

BEK – Brown Enterprises of KS
Buddy Web Services & Synergistic Business Marketing
Present — BTA – 001 — A free Webinar-Workshop

BASICS: SOCIAL MEDIA INTEGRATION

With

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TODAY – WEBINAR/WORKSHOP CONNECT

Today – Sunday, Jan 19, 2014

Open the following tabs in your browser ---

- ✘ “The ‘Better Together’ Approach” LinkedIn Group ---

http://www.linkedin.com/groups/Better-Together-Approach-3879462?trk=my_groups-b-grp-v

- ✘ The Slide Show ---

We’ll post the URL in “The ‘Better Together’ Approach” group above when the discussion is started at the beginning of the webinar/workshop.

- ✘ The BONUS Forms you may want - PDF format ---

Navigate to WebProBuddy.net at <http://webprobuddy.net/> and click on the “Forms” page in the navigation menu.

SOCIAL MEDIA INTEGRATION - OVERVIEW

- ✘ Connections - Considerations.
- ✘ Planning - Setting Goals.
- ✘ Social Media - The Daily Grind.
- ✘ Social Media - Management.
- ✘ Social Media - Management TWO.
- ✘ BONUS! - Time Tracking Forms.
- ✘ Ask Questions - Get Answers!

CONNECTIONS - CONSIDERATIONS.

The BIG Five (examples are real connections)

- ✘ @ Facebook profile - <http://www.facebook.com/eileenseshop>
page - <http://www.facebook.com/BuddyWebServices>
- ✘ @ Google+ <https://plus.google.com/u/0/102935371526381948012/posts>
- ✘ @ LinkedIn <http://www.linkedin.com/pub/eileen-brown/5/ab5/608>
- ✘ @ Pinterest <http://pinterest.com/verbatimeb/>
- ✘ @ Twitter <http://twitter.com/supereb>

Other Miscellaneous Accounts

- ✘ • FourSquare <https://foursquare.com/user/10155386>
- ✘ • Merchant Circle <http://www.merchantcircle.com/business/BEK.-.Brown.Enterprises.of.KS.316-788-0026>
- ✘ • About.me <http://about.me/EileenBrownKS>
- ✘ • My Tweeted Times <http://tweetedtimes.com/#!/SuperEB>
- ✘ • Rebel Mouse <http://www.rebelmouse.com/SuperEB/>
- ✘ • Klout <http://klout.com/#!/SuperEB/>
- ✘ • Kred <http://kred.com/SuperEB>
- ✘ • Trust Cloud <http://trustcloud.com/#!/SuperEB>

Just a Taste — There are many more out there! A Tad Overwhelming?

PLANNING – SETTING GOALS

- ✘ How many accounts can you handle yourself?
- ✘ How many accounts can an employee handle?
- ✘ How many “virtual assistance” people could you use to reach your goal?

Which leads us to “How Big Is Your Company?”

- ✘ Get familiar with the **BIG 5**, at least.
- ✘ How long will set- up take?
 - Goal setting and scheduling can help you decide on a time line.



The GOAL — BE WHERE YOUR CUSTOMERS ARE!

SOCIAL MEDIA – THE DAILY GRIND

✘ What do I share on these networks?

OPTIONS

- ✘ Highlight a different product or service each day.
- ✘ Interact on the posts/comments of your chosen networks.
- ✘ Share your blog entry articles.
- ✘ Always share good Testimonials.

✘ How long does it take to do the daily work?

OPTIONS

- ✘ Can be all day, everyday! (But don't do that.)
- ✘ Mix in interactions with other daily work.
- ✘ Choose a time of day and only work social media during those time restraints.
- ✘ Again, you can hire someone else and monitor their actions.

SOCIAL MEDIA - MANAGEMENT

- ✘ **Are you (computer/software) savvy enough to handle all your social media accounts?**

Be honest – social media takes a lot of time to be effective and reach your goals. If you have to add a long learning curve to that, you may want to hire an outside source.

- ✘ **Should you hire someone to *set up* the accounts?**
- ✘ **Should you hire someone to *run* these accounts?**

Remember, anyone you hire needs to have the knowledge of your business to actually *help with inquiries*.

- ✘ **Where is your traffic coming from?**

Use Google Analytics *and* AWStats in your control panel to make this determination.

- ✘ **Is the traffic converting to sales?**

Use forms provided for this webinar-workshop to set-up and time track your social media efforts. Compare the 'Time ROI' to new sales during the same time period.

SOCIAL MEDIA – MANAGEMENT TWO!

- ✘ 1 - Set Realistic Goals.
- ✘ 2 - Learn to HELP your customers/clients.
- ✘ 3 - Determine Traffic Sources.
- ✘ 4 - Content Strategy - Blog IT - Record IT - Make a Video of IT and SHARE it on social media.
- ✘ 5 – Interact while helping your customers or clients with their queries. Be SOCIAL!

Use what you learned today to align content development with social media follower demographics and business objectives.

SOCIAL MEDIA INTEGRATION - BONUS!

- ✘ Free Forms for your use —
- ✘ Navigate to WebProBuddy.net at <http://webprobuddy.net/> and click on the “Forms” page in the navigation menu.
- ✘ Look for ***BTA-001*** and click the link to view or download the PLF containing the forms.

Even if you don't want to use the forms as they are, they will give you tips as to what you need to monitor, on your own form or in a spreadsheet for Time Tracking.

ASK YOUR QUESTIONS

- ✘ Go to the tab you already have open at
The ‘Better Together’ Approach
Linkedin Network Group

Ask Questions and get answers!