



Social Media for Business Bonus Tips

Re-think Your Pitch: Know Your Audience, Know Your Tools!

You sense it – you know it deep down: All social media is not the same for every business.

1. *While you have to be ‘everywhere’ to capitalize on a lead; you must be where your customers are first and build strength there, choose tools carefully and play well before moving on to the next.*
2. *You have to know who your customers are – create personas, use their language, attack their pains, feed their motivations. You can’t have the same message for everyone. Look beyond the ‘logical’ customer.*
3. *Social media tools are more than social engagement sites, they are social research sites for prospecting and lead gen. Use for crowd-sourcing – people love to get involved.*
4. *It’s not about shouting info, it’s about pulling people in.*

Tool Tips for the Major Social Media Sites:

LinkedIn:

1. Complete your company page, and products and services, and all related info
2. Connect and be a part of relevant groups, start a group. Can share info, emails, and conduct polls, establish credibility and expertise.
3. Use search features for opportunities, lead gen, and connections. Share related info.

Pinterest:

1. Use photos to showcase company culture,
2. Pin inspirational photos that drove product or service creation, pin photo’s of customers promoting their happiness,
3. Make sure to add links back to product/ service pages or other pages with the goal of conversion using landing pages and calls to action.

78% of consumers trust peer recommendations – drive through different channels



Tool Tips for the Major Social Media Sites cont'd:

Twitter:

1. Share latest news, celebrations of company and customers,
2. Engage, engage, engage – manage customer conversations,
3. Extensive search capability for leads and opportunities; use hashtags for events. Launches, campaigns.

Facebook:

1. No longer guaranteed that you will place in your followers' newsfeeds,
2. Create personal, informational, engaging posts; don't just push out links and offers.
3. Extensive search capability for leads and opportunities, try promoted posts and advertising, and contests to drive followers and sharing.

Bottomline to R.O.C.K. your social media whatever it is:

1. **Recognize** - who's engaging with you, and share recognition of customers using your product or service, create relationships with influencers.
2. **Opportunity** – take advantage of trends, and tie into product or services; ride on current events.
3. **Change / Continuity** – change up the conversations (especially across social media outlets), continually add content.
4. **Knowledge** – share inside info, new & creative ways to use product, get followers to do the same.

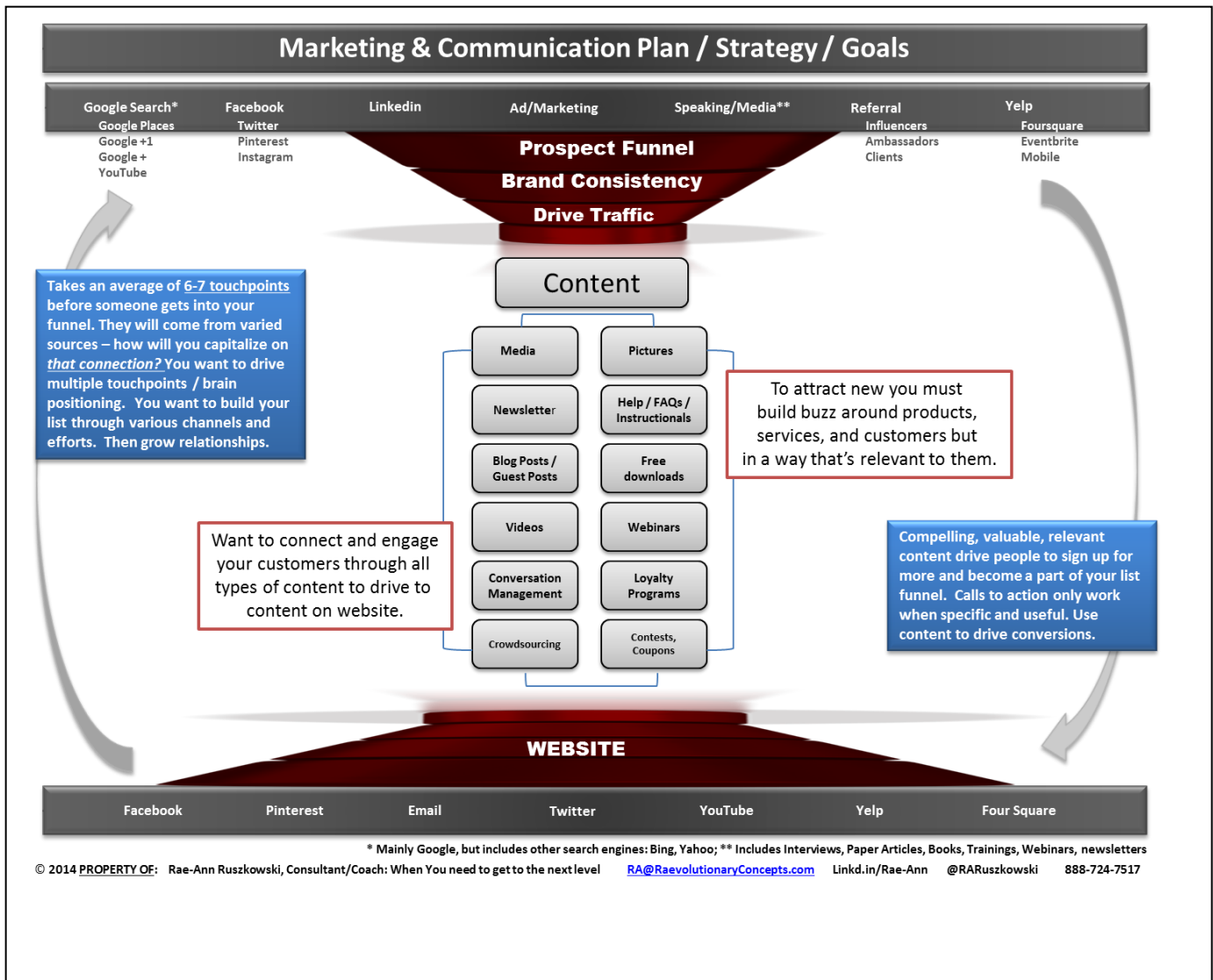
>> **Get VISUAL** – it's all about images, video and voice – Youtube and Pinterest to drive interest to your product and services, or to a Landing Page; Your goal is to engage and convert.

>> Focus on **Generating Fresh Content** that can be re-purposed.

>> **Use Social Media Management tools** such as Hoot Suite to make job easier.

>> **Monitor Analytics** in all your tools, look for trends that customers respond to and recreate more of the same.





With over 25 years of extensive Web, Marketing & Project Management experience at Fortune 500 Companies, I work with clients to develop their integrated Marketing Strategy and bring their business & career to life: from marketing material and coordinated web design, to copy & content development, to SEO, and social media coordination. I work to build your career & business faster and so you can get down to business sooner.

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