

# THE SOCIAL MARKETING-BUSINESS CONNECTION

Rich Helms  
Rich@RichHelms.com

## Why use Social Media?

- Keep in touch with current customers
- Attract new customers
- Fixed cost: no difference to contact 100 or 10,000

## Website vs Social Media

- Website
  - Details, well organized, searchable
  - **Pull** information from the site
- Social Media
  - Time centric, subscribe, small bites
  - **Push** as well as pull information

## EMail

- Addresses collected from a website via signup
- Targeted, can be personalized
- Spam filters make it difficult to deliver bulk
- Use [MailChimp.com](http://MailChimp.com) or [ConstantContact.com](http://ConstantContact.com)
  - NO spam comes from these services
  - Their emails get through
  - Easy for customer to sign up and **unsubscribe**

## Facebook

- Personal page (Friend)
  - Not for business or public figure
- Business/Group page (Like)
  - Easy to subscribe (like) and unsubscribe (unlike)
- Content must be relevant and interesting
- Time sensitive

## Twitter

- Large coverage - world
- Popular in certain industries
  - Publishing / entertainment
- Use hashtag # to tag your content
- Subscribers see your tweets
- Others can search for hashtags

## Others

- LinkedIn
  - Personal system - not companies
  - Changed how hiring is done
- Instagram
  - Photo and paragraph
  - Picture centric

## The Cost

- Most services are low or no-cost
- The real cost is in people time
- Creating good appealing content is work
- There are no effective shortcuts
- Libraries of cute sayings are fluff and recognized as such

## Example

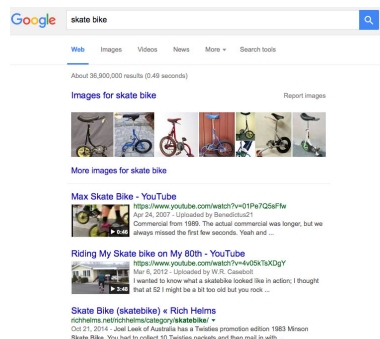
- [DVShop.ca](http://DVShop.ca) is a digital video shop in west Toronto
- They cater to professional photographers and videographers
- The store has demo hardware to try and regularly sells it
- Post on Facebook each item offered
- Add a comment immediately when it is sold

## SkateBike

- Cross between a bike and a skateboard
- Popular in the mid 80's
- Mine ended up in the barn rusting
- Three years ago, I decided to restore it
- I blogged about the challenges finding parts and restoring it

## Google Skate Bike

- I am number 1
- Why?
- Fresh original content
- Others point to my site



## Tips

- Why does your customer care?
- Release original content on a regular basis
- Short, sweet and to the point
- Always include a photo ([canstockphoto.com](http://canstockphoto.com))
- Purchasing canned content does not work
- There are no shortcuts to an effective campaign