

Who Cares About Social Media? Consider this:

84%
of internet users
access social media
every day

89%
of internet users
search online before
making a purchase

74%
of online adults use
social networking sites

What does Social Media Need to Really Work?

- ▶ Social Media works best when there are real people, with genuine intentions and quality content behind every profile, tweet and tag.
- ▶ The goal is to engage consistently and authentically, while adding strategic thinking and planning to increase your effectiveness.

- ▶ Some sites to consider

- ▶ Facebook



- ▶ Twitter



- ▶ YouTube



- ▶ LinkedIn



A recommendation: start with Facebook and YouTube.

Facebook

▶ Some key facts

- ▶ On August 27, 2015, Facebook had one billion people logged on to the site on a single day, marking the first time in company history to reach this milestone.
- ▶ Facebook's most used and basic features include, but are not limited to:
 - ▶ Searching and adding friends, sending them private and public (“wall”) messages.
 - ▶ Updating personal profiles with daily information (what's new) and more permanent information (workplace, location, services).
 - ▶ Joining networks organized by some shared attribute (location, etc.)
 - ▶ Becoming a “fan” of things like brands and companies.

Facebook

- ▶ According to the social media blog Mashable, internet users spend more time on Facebook than on Google, Yahoo, YouTube, Microsoft, Wikipedia and Amazon combined!
- ▶ Facebook is one of the top social hubs in the world, averaging almost 200 million unique visitors per month. If you're looking for even a small slice of the pie for your business, this network is one of the best places to start optimizing and investing your time.
- ▶ Facebook is changing the way users find websites. Sharing links to interesting, helpful or funny websites is an integral part of the way users engage with each other on Facebook.
 - ▶ However, in terms of video, embedding a video on your Facebook page will give you significantly higher reach than a link to a video on another site.

Facebook Tips

1. Offer value

- ▶ Your Facebook page is a great venue for updates on your business, but don't get carried away. People don't want or need an in-depth report on your latest company picnic. Instead, offer greater value by combining a timely mix of content about your business (product tips, sales events, behind-the-scenes items and photos) with third-party content, such as links to industry blogs and forums. This builds your credibility as a resource of value to users.
- ▶ Try including a regular weekly or monthly feature, such as a "discount of the week" with a special offer on a product or service. Let fans know this is an ongoing feature, so they'll come back next time as well.

Facebook Tips

2. Invest in Facebook ads

- ▶ The point of running a Facebook page is to get more exposure and customers for your business. But many people hate the idea of spending money on Facebook ads.
- ▶ It's a fact of life, folks. Unless you buy ads, your page will go nowhere.
- ▶ The good thing about Facebook ads compared to other advertising is that you can target people in all sorts of categories.
- ▶ Treat your Facebook ad budget as you would a utility bill - a necessary cost of doing business!

Facebook Tips

3. Post consistently

- ▶ “In addition to boosting posts, being consistent in the quality and types of ongoing posts you create can help your audience know what kinds of messages to expect from you.
- ▶ The holidays are a busy time for your business, and a content calendar can help you plan ahead and make sure posts use a similar message each time.
- ▶ A great way to show potential customers what they are going to get from you in a positive way is to ask customers who are loyal to you and your business for testimonials. If you can show that your existing customers trust you, your new customers will too.

Facebook Tips

4. Get testimonials from customers

- ▶ A great way to show potential customers what they are going to get from you in a positive way is to ask customers who are loyal to you and your business for testimonials. If you can show that your existing customers trust you, your new customers will too.

5. Check Facebook insights often

- ▶ The best way to tell how well your Facebook marketing strategy is performing is by checking your Facebook Insights to see which of your posts are getting the most likes and comments. With this data you can determine what it is about those posts that made them more popular, and use this insight to shape your marketing strategy to your best advantage.

Facebook Tips

4. Join local Facebook Groups

- ▶ Check to see if your local communities have Facebook groups – or create one [yourself!](#)
- ▶ You can create groups and then invite whoever you want; make them public, etc. It can be a good resource for a local business



Best Times to Post: Facebook

- ▶ People seem to be happier on Friday - so funny or upbeat content will fit right in.
- ▶ Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.
- ▶ Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

At this link, Constant Contact shares its 12 most successful Facebook posts of 2013:
<http://blogs.constantcontact.com/post-on-facebook/>



Paid Marketing on Facebook

- ▶ Build a Custom Audience *
 - ▶ It's easier to sell to current customers than to look for new ones, so strengthen your existing connections by using Custom Audiences. Facebook will compare your data with theirs to help you find the people you know on Facebook
- ▶ If you have a customer list or data from your site, like purchaser email addresses, you're ready to get started
- ▶ Once you create your Custom Audience, your information will be encrypted to protect customer relationships and you'll be set to reach more people on Facebook
 - ▶ Custom Audiences let you reach customers you already know with ads on Facebook
 - ▶ You can upload a list of email addresses or phone numbers of at least 20 people, and Facebook will deliver your ad to those people if they're on Facebook
 - ▶ You can also build audiences from the people that visit your website

* For more information on Custom Audiences, visit <https://www.facebook.com/business/help/mobile-basic/341425252616329>

Effective Facebook Ad

- ▶ Why is this ad a good ad?
 - ▶ The visual is clear, simple, and appealing to all types of wine-lovers.
 - ▶ It's relevant (for a wine-loving target audience).
 - ▶ It includes an enticing value proposition, offering not only three bottles for \$19, but a discount on the first order.
 - ▶ It has a strong call-to-action. The word "get" is strong call-to-action language, and they use it twice here. A time limit on this offer would have made it even stronger.



Get 3 Bottles For \$19!

www.clubw.com

Club W saves you money on wine - Get a discount on your first order of fine wine.

Effective Facebook News Feed Ad

- ▶ What makes this a good ad?
 - ▶ It's visual. The image is larger in this ad than the image in the right-hand column ad, making it more visually appealing.
 - ▶ It's relevant, in the same way the right-hand column ad was relevant to its target audience.
 - ▶ It includes an enticing value proposition, offering value in making Easter wine recommendations.
 - ▶ It has a clear call-to-action. They're saying, "head over to our blog to read our suggestions."



The image shows a Facebook News Feed post from Club W. The post includes a profile picture, name, date, text, a large image, a link, and interaction buttons. A green arrow points from the text 'head over to our blog' in the list to the image in the ad.

Club W
March 26 at 5:00pm · 🌐

What are your favorite Easter traditions? Head over to our blog "The Juice" to see our Easter wine recommendations! #Easter #Easterbunny #Traditions



Some Egg-cellent Wine Picks For Easter - The Juice | Club W

There are a lot of different ways to celebrate Easter, so no matter what your Easter celebration looks like, we have got a wine for you! Between these three wines,...

JUICE.CLUBW.COM

Like · Comment · Share · 🍷 25 💬 1

- ▶ A News Feed ad appears directly in a user's News Feed.
- ▶ It looks more like native advertising.
- ▶ These ads have a higher engagement rate than right-hand column ads, but they can also be more expensive.
- ▶ They must follow best practices for organic Facebook posts and be engaging and visual.

Paid Marketing on Facebook

- ▶ Facebook offers a wide variety of paid ad options and placements, but all ads can be broken down into three elements:
 - ▶ Campaigns. The campaign houses all of your assets
 - ▶ Ad sets. If you're targeting separate audiences with different characteristics, you'll need an individual ad set for each
 - ▶ Ads. Your actual ads live within your ad sets. Each ad set can hold a variety of ads that vary in color, copy, images, etc.
- ▶ Facebook offers users two different tools for creating a paid ad: the [Ads Manager](#) and the [Power Editor](#). When deciding which one is the best fit for you, you'll want to consider both your company size and the number of ads you plan to run at once
- ▶ While the Ads Manager best suits most companies, the Power Editor serves as a tool for larger advertisers who are looking for more precise control over a variety of campaigns

Ad Targeting: A Facebook Ads Tutorial

<https://www.facebook.com/marketing/videos/10152677808451337/>

Paid Marketing on Facebook

Summary

- ▶ Creating ads is generally more cost-effective than boosting posts
- ▶ Create multiple ads to help build an audience for your page
- ▶ Use the targeting options to show your ads to only the people you want to reach
- ▶ See which versions of your ads work best
- ▶ Set daily, weekly, monthly or total budget
- ▶ You can set your max price per click

YouTube

- ▶ Some key facts
 - ▶ YouTube is the number two search engine in the world
 - ▶ 1 billion users visit YouTube each month and watch 6 billion hours of video
 - ▶ Over 20 hours of video is uploaded to YouTube each minute
 - ▶ 74% of all internet traffic will be video by 2017
 - ▶ Video is shared 1200% more times than links and text combined
 - ▶ Since it's owned by Google, the analytics include keyword and traffic sources
 - ▶ Within the Insight function of YouTube, you can see when viewers stop watching a clip, and what other content users also watched
 - ▶ Google rewards multimedia content with higher search rank
 - ▶ i.e. video helps your SEO ranking

Blogs

- ▶ Some key facts
 - ▶ Your goal is to have timely, relevant, and insightful content about our industry and products
 - ▶ The more diverse, expert and useful your posts are, the greater your chances are to increase leads, media coverage, and overall industry clout
 - ▶ Follow-up with a lead or connect with a new prospect by sending them a link to a relevant blog post that *someone from Lawn Doctor has written* with a simple “Thought you might be interested in this post”

Blog Quick Facts

- ▶ A blog should ideally be the hub of your content-creation wheel, providing relevant commentary and news that positions you as an industry insider
- ▶ Support colleagues: Leave a comment, tweet about it, and/or share the link on Facebook. This shows visitors that your organization is a team

So - Where DO You Blog?

- ▶ WordPress blog platform, which can be used from any computer, tablet, or smartphone, is the most popular blog platform in the world. To learn more, visit <https://learn.wordpress.com/get-started/>
- ▶ You can find some great content creation tips here: <http://www.michaelpollock.com/open-your-blog-post/>
- ▶ On the next page, there is an example of an effective blog:
 - ▶ The writer wrote from the position of industry expert
 - ▶ The tone is personal, to help make a connection with readers
 - ▶ The writer wrote about a topic his readers would be interested in

Sample Blog Post

[Current Articles](#) | [RSS Feed](#)

Earthquakes and Fiberglass Swimming Pools: Yep, Flexibility is Nice When the Earth Moves

Posted by Marcus Sheridan

 Like 35  Tweet 5  +1 1  Share



Like many of you, I just was part of the '**East Coast Earthquake**' of 2011. For 10 seconds, I was sitting in my office, feeling the floor shaking beneath me, and asking myself—"Am I actually in an earthquake???"

Seconds later, I jumped on Facebook and Twitter and boy was it on then... Ahh, I do love social media when it comes to real-time news. Nothing quite like it. :-)

But after the earthquake was over, and I was able to walk outside and see everything had returned to normal, I did breathe a sigh of relief for this one reality—**Our swimming pool clients and their pools would be fine...**

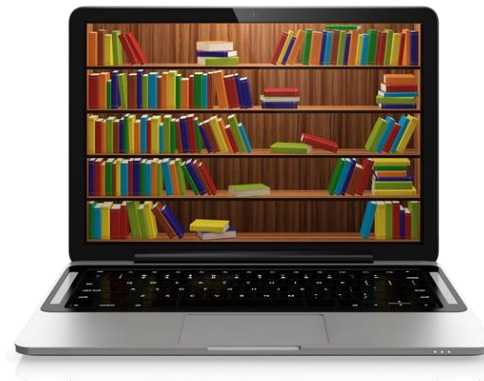
You see, fiberglass pools are flexible. They can move with the ground as needed, and today, for hundreds of miles up and down the coast of the United States, the ground was moving.

With tensile strength that makes a concrete pool shatter, fiberglass is suited perfectly for such environments—which is also why you often see consumers choose a fiberglass pool when building near a rock quarry, rail road tracks, etc.

So for all our friends out there that were a part of today's interesting activities, we hope you and your swimming pool are doing well, and if you have a minute, you may want to go visit your neighbor to help them inspect their concrete pool too. :-)

Still Don't Know Where to Start?

- ▶ The marketing department is here to help, with valuable resources to get you started, including
 - ▶ Compliance manager / information resource
 - ▶ Content library (in development)



Appendix

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The rest of the page is plain white.

Umm...What's a Tag?

- ▶ Tagging is how Google finds blogs, posts and news that are pertinent to a specific search term. Tags are like a red alert – a little flag that says



- ▶ The closer your tags are to popular Google search terms, the easier it will be for Google to find them
- ▶ However! Google will penalize you for using too many tags, or tags that are not applicable to your content. So tag, but don't over-tag
- ▶ Still not sure on what to tag? Try using [Google Insights](#) to find the best search terms

Hastags, Tags and Keywords / Keyphrases

- ▶ To start off, the main difference between a hastag (#) and a tag (@) is that a hashtag links to all other instances anyone mentions that specific hashtag
- ▶ Use the @ symbol to notify specific people about posts they will want to check out. To add people into Facebook posts, just type the person's name — that will be enough to tag them
- ▶ Well-researched tags, (based on core SEO keywords/keyphrases) will provide more return on your content marketing efforts

Tagging People or Companies

- ▶ Tag others in your social media posts to notify them of your mention and encourage engagement
 - ▶ Facebook: @name
 - ▶ Twitter: @handle (name)
- ▶ When others tag you in their social media posts, engage on their post (comment, like, favorite, share, re-tweet, etc.)

The Voices of Social Media

- ▶ Twitter: I'm eating a donut
- ▶ Facebook: I like donuts
- ▶ Foursquare: This is where I eat donuts
- ▶ Instagram: Here's a vintage photo of my donut
- ▶ YouTube: Here I am eating a donut
- ▶ LinkedIn: My skills include donut eating
- ▶ Pinterest: Here's a donut recipe
- ▶ Google+: I'm a Google employee who eats donuts.



Ten-Step Get Started Checklist

1. Best place to start is Facebook
2. Create your profile. What is it that you want other members of the community to know about you?
3. Select a consistent name, or “handle.” Make yours consistent and make sure it’s available to claim on all networks. Keep it simple and something that makes sense (i.e. Lawn Doctor of _____)
4. Claim your vanity URL on Facebook at [Facebook.com/username](https://www.facebook.com/username)
5. Create a strategy and a pipeline of content
6. Build a Facebook advertising campaign
7. Start networking. To really win at social media, you have to become a consumer of it. Build your network; work on adding friends
8. Share the links to your social presences repeatedly – on your business cards, e-signatures, stationery, etc.
9. Every industry has a unique presence online, with hashtags, tweets and even memes. Research and understand these concepts to become part of the community
10. Keep at it. You can make an impact and grow your social following in as little as one hour per week. Abandoned presences are worse than none at all.

YouTube

- ▶ For some ideas, check out Inc.com's "10 YouTube Videos Every Entrepreneur Should Watch":
<http://www.inc.com/ss/10-youtube-videos-every-entrepreneur-should-watch>
- ▶ Here's mashable.com's "How to" on getting started:
<http://mashable.com/2011/07/20/how-to-marketing-youtube/#gallery/how-to-get-started-marketing-on-youtube/50bdf3de5198407fec0060co>
- ▶ YouTube has a tutorial page called "Creator Academy," on which you can search specific topics:
<https://creatoracademy.withgoogle.com/page/education?hl=en>

Compliance Guidelines

- ▶ Listen
- ▶ Be authentic, consistent and gracious
- ▶ Take customer complaints offline – you can always mark them as “resolved” later!
- ▶ Don’t be critical – even of the competition
- ▶ Don’t share confidential information
- ▶ Don’t be unprofessional, spread rumors or misrepresent yourself or others
- ▶ Don’t post anything of a political or religious nature
- ▶ ***Lawn Doctor, Inc. reserves the right to require any social media post that is perceived as negative or contrary to our brand values be adjusted, edited or removed***

Be mindful of the topics you post – the ideal balance is 90% about others, big ideas and resources – with just 10% about you.

Using Social Media to Cultivate Leads

- ▶ The first step in social media is learning to listen before you speak
- ▶ Social media offers a unique window into the lives and interests of prospective clients
- ▶ In very general terms, best days to post are Monday through Wednesday – but it really takes some trial and error to know for sure
- ▶ Update your social media accounts regularly
 - ▶ A monthly, pre-planned schedule allows you to assign your resources in the most efficient way
- ▶ Social media is a poor forum for selling – use it to share information that readers will be interested in

Learn to effectively engage with customers by engaging with the social media content they are interested in.

Don't overdo it. Posting too often can actually be counter-productive.



Lawn Doctor's Social Media Playbook for Franchisees