

## Internet Marketing Newsletter

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### Let's get social!

Social media for business has been hotly debated in business magazines, the mainstream media and of course online. Who is doing it? What are the risks? How can you get a return on investment?

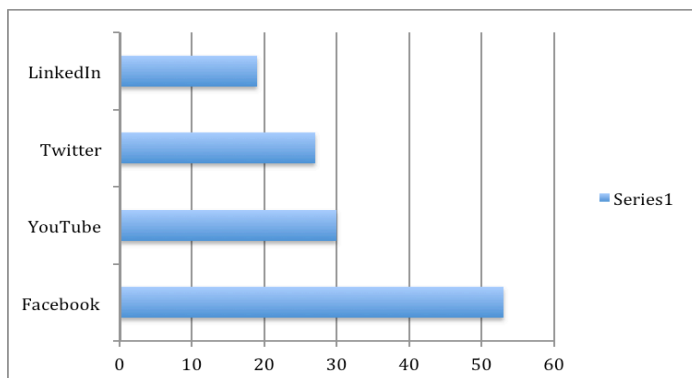
In 2010, the Optus Business Social Media Index found that only 28 percent of SMEs actively used social media to grow their business. Over 50 percent of businesses said they were not using social media and had no plans to start because they believed that social networking was not appropriate for their industry or they could not see a clear way to build a business case for an investment in the area of social media.

In this newsletter, we share some more interesting statistics about business and social media and we also focus on two key social media strategies you can implement in your business this month: Three steps to starting your Facebook marketing campaign and encouraging online customer reviews to market your business.

You'll also find out what has been happening with our Eminent Online Marketing team in the News section on the side.

Yours,

Janna Jungclaus



The Optus Social Media Index found that Facebook was by far the most popular social media site used by small business owners, followed by YouTube, Twitter and LinkedIn.

### News

Eminent Online Marketing is expanding and we welcome Tina Rizk, our new project manager to the team!

Tina is managing our new SEO clients, including liaising with them on keyword and market research, managing the on-page optimisation and providing up-dates and monthly reports on our SEO activities.

Tina can be reached via email at [tina@eminentonlinemarketing.com.au](mailto:tina@eminentonlinemarketing.com.au)

Janna has been invited to contribute her expertise to myBusiness magazine, one of Australia's most popular magazines for SMEs.

You will be able to read her articles on online marketing and digital media in the magazine and on the website from March 2011. Congratulations, Janna!

## 3 Steps to Starting Your Facebook Marketing Campaign

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There's no doubt that Facebook is growing quickly and consistently. Until last year it was acceptable to dismiss Facebook as a purely social platform. But with its business tools growing, and with many businesses using social media to engage new customers, it's worth taking a closer look at how businesses can make Facebook work for them.

### Developing Your Strategy

The most important aspect of using any online marketing tools for your business is to develop a strategy first.

Whether you want to generate sales leads, increase the exposure for your business, provide customer service or engage existing customers and new prospects in a fun way, there are many objectives that excite business owners.

By writing down your goals and adding quantifiable measures to benchmark your success you will know when and how to adjust your approach.

Some of the common goals of Facebook marketing include:

- **Sales:** Facebook has the option of turning your facebook page into a store. However, the safer alternative is to showcase your products to a highly targeted audience and link your pictures to your online store.
- **Lead Generation:** this can be a great strategy when linked with the highly targeted Facebook advertising.
- **Increased exposure:** The viral nature of Facebook increases the potential for exposure through trusted sources such as friends and families. The new Facebook Places feature adds to the exposure for brick and mortar businesses.

- **Engaging with customers:** In many aspects Facebook pages have replaced old-fashioned newsletters. Offering anything from special deals to competitions and reviews, Facebook pages are a way of engaging customers with your brand in an environment they are comfortable with.



### Implementing Your Strategy

Once you're clear on the outcomes you want to achieve, you need to start implementing your strategy. This includes the initial set-up of your campaign, as well as the provisions for the ongoing management and monitoring of results.

Here are some tips to keep your implementation on track:

- **Don't mix business with pleasure:** keep your business page (a Facebook page) and your personal profile separate. As far as Facebook is concerned these are separate entities and you should treat them that way. Your target audience for each are different, so is the content they are interested in and the engagement style they require.
- **Get some traction:** Getting your Fan page up and running is one thing. Attracting a larger number of 'Likes' to your page is quite another. The more interested people like your page, the higher your response rate is going to be and the more likely you are to achieve your goals. Here are some ways to promote your Fan Page.

- Offer special deals to people who “like” your Facebook page.
- Promote your Facebook page in related marketing campaigns (newsletter, website, print advertising, etc.).
- Do some targeted Facebook advertising to attract more people to your page (but be sure to measure your return on investment).
- **Make a plan:** Once your Facebook Page is up and running and people ‘like’ your page you need to offer them quality content and opportunities to engage and share your material with others. This is where the power of Facebook and related social media really comes to life. You can post any kind of content: short status updates, articles, photos, videos, links, competitions and more. When choosing your content make sure it is interesting for your audience and try to find an angle to engage them. You can also set certain targets of the type of content that should be shared each day or week.
- **Be accountable:** Now that you have a plan, someone should be accountable for executing it. Whether it is the marketing manager, a specially assigned social media manager, the business owner or any other employee who is interested in social media is up to you. However, providing the person responsible with some clear guidelines of what can and can’t be done is essential.

### Monitoring Your Strategy

Now that your strategy has been implemented, you’ll need to monitor it closely. Firstly, this will help you to determine whether you’ve achieved your goals. And secondly, it will help you to minimize any risks that could be associated with your Facebook strategy.

Measuring your actual results against the goals you have set can be both daunting and exciting. After spending months of time and money on implementing your strategy you are anxious to see results. You can measure your success by

using Facebook’s inbuilt analytics called Insight. Combine these with your website’s Google Analytics statistics and you will quickly find out whether some of your sales or leads can be attributed to your Facebook strategy. Of course you can also measure your success by counting the number of ‘likes’ your Facebook Page has and whether people tell you they found you through Facebook.

If your results do not match your goals, don’t give up just yet. Take a good look at where you’ve gone wrong and see how you can improve your strategy and its implementation to get better results.

Minimizing risk is an essential part of social media and one of the main reasons why many big corporations stayed away from accounts on Twitter and Facebook for years. The reality is that anything you post or write on your account is permanent - the equivalent of an online tattoo for your business. So planning and accountability are vital.

The other risk is that your business will receive some negative interactions or reviews that are publicly visible to all your customers. If your business practices and deliverables are sound, you should have nothing to worry about though. In fact, a negative comment can give you the opportunity to excel in customer service by publicly addressing concerns and showing how much you care for your customers.

Taking new online channels such as Facebook seriously for your business is a big step towards success. It’s a powerful marketing channel and you can tap into its potential without having to re-invent the marketing wheel.

“Because of identity profiles and relationships, social networking sites feel personal... Businesses can take advantage of the trusted environment to better convey their identity, values and initiatives and thereby win the hearts and minds of their audiences.”

*Clara Shih, Author of The Facebook Era*

## Encouraging Customer Reviews of Your Business

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Online customer reviews – some consider it a powerful marketing tool; others think it’s a potential disaster waiting to happen.

The two-sided sword of online customer reviews is difficult to handle for some business owners. But whether you love them or hate them, online customer reviews are growing online exponentially.

Whether with review sites such as Yelp, integrated directory listings such as TrueLocal or in the omni-present Google Maps, customer reviews are ever-present online and publicly available to anyone who is researching a business.

So, what is the best strategy for your business to make the most of positive customer reviews and minimize the damage caused by negative customer reviews?

Firstly, it’s important to recognise that customer reviews have always existed and will continue to do so. The difference is that in recent years, these reviews have moved from private discussions to being publicly viewable online.

For businesses with limited marketing budgets, this can be a great marketing opportunity.

Online customer reviews provide ‘social proof’ to leads and prospects by reinforcing the idea that your business already has a number of happy customers. The traditional pull of social proof is “if others are using it, then it must be good”. When this assumption comes into play, new prospects are much more likely to start interacting with your business.

Of course, traditional third party endorsements, such as customer testimonials are always helpful, but a review extends the credibility of a traditional testimonial because it cannot be moderated or changed in any other way.

So how do you get more reviews? Here are some ideas to get you started.

1. **Ask for reviews:**

Asking customers for reviews is a simple, but often overlooked tactic. You can do that in your monthly newsletter, in a follow-up email after customers have done business with you or even at the point of sale. While not everyone is going to take the time to review your business, many people are happy to write a review knowing it might help future customers too.

2. **Run competitions:**

Those customers who ask “What’s In It For Me?” are motivated by a potential gain. Running a fun competition of giving away great prizes for the best reviews can pay off big time in the long run.

3. **Be transparent:**

Being transparent why you are encouraging reviews translates your personal sincerity to your marketing. Honesty is an important aspect of online social media and reviews; it allows you to build better relationships with your current and future customers.

## Success Story of the Month

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Whether it’s social media in particular or online marketing in general, many business owners can be confused by the many options and the myriad of advice that is available to them.

The same was true for Suzanne Ong, the owner of Essentia Coaching when she approached me to discuss the options for her website.

Suzanne’s website simply showed her photo and contact details and she wanted to discuss the potential of using her website to stand out from her competitors and grow her business.

## Examining your Business

In our initial consultation, we discussed the shape of her current business with Suzanne, how she was marketing it, what it was costing her, and what her business goals were for the coming year.

## Strategize Your Strengths

Devising a customized internet marketing strategy for Suzanne allowed us to show her the untapped potential of her website. Her new strategy is based on her personal strengths and goals to maximize the marketing effect and minimize unnecessary work.

We look forward to helping Suzanne implement the new strategy in the first half of this year.



*“Thank you for the great consultation – it was even more beneficial than working with the business coach I used to have. I have gained so much clarity of what I want to achieve and how we can get there. I am really hopeful and excited to continue working with you.”* Suzanne Ong, Essentia Coaching

## What are your plans?

It has been a wonderful start to 2011 and we have already spoken to a number of business owners whose New Year’s plan it is to get their online marketing up and running.

If you also have plans to make 2011 your biggest growth year yet, and you think online marketing and social media could play a big part in this, just give us a call and arrange a free consultation.

Yours,

Janna Jungclaus

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