

HOW TO CONNECT YOUR MARKETING WITH SOCIAL MEDIA



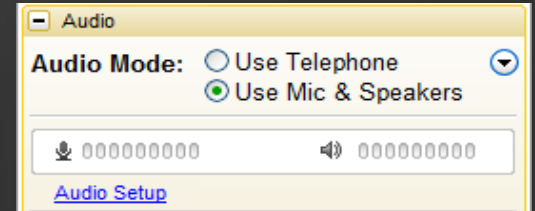
Question of the day at 1:55 pm ET.

The broadcast begins at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1 Use the hashtag #InboundLearning on Twitter

2 Question of the day



@HubSpotAcademy

#InboundLearning



Upcoming BROADCASTs

5/19 – Landing Pages with Angela Hicks

6/2 – Email marketing with Isaac Moche



HubSpot

Mark Kilens

@MarkKilens



Markiesha Ollison

@Markiesha20

AGENDA

- 1 Growing your reach with social media
- 2 HubSpot Social Media tool updates
- 3 What's new in social media
- 4 Featured social media project
- 5 Examples of social media done right

1 GROWING YOUR REACH WITH SOCIAL MEDIA



In 2014, 66% of marketers found **qualified leads** on social media sites.

5 WAYS TO GROW SOCIAL MEDIA REACH

1. Monitor social media
2. Segment your audience
3. Identify ways to join the conversation
4. Promote content
5. Demonstrate excellent customer satisfaction

RESEARCHING WITH SOCIAL MEDIA

- Sentiment?

- Feedback?

- Questions?

- Advocates?

- Press?



- Pain Point?

- Content?

- Trends?

- Influencers?

- Inbound Links?

Social media promotion is an essential component of an **effective** inbound strategy.



**BE PERSONAL AND
PROFESSIONAL.**

2 HUBSPOT SOCIAL MEDIA TOOL UPDATES

WHAT'S NEW:

Social Reports now calls out two of your top messages, your **most clicked message** and your **message** with the most interactions.

Check out the “Here’s what your followers thought” section.

How it works: Log into the Social Inbox App and go to Social Reports. In every report but Reach, there's a section labeled, "Here's what your followers thought."

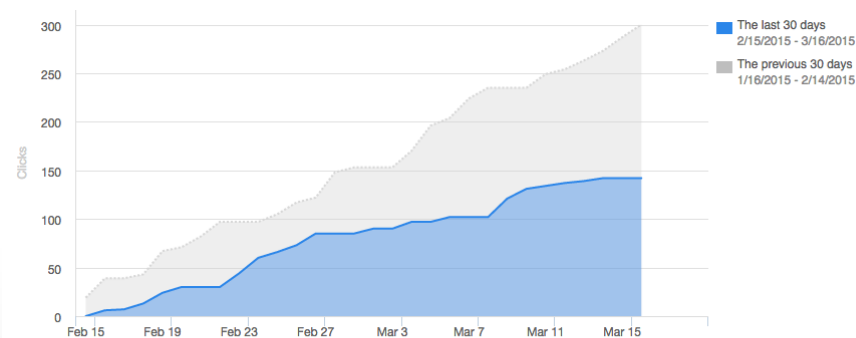
That's where you'll find details on your your most clicked message and the message with the most interactions.

Here's what your followers thought.

You published fewer messages the last 30 days than the previous 30 days and those messages aren't performing as well either.

- 🔗 38 of your messages contained links and received **142 clicks**. That's **3.7 clicks per message**, down from 5.4 the previous 30 days.
- 💬 Your 38 messages had **21 interactions**. That's 0.6 interactions per message, about the same as the previous 30 days.

142 clicks -52.7% (300 the previous 30 days)



With **16 clicks**, [this message](#) received the most clicks the last 30 days.



Uncover social media metrics from 7k+ businesses in this new report from @HubSpot <http://hubs.ly/y0tDXj0>



[View messages with most clicks](#)

3

WHAT'S NEW IN
SOCIAL MEDIA.



TWITTER UPDATES

1. Direct Messages go public.
2. Twitter cards extend beyond 140 characters.
3. Twitter introduces “Highlights.”



FACEBOOK UPDATES

1. Rebalancing the noise in your Newsfeed.
2. Domain Insights gives you Facebook ROI.
3. Say “Hello” to a new app.
4. The “Like” Plugin enters retirement.

LinkedIn



lynda.com



+

LinkedIn™

4 FEATURED SOCIAL MEDIA PROJECT

COMING SOON...

HOW TO ENHANCE YOUR SOCIAL PUBLISHING STRATEGY

Step 1: Define SMART* Goals for Social Media

[LEARN HOW](#)

Step 2: Enter Your Goals into the HubSpot Goal Tool

[LEARN HOW](#)

Step 3: Curate 3-5 Pieces of Content for Your Personas

[LEARN HOW](#)

Step 4: Set Your Publishing Schedule Times

[LEARN HOW](#)

Step 5: Write Social Posts

[LEARN HOW](#)

Step 6: Create Social Media Reports

[LEARN HOW](#)

5 EXAMPLES OF SOCIAL MEDIA DONE RIGHT

VISIONWEB

TWITTER

The image shows a screenshot of the VisionWeb Twitter profile page. At the top, there is a blue header with the text "Cloud-Based Solutions for Eyecare Providers" in white. Below the header, the profile information is displayed: VisionWeb (@GoVisionWeb), HQ Austin, TX, visionweb.com, and joined March 2010. The profile statistics show 8,589 tweets, 1,663 following, 7,343 followers, 103 favorites, and 2 lists. A "Follow" button is visible. The main content area shows three tweets from VisionWeb, each with a question and a link to a HubPages article. The first tweet asks about EHR software selection, the second about marketing tips, and the third about completing CE credits. On the right side, there is a "Who to follow" section with three suggested accounts: Rachel Decker, BlinkJar Media, and Kevin Rich. At the bottom right, there is a "United States Trends" section with various hashtags.

Cloud-Based Solutions for Eyecare Providers

VISIONWEB
@GoVisionWeb

Over 17,000 ECPs use VisionWeb for a better way to order products and manage claims! And VisionWeb now offers Uprise, a Practice Management & EHR solution!

HQ Austin, TX
visionweb.com
Joined March 2010

TWEETS 8,589 FOLLOWING 1,663 FOLLOWERS 7,343 FAVORITES 103 LISTS 2

Follow

Tweets Tweets & replies Photos & videos

1 VisionWeb @GoVisionWeb · 17h
What methods have you used to select a new EHR software? hubs.ly/y0G89Z0

1 VisionWeb @GoVisionWeb · 21h
What are your best marketing tips? hubs.ly/y0FSv00

1 VisionWeb @GoVisionWeb · 22h
Complete your 2015 CE credits with OD Wire's virtual conference, CEwire hubs.ly/y0LGsV0

Who to follow · Refresh · View all

Rachel Decker @bubbled...
Followed by HUGNH and o...

BlinkJar Media @BlinkJar...
Followed by IMPACT and ...

Kevin Rich @KevRich88
Followed by Nick Sal and o...

Find friends

United States Trends · Change

#TechAMovie
#BroadStreetRun
Little Mix
#sunchat

VISIONWEB

FACEBOOK

PHOTOS

VISIONWEB
April 30 at 3:30pm · 🌐

Don't miss out on this great, online CE opportunity happening May 16th and 17th! <http://hubs.ly/y0LKXL0>

Optical Resources: Earning Your CE Credits for 2015
Get continuing education optical resources and CE credits from the virtual eyecare conference, CEwire, this year!
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April 27 at 6:47am · 🌐

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REVIEWS


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Specialties
Inbound Marketing, Marketing and Business Development, Social Media Management, Advertising and Promotions, Tradeshows, Website Design

Website http://www.dma-solutions.com	Industry Food & Beverages	Type Privately Held
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Headquarters 400 E. Las Colinas Blvd Suite 230 Irving, TX 75039 United States	Company Size 11-50 employees	Founded 2004
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1 job posted

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Ads You May Be Interested In

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Jim Prevor points out that retailers must profit from the sell, not the buy

 **Comprehensive backup**
An online business solution with the quality of German software engineering

 **M.S. in Management**
A new & affordable master's

April 29 at 2:33pm · 🌐



30 SOCIAL MEDIA TIPS FROM

30 Social Media Tips from the DMA Solutions Team

Engaging on social media as a brand requires skill and strategy. Here are 30 of our top tips for fresh produce companies on social media.

THECORE.DMA-SOLUTIONS.COM | BY MEGAN ZWEIG

Like · Comment · Share · Buffer

Allison Autrey likes this.



Write a comment...



DMA Solutions, Inc.

April 24 at 12:59pm · 🌐

How to spot candidates who are a natural fit for your company.



7 Tips for Recruiting the Right Interns

Hiring good interns can be a challenge! If your company has an internship program, consider these recruitment best practices.

THECORE.DMA-SOLUTIONS.COM | BY MEGAN ZWEIG

DMA SOLUTIONS

FACEBOOK

NEXT STEPS

1. Optimize your social media profiles
2. Set up three new social monitoring streams using keywords
3. Connect with people who match your social media streams
4. Start a HubSpot Academy social media project

RESOURCES

1. How to Learn Social Media Marketing: 41 Resources for Beginners
2. 2015 Social Media Benchmark Data
3. What Types of Content Perform Best on Social Media?
4. The Social Media Content Calendar Every Social Media Manager Needs

THANK YOU.

Happy #HubSpotting

