

Social Media marketing

Windsor Biz Talk

Janet Wentworth

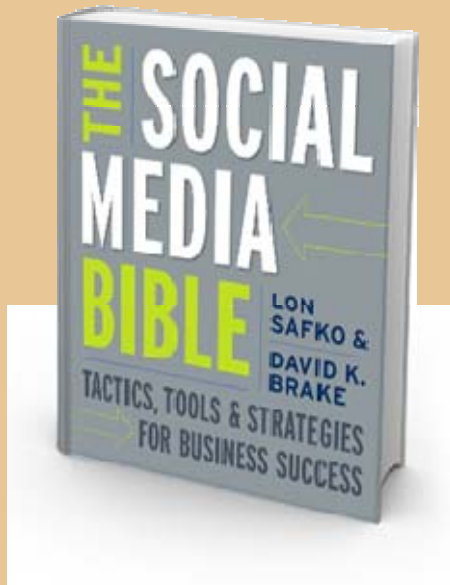


CALIFORNIA
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at Santa Rosa Junior College



The Social Media Bible

Lon Safko

David K. Brake

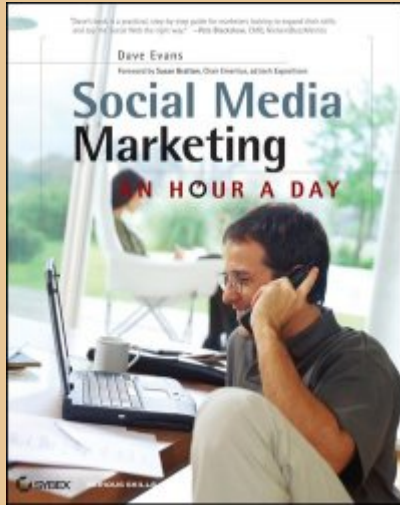
John Wiley & Sons



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Social Media Marketing

an hour a day

Dave Evans

Sybex



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Why Are We Here?

- Social media marketing can be very effective in bringing you new business.
- Social media marketing is confusing and overwhelming for many.
- How to start? What to do? How to know if it is effective?
- Share successes and learning experiences.
- Understand that it is so much more than Facebook and Twitter!

What Are You Doing?

Share your successes, failures, false starts, embarrassing moments—whatever you like!

What Is Social Media?

Activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions using web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos and audios.

Social Media vs. Web 2.0?

Social media is about conversations.

Web 2.0 is user-generated content.

There is tremendous overlap and some people use these interchangeably.

The Four Pillars

- Communication
- Collaboration
- Education
- Entertainment



Three Rules of Social Media

1. Social media is all about enabling conversations.
2. You cannot control conversations, but you can influence them.
3. Influence is the bedrock upon which all economically viable relationships are build.
4. (Paranoia has a purpose)

Questions About Your Customers

1. Do you have a strong relationship with your customers?
2. Do you know their names, preferences and needs as they relate to your company?
3. Do you know their accepted beliefs about your products or service?
4. Have you ever asked them to create or improve your company's product or service?
5. Would they welcome an opportunity to help you improve your product or service?

More Questions

6. Does your product or service create an opportunity for them to be entertained or amused?
7. Do you currently do anything to educate them about the use or value of your product or service?
8. Would they react positively to an opportunity to be educated concerning the use of your product or service?
9. If asked, would they strongly recommend your product or service to a friend?
10. Do many of them already strongly recommend your product or service?

Take the Quiz

Rate your participation in social media.

Rate your perceived customer value of various social media marketing tools.

Homework

- Finish the quiz.
- Check out all the sites you don't know about.
- Do some competitive spying.
 - sign up for Google Alerts.
 - use search.twitter.com.