



# Social Media Marketing for Business

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Marketing is Business Development



# How are you using social media?

1. Lead generation
2. Market research
3. Customer service
4. Selling
5. Networking & awareness
6. Engaging with people & supporters
7. Promotional campaigns & events
8. ....



# Social Media

Social media are web-based and mobile technologies for interactive dialogue, collaboration and sharing

- Social Networking Sites (i.e. Facebook)
- Blogs/Microblogs (i.e. Twitter)
- Content Communities (i.e. YouTube)
- Collaborative Projects
- Virtual Worlds



# Social Media

Content + Context + Connection + Community



# Agenda Outline

- What is Social Media Marketing
- Conversational Marketing
- Business Model
- Business Objectives
- Target Markets
- Considerations
- Measurement Metrics
- Implementation Milestones
- Engaging Content
- Managing your Social Media Marketing



# What is Social Media Marketing

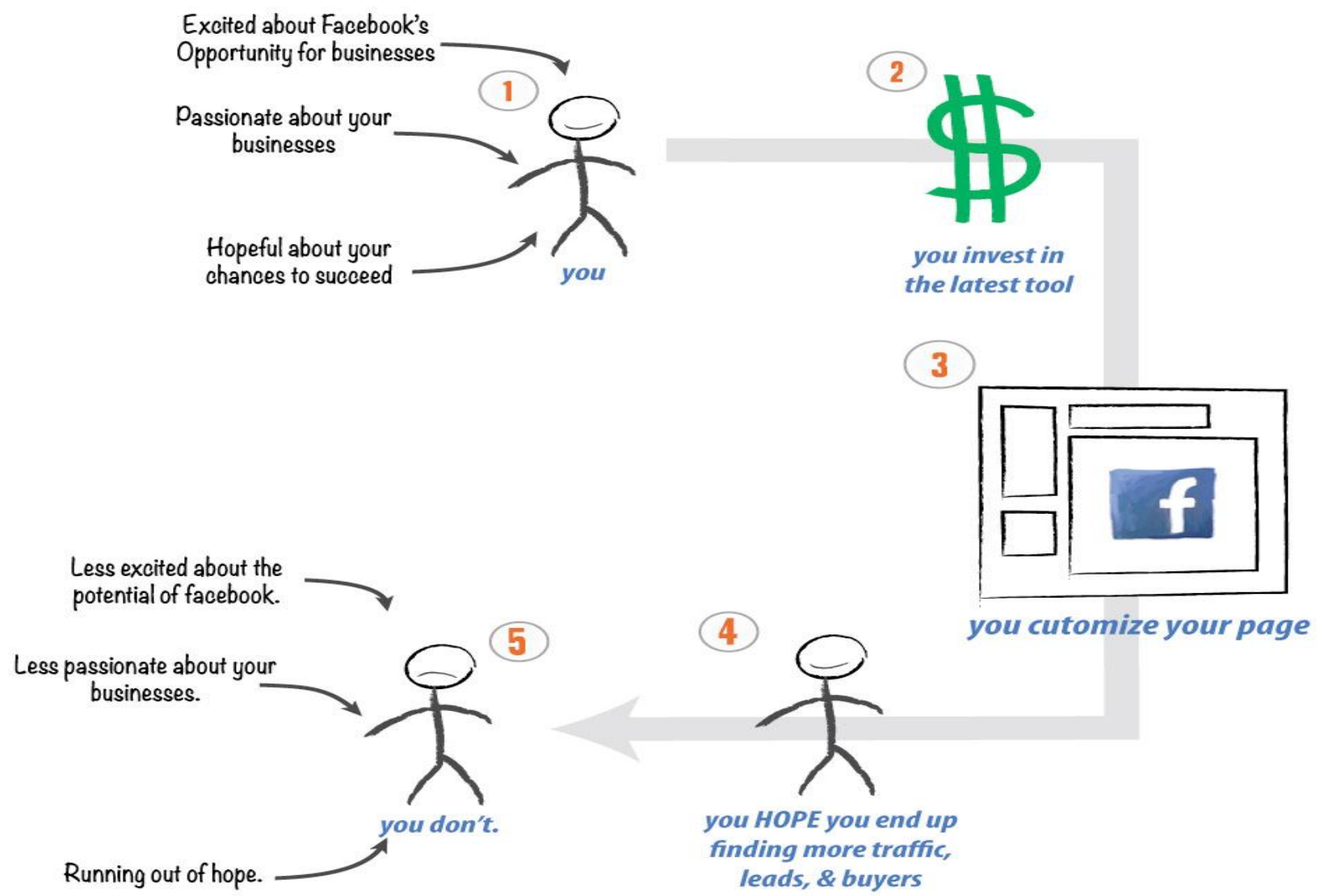
The methodical use of marketing on social media channels with integrated communications techniques to achieve specific promotional objectives for an organisation



# What is Social Media Marketing

The methodical use of marketing on social media channels with integrated communications techniques to achieve specific promotional objectives for an organisation

*One of the key problems with "Social Media Marketing" is that many practitioners are focused on the technical or the communication aspects and neglect the marketing objectives.*







# How to engage in this new form of conversational marketing

- Develop & agree on defined objectives
- Understand your target audience
- Engage & interact with personality
- Use your blog or web presence as your social media hub
- Measure KPI's that indicate progression towards your goals

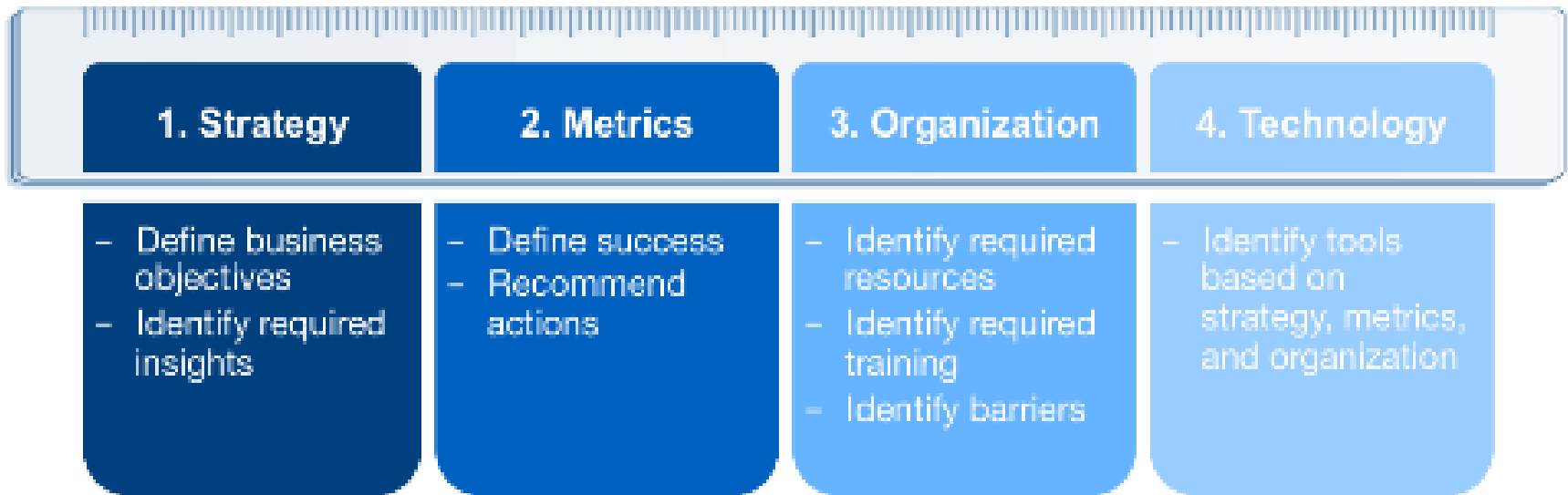


# Your Business Hub





# Business Model



Source: Altimeter Group



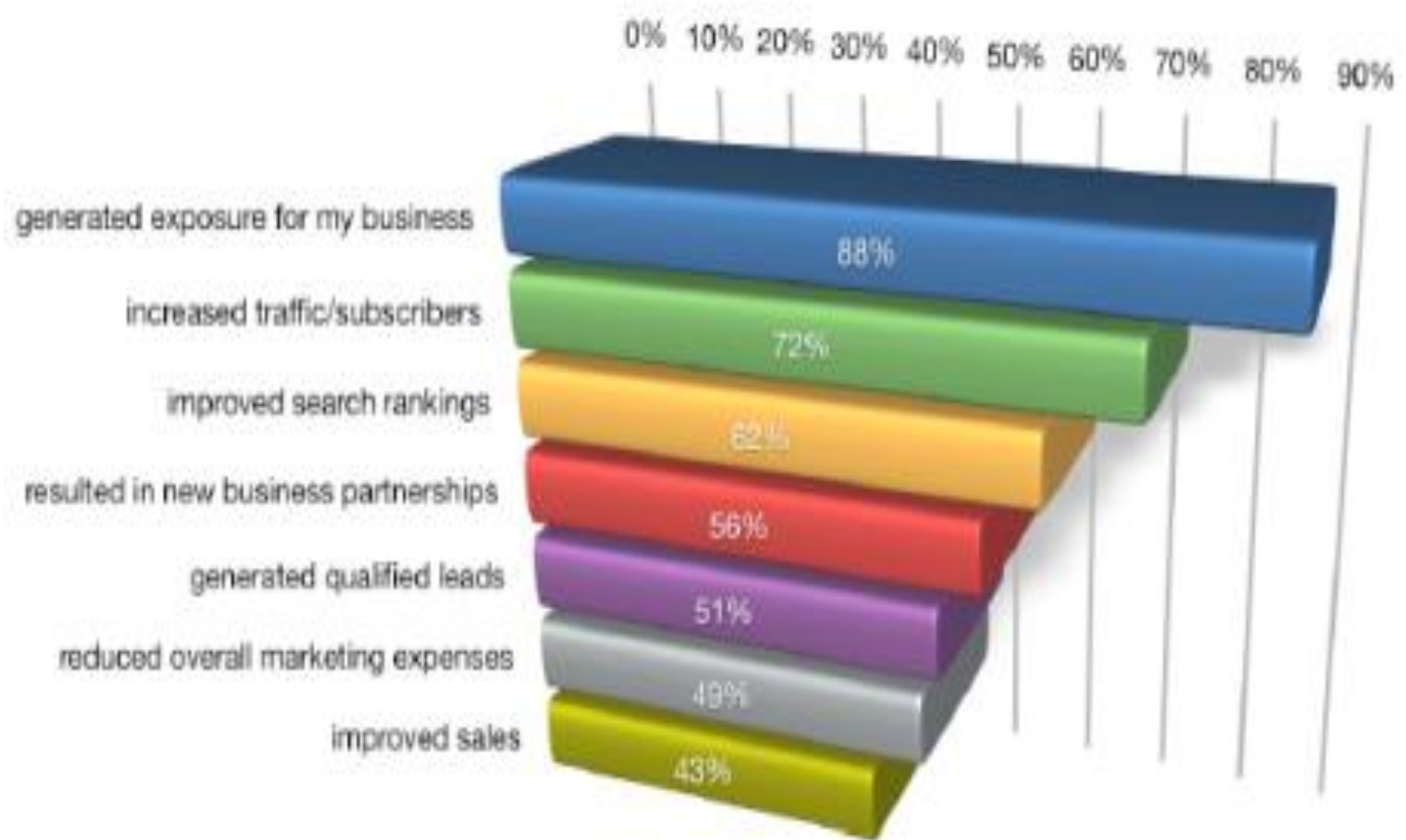
# Six Points for Business Engagement



Source: Altimeter Group



# Business Objectives





# Target Markets

- Who is Your Target Audience?
  - Demographics - factors
  - Psychographics – attitudes
  - Recency-Frequency-Monetary (RFM)
  - Research & Test



# What to Consider

- **Attraction:** How do you attract qualified interest for your business?
- **Retention:** How do you stay in contact with people?
- **Conversion:** How do you get people to move further down the sales funnel?
- **Measurement:** How do you determine if any of this is working?



# Possible Metrics for Measurement

- Awareness & Exposure
  - # of visits, searches, followers, subscribers
- Influence & Engagement
  - # of shares, retweets, comments, links, recommends/likes, views, ratings
- Action
  - # of sales purchases, downloads, demos, submissions, event attendance





# Sales Measurement





# Measure Return On Investment

- Direct ROI
- Correlated ROI
- Relative ROI
- Proxy ROI

$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$



# Engaging Content

- Create compelling content
- Establish your face and voice
- Build contacts and message them
- Join groups and contribute
- Cold-message contacts



# Supporter Engagement

	<p><b>SUPER FAN</b> This Fan has given you basic data permissions, has purchased from you and has led to another Fan buying from you.</p>	HEAVY
	<p><b>PURCHASING FAN</b> This Fan has given you basic data permissions, and has purchased from you.</p>	HEAVY
	<p><b>ADVOCATE FAN</b> This Fan has spread the word about you and grown your likes, FB connect users or app users</p>	HEAVY
	<p><b>ENGAGED FAN</b> This is a Fan who "likes" your brand</p>	MODERATE
	<p><b>POTENTIAL FAN</b> This is a friend of a Fan of yours</p>	LIGHT



# Why it Won't Work

- Your Content Is Self Centred
- You Don't Come Out To Play
- You Are All Strategy
- You Are Only Promoting Yourself
- You Are In The Wrong Place
- You Are Not Engaging
- Your Content Is Not Being Shared
- Your Blog Is Not Converting
- You Are Focused On Closing Sales
- You Are Not Familiar With The Etiquette



# Implement Milestones





# Managing your Social Media networks

- Social media education and policy enforcement
- Take one social media bite at a time
- Genuine transparency in response interactions
  - Reach out and lend a hand to others
- Governance and reputation management



# How to incorporate Social Media into your Marketing Strategy

- Develop an overall marketing strategy to support your organisations objectives
- Analyse the social media communication channels for use in projects
- Prepare marketing plans using integrated programs and campaigns





- Need help for your marketing?
  - *Email: [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au)*
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