Social Media Marketing That Works

Rich Brooks
flyte new media
http://www.flyte.biz
http://www.flyteblog.com
http://twitter.com/therichbrooks
WARM UP QUESTION

• Who here is comfortable that they are currently reaching 100% of their prospective customers?
TODAY’S GOALS

• To understand social media and…
  • why it’s important
  • how to integrate it into your process
  • how to measure your ROI
WHY IS THIS IMPORTANT?

- Twitter has 18+ million users
- LinkedIn has 50+ million users
- Facebook has 350+ million users
- US has 304 million people
- YouTube shows 2 billion videos/day
- All these stats are out of date!
• The Business Case for Social Media
  • Conversations
  • Customers
  • Cost
HOLISTIC WEB MARKETING

- Attraction
- Retention
- Conversion
- Measurement

http://www.flickr.com/photos/myklroventine/
EFFECTIVE SOCIAL MEDIA

• Requires a 5 step process:
  • What are your business goals?
  • What strategies will get you there?
  • What tactics will you need to use?
  • How are you going to execute?
  • How are you going to measure?
“You cannot have a social media strategy without a content strategy.”

--Susan Cato
WHAT IS A CONTENT STRATEGY?

- Must address prospects’ pain points
- Must align w/your goals
- Must engage your audience
SOCIAL MEDIA TOOL KIT

http://www.flickr.com/photos/usefulguy/
THE POWER OF BLOGGING

• What is a blog?
  • A simple content management system.
  • A multi-channel distribution service.
  • A Web site on steroids.
WHY BLOG?

- The Business Case for Blogs
  - SEO & SMO
  - Helps tell your story
  - Turns static site into publishing platform
  - Blogging = marketing
  - Helps your message go farther
SOCIAL MEDIA “BIG THREE”

- Twitter
- Facebook
- LinkedIn
• A microblogging service that allows people to communicate in short messages called tweets
TWITTER HOW-TO VIDEOS

http://www.squidoo.com/twitter-video-guide

or Google:

ultimate twitter video guide
THE IMPORTANCE OF VIDEO
PHOTOS & VIDEO
HOW TO BUILD AN AUDIENCE

• Complete your profile
• Upload your contacts
• Build organically
  • *Provide value*

http://www.flickr.com/photos/sharif/
SOCIAL MEDIA ROI
### ROI: REFERRERS

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SOCIAL MEDIA TAKE AWAY

• **Social Media:**
  • Must be content driven
  • Must provide value
  • Must be part of a bigger strategy
  • Must be measured
ANY QUESTIONS?

• Please reach out to me!
  • rich@flyte.biz
  • 207.523.5141
  • http://twitter.com/therichbrooks
  • http://www.facebook.com/therichbrooks
  • http://www.linkedin.com/in/therichbrooks
THANK YOU

Rich Brooks
flyte new media
136 Commercial St., Ste 201
Portland, ME 04101

http://www.flyte.biz
http://www.flyteblog.com
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