

Social Media for Small Business Quick Guide

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Quick guide for Social Media Marketing Small Businesses

- **What is social media marketing**
- Two Types of marketing strategy
 - **SFB**, Searching for your business, (Google, BING, Yelp, etc)
 - **NSFB**, not searching for your business, (Facebook, Instagram, direct mail, email ...etc)
- **Advertising on Social media marketing**
- **Google page**
- **Facebook page**
- **How does Facebook collect data?**
- **Instagram account**
- **Content marketing. What is it good for?**
- **How to setup your business for social media**



Social Media marketing

Social media is all the rave nowadays. If your business does not have social media, you are out of touch and sometimes, out of the loop. Most businesses are eager to jump on the band wagon and have a social media presence, whereas others still prefer the old fashion way of word of mouth, flyers, direct mail.

Is social media marketing right for every business? The answer is yes.

But what is social media marketing?

“**Social Media Marketing** is the process of gaining website traffic or attention through **social media** sites. **Social media marketing** programs usually center on efforts to create content that attracts attention and encourages readers to share it across their **social** networks.” Wikipedia.

We have been marketing businesses for over 20 years and believe me, nothing will ever beat word of mouth. Word of mouth is by far the best marketing tool ever, number one of all time. However, it is very limited and slow and you might be out of business in today’s culture before the word gets around about your business. Also, it is very location sensitive.

If you are a real estate agent, it is going to take years for that word of mouth to get around. If you own a pizza joint, well, it might not take years but for sure, it is going to take a while to have a repeat customer who brings their family and friends.

Social media marketing is the new word of mouth or electronic word of mouth (eWoM).

So, the old word of mouth is telling a friend how great that stake you had at “Shoko Stake house.” The social media way is taking a picture of that stake and posting it on Instagram, Facebook and “tagging” the location of “Shoko Stake House.” Oh no, Shoko did not come out on the customer social media location; Shoko just missed out on a great free opportunity to gain more customers!

So, what is the best way to market your business?

If you are looking for a quick way, silver bullet, that is going to turn your business around within a short period of time, **STOP NOW**, there is no such way. Some ways work better than others, maybe faster, but your expectation has to be real, your social media planes have to be solid and fluid at the same time. See what material captivates your audience and what does not. The marketing strategy has to have many components.

We divide marketing strategy in two types:

SFB- Searching for your business (Google, BING, Yelp, etc)

NSFB- not searching for your business (Facebook, Instagram, direct mail, email ...etc)

SFB- Searching for your business:

If you are in the mood for a Burger, you go to google/google map for example and type “Burger around your location.” A list of Burger Joint pops up around your location with reviews and sometimes prices. If you own a burger joint and your business did not show up on that list, you have missed out on a customer.

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Listing a business in search engines should be done even before the grand opening. Obtaining a web site for your business should be the first step.

A list the 5 top search engines

- 1 | **Google** | 1,100,000,000 - Estimated Unique Monthly Visitors |
- 2 | **Bing** | 350,000,000 - Estimated Unique Monthly Visitors |
- 3 | **Yahoo! Search** | 300,000,000 - Estimated Unique Monthly Visitors
- 4 | **Ask** | 245,000,000 - Estimated Unique Monthly Visitors |
- 5 | **Aol Search** | 125,000,000 - Estimated Unique Monthly Visitors |

Although google almost has 70% of all searches, submitting your business site to all search engine is vital. Ranking on the top of each search engine is also as important. Knowing how to optimize your site for search engine ranking called SEO (search engine optimization), which is beyond the scope of this article.

You could use: http://www.entireweb.com/free_submission/ to submit your business site to search engines.

Another popular avenue for customer to search for your business is yelp. You could easily set up your new business on yelp, adding pictures and information. In the past few years, yelp has lost a lot of appeal in comparison to Google and Facebook reviews. Yelp claims on having a sophisticated review system where it recommends some reviews while ignoring others in its review ranking. Few years back, a NYC restaurant sued yelp for its reviews and practices, where the owner claims some customers were holding the restaurant hostage for good or bad reviews.

NSFB- Not Searching for your business:

That is truly what social media marketing is all about—where people see your business without actually looking for it. They learn about your business through “electronic word of mouth.” Someone browsing through facebook timeline and a picture of your business pops up from one of the followers. Or, seeing a picture of a client getting their hair done in your salon.

Collecting followers on your social media is a slow process and every business could benefit from social media marketing differently. Knowing your audience for your business is imperative. If you are a cardiologist, I am not sure you are going to benefit from having 16 year olds as followers.

Social media marketing goes hand and hand with SFB because, after all, you want your customer to land on your website to learn more about what you have to offer.

How to set up your business for social Media

The more social channel your business is on, the greater the chance of successes. It seems like every day there is a new social network and it is impossible to keep track with all of them. Just pick few that fit your business model and your marketing strategy.

We will go through setting up a new business from the start; if you already have a business set up, you could eliminate some of the steps. Our steps are just for marketing purpose and will not cover any legal issues such as licensing and leasing ...

We rank the importance of a step from 1-5 (5 being the most important)

Branding. @5

Name of the business, logo, printed material such as business cards/menu/prices/services...etc.

Web Site. @5

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Reservation and hosting, Design, SEO (Search engine optimization)—all aspects of marketing has to eventually point to your web site. The site must have all the pieces about your services/products. Web site in our opinion, depending on your business, no longer needs to be fancy with java scripts and oversized images. The web site needs to be mobile friendly site. Google reports more searches are on mobile than desktop. Every indication that mobile device is taking over computers. So, go Mobil friendly elegant simple design for your web site

Google. @5

Google counts for more than 70% of all searches on the internet; therefore, setting up your business on Google is essential to your marketing strategy. Use the following link to set up your business on Google.

<https://www.google.com/business/>

Google has many business tools that are free to use and can help you track the performance of your web site, and your website traffic. It details where the traffic is coming from, timing, etc. So why should you care? Knowledge is power; the more you know about your audience, the more you could tailor your marketing to those segments. If you place two ads one on Facebook and one in yelp, for example, you could see which service is generating more traffic to your web site. Is the traffic generating any sales? What is your return on investment (ROI)?

Doing more on Google:

A lot of Google search is location based; is your business area focused? If you are searching for pizza on Google, your searches will show the piazza joints closer to your location first.

With adwords and adwords express from Google, you could use specific words to rank your site higher. These services are not free and it is costly. If you do any search on Google and you see the “ad” icon next to it, that is a paid search—someone paying to rank their website higher on Google. The advantage of using keyword is that you could reach people at the right time when they are searching for your services/products. You could use it to advertise locally or globally.

You just need to evaluate the ROI on using Google adwords. The cost for these keywords varies greatly. For more information about this subject matter, go to <https://www.google.com/adwords/>

What are the dominating factors for ranking higher on Google?

Links. How many links are pointing to your site. For example: If you add your business to yelp, there is a link pointing to your site.

Contents. The contents of your web site, the text, and how much information your site has about the searched keywords

Reviews. The reviews of your business play a factor too in ranking the site higher

Google Plus page

What is Google Plus page? To put it in plain English, it is Google’s answer to Facebook. Is it worth it? We don’t think so. It lacks the traffic that Facebook has and not as easy to use. So why are we including it in here? It is free and easy to set up and it does serve a purpose. It plays a factor in ranking your business higher on Google search. That is the main reason we include it in all of our marketing packages

Facebook. @4

Facebook has become the premier tool for targeted marketing. The data they collect and index on each users is actually astonishing. Although what they collect and how they are collected is guarded secret.

Some of their data collecting is obvious.

Age, career, school, interest, page like, etc information subscribers provide is an obvious data cataloging.

Location services, check in, is also another data collecting method.

Liking or sharing an article shows your interest on the subject of the article.

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While scrolling through your news feed, what you pause or what you read gets recorded. Matching your Facebook id to a subject and interest.

Teaming up with credit reporting agency for more specific data such as mortgage and credit card debt.

Facebook data collecting and data storing; whether we like it or not, agree with it or not, it is a great marketing tool. Nothing ever comes close to it from a targeted marketing perspective.

Look more professional

The simple truth is that customers expect businesses to have a professional Facebook presence. Not only does it make your business easier to find, you'll have an additional public forum to share business updates from your website, newsletter or blog. Interested users will enjoy engaging with your brand since they are comfortable with Facebook's format, and you'll get the benefit of increased virility on your page.

Expanded marketing potential

If you run your Facebook marketing through a personal profile, you are limited to 5,000 "Facebook friends." This seriously hinders your brand's potential growth and can come with repercussions from Facebook.

Every business should have plans to expand their professional presence. With a Facebook business page, there are no restrictions to the number of fans you can acquire. A business page also provides access to advertising options that help promote your products/services. This all adds up to greater marketing potential and lead generation!

Facebook tabs and apps

With a business page, you have the opportunity to use tabs and apps. These tools help explain who you are and why your products/service excel. You can feature a product search, offer a contest, or use other resources that contribute to more engagement on your page. On a personal profile, these aren't available. Instead, you're limited to posts and comments to tell your brand's story and market your services.

Facebook Audience Targeting

Custom Audiences allows you to target Facebook ads to specific individuals, using first party CRM (Customer relationship management) data. This approach is ideal for amplifying the reach of a client's overall digital spend across all channels and enables more Facebook targeting to improve your ROI (Return of investment).

What can be done with Facebook Custom Audience targeting?

The possibilities are really endless for this new functionality. Here are just some ideas:

- Launch a compelling campaign aimed at current customers to drive fan acquisition and create a pool of loyal brand ambassadors. (You can exclude current fans from your Custom Audience after the file is loaded).
- Extend the reach of every email, or other digital campaign by targeting current email subscribers with Facebook advertising.
- Reduce the overall ROI of your digital marketing by ensuring you communicate with the customer through their preferred channel— if a client does not respond to your email, target them with a Facebook ad to drive conversions.

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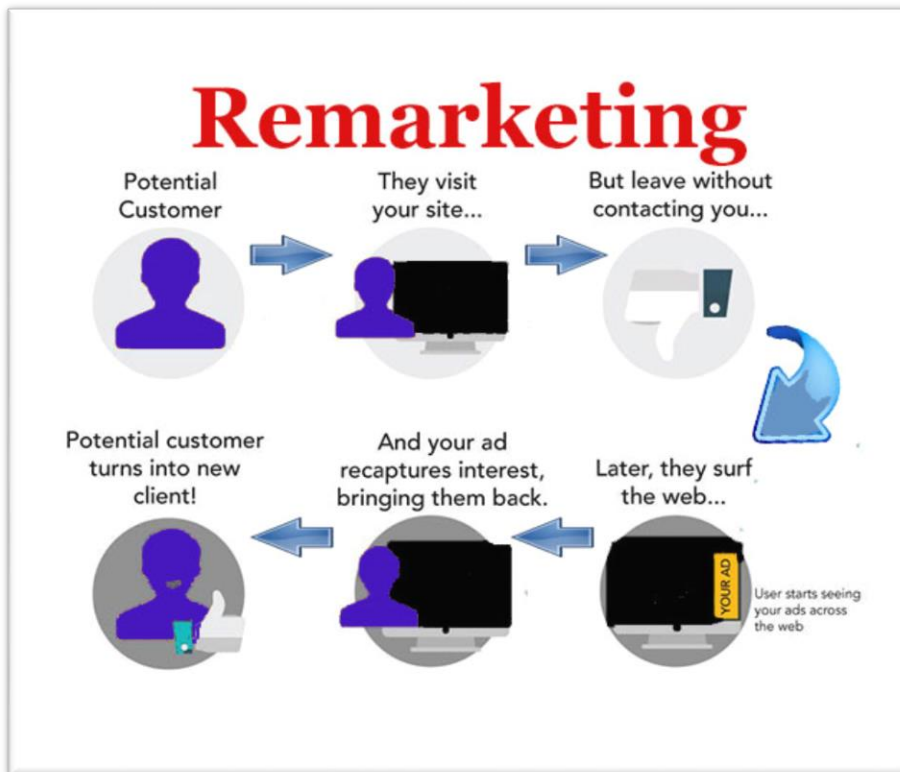
- Create a campaign that is directed at an email audience that has become inactive– there is now an opportunity to re-engage these users online and utilize as a CRM tool.
- Close the knowledge gap on specific customers where you have a phone number but no email address, for instance – target this segment with specific messages designed to engage & drive them to a landing page where they can opt-in to receiving email communications.
- Continue to use traditional Facebook advertising to reach to fans, friends of fans and prospects who meet certain targeting criteria.

Remarketing

What is remarketing? Convert window shoppers into buyers. Have you ever visited a web site only to see that web site ad on your Facebook page coincident? No, it is not!

The Facebook Exchange or remarketing allows advertisers to re-target Facebook ads to website visitors who have or have not completed the desired action. These highly targeted and timely campaigns yield excellent results. It validates your web site visit.

Remember, you will get better ROI when showing ads to the same people more than once. If you have budget to reach 3000 people, you would benefit more from showing the ad to 1000 people 3 times.



The difference between successes and failure is persistence

Other Social media setup

Yelp @ 3 Although they have been losing share to Google and Facebook at an incredibly fast rate, they are still players when it comes to small businesses, especially retail (restaurants, Salons, Cleaners...etc)

Snap Chat @ 2

That gears more toward younger crowd than anything 13-30 years old. They have been gaining popularity in the past few years. We have not used it in any of our marketing package, so we can't really have any judgment on it.

Instagram @ 3

Instagram is a Facebook company. Setting up an ad on Instagram will be through Facebook business page. Instagram is image intense social network. Selling pizza? That is a great avenue for your business.

Pinterest @ 2

If your products and services are image intense, that could be a useful channel. Women users are a lot more than men. If your products/services gear more toward women, Pinterest is a great option to explore.

LinkedIn @ 2

The professional network, People on LinkedIn have more purchasing power than any other social network.

Local Search Engine @ 3

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

We usually run our content marketing with ratio of 20% or less about the specific business and 80% related to the business.

For hair salon: 20% of time pictures, event, specials, etc. 80% about hair products, hair care, entertainment, local events, etc.

Content marketing is one of the best way for building brand, customers retention and loyalty.

Example: an online pet store saw a 300% increase in their online sales when they spent more time and money on their blog. They created trust and brand followers' interests first in their articles and advices. Soon after, those vaster became customers for their online store.

Content Marketing is a slow process and time consuming. But it works. It keeps you in the mind of your audience without the pressure and bombardment of sale tactic.

You have to pick good articles to present to your customers. Not everything goes. You have to know your audience and what attracted them to your business to begin with.

Garbage contents will get you garbage results.

According to USATODAY,

Facebook remains the most popular social media site in the United States. Fifty-eight percent of the entire adult population have an account.

Looking only at adults who use the Internet — 81% of all Americans — Facebook's numbers are much higher. Almost three-quarters of online adults used Facebook, the survey by the Pew Research Center found.

Here are some numbers from Pew Research Center

As of September 2014:

71% of online adults use Facebook

23% of online adults use Twitter

6% use Instagram

28% use Pinterest

28% use LinkedIn

Who uses social networking sites

% of internet users within each group who use social networking sites

<i>All internet users</i>	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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To really be successful in any business, you have to set yourself apart from your competition. You could accomplish that by offering superior customer services/products. Remember, people buy stories and magic, not products and services.

Start with a website and Google and go from there to Facebook and other social media as your budget allows.