



Social Media – can it help your business or is it just a load of twittering?

by

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Agenda

- Introductions
- Social Media Revolution
- What networking sites are there and how do they work?
- Can they help my business? – Donuts to Cup Cakes
- Getting started
- Guidelines
- Monitoring Results



Social Media

- Using the internet to connect with organisations and people – either to form alliances, friends, fans, voters, subscribers, listeners
- Originally sites set up for social networking – friends reunited, facebook, myspace but now businesses are learning that these can be harnessed to add to their marketing.



Facts ..

- **Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...**
- **If Facebook were a country it would be the world's 4th largest between the United States and Indonesia**
- **% of companies using LinkedIn as a primary tool to find employees....80%**
- **80% of Twitter usage is outside of Twitter...people update anywhere, anytime...imagine what that means for bad customer experiences?**
- **25% of search results for the World's Top 20 largest brands are links to user-generated content**
- **34% of bloggers post opinions about products & brands**
- **More than 1.5 million pieces of content (web links, news stories, blog posts are shared on Facebook .. Daily**



So many sites



What Sites are best

- LinkedIn:



- Business contacts and colleagues
- Connect with others contacts and for membership fee email people who do not know you
- Join groups and get updates. Add discussions and form new groups
- Job Vacancies



Sites:

- Twitter:

- Have followers
- Follow others
- Micro blogging – links to your website / blog
- Pictures
- Audio boos
- Real time



Sites:

- Ecademy
 - Business contacts
 - Events
 - Clubs
 - Market place
 - Power networker
 - Black Star Member



connecting business people



Sites

- Youtube
 - Videos
- Facebook
 - More personal, friends, family, events, fans, holiday homes, leisure
 - Pay per click ads
- Flickr
 - Photos and artwork
- Stumbleupon
 - Share and discover great websites
- Digg
 - Share and discover content



But does it work?



The company uses

Facebook

Twitter

YouTube

Dunkin Run Campaign



Coolatta Campaign

- June 2009, released yet another new product **Coolatta**
- Dunkin Donuts used social media to promote the idea of the campaign and attract more traffic to the fan page. Their main idea was gaining access to friends of friends while helping brand advocates to feel equally rewarded and recognized
- With the “*Keep It Coolatta*” sweepstakes, fans of the brand on Facebook (there’s over 800,000 of them) **posted a photo of themselves with any Coolatta beverage to the Fan Page wall**, added the caption #CoolattaGiveaway, and subsequently updated their profile with the pic.
- Entered to win a daily giveaway



Buzz Generated

- Around 52,000 followers to almost 56,000 followers on twitter
- Over 800.000 Fans on Facebook
- Over 7.000 links on Google to dunkinrun.com
- Measurable increase in sales



A successful strategy

- Dunkin Donuts' campaign was unique with a creative and fresh touch.
- It was not about the “number” of social media channels utilized. Less is more and more could be less as well!
- A well-planned strategy
- Unique and fun ideas in your campaign
- Combining on-line and off-line experiences



But for a small business?

- Curbside Cupcakes
- A mobile seller of gourmet cupcakes
- Uses social media to announce where their van will be and at what time
- [Twitter](#)
- [Facebook](#)



But for a small business?

- 3,166 fans on Twitter (and fast increasing)
- 5,618 fans on Facebook, fans post pictures of their cupcakes, their interactions with the pink mobile, and their love for the cupcakes.
- They generate excitement
- People are not just buying cupcakes, but are participating in a fun and even thrilling experience of trying to be in the announced location at the right time
- Developed a strong brand (pink van! pink logos!) and fun.



Where to start ...

- Have a strategy – what do you want from it – choose your media
 - Contact people in an area
 - Increased web traffic
 - Increased followers
 - Email subscribers
 - Votes, bookings, fans
 - Listeners
- Integrate it into your overall strategy. Special offers, 2 for 1 – use the media for exposure



Where to start ...

- Profile
 - Keywords to help people find you, your experience, your skills, your business.
 - Get someone to write it for you
- Photo
- Website / blog to link to – to tell people more
- Choose your message
 - Expert in your field, sharing knowledge
 - Campaign
 - What are you going to say?



Guidelines ...

- Only share what is interesting, different, relevant – don't be too “sell, sell, sell” – big turn off
- Ensure people can link back to more – include your facebook, twitter address on you contact information
- Choose which media works for you, understand it and stick with it
- Be original, fun, qwerky if it fits your brand
- If unsure of the technology get some help



Guidelines ...

- Be consistent in image and branding – same throughout everything
- Be professional – keep friends and family separate:



Monitor your results

- Monitor the results of your Twittering / blogging – it may be free but your time is valuable
- Have you achieved your original goal – reaching your target market ?
- Have you increased traffic to your website?
- Found new associates / suppliers?
- Had more subscribers? Votes? Bookings



Conclusion

If you consider social media marketing as part of your overall strategy with the same planning and execution as you would any campaign then you should see it helping to generate a group of interested connections / followers that may recommend you to others or ultimately become a valued client



Thank You
Any Questions?

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