



Incorporating Social Media into Your Business Strategy

BC-IC New Ventures
Mhairi Petrovic
May 16th 2012



Menu

- Introductions
- About Social Media
- Your Social Media Strategy
- Case studies
- 9 Tips for Building and Implementing Effective Social Media Strategies
- Recap and Questions

About Mhairi (va-ri) Petrovic

- Out-Smarts Marketing Founder
- Internet pioneer
- Experience founded in traditional sales and marketing
- Passionate about social media and its potential for growing businesses
- Focus on simplifying the Internet for business
- Educator, blogger, entrepreneur

What social media isn't...



Social Media

- On-line technologies that allow you to share content, connect and interact with your community and build new connections.
- Internet networking hubs.
- Social media tools include wikis, blogs, podcasts as well as social networks like Facebook and You Tube.
- Tools and not the panacea.
- A component of your marketing or business development strategy.

facebook.

Who uses social media?



- 850m and counting Facebook
- 200m on Twitter
- Pinterest is the third biggest social network now
- LinkedIn is used by professionals in 200 countries worldwide
- 60 hours+ of video uploaded to YouTube every minute
- 180m+ blogs
- 77% of active Internet users use blogs
- No longer the domain of the youth or techies
- Over 35 demographic is the fastest growing
- More women than men
- Practically EVERYONE!



Pinterest

LinkedIn

Social Media – Business Benefits

- Ability to reach a wider targeted audience
- Build community and loyalty with existing connections
- Grow your network – make new connections
- Develop relationships
- Maintain contact with existing networks
- Connect and learn from industry specialists online and peers
- To establish your company's expertise and build brand awareness
- Attract attention
- To promote your product or service (tastefully and subtly)
- Great sales tool that can negate the need to cold call
- Improve and enhance customer service
- Drive traffic to your company website or blog
- Provide enhanced customer service

Social Media in Plain English

Social Media In Plain English



Social Media Business Use Statistics

- **61%** using LinkedIn acquired a client through it ([Hubspot 2011](#))
- **40%** using Twitter acquired a client through it ([Hubspot 2011](#))
- **35%** using Facebook acquired a client through it ([Hubspot 2011](#))
- **47%** using a blog acquired a client through it ([Hubspot 2011](#))
- **36%** using social networks acquired new clients through it ([Socialware 2010](#))
- Client base of social media users grew at a higher rate of **21%** vs 7% ([Pershing-Aite 2009](#))
- Managed assets of social media users grew at a higher rate of **19%** vs 6% ([Aite 2009](#))
- Revenues of social media users grew at a higher rate of **19%** vs 6% ([Aite 2009](#))

Business Functions that can Benefit from Social Media

- Customer Relations
- Communication (both internal and external)
- Research
- Advertising
- Human Resources
- PR
- Marketing

Social Media is not a side dish...





...but it's not the full meal either.

Social Media is an Ingredient

- A component that complements your overall strategy
- A tool that you can use to reach your target audience
- A new way to communicate, build awareness and grow community
- Another tool to add to your marketing or communications arsenal
- It is an ingredient that enhances the flavour of the overall dish



A New Way to Communicate

Old	New
Closed	Open/Transparent
Controlled	Organic
One Way (Push)	Interactive (Pull)
Company Focused	Customer Focused
Formal	Casual
Slow	Fast

Like the Grand Bazaar



Social Media Strategy Considerations

- Brand / Message / Mission / Vision
- Audience – who are you trying to connect with?
- Tools and Resources
- Quantifiable goals and tools to measure success
- Content – how will you add value?
- Should be time sensitive

Case Study – Hootsuite

- Vancouver based
- Social media management dashboard
- Founded in 2008
- Crowdsourced their name!
- Recently attracted \$200m investment
- Effective online and off



1. Social Media Must Complement Corporate Strategy

- Your goals, mission, values remain the same
- You already know your audience – apply that knowledge to your online efforts
- Use Social Media to augment your marketing efforts
- Reflect your branding, messaging and differentiation
- Treat social media activity the same as any other marketing activity – measure and manage
- Some of the best social media campaigns are those that complement existing traditional campaigns

2. Take a Holistic Approach to Internet Marketing Strategy



Hootsuite Website

The screenshot shows the Hootsuite website's navigation bar with the logo and links for Home, Features, Mobile, Blog, Help Desk, and Plans and Pricing. The main header features the text 'Custom Analytics' and the Hootsuite owl logo. A breadcrumb trail indicates the path: Home > Features > Custom Analytics. A left sidebar contains menu items: Social Networks, Custom Analytics (highlighted in blue), Teams, Message Management, and Mobile Apps. The main content area displays the text 'HootSuite™ SOCIAL ANALYTICS' above a collage of various data visualization charts, including line graphs and bar charts, representing different analytics reports.

SEO and SEM

hootsuite



About 64,300,000 results (0.15 seconds)

Ad related to hootsuite

[Why this ad?](#)

HootSuite Social Media | HootSuite.com

www.hootsuite.com/Pro-Trial

Enhanced Social Media Management. Sign Up for a 30-Day Free Trial.

Social Media Management Dashboard - HootSuite

hootsuite.com

Enhance your social media management with **HootSuite**, the leading social media dashboard. Manage multiple networks and profiles and measure your ...

[Login](#)

Login to your HootSuite account and start managing your social ...

[Features](#)

Custom Analytics. Show off your social media success. Create ...

[Plans and Pricing](#)

Sign Up - HootSuite Pro - HootSuite Enterprise - ...

[Mobile Apps](#)

Security. The Dashboard in Your Hand. iPhone App. Get the app ...

[Custom Analytics](#)

Customize. Automate. Simplify. Get a better view of your social ...

[Careers](#)

HootSuite helps teams engage with audiences and analyze ...

[More results from hootsuite.com »](#)

HootSuite - Latest posts

plus.google.com



HootSuite ✓

In 5,966 Google+ circles

Social Media Management Dashboards - Publish, monitor and measure across networks, securely

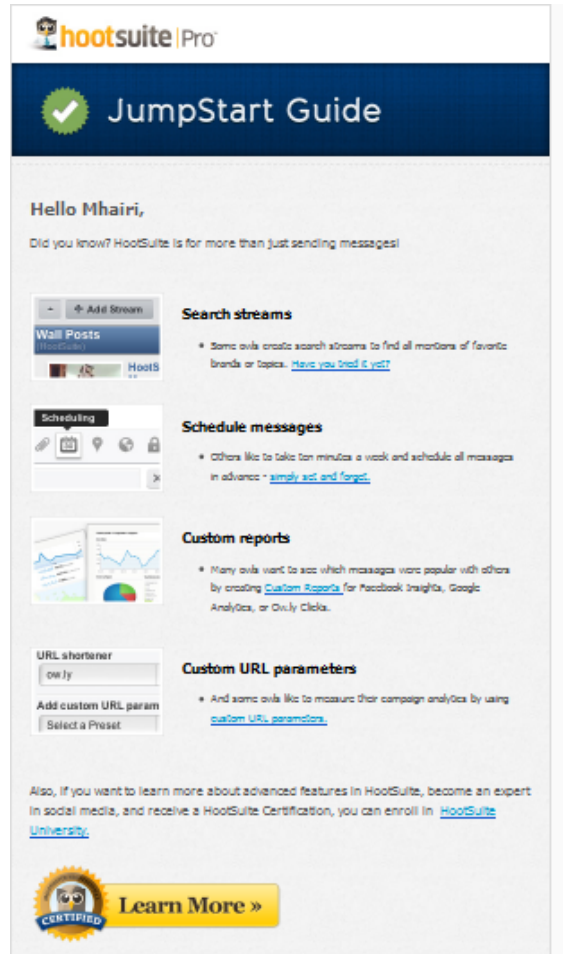
Latest posts

[HootSuite](#) · 8 hours ago · Public

You're sold on social business, but your boss isn't buying. Now what? Learn about Selling Social to the CEO in HootSuite University's latest Lecture Series: ...

+1

Hootsuite Email

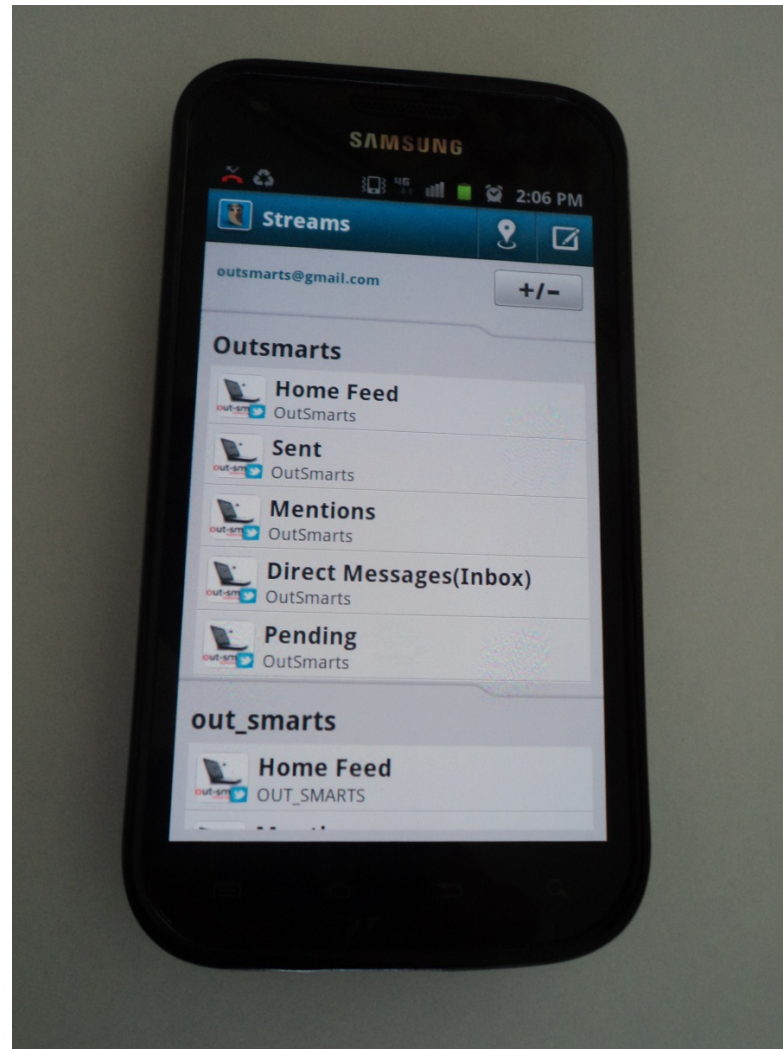


The image shows a screenshot of a Hootsuite Pro email titled "JumpStart Guide". The email is addressed to "Mhairi" and includes several sections with icons and text:

- Search streams:** Includes an icon of a search bar and text: "Some avids create search streams to find all mentions of favorite brands or topics. [Have you tried it yet?](#)"
- Schedule messages:** Includes an icon of a calendar and text: "Others like to take ten minutes a week and schedule all messages in advance. [Simply set and forget.](#)"
- Custom reports:** Includes an icon of a line graph and text: "Many avids want to see which messages were popular with others by creating [Custom Reports](#) for Facebook Insights, Google Analytics, or Dribly Clicks."
- Custom URL parameters:** Includes an icon of a URL bar and text: "And some avids like to measure their campaign analytics by using [custom URL parameters](#)."

At the bottom, there is a "Learn More »" button with a "CERTIFIED" badge icon. A footer note mentions "HootSuite University".

Hootsuite Mobile



Social Media

Find us on the Social Web

We're a social bunch at HootSuite. Follow us on these social networks to get the latest updates and information.



Twitter



Facebook



Tumblr



google+



Diigo

We Have a Couple More Twitter Accounts



@HootSuite



@HootWatch



@HootSuite_Help



@HootSuitePro



@HootHR

Measurement



[Home](#) [Media](#) [Library](#) [Events](#) [Help](#) [Careers](#) [Feedback](#) [Translation](#)

Measuring Social Media ROI ~ HootSuite White Paper Series

[Goto comments](#) [Leave a comment](#)

The ability to align social measurement with the same metrics you use to measure your other marketing channels is a powerful way to demonstrate the return on your social media investment.

Practical 5-Part Series

With this in mind, HootSuite and Social Media Measurement Coach Nichole Kelly co-authored a 5-part White Paper series dedicated to understanding social media measurement.



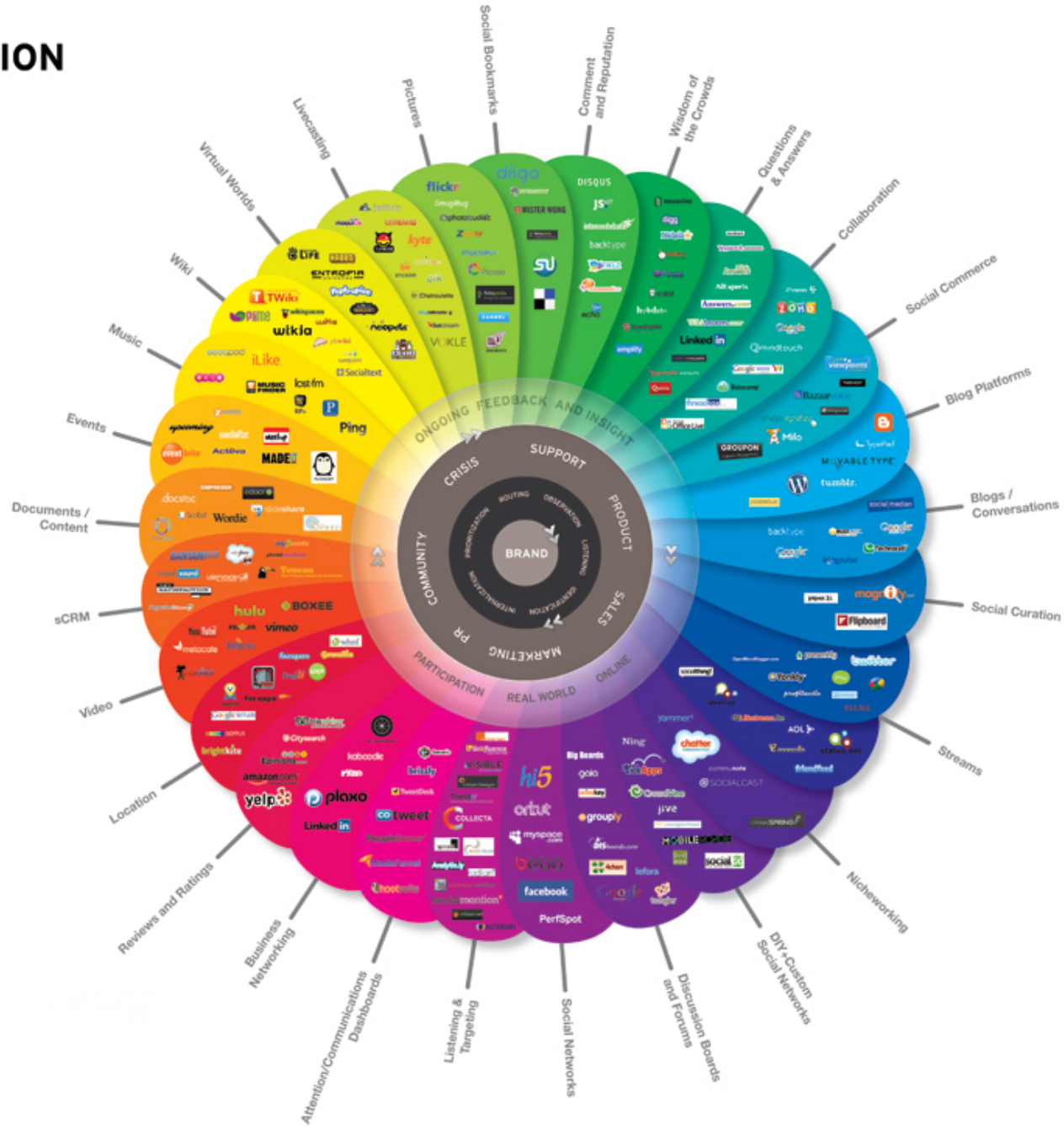
3. Choose your Tools Wisely

- Which tools does your target audience use most ?
- What is it that you want to gain from using social media?
- What are your corporate strengths?
- What resources do you have available?

Which Social Media Tools?

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



Customer

- Who are you trying to reach?
- Understand the demographics and characteristics of your audience so you know where to find them online.
- Which tools you use will depend on knowing this.
 - LinkedIn – to reach business people
 - Facebook – to reach consumers
 - Twitter – the mom community is really active here
 - Pinterest for females 18-35
 - LinkedIn has more affluent users
 - Biznik for West Coast Entrepreneurs
 - Active Rain – real estate

Right tool for the audience?

- Should be an ongoing consideration for every campaign and initiative
- McDonald's Twitter campaign backfired
- Tweet McDonald's Stories #McDStories
- Response was resoundingly negative
- Chose the wrong social media tool



McDonald's 

@McDonalds

Welcome to the Official McDonald's USA Twitter page! We're here to listen and learn from all of our fans and followers. Check out the link to meet our team.

ÜT: 41.802969,-88.180901 · <http://www.aboutmcdonalds.com>

[/mcd/newsroom/meet-the-tweens-mcdonalds-twitter-team.html](http://mcd/newsroom/meet-the-tweens-mcdonalds-twitter-team.html)

4. Start Small and Grow

Identify one area of business and run a pilot

- For one product, service or target segment of your audience
- Makes it more manageable and less risky
- See if your community is indeed using social media
- Allows you to adapt and evolve
- Tests the waters in a manageable way
- Prove effectiveness

North York Twitter Pilot



york region **YorkRegion**
@YorkRegion York Region, Ontario
Be in the know for everything York Region. Your trusted community for news, events, movies and community listings.
<http://www.yorkregion.com>

Following Message

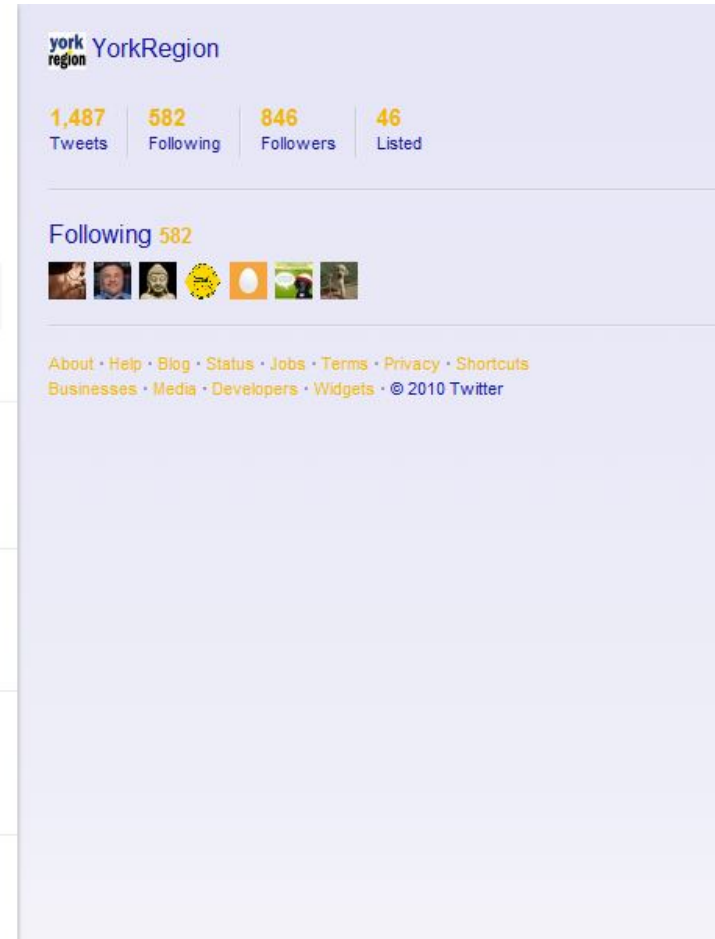
Timeline Favorites Following Followers Lists

york region **YorkRegion** YorkRegion
#superstitions It's bad luck to leave a house through a different door than the one used to come into it.
8 hours ago

york region **YorkRegion** YorkRegion
I am against marriage, and I don't give a fig for society. -Briditte Bardot #QUOTE
10 hours ago

york region **YorkRegion** YorkRegion
#Birthdays Kieran Culkin (28), Lacey Chabert (28), Jenna Elfman (39), Eric Stoltz (49), Fran Drescher (53)
12 hours ago

york region **YorkRegion** YorkRegion
Life Drawing Club 2010 tonight from 7-9:30 pm <http://ow.ly/2KytT>
14 hours ago



york region YorkRegion

1,487 Tweets 582 Following 846 Followers 46 Listed

Following 582

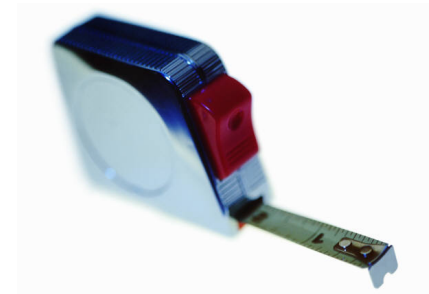
About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts
Businesses · Media · Developers · Widgets · © 2010 Twitter

5. Educate

- Educate staff and decision makers as to what social media is from a business perspective
- Conduct a series of introductory and ongoing social media sessions coaching staff how to use these tools
- Relate social media to your business or others in your industry
- Education puts social media in perspective

6. Make it Measureable

- First ask - where are you at right now in terms of your goals? This is your yardstick.
 - Website metrics
 - Social mentions
 - Connections – number of followers
 - Content sharing - buzz
 - Comments / Contributions
 - Subscribers
- Determine goals that are quantifiable and achievable.



Measuring Connections



SmallBusinessBC

@SmallBusinessBC FOLLOWS YOU

Small Business BC provides business products, services and information. Also follow @SBBCEvents @SBBStartup @SBBInsights for more business info.

Vancouver, BC · <http://www.smallbusinessbc.ca>

Following

1,821 TWEETS

1,082 FOLLOWING

4,195 FOLLOWERS

Small Business BC has 177 followers

Follow Company

Share

How you're connected to Small Business BC

3 First degree connections

21 Second degree connections

31 Employees on LinkedIn



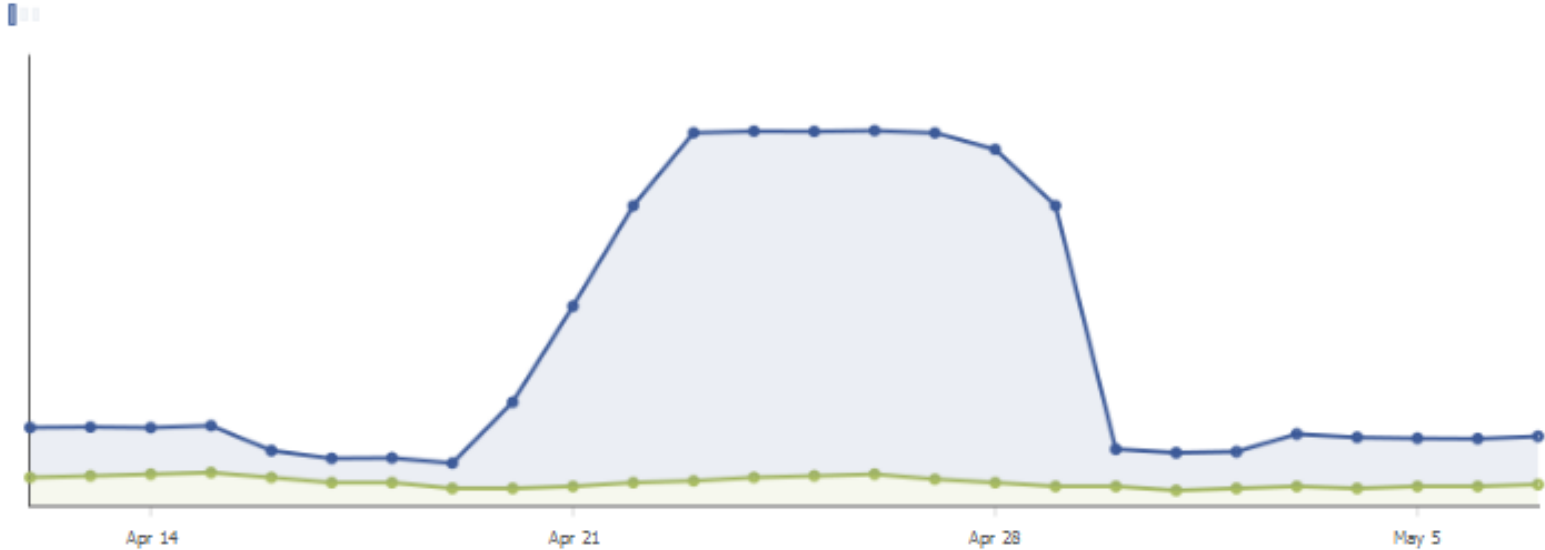
Check out insightful statistics about Small Business BC employees »



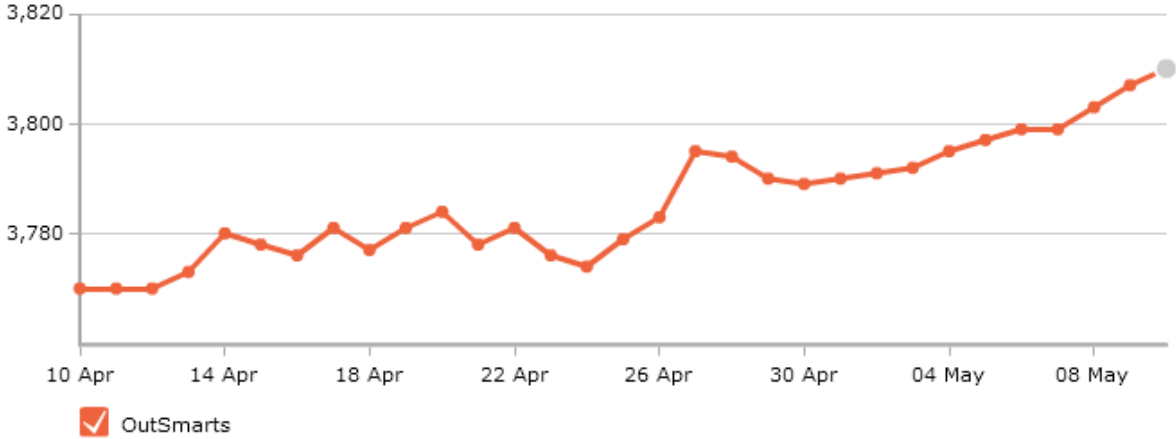
Measuring Interactions

Total Likes[?] 343 ↑0.29% Friends of Fans[?] 161,650 ↑0.55% People Talking About This[?] 8 ↑33.33% Weekly Total Reach[?] 540 ↑32.03%

Posts[?] People Talking About This[?] Weekly Total Reach[?]



Measuring Buzz



@ OutSmarts @ @ Compare

Twitter stats for Out-Smarts Marketing

- 3,807** Followers (+4 yesterday, +1 on average)
- 2,874** Following (0 yesterday, +2 on average)
- 4,626** Tweets (+10 yesterday, +5 on average)
- #10000+** View top 100 twitter users

Tweet

Tweet

Tweet

Tweet

Followers prediction

3,826 followers in 15 days*



Tweet

3,286 days to get 8,000 followers*



How Metroland Measures Success

- In advertising terms that relate to their business (i.e. click through's, conversion rates etc)
- Paying close attention to web traffic analysis
- Measured by number of followers (community)
- Social Media referrals (RT's, comments and mentions etc)



7. Social Media Policy

- Employees need to know boundaries
- Policies should outline appropriate social media behaviour
- Spell out communication policies for each network or tool
- Address copyright , link attachment and proprietary information
- Build best practises for the tools you use so that everyone is aligned

Best Practises

1

Include community name in headline.
Google loves unique, local content;

SAMPLE: Yoga, open mic night on tap for National Youth Week

PREFERRED: Oshawa has yoga, skating and more on tap for National Youth Week

2

Research and crowd-source

- Find experts (wefollow.com) - some Canadian ones here
- Find local sources on specific topics (search.twitter.com) near: postalcode
- Tweet about content sources other than Metroland
- 'Listen' to what others are saying - XX
- Always have a higher number of followers than those you are following.

5

Metroland Procedures

- Please use the Twitter tool 'Hootsuite'.

8. Content is Key

- This is about your audience not you
- Should always add value, be interesting
- Be consistent in posting content
- Never overtly sell
- Stay on topic (related to your business, community and industry)
- Should convey your brand and message but shouldn't force it on them

Hubspot



HubSpot @HubSpot

2h

Social media can increase inbound links and lots of SEO love. Here's how - ow.ly/aR8GI

Expand



HubSpot @HubSpot

4h

This webinar will change how you do email marketing ow.ly/aXw1Q

Expand

HubSpot Blog

Inbound Internet Marketing Blog

SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics

Inbound Marketing

Social Media

Search Engine Optimization

Twitter

Lead Generation

Public Relations

Web Analytics

Web Design

How to Use
Google+
For Business

Get the Most Comprehensive
Guide to Google+ for Business

Download Free Ebook!

9. Listen

- Always take time to use social media to “listen” and learn:
 - What is being said about your industry, service or you!
 - Always respond an reply
 - Look for opportunities to interact and add value
 - Find and follow luminaries in your industry
 - Identify blogs, read them and the comments
 - Learn from your peers and competitors

Listening Tools

- Google Alerts
- Facebook Search
- Twitter Search Tools
- #Hashtags
- Blog Directories - Technorati
- Personal - Pipl,
- General - Social Mention
- Paid tools – Radian 6, Trendrr, Hootsuite

Listening

Google Alerts

Search query:

Result type:

How often:

How many:

Your email:

CREATE ALERT



More Search...

- People
- Updates
- Jobs
- Companies
- Answers
- Inbox
- Groups

[Turn off suggestions](#)

his brief. [Download it.](#)

People You May Know

-  **Lawrence Low, tbd**
-  **Lawrence Sparling, President at Moonbase Design Inc.**

Search by Company

Company:

Person's Name:
(optional)

Social Mention

socialmention*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

small business bc

Search

16%
strength

9:1
sentiment

28%
passion

31%
reach

10 minutes avg. per mention

last mention 8 minutes ago

248 unique authors

28 retweets

Sentiment

positive		153
neutral		252
negative		17

Mentions about small business bc

Sort By: Results:


Results 1 - 15 of 391 mentions.

 [Is it Time for You To Step it Up and Run Your Own Live Retreat? | Positive Aging Inc. Small Business](#)

Everyone kept telling me I needed to do a live event and how it would change my business. Well, the idea of that scared me to death! Have you ever had a time in you...

digg.com/news/business/is_it_time_for_you_to_step_it_up_and_run_your_own_live_retreat_

8 minutes ago - by  [missyandtonyt](#) on [digg](#)

 [Congressman Benishek has promoted the interests of Michigan's working families and their employers](#)

Dan Benishek is fighting for Michigan small businesses by working to repeal Obamacare and reforming the harmful regulatory process. Tell Dan Benishek keep fi...

digg.com/news/politics/congressman_benishek_has_promoted_the_interests_of_michigan_s

17 minutes ago - by  [Annehelms](#) on [digg](#)



Paid Listening Tools

The screenshot displays the 'radian' dashboard interface, which is used for monitoring and analyzing social media content. The main focus is on the 'Sermo' topic, showing a list of articles, a line graph of post counts over time, and a bar chart of comment counts across different sources.

Articles List:

- RE: LOWEST AND HIGHEST PAID PHYSICIANS** - Posted on Sep 3, 2008 at 11:34 PM. Source: [forums.studentdoctor.net](#)
- LEGAL RISK FOR PRESCRIBING PAINKILLERS IS SMALL, STUDY SAYS** - Posted on Sep 5, 2008 at 2:49 PM. Source: [groups.msn.com](#)
- BUSINESS SOCIAL NETWORKING, THE NEXT GENERATION** - Posted on Sep 15, 2008 at 10:28 AM. Source: [www.portfolio.com](#)
- RE: GRAMA'S ECONOMISTS AS STUPID AS HE IS** - Posted on Sep 16, 2008 at 10:44 PM. Source: [boards.ford.com](#)
- NEWS 9/24/08** - Posted on Sep 23, 2008 at 10:08 PM. Source: [11/26/12.com](#)
- UDRP DECISION DISCUSSES PRIVACY SERVICES AND BAD FAITH**

Line Graph: Shows the number of posts over time for 'CNBC Profile' and 'Sermo'. The Y-axis is 'Number of Posts' (0-12). The X-axis shows dates from Aug 31 to Sep 27. A significant peak is visible on Sep 16.

Bar Chart: Shows the number of posts for different sources. The Y-axis is 'Number of Posts' (0-16). The X-axis lists sources: CNBC, Social Network, Sermo & Community, and Doctors & Sermo.

Comment Count Chart: Shows the comment count for different sources. The Y-axis is 'Comment Count' (0-5). The X-axis lists sources: Legal risk for prescribing painkillers is small, study says; Business social networking, the next generation; All doctors & economists as stupid as he is; News 9/24/08; Udrp decision discusses privacy services and bad faith; Udrp decision discusses privacy services and bad faith; Udrp decision discusses privacy services and bad faith.

Friendfeed and Twitter Widgets: Display messages from Dennis Cadorniga and TheChrisJackson, including their profiles and sentiment analysis.

Social Media Strategy Best Practises - Recap

- Must be in line with overall strategy
- Should reflect online marketing
- Start small and build
- Educate
- Choose tools wisely
- Make it measurable
- Policies
- Content is key
- Listen and respond

Questions?

Contact Information



“Mhairi Petrovic” on LinkedIn

www.out-smarts.com/blog



www.twitter.com/outsmarts

www.facebook.com/outsmarts



mhairi@out-smarts.com

604 290 4099

