

How to Enhance Your Internet Presence

With
Social
Media



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1



Introduction

.....① Introduction

In order to be effective with internet marketing, you need more than just a website. Social media has evolved from a powerful communication medium to a key marketing channel. It offers a platform for customers to find you when they're seeking reviews, comparing pricing, or researching offers.

Increasingly, people end up on websites after encountering a brand on Facebook or clicking on a link in a Twitter feed. The more platforms on which you are present, the more you will turn up in search results, especially now that social is a part of search engine algorithms.

Today, using social media to direct traffic to your website and generate new leads is an indispensable part of your marketing mix. That's why we designed this ebook—to help you identify the key social media channels where you should be present and how to optimize them for lead generation. Enjoy the read!

46%
OF DAILY
SEARCHES
ARE
FOR INFO
ON
**PRODUCTS
OR SERVICES.**

78%
OF INTERNET
USERS
CONDUCT
**PRODUCT
RESEARCH**
ONLINE.*





2

Where to Be
Present

.....② Where to Be Present

Have your friends started posting product questions on Facebook? What about looking for recommendations on Twitter? Have you watched product videos on YouTube?

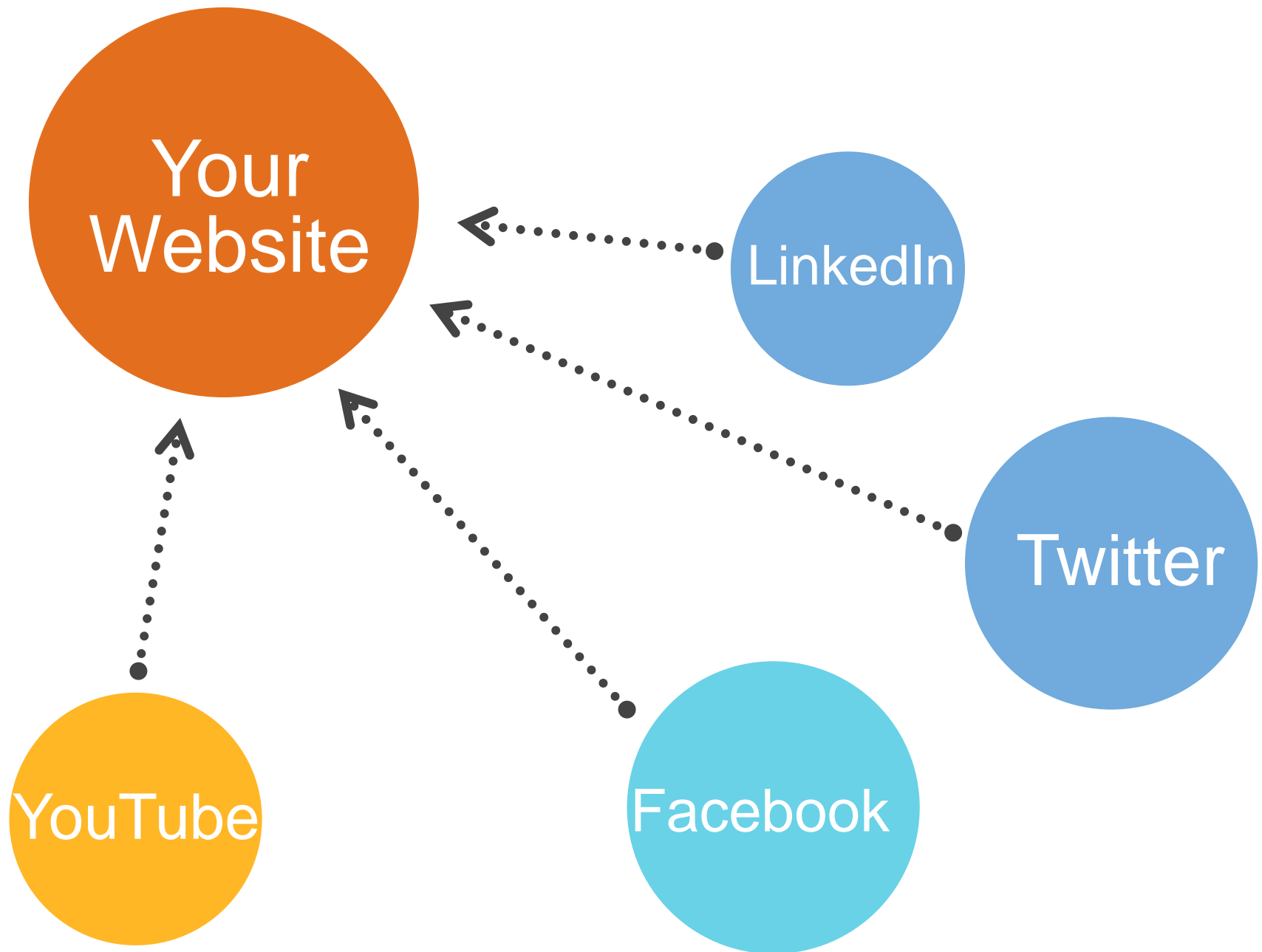
If your answer to any of these questions is “yes,” then you know that customers are using social media to do research.

But a **challenge** for many marketers is deciding where to spend their time within the realm of the internet. There are countless social networking sites out there, and it seems impossible to maintain a presence on all of them while achieving the same success.

To help you focus on the most important ones, here are four popular networks that are widely recognized and used:

1. Facebook
2. Twitter
3. LinkedIn
4. YouTube





Facebook

A close-up, angled photograph of a computer screen displaying the Facebook logo. The logo, in its characteristic white font on a blue background, is the central focus. A white mouse cursor with a black outline is positioned directly beneath the 'a' in 'facebook', as if about to click. The background of the screen is slightly blurred, showing parts of a web browser interface, including a search bar with the text 'facebook' and a URL bar with 'www'.

facebook

k helps yo
ou

.....② Where to Be Present: Facebook

Thanks to its interactive capabilities, a Facebook business Page is a great supplement to any website. On it, you can include everything from company location and contact information to updates and multimedia. Formerly generating a “fan” count, Pages now track “Likes.”

Interact With Your Audience

Instead of appointing one person to address this need and do all the work, you can crowdsource conversation by engaging a few team members. Approve individuals within your company as page administrators so they have access to post content and respond to users (all under your Page’s alias).

Don’t Confuse an Account With a Page

Just like individuals have their own accounts on Facebook, businesses do, too. [You need an account](#) in order to create and maintain a Page.



.....② Where to Be Present: Facebook

Integrate Other Social Media Activity

There are applications for the majority of social media platforms so you can include them in the side bar of your Facebook account. This makes it easy for visitors to find your other social media accounts instead of searching through each platform individually.

Create Custom Tabs

Creating custom tabs comes in handy when you want to showcase or provide information about something that doesn't have its own app. You can create a custom tab by adding an [iFrame Page Tab](#).

Use Tags

Tagging provides a great way for you to attract the attention of people and other companies. When you tag something, the content you post appears on the wall of the profile or Page you tagged, and that account receives a notification that it was tagged.





Wall

Info

Discussions

Content Camp

Customers

SlideShare

YouTube Box

Welcome

HubSpot Jobs

About

Inbound marketing software to help businesses generate more leads online....

More

28,798

people like this

Likes

See All



Facebook
Marketing: An
Hour a Day



SteveGarfield.tv

HubSpot

Software



Wall

HubSpot · Most Recent

Share: Post

Write something...



HubSpot

Episode #26 of [Inbound Now](#) featuring Jason Keath, founder of [Social Fresh](#), is live! Jason shares some great insights into understanding the consumer engagement cycle & how that relates to your blog! He is also giving away a free 3 month subscription to Social Fresh Academy, you can enter for a chance to win here: <http://bit.ly/IEDocy>



Inbound Now #26 - Understanding the Consumer Engagement Cycle & how it works with Jason Keath - Inbo
blip.tv

Jason Keath of Social Fresh Join us for another episode of Inbound Now to discuss the consumer engagement cycle and what to consider when deciding to do social media in house vs hiring an agency.

about an hour ago · Like · Comment · Share

5 people like this.

Write a comment...

Photos

Tag



Twitter

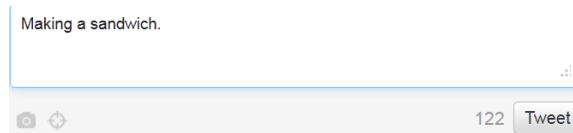


.....② Where to Be Present: Twitter

Twitter is a real-time network allowing users to post updates (tweets) using up to 140 characters. Whether you represent an individual, business, venue, blog, group, etc., anybody can use Twitter to let the world know what's up.

Don't Be a Twidiot

Tweets are intended to be informative and newsworthy, so use them that way. Whether you're tweeting as yourself or for a company, keep your followers in mind. One silly tweet isn't worth an unfollow or a bad reputation.



Follow Your Industry

Follow individuals, products, and companies within your industry to keep up with trends, news, and events. A significant amount of the time, these users will follow you back in return, increasing your Twitter reach. Also, if you're following users aligned with your primary focus, your feed won't be clogged with irrelevant tweets.

Reach Out and Respond to Others Using @Replies

All you need to do is click the reply icon below someone else's tweet, or just type "@" followed by the recipient's Twitter username.

Encourage Conversation With Hashtags (#)




Influence virtual communication. Hashtags are a way of tagging tweets to make it easy for anyone anywhere to follow, promote, and respond to news, products, ideas, events, webinars, and offers.

For example, HubSpot declared #LeadGen as the official hashtag for a six-part lead generation webinar series. Anyone on Twitter could include #LeadGen in their tweets to leave feedback, ask questions, or simply promote the series.

Also, tag tweets as you would a blog post. If you're tweeting about SEO, add #SEO. Users seeking information on SEO will search the hashtag, and depending on timeliness, your tweet will appear in results.

You can also take advantage of popular hashtags like #ww (WonderWednesday) or #ff (FollowFriday). WonderWednesday encourages users to ask questions to find out what others think. Consider making business-related inquiries to customers to get their feedback. On Fridays, use #ff to recommend users to follow, such as employees in your company or others relevant to your industry.

Include Shortened Links

Including links in your tweets is a great way to point to additional resources or promote your content on Twitter, but considering Twitter's 140-character limit, long URLs aren't very Twitter-friendly. Use a URL shortening service such as bit.ly to make the links you want to share on Twitter more tweetable.   

.....② Where to Be Present: Twitter



Fresh
Content

✓ Following

Also followed by @jcrugzz, @socialjuls, @EnvylelessParties, and 10+ others

Lists



New Blog Post: HubSpot Takes Home
Eight Awards In One Month <http://is.gd/qFCdjT>

13 minutes ago via HubSpot

@Reply

@MarcChonus ROI for what specifically?

20 minutes ago via CoTweet in reply to MarcChonus

#Hashtag

Enter #Boston's #startup scene by joining us at @HubSpot for a
#TedxBoston Adventure! <http://bit.ly/tedxadventure>

36 minutes ago via CoTweet

Shortened
URL

New Improvements to the HubSpot Call to Action feature

<http://hub.am/kJ7rEk>

about 1 hour ago via HubSpot



LinkedIn



.....② Where to Be Present: LinkedIn

LinkedIn is the most popular place for professionals to network on the internet. As of March 2011, [over 100 million users worldwide](#) had activated accounts.

This social network makes it easy to find potential employees and customers as well as seek industry-specific advice. On LinkedIn, you can post jobs to your company page and pose questions for the community to answer. LinkedIn Answers also provides valuable industry insights.

Does your company have a LinkedIn company page?

Over two million others do. Here's how you can benefit from it:

- Generate leads, especially if you are a B2B company
- Connect with millions of professionals
- Participate in industry discussions
- Share content relevant to your company



.....② Where to Be Present: LinkedIn

Let Others Learn About You:

- Highlight company's purpose and products
- Announce job openings
- Boost status with auto-updates
- Publicize recent tweets and blog posts
- View recent company activity (like new hires)

In addition to a company page, LinkedIn also allows you to create Groups.

How do you create Groups?

First, identify your industry and come up with a name. For example, since HubSpot's focus is inbound marketing, our LinkedIn group is called "Inbound Marketers - For Marketing Professionals."

Then, invite members you would like to be part of this community. Within the group, members may ask questions, post updates, and participate in discussions. Every once in a while, you can answer questions with references to your own products. This offers a great opportunity to generate new leads and create long-term relationships.

HubSpot mentioned in the News

[Compare Your Marketing Mix to This Bar Chart](#)

Business Insider, Jun 30, 2011

[Inbound marketing: The customer finds you](#)

The Globe and Mail, Jun 29, 2011

[MITX Announces the 2011 Future Leaders Group](#)

Business Wire, Jun 27, 2011

[Karen Leland: Bring Social Media Sanity To Your Small Business](#)

The Huffington Post, Jun 23, 2011

[Will Google disrupt venture capital?](#)

CNN Money, Jun 22, 2011

[See all News »](#)

Creating a company page is easy!

Start here:

[linkedin.com/company/add/show](https://www.linkedin.com/company/add/show)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

☐ I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

[Companies](#) > HubSpot

Overview

Careers

Products

Analytics

This page was last edited on 03/22/2011 by [Pamela Seiple](#)



HubSpot sells inbound marketing software to help businesses to transform their marketing from outbound (cold calls, email spam, trade shows, tv ads, etc) lead generation to inbound (blogosphere, the social mediasphere, and search engines) lead generation enabling them to "get found" by more ... [more](#)

When logged in, employees can view the latest edits.



YouTube

.....② Where to Be Present: YouTube

Did you know that each month, [a hundred million unique users](#) visit YouTube in the U.S. alone?

YouTube is now a credible search engine, used globally to both search and upload content. If your company isn't taking advantage of online video, it's a good idea to get started now.

Online video is a great format to highlight product features, industry resources, and case studies. If your goal is to make something spreadable, YouTube will help you do that.

Create and Customize a Go-To Channel

If someone wants to view your videos above other content, they'll most likely search for you on YouTube. Sync your channel and branding by coordinating theme colors and logo(s).

Americans Spend Nearly 3.5 Hours Per Week Watching Online Video



Source: Arbitron and Edison Research, "The Infinite Dial 2011: Navigating Digital Platforms," April 5, 2011

.....② Where to Be Present: YouTube

Give Newcomers a Good Understanding of Your Business

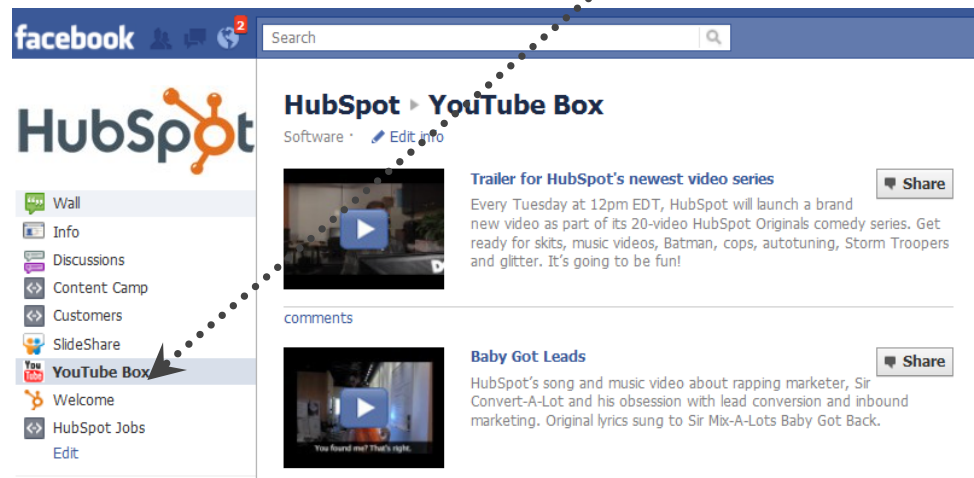
A visit to your YouTube channel may be someone's first time learning about you. Make sure the information in your profile is updated and all links work. Manage and delete spam comments: if they're not removed, viewers may assume the page is no longer maintained.

Share Video on Other Channels

Once you have uploaded a video to your YouTube channel, don't stop the promotion there. You can share the direct video link through email and post it on your other social media platforms. Even better, grab the video embed code and write up a blog post about it, giving your audience more context around it.

Marry YouTube & Facebook

Set up a YouTube tab on your Facebook business page. In this way, you give your content a nice cross-promotional dimension and spread it to different audiences. What is more, you make it convenient for customers to find out about your company in their preferred method of communication.



.....② Where to Be Present: YouTube

Webinars

Watch the Webinar Recording Below:



Event Invitations

Science of Email Marketing Webinar Trailer



Email Marketing



Fun



Mission



Interviews



3

How to
Enhance Your
Presence

.....③ How to Enhance Your Presence

Once you have developed your presence on the main social media platforms, you need to build a loyal following. This is no easy task. It means you will need to interact with the community, share valuable information, and recognize the contributions of others. The standard text status updates might quickly get boring.

To keep your following engaged and growing, try sharing more interactive content. Stay **delightful**, **fresh**, and **entertaining** with:

1. Images & Video
2. Blog Posts
3. Podcasts



.....③ How to Enhance Your Presence: Images & Video

People like to know who they're working with and that there is a human behind the computer screen. Prove to others your business is made of real people.

How to Go About It

- Shoot videos starring your team members, and upload them to YouTube.
- Upload photo albums from company events and outings to Facebook. Don't forget to document any events you host for potential and current customers!
- Share these links with the public. Not everyone may think to visit your YouTube channel, but they may follow you on Twitter, so tweet the link!

Show Off Elsewhere

There are photo and video communities other than YouTube and Facebook with active users. Once you've nailed those two, check out Flickr, Picasa, TwitPic, Slideshare, and Vimeo.




The HubSpot Team
1 photo



2009 Singles Ping Pong Championship
13 photos

You Oughta Know Inbound Marketing

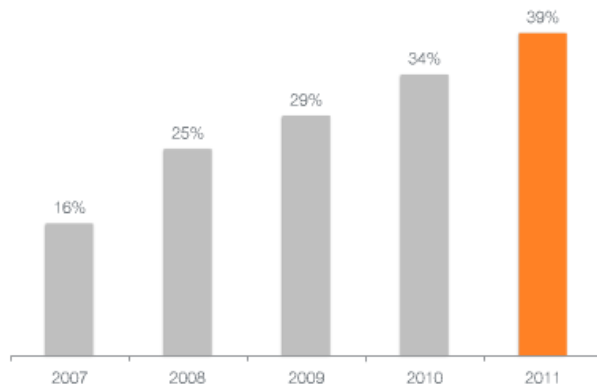
HubSpot 227 videos  



.....③ How to Enhance Your Presence: Blog Posts

The more optimized content your site publishes, the higher you will rank in search results and the more you will have to share in social media. Blogging provides the perfect platform for this type of frequent content creation for marketing.

Nearly 40%
of US companies
use blogs for marketing purposes.



SOURCE: EMARKETER, AUGUST 2010

Quick Blogging Tips:

- Use social media sharing buttons on all your blog posts. This makes it easier for readers to spread your content.
- Answer frequently asked questions in your blog posts.
- Encourage comments by ending with a question. (For example: “*What’s your take?*” or “*How have you done this?*”)
- Generate leads from your blog! Include [calls-to-action](#) in each blog post you write.
- Don’t be too self-promotional. People read blogs for new learning and entertainment. Nobody wants to feel like they’re reading advertisements.
- Include a compelling visual element such as an image or relevant video in each blog post.

Frequently Asked Question

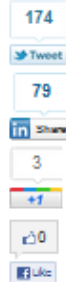
Social Media Buttons

How to Qualify Leads for Your Sales Team [Marketing Cast]

Posted by Magdalena Georgieva

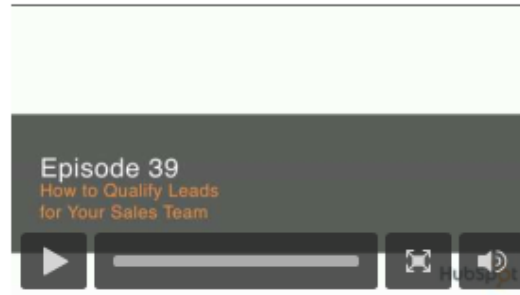
Mon, Aug 08, 2011 08:00 AM

Comments



Are the sales people in your organization not following up on the leads you are providing? This is a common challenge for many marketers. But it's important to recognize that customer acquisition is a process shaped by both marketing and sales.

A number of reasons can contribute to Sales not taking the leads you are producing seriously. In this episode of the [Weekly Marketing Cast](#), David Meerman Scott discusses how you can approach this multifaceted challenge.



Relevant Image/Video

Improve Lead Quality

"It was the quality of the leads that closed deals that I paid attention to," says David about his experience as a sales person. As many sales people share this sentiment, marketing needs to develop a solid lead scoring system that highlights the quality of the leads. Here are a couple of ways in which you can accomplish this:

Ask Qualifying Questions

The forms on your landing pages are there for a reason. **Don't just collect contact information.** Use this opportunity to **gather some insights** about your leads. For instance, on HubSpot's forms we try to identify the biggest challenge our leads have.

Design a Mix of Offers

Sometimes sales might point out your general offers as the root problem for poor lead quality. Maybe you focus on mainstream pop culture icons rather than industry terminology? Or perhaps your ebooks are too broad and not product-specific enough? Well, that is why you have secondary Calls-to-Action, such as "Request a Free Quote" or "Sign Up for a Free Trial." Try to maintain a balanced mix of offers that can help you both expand your top of the funnel and deliver a strong middle of the funnel.

Develop a Scientific Approach

Even if you have one lead that closes, David says, "use that as your poster child of success." Talk to sales people about it. "Understand deeply why this one closed and the other ones didn't," he adds. That will help you develop a more scientific approach to capturing good leads.

In what ways have you been able to improve the quality of your leads?

New Research: Lead Generation Lessons From 4,000 Businesses



Discover how social media, blogging, and website content correlate with traffic and leads.

Download the free ebook to learn B2B and B2C lead generations lessons from 4,000 businesses.

Bullets

Call-to-Action



.....③ How to Enhance Your Presence: Podcasts

It's 2011, and chances are you find it convenient to listen to things on the go. Podcasting plays an important role in this new lifestyle and has become a popular method of accessing content, whether it's through an iPod, a tablet, or a smart phone. People can listen to audio and video at their own convenience: on a run, at the gym, in the car, etc.

Podcasting is a cheap (and often free) way for marketers to spread their content and engage their audience in industry-specific conversations.

How to Get Started

There is no fixed structure to creating podcasts: they can be audio, video, or both. Recording can be as simple as plugging a microphone into a laptop or recording on a Flip cam.

Marketing Update on HubSpot.tv By HubSpot Internet Marketing

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe



Podcast Description

HubSpot TV is a weekly video podcast covering inbound marketing including social media, pages, lead generation and marketing analytics. Karen Rubin and Mike Volpe will share the marketing news, tips and tricks. Watch live Friday at 4pm EST. www.HubSpot.tv

Name	Description	Released	Price
1 Marketing Update: 3 Exa	HubSpot TV is a weekly v...	7/8/11	Free

Broadcast Live

If you decide to broadcast your podcast live, whether radio-style or TV-style, invite your audience to stop by! This will give the public the opportunity to meet you personally instead of just watching online.

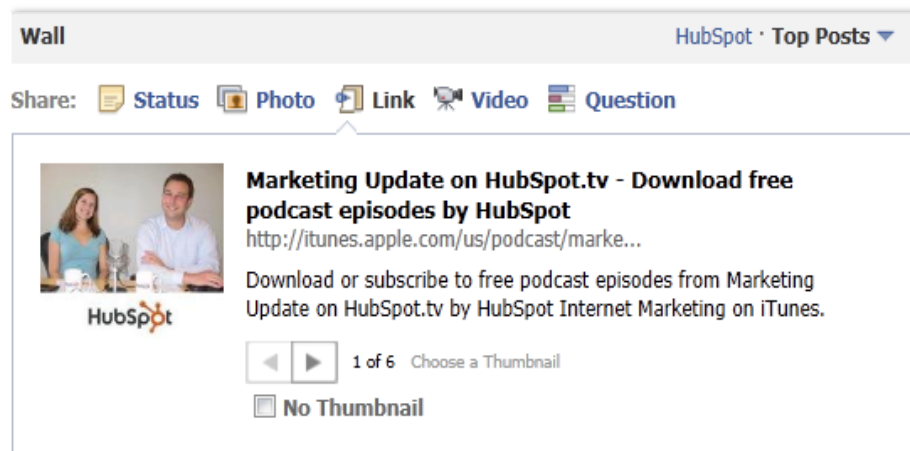
Looking for more details about producing your own podcast? Check out [HubSpot's Marketing Update](#).

.....③ How to Enhance Your Presence: Podcasts

Incorporate Social Media

Make sure you share your podcasts in social media. Here are some more tips for how you can go about doing this:

- Tweet the download link. If it is a series of episodes, create and implement a hashtag (#) for followers to comment and discuss.
- Post to your Facebook business Page. Video and audio content is a great way to differentiate your content from standard status updates.
- Archive content on your YouTube channel.
- Share links with your LinkedIn connections.



@decli

DeAnne Clifton

#HubspotTV People don't like to be badgered to twitter spam and will leave you, even if you're POTUS. **@samcoren**

5 Aug via **Seismic Desktop**

4



Next Steps

.....④ Next Steps

Now that you have the fundamentals to get started with Facebook, Twitter, LinkedIn, and YouTube, let's take a quick look at some next steps:

1. Maintain Your Profiles

To avoid a dead Facebook page and an outdated Twitter stream, make it a priority to keep your social media presence fresh. Try to post often and share valuable information.

2. Create a Schedule

Use a spreadsheet to plan ahead which days you will promote events and space out the amount of times you post about a particular offer.

3. Distribute Responsibilities

Give more people in your company access to your social media accounts, or designate these responsibilities to one social media manager.



.....④ Next Steps

4. Always Include Links

Every time you post updates across your different social media platforms, you should be linking to a web page with more information about your update. Preferably, this page is a landing page that will allow you to generate leads.

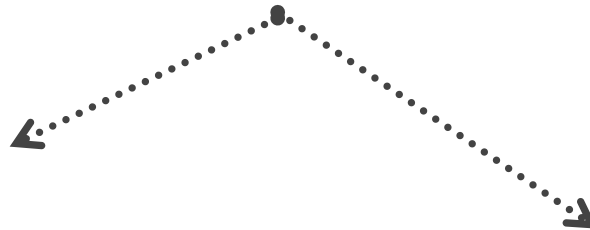
5. Do More Cross-Promotion

Encourage Facebook fans to follow you on Twitter by hosting giveaways for Twitter followers only, and promote it on your Facebook wall. Let people know you're on YouTube by asking employees to post links to YouTube content on Twitter.



@pamelump
Pamela Vaughan

Reliving one of my favorite @HubSpot videos. Have you seen it?
youtu.be/GbquORZoHB4



Share: Status Photo Link Video Question

Want a chance to win a good deal? Follow us on Twitter for details...



Share