

# Leveraging Social Media To Grow Your Business:



## Agenda



- Social Media – Myths & Reality
- Should You Participate in Social Media?
- Measuring Effectiveness
- LinkedIn
- Facebook
- Summary



## Social Media – Myths & Reality

- What Is It?
- What It *Isn't*
- Most Popular Social Media Activities
- Top Social Media Sites/Tools
- Why LinkedIn and Facebook?

## Should You Participate in Social Media?

- How will you use it? Will it reach your target?
- What outcomes do you expect?
- Can you track the results of your investment (time or money)?
- Does it fit with the rest of your marketing strategy?

## Measuring Effectiveness

- How do you measure the effectiveness of a networking organization?
  - No good way to measure effectiveness – it's all about relationships
- Number of connections and comments are one way to measure
- Measure actions – Google Analytics will tell you where your web/blog traffic is coming from

## LinkedIn

- Designed for business, so you don't have to be as friendly as on Facebook, but treat it like a networking meeting – B2B
- If you could walk into a networking meeting and see everyone's address book, what would you do?
- Schedule time to: (can be done weekly)
  - Build your network
  - Make changes and meaningful status updates regularly
  - Participate with comments on your friends' conversations

## LinkedIn

- Get your profile filled out completely using the key words you think others will search for
- Create a company profile
- Add applications that make sense
  - Blog
  - Slideshare or Google Presentation
- Create a process for building your network
- Recommend Others/Request Recommendations
- Join & participate in appropriate groups
- Use LinkedIn as *your* database and leverage *others'* databases for your business development efforts
- LinkedIn is not a *passive* networking organization

# Facebook

- Best for socializing and casual conversation that leads to business talk – picture yourself hanging out in a bar with friends – B2C
- Viral Media - best when integrated with other media (pictures, video, links, blogs, etc.)
- Schedule time to: (best done daily)
  - Build your network
  - Participate in and lead groups
  - Peruse profiles and contact lists

# Facebook

- Fill out your profile – be personal, but also be mindful of how everyone will see you
- Remember, there is no tracking . . .
  - Status updates should be interesting – avoid FB gadgets in order to not be ignored
  - Update at regular intervals, however, too frequent postings can get you ignored
- Interact with others as they post
- Strategize with other business owners to generate conversation
- Create a Fan Page & promote it (if anything, it helps with search engine recognition)
  - To your list
  - Request others to forward
  - Add to your site
  - Consider advertising it on Facebook
- Add FBML boxes, RSS feeds, etc.
- Create a management plan to engage fans

## Summary

- Evaluate your potential effectiveness in using social media
- View social media in the networking & search engine categories
- LinkedIn for B2B
- Facebook for B2C
- Get Involved & Be Consistent

## Additional Resources

- Natural Marketing Services, LLC
  - [www.NaturalMarketingServices.com](http://www.NaturalMarketingServices.com)
  - Email:  
[Bpeters@NaturalMarketingServices.com](mailto:Bpeters@NaturalMarketingServices.com) for  
feedback or call 678-643-3899
- [Xobni.com](http://Xobni.com)