

Social Media Marketing

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Seminar Goals

- To provide small business owners with information on using social media websites to market their business
- To help provide ideas on how this tool can help you deepen business relationships

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Seminar Objectives

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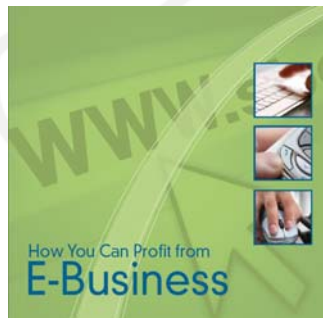
- Define “social media marketing”
- Recognize the pros and cons of using social media for business
- List techniques for using social media to promote your business

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Tool Kit

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Social Media Marketing

Definition:

Social media marketing is an approach to marketing your business by using electronic social media to raise visibility and to promote products and services.

Social media are primarily internet and mobile-based tools for sharing and discussing information among human beings. They are a collaborative way of using the web to enhance creativity and knowledge exchange.



Social Media

- Social media are distinct from industrial media, such as newspapers, television, and film
- Social media are relatively cheap tools that enable anyone (even private individuals) to publish or access information
- Social media has become a useful tool for building social (and business) networks, and for exchanging ideas and knowledge (via words, pictures, videos, and audio)

Examples of Social Media

Social media can take many different forms, including Internet forums, weblogs, wikis, podcasts, pictures and video.

Applications include:

- Facebook and MySpace (social networking)
- YouTube (social networking and video sharing)
- Twitter (social networking and blogging)
- Google Groups (reference, social networking)
- Flickr (photo sharing)
- Wikipedia (reference)
- Second Life (virtual reality)
- Last.fm (personal music)
- Youmeo (social network aggregation)

Popular Sites—Facebook



- Facebook is a social networking website launched February 4, 2004
- The free-access website is privately owned and operated by Facebook, Inc
- Users can join networks organized by city, workplace, school, and region to connect and interact with other people
- People can also add friends and send them messages, and update their personal profile to notify friends about themselves; it is a good place to share photos, videos, etc.
- Traffic: According to ComScore, Facebook is the leading social networking site based on monthly unique visitors
- ComScore reports that Facebook attracted 132.1 million unique visitors in June 2008

Facebook and You

- Status Updates
- Groups
- Posting Links
- Advertising options

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Popular Sites—LinkedIn



- A website to link with other business professionals
- The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business
- People in the list are called "Connections"
- Users can invite anyone (whether a site user or not) to become a Connection
- As of December 2007, its site traffic was 3.2 million visitors per month, up 485% from the end of 2006
- As of October 2008, it had more than 30 million registered users, spanning 150 industries

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LinkedIn and You

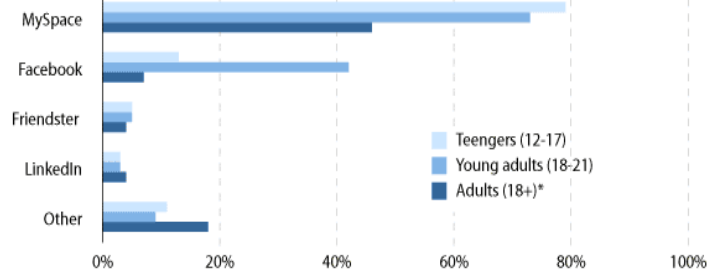
- Business to business
- Keeping in contact with business associates and contacts
- Groups

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Percentage who use site at least weekly



! Fifty-five percent of teenagers report that they visit MySpace daily, versus 37% of adults and 56% of young adults.

Base: US online social networking site users

Source: Forrester's NACTAS Q4 2006 Youth Media & Marketing And Finance Online Survey

*Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey

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Source: Forrester Research, Inc.

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Innovation Adoption Curve

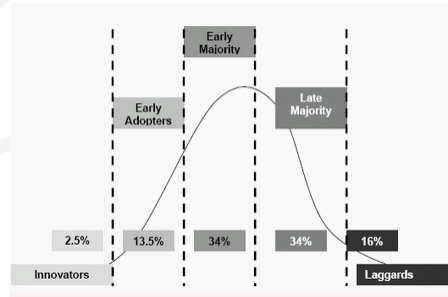


Image source:
http://www.masternewmedia.org/news/2007/05/17/social_software_what_it_is.htm

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Other Social Networking Options

- **Blogging**
 - A blog is a website (maintained by an individual or organization) where people post entries of commentary, or other material such as graphics or video.
 - Blogs provide comments or opinions on particular topics or themes.
- **Web Syndication**
 - A form of syndication in which a section of a website is made available for other sites to use.
 - Most commonly, it refers to making web feeds available to other websites, using “web feed” programs, such as RSS (Really Simple Syndication) and Atom, which provide the means to deliver content over the web.
 - Provides users with a summary of the website's recently added content.



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Other Social Networking Options

- **Social Bookmarking**

- Social bookmarking refers to saving web links to websites that you want to remember and/or share with other people; you can save these bookmarks for yourself, or share with others.
- There are specific social bookmarking websites where users bookmark many sites and then tag them with many descriptive words. This allows other people to search by those terms to find pages that other people found useful.
- Most social bookmark sites encourage users to organize their bookmarks with informal tags. These sites usually include information about the number of users who have bookmarked certain websites.
- The sites also typically offer web feeds for their lists of bookmarks. If you subscribe to this feed, you are updated to new bookmarks.



**As a small business owner,
why would you care about
social media? What are the
benefits of social media to
business?**

Social Media Marketing Benefits

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1. Lots of customers use social networking sites.

- Most youth and some adults use social networking sites; nearly 60% of teenagers (12- to 17-year-olds) and 80% of young adults (18- to 21-year-olds) are using them. In contrast, 30% of adults (18+) use social networking sites, and only 20% use them to contact other people.
- Youth use social networking sites more frequently than adults. Of the youth that use social networking sites, 60% of teenagers and 67% of young adults visit them every day or more. In contrast, only 42% of adults that use social networking sites visit them daily or more. One in four adult users visit social networking sites monthly.
- Breakouts by generation show that 69% of Gen Y social networking users (18- to 26-year-olds) and 54% of Gen X social networking users (27- to 40-year-olds) in the US use MySpace.

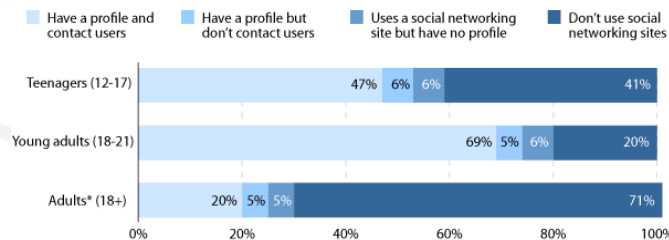
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A spreadsheet with additional data is available online.

1-1 Percent of US online consumers who use social networking sites



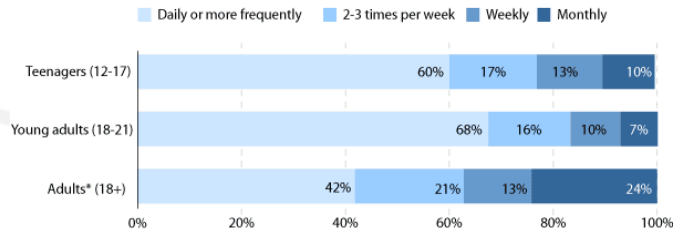
Base: US online consumers
(percentages may not total 100 due to rounding)

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1-2 Youths are also more likely to be frequent, regular users of social networking sites

"How frequently do you visit social networking sites?"



Base: US online social networking site users (percentages may not equal 100 due to rounding)

Source: Forrester's NACTAS Q4 2006 Youth Media & Marketing And Finance Online Survey

*Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey

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Social Media Marketing Benefits

2. Inexpensive way to promote your business.
 - It is a very inexpensive way to increase your online presence and visibility.

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3. Inexpensive way to collect demographic information.

- Some social media sites provide information such as user profile data that can be useful in developing targeted campaigns.
- It can help your executive team gain a better customer perspective, particularly those normally without direct customer contact.

4. Great tool for customer service management

- Ultimate relationship-building opportunity.
- You can reap many benefits from having your own blog: collect links, provide information and updates to your customers on a regular basis, and provide a means for your customers to interact with you.
- Can help you monitor complaints that don't make it to or through the service desk.
- Opportunity to show your human side - that you're more than a business.

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5. Helps to build your brand.

- Social media can have a dramatic impact on your brand's reputation.
- "34% post opinions about products and brands on their blog, and 36% think more positively about companies that have blogs."

6. It complements other marketing strategies such as a paid advertising campaign

7. Increases your reach to targeted groups

- Social media's primary benefit to your communication strategy is its ability to build relationships and communities between individuals who share interests.
- Groundswell is a Social Technographics profile tool where users can plug in some basic information and then see how participation varies among demographics.

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A spreadsheet with additional data is available online.

6-1 Adult social networking site user demographics and psychographics

| | Adult social networking site users | Site usage daily or more | Interest in marketer profiles |
|---|------------------------------------|--------------------------|-------------------------------|
| Mean age in years | 37 | 32 | 33 |
| Male | 52.9% | 52.8% | 53.3% |
| Average household income | \$63,390 | \$61,688 | \$63,595 |
| Percent college degree or higher | 33% | 28% | 27% |
| Percent Gen X (27-40) | 43% | 45% | 49% |
| Percent read blogs weekly or more | 34% | 50% | 50% |
| Percent publish own blog weekly or more | 21% | 39% | 35% |
| Average number of social network sites used weekly or more | 0.79 | 1.38 | 1.26 |
| "I am a natural leader — people always listen to my opinion"* | 33% | 32% | 49% |
| "I often tell my friends about products that interest me"* | 50% | 47% | 61% |
| "I like to show off my taste and style"* | 14% | 18% | 27% |

Base: US adult online social network users
*Percentage of respondents who agree with this statement
Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey

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Base: US adult online social network users
*Percentage of respondents who agree with this statement
Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey

6-2 Youth social network site user demographics and psychographics

| | Youth social networking site users | Site usage daily or more | Interest in marketer profiles |
|--|------------------------------------|--------------------------|-------------------------------|
| Mean age in years | 18 | 18 | 18 |
| Male | 46% | 43% | 45% |
| Average household income | \$62,523 | \$64,065 | \$63,296 |
| Percent read blogs weekly or more | 51% | 60% | 60% |
| Percent publish own blog weekly or more | 43% | 53% | 52% |
| Average number of social network sites used weekly or more | 1.25 | 1.53 | 1.51 |
| "I like to show off my taste and style"* | 36% | 38% | 45% |
| "I am a natural leader — people always listen to my opinion"* | 48% | 50% | 60% |
| "I often tell my friends about products that interest me"* | 67% | 69% | 77% |
| "I find I spend more time giving advice to friends than getting advice from them"* | 46% | 50% | 57% |

Base: US youth social networking site users between the ages 12 and 21
*Percentage of respondents who agree with this statement
Source: Forrester's NACTAS Q4 2006 Youth Media & Marketing And Finance Online Survey
41626 Source: Forrester Research, Inc.

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8. Increases traffic to your site.

- Search engines love social media such as blogs because the engines have a passion for frequently updated text and links.
- The use of blogs, social, and business network sites can increase traffic to your website from other social media websites.
- This in turn may increase your Page Rank, resulting in increased traffic from leading search engines.
- In terms of its potential for marketing, the more often a web page is submitted and tagged, the more traffic that website will likely receive.
- People are more likely to visit a website that has been saved as a bookmark by others.

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9. You can build credibility by participating in relevant forums and responding to questions

- Can improve your reputation as an authority, and may provide an opportunity to promote and spread ideas.
- If you play the role of bringing people together around a product, service or interest, you increase your credibility.

10. Offers a variety of tools that can be used to provide interactive training for your products and services

11. In most cases no specialized technical skills required

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What You Need

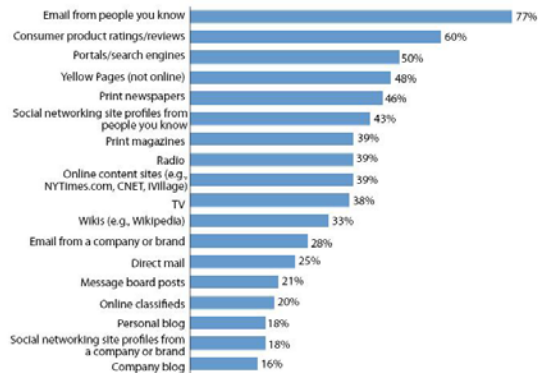
- Time
- Passion
- Skill (i.e., article writing)

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"How much do you trust" the following information sources?"



Base: US online adults who use each type of content
 *Trust is defined as a 4 or 5 on a scale from 1 [don't trust at all] to 5 [trust completely].
 Source: North American Technographics' Media And Marketing Online Survey, Q2 2008
 47575 Source: Forrester Research, Inc.

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Possible Social Media Networking Limitations

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1. Security
2. Time
3. Negative/harmful association
4. Limited conversion of traffic into sales
5. Servers slowing and crashing
6. Amplifies negative opinions
7. People don't trust social media
8. ROI is not immediate and direct
9. Risk of non-communications people doing the communicating

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Tips for Success

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1. Understand how social media websites work.
2. Join online groups/ mailing lists that are related to the products and services you offer.
3. Start with small steps and build on your success.
4. Contribute, collaborate, inform, and educate...but do not sell!
5. Dispense with traditional web marketing tactics.
6. Create high quality content.
7. Regularly refresh content.
8. Consider video and/or photo sharing.
9. Encourage "friending".
10. Leave your name and URL when you comment on other blogs.

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Questions and answers

If you have any questions after this seminar, please
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