



Social Media Marketing: What to Expect?

Getting Started

Prior to beginning any social media marketing program, the main thing to consider is that it is a marathon and not a sprint. Many companies start doing social media only to abandon it within a few weeks or months because they see very little return in the beginning. Unless you have a large budget and are boosting your social media program with a promotional incentive it can often take six months or more before you see substantial results. Social networking is just like face to face networking, you must first establish trust and credibility before a meaningful relationship can be built with someone online.

What do you hope to gain from social media?

Goals and Objectives

Below are a few options that must be prioritized to help you determine which services will be best for your company.

Search Engine Rankings/Website Traffic: If achieving higher search engine rankings is your primary objective, social media can help support your link building objectives by creating links to your website. While link building through social media alone is not likely to put your company on page 1 of Google, it will support your SEO program as a whole. By having a **blog** that is updated weekly or biweekly your site will be considered more newsworthy by the search engines, which will help you increase your rankings.

More fans/likes/followers: If growing your social networks quickly is very important to you, then we recommend running a **promotion**, and maximizing the amount of money spent on **network building**.

Greater Interaction: If dialogue and interaction to build stronger more trusting relationships with your customers and prospects is critical, the best direction to take would be to maximize time spent on **network building** and **interaction**. These components are available a-la-carte to supplement what is included in your packages.



Conversions: If attaining immediate conversions is your goal from social media it is critical that you design a **custom tab** with a call to action, and it is recommended that you run a **promotion** such as a contest, sweepstakes, or coupon program to achieve results quickly, these types of programs usually require a larger budget. It is also recommended that you supplement your promotion with a **third party branded banner frame** that links to your promotion or Facebook page. These frames stretch the reach of your offer into the third party links that are included in your social media package.

Introducing a New Service or Product: Social Media is also especially effective when trying to “create interest or a need” or establishing brand or product awareness in a formerly unknown or little known product or service.

Targeting: Your Audience and Your Market Niche

Target Audience: It is important to clearly identify who you want to connect with online. Not everyone online is going to be useful and beneficial to connect with. You can have thousands of fans and followers, but if they are the wrong people, you will be wasting your time and money. Be very specific in identifying these people. Some things to consider ... is there a specific age range that would be most interested in your product or service? What keyword phrases describe these people? Where are they located geographically? (be specific if you are a local business - let us know city names, zip codes, etc...) If you are an international business, what countries generate the most revenue for your business.

Niche: Social networks are busy places; there are a lot of companies broadcasting general messages claiming to be the best in their industry. It's important that we focus on the aspects of your business that make you unique within your industry. The more targeted we are in carving out your niche, and highlighting your specific specialties, the more we can set you apart from the crowd, and maximize the effectiveness of your program.



Maximizing Effectiveness

Knowing that social media is more so a marathon than a sprint, it can take some time before you start seeing results. Here are a few things that boost the effectiveness of your program from the start.

- **Existing Profiles and Networks:** If you have pre-existing social networking with a large number of “likes” and “followers” then you will likely notice higher click rates and interactions from the time your program launches. If you do not, it will take longer to achieve our average click rate of 8-12 clicks per link posted. On Facebook, if you set up a personal profile of someone in your organization that links to your page, it will be much easier for us to add new friends and “likes”. If you do not provide us with a personal profile, we will have to create a fake persona on your behalf, which makes it more difficult to build authentic relationships
- **Appeal to the General Public:** If your company offers a product or service that would appeal to the general public, network building and interaction comes more easily. If your business is highly specialized and your target audience is geared towards a more obscure niche it will take more time. Much of social media is about “going viral” therefore if your business is specialized it will take longer for things to spread to the right people.
- **Blog:** If you have a blog that is updated regularly with fresh, interesting, educational content that promotes engagement, your social media program will be much more successful. If you update your blog weekly, it will be more effective than one updated monthly. Our biggest source of content for your social media program comes from your blog; therefore, it is important to have one that is updated regularly with new, fresh content.
- **SEO/Social Media Optimized Website:** If your site is not optimized for search engines it will be more difficult for us to improve your rankings based on social media alone. Furthermore, it will be more difficult for people to find your profiles if they can’t find you on the search engines. Make sure your site is optimized for social media by incorporating share, like, and tweet buttons on your homepage and on your blog. Try to incorporate social media widgets on your blog that showcase your Twitter and Facebook streams.
- **Cross Promotion:** The more you promote your social networking presence through other marketing channels, the better results you will see from your social media program. Be sure to post icons and links to your social profiles on your website, list them in your email signature, and place them on letterhead, business cards, marketing collateral, signs, products, and storefronts.



ROI and Measurement

The ROI of social media is often referred to as “Return On Influence” as opposed to “Return On Investment.” Generally speaking, it is difficult to place value on a handshake, which is much of what social media is about. For this reason, measuring traditional ROI on social media can be difficult. Many people like to believe that social media is at the bottom of the sales funnel, meaning they will see direct conversions simply by running a social media program. These types of connections do happen, but social media is better classified as being at the top and middle of the sales funnel. With this in mind, the effectiveness of a social media program is best judged by how many people see your message (network size), click on your links (click rate), and share with their friends (retweets on Twitter). Your monthly key performance report will deliver these metrics and other key performance indicators. Over time you will notice that your network size and click rates will increase. Most clients see an average click rate somewhere between 8-12 clicks per social update. These rates can be much higher depending on the factors listed in the previous section.

In addition to the metrics received in your report, you will also want to monitor your search engine rankings, and more importantly web analytics. A major indicator of success with social media can be found by looking at the bounce rate on your website. Most clients notice a substantial reduction in their bounce rate as a result of implementing a social media program. A decrease in bounce rate indicates that you are building trust and establishing yourself as a credible information resource. This metric reflects that you are building trust with your audience, as they are staying on your website longer.



Our Services

- Web Design & Optimization
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- Search Engine Optimization
- Linking Strategies
- Social Media Optimization
- Pay per Click Bid Management
- Reputation Management
- Press Releases
- Newsletter Service
- Corporate Branding
- & more

Outrank, Outsell & Outsmart

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Many Internet Marketing Co's Talk a Good Game, but the Proof is really in the **RESULTS!**