



Incorporating Social Media into Your Marketing Strategy

Incorporating Social Media Into Your Marketing Strategy

Lesson Goals:

- Become familiar with marketing through social media applications
- Identify parts of a social media strategy
- Identify social media online tools and applications
- Develop social media marketing plan

What is Social Media?

- Many definitions
- All deal with sharing of
- information to achieve social
- interaction
- Shift from a one-to-many model to a many-to-many model
- Components
 - Web-based platforms
 - Can be used to inform, educate and engage customers

Incorporating Social Media Into Your Marketing Strategy

Are You Ready for Social Media?

- Are your customers likely to be online?
- Are you ready to handle negativity?
- How will you incorporate this into people's daily jobs?
- How will you measure the results?
- How long are you willing to give it a try?
- What's your willingness to experiment, take risks and adjust your plans?

Incorporating Social Media Into Your Marketing Strategy

What Are Your Goals?

- Increase customer base
- Generate leads
- Drive sales
- Build awareness
- Make money from your content
- Establish thought leadership
- Educate customers
- Customer-source part of your product development
- Reach internal communication

Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

- Identify your goals
- Identify your target audience
- Create a profile or brand
- Find the social media that's right for you
- Plan a time frame
- Include Search Engine Optimization (SEO)
- Measure progress toward goals

Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIMELY

Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

- Identify Your Target Market
 - Who are your customers?
 - What characteristics do they have?
 - What age group do they come from?
 - What are their spending or shopping habits?
 - Do they shop online?
 - What social media applications are they using?



Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

- Create a Profile or Brand

- As you create your online profiles, think about your screen name

- Website Domain Name – <http://www.openhub.site>
- Twitter – <http://twitter.com/afristartup>
- Facebook – <http://facebook.com/pages/afristartup>
- Digital Marketing – <http://nexusdigital.pro>

E-mail – info@nexusdigital.pro

The Twitter logo is displayed in its characteristic light blue, lowercase font with a white outline, tilted slightly upwards to the right.The Facebook logo is shown in white, lowercase letters on a dark blue rectangular background, tilted downwards to the right.

Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

- Decide on appropriate social media applications
 - Which ones are your customers using?
 - Start with one - Understand it, utilize it effectively and then expand your online presence
 - Write good and appropriate content
 - Build relationships; listen and engage
 - with your followers



Parts of a Social Media Strategy



- Plan the time frame
 - Map out a schedule for updating content
 - This should be accomplished on a regular basis
 - Follow the schedule

Parts of a Social Media Strategy

- Include Search Engine Optimization (SEO)
 - Focus on **Good Phrases**
 - Avoid “Vanity” keywords
 - Use Google’s AdWords
 - Keyword Tool
 - Remember the value of repetition
 - Guide your content strategy



Parts of a Social Media Strategy

- **Develop a content strategy plan**
 - Content should be both **useful** and **usable** by customers
 - Develop a plan for creating this type of content
 - Develop a plan for getting the content published
 - Not as easy as it sounds
 - Publishing or uploading content takes a dedicate effort on your part

Parts of a Social Media Strategy

- Measure progress toward goals
 - Did we learn something about our customers that we didn't know before?
 - Did our customers learn something about us?
 - Were we able to engage our customers in new conversations?

Incorporating Social Media Into Your Marketing Strategy

Parts of a Social Media Strategy

- Social networks
- Blogs
- Microblogging
- Wikis
- Podcasts
- Forums
- Online Communities
- Multimedia sharing
- Social bookmarking
- RSS readers
- GEO tracking
- Recommendations and reviews

Incorporating Social Media Into Your Marketing Strategy

The conversations are happening

Are you ready?

Are you willing to listen?