

SOCIAL MEDIA MARKETING IN A NUTSHELL

METHOD

Social media marketing is made up of four equally important parts:

- Social Listening** – Monitoring and responding to customer service and reputation management issues on the social web.
- Social Influencing** – Establishing authority on the social web, often through the distribution and sharing of valuable content.
- Social Networking** – Finding and associating with authoritative and influential individuals and brands on the social web.
- Social Selling** – Generating leads and sales from existing customers and prospects on the social web.



Each of the above activities meets very different business goals.

- **Social Listening:** Manage reputation; Decrease churn; Reduce refunds; Identify product gaps; Identify content gaps
- **Social Influencing:** Increase engagement; Increase website traffic; Increase offer awareness; Grow retargeting lists
- **Social Networking:** Earn media mentions; Develop strategic partnerships
- **Social Selling:** Generate leads; Grow email list; Acquire customers; Upsell/Cross-sell existing customers; Increase buyer frequency

To get results from social media marketing, first determine the goals you want to achieve. Then, focus time, money and effort on the corresponding social media activity. For example, if the company goals are to manage reputation and reduce churn, the focus should be on developing a strong social listening program.

Community management on the social web is all about building relationships around mutual common interests that decrease churn, increase retention, spur word-of-mouth referrals, and increase sales.

To get results from your online community, you must first understand the Relationship Model, community positioning, and how to influence the way your members experience your tribe through the Sense of Community Theory.



RELEVANT ROLES

Social media marketing should be studied by members of the following departments:



MARKETING & OPERATIONS

Any marketing professional should be on the cutting edge of social media marketing as it is one of the most disruptive forces in the customer buying cycle.



SOCIAL & COMMUNITY

Professional community managers create, maintain, and encourage member-to-member relationships on the social web.



ECOMMERCE, SALES, & BUSINESS DEVELOPMENT

The modern salesperson has a great command of social media marketing—particularly the Social Networking and Social Selling phases.



PUBLIC RELATIONS

As evidenced by the rebranding of many PR agencies as social media agencies, PR and social media marketing are two sides of the same coin.

IMPORTANT METRICS

<p>Applause Rate - The sum total of all social shares (Facebook Likes, Tweets, LinkedIn shares, etc) and comments on a piece of content.</p>	<p>Traffic by Channel - It's important to measure where your traffic is coming from including traffic from social media channels.</p>	<p>Conversions from Social Media - The percentage of visits from social media that take the action you want them to take on a web page.</p>	<p>Community Growth - Communities wither and die without new blood; it's important to measure community growth properly so you know when to take action.</p>	<p>Community Activity - Conversation is the most important metric when measuring communities, so we created an Activity Score to see how discussions measure up against other types of community activity.</p>	<p>Community Experience - Measure the way your members feel about being a part of your tribe.</p>
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IMPORTANT LINGO

<p>"Value First" Offer - Appropriate offers to make in social media channels including valuable content, opt-in offers deep-discount offers.</p>	<p>Feedback Loop - A process whereby complaints, praise and other useful comments found during the Social Listening phase are routed to the correct person within your organization.</p>	<p>Social Media Bouncing - The process by which a social media follower on one channel (Facebook, for example) is exposed to your brand on other channels such as Twitter, a podcast or your YouTube channel.</p>	<p>Social Media Topic Map - Designed to increase engagement with your social media connections, a topic map outlines the various subject matter it is "on brand" to discuss on social channels. For example, H&R Block, a tax preparation company, often posts content about home ownership.</p>	<p>Long Tail Media Outreach - The process around earning mentions from a higher volume of small media players (bloggers, podcasters, etc.) rather than a small number of large media players like NBC or BBC.</p>	<p>Community - A segment of people who form relationships as a result of shared goals, experiences, and interests.</p>	<p>Self-Disclosure - The process by which a person reveals their inner thoughts and emotions to another person.</p>	<p>Social Density - The number of social interactions that are likely to happen in a set space.</p>
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