

# Innovative Online Marketing Strategies

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The Go! Agency & The Social Marketing Academy

# Is Social Media like an unwanted dentist appointment?

You know you should do it,  
but do you procrastinate?

Are you putting off your  
businesses appointment  
with social media?



# Objectives

- Learn how can you market yourself on social media.
- Learn how can it help your career or business.
- Minimize the time needed to devote to it.
- Find your audience on social media.
- How can you protect yourself.
- Create increased traffic to your web and social media sites.
- Find access to more qualified leads, peers, and your community.
- Build an enhanced reputation, as well as increased credibility, visibility, networking opportunities, and referrals!

# Class Outline

- Part 1 - What IS social media?
- Part 2 - How to make social media work for you?
  - Before you get online - do your homework!
  - What to do when you ARE online.
- Part 3 - Special considerations and tips.
- Q & A and Closing



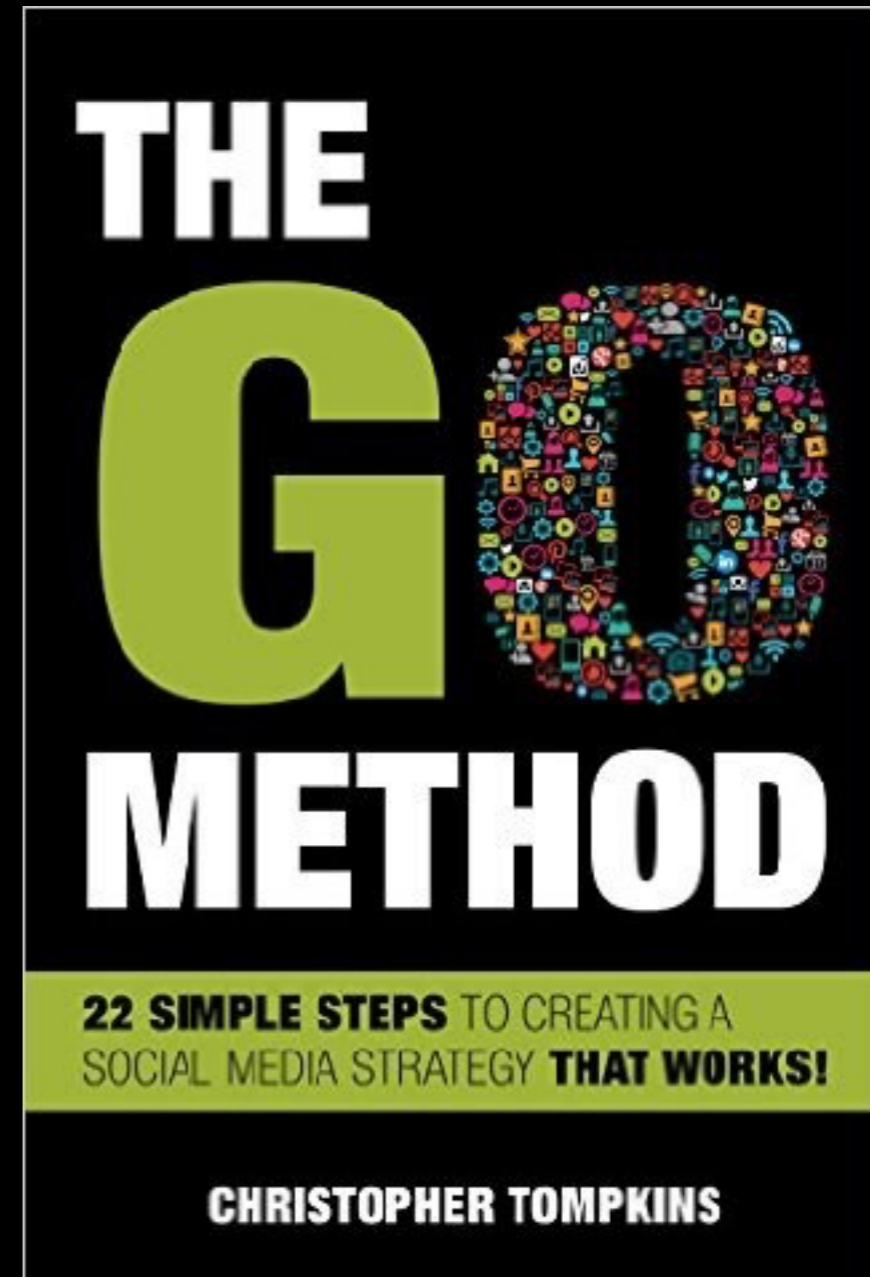
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Tompkins, C., & Griffen, D. (n.d.). Retrieved from [www.TheSocialMarketingAcademy.com](http://www.TheSocialMarketingAcademy.com)



“Doing business without advertising is like winking at a someone in the dark. You know what you are doing but nobody else does.”

– *Steuart Henderson Britt*

# What can social media do for you and your business?

- Web Hits
- Leads
- Referrals
- Visibility
- Credibility
- Expert Status
- Larger Network
- Brand Advocates





What IS Social Media?





# 24/7 Online Networking Event

- Know your audience
- Show up prepared
- Interact like you would in person
- Manners & respect
- Be transparent & authentic
- The rules are the same, but how we interact has changed!





# Now, YOU are the fence!

If someone has something to say, they're going to say it. If they post on YOUR channels:

- You can see it
- You can act on it
- You can show your commitment to customer service
- You can develop & gain support of brand advocates

Another way to think of  
your social media...





# SOCIAL MEDIA EXPLAINED (DONUT EDITION)



« I'm eating a donut »



« I like donuts »



« This is where I eat donuts »



« Here's a video of me eating a donut »



« Here's a vintage photo of my donut »



« Here's a pretty donut recipe »



« Here's a viral picture of my donut »



« My skills include donut eating »



« Now listening to "Donuts" »



« I'm a Google employee who eats donuts »



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Timeline · About · Instagram · Pinterest · More

9,293 likes +11 this week

141 were here +34 this week  
Roni Slapetz Davy and 29 others

Invite friends to like this Page

288 post reach this week

Number of people you can reach within 2 miles of your business:

Status · Photo / Video · Offer, Event +

Write something...

6 Scheduled Posts  
Next post scheduled for tomorrow at 2:52pm. See posts.

**The Go Agency**  
Published by Erica Flores [?] · September 27 at 1:57pm ·

# Facebook

For Business



Dale Griffen R.N.

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The Go! Agency • Lawrence Memorial Hospital School of Nursing  
Tampa/St. Petersburg, Florida Area • 500+

I'm the Vice President of The Go! Agency, where we have decades of marketing, medical, and nursing experience. As a registered R.N. - I understand the nuances that differentiate healthcare marketing from other industries, includin...

[See more](#)

102 Who's viewed your profile

21 Views of your share

Strengthen your profile

[Previous](#) [Next](#)



Let's complete your info for your school

This will help us find classmates and alumni you may know



Not now

[Update education](#)

Update background photo

[Add new profile section](#)

[Edit your public profile](#)

[Add profile in another language](#)

Ad



Dale, explore jobs at Greystone Health Network that match your skills

[See jobs](#)

See connections (500+)

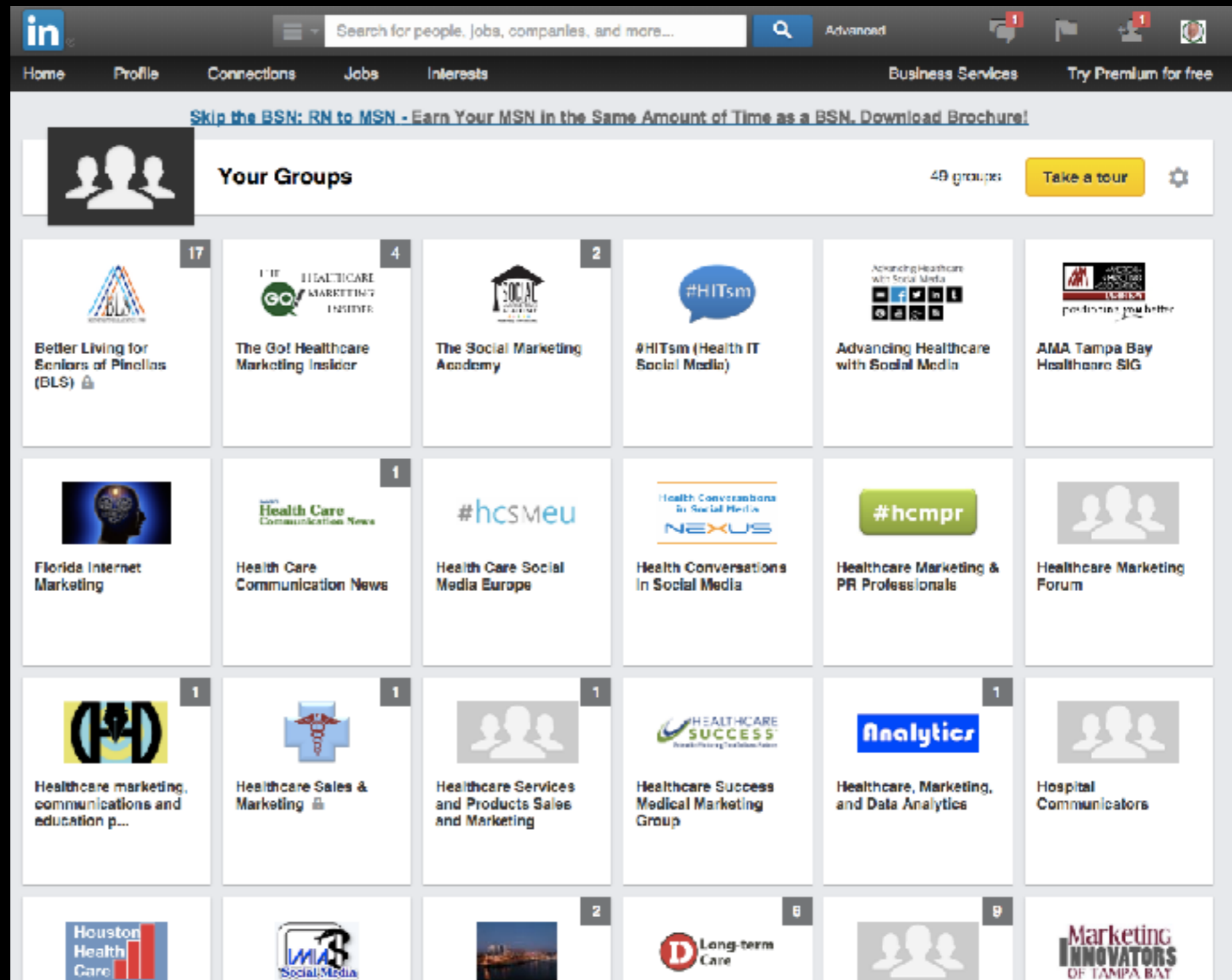
Contact and Personal Info

Dale's Profile, Websites, Phones, Address, Email, Twitter, and Birthday

# LinkedIn Professional Account

# LinkedIn Groups

- Join up to 50
- Mix of local/national
- Get involved and create discussions
- Become an expert in your field





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WE CAN GET IT FOR YOU.



TWEETS 0,763 FOLLOWING 21.3K FOLLOWERS 20.1K FAVORITES 2 LISTS 16

Following

## The Go! Agency

@thegoagency · FOLLOWING YOU

The Go! Agency is a full service marketing firm focused on helping you grow your business online. Social Media, Content Creation, Website Design, Graphic Design.

St. Petersburg, Florida  
[thegoagencyusa.com](http://thegoagencyusa.com)  
Joined July 2011

Tweet to Message

221 Photos and videos



Tweets Tweets & replies Photos & videos

Pinned Tweet  
The Go! Agency @thegoagency · Sep 03  
"Don't be afraid to get creative and experiment with your marketing." Mike Volpe #quote



Who to follow · refresh · view all

- Maurson Pittchard @mooor... Follow
- TheTravelPinner @TTPRlog Follow
- Lloyd Ginn @lloydginn Follow

Find Friends

Trends · change

- #RWC2015 Japan crush Samoa for second FWC win 1,570 Tweets about this trend
- Chinew "This is So Haver": Watch Haven-Symone & Amokese Van Der Pul Sing... 500 Tweets about this trend

# Twitter For Business





24.75  
24.65  
24.07  
24.65  
23.8

24.07  
24.65  
23.97  
26.05  
22.59

24.75  
23.97  
26.05  
22.59

26.81  
24.75  
23.97  
26.05  
22.59

24.75  
23.97  
26.05  
22.59

## Part 2: How to make social media work for you?

- Before you get online - Do your homework!
  - Who are YOU?
  - Who are your CLIENTS?
  - What are you going going to SAY?
    - Keywords & Keyphrases
    - Create a Marketing Schedule



## Keywords, Keyphrases, & Hashtags

What would a prospective client type in a Google search where you would hopefully show up?

- Social Media Consultant
- Social Media Marketing Specialist
- Social Media Specialist
- Social Media Twitter
- Social Media LinkedIn
- Healthcare Marketing
- Hospital Marketing
- Social Media Marketing
- Social Media Facebook Specialist
- Social Media Twitter Specialist
- Social Media LinkedIn Specialist
- Social Media Strategist
- Social Media Summit 2015
- Social Media Expert
- Social Media Manager
- Social Media Specialist
- Social Media Marketing
- Social Media Management
- Social Media Services
- Social Media For Businesses
- Twitter For Businesses
- LinkedIn For Businesses
- Facebook For Businesses
- Social Media Tips
- Twitter Tips
- LinkedIn Tips
- Facebook Tips
- Social Media Strategies
- Twitter Strategies
- LinkedIn Strategies
- Facebook Strategies
- Social Media Class
- Social Media Classes
- Online Webinars
- Social Media Webinars
- Marketing Webinars
- Social Media Instruction
- Largo Online Marketing
- Social Media Firm 33770
- Social Marketing Pinellas
- Social Marketing Academy



# Keyword Tips

- Use “opposite” search terms. i.e. “cheap plastic surgery.
- Avoid “of”, “the”, “a”, “for”, etc.
- Combine Keywords so that no one notices. Example: “As I write about **medical online marketing keywords...**”, or “We specialize in **medical SEO site optimization.**”
- Keyword placement in testimonials. Replace of generic descriptive terms with your keyword phrases – after obtaining permission from the original author.

# Hashtags

hash·tag 'haSHtag/  
noun

(on social media sites) a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.



# Best #hashtag definitions

- Categorizes content on social media.
- It makes your own content discoverable.
- Allows you to find relevant content from other people and businesses.
- Allows you to connect with and engage other social media users based on a common theme or interest.
- *Note: Stick to 2 well crafted #hashtags per post.*

Guess what?

Keywords & Keyphrases  
= Hashtags!

- Combine Keywords so that no one notices.
- Example: “I wrote an article about ***medical online marketing keywords...***”, or “We specialize in ***medical SEO site optimization.***”
- In on social media: I just wrote an article about #medical #onlinemarketing...!, or “We specialize in #medical #SEO site optimization.”

# Quick Tip - Google

- Set up a Gmail account solely for social media notifications
- Set up Google Alerts for:
  - You & your company
  - Your industry, specialty, keywords, keyphrases, and CONTENT!



# Create Content

## **WHAT IS CONTENT?**

### ***CHANGES/NEWS:***

Breaking News  
Announcements (personal or business)  
Events Hosting, or Attending  
Networking Group News  
Flyers, Guest Speakers

### ***SHARE INFORMATION:***

Questions  
Statements  
Articles (by/about you/your industry)  
Trade Magazine Links and/or Journal Info related to your business  
Web Links you find interesting  
Blogs (yours/others, past/present)  
Business Tips  
Top 10 Lists  
Reviews (yours/others)  
Surveys (taken/given)

### ***BRAGGING RIGHTS:***

Personal Testimonials  
Brand/Business Testimonials  
Personal/Company Achievements  
Personal/Company Awards  
Group/Organization Affiliations

### ***ENGAGEMENT:***

Email Blasts  
Media Involvement/Hits (TV/Radio/Online/Print)  
Speaking Engagements  
Business Related Travel  
Conferences or Educational Attendance  
Trade Show Booth or Attendance

### ***INTERACTIVE ENGAGEMENT***

Pictures (people, your facility, events)  
Videos  
Product or Service Videos  
Infographics

### ***COMMUNITY:***

Fund Raisers  
Civic Involvement  
Sponsorships  
Charity Events (paid/unpaid)  
Showcase Others (your community/team)  
Heartwarming Stories  
Birthdays, Anniversaries

### ***DEALS:***

Specials  
Discounts  
Freebies  
Contests

### ***INSPIRE:***

Humor  
Inspirational Quotes  
Inspirational Pictures/Videos  
Employee Recognition



# Repurpose Your Ideas

- Write an article 1200-1500 words, post on sites like Ezine
- Turn into a presentation
- Create several blog posts 300-500 words
- Write multiple email newsletters 125-200 words
- Post to social media with link to original blog
  - See “Ideal Character Counts” below
  - Use sites like [www.charactercountonline.com](http://www.charactercountonline.com) or [www.lettercount.com](http://www.lettercount.com) for character & word counts

Creating a marketing  
schedule!

“Failing to plan,  
is planning  
to fail”

- *Alan Lakein*

Have a written plan for  
success, much like a diet or  
a road trip - having a plan  
helps ensure that you reach  
your destination!



# Marketing Schedule

- 1 Happy Thanksgiving! <http://ow.ly/SYPeH>
- 2 Find out why we are the number one #AssistedLiving facility in #Miami specializing in memory care.
- 3 We found this great article about to help parents who use tobacco quit <http://bit.ly/1L7rmws> via @KIMTNews3 What ideas do you have?
- 4 We love spending time with our residents here Golden Pond ALF in #Largo. This afternoon we'll be playing UNO at 2:00pm! <http://ow.ly/SArrT> #AssistedLiving **154**
  - (Twitter version: We love spending time with our residents @GoldenPondALF #Largo. We'll be playing UNO at 2pm! <http://ow.ly/SArrT> #AssistedLiving) **127**
- 5 Our chef is a recipient of the 2014 James @BeardFoundaton #culinaryaward. Stop in and see why our cuisine is second to none! #Largo #Restaurant
- 6 What a great talk on #strokeprevention by Dr. @JoeSmith this evening. Welcome to @TGHCCares!
- 7 Learn more about breast cancer at a free lecture by a TGH surgeon: Oct 8, 6:30 pm. Register 1-800-822-3627 or <http://www.tgh.org/healthed>
- 8 "Targeting an audience with content that moves them to action takes time, effort, planning and skill." Dale Griffen <http://ow.ly/SYQTS>
- 9
- 10
- 11
- 12
- 13
- 14

- Remember to think of your social media like your own newspaper about your very own specialty.
- Write posts that educate and link to articles.
- Ask questions and create a forum for discussion.
- Let followers know about your services.
- Post links to lectures given by you, or trusted professionals.
- Provide support to and share experiences among your followers as well as opinion leaders.



# BRING ON THE TOOLS!

Here's Some Great Suggestions for Your Business

# 22 Quick Tips





# Have a Website

And a reliable web host





Install and use a blog



Write excellent copy, or find a writer

Content, hashtags, and keywords



# Use Google Analytics

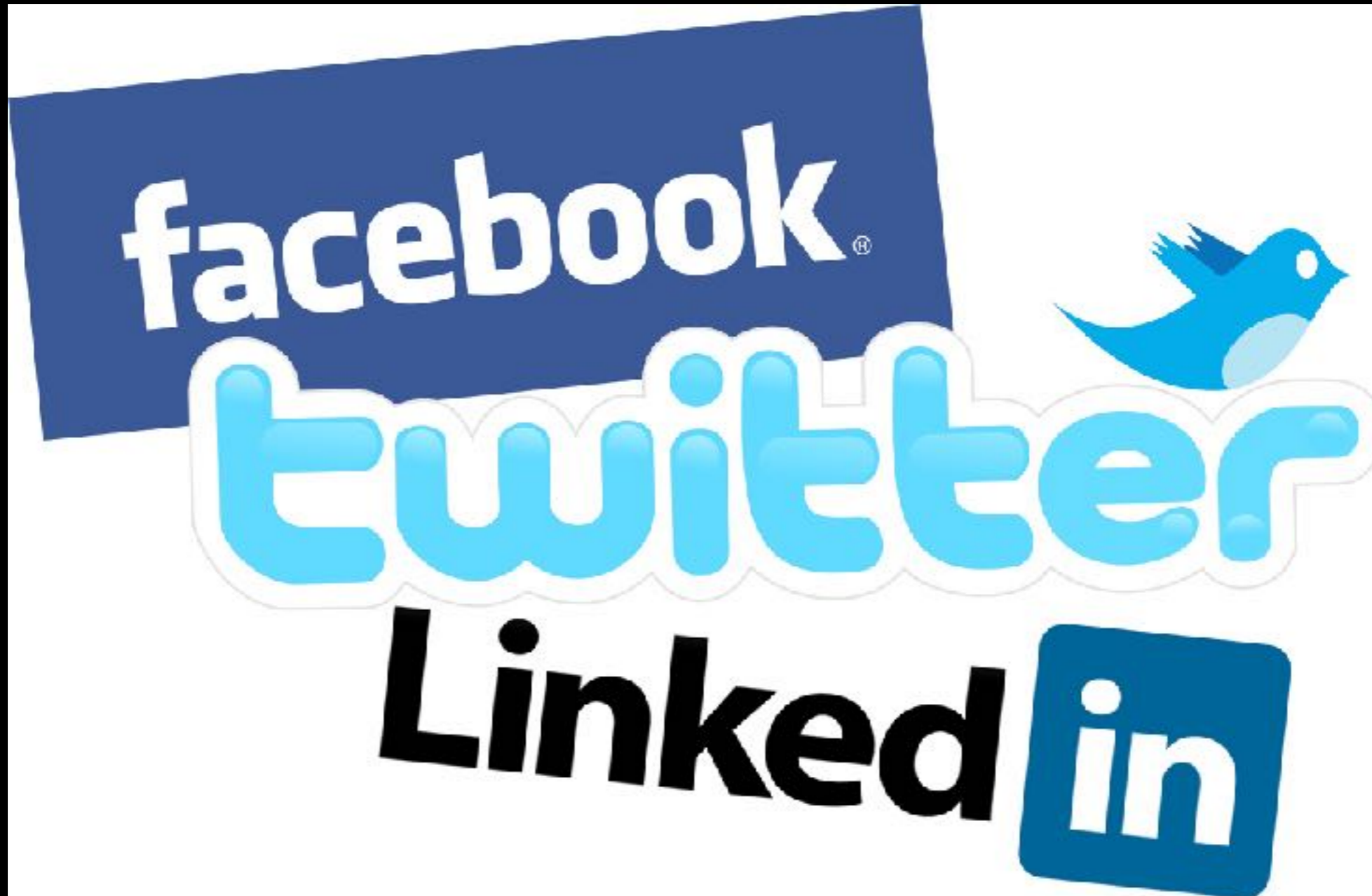
It's wonderful and FREE



# Create a consistent schedule

For blogging, writing, and posting





Build and optimize your profiles



ONLINE MARKETING SPECIALISTS

# Use one headshot and logo

And use it across all platforms



# On LinkedIn

Request recommendations



=



Join groups on LinkedIn, & start your own

Participate in discussions, questions,  
answers, news items, and more





# Use the Twitter Lists function

Pay special attention to influencers and trends



# Comment like crazy

Thoughtfully, on blogs, Facebook, LinkedIn, Twitter



# Create and use visual content

Videos and photos are super powerful



**hootsuite**<sup>TM</sup>  
Social Media Dashboard



The screenshot displays the Hootsuite dashboard interface. On the left is a sidebar with navigation options: New Tweet, Timeline (1), Mentions (2), Tweets (3), Followers (4), Technology (5), Video Game ... (6), "technology" (7), Favorites (8), Activity (9), and Me (10). Below these are options to Add column, Collapse, Lists, and Settings. The main content area is divided into four columns: Timeline, Mentions, and two columns of Tweets. The Timeline column shows tweets from Forbes Tech, Chris Kohler, Lolo Le Mour, River Stas, and Mike Bithell. The Mentions column shows tweets from compoon.com, Joel Murray, and Darryl London. The Tweets columns show tweets from TNW ALL STORIES and TNW INSIDER.

Use tools like Hootsuite and Tweetdeck to manage and view your activity on various platforms



# Use Google Alerts

To hear what's being said about you and your business  
AND to find content and topics to post about





Don't be afraid to ask for help

...and offer it to others



# Become an opinion leader

Post, answer, discuss, attend and host online events,  
perform and vlog speaking engagements



# Move conversations offline

Arrange a meeting, phone call, or purchase

TRY  
GO  
USE  
MEET

**NEW**

THINGS  
PLACES  
TOOLS  
FACES



# Think out of the box!

Try new apps, platforms, tools, tips, and social networks



Be honest. Be caring. Be interested.

Simple as that.



CONSISTENCY  
IS THE KEY!



Be consistent



Be patient



Be transparent

# ABOUT THE GO! AGENCY

- Social Media Marketing
- Social Media Advertising
- Website Design / SEO
- Email Marketing & Writing
- Graphic & Logo Design
- Consulting / Training
- **[www.TheGoAgencyUSA.com](http://www.TheGoAgencyUSA.com)**

