



Social Commerce: How to Build a Successfully Sustainable Strategy



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Today's Agenda

- **What is social media anyway?**
- **Build your social strategy**
- **Grow and engage your fan base**
- **Create a consistent message**
- **Debunk social media hype**
- **Remember these clichés**
- **Special Promotions, Q&A**

What is social media?

“A category of sites that is based on user participation and user-generated content.”



What isn't social media?

- Social media is NOT:
 - A one-sided conversation
 - An excuse to share crappy content
 - Just Facebook and Twitter
 - About sales pitches
 - A free lunch



A Brief History

1971: First email sent



1994: Geocities launched



2002-03: Friendster/MySpace launched



2004: Facebook launched (college only)



2006: Twitter launched



Why should you care?

- 80% of web users visit social sites on a monthly basis (comScore)
- Followers of brands are more likely to purchase (HubSpot)
 - 67% more on Twitter
 - 51% on Facebook
- 93% of users believe a brand should have a social media presence (Business in Social Media Study)
- 73% of US companies use social media as a marketing outlet (eMarketer)
- Excellent feedback channel & competitive tracking tool

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Soap Box #1: Strategy

Strategy:

A comprehensive plan meant to achieve a long-term objective

Tactic:

A specific action within a strategy to help reach the desired goal



“Only 41% of companies have a strategy to guide their social media activities.” (MediaPost)

Set Your Social Objectives

- **Several to choose from:**

- Brand awareness
- Thought leadership
- Networking
- Feedback mechanism
- Advocacy building
- SEO gains



- Pick the best channel(s) to meet your objective

Required: Blog as Your Base

Your blog should serve as the center of your social media strategy.

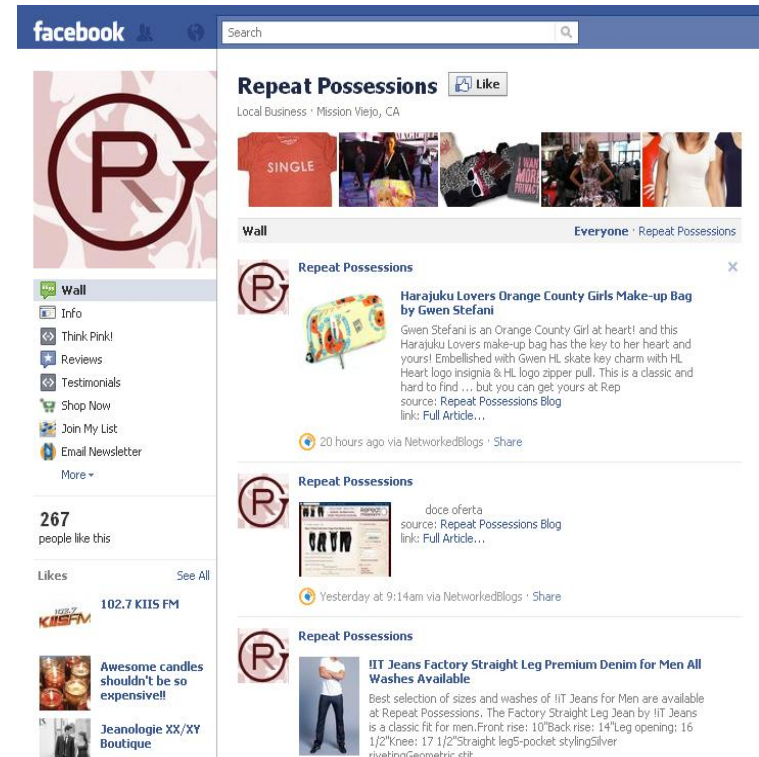
Why?

- Primary hub for content creation and sharing
- Great SEO supplement for all keywords
- Best social tool for inbound marketing
- Premier outlet for niche audiences

Facebook: Community Center

Build your alliances and champion your brand on Facebook:

- Share your personality
- Provide an insider's view to your business
- Get fans interacting with each other
- Create a "face" for your brand
- Utilize various tabs and tools
- Spread your content (remember that blog thing?)

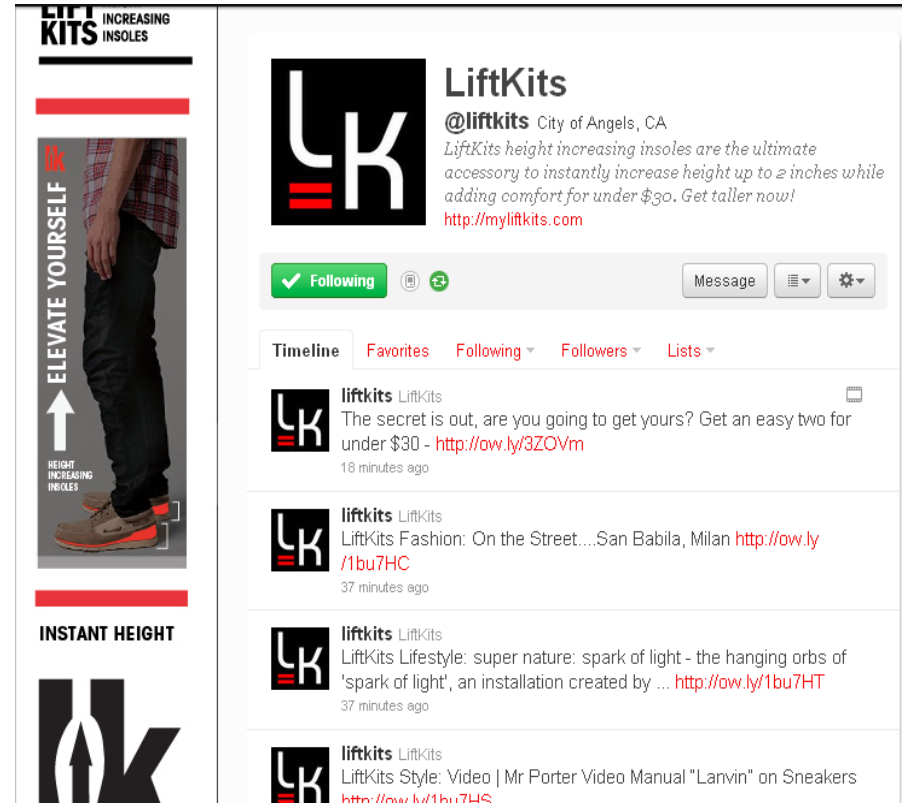


The screenshot displays the Facebook profile for 'Repeat Possessions', a local business in Mission Viejo, CA. The profile features a cover photo with a large 'R' logo and a profile picture with the same logo. The left sidebar includes navigation options like 'Wall', 'Info', 'Think Pink!', 'Reviews', 'Testimonials', 'Shop Now', 'Join My List', and 'Email Newsletter'. The main content area shows a 'Wall' with three posts. The first post is a link to an article about a 'Harajuku Lovers Orange County Girls Make-up Bag by Gwen Stefani'. The second post is a link to an article about 'doce oferta' (sweet offer). The third post is a link to an article about 'IIT Jeans Factory Straight Leg Premium Denim for Men All Washes Available'. The page also shows '267 people like this' and a 'Likes' section with 'See All'.

Twitter: Extend Your Reach

Talk to outer circles and potential customers:

- Understand your audience
- Listen first, then respond
- Look for pertinent keywords and topics
- Become a thought leader
- Identify and engage influencers
- Spread your content (still that blog thing)



The image shows a Twitter profile for LiftKits (@liftkits) and a vertical advertisement for LiftKits. The advertisement features a person's legs in jeans and sneakers, with an upward arrow and the text "ELEVATE YOURSELF" and "HEIGHT INCREASING INSOLES". Below the advertisement is the text "INSTANT HEIGHT" and a stylized "lk" logo.

LiftKits
@liftkits City of Angels, CA
LiftKits height increasing insoles are the ultimate accessory to instantly increase height up to 2 inches while adding comfort for under \$30. Get taller now!
<http://myliftkits.com>

Following

Timeline Favorites Following Followers Lists

liftkits LiftKits
The secret is out, are you going to get yours? Get an easy two for under \$30 - <http://ow.ly/3ZOVm>
18 minutes ago

liftkits LiftKits
LiftKits Fashion: On the Street...San Babila, Milan <http://ow.ly/1bu7HC>
37 minutes ago

liftkits LiftKits
LiftKits Lifestyle: super nature: spark of light - the hanging orbs of 'spark of light', an installation created by ... <http://ow.ly/1bu7HT>
37 minutes ago

liftkits LiftKits
LiftKits Style: Video | Mr Porter Video Manual "Larvin" on Sneakers
<http://ow.ly/1bu7HS>

LinkedIn: Network It

Join industry groups, share insights and get to know people:

- Understand your audience
- Find pertinent groups and participate
- Establish a professional reputation
- Provide product recommendations
- Spread your content (not letting it go)

The screenshot shows a LinkedIn group page for 'User Communications'. The page has a blue header with navigation links: 'Overview', 'Discussions', 'Updates', 'Members', 'Settings', and 'Manage'. Below the header, there are tabs for 'Recent Discussions', 'Recent Comments', and 'Most Comments'. The main content area displays a list of discussions, each with a user profile picture, a question, and the author's name and time. The discussions include:

- Ben Guthrie: "What's the best strategy for promoting your brand to a broad community of users?"
- Florencia Pettigrew: "When you travel, do you choose a hotel based on services available, location or ambience? Or do you pass hotels altogether and opt to rent a short term apt instead?"
- Richard Chen: "Have you noticed that we only show house ads on this page?"
- Krista Canfield: "What do you think of the new Intuit poll on LinkedIn?"
- Mario Sundar: "Feel free to share any best practices on user communications?"

At the bottom of the discussions list is a 'Start a Discussion' form with a text input field and a 'Submit for Discussion' button. To the right of the discussions is an advertisement for LinkedIn advertising, featuring a group of people and the text 'Connect Your Brand To Over 1 Million Sales Professionals'. Below the ad is a 'Recent Updates' section showing comments from various users on the discussions listed above.

YouTube: Get in the Game

Show off yourself, your products and your personality:

- #2 search engine in the world
- Provide product demonstrations
- Utilize video testimonials
- Educate your customers and prospects
- Spread your content (seeing a trend?)



Soapbox #2: Metrics

*Base your metrics on your goals – **there is no strategy without objective measurements.***

Some example KPIs:

- Number of fans/followers/subscribers
- % growth of followers, views, etc.
- Amount of visitors from social to website
- Coupon redemptions from social exclusives
- Reach (shares, likes, RTs) of unique content



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Grow Your Social Presence

Know why people follow your brand:

1. To receive discounts and promotions
2. To show others they like your brand
3. To receive access to exclusive information
4. To get updates and news about the company

Grow Your Social Presence

Try these ideas:

- Segment your promoters and detractors
- Reach out and touch someone
- Share good content (again)

Don't be afraid to ask

- 75% of Facebook users liked a brand because they were directly invited (MarketingProfs)
- Place your icons everywhere, provide incentives, run contests, be creative!



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Create a Consistent Message

- Don't ignore design, visuals
- Keep your tone the same
- Create branded, not random, content



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Soapbox #3: Social Media Hype

“Don’t assume social media will solve everything. If your product sucks, social media won’t fix it.”

Myth

- Revenue savior
- Only source of marketing
- It’s free **and** easy!

Reality

- Communication channel
- Piece of a larger puzzle
- Takes a lot of work

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If you're taking notes...

Remember these five social clichés:

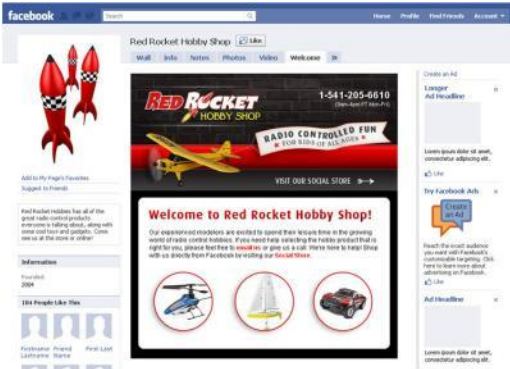
1. Listen first, engage second, measure always
2. Think conversations, not campaigns
3. Earn your plug
4. Give up control
5. Don't feed the trolls

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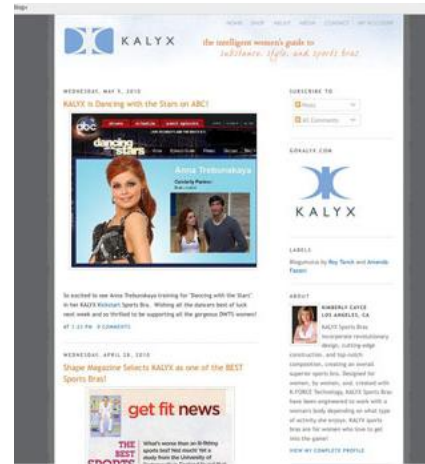
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Special Offers

10% off Custom Design Services



Facebook Page Design



Blogger Template Design



Twitter Background Design