

Social Media Marketing for Business

What is Social Media?

'Social Media' is a group of Internet-based applications; Facebook, Twitter, LinkedIn, Pinterest, etc. that allow the creation and exchange of social interaction and/or communication. These give you an avenue to build relationships and also allow for inexpensive or FREE (other than time involved) advertising for Business.

Why Use Social Media for Business?

Good Business is about Relationships. It has been proven that we tend to do Business with those whom we know and trust. Social Media is a FREE 24/7 (Other than actual time involved to set up and/or maintain) Tool that allows you to build those relationships. It is a **24/7 Networking tool**, that allows you to find and regularly engage with others from the comfort of your office and/or while traveling. It is immediate/'real-time', 80% of users are using their cell phones or iPads to interact regularly with clients & customers. This helps build the relationships as trust and confidence builds in the customer with quicker response times. Customer service can be done day or night – any time of day on the Social Media Sites. If you know your target audience, Social media is a great tool in speaking to and/or reaching that audience. If you do not know your target audience, social media (specifically Facebook) can help to discover who is interested in your products/services. Each time someone 'likes' or mentions you on a social media site – **that helps promote YOUR BUSINESS, 24 hours per day – every day**.

Which Are Best for Business?

* Facebook * Twitter * LinkedIn * Pinterest * Google+

Facebook: has over 1.11 Billion users with approximately 665 million active DAILY users, and 751 million monthly active mobile users – half of whom log on daily averaging 55 minutes per user.

By having an **ACTIVE** Facebook Fan Page – you gain tremendous visibility for your Business. You can have an unlimited number of Facebook **PAGES** (*not accounts – only one account per person, then unlimited PAGES linked to that account*). Facebook **PAGES** can have an unlimited number of 'fans'/Likes (*whereas your personal page/account page can have only up to 5000 maximum 'friends'*).

Facebook PAGES are PUBLIC – which means ANYONE can find the page and view it whether they are logged into Facebook/have a Facebook Account or not. All content that you post on your Facebook PAGES also gets indexed in Google – which of course boosts your notoriety in SEO (search engine optimization – you get 'found' when they search for your Service or Product which means that anything you post on your fan page can be found by anyone doing a Google search). Content from your personal profile page or groups does not have this same benefit. Exposure to your business or service is expanded because your social media content will be found by anyone (not just Facebook users) who search using Google. Additionally,

Facebook is second only to Google in traffic! Any links from your fan page to your website will increase your chances of achieving higher rankings within Google – including traffic to your website if you have one.

Interesting Facebook Facts:

- 50% of 18-34 year olds check Facebook when they wake up
- 35+ year olds represent over 30% of the Facebook user base
- 71.2% of the US web audience is on Facebook
- 57% of people talk more online than they do in real life
- 48% of young Americans find out about news through Facebook
- 750 million photos were uploaded over New Year's weekend
- In 20 minutes on Facebook there are:
 - 1 million links shared
 - 1.48 million event invites
 - 1.97 million friend requests accepted
 - 2.71 million photos uploaded
 - 2.71 messages sent
 - 1.32 million photos tagged
 - 1.85 million status updates
 - 1.58 million wall posts
 - 10.2 million comments made
 - 70% of Facebook users are located outside the US
 - Facebook is available in 70 different languages

Twitter: has approximately 359 million active users – Great to use if you have a 'younger' target audience – most of the users under age 40 are using Twitter on their Cell Phones or iPads – constantly every day.

LinkedIn: has approximately 200 million active users – Allows a very Professional Profile View similar to a Resume.

Pinterest: has approximately 70 million active users – Great for those who have products to sell – very VISUAL platform, with majority of users being 'stay-at-home' moms.

Google+: has approximately 359 million active users – Indexes in Google – high visibility.

Does Social Media Create Measurable Results?

Yes, each platform has it's own tracking system to show you what it working and what is not – Facebook Insights can show you exactly who is watching, engaging, and in what area they are most interested, or you can also use outside analytics such as: <http://piwik.org> which is a FREE external open source platform.

Realistic Expectations of Social Media?

Honestly that depends upon you, as with anything – if you don't use it – you will lose it so to speak, as it does take daily posting and engaging – it does not however, take a lot of time if you know how to use it effectively. If you are daily interacting with your followers, answering their questions and building relationships with people, then you will have great results.

How Do I Get Started?

Each site has its own tutorials and help sections if you would like to attempt to create your pages yourself. *SocialMediaExaminer.com* has a lot of good FREE information, advice & tips for those who would like to learn and do it yourself. If you do not have the time, patience, or do not feel that you are technical enough to create your own pages you can;

- A. Hire A Social Media Manager – either one who will teach/train you in setting up your pages for Facebook, Twitter, LinkedIn, Biznik, Pinterest, Merchant Circle, Social Media Etiquette (do's & don'ts), and Linking Pages one-on-one – or someone who can create & manage your page(s) for you on a continual basis (monthly fee) as your Social Media Manager.
- B. Attend local Social Networking Classes (see below).

Summary:

Facebook is the number one online Marketing tool for Business – with 92% of Businesses using it. It is highly advisable that you, at the very least, create and regularly use a Facebook Fan Page for your Business.

The rest is up to you – my experience has been that the majority of customers are coming from **Facebook, Twitter, & LinkedIn.**

<https://www.facebook.com/WorldsCheerleader> - Robin R. Robbins

**** Note: this is PC View – on Cell phone/iPad go to Facebook page, then scroll down to find upcoming events.**

