

Improving Business Using Social Media



Westmeath County
Enterprise Board

About me

- Blogging since 2005
- 1,600 followers on twitter
- 730 contacts on linkedin
- 2 business pages on FB with over 700 fans

You Your Brand

Attention



Interest



Desire

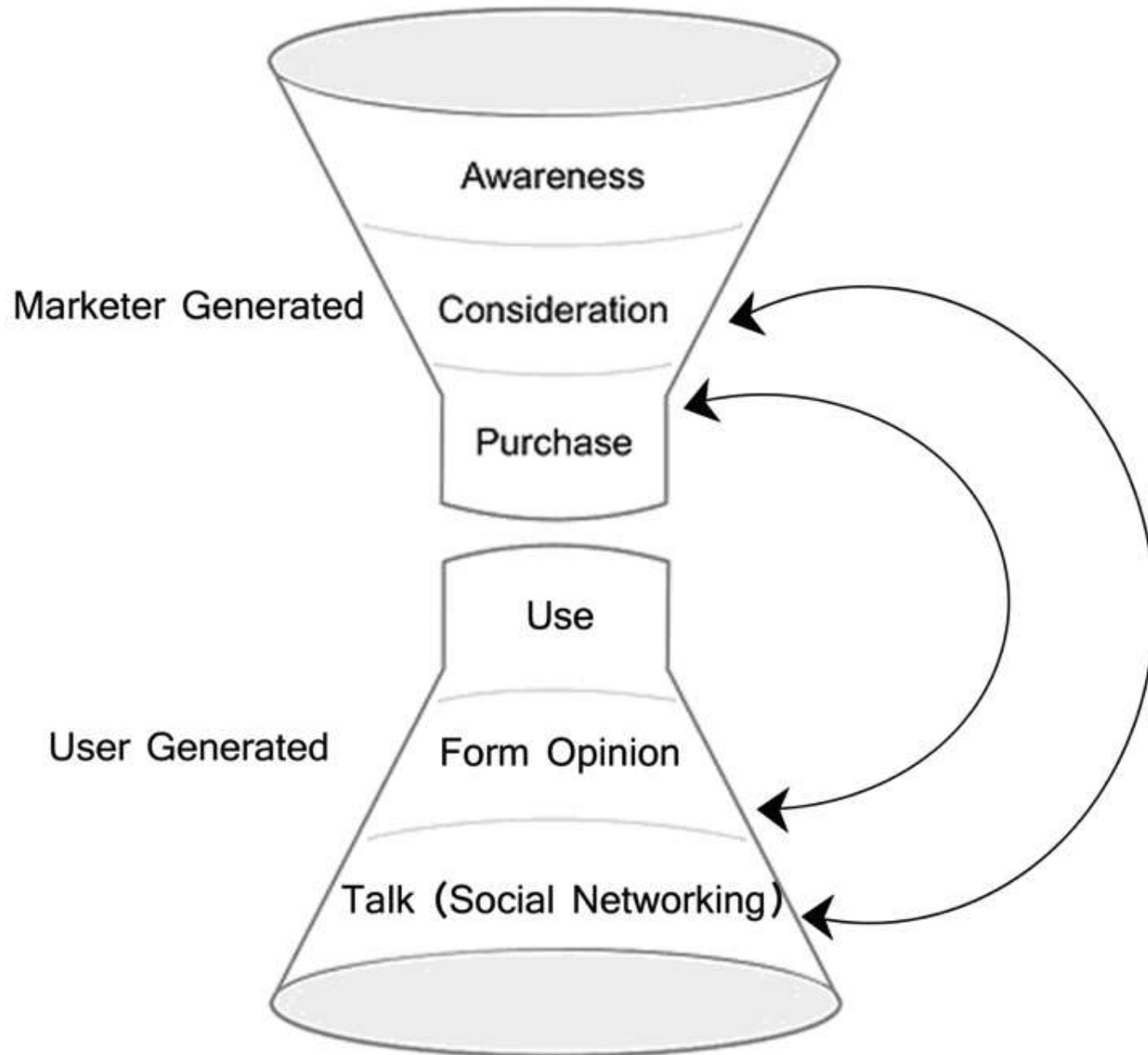


Action



helping
social serendipity time people giving
human word-of-mouth relationships
listening trust

Classic Purchase Funnel with Social Marketing



If you do not make an effort
to help people you will get
back SFA

B₂B

V

B₂C

Business to Consumer

Website	Blog	Linkedin
Youtube	Email Newsletters	Twitter
Slideshare/ scribd	Facebook	Ads Google/FB/Bing

Business to Business

Website	Blog	Linkedin
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Offline V Online
- Whats the same?

Brand

- values

- key messages

Offline V Online
- Whats different?

Tone

2 way

Use of photos/video

you go to their place





Are there times when online is
not worth the effort?

If your target market are not
there

Facebook Pages

Basics

- Profiles – Personal Accounts
- Pages – for businesses and organisations
- Once you have over 25 fans – personalise your page

<http://www.facebook.com/username/>

Key Differences

- To fan or like a page is easier
- You get information on your fans
- You can run adverts for your page
- You can send messages to your fans

- A business on a profile is not allowed

From a study of Irish FB users

- 28 pages fanned on average.
 - Younger users (u25) = higher
- Users find out about pages when friends recommend them.
- Just over half of these users currently share videos via Facebook.
 - Younger rather than older users are more likely to share videos.

The Olive Grove

- 733 fans
- Lots of photos
- topical

Puddleducks

- Photos
- Selling from Facebook
- Reviews
- Competitions
- On topic engagement

www.shoptab.com

Home | Login



Tour | Pricing | Sign-Up | About Us | Blog | Contact | Support



SET UP SHOP ON FACEBOOK.

Sell more products by creating a shop tab on your Facebook fan page that showcases products from your existing online store.

+ Easily + Quickly + Inexpensively.

[Sign Up Now!](#)

1 *Create an Account*



2 *Set-Up Shop*



3 *Increase Sales*



Gilchrist Accountants

- Regular updates
- Some commentary on other businesses and sites
- Use of the discussion board (forum)

Two Dames

- Passion and personable
- Photos
- Commentary

Made in Hollywood

- Photos
- Competition
- Nice big logo making use of the sidebar

Liam Kidney Photography

- Tags his photos

HostelWorld

- Lots of video
- Questions
 - *What's your favourite bar in Nice, France?*
- Sharing of useful information

Mrs2be.ie

- Landing page

Caricatures Ireland

- Use Facebook adverts
- Since 2008
 - my combined ads have been viewed five and a half million times, and have received 5,000 clicks.

Barrys Tea

- Events

Saba Restaurant

- Special offers
- Features on niches (coeliac society)
- Charity tie ins
- Photographs

Actions

- Use more photos
 - Tag them
- Share video
 - Yours or others
- Consider a landing page
- Consider events
- Run competitions
- Spend time on it

Resources

- <http://www.irishsocialmediamonitor.com>
- www.allfacebook.com
- <http://mulley.ie/facebook/> - study of users
- <http://spiderworking.com/> - landing page

Blog:
where you expand on your identity
and claim your space

Easy
posterous.com
wordpress.com

Not so
hosted blog on your website

What do you say?

Your story

Your commentary

Share your expertise

Couple of choices:

Entertain

Inform

Challenge

- Target Audience

from Broad to Focused

How do you spread it?

- Read other peoples blogs
- Leave comments for them – when you have something to say

Benefits of blogging

- Loads of Google Love
- Really good at showing expertise. And passion
- Communicates well on a human level
- Some PR? Maybe

Twitter:
where you converse with like minded
people you enjoy

Key here - relax.
Dip in and out
Go mobile if possible

Linkedin
where you work your contacts

- update your profile
- add all your email addresses
- import your contacts
- Join a group or two
- Start a group?

- Youtube
- Slideshare

Google Anaytics

- Because you have to measure how effective your time on each of these tools is