

5 WAYS TO GET BIG RESULTS WITH SOCIAL MEDIA



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What you will learn today



5 Ways to Get Big Results Using Social Media

- _____ the importance of social media
- _____ the most effective social media websites for your business
- _____ engaging on a social media website
- _____ your progress & determining ROI
- _____ your social media efforts



Understanding the importance of social media



- _____
- _____
- _____
- _____

Step 1: Understanding the importance of social media



Keywords

Incorporating keywords into _____ is important.

- _____
- _____
- _____

Hastags

Like keywords, used to group _____ preceded by a #.

- _____
- _____
- _____

Step 1: Understanding the importance of social media



Content

_____, _____ &
_____ shared on
social media

- _____
- _____
- _____

Engagement

Actively _____ with
others on social media.

- _____
- _____
- _____

Recommended Links



Below are suggested links to help you with the information in this section:

- <http://slideshare.com>
- <http://spyfu.com>
- <http://google.com/analytics>

Identifying the most effective social media websites for your business



- Google+/YouTube
- Facebook
- LinkedIn
- Pinterest
- Twitter



Google+ and YouTube, when used together, can help you develop a video marketing strategy. This strategy can then help you increase your engagement on social media and grow your visibility online, including on search engines.



- <http://google.com/+business/>
- <http://plus.google.com/pages/create>
- <http://google.com/+business/brands/>



Google+/YouTube

This video is a case study of how HuffPost Live uses Google+ Hangouts on Air as part of their business model.



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Case study: HuffPost Live using Google+ Hangouts on Air

This video is a case study of how Cadbury & Dandelion Chocolate uses Google+ Pages as part of their business model.



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Case study: Cadbury (regular) & Dandelion Chocolate (local) using Google+ Pages

Facebook is another social media tool that allows you to connect with your target customer. It allows you to do promoted posts and also use ads to target your customers.



- <http://facebook.com/business>
- <http://facebook.com/marketing>



Facebook

This video shows you how to custom your Facebook page as part of their business model.



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- _____

Facebook: Customizing Your Page

Using LinkedIn as part of your social media marketing will allow you to build a Company page on LinkedIn. You can then use the page to engage with your target customers and share targeted content.



- <http://learn.linkedin.com/company-pages/>
- <http://linkedin.com/company/>



LinkedIn

This video explains how LinkedIn Company Pages works.



- _____
- _____
- _____
- _____
- _____
- _____

Linked: Set your business up for success with Company Pages

Key to success on Pinterest is creating buzz around your Pinterest shares or “pins”. These pins can be attached to a link that will drive traffic to product pages that you share. Creating a board on Pinterest is also a great idea along with inviting other members to join it.



- <http://business.pinterest.com/>

Pinterest

Pinterest

target commercial interi

Pinterest

Kim

Pins Boards Pinners

Show:

- All Pins
- Just my Pins

Search results for "target commercial interiors"

Target Commercial Interiors - Sheehan Photography

Christy Peterson-Williams [Bullseye]

Target Commercial Interiors - Sheehan Photography

Christy Peterson-Williams [Bullseye]

#TED Event setup for February 2013 at Target Commercial Interiors on Nicollet Mall

Target Commercial Interiors TED Viewing space

TCF Bank Stadium by Target Commercial Interiors

Lydia Marie Elizabeth USTA Private Suites

Target Commercial Interiors - Sheehan Photography

Christy Peterson-Williams [Bullseye]

Target Commercial Interiors - Sheehan Photography

Christy Peterson-Williams [Bullseye]

Target Commercial Interiors

Target Commercial Interiors

Organized Design Amy Smith Commercial Interiors * Store ...

Target Commercial Interiors visit... Celebrating with #bowling, how else!

HON Company Instagram

Target Commercial Interiors

Phoenix Children's Hospital, by Target Commercial Interiors

Mary-Ann Whitwell Architectural Detail

BuzziBooth...installed by Target Commercial Interiors in Phoenix.

The Material Collective BuzzSpace

Target Commercial Interiors

Phoenix Children's Hospital, by Target Commercial Interiors

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#TED Event setup for February 2013 at Target Commercial Interiors on Nicollet Mall

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Target Commercial Interiors

The Lobby - Target Commercial Interiors

Cathy Bazan Office at Work

The Lobby - Target Commercial Interiors

Cathy Bazan Office at Work

Target Commercial Interiors team recently volunteered at a Target school library makeover- SmartLink in Cherry goes great with the Target

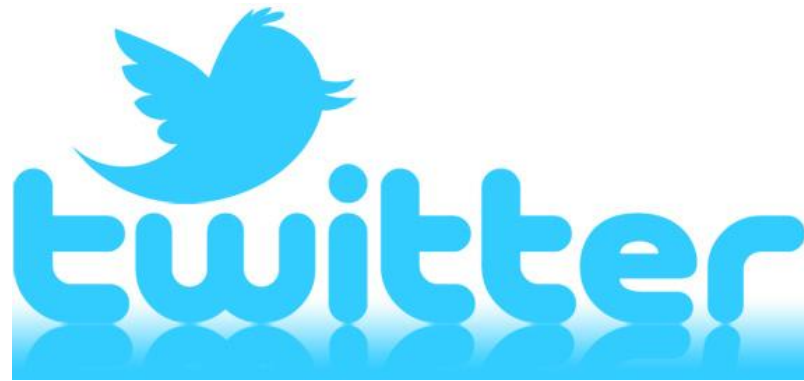


Pinterest: Target Commercial Interior example

Twitter is a simple, 140 character way to connect with your target market. You can use it to connect your business to the topics that tweeters (Twitter users) are talking about. Helpful links are below for businesses.



- <https://business.twitter.com/>
- <https://business.twitter.com/twitter-101>



Twitter

This video shares tips on using
Twitter for your business.



- _____
- _____
- _____
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- _____

**Twitter: What can your business do...in just 140
characters?**

This video shares tips on Promoted Products provided by Twitter for your business.



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Twitter: Promoted Products

Effectively engaging on a social media website



- _____
- _____
- _____
- _____

Step 1: Effectively engaging on a social media website



Connect

_____ between you and others on social media.

- _____
- _____
- _____

Communicate

Establish an _____ with target market.

- _____
- _____
- _____

Step 1: Effectively engaging on a social media website



Build relationship

Create _____
_____ with target
markets.

- _____
- _____
- _____

Build brand loyalty

Develop _____
_____ that
encourage loyalty from
target customers

- _____
- _____
- _____

Monitoring your social media progress



Basic monitoring tools:

- <http://Hootsuite.com>
- <http://SproutSocial.com>
- <http://BufferApp.com>

How to identify which one to use



Refining social media efforts



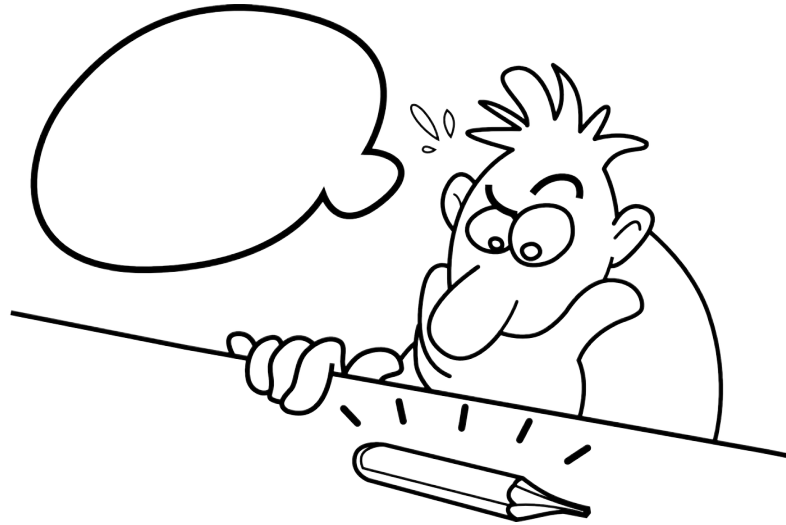
- Define
 - What's working
 - What's not working
 - A fix for what's not working
- Continue monitoring and refining

What's Next?



- Identify your keywords
- Determine where your target market spends their time on social media
- Setup business profiles to connect with target markets
- Determine monitoring tool you will use
- Develop social media strategy and implement it

Questions?



Feel free to ask questions about this training.