

6 Steps to Setting Up, Raising Awareness For, and Monitoring Social Media



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This is a Co-Branded White Paper from Bay Area Inbound and Hub Spot Software

About Us:

Bay Area Inbound Marketing Consultants have combined almost a century of experience in marketing for technology companies. We have followed the trends and capabilities of Marketing and have moved to almost all Inbound Marketing .

Inbound is about getting found by your customers when they are ready to buy, capturing contact info (leads), and nurturing those leads as they bring themselves down the sales funnel and are ready to buy your products or services. www.bayareainbound.com

We are a proud reseller of Hub Spot Software, the #2 Fastest Growing Software Company in the world that received \$10 million in funding from Google Search and \$38 million total in the first round. www.hubspot.com



Why Do I Need Social Media?

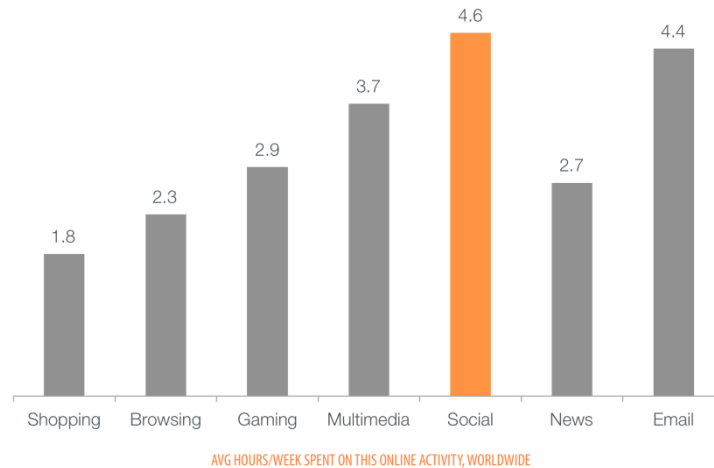
Many people do not understand the buzz around social media. They think of Facebook and Twitter as places for social interactions and "fun", not realizing that they can be powerful inbound marketing tools.

These statistics show the utility of social media, and the potential impact social media could have on your company's traffic, leads, and inevitably, sales. We will also show how we can help deliver a social media solution.

Key Concepts and Statistics

- US Internet users spend 3x more minutes on blogs and social networks than on email.¹
- 93% of US adult Internet users are on Facebook.²
- 1 out of every 8 minutes online is spent on Facebook.³
- 49% of people use Facebook to share content.⁴

- More than ½ of active Twitter users follow companies, brands or products on social networks.⁵
- 79% of US Twitter users are more likely to recommend brands they follow.⁵
- 67% of users are to buy follow.⁵



US Twitter
more likely
brand they

Takeaway

Social media amplifies your content, your website and your brand. It allows for you to establish and foster a more personal relationship with your potential customers, and when done correctly, can generate website traffic, inbound links, and leads for you. Social media has become a major part of consumer culture, and it is time for you to capitalize on it.

1) Setting up Your Facebook Page

Although Facebook has made it easier to make a business page, there are still some necessary steps you might overlook. It is important to

clearly explain to your prospects that while Facebook is a great platform for engaging with their customers and prospects, it can also be a place to generate leads.

Key Concepts and Statistics

- People have profiles; brands have pages.
- Create and treat your welcome page like a landing page.
 - Push for a "like" or an email address.
- Set up Custom Tabs for resources (email newsletters, blogs, etc.) using the FBML application.
 - Shares company info in a more compelling way.
- If you are a single location, use the location builder
 - More interactive and engaging.

TakeAway

Facebook pages must be as inviting as possible. The format of your page should first be focused on creating an engaging environment for your fans, which when executed properly, will result in generating and collecting more information about your leads. Be as creative as possible, and determine which activities or apps would best supplement your company's brand.

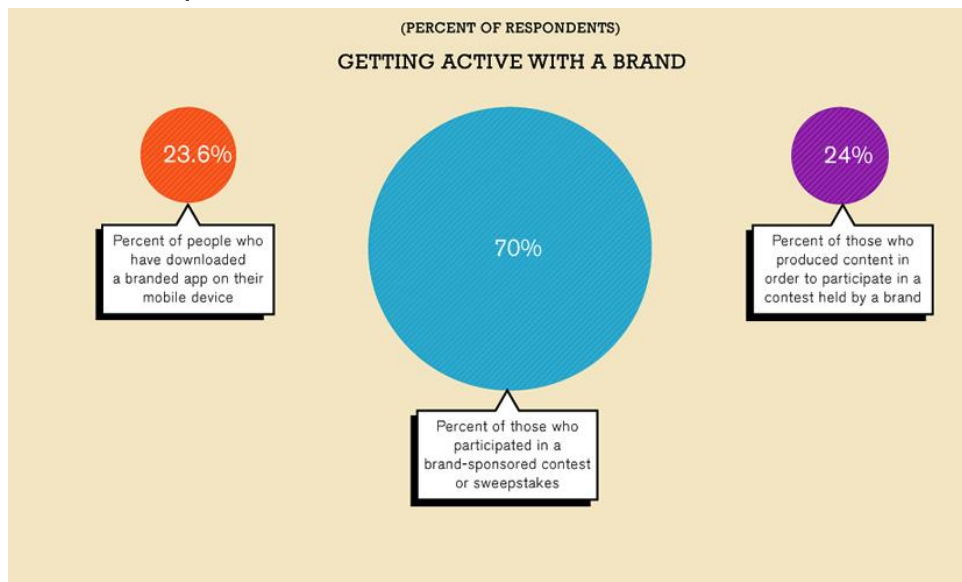
2) Gaining Exposure and Awareness for your Facebook Page

Some of your prospects will only set up a Facebook page, thinking that it is okay to leave their fans to their own devices. It is essential for your

prospects to distribute remarkable content their fans will want to share so their fans can attract more visitors to your prospects' Facebook page.

Key Concepts and Statistics

- To increase your Facebook exposure, you need to design offers and content that will motivate people to "like" or share your page.
 - 90% of consumers trust peer recommendations.⁶
- Posts with the word "video" in them are shared 30% more on Facebook than posts that do not.⁷
- Posts that use buzzwords or business jargon like "optimize" significantly decrease the number of fans for a Facebook page.
 - These pages have 100 fans, as opposed to the average page with 624 fans.⁷
- Posts with digits in the title tend to be shared more often.
- Lists using words like "top" make tremendously successful Facebook posts.



Source: Get Satisfaction, What Makes People Want to follow a Brand, 2011

Takeaway

For your customers and prospects to find your Facebook page engaging, they will need enticing materials and regular posts.

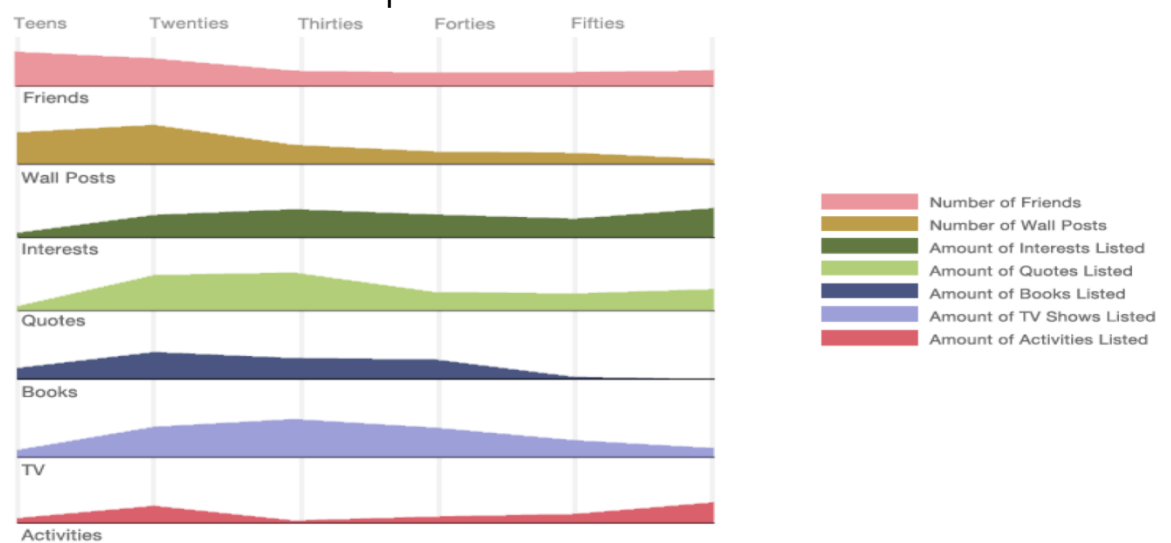
3) Monitoring your Facebook Page

Your Facebook page should strengthen existing relationships, and also forge new ones. To do this, you need to perfect the timing and composition of posting original content, and learn how to best cater to the needs of each market segment. You will need to closely monitor your Facebook page to understand what your fans want.

Key Concepts and Statistics

- The most frequently used activity for young Facebook users is wall posts.⁷
 - Focus on social aspect (invites, graffiti, etc.)
- The older Facebook demographic is more interested in using Facebook for themselves.
 - Most frequent activities: liking pages, using apps, etc.⁷

- Share original content
 - 60% of links shared on fb are published content.⁸
 - Additional 36% of shares were embedded content.⁸
- Put like or recommend buttons at the top of the blog article.
 - Community will build up a reputation for the article by “liking” the content.
- Post articles on the weekend.
 - 51% of American companies block Facebook at work.⁷



Source: HubSpot, *The Science of Facebook*, 2011

Takeaway

Your Facebook page should be the launching point to your home website, blog, and conversion offers. By encouraging discussions on your Facebook wall, you will be fostering a community in which your newest visitors interact with your most dedicated and loyal customers. In doing so, your existing customer's excitement to share and interact with your material and page could impact your more casual fans' decision to purchase your product.

4) Setting Up Your Twitter Page

There is a certain nuance to Twitter; it's much different from Facebook, and tends to attract a more diverse mix of active consumers waiting to learn about the newest products and latest trends. It will be pivotal for you to understand these nuances so they can craft an effective and interesting Twitter presence.

Key Concepts and Statistics

- Use your twitter handle to promote your brand.
- Twitter users who fill out their bio have over 6x times as many followers than those that do not.⁹
- Use non-diminutive words such as "expert" or "guru" that show your authority and expertise for your job description.
 - People who use these kinds of words for their job description average 100 more followers than those people that use business jargon for job description.⁹
- Set up a page that lists all twitter handles of employees in your company.
- Those who put links to their blog, company website, and other social networks on their twitter have 6x more followers than those that don't.⁹

Takeaway

It is important for you to establish a relatively casual atmosphere on your twitter account; it will create a more informal, yet personable and comfortable relationship with potential customers that encourage them to engage with you often.

5) Gaining Exposure and Awareness for Your Twitter Page

Folks on Twitter follow influencers and key experts in the industries they are interested in. It is vital for you to establish relationships with your industry leaders so that industry leader's followers (your potential customers) can learn about your brand through a resource they trust.

Key Concepts and Statistics

- Connect with journalists and bloggers who cover your industry.
 - Use [technorati](#) to identify and start following influencers.
- Pitch to influencers on Twitter.
 - Do not pester; be subtle.
 - Be brief and concise in your personalized pitch.
 - Leave comments on influencer's articles.
 - Use your original content as an outreach tool.
 - Help influencers with their research by posting useful content on their twitter page.

- Do not follow too many people at once.
 - Your following: follower ratio will look imbalanced.
- Other useful Tools:
 - [Tweet Grader](#)
 - [Muck Rack](#)
 - [Journalist Tweets](#)
- Twitter has a strong presence of early adopter who tend to be the first to purchase the newest products.
 - They depend on these industry experts to make that purchasing decision

Takeaway

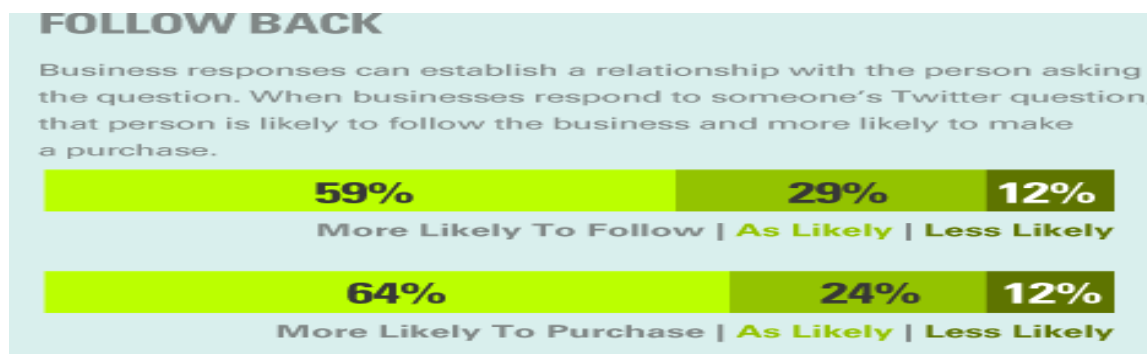
Following these thought leaders will help you find the inspiration for your own content creation, while also providing you with the chance to get in touch with active consumers in your industry.

6) Monitoring Your Twitter Page

Your followers will share whatever thoughts they have about your through Twitter. It is your job to highlight good behavior (positive reviews), address problems up front (complaints), and continue to promote your content.

Key Concepts and Statistics

- Star your customer's best testimonials and put them on your "favorites" tab.
 - Direct people who have questions about your company or product to your favorites page.
- By answering questions about your industry directly, you increase your credibility.
 - By answering their questions, they are 59% more likely to follow you.¹⁰
- Any requests or complaints for support should be responded to promptly and accordingly.
- You can generate 4x more retweets simply by requesting for them.⁹
 - 50% of retweets contain links.⁹
- Set up a separate event sign-up page for any events that you want people to tweet-up for.
- The average twitter user sends out 22 tweets per day.⁹
- Tweet links to:
 - Landing pages.
 - Blog posts.
 - Promote new tools and apps



Source: InboxQ, Social Media's Loaded Questions, 2010

Takeaway

Your twitter presence should be all about transparency and convenience. Your followers should be able to easily share whatever reactions they have about your blog posts, offers, and company news so more hype and traffic start to buzz around these materials.

Conclusions and Salient Takeaways about Social Media:

- By creating an interactive and entertaining social environment, your social media pages will drive engagement with your current and future customers.
- Social media amplifies your reach, improving your Internet presence and reputation.
- When set up properly, your Twitter and Facebook pages can become effective pieces of your lead generation strategy.
- Social media is one of your most powerful content distribution channels.

Takeaway

Social media is a powerful tool, but cannot stand alone as an internet marketing solution. In fact, social media comes last – you need to discover your voice through blogging and have a key word strategy first.

Social media assumes you have content to share or something to say, so consider your overall inbound marketing process before you focus in on your social media marketing strategy.

Sources, Unless Cited:

¹The Nielsen Company, November 2010

²Blogher, April 2011

³Comscore, February 2011

⁴Chadwick Martin Bailey, September 2010

⁵Edison Research, 2010

⁶Eric Qualman, Social Media Statistics 2011, 2011

⁷HubSpot, The Science of Facebook, 2011

⁸eMarketer, Online Content Format Shared Most Often by US Internet Users, Feb 2011

⁹HubSpot, The Science of Twitter, 2011

¹⁰InboxQ, Social Media's Loaded Questions, 2010