AMPLIFYING YOUR CONTENT WITH SOCIAL MEDIA. Inbound Certification Class #4



Sarah Papachristos @sarahpapa

HubSpot User Group Program Manager

#INBOUND

AGENDA

Why social media is crucial to your inbound strategy
Developing your social media strategy
What does awesome social content look like?
Key takeaways and resources

Inbound Methodology





WHY SOCIAL MEDIA IS CRUCIAL TO YOUR INBOUND STRATEGY.

Inbound Methodology



by HubSpot

Internet users spend **4x more** time on Facebook than on Google.





ACTIVE USERS

Facebook: **1.3 billion** Twitter: **645 million** LinkedIn: **300 million** Google+: **300 million**



Use social media to attract **visitors**.

47 of marketers saw an increase in traffic after spending just 6 hours per week on social media.

Use social media to convert visitors into leads.



Use social media to engage not just leads, but **customers, too.**

Social media is effective for customer acquisition.



% of channel users who acquired a customer through this channel



Social media can also be used to **delight.**

Customer delight

Stay connected with customers and keep them happy.

Foster connections.

Social Media is one of the few channels that allows for one on one communication with prospects - let's use it.

Keep customers happy.

Want your business to grow? Keep your customers happy – they can be evangelists for your brand. Plus public displays of delight will appeal to your prospects, too!



Julian Greene @juliangreene · Apr 30 WTF is going on RT @deefinley: @BostonDotCom is dominating my twitter feed right now--auto scheduling gone awry a la @HubSpot last week

♠ Reply 13 Retweet ★ Favorite ··· More



HubSpot 📀

Ŭ~ Following

@juliangreene @deefinley So sorry for our scheduling error! How would you like a \$25 coupon to our HubShop? Check your inbox in 30 seconds.

FAVORITE 1:16 PM - 30 Apr 2013 Reply to @HubSpot @juliangreene @deefinley Julie Donovan @Julie Donovan · Apr 30 HubSpot is the best. MT @HubSpot @juliangreene @deefinley So sorry for our scheduling error! How would you like a \$25 coupon to our HubShop? Details ♠ Reply ♣ Retweet ★ Favorite ••• More

Reach out and address issues promptly.



Show your personality.

Social media just that – social! So don't be afraid to show what makes you, your company and your corporate culture special and enjoyable to work with.

DEVELOPING YOUR SOCIAL MEDIA STRATEGY.

When developing a social media strategy consider your buyer personas.

Where do you begin? Start by asking the right questions.

Th

If content is king, then distribution is queen.



How good is your content?

Are you on the right networks?

FLICKR USER FRAU HOLLE

How is your timing?

Are you posting too much, or not enough? How consistent are your posts?

How are you positioning content?



Are you doing more talking or listening?

Are you addressing angry prospects and customers?



SOCIAL MEDIA BEST PRACTICES

Optimize your profiles

Personas: who are they?

Build reach



Customize your content to each platform

Analyze to refine



IMAGE BANNER

NAVIGATION

Optimize your profiles.

LOG

Social profiles are like mini versions of your website. They can be optimized for search exactly too. Do not miss out on an opportunity to expand your reach.



Include **keywords** in your profiles to make them more searchable.

Always include **links to your website.**

Make it easy for visitors to find your site.



HELLU

Hello, is it leads you're looking for? #Humor #Mondays

#± 31 🖤 13

Pinned from quickalliance.com





Repin if you were on Pinterest before Google+ was Pinterest. But really, what do you think of the new

Add visuals and customize

everywhere you can:



Don't run your marketing like Michael Scott. Create great content.

¥± 70 🖤 29

Pinned from blog.hubspot.com

IF I TOLD YOU YOU HAD A



Dwight wouldn't lie to you ∓± 17 ♥ 10

Pinned from facebook.com





The truth about display advertising

nned fron Ib.am

URLs, Headers, Logos, and Avatars. Search engines and users love visual data.

"You must be an SEO expert, because you rank #1 on my lis

#pickuplines

¥± 38 🖤 11



AGAINST ME

"If I told you you had a nice pipeline, would you hold it against me?" #pickuplines



Cool: A Banner Ad

The truth about display advertisin

Pinned from hub.am



Check out our free ebooks for sur

SOCIAL MEDIA BEST PRACTICES

Optimize your profiles

- Personas: who are they?
- Build reach
- Customize your content to each platform
- Analyze to refine




Personas: Who are they?

Knowing your buyer personas thoroughly will allow us to get content to them at the right place at the right time.

HOW YOUR PERSONAS FIT INTO YOUR SOCIAL STRATEGY

- Where are they spending time on the internet?
- Which networks? Is it only the big 4 or a niche site targeted at people in the same industry or interest?
- Why are they there? For business or pleasure?
- Most importantly, what sort of content do they want to read and share?



Once you have found them, stop and listen!

What kind of content are they sharing? Posting?

Then you can...

SOCIAL MEDIA BEST PRACTICES

Optimize your profiles







Analyze to refine



Follow, friend, connect: Prospects, customers, thought leaders.

Use the cocktail party rule.

RULES OF SOCIAL MEDIA ETIQUETTE

- Ask questions rather than talking about yourself.
- Sharing content that is from other people is OK. In fact it is a necessity.
- 80/20 rule: 80% of your content should be interesting and helpful, and 20% can be more promotional.
- Mix things up: Post pictures, videos, ebooks, blog posts, contests, questions, are all fair game.

about Cod of stand that watth " to their cont or of event and com is in the New For

Use **curated content** to beef up your feeds.

WIKIMEDIA COMMONS BRIAN0918

Share the content of others and put your own spin on it.



Think of your social media feeds as your brand's **mix tape**.

Create something new and express yourself using a unique mix of content.

SOCIAL MEDIA BEST PRACTICES

Optimize your profiles

Personas: who are they?

- Build reach

Customize your content to each platform

Analyze to refine



Customize your content to each platform

Tailor content to persona and network. you need to not only provide users the content that they are looking for, but position it in the context of that network.

vler. 05005 coghuaeniacreg FLICKR USER JFFERY TURNER

TWITTER The Conversation

TWITTER

- Posts should be 115-120 characters long.
- Tweet early & often!
- Use #hashtags to connect with your audience.
- Watch your replies! Do not start a tweet with an @ mention.
- Use pictures.



FACEBOOK The Personality





FACEBOOK

- Keep posts under 250 characters.
- In general, post early in the morning and the afternoon.
- Use images.
- Ask questions.
- Make it fun and personal this is not the place for serious content!

LINKEDIN The Professional





LINKEDIN

- Post to company pages and groups.
- Post meaty, thought-provoking content on industry-related topics.
- In general, post before 8AM and after 6 PM on Tuesdays and Thursdays.
- Have employees share content.



GOOGLE+ The Search Engine Driver



GOOGLE+

- Diversify your content: post images, videos, and educational content.
- +1 buttons showing up next to results can improve click-through rates.
- GREAT for local search optimization.

SOCIAL MEDIA BEST PRACTICES

Optimize your profiles



Build reach



Customize your content to each platform

Analyze to refine

Analyze to refine

How do we know we are doing it right? What should you be measuring to evaluate your success? What types of goals should you have in mind when you get started?

3 WHAT DOES AWESOME SOCIAL CONTENT LOOK LIKE?

It aligns with all stages of the **Buyer's Journey**.



Social media allows you to engage prospects at every stage of the buyer's journey.

Share content from the **Awareness Stage.**

Using social media in the Awareness Stage: Share helpful, educational content.



HubSpot shared a link. March 10 @

As of today, you can wave bye-bye to that confusing, cluttered, two-column Company Page design and say hello to a slick, onecolumn layout!

Say hello to your Facebook Page's latest look.



Facebook Updates Company Page Design and Introduces "Pages to Watch" http://blog.hubspot.com/marketing/facebook-page-de...

Today, Facebook introduced a new Page layout and a "Pages to Watch" feature. Here's what you need to know about the update.

Facebook Updates Company Page Design and Introduces "Pages to Watch"

by Ginny Soskey

142

in Share

440

f Like

532

V Tweet

53

8+1

Narch 10, 2014 at 4:57 PM

One of the most annoying things about working with Facebook Company Pages is that each type of post appeared different when viewed on your Page versus in the News Feed. Because of the way it was all laid out, you were never sure that your posts would look great across the platform.

Say hello to your Facebook Page's latest look.

As of today, you can wave bye-bye to that

confusing, cluttered, two-column Company Page design and say hello to a slick, one-column layout. This design is for web only, but it should look familiar -- it's very similar your personal profile layout. Here's a snapshot Facebook included with its announcement post:



Share content from the **Consideration Stage**.

Using social media in the **Consideration Stage:**

Share content that helps personas learn more about a specific problem, opportunity, or issue.

Search companies		HubSpot	Call us: 1-888-HUBSPOT (888-482-7768)	
Add a comment		Free Download: 8 Marketing Budget Templates		
HubSpot If you've ever gotten to the end of the month, quarter, or year and thought to yourself, "What the heck did I spend all that money on?" download these templates → http://hub.am/1kl7DHJ		Let a face it executing a successful marketing plan further in the executing as uncessful marketing plan further in the execution as uncessful marketing plan further in the execution and creative, to product marketing, plan further in the execution and creative, to product marketing plan further in the execution and creative in the execution and creative in the execution and creative in the execution as the exercise and thought to pourself. What the hex child spend all that more yon "we have the perfect executed for you: a collection of 8 budget templates agend. View to be better manage your marketing plan for the exercise and the plan better manage your marketing plan. View to be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for: Image: "we can be able to track expenses for:	Yes, I want these budget templates! First Name *	
Like (49) · Comment (1) · Share · 9 days ago		 ✓ Content ✓ Paid Advertising 	What is the average amount a customer spends on your	
🌢 Christina Zahari, Jazz Tyrril +47		✓ Product Marketing	product/service? *	
Chris Holbrook Or use Quicken or www.mint.com and save yourself a ton of time, run endless reports. :) 9 days ago Add a comment		Public Relations	- Please Select - 🔻	
		Website Redesign Weve also included a Master Template, where you can manage all of your marketing budget in one place at the monthly/quarterly level.	Where are you located? * -Please Select- + How long is your sales cycle, typically? -Please Select-	

FLICKR USER DNO

Social media engagement can aid personas in the **Decision Stage**.

Using social media in the **Decision Stage:**

Have defined their solution strategy, method, or approach.

ShoreTel Moves From Marketing Automation to Inbound Marketing with HubSpot

The Demand Generation team at ShoreTel believed in inbound marketing, but didn't have the right toolset to implement it. The main system they used was Eloqua, which they found to be inflexible, slow and not user friendly. When the opportunity came up to evaluate other marketing software options, they jumped on it and soon chose HubSpot.

HubSpot @HubSpot 373,076 44,622 85 FOLLOWERS FOLLOWING KLOUT Marketing Qualified Lead View Contact	Congrats to @shoretel, an enterprise that has increased qualified leads by 110% since moving from Eloqua to HubSpot: hub.am/1hZOtwj ▲ Reply □ Retweet ★ Favorite ● Share ■ Email There are no interactions yet. & Link to this message	ShoreTel		
Email marketing@hubspot.com Salesforce Owner: No Concept of a Lead Queue Company Hubspot		60% year-over-year organic search traffic increase	36% year-over-year increase in leads	110% year-over-year increase in qualified leads
Social History 150 interactions 20 stream matches View All More Details				

Case Study of a Company that rocks on Social Media: General Electric

SOCIAL MEDIA BEST PRACTICES

Optimize your profiles

Personas: who are they?

Build reach



Customize your content to each platform

Analyze to refine



361

imagination at work

Have questions? #askge

Visit GE.com

GE's Twitter profile

- Customized images for the avatar header and background
- Verified profile

•

- Links to their website •
 - Thoroughly fleshed out company bio.



GE's Tweets:

- Posts are short and re-tweetable
- Use of #hashtags to tie into trending topics and events
- Great mix of content: •
 - Visual
 - Responses •
 - Original
- Posting multiple times per day



General Electric @generalelectric · 3m @GE Water is saving this lake from an algae explosion. #WorldWaterDay invent.ge/1g8xHJ9

Expand

General Electric @generalelectric · 1h @AnitaMHairston Will we be seeing you at #Garages2014 this year, Anita? A Reply 🗱 Retweet 🖈 Favorite 🕅 Share 🚥 More View conversation

◆ Reply 🗱 Retweet 🖈 Favorite 🔍 Pocket 🕅 Share ••• More



General Electric @generalelectric · 1h @GianCarloDiMike We agree! The potential applications and solutions are mind-blowing.

View conversation

◆ Reply 🗱 Retweet 🖈 Favorite 🕅 Share 🚥 More



General Electric @generalelectric · 1h @jbock93 Pretty amazing stuff!

View conversation

🔸 Reply 🗱 Retweet 🖈 Favorite 🕅 Share 🚥 More



General Electric @generalelectric · 18h

High megawatt advisory: #IndustrialInternet delivers promise of predictable power generation, invent.ge/1gf1hxj pic.twitter.com/LDdY25jmXk





GE's Facebook profile page:

- Customized background image and logo
- Company description customized for Facebook – light, breezy, fun

GE About 🔻 🖒 Lil Basic Info About We love science, technology, innovation and hearing from you! So, say January 1, 1878 hello Addres Mission Welcome to the official GE Facebook page! Contact Info This page is meant to provide a positive, engaging community where forward-thinking individuals can join the conversation around innovation in energy, health, transportation and infrastructure, as well as GE and its Phone products. Email While we encourage your comments, photos, videos and links, it's important to note that postings to the GE Facebook page are not representative of the Website http://www.ge.com opinions of GE, nor do we confirm their accuracy. http://www.twitter.com/generalelectric http://www.tychnologist.com As part of our commitment to you, we will do our best to ensure that the content on this page remains innocuous and positive. However, since we can't monitor every posting or conversation, we realize that the occasional objectionable post will pop up from time to time. We therefore reserve the Life Events right to remove postings that are: 2012 GEnx Takes First Flight from Seattle to Tokyo Abusive, defamatory or obscene IP Our jet engine technology turns 70! Fraudulent, deceptive or misleading In violation of any intellectual property right of another In violation of any law or regulation IP Vscan, a pocket-sized, ultra-smart ultrasound is born Otherwise offensive Off tonic IV GE Introduces the world's first hybrid locomotive: The Sales pitches Evolution Hybrid Snam IP GE unveils the J624 GS Jenbacher Gas Engine We also reserve the right to ban users from the GE Facebook page who exhibit these or otherwise offensive/intrusive behaviors 2005 IP The GE90 engine breaks a world record We look forward to hearing from you! Interpretation Provide the state of the and 747 Jumbo Jate Imagination at work GE 📀 [™] Like Follow Message 1,031,916 likes · 6,293 talking about this

Company We love science, technology, innovation and hearing from you! So, say hello.



Likes



About - Suggest an Edit

Photos

Events



GE's Facebook posts:

- Interactive, visual content asks questions
- They are also good at keeping up their replies



How many *edges* does this polygon have?



GE March 17 @

We take our ideas off paper, out of the lab, and into the world. What ideas are you drawing up?




GE's LinkedIn page:

- Customized headers • and logos
- Bio and images tailored to LinkedIn



About GE (NYSE: GE)

GE works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and helping to cure the world. Not just imagining. Doing, GE works, see less

Specialties

Oil & Gas, Healthcare, Intelligent Platforms, Capital, Transportation, Aviation, Appliances, Lighting, Power & Water, Energy Management

Website http://www.ge.com

Industry

Туре Electrical/Electronic Manufacturing Public Company

Headquarters **Company Size** 3135 Easton Turnpike Fairfield, CT 10.001+ employees 06828 United States

Founded 1892



GE's LinkedIn messages:

- Posting daily ۲
- Posting content that links to other sites • (The Economist and Quirky.com)
- Posts are lengthier taking advantage • of unlimited characters

Search companies. in Home Profile Connections Jobs Interests

GE Wasting energy by leaving your AC unit on? Meet Aros, a brilliant air conditioning unit that was invented by a real person just like you and built with the help of Quirky + GE. http://www.guirky.com/aros

a state that the second s

Introducing Aros

guirky.com . Ditch your dumb window A/C for Aros, because Aros is smart. It learns from your budget, location, schedule, and usage to automatically maintain the perfect temperature and maximize savings for your home.

Like (47) · Comment (4) · Share · 2 days ago

Rahul Bhatia, Diana Boioroes +45

See previous comments



GE That would be a great touch, James

appreciate and congrats all the efforts of QUIRKY+GE at all. U guys R LOVELY.

Add a comment.

GE In the Industrial Internet Age, a smarter car equals a safer car. http://invent.ge/YYFcLX



[Slides] New Standards to Help Vehicles Communicate

invent.ge · Show menu Advertisement feature Our sponsors provide financial support for this website. We endeavour to give our sponsors the opportunity to communicate their messages in placements that are clearly demarcated. Such placements are clearly...

Like (15) · Comment (2) · Share · 1 hour ago

Edson Pontes, Guia Turismo Viagens Projetos +13

Donald Lyons, PMP/MEM I disagree, A smarter driver equals a safer car, motorcycle, truck, tractor...etc. Especially a driver without a cellphone or ipad in their hand! I see much more of what people are doing behind the steering wheel riding my motorcycle, it's a matter... more 29 minutes ado



GE's Google+ page:

- Customized URL instead of a string of numbers, head and logo
- Links to other social networks
- Have engaged with lots of people via circles





GE's Google+ posts:

- Great mix of content: infographics, photos, videos, gifs, and illustrations
- Good mix of providing general, fun, and promotional content



How **personas** factor in:

It is clear from these postings that GE really gets their target buyer persona:

- They spend time on multiple social platforms
- They are technical, and knowledge hungry but also have a playful side
- Love science and love technology



How to measure your results.

The data will tell you!

Este

100 a

How are our followers responding? If not, it is an opportunity for improvement.

20

ources



affic Sources > Social Media

te	Visits	%	Contacts	96	Oustomers	%
witter	23,803	4.0%	959	0.0%	0	0.0%
acebook	18,142	5.7%	1,038	0.0%	0	0.0%
inkedIn	9,188	6.1%	558	0.2%	1	0.0%
interest	1,777	7.8%	138	0.0%	0	0.0%
ioogle+	1,224	5.6%	68	0.0%	0	0.0%
lideShare	617	5.3%	33	0.0%	0	0.0%
uora	317	2.2%	7	0.0%	0	0.0%
ootSuite	301	6.3%	19	0.0%	0	0.0%

Q Search...



How many **visits** are you getting from social media?

How many leads?



Track your reach.

- How many followers do you have?
- How is that increasing or decreasing over time?

How shareable is your content?

Make that social proof visible!

WANT DATA JUST FOR YOURSELF? GET THE 'SOCIALSHARECHECK' CHROME PLUGIN.

9 Unforgettable SXSW Moments: How to Talk About It Like You Were There

by Hannah Fleishman

Narch 12, 2014 at 11:00 AM

74

in Share

160

f Like

334

💙 Tweet

248

8+1

South by Southwest feels like the party of the year, especially when you're thousands of miles away watching your news feed overflow with non-stop SXSW buzz.

The conference's Interactive (SXSWi) track wrapped up yesterday, leaving marketers, entrepreneurs, and techies wide-eyed after four



days of innovative talks, ideas, and introducing new technologies. But don't worry about hiding behind your martini glass this weekend because you missed it all -- we reached out to influencers on the ground in Austin for marketing insights and dug into some of the most-talked about moments at SXSW to put together this handy checklist of must-know topics from the Interactive track and beyond:

Export all		✓ All networks	•	🚱 All campaig	ns 🔻	
Published M	Message		Clicks 🔺	Interactions		Which posts
Apr 2 8:59 am		How to Use Your Blog to Attract Customers [Customer Story] http://hub.am/HataSF http://learning.hubspot.com/blog/bid/131420/how-to-use-your-blog-to-attract-custom ers-customer-story	157	0	Detaile	generated the most clicks?
Apr 26 10:01 am		Five Way to Generate eCommerce Leads on Twitter [eCommerce Marketing] http://hub.am/lqLO85 http://learning.hubspot.com/blog/bid/136168/five-way-to-generate-ecommerce-leads -on-twitter-ecommerce-marketing	138	0	Details	
Jan 7 11:01 am	*	How to Generate Leads Using LinkedIn Groups http://hub.am/VObxOa http://academy.hubspot.com/blog/bid/168614/how-to-generate-leads-using-linkedin- groups	113	27	Details	The most
Jun 13 3:01 pm		Landing Page Example Olathe Eye Care – Eye Care Specialists http://hub.am/KC9WGY http://learning.hubspot.com/examples/customer-examples/bid/143355/landing-page- example-olathe-eye-care-eye-care-specialists	112	0	Details	interactions?

KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 Social media can and needs to be used at all stages of the Buyer's Journey.
- 2 Buyer Personas will help you serve people with the right content at the right time.
- 3 Optimize your profiles and posts.
- 4 As in social as in life: manners matter!

RESOURCES

- 1. <u>Social Media Marketing Kit</u> [downloadable kit]
- 2. <u>The Science of Social Media</u> [webinar]
- 3. <u>11 Ways to Make Social Media Less of a Time Suck</u> [blog post]
- 4. <u>Critical Social Media Updates & How To React in 2014</u> [blog post]
- 5. <u>How to Get 1000+ Followers on Twitter [blog post]</u>
- 6. <u>17 Customizable Templates for Social Media</u> [downloadable templates]

THANK YOU.

Sarah Papachristos

@sarahpapa

