

How To Use Social Media

Eileen Lonergan

Eileen@EileenLonergan.com

<http://www.EileenLonergan.com>

508.317.7355



Best Practice:

- Social Media is an avenue in which to execute your marketing strategy.
- The point of entry into Social Media is free; however it requires a commitment of your time and creative energy!
- Social media allows you to connect with your consumers in a very personal way.
- Your website | blog needs to be the place where all of your content lives. Social Media is a way to promote, engage and grow your audience, the majority of the content you create should be located on your website.
 - Reason
 - SEO – Search Engine Optimization. Search engine spiders (crawlers) visit sites with fresh content. Sites that are regularly updated rank higher than those without fresh content.
 - Putting all of your content on Facebook is like going into a dorm room, repainting, adding carpet and a built in bar and then calling it “your place”. Each post, Like, update you put on Facebook enhances THEIR value, not yours. Don’t be a share cropper, own the estate. Put the info on your site, then use social media as a way to spread the news.
- Establish yourself as an authority and build a community
 - People don’t know what you know if you don’t tell them.
 - Pull people with similar interests and goals into your tribe. They will help build the community, build loyalty, and share the word about your business.
- ProTip
 - Add Social Share buttons to your website
 - Use your signature box in your email to link to your website, blog, Facebook, Twitter, LinkedIn, etc

Like this post? Share it with your friends!

✓ Like  Eileen Corrigan Lonergan likes this.



+1



tweeted



email

Social Media Options:

- Blog
- Facebook
- YouTube
- Twitter
- LinkedIn
- Google+
- Yelp (Reviews)
- Podcast
- Flickr
- Four Square
- Slide Share
- Storify
- Tmblr
- Etc!



Before you begin:

- Target – who are you trying to reach? Who is your ideal client?
 - Do you want to activate key influencers or thought leaders?
 - Are you trying to create a buzz for a launch or lagging sales?
 - Are you looking for new clients or more from your existing clients?
 - Are you trying to create a community around your idea or product?
 - Are you trying to establish yourself or your business as an expert in your field?
- Focused
 - What is the action you want the audience to take?
 - Specific goals are: capture an email address, add “Like’s”, gain a subscriber, build your tribe, position yourself as an authority, or make a sale
- Measurable
 - How are you checking your stats?
 - Facebook Insights
 - Google Analytics for your website
 - YouTube Likes & Views
 - LinkedIn – <http://www.youtube.com/watch?v=t6lXxuySvA0>



Before you begin (con't)

- Organize Future Content
 - The content is the KEY to everything!
 - Spend time on Keyword Research – if you sat at Google and tried to look for your business, what would you type into the computer? Google has a free research tool, spend time looking for your primary and secondary keywords.
 - Keywords will help you guide your content.
 - If your business is a bakery and you know that cakes are search for 10 million times each month, cookies 2 million and cupcakes 100, you may want to generate most of your content focused on cakes.
 - Consider what method of communication works best for your audience and what you are capable of producing:
 - Written | Video | Podcasting
 - Create an Editorial Calendar
 - » <http://www.searchenginepeople.com/blog/blog-editorial-calendar.html>
 - Feel free to repurpose content –
 - Write a blog post
 - Send an email with the blog post in it
 - Create a video out of slides related to the video and post it to YouTube
 - Record yourself speaking about this and turn it into a podcast
 - Interview someone or be interviewed
 - What is your core difference between you and a competitor? Demonstrate this any | every way possible
 - Find Problems in your industry & Offer solutions
 - Educate

Some tips for laying the groundwork:

- Claim your business name on all social media channels, Facebook, YouTube, Twitter, Yelp, Four Square or any other social media site that you see value in for your business. It is a good idea to claim these properties before someone else gets your business name!
- Set up a Facebook Page for your business.
 - Ask your friends and family to Like
 - On Facebook you can create a custom landing page, if someone “likes” the page it can reveal another page, with a coupon or special content. See <http://www.facebook.com/AppletonCampbell> as an example
- Spend a little time on various social media sites to see which is the best place for you and your business.
 - Look for Groups on LinkedIn that make sense for you, find other Pages on Facebook that are relevant, start following people on Twitter and see who else they are following then start following those people.
 - I have found that each time I write a blog post and add it to Twitter I get new followers. When I retweet an article that I found interesting I gain new followers. Participation in Twitter leads to connections faster than any other social media.
 - Understand how each platform is beneficial to your business
- Use a tool such as dlvr.it which will automatically update your social media channels with each blog post you write.
- Consider a partner – Identify category influencers (connected and respected) with a large digital footprint and work with them and for them – the result will be to:
 - Add credibility to your campaign,
 - Propagate content throughout their social networks (Scott Schuman [The Sartorialist](#)) Burberry Art of the Trench was a huge success!
- Set up an email platform. MailChimp is free (if you send less than 2,000 emails per month) and MessageSherpa has a collaborative feature which makes working in groups very appealing. Email allows you to connect with your tribe one on one. You can repurpose your blog content into emails and vice versa.

How to engage:

- Be fun, interactive & helpful.
- Respond to comments!
- People love videos, create your own or share ones that you have found to be helpful. (Jing is an easy tool to capture screen casts).
- If you don't feel comfortable creating a "live" video, create one from PowerPoint slides or photos.
- Hold a contest – create teams and build a community around this and think outside of the normal. Perhaps it isn't the Biggest Loser Challenge that starts January 1st, perhaps it is who can maintain their weight within 2% between Thanksgiving & January 2. All who succeed get one free exercise class. Keep in mind the prize doesn't matter, it is connecting people and building your tribe during that 6 week period.
- Put your social media icons in your traditional advertising, cards & email signature box!
- Like, Follow & reTweet your best clients posts
- Educate – How To articles are extremely popular
- Showcase problems & offer solutions
- Use an article that was posted by someone else and either agree or disagree and add your opinions WHY
- Share a list of what to avoid or myths
- What we can learn from icons or history:
 - What Entrepreneurs Can Learn from the Beatles or Here's what Executives Can Learn from Athletes
- Share what you learned at an industry event
- Interview an industry leader – make sure you let them know when the post is running and ask them to link to it from their social media pages
- Respond to industry research – if you are in Real Estate and housing trends are down, how does your town compare? How does your agency compare with the national average?
- Upload photos of your customers enjoying your product or service and Tag them on Facebook
- Take a survey (Survey Monkey is a good platform)
- Write and answer a list of FAQ's about your business
- Share current events – or offer advice on how to prep for an upcoming event – are you a fitness guru? Help us prep for the Boston Marathon or send Tweets each hour to remind us to get up from our desks and do a quick stretch
- Be seasonal – are you a landscaper, what should we be doing during the off season to prep for next Spring?
- Showcase your employees
- Have social media "office hours" set a time when you are online, answer questions, offer advice, share the latest news. If you run a boutique at the start of each season set up your office hours, people can ask you what the latest trends are, how to wear certain items, what shoes are appropriate for work, etc. Keep in mind this establishes you as the top of the pyramid, someone that knows her business and is a trusted advisor.
- Claim your listing in Four Square and create a compelling offer!

Tips on Using Social Media to Create Business Success



Summary

- Be yourself
- Have a point of view
- Have a plan
- Have fun
- For blogging a minimum is once per week. You can post to Facebook & Tweet daily.
- You can't date sitting on the couch and you can't engage in social media if you don't get online!

About:

Eileen Corrigan Lonergan began her career as a Media Buyer | Planner at advertising agencies in Boston, Chicago and London. While living in Asia she was fascinated to see entire malls devoted to technology and slowly began to learn how to build websites. Upon returning to life in the States Eileen resumed her career in media, this time using the most direct form of marketing, Google AdWords. The power of keywords opened up the doors to seo and circled back to building websites. Eileen's entrepreneurial spirit was the motivation behind opening her own boutique agency, which caters to small to mid size businesses. Eileen creates websites with the purpose of them getting found by the search engines, she also focuses on content creation and social media integration into your business.

Eileen is a regular contributor to the [Search Engine People Blog](#), which is a leading search engine optimization service based in Canada. Her seo tips have also been featured by [Digital Marketing Institute](#), (DMI) provides online marketing training courses on a range of digital marketing throughout the UK. Eileen is also a contributor to the Expand2Web Blog, offering How To's on using WordPress.

When not reading and writing about the ever evolution of the internet Eileen can be found driving the neighborhood carpool or out for a jog with her golden retriever Rusty.

Eileen has a BA from Michigan State University.