

Housekeeping

• If you are having technical difficulties; stay logged on and call Audiology Online at 1-800-753-2160



Housekeeping

- This session is worth 1/.1 CEUs
- Must stay logged on for the full session
- Must pass a short quiz on today's material





It's A Great Time To Be A Consumer

- 24/7 access for product information both at home or mobile.
- Visibility to reviews & ratings of other consumer experiences.





Social Media Brings Opportunities

- No cost for an account or consistent communications
- Non-intrusive and permission based
- High exposure and engagement opportunities
- Informal and interactive





Rapidly Growing Business Usage

- In 2011, 65% of businesses utilized social media to promote their business
- 80% of companies using LinkedIn as a primary tool to find employees
- 88% of marketers found that social media earns them increased exposure
- 72% saw an increase in website traffic and subscriptions by using social media



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Agenda

- Understanding Social Media
- Identifying the Best Opportunities
- Establishing Your Social Media Team
- Community Building & Engagement Strategies
- Earning an ROI on Social Media
- Next Steps to Success





Understanding Social Media

- Think of social media as a cocktail party or a networking event:
- Begin with simple introductions
- Find a need where you offer value
- Don't over promote
- Share something 'remarkable'
- Establish rapport and follow up



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The Audubon for Word of Mouth

- Word of mouth is still the most powerful marketing tool, but hardest to create and track
- Social media fast tracks conversations (+ or -), use it to your advantage





Objectives with Social Media

- Complement print marketing and events.
- Promote the brand experience
- Create a community for current and potential patients
- Exert influence with one-tomany communications.



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Identifying the Best Opportunities?

- Facebook Fan Page
- YouTube Channel
- LinkedIn
- Twitter



'Like' Us On Facebook

- Personal message board, virtual reunion
- Most widely used, over 8+ million 65+ users in U.S.
- Engagement through contests, discussions, promotions and testimonials

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Share Your Story on YouTube

- Create a channel to host and promote your videos
- Share testimonials or the appointment experience
- Embed into your website to get double search scoring

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Linkin to Development

- An interactive rolodex and job board
- Post your open positions and company profile
- Search for candidate job seekers
- Network with community affiliations



Join the Conversation on Twitter

- Group text messaging
- Best used to re-post blog/ social media posts
- Creates links that may reach unique 25-55 audiences



Getting Started..





Establishing Your Social Media Team

- Delegate and Moderate:
- Empower a 'super-user' to execute technical work
- Content creation is a task best shared by all
- Assign experts to handle questions on certain topics



Building A Following

- Promote your page(s): in-office, community events, website link, retention materials, prospect campaigns
- Give them a reason to Like:
 Offer an initial incentive
 - Drive engagement
 - Offer ongoing offers/ updates



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Give 'Em Something To Talk About

 Share relevant content that is a mix of educational, product features and testimonial focused.



Give Your 'Fans' A Voice

• Ask Questions.

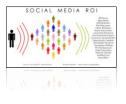
Give Your 'Fans' A Voice

• Crowdsource to build engagement and loyalty.



Earning an ROI on Social Media

- Many direct and direct benefits:
 - Brand awareness with consumers
 - Search ranking lift
 - Customer advocacy and loyalty
 - Online lead generation
 - No cost promotions opportunities
 - Much more...





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Social Promotion Tipping Point?

 Many companies are now reporting better response to social coupons and deals than newspaper. - zdnet.com/WildfireApp 7/12 study







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Steps for Success

- Have fun with it!
- Stay active and be responsive
- Share 'remarkable' content, open-ended questions
- Be conscious to identify anyone as a patient
- Spell <u>cheeck</u> check
- Promote your social media in print or on website



Thank you!

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