

CREATING A STRATEGY FOR INCORPORATING SOCIAL MEDIA INTO YOUR OVERALL MARKETING PLAN

Women TIES

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Agenda

- ▣ **Objectives**
- ▣ **Perceptions**
- ▣ **Social Media in Perspective**
- ▣ **Determine Your Needs and Your Time Commitment**
- ▣ **Develop Your Plan**
- ▣ **Revisit Perceptions, Q&A**
- ▣ **Summary**

Objectives

- ▣ Consider your perceptions of social media and how they may be constraining your decisions about how or whether to engage
- ▣ Recognize that you can tailor your social media effort based on your business objectives and available resources
- ▣ Lay a foundation for developing a social media marketing strategy

Perceptions

What Are Your Perceptions About Social Media?

- ▣ How are your perceptions affecting your approach?
- ▣ Are they stopping you from making the decision to jump in?

Perceptions

Some Common Perceptions

- ▣ “It takes a lot of time”
- ▣ “It’s overwhelming!”
- ▣ “It doesn’t apply to me. After all, my business is B2B”
- ▣ “My customers aren’t looking for me on social media” or “my clients aren’t on there”
- ▣ “I don’t know where to start”

Perceptions

Are Your Perceptions Accurate?

- ▣ “It takes too much time”
 - It can be less time-consuming if you define how much time you want to spend
 - Note: it will be time intensive upfront if you’re just starting
- ▣ “It’s overwhelming!”
 - It can be overwhelming if you assume that you have to engage in all types of social media all at once...
 - But you don’t have to do it all at once!

Perceptions

Are Your Perceptions Accurate?

- ▣ “It doesn’t apply to me (B2B)” OR “my customers aren’t looking for me on social media” OR “my clients aren’t on there”
 - But aren’t many of your prospects, B2B or otherwise, on LinkedIn, Facebook, Twitter, etc?
 - What about others in your network who can connect you to prospects?
- ▣ “I don’t know where to start”
 - Start with your needs

Social Media in Perspective

- ▣ View it as another marketing channel
 - It is one component of your marketing strategy
- ▣ Know its distinct advantages
 - People access social media frequently and use it as a source of information about you
 - It is a relationship channel that helps remind people that you exist
- ▣ Sow now, reap later as with other marketing
 - The rewards (i.e. sales) may not be immediate
 - Sales may not come directly from social media

Determine Your Needs

You Decide!

- ▣ Decide what you want from social media
- ▣ Determine how much time and effort you are willing to spend on it

Determine Your Needs

Social Media Priority	Create Awareness	Build Your Brand Identity	Build Relationships/ Network	Demonstrate Expertise
High Priority				
Medium Priority				
Low Priority				

Determine How Much Time You Can Commit

Social Media Time Commitment	Create Awareness	Build Your Brand Identity	Build Relationships/ Network	Demonstrate Expertise
1-2 hrs/wk				
2-4 hrs/wk				
4-6 hrs/wk				
6-8 hrs/wk				

- This decision depends on available resources
- Up front investment to get started: potentially 40 hours

Develop Your Plan

Act

- ▣ Decide which tools to focus on
 - Twitter, LinkedIn, Facebook, Blog, others
- ▣ Develop your plan accordingly, then execute

Rough Comparison of Tools

Social Media Tools & Their Relative Value for Each Area	Create Awareness	Build Your Brand Identity	Build Relationships/ Network	Demonstrate Expertise
Facebook Page	High	High	High	Medium
Twitter	High	Medium	High	Medium
LinkedIn	High	Medium	High	High
Your Blog	High	High	Medium	High

Your Tool Checklist

Social Media Tools	Create Awareness	Build Your Brand Identity	Build Relationships/ Network	Demonstrate Expertise
Facebook Page				
Twitter				
LinkedIn				
Your Blog				

Revisiting Perceptions, Questions and Answers

Have Your Perceptions Changed?

- ▣ “It takes a lot of time”
- ▣ “It’s overwhelming!”
- ▣ “It doesn’t apply to me. After all, my business is B2B”
- ▣ “My customers aren’t looking for me on social media” or “my clients aren’t on there”
- ▣ “I don’t know where to start”

Summary

- ▣ Understand your perceptions of social media and how they influence your approach
- ▣ Keep social media's value as a marketing channel in perspective
- ▣ Understand your needs and goals for social media
- ▣ Determine how much time you can spend
- ▣ Decide which tools and websites to focus on and plan accordingly

Thank You!

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