
NATURALS

toneysnaturals

Follow

Headed to @uglymugs for a meeting. Save a comfy chair for me!

4:01 PM Jul 24th from Tweetie

RT Today's a Mitchell Deli kind of day! Mention Twitter and get a dollar off the hot bar! DELICIOUS! (today only!) (via @MitchellDeli)

12:25 PM Jul 24th from Tweetie

@ReStoreNshville Twitter did some cleaning of spam accounts this week. I believe we all lost a few. Good riddance!

11:51 AM Jul 24th from Tweetie in reply to ReStoreNshville

Some Follow Friday love - @justinlevy @grizas @restorenshville @theperchtn @tennesseegreen

10:12 AM Jul 24th from Tweetie

Name Toney's Naturals
Location Nashville, TN
Web <http://blog.toney...>
Bio The tastes of toney's natural foods are inspired by Tennessee's natural heritage

49 following 87 followers

Updates 206

Favorites

Actions
block toneysnaturals

Following

View All...

RSS feed of toneysnaturals's

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Example Twitter Page



The screenshot shows the Twitter profile of Sal's Pizza (@Sals_Pizza). The profile banner features a vertical menu with items like Pizza, Pasta, Sandwiches, Calzones, and Specials. The profile picture is the Sal's Pizza logo with the tagline 'Now that's a slice™'. The bio states: 'Known for the best quality, largest pizza and lowest prices, Sal's Pizza works to serve the community inside and outside the kitchen! Welcome to the family.' and includes the website 'http://sals-pizza.com'. The user is followed, as indicated by the 'Following' button. Below the bio is a text input field for tweeting to @Sals_Pizza. The 'Tweets' tab is selected, showing two recent tweets. The first tweet promotes a free pizza offer for an entire year. The second tweet announces that Sal's Pizza is part of the SBA 100 list.

Sal's Pizza
@Sals_Pizza
Known for the best quality, largest pizza and lowest prices, Sal's Pizza works to serve the community inside and outside the kitchen! Welcome to the family.
<http://sals-pizza.com>

✓ Following

Tweet to @Sals_Pizza

Tweets Favorites Following ▾ Followers ▾ Lists ▾

Sals_Pizza Sal's Pizza
#HUNGRY? Want some #pizza? How about free pizza?? for an entire year?? mmm... <http://ow.ly/60fd2>
23 hours ago

Sals_Pizza Sal's Pizza
We're honored to be named a part of the SBA 100, which highlights businesses that are growing & creating jobs! Thanks @SBAGov!

Sal's Pizza (sals_pizza) on Twitter - Mozilla Firefox

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Example Twitter Page

the creme brulee man ✓
@cremebruleecart San Francisco
better living through dessert
<http://thecremebruleecart.com>

1,566 Tweets **219** Following **19,503** Followers **1,827** Listed

Follow

Tweets Favorites Following ▾ Followers ▾ Lists ▾

1 new tweet

cremebruleecart the creme brulee man
The 49ers applaud my outstanding behavior! lockerz.com/s/129643073
2 hours ago

cremebruleecart the creme brulee man
Football AND creme brulee! That's right, ladies. It's not too good to be true, it's 49ers Fan Fest! Sunday at Candlestick from

About @cremebruleecart

You and @cremebruleecart
You both follow this account · [view](#)

Following · view all

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)
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How Twitter Effects Google



"bonfire steakhouse"

Search

[Advanced Search](#)
[Preferences](#)

Web [+ Show options...](#)

Bonfire Steakhouse - 4 visits - 8/18/08

The Classic American Steakhouse has finally met its match.

www.bonfiresteakhouse.com/ - [Cached](#) - [Similar](#) -

Bonfire Steakhouse

Bonfire Steakhouse® 2005-2009. All rights reserved. Site design, BrittonDesigns.com© 2003-2009. Taqueria Menu. Sample menus. Prices and selection are ...

bonfiresteakhouse.com/menu_recipes.htm - [Cached](#) - [Similar](#) -

[More results from bonfiresteakhouse.com »](#)

Bonfire Steakhouse - Back Bay - 50 Park Plz Boston MA 02116 ...

Look to **Bonfire Steakhouse** - Back Bay - 50 Park Plz Boston MA 02116 for your Steakhouse needs.

cityvoter.com/bonfire-steakhouse-50-park-plz.../3366 - [Cached](#) - [Similar](#) -

Bonfire Steakhouse (BonfireSteak) on Twitter

See what happens when Todd English takes the traditional American steakhouse and gives it a South American flair.

twitter.com/BonfireSteak - [Cached](#) - [Similar](#) -

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Why Twitter

340,000,000

Tweets per day

140,000,000

Active Users

67%

Users who follow their favorite brand on Twitter

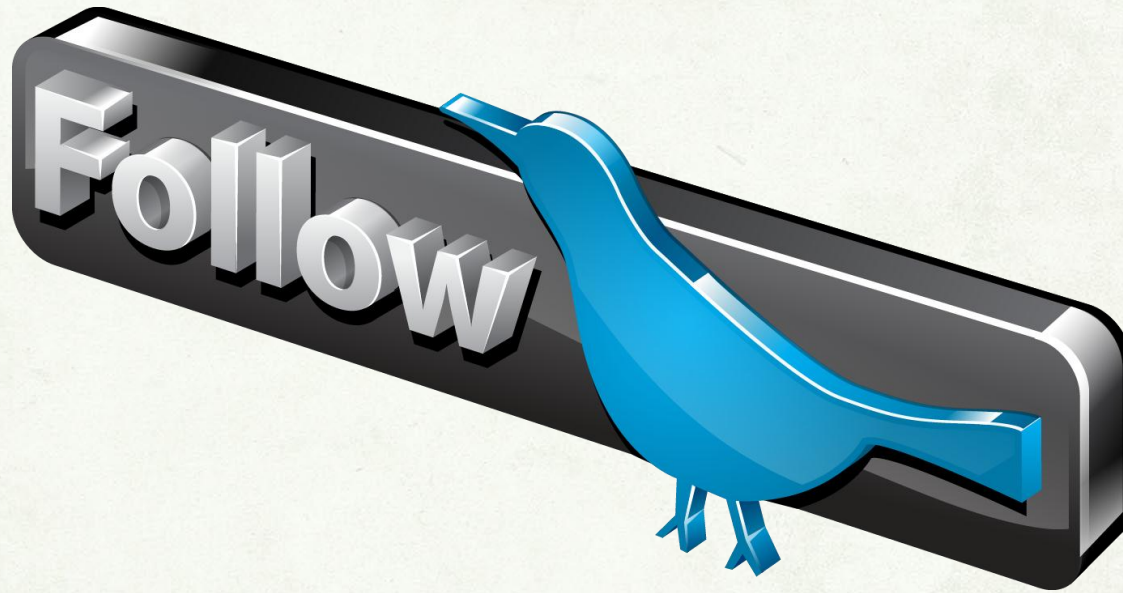


Source: www.twitter.com

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Twitter for Your Business



***Dell's sales
increased by \$6.5
million over 2
years thanks to
Twitter followers***

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How to Use Twitter Effectively



- Develop a social media brand and promote it
- Interact with your customers
- Figure out what people say about you
- Hype up upcoming events or specials/discounts
- Promote content or products you have created
- Develop relationships with bloggers & journalists for PR
- Generate sales leads

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How to Use Twitter

Marketing

Lead Generation

Revenues

PR

Customer
Support

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Next Steps

Step 1: Develop a Long-Term Twitter Strategy

Step 2: Personalize & Brand Your Profile

Step 3: Start Creating Value Adding Content via Tweets

Step 4: Find Businesses to Follow in order to Network

Step 5: Get Customers to Follow You

Step 6: Effectively Convert Followers via Promotions

Step 7: Expand & Engage Your Network

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Logo
Here

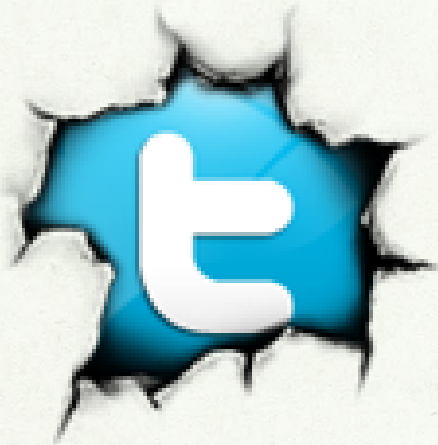
CUSTOMIZED OFFER

www.url.com



Our Special Offer

Twitter Offer



- Meet for a personalized Twitter strategy session
- Develop a branded Twitter page
- Create value added content via an automatic feed of tweets for the next 30 days
- Continue with ongoing management for long-term success

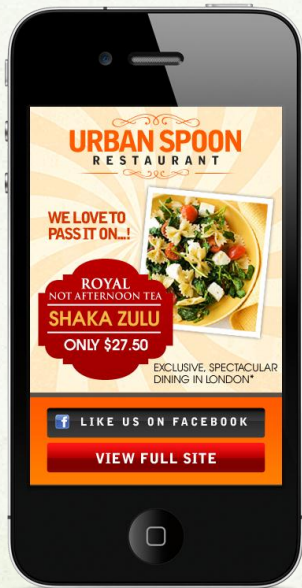
\$500 up front & \$200/mo

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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 Twitter

\$300 one-time fee

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Other special Offers

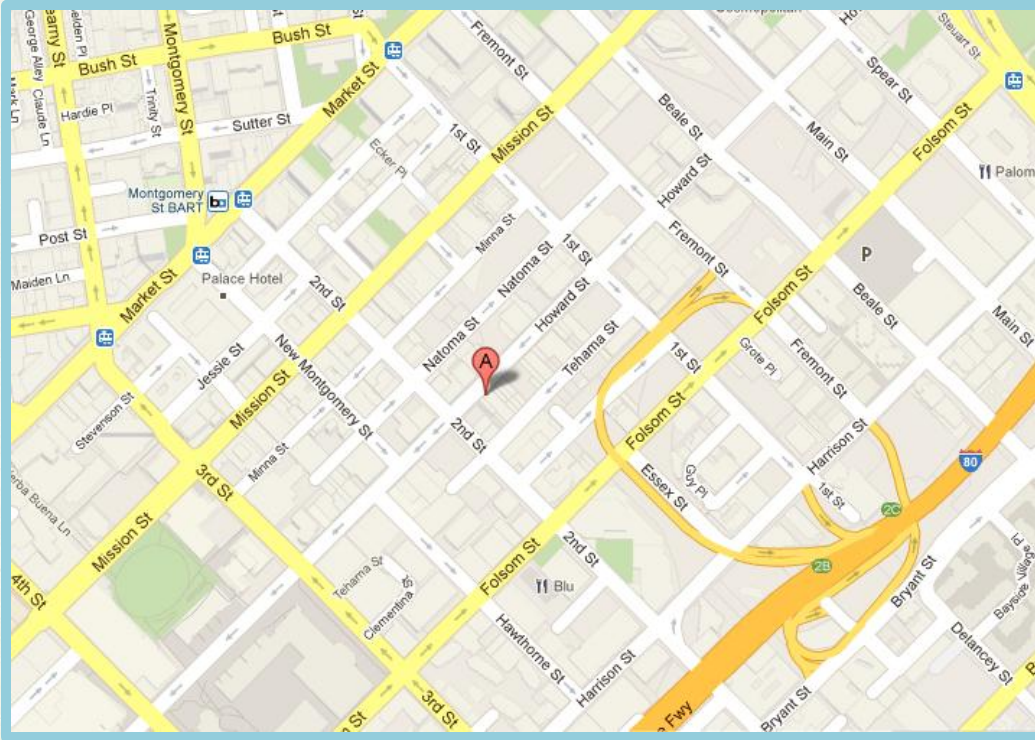


- Facebook, YouTube, Google+, LinkedIn, and more
- Mobile marketing campaigns
- SEO services
- Reputation management
- Web development
- And more...

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Connect with Us



@SocialMediaCompany



SocialMediaCompany



Street Address 12345. City, Country



(54) 1234 5671



(54) 1234 5672



www.mycompany.com

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

THANK YOU 😊

