

Social Media for Small Business: Do we really need it?

BizHub Maroondah at Realm, Ringwood Town Square, 179 Maroondah Highway, Ringwood Melbourne, Victoria, Australia, 3134

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You may be aware of significant algorithm changes this year that have significantly reduced the rate of organic reach on your social media posts and you may be considering your pay to play options - but as a small business owner, how much time and money can you afford to spend on these platforms? Come along to this practical workshop to learn:

- the basics of Facebook, LinkedIn, Twitter, Instagram and Google+ in 2018
- sources of reliable information about social media
- developing your own criteria for using social media to reach your target audience in the future

There will also be time to share what works for you and network with other participants.

**** Important: please note that this workshop has a strategic focus and we will not be logging in to individual accounts and making modifications or generating content but you will receive comprehensive guidelines to utilise afterwards in your own time (and examples will be shown).**

You will also learn from the stories of other workshop participants.

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1. Sue Ellson Professional Background

1982 Started work at Westpac in Adelaide
1987 Started digital literacy and training
1994 Moved to Melbourne from Adelaide
1994 Consulting – careers, business, marketing, training
2001 First website online NewcomersNetwork.com
2001 Member of the Australian Institute of Management
2003 Joined LinkedIn now 13,400+ Connections, 850+ profile views last 90 days
2005 Member of the Australian Human Resources Institute
2008 Independent LinkedIn Consultant
2012 Started Camberwell Network
2014 Teaching at the Centre for Adult Education
2015 Associate Member of CDAA and Member of ASA
2016 Teaching at General Assembly and RMIT Short Courses
2016 wrote and self-published three books – 120 Ways to Achieve Your Purpose With LinkedIn, 120 Ways To Attract The Right Career Or Business, 120 Ways to Market Your Business Hyper Locally
2017 Teaching at Monash Training and Professional Development
2018 Answering questions on Quora.com – Top Writer 2018

Sue Ellson Voluntary Background

1991 – 1992 Committee Member, Westbourne Park Netball Club
1991 – 1992 Fundraising Committee & Assistant Treasurer South Australian United Church Netball Association
1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
2001 – 2002 Committee Member, Cultural Tourism Industry Group
2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
2003 – 2007 Committee Member Victorian Community Committee for Harmony
2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
2013 – 2016 Volunteer Foster Carer RSPCA Victoria
2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks

2. ****SPECIAL OFFER****

If you would like:

1. Top 20 Tips from Sue Ellson's book '120 Ways To Market Your Business Hyper Locally'
2. Marketing Idea Viability Test
3. An invitation to connect to Sue Ellson on LinkedIn
4. To have these notes emailed to you

Please provide your email address directly to Sue or email sueellson@sueellson.com

If you would like a Digital Copy of any one of Sue's books, simply write an informative review via <https://sueellson.com/reviews> and take your pick!

3. **Your Background**

- First name
- IT and social media experience
- What social media are you currently using?
- Who is your target audience?
- What do you want to achieve with social media?
- What has worked well for you so far?
(traffic, sales, connections, referrals, feedback etc)

4. **Marketing and Public Relations Plan – assuming you want sales/conversions!**

- What are your goals?
- Who specifically are your buyers? – B2B or B2C or both?
- How do you best reach these people?
- What do you want your buyers to believe?
- What strategies will be most effective – for your TIME, money and effort)?

<https://www.business.gov.au/info/plan-and-start/templates-and-tools/marketing-plan-template-and-guide>

5. Three types of clients/customers

1. Client will never pay (but may refer and may not be ready YET)
2. Client wants help to get results
3. Client wants you to do it for them

6. Where do you start?

- **Quality real estate** – consistent logos, images, videos, text (short and long versions), keywords, messages for your buyers in their language for their needs (PROFILE)
<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- **Quality connections** – not just your customers but also your staff, suppliers, stakeholders, alliance partners, local community members (CONNECTION)
- **Quality content** – that you then broadcast appropriately to the right audiences or to the people who find you online (social proof) (IDENTITY)
- **Quality responses** – timely, appropriate, informative, consistent, authentic, brand congruent (TRUST)
- **Quality transactions** – ask for the sale (but not on first date), easy sales process, prompt delivery and excellent service (SALES / CONVERSIONS)
- **Careful analysis and review** – value, results, adjustments and improvements (RETURN ON INVESTMENT)

Finally remember that ultimately, you will probably need to connect with people in real life!

Social Media Mistakes Companies Still Make

<https://hbr.org/2018/01/the-basic-social-media-mistakes-companies-still-make>

7. Background Statistics to consider

Social media: websites and applications that enable users to create and share content or to participate in social networking (Google Dictionary).

Social Media Statistics Australia – April 2018

<https://www.socialmedianews.com.au/social-media-statistics-australia-april-2018>

1. Facebook – 15,000,000 Monthly Active Australian Users (steady)
2. YouTube – 15,000,000 Unique Australian Visitors per month (UAVs)
3. Instagram – 9,000,000 Monthly Active Australian Users (FB/ Instagram data)
4. WordPress.com – 5,700,000
5. WhatsApp – 5,000,000 Active Australian Users
6. LinkedIn – 4,400,000 Monthly Active Australian Users approx
7. Snapchat – 4,000,000 DAILY Active Australian Users (Snapchat data)
8. Tumblr – 3,700,000
9. Twitter – 3,000,000 Monthly Active Australian Users approx
10. Tinder – 3,000,000 Australian users (my estimation)
11. WeChat - 2,900,000 Monthly Active Australian Users approx – (my estimation)
12. TripAdvisor – 2,800,000
13. Yelp – 1,500,000
14. Blogspot- 1,300,000
15. Flickr – 470,000
16. Pinterest – 280,000
17. Reddit – 100,000
18. MySpace – 70,000
19. RenRen – 70,000 Monthly Active Australian Users approx – (my estimation)
20. Google Plus – 55,000 Monthly active Australian users approx – (my estimation)
21. StumbleUpon – 39,000
22. Weibo – 30,000 Monthly Active Australian Users approx – (my estimation)
23. Foursquare/Swarm – 10,000
24. Digg – 10,000
25. Periscope – 9,000
26. Delicious – 7,000

Stats Source: Vivid Social – Social Media Agency. (Facebook has dropped 2M since Aug 2017)

According to the Australian Bureau of Statistics Population Clock there are approximately 24.9 million Australians.

<http://www.abs.gov.au/ausstats/abs@.nsf/0/1647509ef7e25faaca2568a900154b63>

Approximately:

- 7 in 10 Australians use Facebook
- 1 in 2 Australians use Facebook on a daily basis
- 1 in 2 Australians use YouTube
- 1 in 5 Australians use Instagram
- 1 in 6 Australians use Snapchat

Global Stats of Interest

- Facebook Monthly Active Users (Worldwide) - 2.01 billion
- Facebook Daily Active Users (Worldwide) – 1.23 billion
- Instagram Monthly Active Users (Worldwide) – 600 million
- LinkedIn Registered Users (Worldwide) – 467 million
- Snapchat Daily Active Users (Worldwide) – 161 million

Latest stats at <https://www.socialmedianews.com.au/social-media-statistics>

Interesting video Socialnomics 2018 <https://www.youtube.com/watch?v=98ZD6WUatK8>

20 years of a World Gone Digital

The development of social media, social networks and mobile computing



<https://www.entrepreneur.com/84075/20-years-world-gone-digital>

Women Majority: Facebook, Instagram, Twitter and Pinterest

Men Majority: LinkedIn, Google Plus, YouTube

Demographics: <https://sproutsocial.com/insights/new-social-media-demographics/>

<http://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic>

Australian Results

*****Sensis Social Media Report 2017 (extremely comprehensive)*****

<https://www.sensis.com.au/asset/PDFdirectory/Sensis-Social-Media-Report-2017.pdf>

Two of the main uses of social media for businesses are to provide a two-way communication system with clients or contacts and as a customer feedback mechanism, which invites comments, ratings and reviews.

<https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

USA Results

According to statistics from Shareaholic, social media is now the number one driver of referral traffic to websites, responsible for 31.24 percent of the total.

This is further corroborated by data from Parse.ly that shows that Facebook has overtaken Google as the top traffic source to news sites. According to the statistics, Facebook now accounts for about 40 percent of all referral traffic to news sites, while all Google sites account for 38 percent.

According to research from Monetate, which analyzed more than 500 million shopping experiences, social media is still lagging behind when it comes to conversions. In fact, social media traffic has an average conversion rate of 0.71 percent, which is very small compared with search's 1.95 percent and email's 3.19 percent.

While social media is a traffic superpower, email is a conversion superpower. A union of both will deliver maximum results.

<http://www.adweek.com/digital/john-stevens-hostingfacts-reviews-guest-post-4-tips-for-building-a-social-media-conversion-strategy>

82% of Americans say they seek recommendations from friends and family when considering a purchase. (National Harris Poll Survey).

Referral marketing programs have the potential to bypass the thousands of branded advertising messages consumers are exposed to. They leverage our natural tendency towards person-to-person sharing.

74% Believe referrals are the lowest cost acquisition method

67% Agree that customers acquired through a referral program become better referrers

65% Believe customers acquired through a referral program are more loyal

61% Believe referral programs help retain customers

43% Believe referrals are the best way to acquire customers

<https://rewardstream.com/blog/state-referral-marketing-2017-infographic>

Acquisition Channel	Conversion Rate - Lead to Opp	Conversion Rate (normalized)
Referral	10.99%	3.74
Partner	4.54%	1.54
Inbound	3.82%	1.30
Paid Marketing	2.98%	1.01
Social Media	1.95%	0.66
Webinar	1.61%	0.55
Event	1.48%	0.50
Sales Prospecting	0.90%	0.31
Nurture	0.58%	0.20
Email	0.55%	0.19

Referral: The power of “word of mouth”. Referral is by far the highest acquisition channel for conversion rate (almost 4x the average.) In fact, some of the largest, fastest adoptions (Gmail, Dropbox, Zappos) can be credited directly to “word of mouth”. Takeaway? Build a great product, build a great experience, tell the world, ask your customers to tell the world (maybe even reward them)—and you’ll profit.

Inbound: Content is king. As Bill Gates predicted in an article written in 1996: “Content is where I expect much of the real money will be made on the internet”. Almost 20 years later, this couldn’t be more true, especially in the digital marketing era where choice of content is in the hands of the consumer. Imagine a popup ad (outbound) versus a funny infographic you chose to look at (inbound). Data clearly shows that people who choose to interact with your brand naturally convert higher (28% more than paid marketing). What are you doing to build content to support your customer’s journey? Not sure? Well, for one, it’s time to take a cue from me and start writing those awesome blogs!

Email and Nurture: *Emails have the lowest conversion rate. Wait...what?! Don't fire your email marketing team. This is showing conversion by acquisition channel, which means if your lead source came from emails and nurture, you're doing something wrong, or you're just desperate, or...you're a spammer (which also explains the bad conversion rate). And as we'll see in an upcoming Marketo Institute blog, emails and nurture both have amazing ROI for multi-touch attribution after you've acquired the lead.*

<https://blog.marketo.com/2015/08/marketo-data-tells-us-what-is-the-top-conversion-rate-by-channel.html>

MY FAVOURITES FOR CONVERSIONS – verified referrals and follow up!

8. What do you need to consider?

- Audience size and demographics (does it include your specific target audience)? You can't reach everyone so be clear on what you want to do first!
<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- Dynamic value versus Lifetime value (currency now, digital asset long term) – how long something will remain of interest – is it evergreen? (current today and tomorrow and able to be re-used over time)
- Relevance (to the social media platform – for example, don't always need hashtags #subject on all social media platforms – but definitely on Instagram)
- Vanity versus Results (do not be seduced by reach if it doesn't lead to results)
- Cost per lead and Conversion Rates – if you get the click to your website and you don't get the sale, why use social media to attract leads? Make sure your website works for you!
- Your level of expertise – how much time will you waste working it out for yourself – one hour with an expert and they can teach you what you need to know – you must take ownership of the results and pay for the process to get you there (either time or money)
- How much you will do and how much (or what) you can outsource either locally or internationally (be careful – cheap is not always best and it can ruin your reputation!)
- Your use of paid versus unpaid options (if you are using paid, get an expert to help you and don't waste your time or money)

- Be ready for the future – social commerce (sales within platforms), mobile payments, reduction in general news, ad blockers, big data, targeted and re-targeted advertising (visit the website, see an ad on Facebook thanks to a tracking pixel), increase in use of Messenger Apps (Facebook, WeChat), membership and subscription services for ad free (Netflix, Stan, Spotify, YouTube Red <https://www.youtube.com/red>)
- if you Google your name – your LinkedIn Profile will usually be the first link in Google search results if you have optimized your public profile URL – you can get Google results from your social media
- YouTube is the world's second biggest search engine – and it is owned by Google. Instagram is owned by Facebook. Snapchat is rising very quickly. Don't chase every shiny object, but if the numbers stack up, consider it if it aligns with your target audience
- 70% of decision makers will Google your name before contacting you – 95% before you get the gig
- up to 85% of business is done by referral (also known as word of mouth)
- it is not what you know or who you know, it is who refers you and how you can be verified (both online and via reviews)
- mobile use is constantly increasing
<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>
- users crave authenticity (not spin or sales), relevant content-on-demand (not interruption), niche marketing (not mass marketing), personal and fun (opportunity to interact – rise of chatbots, pop up live chat)
- What works? (50% of advertising works, problem is, which 50%?) – review your competitors – do not believe you need a \$10,000 course! Take action!!
- Be authentic – salesy does NOT work, quality information (or appropriately humorous) does work
- Silver bullets do not exist – again, avoid the 'next shiny object syndrome'
- Are you ultimately able to incentivize people or segment them in some way?

- If you are the enterprise owner, YOU MUST TAKE RESPONSIBILITY for your social media activities – make sure you understand what is happening as it is your reputation on the line. A well placed message shared by you can be more effective than the best message sent on behalf of your enterprise

You also need to recognise that all online social media platforms can be a time wasting vortex – so you need to understand what is going to work for your purpose.

Any other thoughts?

9. Database Sizes, Algorithms, Signals, Behaviours and more

Searches and results are based on complex algorithms determined by things like:

- time on site – including scroll speed
- pages per visit
- bounce rate (click and then stop or go back)
- Likes (good), Comments (better), Shares (best)
- Click through rates (do people take action and how long do they spend there?)
- Impressions (especially those that occur soon after publication)
- Engagement over time (not just at the time of publication) from both you and from the people who view the content (publish once, engage twelve times)
- Appearance in Google Search Results and ongoing Engagement
- Repeat visits by the same users
- Quality of past content (and how it has performed – frequency, quality, engagement)
- Database size (and if you can segment it in some way to target individuals or groups)

- Signals you send (who, when, what device, bandwidth)
- Behaviours and Predictors (based on what you have done before)
- Feedback received (reviews, thumbs down, lack of engagement)
- Completeness and currency (up-to-date-ness) of your profile
- Frequency of logging in and engaging with content from specific people or companies (quite often Friends or Connections better than Companies)
- Content in post – length, detail, markup (headings, styling) additional pictures, links, video, native video etc
- In accordance with user agreement (no nudity, profanity etc)
- How you are connected to the content (likelihood of engagement – more of the same)
- Relevance to other topics you have shown interest in
- Native content, organic results, paid activity
- Response rates (how quickly you reply to Comments, Direct Messages, Approve Posts or Member requests)
- Trend towards pay to play – not always free, not always fair, cannot always collect information about your Followers (like their email address or phone number) or reach them, even if they are in a Group you have created

What else have you observed?

Learn more

Learn more about databases, algorithms, signals, behaviours, value offerings, return on investment etc at <https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson> (similar rules apply for other social media).

10. Relationship Marketing on Social Media

- Start as an acquaintance, visitor or lurker
- Become friends after multiple exchanges
- Become a customer or client or well informed person (maybe referral or review)
- Become engaged (contribute occasionally), perhaps purchase more than once
- Become an advocate (represent you elsewhere and share referrals)
- Become an ambassador (start to promote you independently as a direct task and regularly give you referrals)

Remember, you are always on show! You never know who is watching (computers and people as well as competitors).

11. Visual Marketing

70% of people are visual learners (rest are audio and kinesthetic)

- design
- personalization
- usefulness
- personality
- story telling
- share worthiness
- visual appeal (faces are very helpful) – text over images more likely to be read - <https://www.canva.com> <https://www.pexels.com> **(DO NOT use copyright images)**
- real time amplification (relevant and tied into current events)

12. Social Media Option Levels

Entry level option

- Complete your selected social media profiles in full with suitable logos, description and links
- Add good quality content to your website in the 'Blog' section
- Manually broadcast each Blog Article to each of your social media profiles (min 3x per year)
- Respond to all Comments from your social media profiles as quickly as possible
- Review each social media profile every six months and update it entirely checking all sections
- Monitor and respond politely to all reviews and feedback (wait 12-24 hours if you get angry)

Mid range option

- Complete Entry level option
- Create some tailored content for each social media profile and post once a week
- Visit related but non-competing social media profiles and participate authentically
- Strategically Liking, Commenting, Sharing other Influencers, Clients, Industry Leaders

High level option

- Complete Mid range option
- Focus on what works best for both reputation and sales (you need both)
- Track and monitor all activity more closely and report on your findings regularly
- Adjust and modify your strategy based on performance (but also rely a bit on gut feel)
- Watch out for significant algorithm changes, new platforms, assess and integrate
- Source strategic unbiased advice and outsource or pay for daily attendance and reporting

13. Online Presence Choices

You need to think about how your website interacts with your online representations including:

- Your website and blog (recommend WordPress)
- Recognised social media – Facebook, LinkedIn, Instagram, Google Plus, Twitter
- Other niche specific social media – YouTube, Tumblr, Snapchat, Pinterest etc
- Other online marketplaces – Ebay, Etsy, Shopify, Amazon etc (good testing ground)
- Online directories – Yellow Pages, True Local, Hot Frog, HiPages etc
- Gig directories – Airtasker, Service Seeking, Freelancer etc
- Industry or niche portals – Natural Therapy Pages, Artshub etc
- Classified advertisements listings – Gumtree, Trading Post, Around You etc
- Review websites – Google, Yelp, Womo, True Local, Niche (Zomato / UrbanSpoon) etc
- Event listing websites – Eventbrite, Facebook, Local Newspaper What's On sections
- Industry or membership websites – for your profession or industry
- High authority websites that are quickly indexed – government, media, blogs, forums
- Online comments – in any platform – subscribe to <https://google.com/alerts>
- Email marketing (it isn't dead yet) <https://blog.hubspot.com/sales/sales-email-templates-guaranteed-to-get-a-response>
- SMS marketing (high read rates)
- Blogs and Newsletters (4 blog posts can create one newsletter page)
- News Releases (consider <https://www.newsmaker.com.au> or <https://www.pr.com>)
- Podcasting (audio)
- Vlogging (video – with text overlay for silent watching)

- Animations (can be very affordable)
 - Apps
 - Forums
 - Wikis
 - Content rich sites (Medium, Open Forum etc)
 - Paid online promotion and advertising
-

14. First steps for Social Media

1. Create a Usernames and Passwords List (password protected Excel spreadsheet)
 2. Create a clear description of your purpose
 3. Create a clear description of your target audience
 4. Review the various options you have available
 5. Start by creating good quality and consistent social media profiles
 6. Decide on your social media policies and procedures (including style guidelines)
 7. Manage access to your social media profiles carefully
 8. Record and analyse the results
 9. Discuss changes or improvements, put in safeguards if necessary
 10. Implement revisions
-

15. Before you start with social media

Make sure your website works
(both desktop/laptop and tablet/mobile)
and CONVERTS when people land on it!

Your goal is to drive traffic to your website from social media unless you want to try social commerce and sell within the social media platform (still in its infancy – but quickly happening, especially with Facebook).

Do not put all of your eggs in one basket – keep up with your other online and offline marketing activities.

Choose your preferred social media platforms based on multiple factors, not just direct sales, but make SURE that they reach your target audience or alternatively, provide amazing SEO results.

Understand that most social media initiatives can take up to six months to start working well.

It is a good idea to keep some statistics as a lot of statistics are only available in real time (total number of Likes, Followers etc on a given day and track over time).

Thinking that something works is not as good as data to verify it!

There are also some ways where you can do a Backup of either your Profile or your Followers – consider doing this!

Please note that the ratings and suggestions on the following pages are the personal viewpoints of Sue Ellson for a 'typical' enterprise in Australia that has identified the individual social media platform as having the potential to reach their target audience or increase their online presence.

16. Social Media Platform Selection Requirements Analysis

- Database size and reach
- Accessing your niche audience (is it aligned?)
- Building enterprise digital asset (lifetime value)
- Building enterprise recency and relevancy (dynamic value)
- Building enterprise findability (search engine optimisation SEO for enterprise name, keywords)
- Spend (both time and dollars)
- Return on Investment (worthwhile or vanity only)
- Measurable (and building the goodwill of your enterprise)
- Scalable (ideally)
- Risk associated with algorithm changes (may only be good for a specific duration)

17. Facebook

Focus Area	Rating
Database size and reach	5
Accessing your niche audience	4
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	3
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	4
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	1
TOTAL	31/50

Facebook Page and Group Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points
- Review all settings and make sure that all comments are moderated before publication

Facebook – What works well

- Regular postings with good quality images and/or videos, some hashtags
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments, questions and reviews (make sure Reviews are turned on)
- Facebook campaigns that are directed to people you already know (add your list) or who have visited your website or other representations (Facebook pixel)
- Targeted Facebook campaigns (best to seek an expert's advice)
- Interaction – personally respond to every Comment if you can (turn on Notifications)
- Participating appropriately in well managed Groups
- Liking, Commenting and Sharing other good quality content
- Messenger seems to be more effective than Posts
- Encourage employee participation (if appropriate)

Facebook – Good examples

- <https://www.facebook.com/officiallykmusic> Page
- <https://www.facebook.com/groups/businessvic> Group
- <https://www.facebook.com/tigerairaustralia> Good Response Rate
- <https://www.facebook.com/Palacecinemas> Events and Previews

18. LinkedIn

Focus Area	Rating
Database size and reach	4
Accessing your niche audience	3
Building enterprise digital asset (lifetime value)	4
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	5
Spend (both time and dollars)	3
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	35/50

LinkedIn Profile, Company Profile and Group Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points
- Review all settings and make sure that all comments are notified/approved before publication

LinkedIn – What works well

- Regular postings with good quality images and/or videos, not a lot of hashtags
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments, questions and Recommendations
- LinkedIn Sponsored Ads (Newsfeed) and Job Ads have mixed reviews in Australia
- Targeted LinkedIn campaigns (seek an expert's advice – recommend InMails)
- Interaction – personally respond to every Comment if you can
- Participating appropriately in well managed Groups (only if you have time)
- Liking, Commenting and Sharing other good quality content (especially in niche)
- Inmails or Direct Messages may be more effective than Updates via Newsfeed
- Publish good quality Articles that can be search engine optimised and go viral
- Employee marketing (say the CEO publishes an Article or Update) staff to Like, Comment and Share
- Ensure that all Company Updates are really relevant and informative (part of due diligence research)
- Align all content with enterprise objectives, encourage all staff good profiles

LinkedIn – Good examples

- <https://www.linkedin.com/in/sueellson> Profile
- <https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin> Article
- <https://www.linkedin.com/company-beta/19296> Company

19. Twitter

Focus Area	Rating
Database size and reach	2
Accessing your niche audience	3
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	2
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	26/50

Twitter Profile

- Fully completed with excellent quality logos, banners, descriptions, links, keywords
- Personalise your URL and include it on your website and all other connection points (15 characters)
- Review all settings and make sure that Notifications are turned on

Twitter – What works well

- Regular postings with good quality images and/or videos, hashtags encouraged
- A variety of good quality and authentic content that generates engagement
- Good mix of your own content (70%), shared content (20%), sales content (10%)
- Respond quickly to Tweets, Retweets and Direct Messages
- Sponsored Ads (for the Newsfeed) check audience and your presence first
- Targeted Twitter campaigns (seek an expert's advice – try Following key targets)
- Interaction – personally respond to every interaction and choose 'Like' for Tweets & Retweets
- Follow key Influencers – Twitter can be a wonderful research and curating tool for a specific niche
- Retweeting and Liking other good quality content (especially in your niche)
- Only Tweet regular users – otherwise message people directly even if they were found via Twitter
- Publish good quality Tweets that are topical – but don't be self indulgent or salesy
- Employee marketing – encourage staff to Follow, Like, Retweet etc
- Ensure that all Tweets are relevant and informative (part of brand management)
- Align all content with enterprise objectives – the CEO can be more influential than the enterprise
- Watch Followers, Following, Tweets, Likes ratios
- Popular with Celebrities, Media, Academics, Creatives

Twitter – Good examples

<http://www.wordstream.com/blog/ws/2016/04/26/twitter-ad-examples> (Sample ideas)
<https://twitter.com/barackobama> <https://twitter.com/businessvic>
<https://twitter.com/Boroondara>

20. Instagram

Focus Area	Rating
Database size and reach	4
Accessing your niche audience	4
Building enterprise digital asset (lifetime value)	2
Building enterprise recency and relevancy (dynamic value)	3
Building enterprise findability (SEO for enterprise name, keywords etc)	3
Spend (both time and dollars)	2
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	3
Scalable (ideally)	4
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	1
TOTAL	30/50

Instagram Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords
- Personalise your URL, include it on your website and all other connection points
- Review all settings and make sure that Push Notifications turned on (need Mobile Phone Access)

Instagram – What works well

- Regular postings with good quality images and/or videos, hashtags encouraged
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments
- Can connect Instagram with Business Facebook Page (best to seek an expert's advice)
- Interaction – personally respond to every Comment if you can (turn on Notifications)
- Liking, Commenting and Sharing other good quality content
- Encourage employee participation (if appropriate)
- Consider a Style Guide for regular posts – perhaps a text or watermark overlay, special filters etc
- Integrate with your Facebook presence, especially if you have a visual enterprise
- New users can attract a lot of spammers and surprise Follower suggestions

Instagram – Good examples

<http://instagramers.com/links/cities/australia> (other good articles)

<https://www.instagram.com/foundr> (regular format)

<https://www.instagram.com/lonelyplanet> (great engagement)

21. Google + (Business Location AKA Brand Account + Business Website)

Focus Area	Rating
Database size and reach	5
Accessing your niche audience	2
Building enterprise digital asset (lifetime value)	5
Building enterprise recency and relevancy (dynamic value)	4
Building enterprise findability (SEO for enterprise name, keywords etc)	5
Spend (both time and dollars)	3
Return on Investment (worthwhile or vanity only)	4
Measurable (and building the goodwill of your enterprise)	5
Scalable (ideally)	2
Risk associated with algorithm changes (Where 1 = high risk and 5 = low risk)	3
TOTAL	38/50

Google+ Tips

- Fully completed with excellent quality logos, banners and descriptions, links, keywords, photos
- Personalise your URL, include it on your website and connect to your Google Analytics etc
- Review all settings and make sure that Push Notifications turned on

Google+ Tips – What works well

- Regular postings with good quality images and/or videos, some hashtags okay
- A variety of good quality and authentic content that generates engagement
- A good mix of your own content (70%), shared content (20%), sales content (maximum 10%)
- Respond quickly to comments (if you get any!)
- Share your Blog Post details as soon as they are Published (don't wait for Google Robot)
- Interaction – personally respond to every Comment if you can (turn on Notifications)
- Consider a Style Guide for regular posts
- Google Search your Post a week later and click and remain there and encourage others to as well
- Respond to Google Reviews (both Good and Bad) as quickly as possible (unless unable to for legal reasons – doctors, dentists etc in Australia)
- Keep your details up to date, add lots of photos, a video tour etc (and open a Bing Account too)

Google+ – Good examples

<https://plus.google.com/+CityOfMelbourne>

<https://support.google.com/plus/answer/1710600?hl=en> (About Google+ Pages)

<https://support.google.com/accounts/answer/7001996?hl=en> (Manage your Brand Account)

<http://paul-s-j-smith-piano-tuner-technician.business.site> (Business Site)

22. Developing your Lead Generation, Business Development and Engagement Ratio strategies

- **Lead Generation** – plan, connect strategically, provide service and build relationship – ask for the sale – DO NOT SPAM – get their details, put them in your sales funnel, add them to your Customer Relationship Management System (CRM), automatic responders, follow up messages, email marketing etc
- **Business Development** – build brand, reach out and seek strategic alliances with centres of influence in Australia and overseas
- **Engagement Ratio** – how often do you engage with other people's content? Recommended ratio – publish once, engage 12 times – have you thought about creating a private Facebook Group (good for coaching style products, money back guarantee programs)
- **Measurement** – can you verify what is happening, are you monitoring analytics, are you tracking results and reviewing percentages?

23. Style Guide for your Website or Article Content

An excellent Title / Headline (most important search feature – 70% of success)

One Heading 1

One or more Heading 2

An image – with good file name ie emergency-procedures-red-fire-truck-300-225.jpg and Title and Alt Text set as title of page (if possible) and above 200x200 pixels to be picked up by social media

300 or more words

Links, interlinks (other content in your site), external links (open in new tab), backlinks (you link to them and they link to you)

Tags, keywords, meta description (include title) in SEO Snippets

Call to action – what do you want them to do?

Proof / check to confirm all done, save, publish

Social media – Word sequence, hashtags, pings, links (original or bit.ly), image, video

Notes to Self:

24. What you can Share

AIDA – Attention, Interest, Desire, Action (Excellent Headline) – create or curate

How to – top tips, checklists, summary

Incentive – white paper, free class or consultation, product or trial, webinar, infographics, discounts, contests and competitions

Viral – good quality share, petition, cause for donation, timely topic, humorous and informative

Buzz – news, deadline dates, new releases, exclusives <https://www.thunderclap.it>

Reviews – ongoing, respond ASAP, request

Awards and Honours – special announcements, significant media, acknowledge generosity or recognition of others

Thought Leadership – opinion, research, survey findings

Email sequences – connect with the prospects' pain, need or problem, define the pain even better than they can, discuss what they may have tried and why it hasn't worked, present a solution and explain why it's better, include case studies and testimonials, offer a knockout guarantee, if more than one problem, have a specific email on each, each email only cover one idea.

Sales message – make the person look good, save time, save money (show value), make something easier – soft sell – include a question (call to action)

Content calendar – <https://blog.hubspot.com/blog/tabid/6307/bid/33415/the-social-media-publishing-schedule-every-marketer-needs-template.aspx>
<https://blog.hootsuite.com/social-media-templates> (includes Editorial Guidelines Suggestions)

Social Media (or Website) Audit – perhaps you may like to review your strategy when you get back to your business

25. Social Media Policy

Guidelines - <https://www.youtube.com/watch?v=8iQLkT5CG8I>

Template - https://www.business.vic.gov.au/_data/assets/word_doc/0020/1009550/HR-manual-template.docx

<http://www.edigitalagency.com.au/social-media-strategy/social-media-policy-template>

Samples - <http://www.justice.vic.gov.au/utility/social+media/social+media+policy>

<http://www.melbourne.vic.gov.au/about-council/governance-transparency/policies-protocols/Pages/social-media-policy.aspx>

May wish to include – standard protocols for your business (updating of personal profiles including images), bring your own device (BYOD) policy, fair and reasonable use (at home or work), authority to represent the business or only your own views, specific instructions on 'commercial in confidence' and Privacy Policy.

What will be the main goal with most social media, particularly if negative comments or a crisis occurs, continue discussion OFF social media.

Help staff understand

- what they can do and what is permissible
- tendency will be to say nothing (unless asked to respond)
- trend towards employee marketing or advocacy (Like, Comment, Share)
- provide some training to staff
- make sure that it is part of the onboarding / induction process and part of the departure or exit process (updating profile, passwords etc)
- most staff probably won't do anything – huge opportunity missed (value of their networks)
- use EDM (email) notifications to click and share – remember What's In It For Me WIIFM

26. Social Media Monitoring

Advertising

- Awareness/Attention - number of impressions
- Traffic - number of visits
- Interest in sales - click through rate (percentage of ad views that resulted in a click)

Social Marketing

- Captured audience size - people who you can repeatedly contact your connections, group members or company followers
- Traffic - number of visits and time on site
- Engagement - number of likes or comments on posts
- Viral Effect - number of shares of posts

Sales

- Pipeline volume - number of inbound leads, number of new prospects contacted, phone calls scheduled
- Pipeline quality - leads designated good prospects after first digital contact
- Closing rate - percentage of leads closed, percentage of quality leads designated by sales as good prospects closed

Freemium and Premium

Dropbox make money and yet 96% of the users are free users – so even if you are providing 'free' resources, ask yourself, are you getting the clients you need?

Return on Investment (ROI) = (Gross Profit - Costs) ÷ Costs = ROI

50 hours @ \$20 per hour and \$10,000 in sales with a 25% profit margin, ROI =
(\$2,500 - \$1,000) ÷ \$1,000 = 1.5 times ROI

27. Social Media Monitoring and Management Tools

- Google Alerts <https://www.google.com/alerts>
- Buffer (free and paid) <https://buffer.com>
- Hootsuite (free and paid) <https://hootsuite.com>
- Sprout Social (more comprehensive) <https://sproutsocial.com>
- Google Analytics <https://analytics.google.com> – check visits, conversions, bounce rate (especially if you have a social media specific landing page)

How will you manage your performance, results, your responses, your content collection, scheduling, analytics, trends, influencers etc

After you have used these tools, decide what information you will use to evaluate your performance, identify areas for improvement and consider what you need to tweak, update or change as part of your review process.

28. Social Media Marketing (Advertising)

Pay to play, boost Posts, sponsor Updates, paid InMails, advertisements, specialist pages (Careers etc)

Make sure you can measure your results (not be seduced by the numbers so that you 'perceive' it to be worthwhile)

Apps (be careful – think verifiable numbers)

29. Ethical behavior on Social Media

Be careful – not bully, intimidate, be racist etc

Do NOT spam under any circumstances – it ruins the platforms for others and you are likely to be removed and gain a bad reputation

Abide by the User Agreements for each platform

Consider the automatic events that occur (you do not want to be viewed as a megalomaniac)

30. What have you learnt in this workshop?

31. What will be most helpful to you?

32. What are you going to do next?
