



Social Media Marketing for Business

Patrick Zuluaga

21 November 2011

Marketing is Business Development



How are you using social media?

1. Lead generation
2. Market research
3. Customer service
4. Selling
5. Networking & awareness
6. Engaging with people & supporters
7. Promotional campaigns & events
8.



Social Media

Social media are web-based and mobile technologies for interactive dialogue, collaboration and sharing

- Social Networking Sites (i.e. Facebook)
- Blogs/Microblogs (i.e. Twitter)
- Content Communities (i.e. YouTube)
- Collaborative Projects
- Virtual Worlds



Social Media

Content + Context + Connection + Community



Agenda Outline

- What is Social Media Marketing
- Conversational Marketing
- Business Model
- Business Objectives
- Target Markets
- Considerations
- Measurement Metrics
- Implementation Milestones
- Engaging Content
- Managing your Social Media Marketing



What is Social Media Marketing

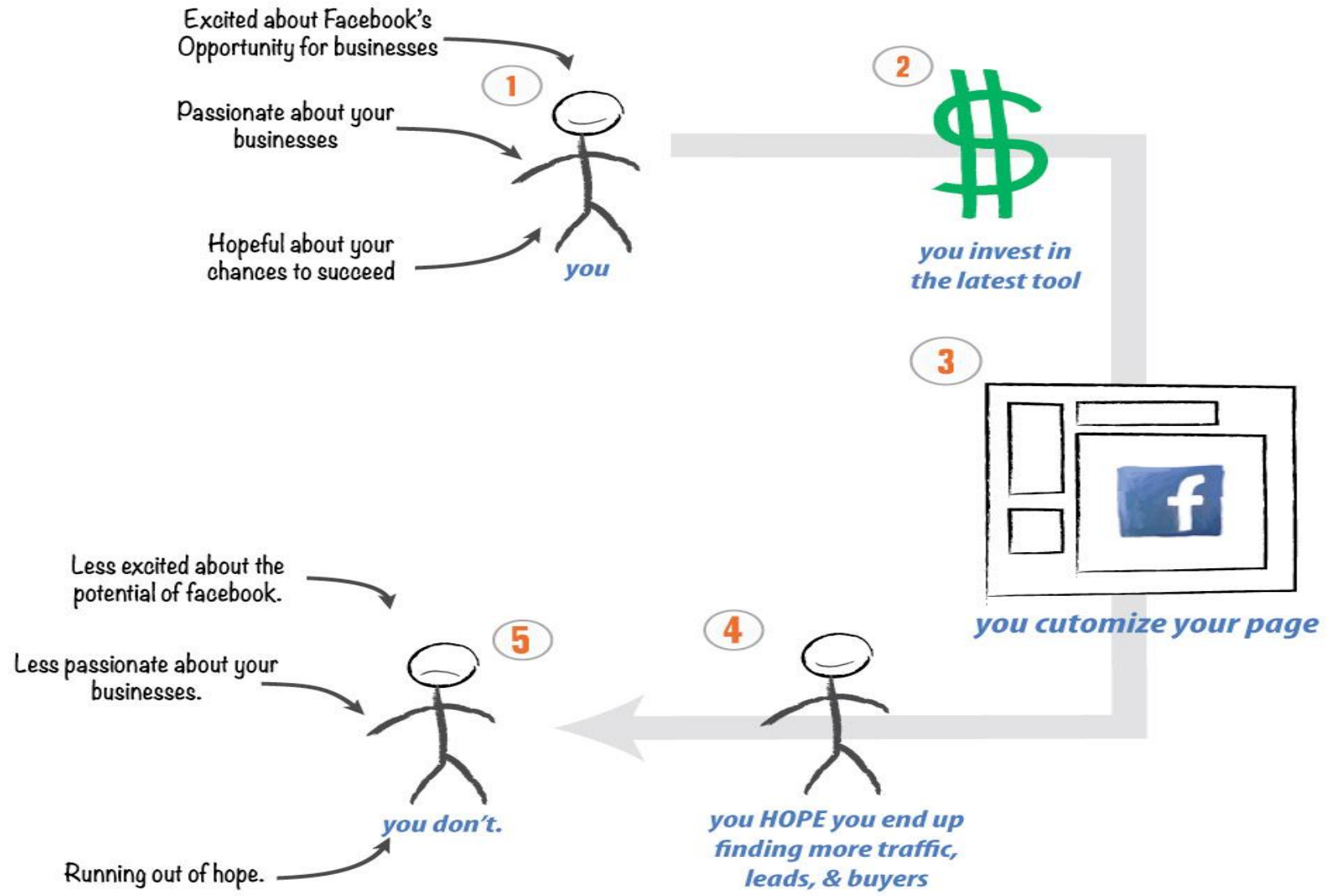
The methodical use of marketing on social media channels with integrated communications techniques to achieve specific promotional objectives for an organisation



What is Social Media Marketing

The methodical use of marketing on social media channels with integrated communications techniques to achieve specific promotional objectives for an organisation

One of the key problems with "Social Media Marketing" is that many practitioners are focused on the technical or the communication aspects and neglect the marketing objectives.





How to engage in this new form of conversational marketing

- Develop & agree on defined objectives
- Understand your target audience
- Engage & interact with personality
- Use your blog or web presence as your social media hub
- Measure KPI's that indicate progression towards your goals

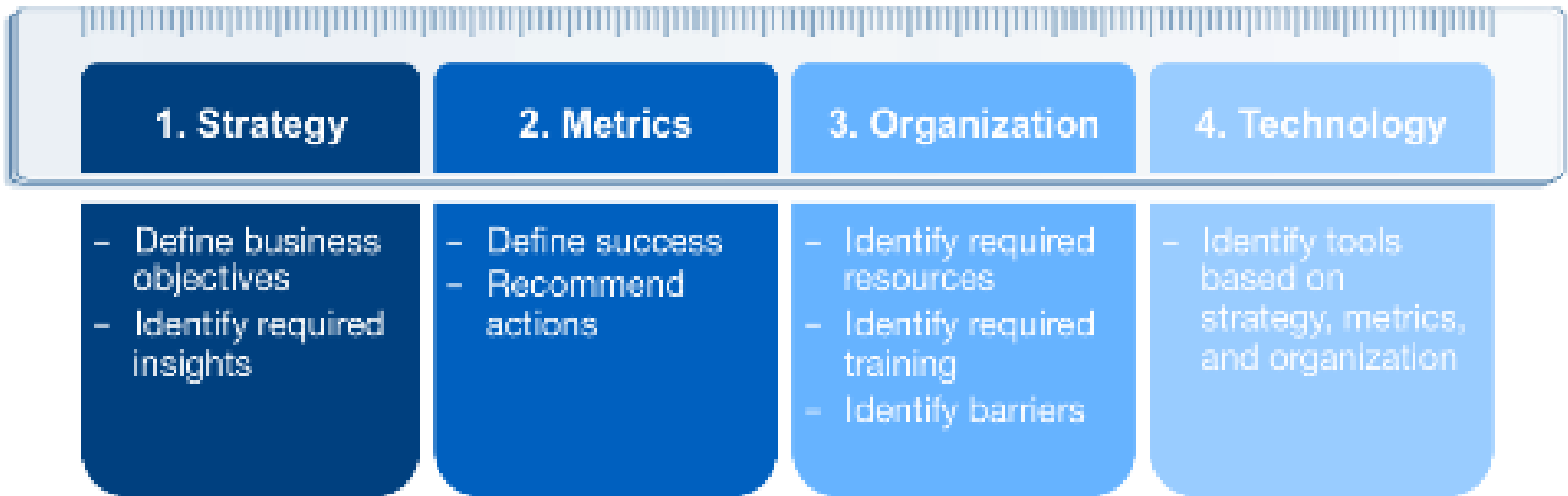


Your Business Hub





Business Model



Source: Altimeter Group



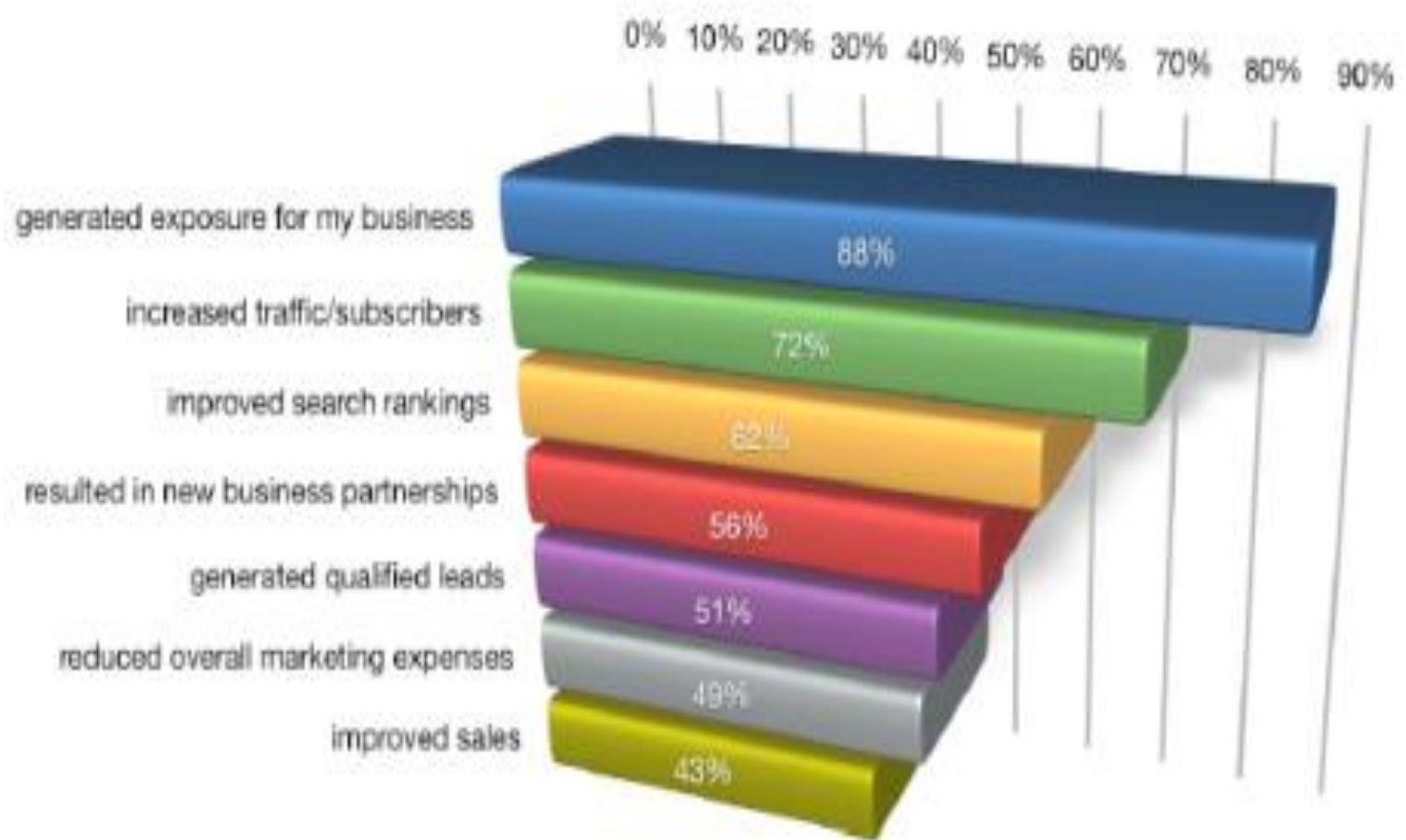
Six Points for Business Engagement



Source: Altimeter Group



Business Objectives





Target Markets

- Who is Your Target Audience?
 - Demographics - factors
 - Psychographics – attitudes
 - Recency-Frequency-Monetary (RFM)
 - Research & Test



What to Consider

- **Attraction:** How do you attract qualified interest for your business?
- **Retention:** How do you stay in contact with people?
- **Conversion:** How do you get people to move further down the sales funnel?
- **Measurement:** How do you determine if any of this is working?



Possible Metrics for Measurement

- Awareness & Exposure
 - # of visits, searches, followers, subscribers
- Influence & Engagement
 - # of shares, retweets, comments, links, recommends/likes, views, ratings
- Action
 - # of sales purchases, downloads, demos, submissions, event attendance



Sales Measurement





Measure Return On Investment

- Direct ROI
- Correlated ROI
- Relative ROI
- Proxy ROI

$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$



Engaging Content

- Create compelling content
- Establish your face and voice
- Build contacts and message them
- Join groups and contribute
- Cold-message contacts



Supporter Engagement

	<p>SUPER FAN This Fan has given you basic data permissions, has purchased from you and has led to another Fan buying from you.</p>	HEAVY
	<p>PURCHASING FAN This Fan has given you basic data permissions, and has purchased from you.</p>	HEAVY
	<p>ADVOCATE FAN This Fan has spread the word about you and grown your likes, FB connect users or app users</p>	HEAVY
	<p>ENGAGED FAN This is a Fan who "likes" your brand</p>	MODERATE
	<p>POTENTIAL FAN This is a friend of a Fan of yours</p>	LIGHT

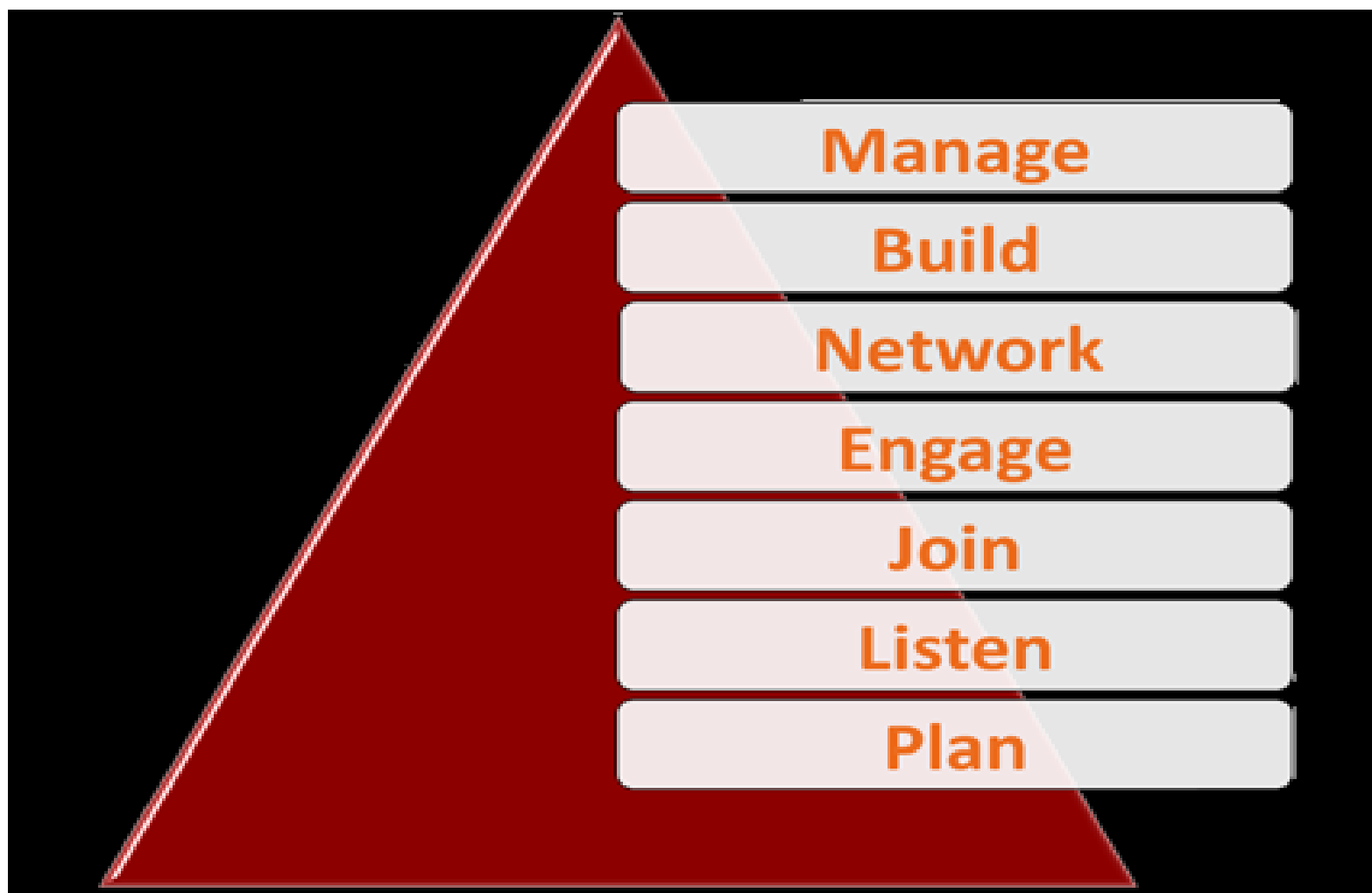


Why it Won't Work

- Your Content Is Self Centred
- You Don't Come Out To Play
- You Are All Strategy
- You Are Only Promoting Yourself
- You Are In The Wrong Place
- You Are Not Engaging
- Your Content Is Not Being Shared
- Your Blog Is Not Converting
- You Are Focused On Closing Sales
- You Are Not Familiar With The Etiquette



Implement Milestones





Managing your Social Media networks

- Social media education and policy enforcement
- Take one social media bite at a time
- Genuine transparency in response interactions
 - Reach out and lend a hand to others
- Governance and reputation management



How to incorporate Social Media into your Marketing Strategy

- Develop an overall marketing strategy to support your organisations objectives
- Analyse the social media communication channels for use in projects
- Prepare marketing plans using integrated programs and campaigns



- Need help for your marketing?
 - *Email: patrick@pmzmarketing.com.au*
 - *Mobile: 0403 436 889*
 - <http://twitter.com/pmzmarketing>
 - <http://www.facebook.com/patrick.zuluaga>
 - <http://www.linkedin.com/in/patrickzuluagapmzmarketing>
- Subscription to marketing articles, advise, hints & tips e-newsletter
 - www.pmzmarketing.com.au