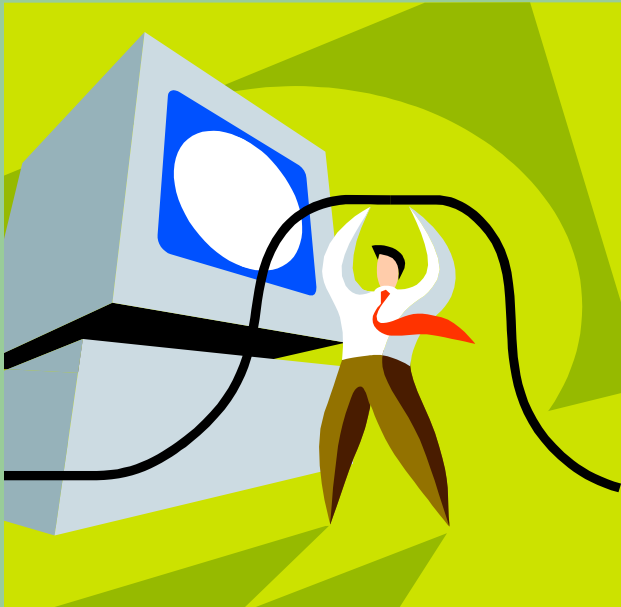


# Social Media For Business

A Service of The Vermont Small Business Development Center and e-Vermont



Statewide Broadband  
Business Advisor  
Patrick Ripley





**e-Vermont**  
Community Broadband Project

## **e-Vermont: The Community Broadband Project**

“e-Vermont helps rural Vermont towns take advantage of the Internet to advance a variety of local needs including economic development, school innovation, job creation, downtown marketing, community engagement, and e-commerce ... e-Vermont promotes new collaborative efforts for identifying previously untapped resources and helps towns fully realize the potential of the digital age.”

# What Do We Do ?

## VtSBDC MISSION STATEMENT:

“VtSBDC’s mission is to strengthen existing businesses and assist start-ups through high quality, no cost counseling, and high quality, affordable training programs.”

More at: [www.vtsbdc.org](http://www.vtsbdc.org)

# What Is Social Media?

Social Media Is About Building Relationships

Traditional Media:

- Traditional Media Marketing is a One-Way Street (You Not Listening, Engaging)
- Users Are Not Allowed To Evaluate and Offer Feedback, Reviews, Opinions
- Traditional Media Offers Only 'Push' Marketing or 'Noise'

# Limitations of 'Push' Marketing

Your Customers Cannot Communicate With You.  
They Have Valuable Information!

Customers Offer:

- Opinions (product, service reviews)
- Referrals to Friends and Family
- Ways To Improve
- Testimonials
- Identify Mistakes
- A Want For Your Response/Information

# Social Media Is A Two-Way Street

Social Media Allows Businesses To Better Communicate With Customers -‘Pull’ Marketing

Businesses Can:

- Quickly Respond To Customer Feedback
- Answer Questions
- Give Customers What They Ask For

# Identifying Social Media Sites

Social Media Sites Allow You To:

- Interact With the Website
- Interact With Others
- Share Thoughts
- Submit content (comments, video, pics, etc.)
- Vote, Survey, 'Like,' Etc.

# Examples Of Social Media Websites

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

[www.youtube.com](http://www.youtube.com)

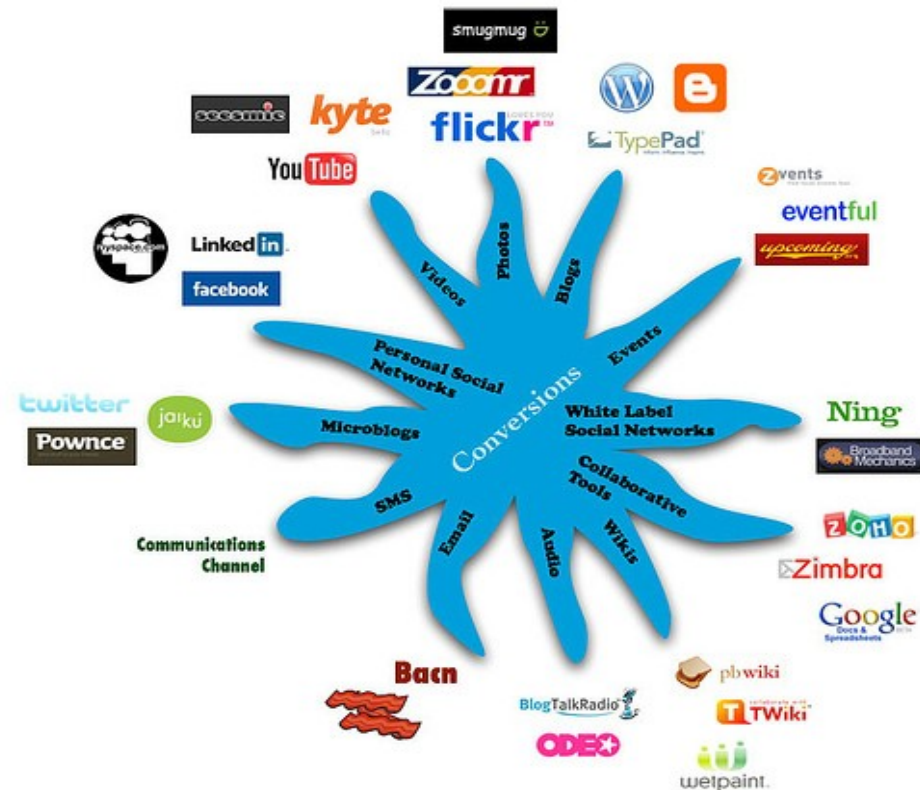
[www.linkedin.com](http://www.linkedin.com)

[www.yelp.com](http://www.yelp.com)

[www.flixster.com](http://www.flixster.com)

[www.digg.com](http://www.digg.com)

[www.wikipedia.com](http://www.wikipedia.com)



# Social Media Is A Game Changer

Social Media Has Shifted the Marketing Landscape

Today's Customers:

- Are Empowered To Offer Feedback
- Expect To Be Able To Offer Opinions
- Expect Open Lines Of Communication
- Want To Be Part Of The Story
- Want To Communicate With Others Who Care
- Want To Promote You



# Where Do I Belong?

After Your Website Is Established, Get A Facebook Page. (Get Comfortable, Expand)

- More Than 500 Million Active Users (Your Customers Are There)
- Receives More Traffic Than Google
- Doesn't Cost You Anything (except time)
- Protect/Enhance Your Investment (website)

# Specialty Sites

While Facebook has general appeal and use, some social media is specialized.

[www.linkedin.com](http://www.linkedin.com) – Business to Business

[www.myspace.com](http://www.myspace.com) – Youth and Entertainment

[www.twitter.com](http://www.twitter.com) – Mobile Users

[www.digg.com](http://www.digg.com) – Media Consumers

[www.wikipedia.com](http://www.wikipedia.com) – Information

# How Long Does It Take?

- After Your Profile and 'Like' Page Are Established, You Should Only Spend 15 Minutes A Day On Facebook.

## Already On Facebook?

- All Social Media Marketing Efforts Should Not Exceed 20 Minutes Per Day Unless You Want Them To. You Can Skip A Day.

# Why Should I Join The Party?

- Facebook is the Third Largest Country On The Planet (Your Customers Are There)
- If You Don't Take Some Control Of Your Social Media Presence, Others Will For You ([www.yelp.com](http://www.yelp.com))
- Do You Like What They Are Saying About You?
- Helps You Do More With Less
- No Charge Service
- Helps You Finds Leads
- People Care About People (Shows You Care)



# Social Media Strategy

You Must Prove You Are Worthy Of Your  
Customer's Business (Build Your Stable)

How?

- Facebook 'Likes' or LinkedIn 'Connections'
- Customer Comments
- Friends
- Recommendations
- Reviews/Testimonials

# Social Media Strategy

The More People You Know, The Less You Know Them

- Quality Over Quantity
- Be Choosy Over Who You 'Connect' Or 'Friend'
- Create Goals and Plan To Achieve Them
- Know When You Have Achieved Your Goals
- Customer Interaction = Success
- Create Policies and Procedures (Do's and Don'ts)

# What Do I Say?

Posts Should Be Half Business, Half Personal –  
Not Just Personal or Just Business.

“Met some great folks in West Rutland tonight for e-Vermont’s first social media seminar. I hope everyone got some useful information. Thanks for having me!”

# More Things To Say

Post Links To Your Own Site, But Also To Others.

Post Industry Specific:

- Articles
- News Briefs (Do Media's Work)
- Blogs
- Videos

*Position Yourself As An Industry Authority*

# Even More Things To Say

- Top Tips (Industry specific tips, best practices)
- Latest Business Specific News (Not Sales)
- Answer Customer Questions
- Local Weather Reports
- Post Photos/Images From Events, Your Shop
- Holiday and Birthday Greetings, Etc.

# You Can Re-Post

It is OK To Re-Post Similar Content Because Customers Are Online At Different Times and/or Time Zones, and Your Post May Have Been Lost or Missed

Be Sure To:

- Rework the wording on the re-post or re-title a headline and/or link
- Post at a Different Time Of Day Than Previous Post(s)
- Don't Re-Post More Than Three Times
- Not Re-Post If You Are Getting Negative Feedback

# When To Post

Posts Will Be Most Effective When They Are:

- Consistent (At Least 3 Days A Week)
- As Close To The Noon Hour As Possible
- Not Too Frequent (No More Than 3 Per Day)
- Separated By At Least Three Hours
- Answering Customer Questions/Comments (Limitless and Encouraged)

# What Not To Post

## Poor Netiquette Can Be Costly

### Do Not:

- Use Incorrect Spelling or Bad Grammar
- Argue With Others
- Use Foul Language
- Say Anything You Wouldn't To Longtime Customers

# Common Social Media Mistakes

- Sites Are Not Kept Current (Commit to Being There and Find The Time or Do Not Do It At All)
- Be On The Right Social Media Sites (Be Aware Of Specialty Sites Like MySpace)
- Do Not Push Products And Services (Build Rapport and Credibility First and People Will Promote You Without Being Asked)
- Don't Overextend Giveaways and Free Advice (After Several Interactions, Ask For Business)

# To Contact Us

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*Thanks so much for your time!*

# Social Media Marketing

## Protect Your Investment

- Get On Facebook (profile page, “Like” page)
- Raise comfort level and move on (Twitter, etc.)
- Be consistent with posts
- Don’t Be Annoying (too many posts hurt you)
- Link Back To Your Site
- Personality

# Social Media Intro. Video

<http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>