

Boost Your Business with Social Media

By @KellyRobertson



Business & Social Media

- I. Should we use social media?
- II. Benefits and drawbacks
- III. The social big boys
- IV. How it's done. Right ... and wrong.
- V. Monitoring
- VI. Now what?

What are your goals?

- Build awareness
- Gain instant feedback
- Foster relationships
- Become an expert
- Communicate with loyal fans
- Incite action

Benefits and drawbacks

Benefits

- 2-way conversation with customers
- Audience seeks out your message
- Breaks through clutter
- Easily accessible
- Monitoring
- Cost effective

Drawbacks

- Social media isn't limited to 8 - 5
- Full disclosure
- Your customers have visible opinions
- Content must resonate with audience
- Takes time

The Social Big Boys

Blog

Written:
Livejournal
Blogger
WordPress

Audio/Video:
iTunes
Podcast.com

Micro Blog

Twitter, Jaiku

Social Networking

Facebook, MySpace, LinkedIn

Video Sharing

YouTube, Vimeo

Photo Sharing

Flickr, Photobucket

Social Networking: Facebook



- Fastest growing demographic is users 35-54
- The 55+ demographic is second with a 194.3% growth rate
- 27,912,480 users 21+, representing 66.3% of all users


Facebook

Goal: Foster Relationships

Coca-Cola:
Create brand-warriors

Tallahassee Chamber
of Commerce:
Info



Coca-Cola 

Wall Info Coca-Cola Feeds Photos Live Positively >>

Teresa A. Chatmon Coca -cola is where it is at
6 seconds ago · Report

Seth Walls i ran out of cokes 2 day such a trajedy :[
7 seconds ago · Report

Martha Reyff- Banash I had the coolest CocaCola bell bottom pants when I was a kid that I mailed away for and I loved them, I wish I still had them or a picture of them...
12 seconds ago · Report

Jess Himmel my opion
33 seconds ago · Report

Diane Carreras Vanilla Coke, Cherry Coke, Diet Coke, Caffeine free Coke. Love em all
39 seconds ago · Report

Jeremy Koski i love vanilla coca cola
52 seconds ago · Report

Jess Himmel coca-cola sucks, pepsi rocks
about a minute ago · Report


 BigPman J-baby O'Mahoney likes this.

Jon Pitts Me!
about a minute ago · Report

Add to My Page's Favorites
Suggest to Friends

Fans
6 of 4,518,647 fans See All

 Judy Marx
 Paige Dillon
 Dmitriy Smetanin


Facebook



MicroBlog: Twitter



- The fastest growing social media website with 1,928% growth between June 2008 and June 2009
- The 45-54 age group is the largest followed by the 25-34 demographic

Twitter



comcastcares

[+ Follow](#)

[Lists](#)



[@chmichel](#) [@Comcastbill](#) can look into the status of your tech for you

about 1 hour ago from web in reply to [chmichel](#)

Wow, I really did not tweet much today. I am heading home, but [@Comcastbill](#) is out here. Make sure to say hi to him

about 4 hours ago from web

[@JeffDS3](#) Yes, we will send you all the terms, but that is the purpose

about 5 hours ago from web in reply to [JeffDS3](#)

[@JeffDS3](#) Wiring inside your home.

about 5 hours ago from web in reply to [JeffDS3](#)

[@schuetterize](#) No, but asking now

about 6 hours ago from web in reply to [schuetterize](#)

[@eyre87](#) Good to hear thank you!

about 6 hours ago from web in reply to [eyre87](#)

[@challgren](#) Email us our account info and contact info
We_Can_Help@cable.comcast.com

Name Frank Eliason
Location Philadelphia, PA
Web <http://www.comcas...>
Bio Senior Director, Comcast National Customer Service
Email: We_Can_Help@cable.comcast.com

38,154 following
37,952 followers
775 listed

Tweets 39,983

Favorites

Lists

[@comcastcares/comcast-on-twitter](#)

[View all](#)

Actions

[block comcastcares](#)
[report for spam](#)

Following



Twitter

Goal: Foster relationships

Coffee Groundz:

Online value

Motrin:

Gain instant feedback

Other Tweeters: [RV Resort](#), [Carilion Clinic](#)



Monitoring

Realtime results for **bank of america near:tallahassee** 0.92 seconds

[Feed for this query](#)
[Tweet these results](#)



[hisflyass](#): Finna pay dis good ol light bill, then to **Bank of America** to pay my rent.. feeling kinda grown eh?!?!

Tallahassee, FL

about 8 hours ago from *Mobile Web* · [Reply](#) · [View Tweet](#)



[msfabulous21](#): WTF!!!! **Bank of America** fuckin up...I'm tryna xferr money and the online banking is not coming up!!! UUUUGGGGHHHH

Tallahassee, FL

3 days ago from *web* · [Reply](#) · [View Tweet](#)



[jasminejohnson](#): What is up with **Bank of America's** website?? Grrrrrrr!

Tallahassee

3 days ago from *web* · [Reply](#) · [View Tweet](#)



[Nyreezy](#): I bet not miss price is right messin with this **bank of america** atm line!!!!!!

Tallahassee, FL

3 days ago from *web* · [Reply](#) · [View Tweet](#)



[ElroyJetson90](#): Jus pulled up beside some white boys and they was Rollin up in plain daylight in the **bank of america** p lot. [#boldashell](#) [#mytypeofguys](#)

Tallahassee, FL

4 days ago from *Twitterrific* · [Reply](#) · [View Tweet](#)



[k1m_b3ar](#): **Bank of America** has too many darn fees..

ÜT: 30.410017, -84.283184

4 days ago from *Ultra-Twitter* · [Reply](#) · [View Tweet](#)

Show tweets **near:**



Within: km/s

Show tweets **written in:**

Trending topics:

- [#typicalmale](#)
- [#nowplaying](#)
- [#BestFeelingEver](#)
- [BET Honors](#)
- [#worstfeelingever](#)
- [Ray J](#)
- [#BETHonors](#)
- [#MusicMonday](#)
- [iPad](#)
- [#PeoplePleaseStop](#)

Now What?

- Establish goals
- Know your target audience
- Communicate your message: Reach out
- Be consistent
- Integrate
- Monitor

Contact Info:

Kelly Robertson, APR

@KellyRobertson

850-339-1336



Are you ready to
get social?