How the @#&*! Do I Manage Social Media?

Social Media Strategy for Small Business

May 11, 2016
AGENDA

Goals
What is Social Media?
Social Networking
Social Media & SEO
Blogging
Online Directories
Social Media Tools
Case Study
Q&A
GOALS

- Explain the different types of Social Media
  - How they work
  - Why they are important
- Take the “mystery” out of Social Media
- Give you a high level overview of the things you should know and consider when it comes to your Social Media strategy
  - We can go deeper on any of these topics off-line
- Help you figure out how to make Social Media an “easy” and regular part of your customer outreach/communication
What the @#&*! Is Social Media?

- Websites and applications that enable users to create and share content or to participate in social networking.

- Examples include blogs, business networks, enterprise social networks, forums, photo sharing, product/services reviews, texting, video sharing.
How the @#&*! Has Marketing Changed?

OLD SCHOOL MARKETING

NEW SCHOOL MARKETING
SOCIAL NETWORKING

It’s not just Facebook...

Top Ten Social Media Sites:
1. Facebook
2. Twitter
3. LinkedIn
4. Google+
5. YouTube
6. Pinterest
7. Instagram
8. Tumblr
9. Flickr
10. Reddit

Source: www.smallbiztrends.com
SOCIAL NETWORKING

• What are the pros/cons of each platform?
• Why are you using social media?
• What do you want to get out of posting to these sites?
• What is a Facebook “Like” or a “re-tweet” really worth?
SOCIAL NETWORKING

• These sites will start costing you $$$

• The fewer people on a site, the easier it is to be heard for free – Once a site becomes popular, it gets noisy and the site can start charging more

• Spend time on each site as a USER – Who they are targeting, what it’s best used for, how they make $$$

• Keep up with changes – For example, the new Twitter profile

• Your best bet to help with SEO is Google+ (google.com/business)
Do you have any control on ranking?

Where should you focus your efforts?

What is Social Media’s role in SEO?
SEO – Search Engine Optimization

- “Natural” search – What comes up organically (what the search engines think is the best answer to the question the user is posing)

- Google far and away the leader in this area – They change the rules **ALL THE TIME** to keep people from “gaming” the results

- What should you do about it – Hint: fresh, compelling and relevant **content**

- Tip - [https://adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)

- **Citations** in Local SEO – Why they matter (and why you should care)
BLOGGING

• Not the same as a website!

• Fresh, dynamic content on areas you are an expert in

• This takes time and effort – and you need to be consistent

• Can help with Search Engine Optimization (SEO)

• Platforms like Disqus allow you to engage with your audience
How does incorrect information listed on a directory affect your business?

What if it’s on a site that no one uses anymore?

Where do you find time to manage customer reviews on multiple sites?

How can negative feedback impact your brand?

Does a “non response” do more harm than a “not well thought out response”? 
ONLINE DIRECTORIES

- Yelp, YP.com, Angie’s List, TripAdvisor, Google My Business
- These were built to serve the CONSUMER, not you
- You should respond to reviews
- Managing your NAP (Name/Address/Phone) contact details online: Yext, SinglePlatform, Moz Local
- They can help with SEO, but with varied results that you do not control
Small Business Owner Tools

- “Rental” SEO shops: MainStreetHub, WhiteSpark, etc. – You pay a monthly fee (usually $200+) for them to manage this for you
- Vertical focused directories will give you visibility, but no way to manage your current customers
- Larger software suites (e.g. DemandForce, ExactTarget)
- Active presence and marketing tools offered by hyperlocal community publishers specific to small businesses for building community and managing all the aspects of a Social Media / Digital Marketing program
CASE STUDY

Jay Garret with RE/MAX Realty

- Be Subtle – Build a Brand!
- Websites – Remax-nj.com, MyMonmouth, little blogging focused on real estate today
- Facebook – No blatant advertising, more subtle, brand himself more so than his business
- Twitter – Mostly a listening tool (Twitterific)
- SEO – Not as much as he should, mostly “long tail” keywords
- Online Reviews – Not much, not a fan of Yelp, likes Bizyhood
- Advertising – Zurple.com, focused solely on realtors, some Facebook ads, overall $400-600/month
QUESTIONS?

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