

## Incorporating Social Media into Your Marketing Strategy

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### 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

**S**PECIFIC

**M**EASURABLE

**A**TTAINABLE

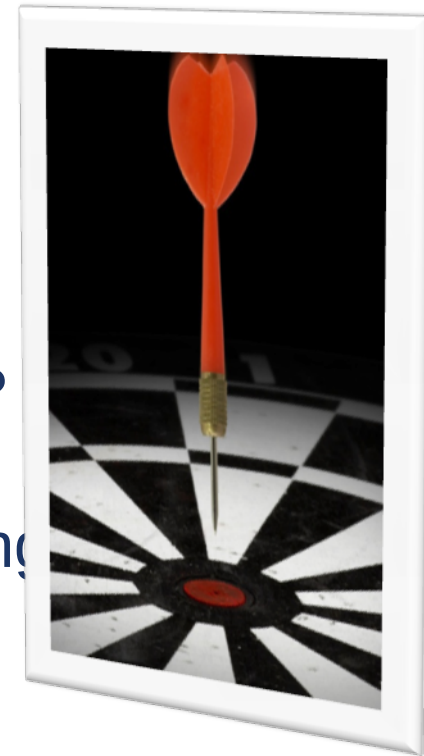
**R**ELEVANT

**T**IMELY

## 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](mailto:info@nexusdigital.pro)



## 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



## Incorporating Social Media Into Your Marketing 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 dedicated 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?**