

Sorting Through Social Media -

Basics and Strategy



Presenter: Amy Alcorn

Amy Alcorn is the Marketing Director at Aspen Grove Marketing. She works to help local businesses connect with their customers through digital marketing including Email Marketing Campaigns and Social Media such as Facebook, Instagram, LinkedIn and more.

One thing Amy loves about social media is that it creates a new place for people and businesses to connect with friends, supporters, and customers. Amy graduated from CSU with a degree in Business Administration with concentrations in Marketing and Finance and has been falling in love with Fort Collins and our wonderful community ever since.



Workshop Agenda

1. One-Minute Introductions
2. What is Social Media?
3. Getting Started
4. Overview of some of the Popular Social Media Tools
 - Twitter, LinkedIn, Facebook, and YouTube, Pinterest, and Instagram
5. How do you manage all these platforms?
6. e-Newsletters and why they are important
7. What is a blog and how do you use one?
8. 8 Tips to use Social Media effectively
9. Easy Action Items
10. Your Turn! (Tell us your action steps)
11. Evaluate Us

One-Minute Introductions

1. My name
2. My business and what it's known for
3. How old is my business?
4. What am I currently doing as far as Social Media goes?
5. Have a question about Social Media?

“To find something comparable, you have to go back 500 years to the printing press, the birth of mass media ... Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it’s the people who are taking control” - Rupert Murdoch, quoted in Wired, July 2006



Key Factors of the Social Media Movement

- Desire for **connection**
- Need to be **heard**
- Quest for **authenticity**
- **Ease of use** & low barriers to entry
- Social contact for the **introvert**
- Access to **INFO**
- Marketing potential

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, which is itself set within a yellow border.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font on a white rectangular background, enclosed in a blue border.The LinkedIn logo, with the word "Linked" in black and "in" in white lowercase letters inside a blue square, all on a white rectangular background with a dark red border.

Social Media and YOU



- Social Media is here to stay.
- Twitter/Facebook/LinkedIn isn't the point – **RELATIONSHIPS** are the point.
- Will it be the core focus and hub for all marketing, fundraising, and awareness efforts in the near future?

How do YOU use Social Media?

- What is your goal for being on Facebook, Twitter, LinkedIn, YouTube, etc.?
- Who is your ideal community/target audience?
- Define your voice.
- Do you have a content strategy?



What is Your Goal in Using Social Media?

- Increase brand awareness
- Gather user generated content
- Connect with customers and grow loyalty
- Provide, share and receive information with a targeted audience
- Develop relationships
- Spread awareness about an event or topic
- Build a community
- Create a customer service or feedback channel
- Leverage your fans to aid in promotion

Goals



Who are you talking to?

There are 5 million people in Colorado and 318 Million in the US.



Who is your Target Market?

Who are you?

**Determine your voice and
embrace it.**



What will you say?

Content and Engagement

- Valuable, useful, interesting content
- Diversity of content
- Humor and humanity
- Conversation
 - It's a two-way street
 - What are people in your industry talking about? Get into the conversation with potential clients
- Video and Photos
- Showcase your expertise
- Create new relationships (and advocates)



Just for fun 😊



Today We'll Look At:



facebook

twitter

Pinterest



LinkedIn

YouTube
Broadcast Yourself™

Facebook Stats



- Over 1.4 billion global users are active on Facebook every month
- 50% of the active users log on to Facebook in any given day.
- The Average user has 130 friends and spends more than 55 minutes on Facebook per day.
- A place to connect with and share your life with friends, family, organizations and/or complete strangers.

Facebook Use

- Business Page vs Personal Profile
- Tagging
- Use Facebook As_____
- Frequency
- Facebook Advertising
- Be Present



What is Twitter?



Twitter is a free social-messaging tool for staying connected in real-time. It is sometimes called a "micro-blogging service" that enables its users to send and read other users' short (140-character) updates, known as tweets.

- Beth Harte, Ann Handley - MarketingProfs



The Twitter Stream



Twitter

- Find the influencers in your industry and connect with them
- What are Hashtags?



What is



- Largest professional social network at 200+ M
- A new member joins LinkedIn approximately every second, half are outside the U.S.
- Executives from all Fortune 500 companies are LinkedIn members

Meaning – the people who can get you gigs are on LinkedIn



How Do I Use LinkedIn Best?

- Make connections
 - You never know who you don't know
- Ask for recommendations
- Share your knowledge (groups)
- Search for employees
- Research clients & prospects
- Research competitors
- Create strategic partnerships



What is



- Revolutionized video by making it super-easy to post (and host) your own video content. For free.
- Viral capacity
 - Viral = information that spreads quickly via the Internet
- Play anywhere
- Blog, E-Mail, web site, handheld
- 2nd largest search engine
- YouTube continues to surpass others in terms of online video viewing with a 43 percent market share.

Pinterest

A content sharing service that allows members to "pin" images, videos and other objects to their boards.

- What is a board?
- What is a pin?

The Pinterest logo is displayed in a large, red, cursive font. It features a stylized 'P' that forms a circular shape, followed by the word 'interest' in a similar cursive script.

Instagram

A picture is worth a thousand words

- Hashtags are huge
- Growing very fast



How Do You Manage it All?!

- Develop a plan
- Create a system
- Check out Hootsuite



Yes, Email, Always Email

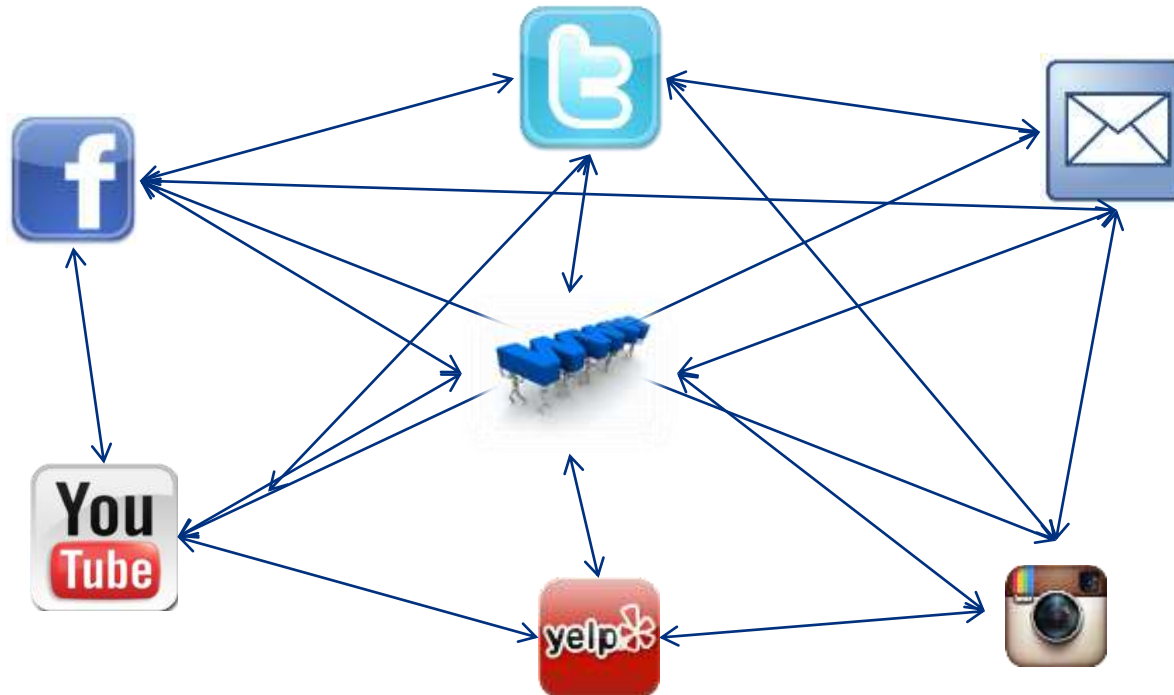
- **Always** work to grow your email list
- Educate/Inform your network
- Reach your clients/customers directly in their inbox
- Incentivize behavior
- Stay in touch with your community

Why Blog?

- Position yourself as a leader
- Educate/Inform your network
- Create relationships, build brands
- Post new entries regularly & consistently
- Great SEO (Search Engine Optimization) value

Integration

Integration across the board into your current marketing strategy is crucial.



Keep Your Ear On The Pulse

It's about the relationship:

- What are your existing clients saying?
- What are your potential clients saying?
- What are your former clients saying?
- What are people in your industry saying?
- What are your competitors saying?
- Build new professional contacts!



The 8 “Do’s” For Business Success in Social Media

1. Be Relevant
2. Be Authentic
3. Be Informative – share useful information
4. Be Human – create relationships
5. Be Current – keep on track every day
6. Be Transparent – and back up your claims
7. Be Clear on your Offer – what is your brand?
8. Be Present

Easy Action Items

- Determine your goals
- Define your target market
- Develop your voice
- Choose platform(s)
- Create quality content
- Share and connect
- Keep everyone you know in the loop
 - Engage your employees
- Have a Social Media Policy

Contact Me

Please feel free to invite me to connect:

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Wrap Up

- 1. Q & A**
- 2. Share Your Next Action Item**
- 3. Evaluations – will be emailed to you. We appreciate your feedback!**

Thank You!

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