Social Commerce: How to Build a Successfully Sustainable Strategy
Today’s Agenda

• What is social media anyway?
• Build your social strategy
• Grow and engage your fan base
• Create a consistent message
• Debunk social media hype
• Remember these clichés
• Special Promotions, Q&A
What is social media?

“A category of sites that is based on user participation and user-generated content.”
What isn’t social media?

- Social media is NOT:
  - A one-sided conversation
  - An excuse to share crappy content
  - Just Facebook and Twitter
  - About sales pitches
  - A free lunch
A Brief History

1971: First email sent

1994: Geocities launched

2002-03: Friendster/MySpace launched

2004: Facebook launched (college only)

2006: Twitter launched
Why should you care?

- 80% of web users visit social sites on a monthly basis (comScore)

- Followers of brands are more likely to purchase (HubSpot)
  - 67% more on Twitter
  - 51% on Facebook

- 93% of users believe a brand should have a social media presence (Business in Social Media Study)

- 73% of US companies use social media as a marketing outlet (eMarketer)

- Excellent feedback channel & competitive tracking tool
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Soap Box #1: Strategy

**Strategy:**
A comprehensive plan meant to achieve a long-term objective

**Tactic:**
A specific action within a strategy to help reach the desired goal

"Only 41% of companies have a strategy to guide their social media activities." (MediaPost)
Set Your Social Objectives

• Several to choose from:
  – Brand awareness
  – Thought leadership
  – Networking
  – Feedback mechanism
  – Advocacy building
  – SEO gains

• Pick the best channel(s) to meet your objective
Required: Blog as Your Base

Your blog should serve as the center of your social media strategy.

Why?

- Primary hub for content creation and sharing
- Great SEO supplement for all keywords
- Best social tool for inbound marketing
- Premier outlet for niche audiences
Facebook: Community Center

Build your alliances and champion your brand on Facebook:

• Share your personality
• Provide an insider’s view to your business
• Get fans interacting with each other
• Create a “face” for your brand
• Utilize various tabs and tools
• Spread your content (remember that blog thing?)
Twitter: Extend Your Reach

Talk to outer circles and potential customers:

• Understand your audience
• Listen first, then respond
• Look for pertinent keywords and topics
• Become a thought leader
• Identify and engage influencers
• Spread your content (still that blog thing)
LinkedIn: Network It

Join industry groups, share insights and get to know people:

- Understand your audience
- Find pertinent groups and participate
- Establish a professional reputation
- Provide product recommendations
- Spread your content (not letting it go)
YouTube: Get in the Game

Show off yourself, your products and your personality:

• #2 search engine in the world
• Provide product demonstrations
• Utilize video testimonials
• Educate your customers and prospects
• Spread your content (seeing a trend?)
Soapbox #2: Metrics

*Base your metrics on your goals – there is no strategy without objective measurements.*

Some example KPIs:

- Number of fans/followers/subscribers
- % growth of followers, views, etc.
- Amount of visitors from social to website
- Coupon redemptions from social exclusives
- Reach (shares, likes, RTs) of unique content
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Grow Your Social Presence

Know why people follow your brand:

1. To receive discounts and promotions
2. To show others they like your brand
3. To receive access to exclusive information
4. To get updates and news about the company
Grow Your Social Presence

Try these ideas:

– Segment your promoters and detractors
– Reach out and touch someone
– Share good content (again)

Don’t be afraid to ask

– 75% of Facebook users liked a brand because they were directly invited (MarketingProfs)
– Place your icons everywhere, provide incentives, run contests, be creative!
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Create a Consistent Message

• Don’t ignore design, visuals

• Keep your tone the same

• Create branded, not random, content
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Soapbox #3: Social Media Hype

"Don’t assume social media will solve everything. If your product sucks, social media won’t fix it."

<table>
<thead>
<tr>
<th>Myth</th>
<th>Reality</th>
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<tbody>
<tr>
<td>• Revenue savior</td>
<td>• Communication channel</td>
</tr>
<tr>
<td>• Only source of marketing</td>
<td>• Piece of a larger puzzle</td>
</tr>
<tr>
<td>• It’s free <strong>and</strong> easy!</td>
<td>• Takes a lot of work</td>
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If you’re taking notes...

Remember these five social clichés:

1. Listen first, engage second, measure always
2. Think conversations, not campaigns
3. Earn your plug
4. Give up control
5. Don’t feed the trolls
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