Thank you for joining: *Social Media Ideas for Small Businesses*

The webinar will begin shortly.

If you are experiencing technical difficulties with Adobe Connect, please call 1-800-422-3623.

---

**Hashtag**

*twitter*

#GWAlumni
About James S. Walker

A Slight Evangelist
*Socially Diverse
  *Seeking Diverse, Culture-Rich Conversations
  Online

*Social Media & Linguistics
  *Bare Words, Bare Bones, True Culture

*Social Media & Crisis Communications
  *Effective Communication When It Counts

Our Discussion
*Today we will focus on:
  *Steps for developing a Social Media Strategy
  *Ways to encourage sales and engagement via social media
  *Ideas for incorporating online networks into marketing and communications activities
Goals
* Understanding the various ways to think about Social Media
* Getting a few steps closer to execution for beginners
* Refining the approach for active participants

Participants Poll
* What title best describes you?
  * Social Media Beginner
  * Social Media Intermediate Level
  * Social Media Expert Level
* What type of business do you own?
  * Retail Industry
  * Consulting
  * Travel/Dining/Hospitality
  * Online/Social Media
  * Other

What is Social Media?
Conversations
Relationships
Tools Facilitating Interaction
What is Social Media Really?

CULTURE

- Social Media Mirrors Culture
- Social Media Reflects Culture
- Social Media Creates Culture

What is Social Media in Practice?

* For most...Social Media is an EXPERIMENT.

1st Step to Social Media Success

* Creating REALISTIC (and Measurable) Goals
Vague Goals
* Increasing sales…
* Driving Awareness…

Better Goals
* Increasing sales of product XYZ among college students age 18-22
* Driving awareness among parents of toddlers in New York City
* Increasing the number of speaking opportunities at regional events

Stop, Think
* Are my goals realistic? No crazy guarantees?
* Are my goals measurable?
* How will I be able to measure success?

Layers for Measurement
- Social Engagement
- General Engagement & Brand Interaction
- Core Audience
Things to Know About Your Audience

* Who are they?
* Why did they/should they choose you or your service?
* What do they like or dislike about what you have to offer?
* Where are they located?
* How do they like to communicate with you?
* What would they like to see from you in the future?

With this information and a proper benchmark on current business activities, we're ready to begin campaign development.

Social Activity = Serious Activity

Participants Poll

* How do you spend most of your time in social media - as it relates to your business?

* Attracting New Customers
* Engaging current customers
* Sharing Company News
* Building Your Brand
Why Small Business Owners Use Social Media

Social Media Use Among Small Businesses

- Attracting New Customers
- Communicating Company News
- Promoting Brand
- Existing Customer Comm

Getting Started
Considerations for Campaign Development

* Develop Goals and Metrics
* Map out participants and communities (Connections)
* Listen (Research, Get the conversation pulse)
* DIY (Do-It-Yourself, Develop Your Own Strategy)
* Rules of Engagement (Plan for Managing Interaction)
* Exit Strategy (Timeline, Transition, What’s Next?)
* Measurement & Evaluation

Online Presence
Social Media & Customer Service

* Local Burger Joint in Milwaukee, WI
* Active on key social networks, made interactions their own
  * Ex. Hosting "Bloody (Mary) Brunch" tweetups
  * Ex. Facebook profile picture promos with branded, oversized beach chairs
  * Ex. Free Food for Foursquare "Mayors"
  -- Larger online communities, Media attention, Increase in on-site visits

* "The Ritz-Carlton Takes Its Concierge Mobile"
  * Making good use of the Foursquare Tips function to provide recommendations to guests
  * Popular option among Foursquare users, as these Tips appear upon check-in
  * Great way to promote your business to people in the area
* At the Brooklyn Museum’s Target First Saturdays, thousands of visitors enjoy free programs of art and entertainment each month from 5 to 11 p.m.
* Socialize at exclusive meetups during the Museum’s monthly gatherings with 1st Fans: “a socially networked membership”
* Benefits include exclusive meetups, skipping lines at movies and coat check.

**Resources**

**Thank You!**

Social Media Ideas for Small Businesses

GWebs: Online Professional Development Series

•Blogger, Public Relations Professional, Lecturer
  • @jaywalk1
  • james.walker@prprescriptions.com
  • http://prprescriptions.com
  • http://sociallydiverse.posterous.com

#GWAlumni