

7 Steps to Grow Your Business through Social Media for Free

Presented by Liza Horan of Media Moxie for Columbia University's Strategic Communications Workshop series.
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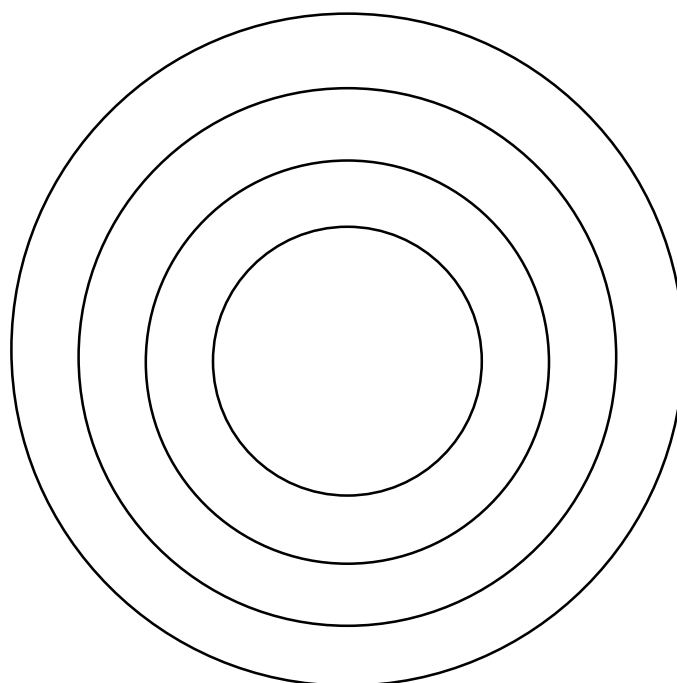
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BUILD YOUR SOCIAL MEDIA STRATEGY STEP-BY-STEP









1. Define your business goal: _____

B2B

B2C



2. Pick your networks

	Network	Characteristics	BEST FOR
<input type="checkbox"/>	Facebook 	Showcase. Mini-website. 30,000-foot view. Destination platform. Mass-appeal. Consumer-minded.	Billboard. Few click-throughs. Discovery for WOM interests. Uplifting content.
<input type="checkbox"/>	Twitter 	One-on-one public conversations. Commentary.	B2B Customer service PR Conversation Supporting others.
<input type="checkbox"/>	LinkedIn 	Engaging current/potential employees. Thought leadership. Industry issues.	B2B Cultivating sales leads. Showcasing people and topics. Supporting others.
<input type="checkbox"/>	YouTube 	Topical news. Products/services demo. Showcase people.	Informative or entertaining content.
<input type="checkbox"/>	Google+ 	Showcase with links. Hangouts; Helpouts	Improving status in Google Ecosystem.
<input type="checkbox"/>	FourSquare 	Locations. Offers. Tips.	Brick-and-mortar.
<input type="checkbox"/>	Pinterest, Instagram  	Photos of people, events and products.	Promotions, showcasing product.

3. Identify your metrics

People

LIKES, FOLLOWERS, SUBSCRIBERS

Behavior

- Passive: "Reach" and "Impressions"
- Active: LIKE, COMMENT, SHARE; TWEET, RETWEET, MENTION; VIEW; CHECK IN; etc.

Click-throughs to hosted platforms

- Did they convert from anonymous to known visitors by taking meaningful action on your site?
- Have they opted-in (given permission) for you to contact them?

Commit to tracking digital performance on a regular basis: Daily | Weekly | Monthly | Quarterly | Annually

See sample reports

Tips:

- Use URL shorteners like <http://bit.ly> with real words (<http://bit.ly/PlayersTribDisrupts> instead of <http://bit.ly/1hIZXVH>)
- Use a free social media dashboard tool like HootSuite for scheduling posts, tracking performance and discovering who to follow.
- Share what's happening with the rest of your organization -- even if it's just one highlight a week.

4. Plan your content strategy

Sources for authentic content:

VALUES _____

PEOPLE _____

PRODUCTS _____

EVENTS _____

NEWS _____

TRENDS _____

Tips:

- Respect the audience by using the 80/20 rule.
- Types of content are broadcasting your news, sharing someone else's news, joining a conversation, asking a question, commenting on an issue, checking in at an event, giving props to others, sharing offers, etc.
- Make a schedule by platform.
- Do not duplicate posts.
- Respect each platform by tailoring each message appropriately (if you use it on more than one network).

5. Build your profiles

Research

- What profiles do you like the "look and feel" of?
- What are like organizations doing that's working for them?
- What's your competition doing?
- Keep all constituents in mind (employees, partners, clients, press, etc.). Can you appeal to all of them?

Prepare

- Respect the guidelines for each network.
- Get management plan in place. Make sure you can support it! Otherwise – wait!
- Get content ready (photos, timeline, text)
- LIKE, FOLLOW, SUBSCRIBE to others.

WHO is the social media team (lead & support): _____

6. Launch and promote your social media presence

START SLOW. Do a soft launch to build mass. Invite your greatest fans or strongest allies to be part of your 'beta' social site. Get feedback. Test out content. Remember to INTERACT.

PROMOTE. Once you've got some content and some followers, message on other channels to drive activity.

INTEGRATE social on your website with share buttons, single-sign on, comments, feeds, etc. Be consistent in your messaging to promote your social channels: "Get social with _____!"

Tips:

- Add social links to your email signatures, website header/footer, receipts, marketing collateral, voicemail.
- Ask partners to LIKE/FOLLOW/SUBSCRIBE and follow them.

7. Optimize your social media performance

This is about **efficiency** and **efficacy** – on your social platforms, within your digital strategy, within your marketing and sales efforts, and within your organization.

TRACK

- Measure your efforts (metrics) to see how social is performing in itself
- Measure the impact of social on your website traffic (“Referrals” from social).
- Create systems of attribution (special URLs, promo codes, etc.) to see how campaigns/efforts perform.

LEARN

- Find the actionable insights from your metrics
- Test different content and behaviors to see what works and doesn’t; do more of what works.
- Get feedback from the audience (SurveyMonkey.com)

IMPROVE

- Implement the insights
- Share audience behaviors with your entire organization. It may improve their processes.

QUANTIFY

- Close the loop by going back to Step 1 – how do your social efforts track to your business goal?
If you get more followers on Facebook, are you seeing more traffic to your website with more sign-ups to your newsletter and then more sales?
- Produce a Digital Performance Report including metrics for Website, Social Media Platforms and Sales.
This will show a correlation and point where your efforts should be spent.

Good luck! Make social media work for you!

LET’S GET SOCIAL!



@LizaHoran



<http://linkedin.com/in/lizahoran>