

SOCIAL MEDIA MATTERS!

USING SOCIAL MEDIA TO INCREASE YOUR MARKETING MUSCLE

PRESENTED

BY





WHAT WE WILL DISCUSS TODAY

- **WHAT IS SOCIAL MEDIA**
- **STEPS TO GET STARTED**
- **TIME AND TOOLS**
- **WHERE TO FIND HELP**

WHAT IS SOCIAL MEDIA?



Social media is everywhere!



Social Marketing Management
shoutlet, SYNAPSE, vitrue, Involver, hostsuite, Social Publishing Platforms, Flowtown, Spreadfast, awareness, @stweet, split, Socialware, hear say, MUTUALMIND, SPROUT SOCIAL, offerpop, Seismic, Strutta, volige, Social AppsHQ, extole, Social Amp, Zuberance, BuzzAgent, FanZilla, CaunSea

URL Shorteners
tally, tinyarrows, TinyURL.com

Stream Platforms
UberMedia, TweetDeck, twiit, Aol Lifestream...

Twitter Apps
twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid

Content Curation
funch, memolane, summarize, SkyGrid, Storyfy

Facebook Apps
LIKESTER, BranchOut, snapeo, badoo, smile, causes, booshaka

Social Advertising Platforms
TBG, Lexity, spruce, MEDIA, Adaptly, BLING, epic, social, ANALYZE, nanigans, taykey, ybrant, KENSHOO, Marin, EfficientFrontier

Social Brand Engagement
socialvibe, mylikes, adly, local response, appsway, DYNAMIC, sharethrough

Social Commerce Platforms
Moontcast, SHOP TAB, ivy, gamer, dotbox, Storenvy, Mollip, FLUID, shop, igniter, VendorShop, mlyoni

Facebook Gaming
playful, zynga, MetroGames, Playdom, socialpoint, DIGITAL

Social Ad Networks
rockyou, OneRoll, ACROSS, LIFESTREET, radium, X GRAPH, media6degrees, Gnip

Social Data
DATA SIFT, RapLeaf

Social Search & Browsing
Lopsy, StumbleUpon, gropln, spokeo

Social Intelligence
Trender, ATTENTIVY, VISIBLE, PostRank, actionly, colligent, trackur, hysens, brandprotect, backbyte, ALTERIAN, NETBASE

Social Scoring
KLOUT, empira, avenue, PeerIndex

Social TV
PRICED, social tv, miso, GetGlue, clipsync, INTO NOW, butterfish

Social Networks - Other
Linked in, TAGGED, my, plaxo, Path, HARBOR, mywarble, orkut, Google, #hashable, renren, goia

Social/Mobile Apps & Games
GiantHerd, Zaarly, Zappi, Swipely, LOCKERZ, S.V.P.P.L.Y., kaboodle!

Social Shopping
Social Shopping, Zappi, Swipely, LOCKERZ, S.V.P.P.L.Y., kaboodle!

Content Sharing (Reviews/Q&A/Docs)
topix, fotopepia, Angio's list, QShare, Scribd, yelp, DocShare

Social Referral
socialref, 800bends, Turnio, eurekaic

Photo Sharing
SmugMug, flickr, photoBucket, ZangZing

Social Business Software
lithium, jive, intelligent

External (Customer) Facing
Ingage, Satisfaction, LeverageSoftware, PLUCK, tickapps, mzingo, Assistify

Internal (Employee) Facing
huddle, cubetree, acquia, IGOLO, Watchton, yammer, moxie, Socialtext, yemba, SOCIALCAST

Blogging Platforms
tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, JOURNAL

Community Platforms
tunt, sharethis, GROWUPS, mixxt, Group, ShareThis, GROWUPS, mixxt, Group

Plug-ins/Widgets
tunt, sharethis, GROWUPS, mixxt, Group, ShareThis, GROWUPS, mixxt, Group

Traditional Publishers
ABC, CANDY, CNN, The New York Times, THE WALL STREET JOURNAL, HEARST CORPORATION, AOL, CONDÉ NAST

twitter
facebook

Social media explained



I like cupcakes!



I'm eating #cupcakes



Here is my favorite cupcake recipe.



I have experience eating cupcakes.



I am a Google employee who eats cupcakes.



Watch me eat lots of cupcakes!



I like to write stories about my cupcakes.



Here is a vintage filter on my cupcake.



We think digitally!

- 93% USE THE INTERNET
- 97% HAVE USED HANDHELD GAMES
- 75% USE SOCIAL MEDIA
- 75% TEXT MESSAGE
- 28% BLOG
- 41% SEND PICTURES FROM MOBILE DEVICE



Harnessing the power

STEPS TO TAKE SOCIAL MEDIA FROM FOE TO FRIEND!

1...2...3

Social Media



Step One:

Align your social media strategy with organizational goals!





- Increase membership
- Events (IRL and Virtual)
- Social happenings
- “Socialize” information, interesting content, and connect with your community!
- Have fun with it!



Step 2:

Post likeable
content!

Don't just
market,
CONNECT!

Content Matters

- Interest in you doesn't just start with your organization!
- Add value to the conversation
- Respond, and collaborate
- Post non-promotional content
 - Open positions/task
 - Tasteful jokes/playful information (don't overdo this)





Step 3:

Decide what network is right for you





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

♂ **32%**
MALE

♀ **68%**
FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE.

BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**

BRANDS

GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



79% OF USERS

ARE **35**
OR OLDER

240
MILLION
ACTIVE USERS



- Identify objectives and goals
- Target your audience
- What is your ideal site?
- Single vs. multiple accounts

Focus on what is most important to your community rather than what is most popular!

TOOLS FOR THE TRADE

WORKING SMART INSTEAD OF WORKING HARD



KEEP
CALM
AND LOVE
SOCIAL
MEDIA



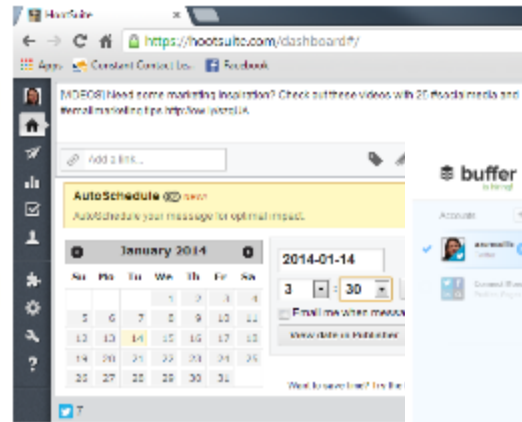
Use tools to make
your life easier

Tools for the Trade

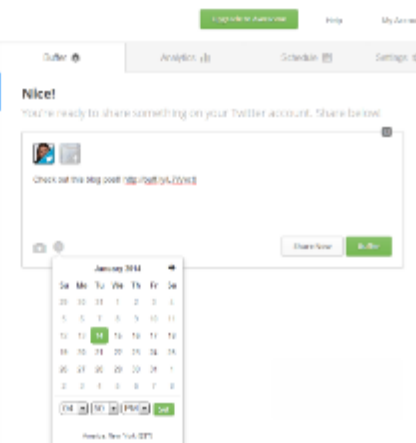
FACEBOOK



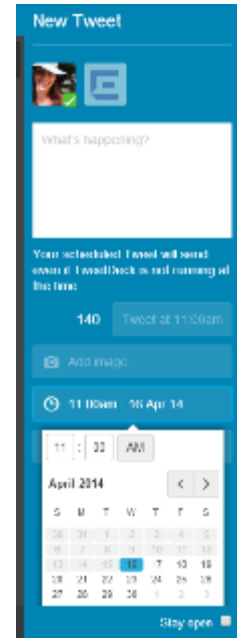
HOOTSUITE



BUFFER








TWEETDECK



Don't forget to still listen! Live by automation, die by automation!

SOCIAL MEDIA TAKES TIME

Listen	Promote & Engage	Participate	Create	Community Building
No Engagement	Content Sharing	Engage with Intent	Content Intensive	High Engagement
				
15 min/day	20 min/day	30-45 min/day	3-5 hrs/week	5-10 hrs/week

Where to go for help

- Look to your social media champions
 - Find people that have influenced you
- Follow Social Media Experts on Twitter
- Subscribe to Social Media Experts blogs
 - Social Media Examiner
 - Social Media Today
 - Mashable
 - HuffingtonPost



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Follow me on Twitter

@Tamerarv

Thank you for
attending!