

Will You Pass Up The Greatest Opportunity To Grow Your Small Business Fast?

# How Social Media Will Turn Hyper-Responsive Visitors into Your Customers BEFORE Your Competition!

**Whether that online prospect goes with you or your competition, social media will be THE difference maker in your business, over the long term.**

You've probably heard about Facebook, Twitter, Video Marketing, but you're not really sure whether they can possibly work for you in your practice or business. Here's a quick compilation of these mediums and how it fits into the "new generation" of marketing for your best clients.

## **What Is Social Media?**

Social media is a medium of communication that utilizes the internet and mobile networks to bring people together quickly and easily. In a nutshell, it is an online vehicle where people communicate extensively; they talk, share, network, participate, etc.

## **Who Is Using Social Media Marketing?**

Social Media Optimization (SMO) has shot up to prominence largely because of the global reach, and it is being utilized by businesses everywhere to bring their best clients in the door, creating a steady flow of new business.

These businesses, from small local businesses to large corporations, are retaining the services of skilled SMO professionals to implement strategies around various social media platforms' to communicate extensively with the desired BEST client. They talk, share, network, and educate consumers in order to position themselves as the business of choice in today's fast paced world of sales and marketing.

I'm not just talking about getting people's attention in marketing; I'm referring to real meaningful conversations that open up the communication channel that leads to authentic actions.

## **Should You Wait For Your Competitors Before Investing In Social Media??**

Businesses of today cannot afford to discount the benefits of the social media revolution. They must incorporate rich social media elements into their business strategy immediately in order to boost up sales.

Your business must gear up now to the immense possibilities around social media and tap onto this vast territory for branding, sales and marketing opportunities.

The more you delay this move, the bigger the gap you will end up creating between you and your competition. Here are some recent statistics:

- 9 out of 10 (87%) adults online use social media
- Highest percentage (22%) uses social media less than 1 hour per week
- Highest percentage of 18-34 yr-olds (17%) uses social media 6-10 hours per week

We are living in an over-communicated society with competing and conflicting information, and true engagement in this on-demand world will be the biggest challenge moving forward. Let's take a look at who is using social media so that you can determine if your best client can be reached.

"On average, how many hours per week, if any, do you spend on social media sites or services (e.g., social networking sites such as Facebook/Twitter/LinkedIn, blogs, message boards, discussion forums, microblogging sites, and/or photo and video sharing services)?"

Base: All online U.S. adults

	Total	Age			
		18-34	35-44	45-54	55+
	%	%	%	%	%
<b>Uses social media sites or services (NET)</b>	87	94	89	85	79
Less than 1 hour per week	22	12	20	25	34
1 hour per week	12	11	12	13	11
2 hours per week	12	16	11	9	10
3 hours per week	5	7	6	3	4
4 hours per week	4	4	5	3	3
5 hours per week	7	10	7	6	3
6-10 hours per week	13	17	13	13	8
11-20 hours per week	8	11	10	8	4
21 or more hours per week	5	6	4	4	3
Never spend time on social media sites or services	13	6	11	15	21



**Here are 4 internet marketing trends that will be maturing this year:**

### 1) The Return of Direct Marketing

The meaning of your communication is the responses you get especially on the social web where people can simply close a window, ignore a tweet or click away to other attention grabbing links.

Everyone's getting a blog, a website, Facebook page, Twitter account or Youtube Channel. So how do you stand out in a sea of sameness?

As it turns out **direct response marketing is still the most effective way to test your marketing campaigns**. The difference with social media is that you need to be measuring the right metrics.

It's essentially the same concept as great salesmanship. Effective marketing is great one on one sales focusing on finding out what customers want, their pain, urgency, desire and needs. Just having the "best" winery or product doesn't guarantee success. You have to market those services first to get potential clients in the door.

Done right you will get insights about your customer that tells you not only what they clicked on but from where, why and how. Remember, greater marketers don't make assumptions!

Once you have meaningful data, it's easier to craft your direct response campaign that converts better because you'll have a list of "high quality" leads that are more likely to buy.

Without qualified leads, you're basically playing the guessing game, driving in the dark and often a waste of time and money.

Concentrate on appealing and selling to the top 20% of the prospects that are more likely to convert. And if you can integrate your email marketing efforts with social media, you'll gain further insights on your customer's media habits, which can be used to optimize your next campaign.

## **2) The Raise of Social Metrics**

Since the majority of your prospective customers will not convert immediately upon getting your communication, it's important to follow-up with email and social media because not only will you know when someone opened the email and what they've clicked on; you'll also learn their social habits and sphere of influence.

The goal is to find out your customer's "from" and "to" path to your web properties. It could be your online store, a product(s) page, your opt-in page (landing page), a sign-up to webinar or simply a Facebook page.

### **Ask yourself these questions:**

- Where are my sources of traffic?
- How much does it cost me? (time, money and resources)
- What are the demographics (age, location, habits etc...) of my traffic?
- Are my best clients on social networks?
- What do my customers want?
- Do I have the same customers online and offline?

- How much time does it take for my customers to go from the original source of traffic to my web properties?
- What can I do to get them to take action now?
- What social media metrics can bring clarity to the habits of my prospective customers?

### 3) Focus Shifts from Tactical to Strategic

From the mix of clients and prospects we've talked with this year, most of them fall into one of the three buckets: those still experimenting with social marketing, those using social media as an add-on tool with existing marketing tactics and those integrating social as part of their efforts to be more customer-centric.

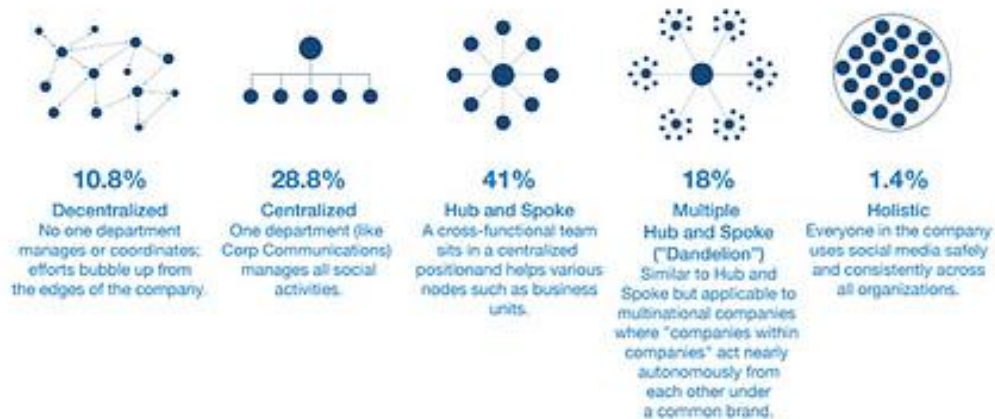
In the coming year I see more businesses moving towards wanting to be more social, embracing what [Jeremiah Owyang](#) described as the ["hub and spoke" social business model](#).

## Most Corporations Organize in "Hub and Spoke" formation for Social Business



*We found that 82% of companies in this specific formation have self-identified their programs as "Formalized, Mature or Advanced" its*

Figure 5: Five Ways Companies Organize for Social Media



Source: Survey of 140 Corporate Social Strategists, Altimeter Group, November 2010

The challenge will be how to strategize, streamline, automate, budget, and measure social media and social marketing. **Simply put, the one-size-fits-all volume marketing will no longer be effective.**

You want more consistent, predictable campaigns that can be efficiently replicated instead of the “throw money at the wall and hope it produces clients” technique used by most of your competitors.

#### **So how can you achieve that?**

The best way is to conduct split testing across integrated campaigns. You must become gradually efficient at implementing and optimizing your campaigns focusing on frequency and delivery of real-time value.

It also requires the big picture marketing strategy, NOT just tactics. At the end it is about getting the highest return on the value you create for your customers. Start thinking about how you can earn engagement that leads to conversation that leads to revenue.

#### **4) Video Marketing Becomes Mainstream**

Are you doing any videos? Do you know that a YouTube channel is the equivalent of a Facebook profile? Do you know that online video, yes video can help with your SEO?

Let's take a look at some data for you to think about.

At the 2010 Search Engine Strategies Conference & Expo, Greg Jarboe, president and co-founder of SEO-PR revealed that:

- **Americans watch more videos a month on YouTube than they conduct searches on Google**
- **A video is 50 times more likely to get a first-page Google ranking than a text page!**

If those finding aren't stunning, coming from an SEO perspective check out Pew Internet Research's recent study indicating that *“7 in 10 adult internet users (69%) have used the internet to watch or download video. That represents 52% of all adults in the United States.”*

## Some internet users are more likely to watch video than others

Men, young adults, the more affluent and more educated have higher rates of viewership

	Watch video online	Watch video on a video-sharing site	Download video files to watch when they want to	Total watch or download video
<b>All adult internet users</b>	<b>61 %</b>	<b>61 %</b>	<b>23 %</b>	<b>69 %</b>
<b>Sex</b>				
Men	65	67	28	<b>74</b>
Women	57	55	17	<b>63</b>
<b>Age group</b>				
18-29	78	81	27	<b>84</b>
30-49	66	68	29	<b>74</b>
50+	45	40	13	<b>53</b>
<b>Education</b>				
HS Grad or lower	47	49	19	<b>57</b>
Some College	70	67	21	<b>75</b>
College Grad+	68	67	28	<b>75</b>
<b>Household income</b>				
Less than \$50,000	53	56	23	<b>46</b>
\$50,000-\$74,999	65	63	23	<b>64</b>
\$75,000+	71	69	25	<b>78</b>

Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763.



**Something to keep in mind is that while online video is exploding, other media channels are slowing down or shrinking!**

According to a recent [Edison Research's study](#) indicates that "during an average day, Americans age 12-24 spend two hours and 52 minutes on the internet, making the web the media format American young adults spend the most time consuming. Television closely follows with a daily average of two hours and 47 minutes."

In addition, as opposed to TV ads, online videos are trackable and can be viewed repeatedly attracting the “long-tail” viewers while allowing you to measure the exact impact of the video and participate around it in the comments section or on blogs.

The bottom line is that although video (Youtube) marketing isn't anything new, it's gaining more momentum now because the costs of video production are dramatically reduced today than it was a few years ago.

You can now purchase high definition cameras (such as the Flip HD) for under \$150 which creates amazing looking videos. Even the new iPhone4 has HD videos that enable everyone to become a video producer at all times.

Keep in mind that you should consider video marketing tactic to support your overall marketing campaign not the other way around if it doesn't fit into your strategy. Success video marketing strategy focuses on attracting the right audience with a topic or theme that's video-worthy and can be compelling!

**The take away:** We're in the middle of a media evolution where technology has fundamentally changed the way we consume media and interact with one another. It's not about Facebook, Twitter, LinkedIn, Youtube, Google, iPhone or iPad; it never has been.

It's about how these tools and platforms support what you want to achieve with your business.

Social is just a label, the real challenge is figuring out how to deliver an **optimal customer experience** that builds **meaningful relationships** between you and your customers.

#### **How do you measure the ROI of social media?**

This is a question that we are often asked by companies that want to enter the social media realm but are afraid or unsure of how to prove its success to their superiors.

#### **Here are the top 10 facts you should remember:**

- 1) [Gary Vaynerchuk](#) grew his family business from \$4 million to \$50 million using social media.
- 2) Wetpaint/Altimeter found companies that widely engage in social media surpass their peers in both revenue and profit. (See [Ranking the Top 100 Global Brands](#) — PDF.)
- 3) [Lenovo](#) has experienced a 20% reduction in activity to their call center since they launched their community website for customers.
- 4) [Burger King](#) invested less than \$50,000 in their [Whopper Sacrifice](#) Facebook application and received an estimated return of over \$400,000 in press/media value. They received 32 million impressions as a result of this campaign.
- 5) [Blendtec](#) quintupled sales with its “Will it Blend” series on YouTube.
- 6) [Dell](#) has already made **\$3 million in sales via twitter** (I've heard this number has already increased to \$6.5 million).

7) Only 18% of traditional TV campaigns generate a positive ROI.

8 ) 37% of generation Y heard about the [Ford Fiesta](#) via social media *before* its launch in the US. 25% of Ford's marketing budget is spent on digital/social media. They are the only US auto company that didn't take a government loan.

9) [Naked Pizza](#) set a one day sales record using social media: 68% of their sales came via Twitter and 85% of their new customers.

10) Software company [Genius.com](#) reports 24% of social media leads convert to sales opportunities.

As Alex Bogusky, Co-Chairman of CP&B says: "You can't buy attention anymore. Having a huge budget doesn't mean anything in social media.... The old media paradigm was "pay to play." Now you get back what you authentically put in. You've got to be willing to "play to play."

**71% of companies plan to increase investments in social media by an average of 40% because:**

- 1) It's low-cost marketing
- 2) Getting traction
- 3) We *have* to do it
- 4) If you don't do it, you can be certain that your competitors will.

**"Think of Twitter as the canary in the coal mine"**

--Morgan Johnston, JetBlue Airways

**"Our head of social media is the customer"**

— McDonald's

The time for social media is now. Your competition is not waiting for you to catch up, and research has proven that the longer you wait to get on board social media, the greater the chances of your business shrinking and maybe even your doors closing for good.

**Now you understand the need, but the question you're probably asking yourself right now is "Can I do all of this myself?"**

Do you have the time and to set up the social media accounts, populate with friends, followers, and subscribers, create the content on a daily basis, and manage every aspect to insure profitability and security? **Can you do all of this AND still run your business?**

Most businesses we encounter have no clue how to monetize social media, and capitalize on the growth of online video, let alone create the videos themselves. You're now convinced it is necessary, it's just a question of who is going to do it.

## **So what are your options?**

First, **you** can invest between 60 to 90 minutes daily to find content, then write articles and blog posts, shoot video, upload them to sites, and then track where you're receiving traffic.

Second, you can use one of your **current staff** to do all of this for you or hire another staff person to do it. Which means more training, taxes, and possible benefits that will be cutting into your bottom line.

Third, you could let a **specialist** in this area do it all for you. Your only involvement is to provide topics and content that is specific to your business and what you would like to promote. This keeps you and your staff free to do what is most profitable for you – attending to those clients who are already in your office or are making appointments to come in.

### **Are you ready to say "I want to know more?"**

If you do, then call Rod Ferrier at **(540) 324-9087** for your free 7 minute phone consultation. He won't waste your time with idle chat and when you're done speaking with him, you'll know how this type of marketing will lift you into a more profitable practice with a way to track your marketing investment.

Warmly,

*Dr. Rod Ferrier*

**Dr. Rod Ferrier MD DSMS**

**Marketing Doctor Doctor of Successful Marketing Strategies**

**(540 324-9087)**

**[www.CreateMoreBusinessNow.com](http://www.CreateMoreBusinessNow.com)**

**[Rod@CreateMoreBusinessNow.com](mailto:Rod@CreateMoreBusinessNow.com)**