



Getting Started with Social Media

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<http://tiny.cc/FREE-Facebook-Training>

Let's assume you are creating a Facebook Fan Page for your business, starting a blog, or creating a Twitter account (or having someone customize one for you.)

**What could you talk about? What problems does your business solve?
What helpful information could you pass on to potential clients or current clients?
What questions could you ask your fans/audience to get to know them better?**

You don't have to re-invent the wheel – it's ok to review or curate articles created by people in your industry, and then share the information to your clients. Just remember to give credit with a link to their blog or website. This is also a good "backlinking strategy" which is good for SEO (Search Engine Optimization).

Are there blogs or websites you could use to collect/curate information you could share with your clients? What are they (name and URL/website)?

Who is your audience?

Your answers will determine which internet marketing tools will be most effective for your business, and in the future, where to target your ads if you choose to use Pay-Per-Click advertising.

If you've created a business plan for your company, then the next question should be pretty easy.

Who is your target audience?

- Age, income, lifestyle, where they live, what car they drive, what magazines they read, where do they shop?
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Consider which keywords people will be talking about online for your industry, products or services. (You can also use the Google Keyword Tool <http://tiny.cc/Google-keyword-tool>)

For example, Starbucks monitored their brand and determined several keywords. Besides coffee, their clients often mentioned school/university, music, and photography - which led Starbucks to introduce free iTunes downloads, free Wifi, and public art on display in their coffee shops.

What do you think would the keywords be for your industry?

What are your goals for online marketing? Why do you want to start using social media in your business? (ie. to improve brand visibility; to generate more leads; to develop client loyalty).

How do you plan to achieve your goal? How will you know when you've achieved it? (Remember to set specific targets so you can measure your results ie. I want to have 500 Facebook fans within 6 months; I want to collect 10 recommendations/reviews within 6 months).

For best results, just pick one, and focus your social media marketing campaign before moving on to the next goal.

6 Social Media Tips

1. Have a **social media marketing strategy** – don't jump onto every social network without a game plan
2. **Fill in your details:** bio, profile, About section, description, etc
3. Make sure to use a **professional-looking profile photo** in each social network – people do business with people
4. Use **consistent branding** across all your marketing – website, blog, newsletter, social networking sites
5. Don't advertise or be "salesy"
6. **Engage!** Share, "like", comment, "retweet"
- it's called "SOCIAL" Media for a reason!

Still don't know where to start? or don't have the time to do it yourself?

We can help!

Get started now with social media marketing:

- **Social Media Kickstart Bundle:** Includes Needs Assessment – to help you decide which social networks are right for your business; customized branding and set up of your chosen social networks (ie Facebook Fan Page, LinkedIn or YouTube); coaching to guide you through the first month of social media hurdles.

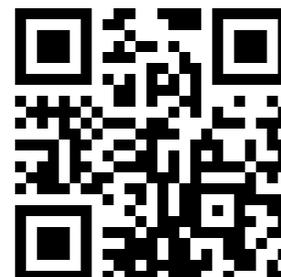
- **Promotional videos/testimonial videos:** We can create professional-looking videos that you can use on your website, blog, LinkedIn profile or Facebook Fan page, to enhance your expert status in your industry, create an interesting way to share content with your target market, and use the power of YouTube to improve your search engine ranking. Welcome videos on your home page add credibility and trust too.

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Stop by on Twitter or Facebook – practice “engaging” with us 😊

Still have questions? Feel free to post them on our Facebook Page and we'll be sure to answer them. (You're probably not the only one with that question!)

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