

AMPLIFYING YOUR CONTENT
WITH SOCIAL MEDIA.
Inbound Marketing Certification Class #3





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Inbound Marketing Professor,
Customer Training

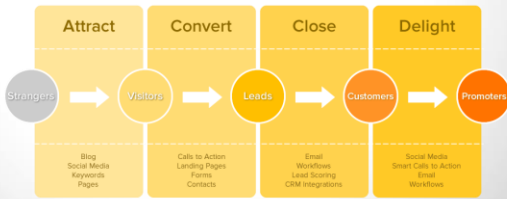
has ridden horses for over 15
years.

#INBOUND

AGENDA.

1. WHY INBOUND MARKETERS NEED SOCIAL MEDIA
2. SOCIAL ENGAGEMENT STRATEGIES: WHY YOU MUST HAVE ONE
3. USING SOCIAL MEDIA TO GET THE RIGHT CONTENT TO THE RIGHT PEOPLE IN THE RIGHT WAYS
4. KEY TAKEAWAYS AND RESOURCES

Inbound Marketing Methodology



1 WHY INBOUND MARKETERS NEED SOCIAL MEDIA.



**ACTIVE
USERS.**

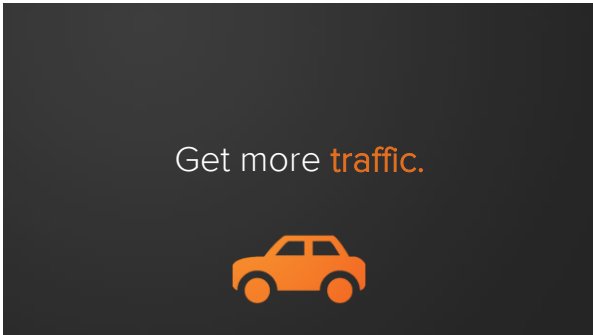
Facebook: **1 billion**
Twitter: **170 million**
Google+: **100 million**

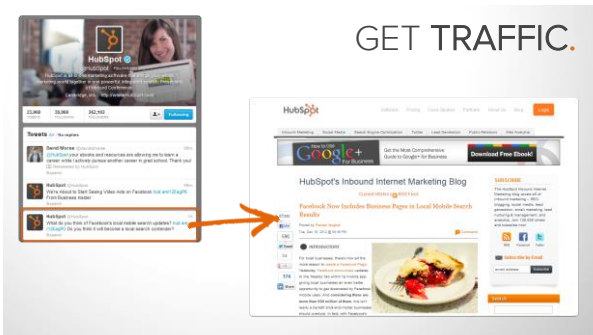


**SOCIAL
MEDIA
IS MORE
THAN JUST
A TREND.**











CONVERT LEADS.

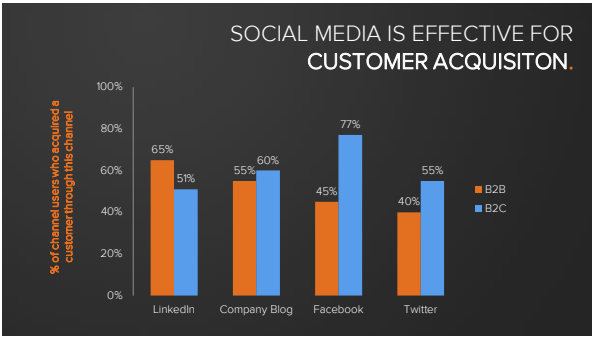
Companies that use Twitter average **200%** more leads than those that don't.

Not just leads, but **customers!**



65%
of B2B companies
have acquired a
customer through
LinkedIn.













GROW
REACH.



HUMANIZE YOUR BRAND.



Social proof.



SHARES
ARE
VOTES
FOR YOUR
CONTENT.

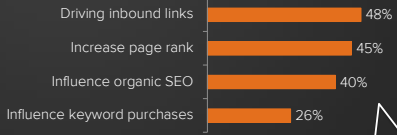








SOCIAL MEDIA HELPS B2B MARKETERS IMPROVE SEARCH RESULTS.



"SOCIAL MEDIA IMPROVES MY SEARCH RESULTS VIA..."

SOURCE: B2B MAGAZINE, JULY 2010

SOCIAL MEDIA IS A POWERFUL MONEY-MAKING TOOL.



BUT!









CONTENT
BLASTS
DON'T
WORK.



Create the **right**
content for the
right people and
then put it in the
right places.



TARGET THE
RIGHT PEOPLE.



HOW TO
FIND THE
RIGHT
PEOPLE.



PERSONAS ARE KEY.



LISTEN.



YOUR AUDIENCE IS PARTICIPATING.



SURVEY.



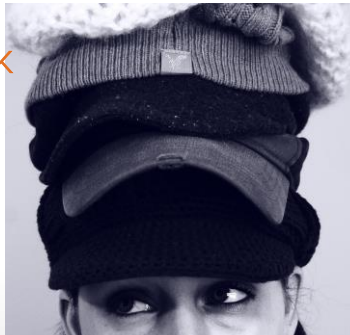
DON'T MAKE THEM HAVE TO GO FIND YOU.

FIND YOUR COMMUNITY.

- Know your topic/keywords
- Who else is interested in this and/or something like this?
- Subscribe to relevant industry- or topically-related blogs
- Comment!
- Link back to your own content.

Find the people who you're most interested in and who will be **most interested in you.**

CHOOSING THE RIGHT NETWORK FOR THE RIGHT CONTENT.



THE MINDSET DIVIDE.













TWITTER
THE BUZZ
GENERATOR.

TWITTER.

- More informal
- Great for sharing content to reach a lot of people
- Need less rapport to establish connection
- Not great for long-form content



FACEBOOK

THE HUMANIZER.





FACEBOOK.

- Top-visited social media site in 126 of the 137 countries studied.
- Less frequent and more valuable updates from brands
- Must “like” business page to become a fan of it and get updates

LINKEDIN.

THE PROFESSIONAL





LINKEDIN.

- More formal; users generally have fewer connections.
- Share industry and business-focused content—reserved for business-focused conversations



GOOGLE+
THE SEARCH
OPTIMIZER.



GOOGLE+.

- Less active than some, but favors valuable content
- +1 buttons showing up next to results can improve click-through rates.
- GREAT for local search optimization

3 HOW TO ENGAGE THE RIGHT PEOPLE IN THE RIGHT WAYS.

THE BASICS: BUILD REACH.

- Follow, friend, connect.
- Share links!
- Set up automatic publishing to make it easy to post consistently
- Promote your own content 50% of the time
- Leverage existing contacts

Find relevant users & conversations to follow.

Social media is only as good as your engagement and your content—make sure you have something valuable to share, too.



Use visual content.

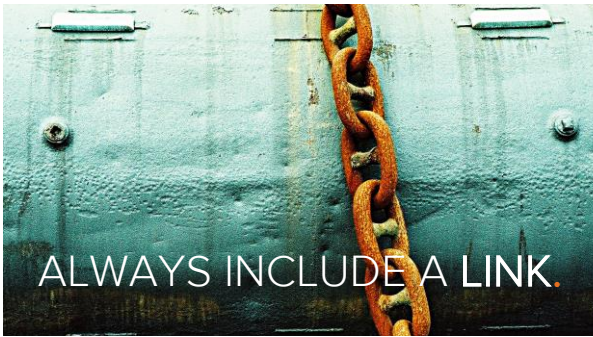
COMMENT.

The image shows a screenshot of a Facebook post. On the left, there is a list of comments from various users. The main post features a video thumbnail of a man in a suit and a colorful graphic with the text 'KNOCK, KNOCK, Who's there? Introductory Marketing Introductory Marketing'. Below the post, there are interaction buttons for 'Like', 'Comment', and 'Share', along with a timestamp of '1:32 PM · 10 Jan 13 · Dublin'.



Include **keywords** to make posts more searchable.

A close-up photograph of several blue, weathered keys hanging from a wooden post. The keys are of various shapes and sizes, and the wood has a natural grain. The background is a soft, out-of-focus green, suggesting an outdoor setting.









VARIETY OF CONTENT

LINKS TO NEW CONTENT

LINKS TO OTHERS' EDUCATIONAL CONTENT.
Why?
The job of a successful inbound marketer is to be helpful.

On Google+:



On Pinterest:



On Facebook:



On Twitter:



POST LEAD GENERATION OFFERS.

Grade Your Website and Win \$100

Tweet your Website Grader results and get entered into a drawing for \$100!

Grade your site now and get inbound marketing tips as well as a chance to win

Words With Friends

@WordsWithFriends

Hey Word Nerds! RT to win a \$50 Game Card! One winner a week, winner chosen on Fridays, contest ends 7/1 #ZyngaLove50

25 Jun 12

Create a Dream Bedroom Pinterest board and you could win \$500 worth of bedding from Garnet Hill!

Here's how you enter:

1. Launch a Pinterest board, and name it "My Country Living Dream Bedroom"
2. Fill it with at least 10 pins - a minimum of 5 must be pinned from CountryLiving.com
3. Tag all the pins on the board #CountryLiving and #DreamBedroom
4. If you're done, comment on this pin with a link to your dream bedroom board!

FOR MORE DETAILS, VISIT COUNTRYLIVING.COM/DREAMBEDROOM

CONTESTS AND PROMOTIONS.

Results for #breakingnews

Top people - View all

Breaking News @breakingnews
Breaking news as it happens. Follow our team on @breaking, and download our free mobile apps for full coverage and push alerts.

Tweets top - All People you follow

Retailer Insight @retailerinsight
Digitally empowered shopper meet digitally empowered retailer. Much made in heaven! Access from your mobile device. on @gigamonster

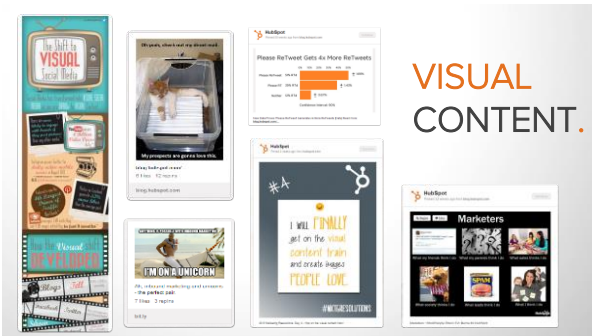
At Arakya English @arakya_eng
#breakingnews Russia's emergency ministry is sending two airplanes to Beirut to help Russians leave Syria. Interfax

Megan Henderson @meghenderson
#breakingnews Up to 15 people hurt, 3 critically after an early morning motel fire in San Diego. We're live on @KTLA @breakingnews

Region 8 News @region8news
#BREAKINGNEWS: Air rescue called for in accident on N. Custerhouse last cometary0545419 - #KABR

BREAKING INDUSTRY NEWS.







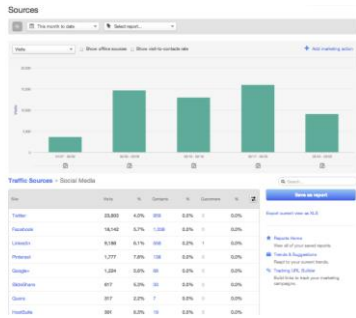
Answers to questions people ask you.

This is a great way to provide value without requiring followers to click through or download.



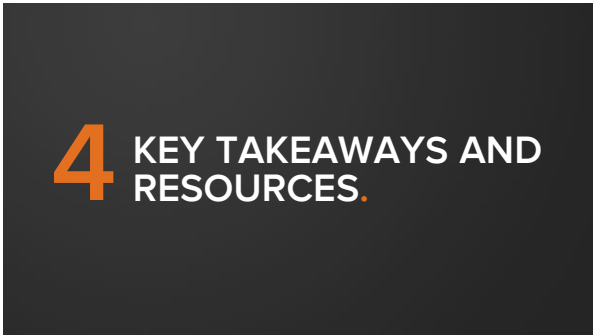


WERE YOUR GOALS MET?









KEY TAKEAWAYS

- Social media is only as valuable as your engagement and content.
- Choose the right networks to engage the right people with the right content.
- Post a variety of different content types
- Always include links in your posts and remember, it's not all about you

RESOURCES

1. Social Media Marketing Kit: <http://www.hubspot.com/social-media-marketing-kit/>
2. The Science of Social Media [webinar] : <http://www.hubspot.com/science-of-social-media/>
3. Blog Post: 11 Ways to Make Social Media Less of a Time Suck: <http://blog.hubspot.com/blog/tabid/6307/bid/33438/11-Ways-to-Make-Social-Media-Marketing-Less-of-a-Time-Suck.aspx>
