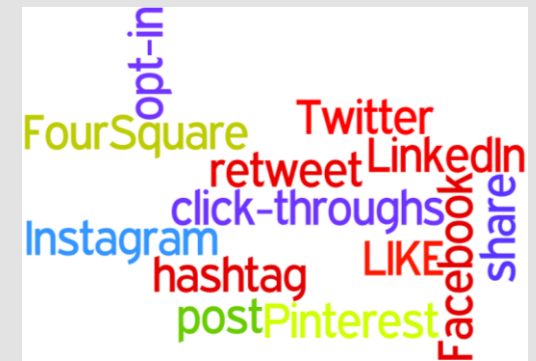


# 7 Steps to Grow Your Business through Social Media for *Free*

 COLUMBIA UNIVERSITY  
School of Continuing Education

Presented by Liza Horan of Media Moxie LLC

#StratComm @CUStratcomm @LizaHoran



# WHY

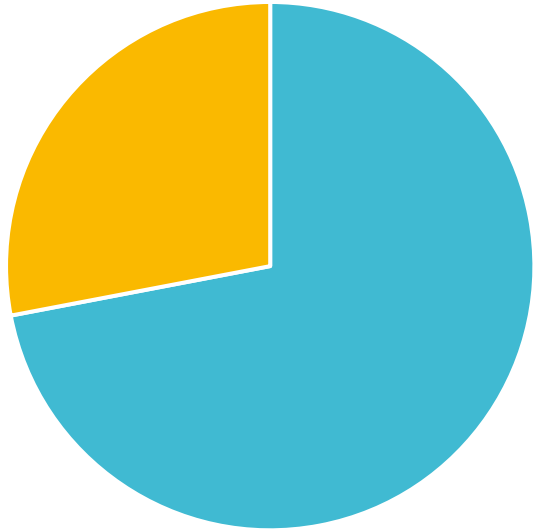
is this a necessary conversation?

- The State of Social Media
- The Sales Funnel
- It works!



# The State of Social Media

## Active on Social Media



# 16



minutes per hour

## Influential Medium

# 92%

Endorsement from peer has **greatest influence on purchases\***



70% of marketers acquire new customers



34% of marketers use Twitter for lead generation



71% of users access social media from a mobile device.  
SoLoMo

# The State of Social Media



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 17% MALE

83% ♀ FEMALE

**20** MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

**5,700** TWEETS

HAPPEN EVERY SECOND

**241** MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **1 MILLION** LINKS EVERY 20 MINUTES

**1+** BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

**# HASHTAGS**

AND POSTING

**PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

**200** MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

**25-35** YEAR OLDS ARE THE MOST ACTIVE

**540** MILLION ACTIVE USERS



LINKEDIN

**BUSINESS ORIENTED** SOCIAL NETWORKING SITE

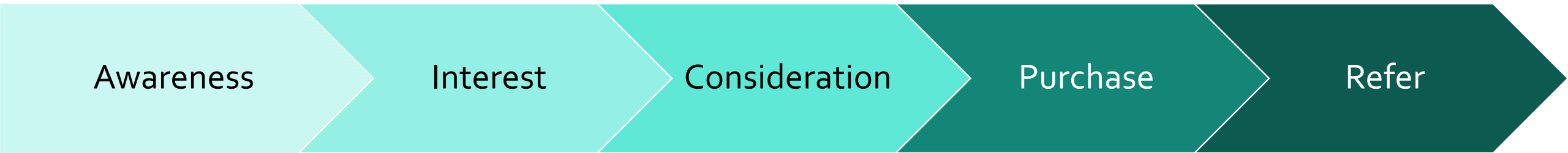
BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**



**POWERS** 50% OF THE WORLD'S HIRES

**300** MILLION USERS

# The Sales Funnel



Unknown leads:  
Must have  
social channels

External platforms:  
Known in aggregate so limited direct contact.  
Goal is to move them to hosted platforms to opt in.

Known customer

Friend of known  
customer

Compelling content!

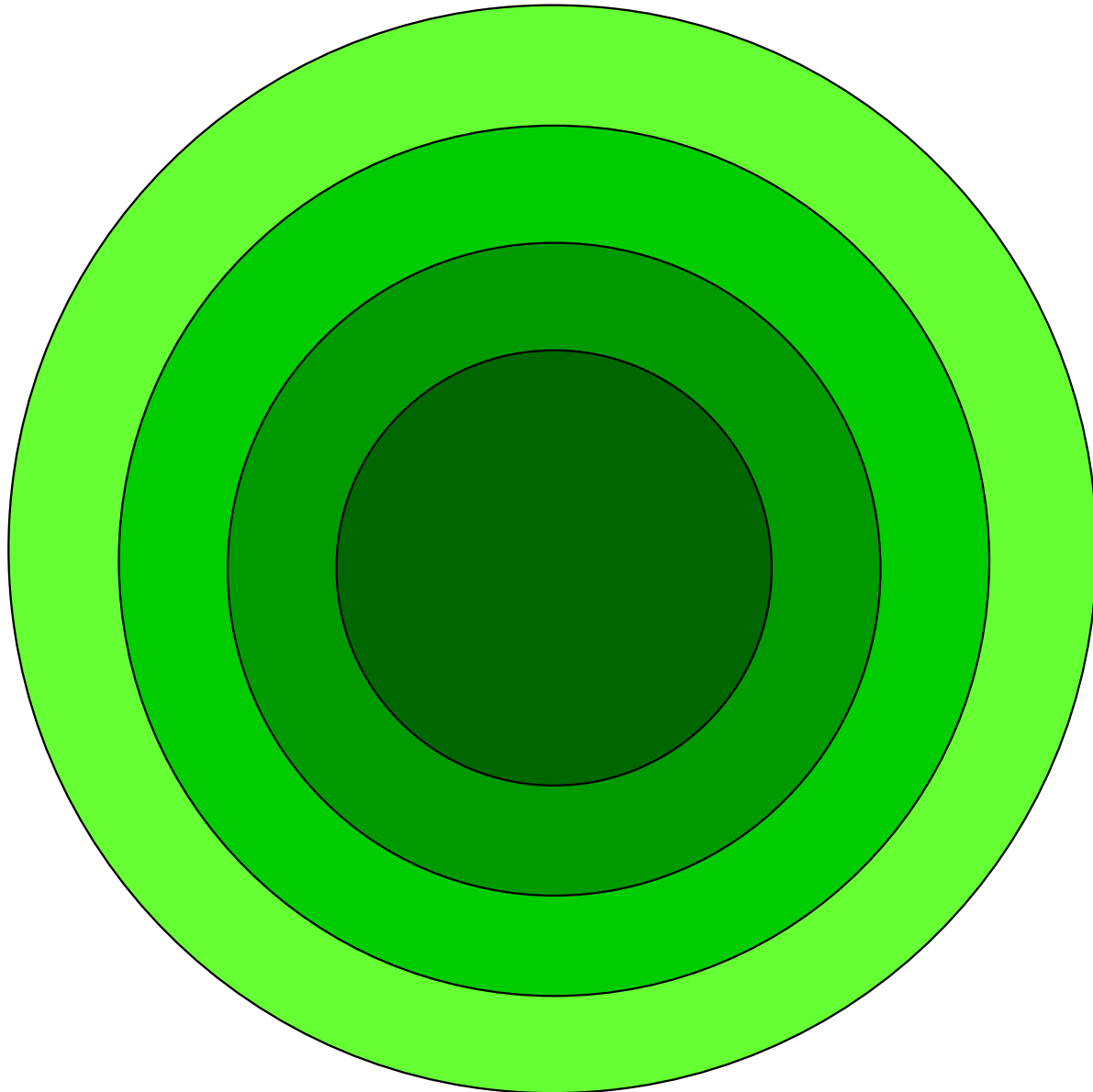
It works!



# 7 Steps



# Step 1: Define your business goal



Generate income

Sell ads & subscriptions

Increase content  
consumption

Develop & distribute  
excellent content



# Step 1: Define your business goal



NEWS & COMMENTARY

ATHLETE'S LIFE

WIN ACTION

WIN ACTION



Get the  
espnW  
Newsletter



ATHLETE'S LIFE

## 5 BRIGHT IDEAS TO KEEP RUNNERS SAFE

Like 1 Pin it 88 Tweet 10

By Mackenzie Lobby | Nov 22, 2013  
Special to espnW



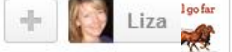
MINNESOTA: PHOENIX RISING

Minnesota. After beating the Lynx for the first time in 2011, Phoenix takes over the lead in the playoffs. [Read more ...](#)

WELLS FARGO

Small is huge.  
See how Wells Fargo is helping local communities grow stronger.

> See Stories



ers. To the diehard

Pins from:

Cycology

Diana Tyler

Courtney Anne

Profile

4,329 Followers

Dress to Sweat.



47 Pins











Follow

Workout Hair T







Foll

# Step 2: Pick your networks

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

# Step 3: Identify your metrics

## People | Engagement

Platform	Content	People	Passive Behavior	Active Behavior	Click-throughs
	Page Post Hashtag	LIKES	Page-level LIKES Reach (posts viewed)	Post-level LIKES, COMMENTS, SHAREs, tag	To your hosted platforms: Website Email list Coupon Promo/Contest
	Page Tweet Hashtag	FOLLOWERS	Page-level FOLLOW	RETWEET, FAVORITE, TWEET, MENTION	
	Page Post Group	FOLLOWERS	Company FOLLOW Page Visits	LIKE COMMENT Tag	
	Channel View	SUBSCRIBERS	Page view Video view	Video view Share Comment Rate	
Website	Visits Opt-ins Sales	Unique visitors Subscribers Customers	Page Views Time Spent Bounce rate	Page Views Video Starts Comment Share	

# Step 4: Set your content strategy



# Step 4: Set your content strategy

YouTube



**Billy Taylor**  
CEO  
PACIFICA

Suggested by U.S. Small Business Administration  
Washington, DC - SBW 2014 - Friday 5/16

0:11 / 3:24

National Small Business Person of the Year - Billy and Brook Ta...

U.S. Small Business Administration · 254 videos · 2,068 likes

Subscribe 6,185

Like About Share Add to

Me

Search

Lexus @Lexus · 23h

A beauty she is. Definitely making TX even hotter. RT @DBThrash20: @Lexus here is the beauty!



48 79 View more photos and videos

Lexus @Lexus · 24h

We were just thinking about you @DBThrash20. Can't help w/ the seats but we were wondering how the first weekend with the new car went. ^CC

5 10 View conversation



Arby's @Arbys

Hey @Pharrell, can we have our hat back? #GRAMMYS

5:28 PM - 26 Jan 2014


Follow

LinkedIn PREMIUM

Search for people, jobs, companies, and more...

**Pace Communications**

Some 3.6 billion people are expected to watch the 2014 World Cup; that's plenty of content marketing opportunities. We look at 3 examples that score big on our blog!  
<http://lnkd.in/dX2tKNQ>



Like (1) · Comment · Share · 1h ago

Ian Gertler

Add a comment...

Me

Search

Retweeted by Ann Taylor

Anne Fulenwider @AnneFulenwider · 2h

Thrilled to join @AnnTaylor's Kay Krill & @AlyseNelson at #ANNpower @VitalVoices leadership forum. Inspired!



8 10 View more photos and videos



# Step 4: Set your content strategy

**ESPN HIS**

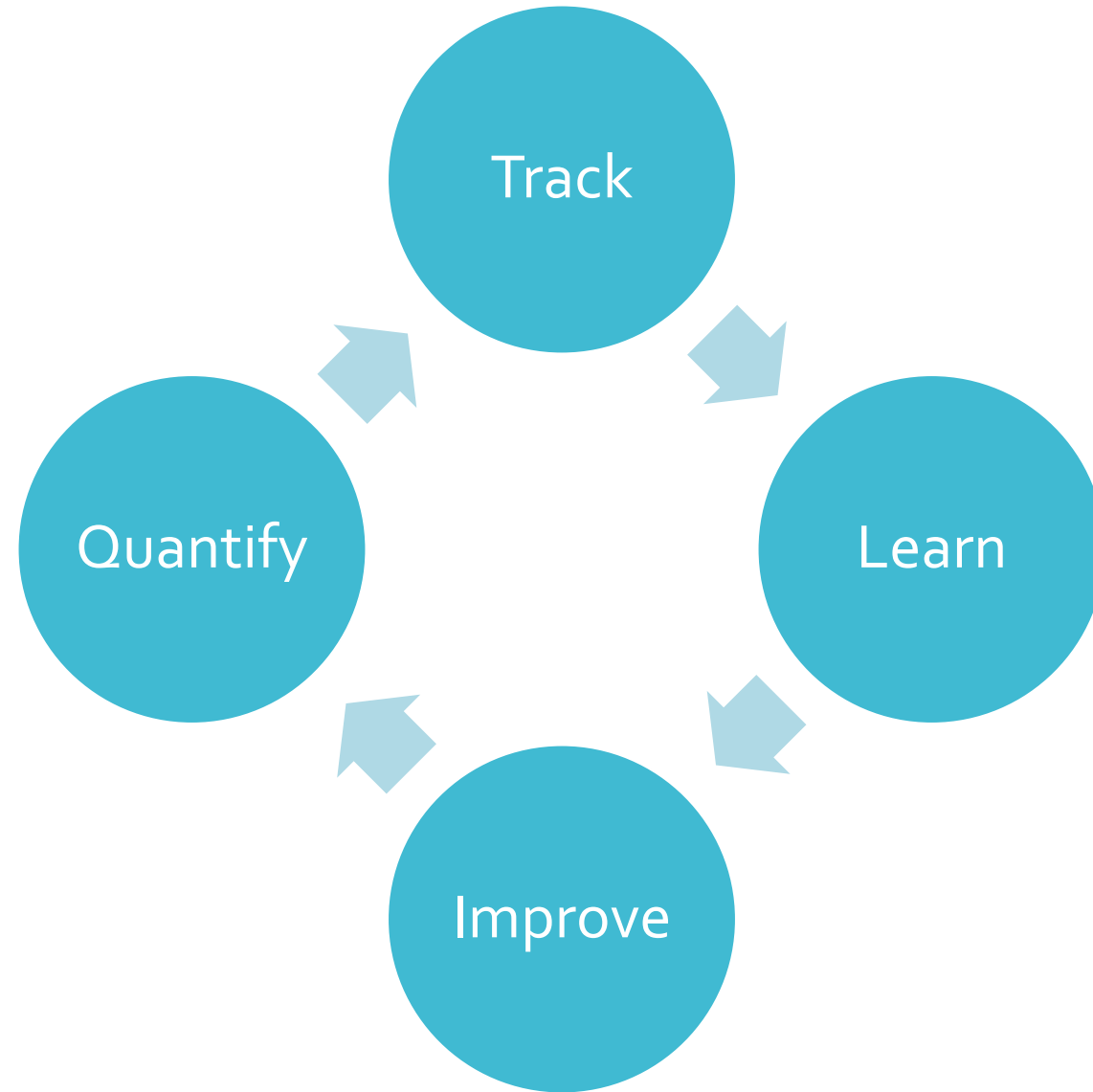
**ARMY NATIONAL GUARD**

The screenshot shows a Facebook post from the ESPN HIS page. At the top, the ESPN HIS logo is displayed. Below it is a large banner with the text "LEADERS ARE MADE OF..." overlaid on an image of athletes. Underneath the banner, it says "Presented by NATIONAL GUARD" with the National Guard logo. A paragraph of text reads: "You told us what leaders are made of, now browse our gallery of athletes and SHARE the images we made using your words." Below this is a horizontal carousel of small images, with the first one highlighted by a red box. The main content of the post is a large black and white image of Muhammad Ali in a boxing stance. The image is surrounded by a dense collage of words related to leadership and success, such as "AWESOMENESS", "HONOR", "AMBITION", "GRIT", "HEART", "PRIDE", "COMMITMENT", "PASSION", "EXPERIENCE", "DETERMINATION", "SWEAT", and "HARD WORK". At the bottom of the post, there is a quote: "A DREAM DOESN'T BECOME REALITY THROUGH MAGIC; IT HEART TAKES SWEAT, DETERMINATION AND HARD WORK." attributed to General Colin Powell. The post also shows a "Liked" button and a list of users who liked the post, including Jacob Alan White, Raphael Lee, and 923,229 others.

# Step 6: Launch and Promote



# Step 7: Optimize





# 7 Steps to Grow Your Business through Social Media for *Free*



**GOOD LUCK!**

Make social media  
work for you!

## LET'S GET SOCIAL!



@LizaHoran



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

*THANK YOU!*

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