

Social Media & Your Business

Who, What, When, How

Sept. 17, 2014

#SmallBizMedfordNJ

[@Medford NJ](#)

facebook.com/medfordbusiness

Social Media & Your Business

Presented by Medford Township's Economic Development Commission (EDC)

- Speaker [Allison Eckel](#), Commission member, Medford resident, owner [Promotion Savvy](#)

Hosted and Sponsored by the [Medford Business Association](#)

The New Way to Reach Customers

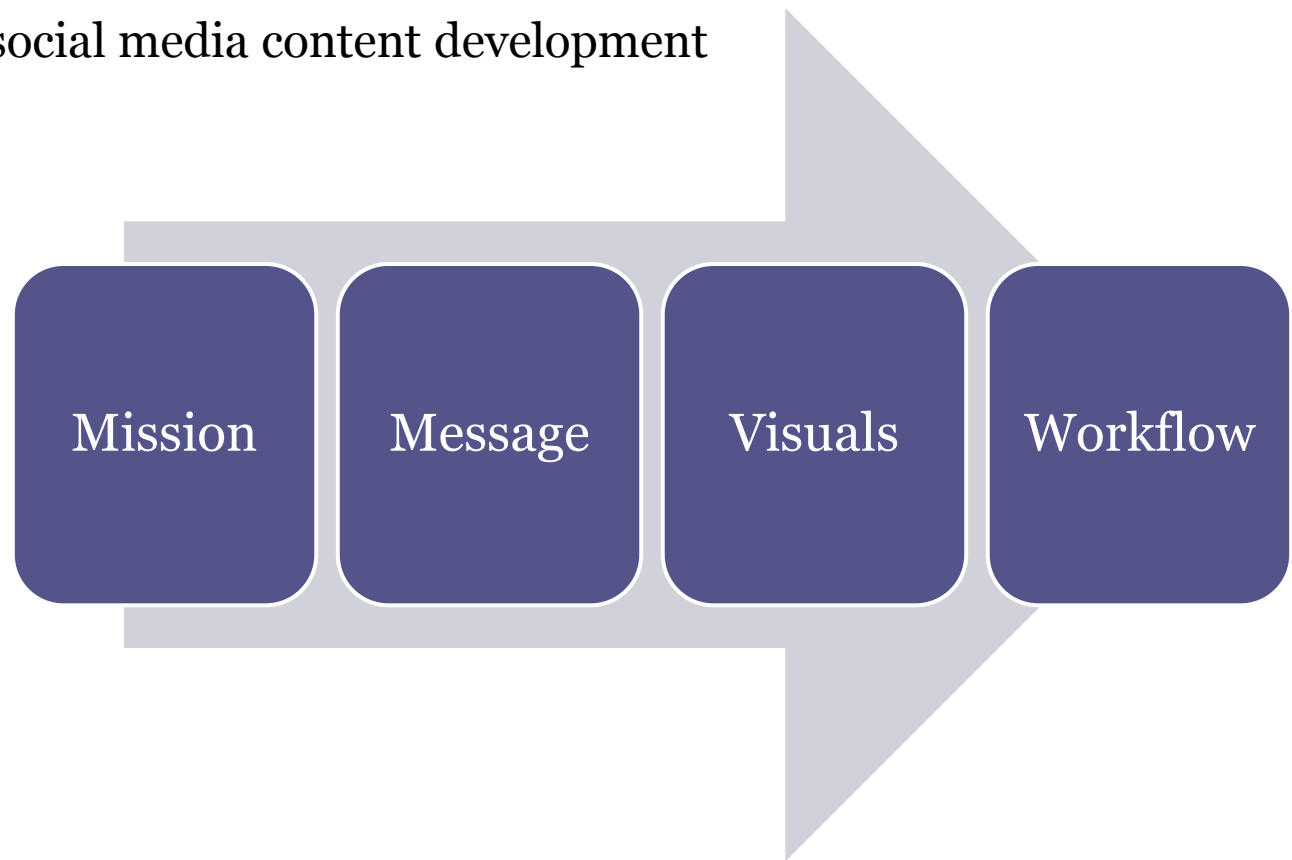
Inbound Methodology

The best way to turn strangers into customers and promoters of your business.



All About the Content

4 basic steps to social media content development



Content Creation

Sample business:

Only the Best Builder, LLC
Medford, NJ



Source: Allison Eckel via Instagram

Content: Mission

Why are you
in the
business you
are in?

Company
mission
statement

How you
interact with
customers
online & off

Content: Mission

Why this business: He wants to deliver the best quality for all home remodeling.

Mission: To be the best builder for his customers.



Content: Message



Call to
Action

Business
Update

Shared
Experience

Content Message: Call-to-Action

- Leaves are dropping! Call today for your free gutter evaluation: 1-609-555-1212.
- The sun is shining today, but maybe not tomorrow. The first 5 people to comment “Sun Shine On” will get 20% off gutter cleaning!



Note: I made up these offers so please don't ask Dean to honor them.

Content Message: Business Update

- Look for our new red and yellow trucks on the roads around #MedfordNJ. Only the Best Builder has such great trucks!
- Congratulations to [Employee Name] from our framing crew: he's a new father! We wish all the best to [Name] and his new family!



Note: I made these up too.

Content Message: Shared Experience

- The sun is shining, the temps are cool, my truck is clean... Let's do this!
- Happiness is a clean pair of jeans, a good truck, and a true level. No case of the Mondays here!



Note: I made these up too.

Content: Visuals

Your Own
Photo

Clip Art

Borrowed
Photo*

Video

Graph

Quotation
as Image

*Always note the source of content you share from other sources

Content: Visuals

People

- Be mindful of permissions and respectful of privacy.

Vehicles

- Avoid photographing license plates

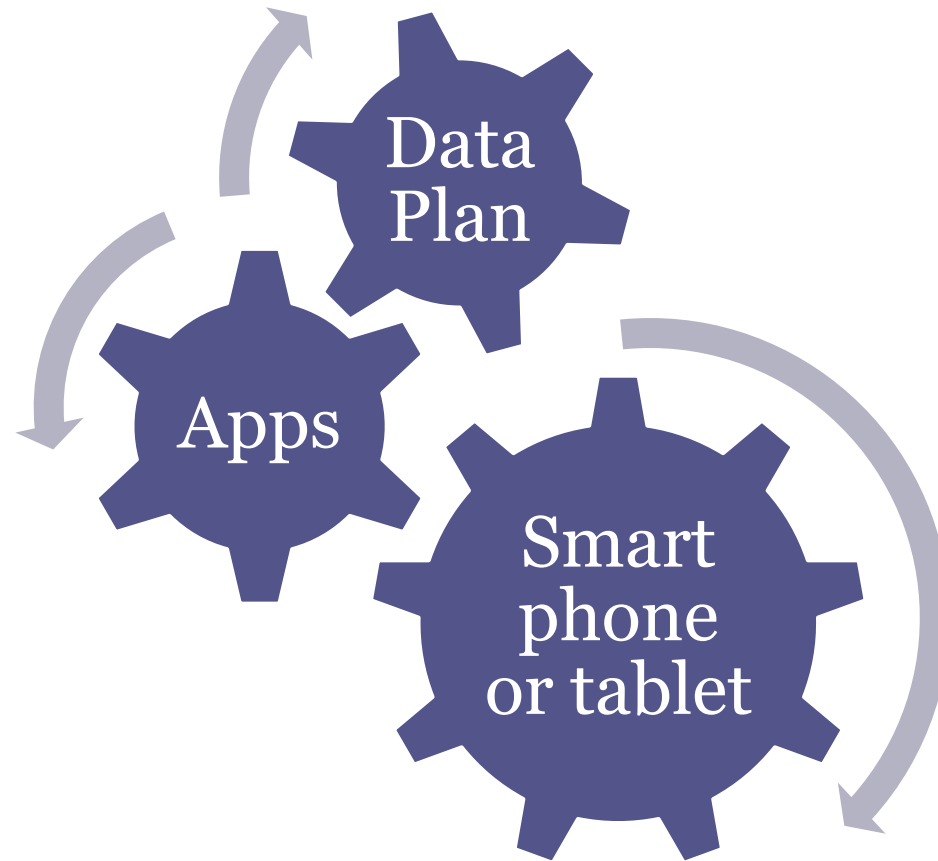
Lighting

- Make sure the subject of the photo is well-lit. And studies show that blue responds well online.

Composition

- Photo subject is important and screens can be small. Don't fear the crop tool. A large group of people milling around is not exciting.

Content Creation: Workflow



Content: Workflow

- The key to social media success is fitting content creation and posting into your regular workflow.
- Review the 1st three content types and consider your daily work routine.
- Experiment with each message type to get a feel for the process.
- The more you do it, the easier it gets.

Where to Send the Content

- Facebook
- Twitter
- Pinterest
- Instagram
- YouTube
- LinkedIn



Source: Computer Gear Catalog

Facebook

More
than 1
billion
people

3 of
every 4
smart-
phones

More
than 1/2
visit
every day

Facebook

Set up your page

Identify your audience

Create compelling
content

Facebook



Medford Education Foundation

You are posting, commenting, and liking as Allison Eckel — Change to Medford Education Foundation

Page Activity Insights Settings Build Audience Help



MEF Medford Education Foundation Education

Liked Following Message

Timeline About Photos Likes More

PEOPLE >

102 likes

Cyndie Kuhl Haines, David Bermingham and 9 others like this.



+6

Find New Customers
Connect with more of the people who matter to you

Promote Page

Invite your friends to like Medford Education Found...

Post

Write something on this Page...

MEF Medford Education Foundation
Posted by Allison Eckel [?] · September 11

'Tis the season for Back-to-School nights! As you visit the K-8 schools, look for members of the Medford Education Foundation, who will be on hand to answer your questions about MEF, our grants for teachers, bank affinity programs, upcoming... See More

THIS WEEK

- 0 Page Likes
- 204 Post Reach
- UNREAD
- 0 Notifications
- 0 Messages

Recent

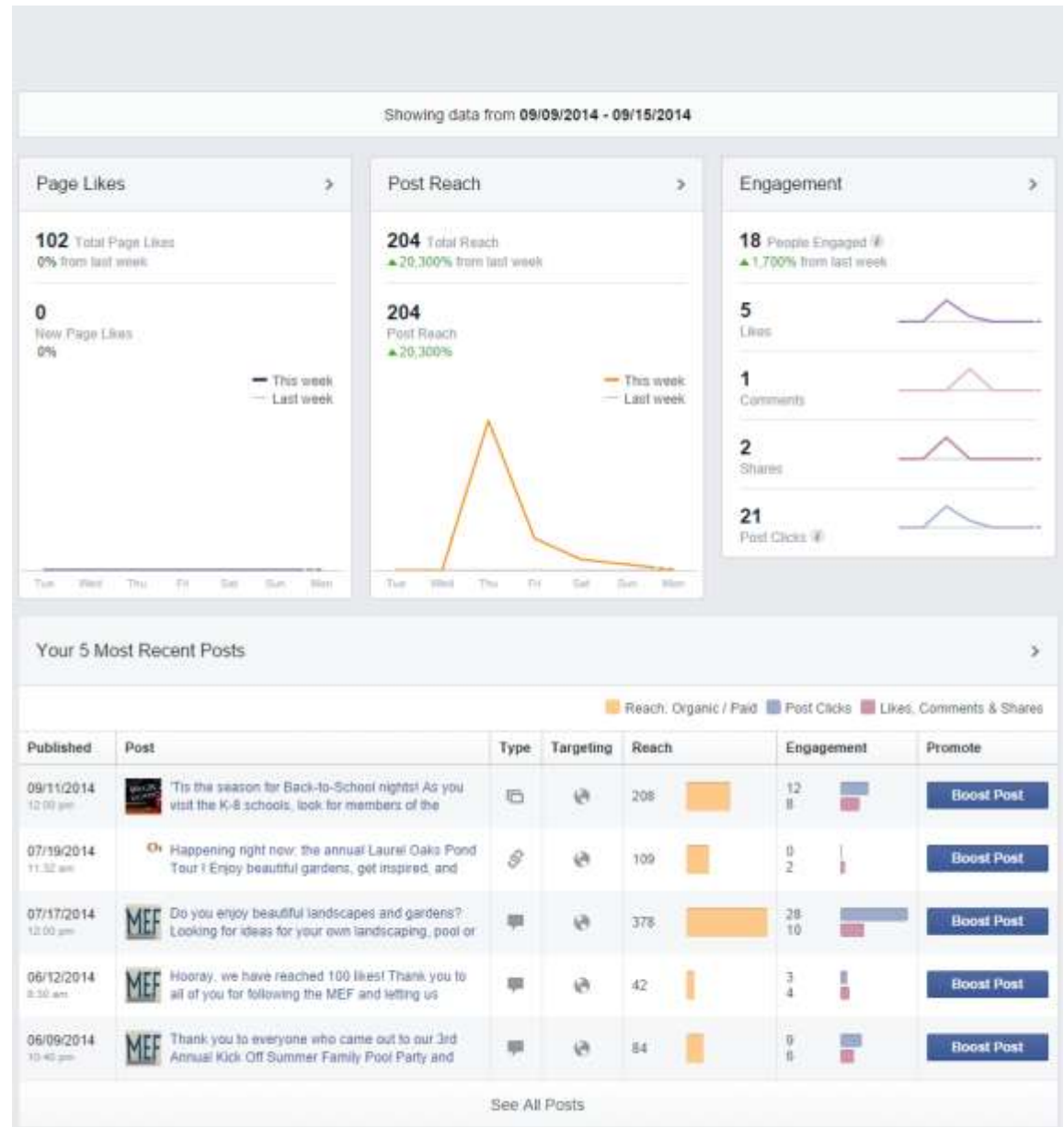
- 2014
- 2013
- 2012
- Founded

See Your Ad Here



Medford Education F...
'Tis the season for Back-to-School nights! As you visit the K-8 schools, look for members...

Facebook



Facebook

- @ = username
- # = keyword

To “tag” a person or other Facebook page, type “@” followed by the username you want to tag.



Twitter

Facebook: Who do you know?

(tag people to be found by new networks)

Twitter: What is everyone talking about?

(tag your posts with keywords to be found by new networks)

Twitter

- 140 characters or less
- # = keyword
- @ = username
- ICYMI = in case you missed it...
- RT = retweet (sharing another's content)
- MT = modified tweet (sharing, but changed it)
- Use web links and photos



US EPA Research @EPARESEARCH · Sep 11
Teachers: "Do-it-Yourself Air Monitoring" free @NSTA webinar w/ Dr. Gayle Hagler 9/25 bit.ly/NSTA925 #STEM #BackToSchool

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More



WarnerBrosStudioTour @wbstudiotour · Sep 11
Even Hogwarts students have to take exams! Would you get an Outstanding or perhaps a Troll? #BackToSchool [instagram.com/p/sz0KBA1_Ks](https://www.instagram.com/p/sz0KBA1_Ks)

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Courier-Post @cpsj · Sep 11
#CONTEST ENDS FRIDAY: Here's how to enter your #backtoschool photos for chance to win \$50 on cpsj.com/1p0fCSR pic.twitter.com/bRaylWVKEY

[View photo](#) ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Businessweek @BW · Sep 11
@Walmart's #backtoschool supplies are cheaper in stores than online: buswk.co/1rWWWV7

Businessweek

Wal-Mart's School Supplies Are a Little More Expensive Online

On the other hand, most online retailers don't sell school supplies at all

[View on web](#)



[Expand](#) ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Teaching Channel @TeachingChannel · Sep 10
In these videos find tips to help build authentic relationships with your students. Check them out! bit.ly/Yyn500 #BacktoSchool

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Gates Education @gatesed · Sep 10
Kick off the school year with these teacher-created resources from @teachingquality: bit.ly/1Ak93bb | #BacktoSchool

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Mom's Choice Awards @MomsChoiceAward · Sep 10
Last day to follow & RT for a chance to win! Round 3 ends at midnight CDT! Round 4 tomorrow! #BackToSchool #Giveaway! pic.twitter.com/die4h1Tgec

[View photo](#) ↩ Reply ↻ Retweet ★ Favorite ⋮ More



Cory Booker @CoryBooker · Sep 9
I'll be on the radio w/ @RowanUniversity @RutgersU @SetonHall 2day around 7:30am 2morrow for #backtoschool. Tune in!

Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

Twitter

Contest possibility from the Mom's Choice Awards required a Follow of the Twitter feed and a RT to be entered into the drawing. Plus, she posted an engaging picture with details.



Mom's Choice Awards @MomsChoiceAward · Sep 10
Last day to follow & RT for a chance to win! Round 3 ends at midnight CDT!
Round 4 tomorrow! #BackToSchool #Giveaway! pic.twitter.com/dle4h1Tgec

BACK-TO-SCHOOL GIVEAWAY
Mangos for Max
by Dr. Jessica St. Louis
children's food allegery book

FOLLOW @MOMSCHOICEAWARD & RETWEET FOR A CHANCE TO WIN

**SHIPPING TO U.S. & CANADA ONLY
WINNER ANNOUNCED 9/11**

Mangos for Max
Jessica St.Louis

RETWEETS 66 FAVORITES 9

4:07 PM - 10 Sep 2014 · Details Flag media

Hide photo Reply Retweet Favorite More

Reply to @MomsChoiceAward

Twitter

Twitter is for everyone.

At its core, Twitter is a public forum where anyone can read, write and share messages.

@allaboutlife4 ~ Twitter is for everyone. I liken Twitter to the Universe which has no boundaries. We all have the right to be in it.

— Angie S. (@angels510) March 28, 2012

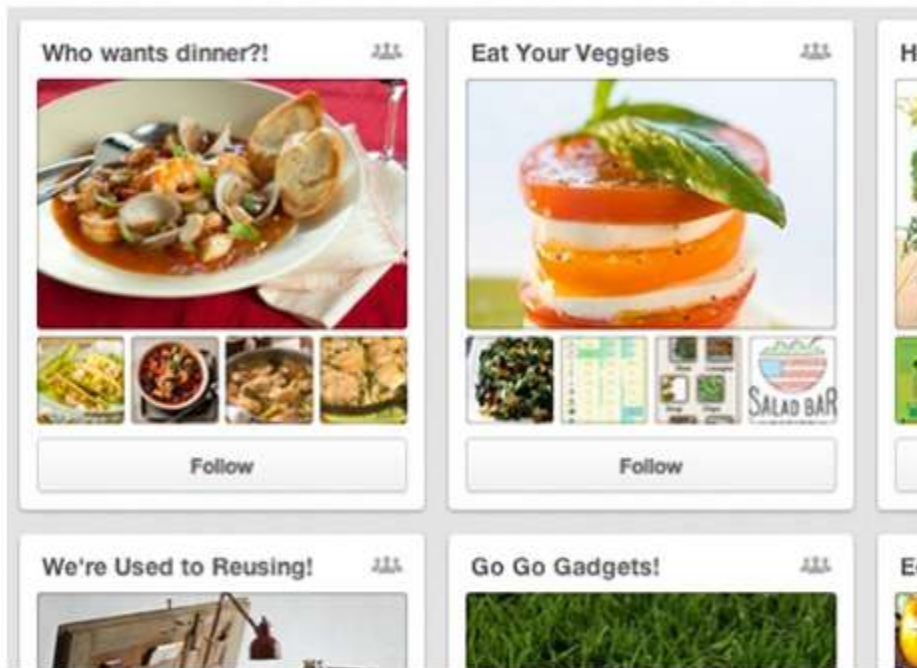
Pinterest

What is Pinterest?

- Idea Boards
- Look Books
- Image and idea repositories
- Visual bookmarks

All User-Generated

Pinterest



Put Pinners first

Before you get started, consider what Pinners really care about. Check out your web analytics to see what they like best, or talk to them directly. Tailor your Pins for them.

Whole Foods has boards for gardening, DIY products and volunteer work for their sustainability-conscious followers.

Pinterest



Show what inspires you

Instead of just showing off your products, show what inspires them. Create boards for the ideas, places, people and moods behind your brand.

UGallery invites artists who inspire them to help curate their boards.

Instagram

- Followers,
- Likes,
- Hashtags,
- Tag users

- App only



YouTube

YouTube is a vast repository of user-created video content.

- Channel = the videos from 1 user
- Subscribe = agree to receive all videos posted to a channel
- Playlist = videos you have “Liked”
- YouTube Capture is an app for uploading content.

YouTube



Use a video to showcase your expertise on a common issue

The screenshot shows a YouTube search for "termite damage". The video player displays a close-up of a person's foot stepping on a hole in a white-painted wooden wall, revealing brown wood and termites. The video title is "What does Termite damage look like?". The channel is "Michael Jakobczak" with 37 subscribers. The video has 2,297 views. The description states it was published on Oct 20, 2012, and is an educational video about termites from USFastTrack.ca. The category is "Education" and the license is "Standard YouTube License".

YouTube

termite damage

What does Termite damage look like?

Michael Jakobczak

Subscribe 37

2,297

Published on Oct 20, 2012

Worried about termites and what to look for when inspecting your home for termite damage. Check out this great video brought to you by USFastTrack.ca

Category: Education
License: Standard YouTube License

SHOW LESS

<https://www.youtube.com/watch?v=72FCnBg4bKw>

YouTube

Use product videos produced by brands to showcase items you offer.

These videos can be embedded into Facebook posts, web pages, etc.



The new Spring Collection

Explore PANDORA's Spring collection 2014

TheOfficialPandora
PANDORA  4,858

14,879

+ Add to < Share ... More

Published on Mar 13, 2014
Embrace a delicate new season full of tiny, delicate butterflies, soft spring flowers and sparkling bursts of colour.
Discover a new collection of charms, rings, bracelets and earrings that capture the very essence of spring.

SHOW MORE

LinkedIn

Like Facebook for your professional life.

Personal profiles will include the usual resume details, plus organization affiliations and volunteerism.

Company pages can have followers, list job offerings, and more.

And Many More...

- FourSquare / Swarm
- Tumblr
- Houzz
- Yelp
- Perch
- And more



The Google Elephant

- Google+ was created to challenge Facebook.
- Google offers many wonderful solutions and dominates search.
- “A Google Search” is the new Yellow Pages and is how many of your new customers will find you.

But...

Google+ is not a high priority at this time.

Cross-Promotion: Everyone Wins

 **Johnny Churros**
April 29

#MtEphraimCraftCarMotorcycleShow turned out to be a great event. Beautiful day. Johnny Churros added a new menu item, chicken nuggets. The menu of wonderful foods is growing. The events are growing too!



Unlike · Comment · Share



Jims Jarhead Jerky
September 9

Join us on 20/21 Sept from noon-5pm!



Valenzano Winery

Valenzano Winery is dedicated to producing the highest quality wines from the vineyards of southern New Jersey.
Winery & Vineyard: 12,674 like this

Like · Comment · Share

 2 people like this.

The Next Step

Analytics

Each of the top social networks offer tool kits for businesses to gather and analyze data such as Best Time to Post, Post Reach, and even the demographics of those viewing their posts.

We will save this juicy topic for next time...