

# Marketing Via The Social Media

**Looking At the Bigger Picture**

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In this e-book, we have compiled a list of ideas that will help to promote a brand or a business in a positive way that it reaches out to target audiences must faster. These ideas suggested can be implemented for all businesses alike be it small, medium sized or large.

In the present day scene, the traditional way of business operation needs twice the amount of hard work for the profits that are reaped. While purists still think that this is the right way to go about it, contemporary businessmen have found out that it is possible to make twice as much with reduced work time. It all boils down to doing the right thing at the right time.

Reaching out to the target audience does not stop with television ads and banners in the present day. With the world taking on the internet far too seriously, the advertising models have to make way to accommodate this surge in technology that not only means keeping up with it, but also provides the impetus for further business growth and having a personal reach which was never bound possible by the traditional marketing methods.

We have put together a whole new perspective on social media marketing that offers a definite edge for the businesses of today. This offers a better leverage, inspires you to think outside the box and suggests creative ways that can help you generate more profits in your business.

Some ideas suggested can be basic while there are some which you never knew were possible. The whole idea of this e-book is to offer you some strong suggestions that can give you the freedom that you dream of. Ideas suggested are those that have worked for businesses earlier and hence can work for you too.

Here, we are, taking the world by storm in the digital marketing revolution and this e-book is focused on telling you how best you can make the most of this internet platform. Read on to know more..... Get enlightened on this social media journey....

If you have any suggestions, or queries regarding the information being printed in this e-book, kindly feel free to contact us about the same. You can write to [contact@digitalseo.in](mailto:contact@digitalseo.in) and we will reply to you at the earliest.

Good Luck

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### The Eighty Twenty Rule

The eighty twenty rule can be applied to any part of the business in the present day and social media marketing isn't an exception that. It is common sense that no-one is ever going to follow, like or talk about something that they have not been associated with or do not have plans to get associated with! In short, people are concerned about products and services that they either have used or plan to use it shortly.

Marketing has become personalized in the present day. You can never deny it. From name tags to birthday wishes, customers who sense the personal touch are the ones who are most likely to come to you again. "Rapport" has become a far too crucial aspect of the business world than it was ever before. Social media is just the start. It is important to understand that 80% of the people who will buy again from you are the ones that have already been your customer once.

Retaining that 80% is the whole idea behind social media marketing. Establishing a personal rapport with these loyal folks is the need of the hour and nothing can help you better than social media at the moment. We have seen some businesses making the mistake of luring in new customers when they turn a blind eye to their existing ones who are right in front of them.

Businesses will be doing themselves a huge favor when they take care of their current customers. The world has become internet savvy and anything that you do or fail to do is out there for the people to talk about it. Yes, the 80-20 rule applies here too. You will always have 20% not being so productive in complementing you, but you always will have the other 80% to do that job.

Remember just one thing – it costs seven times more to get a new customer than to retain an existing one. Using the social media to keep your existing customers happy can be an easy and cost effective solution. Read on, to know further more about how best you can treat them on the social media that enables you to be in their good books forever more.

## **Determining The Best Way To Connect With Your Customers**

The social media is a wide spectrum that consists of many different social networking sites. It is imperative that you establish yourself across all but you need to take a call on which one of these mediums is going to be your base that allows you to connect best with your customers. Remember that it is not just about connecting with them, but establishing a communication platform where your interaction is both ways and not just one!

### **Know Your Client Base**

It is important for you to ascertain the strength of your client base on the various mediums. There is no point in establishing yourself in a social network that does not have your customers. There are popular social networks such as Facebook, Twitter, LinkedIn, where you will be able to find heavy traffic. You need to take a call on which space will be best for you to communicate, connect and interact with your existing and potential customers.

### **Facebook**

The general opinion though is that out of all the other social networking sites, Facebook is ideal for businesses as it offers them a separate page that can talk about their brand and helps to build their image, while becoming an interested medium for communicating to their customers. Facebook also keeps changing its algorithms and those brands that work on an advertisement budget can gain extra mileage.

### **Instagram / Pinterest**

Instagram and Pinterest invite more viewership and thereby offer an increased visibility to your brand on the internet. It is pertinent to remember that people capture what they see more than what they read – you can capitalize on this by posting regular picture updates about your products and services on these social sites to lure in your customers. Its important though

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that you keep the community engaged by offering a collection of posts and pictures that appeal to the life style of the end user.

### **LinkedIn**

LinkedIn is probably the right platform if your business is selling or marketing products and services for business to business use. It offers a professional working environment unlike the other popular social media sites. This is the apt place to connect to executives at top corporations and those businesses that are and can be your customers.

### **Twitter**

Twitter can be employed for all kinds of sales. But the main use for twitter is to listen to what your customers are talking about you. Find out the potential customers, talk less and observe more, you will understand what they want and how they want – this helps a great deal as you can come across honest opinions and problems that you can work on in making your product / service better for your customers.

It is imperative to understand that you will be doing it best if you limit yourself to any three major social networking sites. This will offer you a better clarity and moreover will be easy to manage as well. Businesses may find it practically not feasible to be interactive across social media platforms all the time, therefore we best recommend that you choose a reliable [SMO service](#) to do the honors on your behalf.

## **Creating A Persona**

When you are building a social media profile, it is important that you create a persona, never make it sound business like. Your profile should be something that your customers are comfortable to interact with. This will offer that personal touch that we had insisted in the previous topics.

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### **La Touché**

Customers need to connect with you, they must feel that you are trustworthy and for that you need to have personal conversations with them. This does not entirely mean that you need to talk to them on a daily basis, but it means that you need to be there when there is a query posted, an enquiry made, etc. Spontaneous answers and replies add value, this offers a feel that you are being interactive, which is by the way very important for social media popularity. The better you are at establishing communication with them, the more comfortable they will feel about you.

### **Getting Acquainted**

It is important to get to know the community that you have chosen to be prominently visible. You must get familiar with how it works there and most importantly need to understand the norms and what the community expects from you. You need to get familiar about its operations, handling, smart applications, etc. It is important though that you must not misrepresent yourself in this process. Your customers need to feel comfortable and not annoyed. It is important to note, that you must not over-do yourself in the process of establishing a relationship. Your customers must feel that you are an amiable and trustworthy source.

## **Connecting With Individuals – Establishing Contact**

This is the most important part of it all. You need to connect with individuals that have profiles matching that of your potential customers or clients. Here is how you go about it.

### **Search**

If you want it, you have to search for it. You need to conduct a proper research and search for the people with whom you want to establish a connection with. The best way to go about it is to check for people who are talking about your

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industry. You can also check for some keywords or phrases that relates to your type of business and search on those lines. It is recommended that you do a site search, don't go with search engines on this, you are bound to mess up.

### **Interact**

Once you are through searching, you need to establish communication with them. The way to do it is to comment on their posts, tweet them, retweet the, share something they say pertaining to your industry and community, answer their queries and contribute to the thread in a healthy way. Never go and directly talk about your product. You do that, there is more chance you will be blocked and worst people may think that your messages are spam and can go on to report you to the site authorities!

### **Adding Value To Their Network**

A decent and informative conversation adds value to the network, once you do that, your goal is half achieved. Your customer starts to respect your posts and may in fact try to establish contact with you and thereby connect with you. Never, ever bombard them with sales pitches once you are connected. It is important that you develop a healthy, sustainable, relationship with them. Get to know them by going through their profiles and identifying their needs.

### **Private Approach**

If you want to approach any one customer, then do so in a direct private approach. You can begin with a private call, message or even an e-mail to communicate what you want to talk about. It is important to give specific references of what you learnt about that individual through your interactions on the social media. This way, you will ensure that you do not sound like a sales person but a friend, acquaintance who is offering a specific solution.

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### **Building Relationships**

Relationships always are the best seeds that develop into leads. This should be the mantra for every single salesperson in the marketing world and all the more so for those who are keen on social media marketing. People on social networks share so much of information. If you listen well, you will be able to pick up what they think about you and where you stand in their eyes. But yes, you need to establish a healthy relationship with them at first.

#### **Engaging Customers**

It is important to keep your customers engaged while not crossing the line. You need to stress on what you can do for them for their benefit and communicate why you are best at doing it. Remember your competition isn't going to sit quiet about this they too will plunge in to lure your customer base. Give them something to feel proud about for being loyal to your brand and appreciate them for it. Weekly promos, special discounts, offers, etc., can be done to encourage them to keep visiting and interacting with you on social media.

#### **Listen & Respond**

If you want to build a relationship it is of utmost importance that you learn to listen to them. The more you listen, the more responsive they become. Remember that a customer who is openly discussing their issues with you is most likely to be your loyal customer than the one who never says anything but walks out silently. It is not only important to listen to what they have to say, but it is imperative that you take action on their need or query offering a personal touch. Responding to all customer queries may not be practically possible and it is for this purpose that you have established [reputation management services](#), who will do what is necessary to keep your online reputation intact. Just hire them and they will do the job for you.

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### **Converse & Engage**

Striking a conversation with your customers increases their faith in you and also your chances of retaining them for good. Make sure it is a pleasant experience for them. Don't be direct and send them a message with a sales pitch and a link to your website, unless and until you want to put them off!

#### **Avoid A Cold Call**

Instead you can offer them solutions to their problems and tell them that you can offer the ideal solution for them through your product or service. This way, they will know that you care about them. This is where the previously discussed listening aspect gains importance. The more you listen to what they have to say on the social media, the more you get to know about their problems. This can open the doors for an ideal conversation therefore not wanting you to make a cold call.

#### **On Facebook**

If your base is the Facebook, then create a Facebook group about your brand, the products and services offered by you and then invite your present and prospective customers to join it. You can send targeted messages to the members of this group, taking special note of those that are active.

#### **On LinkedIn**

In LinkedIn it is best to join groups where your clients are members and engage in conversation with them. The best way to go about it is to answer questions that they are asked. By doing so, you will not only showcase your expertise in problem solving but will also impress them with your knowledge.

#### **On Twitter**

Though we insist that Twitter be used as more of a listening tool than a promotional one, you can still initiate dialogues on it. You can use your customers and prospects Tweets as trigger points and answer to them by making your business development call. You can start by looking for the latest

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trends in their tweets. Look for signs of them discussing about looking for something related to your product or service and capitalize on that. You can send them a direct message about what you saw on the tweet and tell them that you can be answer for their search.

### **Posting Information Targeting Your Existing Customers**

Social media interaction must never be focused on luring new customers. As discussed in the previous chapters, it is your existing customers who are more likely to bring you more business. Always, as a guideline stress on offering information that targets them instead of the new ones.

#### **The No-Dos**

Never go in for information that talks about who you are, what you do, how you do, etc. Your existing customers already know that, so there will be nothing new for them there. They are less likely to respond to such information or posts as it may not add value or apply to them. Posting relevant content can draw responses from them which are what you want to establish on the social medium of your choice.

#### **Understand What They May Be Interested In**

You can post information about what they need to know once they have purchased a product or service from you, and how it can benefit them. For e.g. customer durables when purchased can carry posts of how to fix them, use them, checking for faulty pieces, warranty details, free resource guides, etc. such information will be handy for those that have already made the purchase and it will also show your brand in better light of being customer oriented to your potential customers. Maintenance tips can also be handy for electronics, vehicles and such.

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### **Empathize**

Think about the potential things that you may want to know once you have purchased a product or service and give them that. Putting yourself in their shoes is the ideal way to find out what they will be interested in.

### **Running Contests and Promotions**

Running contests and promotions are the ideal way to re-engage your customers on the social media. Run contents that are related to your brand, its products and services. This way you can keep your users engaged while silently promoting your products and services. Be more specific when you offer contests. It is recommended that you do a targeted promotion if you have various products and services to offer. Taking one at a time will help you come up trumps.

## **Narrowing The Field of Focus**

Social media can be accessed all throughout the world, therefore there is this scare among businesses that a geo focused business may not get the response that they expect. If you have such thoughts, you will do well by putting it to rest. Social media interactions can be geo-centric focusing thanks to the innovative technology we have at our disposal.

### **You Can Control What Your Customers See**

In social sites like Facebook, it is very much possible for you to control what your customers can see. Posts that are based on certain criteria can be filtered to reach specific target groups thereby saving you the trouble of having to respond to a large customer base. It is possible for you to post according to the time zone of your preference, to add another dimension you are free to choose the language of these posts thereby ensuring that you target only a section of customers.

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This may not exactly narrow it down to the country or region that you want but you can bring the field of focus to a smaller segment. This will be closer to your local base therefore allowing you to post messages and updates that are relevant to your customers who are closer to you. This will enable your local customers to see your posts as these will be more useful to them than others.

### **Discuss Topical Issues**

If you are targeting to build a bigger customer base with the help of your social network, then you can start of topical centered discussions that are relevant to your local customers. For e.g. if you are in the home and garden care business, you can talk about how the latest snow prediction can impact your lawn and garden and what maintenance steps you need to take to protect it from bad weather. If you are in the pet business, then maybe you can talk about the latest dog show; fashion houses can discuss about fashion weeks and so on... The point is however to make sure that you talk about stuff that are related more to your target market segment than anything else.

## **Staying Positive Through Negative Feedbacks**

Negative responses and feedbacks are a common thing when it comes to social media marketing. The fact that this send shivers up the spine of some business houses needs to be addressed immediately. Nothing can be achieved without taking the first step. Keeping in sync with technology can offer you some hurdles that you must cross in order to be a success in the [digital marketing](#) world. Remember, “Fear of striking out should never stop you from playing the game”!

It is possible that you could receive a negative response or a feedback to a blog post or a status update on social media. At times it can be infinitely discouraging to hear someone saying something atrociously negative about a new product or a viewpoint of yours. There is something that is more at stake here – your brand’s image and online reputation.

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Online reputation management experts will tell you that negative mentions about a product or service can tarnish the image of a brand. It is imperative that you respond promptly to such comments and accusations as the first step to rectify the situation. It is here that you must remember the 80-20 rule. For every 80 people praising your product you are bound to come across 20 who may say the opposite.

We have gathered together some top tips that can help you answer your critics in the best possible way without having a negative impact on your brand's reputation.

### **Respond Quickly to Criticism**

Make it a point to reply at the earliest to criticisms and negative responses. If you take too long to respond, it may make the individual feel ignored and invariably make the person more upset. Don't be harsh in your reply – be empathetic in your response and find a way that will make their experience with your brand a good one. If the customer is happy with what you have done, reach out and ask politely if he/she would update his experience. This will nullify the negativity.

### **Improve Your Business Model**

Negative feedbacks are the best teachers you will get. Try improvising on your business model and when people see that you have taken action, the negativity around the comment or response can wither away.

### **Don't Delete Negative Comments**

A mistake that most business houses do is to delete negative comments – do not do that. The manner, in which you have responded, the professionalism portrayed, the emphatic touch to the customer, can help build respect for your brand and thereby improving on your overall image.

### **Be Proactive**

If you are in touch with some of your regular customers who have an excellent experience with you, you can request them to write an authentic positive

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review on your social media sites. You can also ask them to share how your product or service benefited them. Always remember that your happy and satisfied customers are your best brand ambassadors and most of them will be more than willing to comply.

## **Conclusion**

Social media marketing is as good as any ad campaign that is launched by a business. It is important that businesses take this seriously as this is the future of marketing and is here to stay. Those who capitalize on this will benefit immensely and those who are losing out will understand its value and come to it at some point of time in the future.

It is important to understand that you must never waste time and money on social media campaigns if it is not yielding results. It is important that you understand your customer lifetime value.

The Return on Investment on social media is far ahead of what is being achieved in the traditional school of marketing. This sheds the light on the blind spot of marketing that was once criticized. This establishes a direct link between business spending and client acquisition, engagement, retention and value.

It is time to change the way businesses think about the social media. There is more to it than what meets the eye. The best way forward is to hire the services of SEO, SMO and SEM experts who will guide you to your online brand domination glory. Choose wisely and enjoy the spoils!