

# STRENGTHEN YOUR BUSINESS WITH SOCIAL MEDIA

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## OBJECTIVE

- Achieve your marketing goals
  - Cost-effective options for any size business
- Increase business traffic and visibility
  - Enhance your Search Engine Optimization (SEO)
- Strengthen your brand
- Enhance communication and personalization
  - With existing and new consumers
- Increase conversions
  - Take advantage of the consumer-centric market shift
- Create consumer loyalty



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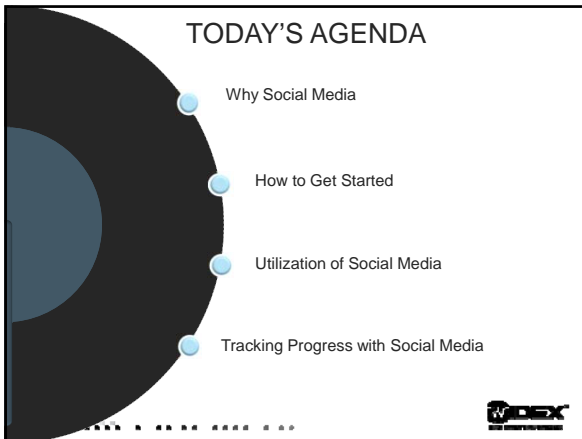
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## TODAY'S AGENDA

- Why Social Media
- How to Get Started
- Utilization of Social Media
- Tracking Progress with Social Media



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### WHY ARE YOU HERE?

- Ready for change
- Not finding as much success with traditional marketing methods
- Uncertainty as to what direction you should be leading your business
- Hesitation as to how to start
- Indecision as to how to maximize SEO



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### WHY SOCIAL MEDIA



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### THE ALL-POWERFUL CONSUMER

- Give people **WHAT** they want, **WHEN** they want it and **HOW** they want it!
- Consumer-centric market
  - More knowledgeable than ever before
  - Use the web for knowledge and power
  - Researching products and providers
  - More consumers are interacting with brands through social media
- Successful businesses are shifting to inbound marketing



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### THE SOCIAL CONSUMER

- 72% of all internet users are active on social media
  - 72% of 30-49 year olds
  - 60% of 50 to 60 year olds
  - 43% of 65+ bracket
- 71% of users access social media from a mobile device.



<http://blog.socialspare.com/facebook-advice/10-ways-that-social-media-influences-buying-behavior/>

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### A STRONG SOCIAL PRESENCE AS AN OPPORTUNITY

- Social media is about relationship building
- Good relationships will turn into good leads!
- Casual, fun and interactive
- Create your business persona
- Strengthen brand and loyalty

#### THE MAGIC BEANSTALK OF CUSTOMER LOYALTY




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### SOCIAL MEDIA BENEFITS FOR YOUR BUSINESS

- Today, 93% of marketers are using social media as a means to promote their business
  - If you're not...your competitors are!**
- Need to have multiple marketing strategies
- Great, diverse exposure




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## HOW TO GET STARTED



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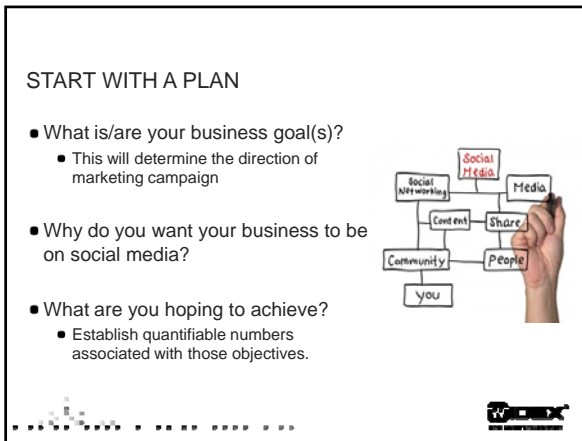
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## START WITH A PLAN

- What is/are your business goal(s)?
  - This will determine the direction of marketing campaign
- Why do you want your business to be on social media?
- What are you hoping to achieve?
  - Establish quantifiable numbers associated with those objectives.



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## KNOW YOUR AUDIENCE

- Who is your target audience?
  - What is your target audience interested in?
  - Where do they hang out?
  - How do they use social media?
- What message do you want to send to your audience?
- Brainstorm content ideas that will interest your target audience.



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### SOCIAL MEDIA TEAM



- Delegate tasks:
  - Technical operator
  - Content – created and shared as team
  - Experts handle answers to questions on site
  
- Designate time for management
  - Daily/weekly focus
  - **The average marketer spends 4-6 hours a week on social media**




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### CONTENT IS CRUCIAL



- **Content should be consistent with your brand**
- Consumer-focused content is what is going to keep people interested
  - Convert viewers to leads!
- Spotlight yourself and your business with moderation
- Valuable CONSUMER-FOCUSED information:
  - Images
  - Videos
  - Infographics
  - Classic text-based content
- Typical content:
  - Highly interactive
  - Succinct and engaging




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### STRENGTHEN YOUR BRAND

- Create your personal and company persona
- Consistency is key!
  - Your business' core identity should stay consistent
- Project your brand image across a variety of different social media platforms




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## UTILIZATION OF VARIOUS SOCIAL MEDIA PLATFORMS

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Platform	Key Statistics
Pinterest	Social site that is all about discovery. Largest opportunities. Users are 32% male, 68% female. 70 million active users.
Twitter	Micro blogging social site that limits each post to 140 characters. Largest penetration. 5,700 tweets happen every second. 560 million active users.
Facebook	Social sharing site that has 1 billion users worldwide. Largest opportunities. Communicating with consumers. Users share 2.5 billion posts every hour. 1 billion active users.
Instagram	Social sharing site all around pictures and new videos. Many brands are participating through the use of #hashtags and posting pictures consumers can relate to. Most followed brand is 150 million active users.
Google+	Social network built by Google that allows for brands and users to build circles. Not as many brands active, but the ones that are tend to be a good fit with a great following. Growing rapidly with 925,000 new users every day. 400 million active users.
LinkedIn	Business oriented social networking site. Brands that are participating are corporate and have potential and current associates a place to network and connect. 79% of users are 35 or older. 240 million active users.

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## SOCIAL MEDIA TO STRENGTHEN MARKETING

### BUSINESSES AND MARKETERS LOVE SOCIAL MEDIA!

93% OF MARKETERS USE SOCIAL MEDIA FOR BUSINESS	70% OF BRANDS HAVE A PRESENCE ON GOOGLE+ (4% GROWTH FROM Q4 2012)	70% OF MARKETERS HAVE USED FACEBOOK TO SUCCESSFULLY GAIN NEW CUSTOMERS
34% OF MARKETERS HAVE USED TWITTER TO SUCCESSFULLY GENERATE LEADS	FACEBOOK, TWITTER AND GOOGLE+ ARE THE TOP 3 SOCIAL MEDIA SITES USED BY MARKETERS	FUMBLR, FLICKR, TUMBLR AND STUMBLUPON ARE THE LEAST POPULAR SITES USED BY MARKETERS

<http://www.ross.com/blog/social-media-2014/>

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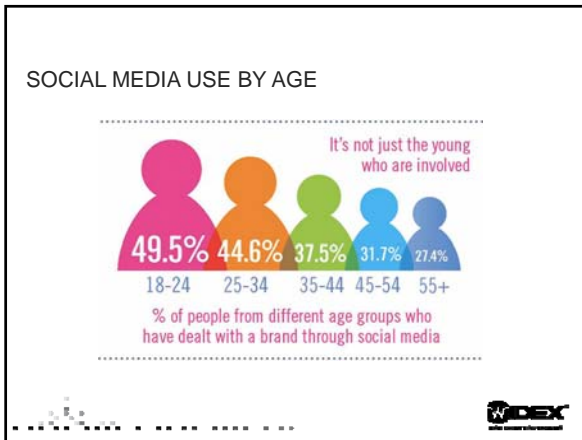
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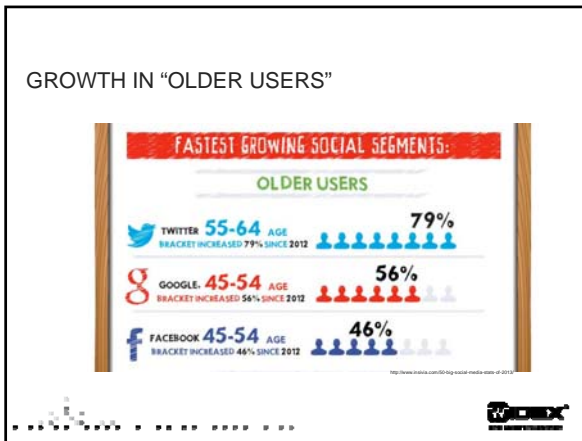
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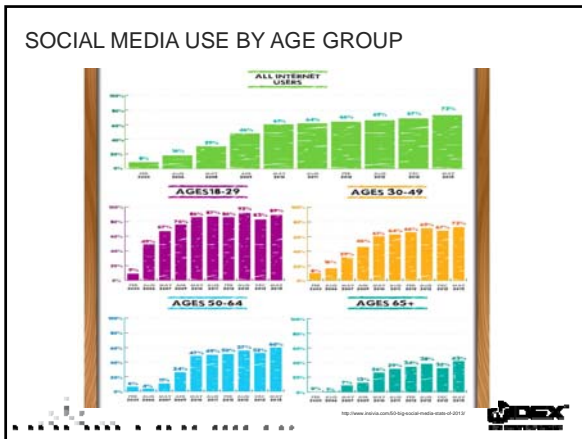
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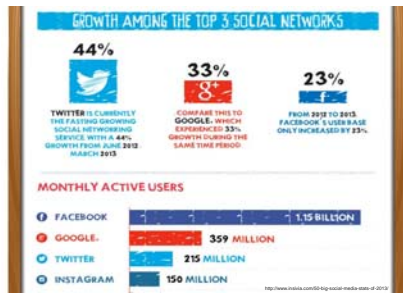
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### WHO TO ALIGN WITH




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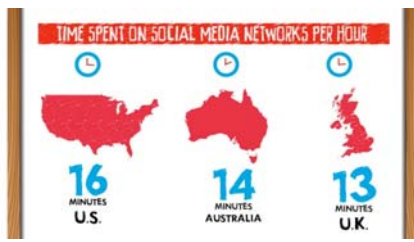
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### SOCIAL MEDIA USE PER HOUR!




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### OVERALL COMMENTS

- Word of Mouth...on steroids!
- Make each post impactful
- Think of how you use and enjoy social media
- Pick 2-3 social media sites to focus your efforts
- Focus on increasing viewership and interaction
- Contests are great, but use sparingly to maintain fun and excitement around the event
  - Try an essay, photo, or video contest to get a higher level of engagement with fans.




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**FACEBOOK –**  
CASUAL, FRIENDLY

- Most widely used social media sight
  - Americans say Facebook is their #1 influencer of purchases
  - 70% of marketers used Facebook to gain new customers
- Increases communication with consumers
- Post industry-related articles, images, videos, etc.
- Keep tone light and friendly
- Actively ask consumers to "LIKE" you!
- End every post with a question – get your fans involved!!!
  - People love to share
  - Address the audience
  - Get them involved
  - Allow fans to write on your wall





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**GOOGLE+ -**  
FUN, CASUAL

- Over 1 billion Google+ accounts
- Google+ is growing at 33% per year
- The 45 to 54 year old bracket increased its usage on Google+ by 56% since 2012
- Can easily segment your followers into various groups
  - Share information with some followers while barring others.
  - Share special discounts and exclusive offers with specific group.
- Share photos, videos, links
- Hangout feature – video conferences, live chatting
  - Host how-to guides/tutorials
  - Testimonials


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**TWITTER-**  
DIALOG, COMMUNICATION

- Over 550 million registered users
- 34% of marketers use Twitter to successfully generate leads
- The fastest growing network with a 44% growth from 2012-2013
- Broadcast short, content based updates across the web
- The more you follow – the more will follow you
- Offer variety:
  - Mix up official-related tweets about specials, discounts, and news updates with some fun, quirky tweets
- Share testimonials and success stories from patients




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**YOUTUBE –**  
VIDEO

- Fun, casual or professional
- Highlight services
- Link your commercials on your website for double exposure
- Create helpful how-to guides/tutorial videos
- Patient testimonials
- Videos have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!




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**LINKED IN –**  
PROFESSIONAL

- Highlight your professionalism
- Spotlight on:
  - Education
  - Specialty
  - Interests
- Great way to ask for referrals
- Ask for recommendations – makes your business have more credibility




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### INSTAGRAM – VISUAL

- Product and patient focus
- Show a more personal and fun side of your company
- Images to spur action
- Creates relationship with your brand
- Evokes emotional connection



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### INCREASE VISIBILITY

Use your website for increased exposure

- Link all social media to your website
- Sharing own unique, original content to gain followers, fans, and devotees
- Also great to link to outside articles
  - Improves trust and reliability
  - May even get links in return
- Actively friend, follow or connect with individuals with profiles that match your clients
- Promote your social media everywhere!



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### I'M TOO BUSY FOR SOCIAL MEDIA!

• Social Media Managers!

- Hootsuite
- Sendible
- Sprout Social
- Oktopost



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TRACKING PROGRESS

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WHAT IS YOUR GOAL?

“Beyond revenue, participating in social media has many beneficial business applications, such as facilitating customer service and boosting public relations.”

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**THE ROI OF SOCIAL MEDIA**  
Is social media marketing **effective**?

by: @MDGadvertising

MAKING SENSE OF THE IMPRECISE

**74%** of CEOs believe they're starting to look beyond sales and revenue to identify the value of social marketing efforts.

**96%** of CEOs believe they're starting to look beyond sales and revenue to identify the value of social marketing efforts.

SOCIAL MEDIA MARKETING TODAY

- 76%** of businesses are using social networking for business objectives.
- 64%** of marketers are integrating social media into their marketing plans.
- 11%** of businesses using social media marketing have been using it for more than 3 years.
- 9%** of businesses using social media marketing have been using it for less than a year.

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### DETERMINING YOUR SOCIAL MEDIA ROI

- Track Competitors
  - Competitors provide valuable data for keyword research, where to get industry-related links, and other social media marketing insight
  - If your competitors are successfully utilizing a certain social media marketing technique, do the same thing...just **BETTER!**




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### ROI: PROOF THAT YOUR EFFORTS ARE WORKING

- ROI can be measured in a variety of ways:
  - Customer acquisition
  - Lead generation
  - Clicks
  - Revenue
  - Contest entries
  - Etc.
- Measure Success with Analytics
  - Track data
  - Determine which efforts to strengthen and which to abandon
  - Attach tracking tags to your social media marketing campaigns so that you can properly monitor them

### Social Media ROI?




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### SUMMARY

- Social media is the wave of NOW, not the future...if you're not utilizing social media for your practice, you're already behind the competition.
- Consumers have greater access to information than ever before. They want fast, fun, easily-obtained information to determine which products they buy and the people they buy from.
- Commit to 2 or 3 social media sites to help promote your brand.




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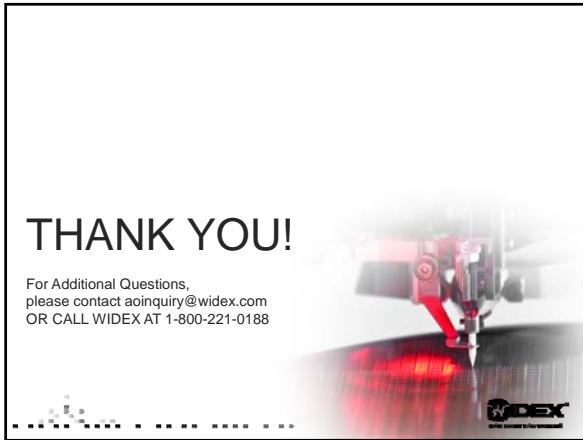
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