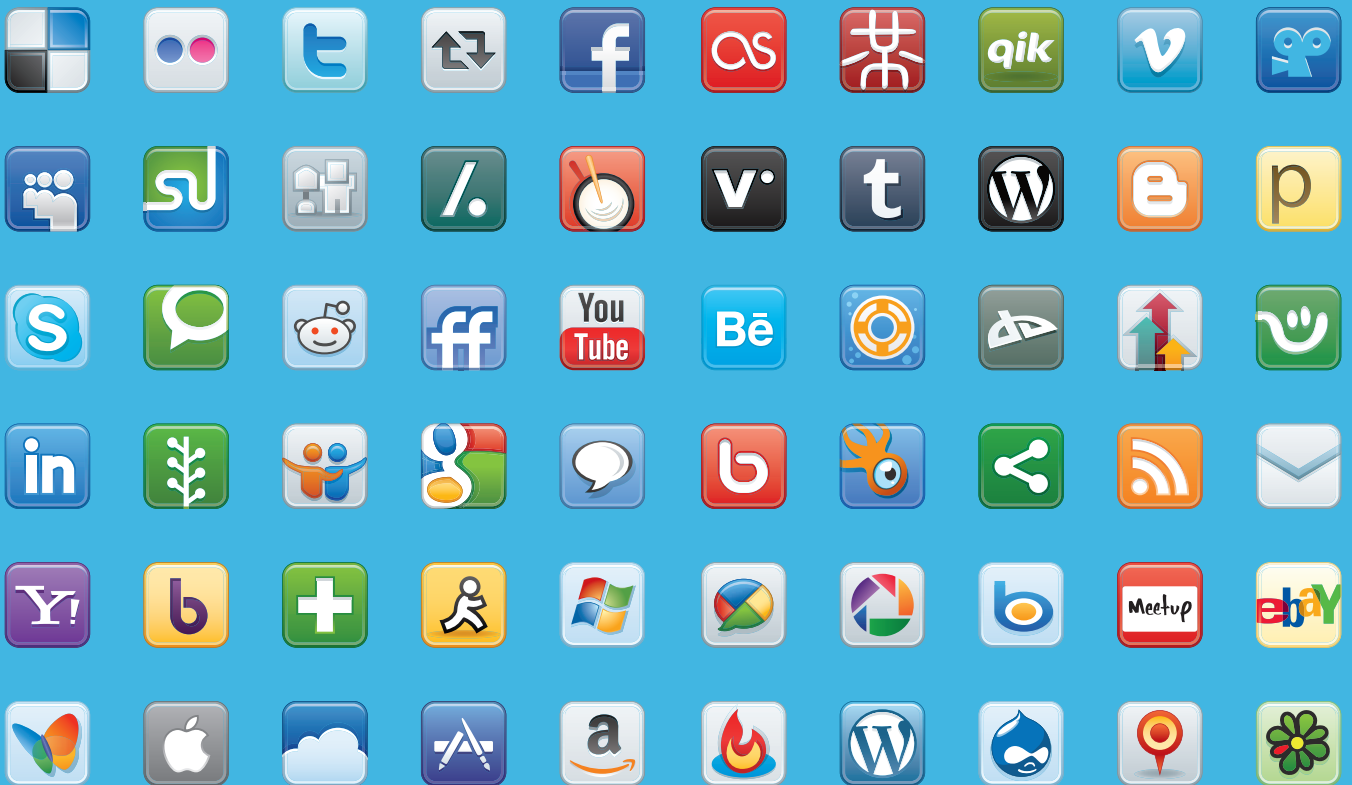




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Cross Media Marketing



How to get started in Social Media Marketing

February 2011

Here's a simple, no-nonsense guide to getting you started...



Social Media is here to stay. The internet has empowered people; it has given them access to information, has got them talking about you, but more importantly given them a voice.

Businesses are using Social Media channels to monitor what people are saying, respond and engage accordingly, create loyalty or customer service, build links for search engine optimisation (SEO) and help drive traffic.

The tools used within Social Media can often be relatively low-cost, and easy to implement, although demanding on other resources. Despite the demand on resources, many businesses continue to say there's no other low-cost, promotional method that has the capability to deliver such a variety of goals.

Why you need Social Media

- Networking
- Marketing
- Building Relationships
- Better Customer Service
- Build a Community
- Start Talking to Prospects
- Boost Overall Online Activity

Summary of Business Benefits

- Lead Generation Marketing
- Public Relations
- Build Your Brand
- Customer Loyalty
- Customer Service Tool
- Cost-effective Marketing

"Social Media is about the people! Not about your business. Provide for the people and the people will provide for you." -Matt Goulart



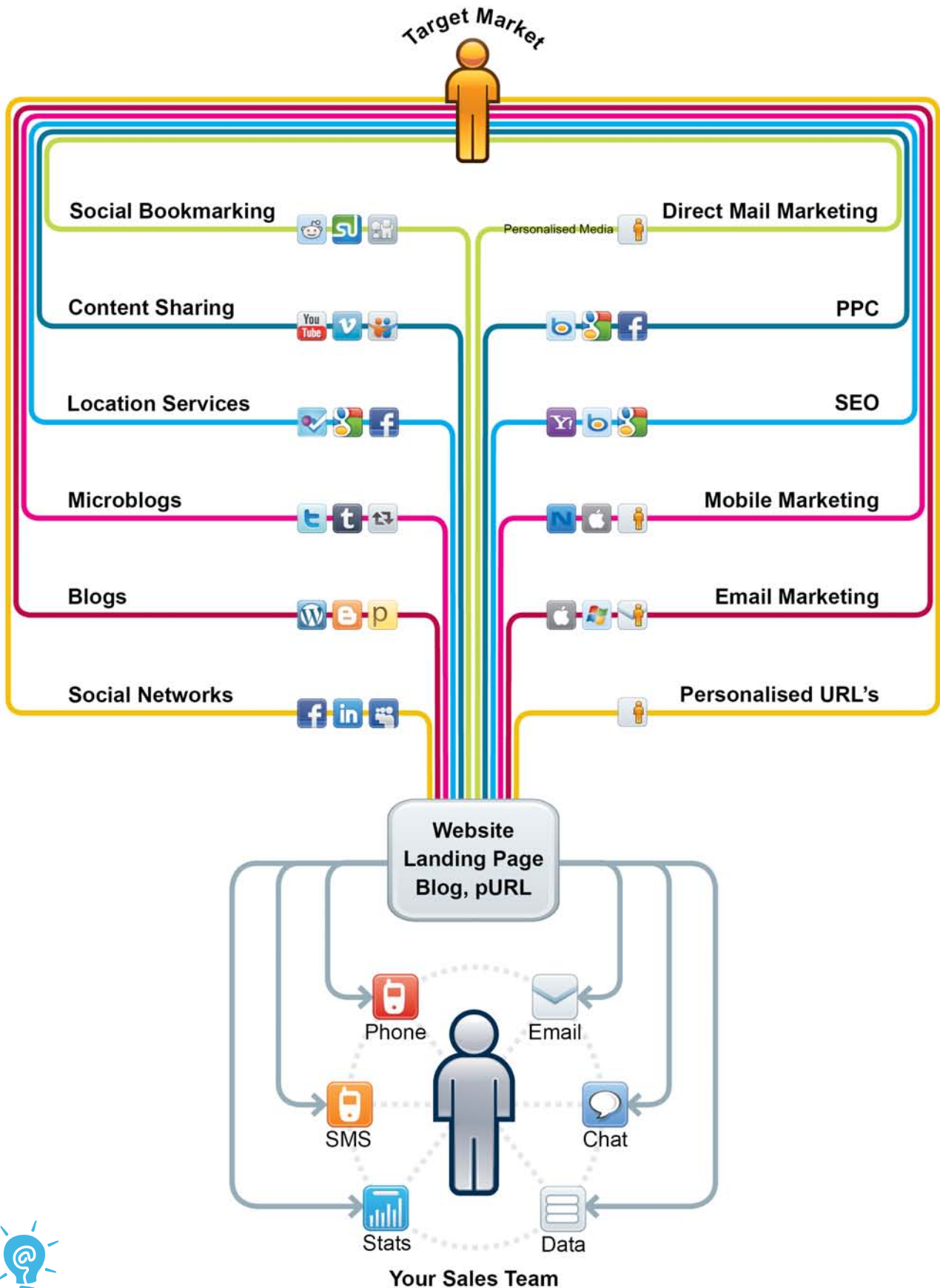
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Social & Cross Media Marketing



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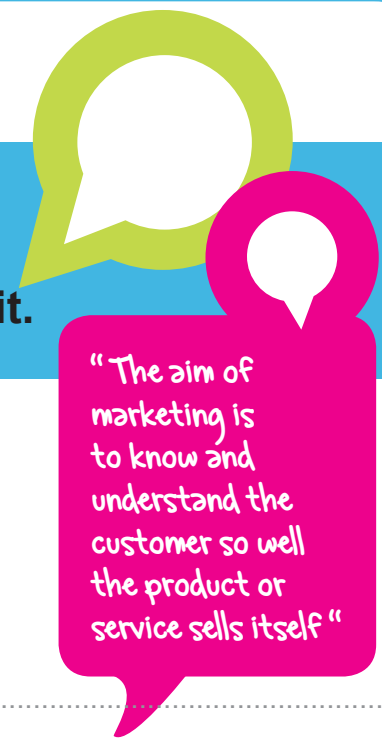
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Marketing Plan...

Have a plan on what you want to do, and stick to it.



“The aim of marketing is to know and understand the customer so well the product or service sells itself “

Describe your goals for your Social Media campaign

- Brand Awareness
- Product / Service Promotion
- Better Customer Service
- Lead Generation
- Community Building

NOTE:
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Know your target audience

Ask your Target audience these questions in a personalised URL !

- Who are they? Where are they?
- How do they use Social Media?
- How should I communicate with them? (i.e. email, twitter, sms, etc)
- Define your target audience in detail

NOTE:
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What content are you going to use and what will be your distribution strategy?

Measure your success

- Daily Management
- Consistent Monitoring
- Monitoring Software
- Metrics (i.e. How many downloads, Sign ups, Blog comments, Questions, Links, e-tweets, Followers, Site traffic, etc.)

NOTE:
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Develop your campaign

- Onsite & Offsite Social Media Marketing development
- Integration of Social Media into Cross Media Channels
- Website Content Updates
- Search Engine Marketing (i.e SEO)

NOTE:
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Make a start...

Listen, Learn, Engage.



Listen

*Spend at least
2 weeks listening!*

- ▶ To your current customers – Your services / products, brand name mentions, etc
- ▶ To your competitors conversations – Company name, their clients' pain points, etc
- ▶ To your target audience – What are their pain points? What topics are they talking about? Find unhappy clients, recognise opportunities, patterns and trends.

NOTE:

Plan your Communication

*"As social media, or whatever you want to label it, becomes more prevalent, there will be blunders. We're in experimental mode right now."
- Steve Hall*

Content:

- ▶ What did you learn from listening?
- ▶ What existing content assets do you have in your business?
- ▶ What topics would be good to share that relate to brand?
- ▶ Divide content for existing customers and new prospects
- ▶ Make your content 'viral' – let others spread the word
- ▶ Think how to build an honest relationship with your audience
- ▶ Imagine yourself in their shoes "What's in it for me?"
- ▶ Create a concept or hook
- ▶ Don't go in with the hard sell
- ▶ You need to be as human as possible
- ▶ Don't forget it's all about making social connections

NOTE:

Schedule:

- ▶ Set-up a marketing calendar, week to view for one month
- ▶ Schedule days for posting, sharing content, blogging, promotions, etc.
- ▶ Schedule regular time to join the conversation

NOTE:

Keep an eye on our blog for ideas and Case Studies, remember that the people on social networks are all people, have likely been there a while, might know each other and know that you're new. Tread gently into new territories, don't be afraid to fail, be ready to apologise and admit when you've made a mistake.



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Time to engage...

Don't forget it's all about being social.



Engage

Decide on your Channels

- ▶ What channels are your target audience or target prospects using?
- ▶ How will you engage them and on what channel?
- ▶ What are the strengths and weaknesses of each channel?*

1	Social Networks	Facebook , LinkedIn , etc.
2	Blogs	Wordpress , Blogger , Posterous etc.
3	Microblogs	Twitter , Tumblr , etc.
4	Content Sharing	YouTube , Vimeo , Flickr , SlideShare etc.
5	Social Bookmarking	Facebook Like , Digg , StumbleUpon , etc.
6	Location Services	Foursquare , Facebook Places , etc.

Be realistic about time and resource, don't underestimate the manpower involved. The frequency of your activity will depend heavily on what channels you have chosen to use in your social media campaign and the level of your advancement in these programmes.

"Don't say anything online that you wouldn't want plastered on a billboard with your face on it." - Erin Bury

Start with: 2 Tweets and 1 Reply per day, 1 Blog post per week
2 Social Network Posts per week.

An active Social Media Campaign would expect to deliver 4 Tweets and 2 Replies per day, 4 Blog posts and comments per week and 4 Social Network posts per week.

Generally, as your campaign grows and matures, your frequency of activity will grow. This is especially true if you are focused on brand awareness and customer service initiatives.

NOTE:

* Check out CMO's Guide To The Social Media Landscape, for a great guide to each channel's strengths and weaknesses.
<http://www.cmo.com/social-media/cmos-guide-social-media-landscape>



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Spread the word...

Drive your customers to your social network



Integrate your Social Media Marketing with current Marketing Channels

- ▶ Use Email Marketing or Cross Media Marketing to announce new LinkedIn, Facebook or Twitter feeds, directing readers to social media profiles for sign-up
- ▶ Change Email newsletter registration sections to include an option for joining the company's social media profiles
- ▶ List all company social media profiles on your website, emails and direct mailers
- ▶ Use social media profiles to gather email newsletter sign-ups
- ▶ Launch a regular Q&A section in your company's website or email newsletter that specially addresses reader questions across all social media platforms
- ▶ Include a Social Bookmark console (i.e. www.addthis.com) on product pages, posts and case studies incase readers want to share your content to others
- ▶ Get users to 'follow us' through signatures, site footers, email footers, business cards, etc.
- ▶ Create Live Twitter and Facebook feeds for your company website
If you're blogging on your company website use "Tweet this button"
- ▶ Connect your CRM software / service with your Social Media profiles

"Build it, and they will come" only works in the movies. Social Media is a "build it, nurture it, engage them, and they may come and stay."
- Seth Godin

NOTE:



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Measure...

Run your campaign in a way that you can count results



Measure

Top Three Metrics to Measure

- 🕒 **Activity** – Measure all your activity, for example; the number of Social Media network posts you've made, microblog messages sent, blog posts, videos, photos, etc.
- 👤 **Influence / Reach** - How large is the community you have reached through your social media activity? Measure the number of connections and followers on your social networks, followers on microblogs, mentions of brand, etc.
- 💬 **Engagement** – What interactions have you or your company experienced on social networks? Measure the replies to brand on microblogs, retweets of content, the amount of clicks made on your links, comments received, likes on Facebook, click through rate to goal, conversions made from channels, etc.

Be sure to factor in goal objectives when you start tracking your metrics on a regular basis.

Include Web Google Analytics into your Metrics, for example; bounce rates from Social Media networks, Social Media links to website, new visitors, new pages from Social Media, conversions, etc.

Since there are only so many hours in a day, getting this done effectively, and without using up all your time can be challenging. What you need is a Social Media monitoring tool. There are many tools available some free, some with a monthly subscription, Business.com have created a solution guide to selecting the best social media monitoring tool for your business.

www.business.com/info/social-media-monitoring-tools



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*"Don't measure what you can.
Measure what you should."
- Philip Sheldrake*

Monitoring Tools



“Don't measure what you can. Measure what you should.”
- Philip Sheldrake

Here is a list of some of the best **FREE** monitoring tools and sites available that you can use to monitor your social media marketing.

- ▶ www.google.com/alerts - Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic
- ▶ www.socialmention.com - Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity
- ▶ klout.com - Identifies influencers on topics across the social web
- ▶ www.backtype.com/alerts - BackType Alerts sends you e-mail updates whenever a search term is mentioned in a comment
- ▶ twitterfeed.com - Feed your blog to Twitter, Facebook and more
- ▶ tweetreach.com - How far did your tweet travel?
- ▶ hootsuite.com - With HootSuite, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles, schedule messages, and measure your success
- ▶ www.boardtracker.com - Want to know what people are talking about?
- ▶ addictomatic.com - Addictomatic searches the best live sites on the web for the latest news, blog posts, videos and images. It's the perfect tool to keep up with the hottest topics, perform ego searches and feed your addiction for what's up, what's now or what other people are feeding on.



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About Prime Digital

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We're a Nottingham-based digital marketing company who make it easy for our clients to get results through cross media marketing. We work with clients of all sizes, from start-ups to large multinationals, both locally and across the UK. Each member of our team has their own area of expertise within the field of web design, digital marketing and print, so we can provide end-to-end digital strategies and solutions, or bespoke services for individual aspects of any project.

And, more to the point, you get results. We are certainly NOT 'know it all' marketers with fancy presentations who just talk a good game!

Client Relationship Management

Prime Digital prides itself on building long standing relationships with clients through regular meetings and performance reviews. In such a rapidly changing marketplace it is important to monitor advances in marketing and technology which not only effect our internal operations but may also bring added benefit to our clients. We know that every client is different and therefore has a unique set of requirements.

Social Media Services

- ▶ **Market research using Cross Media marketing**
 - Questionnaires, asking prospects what Social Media they use, drive prospects to Social Media, etc.
- ▶ **Design & development of Social Media profiles**
 - Set up and optimise profiles on Social Media sites (Twitter, Facebook , LinkedIn & Youtube)
- ▶ **Comprehensive reporting on Social Media activities**
 - Buzz monitoring, reputation management, etc.
- ▶ **Setup Social feeds onsite and offsite**
- ▶ **Social network advertising (PPC)**
 - Targeted advertising on Facebook and LinkedIn
- ▶ **Social bookmarking**
 - Including Digg, Del.iciou.us, Stumbleupon, etc.
- ▶ **Blog setup, posting and online PR**
 - Spreading your company news & press releases online
- ▶ **Location and Geo-location profile setup**

We'd love to find out more about you, your customers, your market, and your objectives. Just give us a call, e-mail and we'll get the ball rolling...

Get in touch...  01623 499955  info@primedigital.co.uk



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One dimensional marketing misses a large percentage of prospects that otherwise might respond to additional media touch points with a more personal & relevant approach to their needs.

We help businesses connect with their customers



info@primedigital.co.uk



<http://primedigital.blogspot.com/>



twitter.com/prime_digital



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