

Social Media for your Business – Presentation for AWE **By Jan Wallen and Sandy Carey**

Ask yourself these Social Media Success Questions **– Your Compass:**

What's the **1** thing that will make the most difference for your business ***this week***?

What do you hope can happen as a result of using social media more?

What are your business and sales goals for the next 90 days?

Who is your target audience?

What site(s) does your target audience use?

What should I post and when?

Next Steps & Your Action Plan:

Review your goals – above

Your Top 3 Next Action Steps for Social Media:

1. _____

2. _____

3. _____

Social Media Overview of the Basics – 101

An overview of the most commonly used social media sites that are already being used to create and foster relationships for business to consumer and B2B

Through social media you are building brand awareness. Benefits are:

- Relationships
- Branding
- Learning

Why you would want to have an online presence?

Website, Google Business listing, Facebook profile/business page, LinkedIn profile, Instagram, Twitter, Tumblr, YouTube accounts, all contribute to your business being discoverable – when people search for you, they'll be able to find you.

A social media presence makes your business:

- Connected: Have one-on-one conversations with your customers, read your content and share them with friends, and check in when they visit.
- Timely: Your Profile page or account can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- Insightful: Some sites include some form of “Analytics”, measurements of what people have seen and engaged with, and will give you a deeper understanding of your customers and your marketing activities.

When you set up your profile or account, often you can request a web address like facebook.com/yourgreatcompany, similar to the domain name you choose for your website, which makes it easy to find. To maximize the impact, include this address, or addresses, on your business card, website and other marketing materials.

Your social media profiles and accounts are an extension of your business. It's an easy way to share updates and more with the people who matter most. It's ready to help you engage your customers online – desktop and mobile. Include

your website address on facebook and LinkedIn, your like and follow buttons on your website, etc., for maximum exposure.

Identify your audience

Not only can you reach more people through social media, you can reach the specific people who are most likely to become your customers.

To help you connect, consider:

- What do your ideal customers have in common?
- How old are they, and where do they live?
- How can your business help them?
- What site(s) does your target audience use?
- Would one group be more interested in specific messages, products or services?
- A sale or a timely offer?

To build your audience, encourage your current customers and supporters to like your Page, follow your tweets, link to your board, etc. (It will be quicker if I stick to fb terminology from here, but know I mean any form of social media). They're the people most likely to see your posts. Invite your friends and business contacts, share your page, and join groups who might benefit from your services or products.

Remember: it's not about the number of likes. It's more important to genuinely connect with the people you engage with. If you do, they'll help tell your story.

Create compelling content

Make your business come alive on social media sites.

As you post updates, photos and more, think about what your customers find interesting and inspiring. How will you talk to them? What do you want to consistently communicate about your business?

Experiment with different kinds of posts. Does your audience love photos or prefer when you share useful links? You'll find out quickly.

- **Be authentic:** Share what you're genuinely excited about and your customers will be excited too.
- **Be responsive:** When people comment on your posts, show that your business is listening and that you care. If you need more time to answer a question, let them know you're looking into it.
- **Be consistent:** The more regularly you post, the more opportunity you have for connecting with people and building trust. Setting a schedule for your posts can also help maximize your team's time.
- **Do what works:** Replicate your success on posts that get more engagement.
- **Make successful posts into successful promotions:** When you notice that a post is getting a lot of engagement, promote it to reach even more people. When people like, comment on or share your posts, their friends are also eligible to see those posts.

Remember: Your recipe for success is to create posts that are interesting and valuable to your customers—and to target your messages so the right people see them.

Advertise? You may want to explore paid ads – Google, Facebook and other social media sites do offer paid ads. You can set very minimal budgets to try it out and see if this brings in additional business.

Measure and adjust

Find out what's working well, so you can maximize the impact of every post and ad.

- Facebook, Instagram, and Twitter for instance, have a lot of different tools to help you measure how you're doing.
- When you create your posts, try out different images and headlines to see what works.
- Ask how people heard about you—at the end of a call, in a survey, or at the point of sale—and keep track of what they say.

Marketing your business is about helping you achieve your goals.

What is it?	1 How is it useful?	How to start?
Website/Blog, Sandy Carey – www.CatskillPeach.com		
<p>Online presence/ destination with a unique website address (aka URL or domain name) and can be found via search engines when optimized properly</p> <p>Can use Google AdWords and other paid ads to the site AND include ads to other sites</p>	<p>One place to direct clients to your services, products, or information.</p> <p>Connect your social media to your site (& vice versa) with links and embedded feeds, video, etc.</p> <p>Rich with keywords and terms, a website gives breadth to allow a complete listing of services or products allowing for greater use of search engine optimization</p>	<p>Do it yourself or hire someone to do it for you (free build-it tools can be limiting and developers prices/skills can range dramatically. Do some comparison shopping to see what you need for your business).</p>
Google (Places and +), www.google.com/placesforbusiness/, www/google.com [Login]		
<p>Google Places is “owning” your location in Google</p> <p>Google + is an online profile - Shared experiences (comments, photos) are hosted on the location’s page, not the users</p>	<p>Own your location before someone else does</p> <p>Control the content that is on your “place”</p> <p>Profile, like Fb or LinkedIn is designed for individuals to interact and share experiences online (similar to Fb)</p> <p>Also for paid AdWords</p>	<p>Create/login to gmail account</p> <p>Tip: create a gmail account esp. for business</p> <p>Go to Google Places to claim/register/verify business listing</p> <p>Go to Google+ to create profile</p>
Facebook, https://www.facebook.com/business/overview		
<p>Largest social networking site in the world</p> <p>Over 1 billion users, mostly used by age groups 25-34, and 35-54</p> <p>Average visit is 20 min.</p> <p>One in five page views in the US occurs on Facebook</p>	<p>Connect and keep in touch with friends, family, coworkers on a daily basis</p> <p>Share experiences with others via status updates, pictures, and videos</p> <p>Follow groups/ organizations/ businesses of interest</p> <p>42% of marketers report that Facebook is critical or important to their business</p>	<p>Create a profile</p> <p>Connect with people on fb</p> <p>Check newsfeed to see what’s being shared</p> <p>Create and share content like photos, videos, and status updates</p>

Instagram , http://business.instagram.com/gettingstarted		
Online mobile photo-sharing, video-sharing and social networking service 40 million users, online at least once monthly	Enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook & Twitter Is your objective to increase awareness, shift perception, or reach a new audience?	Create account to create/post images (can add text) Use your logo for profile image @[yourbrand], to create content that defines your brand #hashtags to organize a composition of images
YouTube , https://support.google.com/youtube/answer/161805?hl=en		
Online “TV” where users upload, watch & share video easily 3 rd most popular website in the world Bought by Google	Entertainment Education Connecting *Users don’t need to sign up or sign in to watch	Create account/channel to upload videos (or Google acct) Share videos, comment, save, follow channels Easy to embed videos and share content
Pinterest , http://business.pinterest.com/en		
Virtual collages or collections of images 70 millions users, 80% women Visual storytelling	Create visual collections (pin boards) of images – interests, aspirations, event & trip planning, wish lists Share & connect with others boards Learn about new products, ideas, people	Create business account, with website address, logo, description Share content with customers and potential customers through visual story boards
Email blasts , various options		
Constant Contact Mail Chimp Opt-in list website with email marketing tools (eg, WordPress has a great plugin that’s free) Facebook Other?	Connect with clients and potential clients Share special events Newsletters Target to specific markets & submarkets	Email services offer templates and formatting “blocks” Create your own text or image based emails Have someone do it for you

<p>Twitter, www.Twitter.com–Jan Wallen, 203.545-6104, @TheJanWallen</p>		
	<p>Best if your clients and leaders in your area are there. Keeping track of people you want to know more about – potential clients, clients, leaders in your industry and area of expertise (private Lists). Keep up with industry trends (see what people are saying). Engaging your audience, and knowing what interests them. An easy way to gain a visible presence for your customers and in your area of expertise – helps position you as an expert</p>	<p>Choose your Twitter “handle”. Create a profile. Look up people you know, your clients, potential clients, leaders, and follow them. Create a private list for each. Scan your tweets and Retweet their tweets – it’s visibility for you with a click of a button to do that – not a lot of time. Send tweets that you write (they’re easier than you think! – and with a picture.</p>
<p>LinkedIn, www.Linkedin.com–Jan Wallen, 203.545.6104, http://www.linkedin.com/in/janwallen</p>		
	<p>Primarily for professionals and business owners who sell their products and services to other businesses (B2B). Finding potential clients and people in your niche, and research about them before your initial sales call. Engaging your audience members. Introductions to people you want to do business with. Building relationships – the way people do business now. It’s like a second website.</p>	<p>Create / Update your profile so it’s optimized with keywords and represents you well to your potential clients. Tell them what you can do for them. (You may already have website copy to use or revise). Look up people you know and your clients, and invite them to connect – ALWAYS personalize the invitation! Send a brief note welcoming them when they accept. Invite them to subscribe to your email marketing list, and they will then receive your email marketing emails.</p>

LinkedIn – www.Linkedin.com

Believe it or not, LinkedIn is one of the best sales tools around. Here's how you can leverage it to grow your business!

With LinkedIn you can:

- **Attract more of the right clients**
- **Connect and engage your potential clients**
- **Build relationships that turn into business**

Step 1 – Create/update your profile so it's optimized and represents you

Step 2 – Using LinkedIn as the #1 strategy to grow your business

You'll work smarter (not harder) – Connecting strategically: Who to connect with, what to do if you get invitations from someone you don't know, the story behind Endorsements, which Groups to join, and what to do once you've joined Groups.

Your Profile – a Summary Checklist:

- Tells your story in a compelling way
- Optimized with the best keywords (like SEO – now there's LinkedIn Profile Optimization)
- Professional yet tells your story. **Not** the same as your resume or CV
- It's all about **them** – What they want to know and what you can do for your clients
- What differentiates you and sets you apart?
- What is your "Expertise DNA"? – Why do you clients choose you?
- Positions you as the GoTo Expert and trusted advisor in your industry and niche
- "I can't wait to connect with you, get to know you better and work with you!"

The Top 3 Things to Do on LinkedIn:

- Create or update your profile – especially your Summary Section
- Connect strategically with people who can help your business and/or are potential clients
- List your 10 most important skills in the Skills & Expertise section – people will endorse you

Twitter – www.Twitter.com

Twitter is a social networking and microblogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers."

- Step 1 – Join and choose a “Twitter handle” – for example: @TheJanWallen**
Step 2 – Create your profile – 160 characters

Example:

Hillary Clinton Verified account
[@HillaryClinton](https://twitter.com/HillaryClinton)

Wife, mom, lawyer, women & kids advocate, FLOAR, FLOTUS, US Senator, SecState, author, dog owner, hair icon, pantsuit aficionado, glass ceiling cracker, TBD...

How can Twitter help me and my business?

- Keep up-to-date with industry trends, news, what’s happening
- Make a list of people you want to know more about or experts in your area to see the “hot” news.
- Marketing:
 - Target with precision to connect with the right people
 - Find out more about who’s on Twitter and how to reach them
 - Understand your results with analytics
 - Get results with successful promotional tactics and strategies

Examples of tweets:

Great cars at the #Saugertiescarshow in Saugerties NY like this 1931 Ford Model A. A nice week-end in the Hudson Valley

The 7 Key Ingredients of a Powerful #Twitter Bio [link to the article here]

Here are the 5 signs that show you’re ready to put your marketing on autopilot [link to the article here]

The Top 3 Things to Do on Twitter:

- Create or update your profile
- Follow people you know and leaders in your field – scan their tweets
- Retweet quotes and articles that other people have posted – Click a button!

Resources:

- Stay up-to-date with **10-Minute Tips**: Go to www.JanWallen.com and sign up.
- **Articles**: www.JanWallen.com/socialsellingarticles
- **Profile Critique & We write your profiles**: Call or email Jan at jan@janwallen.com
- **Training and Coaching**: Social media, LinkedIn, Twitter, marketing, email marketing, sales presentations and what to say when you call a potential client, your elevator speech. Call or email Jan at jan@janwallen.com
- **Group Coaching & MasterMinds**: 60-minute remote training sessions and webinars once a week – each session is on a different topic to grow your business: The sessions are recorded, so you can listen time and time again. Call or email Jan at jan@janwallen.com
- **LinkedIn and Social Media Strategy Rent-A-Brain**: Call or email Jan at jan@janwallen.com. It's best to email first. That way I can think about your question, and be brilliant when we talk.
- **Constant Contact Free Trial**: 60-day free trial where you can use Constant Contact to create your professional-looking template that matches your brand colors and send emails to up to 10 people. I'll show you how to do this and send your test emails. We'll also go over the reports for how many people opened your emails, any email addresses that bounced, and how to get more people to open your emails. (No credit card required. No obligation.) For your Free Trial, Click here: [Constant Contact FREE Trial](#)

We work with you in 3 ways for all of our services. You choose the best option depending on how fast you want to grow your business or perhaps on your budget.

- **Do-It-All-For-Me**: We do *all* the work for you, so you focus your time on what you love to do and do best.
- **Do It With Assistance**: We work with you by phone or in person, and do the work together on-the-spot.
- **Do It Yourself**: You do it yourself with the guidance of my books and information products (MP3s, audios, ebooks, recorded webinars, etc.) that you can buy online.

The first step is a **Get-Acquainted Call** – a 15-minute call to talk about your situation and goals, and what will be most helpful to grow your business. I review your current marketing, your online presence, your LinkedIn profile and Company Page, and give you my initial recommendations and several options for working together. There is no charge for our initial consulting call.

Call Jan at (203) 545-6104 or send an email to Jan at jan@janwallen.com for more information and to reserve time for your Get-Acquainted Call.

Jan Wallen

Jan Wallen wrote the book on LinkedIn – literally. She's the author of **Mastering LinkedIn in 7 Days or Less**. In her career she's moved from corporate sales, to sales consultant, to social media networking practitioner to author to LinkedIn and social media guru. *Jan shows professionals and salespeople how to grow their business and advance their careers with LinkedIn and social media.* Jan has built her business so that 95% of her consulting, speaking engagements and mentoring clients come from LinkedIn. This is because of her profile, her activity on social media, and the no-cost marketing techniques she uses on LinkedIn and Twitter.

Jan writes a blog, articles, and writes for several sales blogs. She is a member of the invitation-only Friends of LinkedIn group. *Because of her up-to-date knowledge and areas of expertise, Jan's professional advice and expertise are sought after and sourced by publications and media including: Business News Daily, the Business Insider, Entrepreneur Podcast Network, iCANny's webcast, and radio shows including Into Tomorrow and BlogTalk Radio (Lead Generation and Prospecting).*

What people are saying:

- ❖ “Thank you for participating at **Working Mother Media’s 2nd Annual Women’s Leadership Summit on the Business of Social Media**. Overall, the event was a tremendous success and your participation was very well received. Our policy is to provide feedback to help you as a presenter. Clearly attendees enjoyed your participation. Here are some comments:
 - ‘That connection to Jan Wallen might have been the best thing to come out of the Social Media seminar.’
 - ‘A hidden gem in the day was Jan Wallen. Her breakout was outstanding. Insightful, practical, informative. She is an excellent teacher.’

Jennifer Olayon, Conference Program Consultant, Working Mother Media | Diversity Best Practices | NAFE. www.linkedin.com/in/jenniferolayon

- ❖ “If I could learn this much in a 3-hour period (the Hands-On Master Class), what could I get one-on-one? I think these ideas are the paradigm shift I've been looking for.” *Brian Etta, Mutual of Omaha, www.linkedin.com/in/brianetta*