

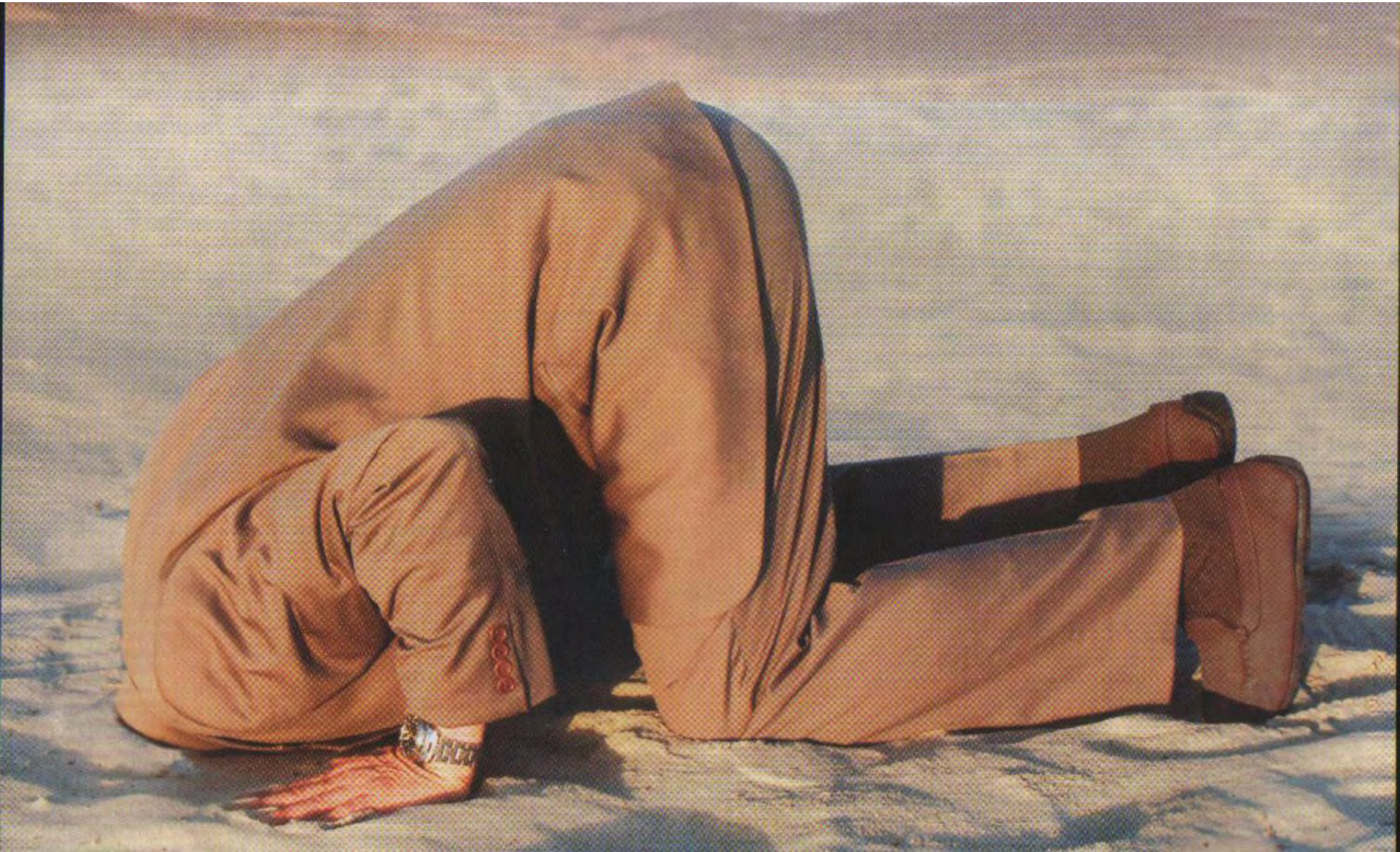
The SEVEN (7!) SECRETS of Social Media for Small Business



Presented by Rob Hustick
VP of Social Media and Digital Strategy, SusQtech

susQtech

Some of you look a bit... skeptical



Officially, social media is "an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio."

<http://www.wikipedia.org>

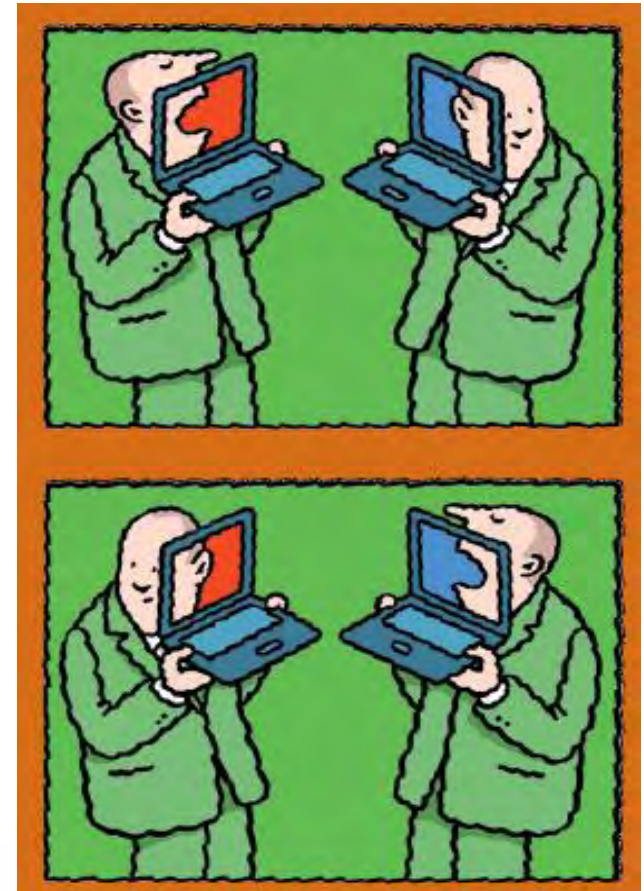


And that means what, exactly?

Social media describes tech tools and websites that don't just give you information --but allow you to interact with the publisher of that information as well as with other end-users.

One-way --> two way.

So why should you care?



REASON #1

BECAUSE 3 OUT OF 4 AMERICANS USE SOCIAL TECHNOLOGY.

Forrester, The Growth Of Social Technology Adoption, 2008





REASON #2

**BECAUSE 2/3 OF THE GLOBAL INTERNET POPULATION
VISIT SOCIAL NETWORKS.**

Nielsen, Global Faces & Networked Places, 2009



REASON #3

BECAUSE VISITING SOCIAL SITES IS NOW THE 4TH MOST POPULAR ONLINE ACTIVITY—AHEAD OF PERSONAL EMAIL.

Nielsen, Global Faces & Networked Places, 2009



**93% OF SOCIAL MEDIA USERS BELIEVE A COMPANY
SHOULD HAVE A PRESENCE IN SOCIAL MEDIA.**

Cone, Business in Social Media Study, September 2008





85% of social media users believe that a company should go further than just having a presence on social sites and should also **interact with its customers.**

Cone, Business in Social Media Study, September 2008

But... what if it's just TOO LATE for Me!

Even with NO experience, you can use social media tools in the next 30 days to:

- Gain new customers
- Find new partners
- Improve your relationship with existing customers
- Sell into geographic markets you would have never reached without social media
- Hyper-focus your advertising to potential customers who have demonstrated a strong interest in your product
- Gain valuable new insights about your product/service
- Position yourself as a thought leader



And what are these 'so-called' tools?



So what will this cost me?

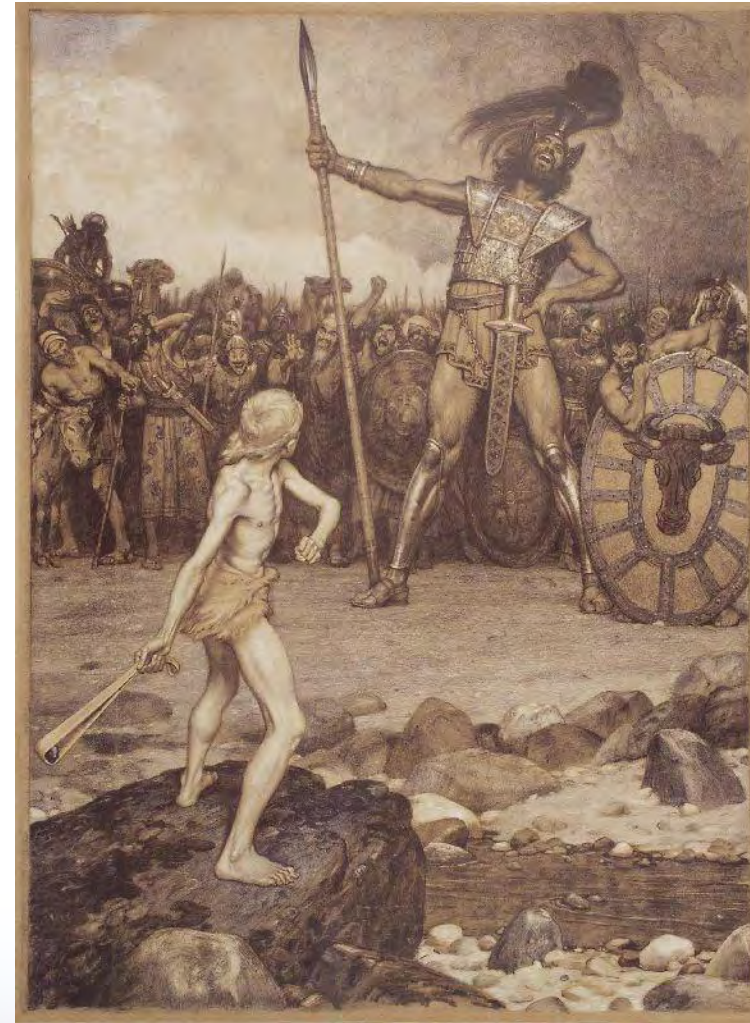
And is there a REAL return?

Secret Number 1:

It's MUCH better to be David than Goliath

1. You're competing against a company 100 times your size.
2. It's armed with a \$20 million advertising budget and 200 marketing professionals.
3. All you have is your little blog that nobody knows about.
4. Surprise: You've got the clear advantage.

Online social media tools like blogs, Twitter, podcasts, Facebook and YouTube are the best thing ever to happen to small businesses.



Why David Beats Goliath:

1. Social Media Tools are Cheap and Easy

Most are FREE. To get started, all you need is a computer and an Internet connection.

Big corporations fear social media. Their lawyers are scared of legal exposure, their executives fret over ROI and their marketing department is still throwing money at expensive old media channels.

Most of their employees are prohibited from speaking publicly about the business and it takes a year and \$200,000 to add a blog to their company's home page.

Traditional Marketing



With traditional marketing, exposure and popularity are directly related to your ability to spend money. A certain amount of performance is influenced by design and creativity, but the scope of the overall campaign is determined long before anything happens (it starts with \$\$).

Social Media Marketing

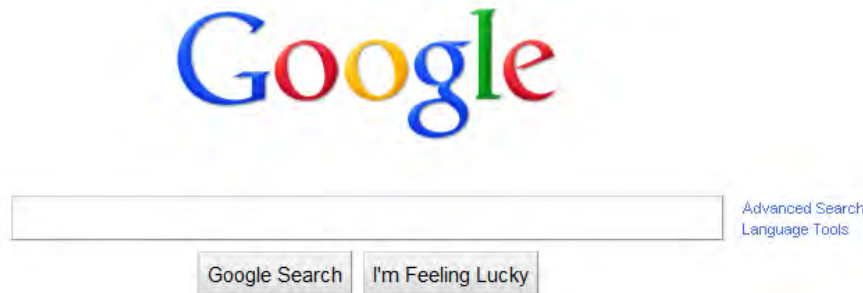


Gaining popularity with social media is entirely dependent on your ability build relationships. Money plays a small factor (it helps if you can advertise some), but it is largely irrelevant.

Why David Beats Goliath:

2. Search is the Great Equalizer

Google doesn't care if you're *The New York Times* or a guy who just started his business in his basement -- as long as you have the best content.



Google loves blogs. The more entries you create and the more links you attract, the more Google likes you.

Big enterprises are at a huge disadvantage here. Their blogs are often buried deep within their corporate websites. A smart and nimble small business blogger can run rings around a big competitor.

Why David Beats Goliath:

3. They're Personal

Think of the companies you really LOVE to do business with.

Your dry cleaner, the guy at Shenandoah Bicycle. Yvonne from SVTC.

You like and trust these businesses because they're real people.

Big corporations spend years hiding their people from the public in the name of building their brand. That isn't a bad thing, but it puts them at a huge disadvantage in leveraging social media.

Because people on the Web relate better to people than to brands.

“They don’t use social media in MY industry”

CASE STUDY

They don’t use social media in my industry



Many small-business owners still think they can take a pass on the power of online social media tools, particularly if they reside in seemingly low-tech industries such as plumbing, fishing, or lawyering. I want to share a quick interview I did with Jason Brown, 23-year-old cofounder of [Brown Lures](#). That's right, they sell fishing lures to guys and gals that probably don't call hanging out at Web 2.0 conferences a good time. (I'm just guessing on that though.)

Brown credits his blog with changing the way people find him. He created a podcast that gives him great “fishing stories” and loyalty from guides up and down the Gulf Coast, he uses RSS and content tagging to automatically produce fresh blog content, and email marketing to blow his competition away at trade shows.

Using social media in industries that are still slow to adopt it is the killer competitive advantage.

In Brown's words:

“We have been running waiting lists for products for about a year now, and no one has any clue how we are doing it without spending big advertising money. I love this stuff . . .”

Alas, I can still hear the cries from the cynics: “We don't need no stinkin' social media, we just need more sales.”

Secret Number 2:

It's not about who's the wittiest – it's about who offers the most VALUE

People who provide value to you - about how you can keep your seven-year old busy during the summer, how you can find that foreclosed property with a bedroom on the first floor for under 175K - those people are the most successful in social media.

Why? Because every tweet, every Facebook status update, every new YouTube video uploaded, is an opportunity to unfollow, unfriend or unsubscribe.

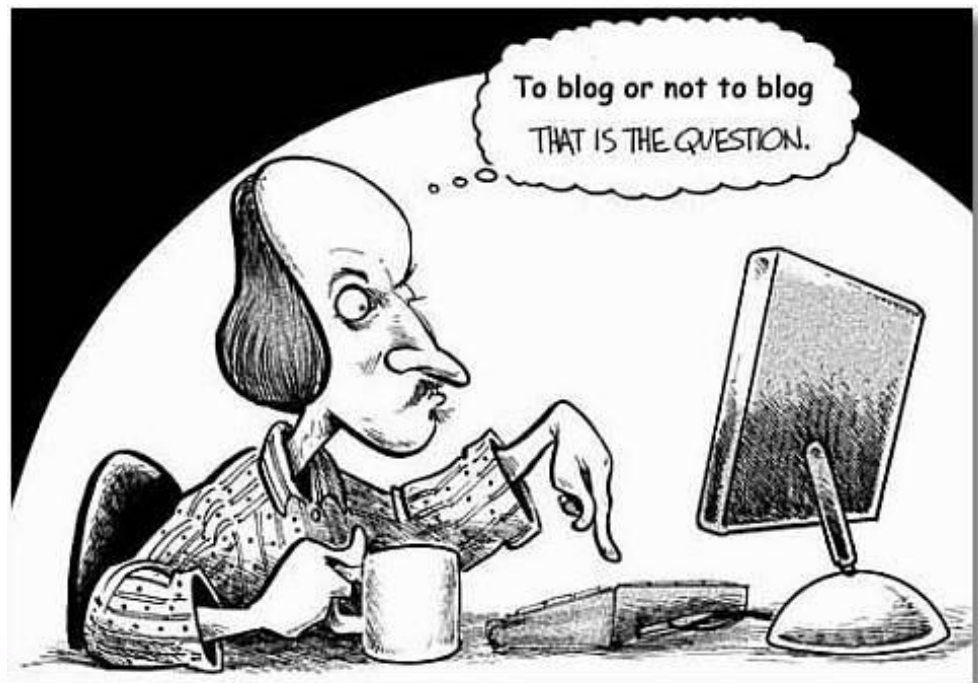


Secret Number 3:

Blogging is an easy, free, very effective way to start in social media.

People don't go online
because they want to read
your blog...

BUT they do go to Google
and other search engines to
find answers to questions
and to find information and
local services.





The Dragonfly Woman

[Entries RSS](#) | [Comments RSS](#)

Calendar

April 2010

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« Mar						May »

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[Building a Garden Pond for Aquatic Insects, Part 1](#)

Posted on [April 25, 2010](#) by [dragonflywoman](#)



As part of the fellowship I have from the Biosphere (the one that prompted me to start this blog), I designed a permanent educational display that will be available to visitors to the Biosphere. Because I am an aquatic entomologist, I wanted to introduce

Dragonflies


[AZ Odonates](#)[CA Odonates](#)[Digital Dragonflies](#)[Dragonfly Road](#)[Odonata Central](#)[Odonates of the US](#)

Entomology and Other Arthropods

[Archetype](#)[Arthropoda](#)[Beetles in the Bush](#)



The Dragonfly Woman

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Calendar

May 2010

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[Building a Garden Pond for](#)

About Dragonfly Woman



I am a Ph.D. student studying entomology at the University of Arizona. My research focuses on aquatic insects, particularly the giant water bugs, so I spend a good part of my time sloshing around in water of various qualities collecting or observing my precious aquatic bugs. This blog originated as part of a fellowship I received through Biosphere 2 as a Science and Society Fellow. It is intended to educate the public about issues relating to aquatic insects and water, especially in Arizona. Because I am an entomologist and I am interested in other insects too, there will likely be some other random insect information in here as well as field reports and stories about experiences I have had as an insect scientist. I'm obsessed with insects and they pervade every aspect of my life, so I am very excited to share my obsession with the world. I hope you enjoy what I have to say!

Dragonflies

[AZ Odonates](#)

[CA Odonates](#)

[Digital Dragonflies](#)

[Dragonfly Road](#)

[Odonata Central](#)

[Odonates of the US](#)

Entomology and Other Arthropods

[Archetype](#)

[Arthropoda](#)

[Beetles in the Bush](#)

[Bug Eric](#)

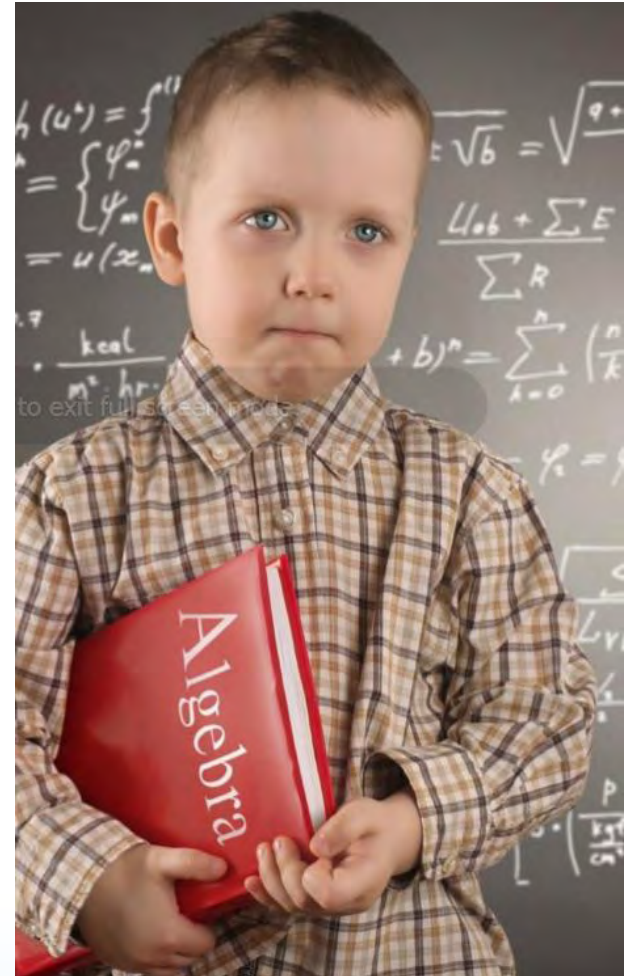
[Bug Girl](#)

Blogging in Three Easy Steps:

1. **Monitor a group of relevant blogs:** Find and subscribe to a dozen or so relevant blogs in your industry, competitors, experts, etc. Learn how people blog, what they write about and how they engage their readers.
2. **Comment on a group of relevant blogs:** Visit some of your chosen blogs and add relevant comments. Engage in the conversation going on inside these blogs. This is a very important part of online networking and may help get your blog noticed down the road.
3. **Create your own blog and start posting content:** After you've engaged in steps 1 and 2 for a couple weeks – dive in. WordPress is a great and very simple tool. Blogger. Blogspot.

Blogging – Stage Two:

1. Ask for input!
2. Engage the engagers (reply to comments)
3. **Don't be all business all the time**
4. Don't be afraid to stir the pot now and then
5. Honest, quirky, human, engaged



Secret Number 4:

*It's not just about trolling
directly for customers –
it's about building new
relationships*

Social media marketing is also an extraordinary (and extremely EASY) way to establish meaningful new relationships with other people in your industry and with potential partners – translating into new \$\$.



Anne Deeter Gallaher

FEBRUARY 18, 2010

Great post, Jeff. Ford is an organic marketing case study on how corporations big and small can succeed in the conversation space.

One change I would make: move #7 on your list to #1. "Get on board the executive team and the board of directors" is the most powerful piece to their marketing success, in my opinion. Having hosted @ScottMonty here in Harrisburg last June for a social media for business seminar with @RichardEJordan2 and IABC Harrisburg, I know that a social media campaign goes nowhere without executive buy in.

Ford's significant investment of 25% of their budget in social media marketing is only possible because Ford CEO Alan Mulally blesses it. He sees the value and now they see the ROI. Mr. Mulally is the corporation's consummate brand agent and conversationalist! He and Scott Monty make a powerful 1-2 marketing punch with cars, chemistry, conversation! As Alan Mulally has said many times, "Scott rocks!" I agree. Thanks for your insight.

Anne Deeter Gallaher
@AnneDGallaher

REPLY



Claudia Guzman

FEBRUARY 18, 2010

Indeed, social media provides an avenue to connect more personally with customers. As what I have come across in an article I've read somewhere, "People don't talk to brands, they talk to people." Engaging with people in a personal manner generates not only high marketing potential, boosting your power to influence, and builds a trusting relationship.

REPLY



robfitzpat

FEBRUARY 22, 2010

Hey Jeff, great article, thanks.


Couldn't agree more with #1 & 2 (enabling your evangelists to speak for you). Customer decisions rely so heavily on each other's opinions... It's a huge waste not to take full advantage of these unsolicited testimonials. We

Secret Number 5:

What you don't know can hurt you

A social search engine lists small businesses and allows people to rate and review them.

- Craigslist
- Judy's Book
- Insider Pages
- Smalltown.com
- Yelp



The screenshot shows the Yelp homepage with a red header. The Yelp logo is on the left, and the search bar is on the right. The search bar contains the text "Union Jack Pub And Restaurant" and "Near (Address, Ci) winchester,". Below the search bar is a navigation bar with links: Welcome, About Me, Write a Review, Find Reviews, Invite Friends, Messaging, and Talk. The main content area shows the search results for "Union Jack Pub And Restaurant Winchester". There is a "Show Filters" button. The first result is "1. The Union Jack Pub & Restaurant" with a red heart icon. It has a rating of 4 stars (4 out of 5) and 15 reviews. The address is "101 North Loudoun St Winchester, VA 22601" and the phone number is "(540) 722-2055". The categories are "British, Pubs". A small profile picture of a person is shown next to a review snippet: "A massive and varied selection of brews. A great place to go and sample ones you've never had; like Dogfish Head 120 IPA (aka liquid wasted). The staff seem to know their beer and are not afraid to..."

Login:

Login

[Forgot Password?](#) | [Why Register?](#) | [Register](#)

Wine Food.com
Winchester Virginia Restaurant Directory

Username and password do not match.

SEARCH

GROUP

www.Groupon.com/DC

union jack



The
Res

101 N
(540)

★★★★★ READ REVIEWS (39) [RSS](#)

★★★★☆ READ WINE REVIEWS (3)

<http://www.theunionjackpub.com>

Pick Up:



[Menu](#) | [Specials](#) | [Send Text](#)

brunch and a \$25
gift for Mom with
our compliments.
www.FlemingsSteakhou

The Union Jack Pub & Restaurant Reviews

[Close](#)

The Union Jack Pub & Restaurant Reviews

April 10, 2010

★★★★☆

My wife and I finally made it to UJ this past week for lunch. Great building. Fantastic beer selection! The fish and chips were the worst I've ever had. Geez, the old Author Treachers chain had better. The fish was soggy. The fries tasted and looked like they had been cooked the day prior in three week old oil. Additionally, the lunch price was the same as the dinner price...what up with that? Fifteen bucks for lunch fish and chips. On the bright side the mac & cheese was great. Also the waiter didn't even give us utensils, I had to ask for them. Will we go back?? Ummm, don't know.

Anonymous Reviewer

April 06, 2010

★★★★★

I've eaten here a couple of times, and the food is always very good. Excellent portion size. Most extensive beer list I've seen outside of the Old Chicago restaurant chain. Service was even speedy during the St. Patrick's Day madness.

Anonymous Reviewer

How to Deal with Social Search:

1. Make sure you are listed on the major social media sites and that your profile and business information is up to date;
2. Make note of the URL for your listings and start promoting these sites and stimulating positive reviews from some of your most loyal customers;
3. Add a few reviews of your favorite local businesses, particularly those with whom you may have strategic relationships. (They'll notice);
4. Most importantly – don't just monitor – LISTEN and LEARN! Getting information directly from your customers is extremely valuable.
5. Respond without being persnickety. Nobody likes a grouch – but they do appreciate honesty and humility.

Secret Number 6:

Facebook is not just about finding what happened to your college ex.

Before we get into how powerful Facebook can be – how do you deal with the overlap of personal and business?

- Turn off photo tagging
- Use the “Friend List” feature
- Protect your photos
- Don’t share who your friends are
- Choose who can see contact info
- Control your wall settings



Facebook for Business

Create a Fan page (or group) on Facebook

You can add applications, newsletter sign-up pages, and events.

When someone becomes a fan of your page, all your page updates show up on their wall -- giving you additional, exponential exposure.

The screenshot shows the Facebook interface for the 'Duct Tape Marketing' fan page. At the top, the Facebook logo and a search bar are visible. The page header includes the 'Duct Tape Marketing' name, a 'Like' button, and navigation tabs for 'Wall', 'Info', 'News', 'YouTube', 'Twitter', and 'Poll'. The main content area displays a post by Randy Vaughn about referrals, followed by a post by Grandma Mary - Social Media Edutainer sharing an article. Below the posts, a section titled '4,862 People Like This' shows a grid of user avatars and names. The right sidebar contains a 'Five Ways to Use Content to Massively Amp Your Social Media ROI' article and a link to a business blog. The bottom of the page shows a post from Duct Tape Marketing about Facebook page apps.

facebook 1 4 6 Search

Duct Tape Marketing Like

Wall Info News YouTube Twitter Poll >>

Randy Vaughn Each day, several folks decide not to miss a great opp to learn about how to make REFERRALS the best way to grow your business. It's only \$25 folks - meet us in Dallas - <http://smcdallas08.eventbrite.com/> Hey Duct Tape Marketing fans in DFW!
7 hours ago · View Post

Grandma Mary - Social Media Edutainer Here's a great article by Duct Tape Marketing's John Jantsch - perfect advice on Social Media ROI.
Five Ways to Use Content to Massively Amp Your Social Media ROI : Marketing :: American Express OPEN
www.openforum.com
The trouble with achieving some measure of success using social media is that it can feel pretty easy. There are plenty of well-intentioned, lonely, c
Yesterday at 1:24pm · View Post

Duct Tape Marketing Thought some DTM fans could use these for their pages.
Two Facebook Page Apps for Doing Business | Small Business Marketing Blog from Duct Tape Marketing
www.ducttapemarketing.com
Facebook pages are pretty hot right now as businesses strive to take advantage of the growing audience and influence that is Facebook. As with any gold rush,
Yesterday at 9:21am · Share

Information
Location:
4806 Belleview Ave.
Kansas City, MO, 64112
Phone:
866-DUC-TAPE (382-8273)

4,862 People Like This

Beckie Turnbull Mostello	Jeffrey Brent	TechSavvy Tania
Matthew M Bowler	Amy Brown	Timothy Lebens

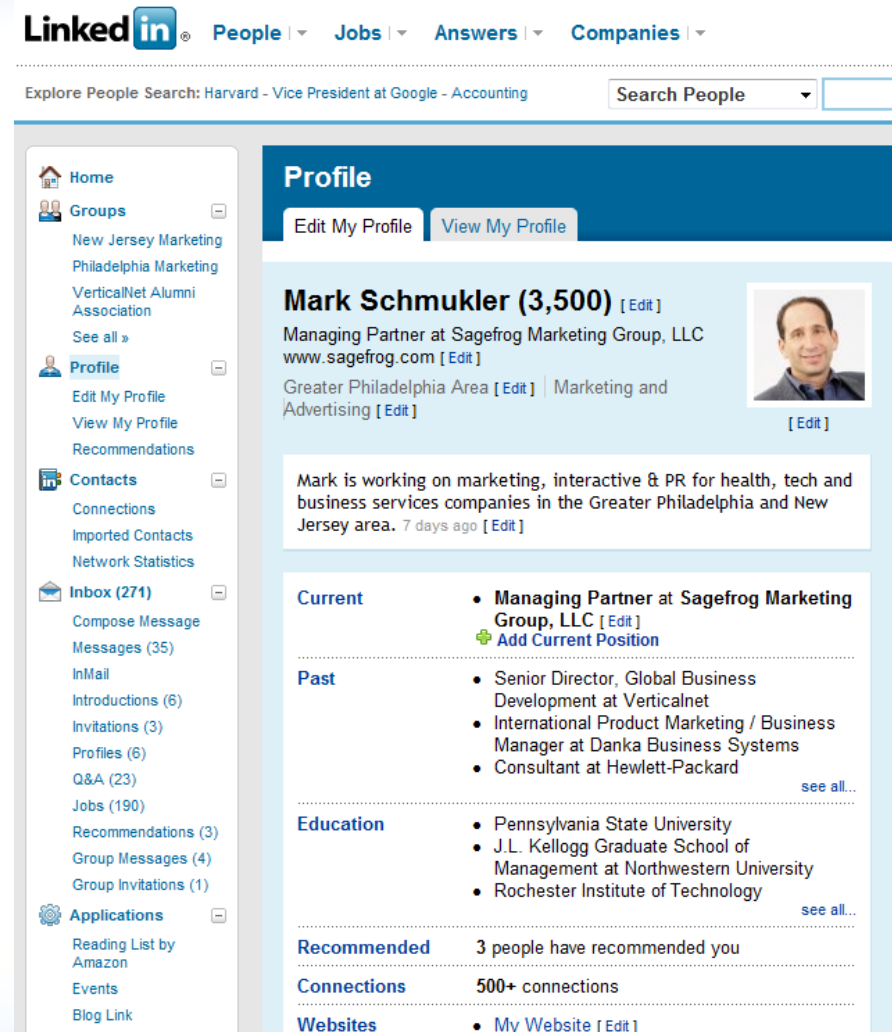
Facebook for Business

Other key business activities on Facebook:

1. Join network, industry and alumni groups related to your business
2. Update your group or fan page on a regular basis with helpful information and answers to questions
3. Suggest friends to clients and colleagues. By helping them, you establish trust
4. Create a 'friends network' based on interests and experience
5. Answer client questions and post special content (presentations, videos)

Linked-In for Business

- Many characterize Linked-In as 'Facebook for business'
- Linked-in has a great tool for making introductions
- Linked-in has a much more open focus on finding customers, staff, and deals
- There are an endless number of professional groups on every topic and market
- Add posts to groups, start/lead a industry group, make professional recommendations and network!



The screenshot shows a LinkedIn profile for Mark Schmukler. The top navigation bar includes 'People', 'Jobs', 'Answers', and 'Companies'. Below this is a search bar with the text 'Explore People Search: Harvard - Vice President at Google - Accounting' and a 'Search People' button. The left sidebar contains a navigation menu with links to Home, Groups, Profile, Contacts, and Inbox. The main content area displays the profile of Mark Schmukler, who has 3,500 connections. His current position is 'Managing Partner at Sagefrog Marketing Group, LLC'. The 'Past' section lists his previous roles: 'Senior Director, Global Business Development at Verticalnet', 'International Product Marketing / Business Manager at Danka Business Systems', and 'Consultant at Hewlett-Packard'. The 'Education' section lists his degrees from 'Pennsylvania State University', 'J.L. Kellogg Graduate School of Management at Northwestern University', and 'Rochester Institute of Technology'. The 'Recommended' section shows that 3 people have recommended him. The 'Connections' section shows that he has 500+ connections. The 'Websites' section shows a link to 'My Website'.

LinkedIn People Jobs Answers Companies

Explore People Search: Harvard - Vice President at Google - Accounting Search People

Profile
Edit My Profile View My Profile

Mark Schmukler (3,500) [Edit]
Managing Partner at Sagefrog Marketing Group, LLC
www.sagefrog.com [Edit]
Greater Philadelphia Area [Edit] | Marketing and Advertising [Edit]

Mark is working on marketing, interactive & PR for health, tech and business services companies in the Greater Philadelphia and New Jersey area. 7 days ago [Edit]

Current

- Managing Partner at Sagefrog Marketing Group, LLC [Edit]
Add Current Position

Past

- Senior Director, Global Business Development at Verticalnet
- International Product Marketing / Business Manager at Danka Business Systems
- Consultant at Hewlett-Packard

see all...

Education

- Pennsylvania State University
- J.L. Kellogg Graduate School of Management at Northwestern University
- Rochester Institute of Technology

see all...

Recommended 3 people have recommended you

Connections 500+ connections

Websites

- My Website [Edit]

Find and contact the right decision makers, experts and candidates

- ➡ **Find the right people in less time.** Search and view profiles of 65 million professionals at 200,000+ companies.
- ➡ **Send messages directly, without an introduction.** Messages sent via LinkedIn - "InMails" - get a 30% response rate.
- ➡ **Keep track of key contacts.** Save and organize profiles into folders.

	Recommended	
<input type="radio"/> Business \$24.95 per month	<input checked="" type="radio"/> Business Plus \$49.95 per month	<input type="radio"/> Pro \$499.95 per month
3 Messages per month	10 Messages per month (\$100 value)	50 Messages per month
300 Profiles per search	500 Profiles per search	700 Profiles per search
NEW Organize Profiles with notes and 5 folders	NEW Organize Profiles with notes and 25 folders	NEW Organize Profiles with notes and 25 folders

- Special Offer:**
- ☐ Prepay for 1 year and receive **2 months free (a \$99.90 savings)**
 - ☒ No thanks, please bill me \$49.95 monthly

[Continue](#)

Secret Number 7:

Twitter isn't evil. And it's not worthless, either!

Twitter is a free service that allows anyone to say anything to anybody in 140 characters or less. Twitter is especially helpful when it comes to 'breaking' info (or sales or promotions)



How to get started?

1. Search for contacts by industry
2. Follow those that are interesting (many will follow you)
3. Ask questions!
4. Post helpful links or insights or news items about your market.
Remember - Value is everything!

Managing All Your Twitter 'Stuff':

TweetDeck is available for **Desktop**, **iPhone** and **iPad**



So what's everyone so worried about?

1. Who's in charge?

Control is in the hands of participants -- unpredictable results

2. Marketers must relinquish control -- or risk ending up with an empty community or worse, brand backlash!

3. Legal and privacy concerns

4. Never stops changing!



So What's Next?

1. Listen
2. Engage
3. Participate
4. Profit!

Feeling A Little Better Now?



Secret Number 1:

1. *It's so much better to be David than Goliath*
2. *It's not about who's the wittiest – it's about who offers the most VALUE*
3. *Blogging is an easy, free, very effective way to start in social media*
4. *It's not just about trolling directly for customers – it's about building new relationships*
5. *What you don't know can hurt you*
6. *Facebook is not just about finding your ex-boyfriend or girlfriend any more*
7. *Twitter isn't evil. And it's not worthless, either!*

Questions and Discussion