Alfred State
SUNY College of Technology

Hit the ground running"...
Is Social Media A Moving Target?

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Is Social Media a Moving Target?

Marketing
Promotion
Public Relations
Sales Promotion
Advertising
Personal Selling
Social Media
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The key word in promotion today is:

Engagement!!!
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Social Media allows people to share information, which can again be shared by the receiver.

A Marketer’s Dream!!!
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Social Media Strategy
Relationship development
Finding new customers
Market research
Introducing new products
Selling
Recruiting
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Permission-based marketing

80/20 Rule
80% of posts should be informative or entertaining.
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Social Media Policies and Procedures

Choose voices of the company wisely.
Young employees have SM “knowledge”
24/7/365
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Guiding principles for employees:
- Listen before you talk
- Think before you speak
- Say who you are
- Respond to ideas not people
- Know your facts
- Stay on record
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Social Media Promotion

Social media is an excellent, cost effective way of promoting your business.

Networking is critical!!!
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Building a large network is not easy.
Must have a strategy for posting.
Give value… 80/20 rule!
Sharing is key.
Creativity is essential!
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Know your social networks

Spectators just watch

Joiners engage in low barrier formats

Creators post photos and videos

Drive traffic to SM via traditional media
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Social Media and Public Relations

Public Relations – building good relations with the company’s various publics.

Social media has caused dramatic changes in PR.
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Public relations disciplines:

- Gain publicity for a brand
- Respond to a crisis
- Communicate financial results
- Internal communications
- Influence government policy
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Monitor social media conversations.

The Golden 24 Hours ➔ The Golden Hour

Pull Strategy
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Customer Relationship Management

Goals for Social CRM:

- Improve customer support
- Streamline customer research
- Innovative e-commerce programs
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Give your customers what they value and more!

Think like a customer.

Build brand loyalty.
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Over 50% of posts to companies are being ignored!

Responding to all posts can create a competitive advantage!
Creating Online Social Brands

A brand is the promise a company makes to consumers. Use social media to communicate your brand strategy... your promise.
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Locate your target audience
Create an online home
Social media profile matches brand image
Key words and phrases
Daily plan
Creativity!!!
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Give more than you receive.
Build your authority.
Develop an emotional connection!
Prepare for criticism.
Create an online community.
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Social Media and Viral Marketing

Outstanding content!!!

Excellent social media skills.
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Build a story with “Wings to Fly”!
Emotionally charged!
Hunger to be cool, popular, loved, rich, etc.
Encourage viewers to give you information.
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Social Media Analytics, Metrics and Measurements

Return On Investment

Investment – time, manpower, technology

Financial gain – revenue, sales
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Choosing Social Media Platforms

http://en.wikipedia.org/wiki/List_of_social_networking_websites
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Writing for Social Media

Don’t post too often

or

Not often enough.
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Every post must have value and stimulate your followers to take an action.

80/20 Rule
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Keywords

Killer headline

Great opening
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- Power of emotion
- Easily skimmed
- Eliminate fluff
- Conversational tone
- Eliminate mistakes!!!
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Social Media Ethics

Ethics – The moral principles and values that govern the behavior of people with regard to right and wrong.
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Social Media Risks

Reputation Risks

Legal Risks

Security Risks
Conclusion

Yes, social media is evolutionary. Yes, networks and technology will change. But the principles discussed here will endure into the future of social media!!!