

WHY SOCIAL MEDIA?



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!

Generate Leads



Facebook

MARKETING COMPARISONS

Market Research

Social Media

Information Cost/High >

Low

Execute Time/Long >

Immediate

Sample/Small >

Huge

Timeliness/Immediate >

Instant

Data Value/Transaction >

Behavioral

Follow Up/Longevity >

Immediate

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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