



Social Media Marketing Talk

What is Social Media? It's not sales, but Public Relations.

Think of your social media as an **online cocktail party**. React with the same respect, manners, preparation, and response to interactions, comments, 'likes'. Remember it's transparent, and the majority of consumers look to social media now when making a purchase of any kind.

Using social media vs. print advertising is similar to using credit vs. paying with cash. Social media continues to build and improve your online credit the more you use it over time. Print media is one and done.

Another way to think of your social media content, is as your very own industry specific **newspaper**. Use a variety of local & national news, humor, sales/classifieds, feel good stories, pictures, etc - but most of all, keep it consistent! You don't want un-subscribers!

Social Media equals the playing field. A small local business with a good social media plan, can be as successful online as a large company with a poor one. Facebook, LinkedIn, and Twitter are the 'holy trinity' of social media. Facebook for business is friendly, local, customizable, easy to understand, and an extension of your website. LinkedIn is all business, very easy to find people, companies, and groups that are interested in your industry. Twitter allows easy access to many more eyes, everyone from local buyers to celebrities, to government and large companies, and the competition.

Create a separate Gmail address for your **notifications**, then don't have to check all sites every day, it will act as a catch all, and keep emails from going to your work/personal email.

Google alerts. www.google.com/alerts Enter topics such as your name, your company's name, your industry, city and more to get notifications activity on the web with those names.

LinkedIn: Take advantage of the **Groups** function. Join up to 50 groups on LinkedIn. Accept invitations, post a weekly discussion with a catchy title, good commentary, a call to action (a question, a request to read more by clicking your link) and a link to the article, or your website. (*see attachments: LinkedIn Find Join Groups & LinkedIn Discussions*)

Create a marketing plan to help you create meaningful, articulate, and consistent posts across your social media channels by doing the following:



bit.ly/TheGoAgencyFB



bit.ly/TheGoAgencyLI



Twitter.com/TheGoAgency

*Content is: posts that are important to your target audience, not necessarily what's important to you!
Create your own content, or use what's already out there.*

- Create a **client profile sheet** for each of your target audience (so that when you are writing your posts, you know who exactly you're speaking to, and can craft your messages more specifically).
- Create a **keyword list** (with keywords and key phrases) of every description or search term that you potential client may type in to an online search to find your specific business. Use other articles out there, just be sure to keep the link in your post, so as not to plagiarize. Turn these keywords/keyphrases into hashtags (see below). Keep this list handy when writing all posts, blogs, discussions to use the words people will search for most!
- Create a weekly '**1-14 list**' (plus a weekly discussion for LinkedIn groups). Using 2 posts a day (AM/PM) consistently, and write your posts a week ahead. (See attached "1-14" list)

Once you have Facebook, LinkedIn, Twitter set up, you can schedule all three with the same post at the same time twice a day. What I do is sit down once a week and complete my '1-14 list' on Fridays, these 14 posts are then used for the following week, numbers 1 & 2 for Saturday AM and PM, 3 & 4 for Sunday AM and PM, and so on...Then I load them in Hootsuite to be posted out throughout the week (*see Post Scheduling Worksheet*).

- Review your content list when writing your posts, using keywords as #hashtags (use only 1-2 per post) to craft your posts (keep under 140 characters). (*see attached: LI and Content Info*)

Content can also include: quotes, inspirational messages, holiday/event info or greetings, images, pictures, video, quiz/question, informative articles, humor). Try to keep posts to about 20% promotional, 80% all other info. Remember the goal of a post is to get a reply, 'like', share, or call to action - a click through to your website, or a call to your office.

On attached "content sheet" there are several other third party apps that will help you with your posts. **Hootsuite** is a program that will allow you schedule your posts in advance for free. <https://hootsuite.com>

Another is a **URL shortener**, that will allow you to shrink long posts called: bit.ly, I created the following link to a great primer for #hashtag use. <http://bit.ly/GoHashtagInfo> Click that link to review information all about what they are and how to use hashtags. (Note, Hootsuite has a built in link shortener of it's own as well). And it's FREE

Be sure to visit our website, www.TheGoAgencyUSA.com and link with our social media channels there for examples of how we put these tips to use for our own company.



bit.ly/TheGoAgencyFB



bit.ly/TheGoAgencyLI



[Twitter.com/TheGoAgency](https://twitter.com/TheGoAgency)

See the next page for all the ways that The Go! Agency can help you manage social media for your business, and don't hesitate to contact us with any questions!



bit.ly/TheGoAgencyFB



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