



MyCorporateMedia
YOUR VIRTUAL MARKETING DEPARTMENT

BUSINESS SOCIAL MEDIA GUIDE

Introductory

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WHAT IS SOCIAL MEDIA?



Social Media Defined:

The ability to communicate, connect, and advise through online platforms based on likes, interest, association, groups, ideas, industries, keywords, and more.

This is OUR definition so the average business person can begin to bridge the gap on how this may be an opportunity to capitalize on.

IMPORTANCE TO YOUR BUSINESS



Social Media has many features and benefits for your business such as:

- ✓ **Profiles:** Allow you to position your expertise and qualifications to the online market place. The keywords in your profile matter as they directly affect search results on the social platforms.
- ✓ **Groups:** Allow you to filter down to specific groups your target market would be interested in, allowing you to engage directly with prospects.
- ✓ **Pages:** Allow you filter down to specific interest allowing you to build campaigns specific to “interest”.
- ✓ **Events:** Allow you to promote events and see attendees to create post follow-up strategies, plus you don’t even have to be the organizer to do this.
- ✓ **Messages:** Allow you to privately engage with specific prospects with response rates anywhere from 6% on up to 30% depending on message format and goal.
- ✓ **Voting:** Allows you to take the pulse of your market place, at little or no cost.
- ✓ **Sharing:** Allows you to distribute content to your social networks in mass.
- ✓ **Applications:** Allow you to streamline internal processes in a cloud atmosphere
- ✓ **Search :** Allows you to both find and rank for target market keywords that are in turn indexed by the key search engines and further speaks to the first feature above.

FOUR KEY SOCIAL PLATFORMS



Four Key Social Platforms and Why?

- **LinkedIn** is THE place online to network and do business with over 120+ Million Professionals. You can view the current [LinkedIn Stats by clicking here](#). Ease of access your prospects on LinkedIn is tremendous and often allowing for completely bypassing gatekeepers.
- **Twitter** is a great place to farm targeted prospects by searching twitter profiles they are likely to be following. Additionally you can often get account owners to share, promote, and even point you to decision makers. Read [more about Twitter here](#).
- **Facebook** is a great place to entire both on the B2C and B2B side through private messages via identifying prospects through groups, facebook ads, fan pages, and more. Again all these areas are “idea” or “industry” specific allowing for you to really drill down on your prospects. Read more [facebook facts here](#).
- **Youtube** is a great way to get your business ranked above the competition in the search engines as Youtube videos are indexed quicker and easier by the search engines. Outside of SEO its also great for building “Thought Leadership” as the go to business.

Social Media Business Strategies You Can Implement Today:

✓ Profiles:

- Professional Picture- a picture is worth a thousand _____ ?
- Optimize your headlines with how you can help, not your title.
- Add your industry keywords in your bio, job titles, and specialties. (more times than your competition. Look at your competitions profiles that rank at the top and add more)
- Complete your profiles fully, not doing so hurts search results.

✓ Groups:

- Search the groups directory on LinkedIn & Facebook. Join relevant groups that your prospects would be in? Ask yourself what interest your prospects and join groups that meet those interest.
- Engage in the groups with meaningful tips, resources, and reply privately to take potential opportunities to the next level. Be sure to watch the discussions in these groups and the opportunities will pop out at you.

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Social Media Business Strategies You Can Implement Today:

✓ Search & Send Private Messages:

- Utilize the search features on LinkedIn, Facebook, Twitter, and even Youtube to send direct private messages to prospects. Use your target market keywords to search. Learn more about LinkedIn Search and messaging strategies through this [video here](#).

✓ Secure and Protect Your Brand Identity

- Use www.knowem.com to identify which social platforms your business name or brand name hasn't been secured on and go secure under your ownership. Otherwise it can cost you a lot of time and money to secure later on.

SOCIAL MEDIA BASIC TOOLS



Basic Tools that Can Help Streamline Your Efforts:

- ✓ **Grow your connections on autopilot by 100's per week** through [OpenNetworker here.](#)
- ✓ **Do one status update that reaches all your social accounts** by using www.ping.fm
- ✓ **Grow Your Twitter Following** on autopilot with [Hummingbird](#)
- ✓ **Listen and Monitor to what is being said online** about you, your industry and even competition with www.google.com/alerts

MEASURING YOUR EFFORTS



Basics on How to Measure Your Efforts for Maximum Return:

- ✓ **Status update engagement:** how many people respond, share, or like your updates. You can track URL's with www.bit.ly to see real time results of click throughs to your website. Adjust the status updates to be similar to the better performing ones.
- ✓ **Direct Message Engagement:** how messages did you send and how many responded back will give you a response rate percentage. If the response rate is not 6% or above then the message copy and search strategy may need to be revised.
- ✓ **Website Traffic Increase & Sources:** measure the website traffic for your business and the sources to determine if your efforts are paying off.
- ✓ **Brand Mention Increase or Decreases:** use www.google.com/alerts to better monitor this based off your efforts.

*These can be measured daily, weekly, monthly, and even quarterly.

SOCIAL MEDIA POLICY



Consideration for a Social Media Policy:

A social media policy should be something that is created to help guide employee efforts rather than completely restrict them from potentially generating real results for the business.

These are some keys to help facilitate a good social media policy:

- ✓ Standardize profile positioning of employee accounts
- ✓ Formulate standard responses to typical engagement
- ✓ Formulate standard private message templates.
- ✓ Create an escalation processes for negative engagement that follows a chain of command.
- ✓ Don't let negative comments go untreated. This is like an ostrich with it's head in the sand. (could turn out to back fire)
- ✓ Do not set a hard time limit of the use of social media for business development as long as the proper activity is being met.

WHY MYCORPORATEMEDIA?



Why Consider MyCorporateMedia?

Social Proof: We do for ourselves what we say we do for our clients.

- ✓ How did you get this report?
- ✓ What caused you to come to the website?
- ✓ Why do we have so many fans, followers, and views to our facebook, twitter, linkedin, and youtube accounts?

Customer Testimonials:

- ✓ Watch what our clients have to say [here](#)
- ✓ Read what our clients have to say [here](#)

Experience:

- ✓ 15 Staff members made up of seasoned sales, marketing, design, creative, copywriters, brand experts, web development, programming professionals, and more. (growing everyday and maybe more as you are reading this- 6/16/2011)

Uniquely Qualified:

Because we are an all... (learn our unique qualifications and how we can help your business by contacting us today)

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