



# Social Media Marketing Made Simple

**A Best Practices and Strategy Overview  
for Small Business and Nonprofits**

**Corissa St. Laurent  
Regional Development Director  
Constant Contact**



# Our Agenda

- **WHAT** Social Media Marketing Is
- **WHY** Market Using Social Media
- **WHICH** Social Media Tools To Use
- **HOW** To Best Use Social Media In Business
- **WHEN** To Do Social Media Marketing
- **WHERE** To Get More Information



# WHAT is Social Media Marketing?

# Social Media Marketing Is...



facebook.

LinkedIn.

twitter

yelp.

**Building your social network and listening to your *fans, followers, and connections***

**Sending relevant and interesting content that allows interaction, sharing, and builds familiarity**

**Reaching and engaging friends of friends of friends and ultimately...**

**Driving more business!**



# Building Relationships of Engagement



**Raving Fans**

**Customers**

**Prospects**

**Suspects**

**Disinterested**



**You can successfully market your small business or organization through your...**



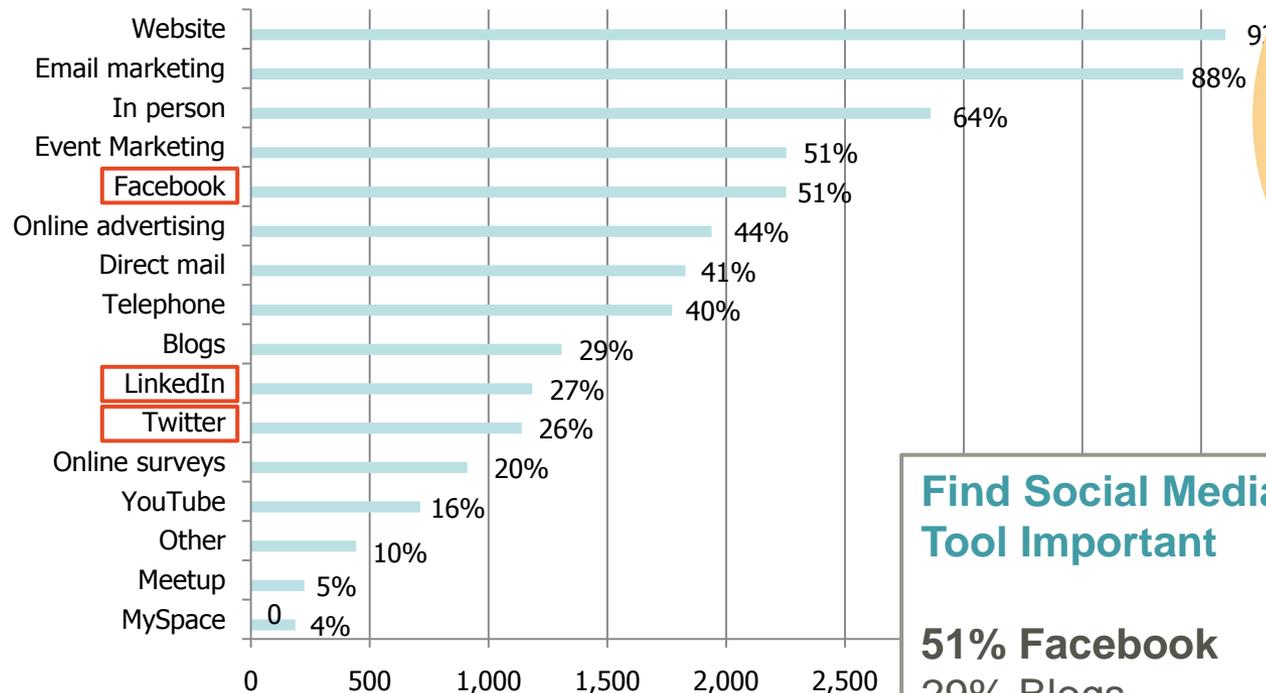
- **Loyal, happy customers, clients, or members**
- **Excellent customer, client, or member experience**
- **Interesting and important things to say!**

# WHY Market Using Social Media?

# Online Word-of-Mouth

## Important Tools for Marketing My Business

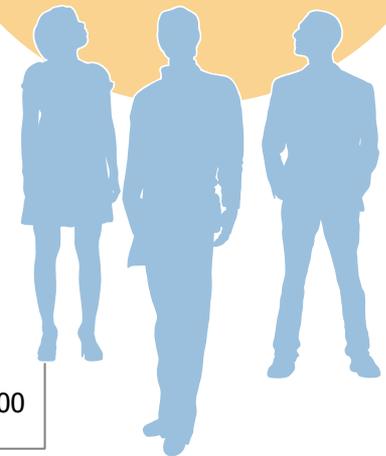
n=4,459, U.S. Small Businesses



We have reached a point where:

**14%** of people **trust ads**

**78%** of people **trust consumer recommendations**



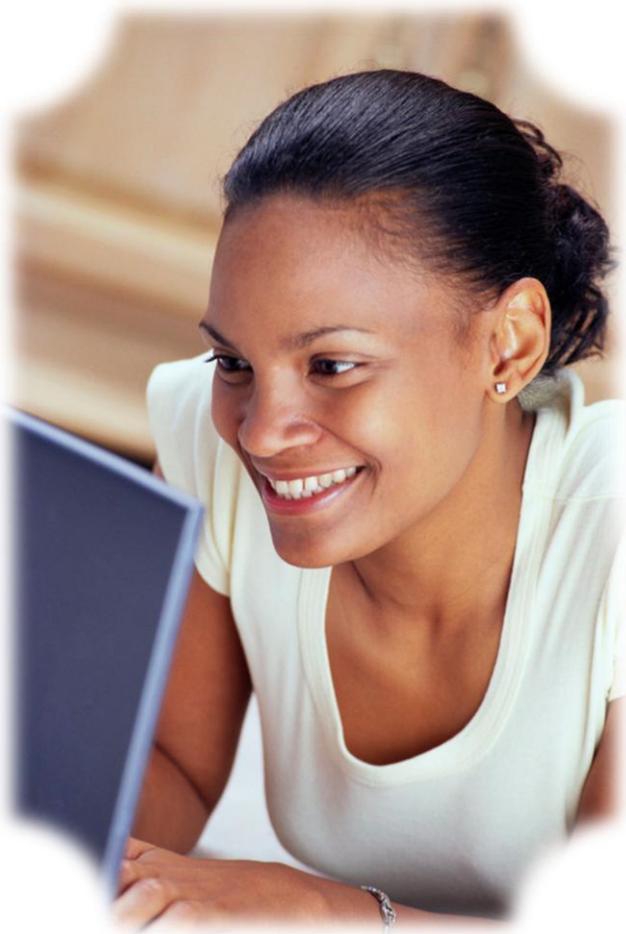
**Find Social Media Tool Important**

- 51% Facebook
- 29% Blogs
- 27% LinkedIn
- 26% Twitter
- 16% YouTube

Source: Constant Contact 2010 Small Business Attitudes & Outlook Survey, Feb-Apr; 29% sold

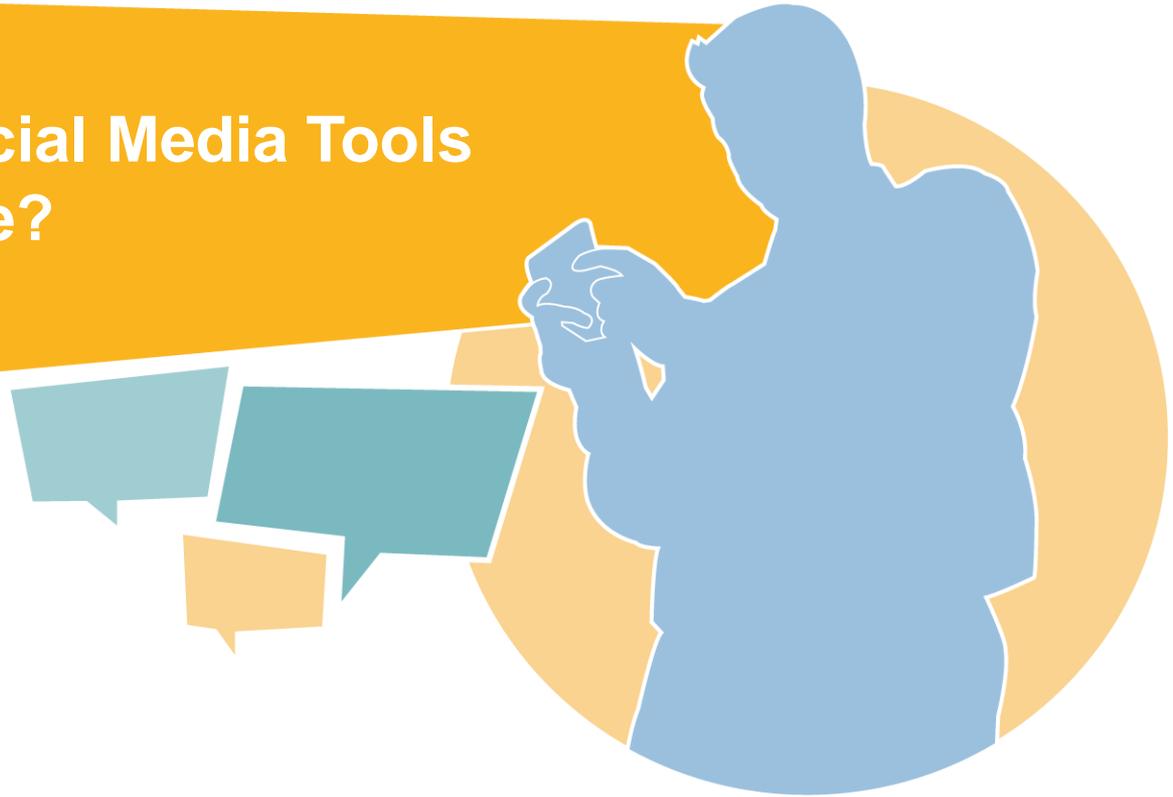
er 25 employees

# Allowing Your Business to Relate



- Listen to your audience
- Share your unique qualities
- Drive engagement (action)
- Encourage repeat business and referrals
- Get online endorsements
- Reach new customers, clients or members
- Increase online social authority

# WHICH Social Media Tools Should I Use?



# Be Where Your Customers Are

Social Networks	Content Sharing	Reviews & Ratings Sites	Location-Based Services	Social Bookmarking
   	   	  	 	   

- ✓ The sites that *your customers and members* are using
- ✓ The sites that *your partners & suppliers* are using
- ✓ The sites that *your competitors* are using

# facebook



Constant Contact<sup>®</sup>  
Connect. Inform. Grow.

## More than 600 million active users

Facebook Statistics, 2010

## U.S. users spend 1/3 of their online time on Facebook

Morpace, "Omnibus Report." 2010

### Create a Business Page

- Recruit fans to "like" your page
- Fill with content that is relevant to them – comments, photos, videos
- Make settings public
- Start and engage in conversations on the Wall
- Add a "Join My Mailing List" form to invite people to join your email list



# Facebook Business Page



The screenshot shows a Facebook Business Page for "Belleville Farmers Market". The page layout includes a left-hand navigation menu, a top search bar, and a main content area. Annotations with red arrows and circles highlight specific features:

- Access info:** A red circle highlights the left-hand navigation menu, which includes options like Wall, Info, Friend Activity, Deals, Storefront, Promotions, and More.
- Photos:** A red arrow points to a row of five photo thumbnails at the top of the main content area.
- Wall:** A red arrow points to a post on the wall, which is circled in red. The post is from "Belleville Farmers Market" and features a photo of "Chocolate Covered Strawberries \$11.99".

The main content area displays the page name "Belleville Farmers Market", location "Local Business · Belleville, IL", and a "Wall" section with a "Share" button and a text input field. Below the post, there are engagement metrics such as "18 people like this" and "View all 9 comments".



175 million registered users

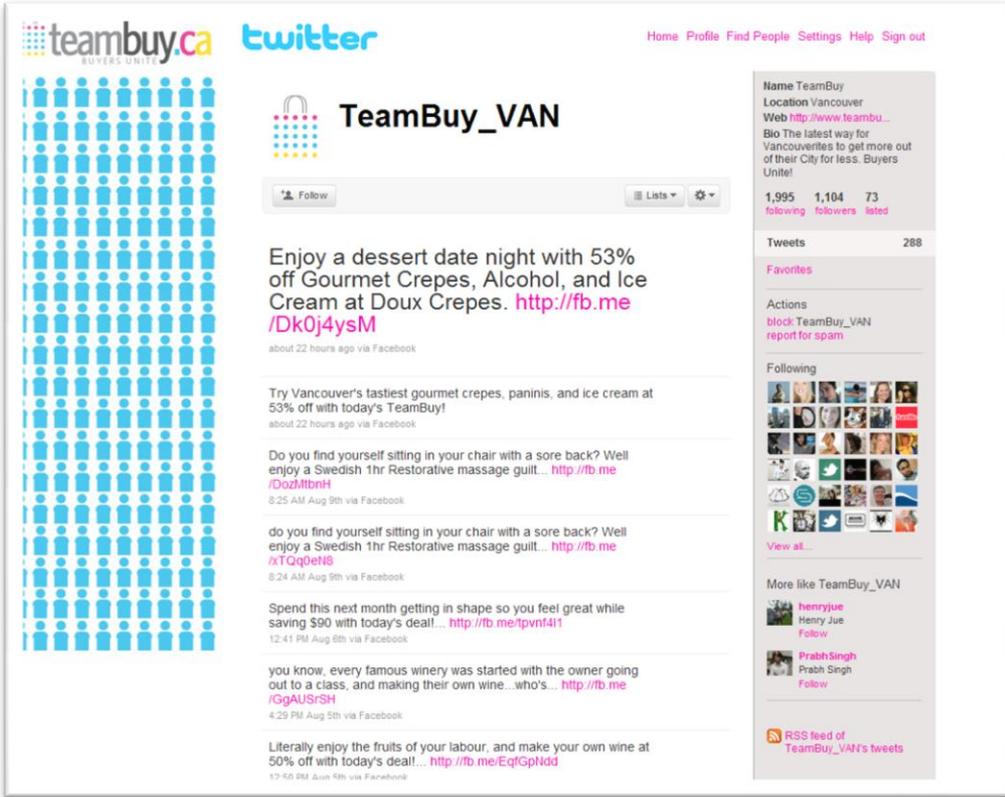
*Twitter.com*

51% of active Twitter users follow companies, brands or products on social

*Twitter Usage In America: 2010, Edison Research*

## Engagement Through Sharing

- Share links to interesting content & ask for feedback
- Send Direct Messages (DMs)
- Retweet content from people you are following
- Monitor conversations and mentions



The screenshot shows the Twitter profile page for TeamBuy\_VAN. The profile includes a header with the teambuy.ca logo and the Twitter logo, a bio, and a grid of avatars for users following the account. The main content area displays several tweets, each with a text preview and a link to the full tweet. The tweets are about discounts on gourmet crepes, massages, and wine. The right sidebar shows the user's name, location, website, bio, and statistics for tweets, following, and followers.

# Twitter Account: Profile



**twitter** Search Home **Profile** Messages Who To Follow

  **Corissa St. Laurent**  
**@CorissaCTCT** New England, USA  
*Online relationship marketing speaker, small business consultant, wellness enthusiast, traveler, writer and wife.*  
<http://bit.ly/9AeOQv>

Edit your profile →

**Timeline** Favorites Following Followers Lists

 **CorissaCTCT** Corissa St. Laurent  
Great tips from Social Media Examiner for branding the new Facebook Pages: <http://ht.ly/4p5Oj>  
12 minutes ago

 **CorissaCTCT** Corissa St. Laurent  
Great insight on subject lines that work! The 4 Words That Will Get Your Email Opened | Copyblogger <http://ht.ly/4oPO8>  
6 hours ago

 **CorissaCTCT** Corissa St. Laurent  
Using 4 Online Tools to Inspire Volunteers and Donors, Part 2 : Page 1 of 2 : FundRaising Success <http://ht.ly/4oLFC>  
7 hours ago

 **CorissaCTCT** Corissa St. Laurent  
Email Marketing Helps Sell Quirky T-shirt Designs x Constant

About @CorissaCTCT

**1,019** Tweets **669** Following **830** Followers **41** Listed

Following **669** Followers **830**

Similar to You · view all

 **NHBSR\_Kate**  
Kate Luczko

 **JCinfonews**  
Jeff Cabral

 **cmlitster**  
cmlitster

 **Mendelj2**  
Josh Mendelsohn

About · Help · Blog · Mobile · Status · Jobs · Terms · Privacy · Shortcuts  
Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter

# Twitter Account: Home



twitter  Home Profile Messages Who To Follow   CorissaCTCT

What's happening?

Timeline @Mentions Retweets Searches Lists

1 new tweet

**JasonEscape** Jason Escape  
Another exciting meeting tonight. #TechTalk  
19 seconds ago

**MITX** MITX  
#Gamification is applying game-like mechanics and creating your customers' journey, according to @trappermarkelz. #mitx  
32 seconds ago

**localtvuk** Local-TV-UK  
leadstelevision: #sports Doherty gets game-time as City Reserves notch resounding win: Bradford City Reserves 4, Sh... <http://bit.ly/fownQY>  
57 seconds ago

**CarissaO** Carissa O'Brien  
Recipe for success. RT @drkleiman: Create a journey for customers, an experience with a personal connection and fun. #gamification #MITX  
55 seconds ago

Your Tweets **1,019**  
21 minutes ago: Great tips from Social Media Examiner for branding the new Facebook Pages: <http://ht.ly/4p50j>

Following **669** Followers **830**

Favorites **1**  
★ **CorissaCTCT** Constant Contact is growing fast and we have a lot of great positions...

Listed **41**  
Recently listed in: social media, BOS-tech-entrepreneurs, SocialMedia, Geek Girl Speakers, RDDs

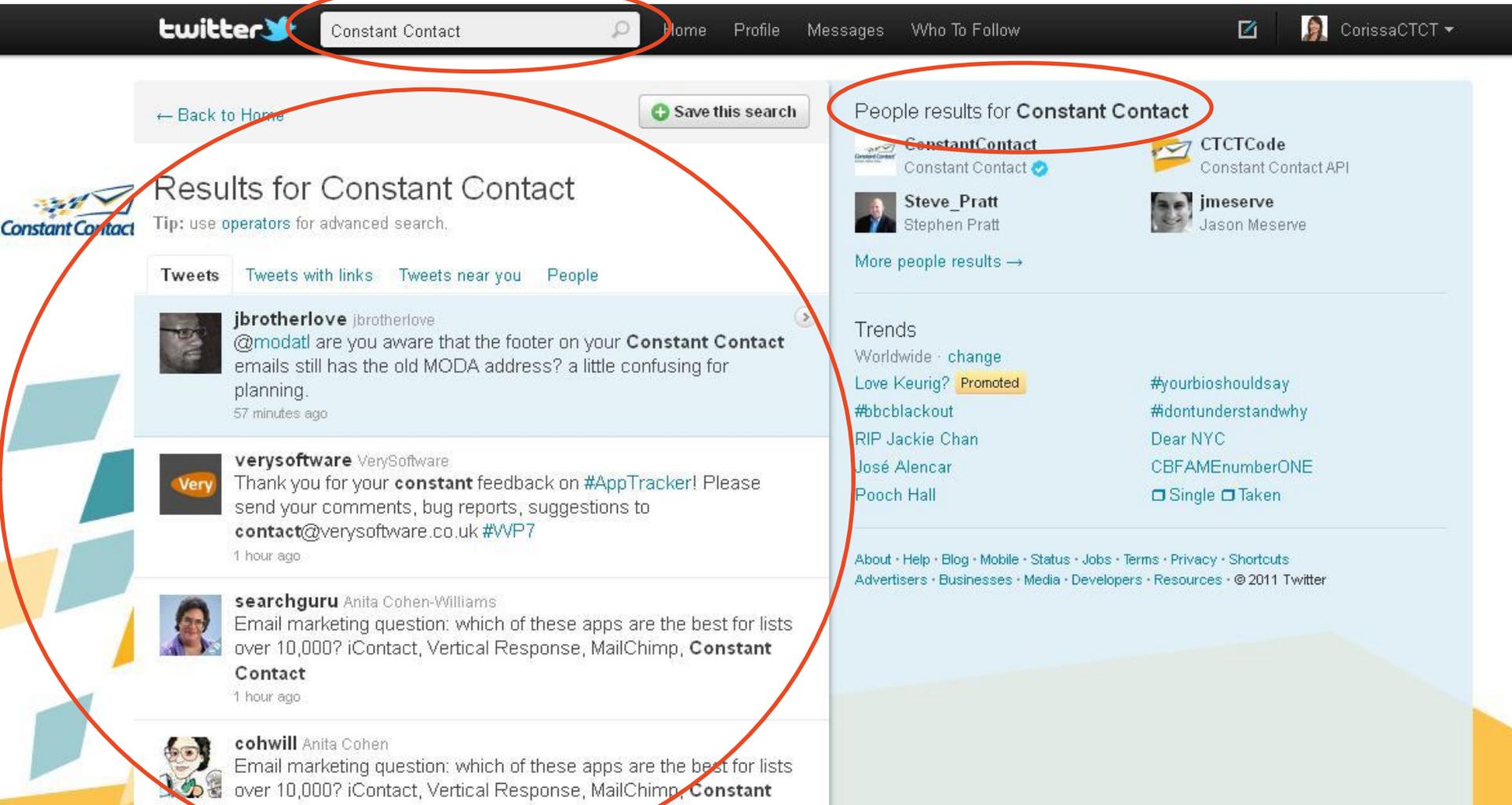
Trends  
Worldwide · change  
Love Keurig? Promoted  
#yourbioshouldsay  
#dontunderstandwhy  
#bbcblackout  
RIP Jackie Chan  
Dear NYC  
CBFAMenumberONE  
José Alencar  
Single Taken  
Pooch Hall

Who to follow  
Suggestions for you · view all

-  **EntMagazine** · Follow  
Entrepreneur
-  **inthekisser** · Follow  
Erica Ayotte
-  **personacide** · Follow  
Amber Guilbeault
-  **UnseenPortland** · Follow  
Andrew Kessler

Refresh suggestions  
Browse interests · Find friends

# Twitter Search Results



The screenshot shows the Twitter search interface. At the top, the search bar contains 'Constant Contact' and is circled in red. Below the search bar, the navigation menu includes 'Home', 'Profile', 'Messages', and 'Who To Follow'. The user's profile 'CorissaCTCT' is visible in the top right. The main content area is titled 'Results for Constant Contact' and includes a 'Save this search' button. The 'People' tab is selected and circled in red. The results list includes:

- ConstantContact** (Constant Contact) - circled in red
- CTCTCode** (Constant Contact API)
- Steve\_Pratt** (Stephen Pratt)
- jmeserve** (Jason Meserve)

The 'Tweets' section shows three tweets:

- jbrotherlove** (@modatl) asking about the footer on Constant Contact emails.
- verysoftware** (VerySoftware) thanking users for feedback on #AppTracker.
- searchguru** (Anita Cohen-Williams) asking for email marketing app recommendations.
- cohwill** (Anita Cohen) asking for email marketing app recommendations.

The 'Trends' section lists various topics like 'Worldwide', 'Love Keurig?', and '#yourbioshouldsay'.

**81% of Business to Business marketers are using LinkedIn**

*B to B Magazine*

**33% of Non-profits and 52% of Associations use LinkedIn**

*Nonprofit Social Network Survey Report, 2009*

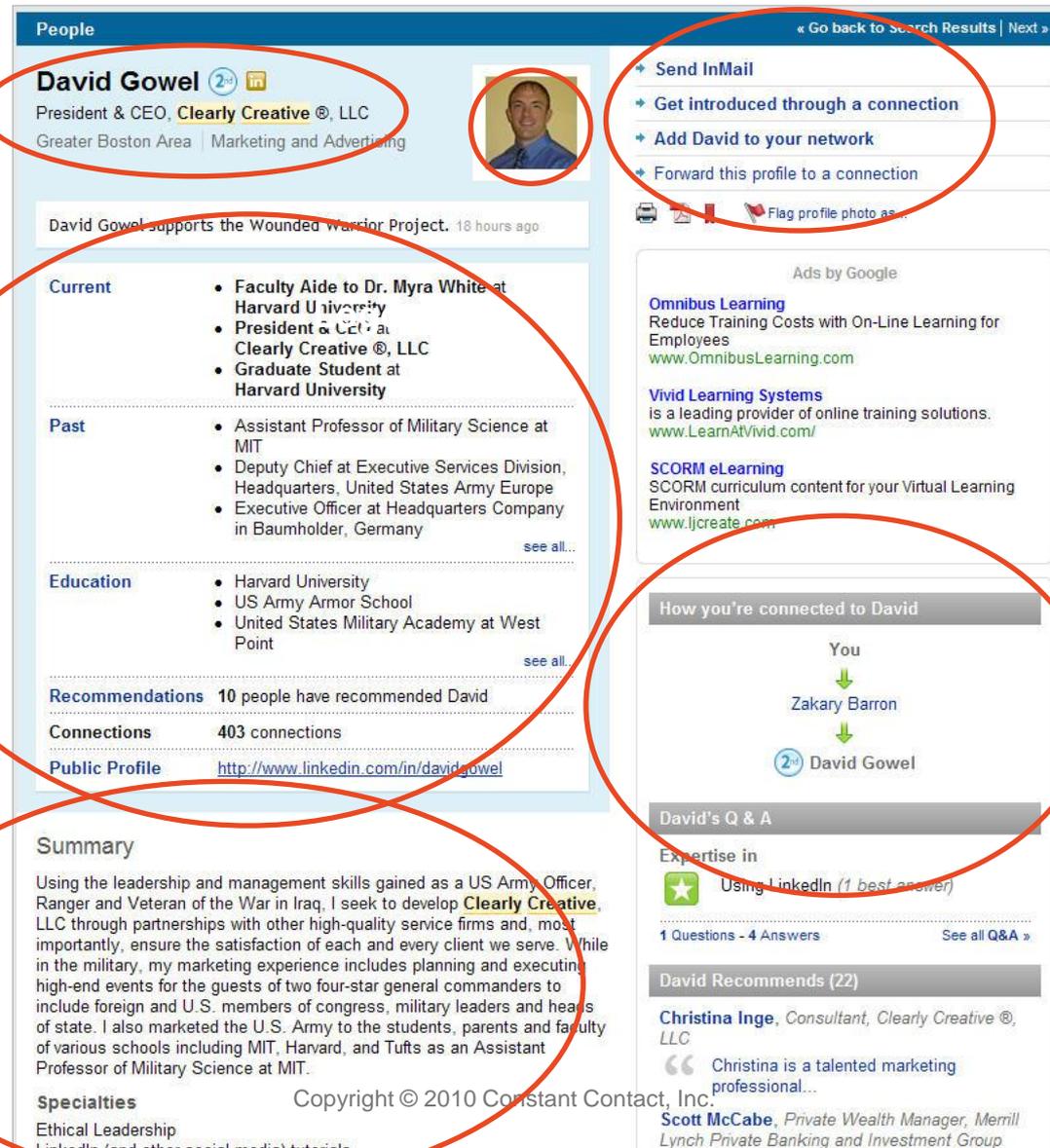
## Manage your professional contacts and relationships

- Find individuals you know in a professional capacity
- Ask for recommendations and introductions
- Join networks or groups by interest, industry, geography, or work history
- Participate in discussions
- Invite people to join your mailing list



The screenshot shows a LinkedIn profile for Nancy Juetten. The profile includes a header with the LinkedIn logo and navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, More...). Below the header is a 'People' section with a list of actions: Send InMail, Get introduced through a connection, Add Nancy to your network, Forward this profile to a connection, Find references, and Save Nancy's Profile. The main profile area shows Nancy's name, title (Chief Publici-Tea™ Trainer, DIY Publicity and Social Media Blogger, & Media Savvy Infopreneur and Columnist), location (Greater Seattle Area), and industry (Public Relations and Communications). A photo of Nancy is shown to the right. Below this is a list of current, past, and education roles. The 'Connections' section is circled in red and shows '338 connections'. Below that are 'Websites' (My Blog, My Website, My Company) and 'Twitter' (nancyjuetten). A 'Public Profile' link is also present. The 'Summary' section describes Nancy as a DIY publicity blogger, newspaper columnist, speaker, and author of a book. A testimonial from Chik Quintans is visible, praising Nancy as a resource. The bottom of the page shows a 'Nancy Recommends (5)' section with a testimonial from Amy Barker of Amy's Limousine Service.

# Basic Anatomy of a LinkedIn Profile



**People** « Go back to Search Results | Next »

**David Gowel**   

President & CEO, **Clearly Creative**®, LLC  
Greater Boston Area | Marketing and Advertising

David Gowel supports the Wounded Warrior Project. 18 hours ago

**Current**

- Faculty Aide to Dr. Myra White at Harvard University
- President & CEO at Clearly Creative®, LLC
- Graduate Student at Harvard University

**Past**

- Assistant Professor of Military Science at MIT
- Deputy Chief at Executive Services Division, Headquarters, United States Army Europe
- Executive Officer at Headquarters Company in Baumholder, Germany

[see all...](#)

**Education**

- Harvard University
- US Army Armor School
- United States Military Academy at West Point

[see all...](#)

**Recommendations** 10 people have recommended David

**Connections** 403 connections

**Public Profile** <http://www.linkedin.com/in/davidgowel>

**Send InMail**

Get introduced through a connection

Add David to your network

Forward this profile to a connection

Flag profile photo as...

Ads by Google

**Omnibus Learning**  
Reduce Training Costs with On-Line Learning for Employees  
[www.OmnibusLearning.com](http://www.OmnibusLearning.com)

**Vivid Learning Systems**  
is a leading provider of online training solutions.  
[www.LearnAtVivid.com/](http://www.LearnAtVivid.com/)

**SCORM eLearning**  
SCORM curriculum content for your Virtual Learning Environment  
[www.ljcreate.com](http://www.ljcreate.com)

**How you're connected to David**

You  
↓  
Zakary Barron  
↓  
2+ David Gowel

**David's Q & A**

**Expertise in**

Using LinkedIn (1 best answer)

1 Questions - 4 Answers [See all Q&A >](#)

**David Recommends (22)**

**Christina Inge**, Consultant, Clearly Creative®, LLC

Christina is a talented marketing professional...

**Scott McCabe**, Private Wealth Manager, Merrill Lynch Private Banking and Investment Group

**Summary**

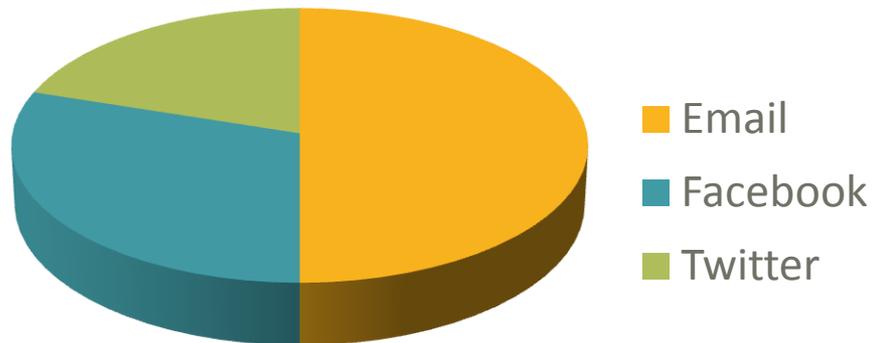
Using the leadership and management skills gained as a US Army Officer, Ranger and Veteran of the War in Iraq, I seek to develop **Clearly Creative**, LLC through partnerships with other high-quality service firms and, most importantly, ensure the satisfaction of each and every client we serve. While in the military, my marketing experience includes planning and executing high-end events for the guests of two four-star general commanders to include foreign and U.S. members of congress, military leaders and heads of state. I also marketed the U.S. Army to the students, parents and faculty of various schools including MIT, Harvard, and Tufts as an Assistant Professor of Military Science at MIT.

**Specialties**

Ethical Leadership  
LinkedIn (and other social media) tutorials

# Discover Preferred Channels

Your contacts want to keep in touch, but on *their* terms



Add social icons to email campaigns to find out your audience's preferred channels



Share:  Like 181  Tweet 0    

Join Email List Powered by Constant Contact

**THE SWINERY**  


**International Bacon Day Party at The Swinery**

International Bacon Day is held the Saturday before Labor Day. We invite all pork-lovers (and even vegetarians!) to celebrate the goodness the swine has given us.

**When:**  
Saturday, September 4, 2010  
10am-3pm

**What:**  
**International Bacon Day Party**  
free bacon chocolate chip cookies  
\$2.50 bacon dog  
\$5 bacon burger  
Various bacon-filled brunch items  
+  
Meet The Swinery team  
Music at The Courtyard

Visit The Swinery  
3207 California Ave  
SW  
Seattle, Washington  
206.932.4211

**Follow Our Blog**

Join Our Mailing List!



Swinery Meats  
**facebook**  
Name:  
Swinery Meats

# HOW Do I Best Use Social Media for Business?



# Focus Your Presence

## Make your social presence a reflection of your business/organization.

Don't blur personal and professional use.

## Be transparent.

New users should immediately identify what you do.

## “Stick to Your Knitting.”

Deliberately choose your expertise and areas of engagement.

## Put the *social* in the social media.

Be broad and informal...and have fun!



# Look Professional

## Complete your business profile

- Description
- Contact information
- Website URL
- Join My Mailing List

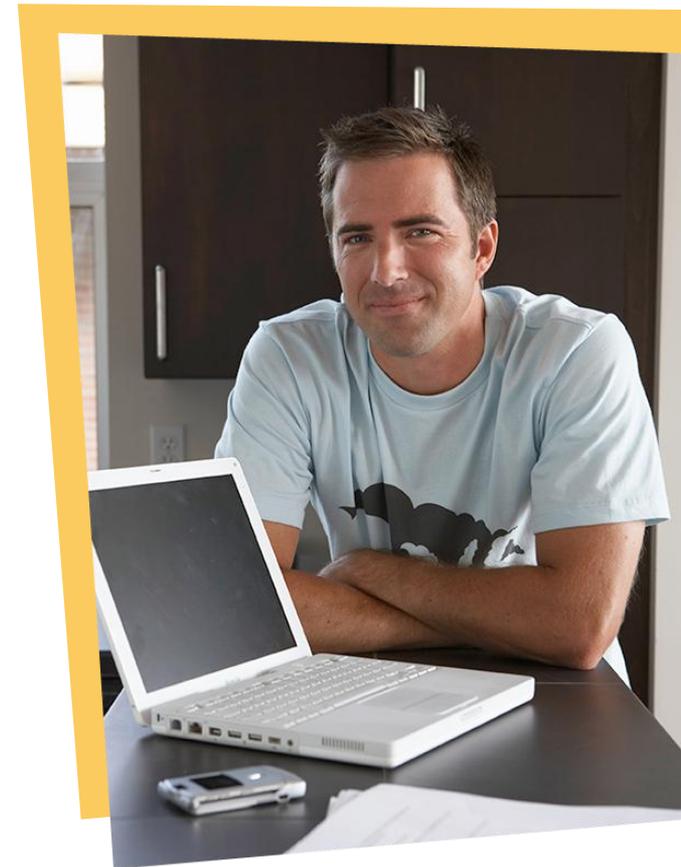
## Brand your presence

- Logo
- Other photos
- Background



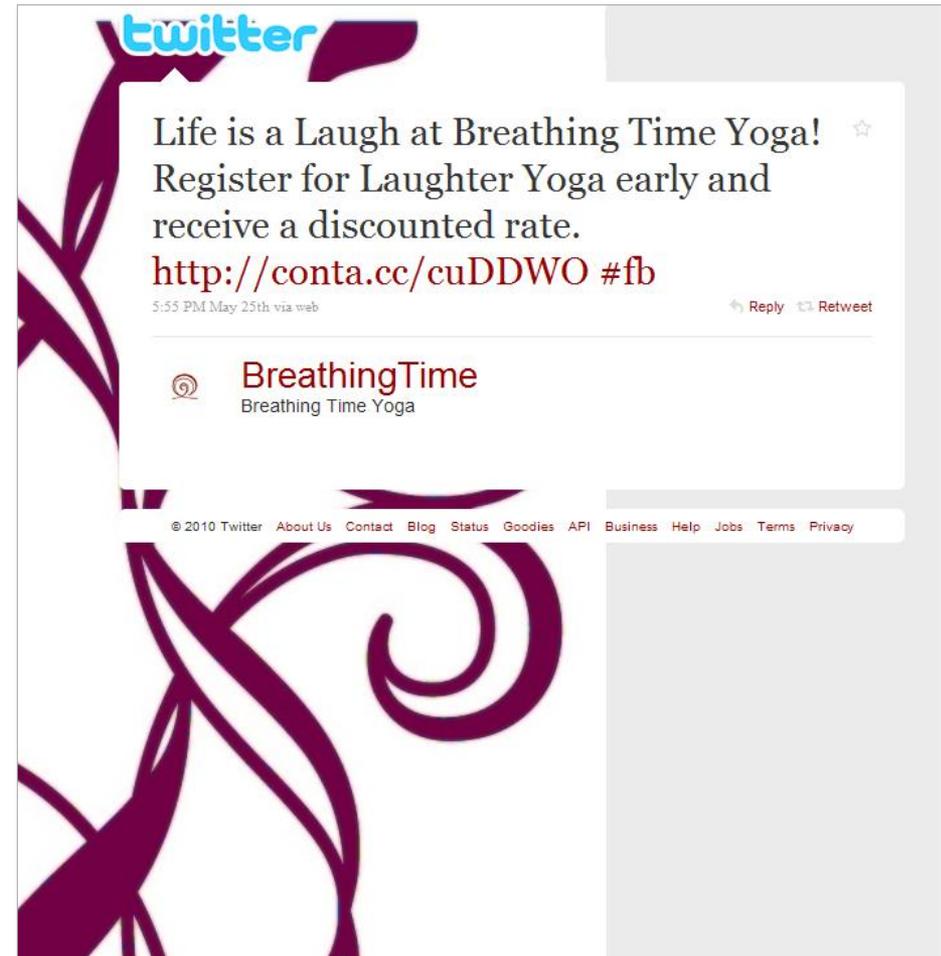
# Create Starter Content

- **Information, tips, and practical advice**
- **Questions asked by your customers**
- **Links to:**
  - Archived email marketing newsletters
  - Polls and surveys
  - Event homepages and registration pages
  - Blogs (yours and others')
  - Websites (yours, and others in your area of expertise)
  - Product or service reviews
  - Thought-provoking discussions that inspires dialogue
  - Relevant videos, photos, podcasts



## Content is the feeder of social networks

- Write great content once, then broadcast it. Create **sound bites** for shorter media
- The best content inspires sharing: a word of advice or question can go a long way
- **Original**, personalized content is important
- **Share** other people's content
- **Less is more!** Short content is best, one idea at a time. You can always share links to more



# Make Content Shareable/Broadcast-able

Share:  1 person  Tweet 1    

Join Email List Powered by Constant Contact

From: Michael Katz  
To: St. Laurent  
Cc:  
Subject: Claim Your Oscar



## Michael Katz's E-Newsletter on E-Newsletters

a free twice-monthly guide to creating, writing, and managing effective e-newsletters

March 4, 2011 Issue #261

Hello!

Did you watch the Oscars? Me too. **Today's newsletter explains why *watching someone work and knowing how to do it yourself is not the same thing*** (and why it matters in the way you market your business).

[Click here](#) to listen to today's edition while reading (5 minutes, 14 seconds).

[Click here](#) to subscribe via iTunes.

The permanent link for this newsletter is [here](#).

All the best,

*Michael*

Michael J. Katz  
Founder and Chief Penguin

▼ Print this newsletter  
▼ Visit the newsletter archive

In this issue... **Claim Your Oscar**  
Along with about fifty million of our closest

# Measuring Social Share Effectiveness

The Swinery is a specialty butcher shop in Seattle

They sent an email newsletter to 3,765 subscribers

Received 816 opens (22%)

AND it was viewed an additional 485 times & "liked" by 181 readers

Represents a 60% increase in reach

Share: Like 181 Tweet 0

[Join Email List](#) Powered by Constant Contact

**THE SWINERY**

**International Bacon Day Party at The Swinery**

International Bacon Day is held the Saturday before Labor Day. We invite all pork-lovers (and even vegetarians!) to celebrate the goodness the swine has given us.

**When:**  
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**International Bacon Day Party**  
free bacon chocolate chip cookies  
\$2.50 bacon dog  
\$5 bacon burger  
Various bacon-filled brunch items  
+  
Meet The Swinery team  
Music at The Courtyard

Visit The Swinery  
3207 California Ave SW  
Seattle, Washington  
206.932.4211

**Follow Our Blog**

[Join Our Mailing List!](#)

**twitter**  
FOLLOW US

Swinery Meats  
**facebook**  
Name: Swinery Meats

# Reuse Content



The screenshot shows a Facebook page for 'focus: HR'. The page header includes the Facebook logo, a search bar, and the page name 'Focus HR - outsourced HR & consulting services'. The profile picture is the 'focus: HR' logo. Below the header are tabs for 'Wall', 'Info', 'Join My List', 'Video', 'Notes', and 'Discussions'. The main content area features a post with the text: 'Welcome to Focus HR! We want each and every entrepreneur to be a great people leader. This page is dedicated to providing your information, resources and general HR expertise to make you a great people leader!'. Below this is an 'Information' section with location 'Barrington, IL' and a 'Newsletter Sign Up' section with a 'Sign up for our Email Newsletter' button. The right sidebar shows a 'Twitter' section with a tweet and a 'Subscription' section with an email input field.

Need a Speaker  
Looking for a speaker for your next group meeting, chamber lunch-n-learn or to motivate your team?

Contact us and we can send a list of topics or suggest your own.

# Build Community and Contacts

Incented fans to like them on Facebook and join their email list

Sent an email campaign to 8,934 subscribers

Shared the offer on Facebook and Twitter

Had fans join their email list through the CTCT Facebook App

Kept their fans up to date on their progress

Dingo's fans shared their campaign through social networks and on their own blogs



**Dingo Facebook Fan Promotion**

Welcome to the Dingo Community July, 2010

**DINGO**  
Meat in the Middle!

**THE BIG TASTE DOGS LOVE**

Made with Real Meat!

9 out of 10 dogs prefer

Dear Mike,

Congratulations the [Dingo Facebook](#)

Whether you are a current Dingo customer or are looking to try Dingo for the first time, you have qualified for a \$20 online coupon at the Dingo website (see details below).

**facebook**

[DINGO PRODUCT RATINGS & REVIEWS](#)  
[Find the Right Dingo Product for your Dog](#)  
[Dingo Ask & Answer](#)  
[What Will Your Dog Do for Dingo Story Contest](#)  
[About Dingo](#)  
[Contact Us](#)

Dingo now has  
**6,329 Likes** and **14,140 Subscribers**

**It took them 3 days!**

# Building Your Social Network

## Use a variety of ways to expand your network:

1. Send an invitation to your email list
2. Add interactive social icons to your
  - Website
  - Email Campaigns (in a sidebar, in the footer)
  - Outgoing Email Signature
  - Business Card
  - Printed Collateral: mailers, flyers, invoices, etc.
3. Put a sign in your storefront window
4. Add a message to your voicemail
5. Include a note on point-of-sale receipts and house coupons



# Social Media Dos: Be the Expert

## Focus on the content: share knowledge so people care

- It's not about you
- It's about what you know

## Trade useful information for attention

- Will people talk about it with friends?
- Will people look forward to your next communication?
- Will they be inspired to share/tweet/comment on this information?

## Inspire trust by filtering the noise

- Be an expert
- Clearly convey your area of expertise



**g** The W. L. Gaiennie Company  
985.446.6688 • www.wlgaennie.com

### Marketing Minute

June 9, 2010

Virtual Hangout: [Web](#)  
[Blog](#)  
[Portfolio](#)  
[Contact](#)

Follow us:

[f](#) [t](#)

Share us with a friend

Newsletter Sign up

#### 5 Elements of a Successful Facebook Fan Page

For many companies a Facebook Fan Page is an integral part of their social media campaign. Samir Balwani from [Mashable.com](#) put together a list of specific elements that he believes have helped create fan pages with large, engaged, followings.

1. Networking with other platforms
2. Creating a resource
3. Creating contests that include participation
4. Empowering pre-existing pages
5. Targeting the proper demographic

To read the whole article [click here](#).

Or you can call and ask to talk to our social

#### Facebook Fan Pages: Just Get One Already!

There has always been somewhat of a golden rule when it comes to marketing: "Go Where the People Are." Now, I never officially heard that anywhere, but isn't it true?!

Although I am young, there seems to have been a plain site evolution of where the big-time marketing took place. At one time newspaper and radio were the biggest and greatest forms of advertising. The next in line was television. Television became the best and most well-known form of advertising. Now, we are seeing the major shift of advertising going to the internet. All others are still around, for now, but the trend of marketing has greatly shifted into the online spaces.

Read on...

#### Spotlight

##### Archer Construction

Successful advertising includes timing and awareness, like advertising a client's storm shutters right before a tax-free weekend for hurricane preparedness supplies.

CALL TODAY! 685-672-3056

Let Us Evaluate Your Social Media Needs ... For Free!

Need some help navigating your way through the world of social media? Let us give you a free evaluation of your company's social media needs, and help you find your way.

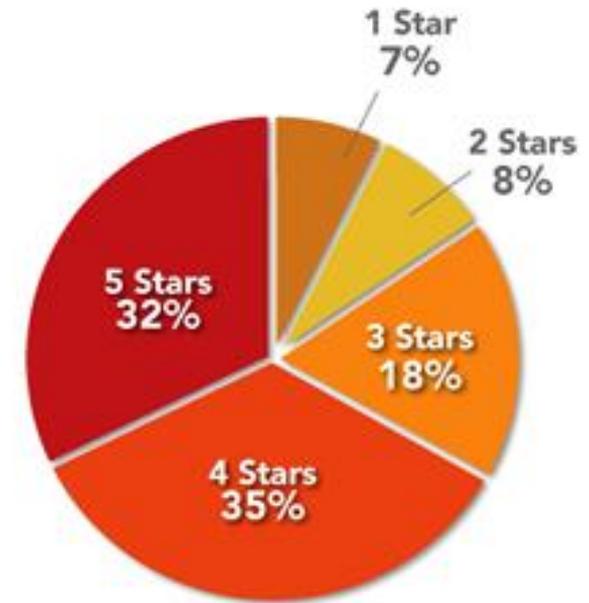
[click here](#)

[Follow Me](#)

# Dealing With The Positive

**Positive comments are an opportunity to interact and help spread the message**  
*Social networks can be a convenient way for people to share interest, excitement.*

1. Comment back
2. Answer questions
3. Share comments (content!) in other marketing channels
4. Possibly reward people who took the time to post a positive comment (offline)



Source: Yelp aggregate rankings of businesses, September 2009

# Start Conversations & Interact

Practically an institution in Belleville, IL. Providing only the freshest fruits and vegetables year 'round!  
<http://www.farmers4good.com/>

## Information

Location:  
1901 N. Belt West  
Belleville, IL, 62226

Phone:  
(618) 235-9500

Mon - Sat:  
8:00 am - 6:00 pm

Sun:  
9:00 am - 5:00 pm

## 2,393 People Like This



## Video

2 of 3 videos

[See All](#)



**Belleville Farmers Market** It's officially official...Pepsi's press release is out! They even embedded the photo of Abe Lincoln's 3rd graders on the website!



### Pepsi Refresh Project | THE PEPSI REFRESH PROJECT AWARDS \$1.3 MILLION TO SUPPORT THE PUBLIC'S FAVORI

[pepsico.presslift.com](http://pepsico.presslift.com)

Purchase, NY (March 22, 2010) – The first Pepsi Refresh Grant recipients – who developed the 32 refreshing ideas voted most likely to move our communities forward – have been awarded \$1.3 million from ...

March 22 at 10:01am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)

20 people like this.



Grats...you deserve it...I love the fact that you are taking fruits and vegetables to the schools. It teaches the children that there are great snack alternatives and maybe new vegetables and fruits that they have never had the opportunity to try.

March 22 at 10:13am · [Like](#) · [Report](#)



**Belleville Farmers Market** thx Suzie! that's the ultimate goal...if you watch about 40 seconds of this clip you'll see that it's working!  
[http://www.youtube.com/watch?v=\\_53FuPqKoyA#t=0m45s](http://www.youtube.com/watch?v=_53FuPqKoyA#t=0m45s)

March 22 at 10:24am · [Like](#) · [Report](#)



YEAH! Congrats!!!!!!!!!!!!!!!!!!!!!!

March 22 at 10:25am · [Like](#) · [Report](#)



Congratulations!!

March 22 at 10:35am · [Like](#) · [Report](#)



Way to go - Congratulations!!

March 22 at 10:55am · [Like](#) · [Report](#)



CONGRATS!!! and Gavin is in the pic even tho you only see half his head lol. Thats awesome!!

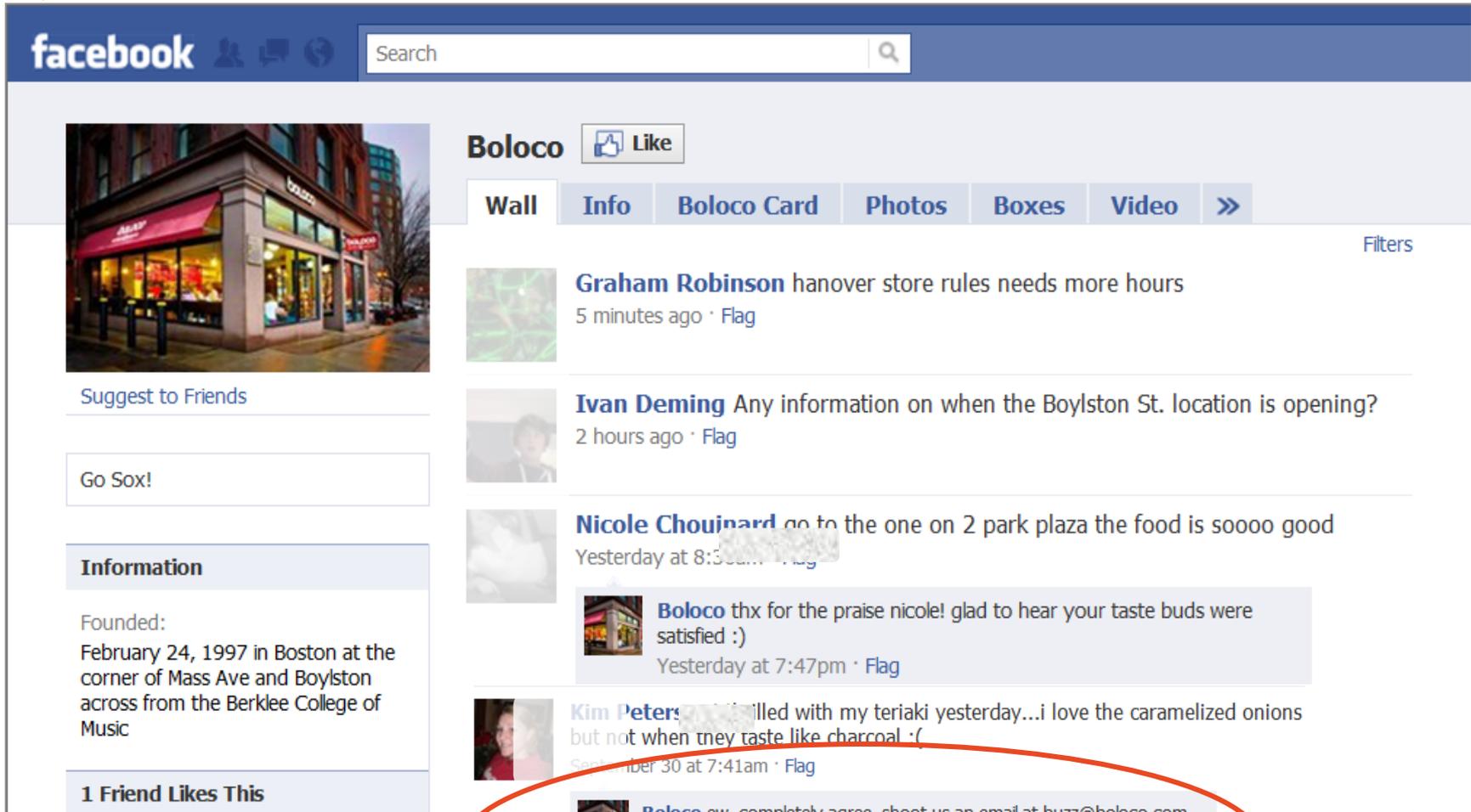
March 22 at 11:14am · [Like](#) · [Report](#)



**Belleville Farmers Market** i see him!

March 22 at 11:16am · [Like](#) · [Report](#)

# Listen & React



The image shows a screenshot of a Facebook page for Boloco. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, Boloco Card, Photos, Boxes, and Video. The main content area displays a series of comments from users. The most recent comment, from Boloco, is circled in red. The left sidebar contains a profile picture of the Boloco store, a 'Suggest to Friends' button, a 'Go Sox!' button, and an 'Information' section detailing the company's founding date and location.

**facebook** Search

**Boloco** Like

Wall Info Boloco Card Photos Boxes Video >> Filters

**Graham Robinson** hanover store rules needs more hours  
5 minutes ago · Flag

**Ivan Deming** Any information on when the Boylston St. location is opening?  
2 hours ago · Flag

**Nicole Chouinard** go to the one on 2 park plaza the food is soooo good  
Yesterday at 8:55am · Flag

**Boloco** thx for the praise nicole! glad to hear your taste buds were satisfied :)  
Yesterday at 7:47pm · Flag

**Kim Peters** [redacted] filled with my teriaki yesterday...i love the caramelized onions but not when they taste like charcoal :(  
September 30 at 7:41am · Flag

**Boloco** ew. completely agree. shoot us an email at buzz@boloco.com with your 16-digit boloco card # so we can make up for the unintentional charcoal flavoring.  
September 30 at 8:35am · Flag

Suggest to Friends

Go Sox!

**Information**

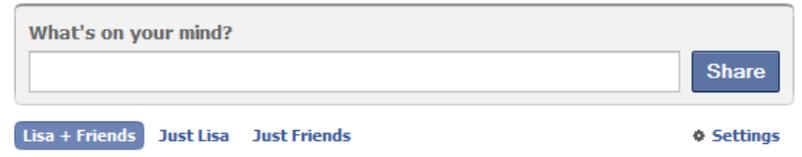
Founded:  
February 24, 1997 in Boston at the corner of Mass Ave and Boylston across from the Berklee College of Music

**1 Friend Likes This**

# Social Media Don'ts

## What NOT to include in your Facebook, Twitter, and LinkedIn Updates.

- Don't pitch
- Don't overtly self-promote
- Don't offer incentives to get reviews or sharing
- Don't stray from your areas of business into: personal information, politics, sports, religion, etc.

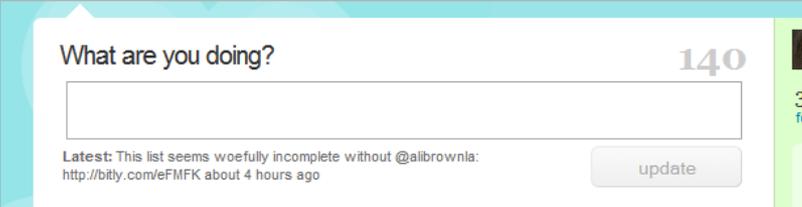


What's on your mind?

Share

Lisa + Friends Just Lisa Just Friends

Settings



What are you doing? 140

Latest: This list seems woefully incomplete without @albrownla:  
<http://bitly.com/eFMFK> about 4 hours ago

update



What are you working on now?

Lisa...

Update

Lisa - polishing up presentation on social media and email marketing  
I'll present with Alex de Carvalho on May 27. 1 second ago - clear

# Turning Negativity into a Great Customer Experience

**Negative comments are inevitable:**  
*Social networks can be a convenient way for people to vent frustrations.*

1. Always reach out to the customer
  - Pick up the phone if possible
  - Use a private message, email, or DM
2. Let your network know that you are addressing the issue
  - Respond! Show that you are listening and respond positively, publically
3. Always seek to satisfy and delight, not defend



# Monitoring Social Media

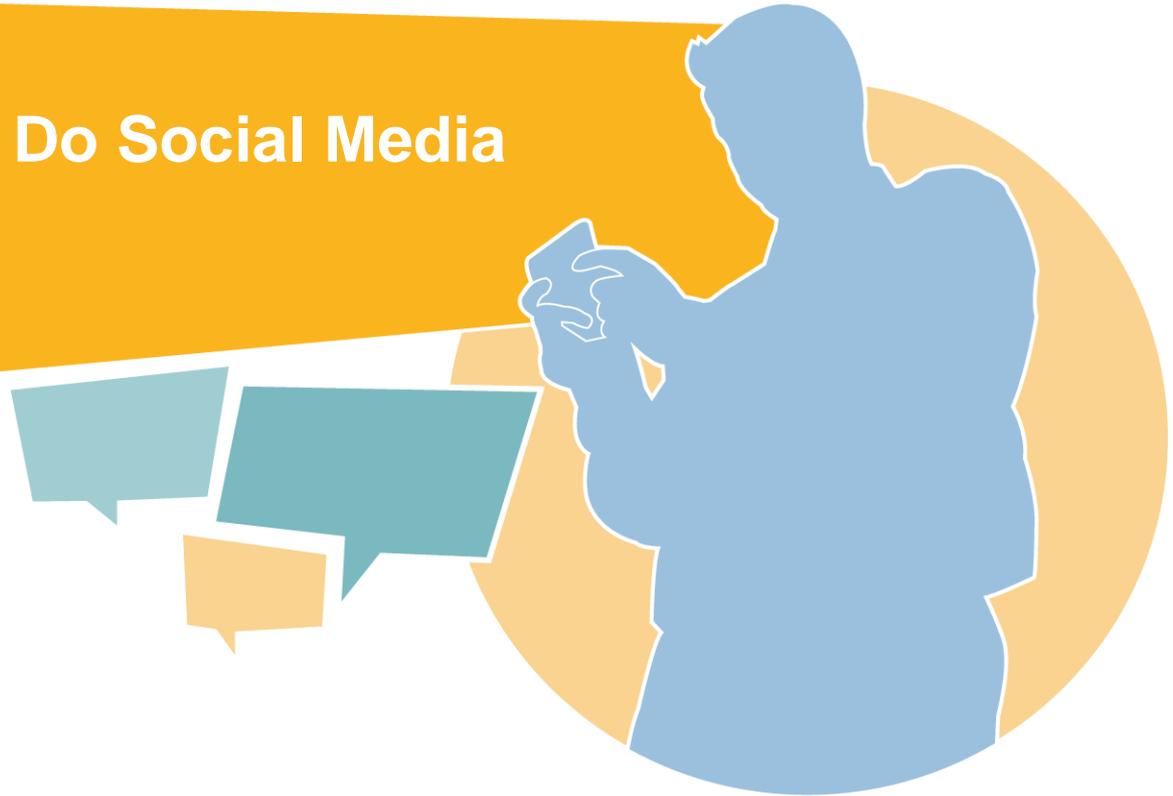
- 1. Your Brand.** Think about all its possible spellings/configurations.  
For example: Far and Away Bicycles, Far&Away Bicycles, Bikes, etc.
- 2. Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

**For example:** Does the pizzeria down the street tweet daily?  
Do the other consultants in your area of expertise have LinkedIn profiles?

- 3. Categories, topics, and keywords** of your business.  
For example: Pets, Dog Day Care, Cat, Dog, Pet-sitting, Animals, Rescue, etc.
- 4. The experts and influencers in your business.**



# WHEN Do I Do Social Media Marketing?



# Do it Daily, But Don't Overdo It

A word of advice from Gail Goodman,  
CEO of Constant Contact:

***“Keep your time spent in check;  
doing social media right  
does not mean doing it a lot.”***

- It is important to stay active!  
15 minutes a day, 3 times per  
week is more than most small  
businesses.



**76%** of marketers are  
spending at least  
**4 hours each week**  
on their social marketing efforts. Just  
starting out median weekly time is 1  
hour; just a few months into it the  
median is 10 hours.

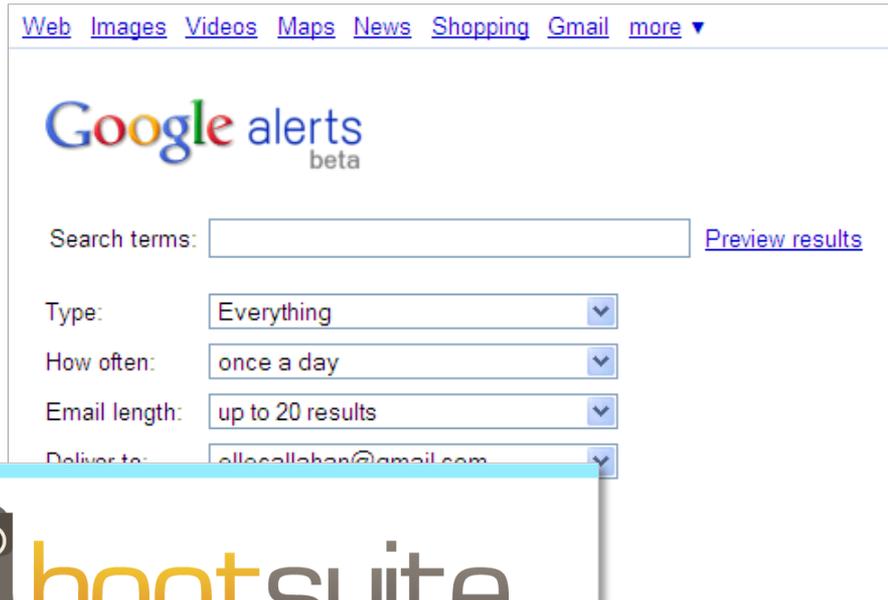
After a few months with as few as  
**6 hours per week**,  
half the marketers have generated  
qualified leads with social media  
marketing.

2010 Small Business  
Attitudes & Outlook  
Survey

# Manage Your Time Effectively

## Popular time management and monitoring tools include:

- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail



Web Images Videos Maps News Shopping Gmail more ▼

Google alerts  
beta

Search terms:  [Preview results](#)

Type:  ▼

How often:  ▼

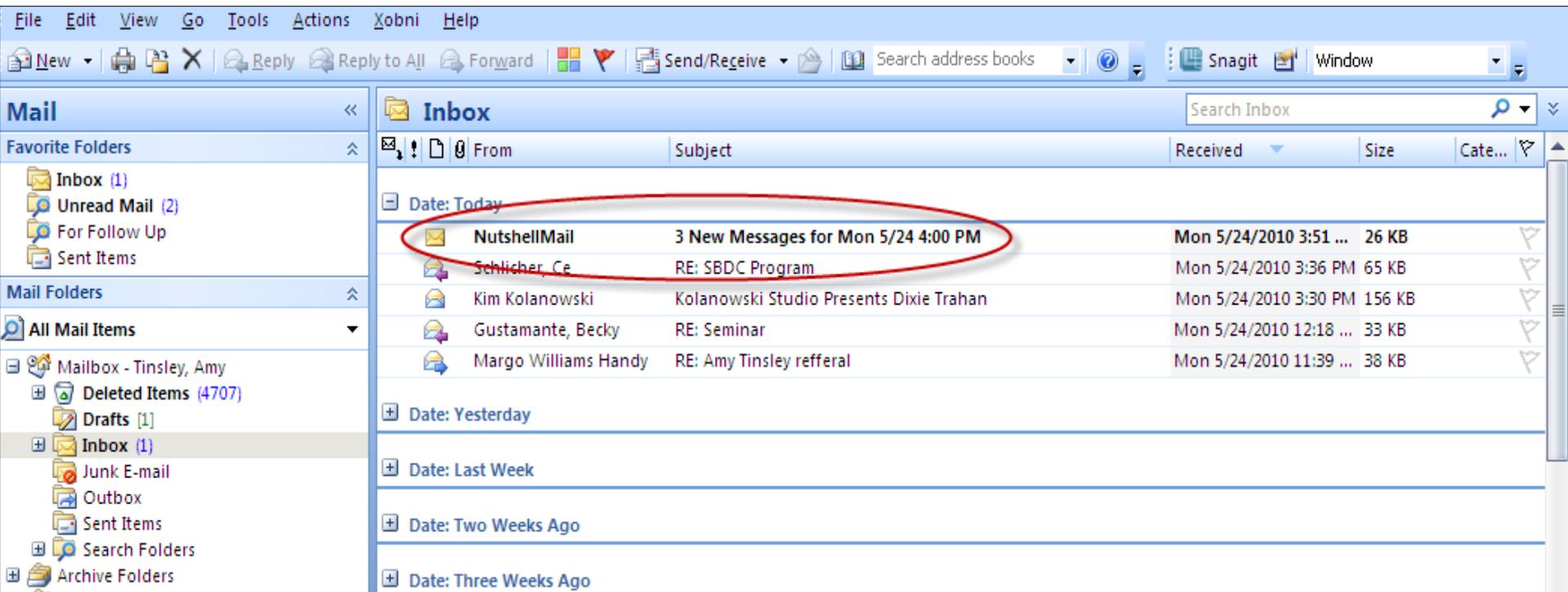
Email length:  ▼

Deliver to:  ▼



# NutshellMail Sends You a Social Digest

## Interact From One Place = Your Inbox



The screenshot shows the Microsoft Outlook interface. The 'Mail' pane on the left lists folders like 'Inbox (1)', 'Unread Mail (2)', and 'Sent Items'. The main pane displays the 'Inbox' with a search bar and a table of messages. A red circle highlights a message from 'NutshellMail' with the subject '3 New Messages for Mon 5/24 4:00 PM'. Below the table are date groupings: 'Date: Today', 'Date: Yesterday', 'Date: Last Week', 'Date: Two Weeks Ago', and 'Date: Three Weeks Ago'.

	From	Subject	Received	Size	Cate...
Date: Today					
	NutshellMail	3 New Messages for Mon 5/24 4:00 PM	Mon 5/24/2010 3:51 ...	26 KB	
	Schlicher, Ce	RE: SBDC Program	Mon 5/24/2010 3:36 PM	65 KB	
	Kim Kolanowski	Kolanowski Studio Presents Dixie Trahan	Mon 5/24/2010 3:30 PM	156 KB	
	Gustamante, Becky	RE: Seminar	Mon 5/24/2010 12:18 ...	33 KB	
	Margo Williams Handy	RE: Amy Tinsley referral	Mon 5/24/2010 11:39 ...	38 KB	
Date: Yesterday					
Date: Last Week					
Date: Two Weeks Ago					
Date: Three Weeks Ago					

# NutshellMail Allows You to Interact More



NutshellMail from Constant Contact

Settings Help Feedback Tell a Friend  
Get Latest Messages

New items: 12 24

**facebook** 27 New fans 9 New likes  
521 Page views 3 New comments

Constant Contact 6597 fans

**My Status**  
Constant Contact As back-to-school time is upon us, do you have plans to learn anything, change anything, grow anything or do more/less of anything to drive your business or org? What is the fall bringing for you?

**My Posts**

Constant Contact Tell us the social network you prefer. Obviously Facebook is one of them if you're reading this ;-)

Constant Contact Support Blog: Poll Question: What social media networks do you use?  
supportconstantcontact.blogspot.com  
Even if you are still sampling the social media marketing landscape, you probably have an idea of what you like. So what are your favorites?

Sep 2, 9:49 AM

**Corissa St. Laurent** Facebook and LinkedIn - also love YouTube!  
Sep 2, 12:12 PM

**LisaMarie Dias** My FB Business Page, Twitter and Linked In for work (in that order) FB personal for family and friends (and I do NOT like to find marketing there!)  
Sep 2, 12:15 PM

Comment Like Share Reply to Wall

Constant Contact Good sports deliver on their promises after losing a softball game at this year's summer outing.

**G&A Loses Bet to Engineering!**  
35 new photos

Sep 2, 10:51 AM

17 people like this.

**Charlene Wagner Ridlon** Good sportsmand ship and some good clean fun at the office (well only if you are the sprayer-vs the sprayee!)

Track your Page Insights

**NutshellMail also supports:**

**With more to come soon.....**

Read Fan comments

Reply from your Inbox

# Measuring Social Media Success



## Test to learn what works!

- Set up engagement campaigns to track social media that drive to your website (Google analytics)
- Count how many have read or commented on your blog
- Watch how many are clicking on the social media icons in your emails
- Monitor Facebook for interaction
- Monitor Twitter for mentions and retweets
- Monitor business for growth

**73.8%**

of marketers who have been using social media for years reporting it has helped them close business.

Attaining "close of business"

**B to B 51.3%**

**B to C 44.9%**

Social Media Marketing  
Industry Report 2010

# A True Story: "I love nails!"



**WHERE Do I Get More  
Information?**



# Take the Next Step



## 1 Social Media Webinar

Free!

Register for the free webinar: “The Power of Social Media, SEO, and Email”

Learn more about how Social Media Marketing can help small business and non profits optimize their marketing efforts.

[constantcontact.com/learning-center](http://constantcontact.com/learning-center)

## 2 Get NutshellMail

Free!

Sign up for a free NutshellMail account by Constant Contact

Manage and monitor your social media activities on *your* time... right from your inbox.

[nutshellmail.com/register](http://nutshellmail.com/register)

## 3 60-Day Email Marketing Trial

Free!

Sign up for a 60-Day free trial with Constant Contact

No risk, no credit card required. Get coaching and support, grow our email lists, access to over 400+ templates, and measure and track results

[constantcontact.com/email-marketing](http://constantcontact.com/email-marketing)

Thank You!



**Corissa St. Laurent**  
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Constant Contact

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facebook.com/constantcontact.corissa



@corissactct

NEED HELP? Contact Support at:  
866-289-2101 or on Twitter @ctcthelp

