

New Mexico Broadband Program

Internet Tools for Small Business Success

Module 9

Introduction to Social Media Marketing

Internet Tools for Small Business Success

Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Introduction to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. LinkedIn

Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



How This Class Works

Discussion



Demonstration



Hands-on Exercise

Class Framework

Divided into Core Business Elements

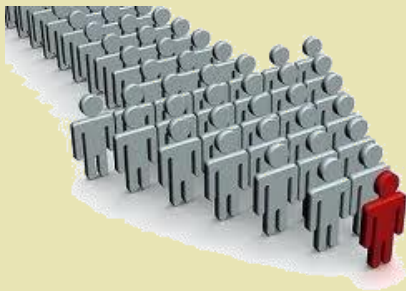
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



Today's Class Goals

- Learn the terminology of “social media”
- Learn the types of social media
- Understand the pros and cons of using social media for marketing
- Identify ways your business can use social media
- Identify your target markets

Terminology

Social Media

A suite of online services that facilitates two-way communication and sharing of content.



Social Media Technologies

**STAY
TOP of MIND**



Terminology

Marketing

The process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.



Terminology

Relationship Marketing

A form of marketing which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions.

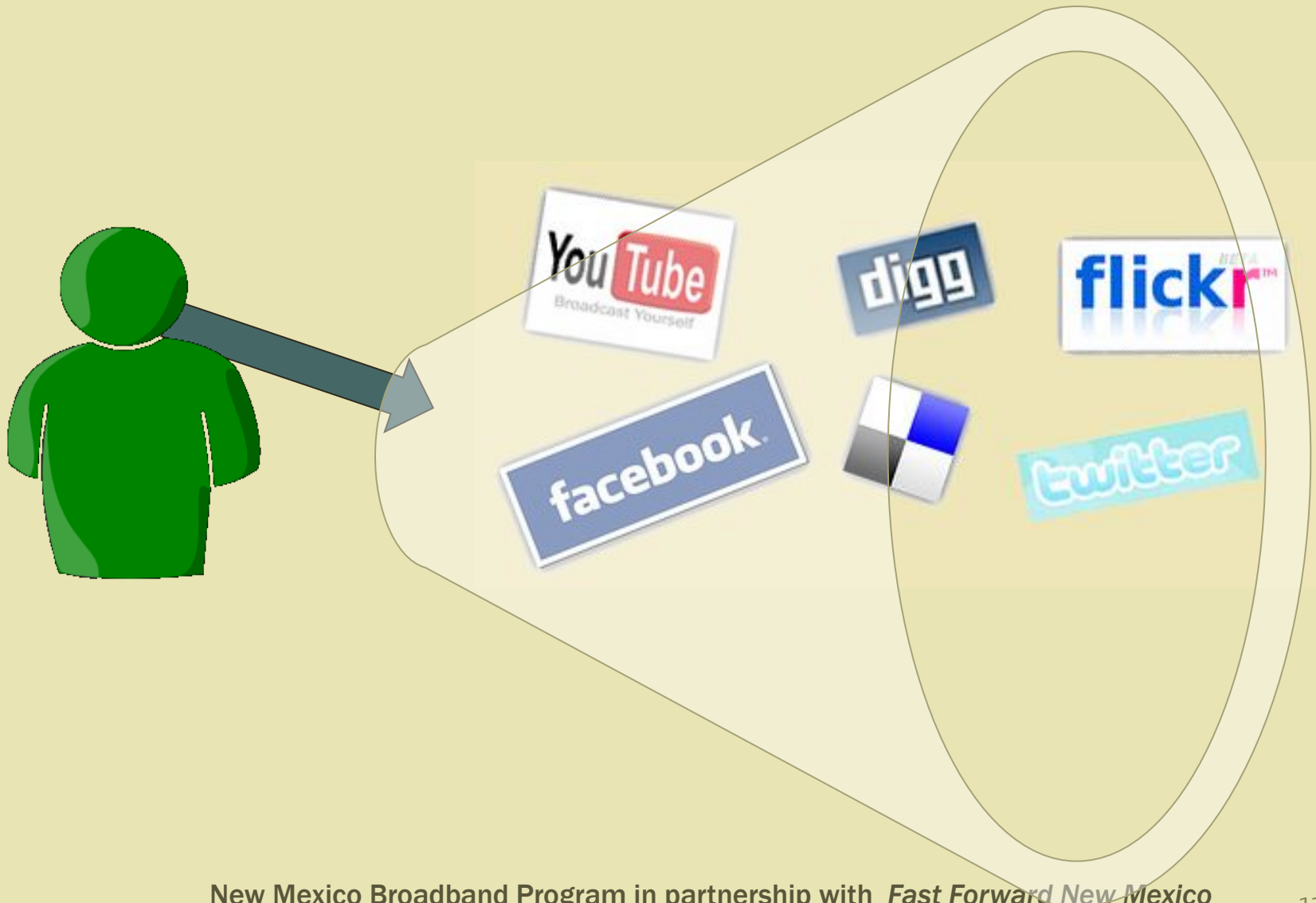


Terminology

Social Media Marketing

The process of gaining website traffic or attention through social media sites.

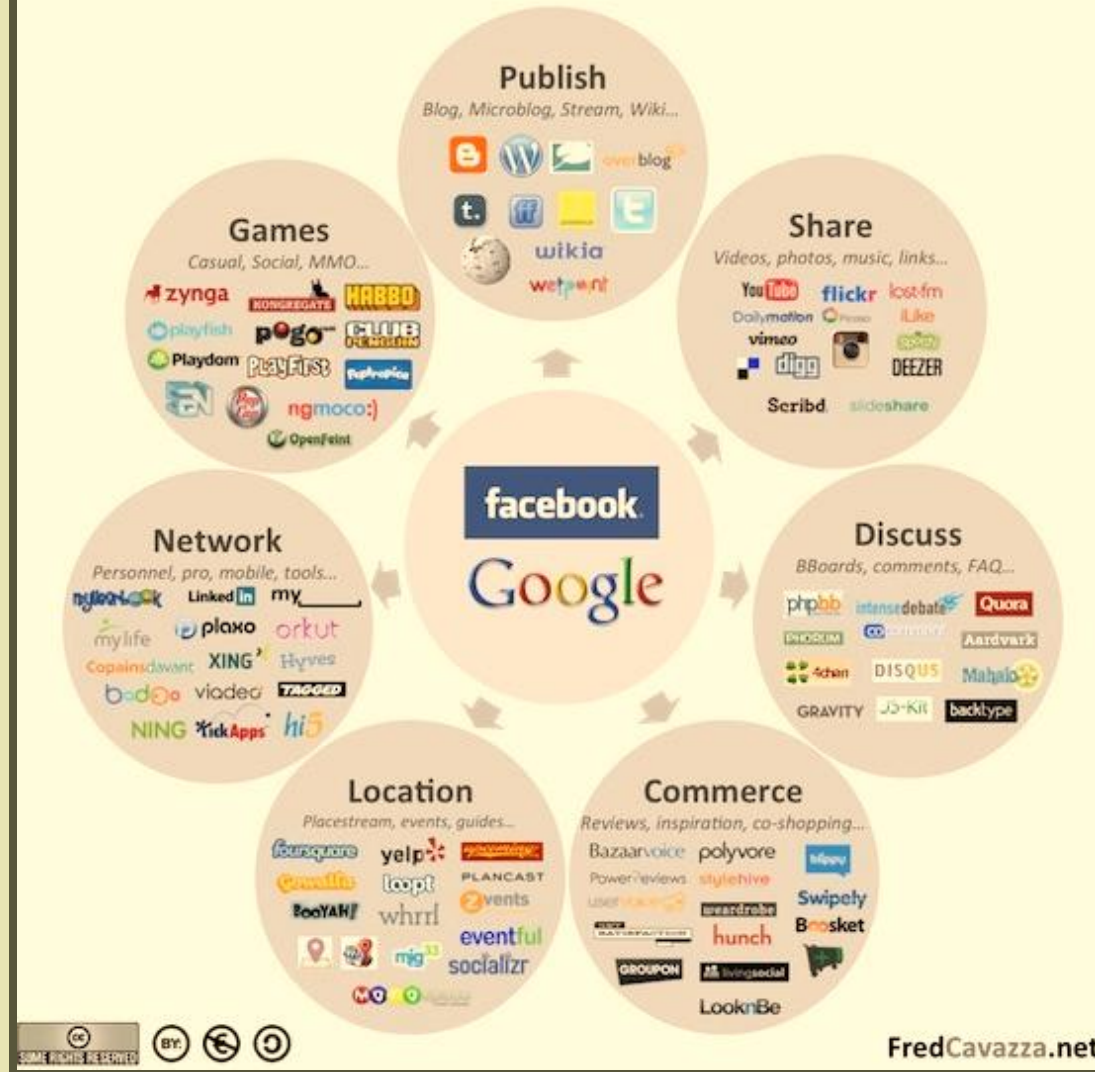
Getting Your Message Out



Types of Social Media

- **Blogs**
- **Microblogging (Twitter)**
- **Social Networks (Facebook, Myspace)**
- **Social Media Sharing: video (YouTube); photo (Flickr, Picasa); audio (podcast alley)**
- **Social Bookmarking (Digg.com, StumbleUpon.com)**
- **Professional Networking (LinkedIn)**

Social Media Landscape 2011



Why Use Social Media?

Facebook:

At Least 500 Million Active Users
(more than 50% of these log on daily)

LinkedIn:

More than 80 Million Members

Twitter:

More than 190 Million Unique Visitors Monthly

These are the Big 3 – Learn how to use them!

Marketing Strategy

Marketing...

- 1.) identifies likely customers
- 2.) reaches likely customers where they already are
- 3.) offers customers a value exchange
- 4.) delivers and satisfies or dissatisfies
- 5.) repeats

“Marketing creates meaningful relationships.”



Relationship Marketing

- Emphasizes customer **retention** and **satisfaction**, rather than a dominant focus on sales transactions
- Finds, attracts, and wins new clients
- Nurtures and retains customers
- Reduces the costs of marketing and customer service

Customers are Equal Partners



“Let’s build this business together.”

Relationship Marketing Technologies

STEP 1 – Websites & Blogs

making it less costly for you to inform customers and more potential customers

STEP 2 - Search Engine Optimization

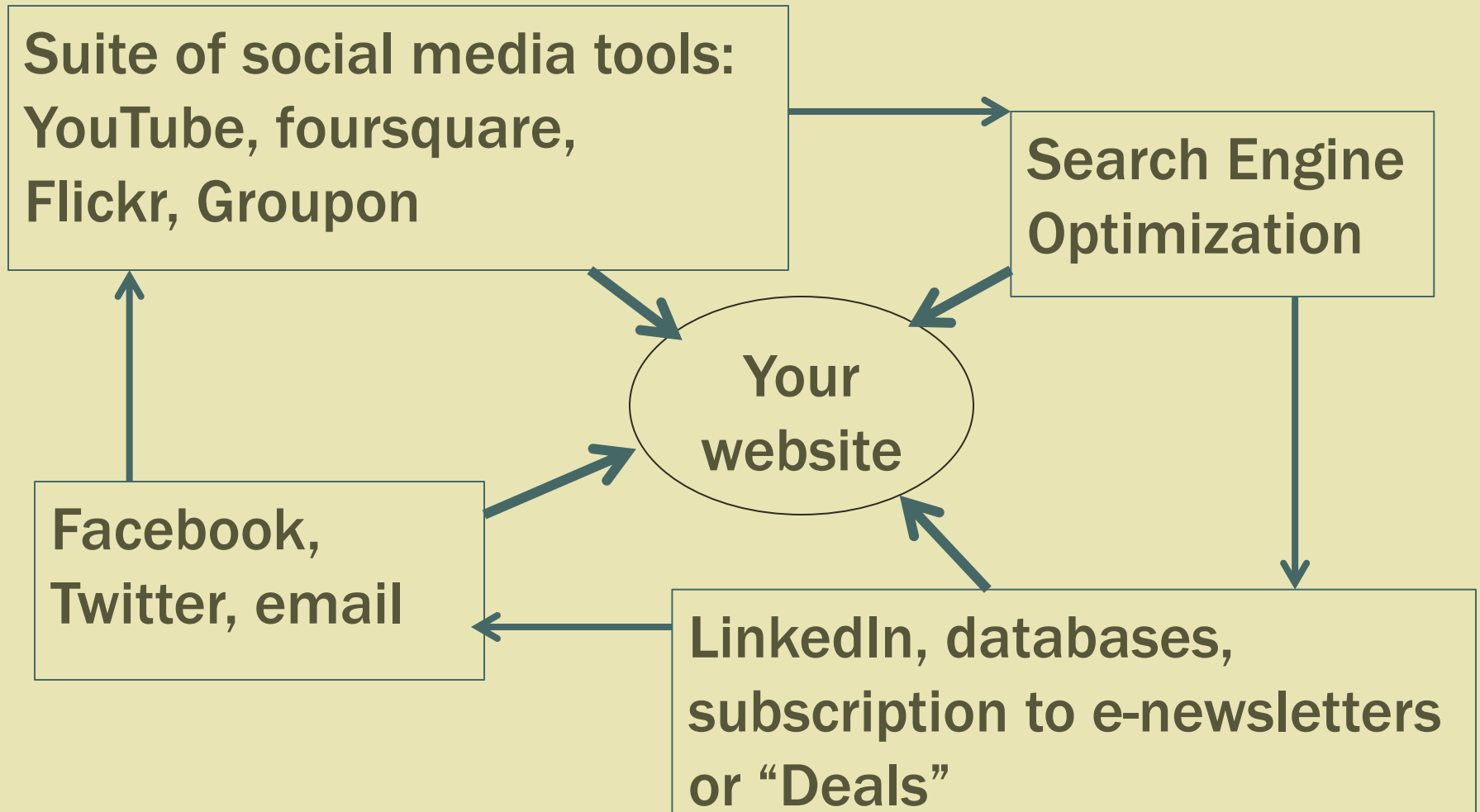
making it easier for customers to find and connect with you

Relationship Marketing Technologies

STEP 3 - Social Media

- making it easier for you to **find** your customers
- making it easier for you to **stay in touch** with your customers
- making it less costly for you to **stay in touch** with your customers

Tools and Technologies



Benefits of Using Social Media

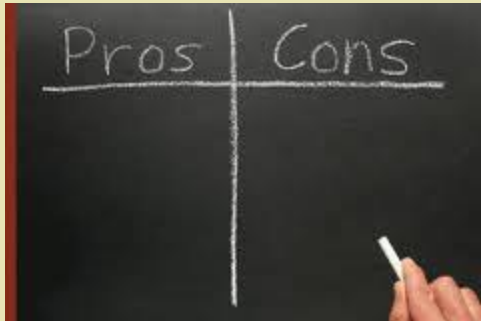


- Cast a wider net
 - Brand
- Build relationships
- Improve business processes
- Improve search engine ranking
- Sell when opportunity arises
- Save money on advertising

Disadvantages of Using Social Media



- Requires time & consistency
- Difficult to gain visibility
- Requires discipline, structure, and schedule
- Need a Web site or blog to function as your online **HUB**
 - for information sharing
 - for capturing contact info



Should you use it?



- If your customers aren't online, don't use it.
- Everything you already know about marketing still applies; social media is a new tool, not a new world.
- Use social media techniques as part of your overall marketing strategy.

Social Media Marketing “Rules”

- Be subtle, not self-promotional
- Avoid blatant advertising
- Freely contribute real information
- Avoid using ALL CAPITAL letters in a post
- Avoid emailing individuals directly
- Respect your audience (no negative comments)

Source: Jan Zimmerman and Doug Salin. *Social Media Marketing all-in-one for Dummies*. Wiley: 2010.

Social Media Marketing Tips

- Ask questions
- Be helpful
- Use humor
- Post simple, meaningful content
- Include industry news
- Consider establishing yourself as a subject matter expert
- Include news & teasers about new products



Source: Source: Jan Zimmerman and Doug Salin. Social Media Marketing all-in-one for Dummies. Wiley: 2010.

Who is your Target Audience?

On your handout, describe your target audience.

Who will be buying your products?

Who are you trying to reach in your social media marketing campaigns?

List their:

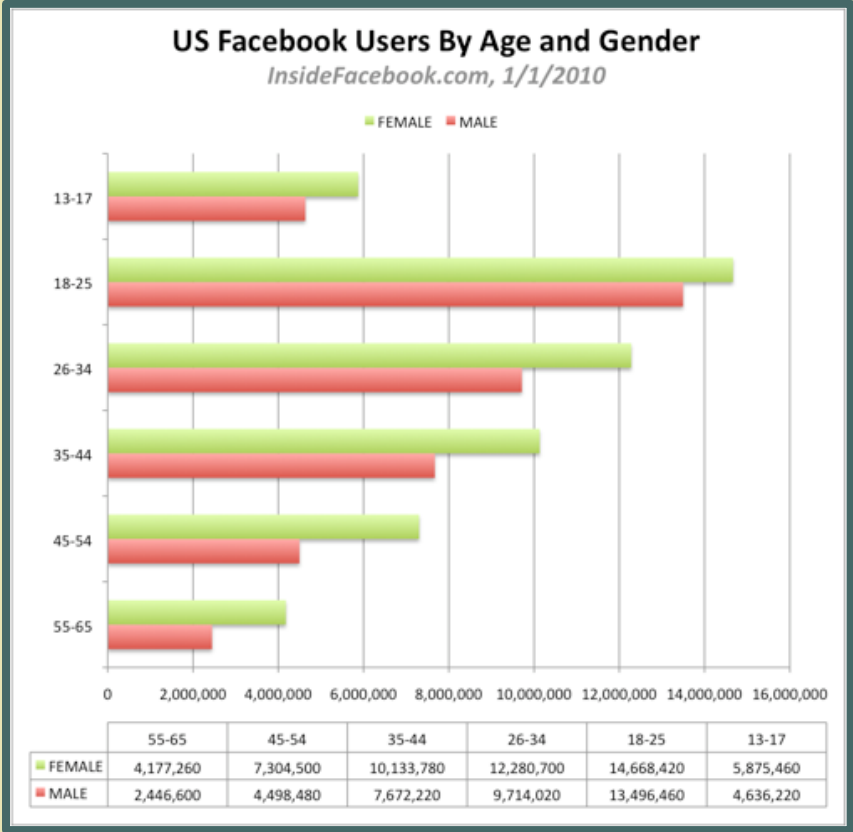
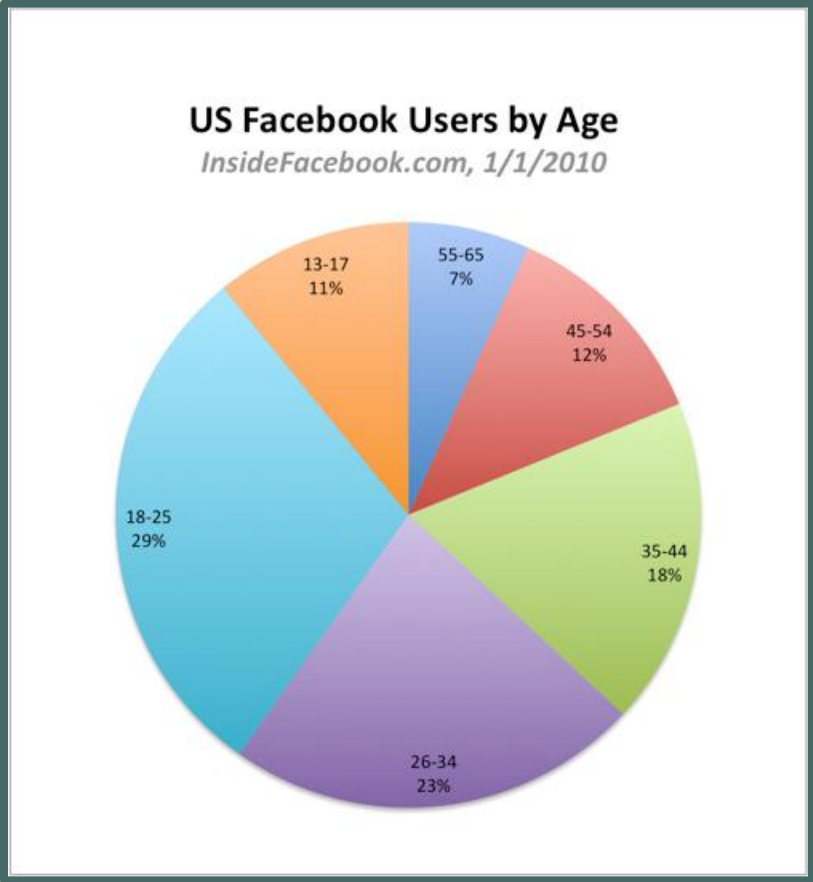
- Age
- Income
- Education level
- Residence location
- Habits and interests?

Where to Start?

How do you determine which social media tools are best suited for your business?



Facebook Use



Sources: allfacebook.com

Twitter Use

Who uses Twitter?	
<i>% of internet users within each group who use Twitter</i>	
All internet users	13%
Gender	
Men	14
Women	11
Age	
18-29	18*
30-49	14*
50-64	8
65+	6
Race/Ethnicity	
White, non-Hispanic	9
Black, non-Hispanic	25*
Hispanic	19*
Household Income	
Less than \$30,000	12
\$30,000-\$49,999	15
\$50,000-\$74,999	12
\$75,000+	15
Education level	
High school grad	8
Some college	12
College+	16*
Geographic location	
Urban	15*
Suburban	14*
Rural	7

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. * indicates statistically significant difference between rows.

Today's Class Goals

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**We appreciate the time you spent with us.
We hope to see you at the next training!**

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