



# **Introduction to Social Media & Internet Marketing**

How to add social media to your marketing mix  
Presented by AS Designs & Services

# Your Hosts

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- Business Development, Graphic Design, Web Development, Internet Marketing

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- Business Development, Social Media Marketing

## AS Designs & Services

- Recently named a Top Three Finalist for Best Social Media Campaign by the Pacific Edge Magazine Business Achievement Awards.

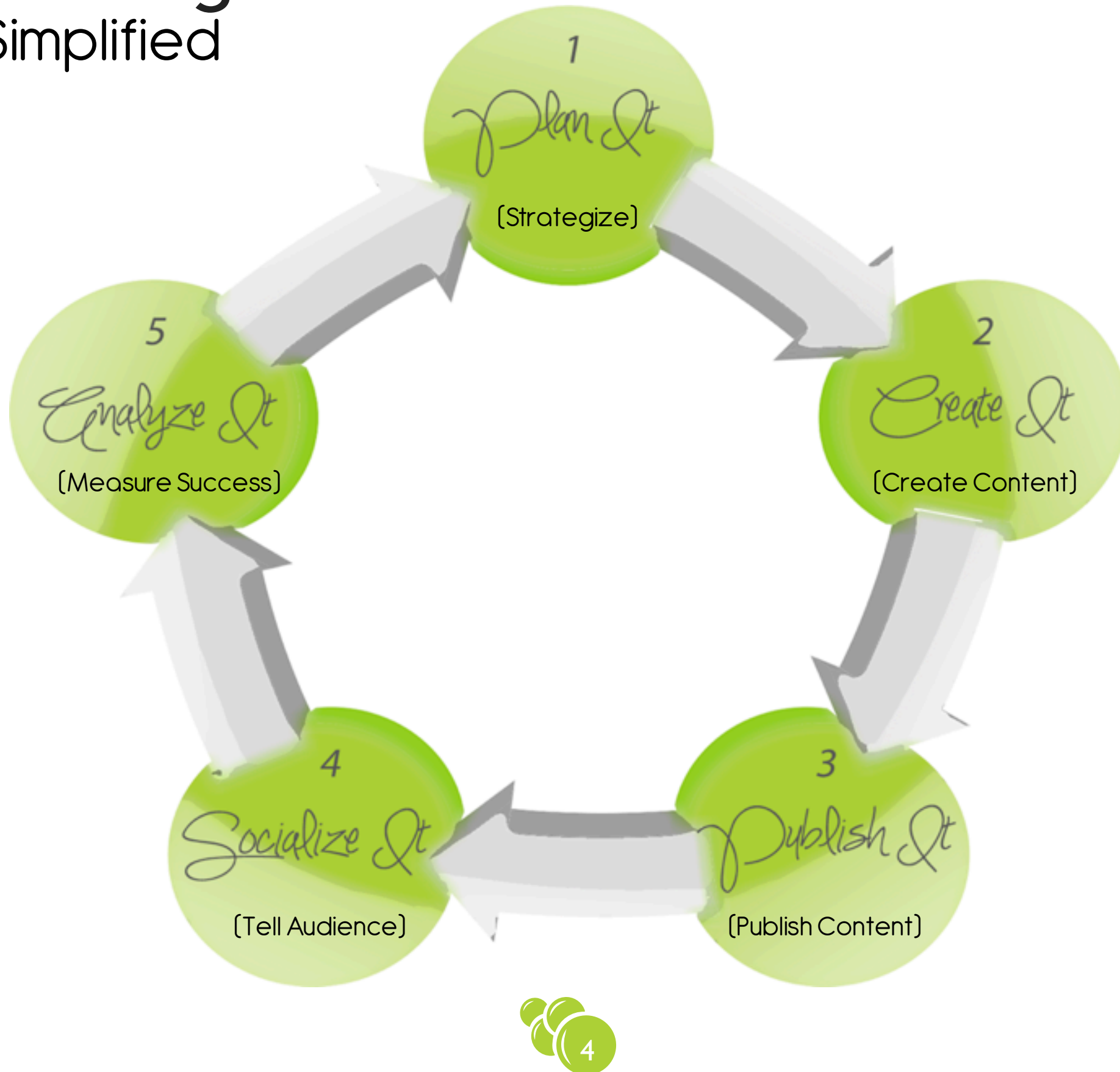


# “The Big Picture” eMarketing



# “The Big Picture”

Simplified



# Step 1: Goals & Strategies

## Weekly Goals:

1 Blog Article per week  
5 Facebook Post per week  
5 Twitter Post per week  
30 min Facebook  
15 min Twitter  
10 min Yelp Moderation

## Weekly Calendar:

Monday: Upcoming Events  
Tuesday: Staff Bio / Office Photo  
Wednesday: Joke of the Week  
Thursday: Market Watch  
Friday: Local Trivia



# Step 1: Goals & Strategies

Always Re-evaluate Goals, Strategies & Budgets:

Market Research (Company Google Searches)

Define Audience & Typical Customer Behavior

Develop Goals & Strategies (work backwards)

\*Branding, Design & Digital Marketing Collateral

Content Management System (Website Updates)

\*eMail Marketing System (Automation & Integration is Key)

\*Social Media Platforms (Facebook, Twitter, FourSquare, Instagram etc.)

\*Social Media Marketing Integration

Different Social Media Strategies for each platform

Reputation & Reviews (Yelp, Google etc.)

\*Paid Advertising (Offline & Online)

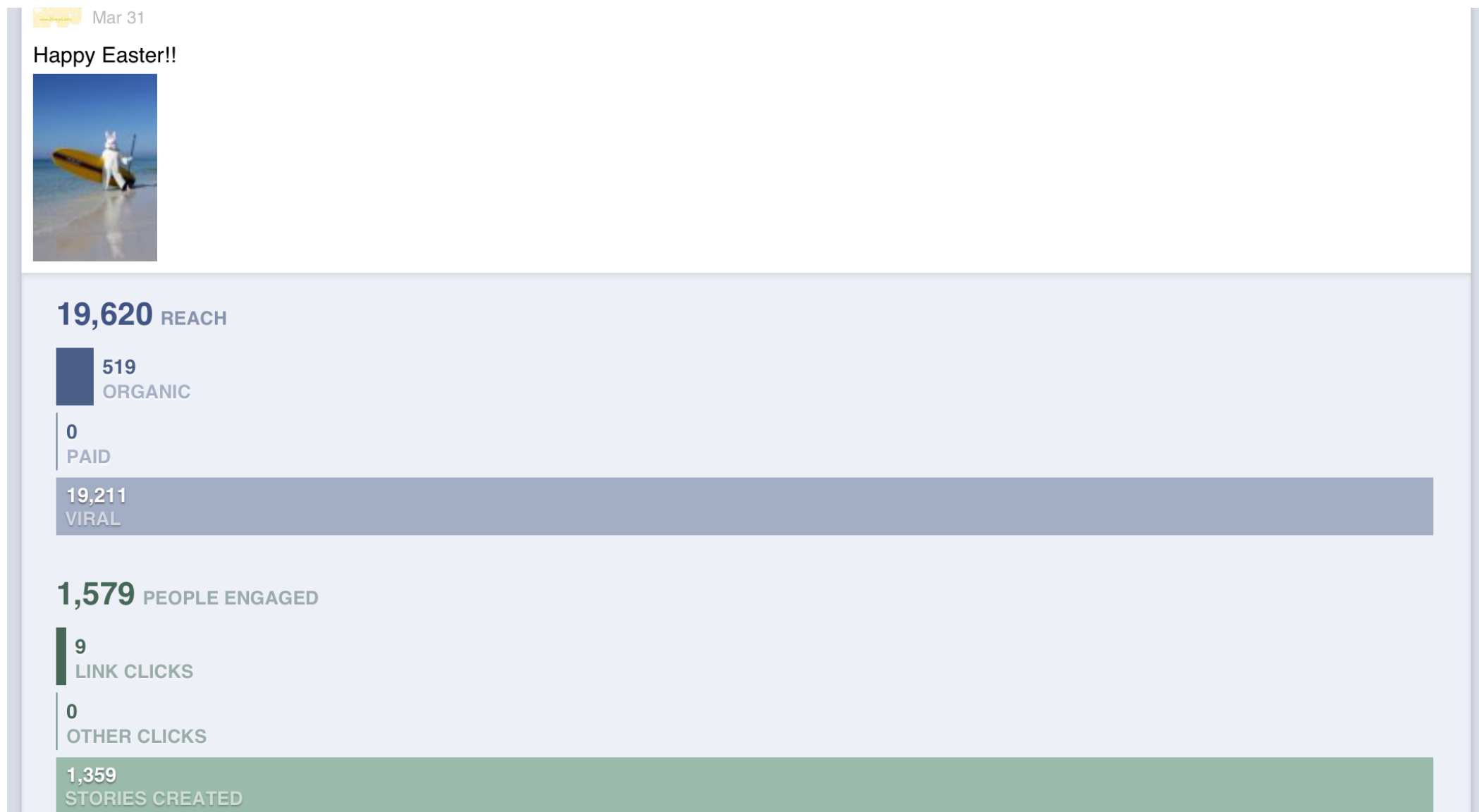


# Step 1: Goals & Strategies

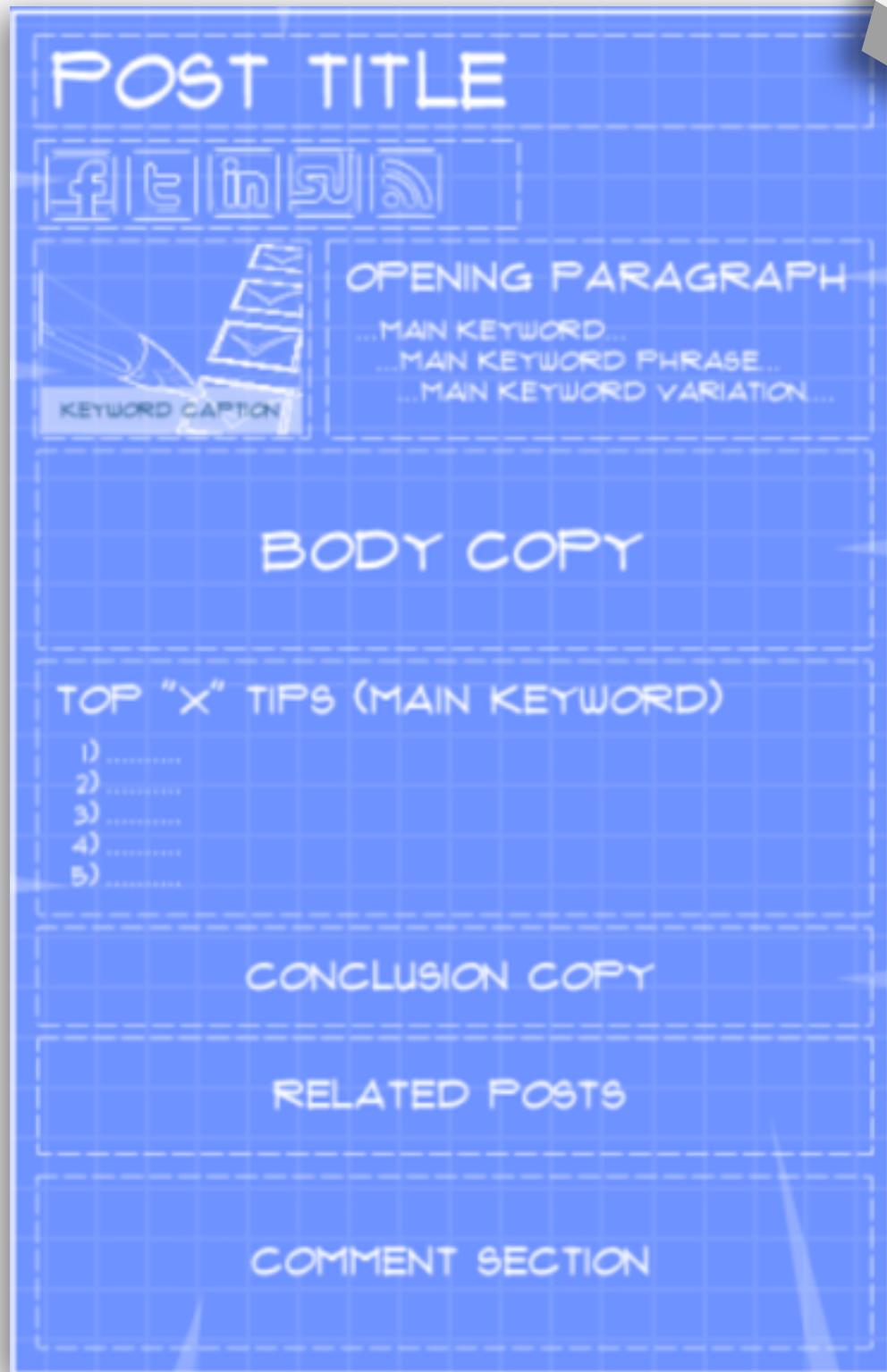
## It's ALL about the DATA!

Stats, Insights & Analytics will tell you more than you can imagine

The DATA will tell you what changes you should make to your goals and strategies



# Step 2: Content Creation



POST TITLE

f t in S R

KEYWORD CAPTION

OPENING PARAGRAPH

...MAIN KEYWORD...

...MAIN KEYWORD PHRASE...

...MAIN KEYWORD VARIATION...

BODY COPY

TOP "X" TIPS (MAIN KEYWORD)

1) .....

2) .....

3) .....

4) .....

5) .....

CONCLUSION COPY

RELATED POSTS

COMMENT SECTION

## 2 Website Blogging

Create & Organize Content  
Publish Blog Articles  
Photos & Design (Branding)  
\*Promote Calls to Action  
Search Engine Optimization (SEO)  
Update Online Infrastructure  
Share thru-out Infrastructure



# Step 3: eMail Marketing

## Need to Knows:

The CORE PURPOSE of a newsletter is to deliver convenient updates right to your reader's Inbox!

Still has the Highest Return On Investment (ROI)

Use Professional Software (Mail Chimp, Constant Contact, etc.)

Web Based

Measurable

Easy to manage

Automated Features

Integration Features (Website & Social Media)



## 3 eMail Marketing

Regular Send-Outs  
Professionally Written Articles  
Branded Content & Design  
Promote Calls to Action  
Professional Newsletter Software  
Targeted Mailing Lists  
AutoResponders  
Deep analysis & stats

# Step 3: eMail Marketing

**THE NUMBER OF WORLD WIDE  
EMAIL ACCOUNTS IS EXPECTED TO  
INCREASE FROM 3.2 BILLION  
IN 2012 TO 3.6 BILLION IN 2013**



**112 Emails Sent AND  
Received Per Day By  
Average Corporate User**



## EMAIL VS SOCIAL MEDIA



**246 Million**  
Emails Sent a Day

**twitter**

**175 Million**  
Tweets a Day

**facebook**

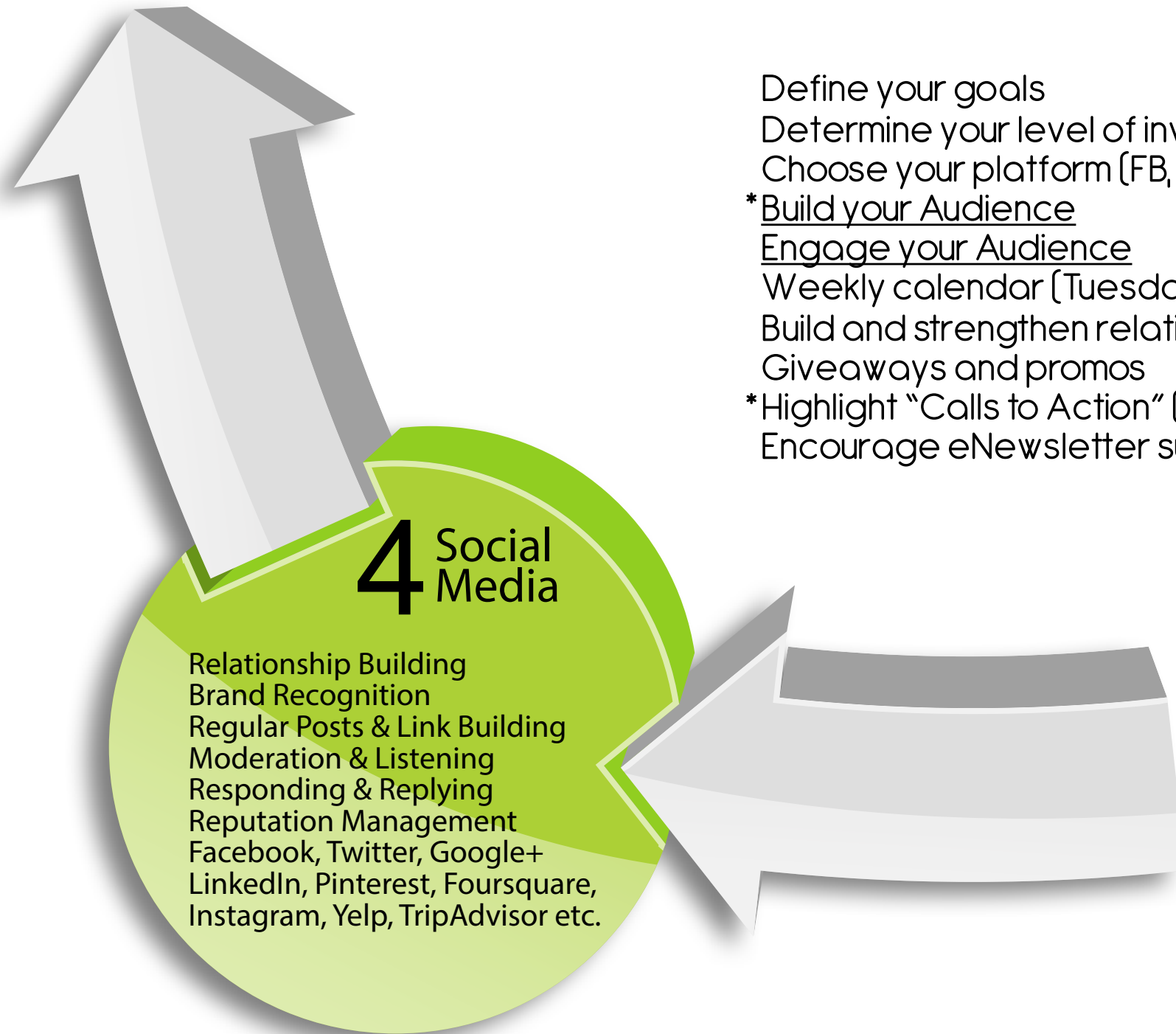
**55 Million**  
Updates a Day

Additional Resources:

<http://www.hongkiat.com/blog/design-perfect-newsletter>

<http://meetingpool.net/1768/email-marketing-facts-and-figures>

# Step 4: Social Media Marketing



Define your goals

Determine your level of investment (time and money)

Choose your platform (FB, T, LI, Pintrest etc.)

\*Build your Audience

Engage your Audience

Weekly calendar (Tuesday special, Wednesday staff member)

Build and strengthen relationship and trust

Giveaways and promos

\*Highlight "Calls to Action" (typically links to website)

Encourage eNewsletter subscriptions



# Step 4: Social Media Marketing

## [DO's & DON'Ts]

### DO's:

Do get a smartphone (phone with internet).

- \* Do make time for social media.

- \* Do post regularly. Make it a routine, setting aside time to post, monitor, and maintain networks.

Do join social networks socially to practice and get a confident feel for them.

Do use organizational tools like Hootsuite, Google Alerts, Google Analytics, Evernote, Dropbox, Basecamp etc.

- \* Do incorporate a social media budget into your overall marketing budget.

Do have social media strategies with a target audience and goals.

- \* Do post relevant content for your business

Do network with and socialize with other Industry Related Businesses & Vendors

# Step 4: Social Media Marketing

## (DO's & DON'Ts)

### DON'Ts:

\* Don't take negative feedback personally. When replying to negative comments use the "LAST" technique: "Listen, Apologize, Solve, Thank"

Don't join all social networks. Not all social networks may be right for your business, pick 1-2 to focus in on (for non-corporate businesses).

Don't over post – over posting (maybe over 3 posts a day) maybe too much for a small business or a social network with a smaller audience.

\* Don't ignore your audience. Listen to your audience and reply to their comments and postings.

\* Don't be too automated. Audiences don't like too many computer generated postings and/or posting the same (word for word) post from one network to the next. It helps to re-word postings and change photos from one social network to another.

Don't worry about mistakes like typos and/or simple errors. You're human, just apologize and correct the mistake if needed.

# Step 5: Statistics & Analysis

## 5 Stats & Analysis

Gather & Monitor Stats  
Daily, Weekly & Monthly  
Compare Previous Efforts  
Determine ROI & Goals  
Restructure Strategies  
Define New Goals  
Infrastructure Buliding





# Step 5: Statistics & Analysis

## Google Analytics:

Google Analytics is Free

Partial List of what your analytics data can tell you:

- The number of daily visitors
- What keywords or phrases they used to find your site
- The most popular pages on your site
- Referral sites & sources to your site
- Geographic location of your users
- How long visitors stay on your site
- Exit Pages & Rates



# REPEAT PROCESS

[Steps 1 – 5]





MAHALO!



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How to add social media to your marketing mix

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