WHY SOCIAL MEDIA?

- **Brand**
  Consistency with actions and brand promise or risk being called on the mat

- **Segmentation**
  Operations that deliver the right customer experience (segment of one)

- **Rigor**

- **Reward**

- **Connect**

- **Accountable**
  Privacy (customer information), social responsibility (green, labor laws)

- **Richness**
  Value added and derived from conversations (transactional data augmented)

- **Impact on Marketing**
  Collaborative and two-way conversation
REACHING EVERYONE!

Facebook
REACHING ANYONE!
REACHING FRIENDS AND FAMILY
REACHING CLIENTS AND PROSPECTS!
AND REACHING YOU!
HOW TO BEGIN?
WHAT DO YOU NEED TO DO?

• Define your company and your product/service value proposition.
• How can you support your value proposition including, but not limited to testimonials and referrals?
• How do you compare with your competition?
• And, based upon your research, knowledge and client interviews, what “message” do you need to convey to solve the competitive landscape?
SOCIAL MEDIA IS STEP-BY-STEP!

• Make your decision to move ahead with Social Media and, then, decide which of the social media options you choose!
• Once your decision is reached, review each of the social media sites to learn how to join!!
• Then, follow the directions provided to you followed by creating the daily, weekly or other time-frame posts!!!
FOLLOW YOUR “POSTINGS!”

• It is critical to follow up on your “postings.” For example: if you choose Facebook, the most important criteria is not the “ Likes” but the “ Views.”

• In other words, how many people stopped to “View” your postings and do they continue to visit your site on a daily basis.

• Your goal? To grow your “views” and by inviting more of your friends, acquaintances, clients and prospects over time.
MEASUREMENTS

• Each of the social media sites have definitive ways/methods to measure the results.
• As you become more familiar with the sites and what your “viewers” find of greater and greater interest, move ahead with other social media sites.
• The bottom line is to secure viewership on as many of the social media sites/locations as possible with creative, helpful, knowledgeable, responsive information.
SOCIAL MEDIA – MOVING AHEAD!
<table>
<thead>
<tr>
<th>Market Research</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Cost/High</td>
<td>Low</td>
</tr>
<tr>
<td>Execute Time/Long</td>
<td>Immediate</td>
</tr>
<tr>
<td>Sample/Small</td>
<td>Huge</td>
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<tr>
<td>Timeliness/Immediate</td>
<td>Instant</td>
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<tr>
<td>Data Value/Transaction</td>
<td>Behavioral</td>
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<tr>
<td>Follow Up/Longevity</td>
<td>Immediate</td>
</tr>
</tbody>
</table>
TIMELINE FOR MOVING AHEAD!

• Begin this week with your choice of social media sites!
• Once chosen, move ahead with your story which includes the following elements!!
• Opening, Process, Timeline, Don’t Push Back and Measurements!!!
• Look for “Views” not “Likes”!!!!
THANK YOU FOR YOUR TIME AND ATTENTION!

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