

Six kinds of posts:

USE THIS AS A GUIDE TO GET STARTED POSTING SOCIALLY ONLINE



PERSONAL
BE AUTHENTIC



SOCIAL
BE FRIENDLY



OFFER
BE GENEROUS

SOCIAL CALENDAR

Type of Post	Week 1	Week 2	Week 3	Week 4
Personal Touch				
Social Proof				
Obvious Offer				
Something For Search				
Value Added				
The Question				

TYPES OF POSTS:

PERSONAL TOUCH:

A few words that show you are human and approachable. The type of person your audience wants to do business with.

“It’s Spring the Birds are singing and enjoying the new flowers we planted today!”

SOCIAL PROOF:

A retweet or quote from one of your customers that proves that you know your stuff.

“Linda wrote: This was the best lodge I have ever stayed in.... Thanks for the fantastic massage.”

OBVIOUS OFFER:

It’s always okay to sell something or give a special offer.

“Book weeknights in May... 2for1!”

SOMETHING FOR COMMUNITY:

Post Photos of your business, community or customers (with permission of course)

“I Love rocking on the porch in the Summer at the lodge.”

VALUE ADDED:

Give a little back. Consider scratching the back of someone who might do the same for you.

“If you wanna have some fun... Try the zip line... <http://bitly.com/abc>”

THE QUESTION:

People always love to give their opinion. Give them the chance.

“What is your favorite ‘thing to do’ in Hocking Hills?”

The Social Media Secret!

Talk to most business owners about social media and you will start to see this fog descend upon conversation. Then, more questions come up about capturing more business through social media and soon it becomes very apparent that no one knows which way is forward.

Social media can be confusing and hard to measure or track. Which is something that every business fears. No one wants to put money into a strategy they are not sure will even give a return on the investment.

But quite frankly, isn't that what marketing is all about? You try something that has worked for others, test it, track it, measure it, tweak it, try again... and so on. Without trying to do something new, without measuring and tweaking and trying something again or trying something else - you can't know what works and what doesn't work for your business.

THERE IS A WAY TO LEVERAGE SOCIAL MEDIA TO SEE AN IMMEDIATE ROI.

First let's get into the right mindset, think of social media as being a part of a huge networking event or a cocktail party, for instance. You attend, you hang out, you have fun, you tell jokes, you tell stories, you share pictures... then you realize these activities are helping you connect to different people - a new audience perhaps.

This audience begins to know, like, and trust you. Eventually, they say, "...You know what? I think I want to give this business a try".

So now its time to choose which social networking events are we going to attend? Since customers hang out everywhere, and there are so many different types of social networks right now. We need to determine which networks would be best for your business.

My recommendation is to start somewhere, anywhere. Think about what you know is valuable to share and go to the places that encourage that type of content.

For example, Yelp is one of the places I hang out. I use Yelp to constantly find new places to eat or to look for new cool restaurants. Here's how the scenario usually goes, my husband and I are in the car driving down the road. Its time to grab a bite to eat and we decide we're craving Mexican tonight.

We ask Yelp, "Is there a Mexican restaurant within five miles from us?" It shows us a few different restaurants on their map and we begin reading the reviews.

From this social platform, we usually choose a place that others have given great reviews, pics of the food, conversations about the environment, and marks of good service. Since much of this information is unsolicited I am usually inclined to believe what others have to say, even if I've never met them.

As owners we can use Yelp as a powerful channel to share about the company, give useful information, and perhaps even give an incentive for 'checking in'.

In the case of the Mexican restaurant perhaps when someone 'checks in' for the first time, they get free Queso dip. Another business may offer some sort of free giveaway or a free consultation.

Yelp is not just for restaurants, one of my clients is a vet and her website gets at least 6 referrals a month from Yelp. It may not seem like a lot but it's six more simply because she is listed on Yelp. You just never know where people are searching.

SO, BACK TO THE QUESTION, "WHAT DO I DO WITH SOCIAL?"

With social media there is definitely a give and take, it's not just, "Hey here's my 20% coupon, come on in." Always try to provide some value for the consumer. Your communication can either entertain, educate, or be a benefit.

For an example of a local business using social specifically for their business check out Summit Vision on Facebook.

Summit Vision constantly posts pictures of events they host on their obstacle course. Everyone who attends an activity at Summit Vision wants to 'see and share' their pictures online. It works for exposure and attracting new clients.

Or check out the Brimfield Police Department.

The Brimfield Police Department has practically built a business out of their Facebook following. It all started with daily posts that had a formula and the Chief remained consistent in his postings.

These are two very different ways to engage on Facebook yet each gives their fans exactly what they want.

FREQUENCY IS PURELY UP TO YOU. CONSISTENCY IS THE KEY AND REMEMBER THE RULES OF ENGAGEMENT.

With social it's important to be authentic and speak as though you are talking to that perfect customer you endear so much. Focus mostly on social - not sales.

It's easy to get caught up in the idea that you can sell for free online to people that are hanging out there. The truth is sales happen online because the same tried and true methods used offline will work online. When you place an ad with a sales funnel (a way of capturing new customers) and a FREE gift and an offer - You make sales and gain more customers.

The same is true for the online space you can leverage ads online to a certain demographic or area and create an offer and sell some stuff. But that is not the whole story with social. In order to gain permission to use the same offer with your fans you must engage them on other levels too. Then promote your offer to your fans as well.

It can be a one two punch. Ads for non-customers and promotions to current fans.

Use the calendar above to vary your social posts and gain an audience within your new social networking.

Happy Posting!

If you are interested in leveraging social media and other forms of online advertising for your business contact Michelle Edwards 614-326-9266 Or visit <http://Magnetize.me>