

Social Media: Pitfalls, Profits and Potential



ENDRESULTMARKETING_{LLC}

Nurture Marketshare. Network Mindshare.™

endresultmarketing.com



In this presentation, you'll...

- 🌱 Find the 3 most common social media mistakes businesses are making and the right way to get started
- 🌱 Understand how social media generates a positive return on investment in terms of loyalty *and* dollars—and why most businesses can't afford to wait
- 🌱 Consider 6 ways social media improves “business as usual” and its long-term potential



What is *social media*?

social media:
*conversation via the Internet
used to create **shared value**
for participating consumers and
businesses*

It's about connecting with people



The social media landscape

- Social networking and blogging sites are now the **4th most popular activity** on the Internet
- **67%** of global online users **visit social network and/or blogging sites**
- Time spent online is **growing at 3 times the rate** of overall Internet user growth

Follow your customers online



The Internet changed the rules

Most of us go online to:

- 🌱 Check forums or online groups
- 🌱 Read blogs
- 🌱 Collect feedback
- 🌱 Read product reviews
- 🌱 Ask for recommendations
- 🌱 Educate ourselves

People are taking control



3 common social media mistakes

Common business blunders:

- ❖ Choosing a social media site just because it's big
- ❖ Using social media as free advertising with constant sales messages
- ❖ Asking the first available person to do “something” with social media because of time constraints

There's a better way



The right way to get started with social media

- 🌱 Think strategically
- 🌱 Pursue business goals
- 🌱 Create a plan
- 🌱 Engage the entire organization
- 🌱 Measure and track success

Take a strategic approach



The investment pays off in loyalty

- 🌱 Engage in conversation
- 🌱 Share knowledge
- 🌱 Build awareness
- 🌱 Grow network
- 🌱 Gain mindshare
- 🌱 Generate ideas
- 🌱 Create brand evangelists
- 🌱 Initiate discussion

Earn trust



The investment pays off in dollars

- 🌱 Improve customer support
- 🌱 Retain customers
- 🌱 Generate leads
- 🌱 Increase sales
- 🌱 Expand markets
- 🌱 Develop new products
- 🌱 Retain employees
- 🌱 Streamline communication

Gain market share



6 ways social media can improve “business as usual”

- 1) Expanding the conversation **before and beyond** the sale
- 2) Developing relationships with **online influencers**
- 3) Discovering hidden knowledge to **increase online effectiveness**



6 ways social media can improve “business as usual” (cont.)

- 4) Sharing **valued-added content** in multiple ways across multiple channels
- 5) Collecting **timely feedback** from current, potential, past and lost customers
- 6) Understanding **important issues** relevant to your target audience

Stay nimble





The potential of social media

“Social media offers marketers unparalleled opportunity to participate in relevant ways.”

- Matt Dickman, SVP Digital Marketing, Fleishman-Hillard

Make marketing meaningful





Why End Result Marketing?

We provide:

- 🌱 **Nurture marketing** best practices
- 🌱 **Research** experience
- 🌱 **Product development** expertise
- 🌱 **Thought leadership** strategies
- 🌱 **Social media** building blocks
- 🌱 **Training** resources
- 🌱 **Results-proven** strategies

Educate, engage and thrive





Contact End Result

Enter the conversation. Nurture potential.
Make marketing meaningful.

Wendy Soucie
Social Media/Marketing Strategist

608-225-1985

wendysoucie@endresultmarketing.com

endresultmarketing.com