



# **SOCIAL MEDIA MARKETING**

## **INTRODUCE YOURSELF TO MORE CUSTOMERS**

A report that will boost your company's profits

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## **ABOUT US**

We are a marketing firm that specializes in helping businesses improve their bottom line by using state-of-the-art, modern strategies.

Modern marketing mechanisms are available to allow marketing dollars to reach many more people than ever previously possible. Businesses that can or will not take advantage of these mechanisms will be left in the dust.

We understand exactly how these mechanisms work and how to get the utmost advantage out of them. Our staff has many years of experience and we thoroughly enjoyed what we do.

We look forward to the opportunity to work with you.

A complete list of our services and contact information is found after the body of this report.

## Facebook: To Use or Not to Use?

Facebook has become a household word.

To use, or not to use, for marketing your business, might be a question you ask yourself now.

To begin your thought process around answering this question, first and foremost, determine and remember the vision you have for your company and employees, if you have employees, and your customers/clients.

Have this vision clearly in mind as you take a look at how Facebook could be of benefit to your customers/clients and to your company/business.

This book will answer some of the basic questions you may be wondering about, even if you've already dipped your toes into the Facebook stream of users.

First off, just a few stats:

- Facebook has over 738 million users
- 50% of those users log on to Facebook every day for an average session time of 55 minutes
- The average user has 130 friends connected to 80 community groups
- Facebook users create more than 30 billion pieces of new content each month
- Facebook has 70 translations of the site
- 70% of Facebook users live outside the US

What does all that information mean for you and your business?

Hold the vision you have for your business and its customers front and center in your mind as you consider the following reasons for having a Facebook presence.

One very important consideration is: Branding

Facebook holds great potential to create or further your brand in the minds of your clients and customers. For example, Pepsi, in their advertising, often sends folks to <http://facebook.com/pepsi> rather than to their website. They are interested in keeping in touch with their customers, keeping their ever expanding brand in the forefront of their customers' mind.

At the time of this writing, Pepsi had 5,629,581 "likes" to their fan page.

Take a bit of time to search Facebook to see what others in your field, and outside your field are doing with their profile and fan pages. That kind of research can spark some ideas of your own to further your reach when using Facebook! The possibilities can be endless.

Here is Facebook's Directory of Pages for your research pleasure!

<http://www.facebook.com/directory/pages/>

You can also send fans back to your website or other platform for additional information about you and your business.

Remember to include photos of your business on your fan page. There is space at the top of your fan page for those photos. Include photos of you, and/or your employees at work, happy customers, company events, etc.

Include the link to your Facebook fan page on your offline advertising material, e.g.,

- business cards
- letterhead, envelopes
- flyers
- posters
- brochures

Facebook isn't the only game in town for branding, yet it is one to seriously consider when your vision includes a growth plan.

## Engaging Your Customers/Clients

What are some of the ways you can use to engage your customers/clients?  
Which methods suit your business best?

Some marketing options to consider include:

- Use a QR code on printed materials, business cards, website, Facebook fan page, etc.
- Promotions
- Contests
- Events – can be within Facebook or at your place of business
- Sales, especially when offered to Facebook fans only
- Special offers to fans only
- Coupons
- Reward for “X” number of referrals (continue to expand your market)
- Ask questions
- Give fans an “insiders” peek inside your business
- Solicit your fans’ suggestions re new products/services that you have in mind to offer
- Demonstrate your excellent customer service by responding to comments and potential problems should they arise. Your fans will know that you are someone they can trust and enjoy doing business with. You will be seen as being responsive.
- Ask for feedback. Remember to respond to all comments!

## Content

Depending upon your business and your objectives for your business, you can consider a mix of content on your fan page.

You can:

- create original posts
- use video (either your own or a link to something on sites such as YouTube)
- link to an audio, podcast, something a fan has posted on their own page
- post a photo taken within your company/business
- create a video tour of your business

Just to mention a few!

There are many ways to add to the “conversation” with your fans.

Remember to ask them to share the content!

## **Network**

Use this link:

<http://facebook.com/directory/pages>

On that site you can begin to network with other businesses related to your field, or with other businesses which have services you can use.

Sure, you do this offline, now you have an expanded reach in which to network and grow your brand and build additional relationships.

It is often said that word-of-mouth advertising is the best form of advertising you can get. Social media, in general, and Facebook, in particular, offers an amazing opportunity for that type of advertising.

Enjoy it!

## **ROI**

What is your objective in using Facebook as a presence for your business?

When you're clear on what you want to accomplish, you'll be able to determine your ROI.

There are all sorts of metrics you can look at when evaluating your ROI on Facebook. It all depends on what you want to achieve.

Do you want to:

- Improve/expand your brand awareness?
- Create better client/customer relationships?
- Increase your customer base?
- Offer a personal "face" to your customers/clients?
- Find additional business partners?
- Provide additional information?

The first step is to determine your investment. Is it time, money, building a relationship, employee costs, etc?

After determining your investment(s), you can then determine if they are measurable. It might be easy to think just measuring the number of fans you have is one way to measure your ROI. Not really, unless your investment is to just build a relationship without the relationship growing into something that benefits not only your fan but also benefits your reason for being in business.

Be specific about your goals for engaging in a social way with your customers/clients, existing and future, and you'll be able to evaluate your ROI.

Remember, Facebook is free, easy to use and provides you with the opportunity to talk directly to people who are interested in your business.

Jump in, the water's fine.

## **SERVICES PROVIDED**

We offer the following services:

Custom Facebook fan page set up: \$397

Additional custom tabs: \$147

Setup of SSL certificate (required by Facebook effective October 1, 2011)  
graph: \$35

Facebook fan page site hosting: \$47 per month (includes FREE weekly  
Updates and QR codes to your fan page.)

Besides the services listed above we also specialize in....SMS marketing...  
MMS messaging...YouTube....Virtual Tours....and Mobile Web design.

Please inquire for these services and specials we are running.

## **OUR CONTACT INFORMATION**

We can be reached on the Internet at [www.Social-Media-Site.com](http://www.Social-Media-Site.com)

You can also reach us by e-mail at [SocialMediaSite1@gmail.com](mailto:SocialMediaSite1@gmail.com)

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We look forward to serving you.