

WHY DO COMPANIES, BRANDS AND INDIVIDUALS USE SMM & 25 REASONS WHY SMM WORKS!

25 of the most compelling reasons why you must be on social media.

The short answer is, it's where everyone is – your customers and potential customers and your competition.

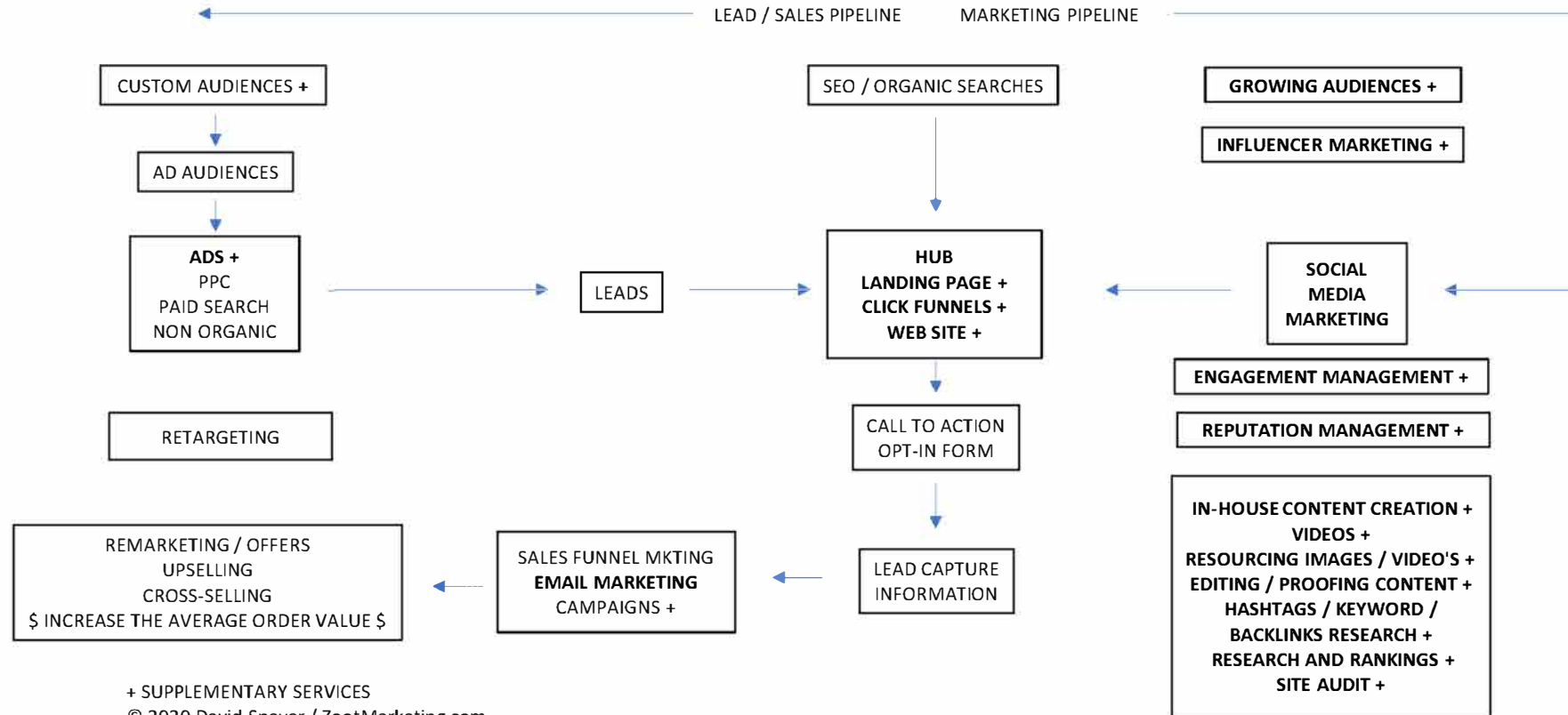
It's the fastest growing marketing tool in the world. The rate of growth is projected at over 25% per year.

Billions of people, tens of millions of businesses and over 3 billion active daily users and growing. The numbers are staggering.

- It's where your clients and leads are
- It's where your competition is
- Build your reputation
- Brand recognition, brand loyalty and brand authority
- It's a way to interact with your audience and target market
- It's where you create awareness
- A place to drive users to your products or services, your brand
- Grow a following and enjoy being shared
- Promote and share a cause
- Establishes trust
- Gain website traffic
- Drives user engagement and sharing of content
- To create educational, valuable or entertaining content for others
- It's how you define yourself to others

- Building a positive image
- Achieve your marketing and social networking goals
- Where you promote your products and services
- Attract people who don't know you
- Gain traffic
- Broadens customer reach
- A way to retain customers, reach new clients, build/ grow/ nourish relationships with your audience and with influencers and foster new relationships
- SMM is a great SEO and boosts your sites SEO and ranking.
- Gets you noticed before and during events and can help attract media coverage
- You can monitor your reputation and respond to negative comments that will affect your business
- Your audience expects you to be there to handle their customer service issues

**THE ART OF A SUCCESSFUL ONLINE PRESENCE / THE KEYS THAT SUSTAIN A SUCCESSFUL ONLINE BRAND
LEAD GENERATION / SOCIAL MEDIA MARKETING (SMM)**



- BRAND / PRODUCTS / SERVICES AWARENESS
- POSTING RULES (SELL 10 - 15%/ BRANDED - In-HOUSE CONTENT 30-50%/ CONTENT CURATED 15%-25%/ SOCIAL 15-20%)
- PHASE 1 / INTIAL 1 - 2 MONTHS: AUDITS SMM / WEB SITE / COMPETITION
- INITIALLY CREATE CONTENT / BEGIN POSTING / START MEASURING RESULTS AGAINST CURRENT AUDIENCE (KPI's)
- PHASE 2 / 3 - 8 MONTHS: CREATE CONTENT THAT IS ENGAGING AND AUDIENCE SPECIFIC
- FOCUSED POSTS AND OPTIMAL SCHEDULING / REPOSTS
- BRANDING / SOCIAL SELLING / STORY TELLING / CREATE AWARENESS / HASHTAGS / KEYWORDS
- ADVOCACY (EMPLOYEES / FAMILY / FRIENDS)
- TRACKING CLICKS - (BIT.LY - BRINGS ANALYTICS INTO ONE PLACE.
- MEASURE ENGAGEMENTS (LIKES / SHARES / COMMENTS / VIEWS / FOLLOWERS)
- MEASURE AUDIENCE GROWTH WITH SMM
- AUDIENCE TARGETING (1ST / 2ND / 3RD LEVELS)
- LISTENING & MONITORING
- MONTHLY MEASURING RESULTS / TESTING / DATA DRIVES DECISIONS
- Social media posts do not live more than 18 minutes
- Videos perform better than images.
- Direct video uploads (native videos postings) to SM channels perform better than YouTube.
- FB shows only to 1% of your followers.
- Build Groups and Pages and join Groups. Interact.
- Monitor reputation across all SM channels. Customer service support on FB messenger, Instagram DM and Twitter DM'ing.

Social Media Marketing, Social Selling and Lead Generation

David Speyer, Managing Partner at ZOOT Online Digital Marketing



SOCIAL MEDIA MARKETING, SOCIAL SELLING & LEAD GENERATION

**What is social media marketing,
social selling & and lead generation?**

Social Media Marketing

Social media marketing is ‘story telling’ and ‘social selling’– sharing content – social engagement – sharing, promoting, selling – it’s social media networking and marketing.

Social media is a dialogue to engage. If you are on social media and don’t engage – you don’t gain. It’s that simple.

Creating a social media presence for a fan base, product or service, organization, group, cause, your brand, you and your company.

What is Social Selling?

Hootsuite posted this 18 minute discussions on social selling on LinkedIn. Here's the recap:

1. Relationship building takes time – to build and nurture relationships you need to provide value.
2. Put yourself in a position where you are viewed as a 'thought leader'
3. Take the steps to become a trusted advisor
4. Social selling is to open opportunities to pursue a sale or to connect and develop/foster relationships

A misconception is that with social selling, sales come right away.

Posting should be geared towards engagement and providing insights.

65% of company sales comes from current customers. Nurture your customers. Your customers are great advocates for your brand.

Optimize your profiles and use your profile URL's wisely. If someone clicks the URL, will it add value for the visitor?

Figure out what your brand is and design the language of your feed/posts around how your audience speaks. This is style matching – content needs to be relevant and valuable.

LinkedIn is known as a *business professional network*. Post your ideas as a thought leader, your videos and creative articles that add value. Gear what you do towards trust and adding value.

Twitter is more *community* driven – lots of conversations all the time. Easy for you to join in and share your thoughts.

Nurture your relationships and then your customers will become great 'advocates' for you. First off is that people want to connect to people.

Use social listening and monitoring tools such as Hootsuite Amplify or BrandWatch to see what people and your customers are saying about you, your brand and your competition and to research and find audiences. Many of today's posting tools have the ability to do social listening and monitoring.

Provide employees, family and friends opportunities to become advocates for you on their social media feeds by engaging with your posts, sharing and commenting.

Your posts should be a combination of brand content and curated posts. The percentage of each depends on your audience.

Posts should be part professional and part personal – what you are passionate about.

It's where your audience and potential audience(s) live.

Let's you learn more about your targeted audience.

Provides an unlimited amount of information and data so you can research your customers.

Find out where your customers and targeted audiences

- live on social media,
- which networks they are active on,
- which groups they belong too,
- who do they engage with,
- what do they react too – content wise,
- where do they interact,
- Your content needs to mirror how your audience communicates
- Social listening
- Brand reputation

How long before I see results? What results are you looking for?

It depends what your current **social media** world looks like – are you a start-up or an established business and what does your existing audience base look like?

That's why you need to do a social media audit of your company, your audiences and your competition and their audiences. You also need a website audit because if your site doesn't get it done, you can drive all the traffic you want to the site, but will you see results?

The first 30 to 60 days of social media engagement is as much about the audit. The audit helps determine the steps needed to create a social media game plan.

As you progress, it's critical to track data and understand what the metrics are telling you. Data measurement is an ongoing process. That's what guides strategy – are you on the right track – what does the data tell you? If you don't see results, adjust the strategy. So there is a lot of testing. Always keep testing.

Social media marketing begins with looking at your current social media presence and your target audience size and quality – including organic traction. Building a successful campaign takes from 6 to 24 months to build results.

Lead generation is done via paid advertising and paid adv management fees. **Social media marketing and social selling is NOT the same as lead generation.**

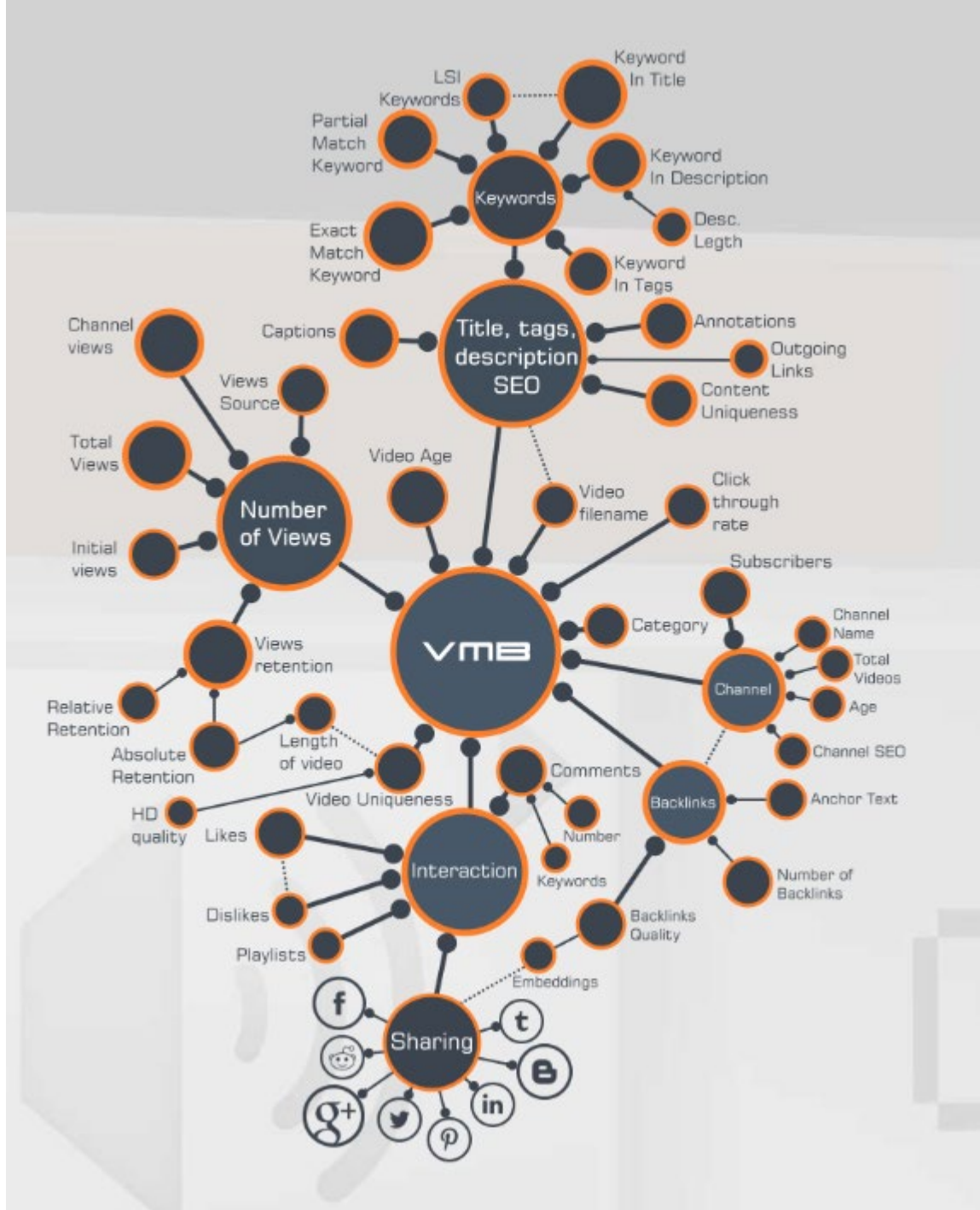
Social media marketing and social selling is 'marketing' and lead generation is 'sales.' Marketing is over time and the MROI is not clearly based on a revenue number but rather audience growth and engagement. Lead generation is a sales tool. Most of this is done using PPC. There are customer acquisition costs and ROI associated with it.

YOUTUBE OPTIMIZATION VISUAL BY [VMB](#)**

YouTube (owned by GOOGLE) is one of the strongest and yet most 'under-utilized' SEO tools on the internet.

The multitude of components necessary to optimize a video across all social channels is staggering. So take advantage of new applications & tools that help automate the process.

**VMB – [Video Marketing Blaster](#)



SOCIAL MEDIA MARKETING

Social media marketing takes the content you provide, the agency provides or curated (3rd party) media and creates posts for you, schedules it across social media channels and measures results such as shares, comments, change in followers, engagement, etc. Here's more:

- Blogs – creating content, keywords, hashtag, backlinks, tags, images/video's.
- Copy
- Video production. Video has a much high engagement rate than images and text. This will include video production up to a point – video production costs anywhere from \$50 to \$4500 per minute of produced content.
- Video story-boarding - usually between ½ minute to 3 minutes
- Graphics.
- Web design, web audits - how does your web and social media match up?
- Growing influencers and audiences. Connecting you with new groups.
- Managing your interaction with your audience.
- Managing each social media platform including profiles and profile audits, theme creation, groups, pages, etc.
- Lead generation using online advertising on social media platforms and Google Adwords.
- Drip campaigns which are also known as click funnels, the copy, emails, triggers and landing pages.
- Promoting your events on social media.
- Key influencer research, spying, engaging and connecting.
- Use of #Hashtags and @Mentions.
- And more.

What does social media marketing costs - It's like going into a restaurant and ordering a meal – you can go for fast-food or order gourmet cuisine – either way you are paying for what you eat.

Depending on your social media budget, your monthly management spend will be anywhere between \$500 to \$10,000 a month. It depends on what you need and who you use.

You also will pay for any ad spends on each social media channel.

Agencies have hard costs that have to be spread out between their clients – these are the tools and applications used to automate and effectively run a campaign and track results.

Agency contracts will initially go for 4 to 6 months to really begin to see results and growth, but you should be in it for the long haul. After 6 months then contracts generally role over to month to month.

Your agency should be providing good service, feedback and data metrics each month so both you and the agency can keep on the right track.



David Speyer, Managing Partner

PROFILE

David Speyer is a social media guru, coach, mentor, marketing strategist and managing partner at ZOOT Marketing.

David's recently published guide help's businesses understand what the differences between social media marketing, social selling and lead generation.

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